
Chartpack



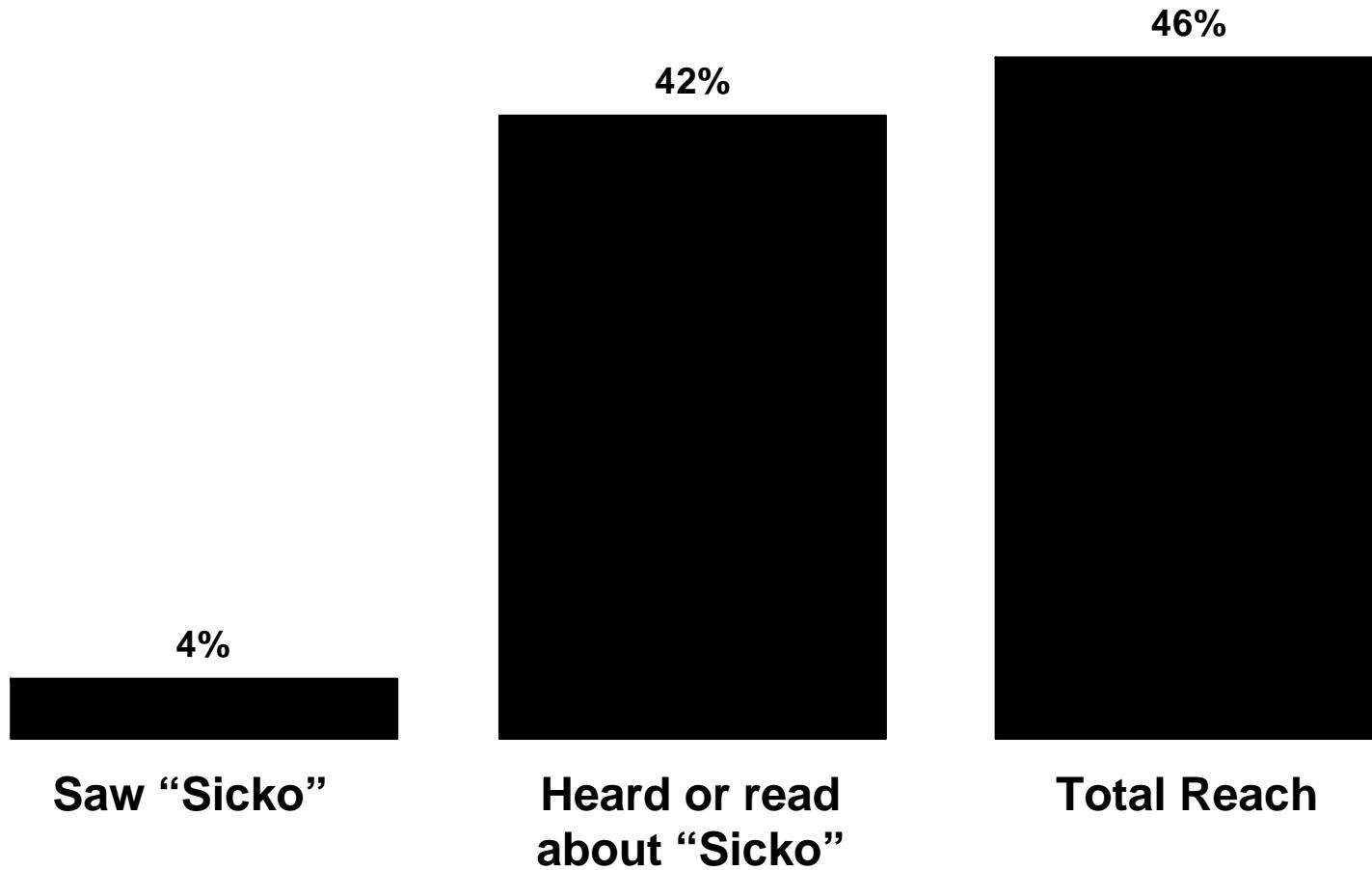
The Reach and Impact of “Sicko”

Selected Findings from a Kaiser Poll

August 2007

Summary Charts

“Impact Without the Popcorn”



The Verdict on Sicko: The Positive Story

(Among the 46% who are familiar with "Sicko")



more have positive impression **48%** of Sicko than negative **33%**

As a result of the movie...



