



MEMORANDUM

To: Interested Parties
From: Coalition to Empower Our Future
Re: Across the Country, Seven-in-10 Voters & Parents Support a Comprehensive Approach to Youth Mental Health
Date: August 2025

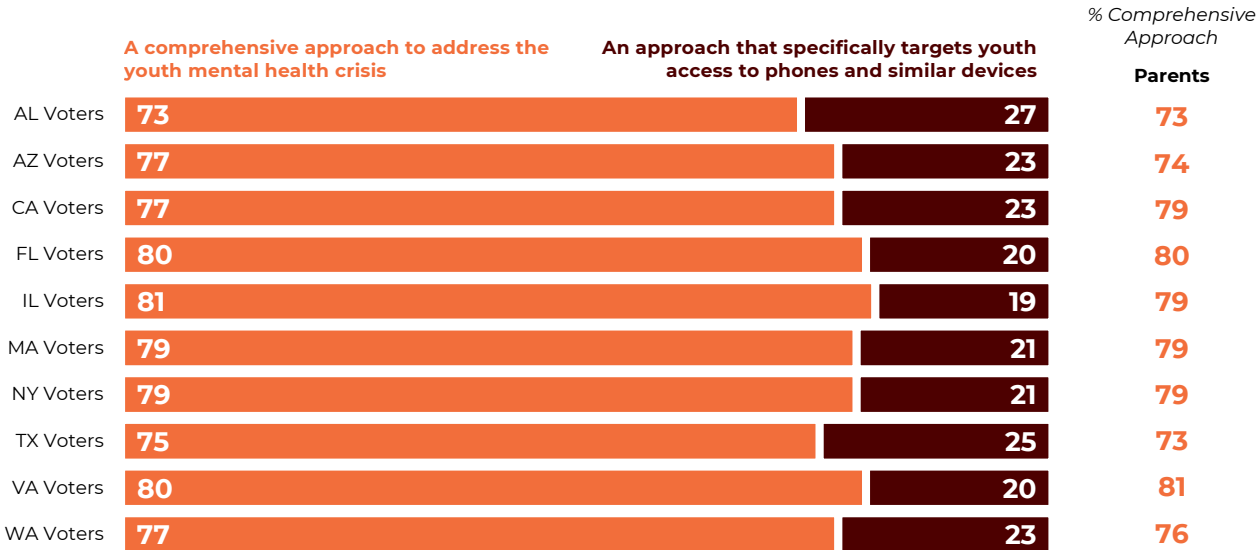
With kids heading back to school, the Coalition to Empower Our Future (CEF) conducted research among voters (many of whom are parents) in ten states to discuss youth mental health and wellbeing. As part of this research, in partnership with Mercury Analytics, CEF conducted online surveys among 6,000 voters from June 24 to 29, 2025 (600 voters per state in Alabama, Arizona, California, Florida, Illinois, Massachusetts, New York, Texas, Virginia, and Washington). CEF also hosted in-depth conversations among voters in the same ten states from August 5 to 8, 2025 (via an online discussion board).

- This research builds on [previous research](#) conducted by CEF. Its topline findings across states show that:
- **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, 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 across the ten states surveyed, more than **seven-in-10 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?



"Mental health care is complex, so there should not be a one-size-fits-all solution."
– AL Voter, Parent

