



TOPLINE & METHODOLOGY

NAMI/Ipsos Poll – Summer 2026

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)
 Interview dates: June 12-14, 2026
 Number of interviews: 2,046

Margin of error: +/- 2.2 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. How would you describe the condition of the following right now? Summary - Good

	Total (N=2,046)	November 2025 (N=2,046)	March 2025 (N=2,049)	June 2024 (N=2,048)
Your physical health	80%	80%	80%	84%
Your mental health	80%	82%	80%	87%
Your personal finances	70%	71%	71%	77%
Your own stress levels	68%	70%	68%	N/A
The current state of the world	28%	27%	25%	N/A

Q1_1. How would you describe the condition of the following right now? Your mental health

	Total (N=2,046)	November 2025 (N=2,046)	March 2025 (N=2,049)	June 2024 (N=2,048)
Very good	36%	36%	39%	49%
Somewhat good	44%	45%	42%	37%
Somewhat poor	15%	14%	15%	10%
Very poor	3%	4%	4%	2%
Skipped	2%	1%	1%	1%
Good (Net)	80%	82%	80%	87%
Poor (Net)	18%	17%	19%	12%

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Q1_2. How would you describe the condition of the following right now? Your physical health

	Total (N=2,046)	November 2025 (N=2,046)	March 2025 (N=2,049)	June 2024 (N=2,048)
Very good	23%	24%	26%	28%
Somewhat good	57%	56%	54%	56%
Somewhat poor	16%	16%	15%	12%
Very poor	2%	3%	4%	2%
Skipped	2%	1%	1%	1%
<i>Good (Net)</i>	<i>80%</i>	<i>80%</i>	<i>80%</i>	<i>84%</i>
<i>Poor (Net)</i>	<i>18%</i>	<i>19%</i>	<i>19%</i>	<i>15%</i>

Q1_3. How would you describe the condition of the following right now? Your personal finances

	Total (N=2,046)	November 2025 (N=2,046)	March 2025 (N=2,049)	June 2024 (N=2,048)
Very good	25%	24%	25%	30%
Somewhat good	45%	46%	46%	47%
Somewhat poor	20%	21%	19%	15%
Very poor	8%	8%	8%	7%
Skipped	2%	1%	1%	1%
<i>Good (Net)</i>	<i>70%</i>	<i>70%</i>	<i>71%</i>	<i>77%</i>
<i>Poor (Net)</i>	<i>28%</i>	<i>29%</i>	<i>28%</i>	<i>22%</i>

Q1_4. How would you describe the condition of the following right now? Your own stress levels

	Total (N=2,046)	November 2025 (N=2,046)	March 2025 (N=2,049)
Very good	23%	21%	23%
Somewhat good	46%	50%	45%
Somewhat poor	22%	21%	24%
Very poor	8%	7%	7%
Skipped	2%	1%	1%
<i>Good (Net)</i>	<i>68%</i>	<i>71%</i>	<i>68%</i>
<i>Poor (Net)</i>	<i>30%</i>	<i>28%</i>	<i>31%</i>

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Q1_5. How would you describe the condition of the following right now? The current state of the world

	Total (N=2,046)	November 2025 (N=2,046)	March 2025 (N=2,049)
Very good	4%	5%	4%
Somewhat good	24%	22%	20%
Somewhat poor	42%	43%	44%
Very poor	28%	29%	30%
Skipped	2%	1%	1%
<i>Good (Net)</i>	<i>28%</i>	<i>27%</i>	<i>25%</i>
<i>Poor (Net)</i>	<i>70%</i>	<i>72%</i>	<i>74%</i>

Q2. [Asked if mental health was somewhat poor or very poor] To what extent, if at all, are the following factors currently having a negative impact on your mental health? Summary - Negative Impact

	Total (N=362)	November 2025 (N=368)
Uncertainty about the future	74%	80%
Financial worries or debt	70%	71%
Health concerns (your own or loved ones)	60%	64%
Political environment	58%	63%
News and current events	57%	62%
Work-related stress or job insecurity	55%	53%
Social isolation or loneliness	49%	56%
Housing situation or living conditions	40%	41%
Caregiving responsibilities	32%	32%
AI usage	32%	N/A
Social media usage	31%	32%

Q2_1. [Asked if mental health was somewhat poor or very poor] To what extent, if at all, are the following factors currently having a negative impact on your mental health? Financial worries or debt

	Total (N=362)	November 2025 (N=368)
Major negative impact	37%	40%
Moderate negative impact	33%	31%
Little negative impact	19%	22%
No negative impact at all	10%	6%
Skipped	1%	1%
<i>Negative Impact (Net)</i>	<i>70%</i>	<i>71%</i>
<i>Little/No Impact (Net)</i>	<i>28%</i>	<i>28%</i>

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Q2_2. [Asked if mental health was somewhat poor or very poor] To what extent, if at all, are the following factors currently having a negative impact on your mental health? Work-related stress or job insecurity

	Total (N=362)	November 2025 (N=368)
Major negative impact	25%	29%
Moderate negative impact	29%	24%
Little negative impact	22%	23%
No negative impact at all	20%	23%
Skipped	3%	1%
<i>Negative Impact (Net)</i>	55%	53%
<i>Little/No Impact (Net)</i>	42%	46%

Q2_3. [Asked if mental health was somewhat poor or very poor] To what extent, if at all, are the following factors currently having a negative impact on your mental health? Health concerns (your own or loved ones)

