



TOPLINE & METHODOLOGY

NAMI/Ipsos Poll – Summer 2025 Tracking

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)
 Interview dates: June 20-22, 2025
 Number of interviews: 2,022

Margin of error: +/- 2.3 percentage points at the 95% confidence level for all respondents

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: * = less than 0.5%, - = no respondents, N/A = not applicable

Annotated Questionnaire:

Q1_Summary. Consider the current state of the following in the United States. Do you have a favorable or unfavorable view of the following? Summary - Favorable

	June 2025 (N=2,022)	March 2025 (N=2,049)
Medicare	69%	77%
Medicaid	64%	71%
Private/employer-sponsored health insurance	61%	64%
Health care system	48%	N/A
Mental health care system	44%	46%

Q1_1. Consider the current state of the following in the United States. Do you have a favorable or unfavorable view of the following? Mental health care system

	June 2025 (N=2,022)	March 2025 (N=2,049)
Very favorable	10%	10%
Somewhat favorable	15%	16%
Lean favorable	19%	20%
Lean unfavorable	19%	23%
Somewhat unfavorable	17%	14%
Very unfavorable	15%	12%
Never heard of this	3%	3%
Skipped	2%	2%
<i>Favorable (Net)</i>	44%	46%
<i>Unfavorable (Net)</i>	50%	49%

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Q1_2. Consider the current state of the following in the United States. Do you have a favorable or unfavorable view of the following? Private/employer-sponsored health insurance

	Total (N=2,022)	March 2025 (N=2,049)
Very favorable	18%	19%
Somewhat favorable	22%	23%
Lean favorable	21%	23%
Lean unfavorable	13%	13%
Somewhat unfavorable	10%	8%
Very unfavorable	10%	8%
Never heard of this	4%	4%
Skipped	2%	2%
<i>Favorable (Net)</i>	61%	64%
<i>Unfavorable (Net)</i>	34%	29%

Q1_3. Consider the current state of the following in the United States. Do you have a favorable or unfavorable view of the following? Medicare

	Total (N=2,022)	March 2025 (N=2,049)
Very favorable	24%	30%
Somewhat favorable	23%	26%
Lean favorable	22%	21%
Lean unfavorable	13%	10%
Somewhat unfavorable	8%	6%
Very unfavorable	6%	4%
Never heard of this	1%	1%
Skipped	2%	2%
<i>Favorable (Net)</i>	69%	77%
<i>Unfavorable (Net)</i>	27%	19%

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Q1_4. Consider the current state of the following in the United States. Do you have a favorable or unfavorable view of the following? Medicaid

	Total (N=2,022)	March 2025 (N=2,049)
Very favorable	19%	23%
Somewhat favorable	21%	24%
Lean favorable	23%	25%
Lean unfavorable	16%	12%
Somewhat unfavorable	9%	7%
Very unfavorable	7%	5%
Never heard of this	2%	2%
Skipped	2%	2%
<i>Favorable (Net)</i>	64%	71%
<i>Unfavorable (Net)</i>	32%	24%

Q1_5. Consider the current state of the following in the United States. Do you have a favorable or unfavorable view of the following? Health care system

	Total (N=2,022)
Very favorable	10%
Somewhat favorable	20%
Lean favorable	18%
Lean unfavorable	18%
Somewhat unfavorable	16%
Very unfavorable	16%
Never heard of this	1%
Skipped	2%
<i>Favorable (Net)</i>	48%
<i>Unfavorable (Net)</i>	49%

Q2_1. 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? U.S. Congress

	Total (N=2,022)	March 2025 (N=2,049)	June 2024 (N=2,048)	Oct 2023 (N=2,048)
Too much	4%	3%	3%	4%
Too little	59%	60%	54%	61%
Just the right amount	9%	9%	10%	7%
Don't know	27%	27%	31%	27%
Skipped	1%	2%	1%	1%

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Q2_2. 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? U.S. President

	Total (N=2,022)	March 2025 (N=2,049)
Too much	3%	4%
Too little	58%	57%
Just the right amount	14%	14%
Don't know	24%	25%
Skipped	1%	2%

Q2_3. 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? Your state's governor

	Total (N=2,022)	March 2025 (N=2,049)	June 2024 (N=2,048)	Oct 2023 (N=2,048)
Too much	3%	3%	3%	4%
Too little	47%	47%	42%	49%
Just the right amount	17%	17%	19%	14%
Don't know	32%	32%	33%	32%
Skipped	1%	2%	2%	1%

Q2_4. 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? Your state's legislature

	Total (N=2,022)	March 2025 (N=2,049)	June 2024 (N=2,048)	Oct 2023 (N=2,048)
Too much	3%	3%	3%	3%
Too little	50%	50%	46%	53%
Just the right amount	13%	13%	15%	10%
Don't know	32%	33%	34%	33%
Skipped	1%	2%	2%	1%

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Q3. How familiar are you with the 988 Suicide & Crisis Lifeline?

