

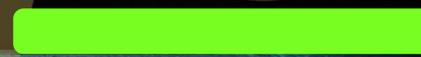


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988 and Core Crisis Continuum



NAMI/IPSOS 988 LIFELINE & CRISIS RESPONSE RESEARCH

July 2024



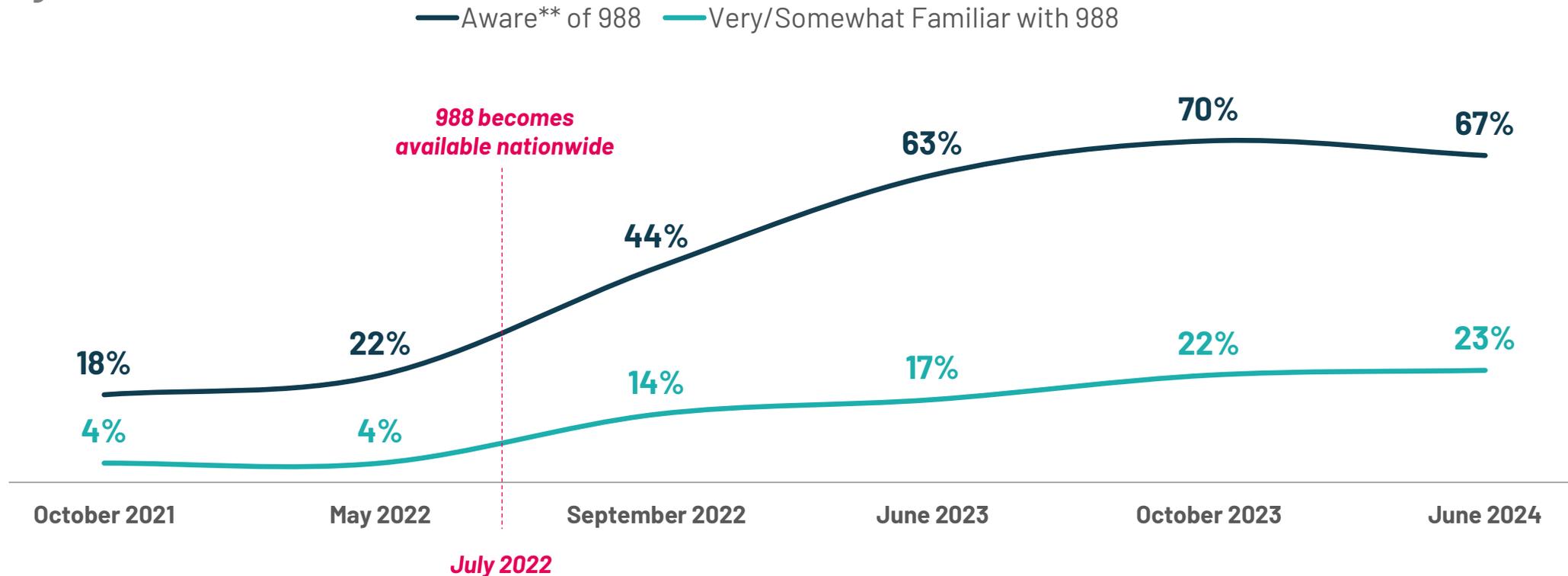
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Response Research



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

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

% selecting



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

Base: All respondents in June 2024 (n=2,048); All respondents in October 2023 (n=2,048); All respondents in June 2023 (n=2,073); All respondents in September 2022 (n=3,071); All respondents in May 2022 (n=2,045); All respondents in October 2021 (n=2,049)

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*Note: The plot does not show continuous values. Only 6 disparate values are shown

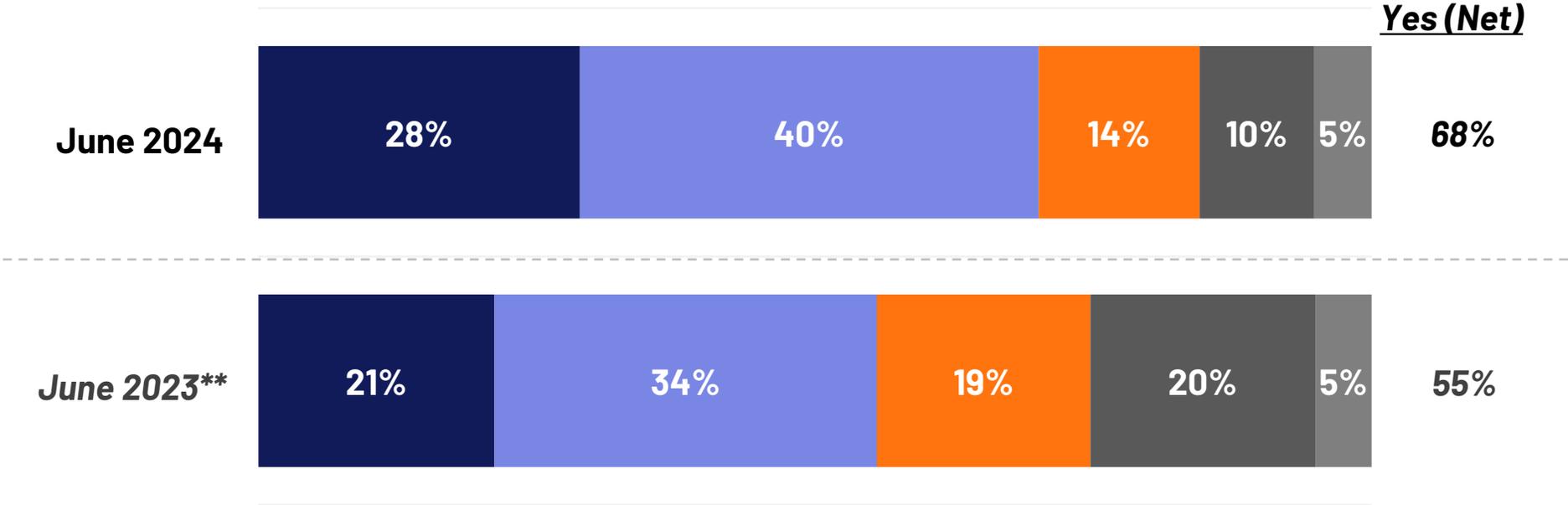
*Note: Prior to the June 2023 wave, this question was asked as, "How familiar are you with the 988 emergency number?"

