

NAMI/IPSOS 988 LIFELINE & CRISIS RESPONSE RESEARCH

July 2024



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Response Research



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METHODOLOGY AND KEY FINDINGS

01

Methodology

This NAMI/Ipsos poll was conducted June 7-9, 2024, 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, the fourth was conducted June 2-11, 2023, and the fifth was conducted October 27-29, 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). The October 2023 survey was conducted on a nationally representative probability sample of adults age 18 or older (N=2,048). Further information about each survey can be found at the following links: [October 2021](#), [May 2022](#), [September 2022](#), [June 2023](#), [October 2023](#).

The margin of sampling error for this study is plus or minus 2.2 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 1.07. 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 2023 March Supplement of the Current Population Survey (CPS).

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult US 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 US. 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 The majority of Americans are unhappy with mental health treatment in the United States. Over half say Congress is doing too little to address the current state of mental health care.**
 - Three-quarters of Americans say they are not content with the status of mental health treatment in this country, a measure that has been consistent since the study began in 2021.
 - About seven in ten (69%) Americans agree people with mental health conditions face discrimination in their everyday life.
 - Over half (54%) of Americans say Congress is doing too little to address the current state of mental health care in the United States. Pluralities of Americans say the same about their state's legislature or state's governor (46% and 42%, respectively).
- 2 Familiarity with the 988 Suicide & Crisis Lifeline is up slightly from June 2023. However, there remains a knowledge gap around what to consider a mental health crisis or emergency and how to respond if a loved one experiences one.**
 - Twenty-three percent of Americans say they are familiar with the 988 Suicide & Crisis Lifeline, stable from October 2023 (22%) and up six percentage points from June 2023 (17%).
 - A bare majority (51%) of Americans say they don't know when a situation is serious enough to contact the 988 Lifeline. Nearly two in five (38%) agree they don't know what to do if someone they love is experiencing a mental health crisis.
 - About one in ten Americans say having suicidal thoughts is not a crisis or an emergency (10% and 12%, respectively.)
 - Roughly 1 in 5 Americans say they don't know whether erratic behavior, talking to oneself, panic attacks, substance abuse, or delusions should or should not be considered crises/emergencies.
- 3 Trust in the 988 Suicide & Crisis Lifeline remains stable from May 2022. Compared to June 2023, Americans are now more likely to say they or their loved one received the help they needed if they contacted the Lifeline.**
 - About four in five (82%) Americans say they trust that they would receive the help they need if they contacted the 988 Lifeline. This sentiment is stable from May 2022 and June 2023.
 - Among Americans who say they or a loved one has contacted the 988 Lifeline, nearly seven in ten (68%) say they received some or all of the help they needed. This sentiment is up 13 percentage points from June 2023 (55%).

Key Findings

- 4 Immediate support from a crisis counselor is the most important consideration for Americans when contacting the 988 Suicide & Crisis Lifeline. After that, Americans say it is most important to receive a health care response.**
 - About four in five (79%) Americans say they are more likely to contact the 988 Lifeline if they are able to speak with a crisis counselor immediately. A bare majority say receiving immediate support is the most important consideration when contacting the 988 Lifeline.
 - Among Americans who say they or a loved one have contacted the 988 Lifeline, many say they received support right away. Some, however, cite the downsides of long wait times during times of mental health crisis.
 - Twenty-seven percent of Americans say it is most important that health care professionals arrive to the scene of the crisis first when contacting the 988 Lifeline. This reading is also unchanged from June 2023.
- 5 Most Americans continue to say someone in a mental health crisis should receive a mental health response, not a police response. Americans are also more likely to report being comfortable reaching for support from mental health responders than police responders.**
 - Nearly nine in ten (86%) Americans say someone who is in a mental health or suicide crisis should receive a mental health response. Just 12% say they should receive a police response. These readings are stable from May 2022 and June 2023.
 - Four in five (82%) Americans say they are comfortable going to a mental health provider for support during their own or a loved one's mental health crisis. Seventy-two percent say the same about contacting a 988 Lifeline counselor.
 - Just 56% say they are comfortable going to a 911 operator for support during a mental health crisis, and just 40% say the same for a law enforcement officer.
 - Over half (54%) of Americans say police should not respond if someone contacts the 988 Lifeline for a mental health crisis, 11 percentage points higher than those who say police should respond (43%). This net difference is higher than from June 2023, when 51% agreed police should not respond and 45% disagreed.
- 6 Most Americans say Congress should highly prioritize federal funding for mental health care, consistent over the past year. Slightly fewer, however, now say Congress should highly prioritize funding the 988 Suicide & Crisis Lifeline. Messaging that links the Lifeline to mental health care in general may be beneficial.**
 - Eighty-three percent of Americans say they support providing state or federal funding of 988 Suicide & Crisis Lifeline call-center operations and crisis response services.
 - Three in five (61%) Americans say Congress should highly prioritize federal funding for mental health care, stable from October 2023 (64%) and June 2023 (62%).
 - Just under half (49%) of Americans now say Congress should highly prioritize federal funding for the 988 Suicide & Crisis Lifeline, down from 57% in October 2023 but similar to 50% who said so in June 2023.

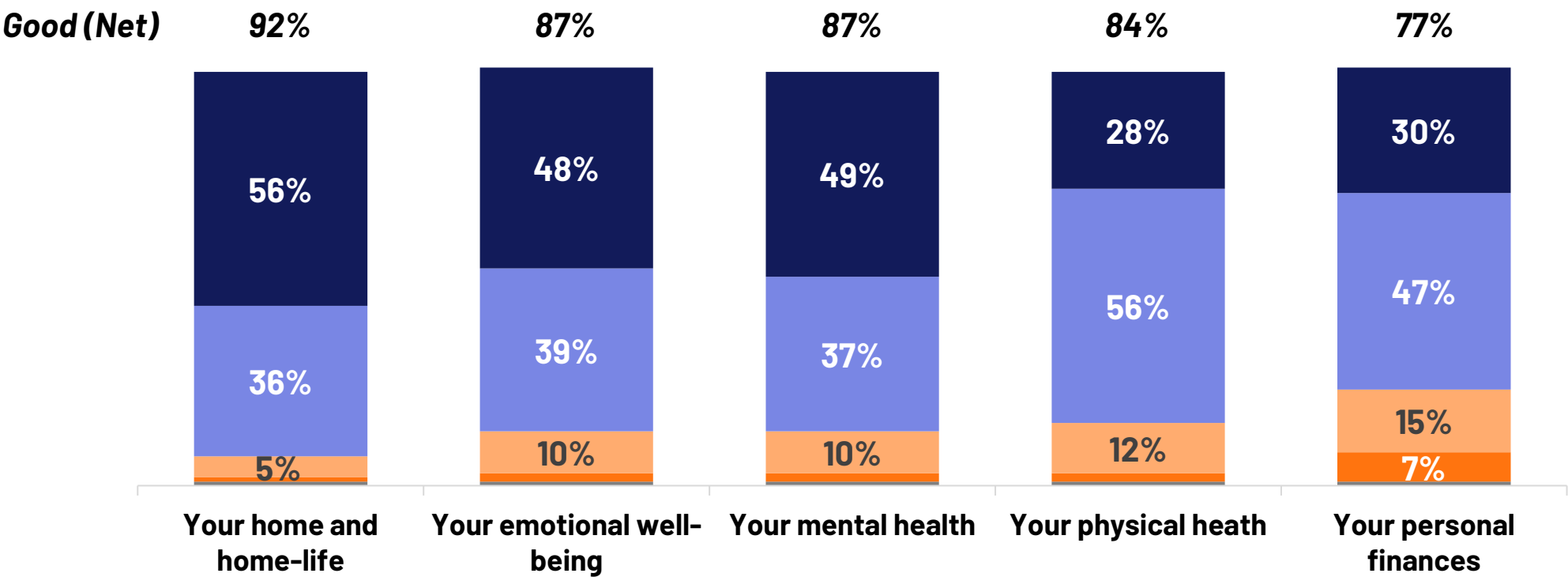
CURRENT PERCEPTIONS

02

Most Americans say their mental health or emotional well-being is good right now, including about half who say they are very good.

How would you describe the condition of the following right now?*

% selecting ■ Very good ■ Somewhat good ■ Somewhat poor ■ Very poor ■ Skipped



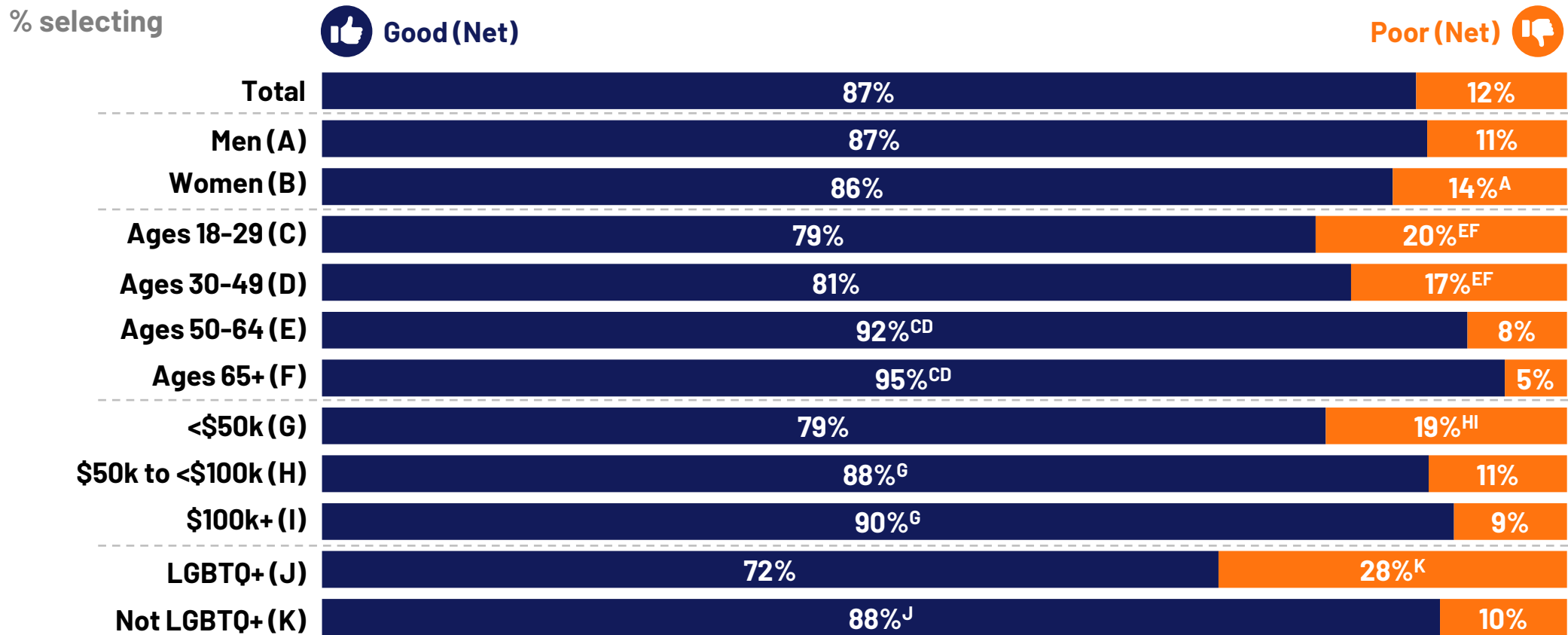
Q. How would you describe the condition of the following right now?
Base: All respondents (n=2,048)

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



Americans who are under age 50, are LGBTQ+, or earn under \$50K are more likely than their counterparts to say their mental health is poor right now.

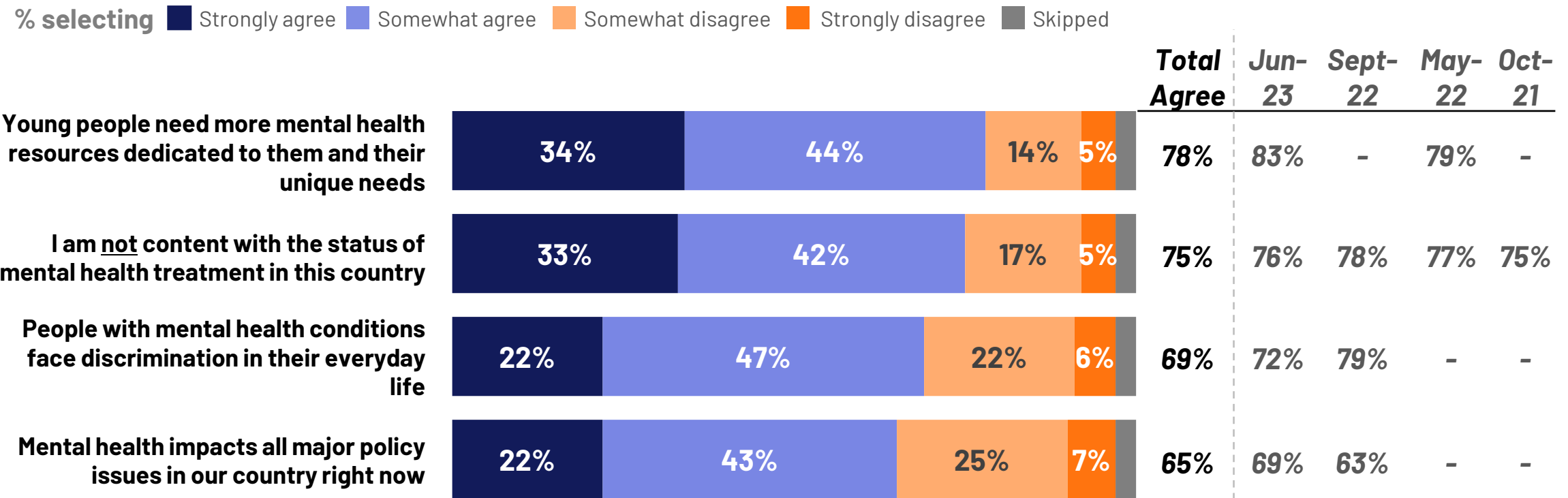
How would you describe the condition of the following right now?* – Your mental health



Q. How would you describe the condition of the following right now? - Your mental health
Base: All respondents (n=2,048); Men (N=1,030), Women (N=1,018); Ages 18-29 (N=451), Ages 30-49 (N=645), Ages 50-64 (N=508), Ages 65+ (N=444); HHI <\$50k (N=468), HHI \$50k to <\$100k (N=606), \$100k+ (N=974); LGBTQ+ (N=200), Not LGBTQ+ (N=1,604)

Three in four Americans say they are not content with mental health treatment in this country, a reading that has been stable since tracking began in 2021.

