

 MORNING CONSULT[®]

THE TREVOR PROJECT 

U.S. Adults' Knowledge on Suicide Prevention and 988

Polling Analysis

APRIL 2022

Content Warning:

The content and discussion in this report may be triggering or make some uncomfortable in response to the material that will be examined. Content that is explored in this report ranges examines trends and perceptions around *mental health* and *suicide*.

METHODOLOGY



This poll was conducted between February 18-February 19, 2022 among a sample of 2210 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on gender, educational attainment, age, race, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

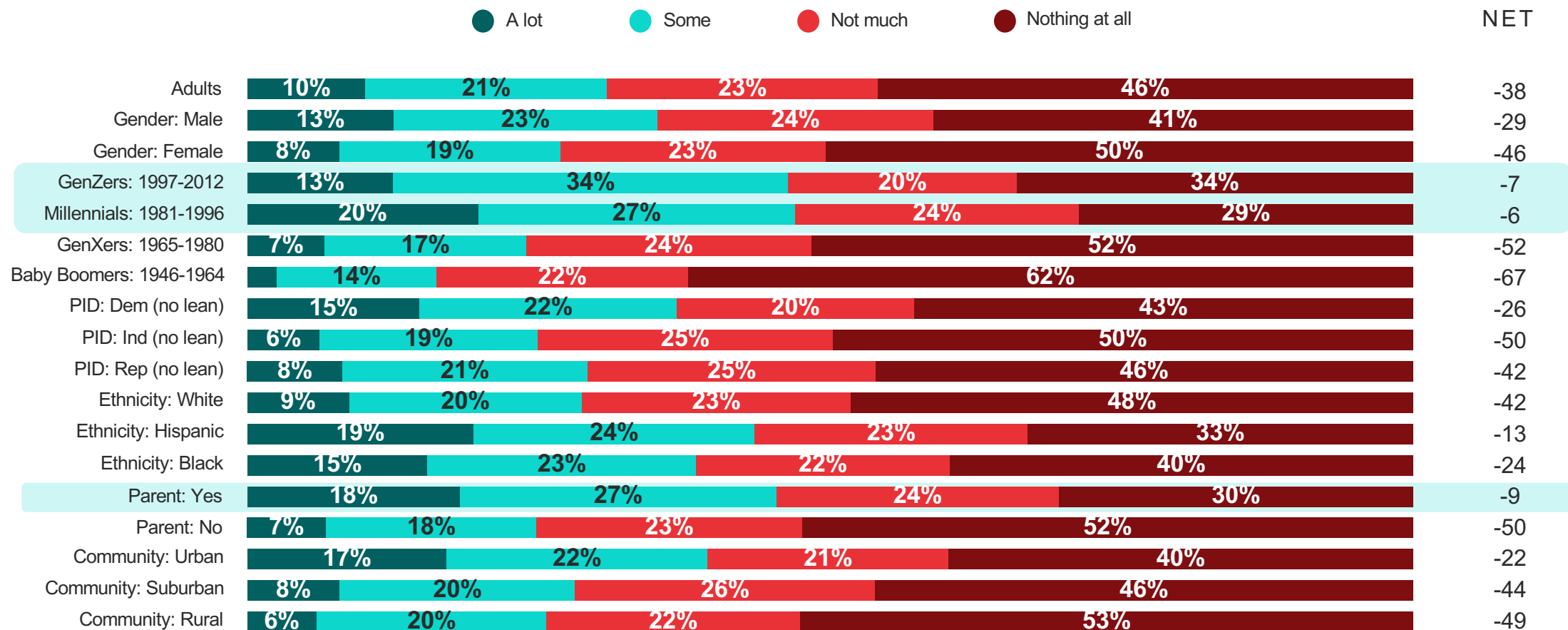
Key Findings

- 1. Although 988 is not active until mid-July, nearly a third of adults report seeing, reading, or hearing about being able to dial the number to reach a trained counselor with the National Suicide Prevention Line.** Generation Z, Millennials, and parents are the most likely to see, read, or hear about being able to dial 9-8-8.
- 2. Nearly seven in ten (68%) adults feel they are knowledgeable about suicide prevention.** Younger adults, specifically GenZers (85%), parents (79%), Black adults (76%), and Hispanic adults (76%) are all significantly more likely than the mean to indicate they are knowledgeable about suicide prevention. Conversely, Baby Boomers (55%), non-parents (62%), suburban (65%), and rural adults (63%) are all less knowledgeable than the average.
- 3. A tenth of adults (9%) known an LGBTQ person who has died by suicide.** Parents are more than 2x as likely to know an LGBTQ+ person who has died by suicide compared to non-parents. Additionally, those who are most likely to know an LGBTQ+ person who had died by suicide are parents, younger adults, urban adults, Hispanic adults, and Democrats.
- 4. More than seven in ten adults trust social workers, psychologists, and emergency medical services to respond to a mental health crisis.** The trust placed in police officers to be part of a first response varies dramatically by age and race. GenZers and Black adults are conflicted on whether they would trust police officers while white adults, older adults, and Republicans are deeply trusting of them.

SUICIDE PREVENTION AND 988

Although 988 is not active until mid-July, nearly a third of adults report seeing, reading, or hearing about being able to dial the number land reach a trained counselor with the National Suicide Prevention Line. This is particularly true among younger adults and parents.

How much have you seen, read, or heard about how, starting on July 16th, people who are experiencing suicidal thoughts or a mental health crisis will be able to dial 9-8-8 on their phones to reach a trained counselor with the National Suicide Prevention Lifeline?

