

# NAMI 988 Suicide & Crisis Lifeline Tracker

June 2023

GAME CHANGERS



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# METHODOLOGY AND KEY FINDINGS

# 1

# METHODOLOGY

This NAMI/Ipsos poll was conducted June 2-11, 2023, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 2,073 general population adults age 18 or older.

Where appropriate, the data is trended to past NAMI surveys conducted by Ipsos. The first survey was conducted October 22-25, 2021, the second was conducted May 20-23, 2022, and the third was conducted September 23-26, 2022, all for NAMI by Ipsos. The October 2021 survey was based on a nationally representative probability sample of adults age 18 or older (N=2,049). The May 2022 survey was conducted based on a nationally representative probability sample of adults age 18 or older (N=2,045). The September 2022 survey was conducted on a nationally representative probability sample of adults age 18 or older (N=3,071). Further information about the October 2021 survey can be found [here](#). Further information about the May 2022 survey can be found [here](#). Further information about the September 2022 survey can be found [here](#).

The margin of sampling error for this study is plus or minus 2.3 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.10. The margin of sampling error is higher and varies for results based on other sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages may total slightly higher or lower than 100%. Questions that permit multiple responses may total substantially more than 100%, depending on the number of different responses offered by each respondent.

The data for the total sample were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, and household income. The demographic benchmarks came from the 2022 March Supplement of the Current Population Survey (CPS).

Ipsos' KnowledgePanel® is the most well-established online probability-based panel that is representative of the adult U.S. population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the U.S. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

# KEY FINDINGS

## 1 Familiarity with the 988 Suicide & Crisis Lifeline remains low despite increasing overall awareness of the Lifeline since it became available nationwide in July 2022.

- Sixty-three percent of Americans report at least hearing something about the 988 Suicide & Crisis Lifeline, up 19 percentage points since September 2022 and 41 percentage points since May 2022.
- However, just under one-fifth (17%) of Americans say they are very or somewhat familiar with the Lifeline. Only 4% of Americans say they are *very* familiar with the Lifeline.
- Americans 49 and under are more likely than older Americans to report having heard of 988. LGBTQ+ Americans are twice as likely to say they are familiar with 988 than non-LGBTQ+ Americans.

## 2 There is an opportunity, and a need, to educate the public on what to expect when contacting the 988 Suicide & Crisis Lifeline for themselves or a loved one.

- **Roughly two in five** Americans say they agree that they don't know what to do if someone they love is experiencing a mental health crisis or is thinking about suicide.
- When presented with a short series of questions testing their knowledge about the 988 Suicide & Crisis Lifeline, most say they "don't know" or are unable to give a correct answer.
- Fewer than half know that contacting 988 connects a person experiencing a mental health crisis to needed services and support and that it can de-escalate a situation where a person is suicidal. But after that, **most – even those who are familiar with 988 – have a knowledge gap about what to expect.**
- For example, roughly four in five do not know or are wrong about whether calling 988 always leads to an in-person response, requires individuals to disclose personal information, or always sends someone in crisis to the hospital.

# KEY FINDINGS

- 3 The lack of familiarity with the 988 Suicide & Crisis Lifeline lends itself to a trust gap, but there is a good foundation to gain trust.**
  - Just **one in five Americans have a great deal of trust** that they would receive the help they needed if they called the 988 Suicide & Crisis Lifeline, compared to 43% when thinking about 911 emergency services.
  - Fifty-eight percent of Americans somewhat trust 988 would provide them with the help needed. **This is a good foundation to continue to educate Americans** because they are not inherently skeptical of 988, even if they personally are not familiar with it or know anyone who has called.
  
- 4 Right now, speed is the top priority for 988 Suicide & Crisis Lifeline services. Financial access and anonymity are also important.**
  - Americans would be more likely to call 988 when necessary if they were able to speak with a crisis counselor immediately (77%), not receive a bill for services (64%), or be able to remain anonymous (60%)—all of which are current features of the 988 system.
  
- 5 Americans still want a mental health response to someone experiencing a mental health, drug, or suicide crisis (85%) instead of a police response (12%).**
  - Many report that they would not feel safe calling 911 for help, and a majority do not want police to respond to a 988 crisis.
  - Black and Hispanic Americans are more likely than white Americans to agree that they would not feel safe calling 911 for a loved one having a mental health crisis (56% and 57% vs. 39%, respectively). Similarly, LGBTQ+ Americans are more likely to agree with this sentiment than non-LGBTQ+ Americans (63% vs. 43%, respectively).

# KEY FINDINGS

- 6 Americans are unhappy with the state of mental health care and view funding mental health care as a priority for lawmakers (62% say highest or high priority). Half of Americans say Congress funding the 988 Suicide & Crisis Lifeline is a high priority or the highest priority.**
- Americans are open to a combination of funding methods, and federal funding is seen as the best way to fund the 988 Lifeline and related services by a majority of Americans (52%), followed by state funding (44%) and fees on monthly phone bills (38%).
  - Most Americans are willing to pay a monthly fee on phone bills to fund the 988 Suicide & Crisis Lifeline. As we've seen in past surveys, Americans are slightly more open to funding the Lifeline through phone bill fees when they are informed that it is how 911 is funded.
  - Before messaging about how 911 is funded through fees on monthly phone bills, Americans are willing to pay an average of \$0.70 per month on their phone bill to fund the 988 Suicide & Crisis Lifeline. After the messaging, they are willing to pay an average of \$0.80 per month.
- 7 Some Americans are sensitive to the unique needs of different groups when it comes to mental health.**
- Most agree that young people need more resources for their unique needs, but most are unaware of how long it takes young people to actually get the help they need.
  - Most want stricter controls on social media for minors.
  - Many acknowledge that LBGTQ+ youth face more mental health challenges, although this topic area is fraught with partisanship.
  - Most say that people with mental health conditions face discrimination in their everyday life.

# PERCEPTIONS OF THE STATE OF MENTAL HEALTH CARE

# 2





# 3 in 4

Americans are not content with the state of mental health treatment in the U.S.

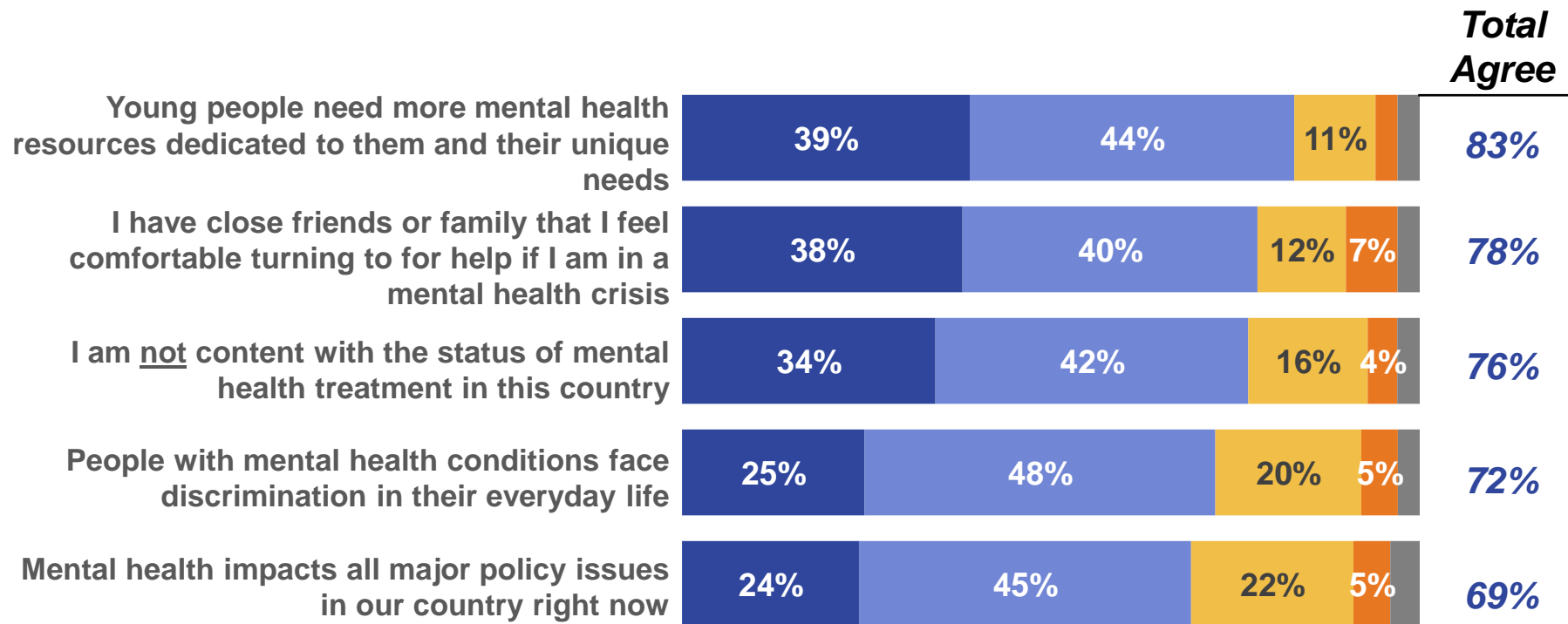
# 7 in 10

recognize that people with mental health conditions experience discrimination in their everyday life

Americans are largely in agreement that mental health care plays a large role in our society, and that they aren't happy with its current state. These views have remained consistent over the past two years.

Please indicate how much you agree or disagree with each of the following statements.

% selecting ■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree ■ Skipped



**Black Americans** are more likely than **white** Americans to agree that people with mental health conditions face discrimination in their everyday life (79% vs. 71%). Similarly, **LGBTQ+** Americans are more likely to agree versus **non-LGBTQ+** Americans (84% vs. 71%, respectively).

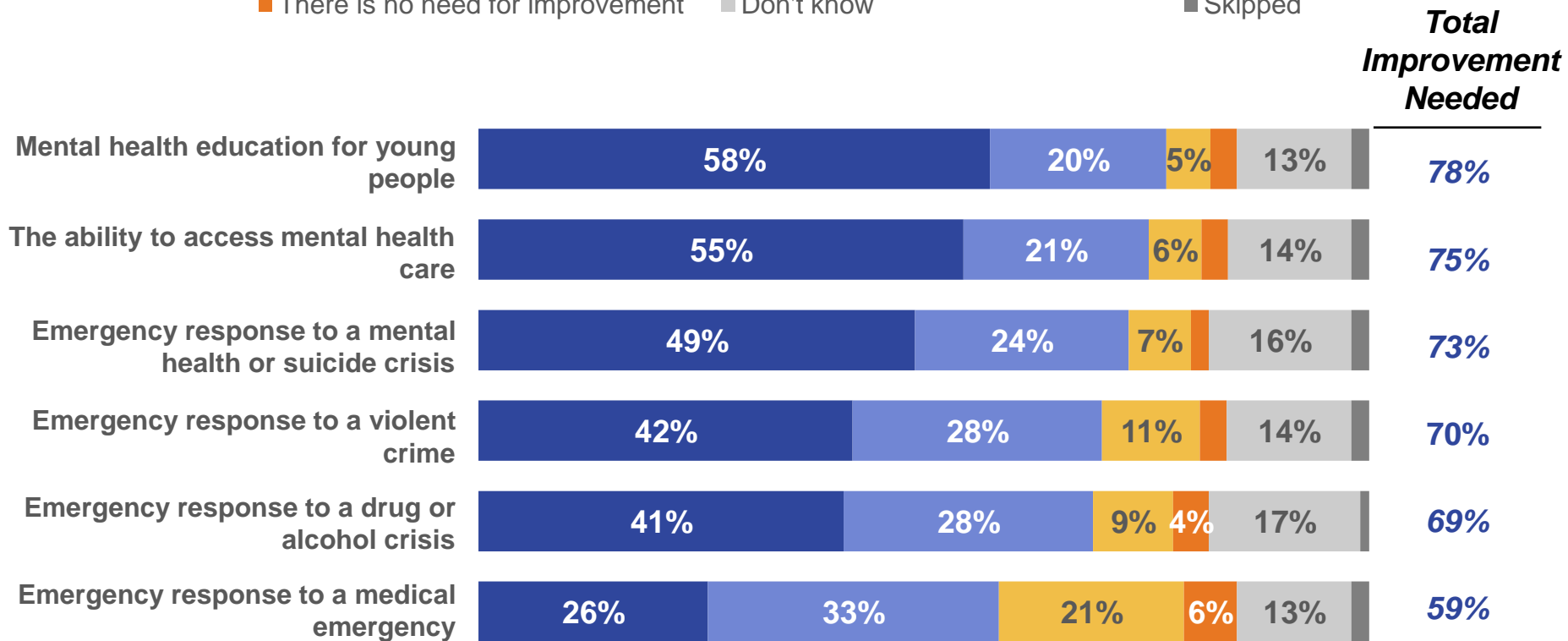
Q. Please indicate how much you agree or disagree with each of the following statements.  
 Base: All respondents (n=2,073); White (non-Hispanic) (N=1,407), Black (non-Hispanic) (N=211); LGBTQ+ (N=208), non-LGBTQ+ (N=1,713)



# Americans agree all areas need improvement, especially mental health education for young people and access to mental health care.