	Total (N=362)	November 2025 (N=368)
Major negative impact	22%	28%
Moderate negative impact	38%	36%
Little negative impact	28%	26%
No negative impact at all	11%	8%
Skipped	1%	1%
<i>Negative Impact (Net)</i>	60%	64%
<i>Little/No Impact (Net)</i>	39%	35%

Q2_4. [Asked if mental health was somewhat poor or very poor] To what extent, if at all, are the following factors currently having a negative impact on your mental health? Social isolation or loneliness

	Total (N=362)	November 2025 (N=368)
Major negative impact	21%	23%
Moderate negative impact	28%	33%
Little negative impact	30%	31%
No negative impact at all	19%	12%
Skipped	3%	1%
<i>Negative Impact (Net)</i>	49%	56%
<i>Little/No Impact (Net)</i>	48%	43%

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Q2_5. [Asked if mental health was somewhat poor or very poor] To what extent, if at all, are the following factors currently having a negative impact on your mental health? News and current events

	Total (N=362)	November 2025 (N=368)
Major negative impact	22%	30%
Moderate negative impact	36%	32%
Little negative impact	25%	28%
No negative impact at all	16%	9%
Skipped	2%	1%
<i>Negative Impact (Net)</i>	57%	62%
<i>Little/No Impact (Net)</i>	40%	37%

Q2_6. [Asked if mental health was somewhat poor or very poor] To what extent, if at all, are the following factors currently having a negative impact on your mental health? Social media usage

	Total (N=362)	November 2025 (N=368)
Major negative impact	11%	11%
Moderate negative impact	20%	22%
Little negative impact	36%	36%
No negative impact at all	30%	30%
Skipped	2%	1%
<i>Negative Impact (Net)</i>	31%	32%
<i>Little/No Impact (Net)</i>	67%	66%

Q2_7. [Asked if mental health was somewhat poor or very poor] To what extent, if at all, are the following factors currently having a negative impact on your mental health? Housing situation or living conditions

	Total (N=362)	November 2025 (N=368)
Major negative impact	17%	16%
Moderate negative impact	23%	25%
Little negative impact	33%	33%
No negative impact at all	25%	25%
Skipped	2%	1%
<i>Negative Impact (Net)</i>	40%	41%
<i>Little/No Impact (Net)</i>	57%	58%

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Q2_8. [Asked if mental health was somewhat poor or very poor] what extent, if at all, are the following factors currently having a negative impact on your mental health? Caregiving responsibilities

	Total (N=362)	November 2025 (N=368)
Major negative impact	9%	11%
Moderate negative impact	23%	21%
Little negative impact	27%	25%
No negative impact at all	39%	41%
Skipped	1%	1%
<i>Negative Impact (Net)</i>	32%	32%
<i>Little/No Impact (Net)</i>	66%	67%

Q2_9. [Asked if mental health was somewhat poor or very poor] To what extent, if at all, are the following factors currently having a negative impact on your mental health? Uncertainty about the future

	Total (N=362)	November 2025 (N=368)
Major negative impact	39%	44%
Moderate negative impact	34%	36%
Little negative impact	20%	15%
No negative impact at all	5%	4%
Skipped	1%	1%
<i>Negative Impact (Net)</i>	74%	80%
<i>Little/No Impact (Net)</i>	25%	19%

Q2_10. [Asked if mental health was somewhat poor or very poor] To what extent, if at all, are the following factors currently having a negative impact on your mental health? Political environment

	Total (N=362)	November 2025 (N=368)
Major negative impact	31%	39%
Moderate negative impact	27%	25%
Little negative impact	24%	24%
No negative impact at all	16%	12%
Skipped	2%	1%
<i>Negative Impact (Net)</i>	58%	63%
<i>Little/No Impact (Net)</i>	40%	36%

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Q2_11. [Asked if mental health was somewhat poor or very poor] To what extent, if at all, are the following factors currently having a negative impact on your mental health? AI usage

	Total (N=362)
Major negative impact	14%
Moderate negative impact	18%
Little negative impact	23%
No negative impact at all	43%
Skipped	2%
<i>Negative Impact (Net)</i>	<i>32%</i>
<i>Little/No Impact (Net)</i>	<i>66%</i>

Q3_1. Has each of the following done too much, too little, or just the right amount "too much," and "too little," to address the current state of mental health care in the United States? U.S. Congress

	Total (N=2,046)	November 2025 (N=2,046)	June 2025 (N=2,022)	March 2025 (N=2,049)	June 2024 (N=2,048)	Oct 2023 (N=2,048)
Too much	3%	3%	4%	3%	3%	4%
Too little	59%	64%	59%	60%	54%	61%
Just the right amount	10%	8%	9%	9%	10%	7%
Don't know	25%	24%	27%	27%	31%	27%
Skipped	2%	2%	1%	2%	1%	1%

Q3_2. Has each of the following done too much, too little, or just the right amount "too much," and "too little," to address the current state of mental health care in the United States? U.S. President

	Total (N=2,046)	November 2025 (N=2,046)	June 2025 (N=2,022)	March 2025 (N=2,049)
Too much	4%	4%	3%	4%
Too little	56%	58%	58%	57%
Just the right amount	16%	16%	14%	14%
Don't know	21%	21%	24%	25%
Skipped	2%	2%	1%	2%

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Q3_3. Has each of the following done too much, too little, or just the right amount "too much," and "too little," to address the current state of mental health care in the United States? Your state's governor