"We should work on the cause, not just the symptoms of the problem."
– CA Voter

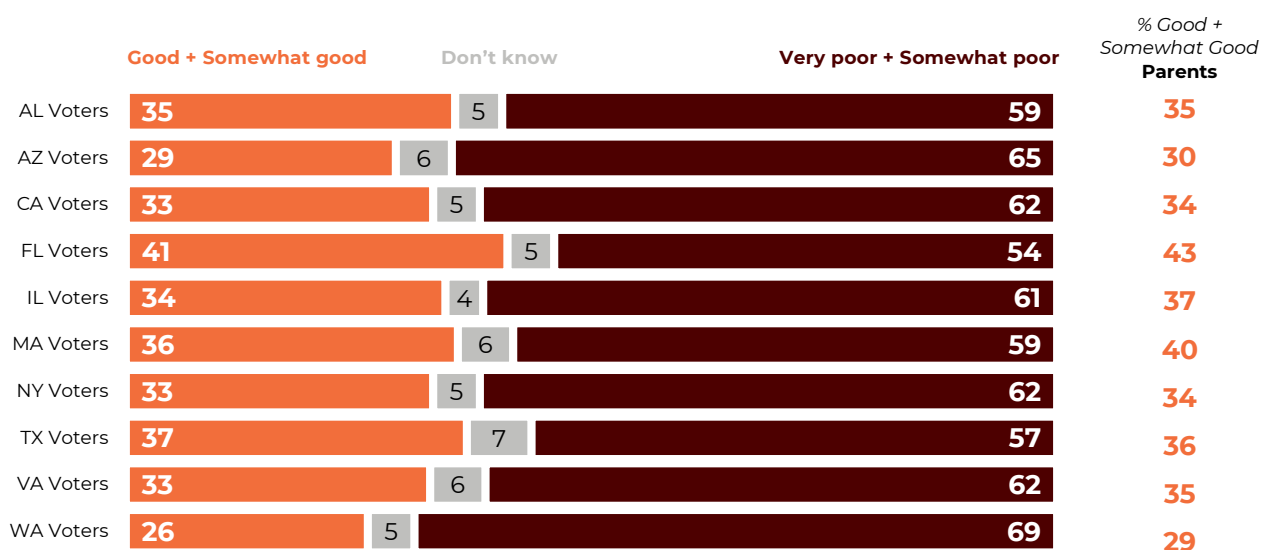
"No one single issue or approach is going to fix such a multifaceted issue."
– MA Voter

Voters and parents think a broad range of factors are causing the decline in youth mental health.

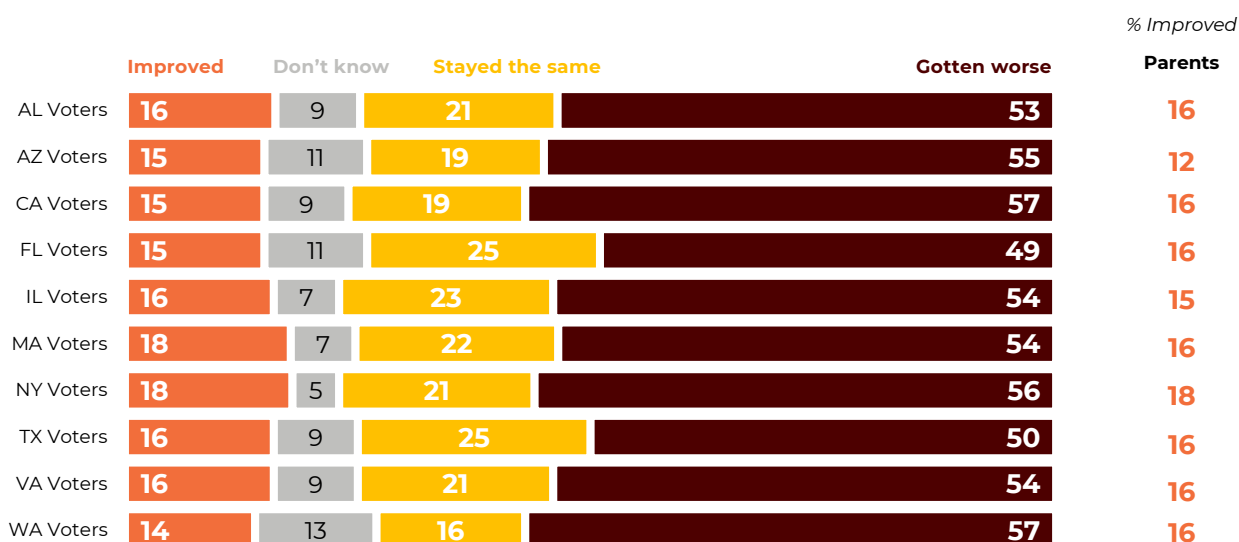
Across the country, the vast majority of voters and parents recognize that youth mental health is a complex and multifaceted issue. In both survey research and in CEF's conversations across the states, both voters and parents cite a broad array of drivers of declining youth mental health, including bullying,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

Youth mental health is seen as a deteriorating and pervasive challenge that is unlikely to improve in the foreseeable future. Survey data shows that 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.

