

# NAMI / IPSOS FALL 2025 POLICY PRIORITIES

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# METHODOLOGY AND EXECUTIVE SUMMARY

# Methodology

## About the Study

This NAMI/Ipsos poll was **conducted November 7 – 9, 2025**, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a **nationally representative probability sample of 2,046 general population adults age 18 or older**.

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 1.08. The margin of sampling error is higher and varies for results based on other sub-samples.

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 2025 March Supplement of the Current Population Survey (CPS). Party ID benchmarks are from the 2024 National Public Opinion Reference Survey (NPORS).

## Reporting Notes

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.

This report includes references to subgroups by....

- Age (18-29, 30-49, 50-64, 65+)
- LGBTQ+ status (Not LGBTQ+, LGBTQ+)
- Gender (Male, Female)
- Income (<\$50K, \$50K-<\$100K, \$100K+)
- Parental Status (Parent under 18, Not parent under 18)
- Party identification (Republican, Democrat, and Independent)

# Declining Confidence in Mental Health Care System

## Most say policymakers have done too little to address the mental health crisis

- Only 1 in 3 Americans (38%) view the mental health care system favorably, representing an 8-point drop from 46% in March 2025. The overall U.S. health care system fares similarly, with just 39% favorability.
- Sixty-four percent say Congress has done "too little" to address the mental health crisis, while roughly half criticize state legislatures (50%) and state governors (46%) for insufficient action.

## Americans report lower mental health and financial well-being than last year

- Nearly one-fifth of Americans (17%) report poor mental health, up five percentage points from 2024.
- Eighteen percent describe their emotional-wellbeing as "poor" with three percent reporting "very poor." Over 1 in 4 Americans (29%) report poor personal finances, 7 percentage points higher than 2024.

## Uncertainty about future tops list of mental health stressors for Americans

- Among those with poor mental health, 80% cite uncertainty about the future as negatively impacting their mental health, making it the top stressor. Nearly as many (78%) point to cost-of-living increases, while seventy-one percent of these individuals report financial worries or debt as major stressors.
- Only one in four Americans (27%) view the current state of the world positively.

# Broad Support for Mental Health Crisis Response Funding

## Americans prefer mental health professionals for crisis intervention

- A strong majority (85%) believe mental health crises should receive a mental health response rather than a police response (12%).
- Nine in ten (91%) support creating 24/7 mental health, alcohol/drug, and suicide crisis call centers that can respond effectively to callers and follow up later. Fifty-eight percent strongly support this policy.

## Awareness of 988 steady, as most support raising awareness in schools

- Nearly 3 in 4 Americans (73%) have at least heard of 988. 1 in 4 Americans (25%) are familiar with the 988 Suicide & Crisis Lifeline.
- Most Americans (86%) support raising awareness by adding 988 to K-12 student identification cards, with half (52%) strongly supporting this measure.

## Americans support sustained funding for crisis response infrastructure

- Nearly 9 in 10 Americans support federal funding (87%) and state funding (89%) for 988 Suicide & Crisis Lifeline operations and crisis response services.
- Seventy-five percent back federal funding for suicide prevention measures, including barriers on bridges, while eighty-six percent say Congress should prioritize suicide prevention programs.



# Strong Opposition to Federal Cuts to Mental Health Programs

## Americans reject proposed reductions to mental health funding

- Nearly 3 in 4 Americans (73%) oppose proposed federal cuts to mental health services, opioid treatment, and suicide prevention programs, with half (49%) strongly opposing these cuts.
- Nearly two-thirds (64%) believe the U.S. spends too little on mental health resources. More than 4 in 5 (83%) support protecting federal funding to help people access mental health care.

## Mental health ranks among American's top funding priorities

- Nearly two-thirds (63%) identify mental health care as a high priority for Congressional funding, placing it on par with affordable housing (60%) and nutrition programs (58%).
- Fifty-five percent classify both suicide prevention programs and 988 as high priorities for federal funding.

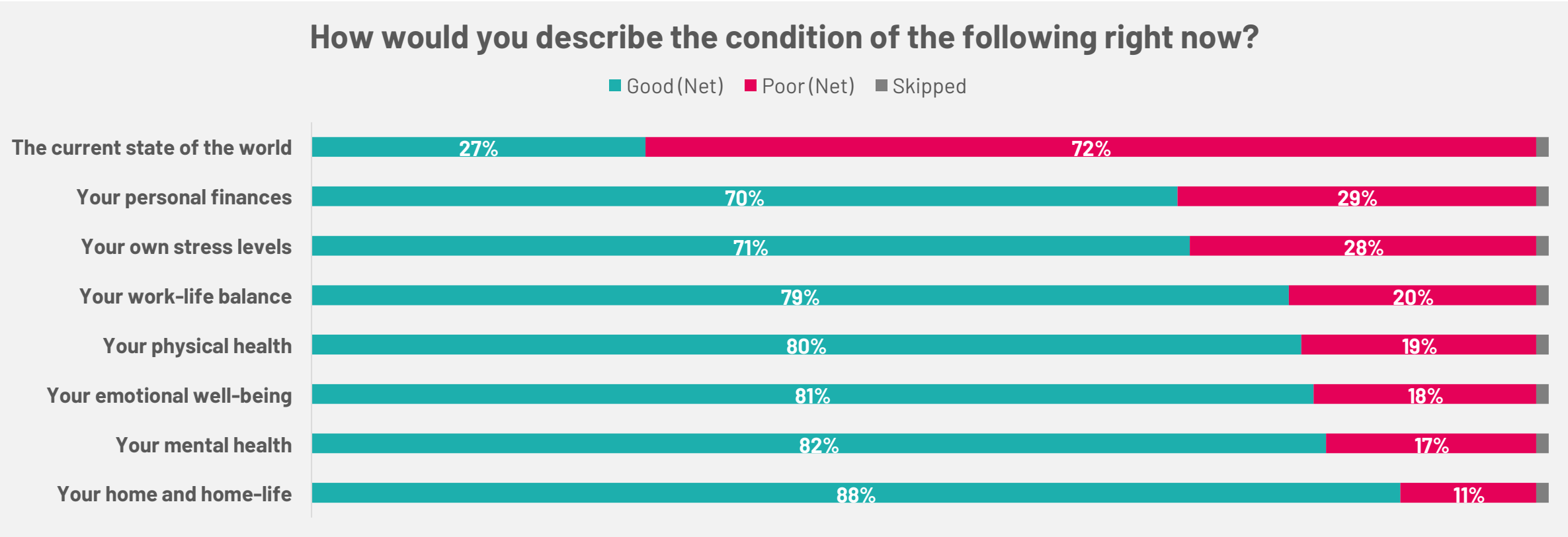
## Americans express widespread concern about impacts of potential cuts

- Most express concern about the impacts on school suicide prevention programs (76%) and community mental health services (75%) if federal jobs are cut.
- Nearly 4 in 5 (79%) fear cuts would harm 988's ability to answer calls.
- Seven in ten (70%) agree that Medicaid funding cuts would lead to worse health outcomes for low-income individuals and families.

