



MEMORANDUM

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

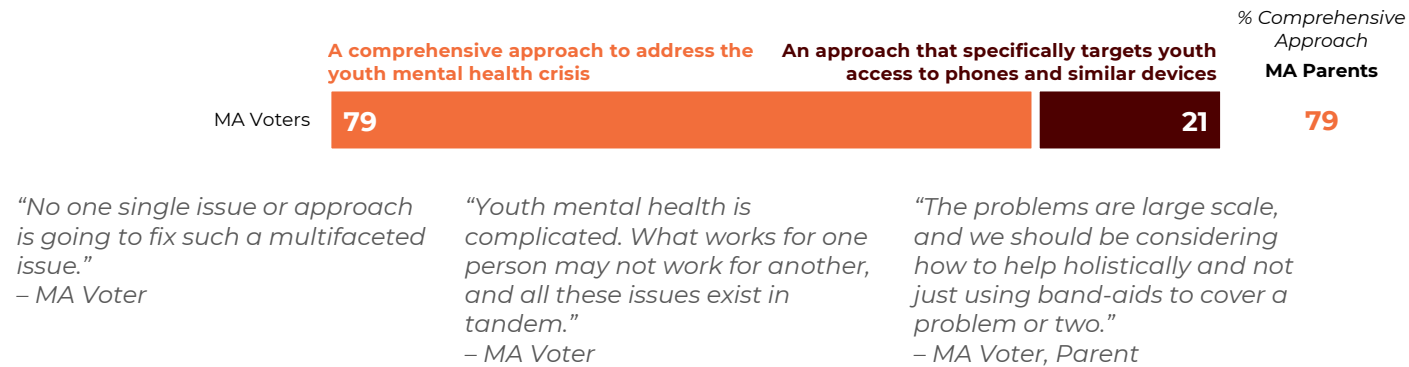
With kids heading back to school, the Coalition to Empower Our Future (CEF) conducted research among Massachusetts voters and parents to discuss youth mental health and wellbeing throughout the state. CEF, in partnership with Mercury Analytics, conducted an online survey among 600 registered voters in Massachusetts (306 of whom were parents) from June 24 to 29, 2025. In addition to the survey research, CEF hosted conversations with 30 Massachusetts 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 Massachusetts 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, Massachusetts 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 about **eight-in-10 Massachusetts 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?



Massachusetts 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 Massachusetts 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 social media, bullying, peer pressure, loneliness or isolation, and more.

Q: HOW MUCH OF AN IMPACT WOULD YOU SAY EACH FACTOR HAS ON YOUTH MENTAL HEALTH AND WELLBEING IN MASSACHUSETTS 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 Massachusetts 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.

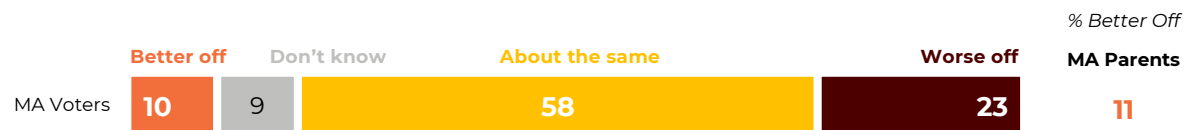
Q: HOW WOULD YOU RATE THE STATE OF YOUTH MENTAL HEALTH AND WELLBEING IN MASSACHUSETTS TODAY?



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



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



"Today's youth seem more overwhelmed than in the past."
– MA Voter, Parent

"I do not see improvement with youth mental health today. Listening to our local school board, they are always looking for additional funding for this."
– MA Voter, Parent

"There are a lot of things for young people to be stressed about right now, and there's unequal access to tools to make them better."
– MA Voter

Most Massachusetts 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:

- More than **seven-in-10** MA voters and parents personally **know kids who are struggling** with mental health.
- About **six-in-10** MA 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** MA voters and parents **say it's challenging for young people in their community to access mental health support** when they need it.

"There are not enough resources to help every child that needs it."
– MA Voter, Parent

"Beyond talking with the teenager, I would not know where to go for mental health support."
– MA Voter

"It's concerning to not know where to go because it should be public information. It shows we're not doing enough."
– MA Voter, Parent

Massachusetts 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 Massachusetts 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.



"Mental health is such a personal experience."
– MA Voter

"One-size-fits-all approaches with mental health does not work."
– MA Voter, Parent

"There would be a greater chance of success if each child had a tailored plan to cope with their specific diagnosis."
– MA Voter, Parent

Massachusetts 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 Massachusetts voters and parents**) say we could improve youth mental health across the state by making it easier to access mental health care for young people, by equipping parents and young people with the tools and resources they need, by creating school environments where youth feel safe and supported, and by ensuring K-12 schools have trained mental health professionals and resources.

"It's important for kids to know they can go somewhere for help and support."
– MA Voter

"I think school is a great place to address mental health issues, especially by providing mental health resources and well-trained teachers."
– MA Voter

"In addition to more licensed therapists, I think there should be community and school programs that offer help, support, resources, and tools for coping and solving the kids' issues."
– MA Voter, Parent

¹ Chart displays items that only rise to the top among Massachusetts 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 Massachusetts were interviewed online (306 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 Massachusetts between August 5 to 8, 2025. 16 of the participants were also parents.