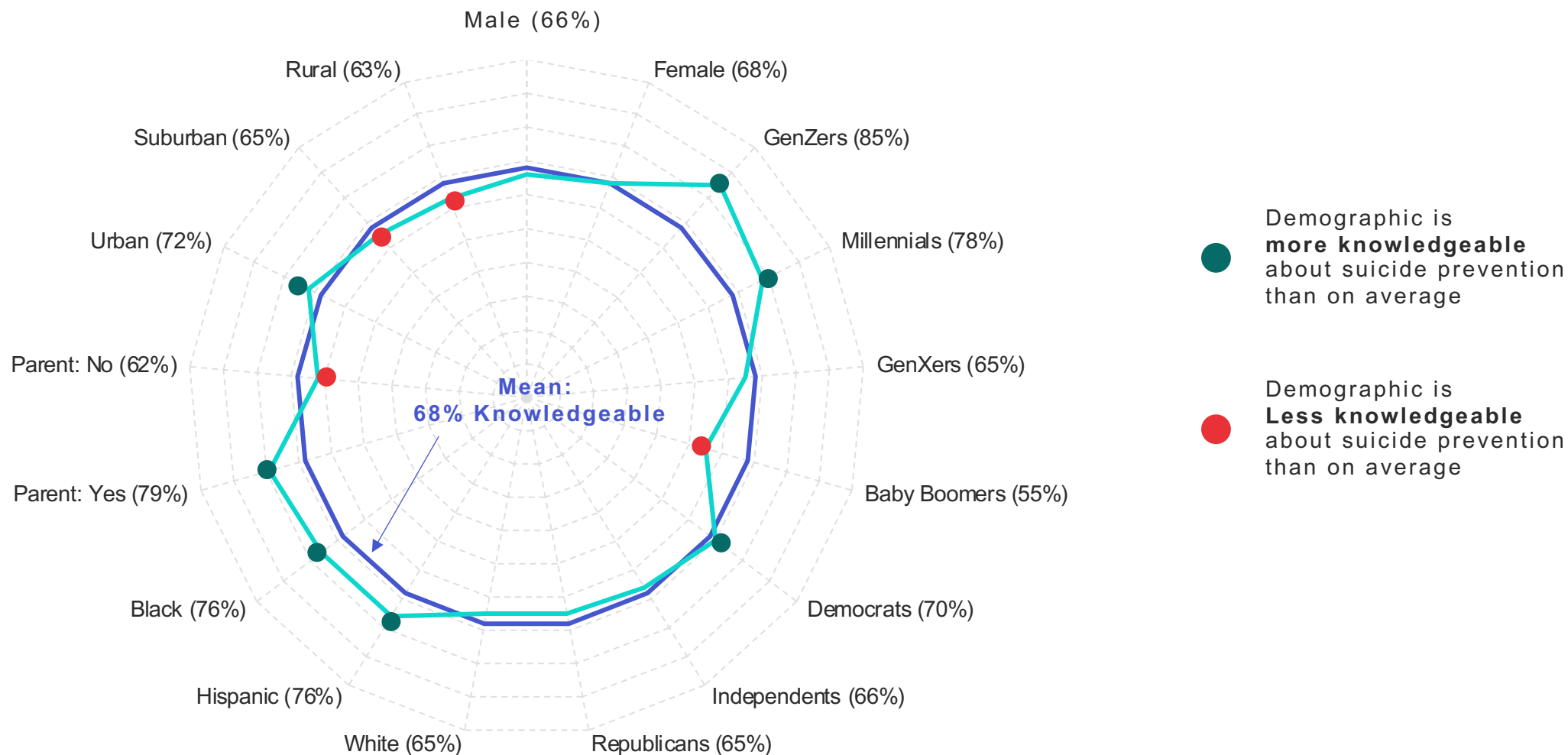


NET= (A lot + Some)-(Not much + Nothing at all)

SUICIDE PREVENTION AND 988

Younger adults, specifically GenZers, parents, Black adults, and Hispanic adults are all more likely than the average adult to indicate they are knowledgeable