# CURRENT PERCEPTIONS OF MENTAL HEALTH & CARE

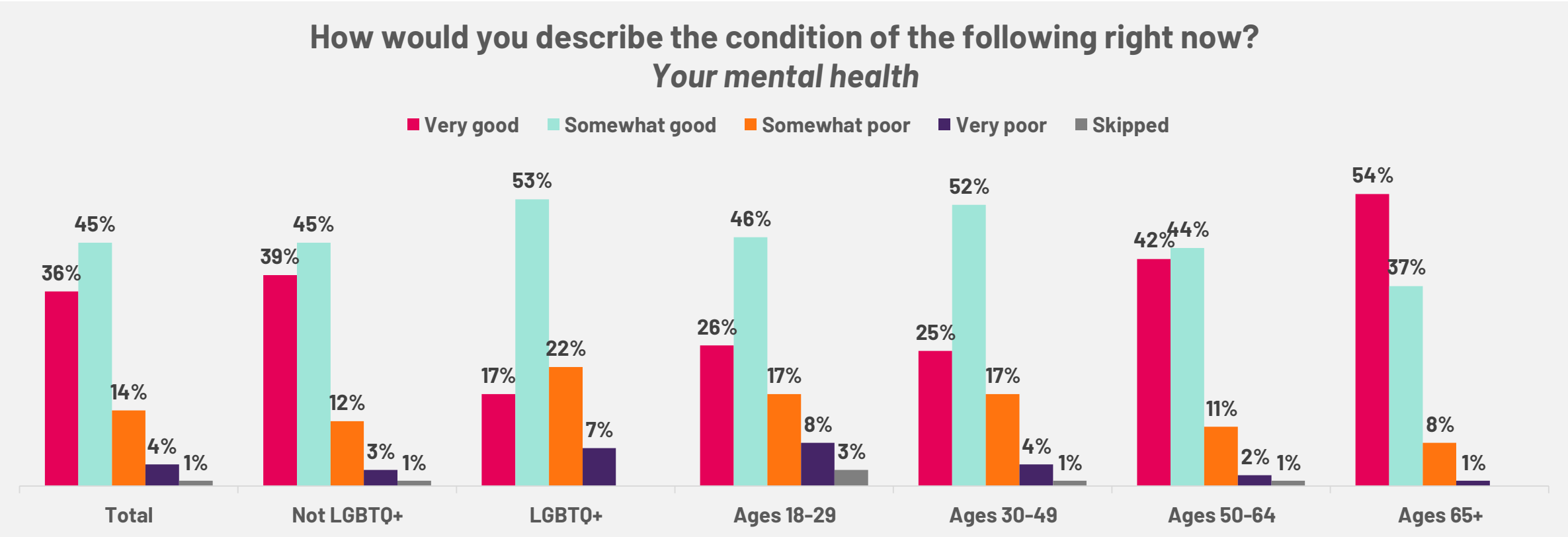


# Most Americans describe the current state of the world as poor; a quarter of Americans report poor personal finances and stress levels



Q. How would you describe the condition of the following right now?  
Base: All respondents (n=2,046)

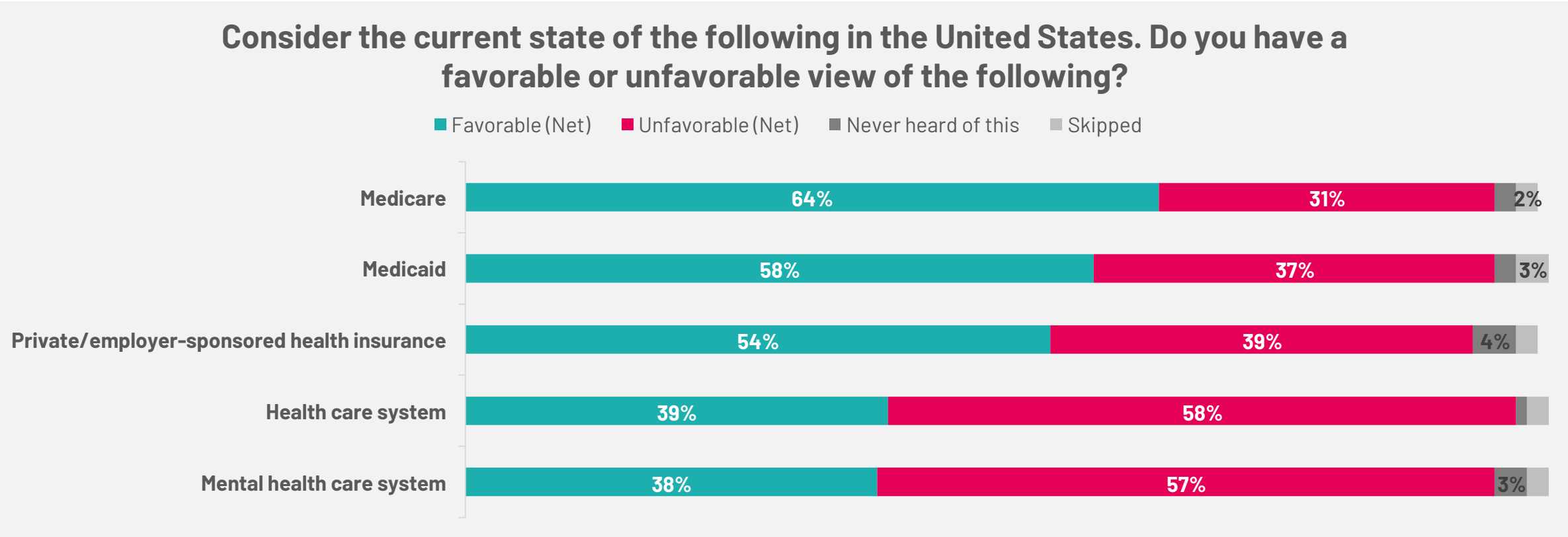
# Younger Americans and LGBTQ+ individuals report worse mental health compared to older Americans and non-LGBTQ+ individuals



Q. How would you describe the condition of the following right now? Your mental health  
Base: Total (n=2,046), Not LGBTQ+ (n=1,576), LGBTQ+ (n=204), 18-29 (n=499), 30-49 (n=662), 50-64 (n=486), 65+ (n=399)



# Most Americans hold favorable views toward Medicare and Medicaid, and unfavorable toward broader mental health and health care systems

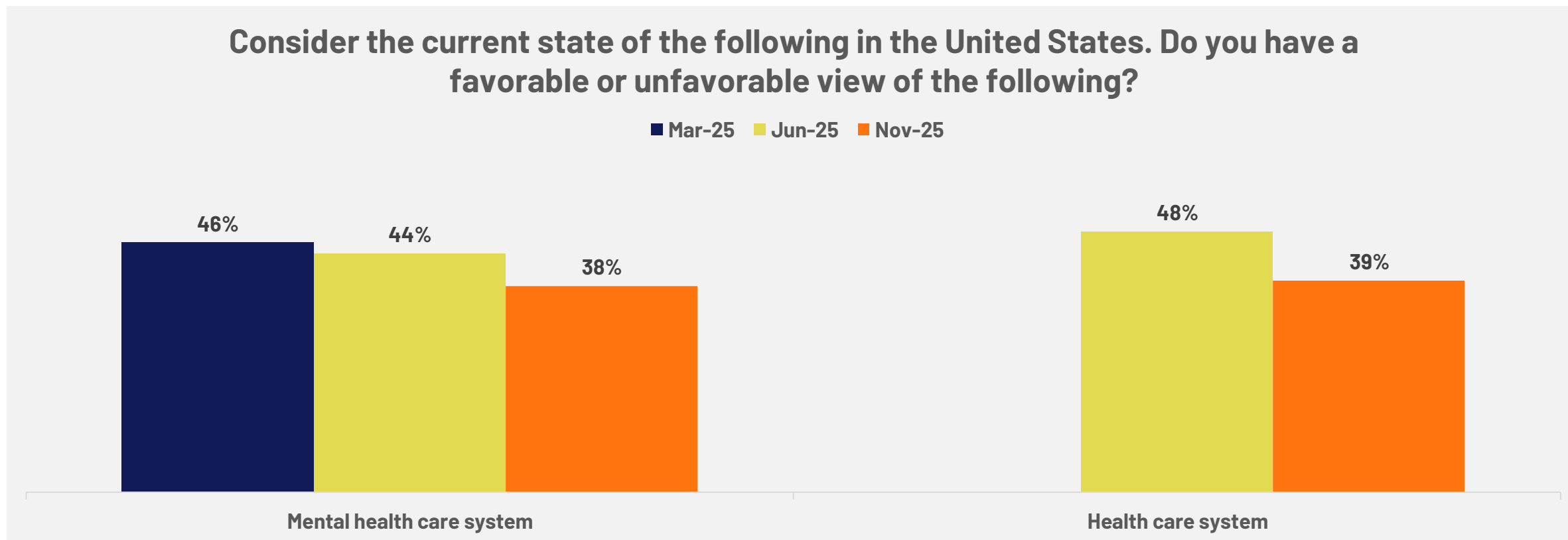


Q. Consider the current state of the following in the United States. Do you have a favorable or unfavorable view of the following?  
Base: All respondents (n=2,046)



