

NAMI/IPSOS FALL 2022 SURVEY: MENTAL HEALTH & ELECTIONS

October 2022

GAME CHANGERS



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METHODOLOGY AND KEY FINDINGS

1

METHODOLOGY

This Ipsos poll was conducted September 23-26, 2022, on behalf of the National Alliance on Mental Illness (NAMI), using the KnowledgePanel®. This poll is based on a representative sample of 3,071 U.S. adults ages 18 or older. The sample includes 2,697 people who are registered/intend to register to vote and 1,901 people who say they are certain to vote or have already voted in the November 2022 election. The study was conducted in English. The data were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, and household income. The demographic benchmarks came from the 2021 March Supplement of the Current Population Survey (CPS). The weighting categories were as follows:

- Gender (Male, Female) by Age (18–29, 30–44, 45-59 and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other, Non-Hispanic, Hispanic, 2+ Races, Non-Hispanic)
- Education (Less than High School, High School, Some College, Bachelor or higher)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)

The margin of sampling error for this study is plus or minus 1.9 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 1.11. For registered/intend to register voters, the margin of sampling error is plus or minus 2.0 percentage points at the 95% confidence level. This margin of sampling error takes into account the design effect, which was 1.10 for registered/intend to register voters. For those who say they are certain to vote or have already voted in the November 2022 election, the margin of sampling error is plus or minus 2.4 percentage points at the 95% confidence level. This margin of sampling error takes into account the design effect, which was 1.10 for certain voters. 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 in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

EXECUTIVE SUMMARY

1 Though most Americans report their mental health has not changed in the last month, it may be less top of mind than other health concerns. When compared to physical health and to a loved one's physical and mental health, concern over one's own mental health falls to the bottom of the list.

- More than seven in ten say their mental health has not changed in the past month. Among those reporting a change, women, younger Americans (ages 18-34), Hispanic Americans, and people who have received mental health treatment are more likely to say their mental health has worsened.
- In the past year, Americans say they have been more frequently concerned about a loved one's mental well-being than their own. Just over two in five say they have been concerned about their mental health, compared to over half saying the same for a loved one's mental health, a loved one's physical health, or their own physical health.

2 Although most Americans know something about the state of mental health care in the U.S., many admit they don't know certain facts about mental health accessibility overall.

- In a series of six knowledge questions about the issue, just one in ten Americans answers all correctly. On the other hand, one-third answer just one question, or no questions, correctly.
- However, awareness of the 988 emergency number has doubled since it first became available nationwide in July 2022. Currently, 44% of people are aware of 988, meaning they have at least heard of the number, a jump of 22 percentage points since May 2022.

EXECUTIVE SUMMARY

3 Overall, a majority of Americans believe improvement is needed at the national level to better mental health care in the United States.

- Nearly four in five Americans say they are not content with mental health care in this country. Eighty-three percent say elected officials need to do more to improve mental health care and treatment.
- Four in five Americans agree that access to affordable mental health care should be a fundamental right. However, political party affiliation plays a role here: support is lower among Republicans than among Democrats or independents.
- About nine in ten Americans support investing in a diverse and robust mental health-related workforce. And, while three-quarters say we need more mental health providers who have similar backgrounds to those they serve, Black and Hispanic Americans are more likely to *strongly* agree with this than White Americans.

4 When presented with specific policy proposals or improvements, most Americans say they are more likely to support candidates in favor of increasing access to mental health care.

- Specifically, three-quarters of certain voters say they are more likely to support a candidate who supports improving health insurance coverage so that it covers more mental health services. However, these views hold regardless of whether someone is a certain voter, registered voter, or among all adults.
- Three in five Americans believe they can impact the availability of mental health care in this country by voting in November.

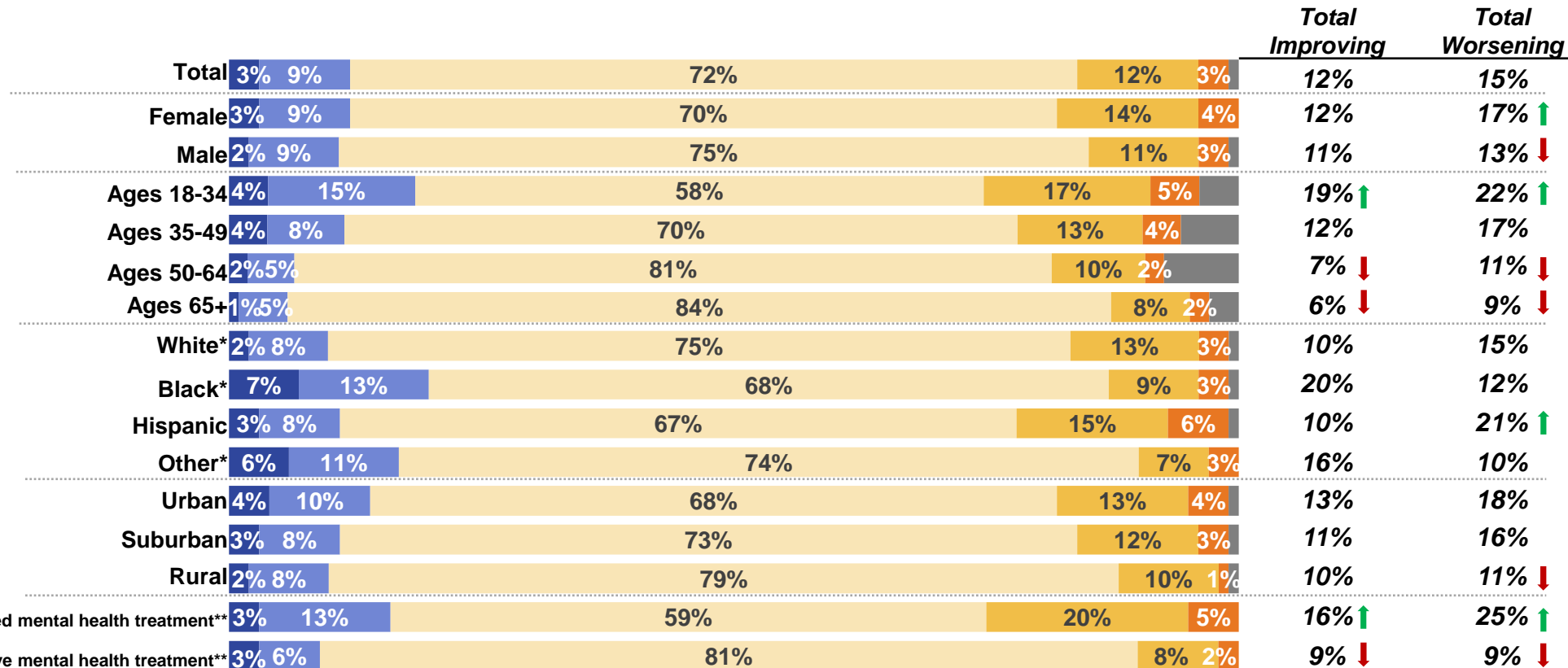
MENTAL HEALTH STATUS & CONCERNS

2

Most say their mental health is unchanged in the last month; the rest are evenly split on whether it has worsened or improved.

How has your mental health changed in the last month, if at all?

% selecting ■ Improved a lot ■ Improved a little ■ No difference ■ Gotten a little worse ■ Gotten a lot worse ■ Skipped



Approximately **two in five (37%)** say they have received mental health treatment**.

Younger Americans (ages 18-49) are more likely to say they have received mental health** treatment than **older Americans (ages 50+)**.

Q. How has your mental health changed in the last month, if at all?

Q. Have you ever gotten mental health treatment from a therapist, counselor, doctor, or other mental health professional?

