



NAMI/Ipsos Fall 2023 Poll

November 2023

GAME CHANGERS



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METHODOLOGY AND KEY FINDINGS

1

METHODOLOGY

This NAMI/Ipsos poll was conducted October 27-29, 2023, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 2,048 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, the third was conducted September 23-26, 2022, and the fourth survey was conducted June 2-11, 2023, 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). The June 2023 survey was conducted on a nationally representative probability sample of adults age 18 or older (N=2,073). Further information about each survey can be found at the following links: [October 2021](#), [May 2022](#), [September 2022](#), [June 2023](#).

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 1.11. 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.

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

Most Americans believe mental health care is important and should be considered as important as physical health. In addition, the majority of Americans say Congress should invest in increasing access to mental health care while also expanding coverage through health insurers.

1 There is strong widespread agreement that mental health is just as important as physical health.

- Ninety-three percent of Americans agree mental health is just as important as physical health, and 72% *strongly* agree.
- Most Americans--regardless of gender, age, race, ethnicity, political affiliation, or sexual orientation--agree that mental health is just as important as physical health. Women, Democrats, and LGBTQ+ Americans are especially likely to say they *strongly* agree, but strong majorities of men, Republicans, independents, and non-LGBTQ+ Americans **also** *strongly* agree.

2 The majority of Americans, regardless of party affiliation, say Congress has done *too little* to address the current state of mental health care nationwide. More than half say federal funding for mental health care, the 988 Suicide & Crisis Lifeline, and suicide prevention programs should be high priorities for Congress to address.

- Three in five (61%) Americans say Congress has done *too little* to address the current state of mental health care. A majority of Americans, regardless of party affiliation, share this sentiment, including 72% of Democrats, 63% of independents, and 50% of Republicans.
- Sixty-four percent of Americans say Congress should highly prioritize federal funding for mental health care, and 26% say it should be their *highest* priority. Mental health care funding is seen as a high priority by more Americans than any other issue asked about.
- About three in five Americans say Congress should highly prioritize federal funding for the 988 Suicide & Crisis Lifeline (57%) and suicide prevention programs (56%). One-fifth say Congress should make the Lifeline and suicide prevention programs their *highest* priority.

3 The vast majority of Americans agree that mental health crisis services should be available to everyone, not just to those who can pay out-of-pocket. Most also support expanding coverage of mental health care via health insurers.

- Ninety-one percent say all health insurance should cover mental health crisis services. The majority of Americans, regardless of party affiliation, agree, including 95% of Democrats and 89% of both independents and Republicans.
- About nine in ten agree mental health crisis services should be available to everyone, not just to people who can pay out-of-pocket, and that insurers should cover mental health care services the same way they cover physical health services (91% and 90%, respectively). Here, too, there is strong bipartisan agreement.

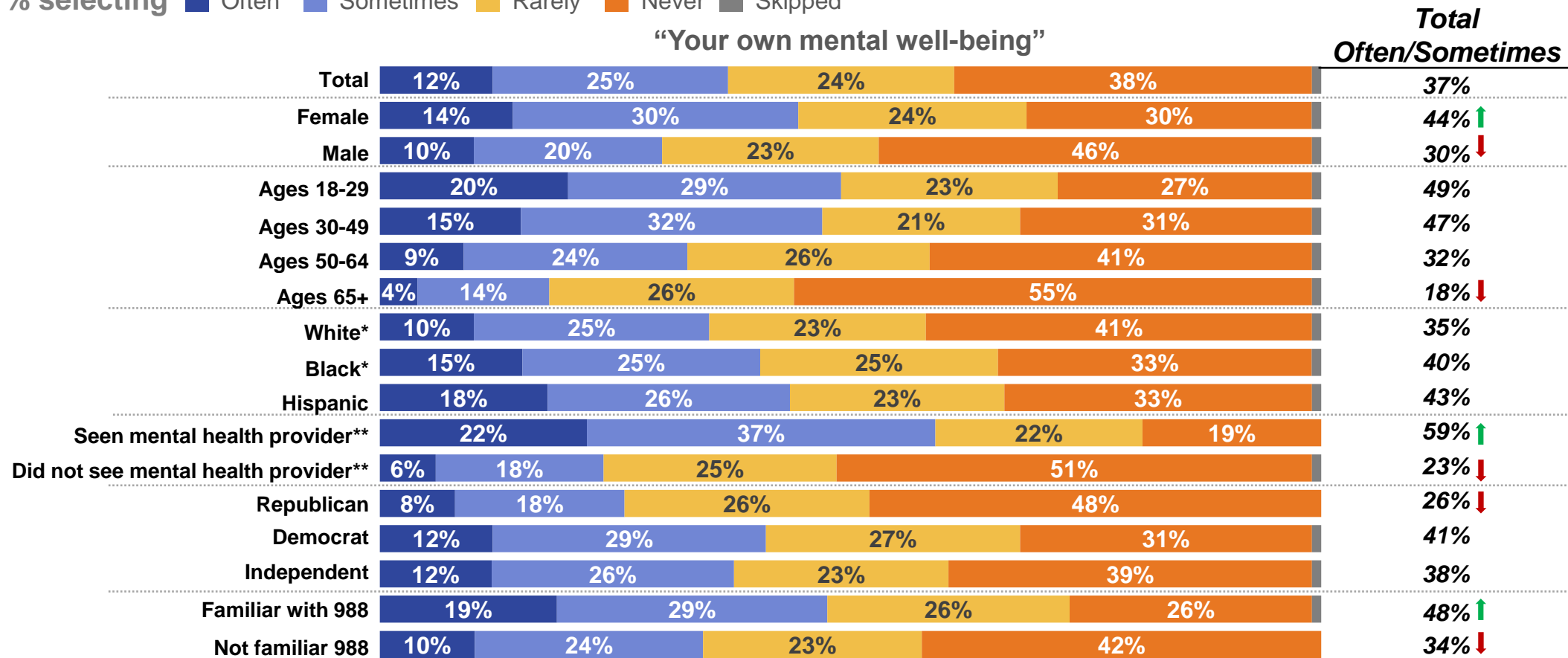
PERCEPTIONS OF THE STATE OF MENTAL HEALTH CARE

2

Women, those who have received mental health treatment, and those familiar with 988 are among those especially likely to say they are often or sometimes concerned about their own 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=2,048); Female (N=998), Male (N=1,050); Ages 18-29 (N=447), Ages 30-49 (N=604), Ages 50-64 (N=514), Ages 65+ (N=453); White (N=1,389), Black (N=227), Hispanic (N=268); Seen mental health provider (N=769), Did not see mental health provider (N=1,182); Republican (N=587), Democrat (N=582), Independent (N=654); Familiar with 988 (N=473), Unfamiliar with 988 (N=1,560)

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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 and Black respondents only include non-Hispanic respondents

