

NAMI / IPSOS SUMMER 2026 988 SPOTLIGHT

July 2026



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Priorities



Methodology

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 **margin of sampling error** for this study is plus or minus 2.2 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.05. The margin of sampling error is higher and varies for results based on other sub-samples.

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

Reporting Notes

In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

This report includes references to subgroups by....

- Age (18-29, 30-49, 50-64, 65+)
- LGBTQ+ status (Not LGBTQ+, LGBTQ+)
- Gender (Male, Female)
- Income (<\$50K, \$50K-<\$100K, \$100K+)



SPOTLIGHT ON 988 **AWARENESS, USE, AND** **BARRIERS**

Most Americans know about 988, but few have used it

Awareness has quadrupled since launch and trust rivals 911—yet actual contact remains in single digits, with perceived cost and law enforcement concerns deterring many

Awareness is high, but usage remains limited

- Nearly 3 in 4 Americans (74%) have heard of 988—up from just 18% before its launch in 2021
- Social media and television drive awareness equally, reaching one in three Americans who are aware of 988
- Yet only 6–7% have contacted 988 for themselves or someone else—though this has doubled since 2023

Those who reach out report increasingly positive experiences

- 3 in 4 988 callers report receiving the help they needed—up 20 points since 2023
- Initial connection is smooth; follow-up care and culturally matched support remain challenges
- Trust in 988 nearly matches 911 (74% vs. 80%)

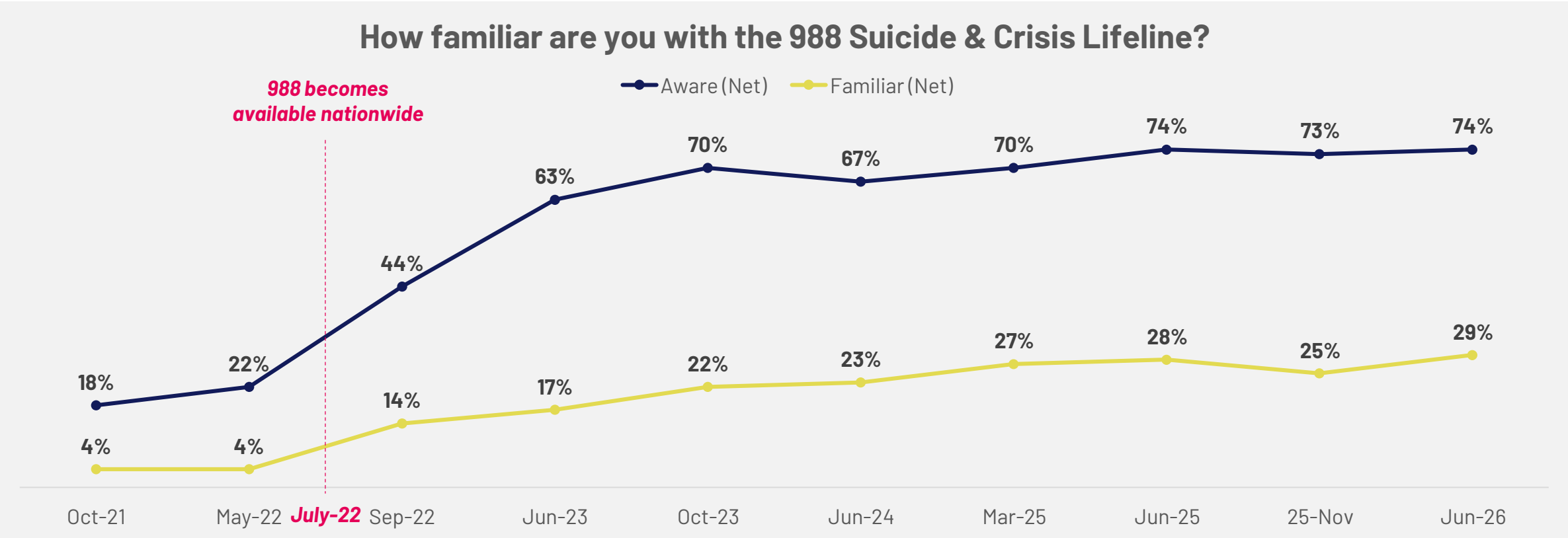
Key populations drive 988 engagement

- LGBTQ+ Americans contact 988 at more than double the rate of non-LGBTQ+ peers (11% vs. 5%)
- Adults under 50 are nine times more likely to have contacted 988 than those 65+
- Lower-income Americans and parents also show elevated engagement

Barriers persist – especially for vulnerable groups

- Over half of Americans cite cost and law enforcement concerns as potential deterrents to calling
- LGBTQ+ individuals are significantly more likely to worry about police response (69% vs. 49%)
- Women and lower-income Americans express heightened concerns across multiple barriers