Base: All respondents (n=3,071); Female (n=1,470), Male (n=1,601); Ages 18-34 (n=881), Ages 35-49 (n=662), Ages 50-64 (n=796), Ages 65+ (n=732); White (n=2,138), Black (n=305), Hispanic (n=366), Other (n=145); Urban (n=1,039), Suburban (n=1,516), Rural (n=516); Received mental health treatment (n=1,171), Did not receive mental health treatment (n=1,772)

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↓ Indicates value is significantly lower than all other subgroups listed within that demographic

↑ Indicates value is significantly higher than all other subgroups listed within that demographic

*Note: Subgroups for White, Black, and Other only include non-Hispanic respondents

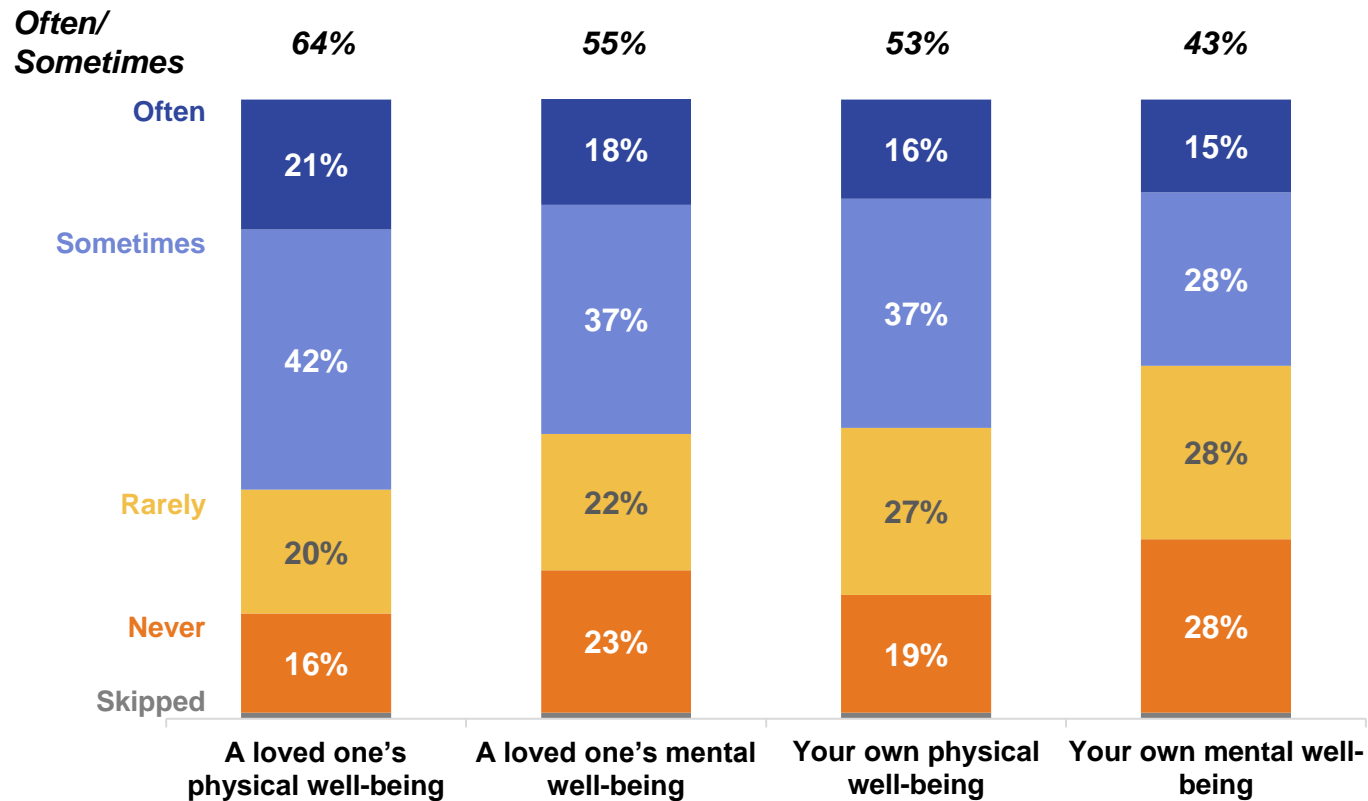
**Note: Mental health treatment includes treatment from a therapist, counselor, doctor, or other mental health professional



Americans are least frequently concerned about their own mental well-being than their physical health or the health of a loved one.

In the past year, how often, if at all, have you felt concerned about the following?

% selecting



Americans who say they have **received mental health treatment*** or who say their **mental health has changed in some way in the last month** are more likely to say they are **often/sometimes concerned about their own mental well-being** than those who **have not received mental health treatment*** or those who say their **mental health is unchanged in the last month, respectively.**

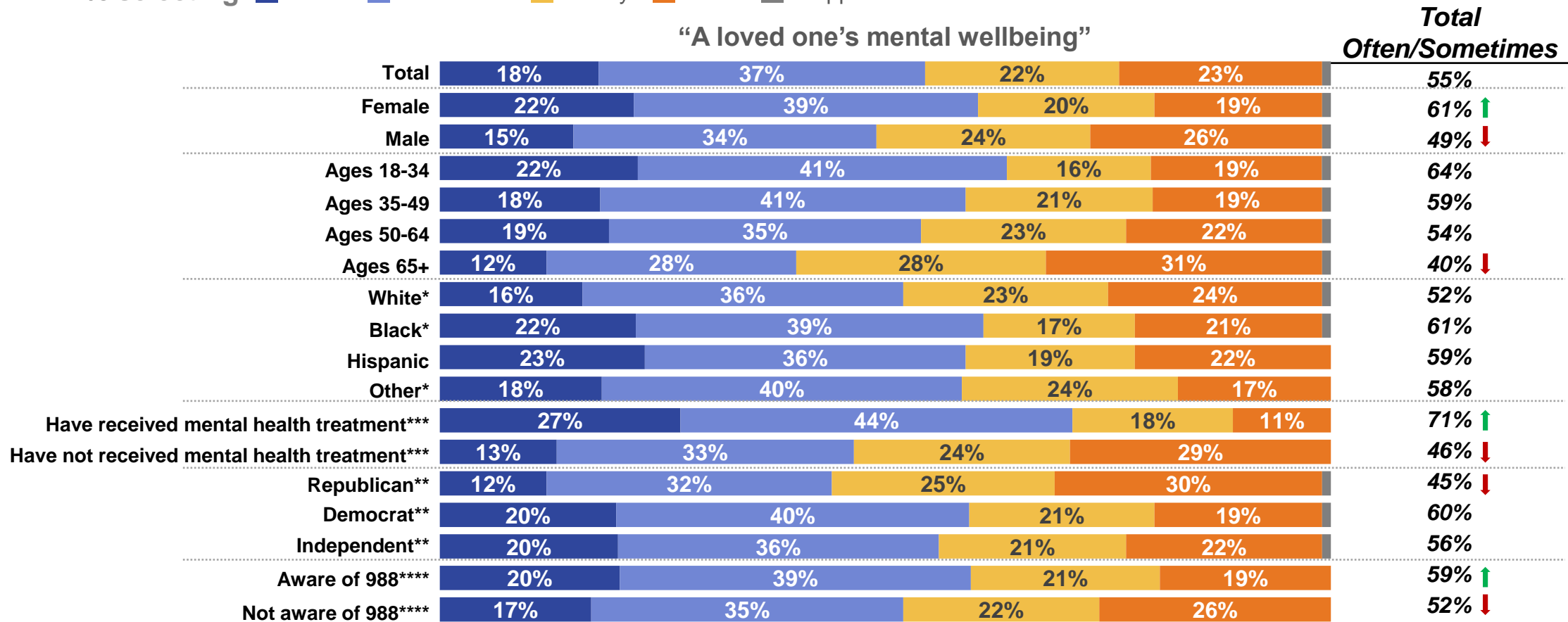
Q. In the past year, how often, if at all, have you felt concerned about the following?

Base: All respondents (n=3,071); Received mental health treatment (n=1,171), Did not receive mental health treatment (n=1,772); Mental health has improved in last month (n=348), Mental health has worsened in last month (n=470), Mental health is unchanged in last month (n=2,231)

Women, those who have received mental health treatment, and those aware of the 988 emergency number are among those more likely to say they are frequently concerned about a loved one's mental well-being.

In the past year, how often, if at all, have you felt concerned about the following?