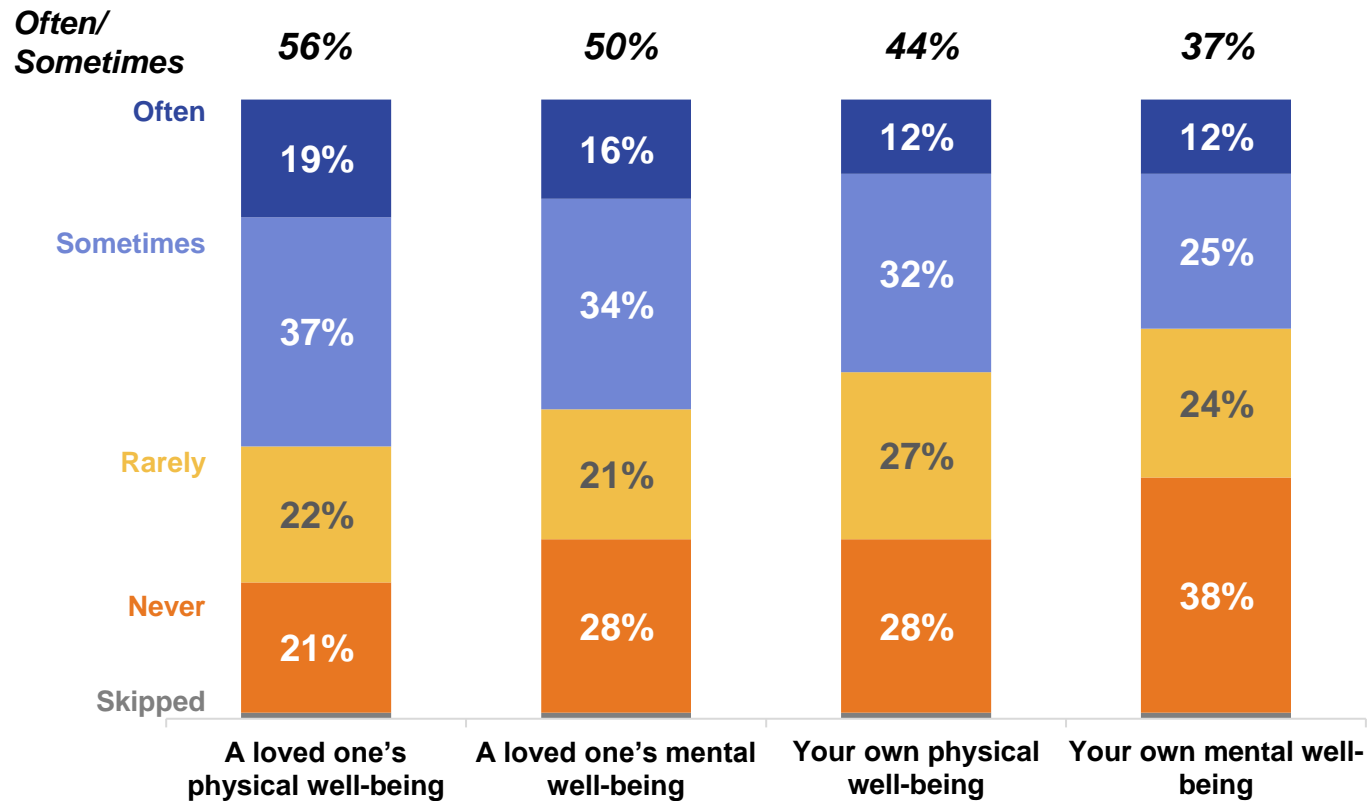
**Note: Mental health treatment includes treatment from a therapist, counselor, doctor, or other mental health professional



Americans are less frequently concerned about their own mental well-being than the mental well-being 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* are more likely to say they are often/sometimes concerned about their own mental well-being or a loved one's mental well-being than those who have not received mental health treatment* (59% and 64% vs. 23% and 41%, respectively).

Q. In the past year, how often, if at all, have you felt concerned about the following?
 Base: All respondents (n=2,048); Seen mental health provider (N=769), Did not see mental health provider (N=1,182)

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



93%

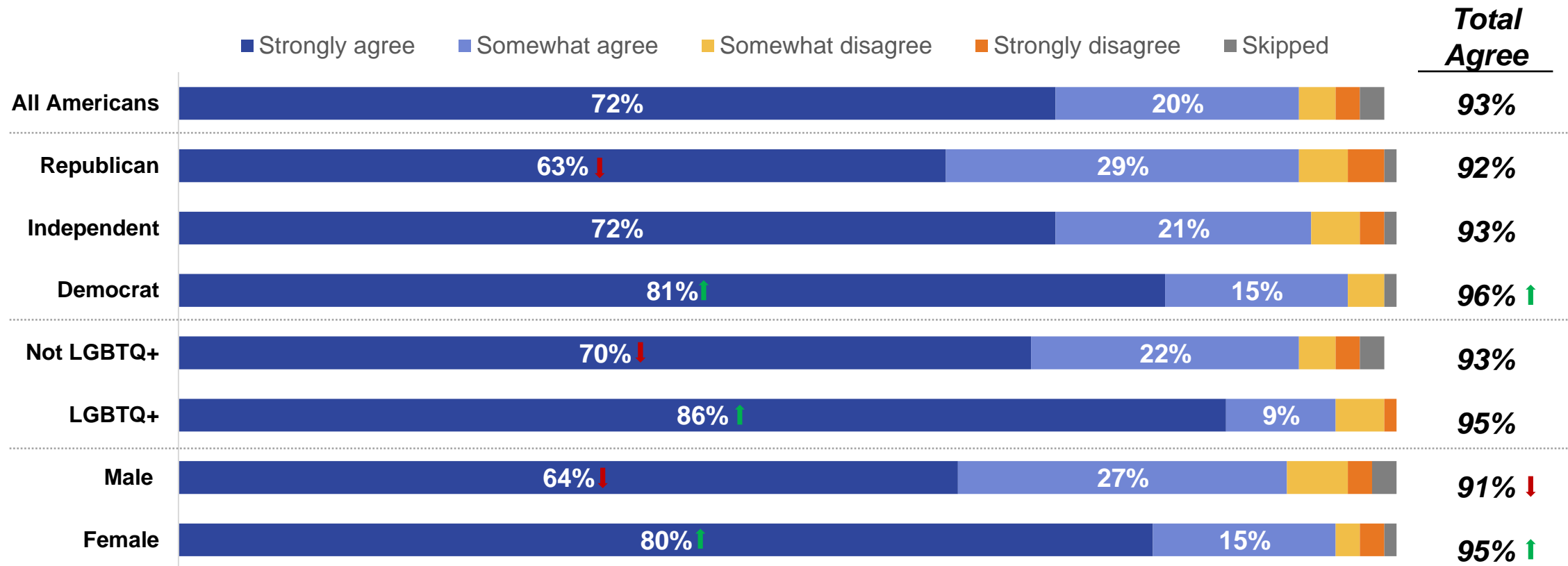
agree that mental health is just as important as physical health



Nearly all Americans agree that mental health is just as important as physical health.

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

“Mental health is just as important as physical health”

