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# The Luigi Effect:

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**Understanding Public Support  
and Sympathy for Murder**



"Maybe it's fake news, I don't know. It's hard to believe that can even be thought of, but it seems that there's a certain appetite for him. I don't get it."



President-elect Donald Trump

## The Research Question

- In this report, we investigate the frequency– is this “fake news” (a few loud voices)? Or are a significant number of people supporting cold-blooded murder?
- Why are people sympathizing and supporting Mangione?



## Methodology

Chat-based conversations with Engage AI interviewing 501 people about their support and sympathy for Mangione and the reasons behind their sentiment.



## Sample Size: 4,687

### Gender:

52% Female  
46% Male  
2% Non-binary

### Age:

Age range: 18-89  
Average age: 42.06

### Race/Ethnicity:

70% White  
10% Black  
9% Latino  
7% Asian  
4% Other/Mixed



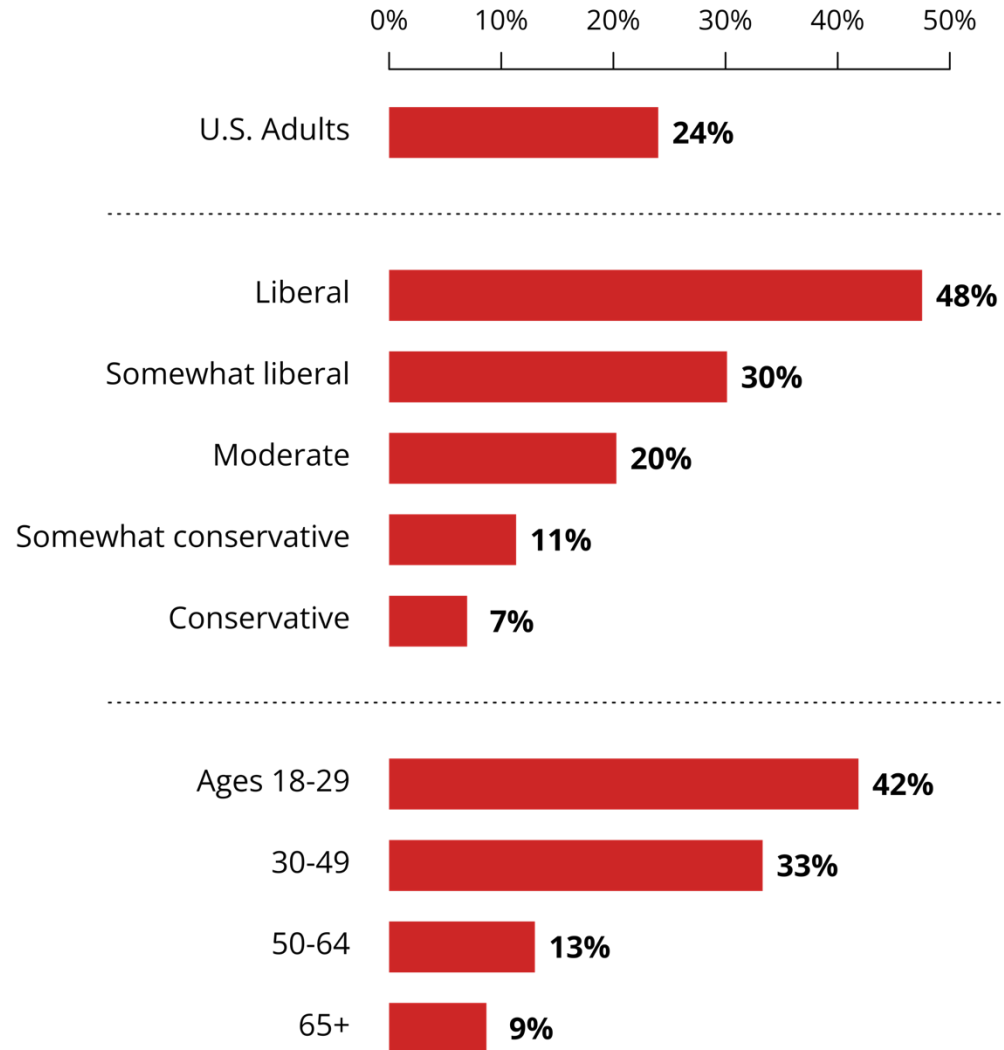
How many people  
**sympathize** with  
Luigi Mangione?



## Do you feel any sympathy towards Luigi Mangione

(suspect charged with murdering the UnitedHealthcare CEO Brian Thompson)?

*% of respondents selecting 'A lot of sympathy' or 'A moderate amount of sympathy'*



How many people  
support the  
decision to murder  
Thompson?

