

# Annenberg Public Policy Center of the University of Pennsylvania

## Knowledge of the Suicide & Crisis Lifeline number

November 14, 2024

### 1 Overview

These studies were conducted for the Annenberg Public Policy Center of the University of Pennsylvania via web and telephone by SSRS, an independent research company. Interviews were conducted among a nationally representative probability sample drawn from SSRS's Opinion panel. Data were weighted to represent the target U.S. adult population. Summaries of the sample size, field dates, and estimated design effects (Deff) of the particular waves can be found in the table below.

ASAPH panelists are quarantined from other survey panel membership to avoid being affected by the content of other surveys. Data used in Wave 11, however, contains 19 respondents who self-reported membership in other opinion panels. Diagnostics revealed no significant differences in the responses of these 19 panelists and the results presented in this report are unaffected by their exclusion.

Wave	n	MOE	Deff	Fielded	Closed	Survey	RR	N
A-1	1941	2.9	1.76	2021-03-30	2021-04-19	ASAPH 1	56%	3480
B-2	1719	3.2	1.83	2021-06-09	2021-06-22	ASAPH 2	89%	1941
C-3	1669	3.2	1.83	2021-08-16	2021-09-05	ASAPH 3	86%	1940
D-4	1672	3.3	1.86	2021-11-03	2021-11-09	ASAPH 4	86%	1940
E-5	1656	3.3	1.86	2022-01-11	2022-01-17	ASAPH 5	85%	1937
F-6	1638	3.3	1.87	2022-03-29	2022-04-04	ASAPH 6	85%	1932
G-7	1580	3.2	1.82	2022-07-12	2022-07-18	ASAPH 7	82%	1928
H-8	1584	3.4	1.86	2022-08-02	2022-08-08	CIVICS 1	83%	1907
I-9	1621	3.3	1.87	2022-08-16	2022-08-23	ASAPH 8	85%	1907
J-10	1646	3.2	1.80	2022-10-11	2022-10-18	ASAPH 9	86%	1905
K-11	1657	3.2	1.77	2023-01-10	2023-01-16	ASAPH 10	82%	2029
L-12	1638	3.2	1.75	2023-02-22	2023-02-28	ASK 2023	81%	2025
M-13	1622	3.2	1.76	2023-03-23	2023-03-29	BINGE	80%	2024
N-14	1586	3.3	1.83	2023-05-31	2023-06-06	ASAPH 11	79%	1997
O-15	1482	3.5	1.88	2023-08-09	2023-08-15	ASAPH 12	75%	1979
P-16	1559	3.4	1.91	2023-10-05	2023-10-12	ASAPH 13	79%	1976
Q-17	1538	3.3	1.73	2023-11-14	2023-11-20	CLIMATE	78%	1975
R-18	1555	3.4	1.89	2024-02-06	2024-02-12	ASK 2024	79%	1963
S-19	1522	3.5	1.89	2024-04-18	2024-04-25	ASAPH 19	78%	1962
T-20	1496	3.6	1.96	2024-07-11	2024-07-18	ASAPH 20	76%	1961
U-21	1744 *	3.5	2.26	2024-09-13	2024-09-30	ASAPH 21	67%	2616

\* To account for attrition, a small replenishment sample was recruited prior to W21 using a random probability sampling design. This replenishment added 360 respondents to the sample.

## 2 Topline

The remaining portion of this document provides the topline results reported in the release. All figures are rounded to the nearest whole number and may not add to 100%. Combined subcategories may not add to totals in topline and text due to rounding. A lowercase e stands in for values that round to 0, but are not exactly 0. Aggregated NET categories are highlighted in grey. Superscript letters indicate statistically significant differences with the corresponding wave.

### MH1B.

MH1B. Do you happen to know the number you can dial on your phone to reach the Suicide and Crisis Lifeline, a resource made available by the CDC?

Wave	N	Yes (Type the number here)	No	Don't know	Decline	Refused Web blank
(U) 9/30/24	1744	21 <sup>k</sup>	78 <sup>k</sup>	e	0	e
(P) 10/12/23	1559	21 <sup>k</sup>	79 <sup>k</sup>	0 <sup>n</sup>	0	0
(O) 08/08/23	1482	23 <sup>k</sup>	77 <sup>k</sup>	0 <sup>n</sup>	0	0
(N) 06/06/23	1586	20	80 <sup>k</sup>	e <sup>op</sup>	e	0
(K) 01/16/23	1641	16 <sup>opu</sup>	84 <sup>nopu</sup>	e	0	0

### MH1B\_RESPONSE

MH1B\_RESPONSE. Do you happen to know the number you can dial on your phone to reach the Suicide and Crisis Lifeline, a resource made available by the CDC?

– Cleaned answer

Wave	N	No	Yes, said 988	Incorrect, said 911	Incorrect, said something else
(U) 9/30/24	1744	79 <sup>k</sup>	15 <sup>kno</sup>	1 <sup>kno</sup>	6
(P) 10/12/23	1559	79 <sup>k</sup>	14 <sup>kn</sup>	1 <sup>kno</sup>	6
(O) 08/08/23	1482	77 <sup>k</sup>	11 <sup>ku</sup>	4 <sup>pu</sup>	8 <sup>kn</sup>
(N) 06/06/23	1586	80	10 <sup>pu</sup>	5 <sup>kpu</sup>	5 <sup>o</sup>
(K) 01/16/23	1641	84 <sup>opu</sup>	8 <sup>opu</sup>	3 <sup>npu</sup>	6 <sup>o</sup>