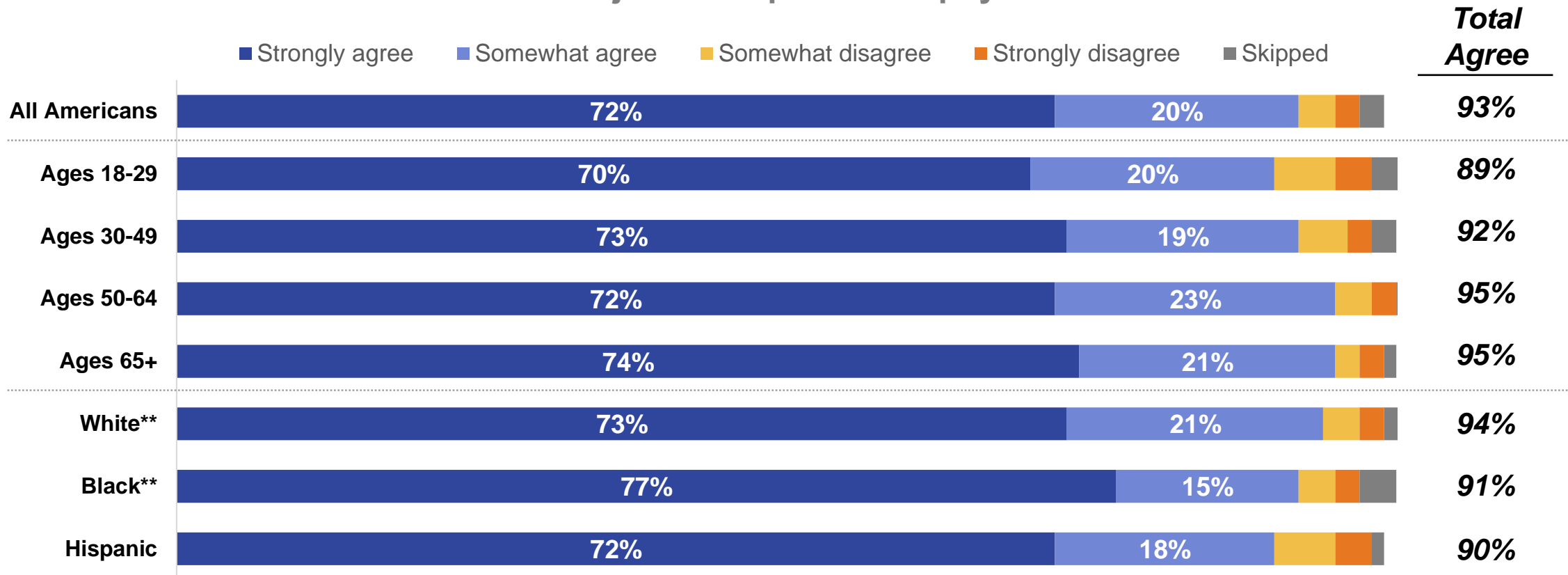


Q. Please indicate how much you agree or disagree with each of the following statements? Mental health is just as important as physical health
 Base: All respondents (n=2,048); Female (N=998), Male (N=1,050); Republican (N=587), Democrat (N=582), Independent (N=654); LGBTQ+ (N=205), Not LGBTQ+ (N=1,708)

Most Americans—regardless of age, race, or ethnicity—say they agree mental health is just as important as physical health.

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

“Mental health is just as important as physical health”



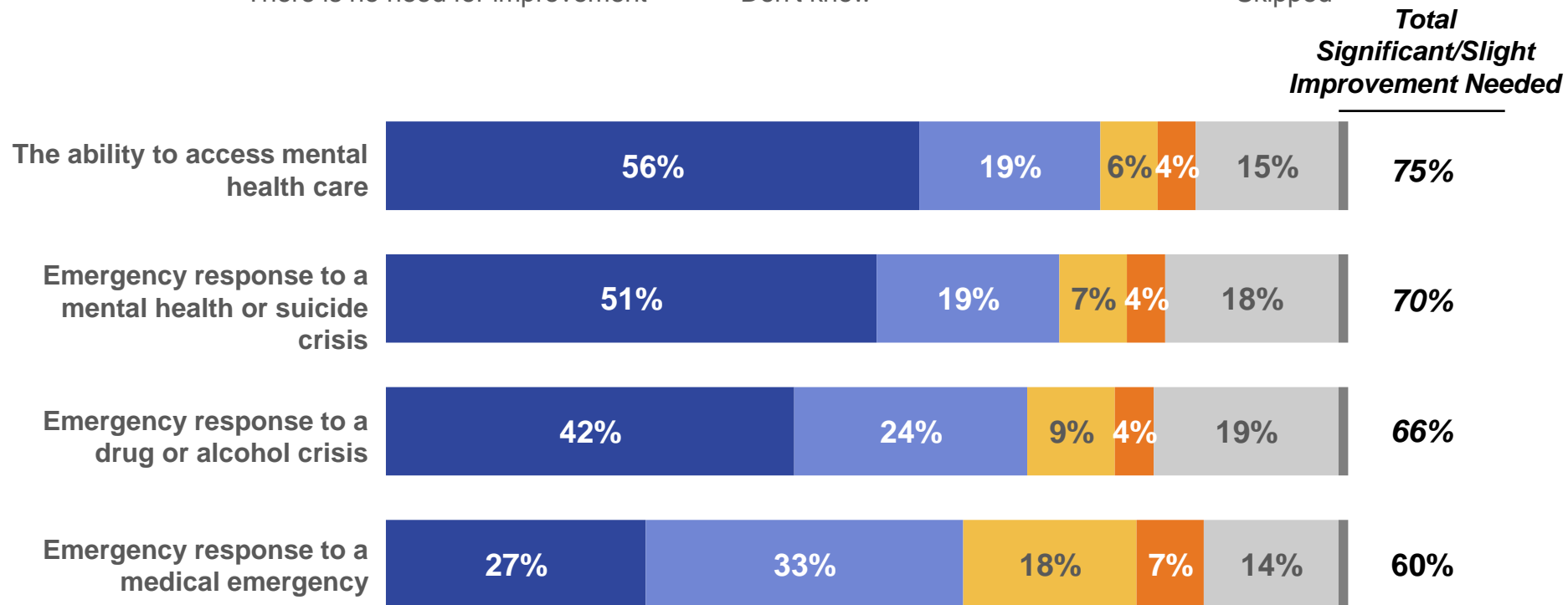
Q. Please indicate how much you agree or disagree with each of the following statements? Mental health is just as important as physical health
 Base: All respondents (n=2,048); Ages 18-29 (N=447), Ages 30-49 (N=604), Ages 50-64 (N=514), Ages 65+ (N=453); White** (n=1,389), Black** (N=227), Hispanic (N=268)

Most Americans say emergency responses to mental health or suicide crises need improvement.

How much improvement, if any, is needed 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, the college-educated, and LGBTQ+ Americans are more likely to say that significant or slight improvement is needed in emergency response for mental health and suicide crisis compared to men, the non-college educated, and non-LGBTQ+ Americans.

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

Base: All respondents (n=2,048); Women (N=998), Men (N=1,050); Have college degree (N=790), Doesn't have a college degree (N=1,258); LGBTQ+ (N=205), non-LGBTQ+ (N=1,708)

*Note: Prior to Oct 2023, this question was asked as, "How much improvement, if any, is needed at the national level when it comes to the following?"

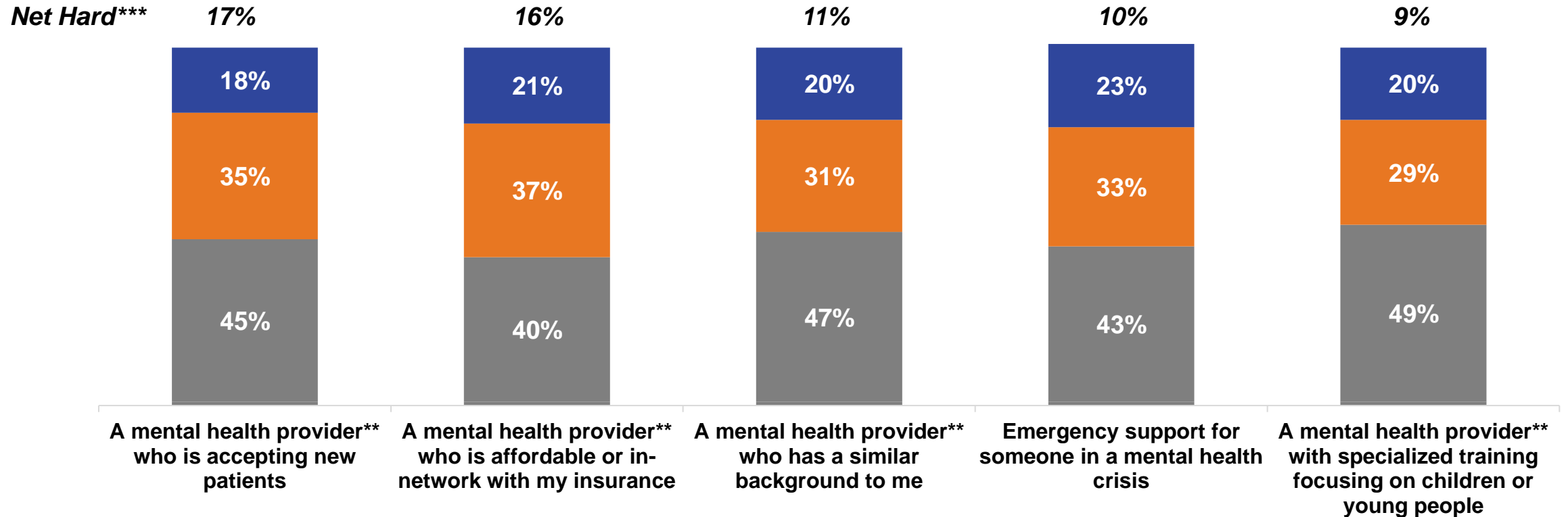
*Note: Values less than or equal to 3% are not shown



Americans are more likely to say it is hard to find these services in their community than those who say it is easy. A plurality of Americans don't know whether it is easy or hard to find these services.