45% had a discussion about the health care system



43% more likely to think health reform is needed



37% more likely to think other countries have better approach to health care



27% paying more attention to presidential candidates on health

And even among conservatives familiar with the movie...



37% had a discussion about the health care system,



29% more likely to think health reform is needed, and



18% paying more attention to presidential candidates on health

The Verdict on Sicko: The Negative Story



54% of the public are not familiar with Sicko

Among the 46% familiar with the movie...



33% had a negative impression of the movie, with **22%** very negative



54% of Republicans had a very negative impression of the movie



33% said it inaccurately portrayed U.S. health care system

Sicko mostly preaches to the choir...



43% of liberals had a very positive view of Sicko vs. **9%** of conservatives



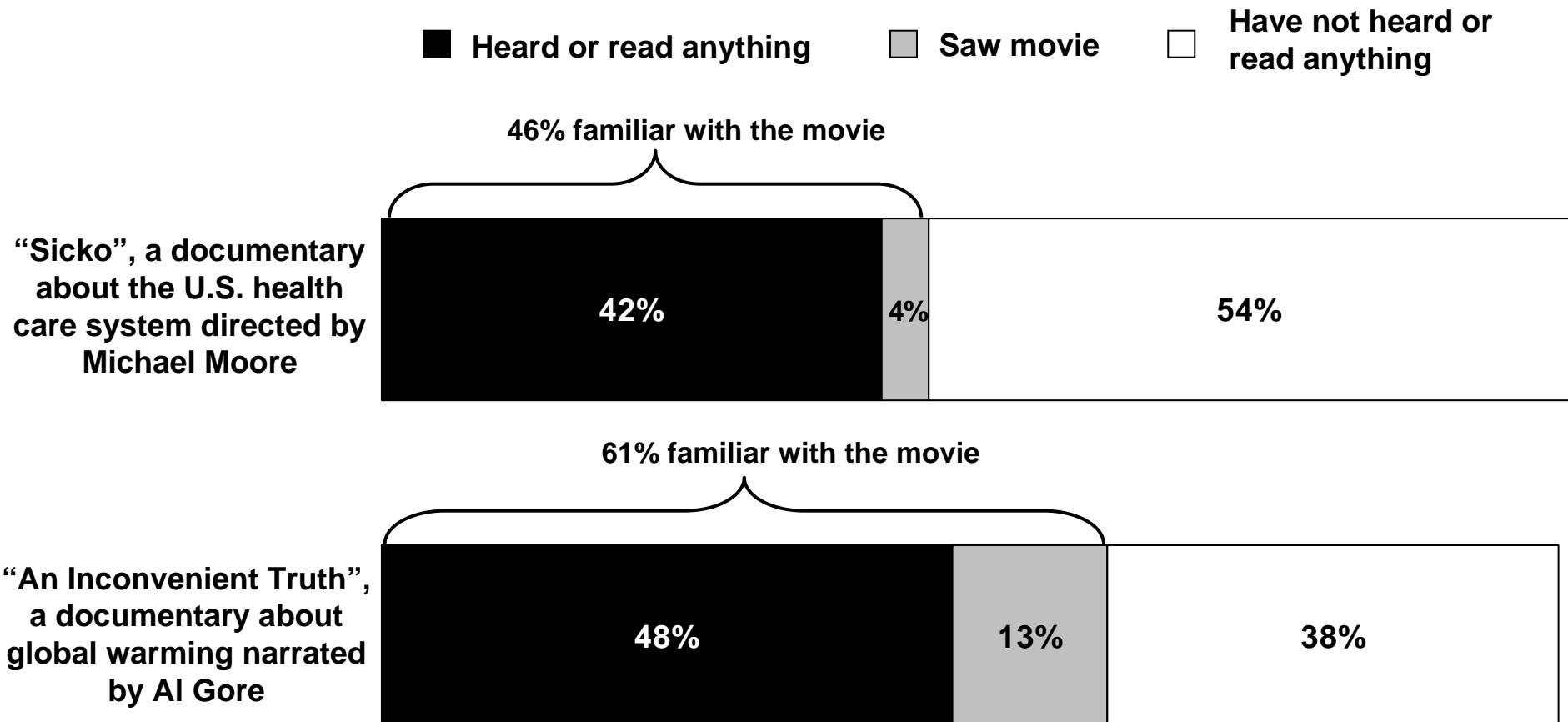
Those familiar with Sicko are much more likely to have higher incomes and be better educated.