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



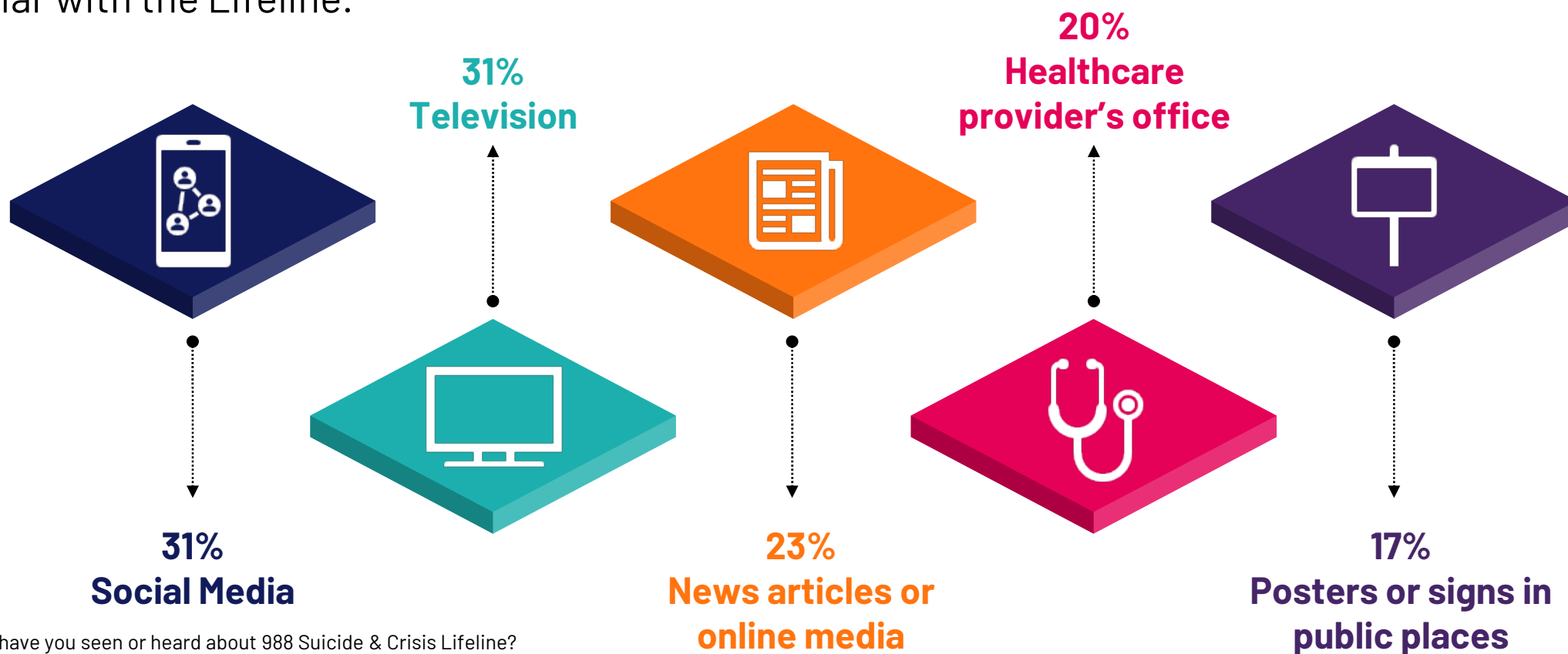
Q. How familiar are you with the 988 Suicide & Crisis Lifeline?
Base: All respondents June 2026 (n=2,046), All respondents November 2025 (n=2,046), All respondents June 2025 (n=2,022), All respondents March 2025 (n=2,049), All respondents June 2024 (n=2,048), All respondents October 2023 (n=2,048), All respondents June 2023 (n=2,073), All respondents September 2022 (n=3,071), All respondents May 2022 (n=2,045), All respondents October 2021 (n=2,049)

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



Americans who are aware of 988 learn about the Lifeline primarily through social media and television

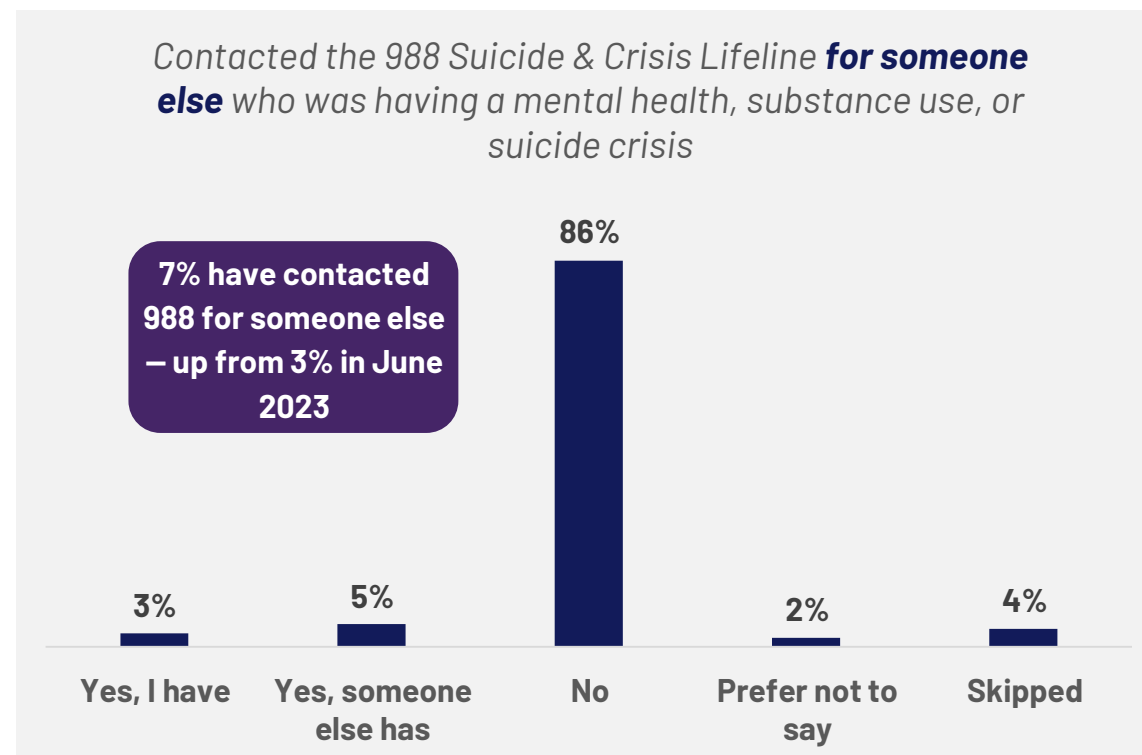
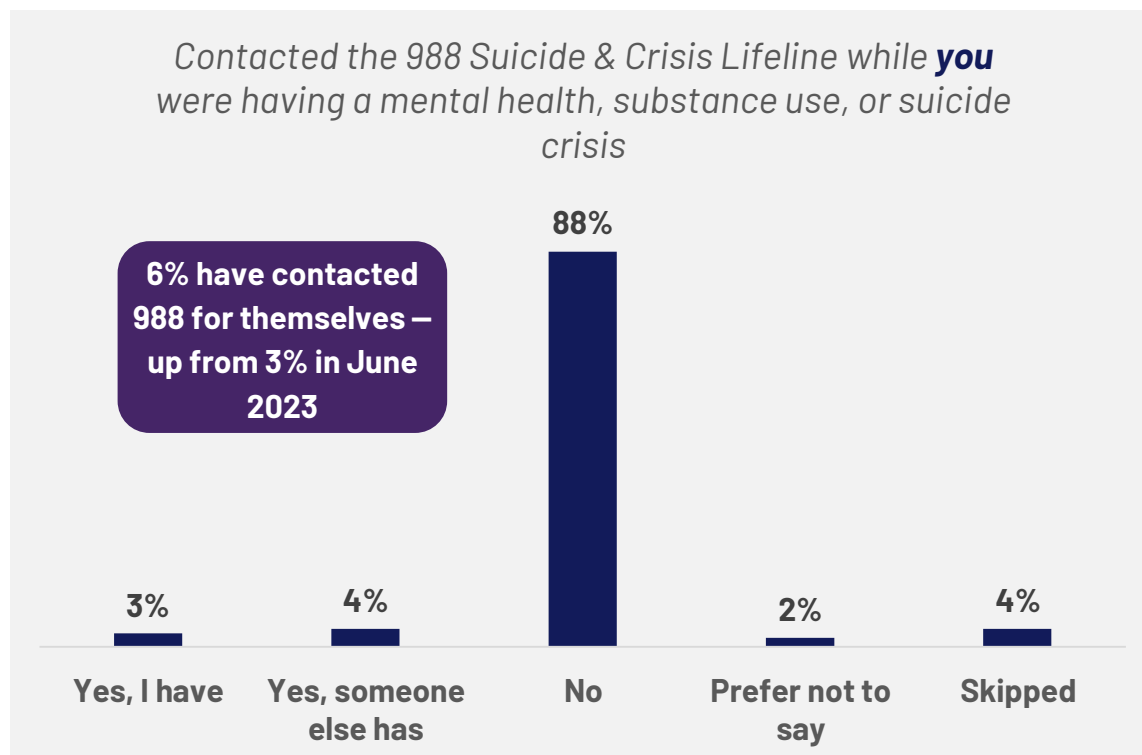
Five key sources dominate 988 awareness, with only 1 in 5 Americans unable to recall how they became familiar with the Lifeline.