How easy or hard is it to find the following in your community?*

% selecting ■ Easy (Net) ■ Hard (Net) ■ Don't know/Not applicable



Q. How easy or hard is it to find the following in your community?
Base: All respondents (n=2,048)

*Note: For data visualization purposes, skipped is not shown.
**Note: Mental health providers include therapists or psychiatrists
***Note: Net hard = [% selecting hard (net)] – [% selecting easy (net)]



Americans who are women, Hispanic, LGBTQ+, or have received mental health treatment are more likely than their counterparts to report difficulty accessing various aspects of mental health care in their communities.

How easy or hard is it to find the following in your community?*

% selecting **very/somewhat hard**

	Total	Male	Female	White, Non-Hispanic	Black, Non-Hispanic	Hispanic	LGBTQ+	Non-LGBTQ+	Have received mental health treatment	Have not received mental health treatment
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
A mental health provider** who is <u>affordable or in-network</u> with my insurance	37%	31%	43% ^B	34%	39%	46% ^D	54% ^H	34%	51% ^J	28%
A mental health provider** who is <u>accepting new patients</u>	35%	30%	40% ^B	33%	33%	45% ^{DE}	48% ^H	33%	50% ^J	27%
Emergency support for someone in a mental health crisis	33%	29%	37% ^B	31%	34%	42% ^D	44% ^H	31%	44% ^J	27%
A mental health provider** who has a <u>similar background</u> to me	31%	28%	34% ^B	27%	38% ^D	40% ^D	47% ^H	29%	42% ^J	26%
A mental health provider** with <u>specialized training focusing on children or young people</u>	29%	25%	34% ^B	27%	30%	41% ^{DE}	35% ^H	28%	37% ^J	24%

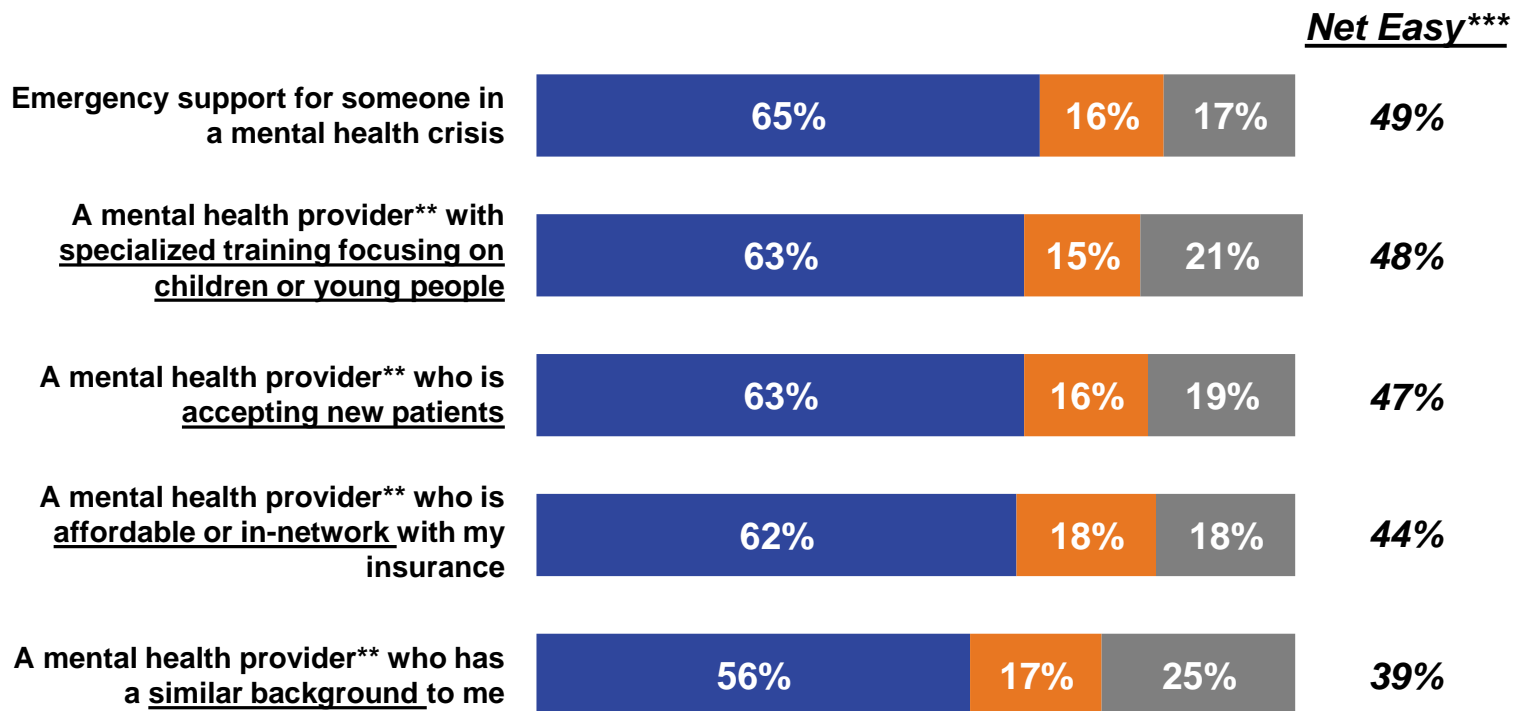
Q. How easy or hard is it to find the following in your community?

Base: All respondents (n=2,048); Male (N=1,050), Female (N=998); White, non-Hispanic (N=1,389), Black, non-Hispanic (N=227), Hispanic (N=268); LGBTQ+ (N=205), non-LGBTQ+ (N=1,708); Have received mental health treatment (N=769), Have not received mental health treatment (N=1,182)

The majority of Americans say it should be easy to find a mental health provider, in various circumstances, or emergency support for someone in a mental health crisis.

In your opinion, how easy or hard should it be to find the following in the U.S.?*

% selecting ■ Easy (Net) ■ Hard (Net) ■ Don't know



Registered voters are more likely than non-registered voters to say it should be very/somewhat easy to find...

- emergency support for someone in a mental health crisis (66% vs. 59%, respectively).
- a mental health provider** who is affordable or in-network with their insurance (64% vs. 56%, respectively).

Americans who report having **seen a mental health provider** are more likely than those who have not to say each aspect of accessing mental health care should be very/somewhat easy to find.

Q. In your opinion, how easy or hard should it be to find the following in the United States?
 Base: All respondents (n=2,048); Registered voters (N=1,735), Not registered voters (N=273); Have received mental health treatment (N=769), Have not received mental health treatment (N=1,182)

*Note: For data visualization purposes, skipped is not shown.
 **Note: Mental health providers include therapists or psychiatrists
 ***Note: Net easy = [% selecting easy (net)] – [% selecting hard (net)]

GOVERNMENT FUNDING, PRIORITIES, AND POLICY

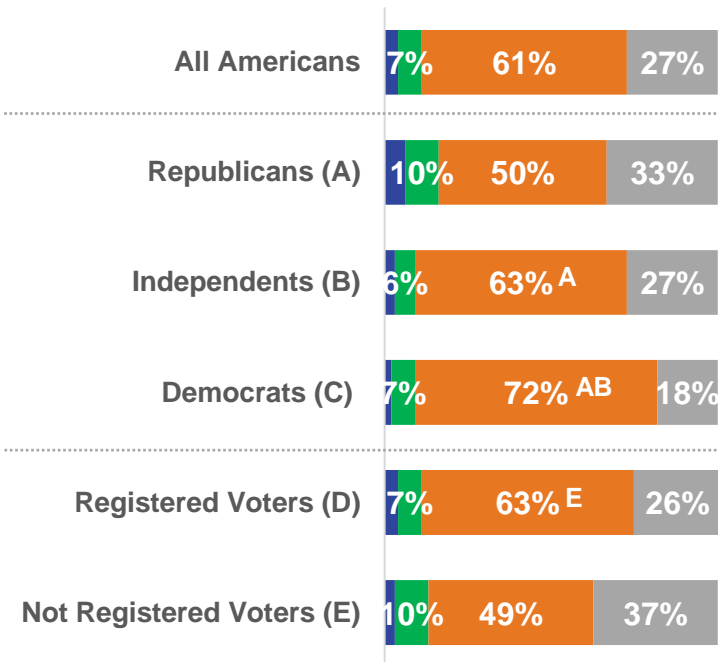
3

The majority of Americans, regardless of party affiliation, feel that U.S. Congress has done too little to address mental health care nationwide.