	Total (N=2,022)	March 2025 (N=2,049)	June 2024 (N=2,048)	Oct 2023 (N=2,048)	June 2023 (N=2,073)	Sept 2022 (N=3,071)	May 2022 (N=2,045)	Oct 2021 (N=2,049)
Very familiar	8%	7%	6%	6%	4%	3%	1%	1%
Somewhat familiar	20%	20%	17%	17%	13%	11%	3%	2%
Not very familiar	16%	16%	17%	17%	16%	13%	12%	9%
Have heard of it, but that's it	30%	28%	27%	31%	31%	17%	6%	6%
I have never heard of it	26%	29%	32%	29%	36%	55%	77%	80%
Skipped	1%	1%	1%	1%	1%	1%	1%	1%
<i>Aware (Net)</i>	<i>74%</i>	<i>70%</i>	<i>67%</i>	<i>70%</i>	<i>63%</i>	<i>44%</i>	<i>22%</i>	<i>18%</i>
<i>Familiar (Net)</i>	<i>28%</i>	<i>27%</i>	<i>23%</i>	<i>22%</i>	<i>17%</i>	<i>14%</i>	<i>4%</i>	<i>4%</i>
<i>Unfamiliar (Net)</i>	<i>71%</i>	<i>72%</i>	<i>76%</i>	<i>77%</i>	<i>82%</i>	<i>85%</i>	<i>95%</i>	<i>95%</i>

Q4_Sum1. **[Asked if never heard of or refused Q3]** Are each of the following about the 988 Suicide & Crisis Lifeline true, false, or you don't know? Summary – Correct*

	Total (N=1,516)
It is available 24 hours a day, 7 days a week [TRUE]	71%
Services are offered in Spanish, as well as English [TRUE]	48%
It always sends someone in a mental health crisis to the hospital [FALSE]	36%
988 is only available in some areas of the U.S. [FALSE]	27%
It is no longer funded by the federal government [FALSE]	9%

*Correct responses to each statement are shown in brackets

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Q4_Sum2. [Asked if never heard of or refused Q3] Are each of the following about the 988 Suicide & Crisis Lifeline true, false, or you don't know? Summary - Incorrect / Don't know

	Total (N=1,516)
It is no longer funded by the federal government [FALSE]	91%
988 is only available in some areas of the U.S. [FALSE]	73%
It always sends someone in a mental health crisis to the hospital [FALSE]	64%
Services are offered in Spanish, as well as English [TRUE]	52%
It is available 24 hours a day, 7 days a week [TRUE]	29%

*Correct responses to each statement are shown in brackets

Q4_1. Are each of the following about the 988 Suicide & Crisis Lifeline true, false, or you don't know? It always sends someone in a mental health crisis to the hospital [FALSE]

	Total (N=1,516)
True	6%
False	36%
Don't know	57%
Skipped	-

Q4_2. Are each of the following about the 988 Suicide & Crisis Lifeline true, false, or you don't know? It is available 24 hours a day, 7 days a week [TRUE]

	Total (N=1,516)
True	71%
False	1%
Don't know	28%
Skipped	-

Q4_3. Are each of the following about the 988 Suicide & Crisis Lifeline true, false, or you don't know? 988 is only available in some areas of the U.S. [FALSE]

	Total (N=1,516)
True	7%
False	27%
Don't know	65%
Skipped	1%

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Q4_4. Are each of the following about the 988 Suicide & Crisis Lifeline true, false, or you don't know?
Services are offered in Spanish, as well as English **[TRUE]**

	Total (N=1,516)
True	48%
False	2%
Don't know	49%
Skipped	1%

Q4_5. Are each of the following about the 988 Suicide & Crisis Lifeline true, false, or you don't know? It is no longer funded by the federal government **[FALSE]**

	Total (N=1,516)
True	14%
False	9%
Don't know	76%
Skipped	-

Q5_Sum1. Please indicate how much you agree or disagree with each of the following statements.
Summary - Agree

	Total (N=2,022)
Health insurance should be required to cover mental health care and substance use disorder treatment, just like they would cover physical health care	83%
People with lower incomes face additional barriers when trying to access mental health care	81%
Young people need more mental health resources dedicated to them and their unique needs	79%
I am not content with the status of mental health treatment in this country	73%
If a person contacts the 988 Suicide & Crisis Lifeline for a mental health crisis, police should not respond	49%
I'm not sure when a situation is serious enough to contact the 988 Suicide & Crisis Lifeline	46%
People with mental health conditions are getting better treatment now than a year ago	45%
If my loved one was having a mental health crisis, I would not feel safe calling 911 for help	38%

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Q5_1. Please indicate how much you agree or disagree with each of the following statements. I am not content with the status of mental health treatment in this country

