

NAMI / IPSOS 988 SUICIDE AND CRISIS LIFELINE TRACKER

July 2025



National Alliance on Mental Illness

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Research



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METHODOLOGY AND KEY FINDINGS

Methodology

About the Study

This NAMI/Ipsos poll was **conducted June 20 – 22, 2025**, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a **nationally representative probability sample of 2,022 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 2024 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....

- Gender (Male, Female)
- Income (<\$50K, \$50K-<\$100K, \$100K+)
- Party identification (Republican, Democrat, and Independent)

Key Findings: Current Perceptions of Mental Health Care

The landscape of mental health care in America is marked by widespread dissatisfaction and a call for more robust action. A striking majority of Americans, regardless of political affiliation, express concern about the current state of mental health treatment.

- Nearly three-quarters (73%) of Americans say they are not content with the status of mental health treatment in the country, consistent with attitudes over the past few years.
- Fewer than half (44%) of Americans feel favorable about the mental health care system. More people feel favorable about Medicare (69%) and Medicaid (64%).
- There's a call for action, with 59% of Americans saying Congress is doing too little to address mental health care, in line with attitudes from earlier this year as well as late 2023. Americans also want more action at the state level, as similar proportions say their state's governor (47%) and legislature (50%) have done too little.
- The issue of income equity in mental health care access is prominent, with 81% of Americans believing that people with lower incomes face additional barriers to mental health care. This concern is shared across party lines, with Democrats (90%), independents (83%) and Republicans (69%) in agreement, highlighting a potential area for targeted policy efforts.

Key Findings: 988 Suicide and Crisis Lifeline

The 988 Suicide and Crisis Lifeline has seen significant growth in awareness and perceived effectiveness, though challenges remain in public understanding of its use.

- Since the launch of the 988 Lifeline, familiarity has doubled (from 14% to 28% at least somewhat familiar). Awareness – defined as those that have heard of the Lifeline – has significantly increased (44% to 74% from Sept. 2022 until now).
- Self-reported usage of the Lifeline has not changed significantly in the past few months. Among those that have contacted the Lifeline for themselves or someone else, 71% report that they received some or all of the help they needed, up from 55% in June 2023.
- However, nearly half (46%) of Americans are unsure when a situation is serious enough to contact the 988 Lifeline.
- When using the service, Americans prioritize immediate access to crisis counselors (54%), underlining the critical nature of timely intervention in mental health crises.
- Only 27% of Americans were able to correctly identify 988's nationwide availability, and even fewer (9%) are aware that it continues to receive federal funding, demonstrating a need to educate about 988's ongoing availability.

**Note: "Familiar" is a combination of Somewhat familiar and very familiar*

Key Findings: Funding Priorities and Policy

There is strong support across partisan lines for increased mental health funding, especially for youth and crisis services, though opinions on funding methods differ.

- A majority (62%) believe Congress should highly prioritize federal funding for mental health care; a view consistent across recent years.
- There's overwhelming agreement (79%) that young people need more dedicated mental health resources. This is consistent across party identification with Democrats (91%), independents (78%), and Republicans (70%) in agreement.
- While 80% support federal funding and 82% support state funding for 988 Lifeline operations, support for phone bill fees has declined from 61% in 2021 to 46% in 2025.
- More than half of Americans believe mental health care (62%), suicide prevention (54%), and 988 Lifeline (53%) should be high priorities for funding for congress.

Key Findings: Medicaid

Medicaid is widely viewed as a crucial component of mental health care, with strong opposition to funding cuts across demographic groups.

- Three-quarters of Americans see Medicaid as vital for vulnerable populations, with support crossing party lines (Democrats 89%, Independents 79%, Republicans 61%).
- In addition, strong majorities support protecting federal Medicaid funding for mental health care access (82%) and substance use treatment (78%), indicating broad recognition of Medicaid's role in addressing these interconnected issues.
- Most Americans (66%) agree that cutting Medicaid funding would negatively affect health outcomes for low-income individuals. This percentage has decreased from 78% in March 2025. However, the recent addition of a "don't know" option in the June 2025 survey reveals that more than 1 in 10 Americans are uncertain about Medicaid's impact on low-income individuals. Disagreement has remained consistent from March (18%) to June (17%) 2025.

CURRENT PERCEPTIONS OF MENTAL HEALTH & CARE

What comes to mind when you hear the phrase 'mental health'?



"Being stable in order to exist in the world I live. Without mental health, there's no physical health."

"Mental health, to me, means how we think, feel, and act. It also helps determine how we handle stress, relate to others, and make choices."

"The state of our minds."

"Emotional and social well-being – I think about functioning in everyday life, beyond physical abilities."

"Very important."

"Cognitive, psychological but also physical health. This type of health affects the way you think, behave and feel."

"There is a lot of mental health issues happening."

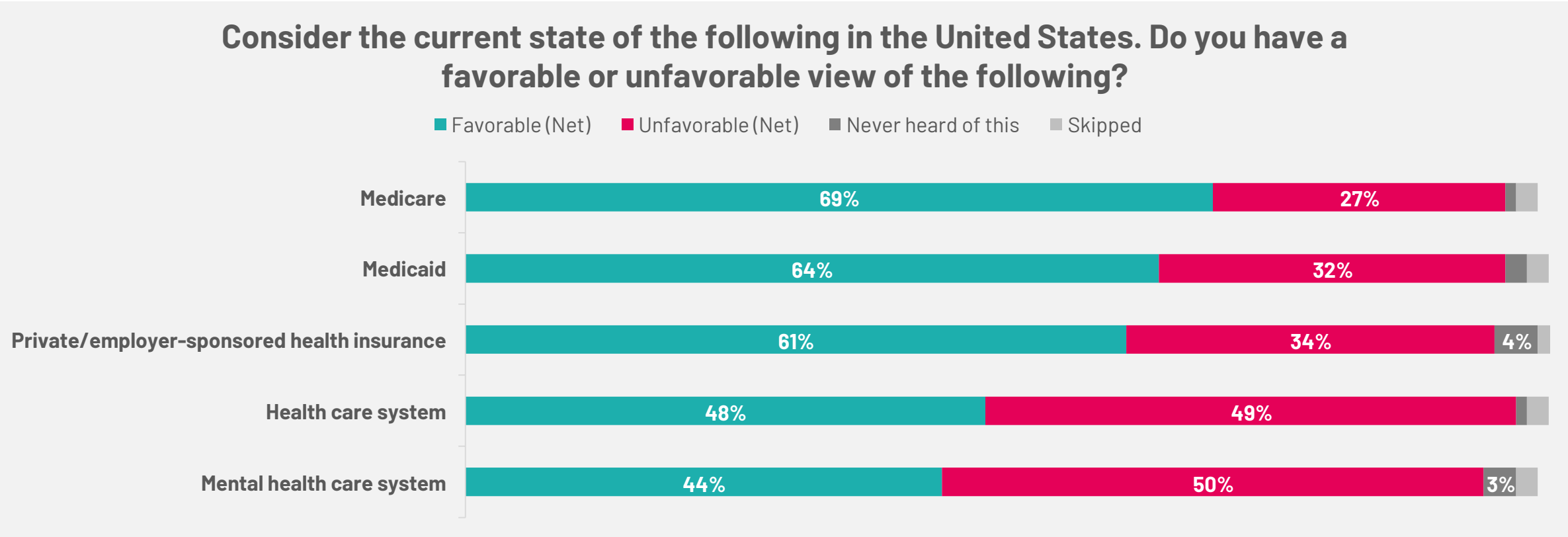
"Mental health needs to be as important as physical health but is less of a focus because there are no hard measurements, like blood tests. It is more subjective. It still carries a stigma to many people."