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: June 2024 All respondents (n=2,048); June 2023 All respondents (n=2,073); Sept 2022 All respondents (n=3,071); May 2022 All respondents (n=2,045); Oct 2021 All respondents (N=2,049)

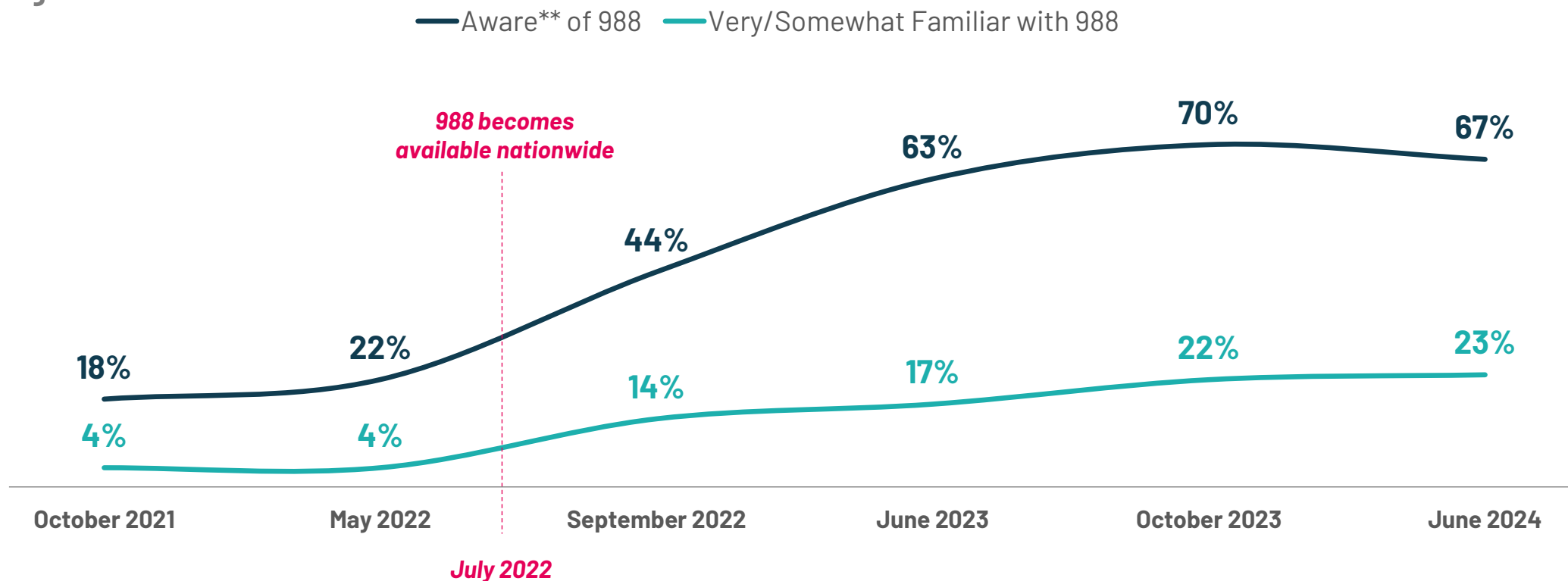
988 SUICIDE & CRISIS LIFELINE

03

Familiarity with the 988 Suicide & Crisis Lifeline is stable from October 2023 but has slightly increased from this time last year.

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 2024 (n=2,048); 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)
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*Note: The plot does not show continuous values. Only 6 disparate values are shown
*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
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In your own words, what do you know about the 988 Suicide & Crisis Lifeline?



It's similar to 911 but is used mainly for mental health related emergencies. So instead of sending police...they send individuals who are trained in this area.

I've seen news stories about it. I've seen the PSA announcements. It seems to me to be a good resource for someone in crisis.

When someone is struggling or feeling like they're going to commit suicide, they can call it and receive help.

I know that it exists. Not much beyond that.

It sounds familiar, but don't know anything about it.

It's a hotline used for persons experiencing a crisis that can be anonymous. If someone doesn't want to call they can text and resources are available 24/7.

It's available, national, and free

I've seen signs for it in my city.

I am a mental health provider. I regularly recommend this resource to clients as a contingency. The crisis line is staffed by well-trained volunteers around the clock.

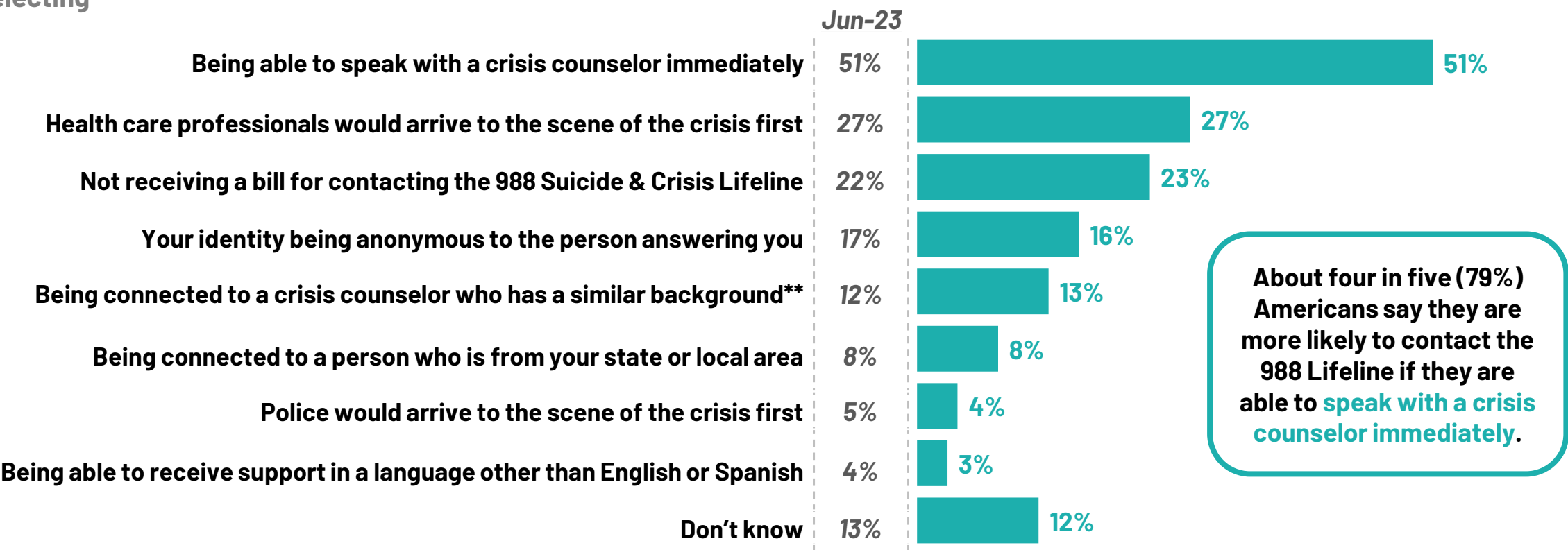
Among Americans who are aware of the 988 Suicide & Crisis Lifeline:

- **Many know someone can contact 988 if they are contemplating suicide.**
- **Some know it's an alternative to calling the police or 911.**
- **Some know nothing except that it exists.**
- **None mention contacting 988 for drug or alcohol crises.**

A bare majority say immediate support is *most* important when contacting the 988 Lifeline. About one quarter say receiving a health care response or free support is *most* important.

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

Base: June 2024 All respondents (n=2,048); June 2023 All respondents (n=2,073)

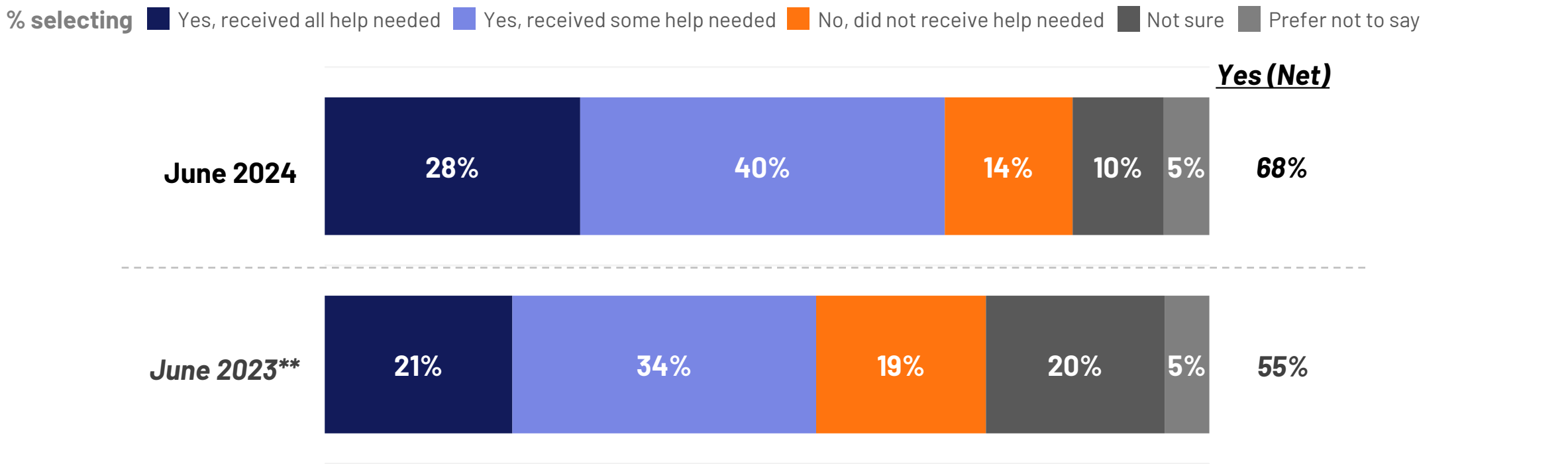
*Note: For data visualization purposes, "skipped" and "other" are not included as response options on this slide

**Note: The full response option is, "Being connected to a crisis counselor who has a similar background to you/the person in crisis"



Three percent of Americans say they or a loved one have contacted the 988 Lifeline while they were having a mental health, substance use, or suicide crisis. Among those Americans, about seven in ten say they got the help they needed, up more than ten percentage points from June 2023.

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?*



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: June 2024 (N=102), June 2023 (N=92)**

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*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

You mentioned that you or a loved one had a...crisis that involved contacting the 988 Suicide & Crisis Lifeline. How would you describe that experience, in your own words?



They were very helpful in getting him the help that he needed in a timely manner.

Very in depth & helpful counselor to help my loved one overcome the situation she was experiencing

The wait time was too long. never got to speak with anyone. Multiple callers ahead.

...it took forever to get connected to someone, and then took forever to that person to actually help me as they just tried to get information out of me first.

Too many questions that made me afraid of being put on psychiatric hold. I wanted to be calmed down, instead I was afraid and untrusting.

Try to text 988 and got a very delayed/AI type response

relief to be able to pass the responsibility to someone with more experience

I called them, I talked about my issue, and afterwards I was a LOT calmer...

I was able to chat with someone online and they reassured that it was a difficult situation. They focused on seeing if I was a harm to myself or anyone else.

The person on the line was very caring. Calm. Listen understood. Validated. Gave tools that helped de-escalate...Stayed on the line until we felt safe...