**Given what you know about the case,  
how much do you support Mangione's decision to murder Thompson?**

*% of respondents selecting 'Very supportive' or 'Supportive'*



U.S. Adults **11%**

Liberal **25%**

Somewhat liberal **11%**

Moderate **9%**

Somewhat conservative **6%**

Conservative **4%**

Ages 18-29 **23%**

30-49 **16%**

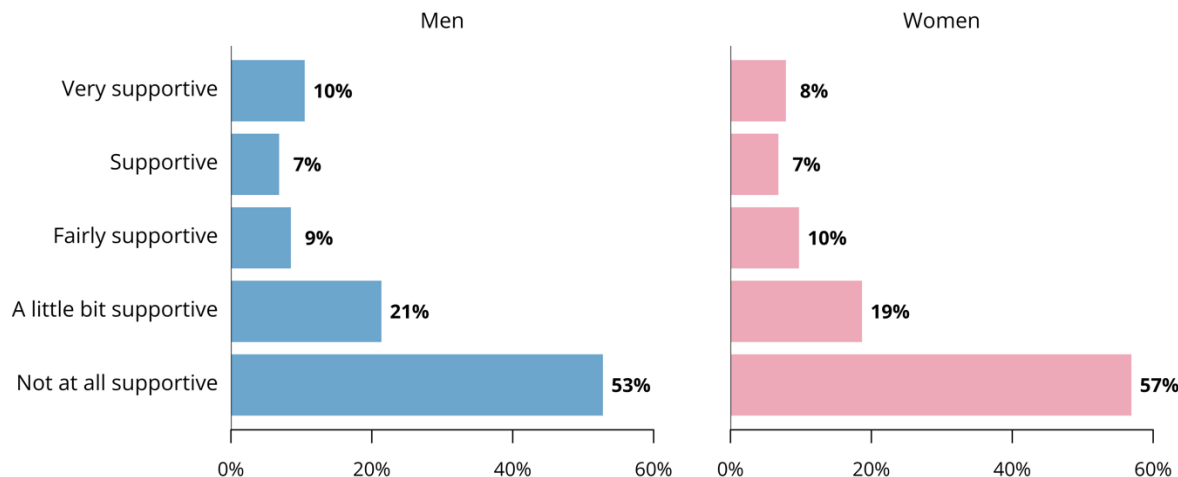
50-64 **5%**

65+ **2%**

# Support for Mangione was unrelated to gender, race, income, and education

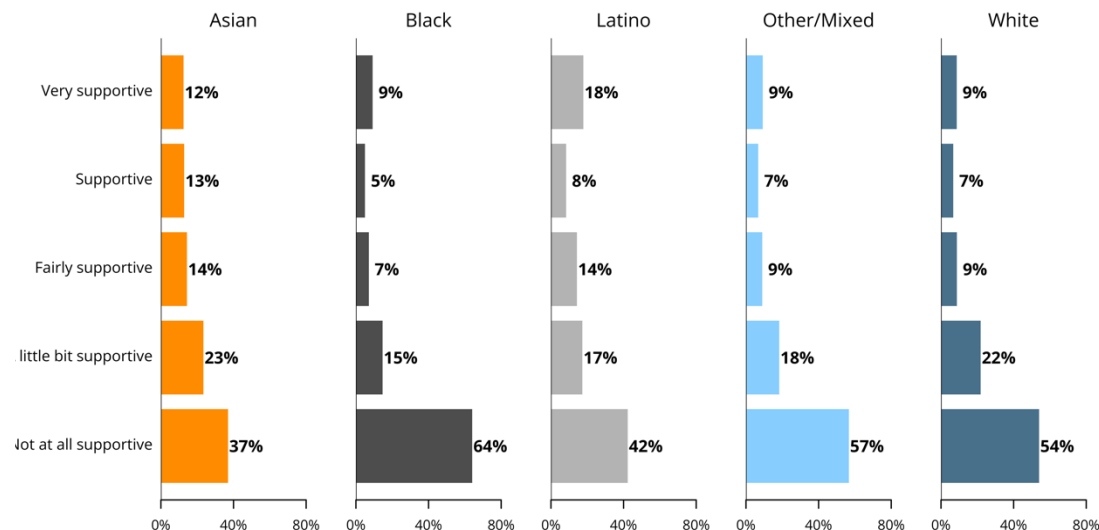
## Gender

Given what you know about the case,  
how much do you support Mangione's decision to murder Thompson?



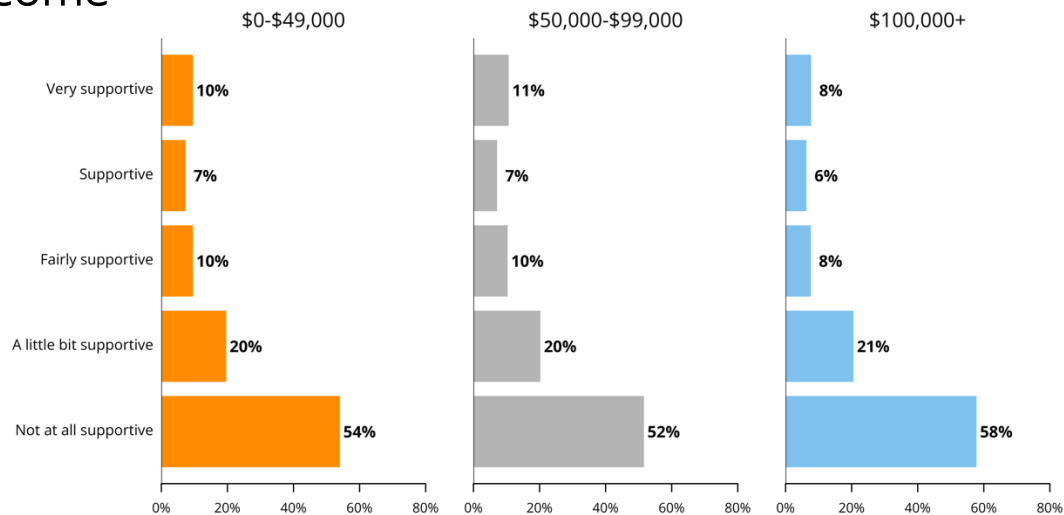
## Race

Given what you know about the case,  
how much do you support Mangione's decision to murder Thompson?



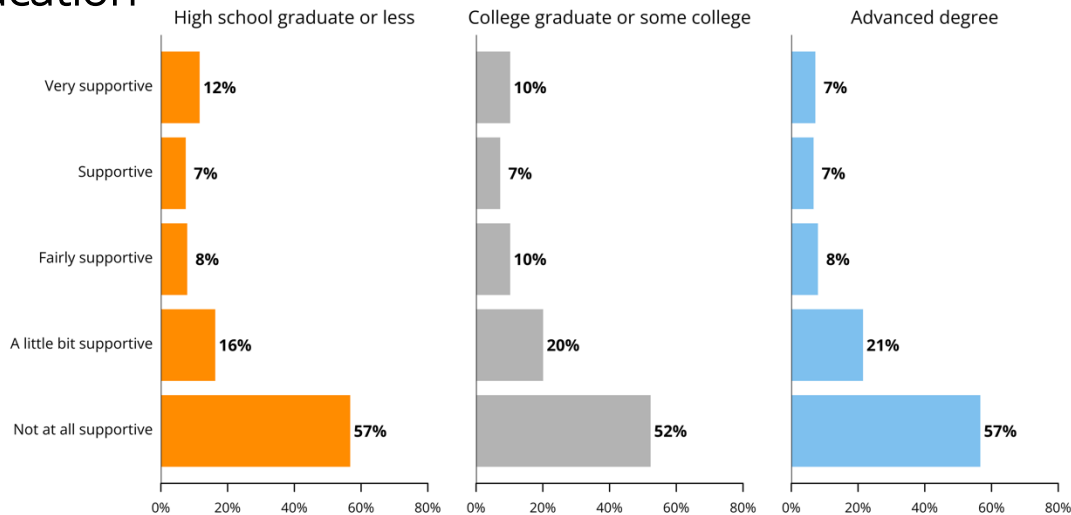
## Income

Given what you know about the case,  
how much do you support Mangione's decision to murder Thompson?



