

**SCREENERS**

**QAGE.** How old are you? (*n=1701*)

|             |    |
|-------------|----|
| 13-24 years | 17 |
| 25-34 years | 19 |
| 35-44 years | 16 |
| 45-54 years | 13 |
| 55-64 years | 17 |
| 65+ years   | 18 |

**GENDER.** Gender (*n=1701*)

|                         |    |
|-------------------------|----|
| Cis Male                | 47 |
| Cis Female              | 48 |
| Trans/Genderqueer/Other | 5  |

**QOR.** For statistical purposes only, which term(s) best describe you? (*n=1701*)

|                          |    |
|--------------------------|----|
| Straight or heterosexual | 85 |
| Lesbian                  | 2  |
| Gay                      | 3  |
| Bisexual                 | 6  |
| Asexual                  | 1  |
| Queer                    | 0  |
| Pansexual                | 0  |
| Questioning/Not sure     | 1  |
| Other                    | 1  |
| Prefer not to say        | 2  |
| NOT STRAIGHT             | 13 |

**QETHN.** Which of the following racial or ethnic group(s) do you identify as? (*n=1701*)

|   |    |
|---|----|
| White                                     | 67 |
| African American/Black/Caribbean American | 13 |
| Hispanic or Latino/a or Latinx            | 16 |
| Native American or American Indian        | 3  |
| Asian or Pacific Islander                 | 6  |
| Middle Eastern                            | 0  |
| Other                                     | 0  |
| NON-WHITE                                 | 37 |

|              |                          |    |
|--------------|--------------------------|----|
| <b>AREG.</b> | Region ( <i>n=1701</i> ) |    |
|              | Northeast                | 18 |
|              | Midwest                  | 22 |
|              | South                    | 38 |
|              | West                     | 22 |

|              |  |    |
|--------------|--|----|
| <b>QMIL.</b> | Have you or any of your close family members ever served in the U.S. military? ( <i>n=1701</i> ) |    |
|              | Yes, self only   | 7  |
|              | Yes, close family member only  | 26 |
|              | Yes, both self and close family member   | 4  |
|              | No   | 60 |
|              | Don't know   | 2  |

|                |   |           |
|----------------|---|-----------|
| <b>QCHILD.</b> | Do you have any children (biological or adopted)? ( <i>n=1701</i> ) |           |
|                | Yes - Under 18 years old  | 28        |
|                | Yes - Over 18 years   | 29        |
|                | No  | 45        |
|                | <b>PARENTS</b>  | <b>55</b> |

**ASKED OF PARENTS:**

|              |   |    |
|--------------|---|----|
| <b>QTCH.</b> | How many children (biological or adopted) do you have? ( <i>n=936</i> ) |    |
|              | 1   | 37 |
|              | 2   | 39 |
|              | 3   | 12 |
|              | 4   | 8  |
|              | 5   | 3  |
|              | 6   | 1  |
|              | 7 or more   | 0  |

**ASKED OF WOMEN:**

|               |   |    |
|---------------|---|----|
| <b>QPREG.</b> | Are you currently pregnant or have you had a child in the last year? ( <i>n=856</i> ) |    |
|               | Yes   | 14 |
|               | No  | 86 |

|            |  |           |
|------------|--|-----------|
| <b>Q1.</b> | Are you currently enrolled in school or a college or university? ( <i>n=1701</i> ) |           |
|            | No/not in school   | 80        |
|            | Yes - full-time student  | 16        |
|            | Yes - part-time student  | 4         |
|            | <b>STUDENTS</b>  | <b>20</b> |

**ASKED OF THOSE NOT CURRENTLY ENROLLED IN SCHOOL, COLLEGE, OR UNIVERSITY:**

**QEDU.** What is the last level of school you have completed? (n=1352)

|  |    |
|--|----|
| Elementary school                        | 0  |
| Middle school                            | 1  |
| Some high school                         | 4  |
| High school graduate                     | 20 |
| Some college                             | 17 |
| Associate degree/Technical degree/AA/AS  | 13 |
| College graduate/Bachelor's degree/BA/BS | 22 |
| Postgraduate courses                     | 2  |
| Master's degree                          | 16 |
| MBA or Law degree                        | 2  |
| PhD or MD                                | 3  |
| <COLL                                    | 56 |
| COLL+                                    | 44 |

**ASKED OF FULL- AND PART-TIME STUDENTS:**

**Q2.** What is your current grade or level of schooling? If you are in between levels in school (on summer vacation, etc.) please choose the level you have most recently completed. (n=349)

|  |    |
|--|----|
| Sixth grade or lower                     | 5  |
| Seventh grade                            | 3  |
| Eighth grade                             | 3  |
| Ninth grade/Freshman year of high school | 8  |
| 10th grade/Sophomore year of high school | 9  |
| 11th grade/Junior year of high school    | 8  |
| 12th grade/Senior year of high school    | 8  |
| First year/Freshman year of college      | 7  |
| Second year/Sophomore year of college    | 11 |
| Third year/Junior year of college        | 5  |
| Fourth year/Senior year of college       | 10 |
| Fifth year of college                    | 5  |
| Graduate school                          | 17 |
| MIDDLE SCHOOL                            | 11 |
| HIGH SCHOOL                              | 34 |
| COLLEGE+                                 | 55 |

**QEMPLOY.** Are you currently...? (n=1701)

|   |    |
|---|----|
| Employed, Full-time (35hrs a week or more)    | 37 |
| Employed, Part-time (Less than 35hrs a week)  | 9  |
| Self-employed                                 | 5  |
| Unemployed and looking for work               | 7  |
| Unemployed and not currently looking for work | 3  |
| A stay-at-home parent or homemaker            | 6  |
| A student who is not employed                 | 9  |
| Retired                                       | 20 |
| Unable to work                                | 4  |

**QMARITAL.** Are you...? (n=1701)

|                               |           |
|-------------------------------|-----------|
| Single and never married      | 34        |
| Married                       | 43        |
| Living with significant other | 7         |
| Divorced or separated         | 12        |
| Widowed                       | 5         |
| <b>MARRIED</b>                | <b>43</b> |
| <b>NOT MARRIED</b>            | <b>57</b> |

**LANGUAGE OF MENTAL HEALTH**

Next, you are going to see a number of terms. On the scale provided below each one, please slide the marker to show whether this word has a positive or negative association for you. If it feels neutral, leave the marker in the middle.

This term feels...

|   | Negative<br>NET<br>1-2 | NET<br>3-4 | NET<br>5-6 | NET<br>7-8 | Positive<br>NET<br>9-10 |
|---|------------------------|------------|------------|------------|-------------------------|
| <b>Q3R1.</b> Mental health (n=1701)           | 3                      | 12         | 31         | 26         | 28                      |
| <b>Q3R2.</b> Well-being (n=566)               | 1                      | 4          | 17         | 34         | 44                      |
| <b>Q3R3.</b> Mental well-being (n=568)        | 1                      | 7          | 22         | 35         | 36                      |
| <b>Q3R4.</b> Emotional well-being (n=567)     | 1                      | 6          | 15         | 35         | 43                      |
| <b>Q3R5.</b> Wellness (n=1701)                | 1                      | 4          | 15         | 36         | 44                      |
| <b>Q3R6.</b> Self-care (n=1701)               | 1                      | 4          | 18         | 34         | 43                      |
| <b>Q3R7.</b> Mental health condition (n=851)  | 8                      | 25         | 20         | 22         | 25                      |
| <b>Q3R8.</b> Mental illness (n=850)           | 31                     | 26         | 17         | 14         | 11                      |
| <b>Q3R9.</b> Mental health challenge (n=1701) | 11                     | 29         | 24         | 17         | 19                      |

**Q13.** Thinking about everything connected to how people think, feel, and behave which of the following terms do you think best describes all these aspects of our thoughts and feelings? (n=1701)

|                      |    |
|----------------------|----|
| Mental health        | 26 |
| Well-being           | 14 |
| Mental well-being    | 12 |
| Emotional well-being | 16 |
| Wellness             | 19 |
| Self-care            | 13 |

**Q14.** Thinking about people who are dealing with negative thoughts or feelings that are negatively impacting their quality of life for weeks or months (over a period of time), which phrase do you think best describes what they are experiencing? (n=1701)

|                          |    |
|--------------------------|----|
| Mental health conditions | 20 |
| Mental illnesses         | 18 |
| Mental health challenges | 62 |

**Q15.** Which of the following phrases would you feel most comfortable using specifically when describing times in your life when you are dealing with negative or challenging feelings like anxiety, stress, or depression? Please select all that apply. (n=850)

|  |    |
|--|----|
| Emotional struggles  | 44 |
| Emotional distress   | 37 |
| Tough times  | 45 |
| Hard days  | 37 |
| Mental health challenges   | 23 |
| Mental health issues   | 25 |
| Another word or phrase   | 3  |
| I don't have a word or phrase for this/haven't used a word or phrase for this before | 8  |

**Q16.** Which of the following words or phrases would you feel most comfortable using specifically when describing the things you do to get through times in your life when you are dealing with negative or challenging feelings like anxiety, stress, or depression? Please select all that apply. (n=851)

|  |    |
|--|----|
| Taking care of my mental health  | 39 |
| Taking care of my emotional health   | 43 |
| Resiliency   | 24 |
| Coping   | 46 |
| Self-care  | 47 |
| Wellness   | 26 |
| Well-being   | 34 |
| Another word or phrase   | 2  |
| I don't have a word or phrase for this/haven't used a word or phrase for this before | 7  |

## ADVOCACY AND POLICY PROPOSALS

In general, how much of a priority is mental health to each of the following?

|  | A very important priority | A somewhat important priority | Not a very important priority | Not a priority at all | IMPORTANT | NOT IMPORTANT |
|--|---------------------------|-------------------------------|-------------------------------|-----------------------|-----------|---------------|
| <b>Q17R1.</b> President Trump (n=1701)                             | 31                        | 18                            | 15                            | 36                    | 49        | 51            |
| <b>Q17R2.</b> Your representatives in Congress (n=1701)            | 27                        | 29                            | 24                            | 20                    | 57        | 43            |
| <b>Q17R3.</b> Your governor (n=1701)                               | 30                        | 32                            | 20                            | 18                    | 62        | 38            |
| <b>Q17R4.</b> Your local elected officials where you live (n=1701) | 27                        | 34                            | 22                            | 17                    | 61        | 39            |

**Q18.** In your opinion, should elected officials be focusing on mental health...? (n=1701)

|               |    |
|---------------|----|
| Much more     | 46 |
| Somewhat more | 43 |
| Somewhat less | 8  |
| Much less     | 4  |
| MORE          | 89 |
| LESS          | 11 |

How much of a priority should each of the following be for elected officials?

|  | A<br>very<br>important<br>priority | A<br>somewhat<br>important<br>priority | Not a<br>very<br>important<br>priority | Not a<br>priority<br>at all | IMPORTANT | NOT<br>IMPORTANT |
|--|------------------------------------|--|--|-----------------------------|-----------|------------------|
| <b>Q19R1.</b> Expanding access to mental health resources ( <i>n=1701</i> )  | 58                                 | 31                                     | 7                                      | 4                           | <b>89</b> | <b>11</b>        |
| <b>Q19R2.</b> Making mental health resources more affordable ( <i>n=1701</i> )   | 57                                 | 31                                     | 7                                      | 5                           | <b>88</b> | <b>12</b>        |
| <b>Q19R3.</b> Providing education and raising awareness of the warning signs of mental health problems ( <i>n=1701</i> ) | 52                                 | 37                                     | 6                                      | 5                           | <b>89</b> | <b>11</b>        |
| <b>Q19R4.</b> Funding mental health research ( <i>n=1701</i> )   | 50                                 | 36                                     | 10                                     | 5                           | <b>86</b> | <b>14</b>        |

Thinking about each of the following policy proposals, do you support or oppose each of the following policies?

|   | Strongly support | Somewhat support | Somewhat oppose | Strongly oppose | SUPPORT   | OPPOSE    |
|---|------------------|------------------|-----------------|-----------------|-----------|-----------|
| <b>Q20R1.</b> Require health insurers to cover virtual substance abuse services through a phone, app, or texting platform. <i>(n=1701)</i>  | 39               | 42               | 16              | 3               | <b>81</b> | <b>19</b> |
| <b>Q20R2.</b> Require health insurers to provide equal coverage for mental and physical health conditions. <i>(n=1701)</i>  | 58               | 31               | 9               | 2               | <b>89</b> | <b>11</b> |
| <b>Q20R3.</b> Give everyone, regardless of age, the option of buying a public insurance option through the government. <i>(n=1701)</i>  | 46               | 36               | 12              | 6               | <b>82</b> | <b>18</b> |
| <b>Q20R4.</b> Have the state or local government establish a mental health hotline, app, or web service that puts residents in touch with mental health professionals free of charge. <i>(n=850)</i>  | 52               | 39               | 6               | 2               | <b>91</b> | <b>9</b>  |
| <b>Q20R5.</b> Expand access to remote mental health resources so that individuals can connect with mental health resources online, by text, or by phone. <i>(n=851)</i>   | 55               | 35               | 8               | 2               | <b>89</b> | <b>11</b> |
| <b>Q20R6.</b> Establish neighborhood support systems that will help to promote understanding, connection, and empathy within communities, and reduce social isolation. <i>(n=1701)</i>  | 46               | 40               | 10              | 3               | <b>87</b> | <b>13</b> |
| <b>Q20R7.</b> Increase funding in schools and universities to expand the availability of mental health resources on campuses, including counseling, peer discussion groups, and online classes that teach ways to counter anxiety. <i>(n=1701)</i>  | 53               | 35               | 8               | 3               | <b>88</b> | <b>12</b> |
| <b>Q20R8.</b> Offer mental health professionals financial incentives and other loan repayment programs to encourage them to move to communities that lack access to in-person mental health professionals. <i>(n=850)</i>   | 39               | 46               | 12              | 3               | <b>85</b> | <b>15</b> |
| <b>Q20R9.</b> Address the shortage of mental health professionals by expanding the field's labor force, including by creating more programs to train specialists who are less expensive to visit than others in the field but can still prescribe medications for those who need them. <i>(n=851)</i> | 49               | 40               | 9               | 3               | <b>88</b> | <b>12</b> |
| <b>Q20R10.</b> Better integrate mental health care treatment into existing primary care treatment systems by ensuring that primary care providers are trained to deliver this kind of care and that health insurers cover mental health services as a part of primary care. <i>(n=1701)</i>           | 52               | 37               | 8               | 3               | <b>89</b> | <b>11</b> |