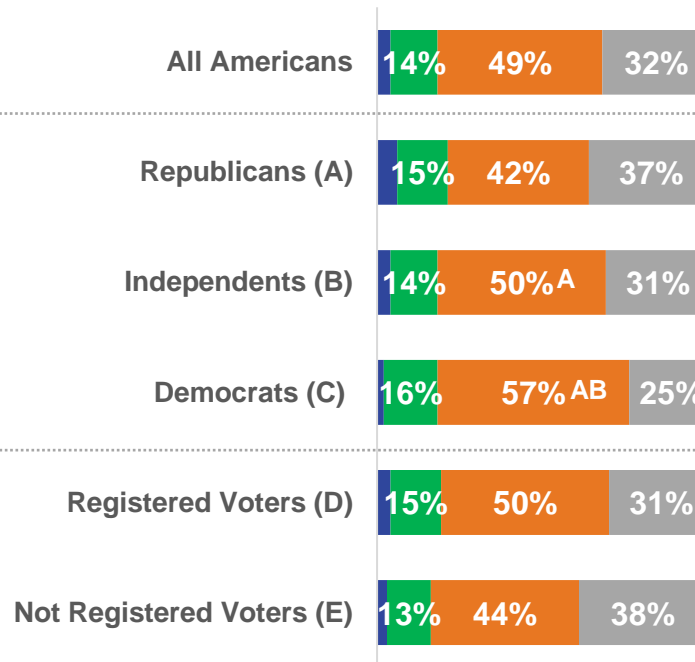
Has each of the following done too much, too little, or just the right amount to address the current state of mental health care in the United States?*

% selecting ■ Too much ■ Just the right amount ■ Too little ■ Don't know

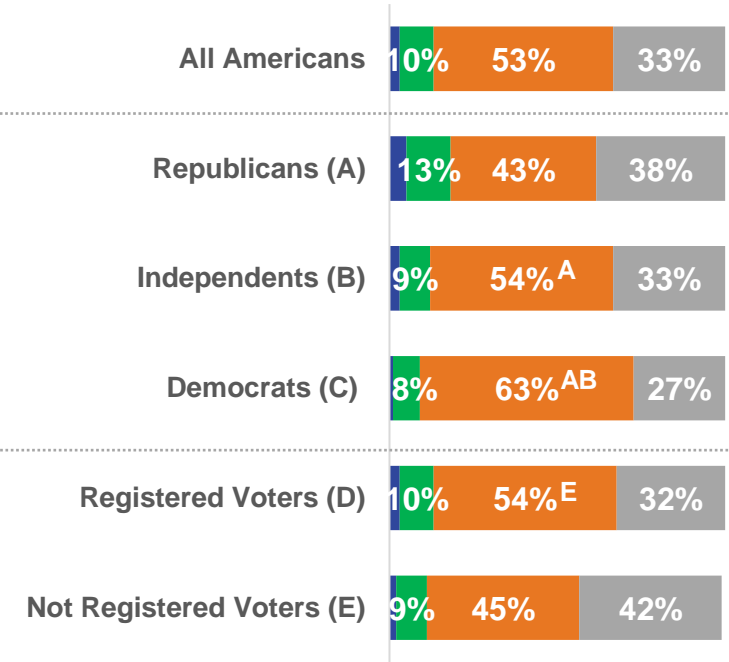
U.S. Congress



Your state's governor



Your state's legislature



Q. Has each of the following done too much, too little, or just the right amount to address the current state of mental health care in the United States?*

Base: All respondents (n=2,048); Republicans (N=587), Independents (N=654), Democrats (N=582); Registered voters (N=1,735), Not registered voters (N=273)

*Note: Letters indicate statistically significant differences; for data visualization purposes, these markers are only shown for "too little"

64%

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

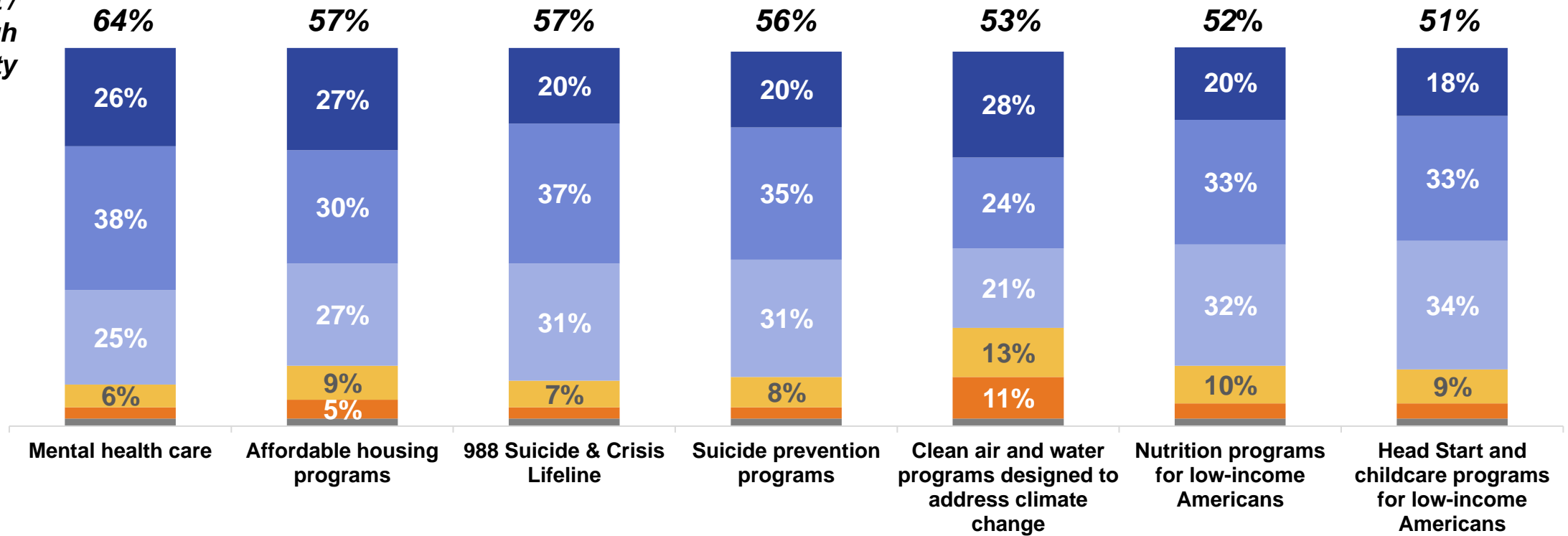


Most Americans say Congress should highly prioritize federal funding for mental health care, the 988 Suicide & Crisis Lifeline, and suicide prevention programs.