	Total (N=2,046)	November 2025 (N=2,046)	June 2025 (N=2,022)	March 2025 (N=2,049)	June 2024 (N=2,048)	Oct 2023 (N=2,048)
Too much	4%	3%	3%	3%	3%	4%
Too little	44%	46%	47%	47%	42%	49%
Just the right amount	20%	20%	17%	17%	19%	14%
Don't know	30%	30%	32%	32%	33%	32%
Skipped	2%	2%	1%	2%	2%	1%

Q3_4. Has each of the following done too much, too little, or just the right amount "too much," and "too little," to address the current state of mental health care in the United States? Your state's legislature

	Total (N=2,046)	November 2025 (N=2,046)	June 2025 (N=2,022)	March 2025 (N=2,049)	June 2024 (N=2,048)	Oct 2023 (N=2,048)
Too much	3%	3%	3%	3%	3%	3%
Too little	49%	50%	50%	50%	46%	53%
Just the right amount	15%	15%	13%	13%	15%	10%
Don't know	31%	31%	32%	33%	34%	33%
Skipped	2%	2%	1%	2%	2%	1%

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Q4. How familiar are you with the 988 Suicide & Crisis Lifeline?

	Total (N=2,046)	November 2025 (N=2,046)	June 2025 (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%	8%	7%	6%	6%	4%	3%	1%	1%
Somewhat familiar	20%	18%	20%	20%	17%	17%	13%	11%	3%	2%
Not very familiar	16%	17%	16%	16%	17%	17%	16%	13%	12%	9%
Have heard of it, but that's it	30%	31%	30%	28%	27%	31%	31%	17%	6%	6%
I have never heard of it	24%	26%	26%	29%	32%	29%	36%	55%	77%	80%
Skipped	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%
<i>Aware (Net)</i>	<i>74%</i>	<i>73%</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>29%</i>	<i>25%</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>69%</i>	<i>74%</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>

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Q5. [Asked if aware of 988] Where have you seen or heard about 988 Suicide & Crisis Lifeline?

	Total (N=1,537)
Social media	31%
Television	31%
News articles or online media	23%
Healthcare provider's office	20%
Posters or signs in public places	17%
Radio	16%
Billboards or highway signs	15%
Your workplace	12%
Friends or family	10%
School or university	10%
Stickers, magnets, or decals	8%
Public transit signs	7%
School or work ID card or driver's license	4%
Other	4%
Don't remember	20%
Skipped	0%

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Q6. 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=2,046)	November 2025 (N=2,046)	June 2025 (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)
Create 24/7 mental health, alcohol/drug, and suicide crisis call centers that can respond effectively to callers and follow-up later	91%	91%	86%	90%	90%	92%	91%	90%
Raise awareness for the 988 Suicide & Crisis Lifeline by adding 988 to college and university student identification cards	89%	86%	N/A	N/A	N/A	N/A	N/A	N/A
Provide state funding for the 988 Suicide & Crisis Lifeline call-center operations and crisis response services	87%	89%	82%	83%	84%	88%	85%	85%
Provide federal funding for the 988 Suicide & Crisis Lifeline call-center operations and crisis response services	87%	87%	80%	83%	83%	85%	83%	84%
Raise awareness of the 988 Suicide & Crisis Lifeline by adding 988 to K-12 student identification cards	85%	86%	N/A	N/A	N/A	N/A	N/A	N/A



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Q6_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=2,046)	November 2025 (N=2,046)	June 2025 (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	58%	58%	44%	49%	53%	60%	53%	57%
Somewhat support	32%	33%	43%	41%	37%	33%	38%	33%
Somewhat oppose	4%	4%	7%	5%	5%	4%	5%	5%
Strongly oppose	2%	2%	3%	2%	2%	2%	3%	3%
Skipped	3%	3%	3%	3%	3%	2%	2%	2%
<i>Support (Net)</i>	<i>91%</i>	<i>91%</i>	<i>86%</i>	<i>90%</i>	<i>90%</i>	<i>92%</i>	<i>91%</i>	<i>90%</i>
<i>Oppose (Net)</i>	<i>6%</i>	<i>6%</i>	<i>10%</i>	<i>8%</i>	<i>7%</i>	<i>6%</i>	<i>7%</i>	<i>8%</i>

Q6_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 for the 988 Suicide & Crisis Lifeline call-center operations and crisis response services

	Total (N=2,046)	November 2025 (N=2,046)	June 2025 (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	53%	52%	36%	44%	43%	53%	46%	51%
Somewhat support	34%	35%	44%	39%	40%	33%	37%	33%
Somewhat oppose	7%	7%	11%	8%	9%	8%	10%	8%
Strongly oppose	4%	3%	6%	6%	5%	5%	6%	7%
Skipped	3%	3%	3%	3%	3%	2%	1%	2%
<i>Support (Net)</i>	<i>87%</i>	<i>87%</i>	<i>80%</i>	<i>83%</i>	<i>83%</i>	<i>85%</i>	<i>83%</i>	<i>84%</i>
<i>Oppose (Net)</i>	<i>10%</i>	<i>11%</i>	<i>17%</i>	<i>14%</i>	<i>14%</i>	<i>13%</i>	<i>15%</i>	<i>15%</i>

Q6_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 for the 988 Suicide & Crisis Lifeline call-center operations and crisis response services

