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2025 Sepsis Awareness Survey

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Methodology

The survey was conducted online within the United States by YouGov Plc. on behalf of Sepsis Alliance, June 25th - 27th, 2025, among 2,198 adults living in the U.S.

The results were weighted to the U.S. census for age, gender, race/ethnicity, and region. Surveys were conducted in English.

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Sepsis Background

Sepsis is the #1 cost of hospitalization in the U.S. consuming more than $53 billion in in-hospital costs each year.[5,6]

What is sepsis?

Sepsis is the body's life-threatening response to an infection that affects 1.7 million people and takes approximately 350,000 adult lives each year in the United States.[3]

- Sepsis is the #1 cause of death in hospitals.[4]
- As many as 87% of all sepsis cases originate in the community.[3]
- Sepsis is a common and deadly complication of COVID-19.[1,2]
- Mortality rates are high. The risk of mortality from sepsis increases by 4-9% for every hour that treatment is delayed.[7,8,9]
- Sepsis affects over 49 million people worldwide each year and is the largest killer of children – nearly 3.4 million each year.[10,11]
- Every day, there is an average of 38 amputations in the U.S. as the result of sepsis.[12]
- Black and "other nonwhite" individuals have nearly twice the incidence of sepsis as whites (1.89 times the risk for Black individuals, and 1.9 times the risk for "other nonwhite" individuals).[13]
- Black patients admitted to the emergency room are assigned to significantly lower priority status and experience significantly longer wait times (10.9 minutes longer on average) as compared to case-matched white patients.[14]
- In the U.S., Black women are 3.3 times more likely to die from pregnancy-related causes, and American Indian and Alaskan Native women 2.5 times more likely, than white women.[15]

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Executive Summary

Executive Summary

Sepsis awareness among U.S. adults has reached a record high of 75% in 2025, up from 69% in 2024 and a dramatic increase from just 19% when the first awareness survey was conducted in 2003. This growth reflects meaningful progress, but gaps remain. Awareness is significantly higher among white adults, older generations, and those with higher income or education levels, highlighting persistent disparities.

Healthcare professionals remain the most trusted source of health information, with 89% of adults relying on them, followed by personal connections and non-profits. However, despite 67% of adults seeing a healthcare provider in the past year, only 41% received a vaccination, pointing to ongoing opportunities to engage the public in preventive health and infection education.

Key Findings

- Overall awareness of the term sepsis is at an all-time high of 75% among U.S. adults in 2025, which is significantly higher than 2024 at 69%
  - Those who identify as white are more likely to know the term sepsis compared to those who identify as Black or Hispanic (84% vs. 60%, 56%)
  - The Baby Boomer generation was more likely than Gen Z to know the term sepsis (82% vs. 66%)
  - Those with a household income of $80,000 or more annually were more likely than those with a household income of under $40,000 to know the term sepsis (84% vs. 68%)
  - Those with a post-graduate education were more likely than those with high school or less education to know the term sepsis (88% vs. 64%)
- Healthcare professionals are the most trusted source for health information
  - 89% trust their healthcare professional for information regarding their health
  - 79% trust their personal connections for information regarding their health
  - 64% trust non-profit organizations for information regarding their health
- The top three qualities that lead adults to have confidence in a non-profit organization are
  - Having a clear mission/vision (54%)
  - Being recognized by a reputable source (44%)
  - Being supported by a personal connection (40%)
- While 67% of adults had an annual visit with their healthcare professional in the past 12 months, only 41% of adults surveyed received any vaccination

Demographics of the Survey*

- **Gender:**
  - Male: 49%
  - Female: 51%
  - Nonbinary: <1%
  - Other: <1%
- **Age:**
  - 18 – 34 years old: 27%
  - 35 – 54 years old: 30%
  - 55+ years old: 42%

*All demographic information is self-reported. Due to rounding, numbers presented may not add up precisely to the totals provided.

Demographics of the Survey*

- **Race/Ethnicity:**
  - White: 63%
  - Black: 12%
  - Hispanic: 16%
  - Other: 9%
- **Region:**
  - Northeast: 18%
  - Midwest: 21%
  - South: 38%
  - West: 24%

*All demographic information is self-reported. Due to rounding, numbers presented may not add up precisely to the totals provided.

Demographics of the Survey*

- **Annual Household Income:**
  - Under $40K: 33%
  - $40 - 79.9K: 27%
  - $80K+: 27%
  - Prefer not to say: 13%
- **Education Level:**
  - No HS or HS graduate: 40%
  - Some college: 31%
  - 4-year college graduate: 18%
  - Post-graduate: 11%

*All demographic information is self-reported. Due to rounding, numbers presented may not add up precisely to the totals provided.