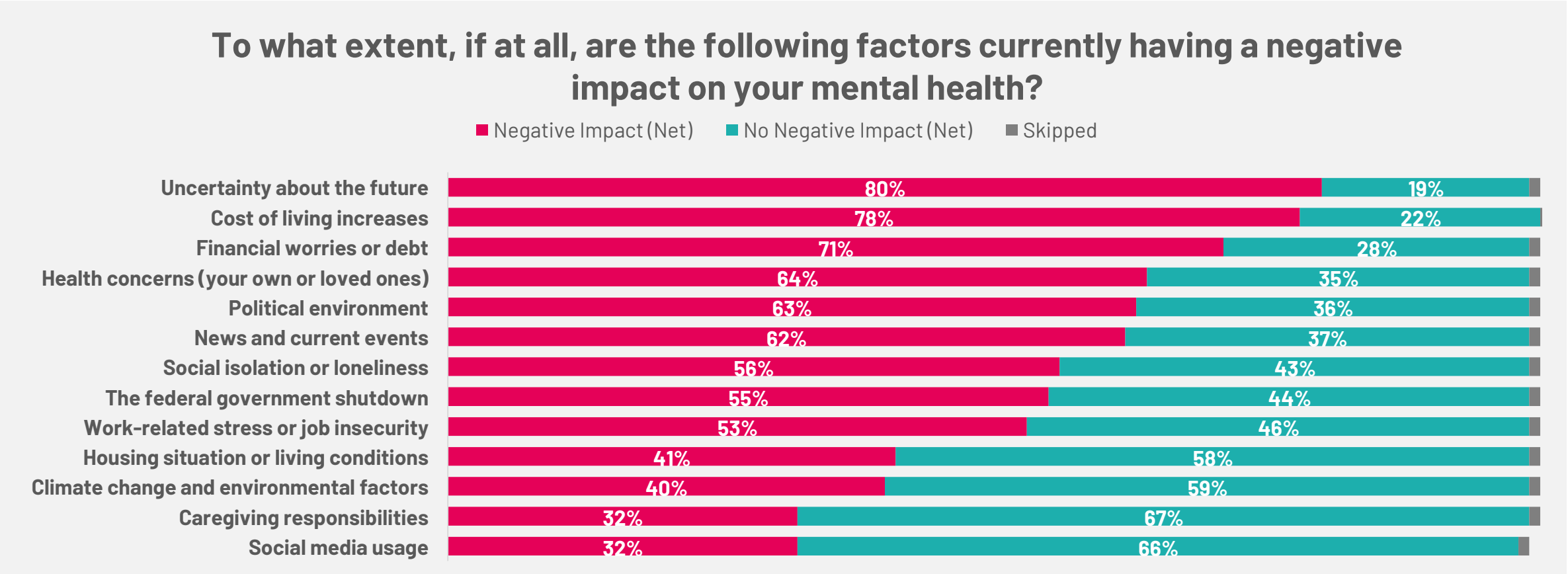


# Favorability toward America's mental health care system has declined throughout 2025



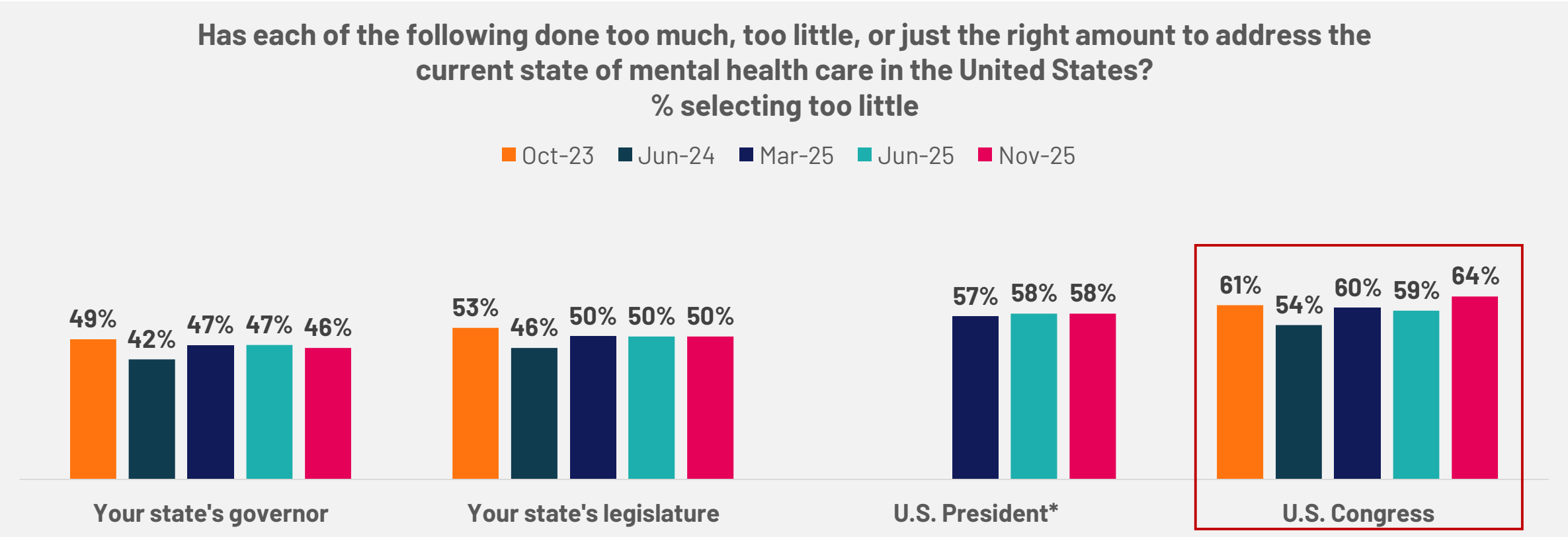
Q. Consider the current state of the following in the United States. Do you have a favorable or unfavorable view of the following?  
Base: All respondents November 2025 (n=2,046); All respondents June 2025 (n=2,022); All respondents March 2025 (n=2,049)

# Among those with poor mental health, financial pressures and uncertainty about the future are the top stressors



Q. To what extent, if at all, are the following factors currently having a negative impact on your mental health?  
Base: How would you describe the condition of the following right now? (Somewhat Poor + Very Poor) (n=368)

# Nearly two in three say Congress has done too little to address mental health care in the U.S.



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 November 2025 (2,046), All respondents June 2025 (n=2,022), All respondents March 2025 (n=2,049), All respondents June 2024 (n=2,048), All respondents October 2023 (n=2,048)


Note: "U.S. President" was first asked in March 2025.





# CRISIS SUPPORT





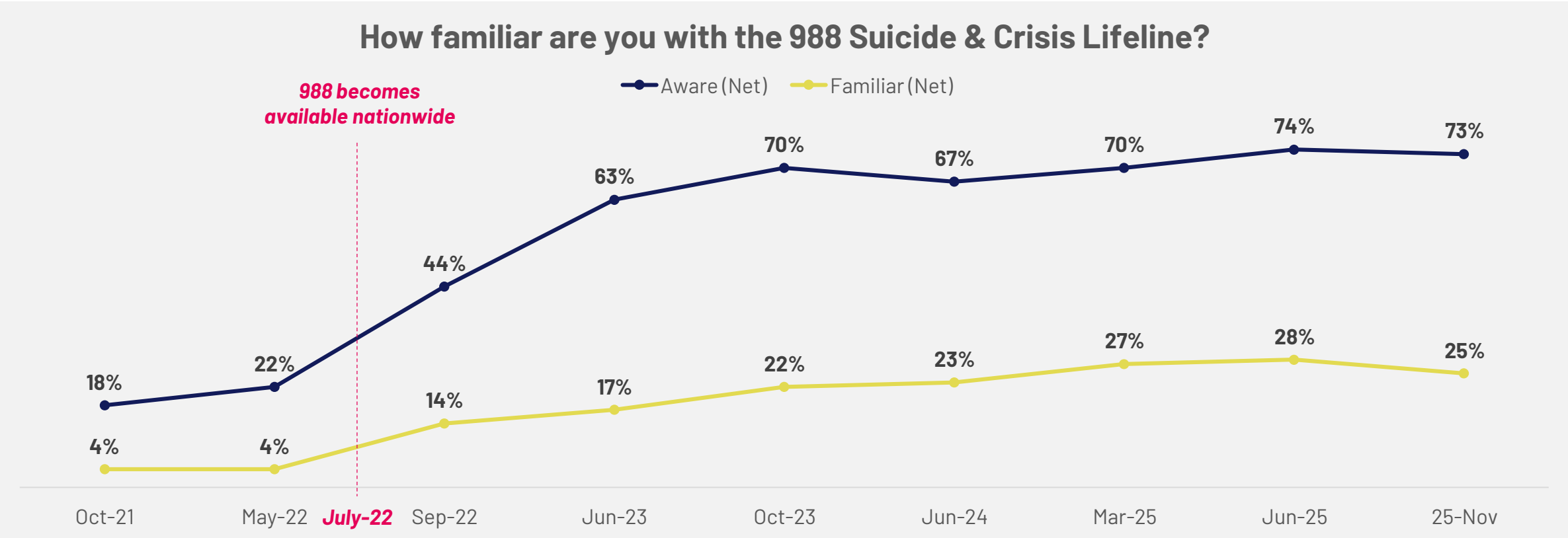
# 85%

**Of Americans believe that  
when someone is in a  
mental health or suicide  
crisis, they should receive  
a mental health response**

