

YouGov Survey: Horror Movies



Sample 2136 U.S. adult citizens
 Conducted October 7 - 12, 2025
 Margin of Error $\pm 2.9\%$

1. Do you ever watch horror movies?

Yes	67%
No	33%
Not sure	1%

2. Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 30 of the 50 movies

	Yes	No
The Exorcist	69%	31%
The Silence of the Lambs	67%	33%
Halloween	65%	35%
Frankenstein	66%	34%
Friday the 13th	65%	35%
The Shining	63%	37%
Dracula	64%	36%
Psycho	61%	39%
Poltergeist	61%	39%
Alien	63%	37%
A Nightmare on Elm Street	63%	37%
Scream	58%	42%
Carrie	62%	38%
It	56%	44%
Child's Play / Chucky	57%	43%
The Birds	57%	43%
The Texas Chainsaw Massacre	54%	46%
The Amityville Horror	51%	49%
The Blair Witch Project	51%	49%
Final Destination	52%	48%
Misery	49%	51%
Pet Sematary	51%	49%
Saw	48%	52%
The Omen	48%	52%
I Know What You Did Last Summer	53%	47%
The Purge	48%	52%
The Thing	48%	52%
The Ring	46%	54%
The Conjuring	45%	55%
Jeepers Creepers	45%	55%

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The Invisible Man	48%	52%
The Fly	46%	54%
Dawn of the Dead	45%	55%
American Psycho	44%	56%
Rosemary's Baby	44%	56%
Resident Evil	44%	56%
The Cabin in the Woods	41%	59%
Candyman	44%	56%
A Quiet Place	41%	59%
An American Werewolf in London	40%	60%
Paranormal Activity	41%	59%
The Hills Have Eyes	39%	61%
Annabelle	36%	64%
The Wolfman	36%	64%
The Evil Dead	35%	65%
28 Days Later	35%	65%
The Grudge	33%	67%
Get Out	34%	66%
Insidious	30%	70%
Sinners	23%	77%

3. What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Love it	Like it	Dislike it	Hate it	Not sure
The Silence of the Lambs	42%	43%	9%	3%	3%
The Shining	40%	45%	9%	2%	3%
Halloween	36%	46%	11%	3%	4%
Alien	36%	47%	10%	2%	5%
Final Destination	38%	43%	10%	4%	4%
Misery	39%	47%	8%	2%	4%
Friday the 13th	31%	46%	14%	3%	6%
The Exorcist	29%	48%	12%	6%	5%
A Nightmare on Elm Street	33%	47%	12%	3%	5%
It	32%	48%	12%	3%	5%
Carrie	31%	49%	13%	2%	6%
Psycho	30%	51%	12%	2%	5%
Poltergeist	30%	53%	9%	3%	6%
Scream	31%	48%	13%	3%	5%
The Birds	31%	52%	8%	2%	7%
Dracula	28%	54%	8%	3%	7%

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Frankenstein	25%	57%	11%	1%	6%
The Conjuring	35%	45%	11%	3%	6%
Pet Sematary	29%	48%	15%	2%	6%
Child's Play / Chucky	26%	45%	19%	7%	3%
The Texas Chainsaw Massacre	27%	43%	16%	8%	6%
Resident Evil	32%	48%	11%	2%	8%
The Omen	28%	51%	14%	2%	6%
Get Out	41%	44%	10%	2%	3%
The Thing	28%	47%	12%	3%	10%
American Psycho	29%	51%	13%	1%	5%
The Amityville Horror	24%	57%	10%	3%	5%
Candyman	31%	47%	14%	3%	6%
A Quiet Place	31%	55%	9%	2%	3%
Saw	25%	49%	15%	7%	4%
28 Days Later	37%	48%	11%	1%	4%
Jeepers Creepers	27%	48%	16%	4%	6%
Dawn of the Dead	27%	51%	13%	2%	7%
Annabelle	34%	42%	17%	3%	4%
The Ring	26%	46%	18%	3%	7%
The Purge	25%	51%	16%	4%	4%
The Cabin in the Woods	28%	54%	11%	2%	6%
An American Werewolf in London	28%	50%	14%	2%	6%
The Fly	25%	51%	16%	3%	6%
Insidious	37%	43%	8%	5%	7%
The Evil Dead	32%	51%	10%	1%	6%
Sinners	45%	36%	12%	3%	4%
I Know What You Did Last Summer	22%	54%	16%	3%	6%
The Blair Witch Project	19%	41%	23%	9%	8%
Paranormal Activity	25%	53%	12%	5%	5%
Rosemary's Baby	23%	50%	17%	3%	7%
The Invisible Man	22%	56%	13%	2%	7%
The Wolfman	24%	55%	11%	3%	8%
The Hills Have Eyes	21%	53%	16%	3%	6%
The Grudge	25%	50%	15%	3%	7%

YouGov Survey: Horror Movies



Interviewing Dates	October 7 - 11, 2025 October 8 - 12, 2025
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.051 to 6.589, with a mean of one and a standard deviation of 0.908.
Number of respondents	2136
Margin of error	± 2.9% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	89 questions not reported.

YouGov Survey: Horror Movies

October 7 - 12, 2025 - 2136 U.S. adult citizens



1. Ever Watch Horror

Do you ever watch horror movies?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	67%	73%	61%	78%	76%	66%	46%	64%	65%	80%	75%
No	33%	27%	38%	22%	22%	33%	52%	36%	33%	18%	24%
Not sure	1%	1%	1%	0%	1%	1%	1%	0%	1%	2%	2%
Totals	101%	101%	100%	100%	99%	100%	99%	100%	99%	100%	101%
Unweighted N	(2,136)	(965)	(1,171)	(474)	(596)	(627)	(439)	(1,418)	(275)	(300)	(143)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	67%	70%	70%	59%	66%	61%	69%	64%	68%	65%	68%	67%	66%
No	33%	29%	29%	40%	33%	37%	30%	36%	32%	35%	31%	32%	33%
Not sure	1%	1%	0%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%
Totals	101%	100%	99%	100%	100%	99%	100%	101%	101%	100%	100%	100%	100%
Unweighted N	(2,136)	(719)	(834)	(583)	(880)	(739)	(780)	(639)	(522)	(383)	(446)	(806)	(501)

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2A. Seen Horror Movies — The Exorcist

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 30 of the 50 movies

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	69%	74%	65%	52%	65%	78%	80%	70%	70%	74%	*
No	31%	26%	35%	48%	35%	22%	20%	30%	30%	26%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,268)	(584)	(684)	(287)	(347)	(366)	(268)	(844)	(180)	(164)	(80)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	69%	74%	66%	69%	74%	75%	73%	71%	67%	68%	70%	71%	67%
No	31%	26%	34%	31%	26%	25%	27%	29%	33%	32%	30%	29%	33%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,268)	(437)	(499)	(332)	(528)	(422)	(472)	(373)	(311)	(233)	(271)	(470)	(294)

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2B. Seen Horror Movies — The Silence of the Lambs

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 30 of the 50 movies

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	67%	68%	66%	36%	66%	83%	73%	70%	58%	58%	*
No	33%	32%	34%	64%	34%	17%	27%	30%	42%	42%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,252)	(566)	(686)	(270)	(355)	(377)	(250)	(821)	(171)	(175)	(85)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	67%	67%	64%	70%	74%	68%	69%	68%	70%	63%	73%	64%	68%
No	33%	33%	36%	30%	26%	32%	31%	32%	30%	37%	27%	36%	32%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,252)	(423)	(496)	(333)	(522)	(422)	(452)	(384)	(305)	(216)	(274)	(469)	(293)

2C. Seen Horror Movies — Halloween

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 30 of the 50 movies

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	65%	70%	60%	53%	73%	78%	51%	63%	72%	80%	*
No	35%	30%	40%	47%	27%	22%	49%	37%	28%	20%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,277)	(578)	(699)	(276)	(364)	(359)	(278)	(852)	(167)	(179)	(79)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	65%	65%	69%	60%	64%	67%	68%	60%	70%	71%	68%	65%	59%
No	35%	35%	31%	40%	36%	33%	32%	40%	30%	29%	32%	35%	41%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,277)	(432)	(495)	(350)	(511)	(440)	(475)	(389)	(297)	(215)	(282)	(472)	(308)

2D. Seen Horror Movies — Frankenstein

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 30 of the 50 movies

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	66%	70%	62%	51%	55%	75%	78%	66%	62%	65%	*
No	34%	30%	38%	49%	45%	25%	22%	34%	38%	35%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,278)	(577)	(701)	(282)	(353)	(387)	(256)	(858)	(159)	(173)	(88)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	66%	70%	64%	64%	71%	72%	66%	63%	70%	68%	68%	64%	66%
No	34%	30%	36%	36%	29%	28%	34%	37%	30%	32%	32%	36%	34%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,278)	(430)	(504)	(344)	(525)	(436)	(467)	(391)	(300)	(236)	(270)	(477)	(295)

2E. Seen Horror Movies — Friday the 13th

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 30 of the 50 movies

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	65%	70%	60%	55%	66%	79%	53%	63%	78%	80%	*
No	35%	30%	40%	45%	34%	21%	47%	37%	22%	20%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,282)	(573)	(709)	(300)	(358)	(366)	(258)	(852)	(173)	(171)	(86)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	65%	69%	65%	62%	64%	65%	73%	57%	64%	60%	61%	70%	65%
No	35%	31%	35%	38%	36%	35%	27%	43%	36%	40%	39%	30%	35%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,282)	(428)	(510)	(344)	(523)	(441)	(460)	(381)	(315)	(221)	(279)	(479)	(303)

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2F. Seen Horror Movies — The Shining

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 30 of the 50 movies

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	63%	65%	61%	48%	53%	78%	66%	68%	52%	52%	*
No	37%	35%	39%	52%	47%	22%	34%	32%	48%	48%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,285)	(579)	(706)	(295)	(348)	(389)	(253)	(857)	(154)	(187)	(87)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	63%	68%	62%	60%	72%	61%	61%	61%	66%	61%	69%	61%	62%
No	37%	32%	38%	40%	28%	39%	39%	39%	34%	39%	31%	39%	38%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,285)	(419)	(535)	(331)	(524)	(439)	(478)	(369)	(321)	(222)	(268)	(503)	(292)

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2G. Seen Horror Movies — Dracula

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 30 of the 50 movies

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	64%	69%	58%	40%	61%	74%	72%	65%	57%	71%	*
No	36%	31%	42%	60%	39%	26%	28%	35%	43%	29%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,238)	(563)	(675)	(265)	(352)	(348)	(273)	(830)	(154)	(165)	(89)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	64%	68%	60%	63%	68%	68%	67%	55%	72%	63%	67%	63%	62%
No	36%	32%	40%	37%	32%	32%	33%	45%	28%	37%	33%	37%	38%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,238)	(412)	(490)	(336)	(509)	(431)	(448)	(358)	(318)	(216)	(247)	(465)	(310)

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2H. Seen Horror Movies — Psycho

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 30 of the 50 movies

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	61%	65%	58%	31%	55%	75%	75%	63%	55%	63%	*
No	39%	35%	42%	69%	45%	25%	25%	37%	45%	37%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,282)	(583)	(699)	(283)	(346)	(387)	(266)	(857)	(163)	(172)	(90)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	61%	65%	60%	59%	70%	66%	62%	61%	66%	61%	61%	61%	63%
No	39%	35%	40%	41%	30%	34%	38%	39%	34%	39%	39%	39%	37%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,282)	(430)	(496)	(356)	(541)	(431)	(474)	(382)	(306)	(210)	(289)	(493)	(290)

2I. Seen Horror Movies — Poltergeist

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 30 of the 50 movies

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	61%	62%	60%	33%	47%	83%	64%	64%	54%	51%	*
No	39%	38%	40%	67%	53%	17%	36%	36%	46%	49%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,265)	(571)	(694)	(275)	(355)	(387)	(248)	(842)	(172)	(167)	(84)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	61%	62%	57%	63%	64%	63%	63%	60%	58%	55%	63%	63%	59%
No	39%	38%	43%	37%	36%	37%	37%	40%	42%	45%	37%	37%	41%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,265)	(436)	(487)	(342)	(543)	(417)	(474)	(388)	(305)	(228)	(271)	(462)	(304)