Common experiences with the 988 Lifeline include:

- **Immediate support or long wait times.**
- **Helpful support and de-escalation tools.**
- **Counselors: Calming, reassuring, good listeners or abrupt, unsettling questioning.**

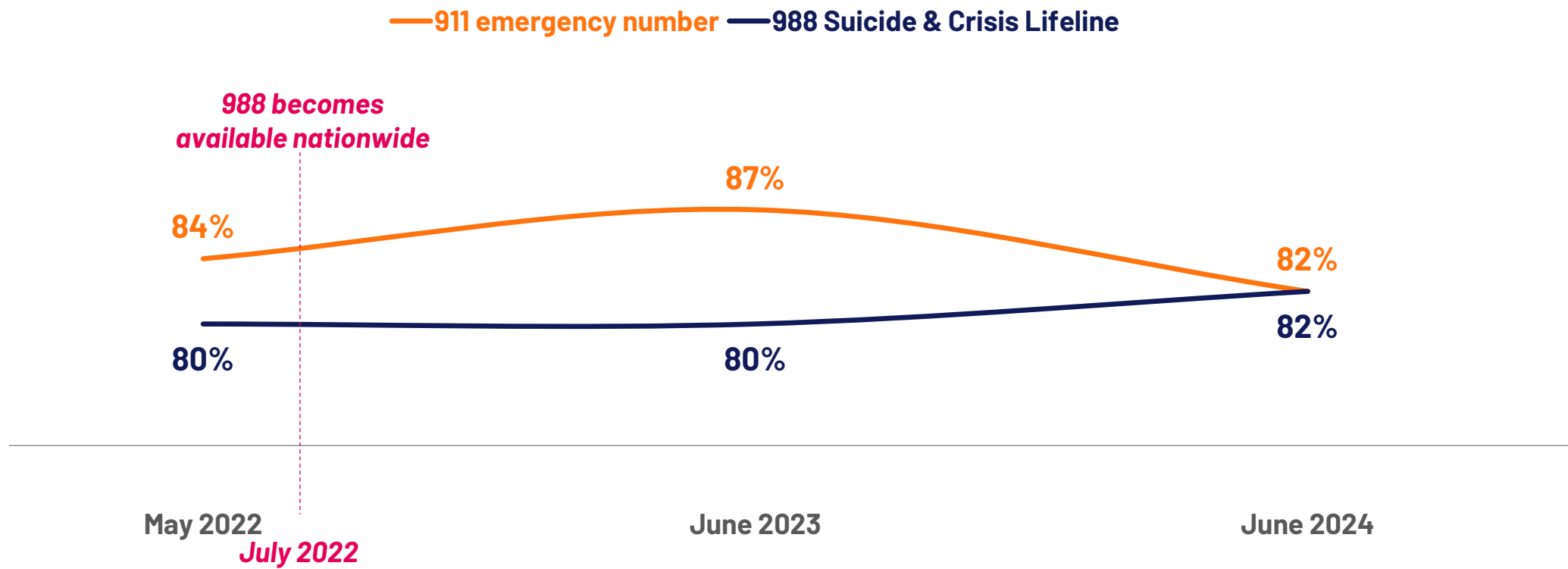
MENTAL HEALTH CRISIS RESPONSES

04

Trust in the 988 Lifeline is stable from June 2023, but Americans are slightly less likely to say they trust the 911 emergency number compared to this time last year.

Consider existing 911 emergency services and the 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 contact it?*

% selecting trust a great deal/somewhat



Q. Consider existing 911 emergency services and the 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 contact it?
Base: June 2024 All respondents (n=2,048); June 2023 All respondents (n=2,073); May 2022 All respondents (n=2,045)
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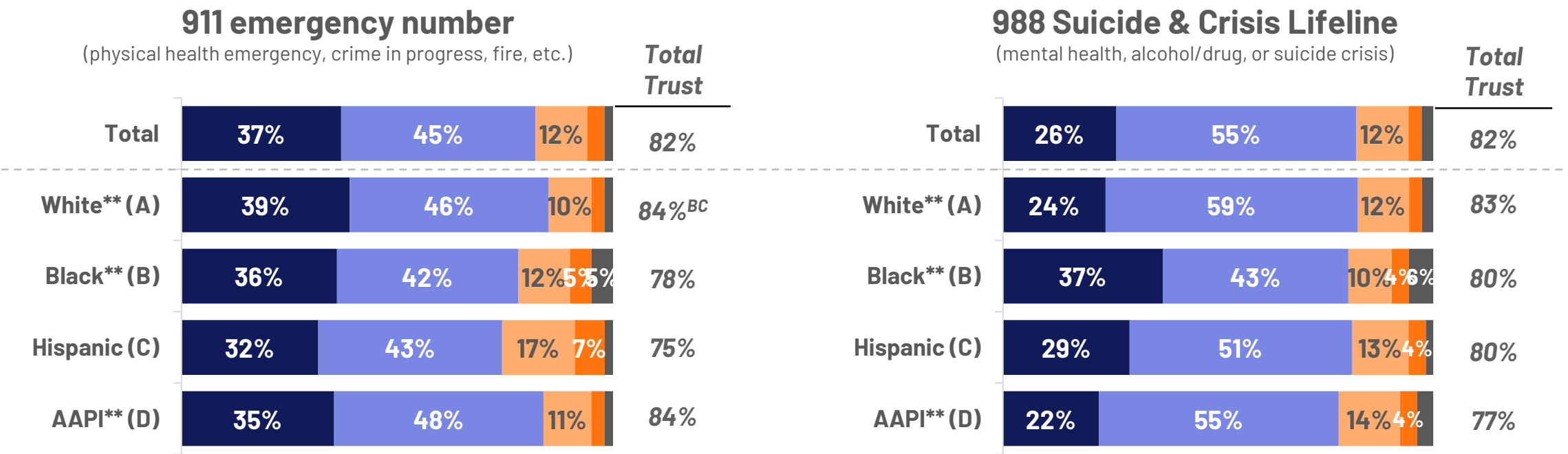
*Note: Prior to June 2024, this question was asked as, "Consider existing 911 emergency services and the new 988 Suicide & Crisis Lifeline. How much, if at all, do you trust that you would receive the help you need from each number if you needed to call?"
*Note: The plot does not show continuous values. Only 3 disparate values are shown



In general, most Americans trust 911 and the 988 Lifeline to provide the help they need. White Americans trust 911 more than Black or Hispanic Americans.

Consider existing 911 emergency services and the 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 contact it?*

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



Q. Consider existing 911 emergency services and the 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 contact it?

Base: All respondents (n=2,048); White** (N=1,363), Black** (N=210), Hispanic (N=297), AAPI** (N=94***)

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*Note: Prior to June 2024, this question was asked as, "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?"

*Note: Values less than or equal to 3% are not shown
*Note: Letters indicate statistically significant differences. Only shown for "Total Trust"

**Note: These subgroups do not include respondents who identify as Hispanic

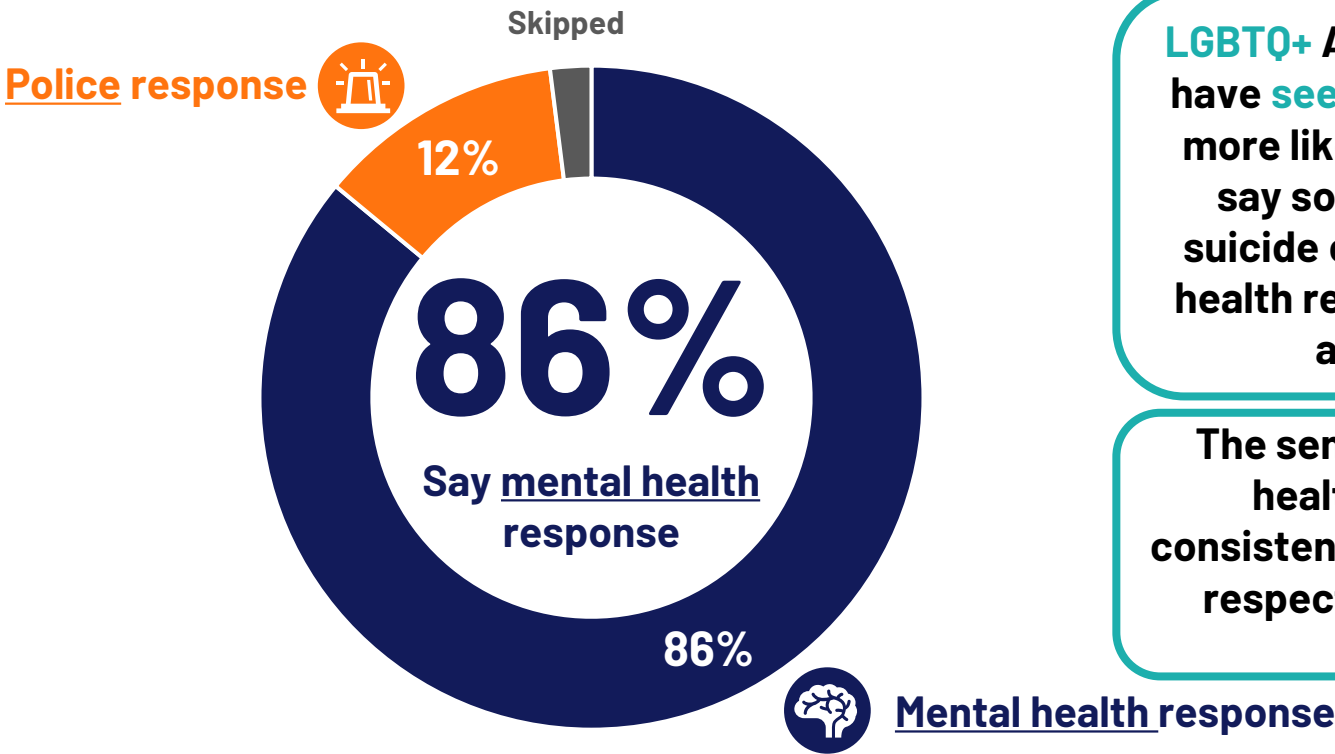
***Note: Low base size (N<100). Interpret with caution



However, when it comes to a mental health or suicide crisis in particular, a majority of Americans say that a mental health response, not a police response, is more appropriate.

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

% selecting



LGBTQ+ Americans and Americans who have seen a mental health provider are more likely than their counterparts to say someone in a mental health or suicide crisis should receive a mental health response (93% for both vs. 85% and 83%, respectively).

The sentiment for police and mental health response has remained consistent since June 2023 (12% vs 85%, respectively) and May 2022 (13% vs 86%).

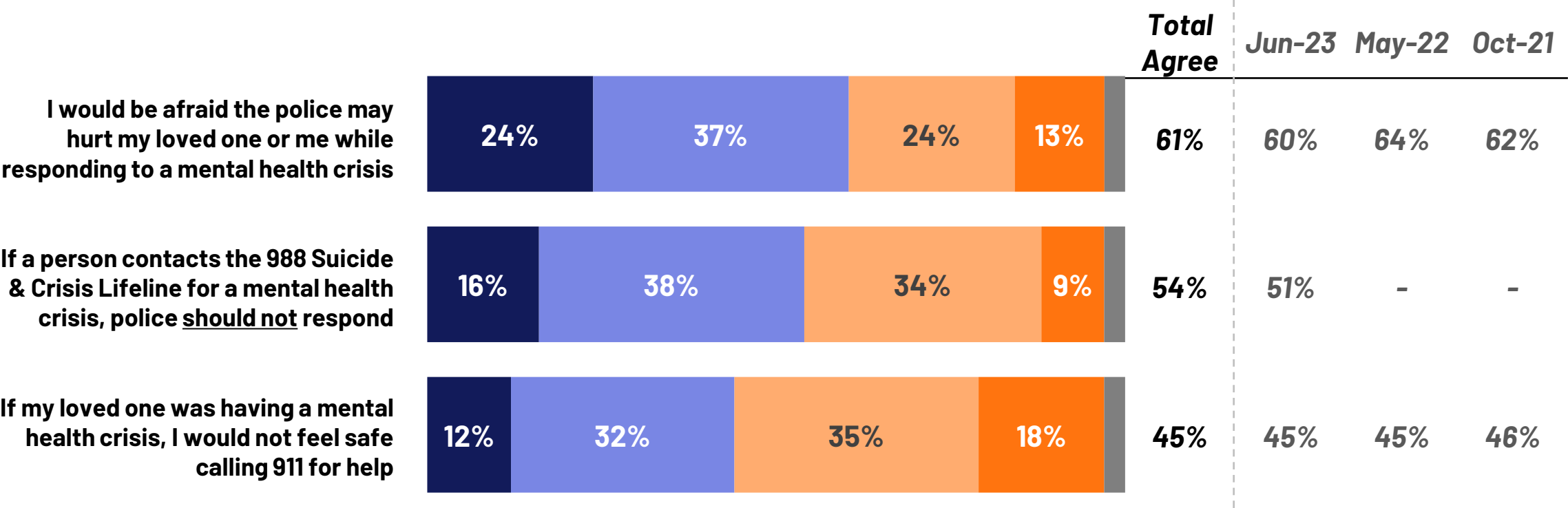
Q. Which statement comes closest to your opinion, even if neither is exactly right?

Base: June 2024 All respondents (n=2,048); LGBTQ+ (N=200), Not LGBTQ+ (N=1,604); Has seen a MH provider (N=670), Has not seen a MH provider (N=1,378); June 2023 All respondents (N=2,073); May 2022 All respondents (n=1,024)

Consistent since October 2021, nearly half of Americans say they wouldn't feel safe calling 911 for help if their loved one was having 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



Q. Please indicate how much you agree or disagree with each of the following statements.
Base: June 2024 All respondents (n=2,048); June 2023 All respondents (n=2,073); May 2022 All respondents (n=2,045); Oct 2021 All respondents (N=2,049)
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* Note: Values less than or equal to 3% are not shown



Black, Hispanic, and LGBTQ+ Americans are especially likely to say they would not feel safe calling 911 for help during a mental health crisis.