How much improvement, if any, is needed at the national level when it comes to the following?

% selecting ■ Significant improvement is needed ■ Slight improvement is needed ■ Not a lot of improvement is needed  
 ■ There is no need for improvement ■ Don't know ■ Skipped



**Women, Black & Hispanic, and LGBTQ+ Americans are more likely to say that significant improvement is needed in emergency response for mental health and suicide crisis compared to men, white Americans, and non-LGBTQ+ Americans.**

Q. How much improvement, if any, is needed at the national level when it comes to the following?

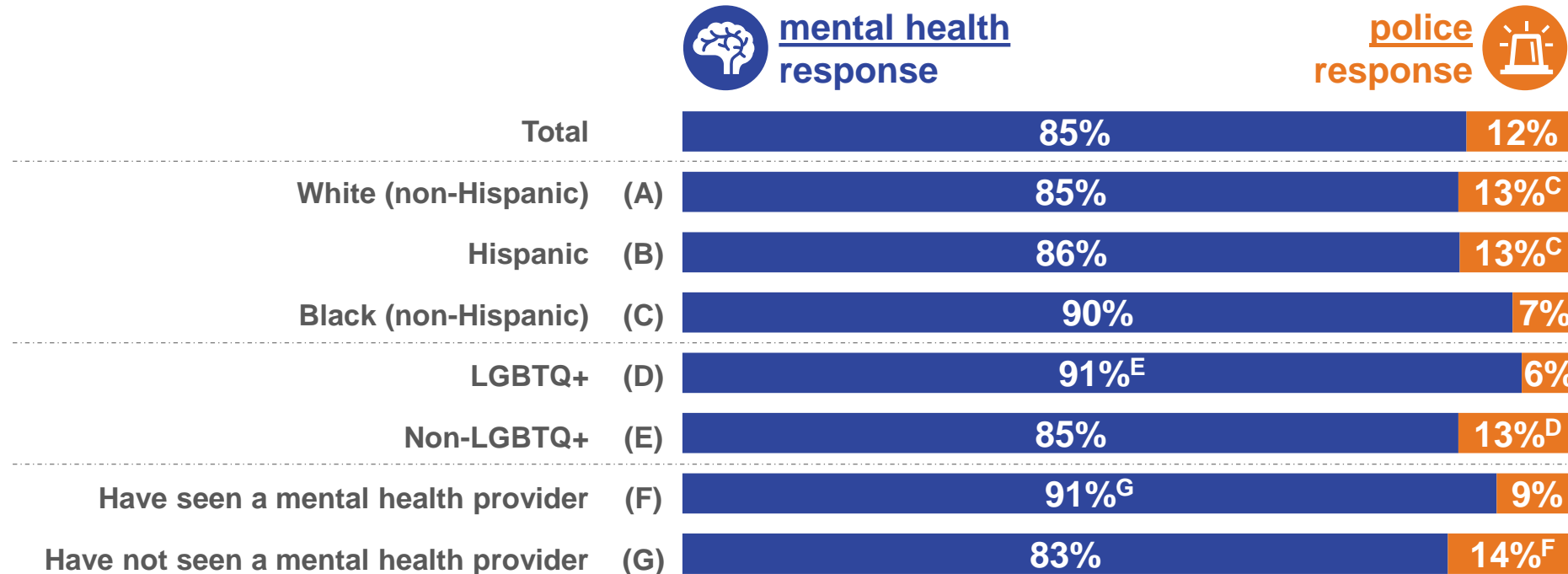
Base: All respondents (n=2,073); Women (N=1,007), Men (N=1,066); Hispanic (N=283), Black (non-Hispanic) (N=211), White (non-Hispanic) (N=1,407); LGBTQ+ (N=208), non-LGBTQ+ (N=1,713)

A mental health response is seen as the most appropriate way to respond to a mental health or suicide crisis. Views have not changed on this since 2021.

Which statement comes closest to your opinion, even if neither is exactly right?\*

% selecting

When someone is in a mental health or suicide crisis, they should receive a...\*\*



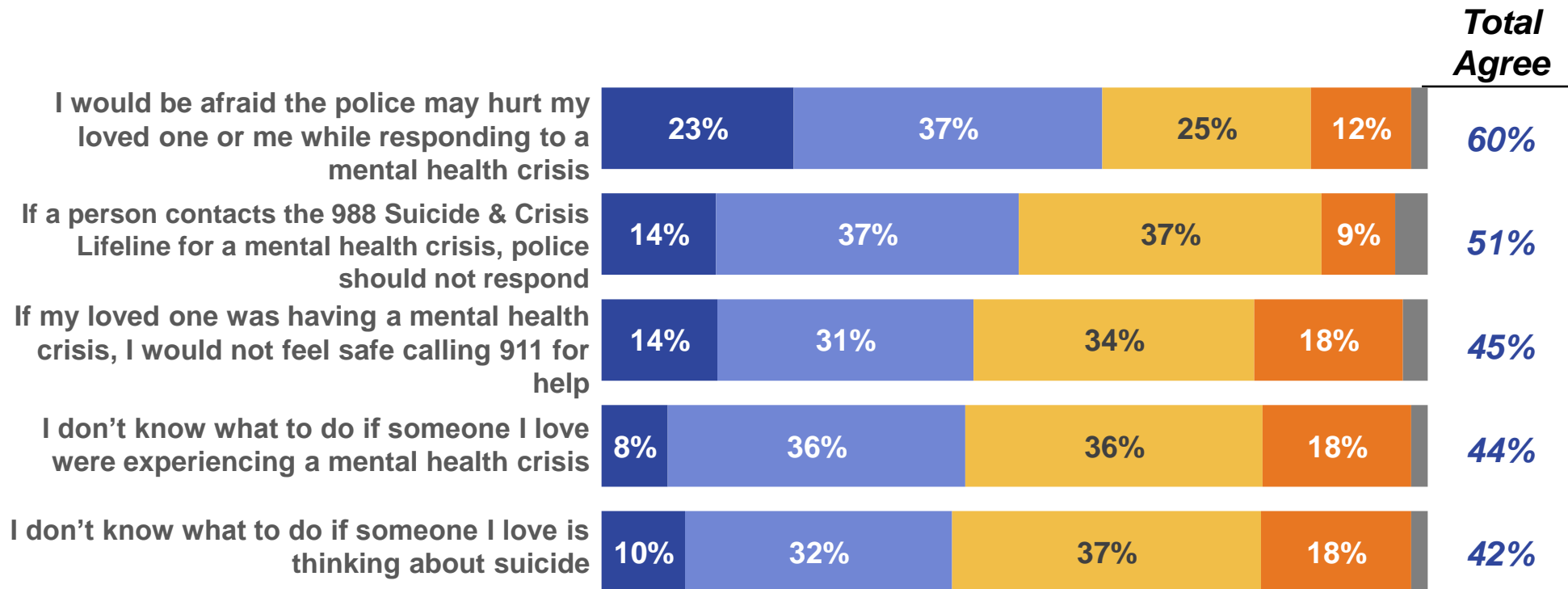
Q. Which statement comes closest to your opinion, even if neither is exactly right?

Base: All respondents (n=2,073); White (non-Hispanic) (N=1,407), Hispanic (N=283), Black (non-Hispanic) (N=211); LGBTQ+ (N=208), non-LGBTQ+ (N=1,713); Have seen a mental health provider (N=672), Have not seen a mental health provider (N=1,401)

# Most Americans say they would be afraid the police would hurt them or their loved one when responding to a mental health crisis.

Please indicate how much you agree or disagree with each of the following statements.

% selecting ■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree ■ Skipped



**About 2 in 5 Americans agree that they don't know what to do if someone they love is experiencing a mental health crisis or is thinking about suicide.**

Q. Please indicate how much you agree or disagree with each of the following statements.  
Base: All respondents (n=2,073)

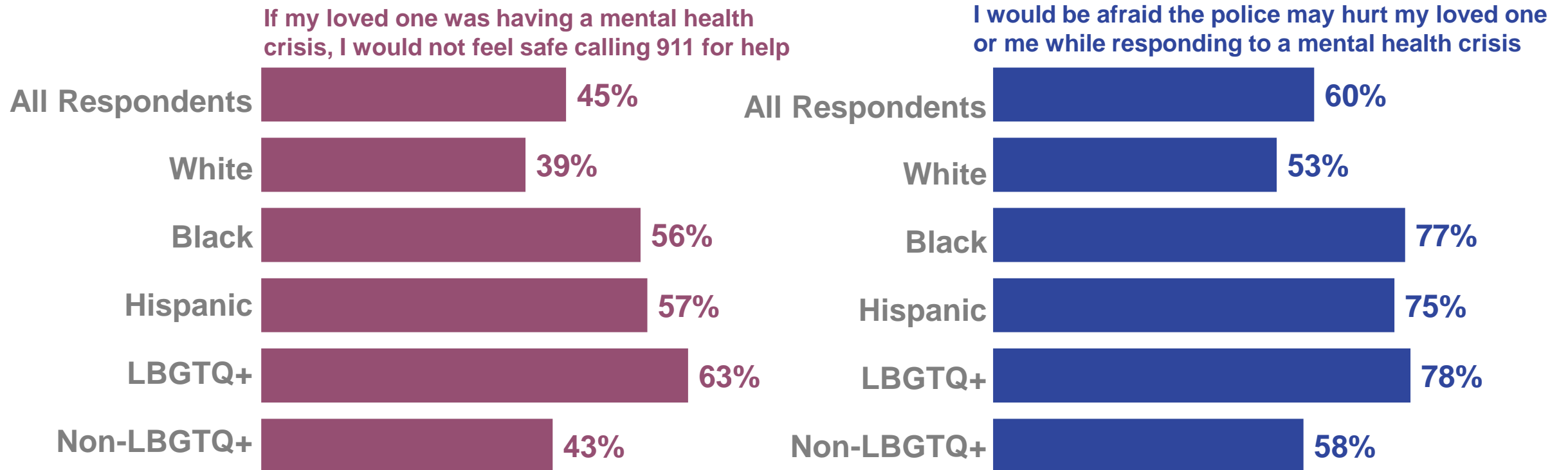
\* Note: Values less than or equal to 3% are not shown



Black, Hispanic, or LGBTQ+ Americans are more likely to say they do not feel safe calling 911 for a mental health crisis and many are afraid the police may hurt them or their loved one while responding to a mental health crisis.