Q. Where have you seen or heard about 988 Suicide & Crisis Lifeline?
Base: [Asked if aware of 988] (n=1,537)

Small but growing share of Americans report contacting 988 for mental health, substance abuse, or suicide crisis support

Have you or someone you know ever done or experienced the following?



Q. 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*

Contacted the 988 Suicide & Crisis Lifeline for someone else who was having a mental health, substance use, or suicide crisis

Base: All respondents June 2026 (n=2,046), All respondents June 2023 (n=2,073)

Four populations stand out for contacting 988

- 1 LGBTQ+ individuals** are more than twice as likely to report contacting 988 for themselves compared to their non-LGBTQ+ peers (11% vs. 5%).
- 2 Adults ages 18-29** report contacting 988 at nine times the rate of those 65 and older (9% vs. 1%).
- 3 Americans earning less than \$50,000 annually** are more than twice as likely to have contacted 988 compared to those earning \$100,000 or more (9% vs. 4%).
- 4 Parents of minor children** report higher rates of 988 contact than non-parents (9% vs. 5%), suggesting caregiving responsibilities may intersect with crisis moments.

Q. 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*

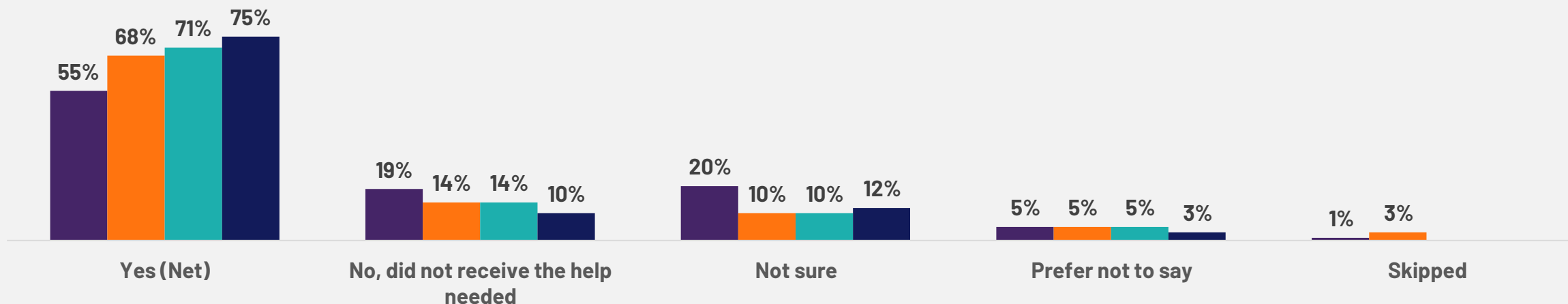
Base: All respondents (n=2,046), LGBTQ+ (n=166), Non-LGBTQ+ (n=1,537), 18-29 (n=370), 30-49 (n=681), 50-64 (n=487), 65+ (n=508), <\$50k (n=462), \$50k-<\$100k (n=560), \$100k+ (n=1,024), Parent of child under 18 (n=394), Not a parent of child under 18 (n=1,617)



988 delivers for most callers, and outcomes keep improving year over year

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?