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

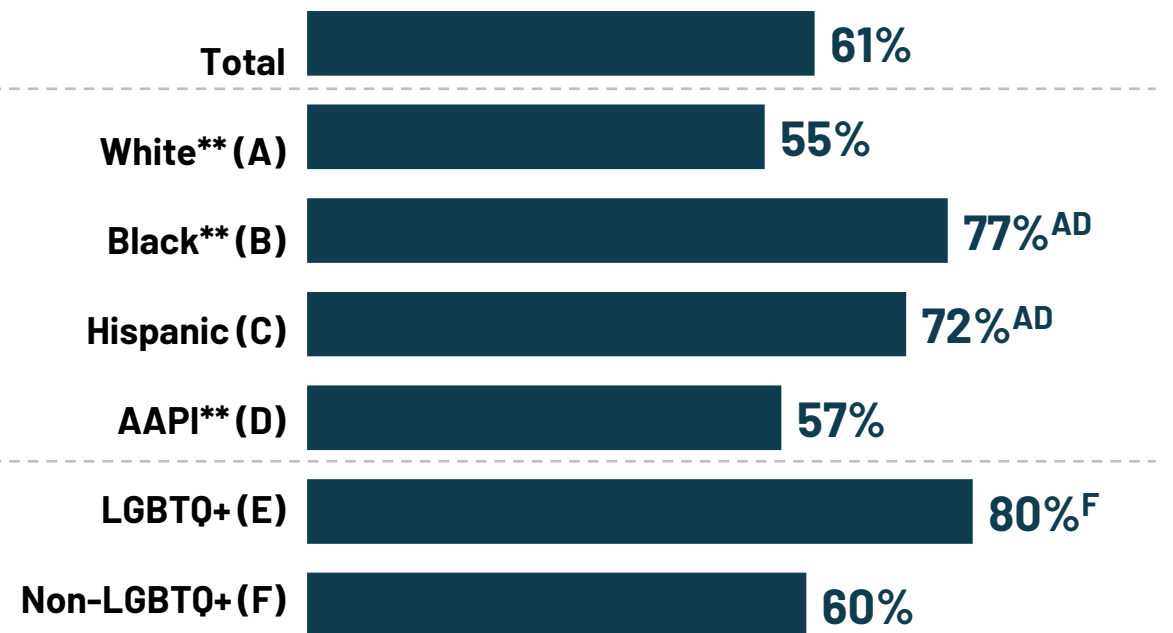
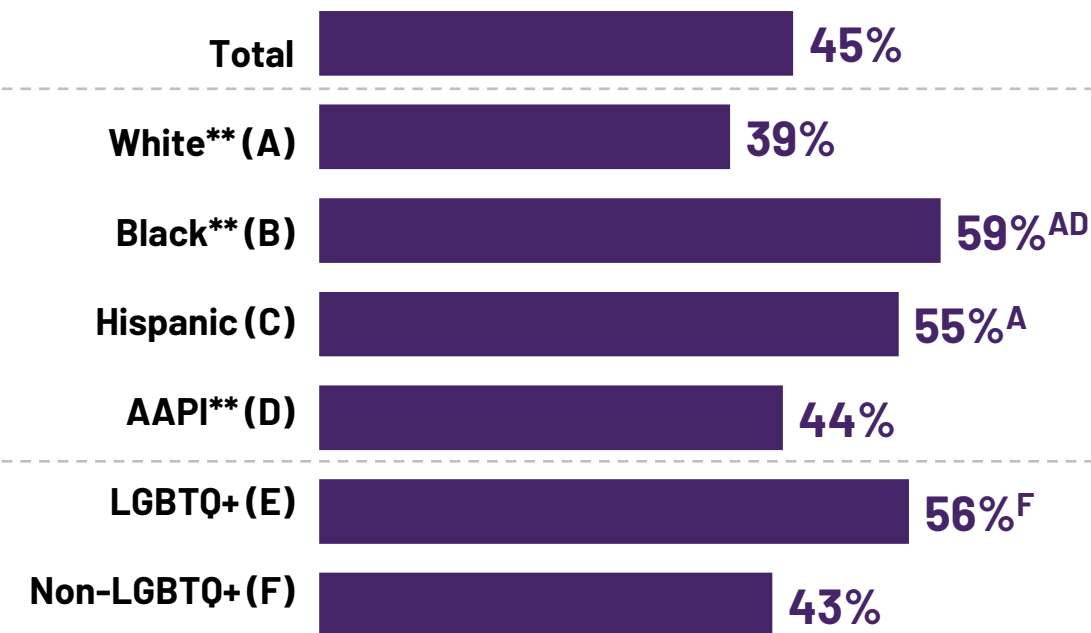
% selecting strongly/somewhat agree



If my loved one was having a mental health crisis, I would not feel safe calling 911 for help



I would be afraid the police may hurt my loved one or me while responding to a mental health crisis



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

Base: All respondents (n=2,048); White** (N=1,363), Black** (N=210), Hispanic (N=297), AAPI** (N=94***); LGBTQ+ (N=200), Not LGBTQ+ (N=1,604)

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*Note: Letters indicate statistically significant differences

**Note: These subgroups do not include respondents who identify as Hispanic

***Note: Low base size (N<100). Interpret with caution





38%

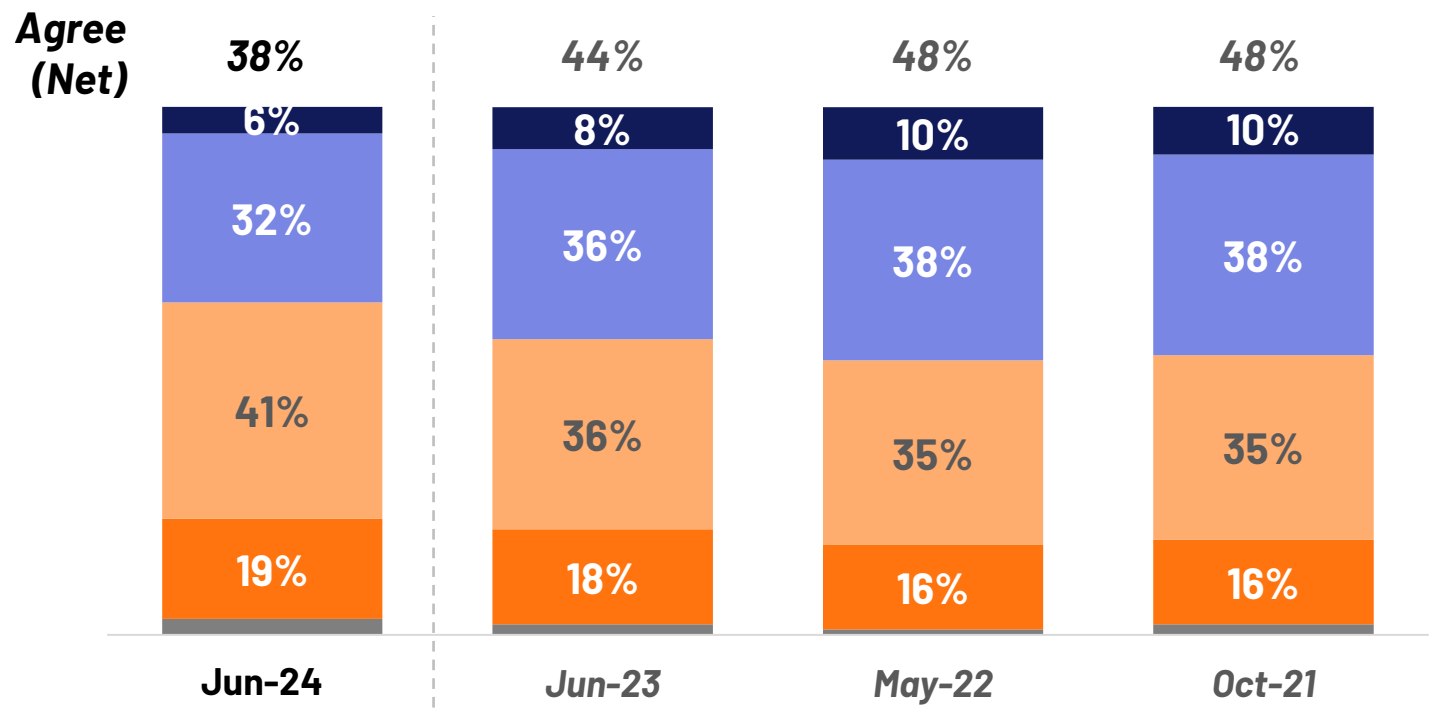
of Americans say they
**don't know what to
do** if a loved one
experiences a mental
health crisis

Americans' confidence in their ability to respond during a loved one's mental health crisis remains lukewarm. Although, compared to June 2023, slightly fewer Americans now say they don't know what to do.

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

"I don't know what to do if someone I love were experiencing a mental health crisis"

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



AAP^{II} and Hispanic Americans** are more likely than **white**** Americans to say they don't know what to do if a loved one was experiencing a mental health crisis (52% and 45% vs. 34%, respectively). Thirty-nine percent of **Black**** Americans say the same.

Americans who are **unfamiliar** with the 988 Lifeline are more likely than those who are **familiar** with it to say they don't know what to do if a loved one experiences a mental health crisis (41% vs. 28%, respectively).

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

Base: June 2024 All respondents (n=2,048); June 2023 All respondents (n=2,073); May 2022 All respondents (n=2,045); Oct 2021 All respondents (n=2,049)

Base: White** (N=1,363), Black** (N=210), Hispanic (N=297), AAP^{II}** (N=94***); Familiar with 988 (N=486), Unfamiliar with 988 (N=1,542)

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*Note: Values less than or equal to 3% are not shown
**Note: These subgroups do not include respondents who identify as Hispanic
***Note: Low base size (N<100). Interpret with caution





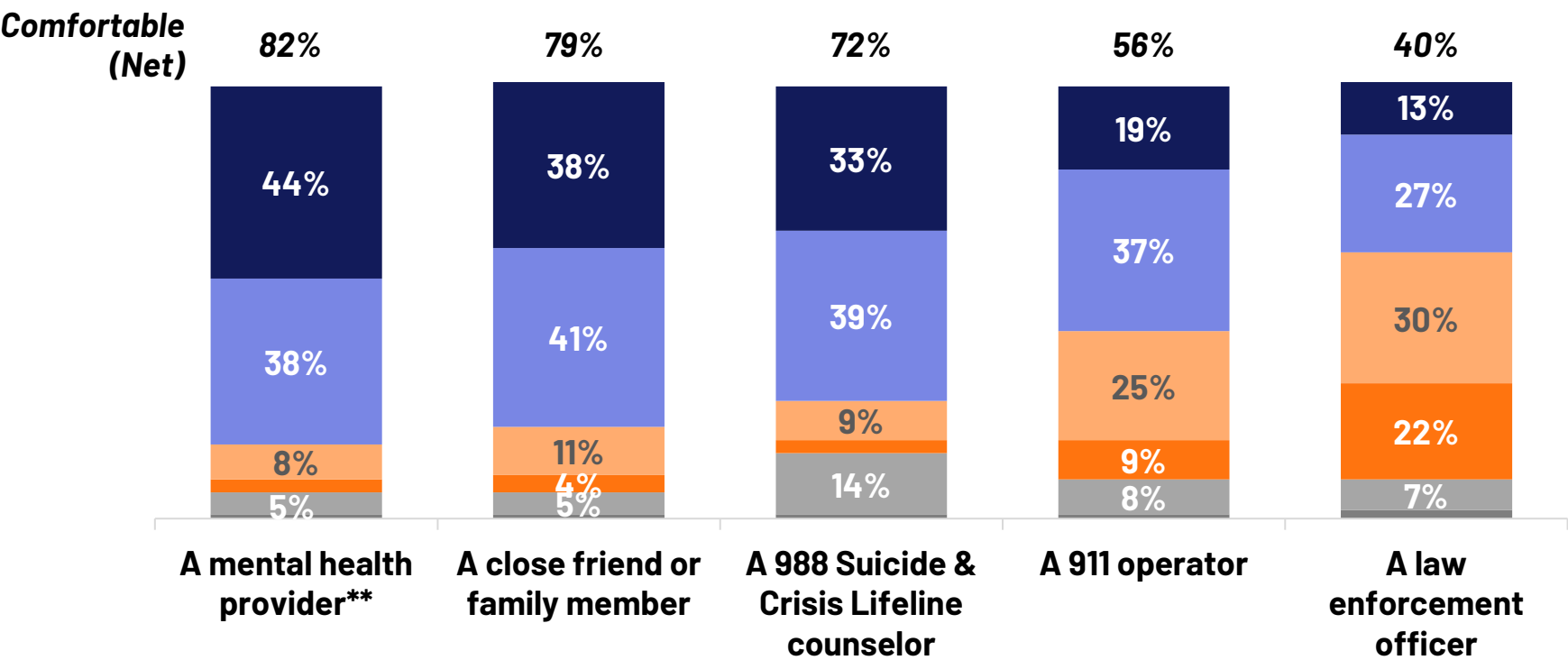
72%

of Americans say they
are **comfortable**
contacting a 988
Suicide & Crisis
Lifeline counselor if
they or a loved one
need support

Americans are more comfortable contacting the 988 Lifeline than a 911 operator during a mental health crisis or emergency.