Mental health is critical for wellbeing but challenges in understanding and access exist

- Most associate mental health with emotional and psychological wellbeing, including the ability to cope with daily stressors and challenges
- Many think of specific conditions like depression, anxiety, and other mental illness when hearing the term
- Some view mental health as equally as important to physical health, but note it is often stigmatized or misunderstood
- Access to proper care and resources is seen as crucial but lacking by many respondents

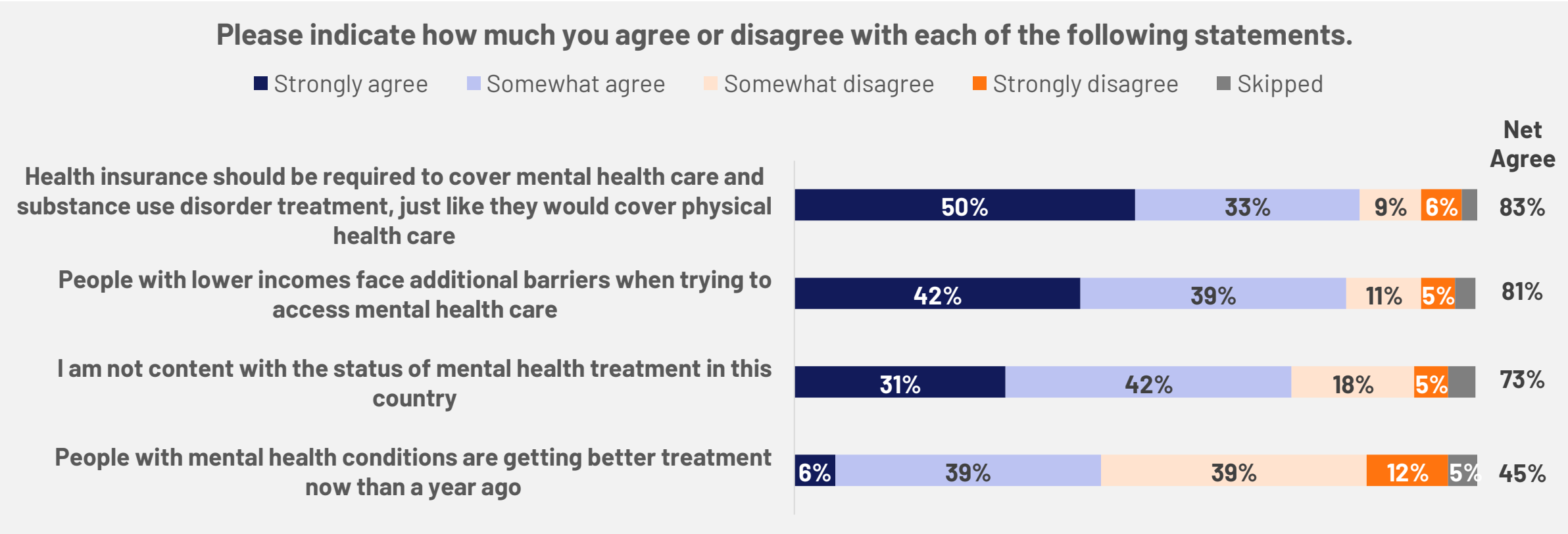
Q. What comes to mind when you hear the phrase 'mental health'? Please explain briefly why these thoughts or ideas came to mind for you.
Base: All respondents (n= 2,022)

Most Americans view Medicare and Medicaid favorably, while many are split on perceptions of mental health care / health care system



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=2,022)

Majority of Americans support mental health to be covered in the same way as physical health coverage in insurance, while 3 in 4 are dissatisfied with current treatment options



Q. Please indicate how much you agree or disagree with each of the following statements.
Base: All respondents (n=2,022)



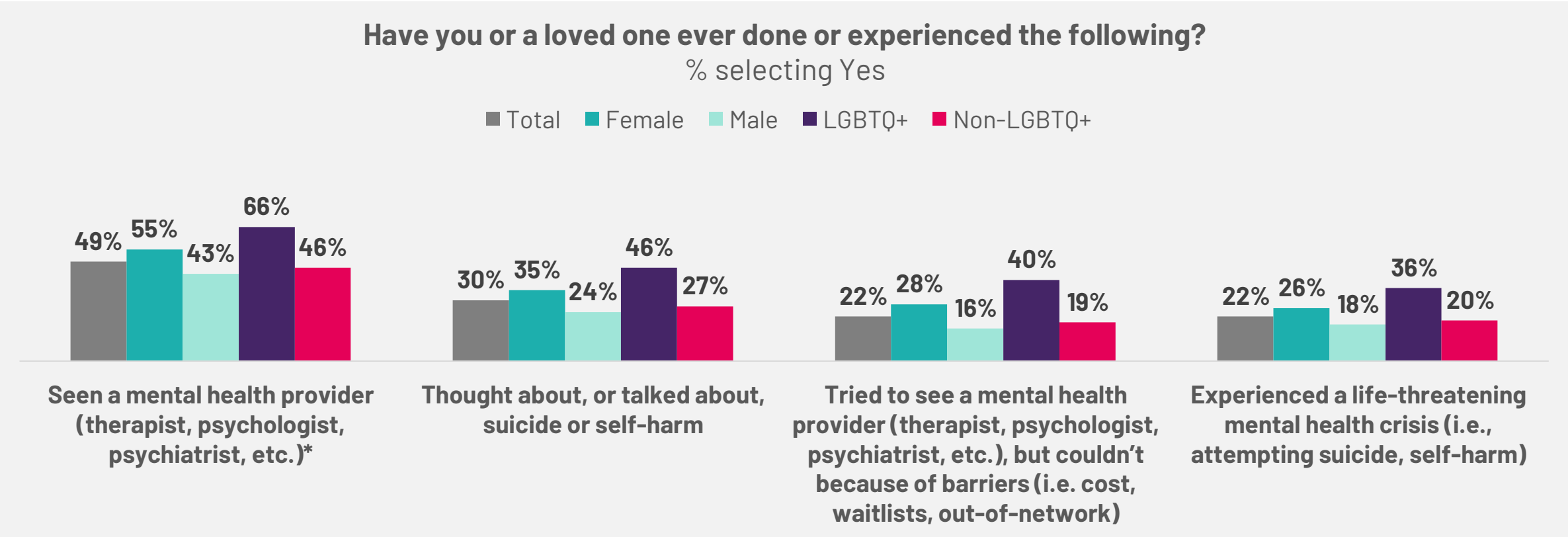
Overwhelming bipartisan majority supports mandatory inclusion of mental health coverage in health insurance

Please indicate how much you agree or disagree with each of the following statements. % selecting agree				
	Total	Republican (A)	Democrat (B)	Independent (C)
Health insurance should be required to cover mental health care and substance use disorder treatment, just like they would cover physical health care	83%	79%	89% ^{AC}	84% ^A
People with lower incomes face additional barriers when trying to access mental health care	81%	69%	90% ^{AC}	83% ^A
I am not content with the status of mental health treatment in this country	73%	66%	83% ^{AC}	73% ^A
People with mental health conditions are getting better treatment now than a year ago	45%	57% ^{BC}	38%	40%

Q. Please indicate how much you agree or disagree with each of the following statements.
Base: All respondents (n=2,022), Republicans (n=566), Democrats (n=631), Independents (n=622)

Note: Letters indicate statistically significant difference

Half of Americans report seeking mental health care, with LGBTQ+ individuals and women more likely to say this