## Education

Given what you know about the case,  
how much do you support Mangione's decision to murder Thompson?





The slide features a large orange rectangle on the left side, which contains the text. This rectangle has a subtle pattern of overlapping triangles in various shades of orange. To the right of this rectangle is a solid blue area. The overall design is modern and minimalist.

Why do people  
sympathize?

## 🔗 AI-Generated Analysis



The overarching theme emerging from the data is a profound sense of **sympathy** towards Luigi Mangione, rooted in participants' personal experiences with the healthcare system, perceptions of systemic injustices, and a shared sense of struggle against a common adversary. Participants identify with Luigi's frustrations and desperation, leading to a broad spectrum of emotional responses ranging from empathy and sadness to admiration and hope for systemic change.

### Key Factors Influencing Sympathy

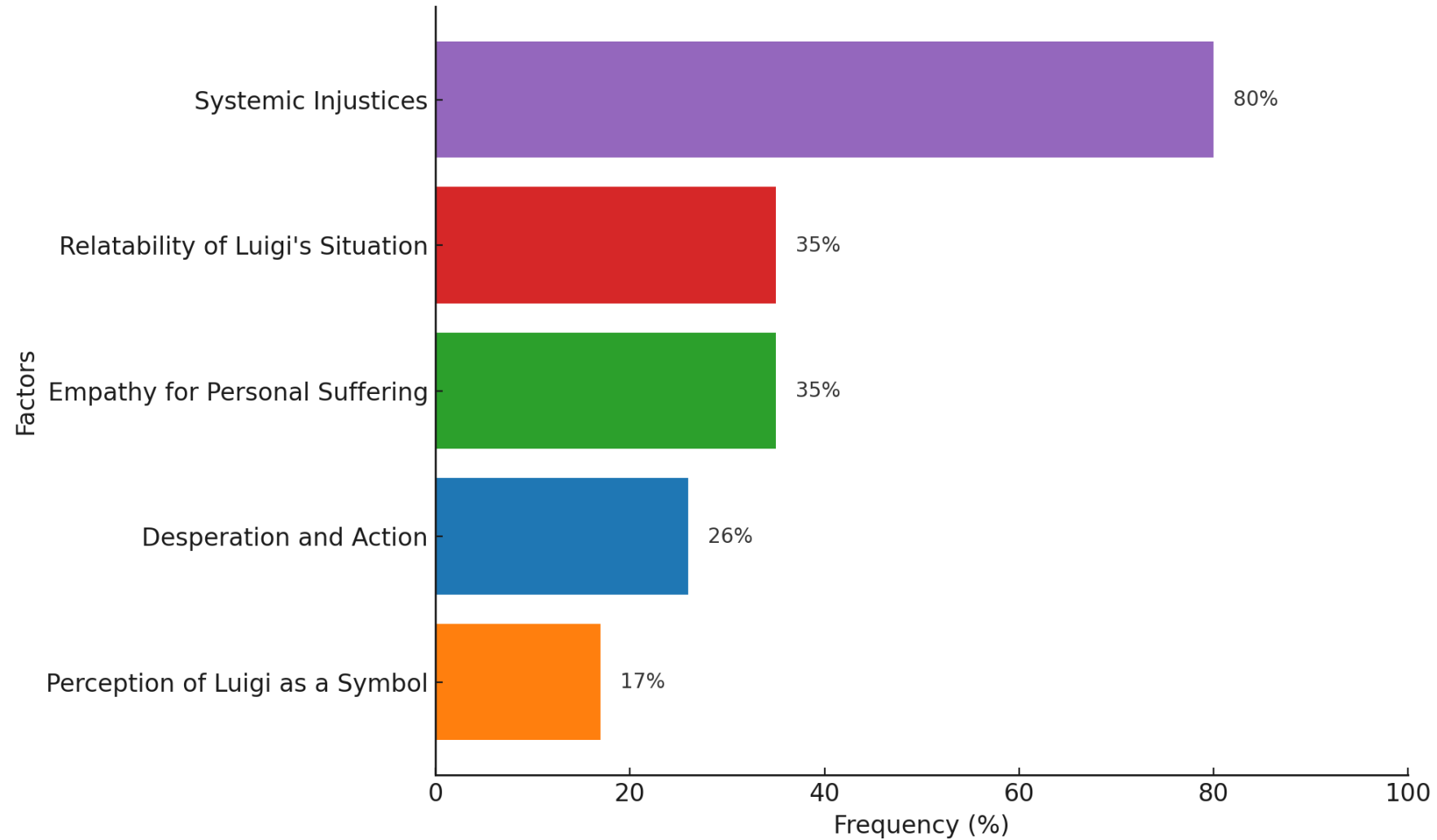
- 1. Relatability of Luigi's Situation:** Many participants see their own struggles with the healthcare system reflected in Luigi's story. They express empathy for Luigi's suffering, particularly his chronic back pain and the perceived negligence by the healthcare insurance industry.
- 2. Systemic Injustices:** A sense of injustice permeates the responses, with participants often mentioning the broader issues within the American healthcare system. The perceived greed of insurance companies and their impact on ordinary people's lives resonates strongly, framing Luigi's actions as a desperate but understandable response to these systemic failures.
- 3. Desperation and Action:** Luigi's actions are seen by some participants as a bold, if tragic, stand against a corrupt system. There's a sense that Luigi, driven to the brink by personal and systemic pressures, felt compelled to act in a way that would draw attention to these issues, sparking debate and, some hope, change.
- 4. Empathy for Personal Suffering:** The details of Luigi's personal suffering, particularly his chronic pain and the insurance denial for necessary treatment, evoke strong empathy. Participants often narrate their own or known experiences with healthcare denials, amplifying their sympathy towards him.
- 5. Perception of Luigi as a Symbol:** For some, Luigi symbolizes the struggle against the healthcare system's injustices. His actions, though controversial, are viewed by these participants as an effort to initiate change, making him a figure of hope or even a martyr in the eyes of those desperately seeking reform.