If you or a loved one needed support during a mental health crisis or emergency, how **comfortable**, if at all, would you feel going to each of the following for assistance?*

% selecting ■ Very comfortable ■ Somewhat comfortable ■ Not very comfortable ■ Not comfortable at all ■ Don't know ■ Skipped

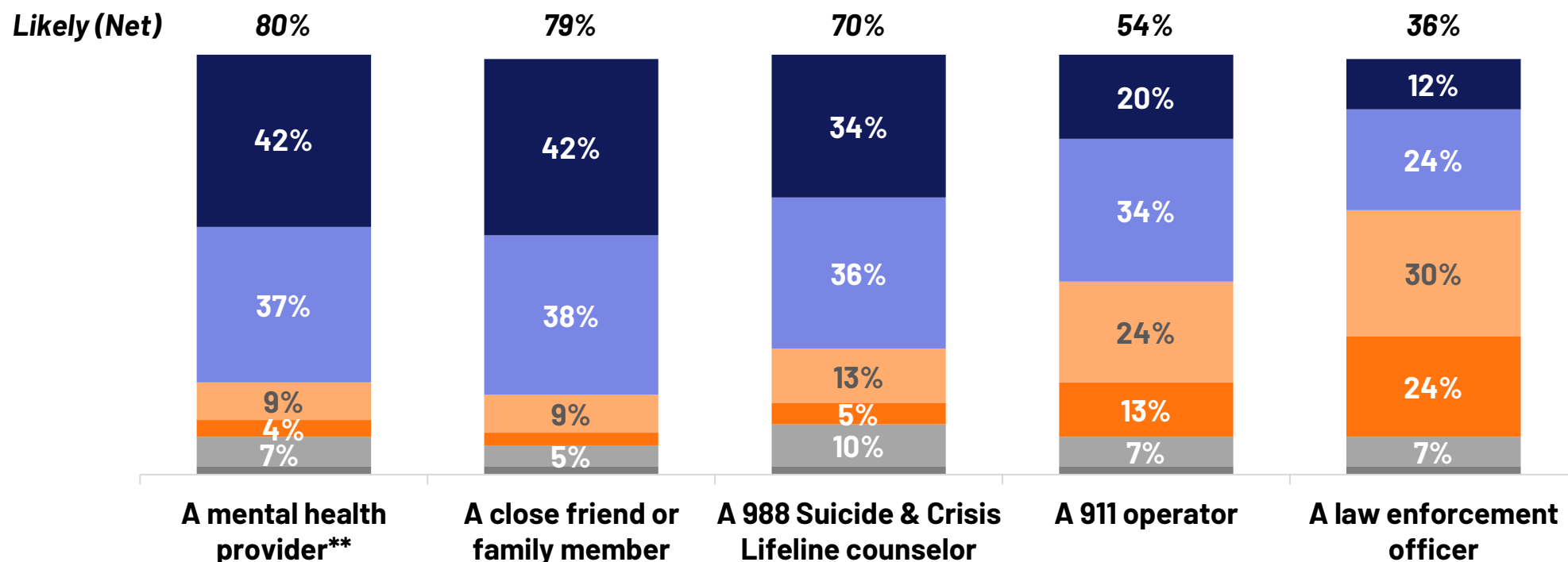


Americans **ages 50+** are more likely than Americans **ages 18-29** to say they are comfortable contacting a 988 Lifeline counselor during a mental health crisis or emergency (74%-76% vs. 66% respectively).

Most Americans say they are likely to reach out to a 988 Suicide & Crisis Lifeline counselor during a mental health crisis or emergency. One-third say they are very likely to do so.

If you or a loved one needed support during a mental health crisis or emergency, how **likely**, if at all, would you be to reach out to each of the following?*

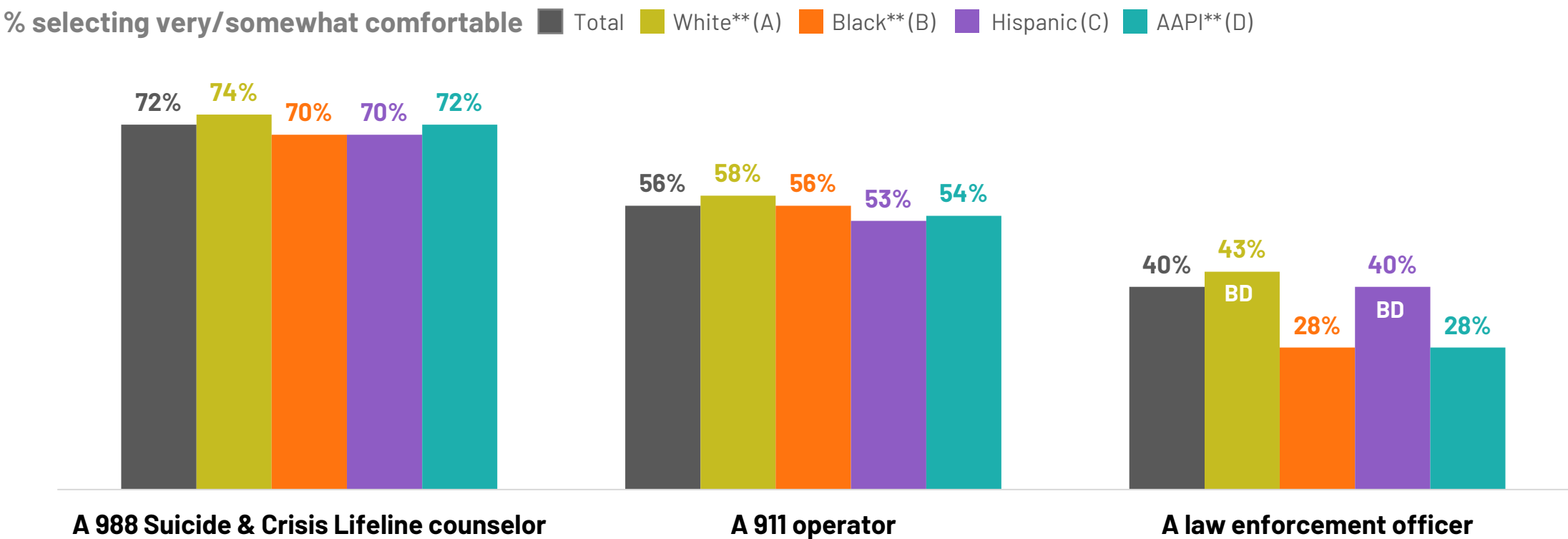
% selecting ■ Very likely ■ Somewhat likely ■ Not very likely ■ Not at all likely ■ Don't know ■ Skipped



Q. If you or a loved one needed support during a mental health crisis or emergency, how likely, if at all, would you be to reach out to each of the following?
Base: All respondents (n=2,048)

Most Americans, regardless of race or ethnicity, are comfortable contacting the 988 Lifeline during a mental health crisis. However, Black and AAPI Americans are significantly less comfortable going to a law enforcement officer than white or Hispanic Americans.

If you or a loved one needed support during a mental health crisis or emergency, how comfortable, if at all, would you feel going to each of the following for assistance?*



Q. If you or a loved one needed support during a mental health crisis or emergency, how comfortable, if at all, would you feel going to each of the following for assistance?
Base: All respondents (n=2,048); White** (N=1,363), Black** (N=210), Hispanic (N=297), AAPI** (N=94***)

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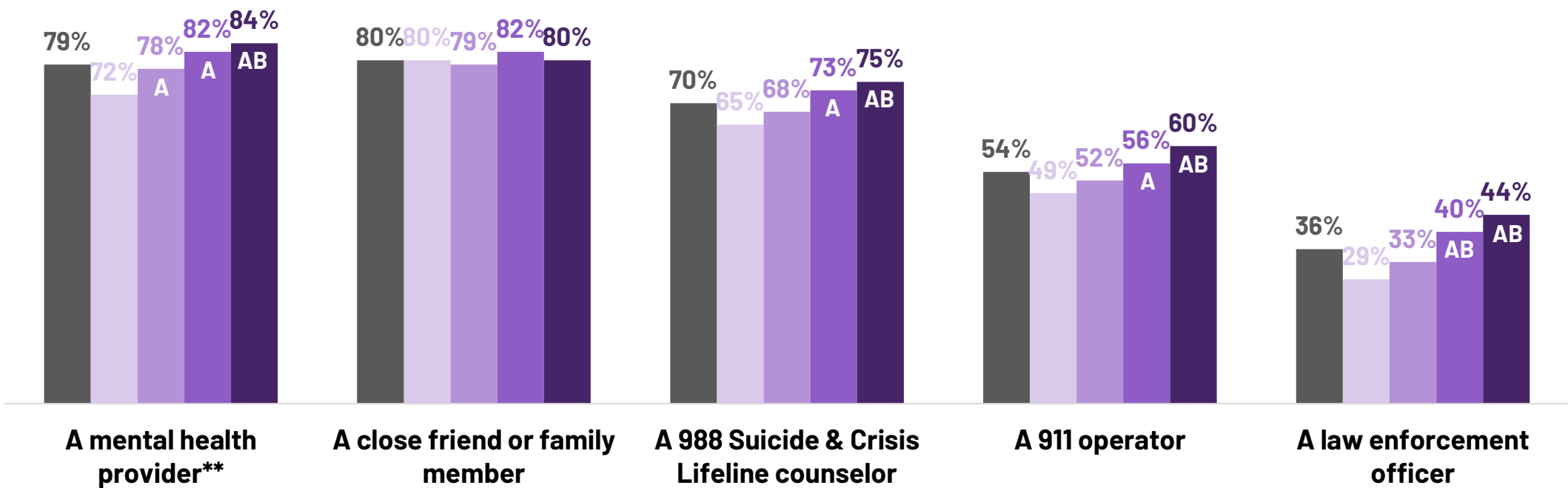
*Note: Letters indicate statistically significant differences
**Note: These subgroups do not include respondents who identify as Hispanic
***Note: Low base size (N<100). Interpret with caution



Americans ages 18-29 are generally less likely than older Americans to reach out for professional support during a mental health crisis or emergency.

If you or a loved one needed support during a mental health crisis or emergency, how **likely**, if at all, would you be to reach out to each of the following?*

% selecting very/somewhat likely ■ Total ■ Ages 18-29 (A) ■ Ages 30-49 (B) ■ Ages 50-64 (C) ■ Ages 65+ (D)



Q. If you or a loved one needed support during a mental health crisis or emergency, how likely, if at all, would you be to reach out to each of the following?
Base: All respondents (n=2,048); Ages 18-29 (N=451), Ages 30-49 (N=645), Ages 50-64 (N=508), Ages 65+ (N=444)

*Note: Letters indicate statistically significant differences
**Note: The full response option is, "A mental health provider (therapist, psychologist, psychiatrist, etc.)"





51%

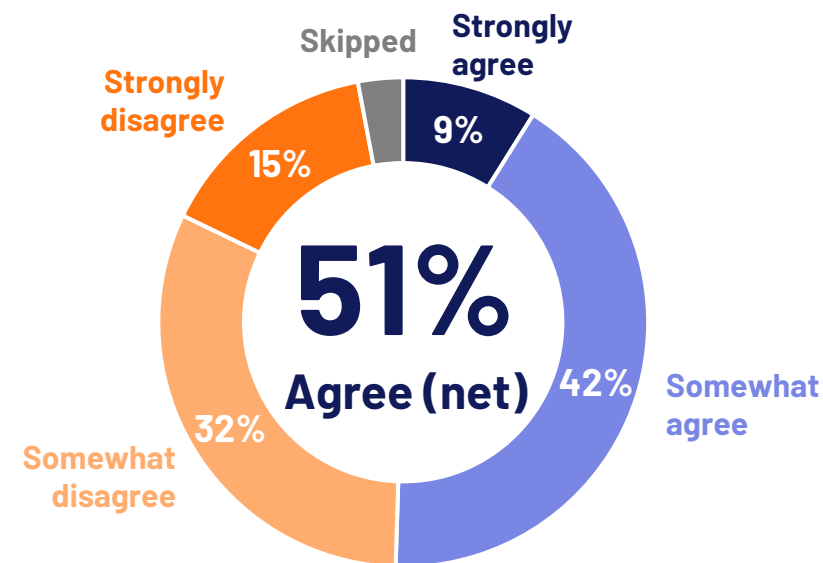
of Americans say they
**don't know when a
situation is serious
enough** to contact the
988 Suicide & Crisis
Lifeline

About half of Americans aren't sure when a situation is serious enough to contact the 988 Lifeline. White Americans, AAPI Americans, Americans ages 65+, and Americans who have not seen a mental health provider are especially likely to agree.

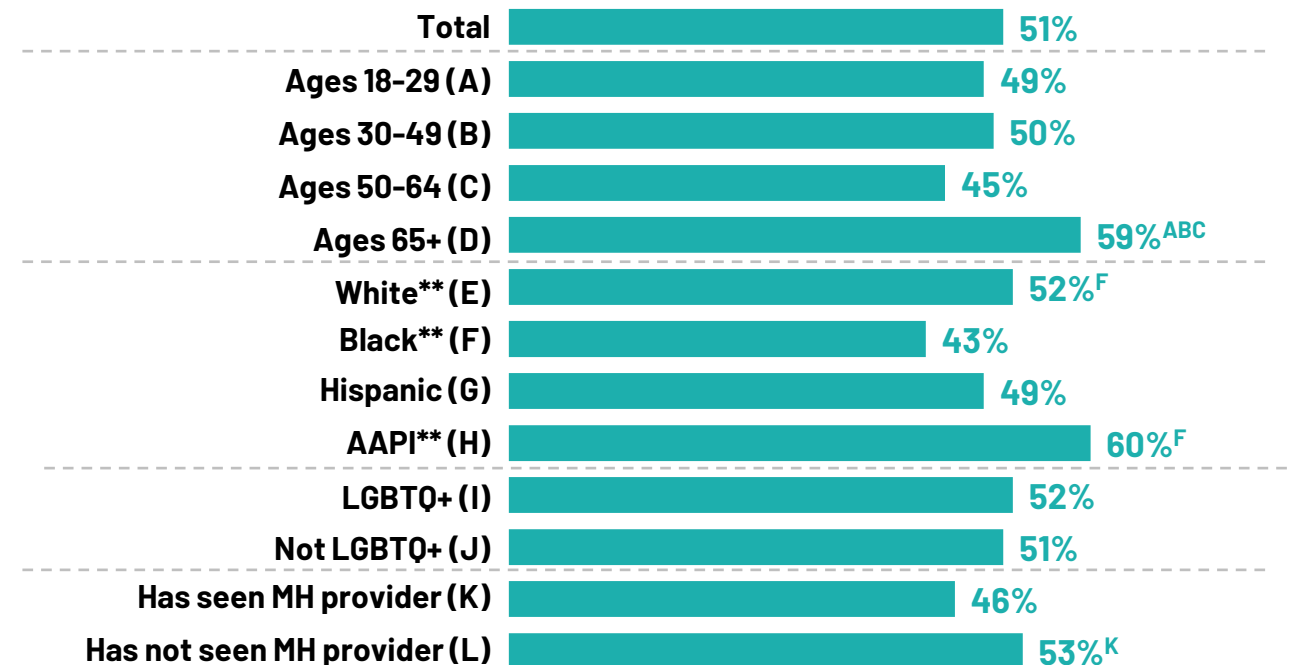
Please indicate how much you agree or disagree with each of the following statements.*