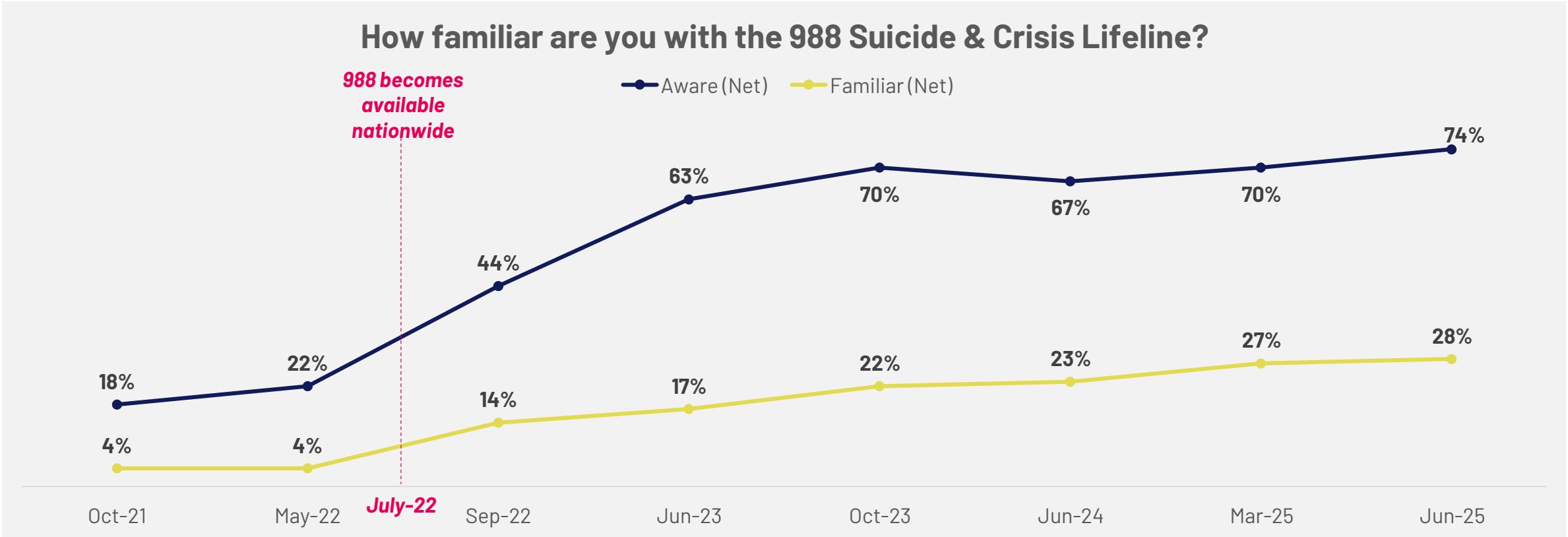
Q. Have you or a loved one ever done or experienced the following?
Base: All respondents (n=2,022), Female (n=987), Male (n=1,035), LGBTQ+ (n=204), Non-LGBTQ+ (n=1,700)

*Note: Prior to May 2022, this statement was asked as, “Seen a mental health providers (therapist, psychologist, psychiatrists, etc.) for support during a difficult time



988 SUICIDE AND CRISIS LIFELINE

988 Suicide & Crisis Lifeline familiarity has doubled compared to shortly after launch in 2022 and continues to increase

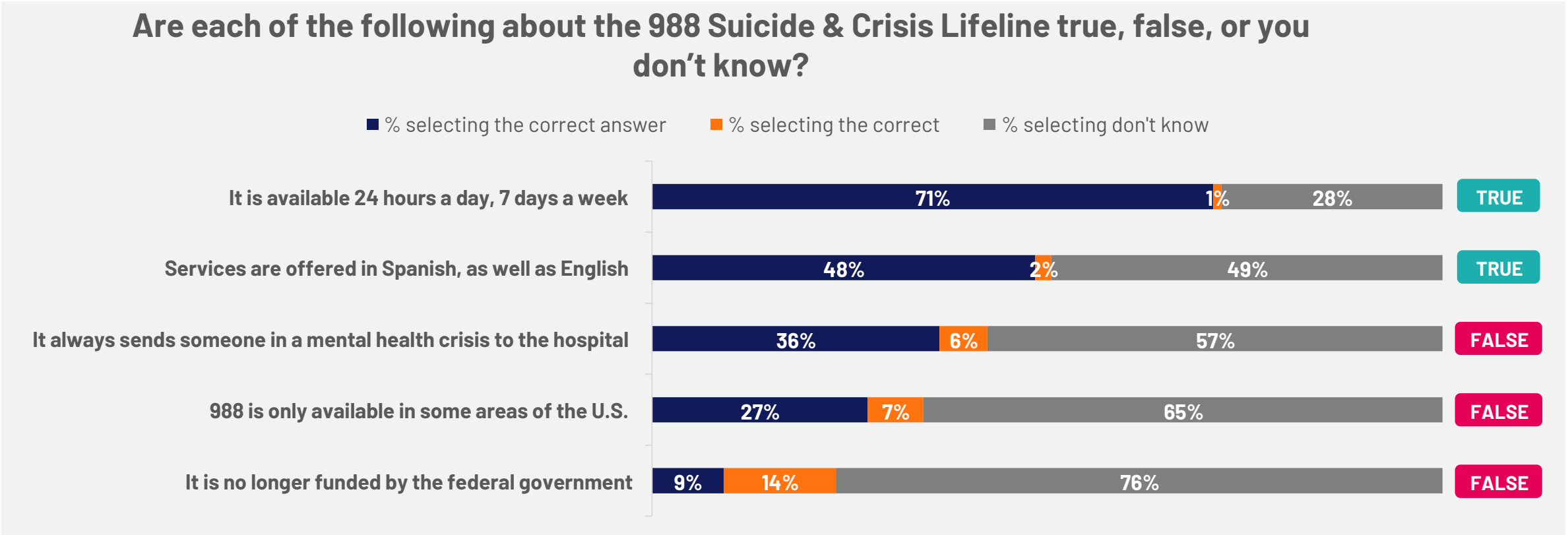


Q. How familiar are you with the 988 Suicide & Crisis Lifeline?
Base: All respondents June 2025 (n=2,022), All respondents March 2025 (n=2,049), All respondents June 2024 (n=2,048), All respondents October 2023 (n=2,048), All respondents June 2023 (n=2,073), All respondents September 2022 (n=3,071),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



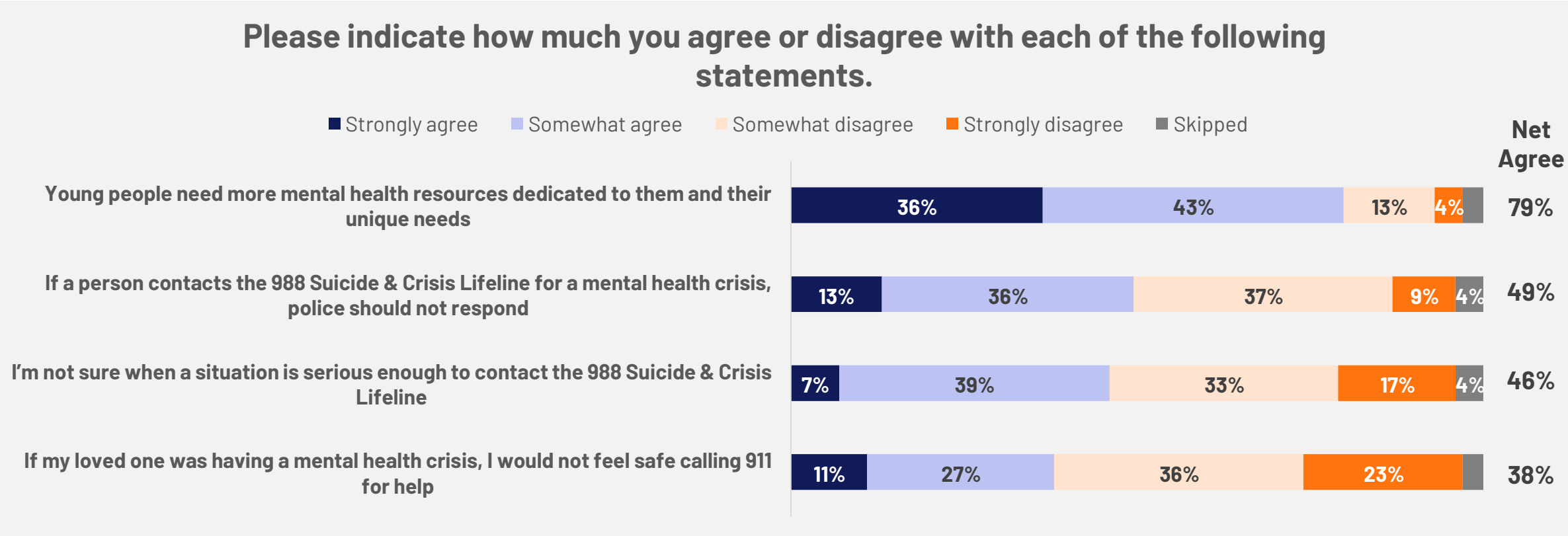
Although the 988 Lifeline is currently funded by the federal government, 3 in 4 Americans are unsure of this