Would you be more or less likely to vote for a candidate for elected office if they supported each of the following?

|   | Much more likely | Somewhat more likely | No more or less likely | Somewhat less likely | Much less likely | MORE LIKELY | LESS LIKELY |
|---|------------------|----------------------|------------------------|----------------------|------------------|-------------|-------------|
| <b>Q21R1.</b> Require health insurers to cover virtual substance abuse services through a phone, app, or texting platform. <i>(n=1701)</i>  | 31               | 31                   | 29                     | 6                    | 3                | <b>61</b>   | <b>10</b>   |
| <b>Q21R2.</b> Require health insurers to provide equal coverage for mental and physical health conditions. <i>(n=1701)</i>  | 40               | 30                   | 22                     | 5                    | 3                | <b>70</b>   | <b>8</b>    |
| <b>Q21R3.</b> Give everyone, regardless of age, the option of buying a public insurance option through the government. <i>(n=1701)</i>  | 35               | 28                   | 26                     | 7                    | 5                | <b>63</b>   | <b>12</b>   |
| <b>Q21R4.</b> Have the state or local government establish a mental health hotline, app, or web service that puts residents in touch with mental health professionals free of charge. <i>(n=850)</i>  | 33               | 35                   | 24                     | 4                    | 3                | <b>69</b>   | <b>7</b>    |
| <b>Q21R5.</b> Expand access to remote mental health resources so that individuals can connect with mental health resources online, by text, or by phone. <i>(n=851)</i>   | 35               | 34                   | 22                     | 6                    | 4                | <b>69</b>   | <b>9</b>    |
| <b>Q21R6.</b> Establish neighborhood support systems that will help to promote understanding, connection, and empathy within communities, and reduce social isolation. <i>(n=1701)</i>  | 31               | 30                   | 31                     | 5                    | 3                | <b>61</b>   | <b>8</b>    |
| <b>Q21R7.</b> Increase funding in schools and universities to expand the availability of mental health resources on campuses, including counseling, peer discussion groups, and online classes that teach ways to counter anxiety. <i>(n=1701)</i>  | 39               | 29                   | 23                     | 5                    | 4                | <b>68</b>   | <b>9</b>    |
| <b>Q21R8.</b> Offer mental health professionals financial incentives and other loan repayment programs to encourage them to move to communities that lack access to in-person mental health professionals. <i>(n=850)</i>   | 29               | 36                   | 26                     | 5                    | 4                | <b>64</b>   | <b>9</b>    |
| <b>Q21R9.</b> Address the shortage of mental health professionals by expanding the field's labor force, including by creating more programs to train specialists who are less expensive to visit than others in the field but can still prescribe medications for those who need them. <i>(n=851)</i> | 35               | 32                   | 24                     | 5                    | 4                | <b>67</b>   | <b>9</b>    |
| <b>Q21R10.</b> Better integrate mental health care treatment into existing primary care treatment systems by ensuring that primary care providers are trained to deliver this kind of care and that health insurers cover mental health services as a part of primary care. <i>(n=1701)</i>           | 36               | 33                   | 23                     | 5                    | 3                | <b>69</b>   | <b>8</b>    |



## CONCEPTUALIZING MENTAL HEALTH

Thinking more specifically about the concept of “mental health”...

To what degree do you associate each of the following with your understanding of “mental health”?

|  | Very strongly<br>1 | 2  | 3  | 4  | 5  | 6 | Not at all<br>7 | NET<br>1-2 | NET<br>3-5 | NET<br>6-7 |
|--|--------------------|----|----|----|----|---|-----------------|------------|------------|------------|
| <b>Q22R1.</b> Treatment for conditions like depression, anxiety disorders, and eating disorders ( <i>n=1701</i> )      | 35                 | 23 | 17 | 10 | 8  | 5 | 3               | 58         | 34         | 8          |
| <b>Q22R2.</b> Managing serious stress or anxiety that makes it hard to get things done ( <i>n=1701</i> )               | 29                 | 25 | 19 | 10 | 9  | 5 | 3               | 54         | 38         | 8          |
| <b>Q22R3.</b> Dealing with life challenges like break-ups, job loss, or losing someone we care about ( <i>n=1701</i> ) | 24                 | 27 | 22 | 11 | 10 | 5 | 2               | 50         | 42         | 7          |
| <b>Q22R4.</b> Learning about our feelings and how we can cope with them ( <i>n=1701</i> )                              | 29                 | 25 | 22 | 9  | 8  | 5 | 3               | 54         | 39         | 7          |
| <b>Q22R5.</b> Talking to a therapist or counselor ( <i>n=1701</i> )  | 27                 | 24 | 20 | 11 | 8  | 6 | 4               | 51         | 40         | 10         |
| <b>Q22R6.</b> Incorporating “self-care” activities into daily life like meditation and exercise ( <i>n=1701</i> )      | 25                 | 23 | 21 | 13 | 10 | 5 | 3               | 47         | 45         | 8          |
| <b>Q22R7.</b> Experiencing feelings of well-being ( <i>n=1701</i> )  | 24                 | 25 | 21 | 13 | 9  | 5 | 3               | 49         | 43         | 8          |
| <b>Q22R8.</b> Improving relationships in your life ( <i>n=1701</i> )   | 24                 | 24 | 23 | 11 | 10 | 6 | 3               | 48         | 44         | 9          |
| <b>Q22R9.</b> Talking to people in your life about how you are feeling ( <i>n=1701</i> )                               | 21                 | 24 | 26 | 11 | 10 | 5 | 3               | 45         | 46         | 9          |
| <b>Q22R10.</b> Praying, faith, or spirituality ( <i>n=1701</i> )   | 24                 | 15 | 17 | 14 | 13 | 8 | 9               | 39         | 45         | 16         |

For each of the following, how prevalent do you think this is? Please indicate how many people you believe personally experience this feeling or condition in their life. Please use a scale from 1 to 10 where 1 means no one personally experiences this feeling or condition in their life and 10 means everyone experiences this feeling or condition in their life.

|   | NET<br>1-2 | NET<br>3-4 | NET<br>5-6 | NET<br>7-8 | NET<br>9-10 | Not<br>sure |
|---|------------|------------|------------|------------|-------------|-------------|
| <b>Q23R1.</b> Anxiety ( <i>n=1701</i> )   | 4          | 5          | 15         | 31         | 38          | 6           |
| <b>Q23R2.</b> Attention-deficit/hyperactivity disorder (ADHD) ( <i>n=1701</i> ) | 10         | 22         | 33         | 17         | 10          | 8           |
| <b>Q23R3.</b> Bipolar disorder ( <i>n=1701</i> )                                | 16         | 28         | 25         | 13         | 10          | 8           |
| <b>Q23R4.</b> Depression ( <i>n=1701</i> )                                      | 5          | 11         | 22         | 31         | 25          | 6           |
| <b>Q23R5.</b> Eating disorders ( <i>n=1701</i> )                                | 12         | 23         | 29         | 18         | 11          | 7           |
| <b>Q23R6.</b> Insomnia ( <i>n=1701</i> )  | 7          | 17         | 26         | 27         | 15          | 8           |
| <b>Q23R7.</b> Obsessive-compulsive disorder (OCD) ( <i>n=1701</i> )             | 12         | 25         | 26         | 19         | 10          | 8           |
| <b>Q23R8.</b> Panic attacks ( <i>n=1701</i> )                                   | 12         | 21         | 25         | 20         | 14          | 8           |
| <b>Q23R9.</b> Postnatal or postpartum depression ( <i>n=1701</i> )              | 11         | 19         | 26         | 21         | 13          | 10          |
| <b>Q23R10.</b> Post-traumatic stress disorder (PTSD) ( <i>n=1701</i> )          | 11         | 18         | 28         | 23         | 12          | 8           |
| <b>Q23R11.</b> Psychotic disorders ( <i>n=1701</i> )                            | 20         | 25         | 19         | 16         | 10          | 10          |
| <b>Q23R12.</b> Schizophrenia ( <i>n=1701</i> )                                  | 28         | 26         | 15         | 12         | 9           | 10          |
| <b>Q23R13.</b> Self-injury ( <i>n=1701</i> )                                    | 21         | 23         | 17         | 18         | 11          | 9           |
| <b>Q23R14.</b> Social anxiety ( <i>n=1701</i> )                                 | 9          | 14         | 23         | 29         | 18          | 7           |
| <b>Q23R15.</b> Substance misuse/addiction ( <i>n=1701</i> )                     | 9          | 16         | 27         | 26         | 14          | 9           |
| <b>Q23R16.</b> Thoughts of suicide ( <i>n=1701</i> )                            | 15         | 20         | 24         | 18         | 14          | 9           |

**Q24.** And thinking about the condition that many people call “addiction” - do you feel that addiction is primarily the result of... (n=1701)

|                          |    |
|--------------------------|----|
| Mental health problems   | 20 |
| Physical health problems | 5  |
| Personal choices         | 24 |
| All of the above equally | 50 |

**Q25.** Thinking about mental health conditions, in general, how do you feel the quality of life of people experiencing these conditions is affected over the long term? (n=1701)

|   |    |
|---|----|
| These conditions can be completely cured with treatment so a person can have the same quality of life as someone without the condition. | 19 |
| These conditions can be managed with treatment so a person can have almost the same quality of life as someone without the condition.   | 53 |
| These conditions can be managed with treatment, but a person may have a much lower quality of life than someone without the condition.  | 20 |
| These conditions cannot be effectively treated and people with them will struggle throughout their entire life.                         | 8  |

## CONVERSATIONS AROUND MENTAL HEALTH

**Q26.** In general, how often do you feel that you discuss your difficult or challenging feelings with other people? (n=1701)

|                              |    |
|------------------------------|----|
| Most days                    | 12 |
| Most weeks but not most days | 14 |
| Every few weeks              | 16 |
| Every few months             | 15 |
| A few times a year or less   | 26 |
| Never                        | 17 |
| <hr/>                        |    |
| MOST DAYS/WEEKS              | 25 |
| EVERY FEW WEEKS/MONTHS       | 31 |
| A FEW TIMES A YEAR OR LESS   | 43 |

In general, how comfortable are you with talking with each of the following people about difficult or challenging feelings?

|  | Very comfortable | Somewhat comfortable | Somewhat uncomfortable | Very uncomfortable | Not applicable | COMFORTABLE | UNCOMFORTABLE |
|--|------------------|----------------------|------------------------|--------------------|----------------|-------------|---------------|
| <b>Q27R1.</b> Among those married or living with a significant other: Your spouse or significant other (n=849) | 54               | 28                   | 9                      | 5                  | 4              | <b>82</b>   | <b>14</b>     |
| <b>Q27R2.</b> Your parent(s)/caregiver(s) (n=1701)   | 23               | 24                   | 15                     | 14                 | 24             | <b>47</b>   | <b>29</b>     |
| <b>Q27R3.</b> Among parents: Your child(ren) (n=936)   | 24               | 35                   | 17                     | 15                 | 9              | <b>59</b>   | <b>32</b>     |
| <b>Q27R4.</b> Other family members (n=1701)  | 22               | 33                   | 20                     | 16                 | 9              | <b>55</b>   | <b>36</b>     |
| <b>Q27R5.</b> Friend(s) (n=1701)   | 28               | 35                   | 19                     | 10                 | 8              | <b>63</b>   | <b>29</b>     |
| <b>Q27R6.</b> Mental health professional(s) (n=1701)   | 30               | 32                   | 15                     | 8                  | 14             | <b>62</b>   | <b>24</b>     |
| <b>Q27R7.</b> Peers in a support group(s) (n=1701)   | 18               | 27                   | 22                     | 13                 | 20             | <b>45</b>   | <b>35</b>     |
| <b>Q27R8.</b> Among full- and part-time workers: Coworkers/colleagues (n=782)                                  | 19               | 28                   | 28                     | 18                 | 7              | <b>47</b>   | <b>46</b>     |
| <b>Q27R9.</b> Among full- and part-time workers: The human resources department at your work (n=782)           | 17               | 24                   | 21                     | 24                 | 14             | <b>41</b>   | <b>45</b>     |
| <b>Q27R10.</b> Among full- and part-time workers: Your boss (n=782)  | 19               | 19                   | 20                     | 34                 | 9              | <b>38</b>   | <b>53</b>     |
| <b>Q27R11.</b> Among students: Other students (n=349)  | 17               | 26                   | 31                     | 18                 | 8              | <b>43</b>   | <b>48</b>     |
| <b>Q27R12.</b> Among students: Professors or teachers, etc. at your school, college, or university (n=349)     | 18               | 27                   | 26                     | 19                 | 11             | <b>45</b>   | <b>44</b>     |
| <b>Q27R13.</b> Your doctor or primary health care provider (n=1701)  | 33               | 33                   | 18                     | 8                  | 9              | <b>66</b>   | <b>26</b>     |
| <b>Q27R14.</b> An online community (n=1701)  | 17               | 23                   | 22                     | 20                 | 18             | <b>40</b>   | <b>42</b>     |

How often do these topics come up in your conversations with other people?

|   | Most days | Most weeks but not most days | Every few weeks | Every few months | A few times a year or less | Never | MOST DAYS/WEEKS | EVERY FEW WEEKS/MONTHS | A FEW TIMES A YEAR OR LESS |
|---|-----------|------------------------------|-----------------|------------------|----------------------------|-------|-----------------|------------------------|----------------------------|
| <b>Q29R1.</b> Your mental health (n=1701)                                 | 8         | 13                           | 14              | 13               | 22                         | 31    | 21              | 27                     | 52                         |
| <b>Q29R2.</b> Mental health in general (n=1701)                           | 8         | 13                           | 16              | 15               | 25                         | 23    | 21              | 31                     | 48                         |
| <b>Q29R3.</b> Relationship problems or challenges (n=1701)                | 8         | 14                           | 16              | 17               | 23                         | 21    | 22              | 33                     | 45                         |
| <b>Q29R4.</b> Anxiety (n=1701)  | 9         | 15                           | 17              | 17               | 22                         | 20    | 24              | 34                     | 42                         |
| <b>Q29R5.</b> Family pressures (n=1701)                                   | 9         | 15                           | 15              | 17               | 22                         | 21    | 24              | 33                     | 43                         |
| <b>Q29R6.</b> Among full- and part-time workers: Pressure at work (n=782) | 13        | 21                           | 21              | 18               | 16                         | 11    | 33              | 40                     | 27                         |
| <b>Q29R7.</b> Among students: Pressure at school (n=349)                  | 18        | 21                           | 21              | 15               | 11                         | 14    | 39              | 36                     | 25                         |
| <b>Q29R8.</b> Mental health conditions (n=851)                            | 8         | 11                           | 14              | 16               | 24                         | 28    | 19              | 29                     | 52                         |
| <b>Q29R9.</b> Mental illnesses (n=850)                                    | 4         | 13                           | 13              | 12               | 25                         | 33    | 17              | 25                     | 59                         |
| <b>Q29R10.</b> Stress in general (n=1701)                                 | 14        | 18                           | 21              | 16               | 20                         | 11    | 32              | 37                     | 31                         |
| <b>Q29R11.</b> Sadness (n=1701)   | 7         | 14                           | 17              | 16               | 27                         | 19    | 21              | 33                     | 45                         |
| <b>Q29R12.</b> Isolation/Loneliness (n=1701)                              | 8         | 12                           | 13              | 15               | 24                         | 28    | 20              | 28                     | 52                         |