"I'm not sure when a situation is serious enough to contact the 988 Suicide & Crisis Lifeline"

% selecting



% selecting strongly/somewhat agree



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

Base: All respondents (n=2,048); Ages 18-29 (N=451), Ages 30-49 (N=645), Ages 50-64 (N=508), Ages 65+ (N=444); White** (N=1,363), Black** (N=210), Hispanic (N=297), AAPI** (N=94***); LGBTQ+ (N=200), Not LGBTQ+ (N=1,604); Has seen MH provider (N=670), Has not seen MH provider (N=1,378)

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

**Note: Letters indicate statistically significant differences

***Note: These subgroups do not include respondents who identify as Hispanic

***Note: Low base size (N<100). Interpret with caution



FUNDING, PRIORITIES, & POLICY

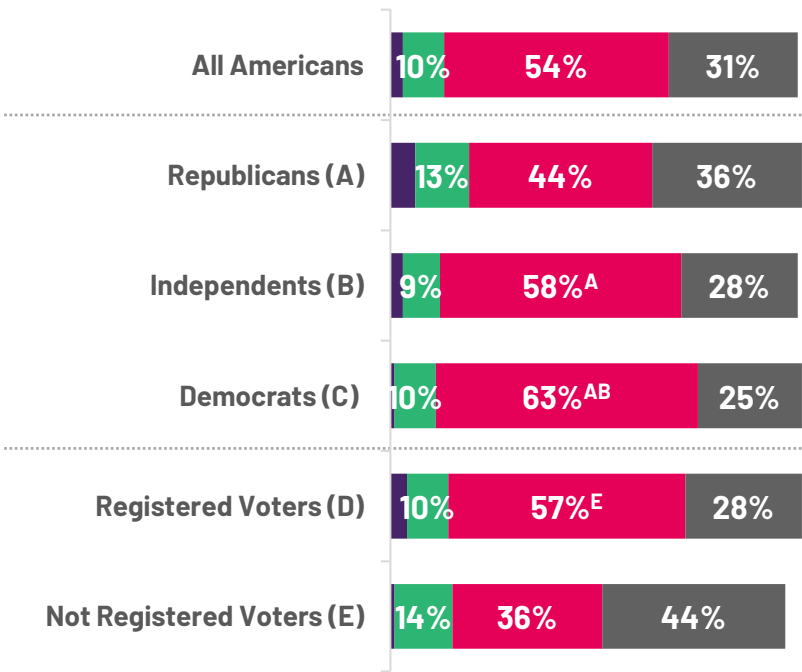
05

Most Americans say Congress is doing too little to address the current state of mental health in the United States.

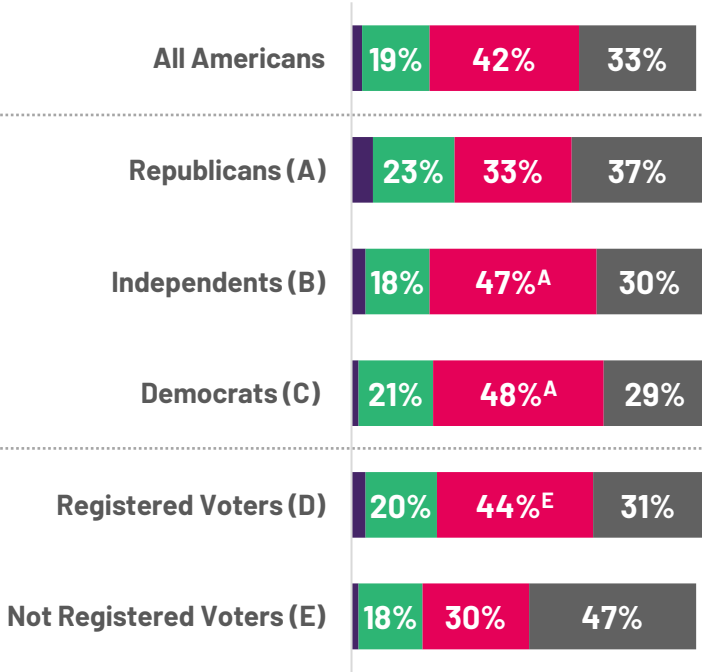
Has each of the following done too much, too little, or just the right amount to address the current state of mental health care in the United States?*

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

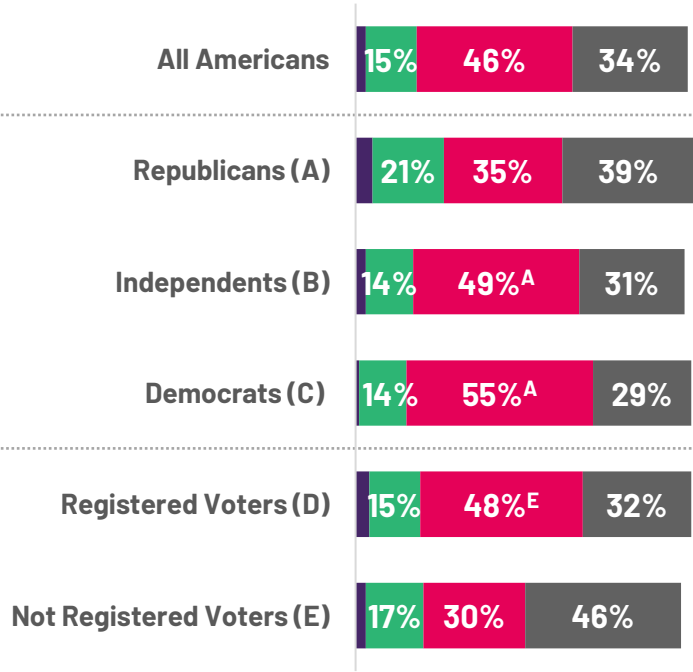
U.S. Congress



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=572), Independents (N=603), Democrats (N=681); Registered voters (N=1,767), Not registered voters (N=262)

*Note: For data visualization purposes, value labels for "Too much" are not shown
*Note: For data visualization purposes, "skipped" is not included as a response option on this slide
*Note: Letters indicate statistically significant differences; for data visualization purposes, these markers are only shown for "too little"





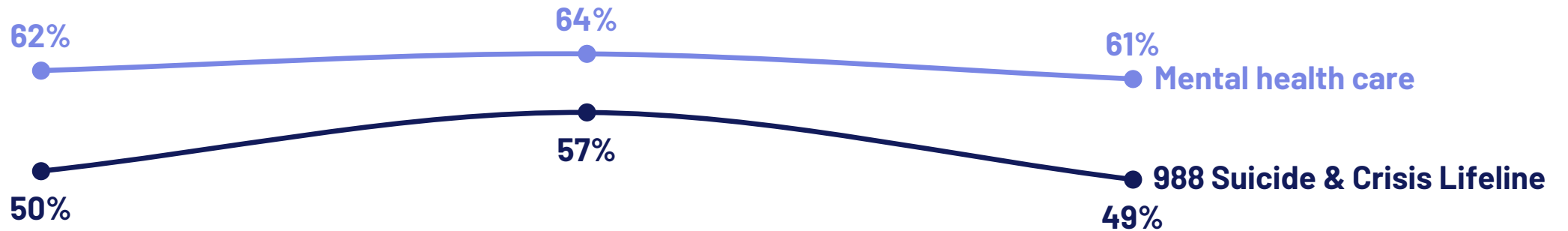
61%

of Americans say
Congress should
**highly prioritize
federal funding for
mental health care**

Most Americans say Congress should highly prioritize federal funding for mental health care. Just under half of Americans say Congress should highly prioritize federal funding for the 988 Lifeline.

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



June 2023

Oct 2023

June 2024

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 in June 2024 (n=2,048); All respondents in Oct 2023 (n=2,048); All respondents in June 2023 (n=2,073)

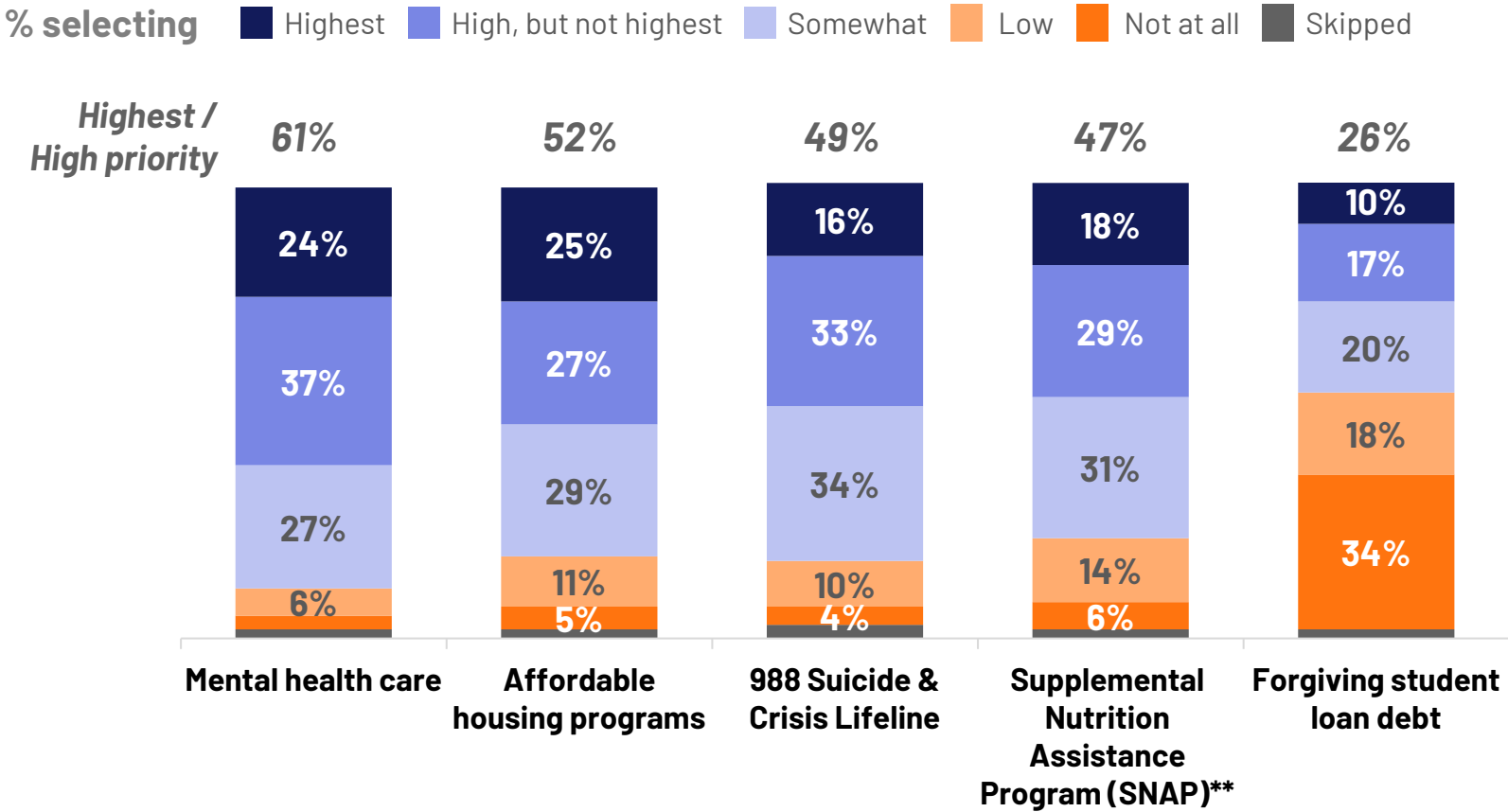
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*Note: The plot does not show continuous values. Only 3 disparate values are shown

*Note: For data visualization purposes, responses for "Affordable housing programs," "Supplemental Nutrition Assistance Program (SNAP) (formerly known as food stamps)," and "Forgiving student loan debt" are not shown

Black and Hispanic Americans are more likely than white or AAPI Americans to say Congress should highly prioritize funding for mental health care or the 988 Lifeline.