Please indicate how much you agree or disagree with each of the following statements.

% Strongly agree / Somewhat agree



Q. Please indicate how much you agree or disagree with each of the following statements.

Base: All respondents (n=2,073); Hispanic (N=283), Black (non-Hispanic) (N=211), White (non-Hispanic) (N=1,407); LGBTQ+ (N=208), non-LGBTQ+ (N=1,713)

# 988 SUICIDE & CRISIS LIFELINE

# 3

# 82%

of Americans are unfamiliar with the 988 Suicide and Crisis Lifeline

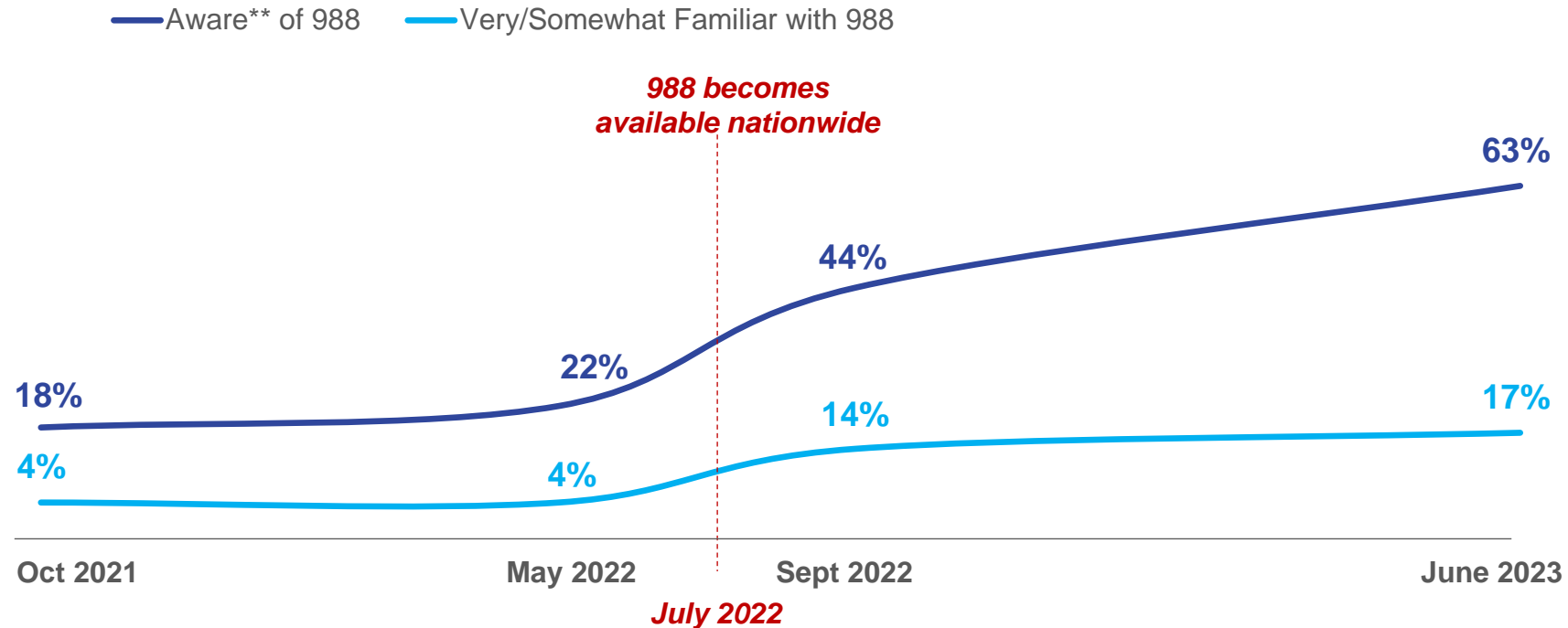




# The number of Americans who have at least heard of the 988 Suicide & Crisis Lifeline is on the rise, yet there is room to grow on familiarity.

## How familiar are you with the 988 Suicide & Crisis Lifeline?\*

% selecting



Q. How familiar are you with the 988 Suicide & Crisis Lifeline?\*

Base: All respondents in June 2023 (n=2,073); All respondents in September 2022 (n=3,071); All respondents in May 2022 (n=2,045); All respondents in October 2021 (n=2,049)

Note: The plot does not show continuous values. Only 4 disparate values are shown: Oct 2021, May 2022, Sept 2022, and June 2023.

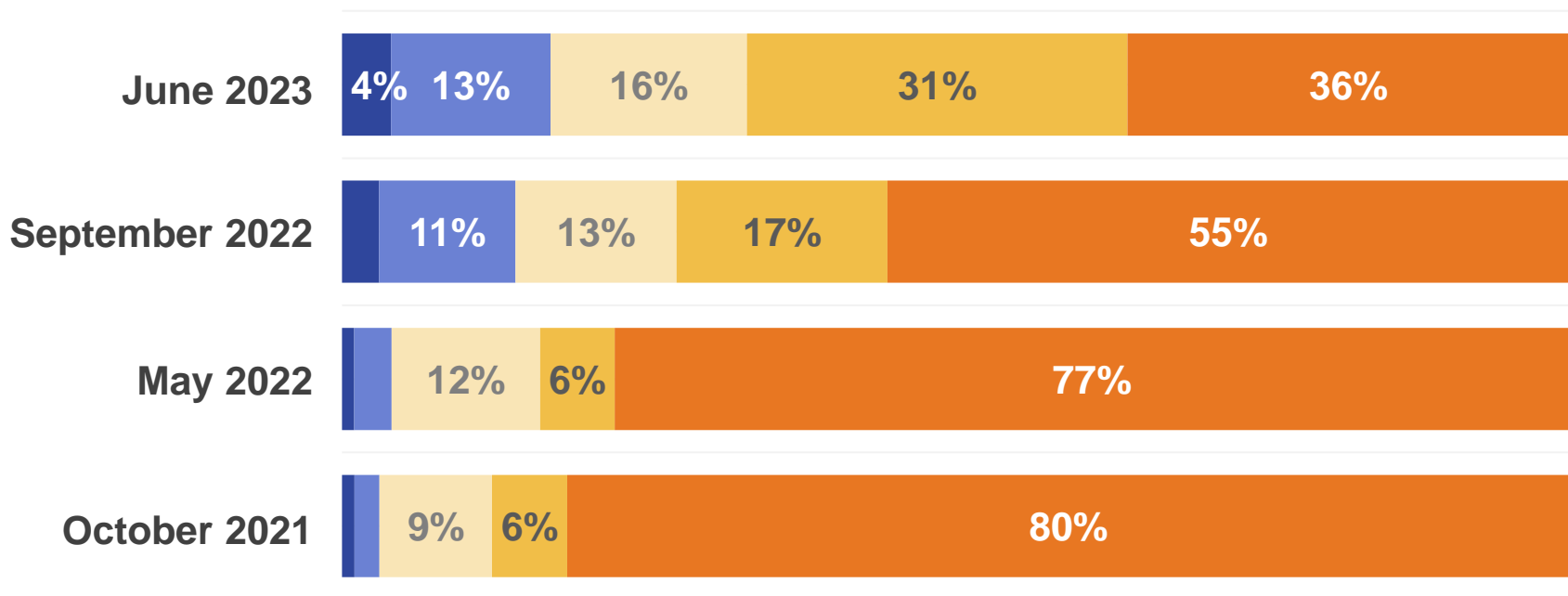
\*Note: Prior to the June 2023 wave, this question was asked as, "How familiar are you with the 988 emergency number?"

\*\* Note: Aware is defined as selecting very familiar, somewhat familiar, not very familiar, or have heard of it, but that's it.

# Familiarity of 988 has increased slightly since September 2022, but remains low.

## How familiar are you with the 988 Suicide & Crisis Lifeline?\*

% selecting    ■ Very familiar   ■ Somewhat familiar   ■ Not very familiar   ■ Have heard of it, but that's it   ■ I have never heard of it   ■ Skipped



Americans ages 18-29 are more likely than those ages 30-49, 50-64, and 65+ to report being *familiar* with the 988 Suicide & Crisis Lifeline (27% vs. 18%, 11%, and 13%, respectively).

LGBTQ+ Americans are about twice as likely as non-LGBTQ+ Americans to say they are *familiar* with the 988 Suicide & Crisis Lifeline (33% vs. 15%, respectively).

Q. How familiar are you with the 988 Suicide & Crisis Lifeline?\*

Base: All respondents in June 2023 (n=2,073); All respondents in September 2022 (n=3,071); All respondents in May 2022 (n=2,045); All respondents in October 2021 (n=2,049); Ages 18-29 (N=475), Ages 30-49 (N=652), Ages 50-64 (N=498), Ages 65+ (N=448); LGBTQ+ (N=208), non-LGBTQ+ (N=1,713)

\*Note: Prior to the June 2023 wave, this question was asked as, "How familiar are you with the 988 emergency number?"

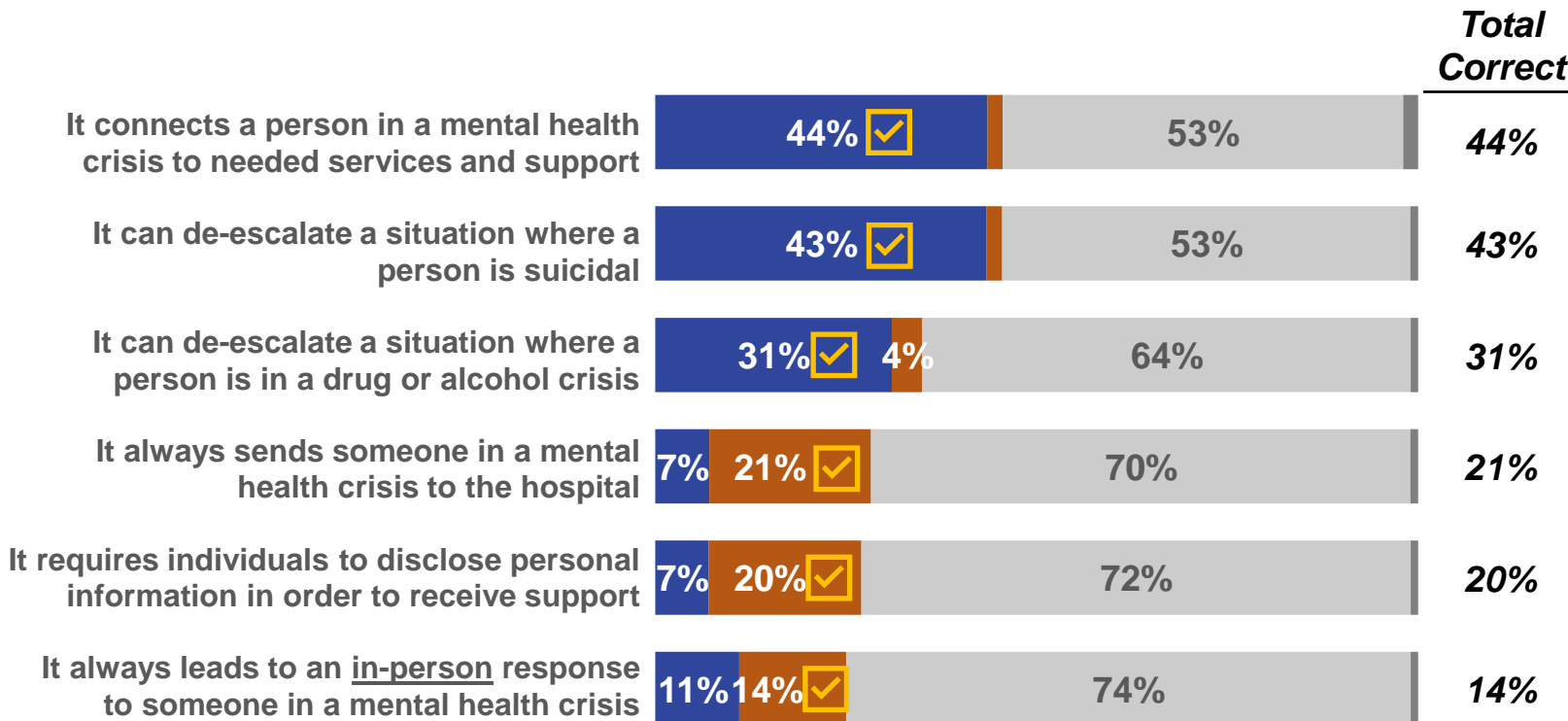
\*\*Note: Values less than or equal to 3% are not shown



# A majority of Americans don't know key facts about 988, such as how it helps and what to expect when contacting the Lifeline.

