

Key Findings from Quantitative Research

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**PUBLIC OPINION
STRATEGIES**

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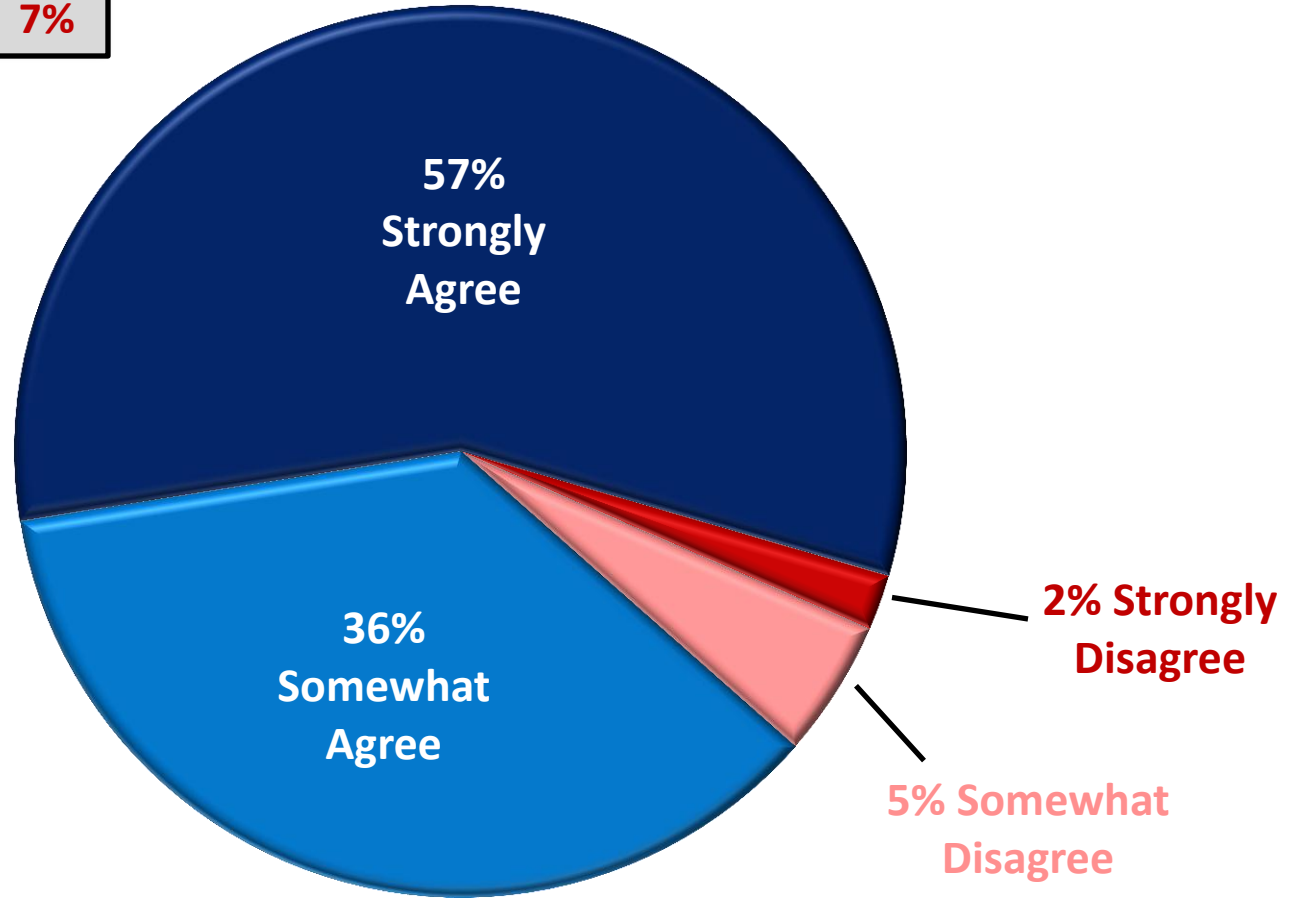
Methodology

- On behalf of the National Association of Psychiatric Health Systems (NAPHS), Public Opinion Strategies conducted a National Internet Survey of 700 American adults.
- The National Internet Survey was conducted between September 26 and October 1, 2012.

Key Findings

Overwhelmingly, Americans believe that health services that address mental health illnesses and treatments and addiction services should be covered and part of any basic private health care plan.

Total Agree	93%
Total Disagree	7%



Do you agree or disagree that health services that address mental health illnesses and treatments and addiction services should be covered and part of any basic private health care plan?

There is also overwhelming support among adults for scope-of-service parity.

There is a proposal being considered in Washington D.C. that would require health insurance plans that provide coverage for both mental health and physical health to cover the same three levels of care and services for mental health and addiction as they do for physical health. This would mean that a health plan that offers mental health and addiction coverage would provide coverage for services that include inpatient hospitalization to residential treatment or rehabilitation services to outpatient care.