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

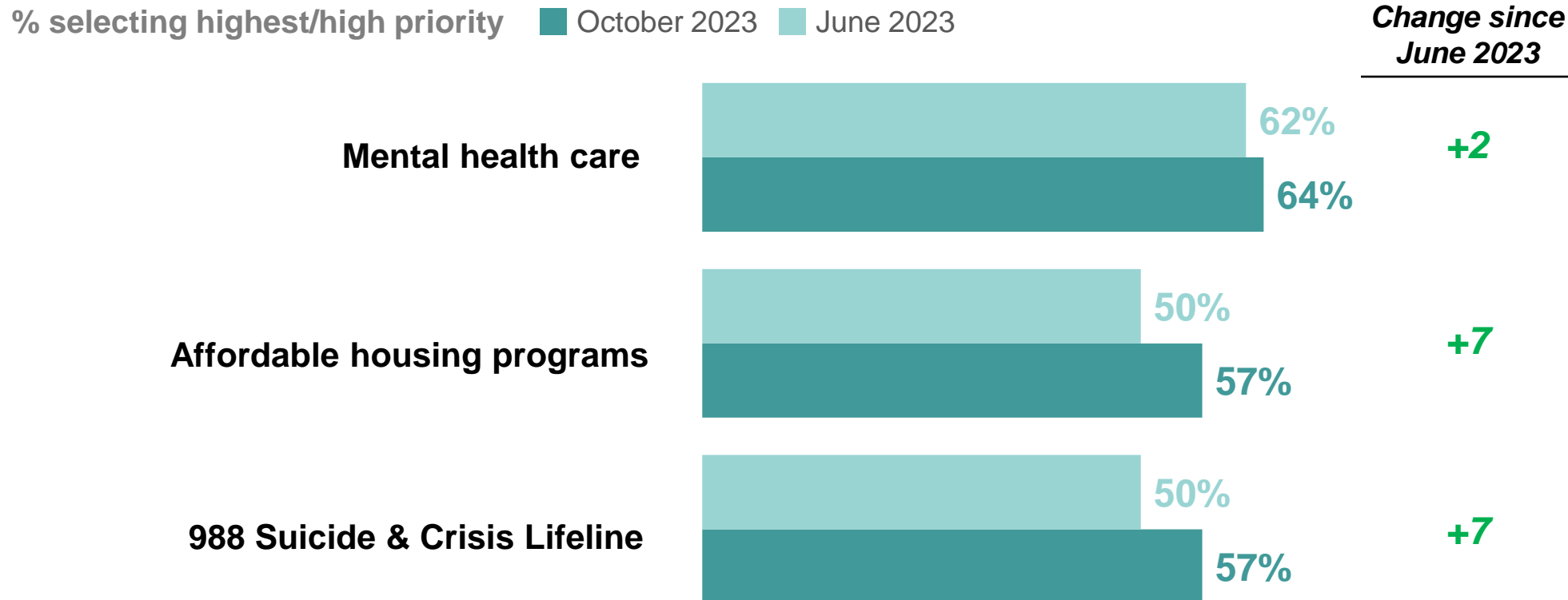
**Highest/
High
priority**



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=2,048)

While Americans are similarly likely to want Congress to highly prioritize federal funding for mental health care as in June 2023, they are more likely to say Congress should prioritize federal funding for the 988 Suicide & Crisis Lifeline and affordable housing programs than in June 2023.

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?*



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 Oct 2023 (n=2,048), All respondents June 2023 (n=2,073)

*Note: The three options shown in this slide are those trended with June 2023 data.



Women, Democrats, independents, and LGBTQ+ Americans are especially likely to say Congress should highly prioritize federal funding for various mental health care initiatives.

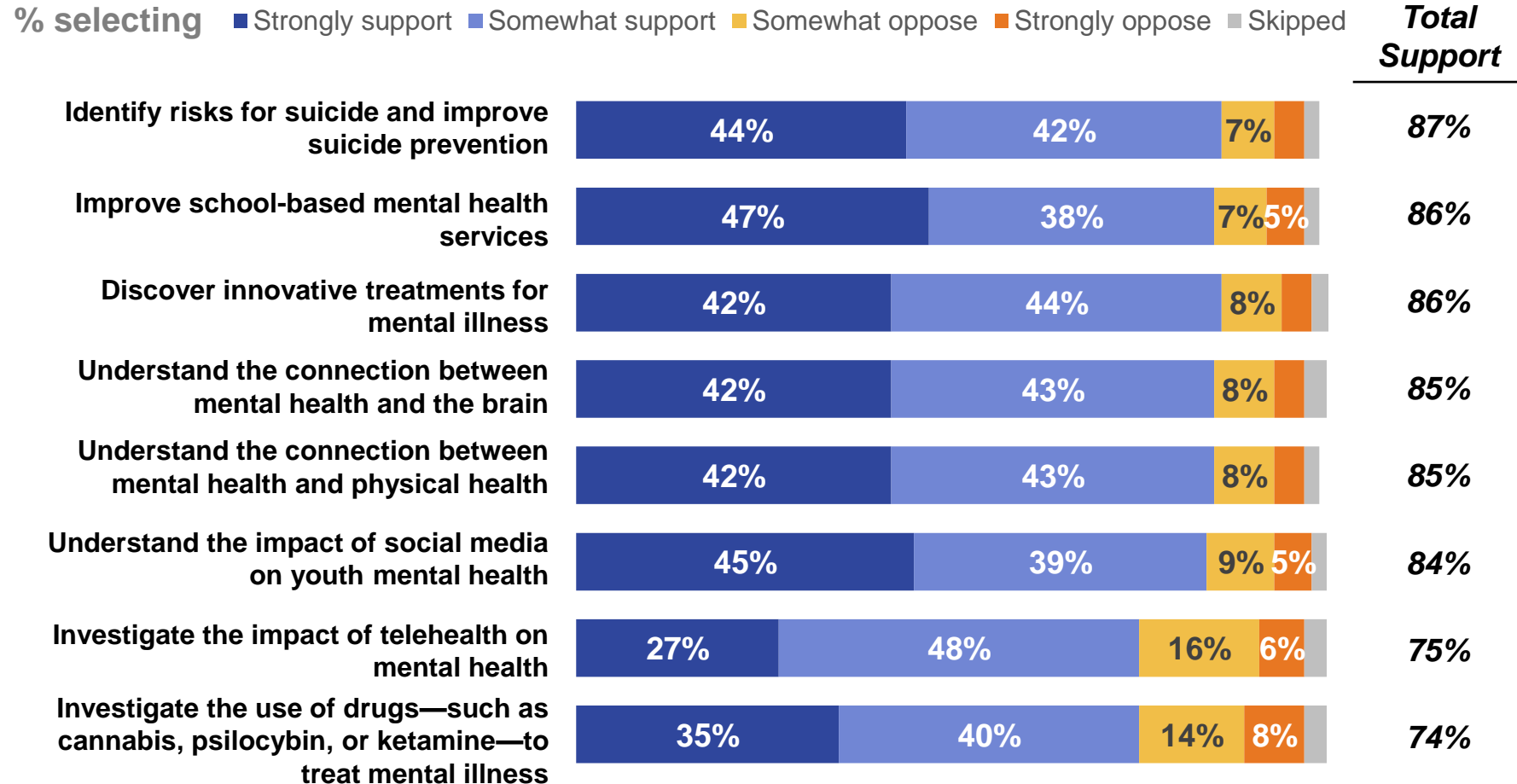
Thinking about various items that may receive federal funding, how much of a priority, if at all, should Congress place on funding each of the following?*

% selecting **highest/high priority**

	Total	Male	Female	Republican	Democrat	Independent	LGBTQ+	Non-LGBTQ+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Mental health care	64%	57%	72% ^B	52%	75% ^{DF}	63% ^D	80% ^H	62%
Affordable housing programs	57%	50%	65% ^B	33%	74% ^{DF}	59% ^D	76% ^H	55%
988 Suicide & Crisis Lifeline	57%	51%	63% ^B	45%	66% ^{DF}	58% ^D	63%	56%
Suicide prevention programs	56%	49%	61% ^B	46%	64% ^{DF}	53% ^D	67% ^H	54%
Clean air and water programs designed to address climate change	53%	48%	57% ^B	23%	75% ^{DF}	55% ^D	73% ^H	51%
Nutrition programs for low-income Americans	52%	45%	59% ^B	34%	68% ^{DF}	50% ^D	65% ^H	50%
Head Start and childcare programs for low-income Americans	51%	45%	58% ^B	33%	68% ^{DF}	51% ^D	66% ^H	50%

Most Americans support Congress funding specific types of mental health-related research. Support is highest for identifying risks for suicide, improving school-based mental health services, and discovering innovative treatments.