Are each of the following about the 988 Suicide & Crisis Lifeline true, false, or you don't know?

% selecting ■ True ■ False ■ Don't know ■ Skipped ✓ Correct



**How'd the public do?**

- 6 out of 6: 5%
- 5 out of 6: 7%
- 4 out of 6: 8%
- 3 out of 6: 15%
- 2 out of 6: 11%
- 1 out of 6: 7%
- 0 out of 6: 47%

**This means 21% get a passing grade (more than half correct), but over half can only answer one or none correctly.**

Q. Are each of the following about the 988 Suicide & Crisis Lifeline true, false, or you don't know?

Base: All respondents (n=2,073)

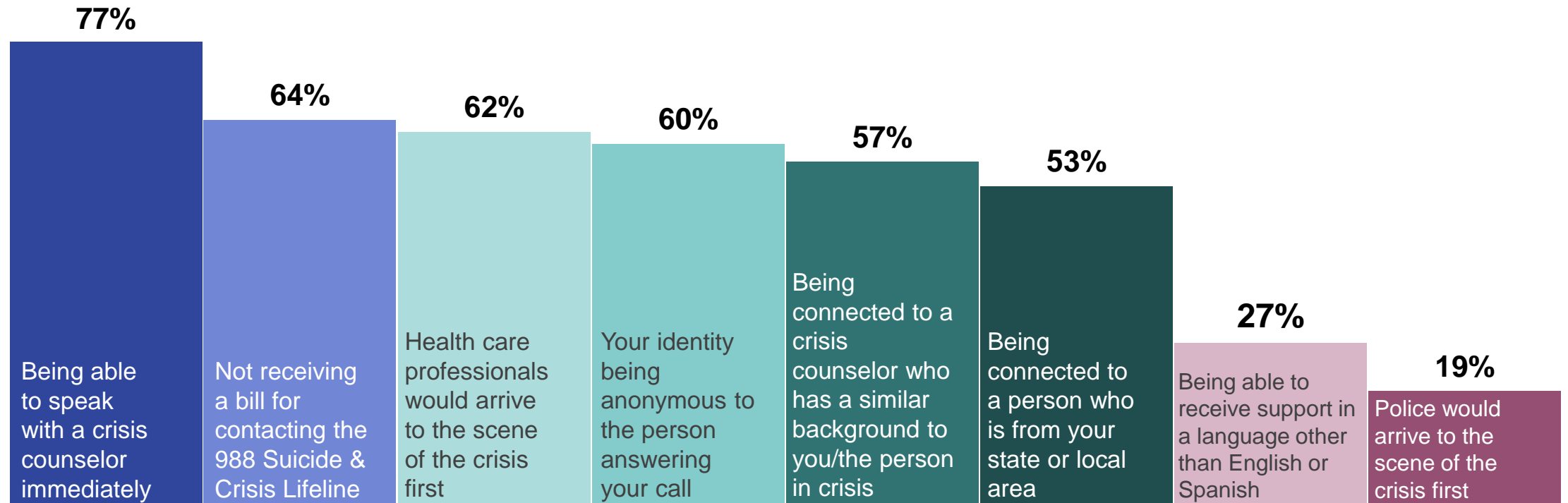
\* Note: Values less than or equal to 3% are not shown



The most important factor to encourage calling the 988 Suicide & Crisis Lifeline is being able to speak with a counselor *immediately*, followed by not receiving a bill and ensuring health care professionals arrive first – this is true of nearly all major demographic groups.

To what extent, if at all, would each of the following make you more or less likely to call the 988 Suicide & Crisis Lifeline – for yourself or another person in a mental health, substance use, or suicide crisis?

% selecting much more / somewhat more likely

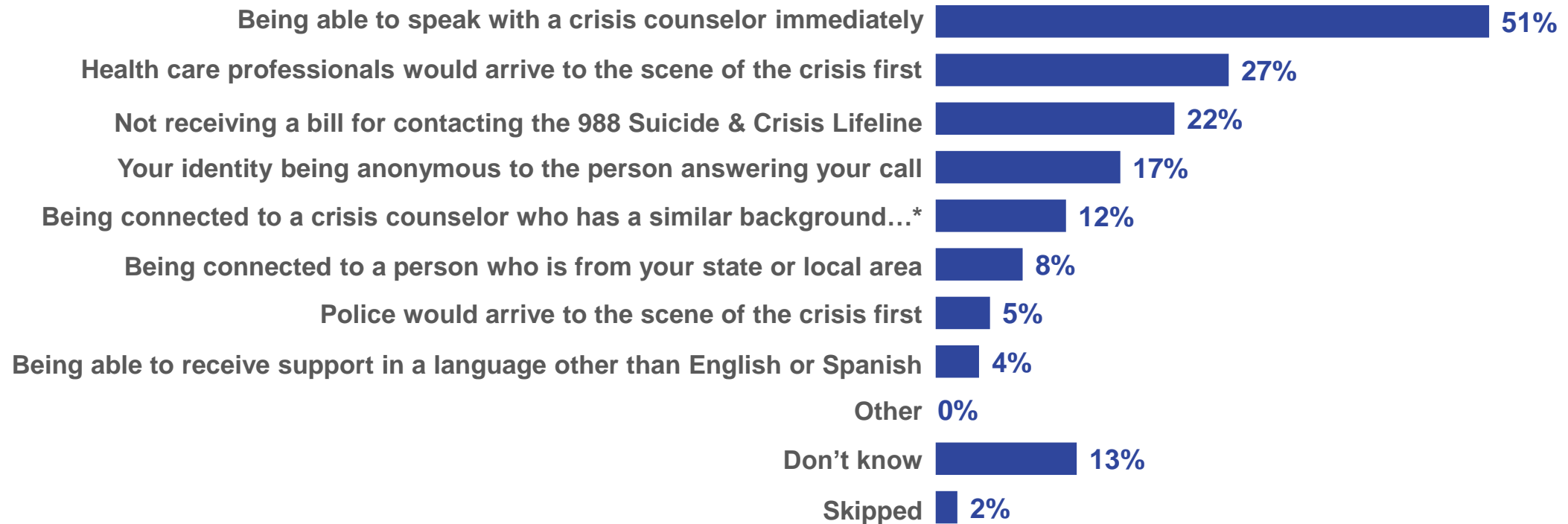


Q. To what extent, if at all, would each of the following make you more or less likely to call the 988 Suicide & Crisis Lifeline – for yourself or another person in a mental health, substance use, or suicide crisis?  
Base: All respondents (n=2,073)

# Speed of connecting to care is the most important factor for a positive experience using the 988 Suicide & Crisis Lifeline.

Which of the following would be most important to you if you needed to contact the 988 Suicide & Crisis Lifeline for yourself – or another person in a mental health, substance use, or suicide crisis? You may select up to two.

% selecting



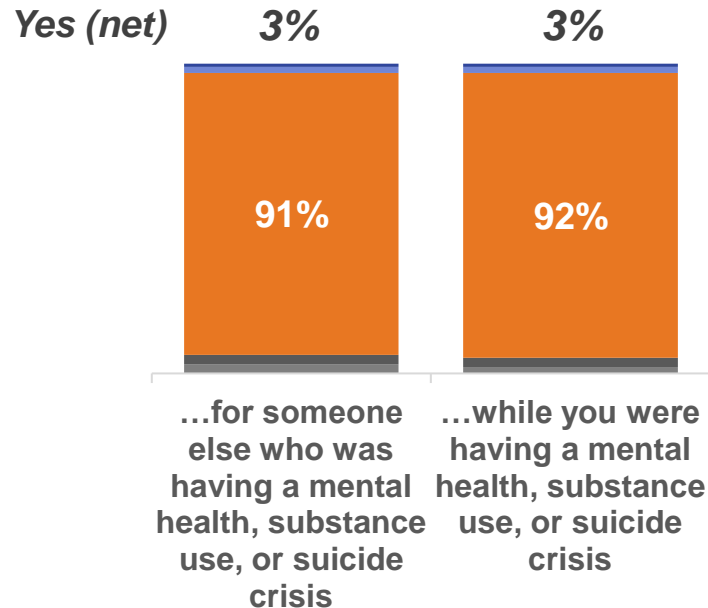
Q. Which of the following would be most important to you if you needed to contact the 988 Suicide & Crisis Lifeline for yourself – or another person in a mental health, substance use, or suicide crisis? You may select up to two.  
Base: All respondents (n=2,073)

# Few Americans say they or a loved one have called the 988 Suicide & Crisis Lifeline. Among those who report that they or a loved one have called 988, over half say they received at least some of the help they needed.

Have you or a loved one ever done or experienced the following?

% selecting ■ Yes, I have ■ Yes, a loved one has ■ No ■ Prefer not to say ■ Skipped

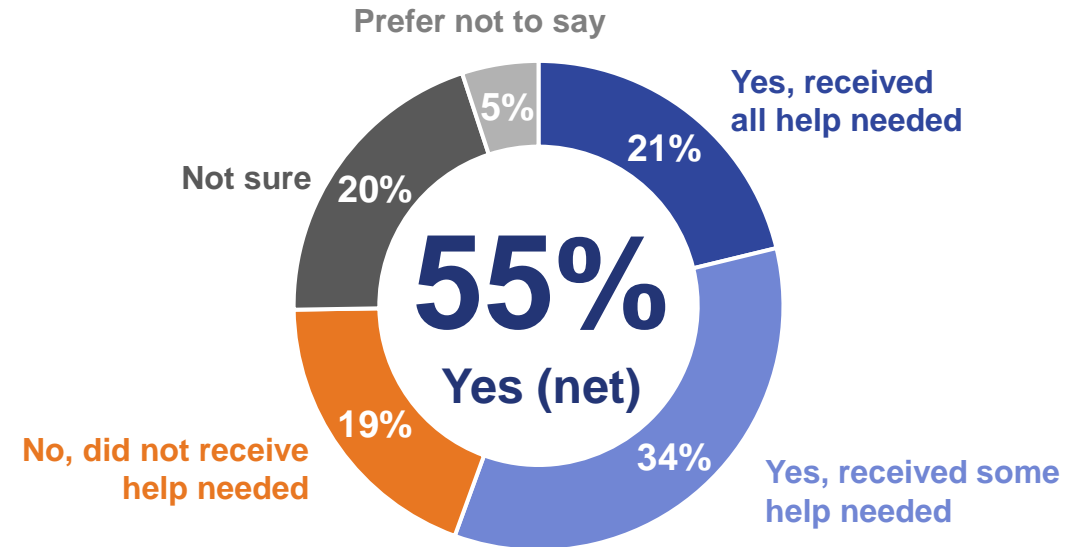
Contacted the 988 Suicide & Crisis Lifeline...