Q. Which statement comes closest to your opinion, even if neither is exactly right?  
Base: All respondents (n=2,046)



# 988 familiarity holds steady, as nearly three in four have at least heard of the lifeline



Q. How familiar are you with the 988 Suicide & Crisis Lifeline?  
Base: All respondents November 2025 (n=2,046), All respondents June 2025 (n=2,022), All respondents March 2025 (n=2,049), All respondents June 2024 (n=2,048), All respondents October 2023 (n=2,048), All respondents June 2023 (n=2,073), All respondents September 2022 (n=3,071), All respondents May 2022 (n=2,045), All respondents October 2021 (n=2,049)

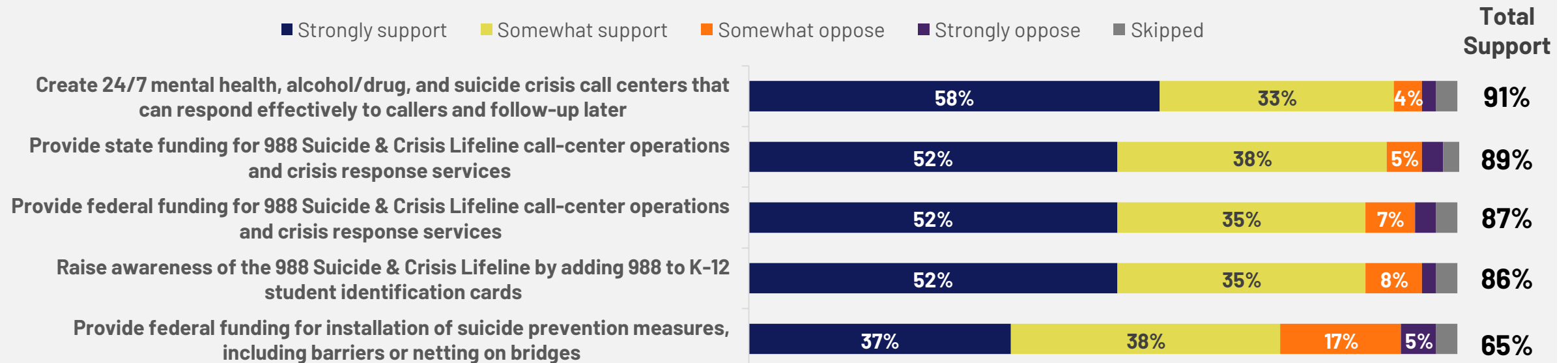
\*Note: Prior to the June 2023 wave, this question was asked as, "How familiar are you with the 988 emergency number?"  
\*\*Note: Aware is defined as selecting very familiar, somewhat familiar, not very familiar, or have heard of it, but that's it





# Americans show strong support for funding mental health crisis response and raising 988 awareness

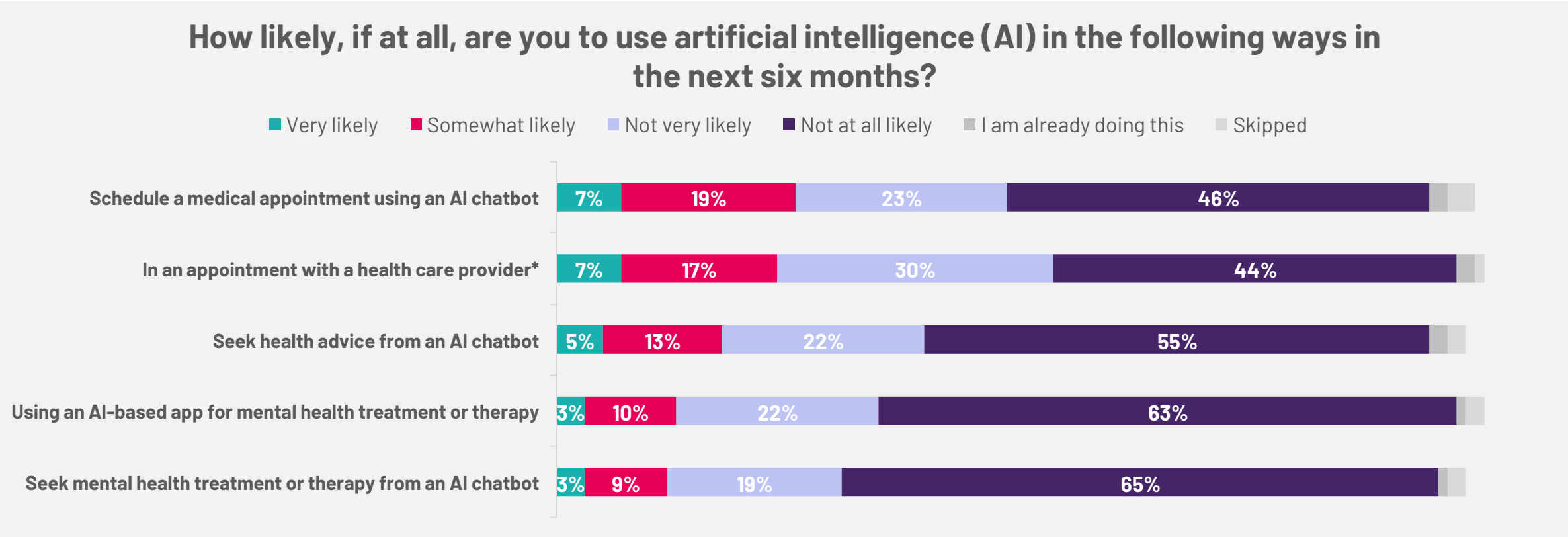
**Taking into account everything you know about mental health, alcohol/drug problems, or suicide crises, how much would you support or oppose policies that...**



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 (n=2,046)