2J. Seen Horror Movies — Alien

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 30 of the 50 movies

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	63%	71%	56%	46%	62%	74%	64%	63%	55%	69%	*
No	37%	29%	44%	54%	38%	26%	36%	37%	45%	31%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,235)	(517)	(718)	(284)	(339)	(355)	(257)	(824)	(151)	(178)	(82)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	63%	64%	63%	61%	67%	67%	60%	63%	66%	63%	66%	60%	64%
No	37%	36%	37%	39%	33%	33%	40%	37%	34%	37%	34%	40%	36%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,235)	(412)	(475)	(348)	(500)	(423)	(442)	(368)	(310)	(226)	(253)	(457)	(299)

2K. Seen Horror Movies — A Nightmare on Elm Street

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 30 of the 50 movies

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	63%	66%	61%	49%	65%	83%	46%	60%	75%	71%	*
No	37%	34%	39%	51%	35%	17%	54%	40%	25%	29%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,260)	(564)	(696)	(297)	(363)	(356)	(244)	(820)	(165)	(186)	(89)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	63%	65%	64%	61%	62%	65%	68%	58%	66%	60%	61%	67%	61%
No	37%	35%	36%	39%	38%	35%	32%	42%	34%	40%	39%	33%	39%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,260)	(440)	(471)	(349)	(529)	(445)	(439)	(384)	(324)	(222)	(252)	(504)	(282)

2L. Seen Horror Movies — Scream

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 30 of the 50 movies

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	58%	62%	55%	57%	73%	66%	31%	55%	66%	72%	*
No	42%	38%	45%	43%	27%	34%	69%	45%	34%	28%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,312)	(577)	(735)	(293)	(380)	(373)	(266)	(865)	(166)	(194)	(87)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	58%	61%	62%	51%	59%	54%	61%	54%	61%	60%	50%	62%	58%
No	42%	39%	38%	49%	41%	46%	39%	46%	39%	40%	50%	38%	42%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,312)	(441)	(511)	(360)	(540)	(451)	(472)	(394)	(331)	(232)	(275)	(508)	(297)

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2M. Seen Horror Movies — Carrie

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 30 of the 50 movies

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	62%	56%	67%	36%	57%	80%	63%	62%	59%	70%	*
No	38%	44%	33%	64%	43%	20%	37%	38%	41%	30%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,266)	(581)	(685)	(293)	(370)	(368)	(235)	(823)	(169)	(184)	(90)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	62%	61%	63%	60%	64%	63%	67%	57%	56%	56%	65%	65%	57%
No	38%	39%	37%	40%	36%	37%	33%	43%	44%	44%	35%	35%	43%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,266)	(437)	(475)	(354)	(513)	(443)	(451)	(385)	(316)	(227)	(260)	(474)	(305)

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2N. Seen Horror Movies — It

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 30 of the 50 movies

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	56%	59%	52%	60%	62%	63%	34%	55%	49%	70%	*
No	44%	41%	48%	40%	38%	37%	66%	45%	51%	30%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,301)	(580)	(721)	(284)	(339)	(404)	(274)	(880)	(170)	(168)	(83)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	56%	60%	52%	55%	51%	53%	60%	55%	49%	54%	54%	58%	54%
No	44%	40%	48%	45%	49%	47%	40%	45%	51%	46%	46%	42%	46%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,301)	(420)	(511)	(370)	(513)	(471)	(479)	(387)	(318)	(216)	(283)	(487)	(315)

20. Seen Horror Movies — Child's Play / Chucky

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 30 of the 50 movies

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	57%	57%	58%	53%	69%	71%	31%	52%	71%	72%	*
No	43%	43%	42%	47%	31%	29%	69%	48%	29%	28%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,287)	(586)	(701)	(285)	(359)	(369)	(274)	(859)	(163)	(183)	(82)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	57%	59%	60%	53%	52%	54%	61%	58%	54%	60%	51%	61%	57%
No	43%	41%	40%	47%	48%	46%	39%	42%	46%	40%	49%	39%	43%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,287)	(421)	(506)	(360)	(526)	(453)	(481)	(383)	(297)	(230)	(277)	(471)	(309)

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2P. Seen Horror Movies — The Birds

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 30 of the 50 movies

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	57%	58%	55%	18%	46%	70%	87%	63%	42%	52%	*
No	43%	42%	45%	82%	54%	30%	13%	37%	58%	48%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,274)	(584)	(690)	(286)	(353)	(370)	(265)	(837)	(164)	(182)	(91)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	57%	60%	51%	60%	66%	66%	54%	60%	56%	56%	61%	58%	51%
No	43%	40%	49%	40%	34%	34%	46%	40%	44%	44%	39%	42%	49%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,274)	(427)	(512)	(335)	(516)	(431)	(463)	(381)	(303)	(220)	(265)	(460)	(329)

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2Q. Seen Horror Movies — The Texas Chainsaw Massacre

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 30 of the 50 movies

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	54%	59%	50%	52%	58%	64%	37%	52%	61%	62%	*
No	46%	41%	50%	48%	42%	36%	63%	48%	39%	38%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,253)	(560)	(693)	(276)	(362)	(366)	(249)	(819)	(166)	(183)	(85)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	54%	54%	52%	56%	47%	55%	57%	51%	53%	57%	58%	54%	47%
No	46%	46%	48%	44%	53%	45%	43%	49%	47%	43%	42%	46%	53%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,253)	(419)	(501)	(333)	(509)	(416)	(461)	(388)	(291)	(219)	(270)	(478)	(286)

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2R. Seen Horror Movies — The Amityville Horror

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 30 of the 50 movies

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	51%	52%	50%	25%	41%	73%	53%	54%	46%	52%	*
No	49%	48%	50%	75%	59%	27%	47%	46%	54%	48%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,297)	(595)	(702)	(284)	(359)	(383)	(271)	(853)	(173)	(182)	(89)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	51%	51%	47%	55%	54%	54%	55%	49%	50%	54%	51%	53%	44%
No	49%	49%	53%	45%	46%	46%	45%	51%	50%	46%	49%	47%	56%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,297)	(404)	(532)	(361)	(507)	(460)	(485)	(371)	(322)	(223)	(289)	(500)	(285)

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2S. Seen Horror Movies — The Blair Witch Project

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 30 of the 50 movies

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	51%	56%	47%	35%	55%	64%	43%	52%	44%	65%	*
No	49%	44%	53%	65%	45%	36%	57%	48%	56%	35%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,307)	(606)	(701)	(303)	(364)	(392)	(248)	(880)	(165)	(184)	(78)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	51%	51%	54%	49%	55%	51%	54%	49%	52%	52%	49%	52%	52%
No	49%	49%	46%	51%	45%	49%	46%	51%	48%	48%	51%	48%	48%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,307)	(432)	(501)	(374)	(521)	(451)	(489)	(380)	(321)	(230)	(276)	(487)	(314)

2T. Seen Horror Movies — Final Destination

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 30 of the 50 movies

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	52%	57%	48%	61%	70%	52%	27%	47%	63%	69%	*
No	48%	43%	52%	39%	30%	48%	73%	53%	37%	31%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,290)	(586)	(704)	(301)	(346)	(371)	(272)	(860)	(163)	(180)	(87)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	52%	57%	55%	46%	49%	47%	55%	49%	52%	57%	45%	56%	51%
No	48%	43%	45%	54%	51%	53%	45%	51%	48%	43%	55%	44%	49%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,290)	(432)	(492)	(366)	(515)	(466)	(468)	(381)	(320)	(226)	(274)	(500)	(290)

2U. Seen Horror Movies — Misery

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 30 of the 50 movies

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	49%	49%	48%	21%	45%	70%	48%	50%	47%	44%	*
No	51%	51%	52%	79%	55%	30%	52%	50%	53%	56%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,314)	(589)	(725)	(289)	(360)	(385)	(280)	(856)	(175)	(195)	(88)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	49%	52%	45%	50%	54%	54%	50%	47%	49%	45%	53%	50%	45%
No	51%	48%	55%	50%	46%	46%	50%	53%	51%	55%	47%	50%	55%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,314)	(467)	(495)	(352)	(555)	(433)	(488)	(403)	(296)	(235)	(266)	(498)	(315)

2V. Seen Horror Movies — Pet Sematary

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 30 of the 50 movies

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	51%	54%	47%	22%	50%	73%	45%	52%	55%	50%	*
No	49%	46%	53%	78%	50%	27%	55%	48%	45%	50%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,258)	(591)	(667)	(284)	(351)	(365)	(258)	(854)	(155)	(165)	(84)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	51%	49%	51%	52%	51%	55%	59%	47%	46%	50%	49%	53%	49%
No	49%	51%	49%	48%	49%	45%	41%	53%	54%	50%	51%	47%	51%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,258)	(432)	(480)	(346)	(510)	(451)	(456)	(371)	(318)	(228)	(278)	(465)	(287)

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2W. Seen Horror Movies — Saw

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 30 of the 50 movies

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	48%	55%	41%	53%	65%	52%	21%	44%	51%	65%	*
No	52%	45%	59%	47%	35%	48%	79%	56%	49%	35%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,314)	(600)	(714)	(279)	(362)	(390)	(283)	(861)	(183)	(188)	(82)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	48%	50%	50%	44%	44%	45%	54%	49%	45%	47%	42%	55%	44%
No	52%	50%	50%	56%	56%	55%	46%	51%	55%	53%	58%	45%	56%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,314)	(451)	(513)	(350)	(545)	(461)	(465)	(398)	(329)	(229)	(280)	(488)	(317)

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2X. Seen Horror Movies — The Omen

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 30 of the 50 movies

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	48%	54%	44%	23%	44%	62%	57%	49%	50%	54%	*
No	52%	46%	56%	77%	56%	38%	43%	51%	50%	46%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,277)	(564)	(713)	(284)	(358)	(365)	(270)	(865)	(148)	(186)	(78)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	48%	51%	49%	46%	50%	50%	54%	45%	45%	50%	46%	53%	43%
No	52%	49%	51%	54%	50%	50%	46%	55%	55%	50%	54%	47%	57%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,277)	(422)	(498)	(357)	(538)	(447)	(469)	(387)	(297)	(232)	(254)	(481)	(310)

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2Y. Seen Horror Movies — I Know What You Did Last Summer

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 30 of the 50 movies

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	53%	51%	54%	39%	67%	66%	36%	50%	64%	60%	*
No	47%	49%	46%	61%	33%	34%	64%	50%	36%	40%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,223)	(555)	(668)	(295)	(335)	(339)	(254)	(832)	(134)	(179)	(78)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	53%	55%	52%	53%	53%	54%	53%	56%	52%	58%	55%	53%	47%
No	47%	45%	48%	47%	47%	46%	47%	44%	48%	42%	45%	47%	53%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,223)	(414)	(485)	(324)	(504)	(420)	(435)	(366)	(310)	(226)	(241)	(468)	(288)

22. Seen Horror Movies — The Purge

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 30 of the 50 movies

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	48%	52%	44%	58%	60%	48%	22%	43%	58%	64%	*
No	52%	48%	56%	42%	40%	52%	78%	57%	42%	36%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,263)	(568)	(695)	(267)	(364)	(386)	(246)	(820)	(175)	(181)	(87)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	48%	46%	52%	43%	41%	43%	54%	36%	53%	56%	52%	45%	43%
No	52%	54%	48%	57%	59%	57%	46%	64%	47%	44%	48%	55%	57%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,263)	(419)	(499)	(345)	(514)	(429)	(448)	(376)	(315)	(221)	(243)	(481)	(318)

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2AA. Seen Horror Movies — The Thing