	Total (N=2,022)	March 2025 (N=2,049)	June 2024 (N=2,048)	June 2023 (N=2,073)	Sept 2022 (N=3,071)	May 2022 (N=2,045)	Oct 2021 (N=2,049)
Strongly agree	31%	32%	33%	34%	38%	33%	32%
Somewhat agree	42%	45%	42%	42%	41%	44%	43%
Somewhat disagree	18%	17%	17%	16%	14%	17%	18%
Strongly disagree	5%	4%	5%	4%	5%	5%	5%
Skipped	4%	3%	3%	3%	2%	1%	2%
<i>Agree (Net)</i>	<i>73%</i>	<i>76%</i>	<i>75%</i>	<i>76%</i>	<i>78%</i>	<i>77%</i>	<i>75%</i>
<i>Disagree (Net)</i>	<i>23%</i>	<i>21%</i>	<i>22%</i>	<i>21%</i>	<i>19%</i>	<i>22%</i>	<i>23%</i>

Q5_2. Please indicate how much you agree or disagree with each of the following statements. If a person contacts the 988 Suicide & Crisis Lifeline for a mental health crisis, police should not respond

	Total (N=2,022)	March 2025 (N=2,049)	June 2024 (N=2,048)	June 2023 (N=2,073)
Strongly agree	13%	15%	16%	14%
Somewhat agree	36%	37%	38%	37%
Somewhat disagree	37%	35%	34%	37%
Strongly disagree	9%	11%	9%	9%
Skipped	4%	3%	3%	4%
<i>Agree (Net)</i>	<i>49%</i>	<i>51%</i>	<i>54%</i>	<i>51%</i>
<i>Disagree (Net)</i>	<i>47%</i>	<i>46%</i>	<i>43%</i>	<i>45%</i>

Q5_3. Please indicate how much you agree or disagree with each of the following statements. People with lower incomes face additional barriers when trying to access mental health care

	Total (N=2,022)	March 2025 (N=2,049)
Strongly agree	42%	46%
Somewhat agree	39%	37%
Somewhat disagree	11%	10%
Strongly disagree	5%	4%
Skipped	3%	3%
<i>Agree (Net)</i>	<i>81%</i>	<i>83%</i>
<i>Disagree (Net)</i>	<i>16%</i>	<i>14%</i>

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Q5_4. Please indicate how much you agree or disagree with each of the following statements. Health insurance should be required to cover mental health care and substance use disorder treatment, just like they would cover physical health care

	Total (N=2,022)	March 2025 (N=2,049)
Strongly agree	50%	53%
Somewhat agree	33%	32%
Somewhat disagree	9%	8%
Strongly disagree	6%	4%
Skipped	3%	2%
<i>Agree (Net)</i>	<i>83%</i>	<i>86%</i>
<i>Disagree (Net)</i>	<i>14%</i>	<i>12%</i>

Q5_5. Please indicate how much you agree or disagree with each of the following statements. People with mental health conditions are getting better treatment now than a year ago

	Total (N=2,022)	March 2025 (N=2,049)
Strongly agree	6%	4%
Somewhat agree	39%	40%
Somewhat disagree	39%	39%
Strongly disagree	12%	13%
Skipped	5%	4%
<i>Agree (Net)</i>	<i>45%</i>	<i>44%</i>
<i>Disagree (Net)</i>	<i>51%</i>	<i>52%</i>

Q5_6. Please indicate how much you agree or disagree with each of the following statements. Young people need more mental health resources dedicated to them and their unique needs

	Total (N=2,022)	June 2024 (N=2,048)	June 2023 (N=2,073)	May 2022 (N=2,045)
Strongly agree	36%	34%	39%	40%
Somewhat agree	43%	44%	44%	39%
Somewhat disagree	13%	14%	11%	13%
Strongly disagree	4%	5%	3%	6%
Skipped	3%	3%	3%	2%
<i>Agree (Net)</i>	<i>79%</i>	<i>78%</i>	<i>83%</i>	<i>79%</i>
<i>Disagree (Net)</i>	<i>18%</i>	<i>19%</i>	<i>14%</i>	<i>19%</i>

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Q5_7. 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

	Total (N=2,022)	June 2024 (N=2,048)
Strongly agree	7%	9%
Somewhat agree	39%	42%
Somewhat disagree	33%	32%
Strongly disagree	17%	15%
Skipped	4%	3%
Agree (Net)	46%	51%
Disagree (Net)	50%	47%

Q5_8. Please indicate how much you agree or disagree with each of the following statements. If my loved one was having a mental health crisis, I would not feel safe calling 911 for help