**ASKED OF THOSE WHO DISCUSS AT LEAST ONE MENTAL HEALTH-RELATED TOPIC WITH OTHER PEOPLE EVERY FEW WEEKS OR MORE FREQUENTLY:**

And who in your life do you discuss each of the following topics with?

|  | Among those married or living with a significant other: Your spouse or significant other | Your parent(s)/ caregiver(s) | Among parents: Your child(ren) | Other family members | Friend(s) | Mental health professional(s) | Peers in a support group(s) | Among full- and part-time workers: Coworkers/ colleagues | Among full- and part-time workers: The human resources department at your work | Among full- and part-time workers: Your boss | Among students: Other students | Among students: Professors or teachers, etc. at your school, college, or university | Your doctor or primary health care provider | An online community | None of these |
|--|--|------------------------------|--------------------------------|----------------------|-----------|-------------------------------|-----------------------------|--|--|--|--------------------------------|---|---|---------------------|---------------|
| <b>Q30R1.</b> Your mental health ( <i>n</i> =587)                                  | 23   | 20                           | 9                              | 16                   | 42        | 24                            | 8                           | 6  | 4  | 5  | 3                              | 4   | 23  | 12                  | 10            |
| <b>Q30R2.</b> Mental health in general ( <i>n</i> =636)                            | 25   | 22                           | 9                              | 19                   | 42        | 23                            | 9                           | 5  | 5  | 4  | 4                              | 3   | 23  | 14                  | 9             |
| <b>Q30R3.</b> Relationship problems or challenges ( <i>n</i> =660)                 | 22   | 14                           | 10                             | 18                   | 43        | 14                            | 7                           | 9  | 4  | 5  | 3                              | 4   | 9   | 8                   | 12            |
| <b>Q30R4.</b> Anxiety ( <i>n</i> =705)   | 27   | 19                           | 11                             | 17                   | 42        | 17                            | 10                          | 7  | 2  | 2  | 3                              | 4   | 19  | 10                  | 9             |
| <b>Q30R5.</b> Family pressures ( <i>n</i> =666)                                    | 24   | 16                           | 9                              | 23                   | 44        | 14                            | 6                           | 5  | 4  | 4  | 2                              | 5   | 13  | 8                   | 9             |
| <b>Q30R6.</b> Among full- and part-time workers: Pressure at work ( <i>n</i> =427) | 33   | 18                           | 14                             | 22                   | 42        | 15                            | 4                           | 30   | 9  | 16   | 2                              | 3   | 13  | 10                  | 6             |
| <b>Q30R7.</b> Among students: Pressure at school ( <i>n</i> =208)                  | 19   | 25                           | 5                              | 18                   | 54        | 14                            | 11                          | 5  | 2  | 2  | 16                             | 16  | 9   | 13                  | 5             |
| <b>Q30R8.</b> Mental health conditions ( <i>n</i> =275)                            | 27   | 21                           | 9                              | 17                   | 37        | 28                            | 6                           | 8  | 7  | 3  | 6                              | 2   | 24  | 12                  | 12            |
| <b>Q30R9.</b> Mental illnesses ( <i>n</i> =251)                                    | 21   | 14                           | 4                              | 11                   | 36        | 22                            | 11                          | 9  | 6  | 3  | 6                              | 7   | 22  | 10                  | 10            |
| <b>Q30R10.</b> Stress in general ( <i>n</i> =902)                                  | 28   | 21                           | 11                             | 23                   | 48        | 13                            | 6                           | 11   | 2  | 4  | 4                              | 4   | 16  | 9                   | 9             |
| <b>Q30R11.</b> Sadness ( <i>n</i> =655)  | 23   | 16                           | 7                              | 18                   | 43        | 15                            | 6                           | 5  | 3  | 4  | 3                              | 4   | 13  | 13                  | 11            |
| <b>Q30R12.</b> Isolation/Loneliness ( <i>n</i> =573)                               | 22   | 15                           | 9                              | 16                   | 38        | 15                            | 7                           | 5  | 3  | 4  | 1                              | 4   | 13  | 9                   | 12            |

**ASKED OF THOSE WHO DISCUSS AT LEAST ONE MENTAL HEALTH-RELATED TOPIC WITH OTHER PEOPLE EVERY FEW WEEKS OR MORE FREQUENTLY:**

How comfortable are you having conversations about the following topics with people in your life? Are you...?

|  | Very comfortable | Somewhat comfortable | Somewhat uncomfortable | Very uncomfortable | COMFORTABLE | UNCOMFORTABLE |
|--|------------------|----------------------|------------------------|--------------------|-------------|---------------|
| <b>Q31R1.</b> Your mental health ( <i>n=587</i> )                                  | 29               | 39                   | 21                     | 10                 | <b>68</b>   | <b>32</b>     |
| <b>Q31R2.</b> Mental health in general ( <i>n=636</i> )                            | 32               | 40                   | 18                     | 10                 | <b>72</b>   | <b>28</b>     |
| <b>Q31R3.</b> Relationship problems or challenges ( <i>n=660</i> )                 | 27               | 43                   | 18                     | 12                 | <b>70</b>   | <b>30</b>     |
| <b>Q31R4.</b> Anxiety ( <i>n=705</i> )   | 28               | 44                   | 19                     | 9                  | <b>72</b>   | <b>28</b>     |
| <b>Q31R5.</b> Family pressures ( <i>n=666</i> )                                    | 29               | 41                   | 20                     | 10                 | <b>70</b>   | <b>30</b>     |
| <b>Q31R6.</b> Among full- and part-time workers: Pressure at work ( <i>n=427</i> ) | 37               | 42                   | 17                     | 4                  | <b>79</b>   | <b>21</b>     |
| <b>Q31R7.</b> Among students: Pressure at school ( <i>n=208</i> )                  | 37               | 37                   | 21                     | 5                  | <b>74</b>   | <b>26</b>     |
| <b>Q31R8.</b> Mental health conditions ( <i>n=275</i> )                            | 37               | 37                   | 17                     | 10                 | <b>73</b>   | <b>27</b>     |
| <b>Q31R9.</b> Mental illnesses ( <i>n=251</i> )                                    | 27               | 42                   | 17                     | 14                 | <b>69</b>   | <b>31</b>     |
| <b>Q31R10.</b> Stress in general ( <i>n=902</i> )                                  | 36               | 40                   | 15                     | 9                  | <b>76</b>   | <b>24</b>     |
| <b>Q31R11.</b> Sadness ( <i>n=655</i> )  | 28               | 38                   | 21                     | 13                 | <b>67</b>   | <b>33</b>     |
| <b>Q31R12.</b> Isolation/Loneliness ( <i>n=573</i> )                               | 26               | 38                   | 22                     | 14                 | <b>64</b>   | <b>36</b>     |

**Q32.** Which of the following comes closer to your opinion concerning conversations about mental health in general? (*n=851*)

|   |    |
|---|----|
| People should only discuss mental health in private | 42 |
| People should discuss mental health openly          | 58 |

**Q33.** Which of the following comes closer to your opinion concerning conversations about emotional struggles in general? (*n=850*)

|  |    |
|--|----|
| People should only discuss emotional struggles and challenges in private | 51 |
| People should discuss emotional struggles and challenges openly          | 49 |

**Q34.** Which of the following comes closer to your opinion concerning your own conversations about your own mental health? (*n=851*)

|  |    |
|--|----|
| I only feel comfortable discussing my mental health in private | 65 |
| I feel comfortable discussing my mental health openly          | 35 |

**Q35.** Which of the following comes closer to your opinion concerning your own conversations about your own emotional struggles? (n=850)

|   |    |
|---|----|
| I only feel comfortable discussing my emotional struggles and challenges in private | 71 |
| I feel comfortable discussing my emotional struggles and challenges openly          | 29 |

**PERSONAL EXPERIENCE OF MENTAL HEALTH**

**Q36.** Now, thinking specifically about yourself, how much of a priority is your mental health to you personally? (n=1701)

|                               |           |
|-------------------------------|-----------|
| A very important priority     | 45        |
| A somewhat important priority | 33        |
| Not a very important priority | 13        |
| Not a priority at all         | 9         |
| <b>IMPORTANT</b>              | <b>78</b> |
| <b>NOT IMPORTANT</b>          | <b>22</b> |

In your view, how much of a priority is mental health to each of the following?

|  | A very important priority | A somewhat important priority | Not a very important priority | Not a priority at all | IMPORTANT | NOT IMPORTANT |
|--|---------------------------|-------------------------------|-------------------------------|-----------------------|-----------|---------------|
| <b>Q37R1.</b> Your family members (n=1701)                         | 39                        | 34                            | 19                            | 9                     | <b>72</b> | <b>28</b>     |
| <b>Q37R2.</b> People in your town or city (n=1701)                 | 22                        | 36                            | 30                            | 12                    | <b>57</b> | <b>43</b>     |
| <b>Q37R3.</b> Americans in general (n=1701)                        | 24                        | 36                            | 29                            | 10                    | <b>61</b> | <b>39</b>     |
| <b>Q37R4.</b> Friends (n=1701)                                     | 36                        | 39                            | 17                            | 8                     | <b>75</b> | <b>25</b>     |
| <b>Q37R5.</b> Among full- and part-time workers: Coworkers (n=782) | 27                        | 41                            | 21                            | 12                    | <b>68</b> | <b>32</b>     |
| <b>Q37R6.</b> Among students: Classmates (n=349)                   | 27                        | 40                            | 24                            | 9                     | <b>67</b> | <b>33</b>     |

Many people experience difficult emotions that can interfere with certain aspects of their lives. Thinking of your own personal experiences, how often, if ever, do you find that experiencing difficult feelings gets in the way of each of the following aspects of your life?

|  | Most days | Most weeks but not most days | Every few weeks | Every few months | A few times a year or less | Never | MOST DAYS/WEEKS | EVERY FEW WEEKS/MONTHS | A FEW TIMES A YEAR OR LESS |
|--|-----------|------------------------------|-----------------|------------------|----------------------------|-------|-----------------|------------------------|----------------------------|
| <b>Q38R1.</b> Getting work or schoolwork done (n=1701)   | 11        | 14                           | 16              | 13               | 15                         | 32    | <b>25</b>       | <b>29</b>              | <b>47</b>                  |
| <b>Q38R2.</b> Among full- and part-time workers: Workplace relationships (n=782)                             | 12        | 13                           | 15              | 17               | 22                         | 21    | <b>26</b>       | <b>31</b>              | <b>43</b>                  |
| <b>Q38R3.</b> Family relationships (n=1701)  | 11        | 14                           | 15              | 18               | 24                         | 19    | <b>25</b>       | <b>33</b>              | <b>42</b>                  |
| <b>Q38R4.</b> Among those married or living with a significant other: Romantic/partner relationships (n=849) | 15        | 15                           | 13              | 14               | 21                         | 22    | <b>30</b>       | <b>27</b>              | <b>43</b>                  |
| <b>Q38R5.</b> Hobbies and activities you enjoy (n=1701)  | 11        | 16                           | 16              | 13               | 17                         | 28    | <b>27</b>       | <b>29</b>              | <b>45</b>                  |
| <b>Q38R6.</b> Intimacy (n=1701)  | 9         | 14                           | 14              | 14               | 17                         | 32    | <b>23</b>       | <b>28</b>              | <b>49</b>                  |

**ASKED OF THOSE FOR WHOM DIFFICULT FEELINGS GET IN THE WAY OF AT LEAST ONE ASPECT OF THEIR LIVES MOST WEEKS OR MORE FREQUENTLY:**

And thinking about the past three months of your life, would you say that difficult feelings you've experienced have been getting in the way of the following aspects of your life...?

|   | Much more often | Somewhat more often | No more or less often | Somewhat less often | Much less often | MORE OFTEN | LESS OFTEN |
|---|-----------------|---------------------|-----------------------|---------------------|-----------------|------------|------------|
| <b>Q39R1.</b> Getting work or schoolwork done ( <i>n=421</i> )  | 35              | 27                  | 26                    | 4                   | 8               | <b>61</b>  | <b>13</b>  |
| <b>Q39R2.</b> Among full- and part-time workers:<br>Workplace relationships ( <i>n=201</i> )                          | 38              | 34                  | 15                    | 7                   | 7               | <b>72</b>  | <b>14</b>  |
| <b>Q39R3.</b> Family relationships ( <i>n=425</i> )   | 37              | 28                  | 23                    | 6                   | 6               | <b>64</b>  | <b>12</b>  |
| <b>Q39R4.</b> Among those married or living with a significant other: Romantic/partner relationships ( <i>n=257</i> ) | 39              | 21                  | 22                    | 9                   | 8               | <b>61</b>  | <b>17</b>  |
| <b>Q39R5.</b> Hobbies and activities you enjoy ( <i>n=451</i> )   | 36              | 27                  | 21                    | 6                   | 9               | <b>63</b>  | <b>15</b>  |
| <b>Q39R6.</b> Intimacy ( <i>n=384</i> )   | 37              | 29                  | 21                    | 7                   | 6               | <b>66</b>  | <b>13</b>  |

**Q40.** And in general, compared to most people you know, do you feel like you struggle with difficult feelings like anxiety, stress, or sadness...? (*n=1701*)

|  |           |
|--|-----------|
| Much more often than most people you know do       | 14        |
| Somewhat more often than most people you know do   | 19        |
| No more or less often than most people you know do | 33        |
| Somewhat less often than most people you know do   | 15        |
| Much less often than most people you know do       | 19        |
| <b>MORE OFTEN</b>                                  | <b>33</b> |
| <b>LESS OFTEN</b>                                  | <b>34</b> |