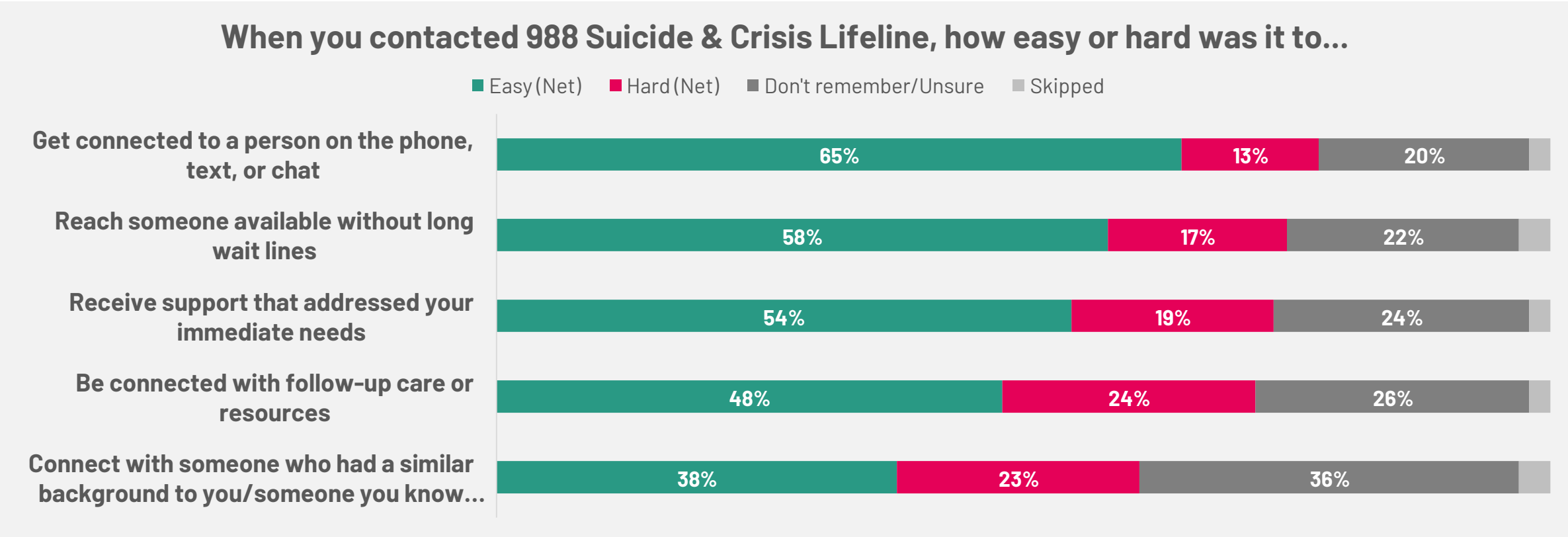
■ Jun-23 ■ Jun-24 ■ Jun-25 ■ Jun-26



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: [Asked of those who said they or someone they know contacted 988 for themselves or for someone else] June 2026 (n=189), June 2025 (n=164), June 2024 (n=102), June 2023 (n=92)*

Most 988 callers find it easy to connect, but follow-up care and culturally matched support remain challenges



Q. When you contacted 988 Suicide & Crisis Lifeline, how easy or hard was it to...
Base: [Asked of those who said they or someone they know contacted 988 for themselves or for someone else] n=189



Americans trust 911 and 988 at comparable rates.

4 in 5

trust that they would receive the help they need from **911 emergency services** (e.g., *physical health emergencies, crimes in progress, fire, etc.*)

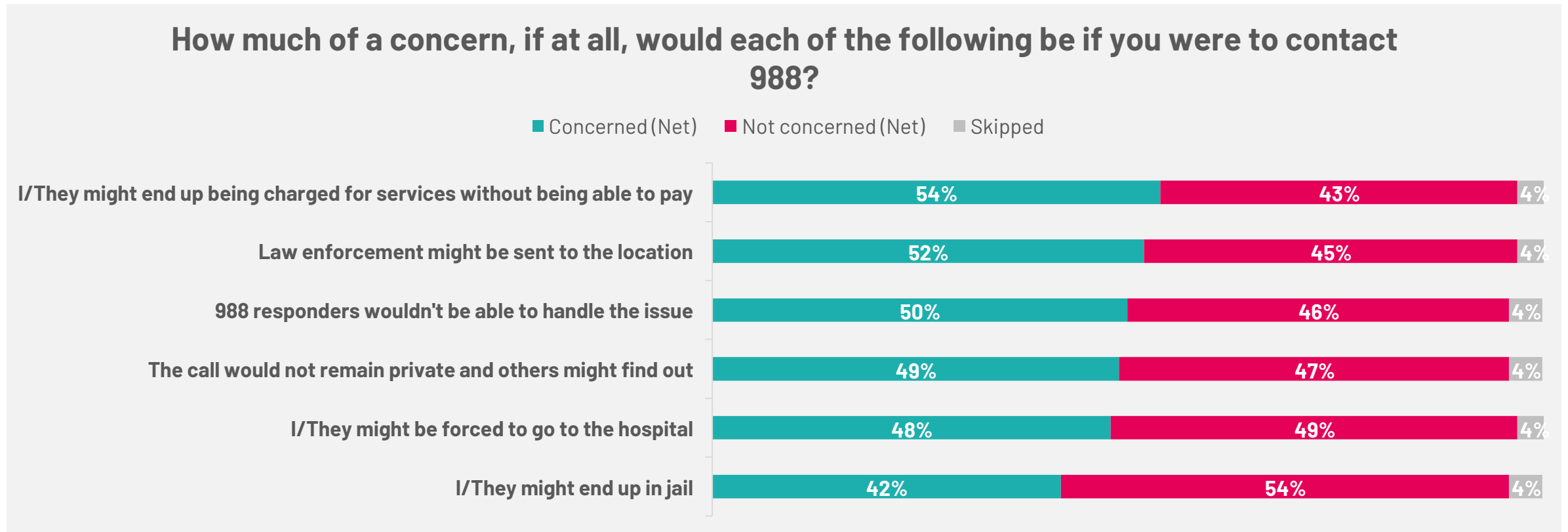
3 in 4

trust that they would receive the help they need from **988 for a mental health, alcohol/drug, or suicide crisis**