	Total (N=2,022)	June 2024 (N=2,048)	June 2023 (N=2,073)	May 2022 (N=2,045)	Oct 2021 (N=2,049)
Strongly agree	11%	12%	14%	16%	14%
Somewhat agree	27%	32%	31%	30%	32%
Somewhat disagree	36%	35%	34%	32%	32%
Strongly disagree	23%	18%	18%	22%	20%
Skipped	3%	3%	3%	1%	2%
Agree (Net)	38%	45%	45%	45%	46%
Disagree (Net)	59%	53%	52%	54%	52%

Q6_Sum2. 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? Summary - High Priority

	Total (N=2,022)
Mental health care	62%
Affordable housing programs	56%
Suicide prevention programs	54%
Head Start and childcare programs for low-income Americans	54%
Nutrition programs for low-income Americans	54%
988 Suicide & Crisis Lifeline	53%
Clean air and water programs designed to address climate change	53%

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Q6_1. 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? 988 Suicide & Crisis Lifeline

	Total (N=2,022)	March 2025 (N=2,049)	June 2024 (N=2,048)	Oct 2023 (N=2,048)	June 2023 (N=2,073)
Highest priority	18%	18%	16%	20%	17%
A high priority, but not the highest priority	35%	33%	33%	37%	34%
Somewhat of a priority	33%	36%	34%	31%	33%
Low priority	9%	8%	10%	7%	10%
Not a priority at all	2%	2%	4%	3%	4%
Skipped	3%	2%	3%	2%	3%
<i>Priority (Net)</i>	86%	87%	<i>N/A</i>	88%	84%
<i>High Priority (Net)</i>	53%	51%	49%	57%	50%
<i>Low/No Priority (Net)</i>	11%	11%	14%	10%	14%

Q6_2. 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? Mental health care

	Total (N=2,022)	March 2025 (N=2,049)	June 2024 (N=2,048)	Oct 2023 (N=2,048)	June 2023 (N=2,073)
Highest priority	25%	24%	24%	26%	27%
A high priority, but not the highest priority	37%	36%	37%	38%	35%
Somewhat of a priority	27%	29%	27%	25%	27%
Low priority	7%	6%	6%	6%	6%
Not a priority at all	2%	2%	3%	3%	3%
Skipped	3%	3%	2%	2%	3%
<i>Priority (Net)</i>	88%	90%	<i>N/A</i>	89%	89%
<i>High Priority (Net)</i>	62%	61%	61%	64%	62%
<i>Low/No Priority (Net)</i>	9%	8%	10%	9%	9%

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Q6_3. 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? Affordable housing programs

	Total (N=2,022)	June 2024 (N=2,048)	Oct 2023 (N=2,048)	June 2023 (N=2,073)
Highest priority	26%	25%	27%	23%
A high priority, but not the highest priority	30%	27%	30%	27%
Somewhat of a priority	28%	29%	27%	30%
Low priority	10%	11%	9%	12%
Not a priority at all	4%	5%	5%	5%
Skipped	3%	2%	2%	2%
Priority (Net)	84%	N/A	57%	50%
High Priority (Net)	56%	52%	14%	18%
Low/No Priority (Net)	13%	16%		

Q6_4. 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? Clean air and water programs designed to address climate change

	Total (N=2,022)
Highest priority	27%
A high priority, but not the highest priority	26%
Somewhat of a priority	23%
Low priority	12%
Not a priority at all	9%
Skipped	3%
Priority (Net)	76%
High Priority (Net)	53%
Low/No Priority (Net)	21%

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Q6_5. 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? Nutrition programs for low-income Americans

	Total (N=2,022)
Highest priority	20%
A high priority, but not the highest priority	33%
Somewhat of a priority	29%
Low priority	12%
Not a priority at all	3%
Skipped	3%
Priority (Net)	82%
High Priority (Net)	54%
Low/No Priority (Net)	15%

Q6_6. 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? Head Start and childcare programs for low-income Americans

	Total (N=2,022)	March 2025 (N=2,049)
Highest priority	20%	21%
A high priority, but not the highest priority	34%	32%
Somewhat of a priority	29%	31%
Low priority	10%	10%
Not a priority at all	4%	4%
Skipped	3%	2%
Priority (Net)	83%	84%
High Priority (Net)	54%	53%
Low/No Priority (Net)	15%	14%

Q6_7. 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? Suicide prevention programs

	Total (N=2,022)	March 2025 (N=2,049)
Highest priority	20%	19%
A high priority, but not the highest priority	34%	33%
Somewhat of a priority	32%	35%
Low priority	8%	9%
Not a priority at all	2%	2%
Skipped	3%	3%
Priority (Net)	86%	87%
High Priority (Net)	54%	52%
Low/No Priority (Net)	11%	11%

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Q7_Sum1. Taking into account everything you know about mental health, alcohol/drug problems, or suicide crises, how much would you support or oppose policies that... Summary - Support