**LGBTQ+ Americans are more likely than non-LGBTQ+ Americans to say they or a loved one have contacted the 988 Suicide & Crisis Lifeline for themselves (7% vs. 2%, respectively) or for someone else (7% vs. 3%, respectively) in crisis.**

You mentioned that you or a loved one had a mental health, alcohol/drug, or suicide crisis that involved contacting the 988 Suicide & Crisis Lifeline. – Did you or your loved one receive the help needed following this experience?\*

% selecting



Q. Have you or a loved one ever done or experienced the following? Base: All respondents (n=2,073); LGBTQ+ (N=208), non-LGBTQ+ (N=1,713)

Q. You mentioned that you or a loved one had a mental health, alcohol/drug, or suicide crisis that involved contacting the 988 Suicide & Crisis Lifeline. – Did you or your loved one receive the help needed following this experience? If there was more than one experience, please think of the most recent experience. Base: They or a loved one have contacted the 988 Suicide & Crisis Lifeline (n=92\*\*\*)

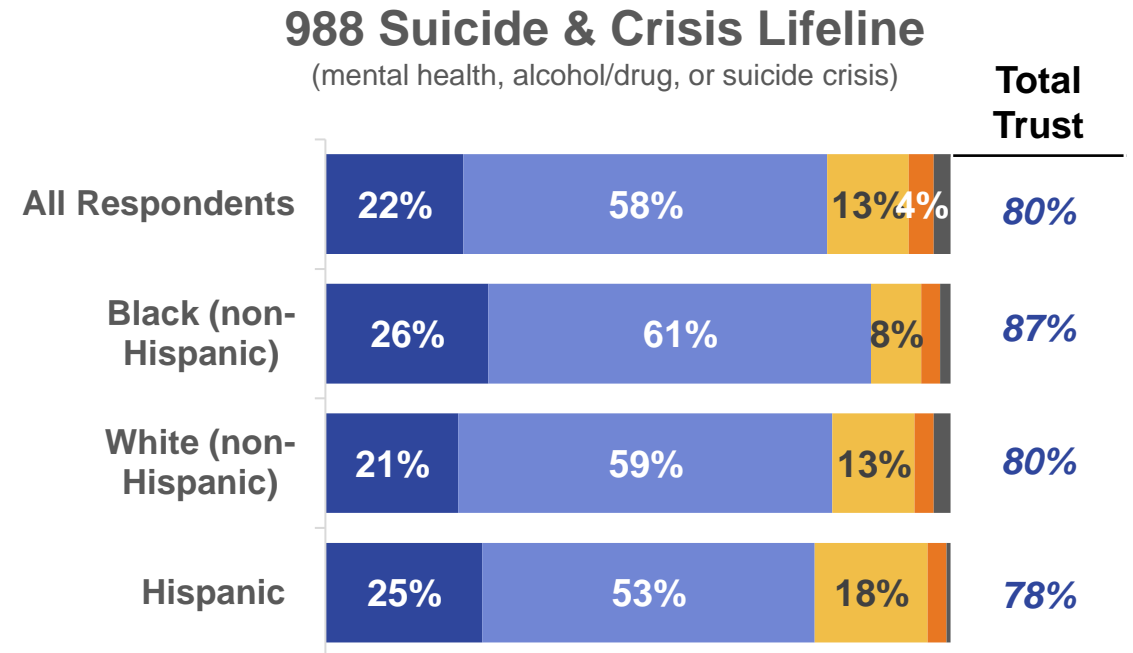
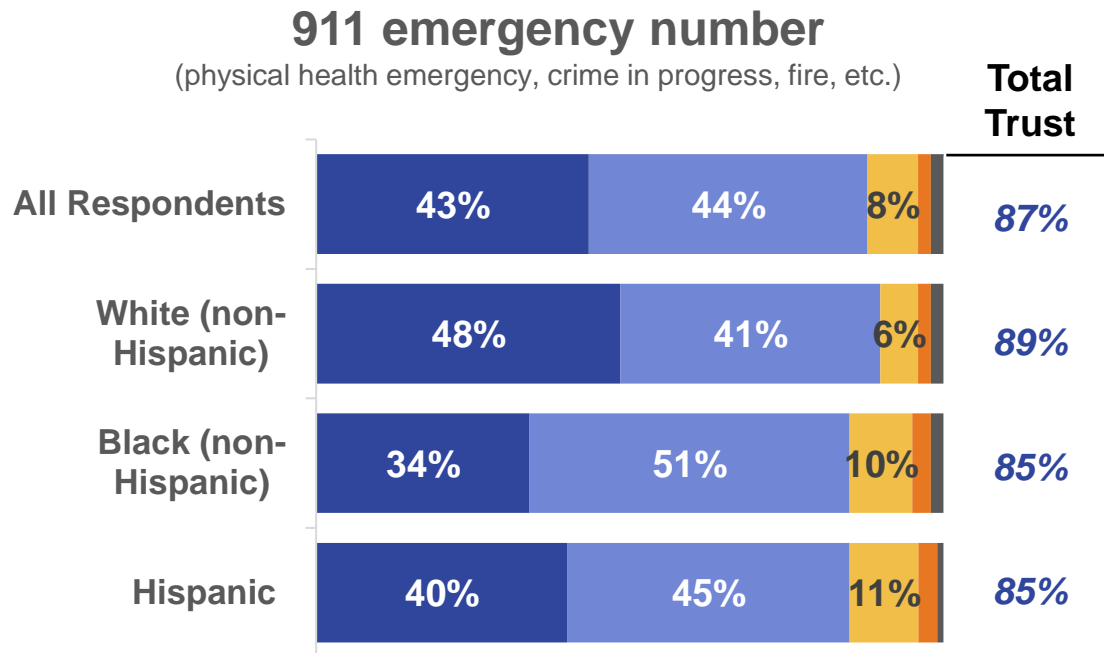
\*Note: Values less than or equal to 3% are not shown  
 \*\*Note: For data visualization purposes, “skipped” is not included as a response option on this slide  
 \*\*\*Note: Low-base size (N<100), interpret with caution



# Four in five trust they would receive the help needed if they called the 988 Suicide & Crisis Lifeline; however, most say they "somewhat" trust, rather than trust "a great deal."

Consider existing 911 emergency services and the new 988 Suicide & Crisis Lifeline. How much, if at all, do you trust that you would receive the help you need from each number if you needed to call?

% selecting ■ A great deal ■ Somewhat ■ Not very much ■ Not at all ■ Skipped



Q. Consider existing 911 emergency services and the new 988 Suicide & Crisis Lifeline. How much, if at all, do you trust that you would receive the help you need from each number if you needed to call?  
 Base: All respondents (n=2,073); White (non-Hispanic) (N=1,407), Black (non-Hispanic) (N=211); Hispanic (N=283)

\*Note: Values less than or equal to 3% are not shown  
 \*\*Note: Statistical significance testing between subgroups is not shown



# FUNDING THE 988 SUICIDE & CRISIS LIFELINE

# 4



# 62%

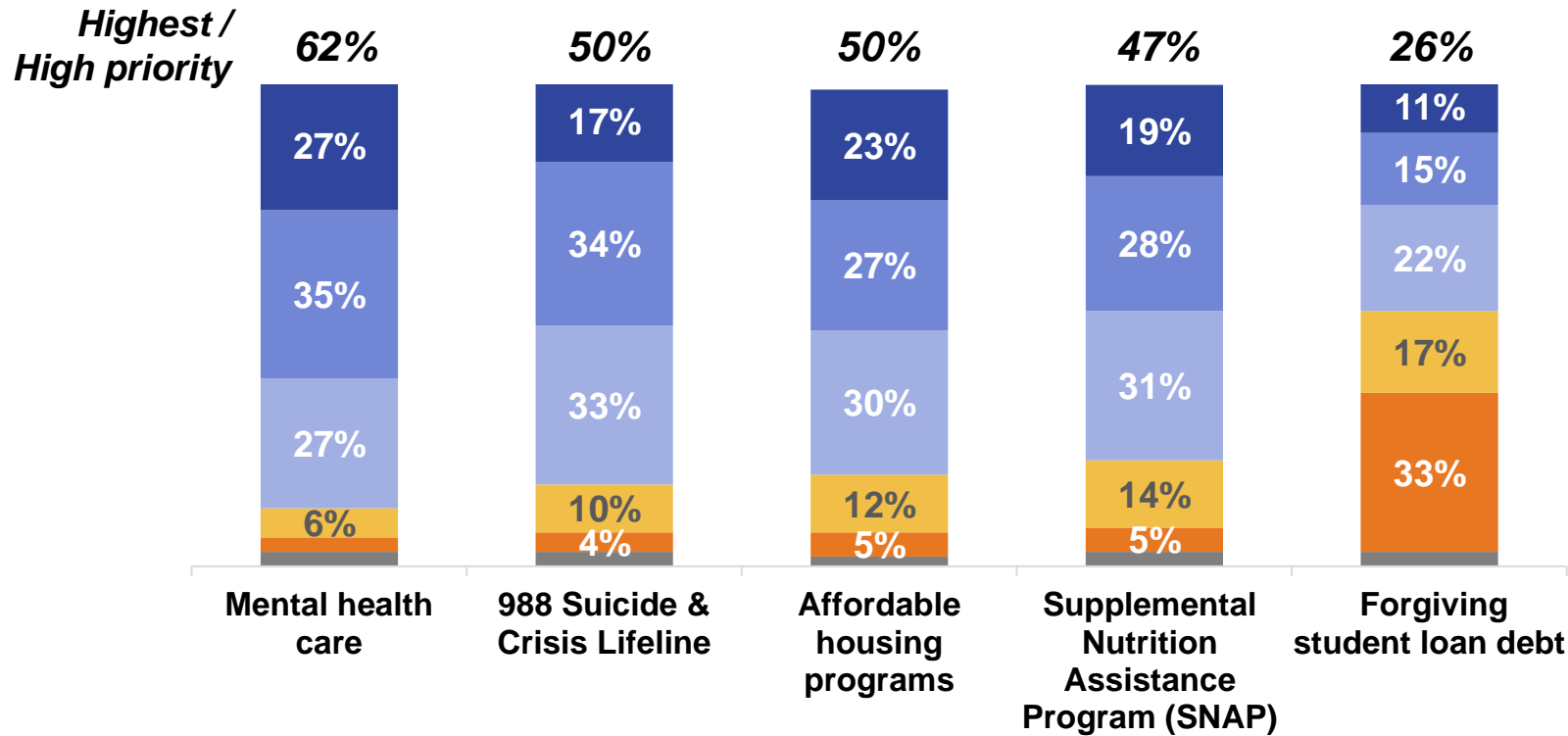
say mental health  
care should be a high  
or the highest priority  
for funding in  
Congress



# A majority of Americans say mental health care should be a high priority for funding in Congress.

Thinking about various items that may receive federal funding, how much of a priority, if at all, should Congress place on funding each of the following?