While this may vary over time, how much do you feel each of the following have affected your own mental health?

|  | A lot | A little | Not at all |
|--|-------|----------|------------|
| <b>Q41R1.</b> Acts of violence committed by the police ( <i>n=1701</i> )                                   | 29    | 38       | 33         |
| <b>Q41R2.</b> Racism (either in general or as experienced in your personal life) ( <i>n=1701</i> )         | 28    | 38       | 35         |
| <b>Q41R3.</b> Sexism (either in general or as experienced in your personal life) ( <i>n=1701</i> )         | 20    | 33       | 47         |
| <b>Q41R4.</b> Discrimination (either in general or as experienced in your personal life) ( <i>n=1701</i> ) | 25    | 39       | 36         |
| <b>Q41R5.</b> School shootings and mass shootings ( <i>n=1701</i> )  | 27    | 39       | 34         |
| <b>Q41R6.</b> Crime in general ( <i>n=1701</i> )   | 25    | 42       | 33         |
| <b>Q41R7.</b> Climate change and its consequences ( <i>n=1701</i> )  | 23    | 36       | 41         |
| <b>Q41R8.</b> Pollution and other environmental issues and their consequences ( <i>n=1701</i> )            | 24    | 36       | 40         |
| <b>Q41R9.</b> The state of the economy ( <i>n=1701</i> )   | 31    | 43       | 26         |
| <b>Q41R10.</b> The cost of health care and prescription drugs ( <i>n=1701</i> )                            | 29    | 37       | 35         |
| <b>Q41R11.</b> The current situation with coronavirus ( <i>n=1701</i> )                                    | 40    | 39       | 21         |
| <b>Q41R12.</b> Access to health care ( <i>n=1701</i> )   | 23    | 36       | 41         |



## MENTAL HEALTH IN MEDIA

How often do you hear people talking about mental health and mental health-related topics in your day-to-day life?

|  | Most days | Most weeks but not most days | Every few weeks | Every few months | A few times a year or less | Never | MOST DAYS/WEEKS | EVERY FEW WEEKS/MONTHS | A FEW TIMES A YEAR OR LESS |
|--|-----------|------------------------------|-----------------|------------------|----------------------------|-------|-----------------|------------------------|----------------------------|
| <b>Q42R1.</b> People you personally know ( <i>n=1701</i> )                                   | 8         | 16                           | 16              | 17               | 23                         | 19    | 24              | 33                     | 43                         |
| <b>Q42R2.</b> People online or in the media that you don't personally know ( <i>n=1701</i> ) | 11        | 16                           | 16              | 17               | 16                         | 24    | 27              | 33                     | 40                         |

Thinking about the types of conversations you hear about mental health from each group of people listed below, which topic or topics do you most often hear discussed?

|  | Research or advancements in treatment for mental health conditions | Tips on things we can do to be calmer and manage stress (like meditation/mindfulness) | Ways people can cope with difficult feelings like anxiety or sadness | Their own emotional struggles or experience with mental health challenges | Stigma around mental health conditions | Coping with trauma and traumatic events | Mental health as it relates to problems like crime and violence | Mental health as it relates to problems like addiction and homelessness | Mental health as it relates to social problems like racism, sexism, and other forms of discrimination | None of these |
|--|--|---|--|---|--|---|---|---|---|---------------|
| <b>Q43R1.</b> People you personally know ( <i>n=1701</i> )                                   | 12   | 25  | 31   | 38  | 20                                     | 24                                      | 19  | 16  | 13  | 20            |
| <b>Q43R2.</b> People online or in the media that you don't personally know ( <i>n=1701</i> ) | 19   | 32  | 32   | 30  | 24                                     | 29                                      | 25  | 23  | 18  | 24            |

In general, would you say the conversations you hear about mental health from each group of people listed below are...?

|  | Helpful (helps me better understand mental health and how it applies to me personally and people I know) | Unhelpful (creates more confusion or worry about mental health and how it applies to me personally and people I know) |
|--|--|---|
| <b>Q44R1.</b> People you personally know ( <i>n=1701</i> )                                   | 71   | 29  |
| <b>Q44R2.</b> People online or in the media that you don't personally know ( <i>n=1701</i> ) | 58   | 42  |

In general, would you say the conversations you hear about mental health from each group of people listed below are...?

|  | Solution-focused (these conversations are helping us move toward solutions) | Problem-focused (these conversations are making the problem seem bigger) |
|--|---|--|
| <b>Q45R1.</b> People you personally know ( <i>n=1701</i> )                                   | 65  | 35   |
| <b>Q45R2.</b> People online or in the media that you don't personally know ( <i>n=1701</i> ) | 52  | 48   |

In general, would you say the conversations you hear about mental health from each group of people listed below are...?

|  | Relevant (the conversations directly apply to me personally and most people I know) | Irrelevant (the conversations aren't really applicable to me personally and most people I know) |
|--|---|---|
| <b>Q46R1.</b> People you personally know ( <i>n=1701</i> )                                   | 66  | 34  |
| <b>Q46R2.</b> People online or in the media that you don't personally know ( <i>n=1701</i> ) | 46  | 54  |

In general, would you say the conversations you hear about mental health from each group of people listed below are...?

|  | Reassuring (makes me feel better about mental health and how it applies to me personally and people I know) | Concerning (makes me worried about mental health and how it applies to me personally and people I know) |
|--|---|---|
| <b>Q47R1.</b> People you personally know ( <i>n=1701</i> )                                   | 64  | 36  |
| <b>Q47R2.</b> People online or in the media that you don't personally know ( <i>n=1701</i> ) | 56  | 44  |

**Q48.** Now, please think of a time recently when something you saw on TV, in a movie, or online/on social media made you feel more anxious, sad, or stressed than normal. What was it that you saw? Please try to be as specific as you can. *Open end (n=1701)*

**NOTE: RESULTS OF OPEN-ENDED QUESTIONS WILL BE SHARED AS SOON AS THEY ARE CODED.**

**Q49.** For how long after seeing this did you feel more anxious, sad, or stressed than normal? *(n=1701)*

|  |    |
|--|----|
| A few minutes or less                            | 16 |
| Between a few minutes and half an hour           | 17 |
| Between half an hour and a few hours             | 14 |
| Between a few hours and for the rest of the day  | 15 |
| For longer than the rest of the day              | 21 |
| I can't think of a time when this happened to me | 17 |
| LESS THAN 30 MINUTES                             | 33 |
| MORE THAN 30 MINUTES                             | 50 |
| MORE THAN A FEW HOURS                            | 36 |
| MORE THAN A DAY                                  | 21 |

Now, imagine a hypothetical scenario where you saw a TV show, movie, or news video about a troubling subject that made you feel more anxious, sad, or stressed than normal. Imagine you still felt more anxious, sad, or stressed than normal after watching this TV show, movie, or news video and each of the following suggestions was given to help you deal with the negative emotions you were experiencing. How likely would you be to take each of the following actions?

|  | Very likely | Somewhat likely | Somewhat unlikely | Very unlikely | LIKELY | UNLIKELY |
|--|-------------|-----------------|-------------------|---------------|--------|----------|
| <b>Q51R1.</b> Reach out and talk about what you watched and what you were feeling with a friend to feel better <i>(n=1701)</i>   | 22          | 35              | 19                | 25            | 57     | 43       |
| <b>Q51R2.</b> Watch a short video that walked you through a breathing exercise or a short meditation to help deal with the feelings and reset your mind <i>(n=1701)</i>                      | 15          | 28              | 20                | 38            | 42     | 58       |
| <b>Q51R3.</b> Go to a website that let you learn more about the issues in the TV show, movie, or news video and gave ways to get involved, feel better, or make a difference <i>(n=1701)</i> | 17          | 29              | 22                | 31            | 47     | 53       |
| <b>Q51R4.</b> Share the video or a related social media post about what you watched <i>(n=1701)</i>  | 14          | 24              | 22                | 40            | 38     | 62       |
| <b>Q51R5.</b> Text a free counseling service <i>(n=1701)</i>   | 10          | 19              | 22                | 49            | 29     | 71       |
| <b>Q51R6.</b> Call a hotline <i>(n=1701)</i>   | 11          | 16              | 22                | 52            | 27     | 73       |

## COMMUNITY HELP-SEEKING AND SUPPORT

How likely are you to reach out for help to each of the following if you are struggling with your thoughts, feelings, or behaviors?

|   | Definitely would | Very likely | Somewhat likely | Somewhat unlikely | Very unlikely | Definitely would not | DEFINITELY + VERY LIKELY | SOMEWHAT LIKELY + SOMEWHAT UNLIKELY | DEFINITELY + VERY UNLIKELY |
|---|------------------|-------------|-----------------|-------------------|---------------|----------------------|--------------------------|-------------------------------------|----------------------------|
| <b>Q52R1.</b> No one<br>(n=1701)  | 18               | 19          | 20              | 15                | 8             | 20                   | 37                       | 35                                  | 28                         |
| <b>Q52R2.</b> A family member<br>(n=1701)   | 16               | 23          | 26              | 12                | 9             | 14                   | 39                       | 38                                  | 23                         |
| <b>Q52R3.</b> A friend<br>(n=1701)  | 17               | 24          | 28              | 11                | 9             | 11                   | 41                       | 39                                  | 20                         |
| <b>Q52R4.</b> A therapist or other mental health professional<br>(n=1701)                                     | 10               | 15          | 22              | 17                | 16            | 21                   | 25                       | 39                                  | 36                         |
| <b>Q52R5.</b> A religious leader, such as a priest, rabbi, or imam<br>(n=1701)                                | 8                | 14          | 17              | 13                | 16            | 33                   | 21                       | 30                                  | 49                         |
| <b>Q52R6.</b> Among students: A teacher, campus guidance counsellor, or coach<br>(n=349)                      | 9                | 15          | 21              | 20                | 15            | 20                   | 24                       | 41                                  | 35                         |
| <b>Q52R7.</b> Among full- and part-time workers: A coworker, supervisor, or human resources worker<br>(n=782) | 9                | 19          | 23              | 14                | 14            | 21                   | 27                       | 37                                  | 35                         |
| <b>Q52R8.</b> A telephone or text helpline<br>(n=1701)  | 7                | 11          | 14              | 17                | 21            | 30                   | 18                       | 31                                  | 51                         |
| <b>Q52R9.</b> A support group<br>(n=1701)   | 8                | 10          | 20              | 16                | 17            | 28                   | 18                       | 37                                  | 45                         |
| <b>Q52R10.</b> Another resource<br>(n=1701)   | 8                | 12          | 21              | 19                | 13            | 27                   | 20                       | 40                                  | 40                         |

**Q53.** And if you were struggling with your thoughts, feelings, or behaviors yourself, in which ways would you want a friend or family member to reach out to you?  
(n=1701)

|  |    |
|--|----|
| Setting up a time to talk to you in person         | 29 |
| Waiting until the next time they see you in person | 25 |
| Via a phone call                                   | 48 |
| FaceTime or video chat                             | 23 |
| Text message                                       | 41 |
| Direct message on social media                     | 17 |
| Email  | 19 |
| Another way  | 5  |

How important are the following when you are looking for a friend or family member to provide you with support when you are struggling with your thoughts, feelings, or behaviors?

|   | Very important | Somewhat important | Not very important | Not at all important | IMPORTANT | NOT IMPORTANT |
|---|----------------|--------------------|--------------------|----------------------|-----------|---------------|
| <b>Q54R1.</b> Confidentiality - They will not repeat anything you tell them ( <i>n=1701</i> )                                     | 62             | 24                 | 7                  | 7                    | <b>86</b> | <b>14</b>     |
| <b>Q54R2.</b> No judgement - They will not think differently of you ( <i>n=1701</i> )   | 57             | 27                 | 7                  | 9                    | <b>84</b> | <b>16</b>     |
| <b>Q54R3.</b> Relatability - They have gone through the same thing or experience ( <i>n=1701</i> )                                | 34             | 43                 | 13                 | 9                    | <b>78</b> | <b>22</b>     |
| <b>Q54R4.</b> Qualified to help - They have been formally trained or are otherwise qualified to provide support ( <i>n=1701</i> ) | 24             | 30                 | 27                 | 18                   | <b>55</b> | <b>45</b>     |
| <b>Q54R5.</b> Compassion - They show concern and kindness for your struggle or experience ( <i>n=1701</i> )                       | 54             | 31                 | 8                  | 8                    | <b>85</b> | <b>15</b>     |
| <b>Q54R6.</b> Closeness - They have a close relationship with you ( <i>n=1701</i> )   | 53             | 31                 | 10                 | 7                    | <b>84</b> | <b>16</b>     |
| <b>Q54R7.</b> History - They have known you for a long time ( <i>n=1701</i> )   | 45             | 36                 | 11                 | 7                    | <b>82</b> | <b>18</b>     |

**ASKED OF THOSE WHO SAID MORE THAN ONE ASPECT WAS IMPORTANT:**

**Q55.** If you had to pick one, which of the following is most important to you when you are looking for a friend or family member to provide you with support when you are struggling with your thoughts, feelings, or behaviors? (*n=1589*)

|   |    |
|---|----|
| Confidentiality - They will not repeat anything you tell them                                     | 20 |
| No judgement - They will not think differently of you   | 20 |
| Relatability - They have gone through the same thing or experience                                | 9  |
| Qualified to help - They have been formally trained or are otherwise qualified to provide support | 8  |
| Compassion - They show concern and kindness for your struggle or experience                       | 21 |
| Closeness - They have a close relationship with you   | 14 |
| History - They have known you for a long time   | 7  |

**PROFESSIONAL AND EXTERNAL RESOURCES**

**Q58.** Generally speaking, which of the following best describes the accessibility of mental health care resources to you? (*n=1701*)

|  |    |
|--|----|
| Many resources are available and accessible to me                | 39 |
| Some, but not many, resources are available and accessible to me | 45 |
| Very few or no resources are available and accessible to me      | 17 |

**Q62.** Which of the following would you consider self-care activities that support your mental health? Please select all that apply. (n=1701)

|   |    |
|---|----|
| Exercise  | 52 |
| Meditation  | 38 |
| Yoga  | 25 |
| Journaling  | 21 |
| Gratitude exercises (finding moments to be grateful)  | 27 |
| Disconnecting from social media   | 30 |
| Reading or listening to books about managing your emotions and feeling better               | 26 |
| Listening to podcasts about managing your emotions and feeling better                       | 21 |
| Using mindfulness apps like Headspace and Calm  | 19 |
| Going on a walk to clear your head  | 56 |
| Reaching out to a friend to talk about how you're feeling                                   | 44 |
| Watching inspirational or funny videos online   | 32 |
| Seeking out positive social media content or following accounts that share positive content | 25 |
| Watching TV/movies  | 44 |
| Listening to music  | 60 |
| Something else  | 6  |