	Total (N=2,022)
Create 24/7 mental health, alcohol/drug, and suicide crisis call centers that can respond effectively to callers and follow-up later	86%
Require all health insurers to cover mental health crisis services	85%
Provide state funding of 988 Suicide & Crisis Lifeline call-center operations and crisis response services	82%
Provide federal funding of 988 Suicide & Crisis Lifeline call-center operations and crisis response services	80%
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	46%

Q7_1. Taking into account everything you know about mental health, alcohol/drug problems, or suicide crises, how much would you support or oppose policies that... Create 24/7 mental health, alcohol/drug, and suicide crisis call centers that can respond effectively to callers and follow-up later

	Total (N=2,022)	June 2024 (N=2,048)	June 2023 (N=2,073)	Sept 2022 (N=3,071)	May 2022 (N=2,045)	Oct 2021 (N=2,049)
Strongly support	44%	49%	53%	60%	53%	57%
Somewhat support	43%	41%	37%	33%	38%	33%
Somewhat oppose	7%	5%	5%	4%	5%	5%
Strongly oppose	3%	2%	2%	2%	3%	3%
Skipped	3%	3%	3%	2%	2%	2%
Support (Net)	86%	90%	90%	92%	91%	90%
Oppose (Net)	10%	8%	7%	6%	7%	8%

Q7_2. Taking into account everything you know about mental health, alcohol/drug problems, or suicide crises, how much would you support or oppose policies that... Provide federal funding of 988 Suicide & Crisis Lifeline call-center operations and crisis response services

	Total (N=2,022)	June 2024 (N=2,048)	June 2023 (N=2,073)	Sept 2022 (N=3,071)	May 2022 (N=2,045)	Oct 2021 (N=2,049)
Strongly support	36%	44%	43%	53%	46%	51%
Somewhat support	44%	39%	40%	33%	37%	33%
Somewhat oppose	11%	8%	9%	8%	10%	8%
Strongly oppose	6%	6%	5%	5%	6%	7%
Skipped	3%	3%	3%	2%	1%	2%
Support (Net)	80%	83%	83%	85%	83%	84%
Oppose (Net)	17%	14%	14%	13%	15%	15%

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Q7_3. Taking into account everything you know about mental health, alcohol/drug problems, or suicide crises, how much would you support or oppose policies that... Provide state funding of 988 Suicide & Crisis Lifeline call-center operations and crisis response services

	Total (N=2,022)	June 2024 (N=2,048)	June 2023 (N=2,073)	Sept 2022 (N=3,071)	May 2022 (N=2,045)	Oct 2021 (N=2,049)
Strongly support	32%	42%	42%	54%	44%	48%
Somewhat support	50%	40%	42%	34%	41%	36%
Somewhat oppose	10%	9%	9%	7%	9%	8%
Strongly oppose	5%	5%	4%	3%	4%	6%
Skipped	3%	3%	3%	1%	1%	2%
Support (Net)	82%	83%	84%	88%	85%	85%
Oppose (Net)	15%	14%	13%	10%	14%	13%

Q7_4. Taking into account everything you know about mental health, alcohol/drug problems, or suicide crises, how much would you support or oppose policies that... 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

	Total (N=2,022)	June 2024 (N=2,048)	June 2023 (N=2,073)	May 2022 (N=2,045)	Oct 2021 (N=2,049)
Strongly support	15%	16%	17%	21%	25%
Somewhat support	32%	33%	34%	34%	35%
Somewhat oppose	25%	24%	22%	22%	18%
Strongly oppose	25%	24%	25%	21%	19%
Skipped	3%	3%	3%	2%	2%
Support (Net)	46%	49%	51%	55%	61%
Oppose (Net)	50%	48%	46%	44%	37%

Q7_5. Taking into account everything you know about mental health, alcohol/drug problems, or suicide crises, how much would you support or oppose policies that... Require all health insurers to cover mental health crisis services

	Total (N=2,022)	June 2024 (N=2,048)	June 2023 (N=2,073)	Sept 2022 (N=3,071)	May 2022 (N=2,045)	Oct 2021 (N=2,049)
Strongly support	52%	60%	60%	66%	59%	59%
Somewhat support	33%	28%	28%	24%	29%	28%
Somewhat oppose	8%	6%	6%	5%	7%	6%
Strongly oppose	5%	3%	3%	3%	4%	4%
Skipped	3%	3%	3%	2%	2%	2%
Support (Net)	85%	88%	88%	90%	88%	87%
Oppose (Net)	12%	9%	9%	8%	11%	11%

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Q8. 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?

	Total (N=2,022)
\$0.01-\$0.20 per month (0.11)	15%
\$0.21 -\$0.40 per month (0.30)	6%
\$0.41-\$0.60 per month (0.51)	5%
\$0.61-\$0.80 per month (0.70)	3%
\$0.81-\$1.00 per month (0.91)	14%
\$1.01-\$1.20 per month (1.11)	8%
\$1.21 or more per month (1.21)	14%
I am not willing to pay any amount	32%
Skipped	3%

Q9. [Asked if state is not Oregon or California or Delaware or Maryland or Minnesota or Nevada or Virginia or Washington or if state is blank or refused] 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?