% selecting ■ Often ■ Sometimes ■ Rarely ■ Never ■ Skipped



Q. In the past year, how often, if at all, have you felt concerned about the following?

Base: All respondents (n=3,071); Female (n=1,470), Male (n=1,601); Ages 18-34 (n=881), Ages 35-49 (n=662), Ages 50-64 (n=796), Ages 65+ (n=732); White (n=2,138), Black (n=305), Hispanic (n=366), Other (n=145); Received mental health treatment (n=1,171), Did not receive mental health treatment (n=1,772); Republican (n=847), Democrat (n=966), Independent (n=938); Aware of 988 (n=1,397), Not Aware of 988 (n=1,658)

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↓ Indicates value is significantly lower than all other subgroups listed within that demographic

↑ Indicates value is significantly higher than all other subgroups listed within that demographic

*Note: Subgroups for White, Black, and Other only include non-Hispanic respondents

**Note: Subgroups by party affiliation include respondents from the total adult population

***Note: Mental health treatment includes treatment from a therapist, counselor, doctor, or other mental health professional

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

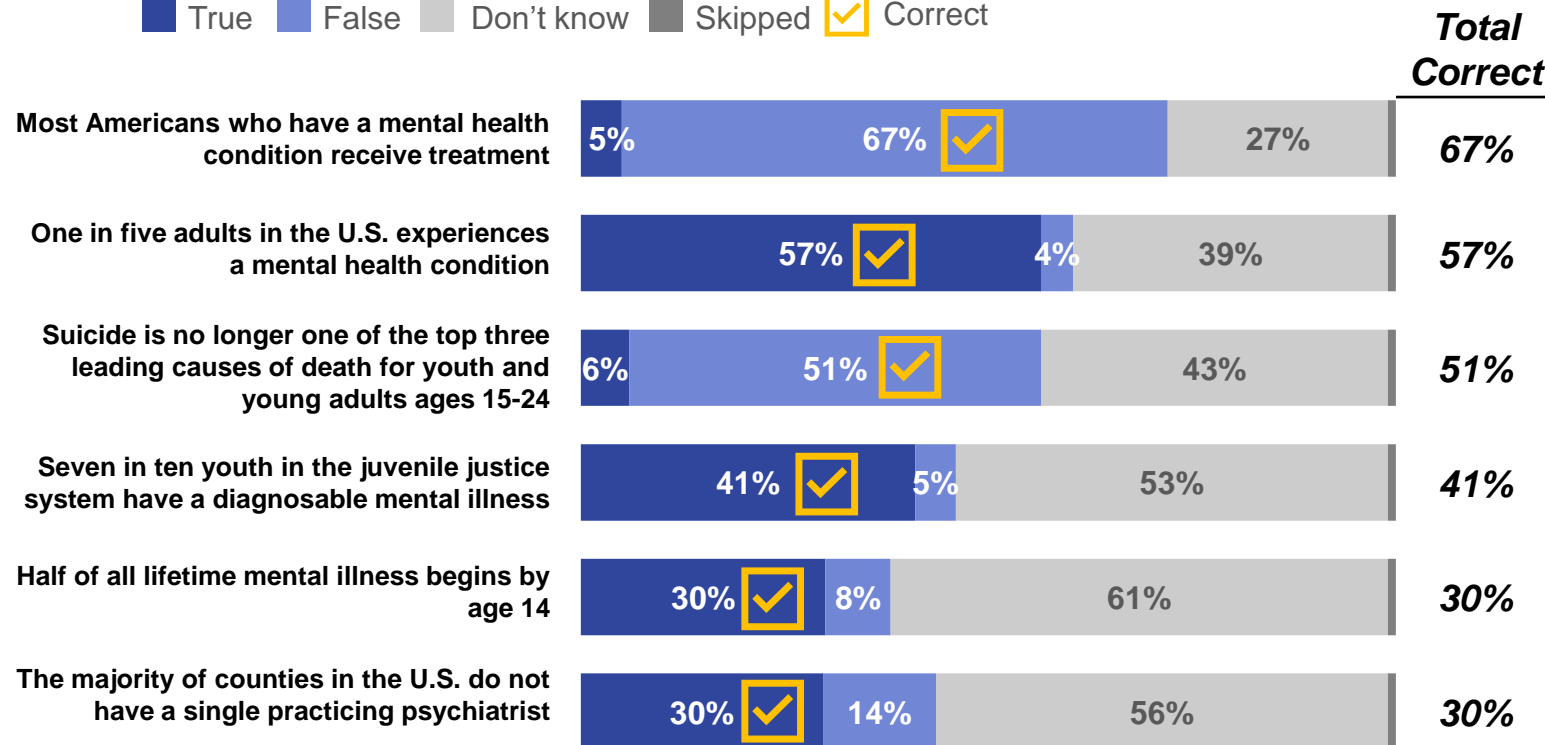


Though many Americans know something about the state of mental health care, a majority report they don't know about youth mental illness or accessibility to psychiatry.

Are the following statements about mental health true, false, or you don't know?

% selecting

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



How'd the public do?

- 6 out of 6: 10%
- 5 out of 6: 14%
- 4 out of 6: 16%
- 3 out of 6: 16%
- 2 out of 6: 14%
- 1 out of 6: 12%
- 0 out of 6: 19%

This means 40% get a passing grade (more than half correct), but one in three can only answer one or none correctly.

Q. Are the following statements about mental health true, false, or you don't know?

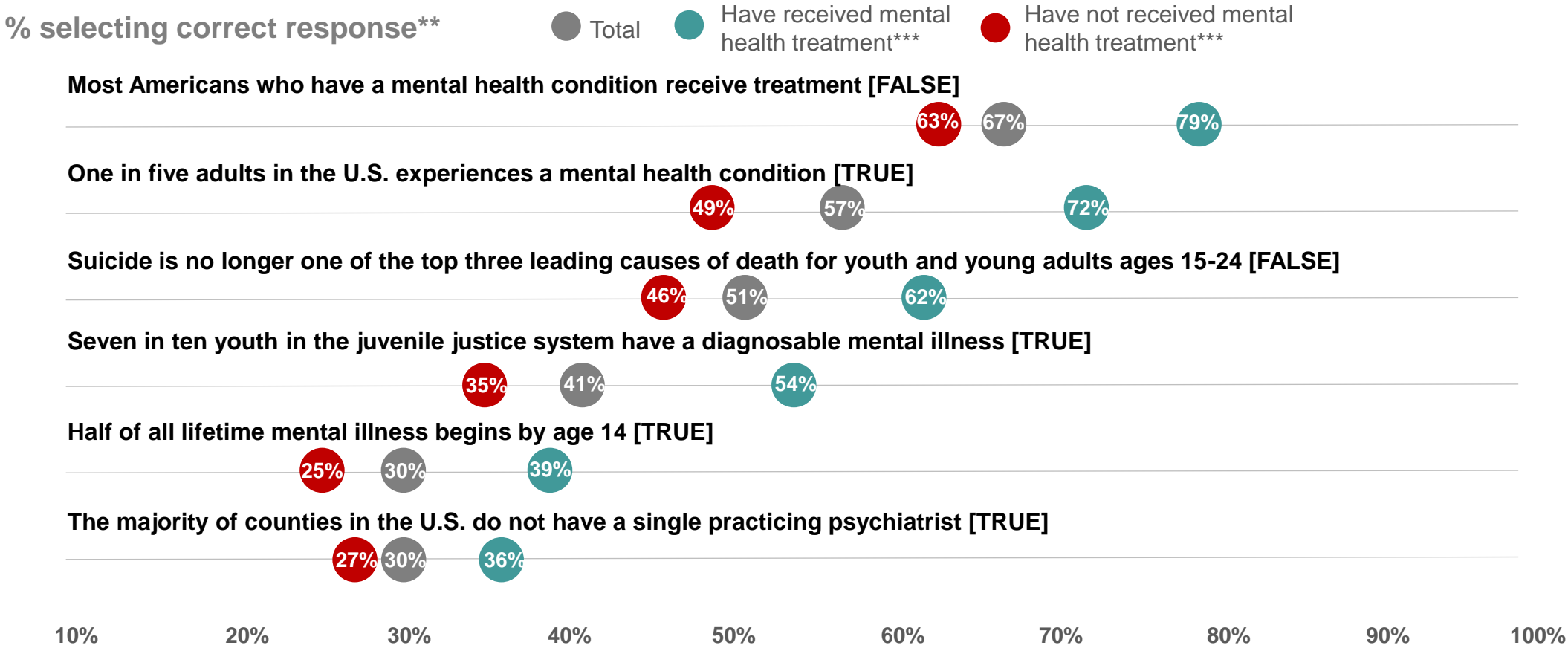
Base: All respondents (n=3,071)

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People who have received mental health treatment know more about the state of mental health care in the U.S. than the general population and those who have not received treatment.