How much would you support or oppose Congress funding research that seeks to...



Black and Hispanic Americans are more likely than white Americans to strongly support each area of research. Roughly half of Black and Hispanic Americans strongly supporting each area of research, except that to understand the impact of social media on youth mental health.

Most Americans agree all health insurance should cover mental health crisis services; seven in ten say they *strongly* agree, up 11 points from late 2022.

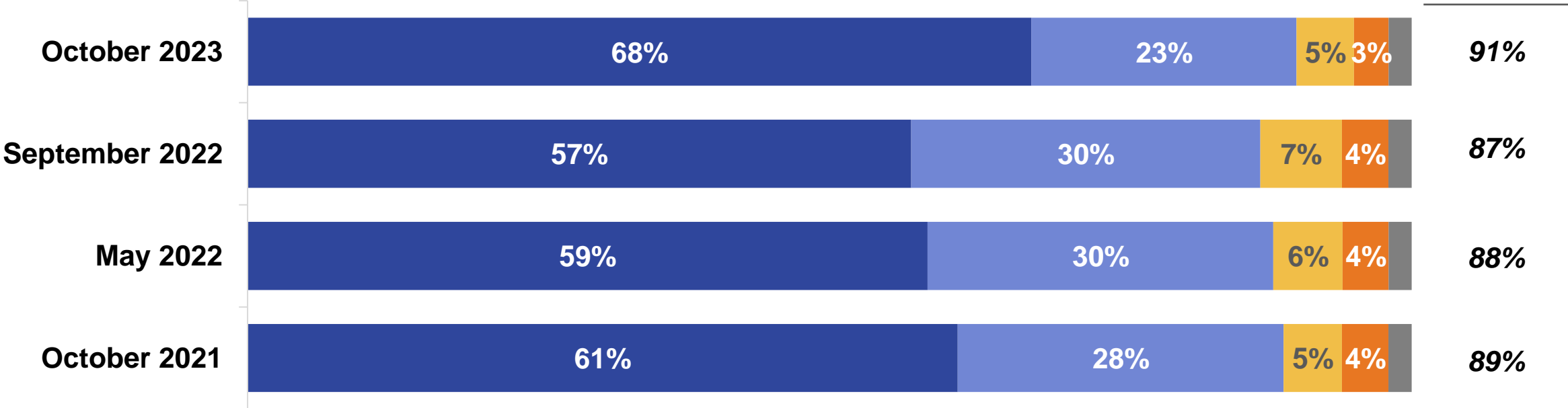
Please indicate how much you agree or disagree with each of the following statements*:

% selecting

“All health insurance should cover mental health crisis services”

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree ■ Skipped

Total Agree



Q. Please indicate how much you agree or disagree with each of the following statements*:
 Base: All respondents October 2023 (n=2,048); All respondents September 2022: (n=3,071); All respondents May 2022: (n=2,045); All respondents October 2021 (n=2,049)

*Note: Prior to the October 2023 wave, this question was asked as, “Thinking about access to mental health care, how much do you agree or disagree with the following statements:”



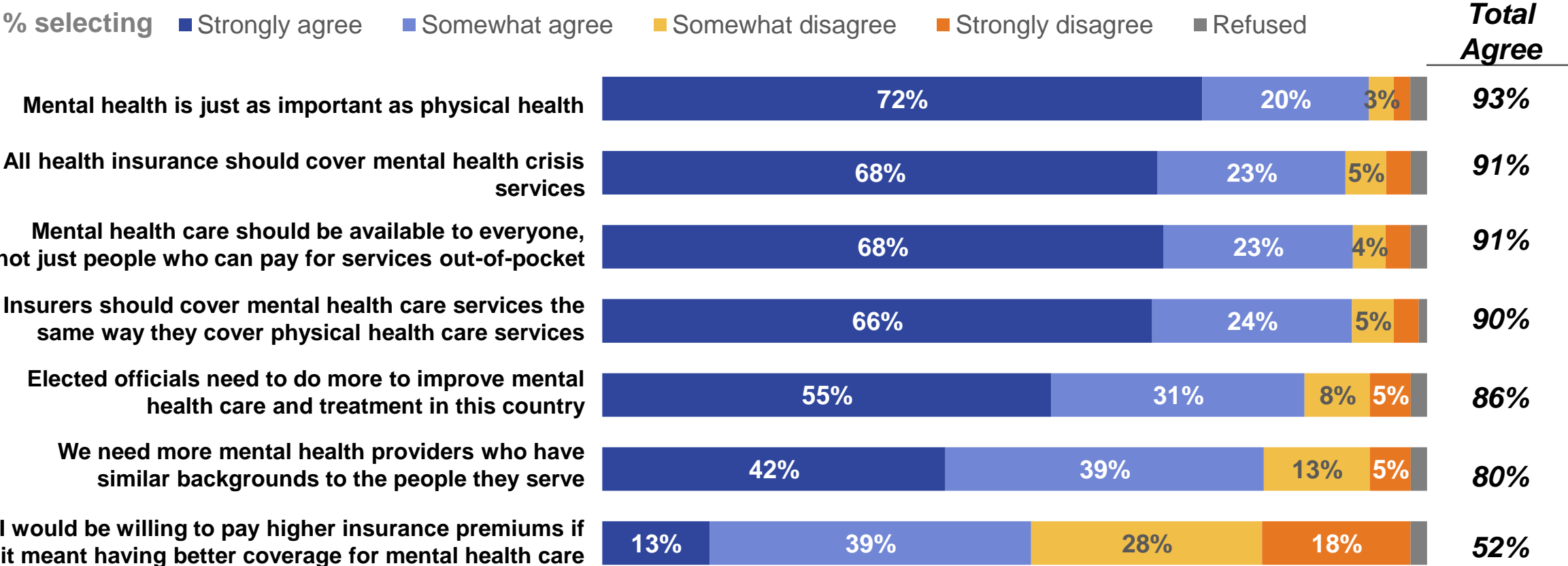
A photograph showing a person's hands holding a pen over a document, with another person's hands clasped in prayer in the foreground. The background is a bright window with a view of a building.

91%

**agree that all
health
insurance
should cover
mental health
crisis services**

The vast majority of Americans agree that mental health care should be available to everyone, regardless of their ability to pay out-of-pocket. Fewer are actually willing to pay a higher insurance premium themselves.

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



Q. Please indicate how much you agree or disagree with each of the following statements*:
Base: All respondents (n=2,048)

*Note: Prior to the October 2023 wave, this question was asked as, "Thinking about access to mental health care, how much do you agree or disagree with the following statements"



A majority of Americans, regardless of party affiliation, agree that elected officials need to do more to improve mental health care and treatment.