about suicide prevention. Conversely, Baby Boomers, non-parents, suburban adults, and rural adults are all less knowledgeable than the average.

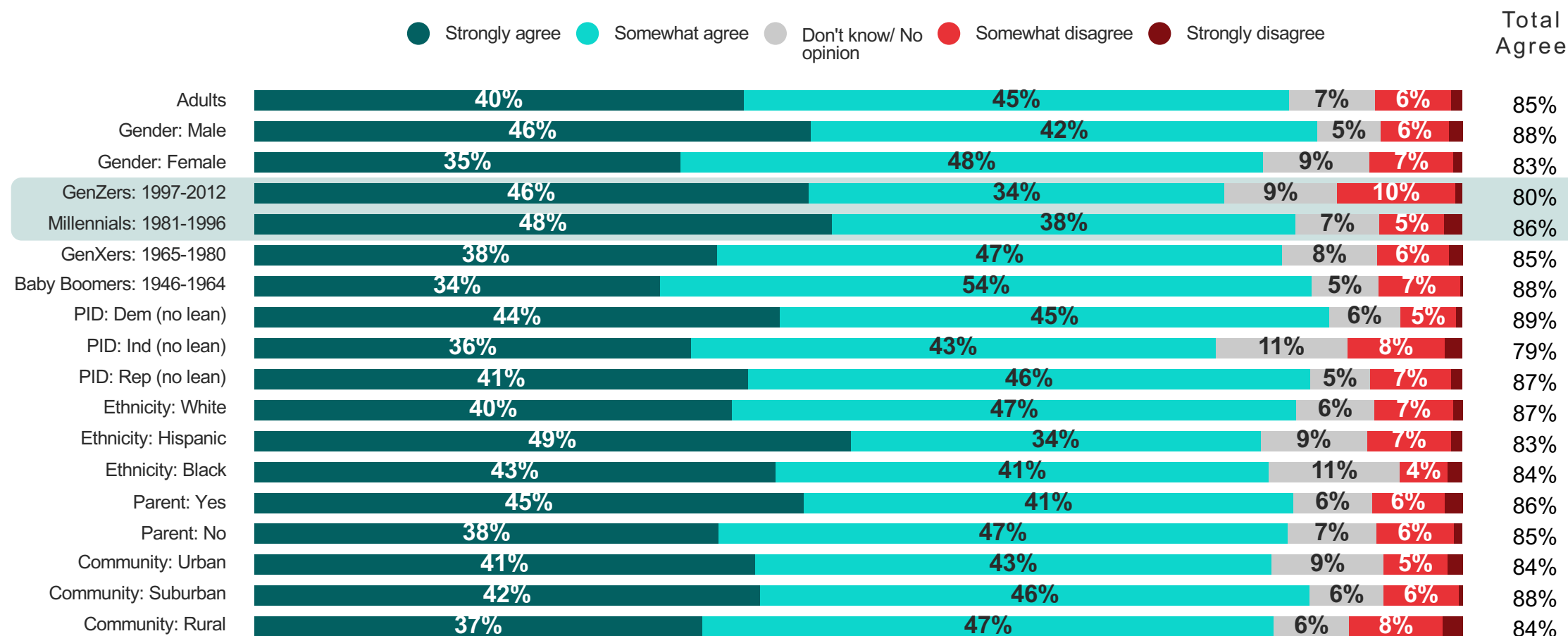
How knowledgeable, if at all, would you say you are about suicide prevention?