	Total (N=2,046)	November 2025 (N=2,046)	June 2025 (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%	52%	32%	42%	42%	54%	44%	48%
Somewhat support	35%	38%	50%	40%	42%	34%	41%	36%
Somewhat oppose	7%	5%	10%	9%	9%	7%	9%	8%
Strongly oppose	3%	3%	5%	5%	4%	3%	4%	6%
Skipped	3%	3%	3%	3%	3%	1%	1%	2%
<i>Support (Net)</i>	<i>87%</i>	<i>89%</i>	<i>82%</i>	<i>83%</i>	<i>84%</i>	<i>88%</i>	<i>85%</i>	<i>85%</i>
<i>Oppose (Net)</i>	<i>10%</i>	<i>8%</i>	<i>15%</i>	<i>14%</i>	<i>13%</i>	<i>10%</i>	<i>14%</i>	<i>13%</i>



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Q6_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... Raise awareness of the 988 Suicide & Crisis Lifeline by adding 988 to K-12 student identification cards

	Total (N=2,046)	November 2025 (N=2,046)
Strongly support	50%	52%
Somewhat support	35%	35%
Somewhat oppose	8%	8%
Strongly oppose	3%	2%
Skipped	3%	3%
<i>Support (Net)</i>	<i>85%</i>	<i>86%</i>
<i>Oppose (Net)</i>	<i>12%</i>	<i>11%</i>

Q6_6. Taking into account everything you know about mental health, alcohol/drug problems, or suicide crises, how much would you support or oppose policies that... Raise awareness for the 988 Suicide & Crisis Lifeline by adding 988 to college and university student identification cards

	Total (N=2,046)
Strongly support	56%
Somewhat support	33%
Somewhat oppose	5%
Strongly oppose	3%
Skipped	3%
<i>Support (Net)</i>	<i>89%</i>
<i>Oppose (Net)</i>	<i>8%</i>

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Q7. 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=2,046)	November 2025 (N=2,046)	June 2025 (N=2,022)	March 2025 (N=2,049)	June 2024 (N=2,048)	Oct 2023 (N=2,048)	June 2023 (N=2,073)
Mental health care	63%	63%	62%	61%	61%	64%	62%
Affordable housing programs	61%	60%	56%	N/A	52%	57%	50%
Head Start and childcare programs for low-income Americans	57%	55%	54%	53%	N/A	N/A	N/A
Nutrition programs for low-income Americans	56%	58%	54%	N/A	N/A	N/A	N/A
Suicide prevention programs	56%	55%	54%	52%	N/A	N/A	N/A
988 Suicide & Crisis Lifeline	54%	55%	53%	51%	49%	57%	50%

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Q7_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=2,046)	November 2025 (N=2,046)	June 2025 (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	20%	21%	18%	18%	16%	20%	17%
A high priority, but not the highest priority	35%	35%	35%	33%	33%	37%	34%
Somewhat of a priority	31%	31%	33%	36%	34%	31%	33%
Low priority	8%	9%	9%	8%	10%	7%	10%
Not a priority at all	4%	2%	2%	2%	4%	3%	4%
Skipped	3%	3%	3%	2%	3%	2%	3%
Priority (Net)	85%	86%	86%	87%	83%	88%	84%
High Priority (Net)	54%	55%	53%	51%	49%	57%	50%
Low/No Priority (Net)	12%	11%	11%	11%	14%	10%	14%

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Q7_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=2,046)	November 2025 (N=2,046)	June 2025 (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	26%	25%	25%	24%	24%	26%	27%
A high priority, but not the highest priority	37%	38%	37%	36%	37%	38%	35%
Somewhat of a priority	26%	26%	27%	29%	27%	25%	27%
Low priority	5%	7%	7%	6%	6%	6%	6%
Not a priority at all	3%	2%	2%	2%	3%	3%	3%
Skipped	3%	3%	3%	3%	2%	2%	3%
<i>Priority (Net)</i>	89%	89%	88%	90%	82%	89%	89%
<i>High Priority (Net)</i>	63%	63%	62%	61%	61%	64%	62%
<i>Low/No Priority (Net)</i>	8%	8%	9%	8%	10%	9%	9%

TOPLINE & METHODOLOGY

Q7_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=2,046)	November 2025 (N=2,046)	June 2025 (N=2,022)	June 2024 (N=2,048)	Oct 2023 (N=2,048)	June 2023 (N=2,073)
Highest priority	32%	30%	26%	25%	27%	23%
A high priority, but not the highest priority	29%	29%	30%	27%	30%	27%
Somewhat of a priority	24%	24%	28%	29%	27%	30%
Low priority	9%	10%	10%	11%	9%	12%
Not a priority at all	4%	4%	4%	5%	5%	5%
Skipped	3%	3%	3%	2%	2%	2%
<i>Priority (Net)</i>	84%	83%	84%	81%	84%	80%
<i>High Priority (Net)</i>	61%	60%	56%	52%	57%	50%
<i>Low/No Priority (Net)</i>	13%	14%	13%	16%	14%	18%

Q7_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? Nutrition programs for low-income Americans

	Total (N=2,046)	November 2025 (N=2,046)	June 2025 (N=2,022)
Highest priority	25%	27%	20%
A high priority, but not the highest priority	31%	32%	33%
Somewhat of a priority	27%	26%	29%
Low priority	9%	10%	12%
Not a priority at all	5%	3%	3%
Skipped	3%	3%	3%
<i>Priority (Net)</i>	83%	84%	82%
<i>High Priority (Net)</i>	56%	58%	54%
<i>Low/No Priority (Net)</i>	14%	13%	15%

TOPLINE & METHODOLOGY

Q7_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? Head Start and childcare programs for low-income Americans