Q. 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?

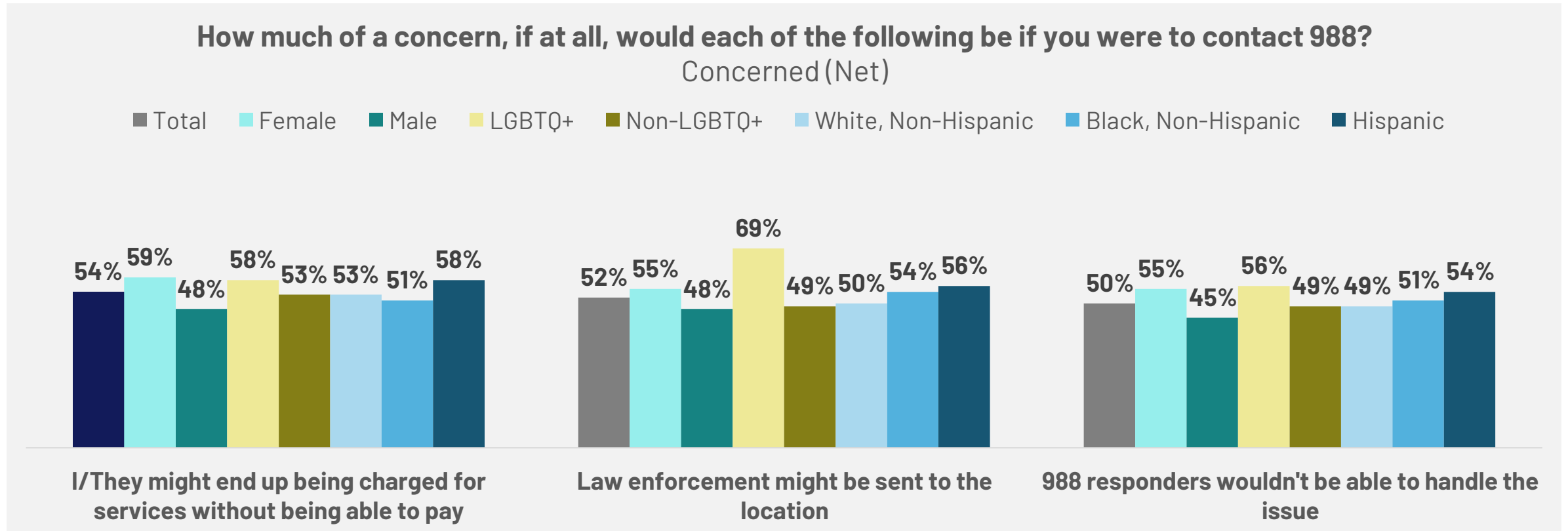
Base: All respondents (n=2,046)

Perceived cost, police involvement, and concerns that 988 responders couldn't handle the issue top list of reasons Americans avoid calling 988



Q. How much of a concern, if at all, would each of the following be if you were to contact 988?
Base: All respondents (n=2,046)

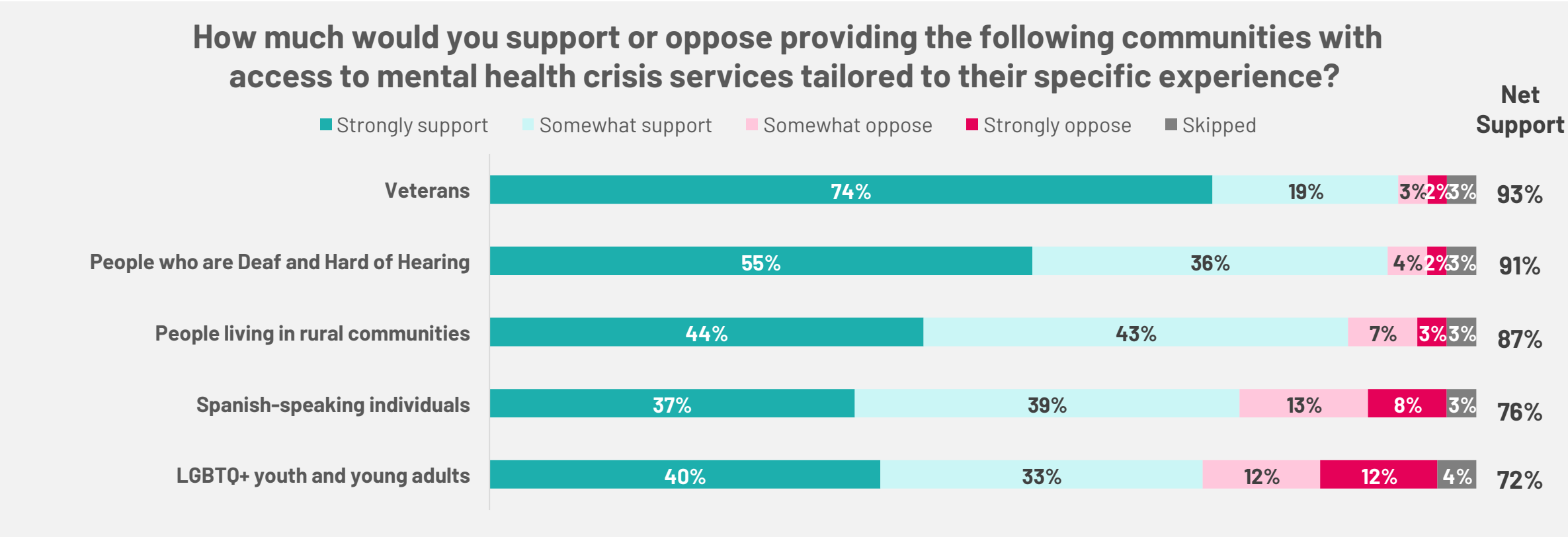
LGBTQ+ individuals are significantly more likely to worry that law enforcement might be sent to their location if they call 988



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

Base: All respondents (n=2,046), Female (n=1,022), Male (n=1,024), LGBTQ+ (n=166), Non-LGBTQ+ (n=1,537), White, Non-Hispanic (n=1,302), Black, Non-Hispanic (n=242), Hispanic (n=297)