Q. Are each of the following about the 988 Suicide & Crisis Lifeline true, false, or you don't know?
Base: Heard of 988 Suicide and Crisis Lifeline (n=1,516)



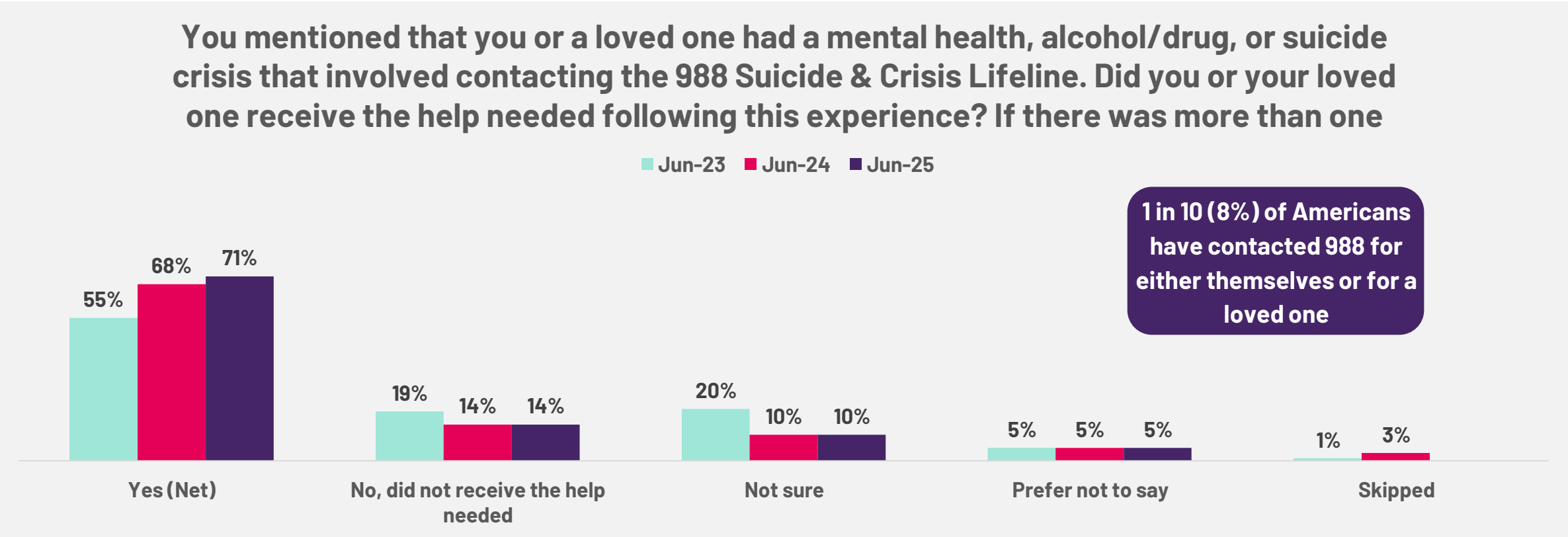
Most Americans support more mental health resources for youth, while many are unsure about crisis response protocols



Q. Please indicate how much you agree or disagree with each of the following statements?
Base: All respondents (n=2,022)



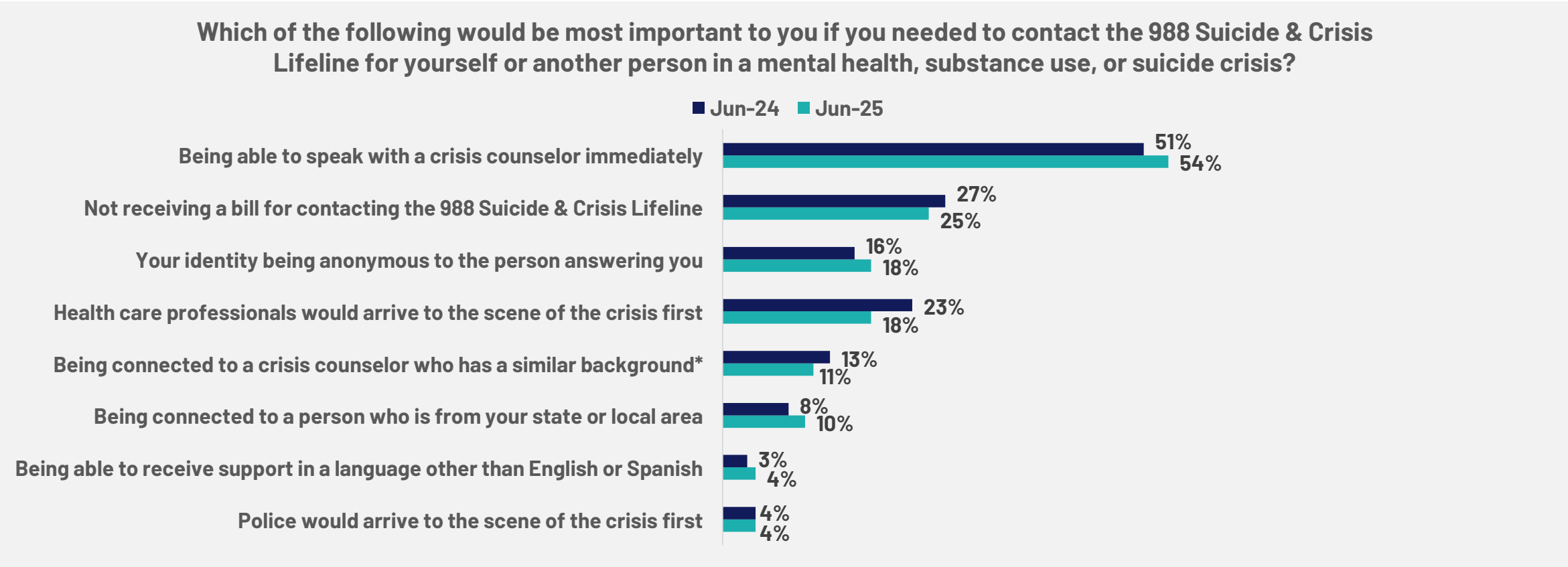
Most 988 Lifelines users report receiving help, with positive outcomes increasing from 55% in 2023 to 71% in 2025



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: All respondents June 2025 (n=164), All respondents June 2024 (n=102), All respondents June 2023 (n=92)*



Half of Americans consistently prioritize immediate access to crisis counselors when contacting 988 Lifeline



