



MEMORANDUM

To: Interested Parties
From: Coalition to Empower Our Future
Re: Eight-in-10 Arizona Voters & Parents Support a Comprehensive Approach to Youth Mental Health
Date: August 2025

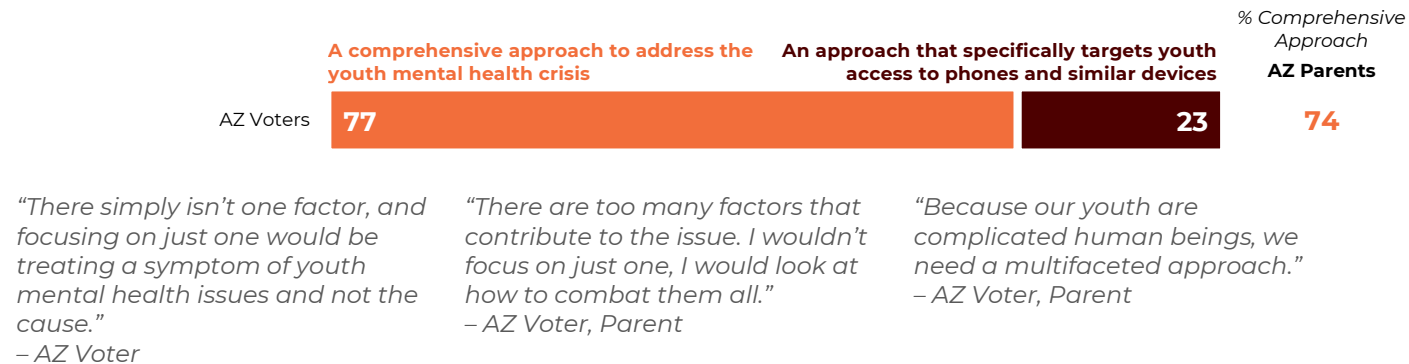
With kids heading back to school, the Coalition to Empower Our Future (CEF) conducted research among Arizona voters and parents to discuss youth mental health and wellbeing throughout the state. CEF, in partnership with Mercury Analytics, conducted an online survey among 600 registered voters in Arizona (320 of whom were parents) from June 24 to 29, 2025. In addition to the survey research, CEF hosted conversations with 30 Arizona voters and parents from August 5 to 8, 2025 (via an online discussion board).

This research builds on [previous research](#) conducted by CEF and finds that Arizona voters and parents are worried about the state of youth mental health and wellbeing, which they view as a complex and multifaceted problem. The vast majority are seeking a comprehensive solution that includes expanding resources, improving school environments, and empowering parents to support their children.

KEY RESEARCH FINDINGS

When it comes to tackling mental health issues among youth, Arizona voters and parents think a comprehensive approach is necessary. Voters and parents prefer a solution that is multifaceted enough to meet the complex issue of youth mental health. Survey data shows that nearly **eight-in-10 Arizona voters and parents support a comprehensive approach** over a narrow approach targeting phones and similar devices.

Q: WHEN IT COMES TO IMPROVING YOUTH MENTAL HEALTH AND WELLBEING, WHICH OF THE FOLLOWING DO YOU THINK IS THE BEST APPROACH?



Arizona voters and parents think a broad range of factors is causing the decline in youth mental health. The vast majority of voters and parents in Arizona recognize that youth mental health is a complex and multifaceted issue. In both survey research and in CEF's conversations across the state, both voters and parents cite a broad array of drivers of declining youth mental health, including instability at home, social media, drug and alcohol abuse, peer pressure, exposure to violence, bullying, and more.

Q: HOW MUCH OF AN IMPACT WOULD YOU SAY EACH FACTOR HAS ON YOUTH MENTAL HEALTH AND WELLBEING IN ARIZONA RIGHT NOW?ⁱ



Youth mental health is seen as a deteriorating and pervasive challenge that is unlikely to improve in the foreseeable future. Survey data shows that Arizona voters and parents are worried about youth mental health and wellbeing – the vast majority say the situation is bad and has only gotten worse since they were a child. Few say youth mental health and wellbeing are likely to improve in the near future.