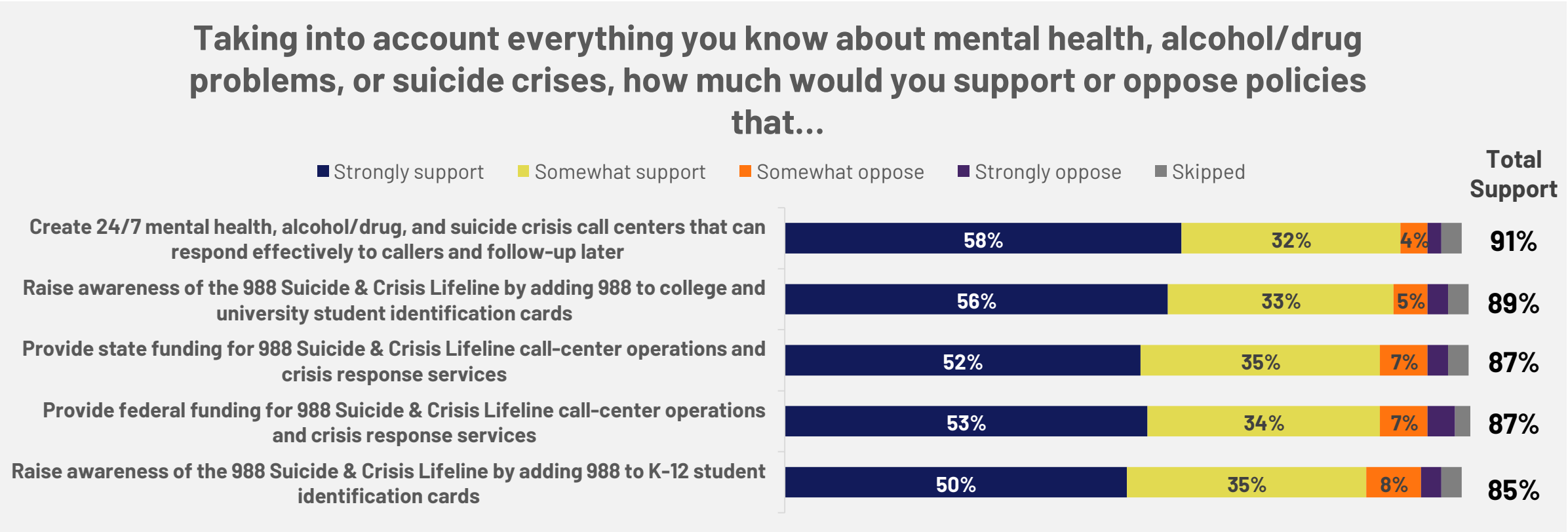
Americans overwhelmingly support tailored mental health services for diverse communities



Q. How much would you support or oppose providing the following communities with access to mental health crisis services tailored to their specific experience?
Base: All respondents (n=2,046)



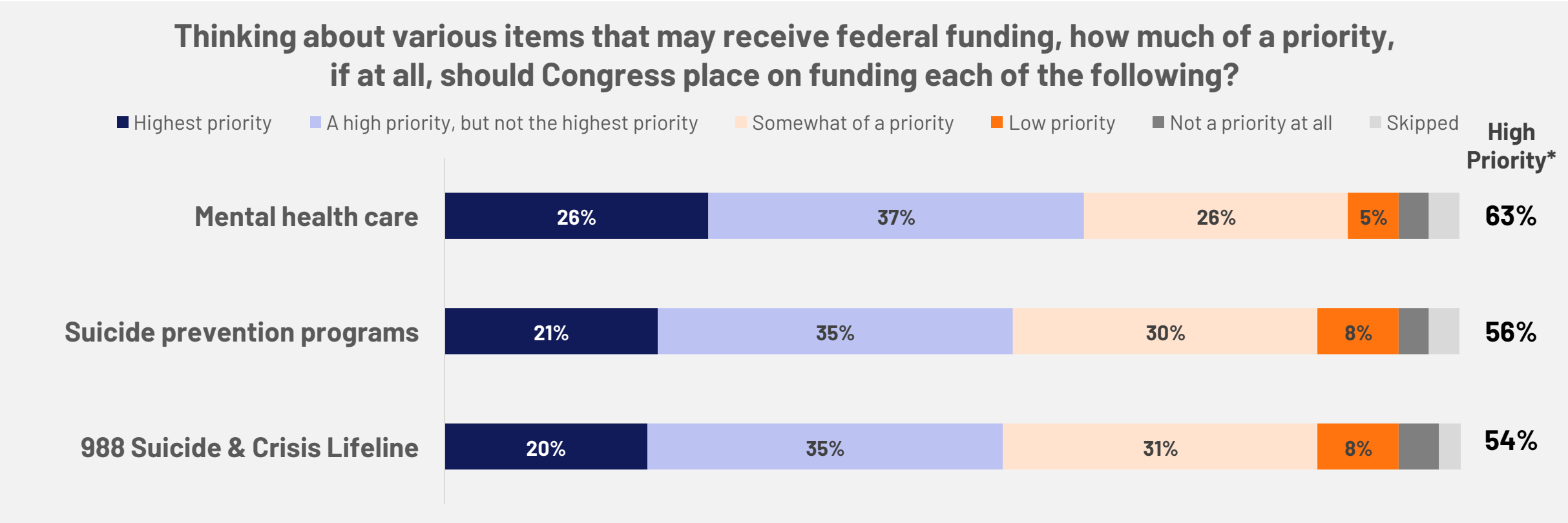
Majority of Americans support policies to expand 988 Suicide & Crisis Lifeline awareness and funding



Q. Taking into account everything you know about mental health, alcohol/drug problems, or suicide crises, how much would you support or oppose policies that...
Base: All respondents (n=2,046)



More than half of Americans consider mental health care, suicide prevention programs, and 988 a high priority area for federal funding