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?*



Black* and Hispanic Americans are more likely than white*** and AAPI*** Americans to say Congress should highly prioritize funding mental health care (79% and 68% vs. 57% and 51%, respectively). They are also more likely to say Congress should highly prioritize funding for the 988 Suicide & Crisis Lifeline (67% and 57% vs. 44% and 45%, 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=2,048); White*** (N=1,363), Black*** (N=210), Hispanic (N=297), AAPI*** (N=94****)
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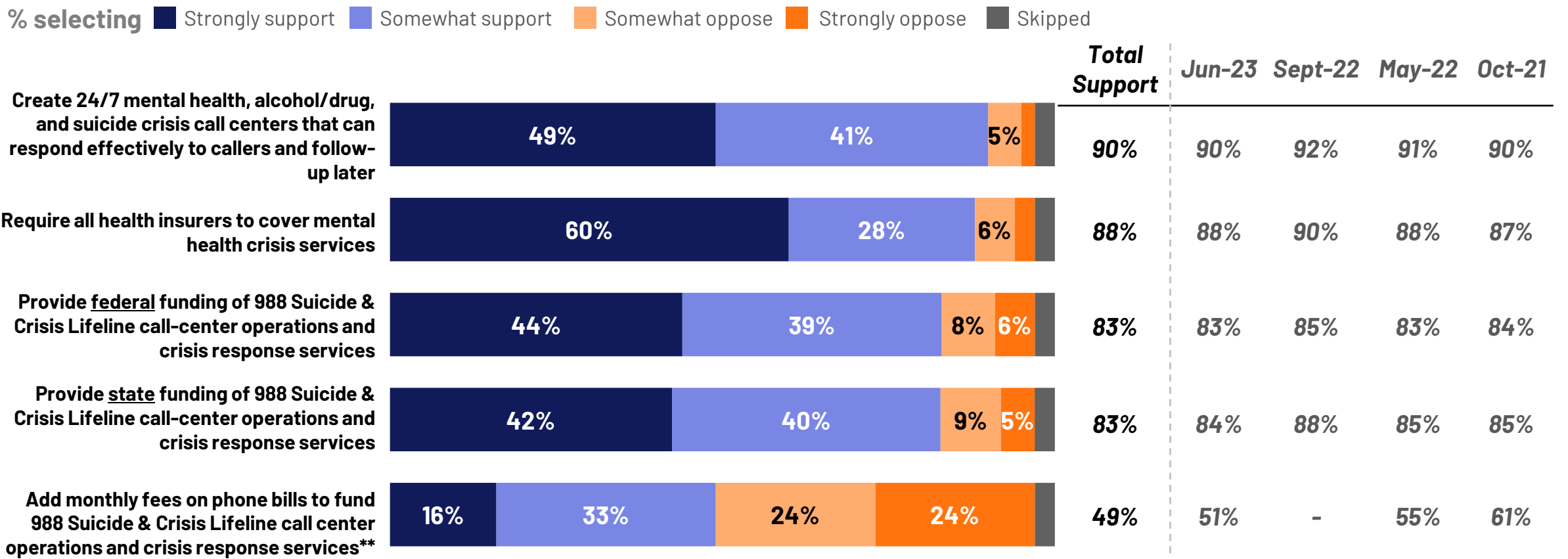
*Note: Values less than or equal to 3% are not shown
**The full response option is, "Supplemental Nutrition Assistance Program (SNAP) (formerly known as food stamps)"
***Note: These subgroups do not include respondents who identify as Hispanic
****Note: Low base size (N<100). Interpret with caution

36

Ipsos

Americans’ support for most policies asked about has remained generally stable since the study started in October 2021.

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 June 2024 (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)

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

**Note: The full text for this response option is, "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: 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."

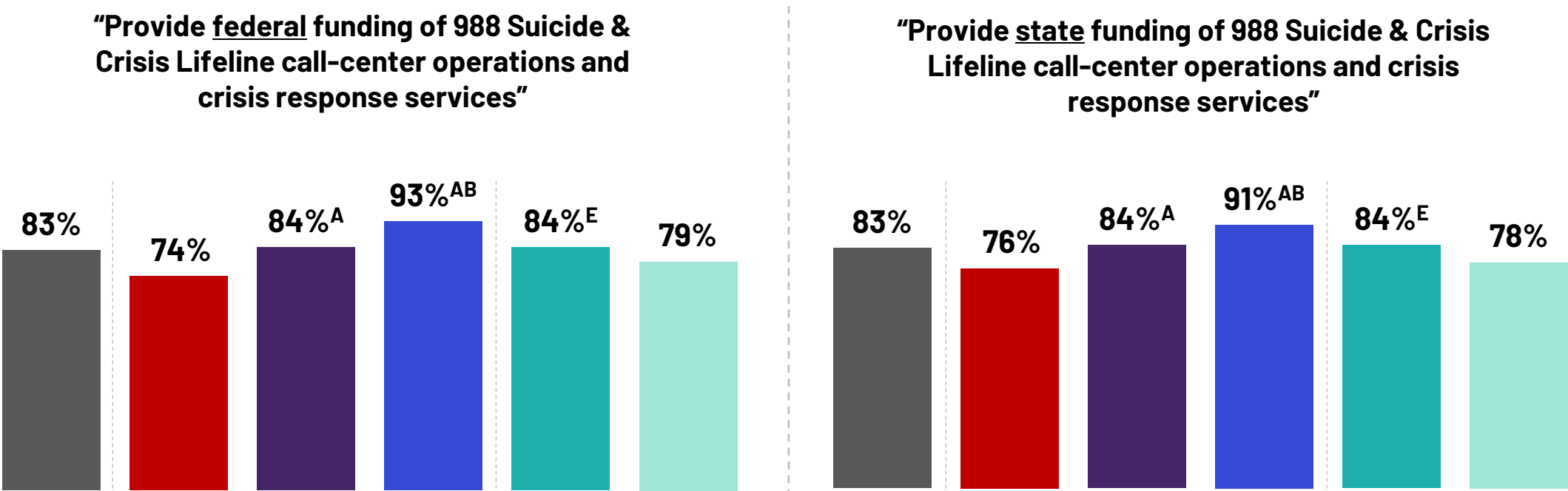
37

Ipsos

While most Americans support funding the 988 Lifeline regardless of party affiliation or registered voter status, Democrats, independents, and registered voters are especially likely to support federal or state funding for the 988 Lifeline.

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

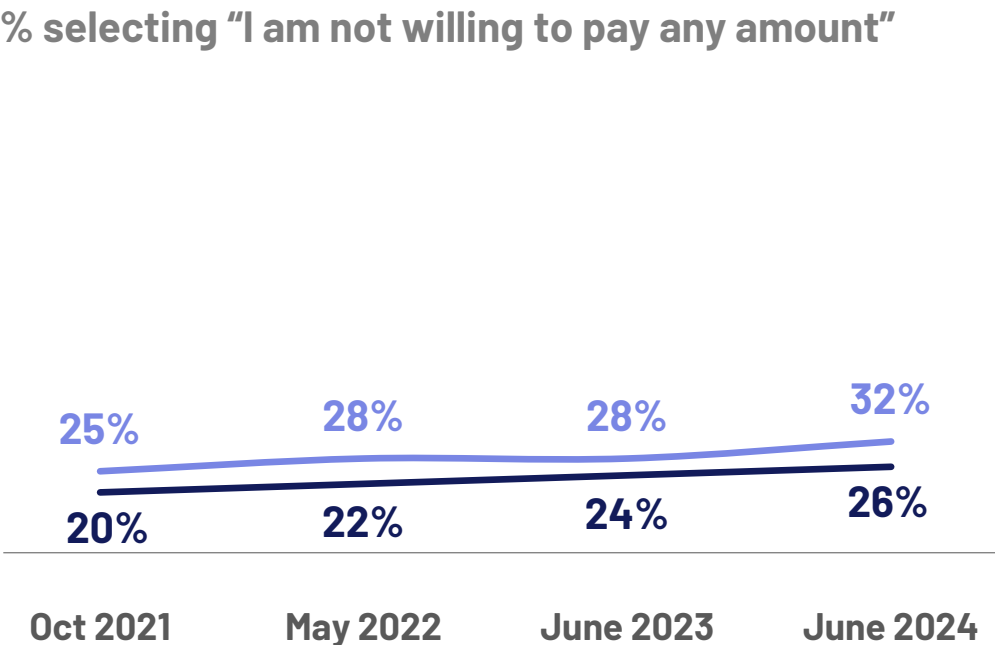
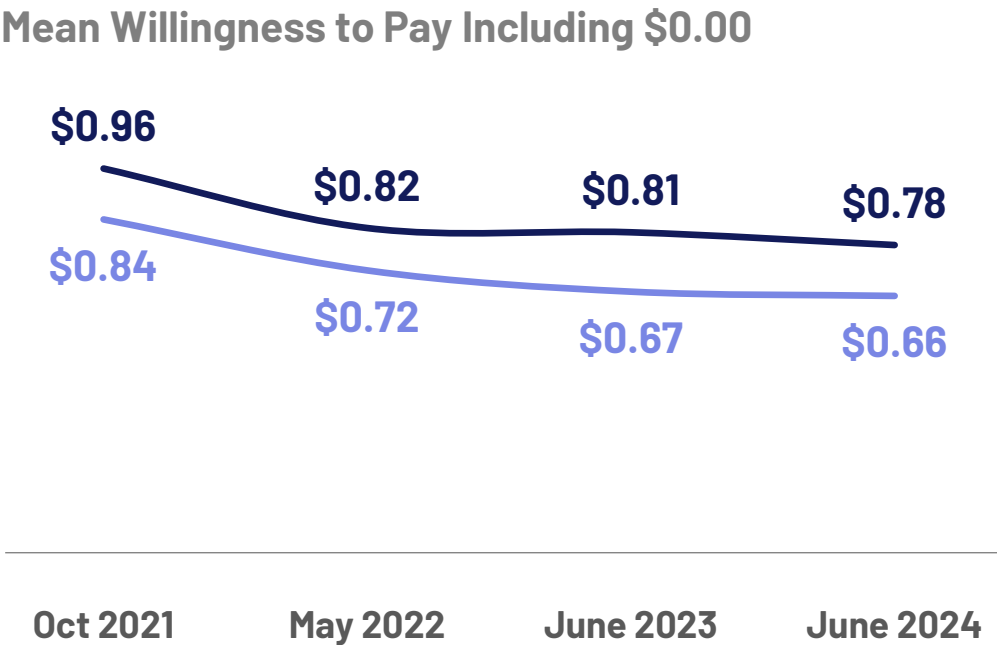
% selecting strongly/somewhat support ■ Total ■ Republicans (A) ■ Independents (B) ■ Democrats (C) ■ Registered voters (D) ■ Not registered voters (E)



After receiving messaging about existing monthly 911 service fees, Americans are willing to pay a slightly higher monthly fee to fund 988 Lifeline operations. This pattern has been consistent since the start of the study in October 2021.

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

Before Messaging After Messaging



Q. How much, if any, in fees would you be willing to pay on your monthly phone bill to fund 988 Suicide & Crisis Lifeline 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 Suicide & Crisis Lifeline call-center operations and associated crisis response services?
Base: All respondents in June 2024 (n=2,048); All respondents in June 2023 (n=2,073); All respondents in May 2022 (n=2,045); All respondents in October 2021 (n=2,049)
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*Note: The plots do not show continuous values. Only 4 disparate values are shown in each plot
*Note: Prior to the June 2023 wave, this question was asked as, "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?"



IDENTIFYING CRISES AND EMERGENCIES

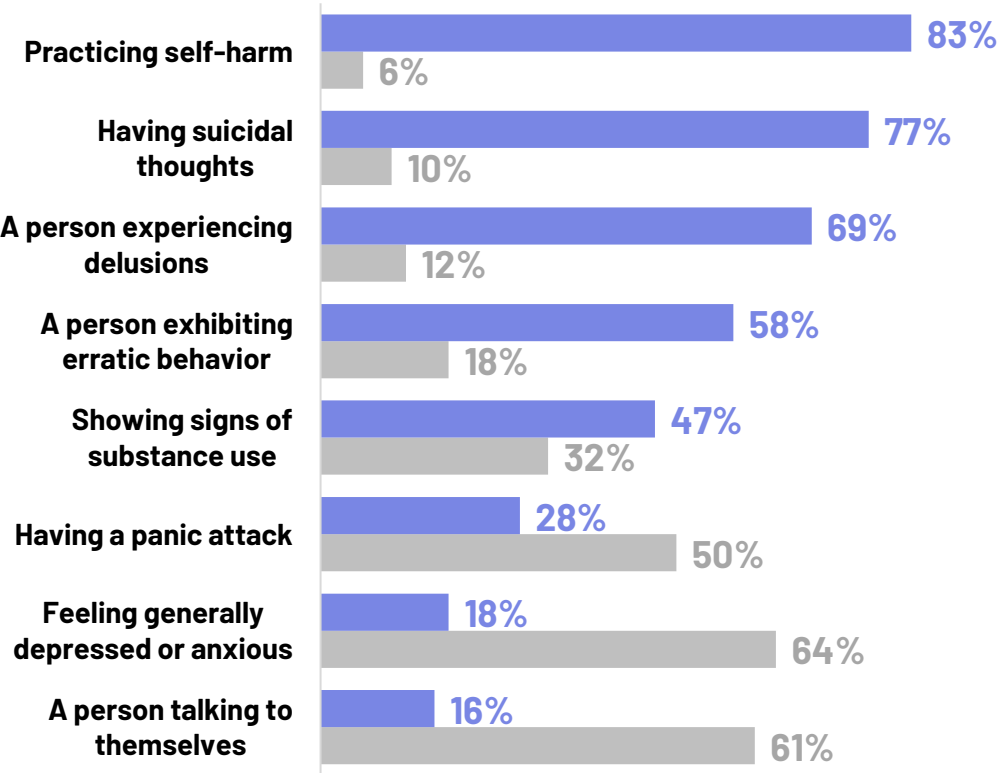
06

Most Americans consider self-harm, suicidal thoughts, delusions, and erratic behavior as crises or emergencies.