### Societal Reflection

The widespread sympathy for Luigi underscores a collective yearning for healthcare reform and highlights deep-seated grievances against the insurance industry. It reflects a broader societal critique, with Luigi's story serving as a catalyst for discussions on healthcare, justice, and the moral obligations of those in power.

**Among people said they  
were supportive or very  
supportive of Mangione's  
decision to murder  
Thompson**

## Reasons his supporters sympathize with him





**Could you elaborate on the specific elements or details about him or his situation that contribute to this feeling?**

### **Relatability**

Although him and I have different walks of life, he reminds me of people like me and people I know. He seems like a normal, regular guy. He is wealthy, but he "took one for the team", so to speak, to help others.



**23 year old White man, Democrat**

### **Systemic Injustice**

He seemed like a good person before all of this and smart. I think he and lots of people are mad at ceo billionaires who put profits above people and in turn those people die. I have just heard about so many people dying because they are being denied coverage. Just the ceo that was shot was earning more for the company than ever before



**33 year old White woman, Republican**



**Could you elaborate on the specific elements or details about him or his situation that contribute to this feeling?**

### **Luigi as a symbol**

He's quite literally fighting for people like me and that's a good thing. I haven't cheered for someone like this since Bernie Sanders was running for president. "Eat the rich" as the kids say.



**31 year old Asian man, Democrat**

### **Luigi as a symbol**

He took on the system and gave his life for it. His actions may shape the future of the healthcare system since the country is clearly reacting in his favor. Could this start a revolution? He is a hero. As a former chronic pain sufferer I also feel for him with his back injury.



**35 year old White woman, Unknown party**

### **Desperation and Action**

I see his rage and anger, it is just. He truly wants to show the world that insurance needs to be changed, and he wants to do it by sending home a message. He did not do the best thing but it surely will wake up this world.



**25 year old Latino man, Republican**

Why do people  
support his  
decision?



# What are the reasons people support Mangione's decision to kill Brian Thompson?

## 🔗 AI-Generated Analysis

The analysis of qualitative data reveals a strong theme of systemic frustration and perceived injustice within the healthcare system, leading individuals to support Mangione's extreme action. Participants largely view the healthcare system as corrupt, profit-driven, and fundamentally broken, contributing to undue suffering and financial ruin for many. The decision to kill Brian Thompson, a symbolic figure of healthcare corporate greed, is seen not merely as an act of revenge but as a desperate call for systemic change.

### Themes Identified

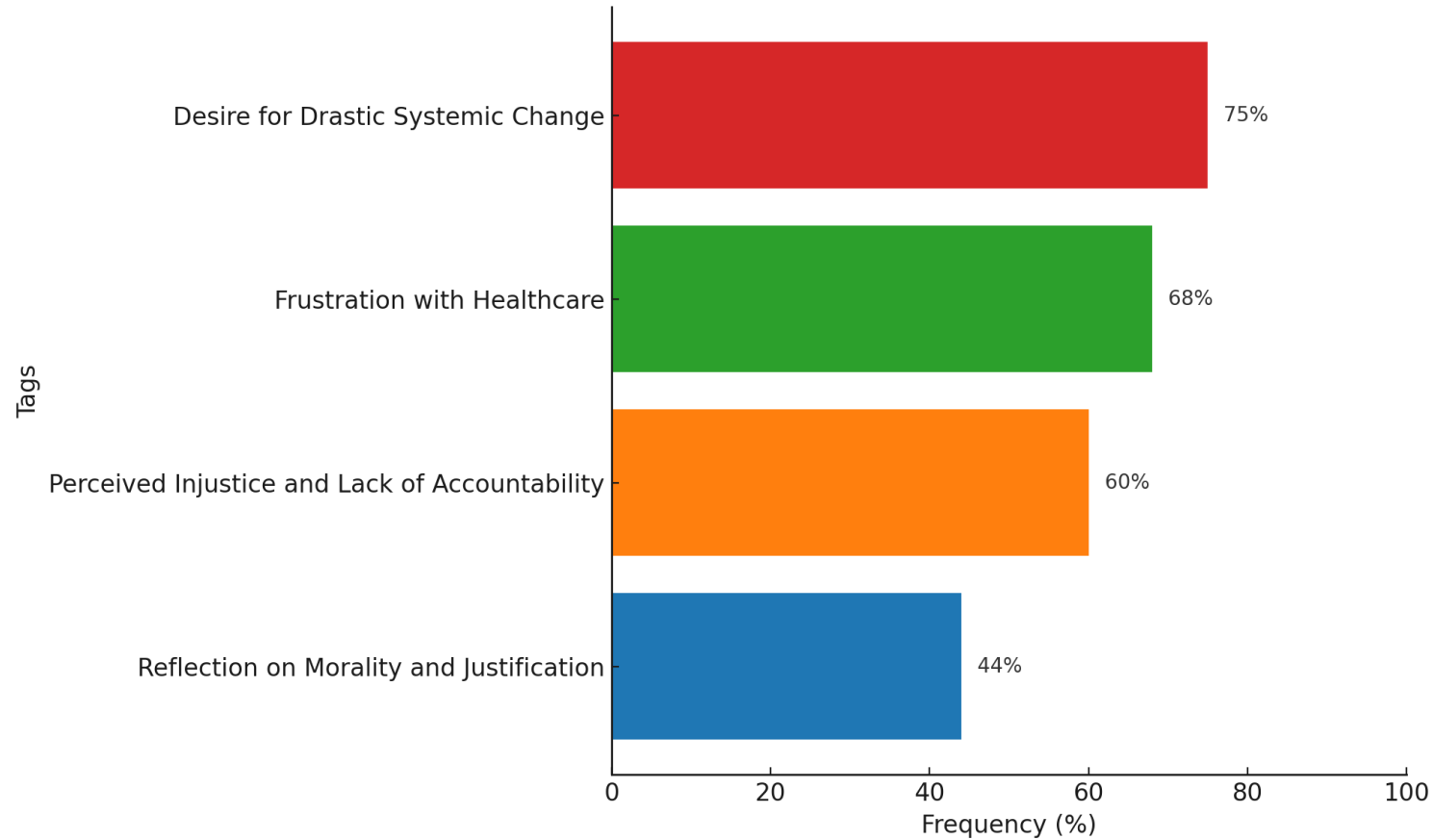
- 1. Systemic Frustration with Healthcare:** Participants express deep frustration with aspects of the healthcare system including the denial of claims, high costs of medication and treatment, and perceived corporate greed.
- 2. Perceived Injustice and Lack of Accountability:** There is a consensus that the healthcare system's structure allows significant injustice, with insurance companies prioritizing profit over people's lives. This perceived injustice fuels support for Mangione's action as a form of vigilante retribution.
- 3. Desire for Drastic Systemic Change:** Supporters of Mangione's actions articulate a desire for radical change. The extreme action is seen as a necessary evil, a catalyst for dialogue and potential restructuring of the healthcare system to prioritize access and fairness over profit.
- 4. Reflection on Morality and Justification:** While grappling with the morality of Mangione's actions, participants often conclude that the extreme measure, while not ideal, is understandable and justified given the systemic failures and perceived iniquities.