Are the following statements about mental health true, false, or you don't know?*



Q. Are the following statements about mental health true, false, or you don't know?
 Base: All respondents (n=3,071); Received mental health treatment (n=1,171), Did not receive mental health treatment (n=1,772)
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*Note: Correct responses are marked in brackets for each statement.
 **Note: Statistical significance testing between subgroups is not shown
 ***Note: Mental health treatment includes treatment from a therapist, counselor, doctor, or other mental health professional



A woman with long dark hair, wearing a white tank top, is shown from the chest up. She is holding a black smartphone in her right hand and a white coffee cup with a brown sleeve in her left hand. The background is a plain, light-colored wall.

44%

**are aware* of
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.*

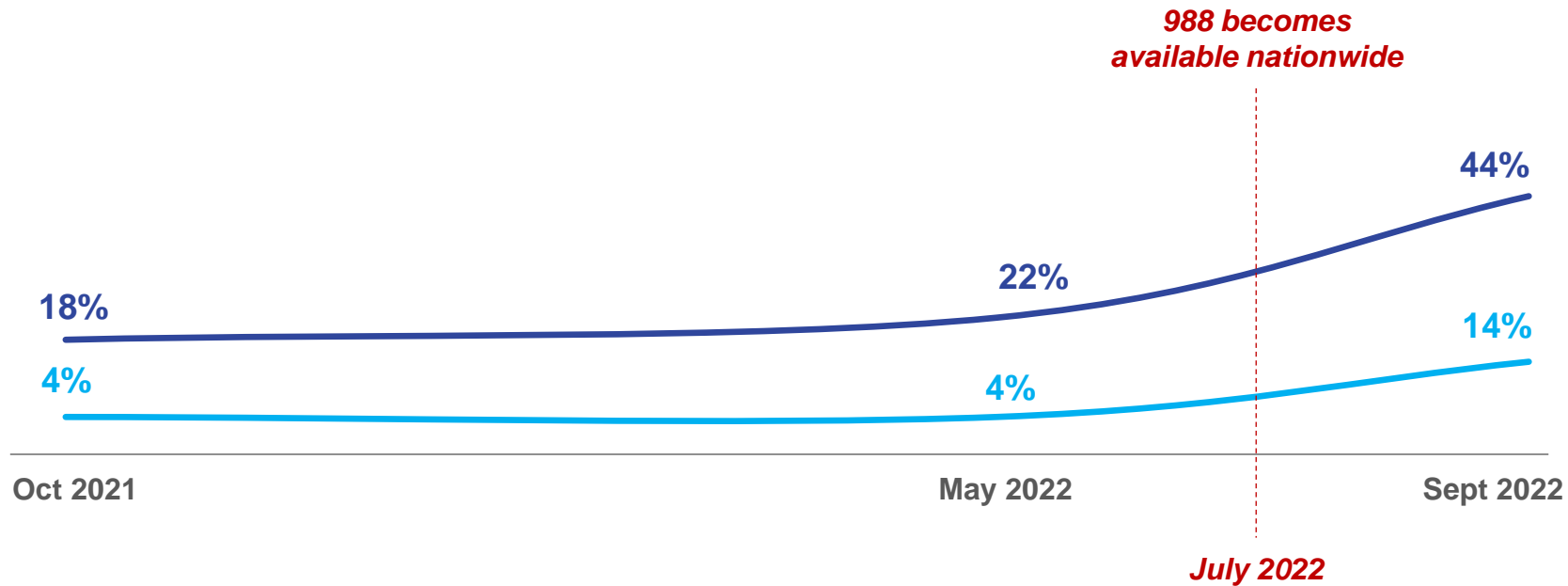
Awareness of the 988 emergency number has doubled since becoming available nationwide in July 2022.

How familiar are you with the 988 emergency number?*

% selecting

— Aware** of 988

— Very/Somewhat Familiar with 988



Q. How familiar are you with the 988 emergency number?

Base: Sept 2022 All respondents (n=3,071); May 2022 All respondents (n=2,045); Oct 2021 All respondents (n=2,049)

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*Note: The plot does not show continuous values. Only 3 disparate values are shown: Oct 2021, May 2022, and Sept 2022.

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



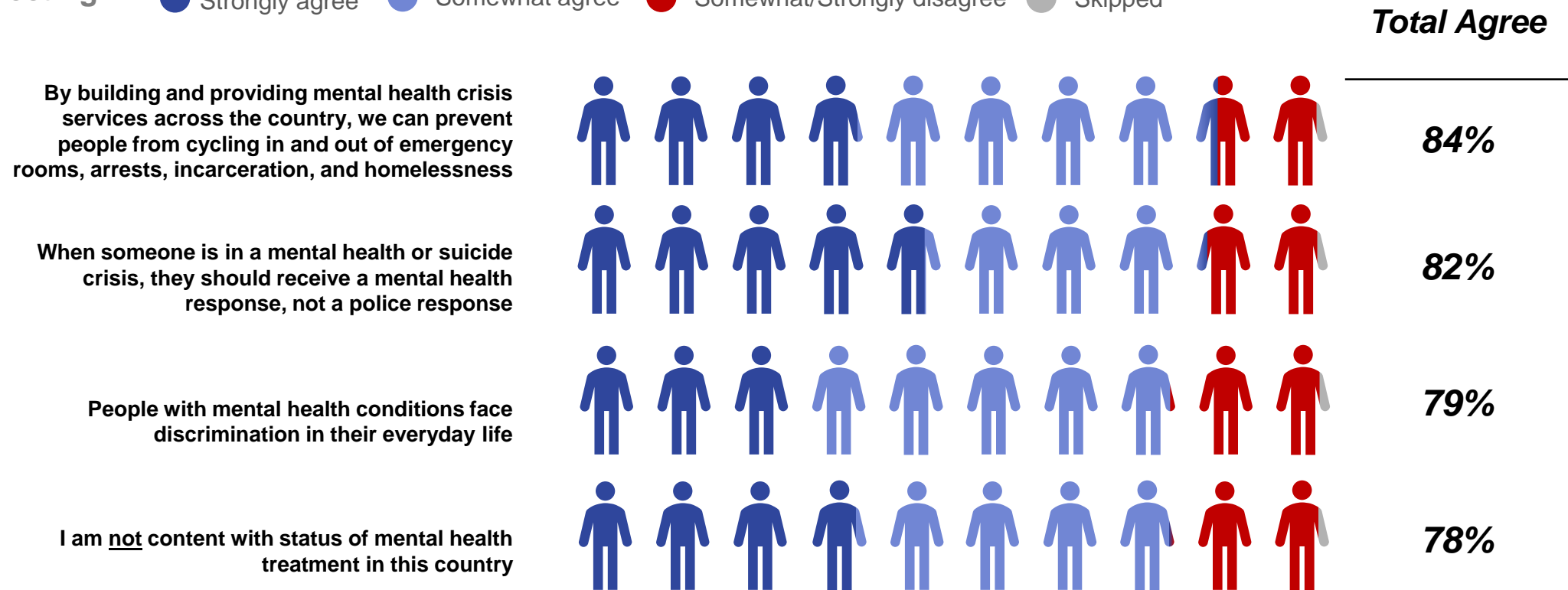
ATTITUDES TOWARD MENTAL HEALTH POLICY AND CARE

3

Nearly four in five say they are not content with the status of mental health treatment in this country.