SUICIDE PREVENTION AND 988

Eighty- five percent of adults agree that suicide is preventable. Younger adults are significantly more likely than older adults to *strongly agree* that it is preventable.

Do you agree or disagree with the following statement: *Suicide is preventable.*



Total Agree= Strongly + Somewhat agree



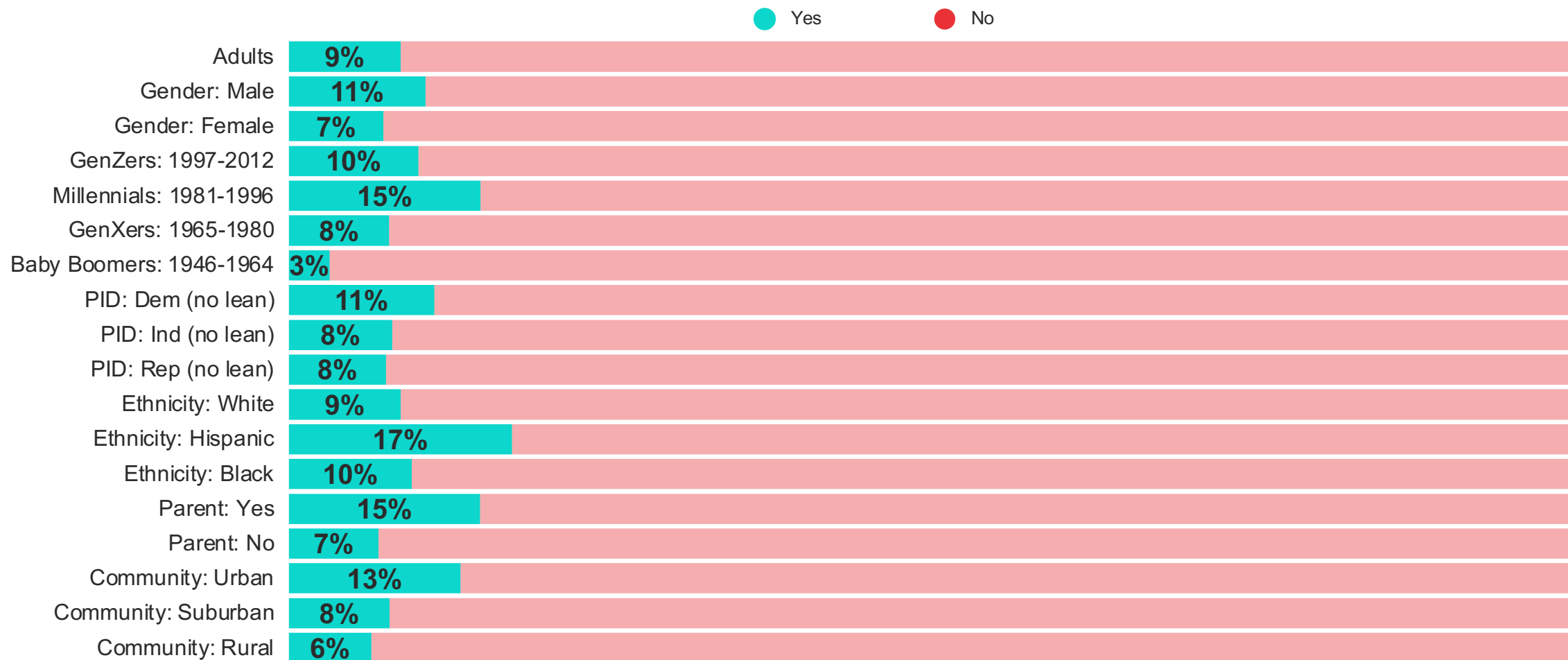
9%

of adults report knowing an LGBTQ
person who has died by suicide.