How much do you agree or disagree with each of the following statements?

|   | Strongly agree | Somewhat agree | Somewhat disagree | Strongly disagree | AGREE | DISAGREE |
|---|----------------|----------------|-------------------|-------------------|-------|----------|
| <b>Q63R1.</b> Self-care is the luxury of having time and money to do special things for yourself (n=1701) | 17             | 33             | 30                | 19                | 51    | 49       |
| <b>Q63R2.</b> Self-care can be selfish and an ineffective use of time (n=1701)                            | 14             | 19             | 29                | 38                | 34    | 66       |
| <b>Q63R3.</b> Self-care is a critical part of taking care of ourselves and staying healthy (n=1701)       | 51             | 36             | 8                 | 5                 | 87    | 13       |
| <b>Q63R4.</b> I'm not really sure what self-care means (n=1701)   | 10             | 20             | 35                | 35                | 31    | 69       |
| <b>Q63R5.</b> Self-care is anything that makes you feel good (n=1701)                                     | 39             | 41             | 14                | 6                 | 80    | 20       |
| <b>Q63R6.</b> Self-care is a reward for doing hard work and balancing a lot of obligations (n=1701)       | 24             | 43             | 23                | 10                | 67    | 33       |
| <b>Q63R7.</b> Self-care is primarily activities like yoga, meditation, and exercise (n=1701)              | 23             | 40             | 28                | 10                | 63    | 37       |

How important are the following when you are looking for a mental health professional to provide you with support when you are struggling with your thoughts, feelings, or behaviors?

|  | Very important | Somewhat important | Not very important | Not at all important | IMPORTANT | NOT IMPORTANT |
|--|----------------|--------------------|--------------------|----------------------|-----------|---------------|
| <b>Q64R1.</b> Confidentiality - They will not repeat anything you tell them (n=1701)                                     | 68             | 20                 | 8                  | 5                    | <b>88</b> | <b>12</b>     |
| <b>Q64R2.</b> No judgement - They will not think differently of you (n=1701)   | 61             | 25                 | 8                  | 5                    | <b>86</b> | <b>14</b>     |
| <b>Q64R3.</b> Relatability - They have gone through the same thing or experience (n=1701)                                | 38             | 37                 | 18                 | 7                    | <b>75</b> | <b>25</b>     |
| <b>Q64R4.</b> Qualified to help - They have been formally trained or are otherwise qualified to provide support (n=1701) | 57             | 29                 | 9                  | 5                    | <b>86</b> | <b>14</b>     |
| <b>Q64R5.</b> Compassion - They show concern and kindness for your struggle or experience (n=1701)                       | 57             | 30                 | 8                  | 5                    | <b>87</b> | <b>13</b>     |

**ASKED OF THOSE WHO SAID MORE THAN ONE ASPECT WAS IMPORTANT:**

**Q65.** If you had to pick one, which of the following is most important to you when you are looking for a mental health professional to provide you with support when you are struggling with your thoughts, feelings, or behaviors? (n=1623)

|   |    |
|---|----|
| Confidentiality - They will not repeat anything you tell them                                     | 22 |
| No judgement - They will not think differently of you   | 17 |
| Relatability - They have gone through the same thing or experience                                | 10 |
| Qualified to help - They have been formally trained or are otherwise qualified to provide support | 30 |
| Compassion - They show concern and kindness for your struggle or experience                       | 22 |

How important are the following when you are looking for a tool (such as a book, website, social media content, app, podcast, etc.) to help take care of your mental health or help you manage difficult feelings?

|  | Very important | Somewhat important | Not very important | Not at all important | IMPORTANT | NOT IMPORTANT |
|--|----------------|--------------------|--------------------|----------------------|-----------|---------------|
| <b>Q66R1.</b> Anonymity - No one will know I accessed it (n=1701)  | 45             | 32                 | 14                 | 8                    | <b>78</b> | <b>22</b>     |
| <b>Q66R2.</b> Relevance - It closely reflects the specific experiences or feelings I'm struggling with (n=1701)                                      | 49             | 36                 | 10                 | 5                    | <b>85</b> | <b>15</b>     |
| <b>Q66R3.</b> Relatability - It's presented in a tone that feels familiar and features images/stories of people that look and sound like me (n=1701) | 43             | 40                 | 11                 | 7                    | <b>83</b> | <b>17</b>     |
| <b>Q66R4.</b> Credibility - It was developed with expert guidance (n=1701)   | 49             | 36                 | 9                  | 6                    | <b>85</b> | <b>15</b>     |
| <b>Q66R5.</b> Ease - It's easy for me to access and use (n=1701)   | 52             | 36                 | 8                  | 5                    | <b>87</b> | <b>13</b>     |
| <b>Q66R6.</b> Affordability - It's available at no charge or for a low cost (n=1701)   | 55             | 31                 | 9                  | 5                    | <b>85</b> | <b>15</b>     |

**ASKED OF THOSE WHO SAID MORE THAN ONE ASPECT WAS IMPORTANT:**

**Q67.** And, if you had to pick one, which of the following is most important to you when you are looking for a tool (such as a book, website, social media account, app, podcast, etc.) to help take care of your mental health or help you manage difficult feelings? (n=1614)

|   |    |
|---|----|
| Anonymity - No one will know I accessed it.   | 12 |
| Relevance - It closely reflects the specific experiences or feelings I'm struggling with                                      | 20 |
| Relatability - It's presented in a tone that feels familiar and features images/stories of people that look and sound like me | 16 |
| Credibility - It was developed with expert guidance   | 18 |
| Ease - It's easy for me to access and use   | 15 |
| Affordability - It's available at no charge or for a low cost   | 19 |

When looking for external resources to improve your mental health, how comfortable would you be seeking support in the following ways?

|   | Very comfortable | Somewhat comfortable | Somewhat uncomfortable | Very uncomfortable | COMFORTABLE | UNCOMFORTABLE |
|---|------------------|----------------------|------------------------|--------------------|-------------|---------------|
| <b>Q68R1.</b> In person (n=1701)                    | 35               | 38                   | 18                     | 9                  | <b>73</b>   | <b>27</b>     |
| <b>Q68R2.</b> Online (n=1701)                       | 28               | 38                   | 18                     | 16                 | <b>65</b>   | <b>35</b>     |
| <b>Q68R3.</b> Over the phone (n=1701)               | 24               | 39                   | 22                     | 15                 | <b>63</b>   | <b>37</b>     |
| <b>Q68R4.</b> Over text or instant message (n=1701) | 23               | 35                   | 24                     | 18                 | <b>58</b>   | <b>42</b>     |



Thinking about the resources a person could rely on to support their mental health, to the best of your knowledge, which of the following mental health resources and treatments are available (i.e. accessible and affordable) to you and people like you?

|   | This is definitely available to me | This is probably available to me | This is probably not available to me | This is definitely not available to me | I don't know if this is available to me | AVAILABLE | NOT AVAILABLE |
|---|------------------------------------|----------------------------------|--------------------------------------|--|---|-----------|---------------|
| <b>Q69R1.</b> In-person talk therapy with a mental health professional (e.g. psychologist, counselor, or therapist) (n=1701)                | 38                                 | 35                               | 10                                   | 6                                      | 12                                      | 72        | 15            |
| <b>Q69R2.</b> Online or telephone talk therapy with a mental health professional (n=1701)   | 25                                 | 37                               | 11                                   | 6                                      | 21                                      | 62        | 17            |
| <b>Q69R3.</b> Medication to treat a mental health diagnosis prescribed by a primary care provider (n=1701)                                  | 36                                 | 33                               | 11                                   | 6                                      | 14                                      | 69        | 17            |
| <b>Q69R4.</b> Medication to treat a mental health issue prescribed by a psychiatrist (n=1701)   | 35                                 | 32                               | 11                                   | 6                                      | 15                                      | 68        | 18            |
| <b>Q69R5.</b> Marriage/relationship counseling (n=1701)   | 29                                 | 30                               | 11                                   | 9                                      | 21                                      | 59        | 20            |
| <b>Q69R6.</b> Group therapy (without my family) (n=1701)  | 25                                 | 34                               | 12                                   | 6                                      | 22                                      | 59        | 19            |
| <b>Q69R7.</b> Support groups for people struggling with specific issues such as domestic abuse, bullying, anxiety, or other issues (n=1701) | 28                                 | 37                               | 11                                   | 5                                      | 19                                      | 65        | 16            |
| <b>Q69R8.</b> Addiction counseling with a mental health professional (n=1701)   | 30                                 | 35                               | 11                                   | 6                                      | 18                                      | 64        | 17            |
| <b>Q69R9.</b> Services for people facing addiction covered by Medicaid (n=1701)   | 23                                 | 26                               | 14                                   | 10                                     | 26                                      | 49        | 25            |
| <b>Q69R10.</b> Support groups for specific issues like addiction (such as AA, NA, Al-Anon, EDA etc.) (n=1701)                               | 32                                 | 33                               | 10                                   | 7                                      | 19                                      | 65        | 16            |
| <b>Q69R11.</b> Phone help line (n=1701)   | 36                                 | 34                               | 8                                    | 5                                      | 17                                      | 70        | 13            |
| <b>Q69R12.</b> Text help line (n=1701)  | 24                                 | 32                               | 11                                   | 7                                      | 27                                      | 56        | 18            |
| <b>Q69R13.</b> Crisis help line (n=1701)  | 39                                 | 35                               | 6                                    | 5                                      | 14                                      | 74        | 11            |

Thinking about the resources and treatments a person could rely on to support their mental health, please indicate how you believe each of the following can be used to help. Please select all that apply.

|  | Helping people keep their thoughts, feelings, and emotions in balance | Helping people navigate everyday challenges | Helping people deal with serious traumas | Helping people treat mental illnesses | None of these |
|--|---|---|--|---------------------------------------|---------------|
| <b>Q70R1.</b> In-person talk therapy with a mental health professional (e.g. psychologist, counselor, or therapist) ( <i>n=1701</i> )                | 52  | 50  | 42                                       | 39                                    | 11            |
| <b>Q70R2.</b> Online or telephone talk therapy with a mental health professional ( <i>n=1701</i> )   | 46  | 49  | 35                                       | 26                                    | 13            |
| <b>Q70R3.</b> Medication to treat a mental health diagnosis prescribed by a primary care provider ( <i>n=1701</i> )                                  | 43  | 38  | 33                                       | 40                                    | 13            |
| <b>Q70R4.</b> Medication to treat a mental health issue prescribed by a psychiatrist ( <i>n=1701</i> )   | 41  | 37  | 36                                       | 42                                    | 13            |
| <b>Q70R5.</b> Marriage/relationship counseling ( <i>n=1701</i> )   | 48  | 49  | 25                                       | 15                                    | 15            |
| <b>Q70R6.</b> Group therapy (without my family) ( <i>n=1701</i> )  | 47  | 51  | 34                                       | 24                                    | 14            |
| <b>Q70R7.</b> Support groups for people struggling with specific issues such as domestic abuse, bullying, anxiety, or other issues ( <i>n=1701</i> ) | 48  | 50  | 39                                       | 24                                    | 12            |
| <b>Q70R8.</b> Addiction counseling with a mental health professional ( <i>n=1701</i> )   | 43  | 48  | 33                                       | 32                                    | 12            |
| <b>Q70R9.</b> Services for people facing addiction covered by Medicaid ( <i>n=1701</i> )   | 37  | 44  | 32                                       | 29                                    | 15            |
| <b>Q70R10.</b> Support groups for specific issues like addiction (such as AA, NA, Al-Anon, EDA etc.) ( <i>n=1701</i> )                               | 44  | 52  | 33                                       | 24                                    | 13            |
| <b>Q70R11.</b> Phone help line ( <i>n=1701</i> )   | 45  | 48  | 30                                       | 20                                    | 14            |
| <b>Q70R12.</b> Text help line ( <i>n=1701</i> )  | 40  | 46  | 24                                       | 18                                    | 20            |
| <b>Q70R13.</b> Crisis help line ( <i>n=1701</i> )  | 43  | 43  | 38                                       | 24                                    | 12            |

At any time in your life, have you ever sought help from or relied on support from any of the following?

|  | Yes | No | Prefer not to answer |
|--|-----|----|----------------------|
| <b>Q71R1.</b> In-person talk therapy with a mental health professional (e.g. psychologist, counselor, or therapist) ( <i>n=1701</i> )                | 38  | 56 | 6                    |
| <b>Q71R2.</b> Online or telephone talk therapy with a mental health professional ( <i>n=1701</i> )   | 21  | 73 | 7                    |
| <b>Q71R3.</b> Medication to treat a mental health diagnosis prescribed by a primary care provider ( <i>n=1701</i> )                                  | 28  | 66 | 6                    |
| <b>Q71R4.</b> Medication to treat a mental health issue prescribed by a psychiatrist ( <i>n=1701</i> )   | 26  | 67 | 7                    |
| <b>Q71R5.</b> Marriage/relationship counseling ( <i>n=1701</i> )   | 22  | 71 | 6                    |
| <b>Q71R6.</b> Group therapy (without my family) ( <i>n=1701</i> )  | 20  | 74 | 7                    |
| <b>Q71R7.</b> Support groups for people struggling with specific issues such as domestic abuse, bullying, anxiety, or other issues ( <i>n=1701</i> ) | 20  | 73 | 7                    |
| <b>Q71R8.</b> Addiction counseling with a mental health professional ( <i>n=1701</i> )   | 19  | 75 | 6                    |
| <b>Q71R9.</b> Services for people facing addiction covered by Medicaid ( <i>n=1701</i> )   | 17  | 76 | 6                    |
| <b>Q71R10.</b> Support groups for specific issues like addiction (such as AA, NA, Al-Anon, EDA etc.) ( <i>n=1701</i> )                               | 19  | 74 | 7                    |
| <b>Q71R11.</b> Phone help line ( <i>n=1701</i> )   | 19  | 76 | 6                    |
| <b>Q71R12.</b> Text help line ( <i>n=1701</i> )  | 17  | 76 | 7                    |
| <b>Q71R13.</b> Crisis help line ( <i>n=1701</i> )  | 18  | 76 | 6                    |