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

% selecting ● Strongly agree ● Somewhat agree ● Somewhat/Strongly disagree ● Skipped



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

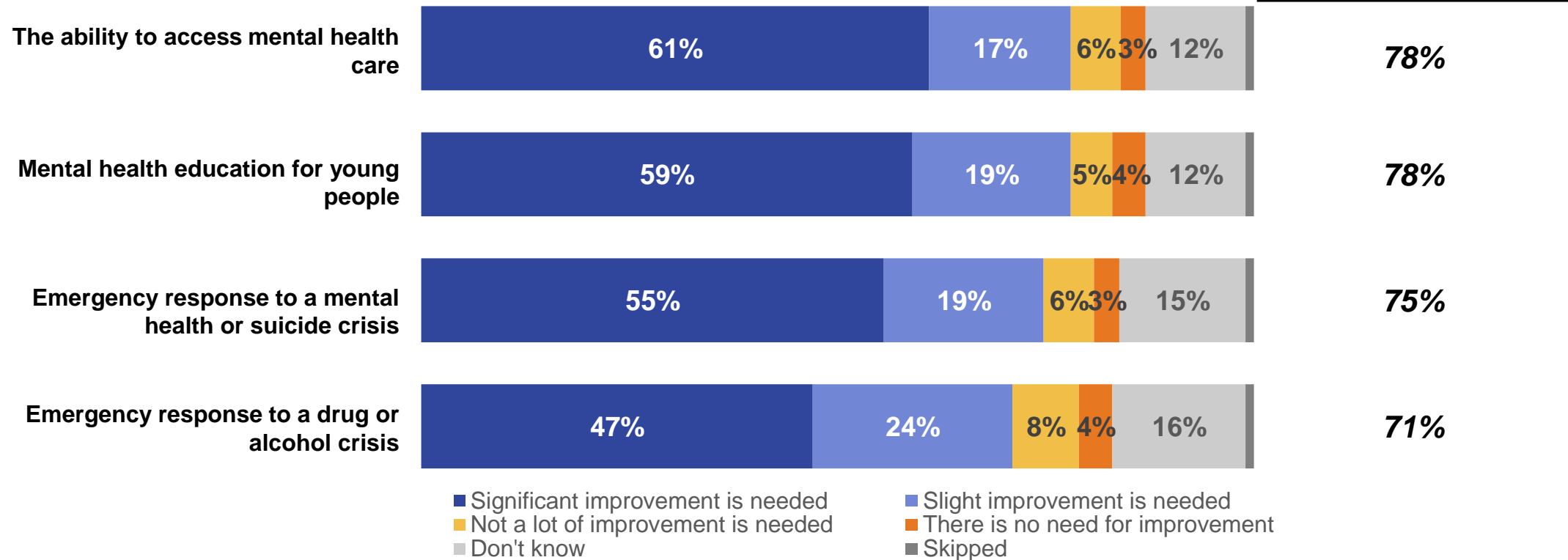
Base: All respondents (n=3,071)

Majority of Americans say accessibility, education, and emergency responses within mental health care need improvement nationwide.

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

% selecting

Total Significant/Slight Improvement



■ 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

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

Base: All respondents (n=3,071)

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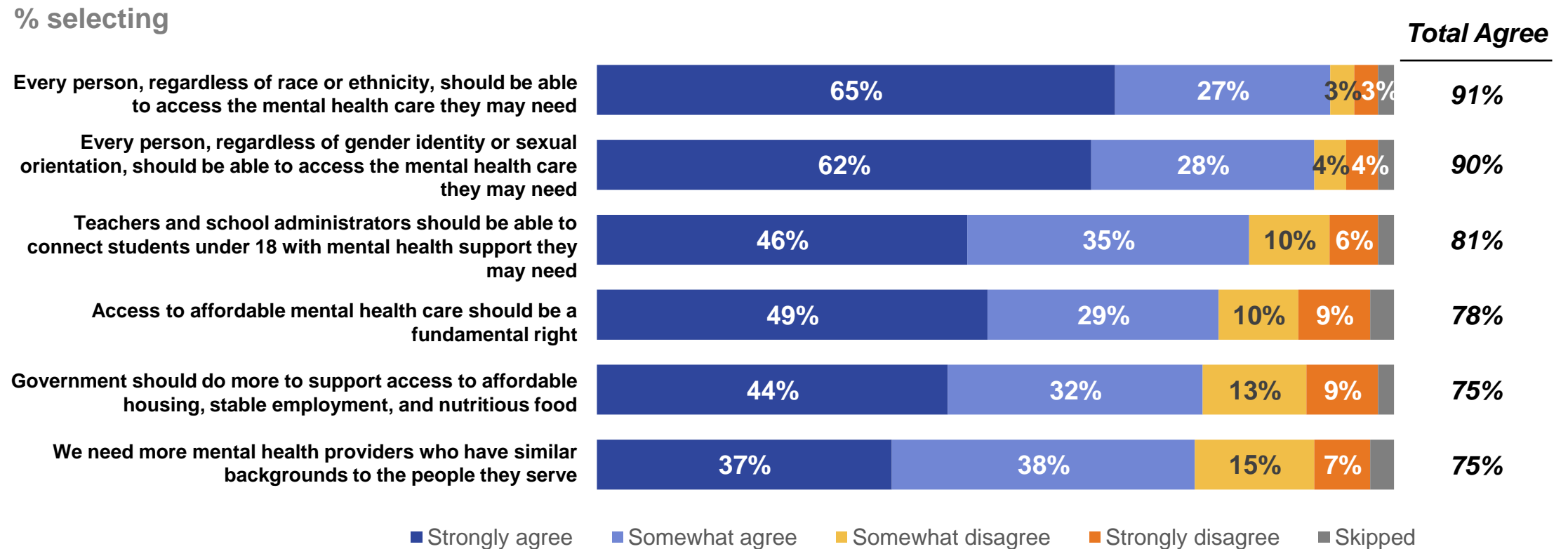


78%

**believe
access to
affordable
mental health
care should be
a fundamental
right**

Nine in ten say every person, regardless of race or ethnicity, should be able to access the mental health care they may need.

Thinking about access to mental health care, how much do you agree or disagree with the following statements:



Q. Thinking about access to mental health care, how much do you agree or disagree with the following statements:

Base: All respondents (n=3,071)

A majority across subgroups say access to affordable mental health care should be a fundamental right. However, women and those who have received mental health treatment are even more likely to agree.

Thinking about access to mental health care, how much do you agree or disagree with the following statements:

% selecting strongly/somewhat agree
(shading indicates statistically significant differences)

	Total	Male	Female	Republican*	Democrat*	Independent*	Have received mental health treatment***	Have not received mental health treatment***
Every person, regardless of race or ethnicity, should be able to access the mental health care they may need	91%	89%	93%	89%	94%	92%	95%	91%
Every person, regardless of gender identity or sexual orientation, should be able to access the mental health care they may need	90%	88%	92%	87%	94%	91%**	93%	90%
Teachers and school administrators should be able to connect students under 18 with mental health support they may need	81%	77%	85%	70%	91%	81%**	87%	79%
Access to affordable mental health care should be a fundamental right	78%	73%	84%	64%	91%	77%**	85%	75%
Government should do more to support access to affordable housing, stable employment, and nutritious food	75%	72%	79%	58%	90%	76%**	82%	72%
We need more mental health providers who have similar backgrounds to the people they serve	75%	71%	79%	61%	86%	75%**	82%	72%

Q. Thinking about access to mental health care, how much do you agree or disagree with the following statements:

Base: All respondents (n=3,071); Female (n=1,470), Male (n=1,601); Republican (n=847), Democrat (n=966), Independent (n=938); Received mental health treatment (n=1,171), Did not receive mental health treatment (n=1,772)

*Note: Subgroups by party affiliation include respondents from the total adult population

**Note: These values for independents are statistically higher than those for Republicans

***Note: Mental health treatment includes treatment from a therapist, counselor, doctor, or other mental health professional

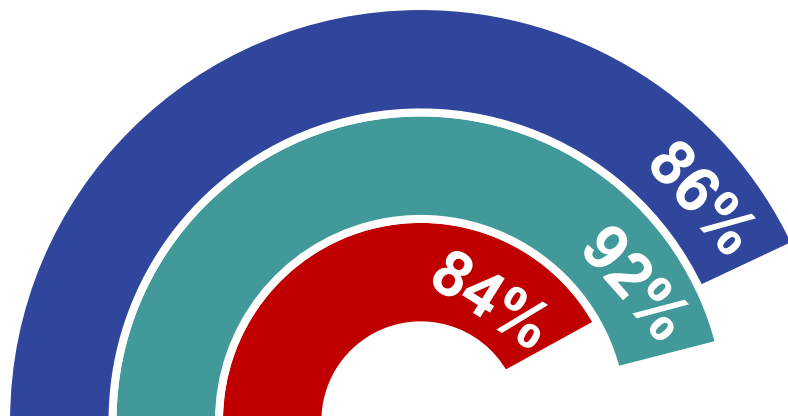


Most Americans support investing in a diverse and robust mental health-related workforce and having more mental health providers with similar backgrounds to the people they serve.