Split A

Please tell us if you think each of the below are examples of a **crisis**, NOT a crisis, or you don't know.*

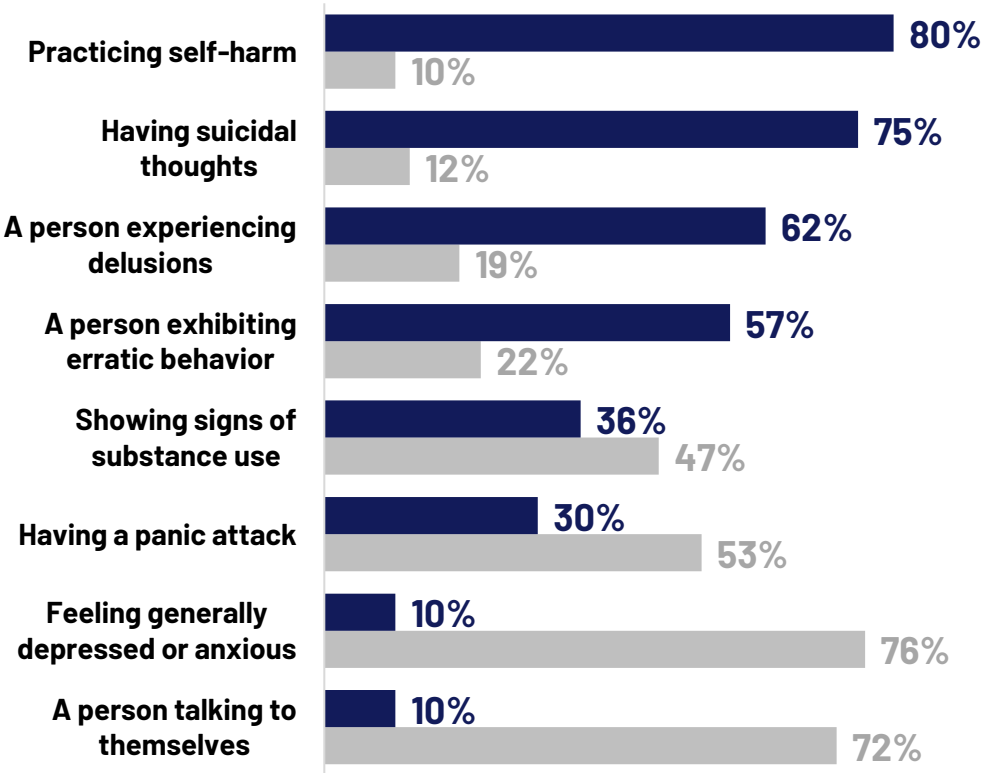
% selecting ■ Is a Crisis ■ Is NOT a Crisis



Split B

Please tell us if you think each of the below are examples of an **emergency**, NOT an emergency, or you don't know.*

% selecting ■ Is an Emergency ■ Is NOT an Emergency

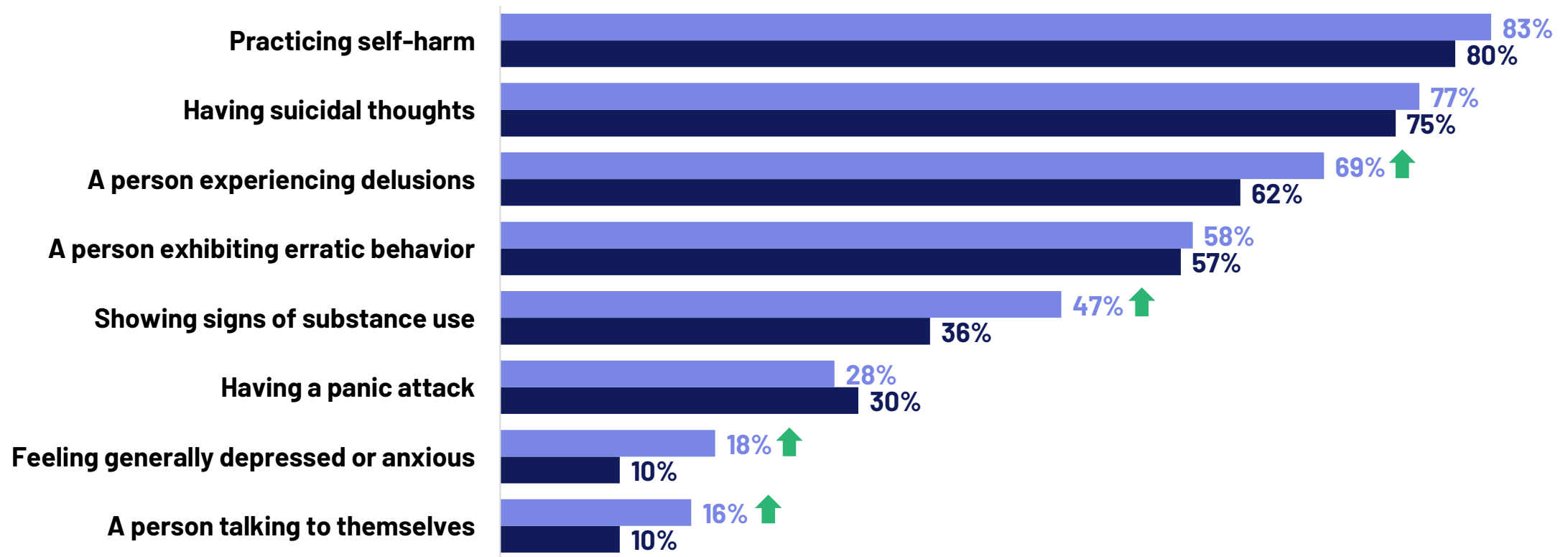


Q. Please tell us if you think each of the below are examples of a crisis, NOT a crisis, or you don't know. Base: Split sample A (N=1,022)
Q. Please tell us if you think each of the below are examples of an emergency, NOT an emergency, or you don't know. Base: Split sample B (N=1,026)
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Americans are slightly more likely to consider delusions, substance use, depression, anxiety, or talking to oneself as crises than emergencies.

Please tell us if you think each of the below are examples of a crisis/emergency, NOT a crisis/emergency, or you don't know.*

% selecting ■ Is a Crisis (Split A) ■ Is an Emergency (Split B)



Q. Please tell us if you think each of the below are examples of a crisis, NOT a crisis, or you don't know. Base: Split sample A (N=1,022)

Q. Please tell us if you think each of the below are examples of an emergency, NOT an emergency, or you don't know. Base: Split sample B (N=1,026)

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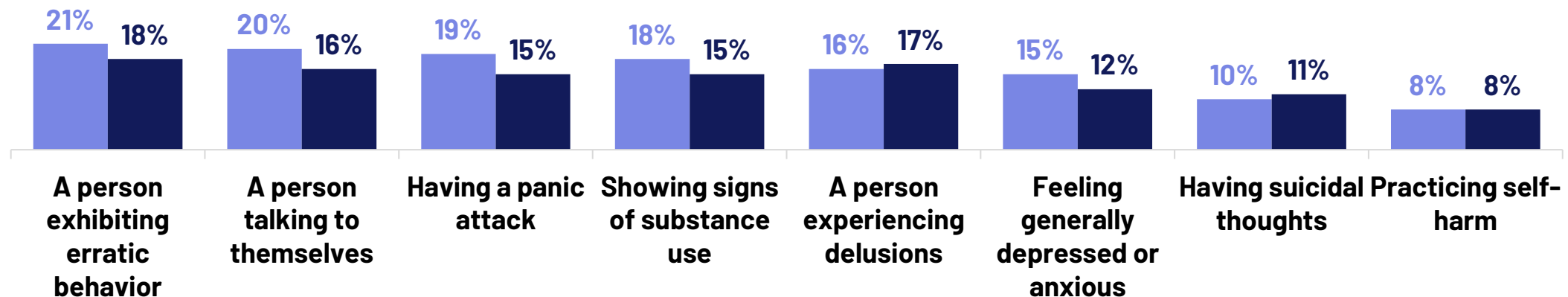
**Note: Upward arrows indicate statistical significance, meaning that that respondents are significantly more likely to consider the respective response to be a crisis than an emergency*



While most Americans can identify whether situations are crises/emergencies or not, about 1 in 5 say they don't know when it comes to erratic behavior, talking to oneself, panic attacks, substance abuse, or delusions.

Please tell us if you think each of the below are examples of a crisis/emergency, NOT a crisis/emergency, or you don't know.

% selecting don't know ■ Crisis question (Split A) ■ Emergency question (Split B)



Q. Please tell us if you think each of the below are examples of a crisis, NOT a crisis, or you don't know. Base: Split sample A (N=1,022)

Q. Please tell us if you think each of the below are examples of an emergency, NOT an emergency, or you don't know. Base: Split sample B (N=1,026)

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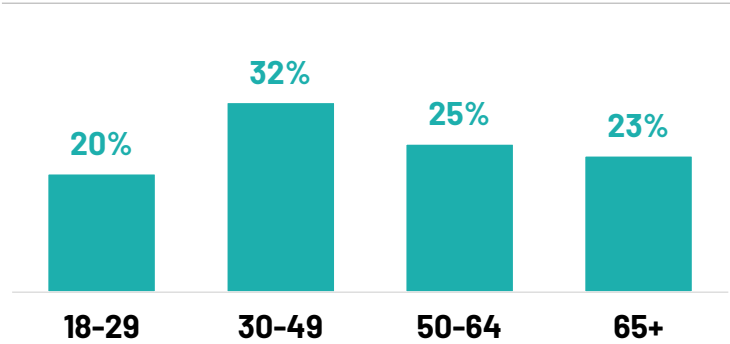
43

RESPONDENT PROFILE

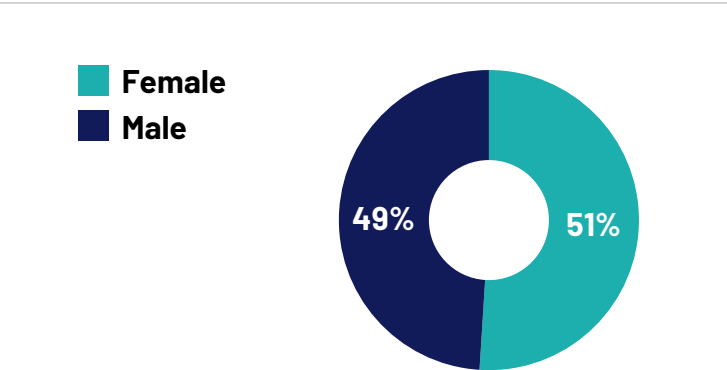
07

Respondent Profile

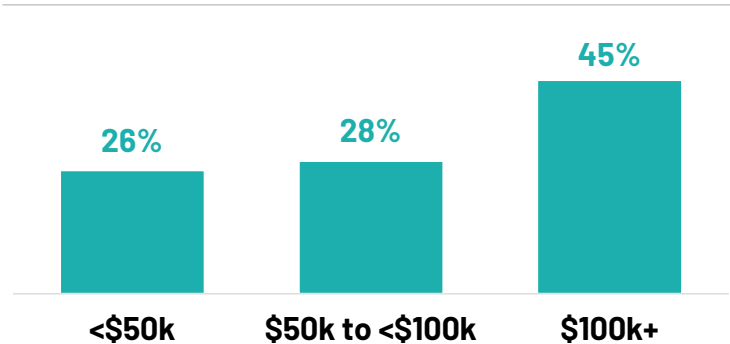
Age



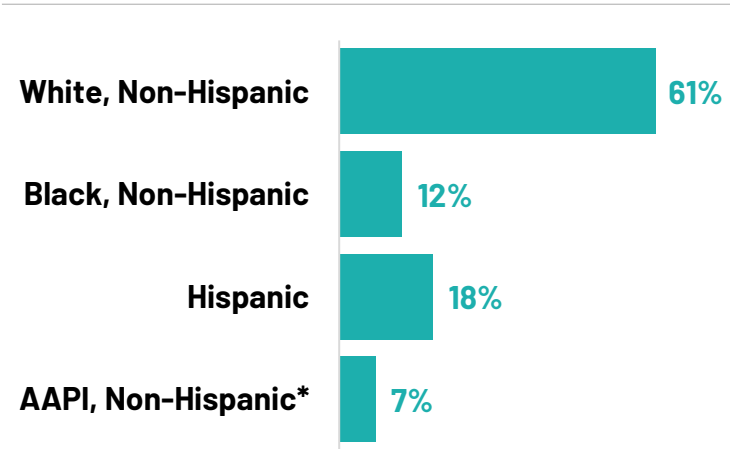
Gender



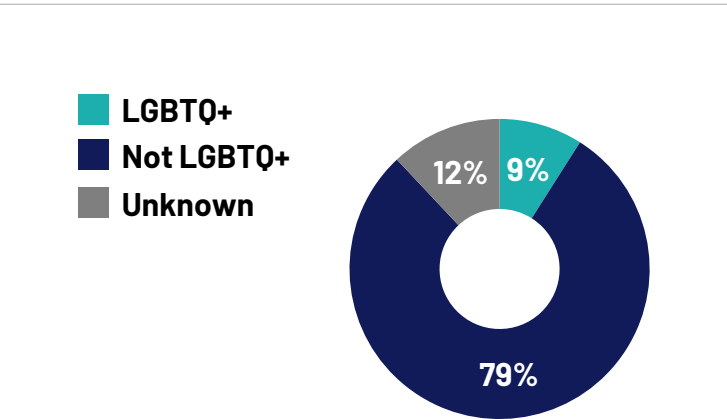
Household Income



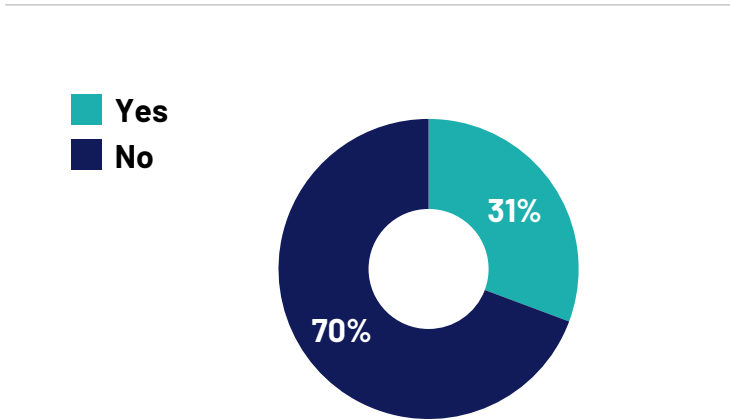
Race/Ethnicity



LGBTQ+ Status



Seen a Mental Health Provider



THANK YOU