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 30 of the 50 movies

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	48%	59%	39%	33%	46%	56%	52%	50%	42%	50%	*
No	52%	41%	61%	67%	54%	44%	48%	50%	58%	50%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,263)	(564)	(699)	(266)	(345)	(381)	(271)	(852)	(148)	(178)	(85)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	48%	48%	48%	48%	49%	52%	50%	47%	49%	49%	46%	51%	45%
No	52%	52%	52%	52%	51%	48%	50%	53%	51%	51%	54%	49%	55%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,263)	(421)	(491)	(351)	(529)	(460)	(450)	(399)	(299)	(217)	(255)	(494)	(297)

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2AB. Seen Horror Movies — The Ring

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 30 of the 50 movies

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	46%	47%	45%	48%	66%	48%	21%	42%	43%	66%	*
No	54%	53%	55%	52%	34%	52%	79%	58%	57%	34%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,272)	(584)	(688)	(282)	(366)	(354)	(270)	(845)	(163)	(182)	(82)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	46%	47%	50%	42%	43%	43%	50%	46%	44%	46%	41%	49%	46%
No	54%	53%	50%	58%	57%	57%	50%	54%	56%	54%	59%	51%	54%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,272)	(444)	(468)	(360)	(526)	(444)	(469)	(367)	(324)	(230)	(259)	(474)	(309)

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2AC. Seen Horror Movies — The Conjuring

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 30 of the 50 movies

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	45%	48%	42%	63%	49%	46%	25%	43%	51%	58%	*
No	55%	52%	58%	37%	51%	54%	75%	57%	49%	42%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,312)	(589)	(723)	(290)	(354)	(394)	(274)	(872)	(173)	(180)	(87)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	45%	45%	47%	43%	40%	44%	50%	42%	43%	47%	41%	50%	42%
No	55%	55%	53%	57%	60%	56%	50%	58%	57%	53%	59%	50%	58%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,312)	(431)	(519)	(362)	(526)	(472)	(492)	(381)	(317)	(226)	(271)	(519)	(296)

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2AD. Seen Horror Movies — Jeepers Creepers

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 30 of the 50 movies

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	45%	51%	40%	35%	56%	54%	27%	41%	53%	59%	*
No	55%	49%	60%	65%	44%	46%	73%	59%	47%	41%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,304)	(570)	(734)	(293)	(378)	(378)	(255)	(853)	(171)	(200)	(80)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	45%	46%	45%	44%	39%	42%	56%	38%	35%	44%	40%	51%	41%
No	55%	54%	55%	56%	61%	58%	44%	62%	65%	56%	60%	49%	59%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,304)	(431)	(510)	(363)	(538)	(450)	(496)	(397)	(298)	(243)	(273)	(495)	(293)

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2AE. Seen Horror Movies — The Invisible Man

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 30 of the 50 movies

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	48%	55%	41%	32%	45%	51%	62%	45%	64%	56%	*
No	52%	45%	59%	68%	55%	49%	38%	55%	36%	44%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,259)	(547)	(712)	(274)	(367)	(370)	(248)	(846)	(154)	(173)	(86)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	48%	58%	46%	40%	54%	47%	48%	46%	49%	44%	49%	50%	44%
No	52%	42%	54%	60%	46%	53%	52%	54%	51%	56%	51%	50%	56%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,259)	(415)	(509)	(335)	(530)	(445)	(444)	(392)	(306)	(226)	(260)	(472)	(301)

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2AF. Seen Horror Movies — The Fly

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 30 of the 50 movies

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	46%	53%	40%	17%	31%	69%	60%	49%	45%	38%	*
No	54%	47%	60%	83%	69%	31%	40%	51%	55%	62%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,240)	(560)	(680)	(286)	(349)	(368)	(237)	(836)	(164)	(158)	(82)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	46%	42%	44%	54%	49%	58%	42%	49%	48%	44%	43%	48%	49%
No	54%	58%	56%	46%	51%	42%	58%	51%	52%	56%	57%	52%	51%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,240)	(427)	(482)	(331)	(526)	(409)	(439)	(381)	(300)	(222)	(265)	(466)	(287)

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2AG. Seen Horror Movies — Dawn of the Dead

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 30 of the 50 movies

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	45%	51%	39%	32%	56%	53%	35%	43%	48%	54%	*
No	55%	49%	61%	68%	44%	47%	65%	57%	52%	46%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,278)	(590)	(688)	(290)	(358)	(373)	(257)	(843)	(161)	(184)	(90)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	45%	50%	45%	40%	45%	48%	48%	41%	42%	49%	46%	42%	46%
No	55%	50%	55%	60%	55%	52%	52%	59%	58%	51%	54%	58%	54%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,278)	(422)	(529)	(327)	(520)	(438)	(474)	(376)	(321)	(233)	(266)	(487)	(292)

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2AH. Seen Horror Movies — American Psycho

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 30 of the 50 movies

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	44%	47%	41%	43%	52%	50%	26%	45%	38%	47%	*
No	56%	53%	59%	57%	48%	50%	74%	55%	62%	53%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,284)	(592)	(692)	(285)	(370)	(373)	(256)	(834)	(173)	(181)	(96)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	44%	46%	45%	41%	50%	44%	44%	43%	48%	48%	45%	45%	39%
No	56%	54%	55%	59%	50%	56%	56%	57%	52%	52%	55%	55%	61%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,284)	(429)	(500)	(355)	(520)	(452)	(479)	(376)	(310)	(223)	(272)	(484)	(305)

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2A1. Seen Horror Movies — Rosemary's Baby

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 30 of the 50 movies

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	44%	45%	43%	16%	34%	52%	68%	48%	34%	39%	*
No	56%	55%	57%	84%	66%	48%	32%	52%	66%	61%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,278)	(567)	(711)	(291)	(339)	(387)	(261)	(843)	(163)	(182)	(90)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	44%	53%	37%	43%	54%	43%	45%	44%	45%	46%	48%	41%	42%
No	56%	47%	63%	57%	46%	57%	55%	56%	55%	54%	52%	59%	58%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,278)	(431)	(494)	(353)	(537)	(436)	(462)	(387)	(316)	(239)	(281)	(466)	(292)

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2AJ. Seen Horror Movies — Resident Evil

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 30 of the 50 movies

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	44%	53%	35%	43%	60%	48%	22%	39%	48%	62%	*
No	56%	47%	65%	57%	40%	52%	78%	61%	52%	38%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,258)	(572)	(686)	(282)	(337)	(383)	(256)	(834)	(160)	(183)	(81)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	44%	44%	45%	42%	38%	44%	48%	42%	45%	50%	36%	44%	48%
No	56%	56%	55%	58%	62%	56%	52%	58%	55%	50%	64%	56%	52%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,258)	(428)	(488)	(342)	(531)	(433)	(466)	(380)	(300)	(228)	(258)	(464)	(308)

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2AK. Seen Horror Movies — The Cabin in the Woods

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 30 of the 50 movies

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	41%	44%	39%	36%	51%	48%	28%	41%	36%	55%	*
No	59%	56%	61%	64%	49%	52%	72%	59%	64%	45%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,282)	(584)	(698)	(277)	(350)	(365)	(290)	(837)	(170)	(191)	(84)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	41%	38%	43%	43%	39%	43%	46%	37%	39%	40%	42%	47%	33%
No	59%	62%	57%	57%	61%	57%	54%	63%	61%	60%	58%	53%	67%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,282)	(434)	(497)	(351)	(531)	(447)	(495)	(364)	(304)	(231)	(277)	(472)	(302)

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2AL. Seen Horror Movies — Candyman

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 30 of the 50 movies

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	44%	47%	41%	43%	49%	51%	29%	40%	60%	54%	*
No	56%	53%	59%	57%	51%	49%	71%	60%	40%	46%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,249)	(554)	(695)	(280)	(372)	(351)	(246)	(843)	(158)	(166)	(82)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	44%	48%	43%	41%	38%	40%	53%	38%	34%	43%	44%	47%	39%
No	56%	52%	57%	59%	62%	60%	47%	62%	66%	57%	56%	53%	61%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,249)	(398)	(506)	(345)	(502)	(444)	(472)	(352)	(301)	(209)	(248)	(489)	(303)

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2AM. Seen Horror Movies — A Quiet Place

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 30 of the 50 movies

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	41%	44%	38%	59%	48%	39%	19%	38%	39%	56%	*
No	59%	56%	62%	41%	52%	61%	81%	62%	61%	44%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,286)	(580)	(706)	(279)	(357)	(377)	(273)	(868)	(153)	(179)	(86)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	41%	45%	44%	32%	39%	37%	39%	37%	46%	49%	41%	40%	34%
No	59%	55%	56%	68%	61%	63%	61%	63%	54%	51%	59%	60%	66%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,286)	(425)	(526)	(335)	(531)	(447)	(472)	(382)	(320)	(239)	(262)	(487)	(298)

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2AN. Seen Horror Movies — An American Werewolf in London

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 30 of the 50 movies

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	40%	47%	33%	20%	34%	54%	44%	41%	30%	44%	*
No	60%	53%	67%	80%	66%	46%	56%	59%	70%	56%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,262)	(566)	(696)	(286)	(329)	(384)	(263)	(843)	(164)	(170)	(85)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	40%	40%	38%	41%	39%	49%	39%	38%	46%	35%	40%	43%	36%
No	60%	60%	62%	59%	61%	51%	61%	62%	54%	65%	60%	57%	64%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,262)	(430)	(484)	(348)	(529)	(430)	(446)	(379)	(320)	(245)	(253)	(468)	(296)

2AO. Seen Horror Movies — Paranormal Activity

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 30 of the 50 movies

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	41%	40%	41%	45%	52%	42%	22%	37%	43%	63%	*
No	59%	60%	59%	55%	48%	58%	78%	63%	57%	37%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,256)	(573)	(683)	(283)	(353)	(366)	(254)	(847)	(149)	(175)	(85)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	41%	39%	45%	38%	37%	39%	42%	41%	38%	44%	42%	44%	32%
No	59%	61%	55%	62%	63%	61%	58%	59%	62%	56%	58%	56%	68%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,256)	(425)	(500)	(331)	(516)	(431)	(470)	(397)	(285)	(226)	(274)	(458)	(298)

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2AP. Seen Horror Movies — The Hills Have Eyes

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 30 of the 50 movies

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	39%	42%	37%	24%	51%	46%	28%	37%	39%	51%	*
No	61%	58%	63%	76%	49%	54%	72%	63%	61%	49%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,257)	(572)	(685)	(257)	(378)	(372)	(250)	(819)	(167)	(187)	(84)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	39%	38%	38%	41%	33%	39%	48%	33%	36%	32%	37%	47%	35%
No	61%	62%	62%	59%	67%	61%	52%	67%	64%	68%	63%	53%	65%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,257)	(427)	(494)	(336)	(537)	(434)	(463)	(371)	(316)	(200)	(282)	(475)	(300)

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2AQ. Seen Horror Movies — Annabelle

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 30 of the 50 movies

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	36%	38%	34%	46%	48%	35%	14%	30%	51%	59%	*
No	64%	62%	66%	54%	52%	65%	86%	70%	49%	41%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,265)	(582)	(683)	(303)	(352)	(354)	(256)	(849)	(158)	(179)	(79)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	36%	39%	38%	31%	33%	33%	42%	36%	32%	35%	31%	40%	35%
No	64%	61%	62%	69%	67%	67%	58%	64%	68%	65%	69%	60%	65%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,265)	(421)	(490)	(354)	(517)	(440)	(444)	(395)	(319)	(225)	(264)	(484)	(292)

2AR. Seen Horror Movies — The Wolfman

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 30 of the 50 movies

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	36%	41%	31%	28%	35%	38%	39%	33%	36%	51%	*
No	64%	59%	69%	72%	65%	62%	61%	67%	64%	49%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,281)	(552)	(729)	(279)	(367)	(364)	(271)	(849)	(164)	(184)	(84)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	36%	40%	32%	35%	39%	42%	34%	36%	38%	42%	35%	32%	38%
No	64%	60%	68%	65%	61%	58%	66%	64%	62%	58%	65%	68%	62%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,281)	(442)	(484)	(355)	(524)	(446)	(483)	(381)	(311)	(228)	(271)	(500)	(282)

