



TOPLINE & METHODOLOGY

The Pew Charitable Trusts/Ipsos Poll

Conducted by Ipsos using the probability-based KnowledgePanel®

A survey of the American general population (ages 18+)

Interview dates: April 14-23, 2023

Number of interviews, adults: 5,052

Margin of error for the total sample: +/- 1.5 percentage points at the 95% confidence level

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

*NOTE: * = less than 0.5%, - = no respondents*

Annotated Questionnaire:



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1. You likely have heard of some 3-digit telephone lines, such as 911 and 311. Have you heard of the new 3-digit line, 988?

	Total
Yes	18
No	72
Not sure	9
Skipped	1

- 2 [Show if Q1= Yes] When should someone contact 988? If you don't know, please enter "don't know."

	Total
Suicide/suicidal/hurt yourself/self harm	50
Mental health/mental illness/crisis/state of mind/emotion	33
Don't know/Not sure	26

Values greater than 5% shown



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3. [Show if Q1= Yes] Have you or someone you know used 988?

	Total
Yes	5
No	95
Skipped	1

4. To make sure we are on the same page, 988 is the 3-digit Suicide & Crisis Lifeline that people can contact if they or someone they know is experiencing a suicidal, substance use, and/or mental health crisis or is in emotional distress. 988 offers 24/7 call, text and chat access to trained crisis counselors.

Knowing this, how likely, if at all, would you be to contact 988 if you or someone you know needed help?

	Total
Highly likely	35
Somewhat likely	37
Not likely	15
Unsure	13
Skipped	1



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5. Which, if any, of the following are concerns you might have about using 988 if you (or someone you know) was suicidal or experiencing a mental health or substance use crisis?

Law enforcement would be sent

	Total
Yes	41
No	56
Skipped	3

I (or the person in crisis) would be forced to go to the hospital

	Total
Yes	40
No	57
Skipped	3

I (or the person in crisis) would end up in jail

	Total
Yes	23
No	74
Skipped	3

I (or the person in crisis) would end up being charged for services that I (or the person) couldn't pay

	Total
Yes	36
No	61
Skipped	3



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988 responders wouldn't be able to handle the issue I called about

	Total
Yes	34
No	63
Skipped	3

The call would not remain private and others might find out

	Total
Yes	37
No	60
Skipped	3

Other

	Total
Yes	2
No	65
Skipped	32

Verbatim responses provided in supplemental file



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6. In general, how confident are you that you could quickly get the help needed if you had to access mental health services in your community for yourself or a loved one?

	Total
Very confident	25
Somewhat confident	46
Not at all confident	17
Unsure	11
Skipped	1

7. In the past year, have you either been told by a health care professional or thought that you had:

A mental health problem or disorder such as depression, schizophrenia, anxiety, bipolar disorder, and/or PTSD?

	Total
Yes	17
No	82
Skipped	1

A substance use problem or disorder such as misusing or being dependent on alcohol, prescription drugs and/or illegal drugs?

	Total
Yes	3
No	96
Skipped	1



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8. Which of the following are ways that you describe yourself? Please select all that apply.

	Total
Heterosexual or straight	90
Gay or lesbian	3
Bisexual	5
Transgender	1
Something else not listed	2
Skipped	2

Verbatim responses provided in supplemental file



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About the study

This Pew Charitable Trusts/Ipsos poll was conducted April 14-23, 2023, by Ipsos using the probability-based KnowledgePanel. This poll is based on a nationally representative probability sample of 5,052 adults age 18 or older.

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, address-based sampling methodology using the latest Delivery Sequence File of the U.S. Postal Service—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 login 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. KnowledgePanel members receive a per-survey incentive, usually the equivalent of \$1 (though for some it is \$2) in points that can be redeemed for cash or prizes. Two reminder emails were sent for this study. Panelists receive a unique login to the survey and are able to complete it only once.

How the data were processed and procedures to ensure data quality

Respondents are unable to complete the survey more than once (after completing the survey one time, respondents no longer have access to it). All respondents were considered eligible. No interviews were dropped. Ipsos coded open-ended responses. Human coders were used to code the open-ended responses. Data were imputed for demographics used in weighting if the respondent declined to answer. Ipsos did not conduct any additional data imputation for this survey.

General statement acknowledging limitations of the design and data collection

All forms of public opinion research are subject to unmeasured error that cannot be eliminated. When a probability-based panel like KnowledgePanel is used, Ipsos employs the total survey error approach to identify and minimize errors due to coverage error, sampling error, nonresponse error, measurement error, and data processing and editing error. Coverage error is addressed in our KnowledgePanel recruitment strategies. Sampling error is addressed in recruitment and at the time of sample selection for each study. Nonresponse error is reduced in recruitment, study sampling, panel management strategies (including communication, incentive, and retention protocols), and weighting of the final data. These strategies support the computation of sampling error to estimate the extent to which the results from the sample might differ from population values. To reduce measurement error, our research staff evaluates questionnaires in terms of item flow, wording, and response formats to provide respondent-friendly surveys and elicit high-quality data. Additionally, we conduct a quality control review of data processing steps and any data cleaning to minimize errors.



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The study was conducted in both English and Spanish. The data were weighted to adjust for gender by age, race/ethnicity, education, U.S. Census Bureau region, metropolitan status, household income, and party identification. The demographic benchmarks came from the 2022 Current Population Survey (CPS) from the Census Bureau. The weighting categories were as follows:

- Gender (male, female) by age (18-29, 30-44, 45-59, and 60+).
- Race/Hispanic ethnicity (White non-Hispanic, Black non-Hispanic, other or 2+ races non-Hispanic, Hispanic).
- Education (high school graduate or less, some college, bachelor's degree and beyond).
- 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+).

The margin of sampling error is plus or minus 1.5 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 1.19. The margin of sampling error is higher and varies for results based on subsamples. Sampling error is only one potential source of error. There may be other unmeasured non-sampling errors in this or any poll. In our reporting of the findings, percentage points are rounded 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 over 18,000 people.

Our passionately curious research professionals, analysts, and scientists have built unique multispecialist capabilities that provide true understanding and powerful insights into the actions, opinions, and motivations of citizens, consumers, patients, customers, or employees. We serve more than 5,000 clients across the world with 75 business solutions.

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 and the Mid 60 index and is eligible for the Deferred Settlement Service (SRD).

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