% selecting ■ Highest ■ High, but not highest ■ Somewhat ■ Low ■ Not at all ■ Skipped



Women, those under age 50, and LGBTQ+ Americans are especially likely to say that mental health care should be the *highest* priority for federal funding.

Black Americans are nearly twice as likely as white Americans to say that mental health care should be the *highest* priority for federal funding (42% vs. 23%, respectively). Hispanic Americans fall in the middle (33%).

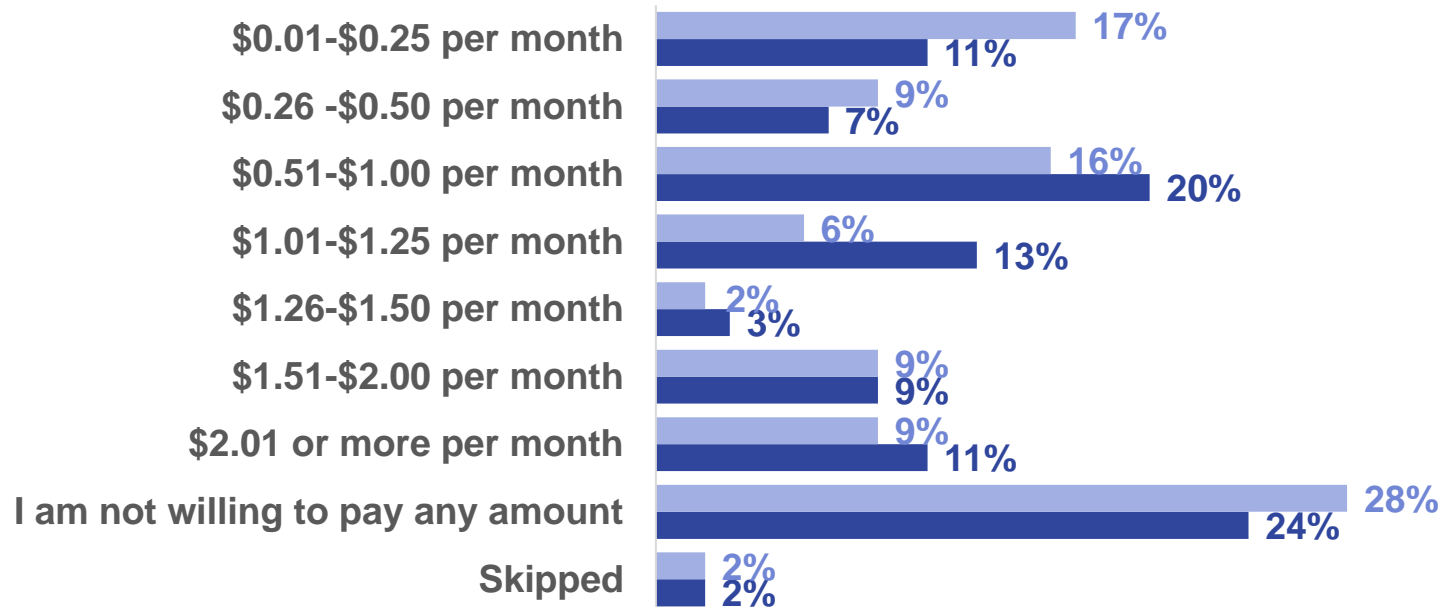
Black and Hispanic Americans are also more likely than white Americans to say that the 988 Suicide & Crisis Lifeline should be the *highest* priority for federal funding (27% and 22% vs. 13%, respectively).

Q. Thinking about various items that may receive federal funding, how much of a priority, if at all, should Congress place on funding each of the following?  
 Base: All respondents (n=2,073); Women (N=1,007), Men (N=1,066); Ages 18-29 (N=475), Ages 30-49 (N=652), Ages 50-64 (N=498), Ages 65+ (N=448); LGBTQ+ (N=208), non-LGBTQ+ (N=1,713); White (non-Hispanic) (N=1,407), Black (non-Hispanic) (N=211), Hispanic (N=283)

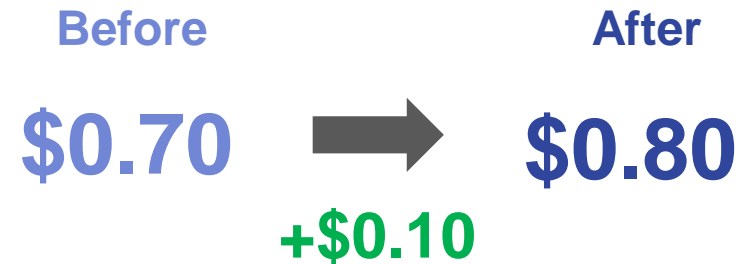
Three quarters of Americans are willing to pay a monthly fee on phone bills for 988 Suicide & Crisis Lifeline funding, and support grows after comparative messaging concerning 911.

**How much, if any, in fees would you be willing to pay on your monthly phone bill to fund 988 call center operations and associated crisis response services?\***

% selecting ■ Before messaging ■ After messaging



**Mean Willingness to Pay**



Q. How much, if any, in fees would you be willing to pay on your monthly phone bill to fund 988 call center operations and associated crisis response services?

Q. Americans pay an \$1.00 on their monthly phone bill for 911 services...How much, if any, in fees would you be willing to pay on your monthly phone bill to fund 988 call center operations and associated crisis response services?

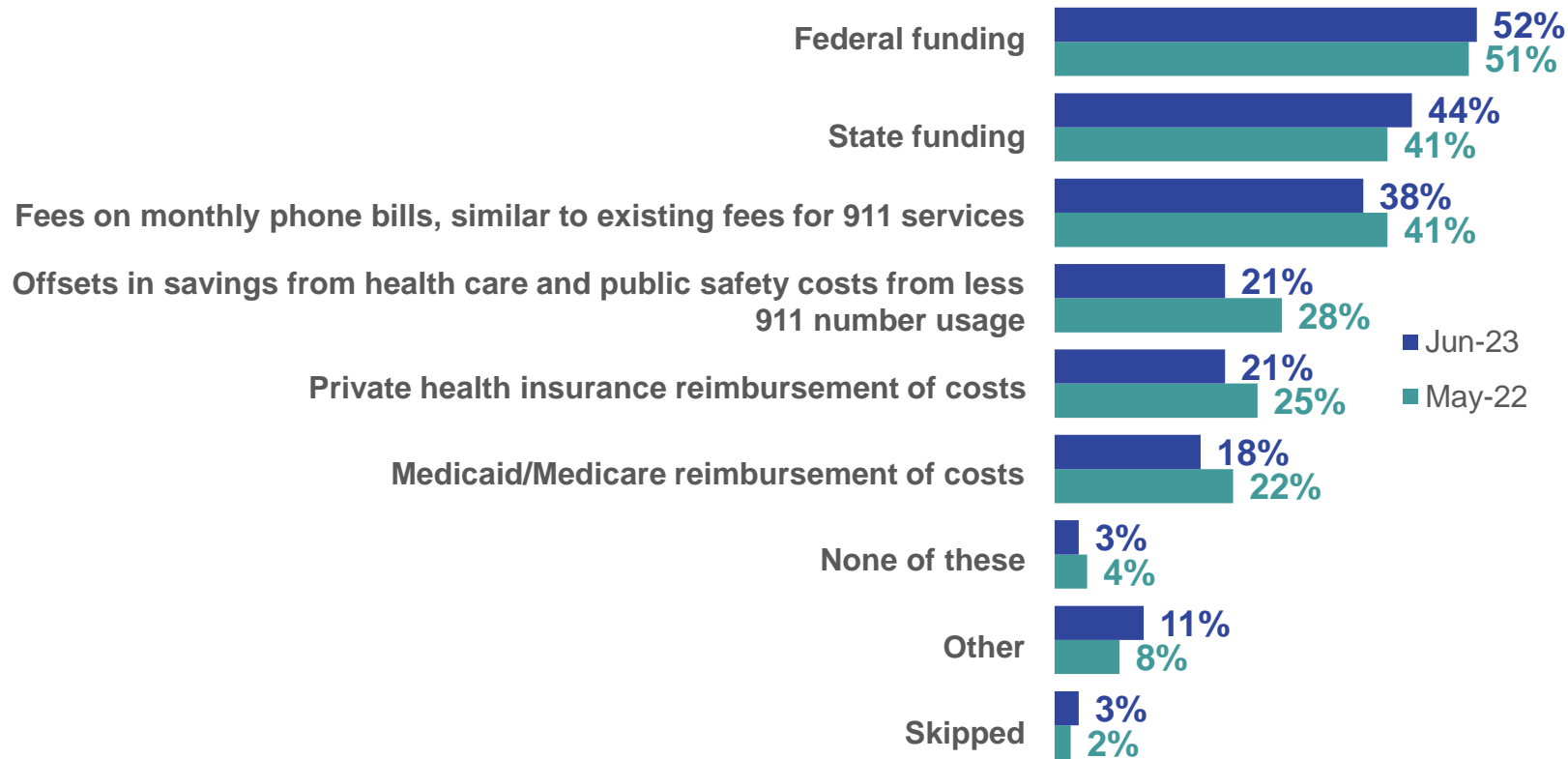
Base: All respondents (n=2,073)

\*Note: Prior to the June 2023 wave, this question was asked as, "Americans pay an average of \$1.00 on their monthly phone bill for 911 services (fees range from \$0.00 to \$5.00 per month, depending on the location). After reading this information, we would like to ask again. How much, if any, in fees would you be willing to pay on your monthly phone bill to fund 988 call center operations and associated crisis response services?"

# Federal funding is seen as the best way to fund 988, followed by state funding and a monthly fee on phone bills.

## What do you think is the best way to fund the 988 lifeline and related crisis services?

% selecting



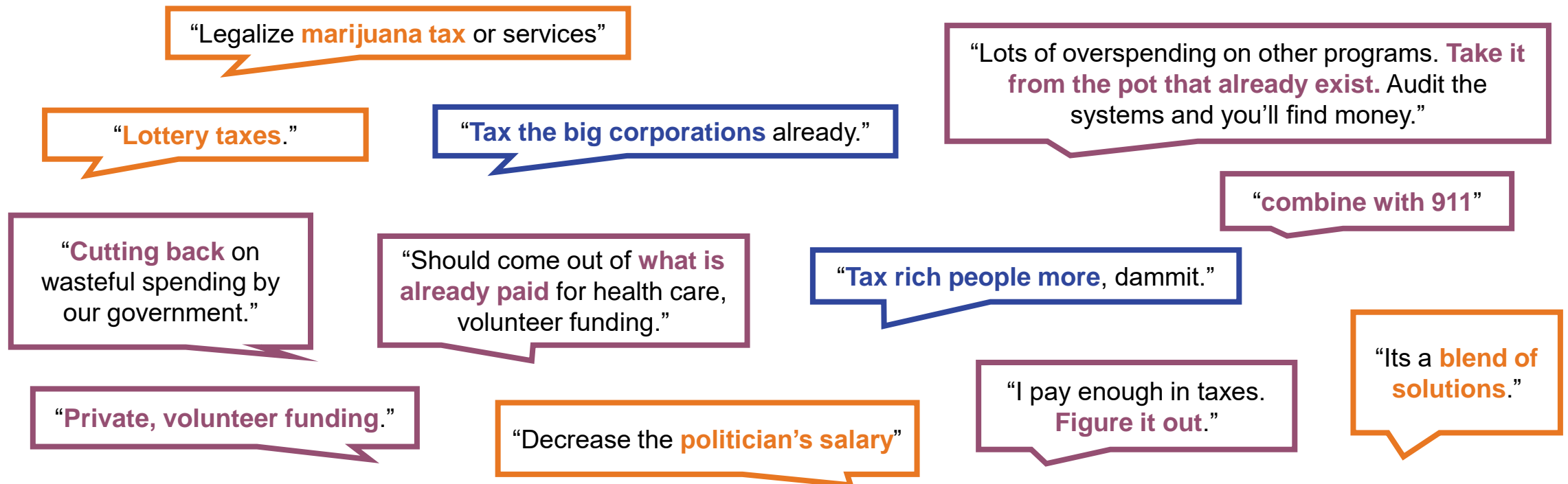
While **Republicans** are less likely to say they support the various ways to fund the 988 Suicide & Crisis Lifeline than **Democrats** or **independents**, **Republicans** are most likely to say federal funding (38%) and state funding (34%) are the best ways to fund the 988 Suicide & Crisis Lifeline.