	Total (N=1,553)
\$0.01-\$0.20 per month (0.11)	12%
\$0.21 -\$0.40 per month (0.30)	4%
\$0.41-\$0.60 per month (0.51)	5%
\$0.61-\$0.80 per month (0.70)	3%
\$0.81-\$1.00 per month (0.91)	20%
\$1.01-\$1.20 per month (1.11)	12%
\$1.21 or more per month (1.21)	15%
I am not willing to pay any amount	26%
Skipped	2%

Q10. [Asked if state is Oregon or California or Delaware or Maryland or Minnesota or Nevada or Virginia or Washington] Are you aware that your state currently includes a small monthly fee on your phone bill for 988?

	Total (N=469)
Yes	9%
No	89%
Skipped	2%

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Q11. [Asked if state is Oregon or California or Delaware or Maryland or Minnesota or Nevada or Virginia or Washington] Your state currently has a law in place that already includes funding for 988 via a small monthly fee on your phone bill. Fees range from \$0.08 to \$0.60 per line, 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?

	Total (N=469)
\$0.01-\$0.20 per month (0.11)	15%
\$0.21 -\$0.40 per month (0.30)	5%
\$0.41-\$0.60 per month (0.51)	13%
\$0.61-\$0.80 per month (0.70)	7%
\$0.81-\$1.00 per month (0.91)	12%
\$1.01-\$1.20 per month (1.11)	7%
\$1.21 or more per month (1.21)	14%
I am not willing to pay any amount	24%
Skipped	2%

Q12. 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?

	Total (N=2,022)	June 2024 (N=2,048)	June 2023 (N=2,073)
Being able to speak with a crisis counselor immediately	54%	51%	51%
Not receiving a bill for contacting the 988 Suicide & Crisis Lifeline	25%	27%	27%
Health care professionals would arrive to the scene of the crisis first	18%	23%	22%
Your identity being anonymous to the person answering you	18%	16%	17%
Being connected to a crisis counselor who has a similar background to you/the person in crisis	11%	13%	12%
Being connected to a person who is from your state or local area	10%	8%	8%
Police would arrive to the scene of the crisis first	4%	4%	5%
Being able to receive support in a language other than English or Spanish	4%	3%	4%
Other	-	1%	*
Don't know	13%	12%	13%
Skipped	2%	2%	2%

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Q13. Do you think Medicaid should be expanded to cover more people, cut to cover fewer people, or kept about the same?

	Total (N=2,022)	March 2025 (N=2,049)
Expanded	38%	46%
Cut	15%	16%
Kept about the same	28%	36%
Don't know	17%	-
Skipped	2%	3%

Q14_Sum1. How much do you agree or disagree with the following statements?* Summary - Agree

	Total (N=2,022)	March 2025 (N=2,049)
Medicaid is an essential program for providing health care to vulnerable populations	75%	84%
Medicaid funding cuts would lead to worse health outcomes for low-income individuals and families	66%	78%
Medicaid saves lives by helping people access mental health care	59%	78%
Medicaid expansion has helped improve access to affordable mental health care in states that have it implemented	50%	74%
Medicaid funding should be cut to reduce government spending	22%	25%

*A "don't know" answer option was added to the question in June 2025. Please keep in mind when comparing responses from March 2025 to June 2025.

Q14_1. How much do you agree or disagree with the following statements? Medicaid is an essential program for providing health care to vulnerable populations

	Total (N=2,022)	March 2025 (N=2,049)
Strongly agree	44%	45%
Somewhat agree	31%	40%
Somewhat disagree	7%	8%
Strongly disagree	3%	3%
Don't know*	12%	-
Skipped	3%	4%
Agree (Net)	75%	84
Disagree (Net)	11%	12%

*A "don't know" answer option was added to the question in June 2025. Please keep in mind when comparing responses from March 2025 to June 2025.

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Q14_2. How much do you agree or disagree with the following statements? Medicaid expansion has helped improve access to affordable mental health care in states that have it implemented

	Total (N=2,022)	March 2025 (N=2,049)
Strongly agree	22%	24%
Somewhat agree	28%	50%
Somewhat disagree	7%	16%
Strongly disagree	5%	4%
Don't know*	34%	-
Skipped	3%	6%
Agree (Net)	50%	74%
Disagree (Net)	13%	20%

*A "don't know" answer option was added to the question in June 2025. Please keep in mind when comparing responses from March 2025 to June 2025.