2AS. Seen Horror Movies — The Evil Dead

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 30 of the 50 movies

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	35%	43%	27%	30%	50%	39%	14%	35%	33%	37%	*
No	65%	57%	73%	70%	50%	61%	86%	65%	67%	63%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,262)	(571)	(691)	(291)	(367)	(362)	(242)	(836)	(151)	(184)	(91)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	35%	38%	36%	30%	35%	32%	35%	30%	37%	31%	32%	36%	37%
No	65%	62%	64%	70%	65%	68%	65%	70%	63%	69%	68%	64%	63%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,262)	(430)	(488)	(344)	(521)	(442)	(448)	(378)	(317)	(237)	(241)	(487)	(297)

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2AT. Seen Horror Movies — 28 Days Later

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 30 of the 50 movies

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	35%	38%	32%	27%	54%	40%	15%	35%	26%	46%	*
No	65%	62%	68%	73%	46%	60%	85%	65%	74%	54%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,236)	(580)	(656)	(278)	(336)	(369)	(253)	(835)	(159)	(171)	(71)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	35%	39%	31%	34%	32%	38%	37%	33%	38%	41%	29%	35%	36%
No	65%	61%	69%	66%	68%	62%	63%	67%	62%	59%	71%	65%	64%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,236)	(418)	(475)	(343)	(510)	(433)	(441)	(373)	(312)	(246)	(260)	(447)	(283)

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2AU. Seen Horror Movies — The Grudge

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 30 of the 50 movies

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	33%	33%	33%	31%	46%	36%	15%	29%	37%	49%	*
No	67%	67%	67%	69%	54%	64%	85%	71%	63%	51%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,270)	(571)	(699)	(281)	(355)	(385)	(249)	(828)	(172)	(183)	(87)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	33%	36%	34%	30%	30%	33%	40%	30%	25%	32%	26%	37%	34%
No	67%	64%	66%	70%	70%	67%	60%	70%	75%	68%	74%	63%	66%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,270)	(442)	(497)	(331)	(534)	(435)	(476)	(367)	(304)	(240)	(242)	(475)	(313)

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2AV. Seen Horror Movies — Get Out

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 30 of the 50 movies

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	34%	34%	33%	44%	49%	25%	22%	28%	56%	45%	*
No	66%	66%	67%	56%	51%	75%	78%	72%	44%	55%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,250)	(566)	(684)	(271)	(335)	(379)	(265)	(834)	(171)	(159)	(86)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	34%	44%	39%	18%	47%	23%	33%	35%	31%	33%	32%	34%	35%
No	66%	56%	61%	82%	53%	77%	67%	65%	69%	67%	68%	66%	65%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,250)	(418)	(483)	(349)	(511)	(435)	(438)	(362)	(330)	(221)	(245)	(493)	(291)

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2AW. Seen Horror Movies — Insidious

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 30 of the 50 movies

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	30%	29%	30%	38%	40%	30%	11%	25%	37%	46%	*
No	70%	71%	70%	62%	60%	70%	89%	75%	63%	54%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,255)	(570)	(685)	(273)	(353)	(380)	(249)	(845)	(144)	(180)	(86)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	30%	35%	31%	23%	28%	26%	37%	25%	25%	27%	26%	35%	27%
No	70%	65%	69%	77%	72%	74%	63%	75%	75%	73%	74%	65%	73%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,255)	(409)	(500)	(346)	(514)	(443)	(461)	(363)	(306)	(229)	(259)	(473)	(294)

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2AX. Seen Horror Movies — Sinners

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 30 of the 50 movies

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	23%	26%	21%	35%	35%	19%	10%	20%	34%	32%	*
No	77%	74%	79%	65%	65%	81%	90%	80%	66%	68%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,314)	(599)	(715)	(290)	(358)	(391)	(275)	(880)	(164)	(186)	(84)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	23%	30%	23%	18%	26%	22%	23%	23%	26%	25%	21%	22%	28%
No	77%	70%	77%	82%	74%	78%	77%	77%	74%	75%	79%	78%	72%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,314)	(446)	(492)	(376)	(542)	(464)	(470)	(389)	(339)	(244)	(272)	(506)	(292)

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3A. Opinions on Horror Movies — The Silence of the Lambs

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	42%	47%	37%	45%	37%	42%	44%	45%	32%	42%	*
Like it	43%	43%	43%	37%	46%	44%	41%	42%	48%	35%	*
Dislike it	9%	6%	12%	16%	6%	8%	11%	8%	11%	13%	*
Hate it	3%	2%	4%	2%	5%	2%	4%	2%	4%	8%	*
Not sure	3%	3%	3%	1%	5%	4%	1%	3%	6%	3%	*
Totals	100%	101%	99%	101%	99%	100%	101%	100%	101%	101%	*
Unweighted N	(852)	(390)	(462)	(112)	(253)	(307)	(180)	(579)	(106)	(113)	(54)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	42%	47%	42%	36%	50%	42%	38%	43%	44%	47%	42%	39%	42%
Like it	43%	41%	41%	47%	41%	46%	44%	40%	46%	38%	46%	46%	38%
Dislike it	9%	7%	10%	10%	6%	6%	10%	12%	5%	7%	7%	9%	13%
Hate it	3%	3%	3%	3%	2%	3%	3%	3%	3%	3%	3%	2%	5%
Not sure	3%	2%	4%	3%	1%	4%	5%	2%	2%	6%	2%	3%	2%
Totals	100%	100%	100%	99%	100%	101%	100%	100%	100%	101%	100%	99%	100%
Unweighted N	(852)	(293)	(333)	(226)	(375)	(286)	(305)	(270)	(216)	(148)	(195)	(306)	(203)

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3B. Opinions on Horror Movies — The Shining

What is your opinion of the following movies?

Asked of people who say they have seen each movie

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	40%	46%	34%	32%	45%	42%	39%	41%	*	44%	*
Like it	45%	41%	49%	57%	43%	41%	48%	44%	*	37%	*
Dislike it	9%	10%	8%	8%	5%	10%	11%	10%	*	5%	*
Hate it	2%	1%	3%	2%	2%	3%	1%	1%	*	8%	*
Not sure	3%	2%	5%	1%	5%	5%	2%	4%	*	5%	*
Totals	99%	100%	99%	100%	100%	101%	101%	100%	*	99%	*
Unweighted N	(844)	(397)	(447)	(152)	(213)	(307)	(172)	(590)	(94)	(107)	(53)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	40%	45%	38%	37%	47%	39%	38%	42%	40%	49%	36%	42%	37%
Like it	45%	47%	45%	45%	42%	45%	44%	47%	45%	40%	52%	39%	52%
Dislike it	9%	5%	12%	10%	6%	9%	11%	8%	9%	8%	8%	13%	5%
Hate it	2%	2%	2%	3%	2%	4%	1%	1%	4%	1%	1%	3%	2%
Not sure	3%	1%	4%	5%	3%	2%	5%	2%	2%	2%	4%	4%	4%
Totals	99%	100%	101%	100%	100%	99%	99%	100%	100%	100%	101%	101%	100%
Unweighted N	(844)	(289)	(361)	(194)	(377)	(268)	(313)	(234)	(218)	(149)	(189)	(308)	(198)

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3C. Opinions on Horror Movies — Halloween

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	36%	38%	33%	32%	42%	37%	26%	33%	34%	50%	*
Like it	46%	44%	47%	51%	45%	41%	52%	49%	47%	32%	*
Dislike it	11%	13%	10%	12%	6%	14%	14%	11%	15%	10%	*
Hate it	3%	2%	4%	1%	3%	3%	3%	4%	0%	2%	*
Not sure	4%	3%	6%	4%	4%	4%	5%	4%	4%	5%	*
Totals	100%	100%	100%	100%	100%	99%	100%	101%	100%	99%	*
Unweighted N	(851)	(416)	(435)	(173)	(273)	(268)	(137)	(546)	(131)	(136)	(38)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	36%	38%	35%	34%	35%	32%	41%	37%	33%	38%	27%	41%	36%
Like it	46%	45%	48%	44%	47%	48%	39%	48%	46%	39%	51%	44%	49%
Dislike it	11%	12%	10%	12%	11%	12%	13%	11%	12%	16%	12%	10%	10%
Hate it	3%	1%	2%	6%	2%	4%	3%	1%	6%	4%	3%	3%	3%
Not sure	4%	4%	5%	4%	6%	4%	4%	4%	3%	4%	6%	3%	3%
Totals	100%	100%	100%	100%	101%	100%	100%	101%	100%	101%	99%	101%	101%
Unweighted N	(851)	(291)	(340)	(220)	(335)	(290)	(330)	(253)	(200)	(147)	(186)	(315)	(203)

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3D. Opinions on Horror Movies — Alien

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	36%	44%	27%	36%	32%	37%	38%	36%	*	42%	*
Like it	47%	47%	46%	47%	49%	48%	43%	47%	*	42%	*
Dislike it	10%	6%	15%	12%	11%	9%	9%	10%	*	12%	*
Hate it	2%	0%	5%	4%	0%	2%	3%	3%	*	0%	*
Not sure	5%	3%	7%	2%	8%	4%	7%	4%	*	4%	*
Totals	100%	100%	100%	101%	100%	100%	100%	100%	*	100%	*
Unweighted N	(789)	(379)	(410)	(133)	(224)	(271)	(161)	(522)	(92)	(122)	(53)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	36%	35%	40%	33%	42%	37%	37%	32%	41%	44%	38%	31%	36%
Like it	47%	47%	43%	51%	43%	47%	49%	47%	44%	41%	41%	51%	51%
Dislike it	10%	10%	12%	8%	10%	10%	7%	14%	8%	12%	13%	9%	6%
Hate it	2%	1%	2%	3%	1%	2%	2%	3%	1%	1%	2%	3%	3%
Not sure	5%	7%	3%	6%	5%	3%	6%	3%	6%	2%	6%	6%	4%
Totals	100%	100%	100%	101%	101%	99%	101%	99%	100%	100%	100%	100%	100%
Unweighted N	(789)	(269)	(302)	(218)	(327)	(276)	(266)	(245)	(206)	(144)	(159)	(279)	(207)

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3E. Opinions on Horror Movies — Final Destination

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	38%	36%	41%	49%	39%	36%	*	35%	48%	42%	*
Like it	43%	45%	40%	36%	42%	45%	*	43%	40%	44%	*
Dislike it	10%	11%	10%	8%	9%	12%	*	13%	5%	7%	*
Hate it	4%	4%	4%	3%	9%	3%	*	4%	2%	5%	*
Not sure	4%	4%	5%	4%	0%	4%	*	4%	5%	2%	*
Totals	99%	100%	100%	100%	99%	100%	*	99%	100%	100%	*
Unweighted N	(687)	(328)	(359)	(183)	(239)	(191)	(74)	(411)	(106)	(122)	(48)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	38%	48%	36%	31%	38%	36%	44%	39%	32%	35%	41%	40%	36%
Like it	43%	40%	47%	41%	43%	43%	39%	43%	44%	45%	38%	44%	43%
Dislike it	10%	7%	8%	16%	11%	12%	10%	10%	11%	9%	12%	11%	9%
Hate it	4%	2%	3%	8%	3%	3%	4%	3%	8%	7%	4%	2%	7%
Not sure	4%	3%	5%	4%	6%	5%	3%	5%	5%	4%	5%	3%	5%
Totals	99%	100%	99%	100%	101%	99%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(687)	(248)	(267)	(172)	(277)	(224)	(261)	(207)	(163)	(129)	(128)	(281)	(149)

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3F. Opinions on Horror Movies — Misery

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	39%	35%	44%	*	45%	40%	36%	39%	*	*	*
Like it	47%	50%	44%	*	40%	50%	47%	48%	*	*	*
Dislike it	8%	8%	8%	*	6%	6%	11%	9%	*	*	*
Hate it	2%	2%	1%	*	1%	2%	3%	2%	*	*	*
Not sure	4%	5%	4%	*	8%	2%	3%	3%	*	*	*
Totals	100%	100%	101%	*	100%	100%	100%	101%	*	*	*
Unweighted N	(644)	(295)	(349)	(71)	(169)	(266)	(138)	(419)	(89)	(94)	(42)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	39%	49%	35%	33%	43%	38%	41%	48%	33%	35%	37%	40%	45%
Like it	47%	40%	50%	51%	43%	46%	47%	35%	51%	54%	50%	46%	39%
Dislike it	8%	6%	9%	10%	8%	9%	8%	9%	10%	8%	6%	9%	9%
Hate it	2%	1%	1%	3%	1%	3%	1%	2%	3%	0%	2%	2%	2%
Not sure	4%	4%	5%	3%	4%	4%	3%	7%	3%	2%	5%	4%	5%
Totals	100%	100%	100%	100%	99%	100%	100%	101%	100%	99%	100%	101%	100%
Unweighted N	(644)	(244)	(236)	(164)	(290)	(220)	(247)	(195)	(143)	(109)	(135)	(245)	(155)

3G. Opinions on Horror Movies — Friday the 13th

What is your opinion of the following movies?