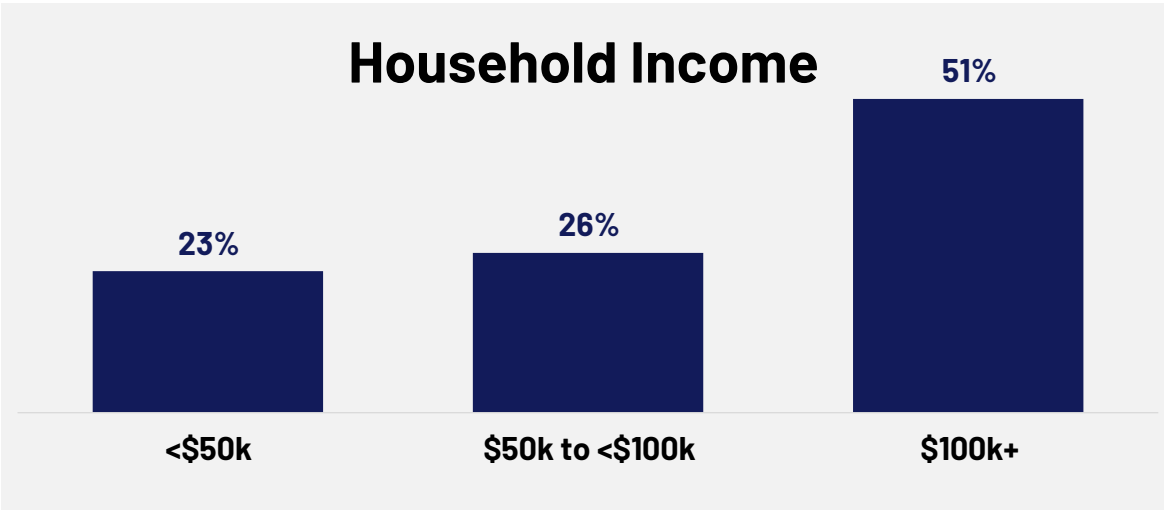
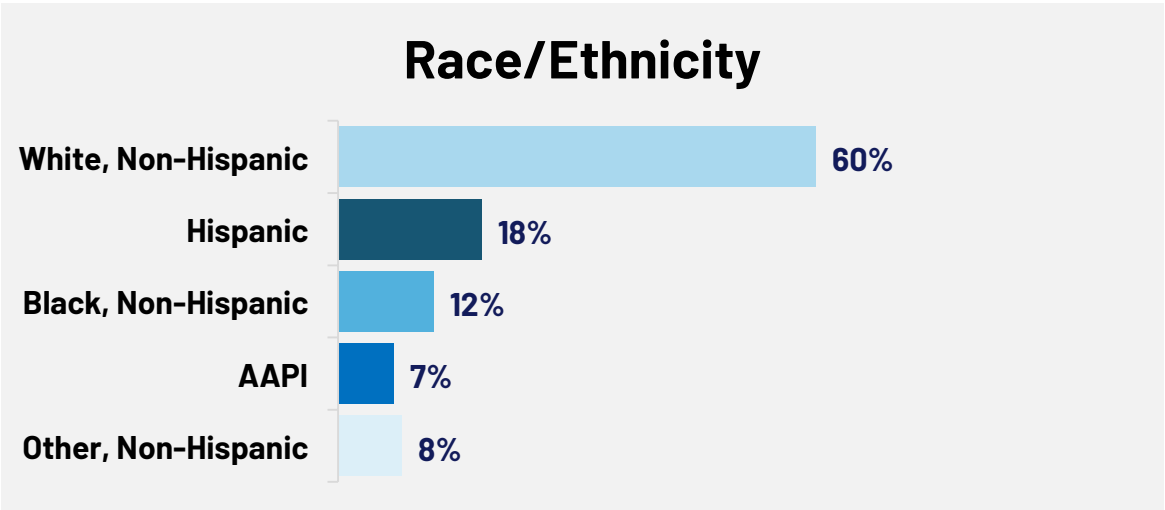
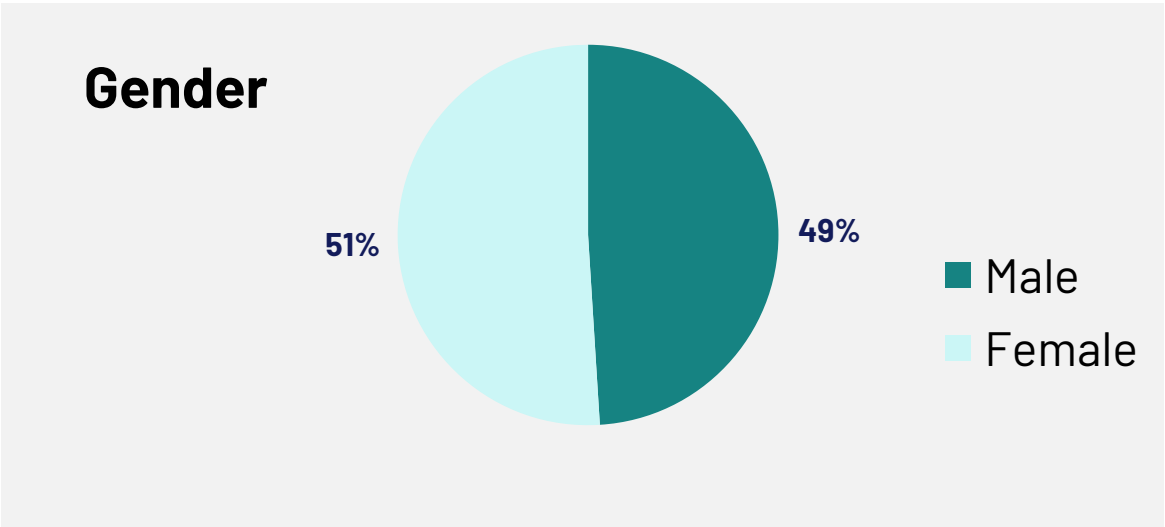
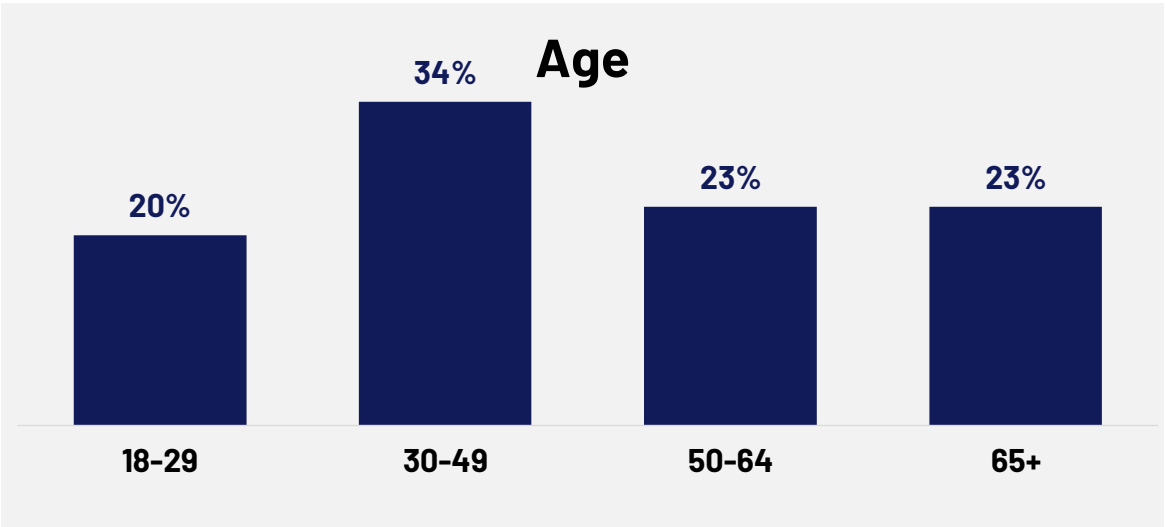
Q. Thinking about various items that may receive federal funding, how much of a priority, if at all, should Congress place on funding each of the following?
Base: All respondents (n=2,046)