Q: HOW WOULD YOU RATE THE STATE OF YOUTH MENTAL HEALTH AND WELLBEING IN ARIZONA TODAY?



Q: THINKING BACK TO WHEN YOU PERSONALLY WERE A KID, DO YOU THINK YOUTH MENTAL HEALTH AND WELLBEING IN ARIZONA HAS...



Q: THINKING AHEAD SIX MONTHS FROM NOW, DO YOU THINK YOUTH MENTAL HEALTH AND WELLBEING IN ARIZONA WILL BE...



"Youth mental health is getting worse, and I hear it talked about frequently."
– AZ Voter

"It's getting worse as there are not many options for youth to seek help for themselves."
– AZ Voter

"There are so many factors with the youth today that they are getting overwhelmed and bombarded with all of this junk in society."
– AZ Voter, Parent

Most Arizona voters and parents personally know young people who are struggling with their mental health, and most don't know where to turn to support them. For example:

- About **seven-in-10** AZ voters and parents personally **know kids who are struggling** with mental health.
- More than **six-in-10** AZ voters and parents **would not know where to go** in their community to access mental health support for a young person in crisis.

- More than **six-in-10** AZ voters and parents **say their community does not have enough resources** to support youth mental health.

"It's concerning to not know where to go. If the child truly needs help, they need to be able to access it"
– AZ Voter, Parent

"There's not enough support or resources for the challenges that children go through."
– AZ Voter, Parent

"It's concerning because if I don't know where they can seek help, I'm sure the parents of these kids have no idea either."
– AZ Voter

Arizona voters and parents recognize how unique each young person's situation is, and they say that acknowledging differences could help improve youth mental health and wellbeing. The vast majority of Arizona voters and parents agree that every young person's mental health experience looks different, and recognizing that and the complexity of youth mental health is part of the solution.

Q: WHICH OF THE FOLLOWING STATEMENTS DO YOU AGREE WITH MOST?



Q: PLEASE INDICATE IF YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT:

ACKNOWLEDGING HOW EVERY YOUNG PERSON'S MENTAL HEALTH EXPERIENCE LOOKS DIFFERENT COULD HELP IMPROVE YOUTH MENTAL HEALTH AND WELLBEING.



"Different people have different experiences. No two are the same and need to be treated as such."
– AZ Voter

"Each situation should be approached in a manner suitable to that person and not by a predetermined 'by-the-book' approach, because not all solutions will be appropriate for all persons."
– AZ Voter

"Acknowledging uniqueness gives the suffering person recognition that they do matter as an individual."
– AZ Voter, Parent

Arizona voters and parents want to prioritize solutions that create more supportive environments and make resources more accessible. For example, a very strong majority (**more than nine-in-10 Arizona voters and parents**) say we could improve youth mental health across the state by making it easier for young people to access mental health care, by equipping parents with the tools and resources they need, and by training teachers and staff at K-12 schools to recognize early warning signs of emotional challenges.

"Having school teachers be trained is very valuable. They're with the kids for 6-8 hours a day, and they know the children just as well as their parents."
– AZ Voter

"Kids need to be able to access mental health support and parents should be given the tools to know how to help them."
– AZ Voter

"More affordable mental health care needs to be available, including support groups and mental health seminars available during or after school."
– AZ Voter, Parent

¹ Chart displays items that only rise to the top among Arizona voters.

Additional Methodology Notes

Mercury Analytics, on behalf of the Coalition to Empower our Future, conducted a survey between June 24 and June 29, 2025. A sample of 600 registered voters in Arizona were interviewed online (320 of whom were also parents). The margin of error among this audience at the 95% confidence interval level is +/- 4.0%.
The Coalition to Empower our Future also conducted an online discussion board with 30 voters in Arizona between August 5 to 8, 2025. 15 of the participants were also parents.