	Total (N=2,046)	November 2025 (N=2,046)	June 2025 (N=2,022)	March 2025 (N=2,049)
Highest priority	24%	22%	20%	21%
A high priority, but not the highest priority	33%	33%	34%	32%
Somewhat of a priority	26%	28%	29%	31%
Low priority	9%	11%	10%	10%
Not a priority at all	5%	3%	4%	4%
Skipped	3%	3%	3%	2%
<i>Priority (Net)</i>	83%	83%	83%	84%
<i>High Priority (Net)</i>	57%	55%	54%	53%
<i>Low/No Priority (Net)</i>	14%	14%	15%	14%

Q7_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? Suicide prevention programs

	Total (N=2,046)	November 2025 (N=2,046)	June 2025 (N=2,022)	March 2025 (N=2,049)
Highest priority	21%	21%	20%	19%
A high priority, but not the highest priority	35%	34%	34%	33%
Somewhat of a priority	30%	30%	32%	35%
Low priority	8%	9%	8%	9%
Not a priority at all	3%	2%	2%	2%
Skipped	3%	3%	3%	3%
<i>Priority (Net)</i>	86%	86%	86%	87%
<i>High Priority (Net)</i>	56%	55%	54%	52%
<i>Low/No Priority (Net)</i>	11%	11%	11%	11%

Q8. How much would you support or oppose providing the following communities with access to mental health crisis services tailored to their specific experience? Summary - Support

	Total (N=2,046)
Veterans	93%
People who are Deaf and Hard of Hearing	91%
People living in rural communities	87%
Spanish-speaking individuals	76%
LGBTQ+ youth and young adults	72%

TOPLINE & METHODOLOGY

Q8_1. How much would you support or oppose providing the following communities with access to mental health crisis services tailored to their specific experience? Veterans

	Total (N=2,046)
Strongly support	74%
Somewhat support	19%
Somewhat oppose	3%
Strongly oppose	2%
Skipped	3%
<i>Support (Net)</i>	<i>93%</i>
<i>Oppose (Net)</i>	<i>4%</i>

Q8_2. How much would you support or oppose providing the following communities with access to mental health crisis services tailored to their specific experience? LGBTQ+ youth and young adults

	Total (N=2,046)
Strongly support	40%
Somewhat support	33%
Somewhat oppose	12%
Strongly oppose	12%
Skipped	4%
<i>Support (Net)</i>	<i>72%</i>
<i>Oppose (Net)</i>	<i>24%</i>

Q8_3. How much would you support or oppose providing the following communities with access to mental health crisis services tailored to their specific experience? People who are Deaf and Hard of Hearing

	Total (N=2,046)
Strongly support	55%
Somewhat support	36%
Somewhat oppose	4%
Strongly oppose	2%
Skipped	3%
<i>Support (Net)</i>	<i>91%</i>
<i>Oppose (Net)</i>	<i>6%</i>

TOPLINE & METHODOLOGY

Q8_4. How much would you support or oppose providing the following communities with access to mental health crisis services tailored to their specific experience? Spanish-speaking individuals

	Total (N=2,046)
Strongly support	37%
Somewhat support	39%
Somewhat oppose	13%
Strongly oppose	8%
Skipped	3%
<i>Support (Net)</i>	<i>76%</i>
<i>Oppose (Net)</i>	<i>21%</i>

Q8_5. How much would you support or oppose providing the following communities with access to mental health crisis services tailored to their specific experience? People living in rural communities

	Total (N=2,046)
Strongly support	44%
Somewhat support	43%
Somewhat oppose	7%
Strongly oppose	3%
Skipped	3%
<i>Support (Net)</i>	<i>87%</i>
<i>Oppose (Net)</i>	<i>10%</i>

Q9. Have you or someone you know ever done or experienced the following?** Summary - Yes (Net)

	Total (N=2,046)	June 2025 (N=2,022)
Seen a mental health provider (therapist, psychologist, psychiatrist, etc.) *	52%	49%
Thought about, or talked about, suicide or self-harm	37%	30%
Experienced a life-threatening mental health crisis (i.e., attempting suicide, self-harm)	30%	22%
Contacted the 988 Suicide & Crisis Lifeline for someone else who was having a mental health, substance use, or suicide crisis	7%	5%
Contacted the 988 Suicide & Crisis Lifeline while you were having a mental health, substance use, or suicide crisis	6%	6%

*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"

**Note: In 2025, this was asked as "Have you or a loved one ever done or experienced the following?"

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Q9_1. Have you or someone you know ever done or experienced the following? ** Seen a mental health provider (therapist, psychologist, psychiatrist, etc.)

	Total (N=2,046)	June 2025 (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%	33%	32%	30%	31%	29%	28%
Yes, someone else has	31%	29%	29%	25%	26%	29%	28%
No	42%	46%	46%	46%	49%	50%	50%
Prefer not to say	3%	3%	2%	3%	4%	3%	3%
Skipped	4%	2%	2%	7%	2%	1%	2%
Yes (Net)	52%	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"*

***Note: In 2025, this was asked as "Have you or a loved one ever done or experienced the following?"*

Q9_2. Have you or someone you know ever done or experienced the following?* Experienced a life-threatening mental health crisis (i.e., attempting suicide, self-harm)

	Total (N=2,046)	June 2025 (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	9%	8%	8%	7%	8%	7%	7%
Yes, someone else has	24%	16%	15%	13%	13%	14%	14%
No	63%	71%	74%	71%	75%	76%	76%
Prefer not to say	4%	4%	4%	3%	4%	3%	3%
Skipped	4%	2%	3%	7%	2%	1%	2%
Yes (Net)	30%	22%	20%	19%	19%	19%	19%

**Note: In 2025, this was asked as "Have you or a loved one ever done or experienced the following?"*

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Q9_3. Have you or someone you know ever done or experienced the following?* Thought about, or talked about, suicide or self-harm

	Total (N=2,046)	June 2025 (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	18%	16%	17%	16%	17%	17%
Yes, someone else has	26%	19%	17%	16%	17%	19%
No	55%	62%	64%	61%	65%	65%
Prefer not to say	4%	5%	5%	4%	5%	4%
Skipped	4%	2%	2%	8%	2%	1%
Yes (Net)	37%	30%	28%	27%	28%	30%

*Note: In 2025, this was asked as "Have you or a loved one ever done or experienced the following?"