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

% selecting **strongly/somewhat agree**

	Total	Male	Female	Republican	Democrat	Independent	LGBTQ+	Non-LGBTQ+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Mental health is just as important as physical health	93%	91%	95% ^B	92%	96% ^{DF}	93%	95%	93%
All health insurance should cover mental health crisis services	91%	87%	94% ^B	89%	95% ^{DF}	89%	95%	90%
Mental health care should be available to everyone, not just people who can pay for services out-of-pocket	91%	88%	94% ^B	87%	95% ^D	93% ^D	96% ^H	91%
Insurers should cover mental health care services the same way they cover physical health care services	90%	86%	93% ^B	87%	95% ^{DF}	90%	91%	90%
Elected officials need to do more to improve mental health care and treatment in this country	86%	82%	89% ^B	80%	93% ^{DF}	85% ^D	90%	85%
We need more mental health providers who have similar backgrounds to the people they serve	80%	77%	83% ^B	73%	88% ^{DF}	79% ^D	86%	80%
I would be willing to pay higher insurance premiums if it meant having better coverage for mental health care	52%	49%	55% ^B	40%	67% ^{DF}	53% ^D	60% ^H	52%

*Note: Letters and shading indicate statistically significant differences

*Note: Prior to the October 2023 wave, this question was asked as, "Thinking about access to mental health care, how much do you agree or disagree with the following statements

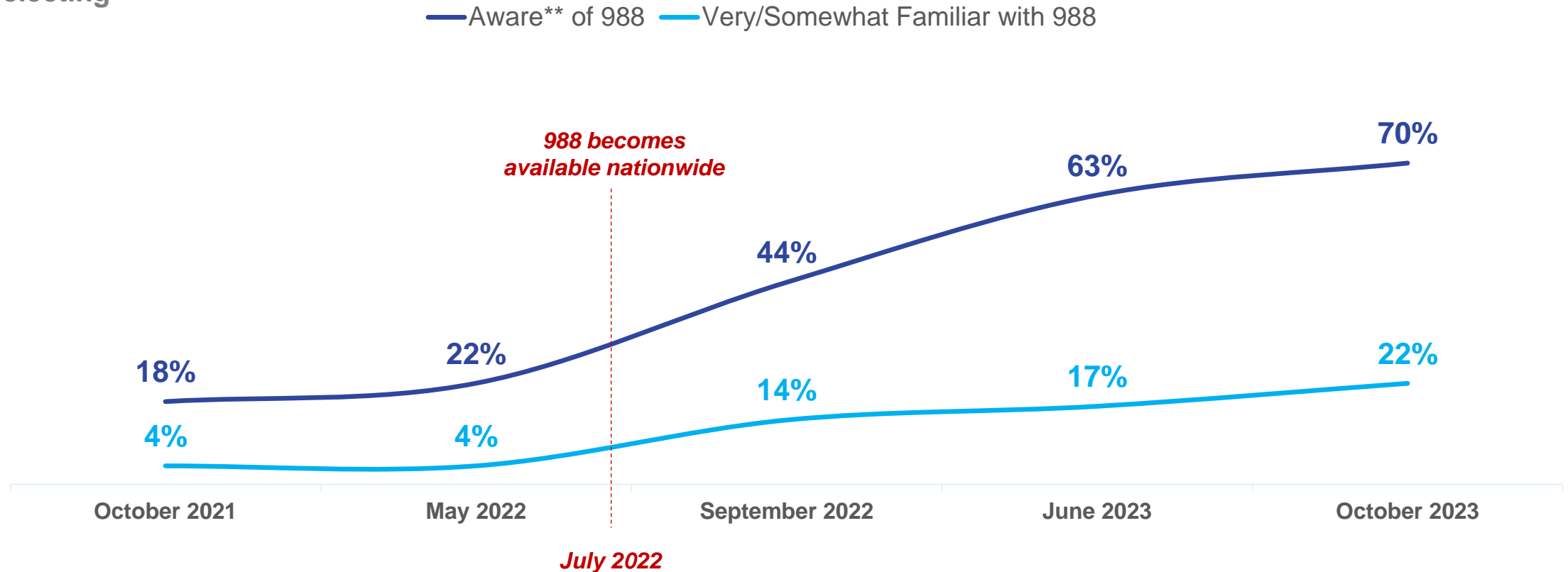
988 SUICIDE & CRISIS LIFELINE

4

Nearly one in four Americans are familiar with the 988 Suicide & Crisis Lifeline, up five percentage points from this summer.

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 October 2023 (n=2,048); 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, June 2023, and October 2023.

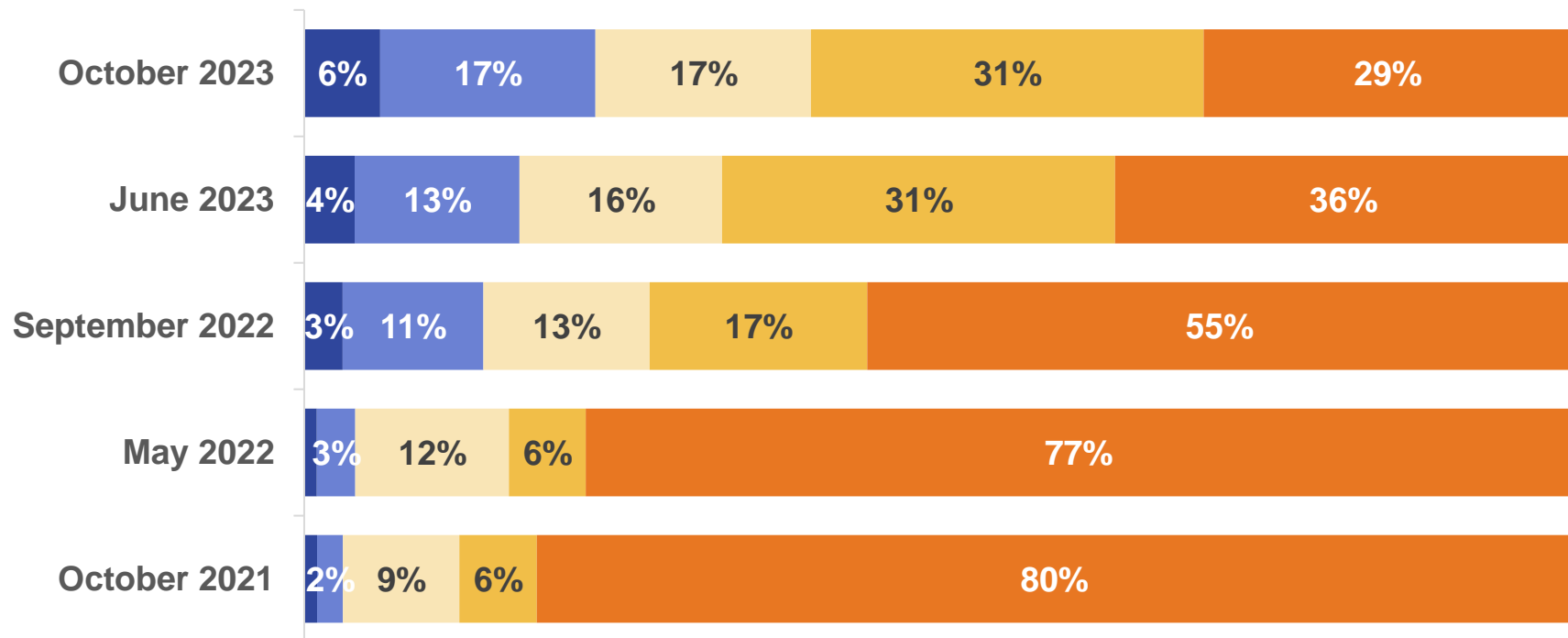
*Note: Prior to the June 2023 wave, this question was asked as, "How familiar are you with the 988 emergency number?"

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

Familiarity with the 988 Suicide & Crisis Lifeline has increased slightly since June; LGBTQ+ Americans and Americans ages 18-29 are especially likely to say they are familiar.

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 (31% vs. 27%, 15%, and 16%, respectively).

LGBTQ+ Americans are about twice as likely as non-LGBTQ+ Americans to say they are *familiar* with the 988 Suicide & Crisis Lifeline (39% vs. 20%, respectively).

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

Base: All respondents in October 2023 (n=2,048); 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=477), Ages 30-49 (N=604), Ages 50-64 (N=514), Ages 65+ (N=453); LGBTQ+ (N=205), non-LGBTQ+ (N=1,708)

*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



THANK

YOU

GAME CHANGERS