Q. What do you think is the best way to fund the 988 lifeline and related crisis services?  
 All respondents in June 2023 (n=2,073); All respondents in May 2022 (n=2,045); Republicans (N=576), Democrats (N=659), Independents (N=616)



Among those who say “other” for funding solutions for 988, some want new taxes and others would like the funding to be found in the current budget.

What do you think is the best way to fund the 988 Suicide & Crisis Lifeline and related crisis services? You may select all that apply. - Other (Please Specify)



Q. What do you think is the best way to fund the 988 lifeline and related crisis services? Base: Responding “Other” (n=50)

# KNOWLEDGE AND SUPPORT OF POLICIES

# 5



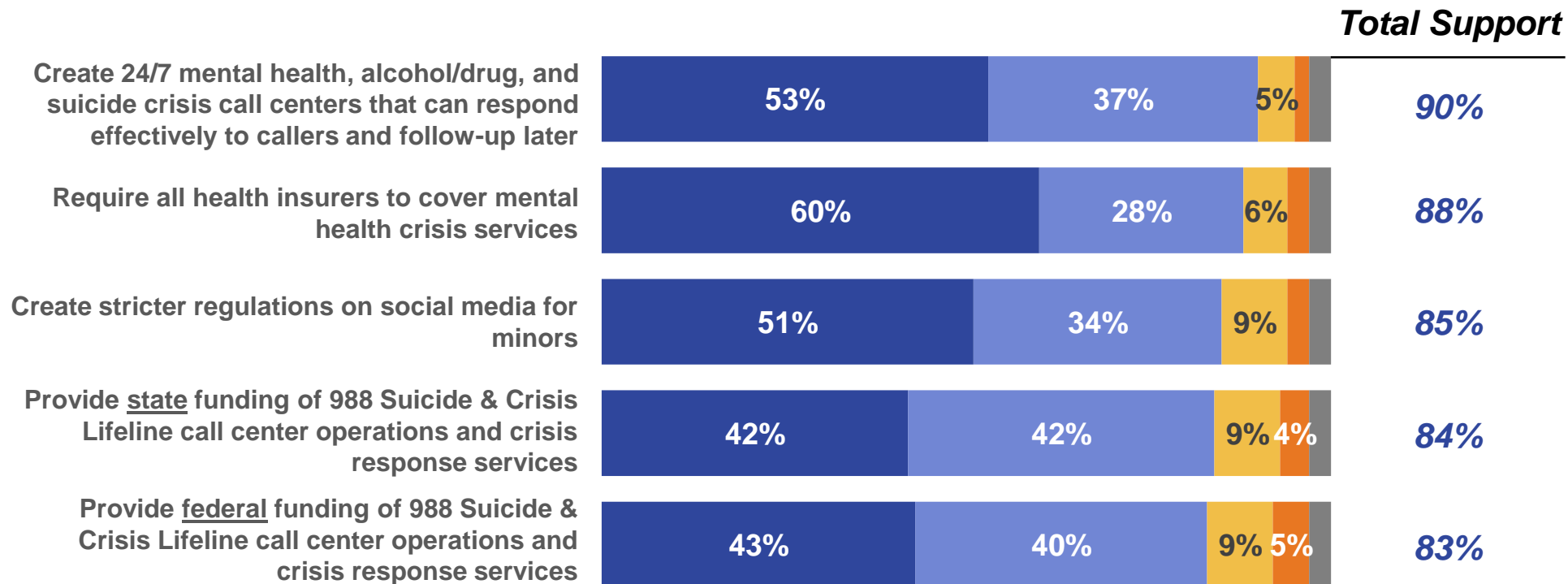
# 60%

***strongly* support  
requiring all health  
insurers to cover  
mental health crisis  
services**

# More than 80% of Americans support five of nine key initiatives, a majority support all. Perceptions remain consistent over the last 2 years.

Taking into account everything you know about mental health, alcohol/drug problems, or suicide crises, how much would you support or oppose policies that...

% selecting ■ Strongly support ■ Somewhat support ■ Somewhat oppose ■ Strongly oppose ■ Skipped



Women, Americans ages 30-49 or ages 65+, and those who have seen a mental health provider are especially likely to support providing federal or state funding of 988 Suicide & Crisis Lifeline call center operations and crisis response services.

Q. Please indicate how much you agree or disagree with each of the following statements.  
 Base: All respondents (n=2,073); Women (N=1,007), Men (N=1,066); Ages 18-29 (N=475), Ages 30-49 (N=652), Ages 50-64 (N=498), Ages 65+ (N=448);  
 Have seen a mental health provider (N=672), Have not seen a mental health provider (N=1,401)

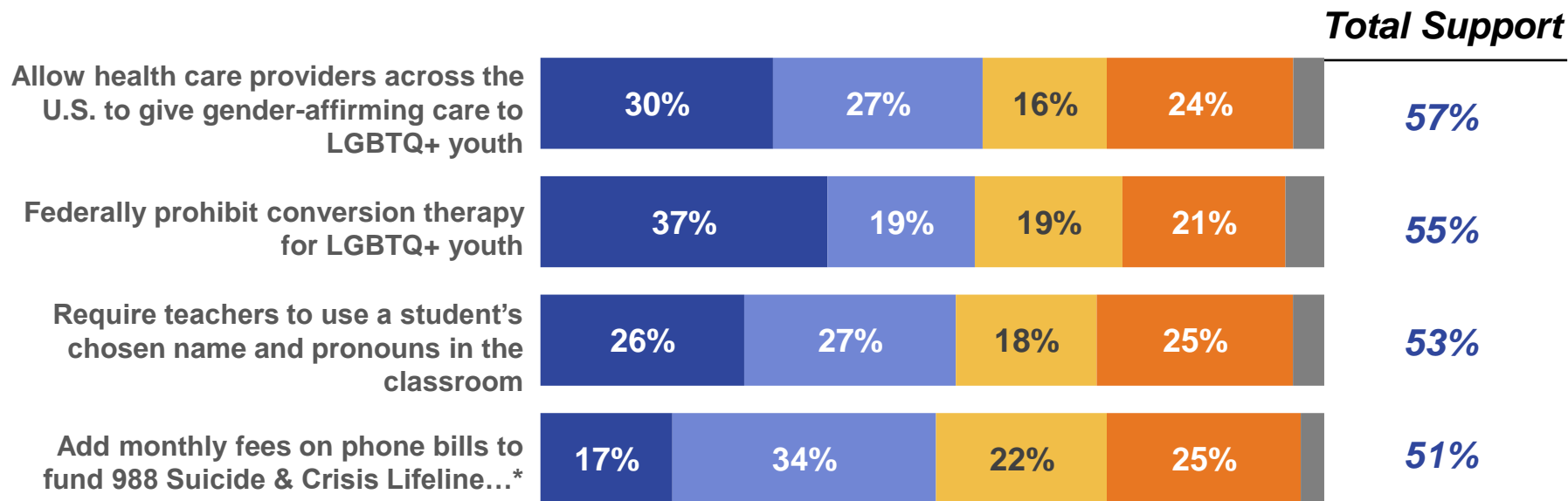




# Nearly three in five Americans support allowing health care providers across the U.S. to give gender-affirming care to LGBTQ+ youth. Over half support federally prohibiting conversion therapy for LGBTQ+ youth.

Taking into account everything you know about mental health, alcohol/drug problems, or suicide crises, how much would you support or oppose policies that... (Continued)

% selecting ■ Strongly support ■ Somewhat support ■ Somewhat oppose ■ Strongly oppose ■ Skipped



Americans who have a college degree or who have a household income of \$100K+ are more likely to support adding monthly fees on phone bills to fund the 988 Suicide & Crisis Lifeline compared to those without a college degree and those who have a household income of less than \$50K, respectively.

Q. Please indicate how much you agree or disagree with each of the following statements.

Base: All respondents (n=2,073); Have a college degree (N=826), Does not have a college degree (N=1,247); <50K household income (N=579), \$50K to <\$100K household income (N=602), \$100K+ household income (N=892)

\*Note: This full statement was asked as, "Add monthly fees on phone bills to fund 988 Suicide & Crisis Lifeline call center operations and crisis response services, similar to fees already collected to fund 911 services."

\*\*Note: Values less than or equal to 3% are not shown



# FINAL THOUGHTS

# 6

# FINAL THOUGHTS



**Americans show strong support for the premise of the 988 Suicide and Crisis Lifeline – with more than four in five continuing to say that those in mental health crisis need a mental health response rather than a police response.**



**NAMI and its partners have an opportunity to educate the public about what happens when someone in crisis or their loved one calls 988.** Americans feel positive about 988, even though they aren't familiar with it. NAMI and its partners should continue the momentum built in the first year to educate the broader public on how they can access this lifeline, when it can and should be used (not just for suicide!), and what needs to be done to ensure its success (obtaining more funding, etc.)



**Americans are not satisfied with the state of mental health care and believe funding mental health care and the 988 Suicide and Crisis Lifeline should be top priorities for the congressional budget.**

- Funding for more crisis counselors should be a high priority, as speed is seen as highly important for the function of 988, and knowing the speed of service increases the likelihood that someone in crisis or their loved one would call 988 for help.

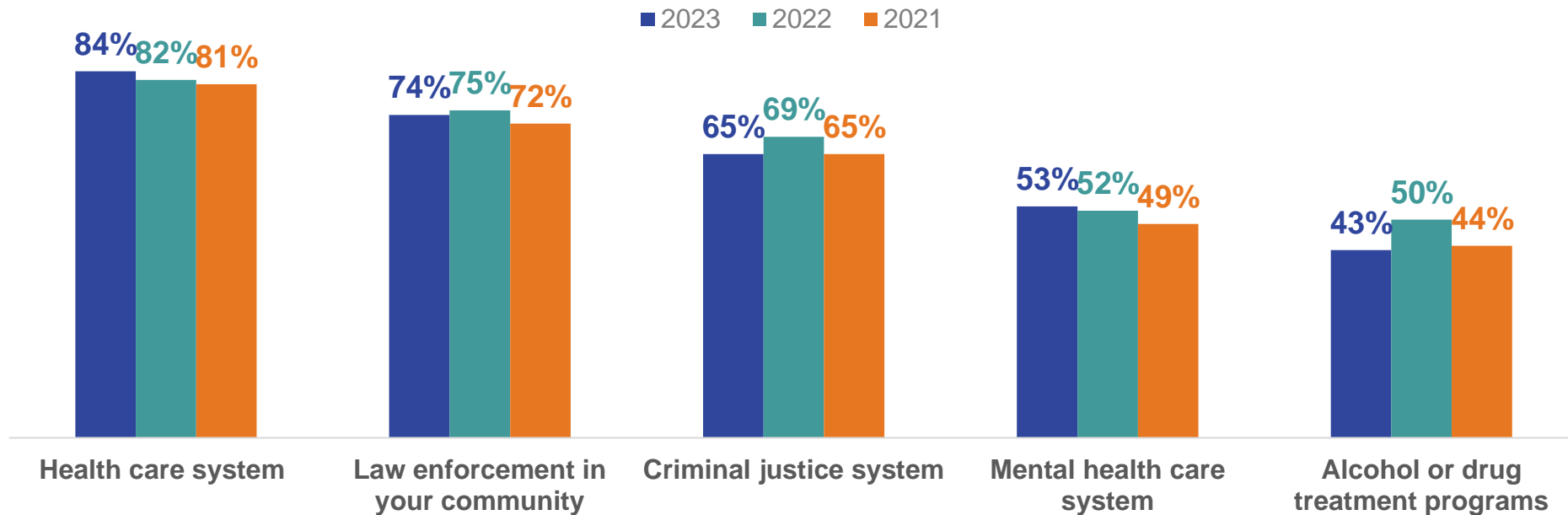
# APPENDIX: TRENDS OVER TIME

# 7

Familiarity with the U.S. mental health care system has slightly increased since October 2021.