Q9_4. Have you or someone you know 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=2,046)	June 2025 (N=2,022)	March 2025 (N=2,049)	June 2024 (N=2,048)	June 2023 (N=2,073)
Yes, I have	3%	3%	2%	1%	1%
Yes, someone else has	4%	3%	3%	3%	2%
No	88%	89%	91%	87%	92%
Prefer not to say	2%	3%	2%	2%	3%
Skipped	4%	2%	3%	8%	2%
Yes (Net)	6%	6%	4%	3%	3%

*Note: In 2025, this was asked as "Have you or a loved one ever done or experienced the following?"

Q9_5. Have you or someone you know 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=2,046)	June 2025 (N=2,022)	March 2025 (N=2,049)	June 2024 (N=2,048)	June 2023 (N=2,073)
Yes, I have	3%	3%	2%	2%	1%
Yes, someone else has	5%	3%	2%	2%	2%
No	86%	90%	91%	86%	91%
Prefer not to say	2%	2%	2%	2%	3%
Skipped	4%	2%	3%	8%	3%
Yes (Net)	7%	5%	4%	4%	3%

*Note: In 2025, this was asked as "Have you or a loved one ever done or experienced the following?"

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Q10. [Asked of those who said they or someone they know contacted 988 for themselves or for someone else] You mentioned that you or someone you know had a mental health, alcohol/drug, or suicide crisis that involved contacting the 988 Suicide & Crisis Lifeline. Did you, or did they, receive the help needed following this experience? If there was more than one experience, please think of the most recent experience.

	Total (N=189)	June 2025 (N=164)	June 2024 (N=102)	June 2023 (N=92*)
Yes, received all help needed	29%	25%	28%	21%
Yes, received some help needed	46%	46%	40%	34%
No, did not receive the help needed	10%	14%	14%	19%
Not sure	12%	10%	10%	20%
Prefer not to say	3%	5%	5%	5%
Skipped	-	-	3%	1%
Yes (Net)	75%	71%	68%	55%

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

Q11. [Asked of those who said they or someone they know contacted 988 for themselves or for someone else] When you contacted 988 Suicide & Crisis Lifeline, how easy or hard was it to... Summary
- Easy

	Total (N=189)
Get connected to a person on the phone, text, or chat	65%
Reach someone available without long wait lines	58%
Receive support that addressed your immediate needs	54%
Be connected with follow-up care or resources	48%
Connect with someone who had a similar background to you/someone you know (e.g., race/ethnicity, sexual orientation, gender, language)	38%

TOPLINE & METHODOLOGY

Q11_1. [Asked of those who said they or someone they know contacted 988 for themselves or for someone else] When you contacted 988 Suicide & Crisis Lifeline, how easy or hard was it to... Get connected to a person on the phone, text, or chat

	Total (N=189)
Very hard	4%
Somewhat hard	10%
Somewhat easy	28%
Very easy	37%
Don't remember/Unsure	20%
Skipped	2%
<i>Easy (Net)</i>	<i>65%</i>
<i>Hard (Net)</i>	<i>13%</i>

Q11_2. [Asked of those who said they or someone they know contacted 988 for themselves or for someone else] When you contacted 988 Suicide & Crisis Lifeline, how easy or hard was it to... Receive support that addressed your immediate needs

	Total (N=189)
Very hard	5%
Somewhat hard	14%
Somewhat easy	31%
Very easy	24%
Don't remember/Unsure	24%
Skipped	2%
<i>Easy (Net)</i>	<i>54%</i>
<i>Hard (Net)</i>	<i>19%</i>

Q11_3. [Asked of those who said they or someone they know contacted 988 for themselves or for someone else] When you contacted 988 Suicide & Crisis Lifeline, how easy or hard was it to... Be connected with follow-up care or resources

	Total (N=189)
Very hard	10%
Somewhat hard	14%
Somewhat easy	26%
Very easy	22%
Don't remember/Unsure	26%
Skipped	2%
<i>Easy (Net)</i>	<i>48%</i>
<i>Hard (Net)</i>	<i>24%</i>

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Q11_4. [Asked of those who said they or someone they know contacted 988 for themselves or for someone else] When you contacted 988 Suicide & Crisis Lifeline, how easy or hard was it to... Reach someone available without long wait lines

	Total (N=189)
Very hard	6%
Somewhat hard	11%
Somewhat easy	24%
Very easy	35%
Don't remember/Unsure	22%
Skipped	3%
<i>Easy (Net)</i>	<i>58%</i>
<i>Hard (Net)</i>	<i>17%</i>

Q11_5. [Asked of those who said they or someone they know contacted 988 for themselves or for someone else] When you contacted 988 Suicide & Crisis Lifeline, how easy or hard was it to... Connect with someone who had a similar background to you/someone you know (e.g., race/ethnicity, sexual orientation, gender, language)

	Total (N=189)
Very hard	7%
Somewhat hard	16%
Somewhat easy	20%
Very easy	19%
Don't remember/Unsure	36%
Skipped	3%
<i>Easy (Net)</i>	<i>38%</i>
<i>Hard (Net)</i>	<i>23%</i>

Q12. How likely would you be to contact the 988 Suicide & Crisis Lifeline for yourself or someone you know if you or they were experiencing a mental health crisis?