Taking into account everything you know about mental health, would you support or oppose policies that...

% selecting somewhat/strongly support

“Invest in a diverse and robust mental health-related workforce”*

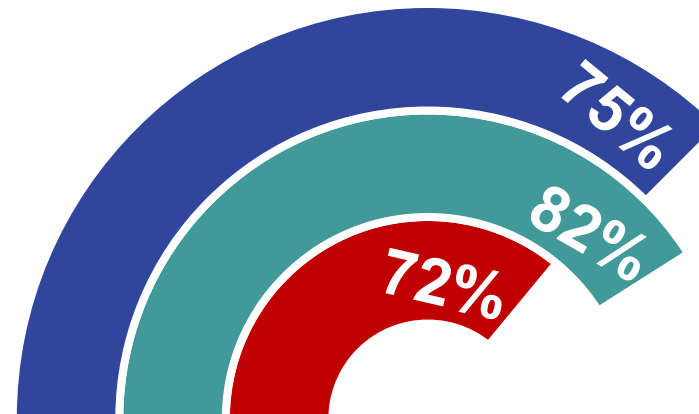


■ Total ■ Have received mental health treatment** ■ Have not received mental health treatment**

Thinking about access to mental health care, how much do you agree or disagree with the following statements:

% selecting somewhat/strongly agree

“We need more mental health providers who have similar backgrounds to the people they serve”*



Black* and Hispanic Americans are more likely than White*** Americans to strongly agree that “We need more mental health providers who have similar backgrounds to the people they serve” (48% and 44%, vs. 32%, respectively).**

Q. Taking into account everything you know about mental health, would you support or oppose policies that...

Q. Thinking about access to mental health care, how much do you agree or disagree with the following statements:

Base: All respondents (n=3,071); Received mental health treatment (n=1,171), Did not receive mental health treatment (n=1,772); White (n=2,138), Black (n=305), Hispanic (n=366)

*Note: Statistical significance testing between subgroups is not shown

**Note: Mental health treatment includes treatment from a therapist, counselor, doctor, or other mental health professional

***Note: Subgroups for Black and White Americans only include non-Hispanic respondents



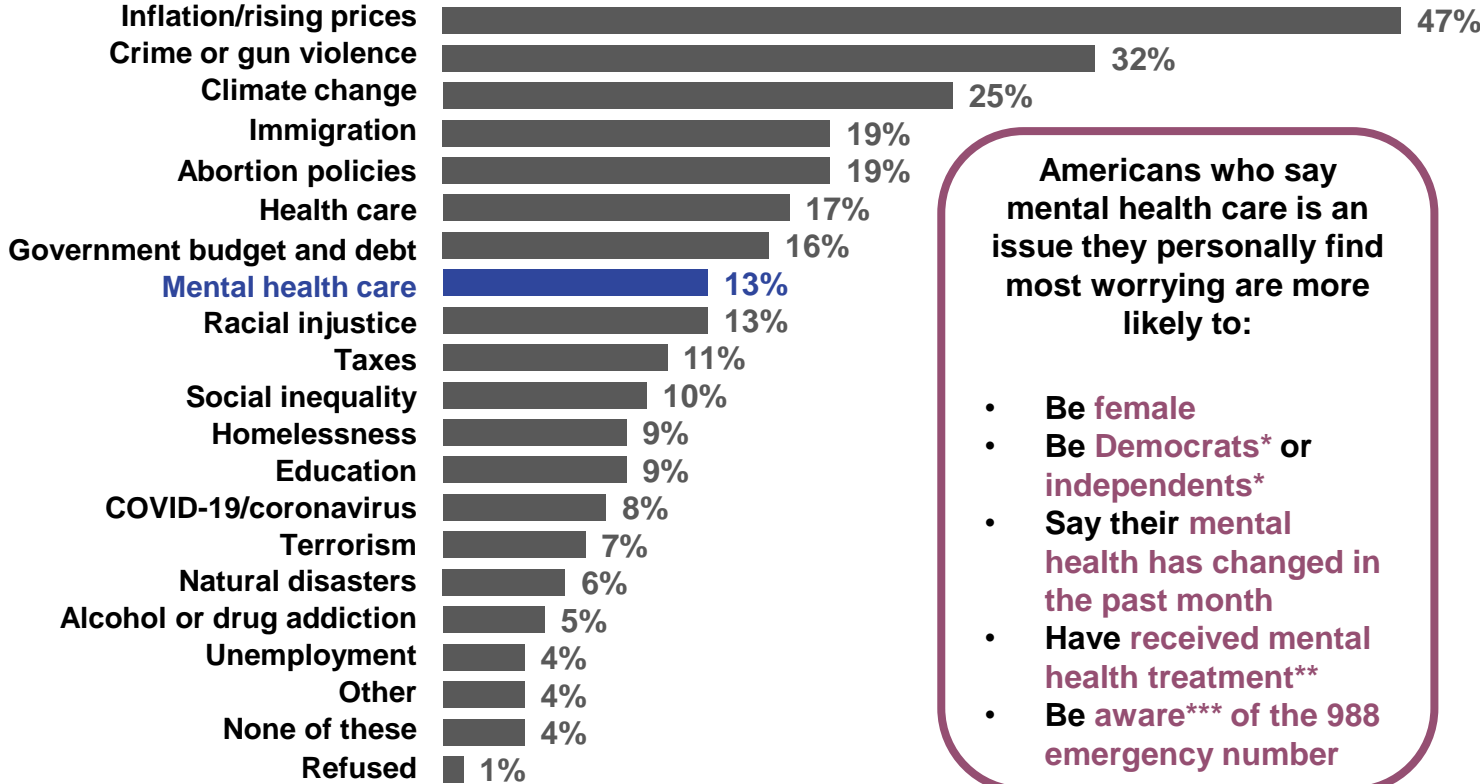
VOTING AND THE ROLE OF MENTAL HEALTH POLICY

4

Mental health care is not top of mind for most Americans in the current issue landscape. Yet, a majority say mental health impacts all major policy issues in our country right now.

Which three of the following issues do you personally find most worrying? Select up to three.

% selecting



Americans who say mental health care is an issue they personally find most worrying are more likely to:

- Be female
- Be Democrats* or independents*
- Say their mental health has changed in the past month
- Have received mental health treatment**
- Be aware*** of the 988 emergency number

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

% selecting strongly/somewhat agree

“Mental health impacts all of the major policy issues in our country right now”

63%

Q. Which three of the following issues do you personally find most worrying? Select up to three.
 Q. Please indicate how much you agree or disagree with each of the following statements.
 Base: All respondents (n=3,071); Female (n=1,470), Male (n=1,601); Republican* (n=847), Democrat* (n=966), Independent* (n=938); Mental health status has improved in the past month (n=348), Mental health status has worsened in the past month (n=470), Mental health status has not changed in the past month (n=2,231); Received mental health treatment (n=1,171), Did not receive mental health treatment (n=1,772); Aware** of 988 (n=1,397), Not Aware of 988 (n=1,658)

*Note: Subgroups by party affiliation include respondents from the total adult population
 **Note: Mental health treatment includes treatment from a therapist, counselor, doctor, or other mental health professional
 ***Note: Aware is defined as selecting very familiar, somewhat familiar, not very familiar, or have heard of it, but that's it.