# Up to 1 in 4 Americans to use artificial intelligence in their health care in some capacity in the next six months



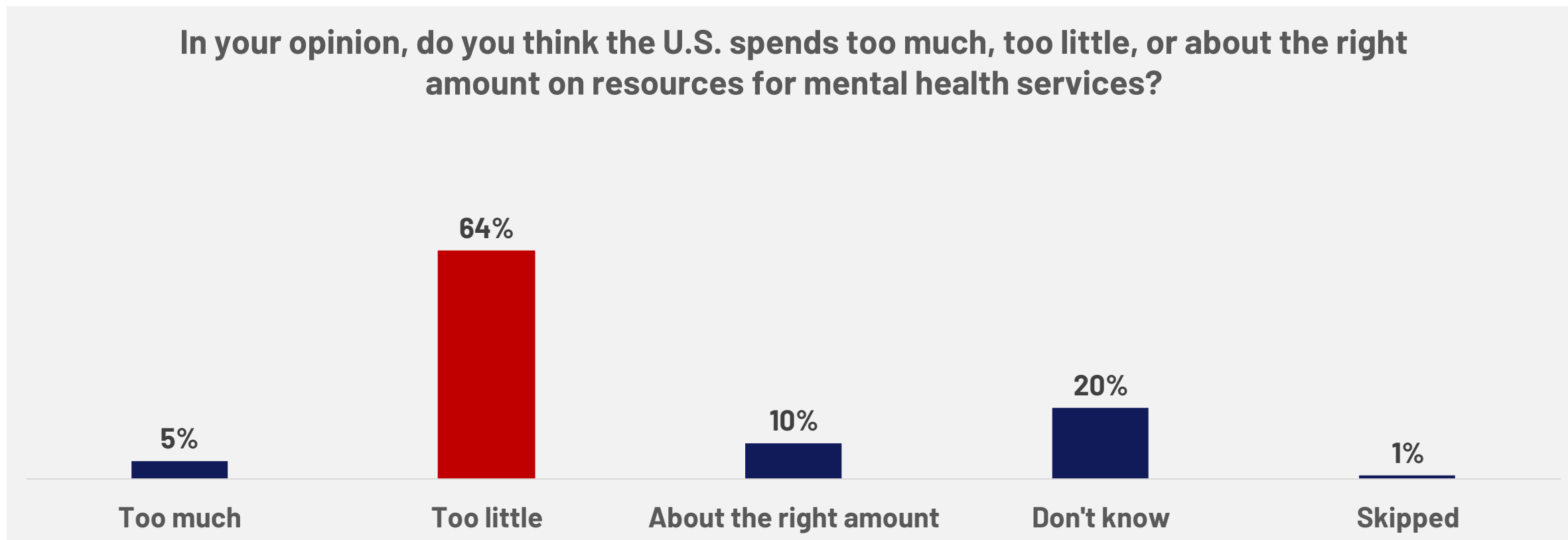
Q. How likely, if at all, are you to use artificial intelligence (AI) in the following ways in the next six months?  
Base: All respondents (n=2,046), \*Base for “In an appointment with a health care provider” (n=1,832)



# FUNDING, PRIORITIES, AND POLICY



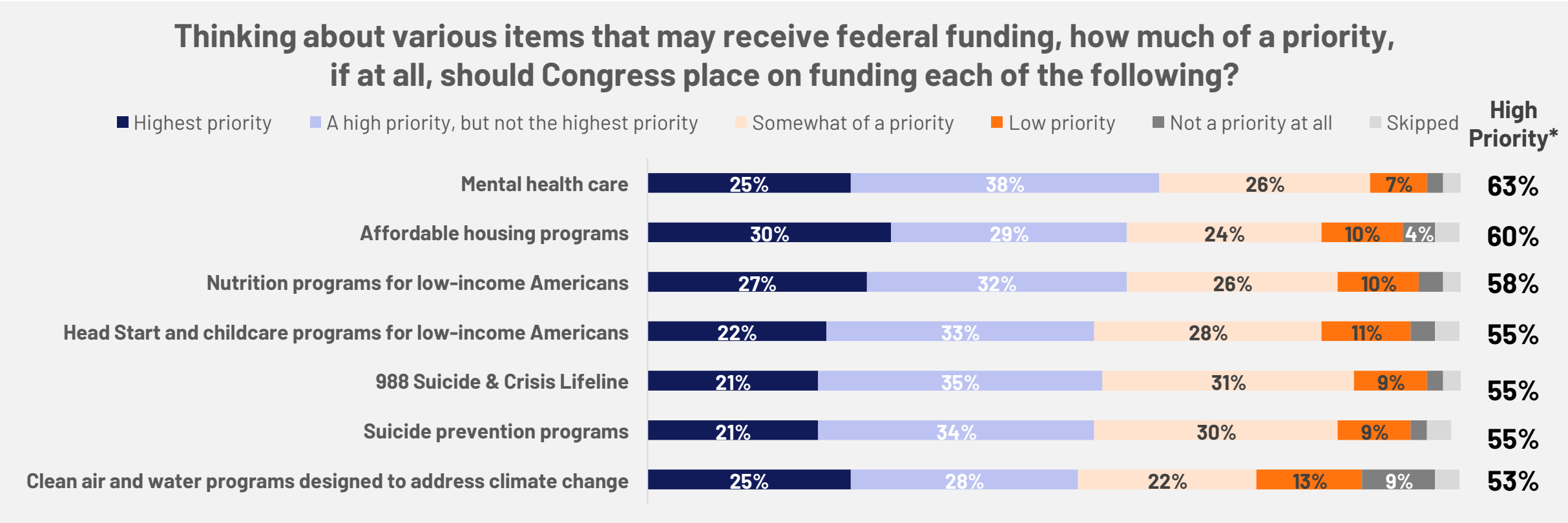
## 2 in 3 Americans believe that the U.S. spends too little on resources for mental health services



Q. In your opinion, do you think the U.S. spends too much, too little, or about the right amount on resources for mental health services?

Base: All respondents (n=2,046)

# Around 3 in 5 Americans consider mental health care a high priority area for federal funding



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=2,046)

\*Note: "High priority" is a combination of "highest priority" and a "high priority, but not the highest priority"





# Federal funding for mental health care is a high priority for majorities across gender and income

**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 high priority\***

	Total	Male (A)	Female (B)	<\$50k (C)	\$50k - <\$100k (D)	\$100k (E)
Mental health care	63%	58%	68% <sup>A</sup>	67% <sup>E</sup>	65%	60%
Affordable housing programs	60%	52%	67% <sup>A</sup>	68% <sup>DE</sup>	59%	56%
Nutrition programs for low-income Americans	58%	53%	64% <sup>A</sup>	66% <sup>DE</sup>	60%	54%
Suicide prevention programs	55%	49%	61% <sup>A</sup>	62% <sup>E</sup>	57% <sup>E</sup>	51%
988 Suicide & Crisis Lifeline	55%	49%	61% <sup>A</sup>	62% <sup>E</sup>	58% <sup>E</sup>	51%
Head Start and childcare programs for low-income Americans	55%	50%	59% <sup>A</sup>	59% <sup>E</sup>	54%	53%
Clean air and water programs designed to address climate change	53%	48%	57% <sup>A</sup>	55%	51%	53%

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: Total (n=2,046), Male (n=1,035), Female (n=1,011), <\$50K (n=504), \$50K-<\$100K (n=534), \$100K (n=1,008)

Note: Letters indicate statistically significant difference

\*Note: "High priority" is a combination of "highest priority" and a "high priority, but not the highest priority"

# At least half of both Republicans and Democrats list mental health care as a high priority for federal funding

**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 high priority\*

	<b>Total</b>	<b>Republican (A)</b>	<b>Democrat (B)</b>	<b>Independent (C)</b>
Mental health care	63%	51%	78% <sup>AC</sup>	59% <sup>A</sup>
Affordable housing programs	60%	34%	82% <sup>AC</sup>	60% <sup>A</sup>
Nutrition programs for low-income Americans	58%	34%	78% <sup>AC</sup>	59% <sup>A</sup>
Suicide prevention programs	55%	42%	71% <sup>AC</sup>	52% <sup>A</sup>
988 Suicide & Crisis Lifeline	55%	43%	71% <sup>AC</sup>	51% <sup>A</sup>
Head Start and childcare programs for low-income Americans	55%	32%	76% <sup>AC</sup>	53% <sup>A</sup>
Clean air and water programs designed to address climate change	53%	22%	78% <sup>AC</sup>	55% <sup>A</sup>

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?