**ASKED OF THOSE WHO HAVE EVER SOUGHT HELP FROM OR RELIED ON SUPPORT FROM AT LEAST ONE RESOURCE:**

Overall, would you say your experience seeking support from each of the following was or has been...?

|   | Very positive | Somewhat positive | Neither positive nor negative | Somewhat negative | Very negative | POSITIVE  | NEGATIVE  |
|---|---------------|-------------------|-------------------------------|-------------------|---------------|-----------|-----------|
| <b>Q72R1.</b> In-person talk therapy with a mental health professional (e.g. psychologist, counselor, or therapist) ( <i>n=645</i> )                | 40            | 37                | 15                            | 5                 | 4             | <b>77</b> | <b>8</b>  |
| <b>Q72R2.</b> Online or telephone talk therapy with a mental health professional ( <i>n=354</i> )   | 43            | 34                | 15                            | 5                 | 3             | <b>78</b> | <b>8</b>  |
| <b>Q72R3.</b> Medication to treat a mental health diagnosis prescribed by a primary care provider ( <i>n=473</i> )                                  | 39            | 36                | 16                            | 6                 | 3             | <b>75</b> | <b>9</b>  |
| <b>Q72R4.</b> Medication to treat a mental health issue prescribed by a psychiatrist ( <i>n=447</i> )   | 44            | 35                | 15                            | 4                 | 3             | <b>79</b> | <b>6</b>  |
| <b>Q72R5.</b> Marriage/relationship counseling ( <i>n=378</i> )   | 42            | 30                | 17                            | 8                 | 3             | <b>72</b> | <b>11</b> |
| <b>Q72R6.</b> Group therapy (without my family) ( <i>n=333</i> )  | 41            | 40                | 13                            | 4                 | 2             | <b>81</b> | <b>6</b>  |
| <b>Q72R7.</b> Support groups for people struggling with specific issues such as domestic abuse, bullying, anxiety, or other issues ( <i>n=344</i> ) | 42            | 35                | 18                            | 2                 | 2             | <b>77</b> | <b>5</b>  |
| <b>Q72R8.</b> Addiction counseling with a mental health professional ( <i>n=318</i> )   | 43            | 34                | 15                            | 6                 | 2             | <b>77</b> | <b>7</b>  |
| <b>Q72R9.</b> Services for people facing addiction covered by Medicaid ( <i>n=293</i> )   | 45            | 31                | 21                            | 2                 | 1             | <b>76</b> | <b>3</b>  |
| <b>Q72R10.</b> Support groups for specific issues like addiction (such as AA, NA, Al-Anon, EDA etc.) ( <i>n=324</i> )                               | 44            | 36                | 15                            | 2                 | 2             | <b>80</b> | <b>5</b>  |
| <b>Q72R11.</b> Phone help line ( <i>n=316</i> )   | 42            | 37                | 16                            | 4                 | 1             | <b>79</b> | <b>5</b>  |
| <b>Q72R12.</b> Text help line ( <i>n=288</i> )  | 37            | 41                | 19                            | 3                 | 0             | <b>78</b> | <b>4</b>  |
| <b>Q72R13.</b> Crisis help line ( <i>n=304</i> )  | 38            | 34                | 21                            | 5                 | 2             | <b>72</b> | <b>7</b>  |

**ASKED OF THOSE WHO HAD A POSITIVE EXPERIENCE WITH AT LEAST ONE RESOURCE:**

What made these experiences positive? Please select all that apply.

|   | The person or people I interacted with | It helped me improve/manage my mental health | It was affordable | It was convenient (schedule and location) | It was helpful just to talk about how I was feeling | Another reason |
|---|--|--|-------------------|---|---|----------------|
| <b>Q73R1.</b> In-person talk therapy with a mental health professional (e.g. psychologist, counselor, or therapist) ( <i>n=494</i> )                | 37                                     | 48   | 33                | 32  | 54  | 2              |
| <b>Q73R2.</b> Online or telephone talk therapy with a mental health professional ( <i>n=275</i> )   | 34                                     | 37   | 28                | 33  | 38  | 4              |
| <b>Q73R3.</b> Medication to treat a mental health diagnosis prescribed by a primary care provider ( <i>n=354</i> )                                  | 20                                     | 53   | 36                | 27  | 26  | 3              |
| <b>Q73R4.</b> Medication to treat a mental health issue prescribed by a psychiatrist ( <i>n=353</i> )   | 21                                     | 51   | 37                | 19  | 29  | 4              |
| <b>Q73R5.</b> Marriage/relationship counseling ( <i>n=271</i> )   | 34                                     | 30   | 26                | 27  | 38  | 5              |
| <b>Q73R6.</b> Group therapy (without my family) ( <i>n=269</i> )  | 33                                     | 37   | 24                | 26  | 35  | 4              |
| <b>Q73R7.</b> Support groups for people struggling with specific issues such as domestic abuse, bullying, anxiety, or other issues ( <i>n=266</i> ) | 32                                     | 35   | 29                | 24  | 42  | 4              |
| <b>Q73R8.</b> Addiction counseling with a mental health professional ( <i>n=246</i> )   | 30                                     | 35   | 25                | 26  | 38  | 3              |
| <b>Q73R9.</b> Services for people facing addiction covered by Medicaid ( <i>n=223</i> )   | 27                                     | 31   | 30                | 23  | 33  | 4              |
| <b>Q73R10.</b> Support groups for specific issues like addiction (such as AA, NA, Al-Anon, EDA etc.) ( <i>n=260</i> )                               | 39                                     | 33   | 25                | 23  | 40  | 7              |
| <b>Q73R11.</b> Phone help line ( <i>n=249</i> )   | 26                                     | 34   | 24                | 25  | 36  | 4              |
| <b>Q73R12.</b> Text help line ( <i>n=224</i> )  | 25                                     | 31   | 32                | 27  | 34  | 6              |
| <b>Q73R13.</b> Crisis help line ( <i>n=220</i> )  | 23                                     | 31   | 31                | 27  | 30  | 6              |

**ASKED OF THOSE WHO HAD A NEGATIVE EXPERIENCE WITH AT LEAST ONE RESOURCE:**

What made these experiences negative? Please select all that apply.

|  | The person or people I interacted with | It did not help or manage my mental health | I did not feel I could talk openly about what I was feeling | It wasn't affordable | It wasn't convenient | I didn't want to go in the first place | Another reason |
|--|--|--|---|----------------------|----------------------|--|----------------|
| <b>Q74R1.</b> In-person talk therapy with a mental health professional (e.g. psychologist, counselor, or therapist) ( <i>n=54</i> )                | 37                                     | 55   | 46  | 14                   | 12                   | 31                                     | 5              |
| <b>Q74R2.</b> Online or telephone talk therapy with a mental health professional ( <i>n=28</i> )   | 27                                     | 38   | 26  | 20                   | 19                   | 23                                     | 2              |
| <b>Q74R3.</b> Medication to treat a mental health diagnosis prescribed by a primary care provider ( <i>n=43</i> )                                  | 17                                     | 60   | 28  | 19                   | 19                   | 36                                     | 9              |
| <b>Q74R4.</b> Medication to treat a mental health issue prescribed by a psychiatrist ( <i>n=29</i> )   | 34                                     | 43   | 20  | 28                   | 17                   | 21                                     | 18             |
| <b>Q74R5.</b> Marriage/relationship counseling ( <i>n=42</i> )   | 22                                     | 20   | 50  | 6                    | 6                    | 12                                     | 26             |
| <b>Q74R6.</b> Group therapy (without my family) ( <i>n=19</i> )  | 35                                     | 67   | 49  | 19                   | 18                   | 37                                     | 4              |
| <b>Q74R7.</b> Support groups for people struggling with specific issues such as domestic abuse, bullying, anxiety, or other issues ( <i>n=16</i> ) | 42                                     | 19   | 21  | 30                   | 7                    | 12                                     | 6              |
| <b>Q74R8.</b> Addiction counseling with a mental health professional ( <i>n=24</i> )   | 21                                     | 30   | 45  | 4                    | 16                   | 5                                      | 0              |
| <b>Q74R9.</b> Services for people facing addiction covered by Medicaid ( <i>n=8</i> )  | 28                                     | 8  | 42  | 14                   | 6                    | 28                                     | 0              |
| <b>Q74R10.</b> Support groups for specific issues like addiction (such as AA, NA, Al-Anon, EDA etc.) ( <i>n=15</i> )                               | 20                                     | 52   | 23  | 6                    | 25                   | 32                                     | 0              |
| <b>Q74R11.</b> Phone help line ( <i>n=16</i> )   | 33                                     | 46   | 25  | 19                   | 12                   | 5                                      | 8              |
| <b>Q74R12.</b> Text help line ( <i>n=10</i> )  | 44                                     | 30   | 53  | 8                    | 16                   | 2                                      | 0              |
| <b>Q74R13.</b> Crisis help line ( <i>n=20</i> )  | 36                                     | 41   | 26  | 18                   | 29                   | 5                                      | 7              |

**ASKED OF THOSE WHO HAVE NEVER SOUGHT HELP FROM OR RELIED ON SUPPORT FROM AT LEAST ONE RESOURCE:**

Which if the following describe why you have not sought help from or relied on support from any of the following? Please select all that apply.

|  | I haven't needed it | I can deal with things on my own | I don't think it would help me | I didn't know the resources were available | I couldn't afford it | I've heard negative things about these types of resources | I'm afraid people would look down on me or judge me | Another reason |
|--|---------------------|----------------------------------|--------------------------------|--|----------------------|---|---|----------------|
| <b>Q75R1.</b> In-person talk therapy with a mental health professional (e.g. psychologist, counselor, or therapist) ( <i>n=950</i> )                 | 57                  | 14                               | 9                              | 7  | 11                   | 5   | 8   | 7              |
| <b>Q75R2.</b> Online or telephone talk therapy with a mental health professional ( <i>n=1236</i> )   | 56                  | 13                               | 12                             | 7  | 8                    | 3   | 7   | 7              |
| <b>Q75R3.</b> Medication to treat a mental health diagnosis prescribed by a primary care provider ( <i>n=1121</i> )                                  | 62                  | 11                               | 9                              | 3  | 6                    | 7   | 6   | 8              |
| <b>Q75R4.</b> Medication to treat a mental health issue prescribed by a psychiatrist ( <i>n=1141</i> )   | 62                  | 11                               | 10                             | 6  | 8                    | 7   | 6   | 8              |
| <b>Q75R5.</b> Marriage/relationship counseling ( <i>n=1212</i> )   | 62                  | 13                               | 12                             | 3  | 8                    | 3   | 7   | 7              |
| <b>Q75R6.</b> Group therapy (without my family) ( <i>n=1255</i> )  | 57                  | 13                               | 12                             | 6  | 6                    | 4   | 10  | 7              |
| <b>Q75R7.</b> Support groups for people struggling with specific issues such as domestic abuse, bullying, anxiety, or other issues ( <i>n=1247</i> ) | 60                  | 12                               | 12                             | 6  | 5                    | 4   | 8   | 7              |
| <b>Q75R8.</b> Addiction counseling with a mental health professional ( <i>n=1277</i> )   | 66                  | 11                               | 10                             | 4  | 6                    | 3   | 5   | 6              |
| <b>Q75R9.</b> Services for people facing addiction covered by Medicaid ( <i>n=1301</i> )   | 64                  | 10                               | 8                              | 5  | 5                    | 4   | 5   | 8              |
| <b>Q75R10.</b> Support groups for specific issues like addiction (such as AA, NA, Al-Anon, EDA etc.) ( <i>n=1259</i> )                               | 64                  | 12                               | 11                             | 5  | 5                    | 3   | 5   | 6              |
| <b>Q75R11.</b> Phone help line ( <i>n=1289</i> )   | 58                  | 13                               | 15                             | 6  | 5                    | 4   | 5   | 7              |
| <b>Q75R12.</b> Text help line ( <i>n=1298</i> )  | 56                  | 13                               | 15                             | 9  | 4                    | 4   | 6   | 7              |
| <b>Q75R13.</b> Crisis help line ( <i>n=1291</i> )  | 62                  | 11                               | 12                             | 5  | 4                    | 4   | 5   | 7              |

**ASKED OF THOSE WHO DO NOT SAY THEY HAVE EVER SOUGHT HELP FROM OR RELIED ON SUPPORT FROM AT LEAST ONE RESOURCE:**

**Q76.** Which of the following, if any, would you be open to using to support your mental health? Please select all that apply. (n=1615)

|  |    |
|--|----|
| In-person talk therapy with a mental health professional (e.g. psychologist, counselor, or therapist)                | 21 |
| Online or telephone talk therapy with a mental health professional   | 22 |
| Medication to treat a mental health diagnosis prescribed by a primary care provider                                  | 16 |
| Medication to treat a mental health issue prescribed by a psychiatrist   | 14 |
| Marriage/relationship counseling   | 13 |
| Group therapy (without my family)  | 15 |
| Support groups for people struggling with specific issues such as domestic abuse, bullying, anxiety, or other issues | 19 |
| Addiction counseling with a mental health professional   | 10 |
| Services for people facing addiction covered by Medicaid   | 8  |
| Support groups for specific issues like addiction (such as AA, NA, Al-Anon, EDA etc.)                                | 11 |
| Phone help line  | 17 |
| Text help line   | 16 |
| Crisis help line   | 14 |
| None of the above  | 29 |

How likely would you be to recommend each of the following to a friend who was struggling with their thoughts, feelings, or behaviors?