### Conclusion

This analysis highlights a significant societal discontent with the healthcare system, where the extreme actions of Mangione are seen as a desperate but understandable reaction to systemic oppression and corruption. The prevailing support for such drastic measures underscores an urgent call for reform, seeking a healthcare system that is equitable, just, and devoid of profit-driven motives that compromise patient care.

**Among people said they  
were supportive or very  
supportive of Mangione's  
decision to murder  
Thompson**

## Reasons for Support





**Can you please expand on why you feel supportive of Mangione's action?**

### **Frustration with healthcare/Desire for Drastic Systemic Change**

The sheer amount of death and destruction wrought by UnitedHealth, and the rich profits that people like its CEO have generated as a result, is abhorrent. Sometimes, violence is a necessary element of liberatory political projects. The ruling class must reap what they sow to force change. It has been the case throughout history. Similarly, those living under the boot of dispossession and oppression, in a number of means, are entitled to fight back. Mangione was not really apart of the common masses, but he did carry their mantle.



**25 year old Black woman, Unknown party**

### **Desire for Drastic Systemic Change/Perceived Injustice and Lack of Accountability/Frustration with Healthcare**

Yes, I think someone who makes their living off the suffering of others should be held to account, and it's clear that politicians or the justice system were never going to do it...I think private companies being in charge of healthcare is the issue. The fact that they have profit motives will always incentivize them to delay coverage and deny claims. The only way to fix it is to have Government-run healthcare across the board



**29 year old White man, Democrat**

What aspects of the  
healthcare system  
make people  
sympathetic?

## Analysis Report on Healthcare Themes and Their Influence

The qualitative data gathered through interviews significantly underscores **frustrations with the U.S. healthcare system** as a recurring theme. Participants voiced concerns regarding the **profit-driven nature of healthcare, high costs, lack of accessibility**, and **insurance companies prioritizing profit over patient care**. Multiple anecdotes and personal experiences highlight a widespread sentiment that the healthcare system is **exploitative, predatory**, and insensitive to patient needs.