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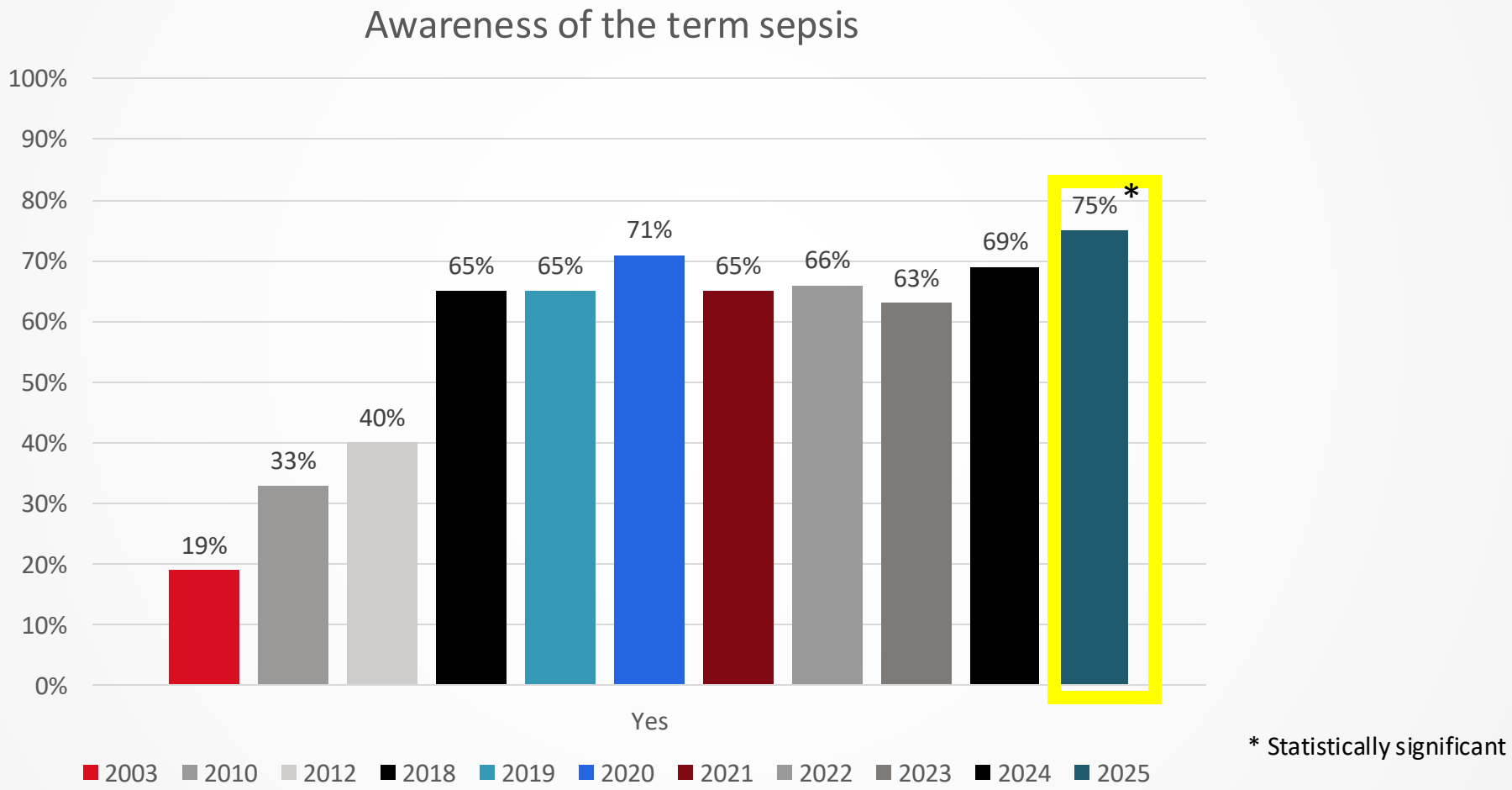
Study Details