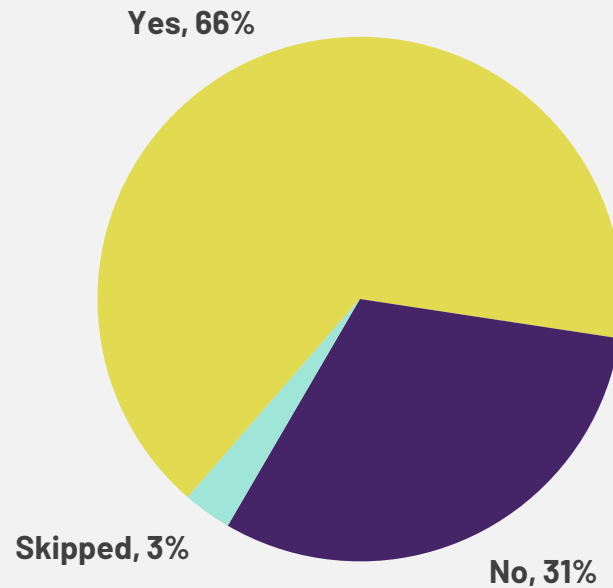
Base: Total (n=2,046), Republicans (n=604), Democrats (n=602), Independents (n=618)

Note: Letters indicate statistically significant difference

\*Note: "High priority" is a combination of "highest priority" and a "high priority, but not the highest priority"

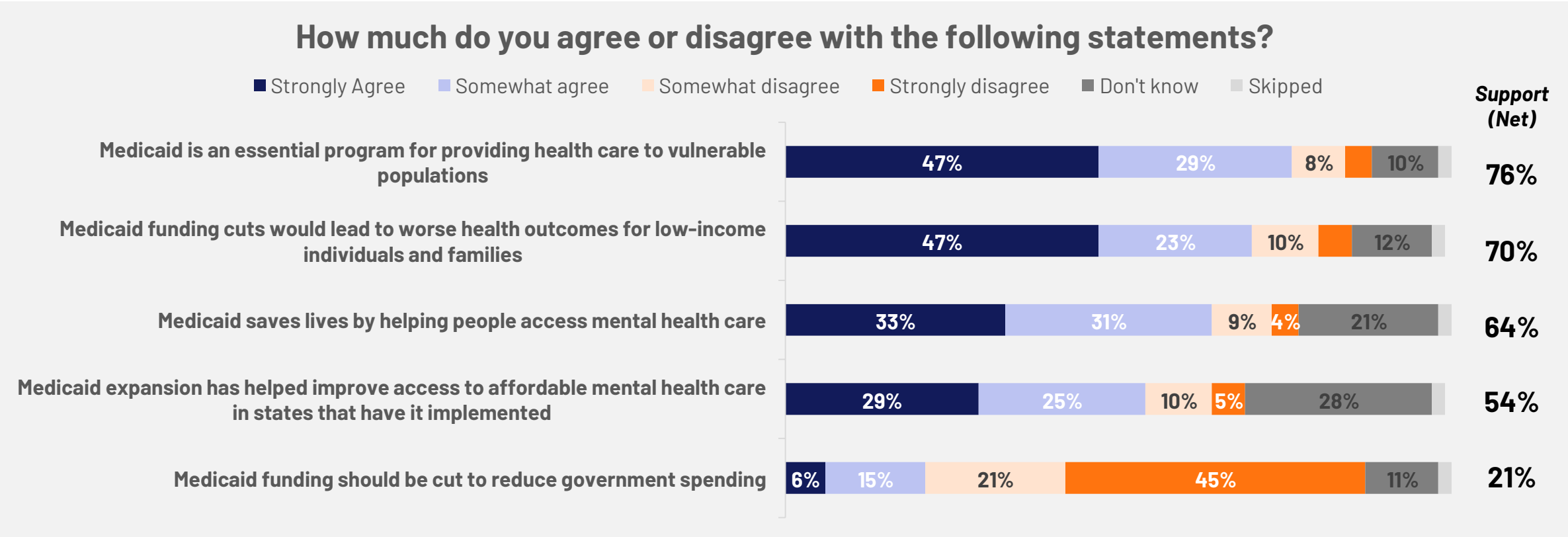
# Two in three believe there should be a federal agency to address mental health and opioid crises

Do you believe there should be a federal agency dedicated to addressing the nation's mental health and opioid crises?



Q. Do you believe there should be a federal agency dedicated to addressing the nation's mental health and opioid crises?  
Base: All respondents (n=2,046)

# Americans strongly affirm Medicaid’s value, as majority oppose funding cuts to reduce government spending

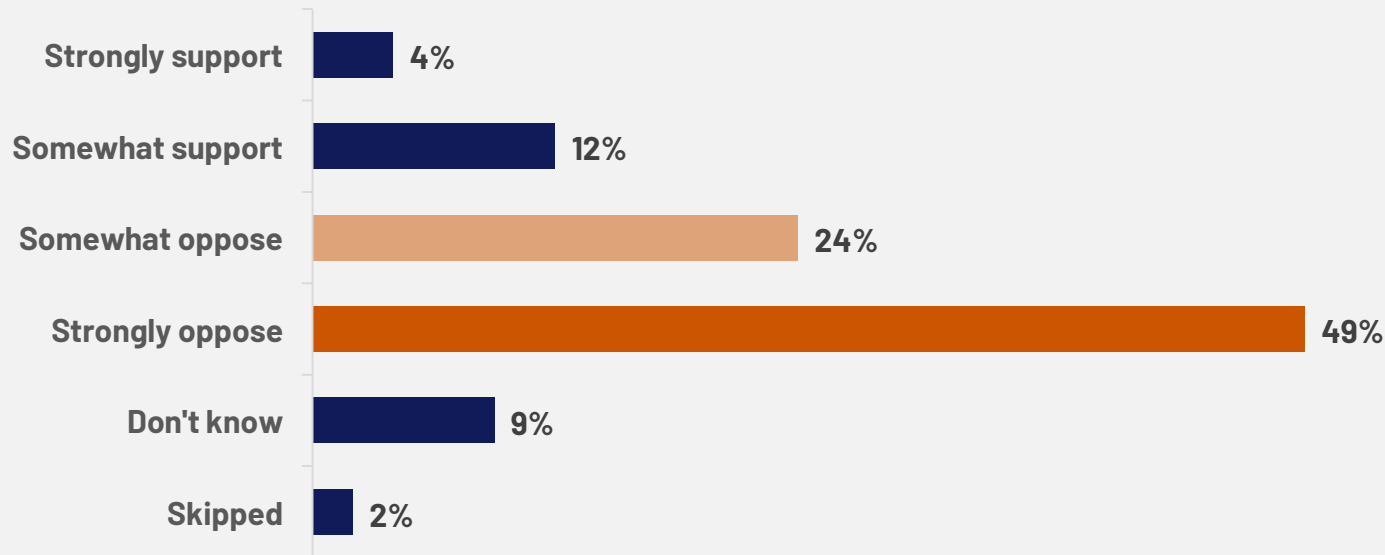


Q. How much would you support or oppose policies that...  
Base: All respondents (n=2,046)



# Nearly three-quarters of Americans oppose cutting federal funding for mental health, opioid, and crisis response programs

Some policymakers have proposed cutting federal jobs and programs focused on mental health services, opioid treatment, suicide prevention programs, and the 988 Suicide & Crisis Lifeline. To what extent would you support or oppose these cuts?



Q. Some policymakers have proposed cutting federal jobs and programs focused on mental health services, opioid treatment, suicide prevention programs, – and the 988 Suicide & Crisis Lifeline. To what extent would you support or oppose these cuts?

Base: All respondents (n=2,046)



# At least half of both Republicans and Democrats oppose cuts to federal jobs and programs focused on mental health services, opioid treatment, suicide prevention programs, and the 988 Suicide & Crisis Lifeline

**Some policymakers have proposed cutting federal jobs and programs focused on mental health services, opioid treatment, suicide prevention programs, and the 988 Suicide & Crisis Lifeline. To what extent would you support or oppose these cuts?**