### Key Themes Identified:

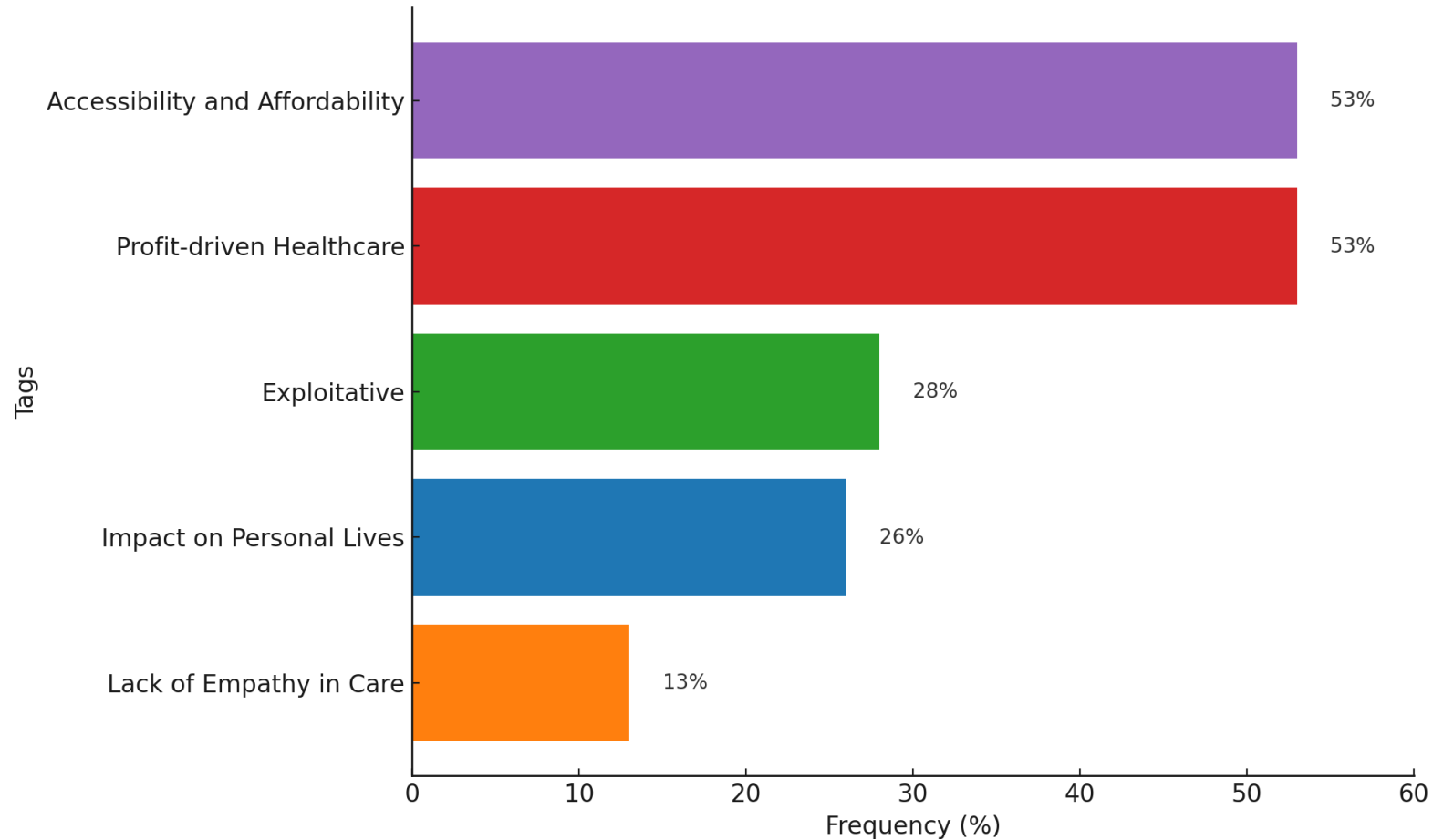
- **Profit-driven Healthcare:** Many participants expressed disillusionment with how healthcare companies prioritize profits, often at the expense of patient care. This perception fuels a negative view of the healthcare system and those who represent it.
- **Accessibility and Affordability:** High costs and insurance complexities make healthcare inaccessible for many. Stories of denied claims and high out-of-pocket expenses illustrate deep systemic issues.
- **Lack of Empathy in Care:** Experiences shared by participants pointed to a perceived lack of empathy towards patients within the healthcare system. This includes instances where insurance providers denied essential treatments, leading to severe health and financial consequences.
- **Impact on Personal Lives:** Personal stories of dealing with medical debt, fighting for claim approvals, and the fear of medical emergencies further elucidate the daily challenges and frustrations many face with the U.S. healthcare system.
- **Systemic Overhaul Calls:** The analysis indicates a strong call among participants for significant reforms towards a more accessible, affordable, and patient-focused healthcare system. Suggestions include the implementation of universal healthcare and increased regulation of healthcare insurance companies.

### Conclusion:

The collected data paints a vivid picture of a healthcare system in crisis, as seen through the eyes of the participants. Their views are shaped by personal experiences and observations of systemic failings, leading to a widespread desire for reform. While the specific case of Luigi Mangione's actions brings these issues into sharp relief, it is clear that broader societal discontent with the state of healthcare in the U.S. is a significant factor influencing public opinion.

Among people said they  
were supportive or very  
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Thompson

# Problems with Healthcare System







**Does the state of healthcare in the US influence your view of the situation?**

### **Profit-driven healthcare/Exploitive**

A for-profit healthcare system is revolting. It's disgusting and it shouldn't be this way. It represents capitalism at its very worst. It doesn't need to be this way. But wealthy capitalists want it this way and so it is. Quality healthcare should be a basic human right by virtue of being born on this planet. There is so much suffering because of the for-profit system...

#### **Impact on Personal Lives**

I am uninsured. I also don't qualify for medicaid or medicare. I'm 60 and I've been unemployed since the Covid lockdowns of 2020. I have medical issues that I can't have taken care of because of this system. So I suffer daily. This is my frustration.



**60 year old White man, Independent**

### **Accessibility and Affordability/Profit-driven Healthcare/Exploitative**

Yes, the state of healthcare is horrible in this country. Citizens have to commit crimes just to afford insulin. Healthcare prices are inflated to astronomical levels. Families have to go in debt just so a family member can survive.

#### **Impact on Personal Lives**

Both of my parents died in their 40's to health conditions that could have been managed better if they were rich. But they weren't rich, and now they're dead.



**35 year old White man, Democrat**



**Does the state of healthcare in the US influence your view of the situation? Can you elaborate on this?**

### **Profit-driven healthcare/Exploitive**

Yes, the state of US Healthcare is a capitalist hellhole. People are dying unnecessarily because greedy subhumans like Brian Thompson are so busy hoovering up money to shove up their rear ends. Universal healthcare is already a standard in most countries on earth, and every country that we can consider a peer. Who doesn't have it? America. More greedy, evil, sniveling CEOs like Brian Thompsons need to die like dogs in the gutter.



**32 year old White woman, Democrat**

### **Lack of Empathy/Exploitive**

Absolutely. The way insurers treat their customers should be considered criminal. They claim to provide a service and then they refuse to provide that service.