## How familiar are you with the following in the United States?

% selecting somewhat + very familiar



Americans who say they have seen a mental health provider are more likely than those who haven't to say they are familiar with the mental health care system, the health care system, and the criminal justice system.

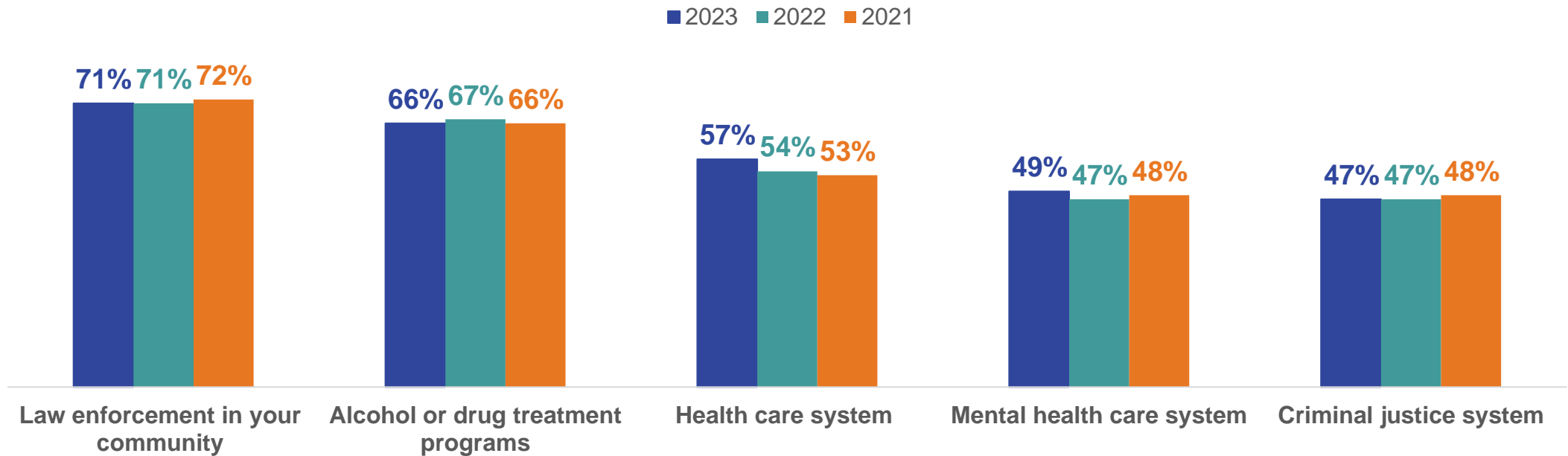
Q. How familiar are you with the following in the United States?

Base: All respondents in June 2023 (n=2,073); All respondents in May 2022 (n=2,045); All respondents in October 2021 (n=2,049); Have seen a mental health provider (N=672), Have not seen a mental health provider (N=1,401)

# Favorability of these major institutions/systems remains stable.

## Consider the current state of the following in the United States. Do you have a favorable or unfavorable view of the following?

% selecting lean/somewhat/very favorable



Q. Consider the current state of the following in the United States. Do you have a favorable or unfavorable view of the following?

Base (June 2023): Those very familiar, somewhat familiar, or not very familiar with each system: Mental health care system (N=1,873), Health care system (N=1,990); Criminal justice system (N=1,951); Alcohol or drug treatment programs (N=1,790); Law enforcement in your community (N=1,979)

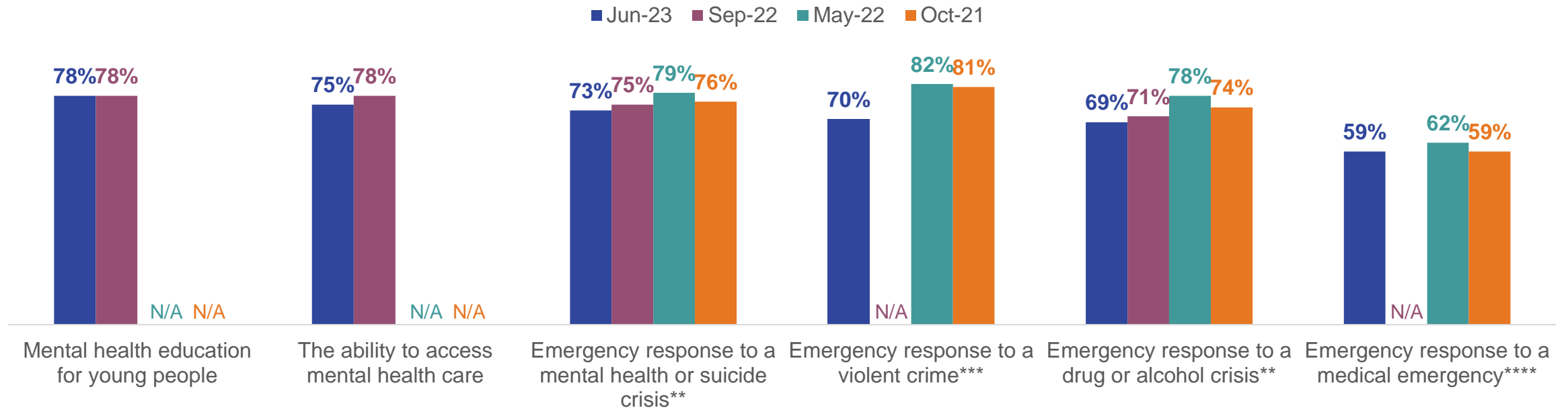
Base (May 2022): Those very familiar, somewhat familiar, or not very familiar with each system: Mental health care system (N=1,842), Health care system (N=1,963); Criminal justice system (N=1,929); Alcohol or drug treatment programs (N=1,798); Law enforcement in your community (N=1,946)

Base (October 2021): Those very familiar, somewhat familiar, or not very familiar with each system: Mental health care system (N=1,863), Health care system (N=1,958); Criminal justice system (N=1,934); Alcohol or drug treatment programs (N=1,771); Law enforcement in your community (N=1,957)

Views that these major institutions need improvement has remained stable since 2021.

## How much improvement, if any, is needed at the national level when it comes to the following?\*

% selecting significant + slight improvement



Q. How much improvement, if any, is needed at the national level when it comes to the following?  
 Base: All respondents in June 2023 (n=2,073); All respondents in Sept 2022 (N=3,071); All respondents in May 2022 (n=2,045);  
 All respondents in October 2021 (n=2,049)

\*Note: Prior to the September 2022 wave, this question was asked as, “Consider the following emergency situations. How much improvement, if any, is needed at the national level when it comes to the following emergency responses?”

\*\*Note: Prior to the September 2022 wave, these statements were asked without specifying “Emergency response to...”

\*\*\*Note: Prior to the June 2023 wave, these statements were asked without specifying “Emergency response to...”

# Perceptions of these key issues have remained relative stable since 2021.

Please indicate how much you agree or disagree with each of the following statements.

% selecting somewhat + strongly agree

	Jun-23	Sep-22	May-22	Oct-21
Young people need more mental health resources dedicated to them and their unique needs	83%	-	79%	-
I have close friends or family that I feel comfortable turning to for help if I am in a mental health crisis*	78%	-	-	-
I am <u>not</u> content with the status of mental health treatment in this country	76%	78%	77%	75%
People with mental health conditions face discrimination in their everyday life	72%	79%	-	-
Mental health impacts all major policy issues in our country right now	69%	63%	-	-
I would be afraid the police may hurt my loved one or me while responding to a mental health crisis	60%	-	64%	62%
If a person contacts the 988 Suicide & Crisis Lifeline for a mental health crisis, police <u>should not</u> respond*	51%	-	-	-
If my loved one was having a mental health crisis, I would not feel safe calling 911 for help	45%	-	45%	46%
I don't know what to do if someone I love were experiencing a mental health crisis	44%	-	48%	48%
I don't know what to do if someone I love is thinking about suicide	42%	-	45%	45%

Q. Please indicate how much you agree or disagree with each of the following statements.

Base: All respondents in June 2023 (n=2,073); All respondents in September 2022 (n=3,071); All respondents in May 2022 (N=2,045); All respondents in October 2021 (n=2,049)



# Support for adding fees to phone bills has dropped since October 2021, likely a result of increasing inflation.

Taking into account everything you know about mental health, alcohol/drug problems, or suicide crises, how much would you support or oppose policies that...

% selecting somewhat + strongly support

	Jun-23	Sep-22	May-22	Oct-21
Create 24/7 mental health, alcohol/drug, and suicide crisis call centers that can respond effectively to callers and follow-up later	90%	92%	91%	90%
Require all health insurers to cover mental health crisis services	88%	90%	88%	87%
Create stricter regulations on social media for minors*	85%	-	-	-
Provide <u>state</u> funding of 988 Suicide & Crisis Lifeline call center operations and crisis response services**	84%	88%	85%	85%
Provide <u>federal</u> funding of 988 Suicide & Crisis Lifeline call center operations and crisis response services***	83%	85%	83%	84%
Allow health care providers across the U.S. to give gender-affirming care to LGBTQ+ youth*	57%	-	-	-
Federally prohibit conversion therapy for LGBTQ+ youth*	55%	-	-	-
Require teachers to use a student's chosen name and pronouns in the classroom*	53%	-	-	-
Add monthly fees on phone bills to fund 988 Suicide & Crisis Lifeline call center operations and crisis response services, similar to fees already collected to fund 911 services****	51%	-	55%	61%

Q. Taking into account everything you know about mental health, alcohol/drug problems, or suicide crises, how much would you support or oppose policies that...

Base: All respondents in June 2023 (n=2,073); All respondents in September 2022 (N=3,071); All respondents in May 2022 (n=2,045); All respondents in October 2021 (n=2,049)

\*Note: These statements were first asked in the June 2023 wave.

\*\*Note: Prior to the June 2023 wave, this statement was asked as, "Provide more state funding for mental health care."

\*\*\*Note: Prior to the June 2023 wave, this statement was asked as, "Provide more federal funding for mental health care."

\*\*\*\*Note: Prior to the June 2023 wave, this statement was asked as, "Add monthly fees on phone bills to fund 988 call center operations and crisis response services, similar to fees already collected to fund 911 services."

**THANK**

**YOU**

**GAME CHANGERS**