66%

of certain voters* believe they can impact the availability of mental health care in this country by voting in November 2022

**Note: Certain voters (n=1,901) are voters who have already voted or are completely certain they will vote in the upcoming midterm election*

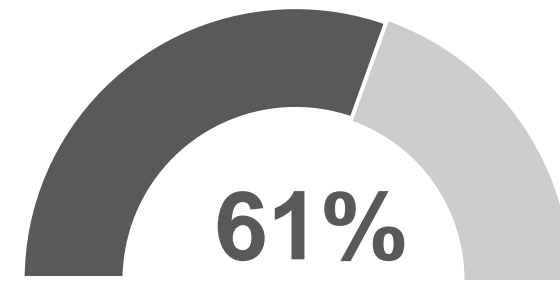
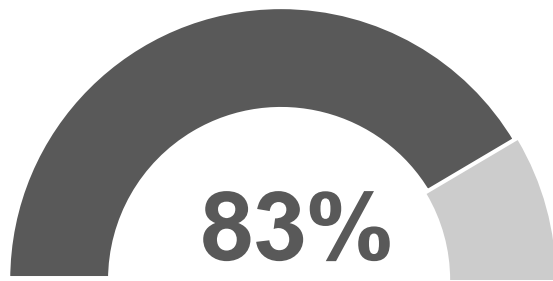
A majority agree they can impact mental health care availability by voting in November, and that elected officials need to do more.

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

% selecting strongly/somewhat agree** ● Total ● Certain voter ● Registered Voter ● Republican*** ● Democrat*** ● Independent***

“Elected officials need to do more to improve mental health care and treatment in this country”

“I can impact the availability of mental health care in this country by voting in November”



By voter type:



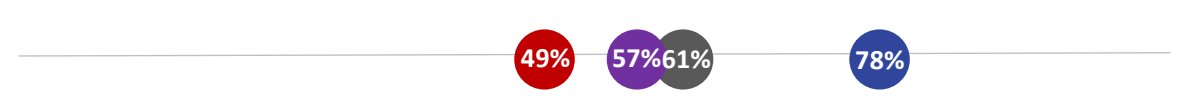
By voter type:



By party affiliation:



By party affiliation:



0% 20% 40% 60% 80% 100% 0% 20% 40% 60% 80% 100%

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

Base: All respondents (n=3,071); Registered/Intend to Register voters (n=2,697); Certain to Vote/Already Voted (n=1,901); Republican (n=847), Democrat (n=966), Independent (n=938)

*Note: Differences in vertical plotting locations are intended to ease data visualization and do not have data implications.

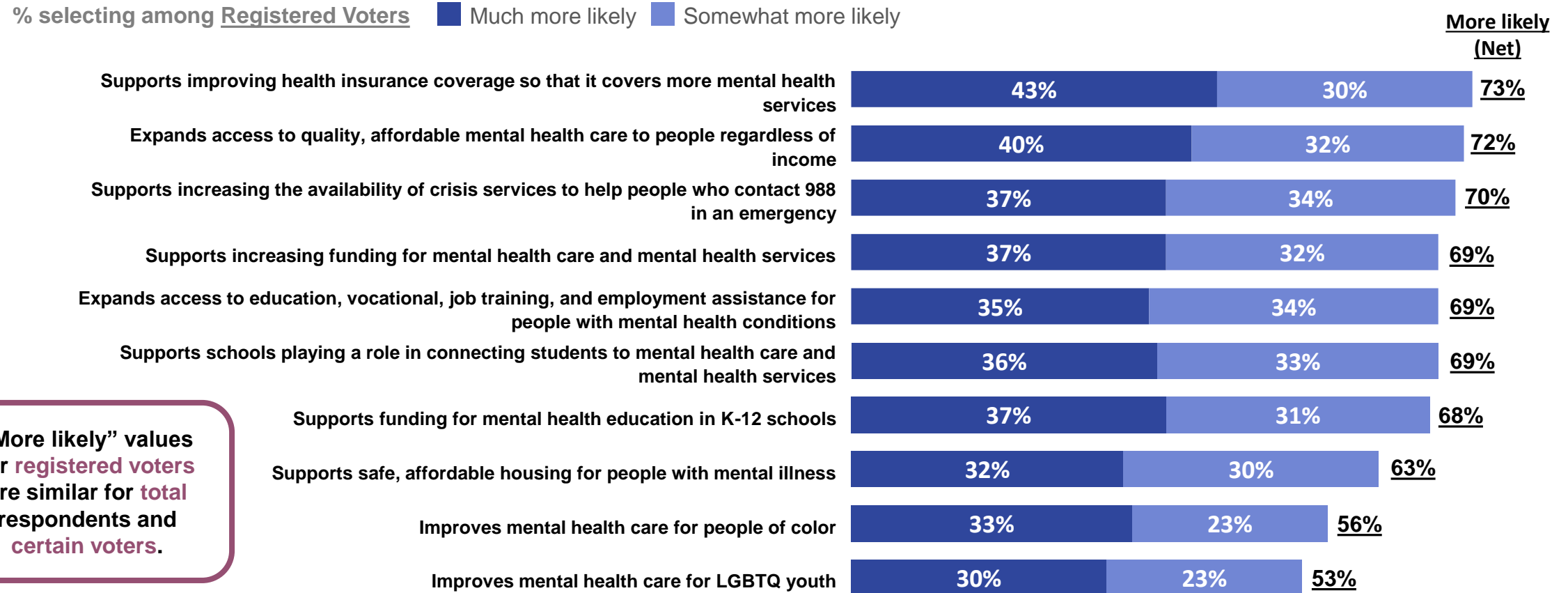
**Note: Statistical significance testing between subgroups is not shown

***Note: Subgroups by party affiliation include respondents from the total adult population



When presented with specific policy proposals, most registered voters say they are more likely to support a candidate who increases access to mental health care.

Regardless of whether or not you plan to vote in the upcoming midterm elections this November, if you were to vote, would you be more or less likely to support a candidate who does the following, or would it make no difference?



“More likely” values for registered voters are similar for total respondents and certain voters.

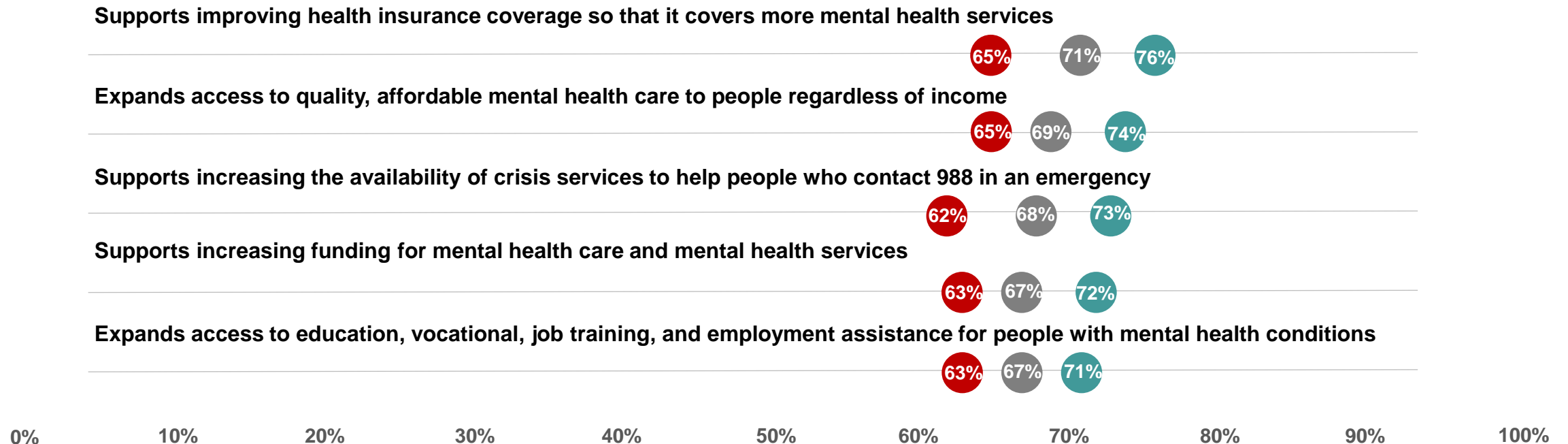
Q. Regardless of whether or not you plan to vote in the upcoming midterm elections this November, if you were to vote, would you be more or less likely to support a candidate who does the following, or would it make no difference?
 Base: Registered/Intend to Register voters (n=2,697); All respondents (n=3,071); Certain to Vote/Already Voted (n=1,901)



More women than men say they are more likely to support a candidate who is in favor of policies that increase access to mental health care.