Public awareness of the term sepsis reaches new high

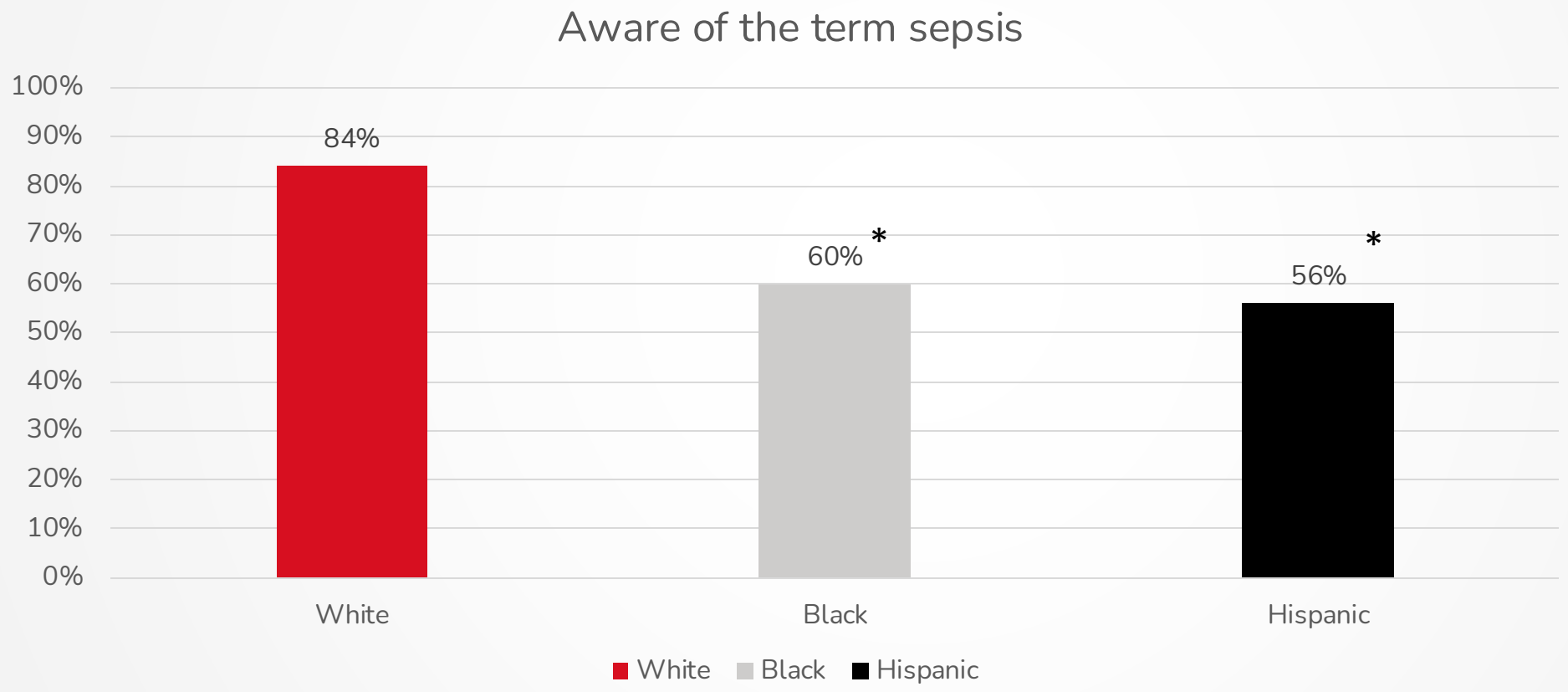


* Statistically significant

Q. Have you ever heard the term sepsis? N = 2,198

In 2012, the research was transitioned online from telephone.

Those who identify as Black or Hispanic are significantly less likely