Q14_3. How much do you agree or disagree with the following statements? Medicaid funding cuts would lead to worse health outcomes for low-income individuals and families

	Total (N=2,022)	March 2025 (N=2,049)
Strongly agree	43%	48%
Somewhat agree	23%	30%
Somewhat disagree	11%	14%
Strongly disagree	5%	4%
Don't know*	15%	N/A
Skipped	3%	4%
Agree (Net)	66%	78%
Disagree (Net)	17%	18%

*A "don't know" answer option was added to the question in June 2025. Please keep in mind when comparing responses from March 2025 to June 2025.

Q14_5. How much do you agree or disagree with the following statements? Medicaid funding should be cut to reduce government spending

	Total (N=2,022)	March 2025 (N=2,049)
Strongly agree	8%	7%
Somewhat agree	14%	18%
Somewhat disagree	20%	28%
Strongly disagree	41%	44%
Don't know*	14%	N/A
Skipped	3%	4%
Agree (Net)	22%	25%
Disagree (Net)	61%	71%

*A "don't know" answer option was added to the question in June 2025. Please keep in mind when comparing responses from March 2025 to June 2025.

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Q14_6. How much do you agree or disagree with the following statements? Medicaid saves lives by helping people access mental health care

	Total (N=2,022)	March 2025 (N=2,049)
Strongly agree	28%	30%
Somewhat agree	32%	49%
Somewhat disagree	7%	14%
Strongly disagree	4%	3%
Don't know*	27%	N/A
Skipped	3%	5%
Agree (Net)	59%	78%
Disagree (Net)	11%	17%

*A "don't know" answer option was added to the question in June 2025. Please keep in mind when comparing responses from March 2025 to June 2025.

Q15_Sum1. Have you or a loved one ever done or experienced the following? Summary - Yes (NET)

	Total (N=2,022)
Seen a mental health provider (therapist, psychologist, psychiatrist, etc.)*	49%
Thought about, or talked about, suicide or self-harm	30%
Tried to see a mental health provider (therapist, psychologist, psychiatrist, etc.), but couldn't because of barriers (i.e. cost, waitlists, out-of-network)	22%
Experienced a life-threatening mental health crisis (i.e., attempting suicide, self-harm)	22%
Contacted the 988 Suicide & Crisis Lifeline while you were having a mental health, substance use, or suicide crisis	6%
Contacted the 988 Suicide & Crisis Lifeline for someone else who was having a mental health, substance use, or suicide crisis	5%

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

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Q15_1. Have you or a loved one ever done or experienced the following? Seen a mental health provider (therapist, psychologist, psychiatrist, etc.)*

	Total (N=2,022)	March 2025 (N=2,049)	June 2024 (N=2,048)	June 2023 (N=2,073)	May 2022 (N=2,045)	Oct 2021 (N=2,049)
Yes, I have	33%	32%	30%	31%	29%	28%
Yes, a loved one has	29%	29%	25%	26%	29%	28%
No	46%	46%	46%	49%	50%	50%
Prefer not to say	3%	2%	3%	4%	3%	3%
Skipped	2%	2%	7%	2%	1%	2%
Yes (Net)	49%	49%	44%	45%	46%	45%

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

Q15_2. Have you or a loved one ever done or experienced the following? Experienced a life-threatening mental health crisis (i.e., attempting suicide, self-harm)

	Total (N=2,022)	March 2025 (N=2,049)	June 2024 (N=2,048)	June 2023 (N=2,073)	May 2022 (N=2,045)	Oct 2021 (N=2,049)
Yes, I have	8%	8%	7%	8%	7%	7%
Yes, a loved one has	16%	15%	13%	13%	14%	14%
No	71%	74%	71%	75%	76%	76%
Prefer not to say	4%	4%	3%	4%	3%	3%
Skipped	2%	3%	7%	2%	1%	2%
Yes (Net)	22%	20%	19%	19%	19%	19%

Q15_3. Have you or a loved one ever done or experienced the following? Thought about, or talked about, suicide or self-harm

	Total (N=2,022)	March 2025 (N=2,049)	June 2024 (N=2,048)	June 2023 (N=2,073)	May 2022 (N=2,045)
Yes, I have	16%	17%	16%	17%	17%
Yes, a loved one has	19%	17%	16%	17%	19%
No	62%	64%	61%	65%	65%
Prefer not to say	5%	5%	4%	5%	4%
Skipped	2%	2%	8%	2%	1%
Yes (Net)	30%	28%	27%	28%	30%

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Q15_6. Have you or a loved one ever done or experienced the following? Contacted the 988 Suicide & Crisis Lifeline while you were having a mental health, substance use, or suicide crisis

	Total (N=2,022)	March 2025 (N=2,049)	June 2024 (N=2,048)	June 2023 (N=2,073)
Yes, I have	3%	2%	1%	1%
Yes, a loved one has	3%	3%	3%	2%
No	89%	91%	87%	92%
Prefer not to say	3%	2%	2%	3%
Skipped	2%	3%	8%	2%
Yes (Net)	6%	4%	3%	3%