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



RESPONDENT PROFILES

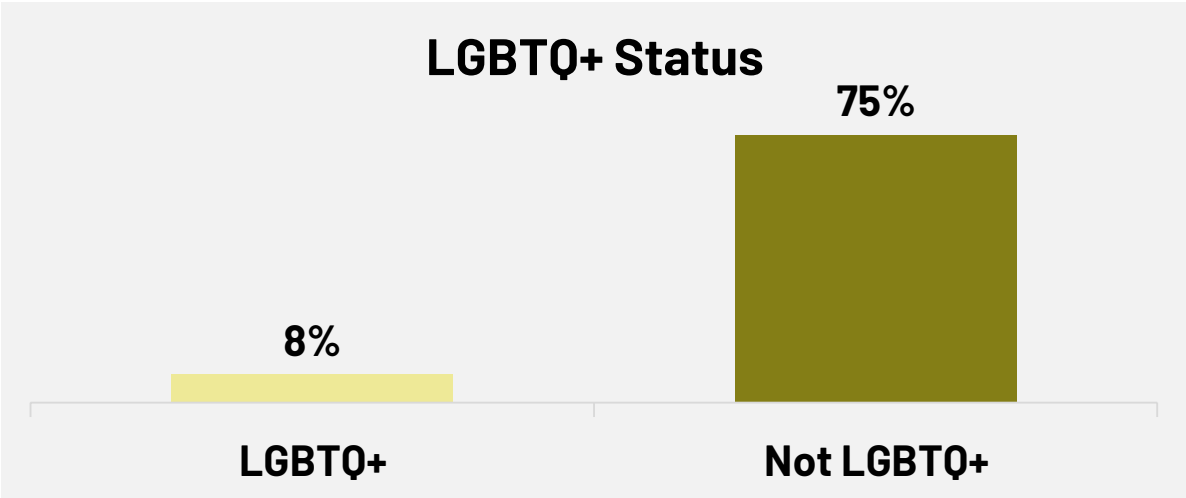
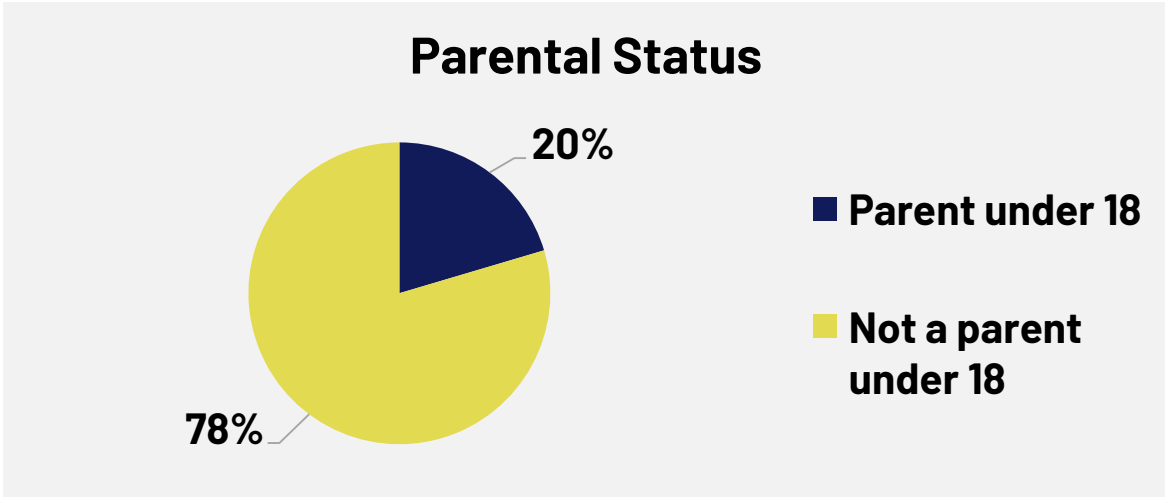
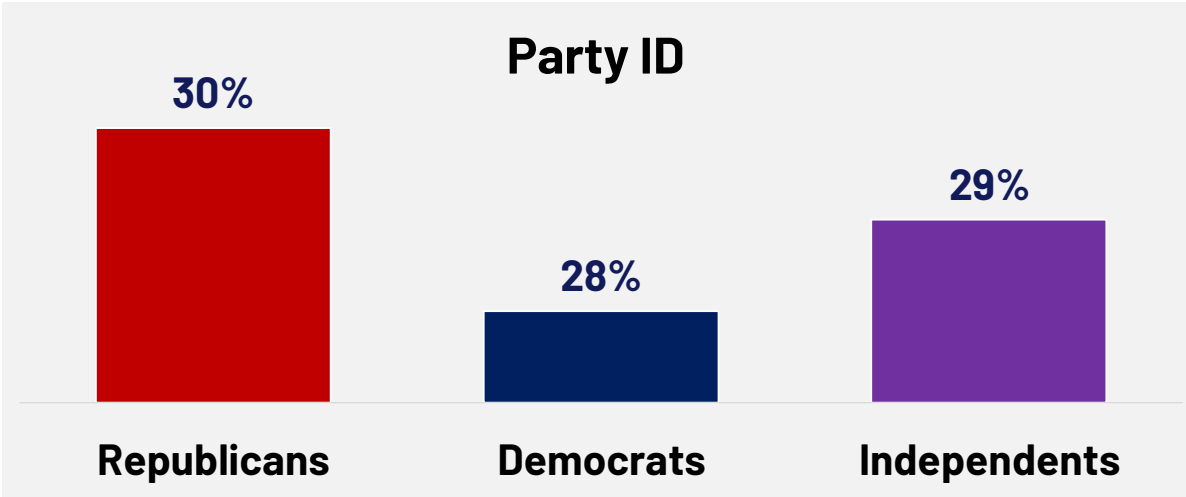
Respondent Profile



Base: All respondents (n=2,046)



Respondent Profile



THANK YOU