Asked of people who say they have seen each movie

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	31%	32%	30%	38%	38%	28%	22%	27%	38%	48%	*
Like it	46%	48%	44%	50%	45%	46%	46%	48%	46%	37%	*
Dislike it	14%	13%	15%	9%	10%	16%	19%	17%	8%	8%	*
Hate it	3%	2%	4%	0%	1%	4%	5%	3%	3%	3%	*
Not sure	6%	5%	6%	4%	6%	5%	9%	6%	5%	4%	*
Totals	100%	100%	99%	101%	100%	99%	101%	101%	100%	100%	*
Unweighted N	(844)	(404)	(440)	(172)	(254)	(286)	(132)	(535)	(135)	(129)	(45)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	31%	37%	29%	27%	29%	29%	35%	32%	23%	37%	24%	35%	28%
Like it	46%	45%	48%	46%	45%	47%	44%	46%	54%	42%	53%	44%	47%
Dislike it	14%	8%	14%	19%	14%	15%	14%	14%	13%	12%	15%	14%	14%
Hate it	3%	3%	3%	3%	4%	4%	3%	2%	4%	2%	1%	3%	5%
Not sure	6%	7%	6%	5%	8%	5%	4%	7%	6%	7%	7%	4%	6%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(844)	(285)	(347)	(212)	(342)	(282)	(337)	(229)	(202)	(140)	(175)	(334)	(195)

3H. Opinions on Horror Movies — The Exorcist

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	29%	33%	25%	23%	28%	29%	33%	29%	32%	32%	*
Like it	48%	51%	44%	55%	53%	46%	41%	48%	44%	42%	*
Dislike it	12%	9%	15%	9%	9%	13%	16%	12%	12%	13%	*
Hate it	6%	3%	10%	3%	3%	9%	7%	7%	7%	1%	*
Not sure	5%	4%	6%	10%	7%	3%	3%	4%	6%	12%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	*
Unweighted N	(895)	(430)	(465)	(162)	(238)	(281)	(214)	(589)	(136)	(121)	(49)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	29%	34%	27%	25%	35%	25%	30%	29%	31%	29%	24%	30%	32%
Like it	48%	49%	48%	47%	45%	47%	44%	50%	51%	48%	50%	45%	51%
Dislike it	12%	12%	11%	14%	12%	15%	13%	11%	13%	18%	11%	12%	9%
Hate it	6%	2%	6%	11%	3%	8%	6%	7%	3%	2%	11%	7%	1%
Not sure	5%	3%	8%	4%	4%	4%	7%	3%	3%	3%	4%	5%	7%
Totals	100%	100%	100%	101%	99%	99%	100%	100%	101%	100%	100%	99%	100%
Unweighted N	(895)	(318)	(348)	(229)	(388)	(304)	(340)	(270)	(212)	(163)	(197)	(330)	(205)

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3I. Opinions on Horror Movies — A Nightmare on Elm Street

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	33%	34%	31%	29%	38%	36%	18%	32%	37%	33%	*
Like it	47%	51%	44%	52%	39%	47%	58%	50%	42%	37%	*
Dislike it	12%	9%	16%	12%	13%	11%	14%	11%	10%	20%	*
Hate it	3%	2%	5%	2%	4%	4%	2%	4%	3%	3%	*
Not sure	5%	4%	5%	5%	6%	2%	8%	3%	9%	7%	*
Totals	100%	100%	101%	100%	100%	100%	100%	100%	101%	100%	*
Unweighted N	(801)	(374)	(427)	(163)	(246)	(279)	(113)	(496)	(126)	(131)	(48)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	33%	35%	29%	34%	32%	34%	33%	39%	26%	36%	24%	39%	25%
Like it	47%	47%	46%	50%	44%	49%	48%	41%	55%	47%	56%	41%	52%
Dislike it	12%	11%	16%	9%	15%	10%	12%	13%	12%	12%	14%	12%	10%
Hate it	3%	3%	3%	4%	3%	4%	2%	4%	5%	2%	1%	5%	4%
Not sure	5%	4%	6%	3%	7%	2%	6%	3%	3%	3%	5%	3%	8%
Totals	100%	100%	100%	100%	101%	99%	101%	100%	101%	100%	100%	100%	99%
Unweighted N	(801)	(281)	(309)	(211)	(328)	(281)	(299)	(232)	(207)	(137)	(160)	(332)	(172)

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3J. Opinions on Horror Movies — It

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	32%	34%	30%	24%	42%	33%	*	31%	*	44%	*
Like it	48%	50%	47%	61%	41%	42%	*	50%	*	43%	*
Dislike it	12%	9%	15%	7%	9%	17%	*	12%	*	8%	*
Hate it	3%	2%	4%	3%	5%	2%	*	3%	*	2%	*
Not sure	5%	6%	4%	4%	2%	5%	*	5%	*	2%	*
Totals	100%	101%	100%	99%	99%	99%	*	101%	*	99%	*
Unweighted N	(727)	(350)	(377)	(174)	(218)	(239)	(96)	(482)	(96)	(110)	(39)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	32%	36%	29%	32%	34%	33%	39%	31%	24%	30%	18%	41%	34%
Like it	48%	51%	53%	41%	53%	44%	46%	44%	55%	52%	58%	45%	41%
Dislike it	12%	8%	10%	17%	7%	15%	9%	16%	13%	10%	14%	7%	18%
Hate it	3%	1%	3%	5%	1%	3%	3%	2%	3%	6%	2%	4%	1%
Not sure	5%	3%	6%	5%	5%	5%	3%	7%	5%	2%	7%	3%	6%
Totals	100%	99%	101%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(727)	(244)	(288)	(195)	(278)	(257)	(283)	(219)	(167)	(122)	(155)	(281)	(169)

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3K. Opinions on Horror Movies — Carrie

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	31%	30%	32%	39%	29%	32%	28%	32%	37%	30%	*
Like it	49%	53%	46%	38%	52%	50%	50%	48%	42%	49%	*
Dislike it	13%	10%	15%	11%	12%	12%	17%	13%	11%	13%	*
Hate it	2%	1%	2%	2%	0%	2%	2%	2%	3%	1%	*
Not sure	6%	6%	5%	9%	8%	5%	3%	5%	7%	7%	*
Totals	101%	100%	100%	99%	101%	101%	100%	100%	100%	100%	*
Unweighted N	(808)	(352)	(456)	(125)	(236)	(298)	(149)	(519)	(110)	(129)	(50)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	31%	34%	30%	29%	34%	28%	33%	31%	28%	39%	31%	31%	26%
Like it	49%	52%	51%	43%	49%	50%	48%	49%	54%	46%	51%	48%	50%
Dislike it	13%	8%	10%	20%	9%	14%	12%	14%	12%	8%	12%	14%	14%
Hate it	2%	0%	2%	3%	0%	3%	1%	1%	2%	1%	2%	3%	1%
Not sure	6%	6%	6%	5%	7%	5%	5%	5%	4%	6%	4%	5%	9%
Totals	101%	100%	99%	100%	99%	100%	99%	100%	100%	100%	100%	101%	100%
Unweighted N	(808)	(285)	(314)	(209)	(333)	(278)	(313)	(235)	(193)	(140)	(164)	(308)	(196)

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3L. Opinions on Horror Movies — Psycho

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	30%	31%	28%	23%	27%	30%	33%	31%	*	27%	*
Like it	51%	51%	51%	50%	56%	50%	48%	48%	*	58%	*
Dislike it	12%	13%	12%	22%	8%	11%	15%	15%	*	7%	*
Hate it	2%	1%	4%	0%	3%	3%	2%	1%	*	3%	*
Not sure	5%	4%	5%	5%	6%	6%	2%	5%	*	6%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	*	101%	*
Unweighted N	(791)	(384)	(407)	(104)	(197)	(290)	(200)	(541)	(94)	(107)	(49)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	30%	33%	24%	33%	37%	37%	26%	30%	34%	31%	28%	27%	34%
Like it	51%	51%	57%	44%	47%	49%	50%	51%	53%	56%	56%	48%	47%
Dislike it	12%	12%	11%	14%	10%	9%	16%	11%	8%	7%	11%	16%	12%
Hate it	2%	1%	2%	4%	1%	1%	4%	3%	1%	1%	1%	4%	1%
Not sure	5%	2%	7%	5%	4%	4%	4%	5%	4%	4%	3%	5%	7%
Totals	100%	99%	101%	100%	99%	100%	100%	100%	100%	99%	99%	100%	101%
Unweighted N	(791)	(281)	(306)	(204)	(365)	(269)	(278)	(245)	(207)	(123)	(179)	(296)	(193)

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3M. Opinions on Horror Movies — Poltergeist

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	30%	30%	30%	23%	34%	29%	31%	28%	42%	*	*
Like it	53%	55%	50%	54%	42%	56%	52%	57%	34%	*	*
Dislike it	9%	9%	9%	6%	13%	7%	9%	8%	14%	*	*
Hate it	3%	2%	3%	3%	3%	3%	1%	3%	2%	*	*
Not sure	6%	4%	7%	15%	7%	3%	7%	4%	7%	*	*
Totals	101%	100%	99%	101%	99%	98%	100%	100%	99%	*	*
Unweighted N	(770)	(359)	(411)	(110)	(185)	(315)	(160)	(534)	(101)	(90)	(45)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	30%	37%	26%	28%	35%	30%	33%	37%	22%	32%	28%	31%	28%
Like it	53%	45%	54%	58%	50%	54%	51%	45%	63%	53%	57%	52%	48%
Dislike it	9%	10%	10%	6%	7%	9%	8%	8%	11%	11%	5%	10%	10%
Hate it	3%	1%	4%	4%	0%	5%	3%	4%	2%	2%	2%	3%	4%
Not sure	6%	7%	7%	5%	7%	2%	5%	6%	2%	2%	8%	4%	9%
Totals	101%	100%	101%	101%	99%	100%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(770)	(260)	(298)	(212)	(331)	(263)	(297)	(234)	(183)	(132)	(166)	(286)	(186)

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3N. Opinions on Horror Movies — Scream