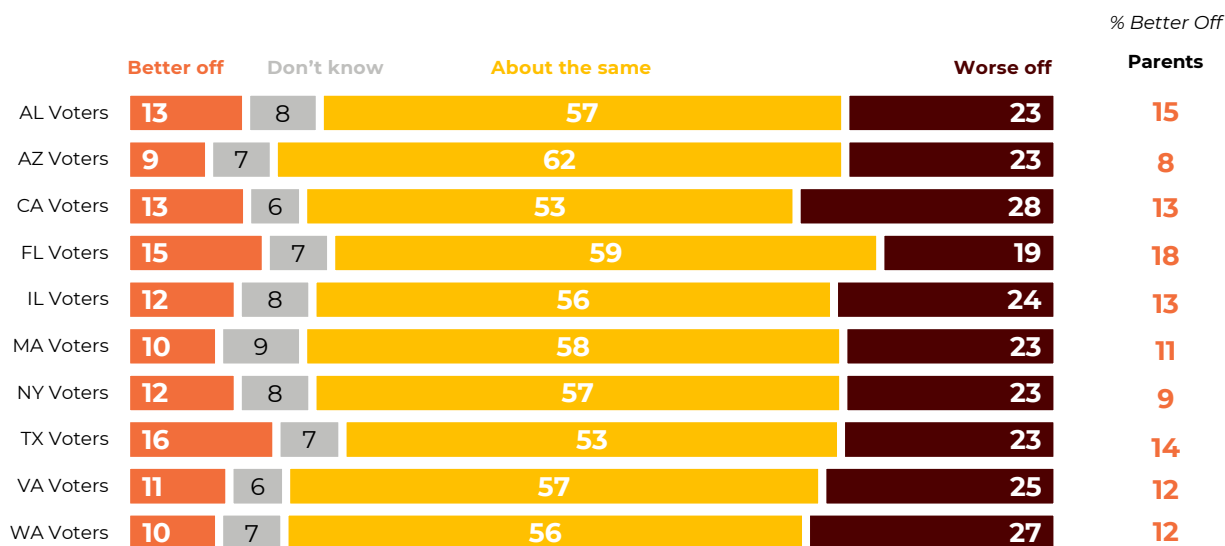
Q: HOW WOULD YOU RATE THE STATE OF YOUTH MENTAL HEALTH AND WELLBEING IN [STATE] TODAY?



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



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



"I am blessed to grow up when I did. There is so much societal pressure for kids now."
– TX Voter

"Since COVID, there has been an uneasiness in the mental health of youth. Getting them to socialize is harder than it's ever been."
– NY Voter

"Not much has been done to help teens struggling with mental health."
– IL Voter, Parent

Most 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:

- In all ten states surveys, more than **six-in-10** voters and parents personally **know kids who are struggling** with mental health.
- In all ten states surveys, about **six-in-10** voters and parents **would not know where to go** in their community to access mental health support for a young person in crisis.
- In all ten states surveys, more than **six-in-10** voters and parents **say it's challenging for young people in their community to access mental health support** when they need it.

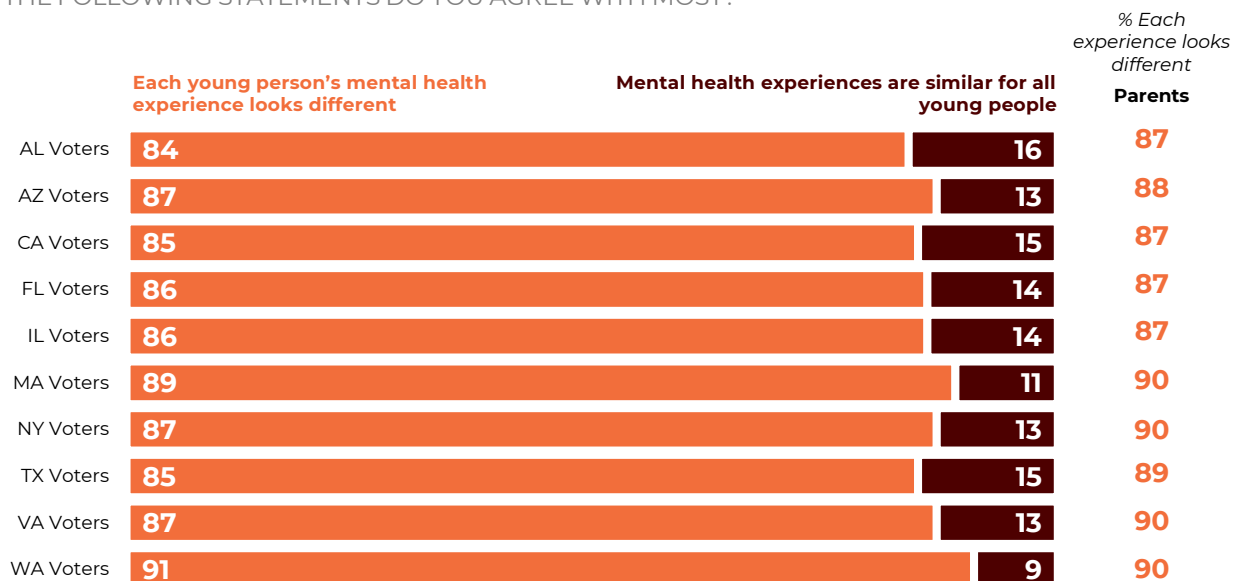
"It's hard for young people in my community to access mental health resources, because no one knows where to go and who to talk to."
– VA Voter