|   | Very likely | Somewhat likely | Somewhat unlikely | Very unlikely | LIKELY    | UNLIKELY  |
|---|-------------|-----------------|-------------------|---------------|-----------|-----------|
| <b>Q78R1.</b> In-person talk therapy with a mental health professional (e.g. psychologist, counselor, or therapist) (n=1701)                | 37          | 39              | 12                | 12            | <b>76</b> | <b>24</b> |
| <b>Q78R2.</b> Online or telephone talk therapy with a mental health professional (n=1701)   | 25          | 41              | 19                | 15            | <b>66</b> | <b>34</b> |
| <b>Q78R3.</b> Medication to treat a mental health diagnosis prescribed by a primary care provider (n=1701)                                  | 27          | 34              | 21                | 18            | <b>61</b> | <b>39</b> |
| <b>Q78R4.</b> Medication to treat a mental health issue prescribed by a psychiatrist (n=1701)   | 27          | 35              | 20                | 18            | <b>62</b> | <b>38</b> |
| <b>Q78R5.</b> Marriage/relationship counseling (n=1701)   | 29          | 37              | 17                | 18            | <b>66</b> | <b>34</b> |
| <b>Q78R6.</b> Group therapy (without my family) (n=1701)  | 26          | 42              | 16                | 16            | <b>67</b> | <b>33</b> |
| <b>Q78R7.</b> Support groups for people struggling with specific issues such as domestic abuse, bullying, anxiety, or other issues (n=1701) | 30          | 41              | 15                | 15            | <b>71</b> | <b>29</b> |
| <b>Q78R8.</b> Addiction counseling with a mental health professional (n=1701)   | 30          | 38              | 16                | 16            | <b>68</b> | <b>32</b> |
| <b>Q78R9.</b> Services for people facing addiction covered by Medicaid (n=1701)   | 25          | 39              | 18                | 18            | <b>64</b> | <b>36</b> |
| <b>Q78R10.</b> Support groups for specific issues like addiction (such as AA, NA, Al-Anon, EDA etc.) (n=1701)                               | 28          | 40              | 16                | 17            | <b>67</b> | <b>33</b> |
| <b>Q78R11.</b> Phone help line (n=1701)   | 27          | 38              | 18                | 17            | <b>65</b> | <b>35</b> |
| <b>Q78R12.</b> Text help line (n=1701)  | 24          | 35              | 22                | 19            | <b>59</b> | <b>41</b> |
| <b>Q78R13.</b> Crisis help line (n=1701)  | 29          | 40              | 16                | 15            | <b>69</b> | <b>31</b> |

## DIMENSIONALIZING STIGMA AND ACCESS

How much do you agree or disagree with each of the following?

|   | Strongly agree | Somewhat agree | Somewhat disagree | Strongly disagree | AGREE     | DISAGREE  |
|---|----------------|----------------|-------------------|-------------------|-----------|-----------|
| <b>Q79R1.</b> Mental health resources are available in my town or city to me ( <i>n=1701</i> )  | 29             | 46             | 17                | 9                 | <b>74</b> | <b>26</b> |
| <b>Q79R2.</b> Mental health resources are available in my town or city to anyone who needs them ( <i>n=1701</i> )                             | 23             | 43             | 24                | 10                | <b>66</b> | <b>34</b> |
| <b>Q79R3.</b> I know where to go for mental health resources ( <i>n=1701</i> )  | 26             | 41             | 19                | 13                | <b>67</b> | <b>33</b> |
| <b>Q79R4.</b> Mental health resources are too expensive for me to afford ( <i>n=1701</i> )  | 24             | 37             | 25                | 14                | <b>61</b> | <b>39</b> |
| <b>Q79R5.</b> The people in my town or city are rarely judgmental about other people's mental health or emotional struggles ( <i>n=1701</i> ) | 16             | 35             | 33                | 15                | <b>51</b> | <b>49</b> |
| <b>Q79R6.</b> Elected officials who represent me care about access to mental health resources in my town or city ( <i>n=1701</i> )            | 16             | 38             | 29                | 17                | <b>54</b> | <b>46</b> |
| <b>Q79R7.</b> I trust the mental health resources that exist in my town or city ( <i>n=1701</i> )   | 22             | 47             | 21                | 11                | <b>69</b> | <b>31</b> |
| <b>Q79R8.</b> The mental health resources that exist in my town or city would be helpful to me ( <i>n=1701</i> )                              | 21             | 47             | 20                | 12                | <b>68</b> | <b>32</b> |



Regardless of whether you have ever sought help for your mental health from an external resource, if you decided to, how concerned would you be about each of the following if you sought help for your mental health from an external resource?

|   | Very concerned | Somewhat concerned | Not too concerned | Not at all concerned | CONCERNED | NOT CONCERNED |
|---|----------------|--------------------|-------------------|----------------------|-----------|---------------|
| <b>Q80R1.</b> I could not afford the help or support I need or is recommended to me (n=1701)                    | 27             | 32                 | 24                | 17                   | 59        | 41            |
| <b>Q80R2.</b> People would not understand me or would judge me for the challenges I am facing (n=1701)          | 23             | 34                 | 26                | 17                   | 56        | 44            |
| <b>Q80R3.</b> People would judge me for thinking I needed help when my problems are not that bad (n=1701)       | 24             | 30                 | 27                | 19                   | 54        | 46            |
| <b>Q80R4.</b> I would feel like I was burdening others with my problems instead of solving them myself (n=1701) | 23             | 32                 | 25                | 20                   | 55        | 45            |
| <b>Q80R5.</b> I would not even know where to begin looking for help with my mental health (n=1701)              | 20             | 26                 | 30                | 25                   | 46        | 54            |
| <b>Q80R6.</b> I would have a hard time placing trust in whatever help I could find (n=1701)                     | 23             | 38                 | 24                | 14                   | 62        | 38            |
| <b>Q80R7.</b> I would end up wasting time and/or money and not be any better off as a result (n=1701)           | 25             | 35                 | 24                | 17                   | 59        | 41            |
| <b>Q80R8.</b> People would not believe my problems are as serious as they are, and I would be judged (n=1701)   | 22             | 29                 | 29                | 20                   | 51        | 49            |
| <b>Q80R9.</b> It would take more time than I can spare to find help that works (n=1701)                         | 20             | 30                 | 28                | 22                   | 50        | 50            |
| <b>Q80R10.</b> I would be put on medication that would impact the way I feel (n=1701)                           | 30             | 33                 | 20                | 17                   | 63        | 37            |
| <b>Q80R11.</b> I would be put on medication that I couldn't afford (n=1701)                                     | 28             | 28                 | 22                | 21                   | 56        | 44            |

**Q81.** Generally speaking, which of the following would you say is the biggest obstacle to accessing mental health care for people in your town or city? (n=1701)

|   |    |
|---|----|
| Mental health care isn't affordable   | 28 |
| Mental health care isn't readily available or convenient (location, time required)  | 20 |
| Negative thoughts about mental health care or the belief that it won't work         | 20 |
| Fear that other people will think negatively of them for getting mental health care | 26 |
| Other   | 6  |

**Q82.** And which of the following would you say is the second-biggest obstacle to accessing mental health care for people in your town or city? (n=1701)

|   |    |
|---|----|
| Mental health care isn't affordable   | 23 |
| Mental health care isn't readily available or convenient (location, time required)  | 23 |
| Negative thoughts about mental health care or the belief that it won't work         | 23 |
| Fear that other people will think negatively of them for getting mental health care | 26 |
| Other   | 6  |

**COVID-19 AND MENTAL HEALTH**

Thinking about the past three months of your life, would you say that you have been doing each of the following more or less often?

|   | Much more often | Somewhat more often | No or less often | Somewhat less often | Much less often | MORE OFTEN | LESS OFTEN |
|---|-----------------|---------------------|------------------|---------------------|-----------------|------------|------------|
| <b>Q83R1.</b> Talking to friends about how you or they are feeling in general (n=1701)        | 16              | 29                  | 40               | 7                   | 8               | 45         | 15         |
| <b>Q83R2.</b> Reaching out to friends because you were worried about them (n=1701)            | 16              | 27                  | 43               | 7                   | 7               | 43         | 14         |
| <b>Q83R3.</b> Reaching out to friends because you noticed a change in their behavior (n=1701) | 12              | 20                  | 52               | 7                   | 9               | 32         | 16         |
| <b>Q83R4.</b> Reaching out to friends to provide emotional support (n=1701)                   | 13              | 26                  | 46               | 8                   | 8               | 39         | 15         |
| <b>Q83R5.</b> Reaching out to friends to ask for emotional support (n=1701)                   | 12              | 21                  | 49               | 9                   | 10              | 32         | 19         |

**Q84.** Given the current situation with coronavirus, do you think elected officials should be... to policies that provide affordable, accessible mental health care? (n=1701)

|                                     |    |
|-------------------------------------|----|
| Paying much more attention          | 38 |
| Paying somewhat more attention      | 27 |
| Paying the same amount of attention | 23 |
| Paying somewhat less attention      | 5  |
| Paying much less attention          | 6  |
| <b>MORE ATTENTION</b>               | 66 |
| <b>LESS ATTENTION</b>               | 11 |

## STORY AND MESSAGE

Next, you are going to see some statements with an accompanying image about mental health and be asked a few questions about how it makes you feel.

**NOTE: ALL RESPONDENTS SAW ONE OF SIX HELP-SEEKING-FOCUSED TREATMENTS THAT INCLUDED THE TEXT OF A MESSAGE AND AN ACCOMPANYING IMAGE:**

- **“POSITIVE STATS”:** If emotional struggles like depression and anxiety are interfering with your ability to function, maintain relationships or enjoy your life – you aren’t alone and there are ways to get help and feel better. 1 in 4 adults in this country experience a mental health challenge in any given year. The good news is that reaching out for help works for most people. In fact, more than 80 percent of people who have accessed treatment for depression report feeling better. The bottom line – treatment works. Learn more and find ways to get help at [www.mentalhealthtips.com](http://www.mentalhealthtips.com).
- **“NEGATIVE STATS”:** If emotional struggles like depression and anxiety are interfering with your ability to function, maintain relationships, or enjoy your life – you aren’t alone and there are ways to get help and feel better. 1 in 4 adults in this country experience a mental health challenge in any given year. If left untreated, these mental health issues can lead to serious and potentially deadly consequences. Adults who don’t get proper treatment for their mental health conditions die, on average, 10 to 20 years earlier than those without those conditions. The bottom line – reach out for help now before things get worse. Learn more and find ways to get help at [www.mentalhealthtips.com](http://www.mentalhealthtips.com).
- **“PROFESSIONAL PERSPECTIVE” (RESPONDENTS SAW AN IMAGE OF A THERAPIST WHOSE ETHNICITY MATCHED THEIR OWN):** We all know that there are things we can do every day to improve our physical health, but too many of us don’t think about protecting and improving our mental health until things become a problem. As a mental health professional, I can tell you from experience that being proactive about your mental health can prevent and improve problems like depression and anxiety. And reaching out for help when you first notice changes in your feelings, thoughts, or behaviors, can prevent those problems from negatively impacting your life. Learn more and find ways to get help at [www.mentalhealthtips.com](http://www.mentalhealthtips.com).
- **“PROFESSIONAL PERSPECTIVE” (RESPONDENTS SAW AN IMAGE OF A THERAPIST WHOSE ETHNICITY DID NOT MATCH THEIR OWN):** We all know that there are things we can do every day to improve our physical health, but too many of us don’t think about protecting and improving our mental health until things become a problem. As a mental health professional, I can tell you from experience that being proactive about your mental health can prevent and improve problems like depression and anxiety. And reaching out for help when you first notice changes in your feelings, thoughts, or behaviors, can prevent those problems from negatively impacting your life. Learn more and find ways to get help at [www.mentalhealthtips.com](http://www.mentalhealthtips.com).
- **“MEANS TO END VS. ONGOING TREATMENT: MEANS TO END”:** How do I know therapy works? Because it worked for me. I never really thought much about my mental health until my dad passed away unexpectedly. Suddenly, my world was turned upside down and I could not shake the sadness. I’d had bad days or even weeks before, but I was always able to push through. This time I was stuck and needed help. My friend recommended that I visit their therapist just to learn more about what options were available. I decided to give it a try. That decision changed my life. I started going to weekly sessions for a while and over time, I started feeling like myself again. I don’t go to therapy regularly anymore, but I would recommend it to anyone who is struggling or having a hard time. Learn more and find ways to get help at [www.mentalhealthtips.com](http://www.mentalhealthtips.com).

- **“MEANS TO END VS. ONGOING TREATMENT: ONGOING TREATMENT”**: How do I know therapy works? Because it worked for me. I started having bouts of depression when I was in college, and I didn’t feel like myself for a long time. Eventually, a friend recommended I visit their therapist to learn more about what options were available. I decided to give it a try. That decision changed my life. After a few sessions, my therapist diagnosed me with depression, and we worked on finding the best treatment options. Today, I feel like myself again. I actually look forward to my weekly therapy session and I’m able to manage my depression, so it doesn’t interfere with my life. I would recommend therapy to anyone who is struggling or having a hard time. Learn more and find ways to get help at [www.mentalhealthtips.com](http://www.mentalhealthtips.com).

**Q85.** How relevant does what you just saw feel to you personally? (n=1701)

|                     | Saw Positive Stats (n=283) | Saw Negative Stats (n=283) | Saw Prof. Perspective (Same Ethnicity) (n=275) | Saw Prof. Perspective (Diff. Ethnicity) (n=293) | Saw Means to End (n=284) | Saw Ongoing Treatment (n=283) |
|---------------------|----------------------------|----------------------------|--|---|--------------------------|-------------------------------|
| Very relevant       | 26                         | 20                         | 26   | 23  | 31                       | 24                            |
| Somewhat relevant   | 39                         | 38                         | 44   | 44  | 31                       | 34                            |
| Not very relevant   | 20                         | 26                         | 20   | 22  | 21                       | 26                            |
| Not at all relevant | 16                         | 16                         | 11   | 12  | 17                       | 16                            |
| <b>RELEVANT</b>     | <b>64</b>                  | <b>58</b>                  | <b>70</b>                                      | <b>67</b>                                       | <b>62</b>                | <b>58</b>                     |
| <b>NOT RELEVANT</b> | <b>36</b>                  | <b>42</b>                  | <b>30</b>                                      | <b>33</b>                                       | <b>38</b>                | <b>42</b>                     |

**Q86.** How relevant is what you just saw to you and people you know? (n=1701)

|                     | Saw Positive Stats (n=283) | Saw Negative Stats (n=283) | Saw Prof. Perspective (Same Ethnicity) (n=275) | Saw Prof. Perspective (Diff. Ethnicity) (n=293) | Saw Means to End (n=284) | Saw Ongoing Treatment (n=283) |
|---------------------|----------------------------|----------------------------|--|---|--------------------------|-------------------------------|
| Very relevant       | 29                         | 18                         | 27   | 23  | 29                       | 24                            |
| Somewhat relevant   | 41                         | 47                         | 50   | 42  | 42                       | 44                            |
| Not very relevant   | 18                         | 22                         | 15   | 26  | 19                       | 22                            |
| Not at all relevant | 13                         | 13                         | 7  | 8   | 10                       | 11                            |
| <b>RELEVANT</b>     | <b>70</b>                  | <b>65</b>                  | <b>77</b>                                      | <b>65</b>                                       | <b>71</b>                | <b>68</b>                     |
| <b>NOT RELEVANT</b> | <b>30</b>                  | <b>35</b>                  | <b>23</b>                                      | <b>35</b>                                       | <b>29</b>                | <b>32</b>                     |