	Total (N=2,046)
Very likely	31%
Somewhat likely	40%
Not very likely	16%
Not at all likely	11%
Skipped	3%
<i>Likely (Net)</i>	<i>71%</i>
<i>Unlikely (Net)</i>	<i>26%</i>

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Q13. How much of a concern, if at all, would each of the following be if you were to contact 988?

Summary - Concerned

	Total (N=2,046)
I/They might end up being charged for services without being able to pay	54%
Law enforcement might be sent to the location	52%
988 responders wouldn't be able to handle the issue	50%
The call would not remain private and others might find out	49%
I/They might be forced to go to the hospital	48%
I/They might end up in jail	42%

Q13_1. How much of a concern, if at all, would each of the following be if you were to contact 988? Law enforcement might be sent to the location

	Total (N=2,046)
Very concerned	19%
Somewhat concerned	32%
Not very concerned	26%
Not at all concerned	19%
Skipped	4%
<i>Concerned (Net)</i>	52%
<i>Not Concerned (Net)</i>	45%

Q13_2. How much of a concern, if at all, would each of the following be if you were to contact 988? I/They might be forced to go to the hospital

	Total (N=2,046)
Very concerned	14%
Somewhat concerned	33%
Not very concerned	28%
Not at all concerned	20%
Skipped	4%
<i>Concerned (Net)</i>	48%
<i>Not Concerned (Net)</i>	49%

TOPLINE & METHODOLOGY

Q13_3. How much of a concern, if at all, would each of the following be if you were to contact 988? The call would not remain private and others might find out

	Total (N=2,046)
Very concerned	20%
Somewhat concerned	29%
Not very concerned	26%
Not at all concerned	21%
Skipped	4%
<i>Concerned (Net)</i>	<i>49%</i>
<i>Not Concerned (Net)</i>	<i>47%</i>

Q13_4. How much of a concern, if at all, would each of the following be if you were to contact 988? I/They might end up being charged for services without being able to pay

	Total (N=2,046)
Very concerned	23%
Somewhat concerned	31%
Not very concerned	23%
Not at all concerned	20%
Skipped	4%
<i>Concerned (Net)</i>	<i>54%</i>
<i>Not Concerned (Net)</i>	<i>43%</i>

Q13_5. How much of a concern, if at all, would each of the following be if you were to contact 988? 988 responders wouldn't be able to handle the issue

	Total (N=2,046)
Very concerned	14%
Somewhat concerned	37%
Not very concerned	29%
Not at all concerned	17%
Skipped	4%
<i>Concerned (Net)</i>	<i>50%</i>
<i>Not Concerned (Net)</i>	<i>46%</i>

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Q13_6. How much of a concern, if at all, would each of the following be if you were to contact 988? I/They might end up in jail

	Total (N=2,046)
Very concerned	16%
Somewhat concerned	25%
Not very concerned	27%
Not at all concerned	27%
Skipped	4%
<i>Concerned (Net)</i>	<i>42%</i>
<i>Not Concerned (Net)</i>	<i>54%</i>

Q14. How much, if at all, do you trust that you would receive the help you need from each of the following numbers if you needed to call? Summary - Trust

	Total (N=2,046)
911 emergency services (for a physical health emergency, crime in progress, fire, etc.)	80%
988 Suicide & Crisis Lifeline (for a mental health, alcohol/drug, or suicide crisis)	74%

Q14_1. How much, if at all, do you trust that you would receive the help you need from each of the following numbers if you needed to call? 911 emergency services (for a physical health emergency, crime in progress, fire, etc.)

	Total (N=2,046)
A great deal	36%
A fair amount	44%
Not very much	13%
None at all	5%
Skipped	3%
<i>Trust (Net)</i>	<i>80%</i>
<i>Distrust (Net)</i>	<i>17%</i>

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Q14_2. How much, if at all, do you trust that you would receive the help you need from each of the following numbers if you needed to call? 988 Suicide & Crisis Lifeline (for a mental health, alcohol/drug, or suicide crisis)

	Total (N=2,046)
A great deal	20%
A fair amount	54%
Not very much	16%
None at all	6%
Skipped	4%
<i>Trust (Net)</i>	<i>74%</i>
<i>Distrust (Net)</i>	<i>22%</i>

Q15. Have you looked for, or tried to get, mental health care in the past 12 months?