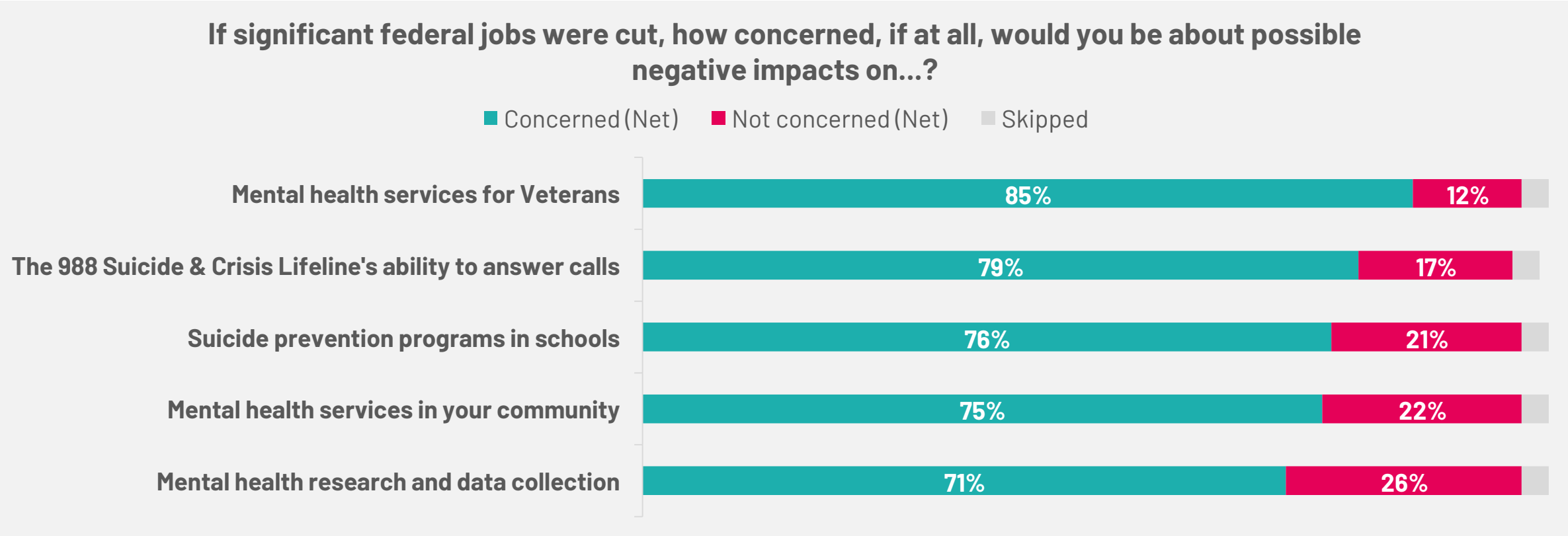
	Total	Republican (A)	Democrat (B)	Independent (C)
Strongly support	4%	6% <sup>B</sup>	3%	5%
Somewhat support	12%	21% <sup>BY</sup>	4%	11% <sup>B</sup>
Somewhat oppose	24%	37% <sup>BY</sup>	13%	26% <sup>B</sup>
Strongly oppose	49%	23%	75% <sup>AC</sup>	49%
Don't know	9%	13% <sup>BY</sup>	4%	8% <sup>B</sup>
Skipped	2%	1%	1%	1%
<b>Support (Net)</b>	<b>16%</b>	<b>27%<sup>BC</sup></b>	<b>7%</b>	<b>16%</b>
<b>Oppose (Net)</b>	<b>73%</b>	<b>60%</b>	<b>88%<sup>AC</sup></b>	<b>75%<sup>A</sup></b>

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: Total (n=2,046), Republicans (n=604), Democrats (n=602), Independents (n=618)

Note: Letters indicate statistically significant difference

# Concern is high that federal job cuts would reduce access to mental health, crisis, and prevention programs

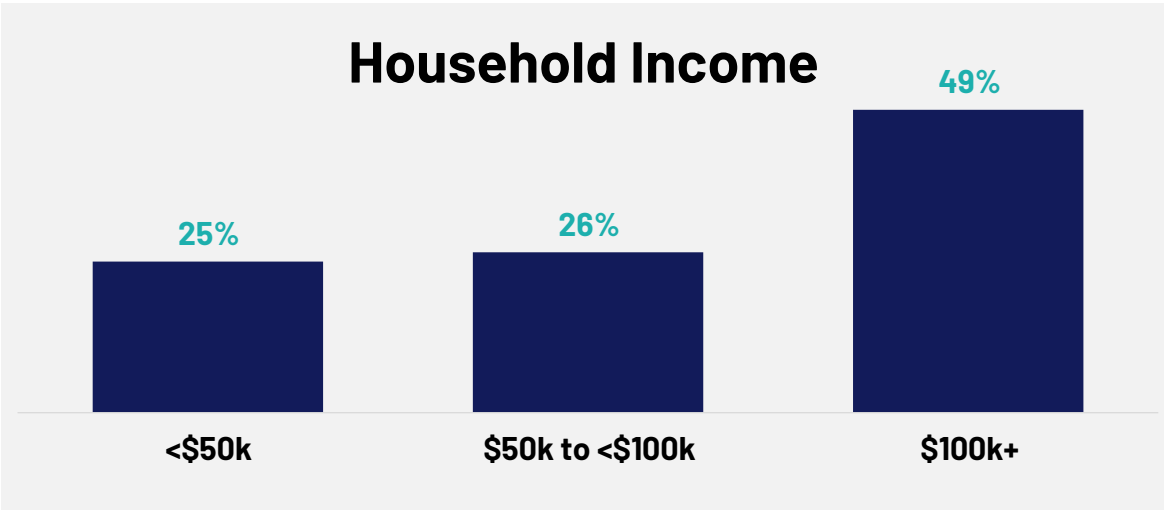
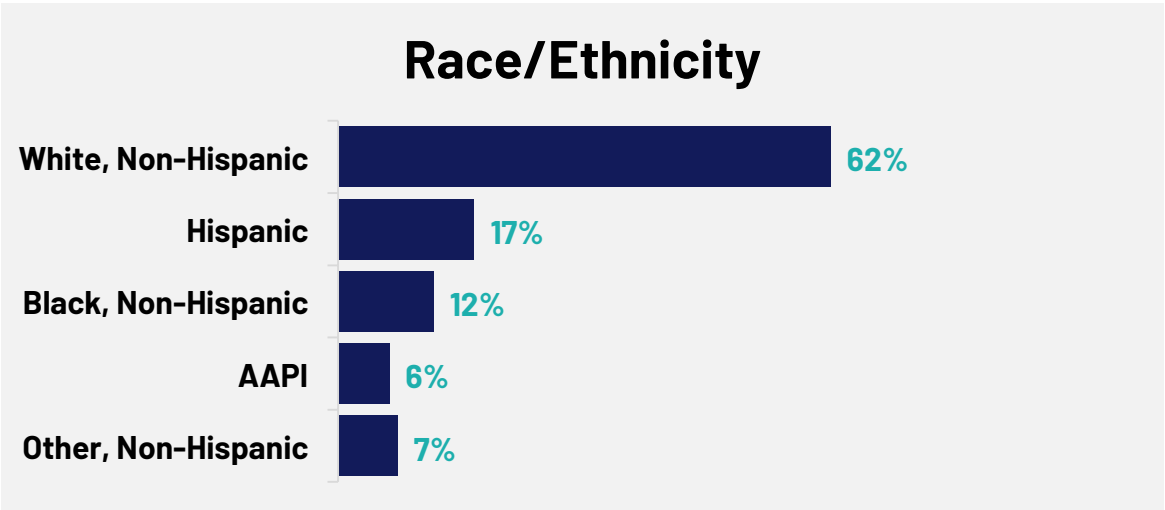
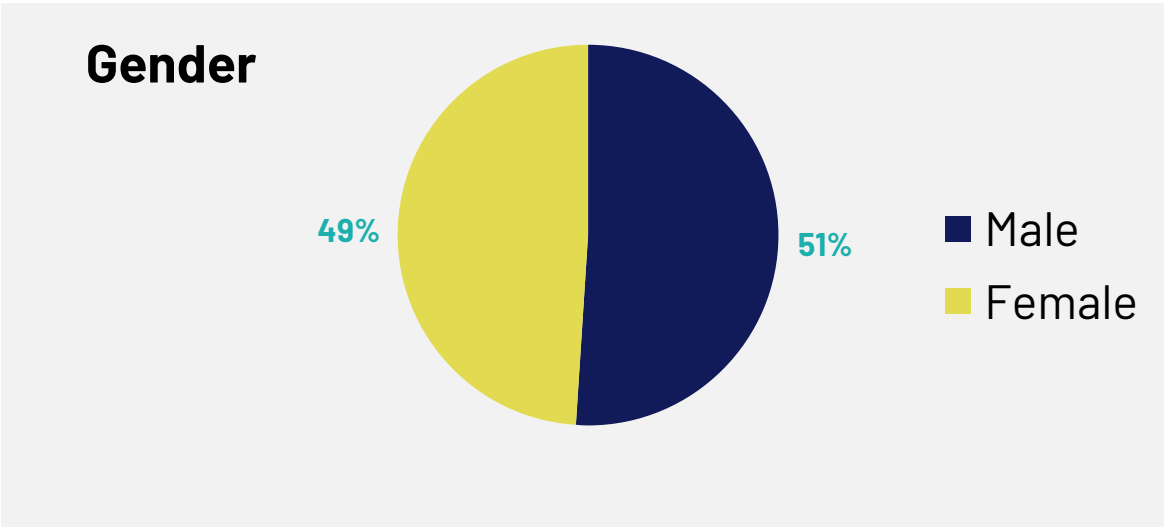
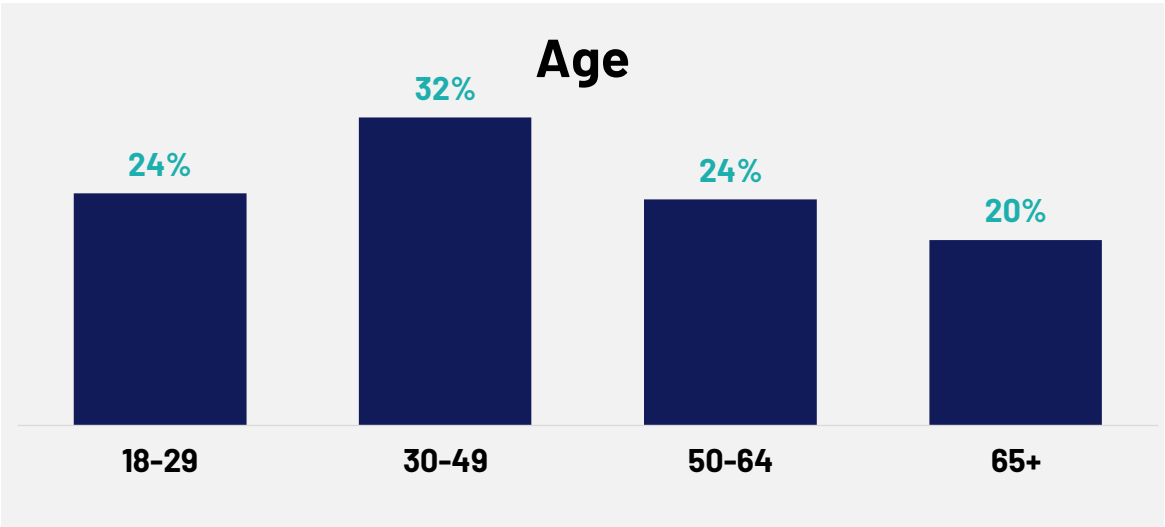