Q. Which of the following would be most important to you if you needed to contact the 988 Suicide & Crisis Lifeline for yourself or another person in a mental health, substance use, or suicide crisis?
Base: All respondents June 2025 (n=2,022), All respondents June 2024 (n=2,048)

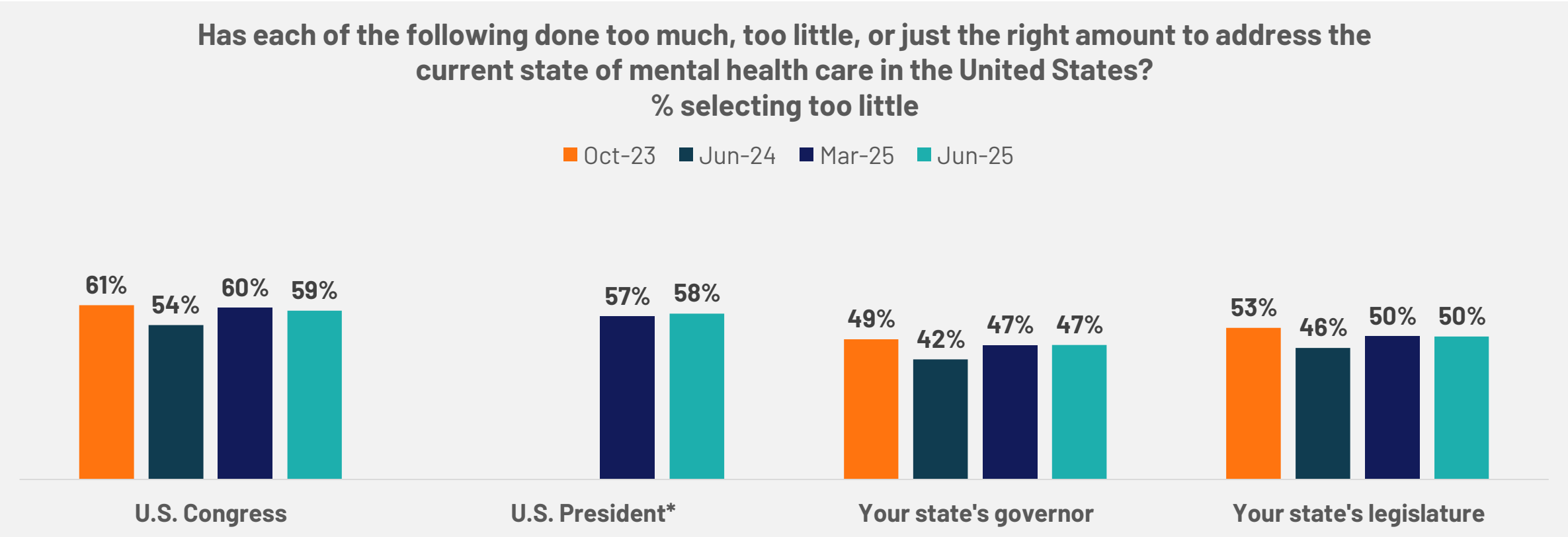
*Note: The full statement reads as "Being connected to a crisis counselor who has a similar background to you/the person in crisis"

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FUNDING, PRIORITIES, AND POLICY

Nearly half of Americans feel elected officials across federal and state levels have not adequately addressed mental health care in the U.S.

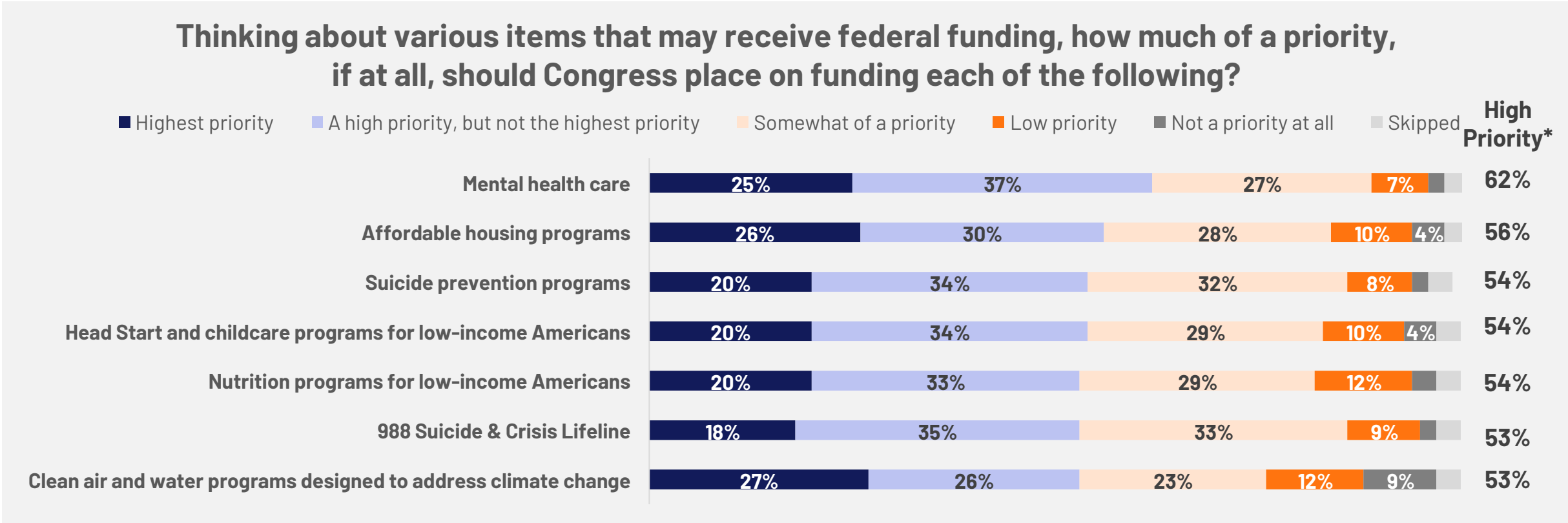


Q. Has each of the following done too much, too little, or just the right amount to address the current state of mental health care in the United States?
Base: All respondents June 2025 (n=2,022), All respondents March 2025 (n=2,049), All respondents June 2024 (n=2,048), All respondents October 2023 (n=2,048)

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



4 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=2,022)

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



More than half of Americans, across income levels, believe that mental health care should be 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*

	Total	<\$50k (A)	\$50k - <\$100k (B)	\$100k (C)
Mental health care	62%	67% ^C	65% ^C	58%
Affordable housing programs	56%	63% ^C	60% ^C	50%
Suicide prevention programs	54%	59% ^C	61% ^C	48%
Head Start and childcare programs for low-income Americans	54%	56% ^C	59% ^C	50%
Nutrition programs for low-income Americans	54%	59% ^C	60% ^C	48%
988 Suicide & Crisis Lifeline	53%	59% ^C	57% ^C	49%
Clean air and water programs designed to address climate change	53%	56% ^C	56% ^C	50%