### **Impact on Personal Lives**

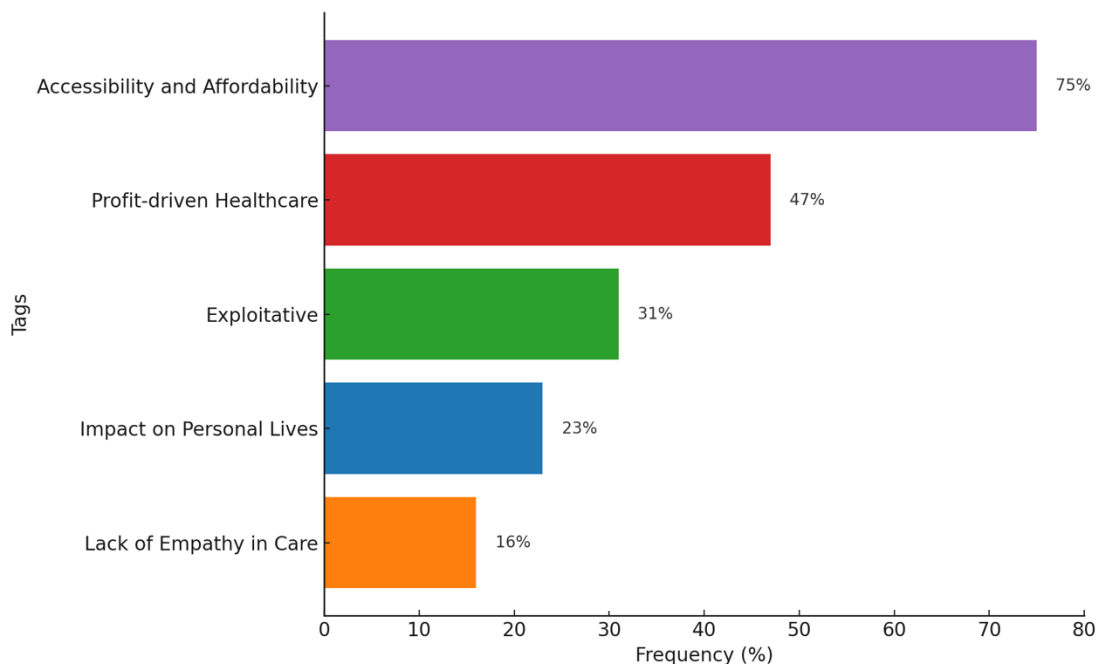
I am currently dealing with a situation where my child needs a medication and the insurance is refusing to pay for it despite the fact that it is a covered drug on my plan



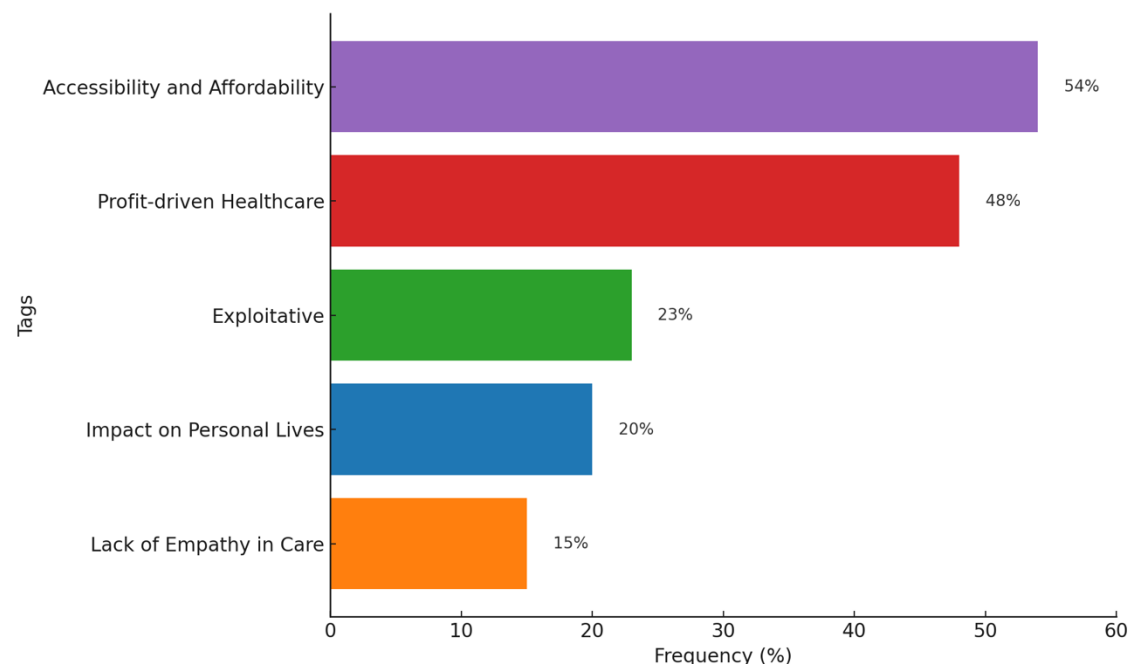
**40 year old White man, Democrat**

Regardless of their support for Mangione, young and old participants express similar frustrations with the healthcare system influencing their perspective of this case