to have heard the term sepsis than those who identify as white



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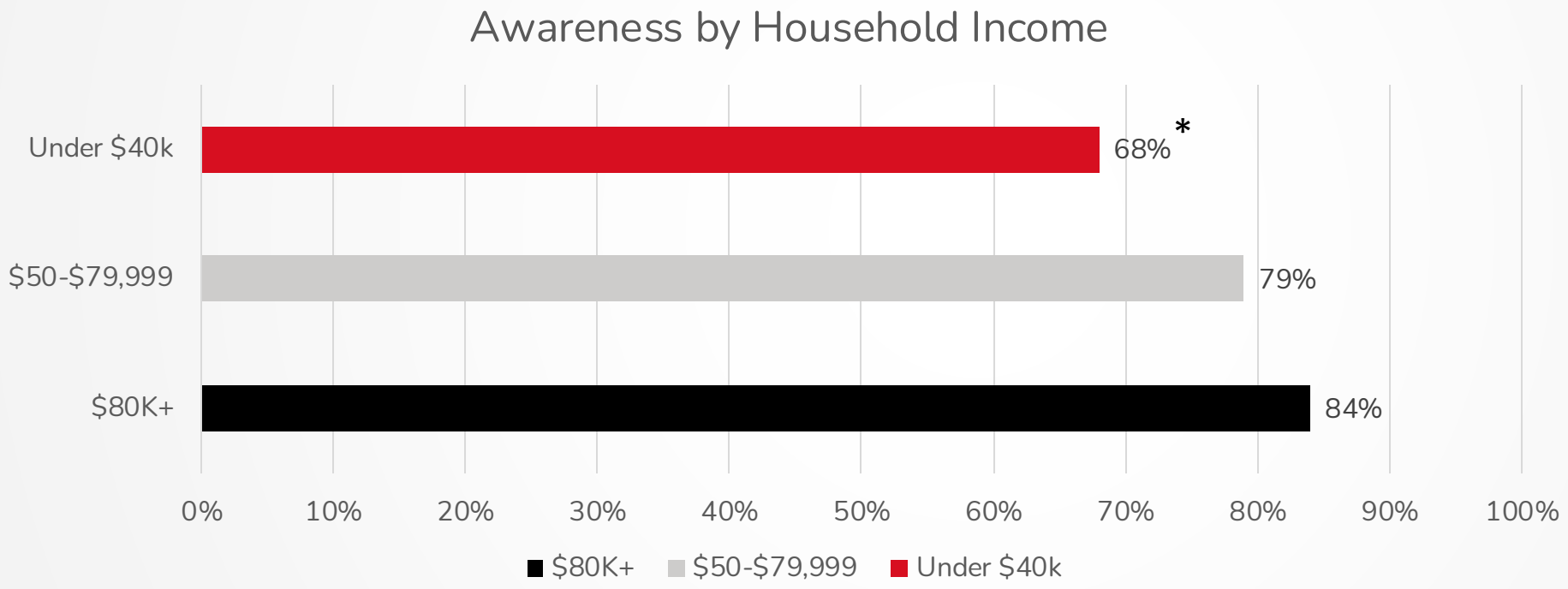
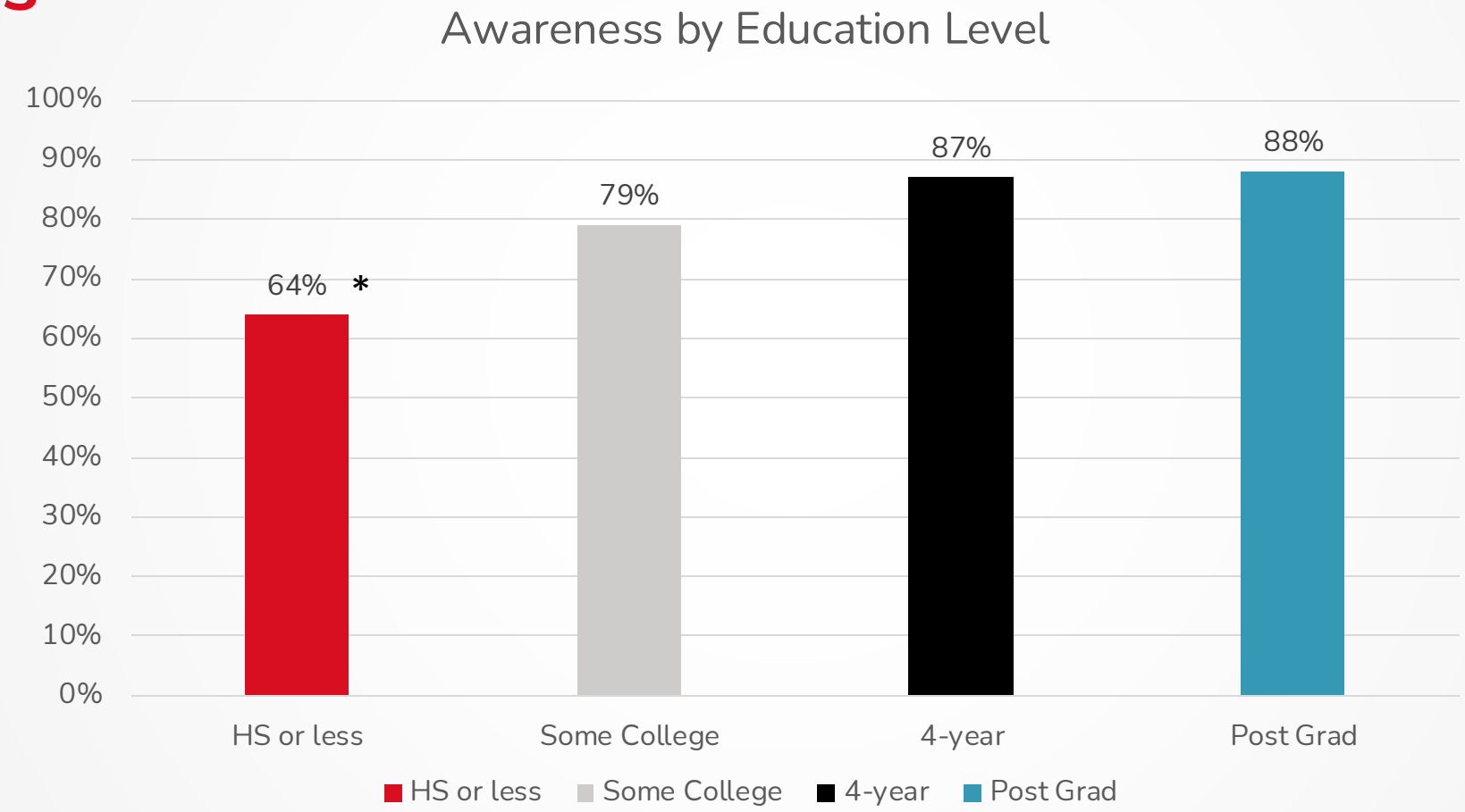
People with household incomes under $40,000 annually are much less likely to have heard the term sepsis