Detailed Charts

Chart 1

Familiarity With “Sicko”

Percent who say they have heard or read anything about the movie...



Source: Kaiser Family Foundation *The Reach and Impact of "Sicko"* (conducted August 2 – 8, 2007)

Chart 2

Reported Impacts of the Movie “Sicko”

AMONG THE 46% WHO SAY THEY ARE FAMILIAR* WITH “SICKO”
Percent who say as a result of the movie, they...

Have had a discussion with a
co-worker, friend, or family member
about the US health care system

45%

Are more likely to think there is a need
to reform the US health care system

43%

Are more likely to think other
countries have a better approach to
health care than we do in the US

37%

Are paying more attention to presidential
candidates’ positions on health

27%

*Note: percent familiar with “Sicko” includes those who say they saw the movie or heard or read anything about it.
Source: Kaiser Family Foundation *The Reach and Impact of “Sicko”* (conducted August 2 – 8, 2007)

Chart 3

What Impacts Opinion on Health?

AMONG THE 46% WHO SAY THEY ARE FAMILIAR WITH "SICKO"

Which of the following has recently had the biggest impact on your opinions about the issue of health care?

Your personal health care experiences

62%

What you have heard or read about what presidential candidates are proposing in terms of reforming health care in the US

9%

What you have heard or read about the movie "Sicko"

2%

None of the above

22%

All of the above

2%

Note: "Don't know/Refused" responses not shown.

Source: Kaiser Family Foundation *The Reach and Impact of "Sicko"* (conducted August 2 – 8, 2007)

Chart 4

Demographic Profile of Those Familiar with “Sicko”

	<u>Heard/read about or saw movie</u>	<u>Did not hear/read about or see movie</u>
Male	52%	46%*
Female	48%	54%*
Republican	21%	23%
Democrat	32%	28%
Independent	39%	36%
Liberal	23%	18%
Moderate	44%	36%*
Conservative	30%	37%*
Income less than \$30,000	18%	37%*
Income \$30,000 to \$50,000	19%	18%
Income over \$50,000	50%	28%*
High school or less	31%	58%*
Some college	29%	25%
Bachelor's degree or higher	39%	15%*
Call self a supporter of single-payer	46%	48%
Do not call self a supporter of single-payer	44%	39%

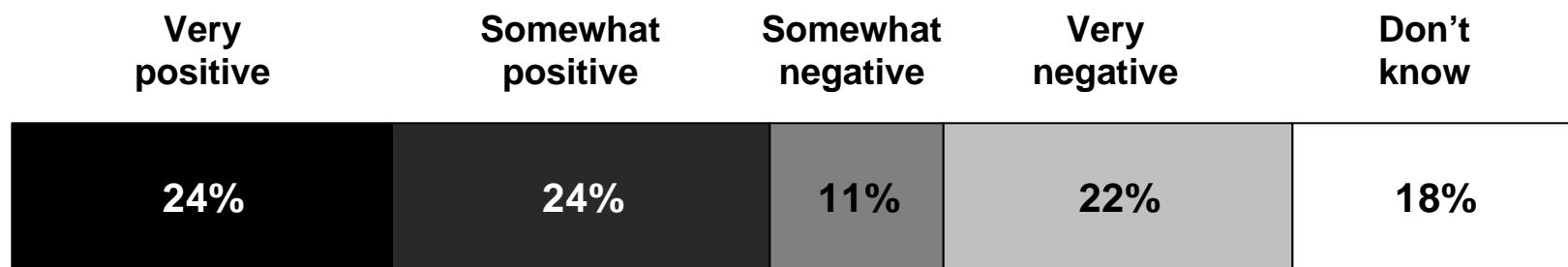
Note: * indicates a statistically significant difference between those familiar and those not familiar with the movie “Sicko” on that demographic
 Source: Kaiser Family Foundation *The Reach and Impact of “Sicko”* (conducted August 2 – 8, 2007)