	Total (N=2,046)
Yes, I have	15%
No, I haven't	79%
Prefer not to say	3%
Skipped	2%

Q16. **[Asked if looked for or tried to get mental health care in the past 12 months]** Have you experienced any of the following when trying to access mental health care in the past 12 months?
Summary - Yes, I have

	Total (N=312)
Paid more out-of-pocket for mental health care than expected	28%
Skipped or delayed mental health treatment because you couldn't afford it	27%
Could not find a mental health provider who accepted your insurance	26%
Insurance denied coverage for a necessary mental health treatment or service	16%
Did not fill a prescription for mental health medication because of cost	11%

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Q16_1. [Asked if looked for or tried to get mental health care in the past 12 months] Have you experienced any of the following when trying to access mental health care in the past 12 months? Insurance denied coverage for a necessary mental health treatment or service

	Total (N=312)
Yes, I have	16%
No, I haven't	69%
Not applicable / Do not have insurance	13%
Skipped	1%

Q16_2. [Asked if looked for or tried to get mental health care in the past 12 months] Have you experienced any of the following when trying to access mental health care in the past 12 months? Could not find a mental health provider who accepted your insurance

	Total (N=312)
Yes, I have	26%
No, I haven't	61%
Not applicable / Do not have insurance	11%
Skipped	1%

Q16_3. [Asked if looked for or tried to get mental health care in the past 12 months] Have you experienced any of the following when trying to access mental health care in the past 12 months? Paid more out-of-pocket for mental health care than expected

	Total (N=312)
Yes, I have	28%
No, I haven't	60%
Not applicable / Do not have insurance	12%
Skipped	1%

Q16_4. [Asked if looked for or tried to get mental health care in the past 12 months] Have you experienced any of the following when trying to access mental health care in the past 12 months? Skipped or delayed mental health treatment because you couldn't afford it

	Total (N=312)
Yes, I have	27%
No, I haven't	66%
Not applicable / Do not have insurance	6%
Skipped	1%

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Q16_5. [Asked if looked for or tried to get mental health care in the past 12 months] Have you experienced any of the following when trying to access mental health care in the past 12 months? Did not fill a prescription for mental health medication because of cost

	Total (N=312)
Yes, I have	11%
No, I haven't	71%
Not applicable / Do not have insurance	17%
Skipped	1%

Q17. Thinking about the upcoming midterm elections in November, how much would you support or oppose a candidate running for office at any level who... Summary - Support

	Total (N=2,046)
Proactively shares mental health resources with their community (like sharing the 988 Suicide & Crisis Lifeline information on social media)	84%
Focuses on mental health in their publicly released policy proposals	81%
Speaks openly about their own mental health experience or mental health challenges faced by a loved one	81%
Wants to limit the availability of mental health services and support in their community	17%
Makes statements that stigmatize people with mental health conditions	17%

Q17_1. Thinking about the upcoming midterm elections in November, how much would you support or oppose a candidate running for office at any level who... Focuses on mental health in their publicly released policy proposals

	Total (N=2,046)
Strongly support	31%
Somewhat support	50%
Somewhat oppose	10%
Strongly oppose	4%
Skipped	5%
<i>Support (Net)</i>	<i>81%</i>
<i>Oppose (Net)</i>	<i>13%</i>

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Q17_2. Thinking about the upcoming midterm elections in November, how much would you support or oppose a candidate running for office at any level who... Wants to limit the availability of mental health services and support in their community

	Total (N=2,046)
Strongly support	4%
Somewhat support	13%
Somewhat oppose	30%
Strongly oppose	47%
Skipped	5%
<i>Support (Net)</i>	<i>17%</i>
<i>Oppose (Net)</i>	<i>78%</i>

Q17_3. Thinking about the upcoming midterm elections in November, how much would you support or oppose a candidate running for office at any level who... Proactively shares mental health resources with their community (like sharing the 988 Suicide & Crisis Lifeline information on social media)

	Total (N=2,046)
Strongly support	38%
Somewhat support	47%
Somewhat oppose	6%
Strongly oppose	4%
Skipped	5%
<i>Support (Net)</i>	<i>84%</i>
<i>Oppose (Net)</i>	<i>11%</i>

Q17_4. Thinking about the upcoming midterm elections in November, how much would you support or oppose a candidate running for office at any level who... Makes statements that stigmatize people with mental health conditions

	Total (N=2,046)
Strongly support	4%
Somewhat support	13%
Somewhat oppose	25%
Strongly oppose	52%
Skipped	6%
<i>Support (Net)</i>	<i>17%</i>
<i>Oppose (Net)</i>	<i>77%</i>

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Q17_5. Thinking about the upcoming midterm elections in November, how much would you support or oppose a candidate running for office at any level who... Speaks openly about their own mental health experience or mental health challenges faced by a loved one

	Total (N=2,046)
Strongly support	32%
Somewhat support	49%
Somewhat oppose	10%
Strongly oppose	3%
Skipped	5%
<i>Support (Net)</i>	<i>81%</i>
<i>Oppose (Net)</i>	<i>14%</i>



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About the Study

This NAMI/Ipsos poll was conducted June 12 – 14, 2026 by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 2,046 general population adults age 18 or older.

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

Survey	Dates Conducted	Sample Size (N)	Population	Link
1	November 22-25, 2021	2,049	Nationally representative probability sample of adults aged 18 or older	November 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	November 27-29, 2023	2,048		November 2023
6	June 7-9, 2024	2,048		June 2024
7	March 21-23, 2025	2,049		March 2025
8	June 20-22, 2025	2,022		June 2025
9	November 7-9, 2025	2,046		November 2025

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult U.S. population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the U.S. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The study was conducted in English. The data for the total sample were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, and household income. The demographic benchmarks came from the 2025 March Supplement of the Current Population Survey (CPS). Party ID benchmarks are from the 2025 National Public Opinion Reference Survey (NPORS).

- 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)
- 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+)





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- Party Identification (Republican, Lean Republican, Independent/Not lean, Lean Democrat, Democrat)

The margin of sampling error 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 1.05.

The margin of sampling error is higher and varies for results based on 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.





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About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120, Mid-60 indices, and is eligible for the Deferred Settlement Service (SRD).

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