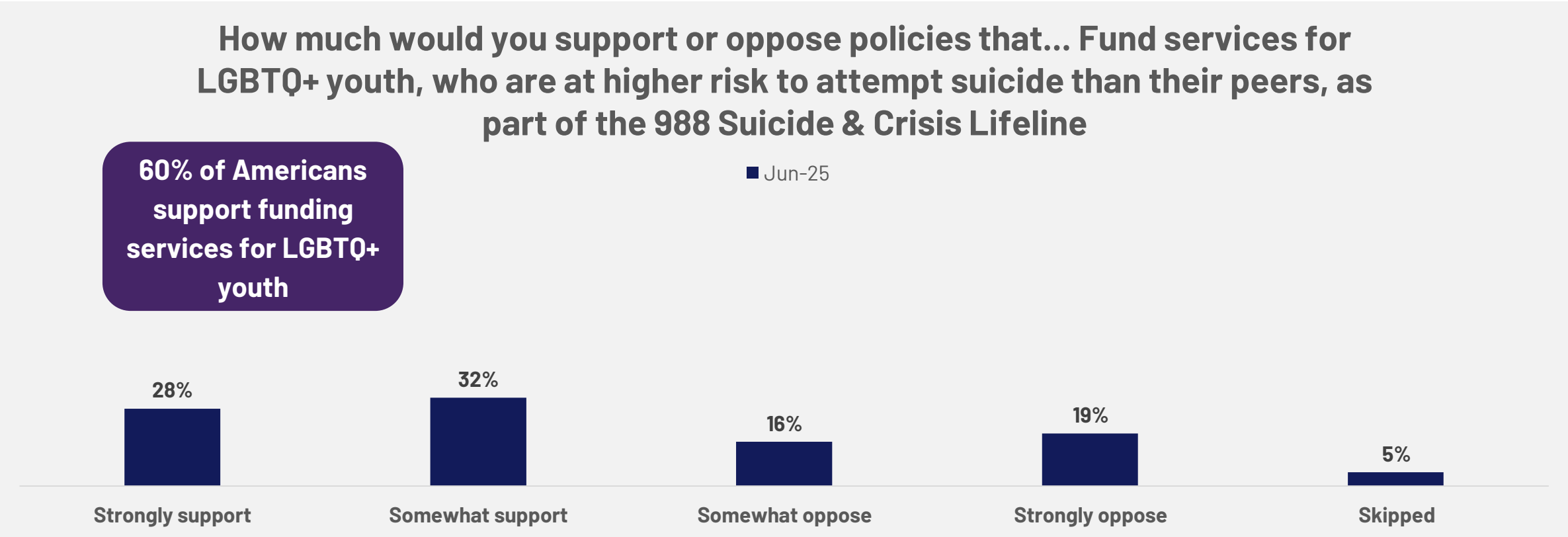
Q. Thinking about various items that may receive federal funding, how much of a priority, if at all, should Congress place on funding each of the following?

Base: All respondents (n=2,022), <\$50k (n=481), \$50k-<\$100k (n=508), \$100k (n=1033)

Note: Letters indicate statistically significant difference

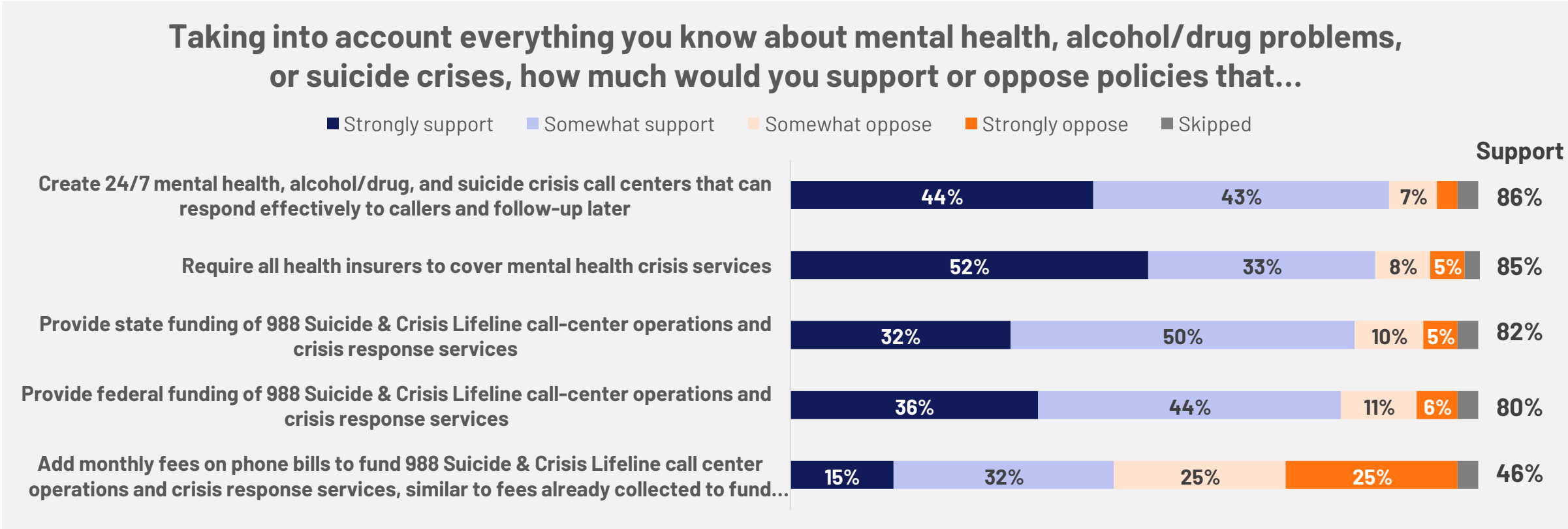
*Note: "High priority" is a combination of highest priority and a high priority, but not the highest priority

Most Americans support funding for specialized LGBTQ+ services as part of the 988 Lifeline



Q. How much would you support or oppose policies that... Fund services for LGBTQ+ youth, who are at higher risk to attempt suicide than their peers, as part of the 988 Suicide & Crisis Lifeline
Base: All respondents (n=2,022)

The majority support federal, state, and insurer funding for mental health crisis services but views on phone bill fees are mixed



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=2,022)

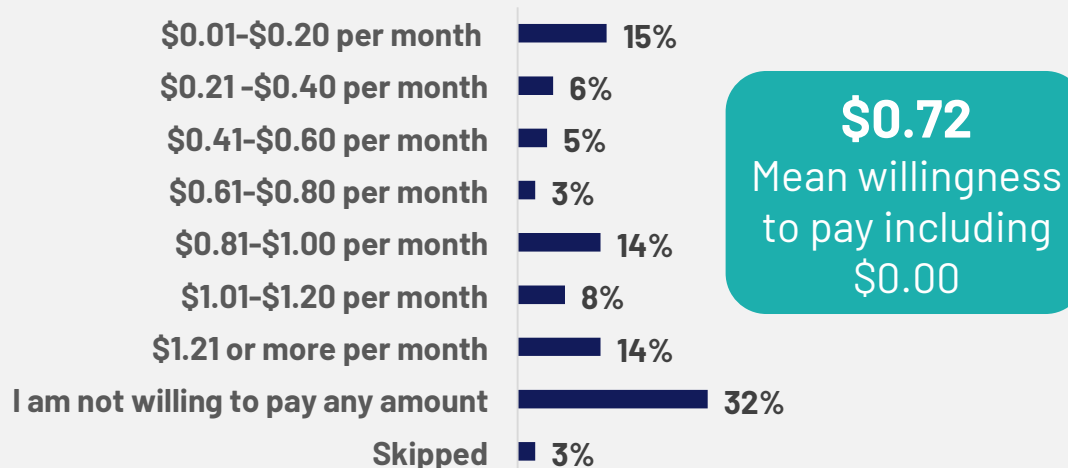
**Note: "Support" is a combination of strongly support and somewhat support.*



Americans are more willing to pay higher monthly fees on their phone bill for the 988 Lifeline when learning they currently pay fees on 911 services

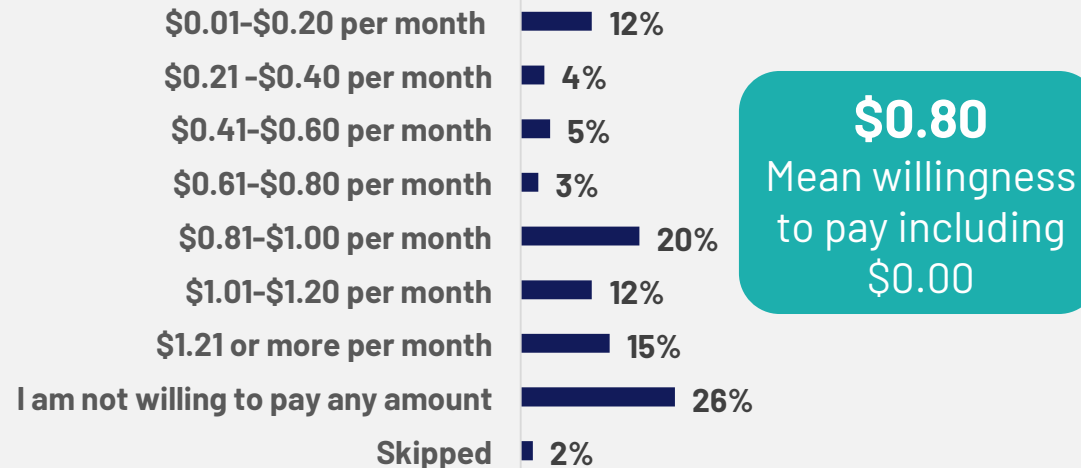
UNAIDED

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?