Q. Have you ever heard the term sepsis? N = 2,198

* Statistically significant

Those with lower education levels are less likely to have heard the term sepsis



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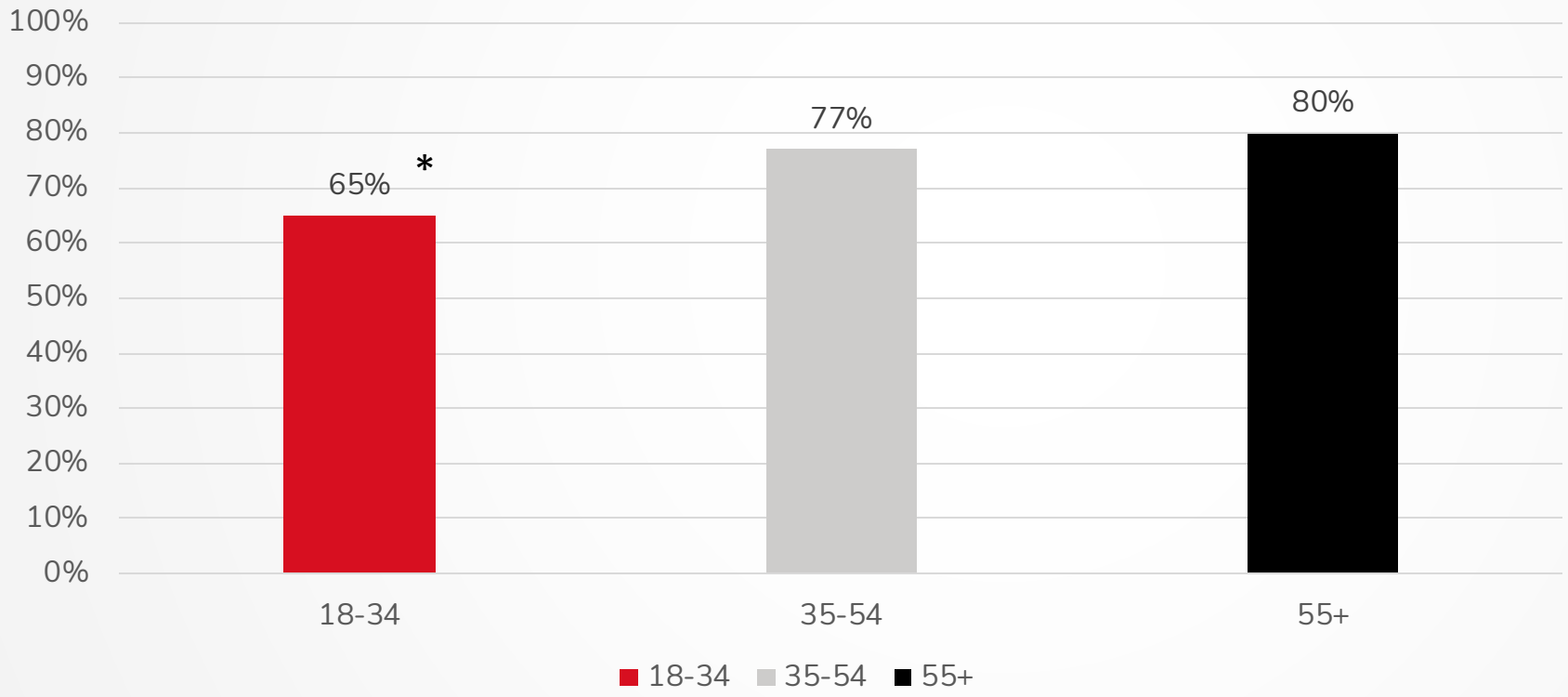
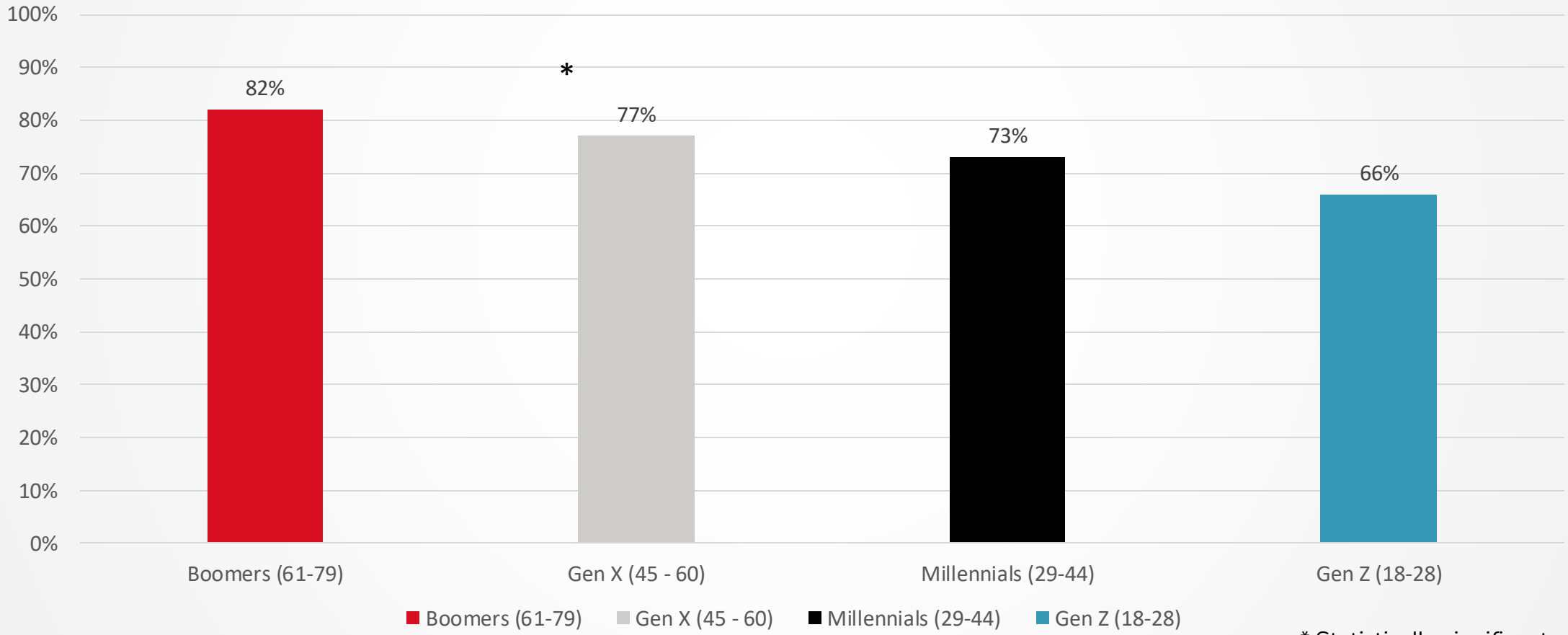
Those under age 35 are significantly less likely to have heard the term sepsis