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	31%	28%	34%	48%	35%	22%	*	27%	27%	43%	*
Like it	48%	52%	43%	44%	42%	53%	*	51%	54%	38%	*
Dislike it	13%	12%	14%	5%	12%	17%	*	15%	9%	10%	*
Hate it	3%	4%	3%	1%	4%	4%	*	4%	3%	3%	*
Not sure	5%	4%	6%	2%	6%	4%	*	4%	7%	6%	*
Totals	100%	100%	100%	100%	99%	100%	*	101%	100%	100%	*
Unweighted N	(791)	(357)	(434)	(177)	(284)	(250)	(80)	(493)	(108)	(136)	(54)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	31%	31%	32%	29%	30%	28%	31%	35%	27%	31%	27%	31%	33%
Like it	48%	48%	45%	51%	51%	54%	43%	47%	52%	50%	54%	46%	43%
Dislike it	13%	14%	12%	13%	12%	10%	15%	11%	14%	13%	12%	14%	13%
Hate it	3%	2%	4%	5%	2%	4%	3%	3%	5%	2%	3%	4%	5%
Not sure	5%	4%	7%	3%	6%	3%	8%	4%	3%	5%	4%	4%	7%
Totals	100%	99%	100%	101%	101%	99%	100%	100%	101%	101%	100%	99%	101%
Unweighted N	(791)	(283)	(319)	(189)	(340)	(245)	(294)	(224)	(213)	(144)	(151)	(320)	(176)

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30. Opinions on Horror Movies — The Birds

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	31%	35%	26%	*	26%	29%	36%	29%	*	*	*
Like it	52%	52%	52%	*	52%	57%	47%	52%	*	*	*
Dislike it	8%	5%	11%	*	6%	7%	9%	8%	*	*	*
Hate it	2%	1%	4%	*	5%	2%	2%	2%	*	*	*
Not sure	7%	8%	7%	*	11%	6%	6%	8%	*	*	*
Totals	100%	101%	100%	*	100%	101%	100%	99%	*	*	*
Unweighted N	(728)	(343)	(385)	(76)	(162)	(261)	(229)	(522)	(74)	(92)	(40)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	31%	34%	31%	27%	34%	32%	33%	32%	27%	23%	28%	33%	34%
Like it	52%	50%	55%	51%	49%	53%	48%	50%	57%	61%	55%	50%	45%
Dislike it	8%	8%	6%	9%	9%	7%	8%	7%	8%	7%	7%	8%	9%
Hate it	2%	3%	2%	3%	2%	2%	3%	2%	4%	2%	1%	4%	2%
Not sure	7%	6%	7%	10%	5%	5%	9%	9%	4%	7%	9%	5%	10%
Totals	100%	101%	101%	100%	99%	99%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(728)	(260)	(269)	(199)	(317)	(270)	(254)	(231)	(172)	(128)	(160)	(256)	(184)

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3P. Opinions on Horror Movies — Dracula

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	28%	28%	27%	20%	31%	29%	28%	28%	*	29%	*
Like it	54%	52%	57%	65%	46%	53%	57%	55%	*	52%	*
Dislike it	8%	7%	9%	7%	6%	10%	7%	8%	*	4%	*
Hate it	3%	4%	1%	4%	4%	3%	1%	3%	*	2%	*
Not sure	7%	9%	6%	4%	13%	5%	7%	6%	*	14%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	*	101%	*
Unweighted N	(793)	(394)	(399)	(123)	(219)	(256)	(195)	(533)	(95)	(112)	(53)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	28%	29%	25%	28%	31%	31%	28%	31%	28%	20%	28%	28%	32%
Like it	54%	57%	53%	53%	52%	56%	48%	53%	61%	64%	56%	54%	48%
Dislike it	8%	7%	6%	11%	9%	7%	9%	9%	5%	5%	8%	9%	8%
Hate it	3%	2%	4%	2%	3%	0%	3%	2%	3%	3%	1%	3%	2%
Not sure	7%	5%	12%	5%	5%	5%	12%	4%	3%	7%	8%	6%	9%
Totals	100%	100%	100%	99%	100%	99%	100%	99%	100%	99%	101%	100%	99%
Unweighted N	(793)	(272)	(311)	(210)	(334)	(289)	(290)	(212)	(220)	(136)	(158)	(291)	(208)

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3Q. Opinions on Horror Movies — Frankenstein

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	25%	26%	24%	29%	28%	21%	27%	23%	22%	36%	*
Like it	57%	56%	57%	50%	47%	63%	59%	62%	52%	45%	*
Dislike it	11%	9%	12%	11%	17%	9%	8%	9%	12%	12%	*
Hate it	1%	2%	1%	0%	0%	3%	0%	1%	2%	1%	*
Not sure	6%	7%	5%	10%	8%	4%	6%	6%	12%	6%	*
Totals	100%	100%	99%	100%	100%	100%	100%	101%	100%	100%	*
Unweighted N	(853)	(421)	(432)	(143)	(207)	(294)	(209)	(573)	(102)	(116)	(62)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	25%	30%	24%	21%	31%	26%	22%	27%	29%	24%	25%	21%	32%
Like it	57%	53%	58%	59%	54%	60%	52%	62%	59%	61%	61%	54%	52%
Dislike it	11%	10%	9%	13%	9%	7%	15%	9%	4%	8%	8%	17%	6%
Hate it	1%	1%	1%	3%	1%	0%	3%	0%	1%	0%	1%	2%	1%
Not sure	6%	6%	8%	5%	6%	7%	8%	2%	6%	7%	5%	6%	8%
Totals	100%	100%	100%	101%	101%	100%	100%	100%	99%	100%	100%	100%	99%
Unweighted N	(853)	(296)	(337)	(220)	(359)	(310)	(301)	(260)	(208)	(160)	(180)	(309)	(204)

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3R. Opinions on Horror Movies — The Conjuring

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	35%	32%	39%	39%	40%	33%	*	31%	*	55%	*
Like it	45%	49%	41%	42%	43%	49%	*	49%	*	25%	*
Dislike it	11%	11%	11%	14%	8%	9%	*	10%	*	15%	*
Hate it	3%	3%	4%	3%	6%	2%	*	3%	*	2%	*
Not sure	6%	6%	5%	3%	3%	7%	*	6%	*	3%	*
Totals	100%	101%	100%	101%	100%	100%	*	99%	*	100%	*
Unweighted N	(611)	(288)	(323)	(181)	(190)	(169)	(71)	(392)	(86)	(102)	(31)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	35%	32%	38%	35%	29%	37%	42%	32%	30%	44%	28%	36%	35%
Like it	45%	48%	44%	45%	48%	43%	43%	43%	51%	41%	48%	45%	45%
Dislike it	11%	13%	9%	10%	11%	9%	7%	17%	9%	8%	13%	11%	11%
Hate it	3%	2%	3%	4%	3%	5%	2%	5%	4%	3%	1%	4%	4%
Not sure	6%	6%	5%	6%	8%	6%	6%	3%	6%	4%	10%	4%	5%
Totals	100%	101%	99%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(611)	(206)	(245)	(160)	(236)	(209)	(244)	(173)	(142)	(108)	(121)	(256)	(126)

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3S. Opinions on Horror Movies — Pet Sematary

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	29%	26%	33%	*	38%	31%	19%	29%	*	*	*
Like it	48%	53%	42%	*	41%	48%	56%	51%	*	*	*
Dislike it	15%	15%	15%	*	10%	15%	19%	14%	*	*	*
Hate it	2%	0%	4%	*	2%	2%	0%	2%	*	*	*
Not sure	6%	6%	7%	*	9%	4%	7%	4%	*	*	*
Totals	100%	100%	101%	*	100%	100%	101%	100%	*	*	*
Unweighted N	(637)	(308)	(329)	(88)	(187)	(250)	(112)	(439)	(86)	(80)	(32)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	29%	29%	37%	22%	30%	20%	35%	31%	20%	25%	32%	32%	26%
Like it	48%	53%	41%	52%	52%	58%	42%	52%	54%	47%	50%	46%	49%
Dislike it	15%	12%	14%	17%	10%	14%	16%	13%	17%	19%	11%	17%	11%
Hate it	2%	2%	0%	3%	2%	3%	2%	1%	3%	2%	3%	2%	1%
Not sure	6%	4%	8%	6%	6%	6%	6%	4%	6%	7%	4%	3%	13%
Totals	100%	100%	100%	100%	100%	101%	101%	101%	100%	100%	100%	100%	100%
Unweighted N	(637)	(209)	(247)	(181)	(251)	(240)	(258)	(182)	(147)	(113)	(141)	(241)	(142)

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3T. Opinions on Horror Movies — Child's Play / Chucky

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	26%	26%	26%	35%	34%	19%	*	22%	33%	39%	*
Like it	45%	47%	43%	55%	42%	45%	*	46%	45%	37%	*
Dislike it	19%	18%	19%	4%	16%	23%	*	22%	14%	11%	*
Hate it	7%	5%	8%	4%	5%	10%	*	7%	6%	7%	*
Not sure	3%	3%	4%	1%	4%	3%	*	3%	1%	6%	*
Totals	100%	99%	100%	99%	101%	100%	*	100%	99%	100%	*
Unweighted N	(736)	(339)	(397)	(165)	(246)	(244)	(81)	(442)	(119)	(130)	(45)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	26%	28%	27%	23%	27%	28%	35%	21%	21%	32%	20%	28%	24%
Like it	45%	48%	42%	46%	43%	45%	38%	48%	49%	41%	53%	42%	46%
Dislike it	19%	15%	19%	21%	19%	15%	17%	22%	19%	17%	23%	17%	18%
Hate it	7%	7%	5%	8%	8%	9%	4%	8%	9%	6%	2%	9%	8%
Not sure	3%	2%	6%	1%	2%	3%	6%	1%	3%	4%	2%	4%	4%
Totals	100%	100%	99%	99%	99%	100%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(736)	(260)	(291)	(185)	(297)	(241)	(287)	(221)	(166)	(132)	(135)	(288)	(181)

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3U. Opinions on Horror Movies — The Texas Chainsaw Massacre

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	27%	31%	24%	28%	31%	29%	*	23%	25%	41%	*
Like it	43%	44%	41%	57%	38%	43%	*	43%	54%	33%	*
Dislike it	16%	12%	21%	11%	14%	12%	*	20%	9%	13%	*
Hate it	8%	8%	8%	2%	9%	10%	*	10%	4%	8%	*
Not sure	6%	5%	7%	2%	7%	5%	*	5%	8%	6%	*
Totals	100%	100%	101%	100%	99%	99%	*	101%	100%	101%	*
Unweighted N	(692)	(327)	(365)	(145)	(232)	(225)	(90)	(433)	(105)	(115)	(39)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	27%	31%	25%	26%	24%	25%	33%	26%	16%	28%	25%	28%	29%
Like it	43%	45%	43%	40%	45%	46%	38%	45%	47%	41%	44%	44%	39%
Dislike it	16%	17%	16%	16%	21%	16%	15%	15%	21%	14%	19%	14%	19%
Hate it	8%	1%	9%	14%	5%	6%	9%	8%	9%	11%	5%	8%	9%
Not sure	6%	5%	7%	4%	6%	6%	5%	6%	7%	7%	6%	5%	4%
Totals	100%	99%	100%	100%	101%	99%	100%	100%	100%	101%	99%	99%	100%
Unweighted N	(692)	(223)	(287)	(182)	(257)	(235)	(275)	(212)	(149)	(118)	(158)	(274)	(142)

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3V. Opinions on Horror Movies — Resident Evil

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	32%	36%	25%	31%	41%	27%	*	28%	*	41%	*
Like it	48%	44%	54%	47%	41%	49%	*	52%	*	43%	*
Dislike it	11%	12%	10%	10%	9%	15%	*	13%	*	5%	*
Hate it	2%	1%	2%	2%	3%	1%	*	2%	*	1%	*
Not sure	8%	7%	9%	10%	6%	8%	*	6%	*	10%	*
Totals	101%	100%	100%	100%	100%	100%	*	101%	*	100%	*
Unweighted N	(574)	(321)	(253)	(150)	(202)	(164)	(58)	(335)	(86)	(115)	(38)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	32%	47%	18%	33%	38%	28%	30%	36%	32%	21%	32%	32%	38%
Like it	48%	37%	56%	49%	37%	51%	48%	43%	49%	58%	48%	52%	33%
Dislike it	11%	8%	12%	13%	13%	14%	10%	13%	13%	15%	11%	9%	11%
Hate it	2%	2%	2%	0%	3%	1%	2%	2%	1%	0%	2%	1%	3%
Not sure	8%	6%	12%	5%	9%	6%	11%	7%	5%	6%	6%	6%	14%
Totals	101%	100%	100%	100%	100%	100%	101%	101%	100%	100%	99%	100%	99%
Unweighted N	(574)	(201)	(233)	(140)	(226)	(196)	(223)	(170)	(140)	(114)	(110)	(205)	(145)

