



Toplines

The Reach and Impact of “Sicko”

Selected Findings from a Kaiser Poll

August 2007

Methodology

This Kaiser Family Foundation poll about the movie “Sicko” was conducted as part of the *Kaiser Health Tracking Survey: Election 2008*, and was designed and analyzed by researchers at the Kaiser Family Foundation. The survey was conducted from August 2 – 8, 2007, among a nationally representative random sample of 1,500 adults, including 748 adults who reported having heard or read anything about the movie “Sicko”, or having seen the movie. Telephone interviews were carried out in English and Spanish by Princeton Survey Research Associates.

The margin of sampling error for the full survey is plus or minus 3 percentage points, and for the results based on respondents familiar with the movie “Sicko”, the margin of sampling error is plus or minus 4 percentage points; for results based on subgroups, the margin of sampling error is higher. Note that sampling error is only one of many potential sources of error in this or any other public opinion poll.

Values less than 0.5% are indicated by an asterisk (*).

“VOL” indicates that a response was volunteered by respondent, not an explicitly offered choice.

Due to rounding, percentages may not add to 100.

For results from the full August 2007 *Kaiser Health Tracking Poll: Election 2008*, see http://www.kff.org/kaiserpolls/h08_7690.cfm.

Questions 1 – 8 held for future release

9. I am going to read you a list of companies and groups. For each one please tell me if you have a favorable or an unfavorable opinion. (First/Next,) **(READ AND RANDOMIZE)** - do you have a favorable or an unfavorable opinion? **IF FAVORABLE/UNFAVORABLE, ASK:** Is that very (favorable/unfavorable) or somewhat (favorable/unfavorable)?

	<u>Very favorable</u>	<u>Somewhat favorable</u>	<u>Somewhat unfavorable</u>	<u>Very unfavorable</u>	<u>DK/Ref.</u>
a. Hospitals	30	43	14	7	6
b. HMOs, or Health Maintenance Organizations, and other managed care plans	12	27	21	25	15
c. Health insurance companies	12	31	24	27	6
d. Banks	22	45	15	10	7
e. Oil companies	9	17	21	45	7
f. Pharmaceutical or drug companies	13	30	21	31	6
g. Airlines	16	40	17	10	17
h. Doctors	39	41	11	5	4
i. Tobacco companies	6	11	18	58	8
j. Defense contractors	11	24	18	23	24

10. Have you heard or read anything about the movie “An Inconvenient Truth”, a documentary about global warming narrated by Al Gore, or not?

11. Have you seen the movie “An Inconvenient Truth”, or not?

61 Total have seen, heard or read about “An Inconvenient Truth”
 13 Saw “An Inconvenient Truth”
 48 Heard/read about “An Inconvenient Truth”
 38 Did not see, hear or read about “An Inconvenient Truth”
 * Don’t know/Refused

12. Have you heard or read anything about the movie “Sicko”, a documentary about the U.S. health care system directed by Michael Moore, or not?

13. Have you seen the movie “Sicko”, or not?

46 Total have seen, heard or read about “Sicko”
 4 Saw “Sicko”
 42 Heard/read about “Sicko”
 54 Did not see, hear or read about “Sicko”
 * Don’t know/Refused

14. **(READ ONLY FOR THOSE WHO HAVE NOT SEEN THE MOVIE:** Based on what you have heard or read) do you have a positive impression or a negative impression of the movie “Sicko”? **IF POSITIVE/NEGATIVE IMPRESSION, ASK:** Is that a very (positive/negative) impression or a somewhat (positive/negative) impression?

Based on those who have seen, heard or read about “Sicko” (n=748)

- 24 Very positive
- 24 Somewhat positive
- 11 Somewhat negative
- 22 Very negative
- 18 Don’t know/Refused

15. **(READ ONLY FOR THOSE WHO HAVE NOT SEEN THE MOVIE:** Based on what you have heard or read) do you think the movie “Sicko”... **(CATEGORIES READ IN ORDER AND REVERSE ORDER)**

Based on those who have seen, heard or read about “Sicko” (n=748)

- 33 Overstates the problems with the U.S. health care system (or)
- 36 Accurately represents the problems with the U.S. health care system (or)
- 9 Understates the problems with the U.S. health care system (or)
- 22 Don’t know/Refused

16. Which of the following do you think is the main message of the movie “Sicko”? **(READ AND RANDOMIZE 1-3)**

Based on those who have seen, heard or read about “Sicko” (n=748)

- 54 The U.S. should have a free, universal, government-financed health care system (or)
- 15 The U.S. should continue to build on our mixed system of public and private health insurance (or)
- 8 The U.S. should have a market-driven health care system where people purchase private insurance on their own (or)
- 23 Don’t know/Refused

17. As a **RESULT** of (watching the movie “Sicko”/what you have heard or read about the movie “Sicko”), have you had a discussion with a co-worker, friend, or family member about the U.S. health care system, or not?

Based on those who have seen, heard or read about “Sicko” (n=748)

- 45 Yes
- 54 No
- 1 Don’t know/Refused

Questions 18, 19, and 20 were rotated.

18. As a RESULT of (watching the movie “Sicko”/what you have heard or read about the movie “Sicko”), are you more likely or less likely to think that there is a need to reform the U.S. health care system, or has this movie not changed your opinion about the need for reforming the U.S. health care system?

Based on those who have seen, heard or read about “Sicko” (n=748)

- 43 More likely
- 2 Less likely
- 49 Has not changed opinion
- 6 Don’t know/Refused

19. As a RESULT of (watching the movie “Sicko”/what you have heard or read about the movie “Sicko”), are you paying more attention or less attention to the presidential candidates’ positions on health care, or has this movie not had an effect on how much attention you are paying to candidates’ positions on health?

Based on those who have seen, heard or read about “Sicko” (n=748)

- 27 More attention
- 2 Less attention
- 67 Has not changed amount of attention
- 4 Don’t know/Refused

20. As a RESULT of (watching the movie “Sicko”/what you have heard or read about the movie “Sicko”), are you more likely or less likely to think that other countries have a better approach to health care than we do in the U.S., or has this movie not had an effect on how you think the U.S. health care system compares to health care in other countries?

Based on those who have seen, heard or read about “Sicko” (n=748)

- 37 More likely
- 10 Less likely
- 43 Has not had an effect
- 10 Don’t know/Refused

21. Which of the following has recently had the biggest impact on your opinions about the issue of health care? (**READ AND RANDOMIZE 1-3, FOLLOWED BY 4**)

Based on those who have seen, heard or read about “Sicko” (n=748)

- 62 Your personal health care experiences (or)
- 9 What you have heard or read about what presidential candidates are proposing in terms of reforming health care in the U.S. (or)
- 2 What you have heard or read about the movie “Sicko” (or)
- 22 None of the above
- 2 All of the above (**VOL.**)
- 2 Don’t know/Refused



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