Q. Have you ever heard the term sepsis? N = 2,198

* Statistically significant

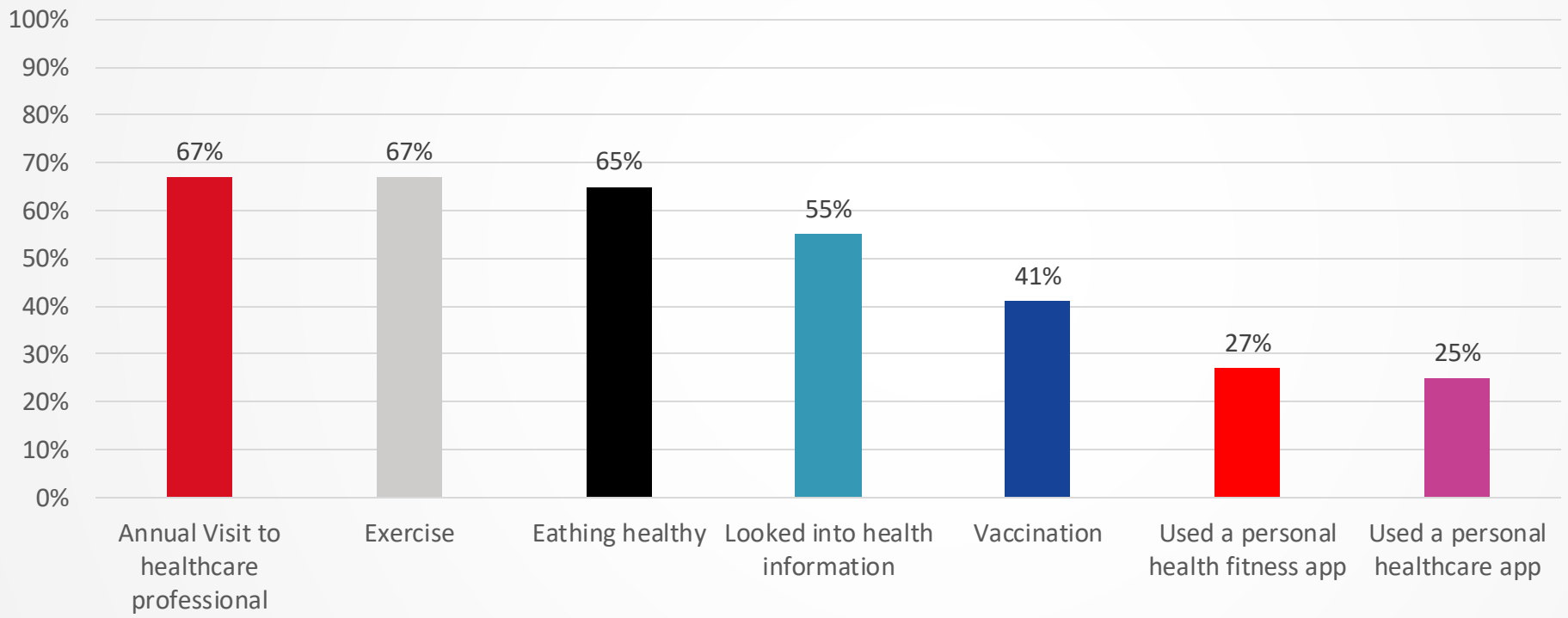
Baby Boomers are more likely to have heard the term sepsis than any other generation