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3W. Opinions on Horror Movies — The Omen

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	28%	26%	29%	*	36%	23%	27%	25%	*	*	*
Like it	51%	56%	45%	*	51%	51%	53%	53%	*	*	*
Dislike it	14%	11%	17%	*	7%	18%	13%	14%	*	*	*
Hate it	2%	1%	4%	*	1%	3%	2%	2%	*	*	*
Not sure	6%	6%	6%	*	5%	5%	5%	5%	*	*	*
Totals	101%	100%	101%	*	100%	100%	100%	99%	*	*	*
Unweighted N	(608)	(293)	(315)	(75)	(164)	(219)	(150)	(402)	(78)	(95)	(33)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	28%	31%	29%	23%	35%	25%	29%	32%	25%	31%	28%	27%	26%
Like it	51%	54%	47%	52%	45%	48%	49%	46%	57%	48%	54%	50%	52%
Dislike it	14%	10%	13%	18%	11%	18%	16%	13%	10%	11%	13%	15%	12%
Hate it	2%	1%	1%	5%	2%	4%	2%	1%	3%	0%	3%	2%	3%
Not sure	6%	3%	10%	3%	8%	5%	4%	7%	5%	10%	2%	6%	6%
Totals	101%	99%	100%	101%	101%	100%	100%	99%	100%	100%	100%	100%	99%
Unweighted N	(608)	(198)	(243)	(167)	(257)	(213)	(239)	(181)	(139)	(114)	(110)	(244)	(140)

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3X. Opinions on Horror Movies — Get Out

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	41%	41%	40%	42%	41%	40%	*	36%	50%	*	*
Like it	44%	45%	43%	45%	43%	46%	*	52%	37%	*	*
Dislike it	10%	8%	13%	8%	12%	11%	*	9%	6%	*	*
Hate it	2%	2%	2%	2%	1%	0%	*	1%	4%	*	*
Not sure	3%	4%	2%	3%	2%	3%	*	3%	3%	*	*
Totals	100%	100%	100%	100%	99%	100%	*	101%	100%	*	*
Unweighted N	(465)	(210)	(255)	(135)	(164)	(111)	(55)	(255)	(102)	(77)	(31)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	41%	46%	42%	*	48%	25%	50%	28%	38%	*	*	44%	46%
Like it	44%	43%	40%	*	41%	56%	38%	51%	45%	*	*	38%	41%
Dislike it	10%	7%	12%	*	7%	14%	6%	15%	15%	*	*	10%	10%
Hate it	2%	1%	3%	*	2%	1%	4%	1%	0%	*	*	4%	1%
Not sure	3%	3%	3%	*	3%	4%	2%	4%	2%	*	*	4%	2%
Totals	100%	100%	100%	*	101%	100%	100%	99%	100%	*	*	100%	100%
Unweighted N	(465)	(208)	(183)	(74)	(250)	(109)	(162)	(142)	(115)	(80)	(90)	(182)	(113)

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3Y. Opinions on Horror Movies — The Thing

What is your opinion of the following movies?

Asked of people who say they have seen each movie

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	28%	33%	22%	*	35%	25%	28%	28%	*	*	*
Like it	47%	50%	42%	*	40%	52%	48%	49%	*	*	*
Dislike it	12%	7%	19%	*	7%	12%	10%	13%	*	*	*
Hate it	3%	2%	4%	*	4%	3%	2%	2%	*	*	*
Not sure	10%	7%	13%	*	13%	8%	12%	8%	*	*	*
Totals	100%	99%	100%	*	99%	100%	100%	100%	*	*	*
Unweighted N	(598)	(335)	(263)	(92)	(160)	(207)	(139)	(403)	(67)	(88)	(40)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	28%	37%	28%	20%	37%	25%	23%	39%	22%	34%	29%	25%	29%
Like it	47%	44%	46%	50%	42%	50%	48%	37%	58%	46%	48%	47%	46%
Dislike it	12%	7%	10%	20%	6%	16%	10%	16%	11%	9%	17%	12%	10%
Hate it	3%	2%	3%	4%	3%	2%	4%	3%	2%	2%	0%	3%	7%
Not sure	10%	10%	13%	5%	12%	6%	15%	5%	7%	9%	6%	12%	8%
Totals	100%	100%	100%	99%	100%	99%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(598)	(199)	(232)	(167)	(247)	(236)	(212)	(185)	(151)	(104)	(116)	(235)	(143)

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3Z. Opinions on Horror Movies — American Psycho

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	29%	28%	31%	30%	35%	30%	*	28%	*	*	*
Like it	51%	55%	47%	50%	47%	54%	*	54%	*	*	*
Dislike it	13%	10%	15%	15%	11%	12%	*	13%	*	*	*
Hate it	1%	0%	2%	1%	1%	2%	*	1%	*	*	*
Not sure	5%	7%	4%	4%	6%	3%	*	5%	*	*	*
Totals	99%	100%	99%	100%	100%	101%	*	101%	*	*	*
Unweighted N	(604)	(309)	(295)	(136)	(211)	(188)	(69)	(387)	(76)	(94)	(47)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	29%	31%	33%	23%	32%	29%	28%	36%	28%	26%	30%	27%	37%
Like it	51%	50%	52%	52%	50%	53%	49%	50%	55%	54%	56%	50%	46%
Dislike it	13%	11%	8%	20%	10%	15%	13%	11%	14%	12%	11%	15%	11%
Hate it	1%	3%	1%	0%	3%	0%	1%	1%	2%	0%	1%	2%	2%
Not sure	5%	5%	6%	5%	6%	3%	9%	3%	1%	8%	2%	7%	4%
Totals	99%	100%	100%	100%	101%	100%	100%	101%	100%	100%	100%	101%	100%
Unweighted N	(604)	(215)	(241)	(148)	(265)	(204)	(221)	(176)	(158)	(112)	(125)	(227)	(140)

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3AA. Opinions on Horror Movies — The Amityville Horror

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	24%	24%	25%	*	35%	24%	18%	26%	*	*	*
Like it	57%	59%	55%	*	46%	56%	66%	56%	*	*	*
Dislike it	10%	9%	12%	*	12%	10%	8%	11%	*	*	*
Hate it	3%	2%	4%	*	1%	5%	3%	3%	*	*	*
Not sure	5%	5%	4%	*	6%	4%	5%	4%	*	*	*
Totals	99%	99%	100%	*	100%	99%	100%	100%	*	*	*
Unweighted N	(669)	(316)	(353)	(91)	(173)	(264)	(141)	(455)	(86)	(95)	(33)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	24%	22%	27%	24%	23%	23%	28%	22%	21%	25%	22%	27%	21%
Like it	57%	62%	53%	57%	60%	59%	55%	62%	56%	57%	62%	53%	60%
Dislike it	10%	9%	13%	9%	8%	11%	10%	8%	13%	14%	10%	10%	8%
Hate it	3%	2%	1%	6%	1%	3%	5%	2%	2%	0%	1%	6%	3%
Not sure	5%	4%	7%	3%	8%	4%	3%	6%	7%	3%	5%	4%	8%
Totals	99%	99%	101%	99%	100%	100%	101%	100%	99%	99%	100%	100%	100%
Unweighted N	(669)	(212)	(266)	(191)	(269)	(235)	(260)	(192)	(165)	(122)	(145)	(263)	(139)

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3AB. Opinions on Horror Movies — Candyman

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	31%	39%	23%	41%	31%	28%	*	30%	*	*	*
Like it	47%	46%	47%	46%	46%	43%	*	47%	*	*	*
Dislike it	14%	10%	17%	6%	13%	17%	*	17%	*	*	*
Hate it	3%	1%	6%	2%	2%	7%	*	2%	*	*	*
Not sure	6%	4%	7%	5%	8%	5%	*	5%	*	*	*
Totals	101%	100%	100%	100%	100%	100%	*	101%	*	*	*
Unweighted N	(527)	(251)	(276)	(108)	(188)	(169)	(62)	(325)	(95)	(80)	(27)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	31%	33%	31%	28%	37%	30%	32%	29%	26%	*	24%	32%	36%
Like it	47%	53%	50%	36%	48%	40%	48%	50%	40%	*	60%	40%	39%
Dislike it	14%	10%	8%	24%	9%	21%	11%	9%	29%	*	12%	17%	12%
Hate it	3%	0%	3%	7%	1%	4%	4%	4%	3%	*	0%	6%	4%
Not sure	6%	3%	9%	5%	5%	5%	5%	8%	2%	*	5%	5%	10%
Totals	101%	99%	101%	100%	100%	100%	100%	100%	100%	*	101%	100%	101%
Unweighted N	(527)	(183)	(205)	(139)	(197)	(175)	(235)	(140)	(111)	(82)	(104)	(223)	(118)

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3AC. Opinions on Horror Movies — A Quiet Place

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	31%	31%	31%	24%	39%	25%	*	29%	*	*	*
Like it	55%	59%	52%	60%	49%	61%	*	58%	*	*	*
Dislike it	9%	5%	12%	11%	4%	11%	*	9%	*	*	*
Hate it	2%	3%	1%	0%	4%	2%	*	2%	*	*	*
Not sure	3%	2%	4%	4%	4%	1%	*	2%	*	*	*
Totals	100%	100%	100%	99%	100%	100%	*	100%	*	*	*
Unweighted N	(551)	(262)	(289)	(167)	(183)	(145)	(56)	(346)	(66)	(96)	(43)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	31%	39%	24%	32%	45%	30%	26%	38%	31%	24%	30%	33%	35%
Like it	55%	49%	61%	53%	45%	59%	56%	50%	61%	63%	58%	51%	53%
Dislike it	9%	8%	7%	12%	5%	8%	9%	8%	5%	10%	9%	9%	5%
Hate it	2%	1%	3%	2%	2%	2%	3%	3%	1%	1%	1%	1%	5%
Not sure	3%	3%	5%	1%	3%	2%	6%	1%	3%	2%	1%	6%	1%
Totals	100%	100%	100%	100%	100%	101%	100%	100%	101%	100%	99%	100%	99%
Unweighted N	(551)	(201)	(236)	(114)	(246)	(170)	(183)	(164)	(152)	(111)	(107)	(210)	(123)

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3AD. Opinions on Horror Movies — Saw

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	25%	30%	19%	24%	33%	22%	*	25%	*	29%	*
Like it	49%	50%	47%	59%	39%	55%	*	46%	*	50%	*
Dislike it	15%	13%	18%	12%	15%	16%	*	18%	*	13%	*
Hate it	7%	4%	11%	5%	9%	4%	*	6%	*	5%	*
Not sure	4%	3%	6%	1%	5%	3%	*	5%	*	3%	*
Totals	100%	100%	101%	101%	101%	100%	*	100%	*	100%	*
Unweighted N	(665)	(334)	(331)	(155)	(249)	(199)	(62)	(402)	(98)	(121)	(44)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	25%	26%	19%	32%	25%	31%	24%	29%	21%	25%	11%	30%	29%
Like it	49%	47%	55%	42%	47%	44%	48%	46%	52%	53%	58%	48%	38%
Dislike it	15%	20%	13%	14%	15%	13%	16%	14%	16%	14%	23%	7%	25%
Hate it	7%	5%	8%	7%	7%	6%	6%	8%	6%	5%	3%	10%	6%
Not sure	4%	2%	5%	5%	5%	6%	4%	2%	5%	3%	5%	5%	2%
Totals	100%	100%	100%	100%	99%	100%	98%	99%	100%	100%	100%	100%	100%
Unweighted N	(665)	(229)	(271)	(165)	(265)	(213)	(259)	(200)	(160)	(112)	(128)	(272)	(153)

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3AE. Opinions on Horror Movies — 28 Days Later