AIDED

Americans pay an average of \$1.00 on their monthly phone bill for 911 services (fees range from \$0.00 to \$5.00 per month, depending on the location). After reading this information, we would like to ask again. How much, if any, in fees would you be willin




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?

Base: All respondents (n=2,022)

Q. Americans pay an average of \$1.00 on their monthly phone bill for 911 services (fees range from \$0.00 to \$5.00 per month, depending on the location). After reading this information, we would like to ask again. How much, if any, in fees would you be willing to pay on your monthly phone bill to fund 988 Suicide & Crisis Lifeline call-center operations and associated crisis response services?

Base: All respondents except those in Oregon, California, Delaware, Maryland, Minnesota, Nevada, Virginia, Washington, or their state is blank (n=1,553)



89%

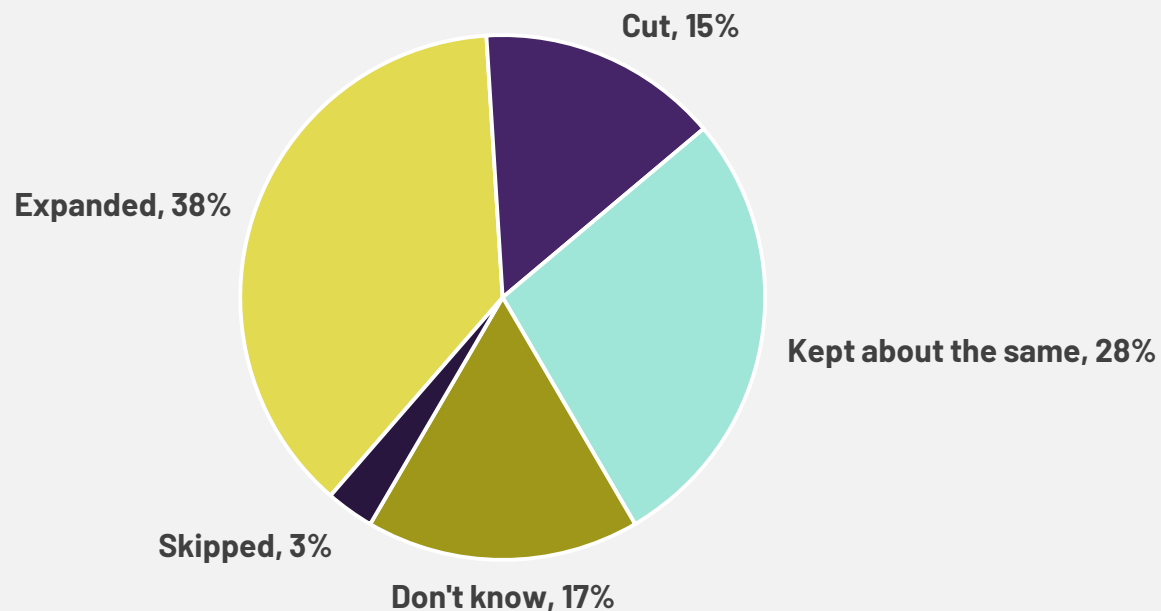
Of Americans in states that already have added a 988 fee to phone bills are unaware that their state* currently includes a small monthly fee on their phone bill for 988

*States include Oregon, California, Delaware, Maryland, Minnesota, Nevada, Virginia, and Washington

MEDICAID

2 in 3 Americans support expanding or keeping Medicaid coverage the same

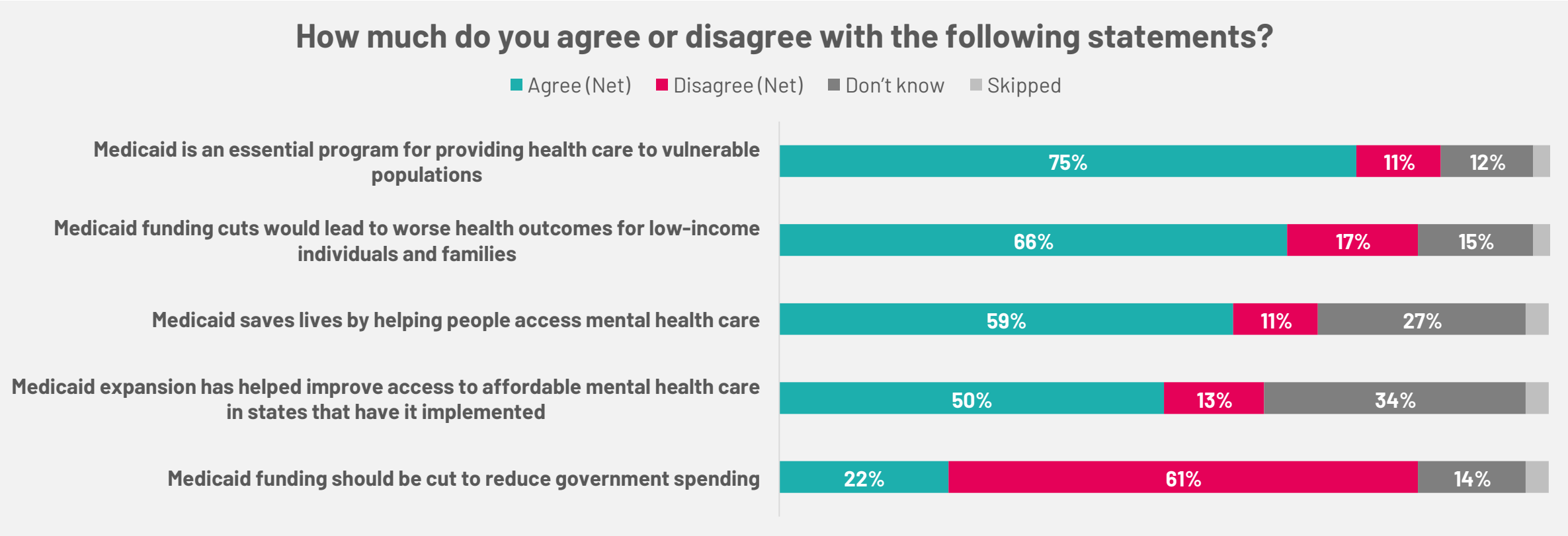
Do you think Medicaid should be expanded to cover more people, cut to cover fewer people, or kept about the same?