SUICIDE PREVENTION AND 988

A tenth of adults known an LGBTQ person who has died by suicide. Those who are most likely to know an LGBTQ+ person who had died by suicided are parents, younger adults, urban adults, Hispanic adults, and Democrats.

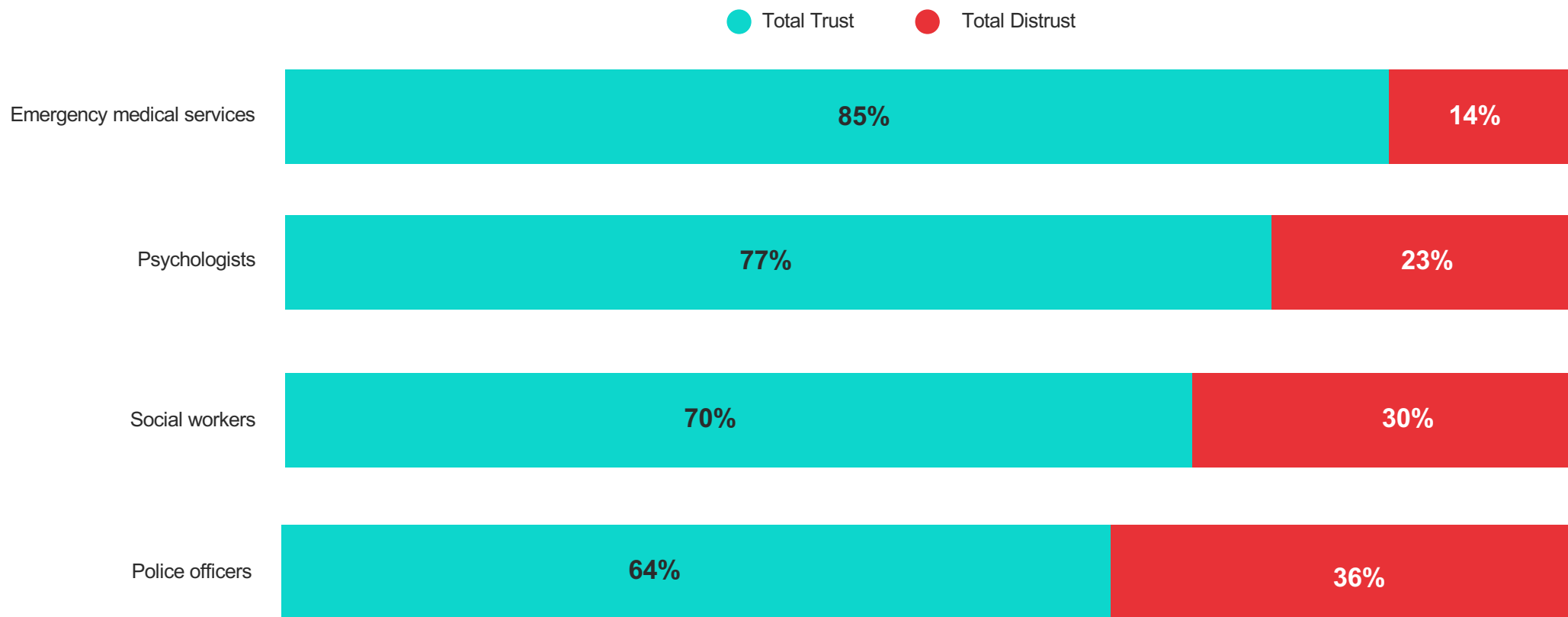
Do you personally know an LGBTQ person who has died by suicide?