Q15_7. Have you or a loved one ever done or experienced the following? Contacted the 988 Suicide & Crisis Lifeline for someone else who was having a mental health, substance use, or suicide crisis

	Total (N=2,022)	March 2025 (N=2,049)	June 2024 (N=2,048)	June 2023 (N=2,073)
Yes, I have	3%	2%	2%	1%
Yes, a loved one has	3%	2%	2%	2%
No	90%	91%	86%	91%
Prefer not to say	2%	2%	2%	3%
Skipped	2%	3%	8%	3%
Yes (Net)	5%	4%	4%	3%

Q15_11. Have you or a loved one ever done or experienced the following? Tried to see a mental health provider (therapist, psychologist, psychiatrist, etc.), but couldn't because of barriers (i.e. cost, waitlists, out-of-network)

	Total (N=2,022)	March 2025 (N=2,049)
Yes, I have	13%	12%
Yes, a loved one has	13%	13%
No	73%	72%
Prefer not to say	3%	3%
Skipped	2%	3%
Yes (Net)	22%	22%

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Q16. 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.

	Total (N=164)	June 2024 (N=102)	June 2023 (N=92*)
Yes, received all help needed	25%	28%	21%
Yes, received some help needed	46%	40%	34%
No, did not receive the help needed	14%	14%	19%
Not sure	10%	10%	20%
Prefer not to say	5%	5%	5%
Skipped	-	3%	1%
Yes (Net)	71%	68%	55%

*Note: Base size is low (N<100)

Q17_Sum1. How much would you support or oppose policies that... Summary - Support

	Total (N=2,022)	March 2025 (N=2,049)
Protect federal Medicaid funding to help people access mental health care	82%	85%
Protect federal Medicaid funding to help people access substance use treatment	78%	80%
Fund services for LGBTQ+ youth, who are at higher risk to attempt suicide than their peers, as part of the 988 Suicide & Crisis Lifeline	60%	61%
Strip Medicaid coverage from people who are working but did not submit the correct paperwork	34%	N/A

Q17_1. How much would you support or oppose policies that... Protect federal Medicaid funding to help people access mental health care

	Total (N=2,022)	March 2025 (N=2,049)
Strongly support	42%	47%
Somewhat support	40%	38%
Somewhat oppose	11%	9%
Strongly oppose	4%	3%
Skipped	4%	4%
Support (Net)	82%	85%
Oppose (Net)	14%	11%

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Q17_2. How much would you support or oppose policies that... Protect federal Medicaid funding to help people access substance use treatment

	Total (N=2,022)	March 2025 (N=2,049)
Strongly support	38%	42%
Somewhat support	41%	38%
Somewhat oppose	13%	12%
Strongly oppose	5%	4%
Skipped	4%	4%
<i>Support (Net)</i>	<i>78%</i>	<i>80%</i>
<i>Oppose (Net)</i>	<i>18%</i>	<i>16%</i>

Q17_3. How much would you support or oppose policies that... Strip Medicaid coverage from people who are working but did not submit the correct paperwork

	Total (N=2,022)
Strongly support	9%
Somewhat support	25%
Somewhat oppose	32%
Strongly oppose	30%
Skipped	4%
<i>Support (Net)</i>	<i>34%</i>
<i>Oppose (Net)</i>	<i>62%</i>

Q17_4. 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

	Total (N=2,022)	March 2025 (N=2,049)
Strongly support	28%	31%
Somewhat support	32%	30%
Somewhat oppose	16%	19%
Strongly oppose	19%	15%
Skipped	5%	5%
<i>Support (Net)</i>	<i>60%</i>	<i>61%</i>
<i>Oppose (Net)</i>	<i>35%</i>	<i>34%</i>



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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 topline is trended with seven surveys, all for NAMI by Ipsos, details in the table below:

Survey	Dates Conducted	Sample Size (N)	Population	Link
1	October 22-25, 2021	2,049	Nationally representative probability sample of adults aged 18 or older	October 2021
2	May 20-23, 2022	2,045		May 2022
3	September 23-26, 2022	3,071		September 2022
4	June 2-11, 2023	2,073		June 2023
5	October 27-29, 2023	2,048		October 2023
6	June 7-9, 2024	2,048		June 2024
7	March 21-23, 2025	2,049		March 2025

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. 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 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.

The data for the total sample were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, and household income. Party ID benchmarks are from the 2024 National Public Opinion Reference Survey (NPORS). The demographic benchmarks came from the 2024 March Supplement of the Current Population Survey (CPS).

- Gender (Male, Female) by Age (18–29, 30–44, 45-59 and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other, Non-Hispanic, Hispanic, 2+ Races, Non-Hispanic)
- Education (Less than High School, High School, Some College, Bachelor or higher)
- Census Region (Northeast, Midwest, South, West)



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- Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)
- Party ID (Republican, Leans Republican, Independent/Other, Democrat, Leans Democrat)

About Ipsos

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