Q. Have you ever heard the term sepsis? N = 2,198

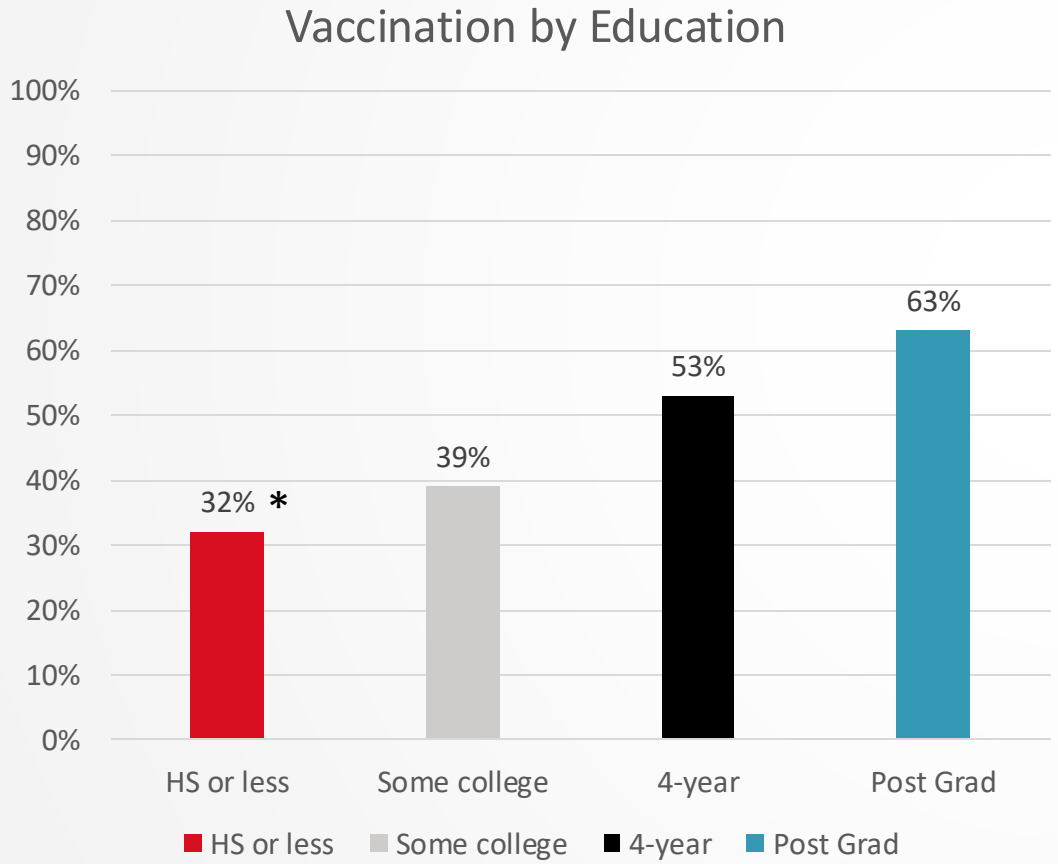
* Statistically significant

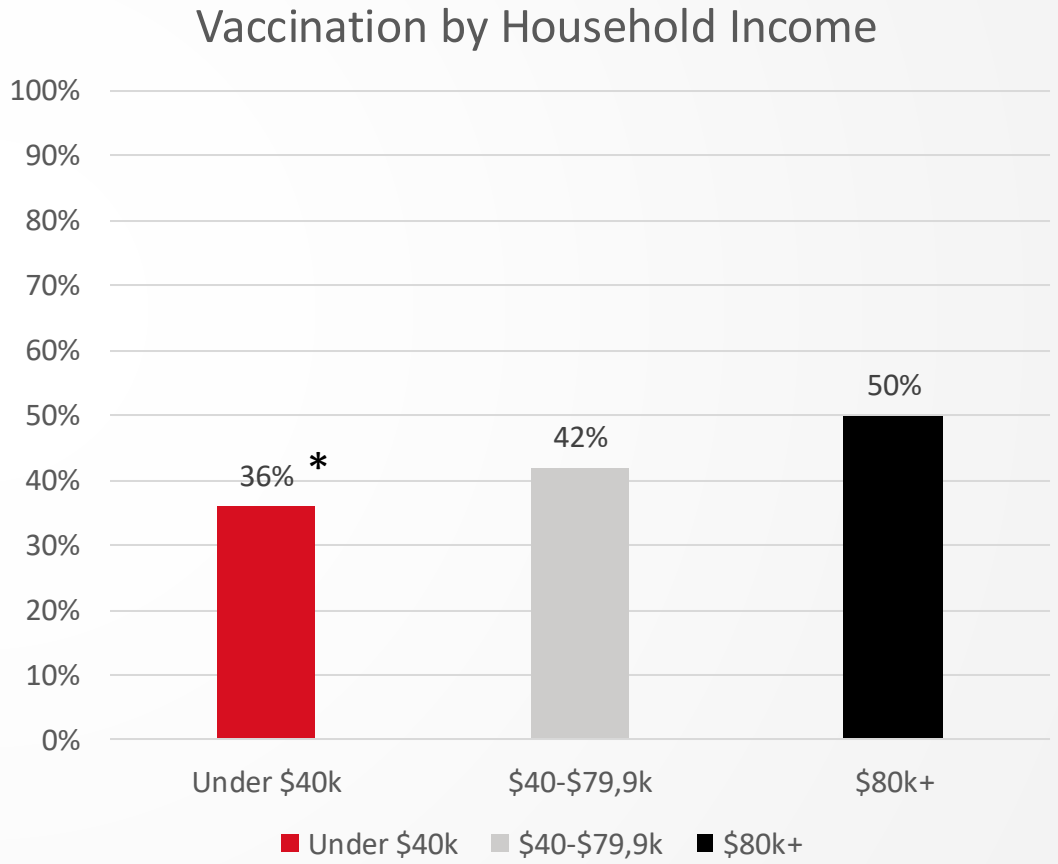
Only 41% of U.S. adults had any vaccination in the past year



Q. Which, if any, of the following have you done in the past 12 months for your personal health? N = 2,198

Those with lower education levels and lower household income are less likely to have received a vaccination within the past 12 months