**Note: Aware is defined as selecting very familiar, somewhat familiar, not very familiar, or have heard of it, but that's it

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

You mentioned that you or a loved one had a mental health, alcohol/drug, or suicide crisis that involved contacting the 988 Suicide & Crisis Lifeline. – Did you or your loved one receive the help needed following this experience?*

% selecting ■ Yes, received all help needed ■ Yes, received some help needed ■ No, did not receive help needed ■ Not sure ■ Prefer not to say



Q. You mentioned that you or a loved one had a mental health, alcohol/drug, or suicide crisis that involved contacting the 988 Suicide & Crisis Lifeline. – Did you or your loved one receive the help needed following this experience? If there was more than one experience, please think of the most recent experience.
 Base: They or a loved one have contacted the 988 Suicide & Crisis Lifeline: June 2024 (N=102), June 2023 (N=92)**

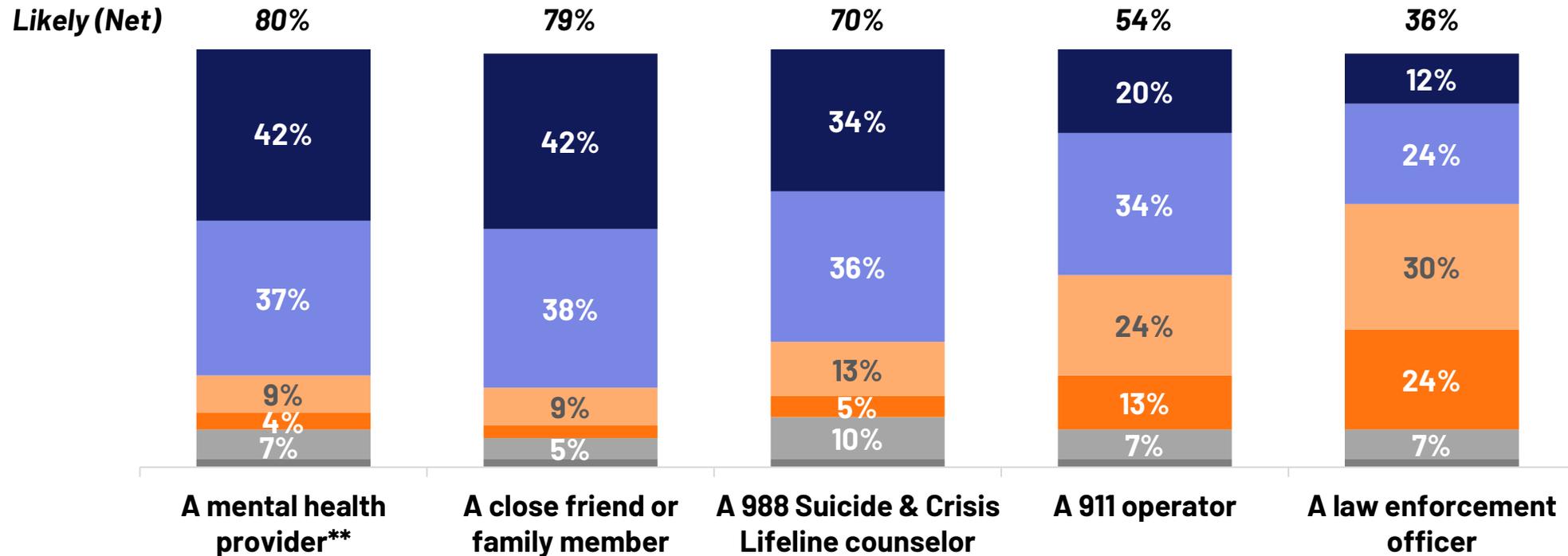
*Note: For data visualization purposes, "skipped" is not included as a response option on this slide
 **Note: Low base size (N<100). Interpret with caution



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

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

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



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

**Note: The full response option is, "A mental health provider (therapist, psychologist, psychiatrist, etc.)"
*Note: Values less than or equal to 3% are not shown