Strongly Support

45%

Total Support

81%

Total Oppose

9%

No Opinion

10%

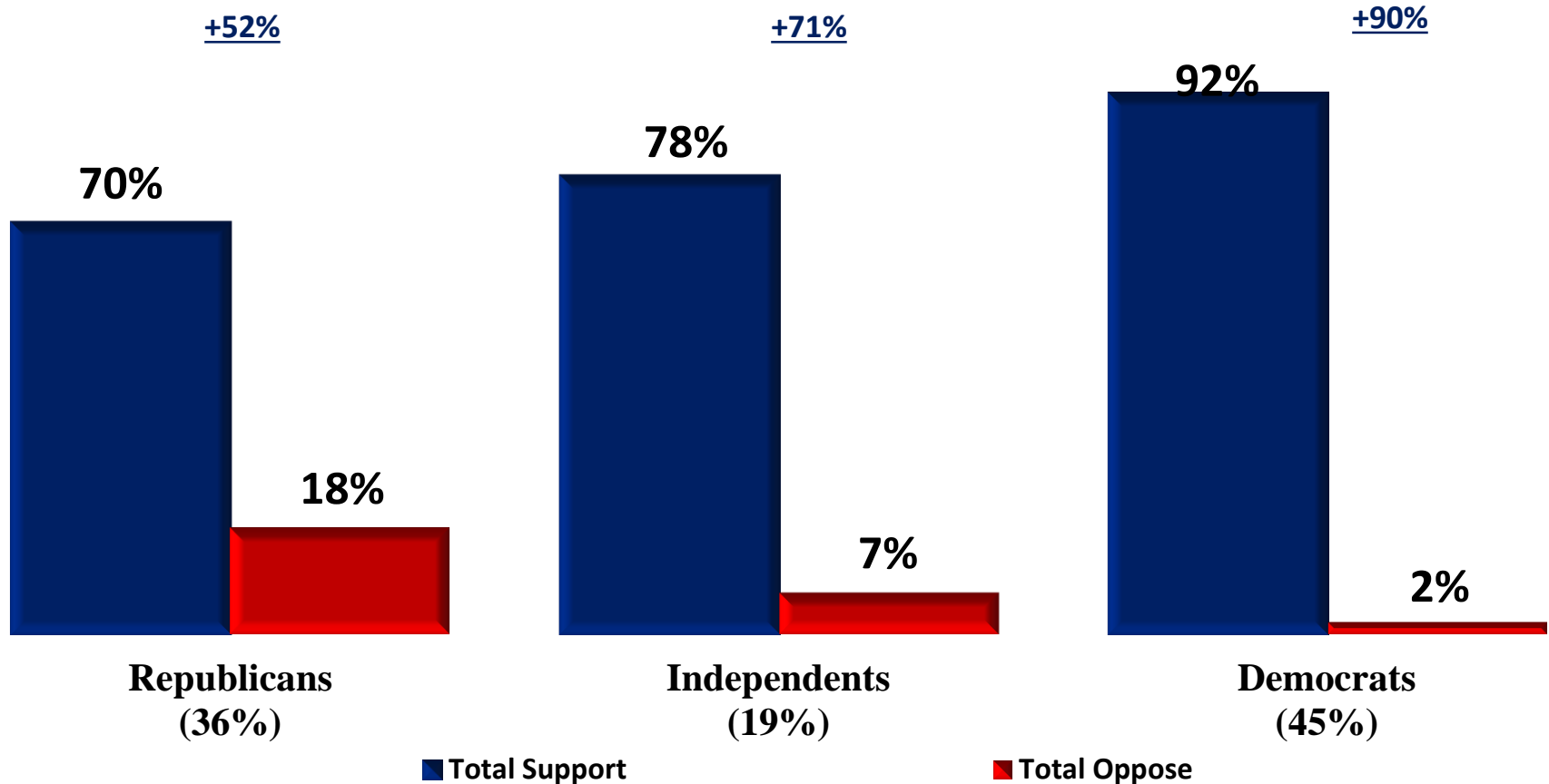
Do you strongly support, somewhat support, somewhat oppose, strongly oppose this proposal or do you not have an opinion one way or the other?

What are the reasons why people say they support this proposal?

- Proper mental health is just as important as proper physical health. Both contribute to an individual's total overall well-being.
- Mental and physical health are intertwined and connected to each other. Both directly affect the other, and therefore need to be treated equally.
- Mental health problems are more widespread than known, but mental health services are not covered under most insurances and consequently people cannot afford help or treatment.
- A mental health illness is an illness just like any other and should be treated as such.
- Mental health illnesses are overlooked in today's world.
- Addressing and treating mental health issues now will save money in the long run.
- It is the right thing to do to care for people affected by mental health illnesses.

There is significant support for the scope-of-service parity proposal across party lines.

Scope-of-Service Parity Proposal — By Party



Do you strongly support, somewhat support, somewhat oppose, strongly oppose this proposal or do you not have an opinion one way or the other?

TURNING
QUESTIONS
INTO
ANSWERS

 PUBLIC OPINION STRATEGIES

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