

Spotlight on Health: NORC Survey Reveals Gaps in Awareness and Willingness to Use 988 Lifeline

November 2025 AmeriSpeak Omnibus Survey

Funded and conducted by NORC at the University of Chicago

Interviews: November 6-10, 2025

1,090 adults

Margin of sampling error: $\pm 4.0\%$ percentage points at the 95% confidence level among all adults

NOTE: All results show percentages among all respondents, unless otherwise labeled.

SC1. The following questions ask about your awareness and understanding of the 988 Suicide and Crisis Lifeline, often referred to as the 988 Lifeline or simply 988.

How familiar are you with 988?

	NORC 11/6-10/2025
Extremely familiar	3
Very familiar	7
Somewhat familiar	27
Not very familiar	25
Not at all familiar	37
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	-
N=	1,090

SC2. 988 is a free, confidential service available 24/7 for individuals to call, text, or chat with a trained counselor for emotional support.

Would you contact 988 if you were experiencing any of the following?

[SELECT ALL THAT APPLY, RESPONSE OPTIONS RANDOMIZED]

	NORC 11/6-10/2025
Thoughts about suicide, self-harm, or hurting oneself	48
Mental health issues like depression or anxiety	34
Substance use including alcohol or drug use	18
Domestic or interpersonal violence	24
Relationship issues	12
Something happening at school or work that is impacting your mental health	16
For guidance helping a friend or loved one who is struggling	35
Other (please specify)	1
I would not contact 988 for any of these reasons	36
Not sure/Don't know	-
SKIPPED ON WEB/REFUSED	1
N=	1,090

SC3. HELD FOR FUTURE RELEASE.

988 is available to support individuals who are struggling with substance use, including alcohol or other drug use, among other challenges that impact mental health. Would you contact 988 for any of the following reasons if you or someone you know were struggling with substance use?

SC4. HELD FOR FUTURE RELEASE.

If you or someone you know were struggling with substance use, would any of the following reasons prevent you from using 988?

SC5. HELD FOR FUTURE RELEASE.

How likely would you be to contact 988 if you or someone you know needed support for substance use?

AGE

	NORC 11/6-10/2025
18-29	13
30-64	57
65+	31
N=	1,090

SEX

	NORC 11/6-10/2025
Male	49
Female	51
N=	1,090

RACE/ETHNICITY

	NORC 11/6-10/2025
White, non-Hispanic	60
Black, non-Hispanic	12
Hispanic	18
Other non-Hispanic	10
N=	1,090

EDUCATION

	NORC 11/6-10/2025
High school graduate or equivalent or less than a high school diploma	37
Some college	26
Bachelor's degree or higher	36
N=	1,090

HOUSEHOLD INCOME

	NORC 11/6-10/2025
Less than \$30,000	21
\$30,000 to under \$60,000	25
\$60,000 to under \$100,000	23
\$100,000 or more	32
N=	1,090

Study Methodology

This survey was funded and conducted by NORC. The data were collected using the AmeriSpeak® Omnibus, a bi-monthly multi-client survey using NORC's probability-based panel designed to be representative of the U.S. household population. The survey was part of a larger study that included questions about other topics not included in this report. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame and then contacted by U.S. mail, email, telephone, and field interviewers (face-to-face). The panel provides sample coverage of approximately 97 percent of the U.S. household population. Those excluded from the sample include people with P.O. Box-only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings.

Interviews were conducted in English, online and by phone, between 11/6-10/2025, with adults ages 18 and older. Respondents were offered a small monetary incentive for completing the survey. Panel members were randomly drawn from AmeriSpeak, and 1,090 adults completed the survey, including 1,036 online and 54 by phone. Panel members were invited by email or by phone from a NORC telephone interviewer.

Quality assurance checks were conducted to ensure data quality. In total, 100 interviews were removed for nonresponse to at least 50 percent of the questions asked of them, for completing the survey in less than one-third the median interview time for the full sample, or for straight-lining all grid questions asked of them. These interviews were excluded from the data file prior to weighting.

The margin of sampling error is ± 4.0 percentage points at the 95 percent confidence level. Sampling error is only one of many potential sources of error, and there may be other unmeasured error in this or any other survey.

Once the sample was selected and fielded, and all the study data were collected and made final, a poststratification process was used to adjust for any survey nonresponse as well as any noncoverage or under- and oversampling resulting from the study-specific sample design. Poststratification variables included age, gender, census division, race/ethnicity, and education. Weighting variables were obtained from the 2025 Current Population Survey. The weighted data reflect the U.S. population of adults ages 18 and over.

Additional information on the AmeriSpeak Panel methodology is available at:
<https://amerispeak.norc.org/about-amerispeak/panel-design.html>.

For additional information, please contact info@norc.org.

About the NORC Spotlight on Health

NORC at the University of Chicago's Spotlight on Health is a series of quick-hitting national surveys on issues vital to health and well-being, conducted using AmeriSpeak's probability-based panels.

About NORC at the University of Chicago

NORC at the University of Chicago conducts research and analysis that decision-makers trust. As a nonpartisan research organization and a pioneer in measuring and understanding the world, we have studied almost every aspect of the human experience and every major news event for more than eight decades. Today, we partner with government, corporate, and nonprofit clients around the world to provide the objectivity and expertise necessary to inform the critical decisions facing society.

NORC's Behavioral Health Expertise

NORC delivers research and technical assistance to improve mental health and substance use outcomes nationwide. Our work spans suicide prevention, substance use prevention/early intervention, integration of behavioral and primary care, financing innovations, and communication strategies to boost engagement. We also provide training, program evaluation, and workforce development to strengthen behavioral health systems. Learn more: [Behavioral Health | NORC at the University of Chicago](#)