Regardless of whether or not you plan to vote in the upcoming midterm elections this November, if you were to vote, would you be more or less likely to support a candidate who does the following, or would it make no difference?*

% selecting more likely** ● Total*** ● Female ● Male



Q. Regardless of whether or not you plan to vote in the upcoming midterm elections this November, if you were to vote, would you be more or less likely to support a candidate who does the following, or would it make no difference?

Base: All respondents (n=3,071); Female (n=1,470), Male (n=1,601)

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*Note: Differences in vertical plotting locations are intended to ease data visualization and do not have data implications.

**Note: Statistical significance testing between subgroups is not shown

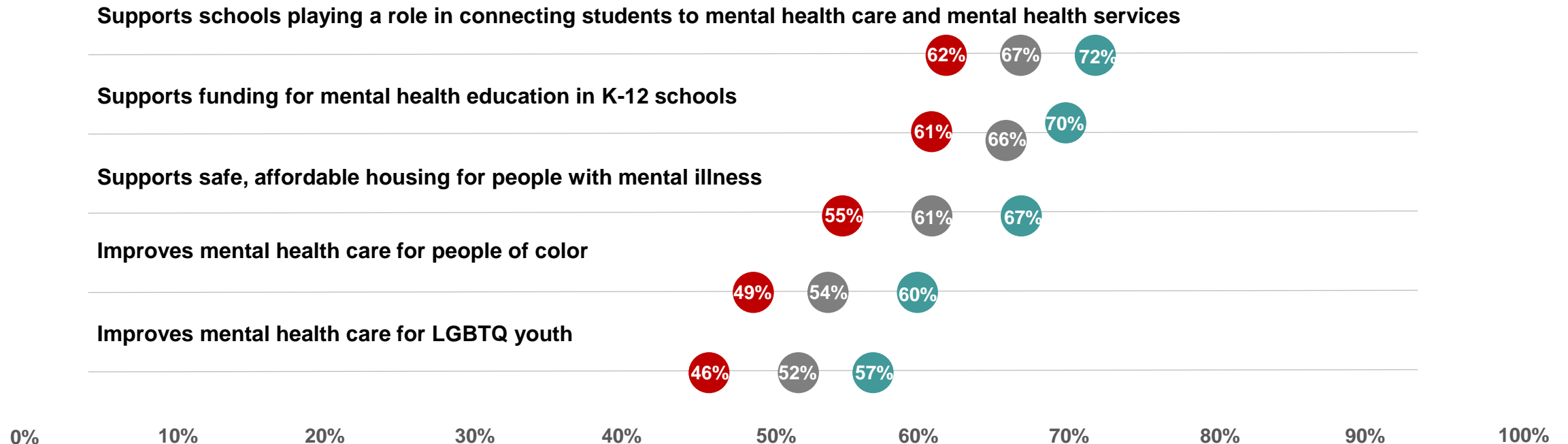
***Note: "More likely" values among total respondents and registered voters are nearly identical



Fewer than half of men report being more likely to support a candidate who is in favor of improving mental health care for people of color or LGBTQ youth.

Regardless of whether or not you plan to vote in the upcoming midterm elections this November, if you were to vote, would you be more or less likely to support a candidate who does the following, or would it make no difference?*

% selecting more likely** ● Total*** ● Female ● Male



Q. Regardless of whether or not you plan to vote in the upcoming midterm elections this November, if you were to vote, would you be more or less likely to support a candidate who does the following, or would it make no difference?

Base: All respondents (n=3,071); Female (n=1,470), Male (n=1,601)

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*Note: Differences in vertical plotting locations are intended to ease data visualization and do not have data implications.

**Note: Statistical significance testing between subgroups is not shown

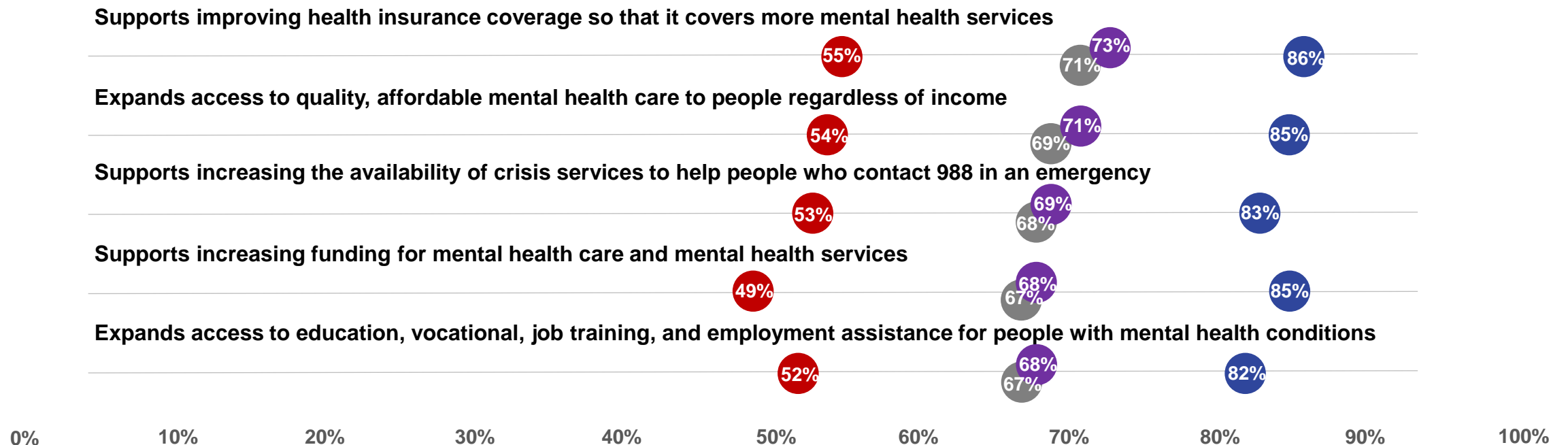
***Note: "More likely" values among total respondents and registered voters are nearly identical



While about half of Republicans say they are more likely to support a candidate who supports specific policies to increase access to mental health care, more independents and Democrats say the same.

Regardless of whether or not you plan to vote in the upcoming midterm elections this November, if you were to vote, would you be more or less likely to support a candidate who does the following, or would it make no difference?*

% selecting more likely** ● Total**** ● Republican*** ● Democrat*** ● Independent***



Q. Regardless of whether or not you plan to vote in the upcoming midterm elections this November, if you were to vote, would you be more or less likely to support a candidate who does the following, or would it make no difference?

Base: All respondents (n=3,071); Republican (n=847), Democrat (n=966), Independent (n=938)

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*Note: Differences in vertical plotting locations are intended to ease data visualization and do not have data implications.

**Note: Statistical significance testing between subgroups is not shown

***Note: Subgroups by party affiliation include respondents from the total adult population

****Note: "More likely" values among total respondents and registered voters are nearly identical



FINAL THOUGHTS

5

FINAL THOUGHTS



Mental health is not top of mind for many Americans – either when it comes to their own mental wellbeing or how mental health stacks up against other issues the country is dealing with right now.



That doesn't mean it can't be an election issue, though! Most are in agreement that improvement to our mental healthcare system is needed at the national level, and more than three in five agree there is a link between mental health and other major issues facing the U.S. right now.



Through the #Vote4MentalHealth initiative, NAMI is uniquely positioned to educate voters and politicians about not only specific mental health policy initiatives, but also the linkage between mental health care and other issues they may care about.

- The policies Americans seem most interested in include improving health insurance coverage to cover more mental health services, expanding access to affordable mental health care regardless of income, increasing access to crisis services, and increasing funding for mental health care and services at-large.
- The core group of supporters for these policies include women and those with a college degree. They, along with people who have sought mental health treatment, are the most favorable toward #Vote4MentalHealth messages and policy proposals.

THANK
YOU

GAME CHANGERS