Q. Do you think Medicaid should be expanded to cover more people, cut to cover fewer people, or kept about the same?

Base: All respondents (n=2,022)

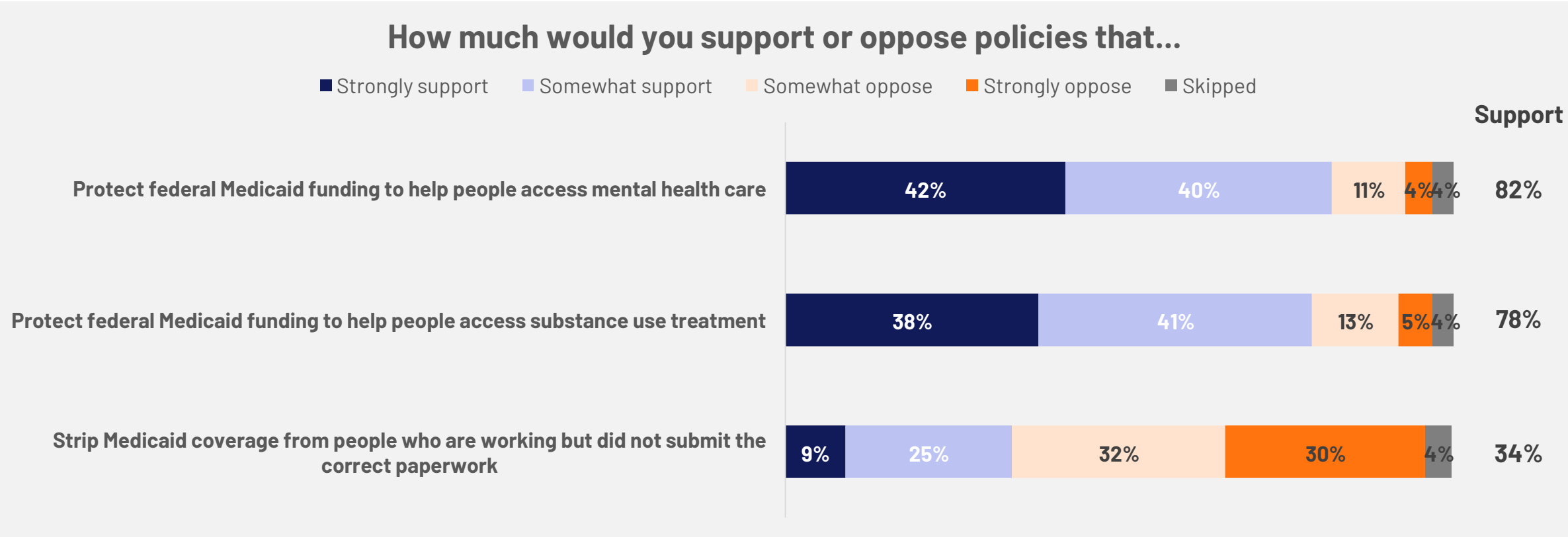
A strong majority view Medicaid as essential with 3 in 5 opposing cuts to Medicaid to reduce government spending



Q. How much do you agree or disagree with the following statements?
Base: All respondents (n=2,022)



Most Americans support protecting Medicaid funding for mental health and substance use treatment



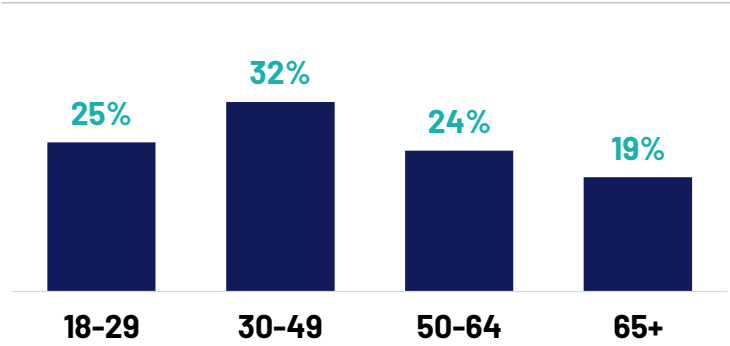
Q. How much would you support or oppose policies that...
Base: All respondents (n=2,022)



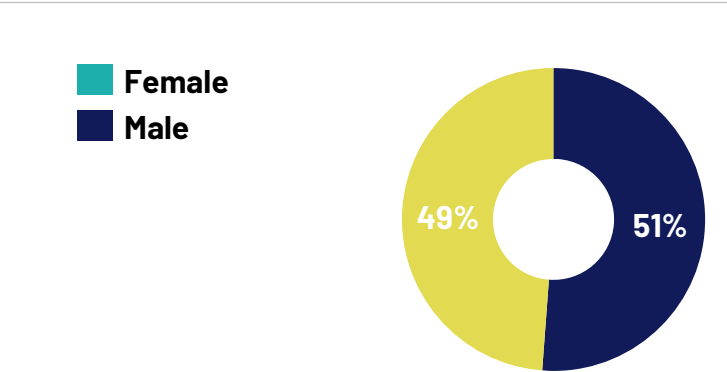
RESPONDENT PROFILES

Respondent Profile

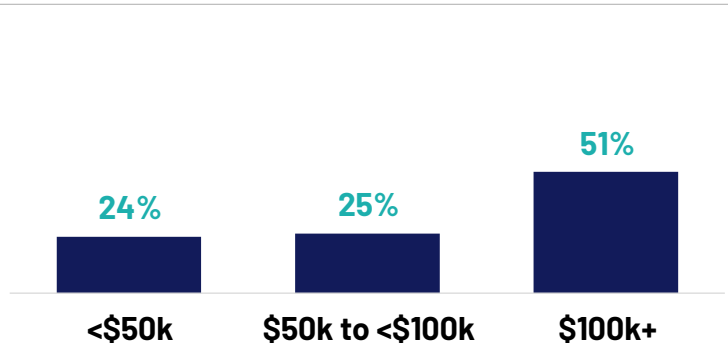
Age



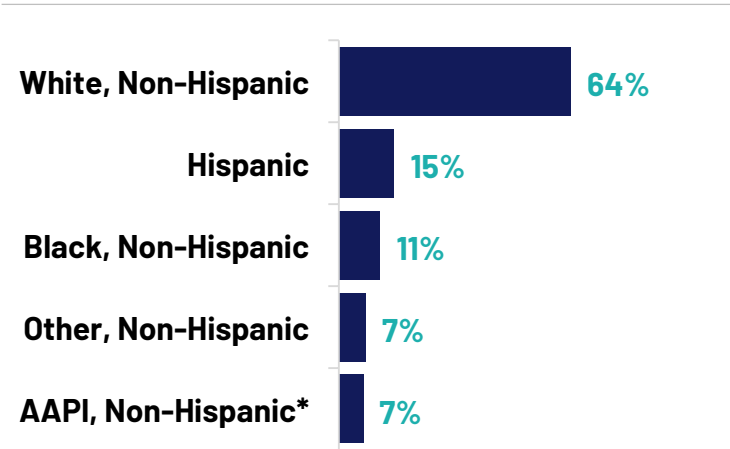
Gender



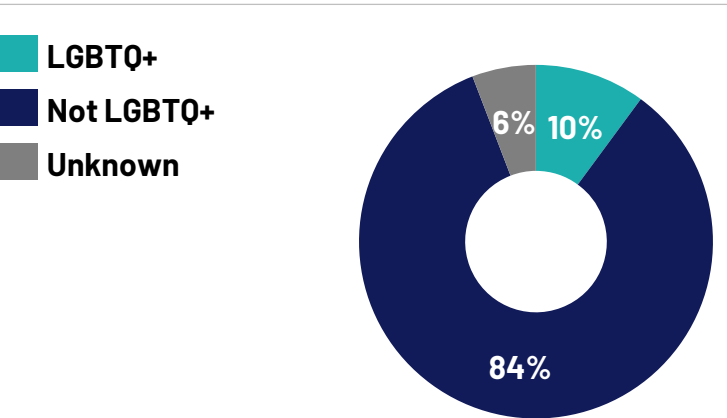
Household Income



Race/Ethnicity



LGBTQ+ Status



Party ID