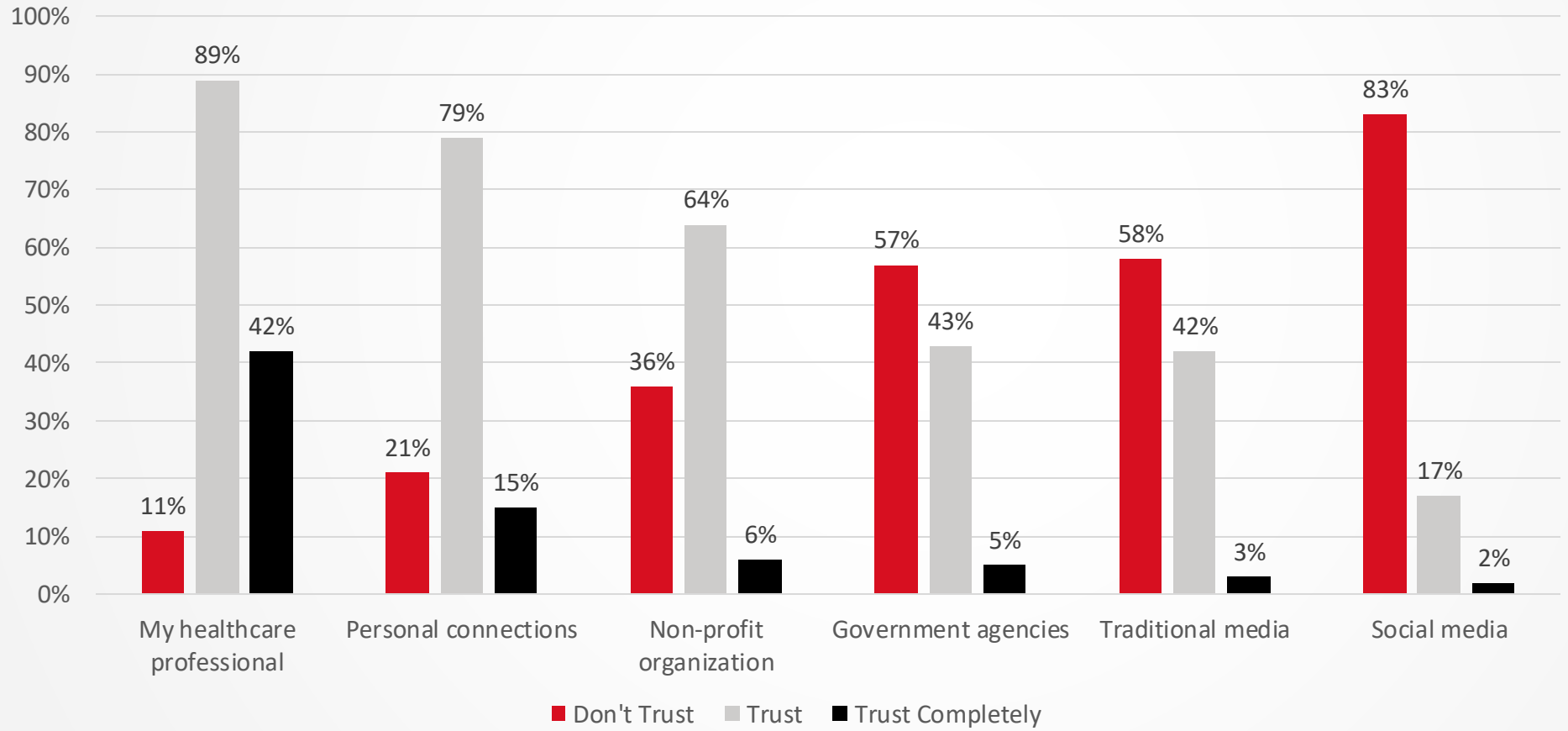




Q. Which, if any, of the following have you done in the past 12 months for your personal health? N = 2,198

* Statistically significant

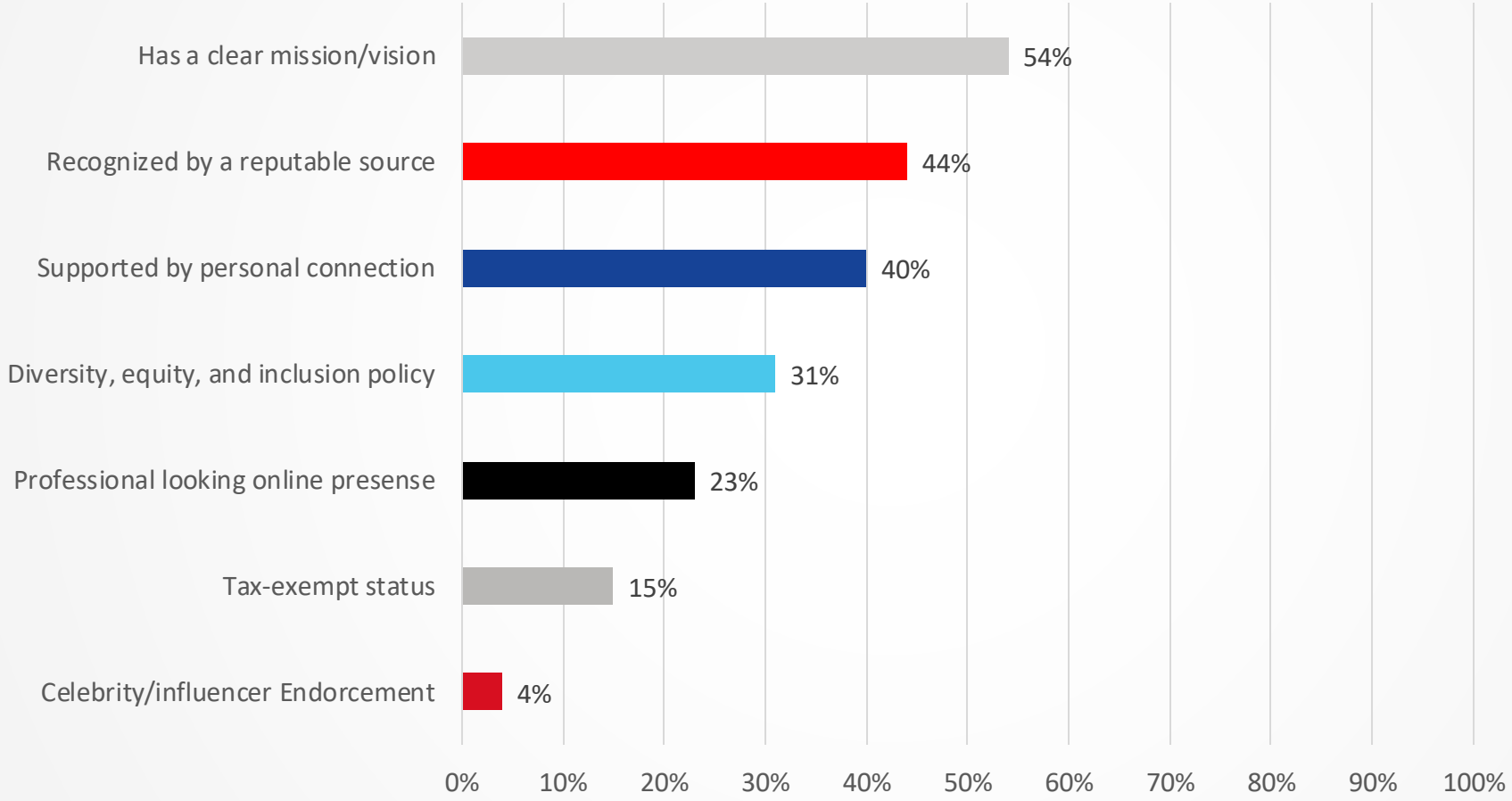
89% of U.S. adults trust their healthcare professional for information regarding their health



Most (83%) do not trust social media for information regarding their health.

Q. How much do you trust each of the following sources for information regarding your health? N = 2,198

Having a clear mission/vision encourages confidence in a non-profit organization



64% trust non-profit organizations for information on their health.

Q. Which, if any, of the following would make you have confidence in a non–profit organization? N = 2,198

References

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