Q. If significant federal jobs were cut, how concerned, if at all, would you be about possible negative impacts on...?  
Base: All respondents (n=2,046)



# RESPONDENT PROFILES

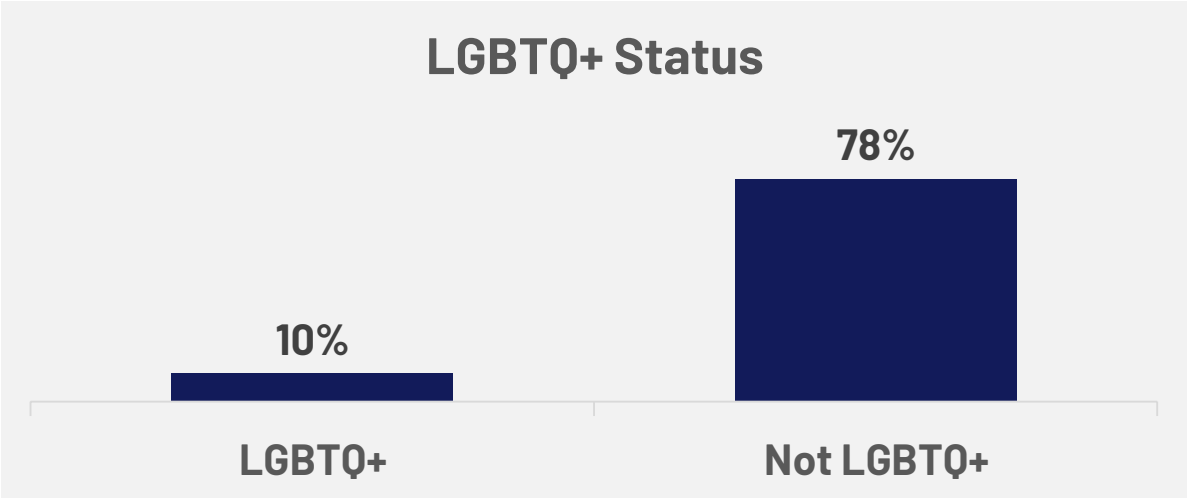
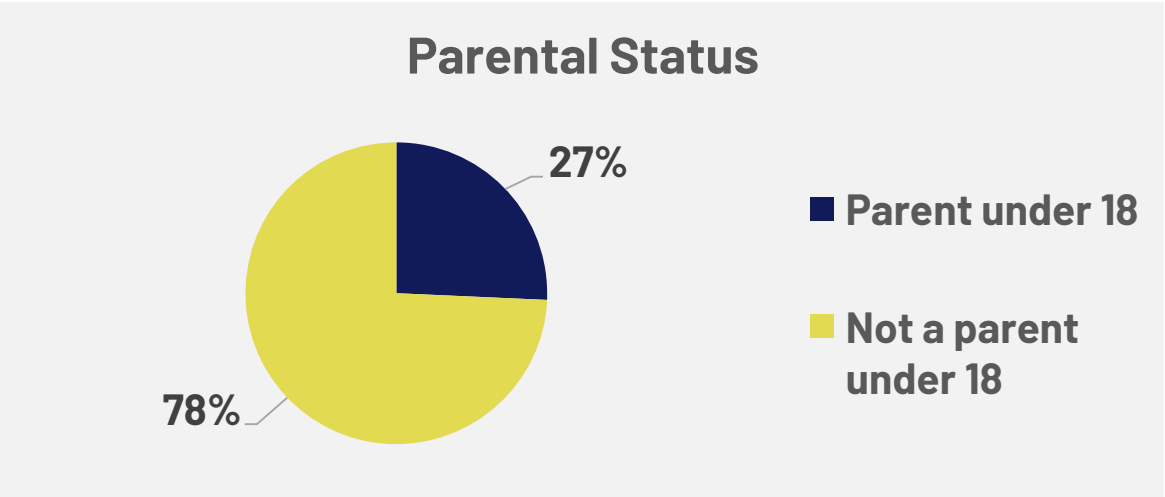
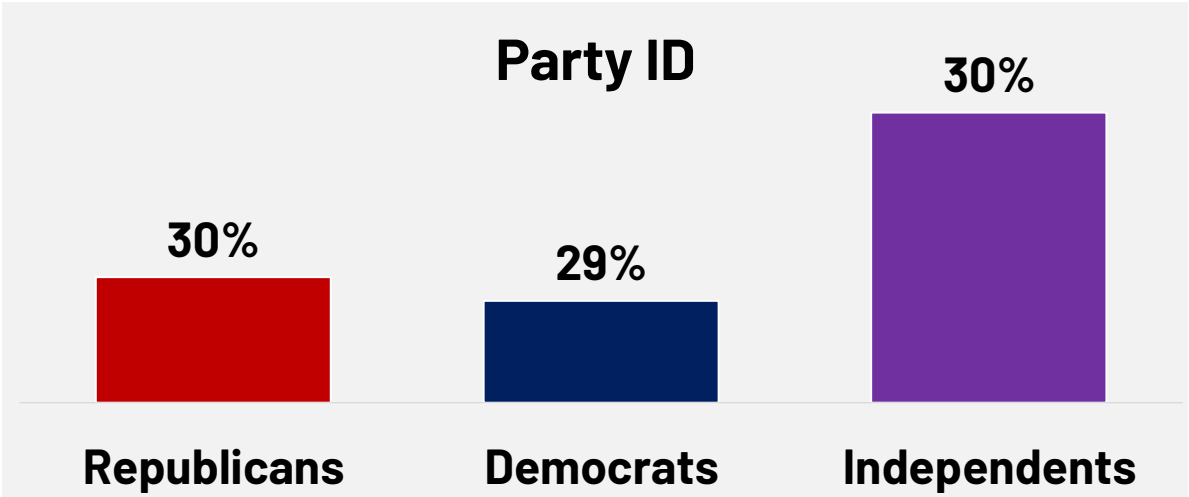
# Respondent Profile



Base: All respondents (n=2,046)



# Respondent Profile





# THANK YOU