Chart 5

Impressions of “Sicko”

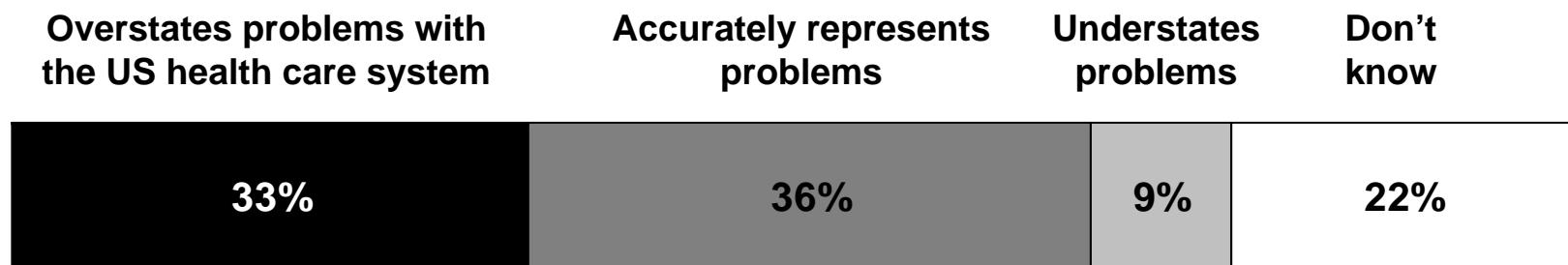
AMONG THE 46% WHO SAY THEY ARE FAMILIAR WITH “SICKO”

Based on your familiarity with “Sicko”, do you have a positive or negative impression of the movie?



AMONG THE 46% WHO SAY THEY ARE FAMILIAR WITH “SICKO”

Based on your familiarity with “Sicko”, do you think the movie...?



Source: Kaiser Family Foundation *The Reach and Impact of "Sicko"* (conducted August 2 – 8, 2007)

Chart 6

Preaching to the Choir

Reported opinions among the 46% who say they are familiar with the movie “Sicko”

	<u>Republicans</u>	<u>Democrats</u>	<u>Conservatives</u>	<u>Liberals</u>
Very positive impression of movie	5%	40%	9%	43%
Very negative impression of movie	54%	2%	52%	3%
Movie overstates problems with the US health care system	55%	16%	51%	17%
Movie accurately represents problems with the US health care system	18%	55%	21%	52%
More likely to think there is a need to reform the US health care system	23%	57%	29%	56%
No change in opinion about the need to reform the US health care system	66%	37%	60%	37%

Source: Kaiser Family Foundation *The Reach and Impact of "Sicko"* (conducted August 2 – 8, 2007)

Chart 7

“Sicko” Impacts Even Non-typical Health Care Advocates

AMONG THE 46% WHO SAY THEY ARE FAMILIAR WITH “SICKO”

Percent reporting the following as a result of familiarity with “Sicko”...