18-29 year olds

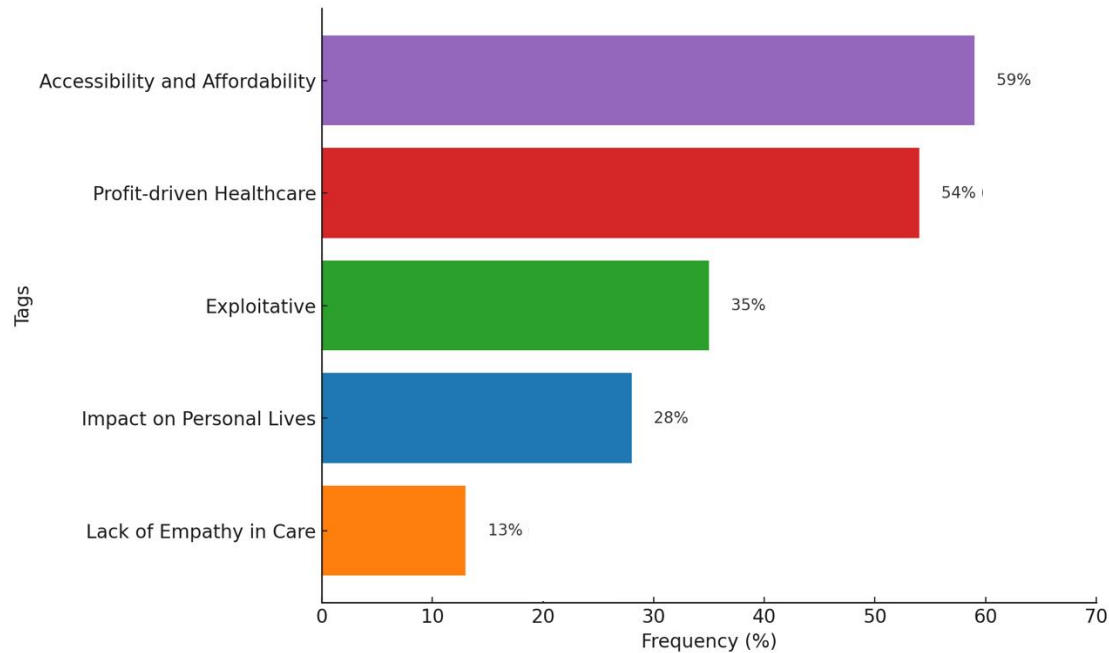


50+ year olds

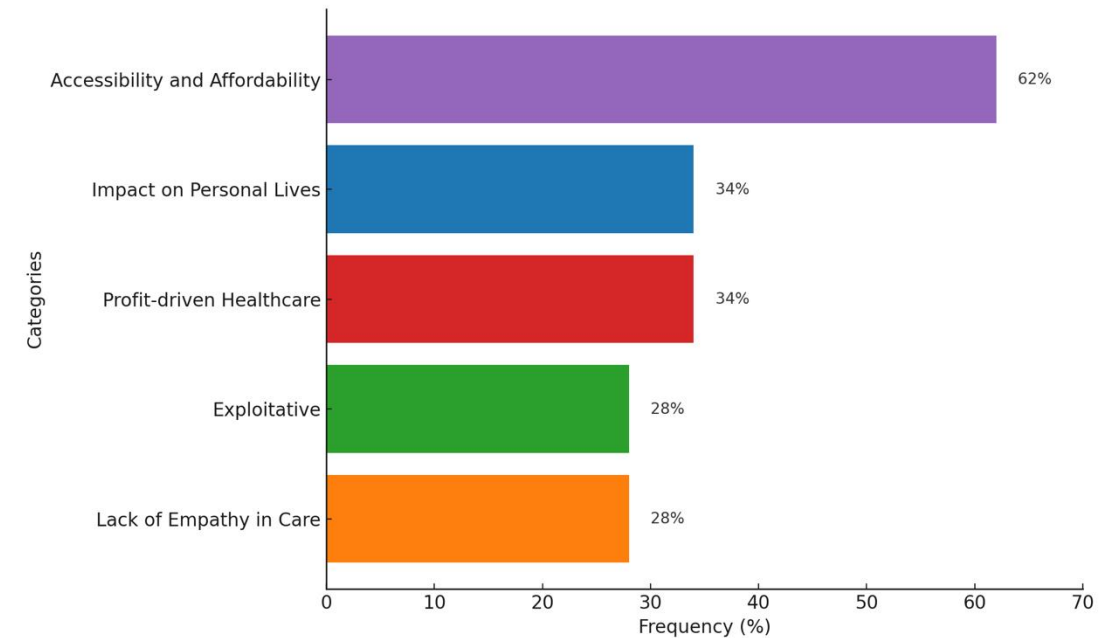


Regardless of their support for Mangione, very liberal and very conservative participants express similar frustrations with the healthcare system influencing their perspective of this case

### Liberals



### Conservatives





## Summary

- A large percentage of people in the US are sympathetic towards Luigi Mangione
- A smaller, but still surprisingly sizeable, percentage of people in the US support Mangione's decision to murder Brian Thompson, former-CEO of UnitedHealthcare
- People who fit into this #FreeLuigi group tend to be younger and more liberal
  - They sympathize with Mangione because they can relate to his situation and see the need for systemic changes in the healthcare system within the US
  - They support his decision to murder Thompson because they also desire drastic systemic change, are very frustrated with the healthcare system, and don't think healthcare companies have any accountability
  - Therefore, they feel that this immoral act is justified
- Regardless of their level of support for Mangione's actions, many people have personal experiences with the healthcare system that have shaped their view of this case

# Contact us for more information



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- [What is the Deciding Factor for Undecided Voters? A View from the Left, Right, and Center \(CBS\)](#)
- [A.I. poll reveals why most voters think Harris won the debate \(CBS\)](#)

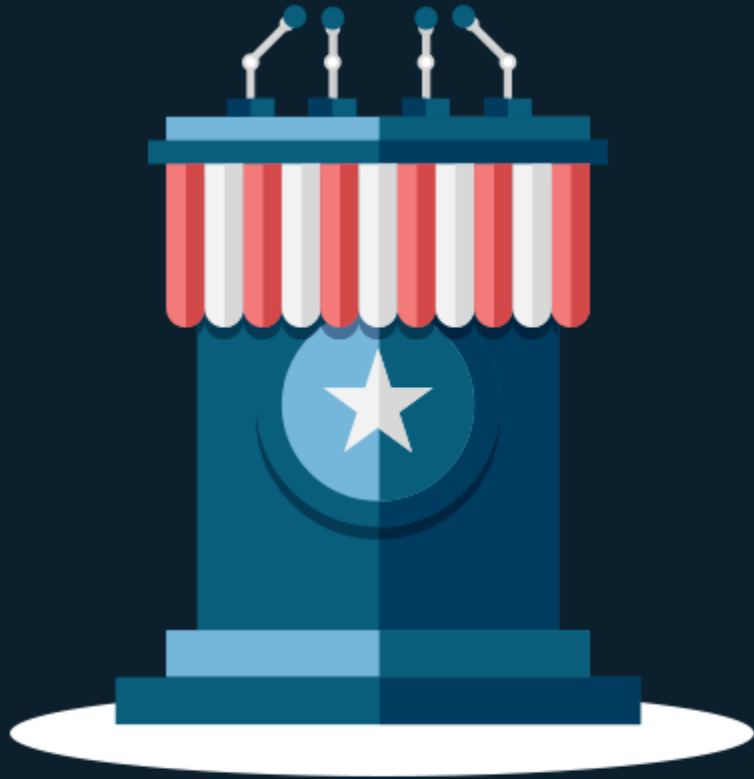
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- [Double Haters May Decide the Presidency \(cloudresearch.com\)](#)





# Thank You

Do you have questions or have interest to learn more about how **AI qualitative in-depth interviews** can do for your research, please reach out.

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