SUICIDE PREVENTION AND 988

More than a third of adults’ distrust police officers to be part of the first response in a mental health crisis. More than seven in ten adults, however, trust social workers, psychologists, and emergency medical services.

If you or someone you know was experiencing a mental health crisis and you called for help, how much do you trust, if at all, each of the following to be a part of a first response?

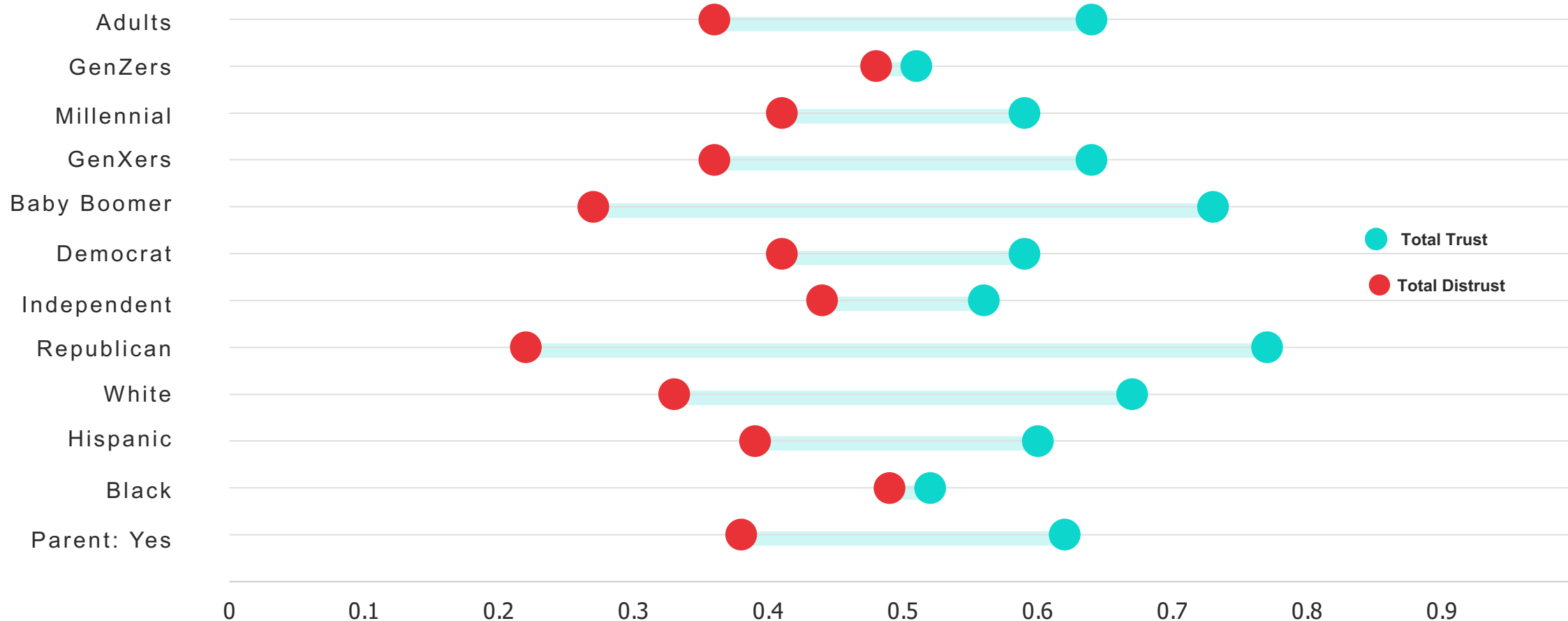


Total Trust = A lot + Some
 Total Distrust = Not much + Not at all

SUICIDE PREVENTION AND 988

The trust placed in police officers to be part of the first response in a mental health crisis varies dramatically by age and race. GenZers and Black adults are conflicted on whether they would trust police officers while white adults, older adults, and Republicans are deeply trusting of them.

If you or someone you know was experiencing a mental health crisis and you called for help, how much do you trust, if at all, each of the following to be a part of a first response? **Police Officers**





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