"It's concerning to not know where to go, because if I don't know, how many others don't know?"
– WA Voter

"It's very concerning to me as a parent that I would not know where to go if I knew a teen who was experiencing mental health issues."
– FL Voter, Parent

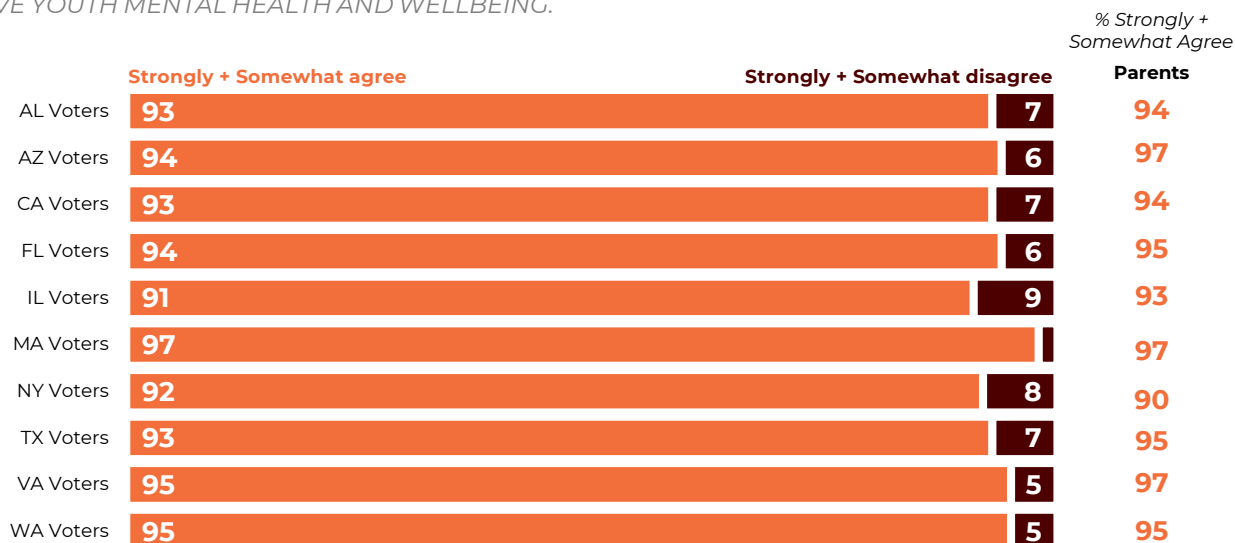
Voters and parents recognize how unique each young person's situation is, and they say that acknowledging differences could help improve youth mental health and wellbeing. Across the country, the vast majority of voters and parents agree that every young person's mental health experience looks different. They also agree that recognizing this fact, and recognizing 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

"The youth aren't a monolith, and why they're struggling isn't the same for everyone."
– TX Voter

"If each kid is listened to and their perspective is understood, then they feel like they are cared for and loved."
– AL Voter

Voters and parents want to prioritize solutions that create more supportive environments and make resources more accessible. For example, a very strong majority (about nine-in-10 voters and parents across all ten states surveyed) say we could improve youth mental health by making it easier for young people to access mental health care, by creating school environments where youth feel safe and supported, and by equipping parents with the tools and resources they need.

"Our youth need to feel safe when seeking help with mental health issues."

– AL Voter, Parent

"Helping kids feel safe and free to speak about things that are affecting them is critical."

– FL Voter, Parent

"If parents don't have help, then our kids fail."

– WA Voter

Additional Methodology Notes

Mercury Analytics, on behalf of the Coalition to Empower our Future, conducted online surveys between June 24 and June 29, 2025, among 6,000 registered voters in ten states (600 voters per state in Alabama, Arizona, California, Florida, Illinois, Massachusetts, New York, Texas, Virginia, and Washington). The margin of error among each statewide audience at the 95% confidence interval level is +/- 4.0%.

The Coalition to Empower our Future also conducted an online discussion board with almost 300 voters (25-30 voters in each of the same ten states – Alabama, Arizona, California, Florida, Illinois, Massachusetts, New York, Texas, Virginia, and Washington), between August 5 to 8, 2025.