**Q87.** How likely are you to share what you just saw on social media? (n=1701)

|                   | Saw Positive Stats (n=283) | Saw Negative Stats (n=283) | Saw Prof. Perspective (Same Ethnicity) (n=275) | Saw Prof. Perspective (Diff. Ethnicity) (n=293) | Saw Means to End (n=284) | Saw Ongoing Treatment (n=283) |
|-------------------|----------------------------|----------------------------|--|---|--------------------------|-------------------------------|
| Very likely       | 20                         | 16                         | 20   | 16  | 20                       | 16                            |
| Somewhat likely   | 28                         | 25                         | 33   | 22  | 24                       | 26                            |
| Somewhat unlikely | 21                         | 25                         | 17   | 15  | 26                       | 23                            |
| Very unlikely     | 31                         | 33                         | 30   | 47  | 29                       | 35                            |
| <b>LIKELY</b>     | <b>48</b>                  | <b>42</b>                  | <b>53</b>                                      | <b>38</b>                                       | <b>44</b>                | <b>42</b>                     |
| <b>UNLIKELY</b>   | <b>52</b>                  | <b>58</b>                  | <b>47</b>                                      | <b>62</b>                                       | <b>56</b>                | <b>58</b>                     |

| Q88. How likely are you to share what you just saw with a friend who is struggling? (n=1701) | Saw Positive Stats (n=283) | Saw Negative Stats (n=283) | Saw Prof. Perspective (Same Ethnicity) (n=275) | Saw Prof. Perspective (Diff. Ethnicity) (n=293) | Saw Means to End (n=284) | Saw Ongoing Treatment (n=283) |
|--|----------------------------|----------------------------|--|---|--------------------------|-------------------------------|
| Very likely  | 28                         | 21                         | 34   | 28  | 35                       | 28                            |
| Somewhat likely  | 37                         | 46                         | 40   | 37  | 32                       | 37                            |
| Somewhat unlikely  | 21                         | 14                         | 11   | 15  | 20                       | 16                            |
| Very unlikely  | 14                         | 19                         | 14   | 20  | 13                       | 19                            |
| LIKELY   | 64                         | 67                         | 75   | 65  | 67                       | 65                            |
| UNLIKELY   | 36                         | 33                         | 25   | 35  | 33                       | 35                            |

| Q89. Does seeing something like this make you more or less likely to seek out resources or help with your mental health or when you're struggling with your emotions? (n=1701) | Saw Positive Stats (n=283) | Saw Negative Stats (n=283) | Saw Prof. Perspective (Same Ethnicity) (n=275) | Saw Prof. Perspective (Diff. Ethnicity) (n=293) | Saw Means to End (n=284) | Saw Ongoing Treatment (n=283) |
|--|----------------------------|----------------------------|--|---|--------------------------|-------------------------------|
| Much more likely   | 19                         | 16                         | 22   | 17  | 25                       | 16                            |
| Somewhat more likely   | 27                         | 30                         | 25   | 23  | 33                       | 30                            |
| No more or less likely   | 41                         | 41                         | 45   | 49  | 32                       | 42                            |
| Somewhat less likely   | 3                          | 5                          | 4  | 4   | 5                        | 9                             |
| Much less likely   | 10                         | 8                          | 5  | 7   | 5                        | 3                             |
| MORE LIKELY  | 46                         | 46                         | 47   | 40  | 58                       | 45                            |
| LESS LIKELY  | 13                         | 13                         | 8  | 11  | 10                       | 13                            |

| Q90. And would you consider visiting the website provided in what you just saw for more information? (n=1701) | Saw Positive Stats (n=283) | Saw Negative Stats (n=283) | Saw Prof. Perspective (Same Ethnicity) (n=275) | Saw Prof. Perspective (Diff. Ethnicity) (n=293) | Saw Means to End (n=284) | Saw Ongoing Treatment (n=283) |
|---|----------------------------|----------------------------|--|---|--------------------------|-------------------------------|
| Yes   | 35                         | 33                         | 46   | 35  | 39                       | 31                            |
| No  | 34                         | 30                         | 26   | 25  | 23                       | 29                            |
| Maybe   | 31                         | 37                         | 28   | 40  | 38                       | 39                            |

Next, you are going to see some more statements with an accompanying image about mental health and be asked a few questions about how it makes you feel.

**NOTE: ALL RESPONDENTS SAW ONE OF TWO ACTIVISM-FOCUSED TREATMENTS THAT INCLUDED THE TEXT OF A MESSAGE AND AN ACCOMPANYING IMAGE:**

- **“ANXIETY + NEWS DRIVE ACTIVISM: COVID”:** Many people are experiencing increased levels of anxiety right now because of the COVID pandemic, the uncertainty it has created in our lives, and the many news stories showing illness, loss and grief. I was diagnosed with an anxiety disorder almost a decade ago and, because of this, I have weekly therapist appointments, medication, and coping skills that I’ve worked to develop to manage my condition. Finding and accessing the resources I needed to manage my condition was more difficult than it should have been. Now, I’m seeing friends and family members struggling with their own anxiety during this crisis and asking the same questions I did back then. How do I get help? Can I afford it? Will it be the quality of support that I need?

Whether you’re dealing with a condition like an anxiety disorder, or coping with the impact of a global pandemic, struggling individuals shouldn’t face additional challenges in getting the help they deserve. It’s time to take action and change the system so affordable, accessible, and effective mental health care is available for everyone.

- **“ANXIETY + NEWS DRIVE ACTIVISM: ANTI-RACISM”**: Many people, especially Black people and People of Color, are experiencing increased levels of anxiety right now because of the current protests around racial inequality, difficult conversations about justice and reform, and the many news stories showing violence against Black people. I was diagnosed with an anxiety disorder almost a decade ago and, because of this, I have weekly therapist appointments, medication, and coping skills that I’ve worked to develop to manage my condition. Finding and accessing the resources I needed to manage my condition was more difficult than it should have been. Now, I’m seeing friends and family members struggling with their own anxiety during this uprising and asking the same questions I did back then. How do I get help? Can I afford it? Will it be the quality of support that I need?

Whether you’re dealing with a condition like an anxiety disorder, or coping with anxiety related to racism, violence, and political conflict; struggling individuals shouldn’t face additional challenges in getting the help they deserve. It’s time to take action and change the system so affordable, accessible, and effective mental health care is available for everyone.

**Q91.** How relevant does what you just saw feel to you personally? (n=1701)

|                     | Saw COVID<br>(n=849) | Saw Anti-Racism<br>(n=852) |
|---------------------|----------------------|----------------------------|
| Very relevant       | 28                   | 26                         |
| Somewhat relevant   | 38                   | 25                         |
| Not very relevant   | 21                   | 26                         |
| Not at all relevant | 13                   | 23                         |
| <b>RELEVANT</b>     | <b>66</b>            | <b>52</b>                  |
| <b>NOT RELEVANT</b> | <b>34</b>            | <b>48</b>                  |

How much of a priority should each of the following be for elected officials?

|   | A very important priority |                            | A somewhat important priority |                            | Not a very important priority |                            | Not a priority at all |                            | IMPORTANT            |                            | NOT IMPORTANT        |                            |
|---|---------------------------|----------------------------|-------------------------------|----------------------------|-------------------------------|----------------------------|-----------------------|----------------------------|----------------------|----------------------------|----------------------|----------------------------|
|   | Saw COVID<br>(n=849)      | Saw Anti-Racism<br>(n=852) | Saw COVID<br>(n=849)          | Saw Anti-Racism<br>(n=852) | Saw COVID<br>(n=849)          | Saw Anti-Racism<br>(n=852) | Saw COVID<br>(n=849)  | Saw Anti-Racism<br>(n=852) | Saw COVID<br>(n=849) | Saw Anti-Racism<br>(n=852) | Saw COVID<br>(n=849) | Saw Anti-Racism<br>(n=852) |
| <b>Q92R1.</b> Expanding access to mental health resources (n=1701)  | 52                        | 51                         | 35                            | 35                         | 8                             | 8                          | 5                     | 5                          | 87                   | 86                         | 13                   | 14                         |
| <b>Q92R2.</b> Making mental health resources more affordable (n=1701)   | 54                        | 54                         | 32                            | 30                         | 9                             | 9                          | 5                     | 6                          | 86                   | 85                         | 14                   | 15                         |
| <b>Q92R3.</b> Providing education and raising awareness of the warning signs of mental health problems (n=1701) | 48                        | 49                         | 38                            | 35                         | 9                             | 11                         | 5                     | 6                          | 87                   | 84                         | 13                   | 16                         |
| <b>Q92R4.</b> Funding mental health research (n=1701)   | 47                        | 47                         | 37                            | 34                         | 11                            | 13                         | 5                     | 7                          | 84                   | 81                         | 16                   | 19                         |

## DEMOGRAPHICS

Have you ever sought treatment or been diagnosed with any the following? Please remember all your answers are anonymous and confidential.

|   | Yes -<br>sought<br>treatment | Yes -<br>been<br>diagnosed | Yes -<br>both | No | Prefer<br>not to<br>say |
|---|------------------------------|----------------------------|---------------|----|-------------------------|
| <b>Q93R1.</b> Anxiety ( <i>n=1701</i> )   | 14                           | 7                          | 11            | 63 | 5                       |
| <b>Q93R2.</b> Attention-deficit/hyperactivity disorder (ADHD) ( <i>n=1701</i> ) | 7                            | 4                          | 2             | 82 | 5                       |
| <b>Q93R3.</b> Bipolar disorder ( <i>n=1701</i> )                                | 6                            | 3                          | 4             | 82 | 5                       |
| <b>Q93R4.</b> Depression ( <i>n=1701</i> )                                      | 14                           | 7                          | 10            | 63 | 5                       |
| <b>Q93R5.</b> Eating disorders ( <i>n=1701</i> )                                | 5                            | 3                          | 2             | 85 | 5                       |
| <b>Q93R6.</b> Insomnia ( <i>n=1701</i> )  | 9                            | 5                          | 4             | 76 | 5                       |
| <b>Q93R7.</b> Obsessive-compulsive disorder (OCD) ( <i>n=1701</i> )             | 5                            | 3                          | 2             | 85 | 5                       |
| <b>Q93R8.</b> Panic attacks ( <i>n=1701</i> )                                   | 9                            | 2                          | 3             | 81 | 5                       |
| <b>Q93R9.</b> Postnatal or postpartum depression ( <i>n=1701</i> )              | 5                            | 3                          | 2             | 85 | 5                       |
| <b>Q93R10.</b> Post-traumatic stress disorder (PTSD) ( <i>n=1701</i> )          | 5                            | 4                          | 3             | 83 | 5                       |
| <b>Q93R11.</b> Psychotic disorders ( <i>n=1701</i> )                            | 4                            | 2                          | 2             | 88 | 5                       |
| <b>Q93R12.</b> Schizophrenia ( <i>n=1701</i> )                                  | 4                            | 1                          | 0             | 90 | 5                       |
| <b>Q93R13.</b> Self-injury ( <i>n=1701</i> )                                    | 6                            | 2                          | 2             | 84 | 6                       |
| <b>Q93R14.</b> Social anxiety ( <i>n=1701</i> )                                 | 9                            | 6                          | 5             | 76 | 4                       |
| <b>Q93R15.</b> Substance misuse/addiction ( <i>n=1701</i> )                     | 5                            | 3                          | 3             | 83 | 6                       |
| <b>Q93R16.</b> Thoughts of suicide ( <i>n=1701</i> )                            | 7                            | 3                          | 4             | 81 | 5                       |

### ASKED OF THOSE 18 YEARS OLD AND OLDER:

**QVOTER.** Are you currently registered to vote? (*n=1565*)

|     |    |
|-----|----|
| Yes | 84 |
| No  | 16 |

**QREL.** What is your religious preference or denomination? (n=1701)

|                                      |    |
|--------------------------------------|----|
| Catholic                             | 27 |
| Mormon/LDS/Latter Day Saints         | 1  |
| Mainline Protestant                  | 3  |
| A.M.E. - African Methodist Episcopal | 0  |
| Disciple of Christ                   | 1  |
| Episcopalian                         | 1  |
| Lutheran                             | 2  |
| Methodist                            | 3  |
| Presbyterian                         | 2  |
| Unitarian                            | 0  |
| United Church of Christ              | 2  |
| Fundamentalist Protestant            | 0  |
| Baptist                              | 9  |
| Evangelical                          | 3  |
| Pentecostal                          | 2  |
| Christian Scientist                  | 1  |
| Other Christian                      | 5  |
| Muslim/Islamic                       | 3  |
| Jewish                               | 4  |
| Hindu                                | 1  |
| Buddhist                             | 1  |
| Other non-Christian                  | 1  |
| Agnostic                             | 5  |
| Atheist                              | 5  |
| None                                 | 16 |

**ASKED OF MAINLINE PROTESTANTS, FUNDAMENTALIST PROTESTANTS, AND OTHER CHRISTIANS:**

**QEV.** Do you consider yourself an evangelical or born-again Christian? (n=139)

|                   |    |
|-------------------|----|
| Yes - evangelical | 11 |
| Yes - born again  | 42 |
| No                | 47 |

**QSERVICES.** How often do you attend religious services? (n=1701)

|                       |    |
|-----------------------|----|
| Twice a week or more  | 9  |
| Every week            | 21 |
| Once or twice a month | 11 |
| Several times a year  | 9  |
| Hardly ever           | 20 |
| Never                 | 29 |
| WEEKLY/MONTHLY        | 42 |
| LESS THAN MONTHLY     | 58 |

**QUSR.** Do you live in a city, a suburb just outside a city, or a less developed or rural area that is not near a city? (n=1701)

|                            |    |
|----------------------------|----|
| City                       | 35 |
| Suburb                     | 44 |
| More rural, less developed | 21 |



**QHHI.** We're interested in hearing opinions from all kinds of people, so to make sure we have a representative mix, please indicate which of the following categories best represents your total household income for 2019. (n=1701)

|                      |    |
|----------------------|----|
| <\$35K               | 27 |
| \$35-\$50K           | 12 |
| \$50-\$75K           | 20 |
| \$75-\$100K          | 13 |
| \$100-\$150K         | 10 |
| \$150K+              | 10 |
| Prefer not to answer | 5  |
| Don't know           | 3  |

**ASKED OF LATINX RESPONDENTS:**

**QLANG.** Which language do you speak more often at home? (n=272)

|                             |    |
|-----------------------------|----|
| English                     | 42 |
| English and Spanish equally | 44 |
| Spanish                     | 14 |