Among Conservatives

**Had a discussion with a co-worker,
friend, or family member about
the US health care system**

37%

Among Republicans

35%

**More likely to think there is a need
to reform the US health care system**

29%

23%

**Paying more attention to presidential
candidates’ positions on health care**

18%

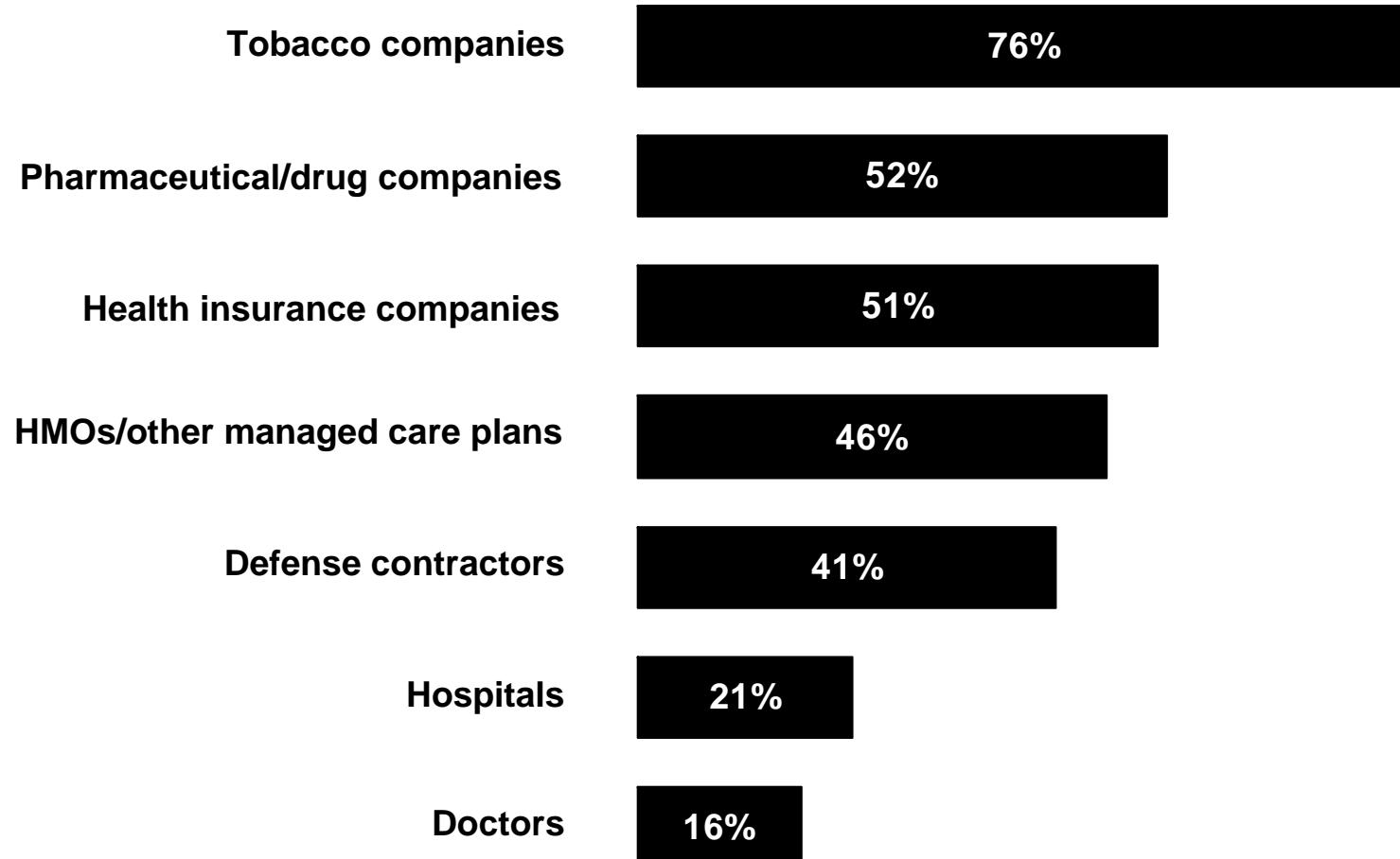
18%

Source: Kaiser Family Foundation *The Reach and Impact of "Sicko"* (conducted August 2 – 8, 2007)

Chart 8

Impressions of Industries & Groups

Percent of the public who say they have an unfavorable opinion of each of the following:



Note: includes those who report a "somewhat" or "very" unfavorable opinion

Source: Kaiser Family Foundation *The Reach and Impact of "Sicko"* (conducted August 2 – 8, 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.

Due to rounding, percentages may not add to 100.

Full question wording and all results are available separately at www.kff.org.



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