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	37%	39%	33%	*	43%	37%	*	36%	*	*	*
Like it	48%	47%	48%	*	41%	48%	*	47%	*	*	*
Dislike it	11%	8%	14%	*	10%	10%	*	11%	*	*	*
Hate it	1%	1%	1%	*	1%	1%	*	1%	*	*	*
Not sure	4%	5%	4%	*	5%	4%	*	5%	*	*	*
Totals	101%	100%	100%	*	100%	100%	*	100%	*	*	*
Unweighted N	(455)	(239)	(216)	(93)	(190)	(136)	(36)	(293)	(55)	(78)	(29)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	37%	36%	39%	35%	42%	32%	36%	41%	34%	*	*	37%	38%
Like it	48%	46%	49%	47%	49%	47%	52%	37%	52%	*	*	48%	53%
Dislike it	11%	13%	9%	9%	5%	14%	8%	15%	8%	*	*	7%	7%
Hate it	1%	0%	1%	2%	0%	1%	2%	1%	0%	*	*	3%	0%
Not sure	4%	5%	2%	6%	5%	6%	3%	6%	5%	*	*	4%	2%
Totals	101%	100%	100%	99%	101%	100%	101%	100%	99%	*	*	99%	100%
Unweighted N	(455)	(169)	(167)	(119)	(185)	(158)	(165)	(143)	(120)	(98)	(84)	(161)	(112)

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3AF. Opinions on Horror Movies — Jeepers Creepers

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	27%	28%	25%	35%	31%	25%	*	24%	20%	41%	*
Like it	48%	47%	49%	48%	40%	51%	*	48%	47%	38%	*
Dislike it	16%	14%	18%	12%	19%	15%	*	18%	18%	13%	*
Hate it	4%	2%	5%	4%	3%	4%	*	3%	7%	5%	*
Not sure	6%	8%	3%	1%	7%	6%	*	6%	8%	4%	*
Totals	101%	99%	100%	100%	100%	101%	*	99%	100%	101%	*
Unweighted N	(588)	(283)	(305)	(113)	(225)	(186)	(64)	(338)	(101)	(117)	(32)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	27%	32%	27%	22%	29%	23%	32%	26%	23%	28%	30%	27%	22%
Like it	48%	47%	44%	53%	48%	54%	49%	49%	42%	47%	43%	49%	52%
Dislike it	16%	15%	15%	19%	13%	17%	9%	18%	27%	19%	21%	14%	13%
Hate it	4%	3%	5%	3%	3%	3%	5%	4%	1%	2%	1%	5%	4%
Not sure	6%	3%	9%	4%	6%	4%	6%	3%	7%	5%	5%	5%	9%
Totals	101%	100%	100%	101%	99%	101%	101%	100%	100%	101%	100%	100%	100%
Unweighted N	(588)	(195)	(232)	(161)	(224)	(192)	(268)	(165)	(111)	(112)	(120)	(243)	(113)

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3AG. Opinions on Horror Movies — Dawn of the Dead

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	27%	31%	22%	39%	29%	25%	*	26%	*	34%	*
Like it	51%	52%	51%	43%	49%	56%	*	52%	*	43%	*
Dislike it	13%	9%	18%	12%	12%	11%	*	13%	*	15%	*
Hate it	2%	1%	2%	0%	3%	1%	*	1%	*	2%	*
Not sure	7%	7%	7%	6%	6%	6%	*	7%	*	6%	*
Totals	100%	100%	100%	100%	99%	99%	*	99%	*	100%	*
Unweighted N	(590)	(313)	(277)	(101)	(209)	(193)	(87)	(367)	(80)	(104)	(39)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	27%	37%	22%	24%	32%	25%	31%	28%	28%	24%	28%	29%	27%
Like it	51%	44%	56%	54%	46%	55%	55%	49%	50%	60%	50%	52%	45%
Dislike it	13%	12%	13%	14%	13%	14%	6%	18%	14%	8%	16%	11%	16%
Hate it	2%	1%	2%	2%	0%	2%	1%	2%	2%	2%	2%	1%	1%
Not sure	7%	7%	7%	6%	9%	4%	7%	2%	6%	5%	5%	7%	10%
Totals	100%	101%	100%	100%	100%	100%	100%	99%	100%	99%	101%	100%	99%
Unweighted N	(590)	(205)	(245)	(140)	(238)	(211)	(229)	(169)	(141)	(117)	(116)	(220)	(137)

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3AH. Opinions on Horror Movies — Annabelle

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	34%	29%	38%	25%	42%	33%	*	35%	*	49%	*
Like it	42%	43%	41%	47%	35%	44%	*	41%	*	33%	*
Dislike it	17%	22%	12%	15%	17%	20%	*	19%	*	15%	*
Hate it	3%	1%	4%	7%	1%	1%	*	3%	*	1%	*
Not sure	4%	3%	5%	6%	4%	3%	*	3%	*	2%	*
Totals	100%	98%	100%	100%	99%	101%	*	101%	*	100%	*
Unweighted N	(483)	(222)	(261)	(160)	(171)	(113)	(39)	(278)	(74)	(106)	(25)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	34%	35%	29%	38%	37%	37%	39%	32%	29%	*	*	34%	41%
Like it	42%	43%	42%	42%	43%	38%	40%	44%	40%	*	*	43%	39%
Dislike it	17%	19%	19%	13%	15%	18%	14%	14%	27%	*	*	14%	16%
Hate it	3%	1%	4%	2%	1%	3%	3%	3%	1%	*	*	4%	1%
Not sure	4%	3%	5%	4%	5%	3%	3%	6%	3%	*	*	4%	3%
Totals	100%	101%	99%	99%	101%	99%	99%	99%	100%	*	*	99%	100%
Unweighted N	(483)	(179)	(187)	(117)	(195)	(152)	(181)	(153)	(116)	(82)	(90)	(201)	(110)

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3AI. Opinions on Horror Movies — The Ring

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	26%	27%	24%	30%	30%	20%	*	22%	*	37%	*
Like it	46%	46%	46%	47%	34%	58%	*	50%	*	42%	*
Dislike it	18%	19%	18%	14%	25%	14%	*	20%	*	13%	*
Hate it	3%	2%	3%	2%	4%	3%	*	2%	*	3%	*
Not sure	7%	6%	9%	8%	7%	6%	*	6%	*	5%	*
Totals	100%	100%	100%	101%	100%	101%	*	100%	*	100%	*
Unweighted N	(621)	(283)	(338)	(143)	(249)	(172)	(57)	(383)	(78)	(118)	(42)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	26%	28%	23%	27%	25%	27%	24%	27%	25%	23%	21%	28%	28%
Like it	46%	46%	49%	42%	49%	49%	50%	43%	46%	58%	50%	41%	44%
Dislike it	18%	14%	17%	25%	14%	15%	16%	20%	23%	14%	13%	23%	19%
Hate it	3%	3%	3%	1%	4%	3%	2%	4%	3%	4%	3%	3%	2%
Not sure	7%	9%	8%	5%	8%	6%	7%	6%	3%	2%	13%	5%	9%
Totals	100%	100%	100%	100%	100%	100%	99%	100%	100%	101%	100%	100%	102%
Unweighted N	(621)	(219)	(241)	(161)	(253)	(199)	(238)	(181)	(155)	(114)	(113)	(240)	(154)

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3AJ. Opinions on Horror Movies — The Purge

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	25%	23%	27%	31%	32%	17%	*	23%	30%	27%	*
Like it	51%	56%	45%	54%	40%	60%	*	53%	48%	43%	*
Dislike it	16%	13%	20%	12%	17%	17%	*	16%	13%	21%	*
Hate it	4%	5%	3%	0%	6%	5%	*	5%	2%	6%	*
Not sure	4%	2%	5%	3%	5%	1%	*	3%	8%	4%	*
Totals	100%	99%	100%	100%	100%	100%	*	100%	101%	101%	*
Unweighted N	(588)	(280)	(308)	(151)	(208)	(176)	(53)	(338)	(102)	(115)	(33)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	25%	30%	24%	21%	26%	25%	28%	23%	24%	32%	20%	24%	26%
Like it	51%	49%	54%	50%	48%	48%	48%	51%	52%	50%	56%	51%	48%
Dislike it	16%	15%	14%	21%	18%	19%	15%	19%	16%	12%	19%	16%	17%
Hate it	4%	2%	4%	6%	4%	6%	6%	2%	3%	5%	1%	6%	5%
Not sure	4%	4%	4%	3%	5%	3%	2%	5%	4%	1%	5%	4%	4%
Totals	100%	100%	100%	101%	101%	101%	99%	100%	99%	100%	101%	101%	100%
Unweighted N	(588)	(199)	(243)	(146)	(227)	(192)	(230)	(159)	(145)	(107)	(125)	(217)	(139)

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3AK. Opinions on Horror Movies — The Cabin in the Woods

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	28%	31%	24%	32%	34%	24%	*	25%	*	33%	*
Like it	54%	56%	52%	55%	44%	62%	*	57%	*	44%	*
Dislike it	11%	9%	13%	10%	13%	8%	*	10%	*	14%	*
Hate it	2%	1%	2%	2%	2%	1%	*	1%	*	3%	*
Not sure	6%	4%	8%	1%	7%	6%	*	6%	*	6%	*
Totals	101%	101%	99%	100%	100%	101%	*	99%	*	100%	*
Unweighted N	(543)	(253)	(290)	(120)	(194)	(152)	(77)	(340)	(73)	(100)	(30)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	28%	37%	24%	24%	34%	25%	29%	20%	30%	*	22%	30%	31%
Like it	54%	50%	58%	53%	56%	50%	54%	65%	48%	*	62%	54%	46%
Dislike it	11%	7%	8%	16%	5%	18%	8%	11%	14%	*	10%	9%	17%
Hate it	2%	1%	2%	2%	1%	3%	1%	1%	2%	*	0%	1%	1%
Not sure	6%	6%	7%	4%	3%	5%	7%	2%	6%	*	6%	6%	4%
Totals	101%	101%	99%	99%	99%	101%	99%	99%	100%	*	100%	100%	99%
Unweighted N	(543)	(188)	(212)	(143)	(227)	(188)	(216)	(150)	(132)	(89)	(124)	(213)	(117)

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3AL. Opinions on Horror Movies — An American Werewolf in London

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	28%	29%	26%	*	37%	26%	24%	29%	*	*	*
Like it	50%	55%	43%	*	46%	48%	60%	50%	*	*	*
Dislike it	14%	10%	18%	*	11%	18%	7%	13%	*	*	*
Hate it	2%	2%	3%	*	4%	3%	0%	3%	*	*	*
Not sure	6%	3%	10%	*	3%	6%	9%	6%	*	*	*
Totals	100%	99%	100%	*	101%	101%	100%	101%	*	*	*
Unweighted N	(514)	(292)	(222)	(69)	(125)	(204)	(116)	(350)	(54)	(78)	(32)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	28%	29%	29%	26%	35%	26%	27%	27%	29%	*	24%	31%	26%
Like it	50%	52%	49%	49%	48%	52%	48%	52%	53%	*	52%	47%	55%
Dislike it	14%	10%	13%	17%	8%	14%	15%	14%	14%	*	12%	16%	9%
Hate it	2%	1%	3%	4%	1%	4%	3%	1%	1%	*	2%	2%	2%
Not sure	6%	8%	7%	4%	8%	3%	7%	6%	4%	*	11%	5%	7%
Totals	100%	100%	101%	100%	100%	99%	100%	100%	101%	*	101%	101%	99%
Unweighted N	(514)	(163)	(205)	(146)	(208)	(206)	(178)	(146)	(148)	(85)	(108)	(201)	(120)

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3AM. Opinions on Horror Movies — The Fly

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	25%	24%	26%	*	22%	22%	31%	26%	*	*	*
Like it	51%	53%	48%	*	52%	54%	48%	52%	*	*	*
Dislike it	16%	17%	13%	*	15%	15%	14%	16%	*	*	*
Hate it	3%	3%	3%	*	4%	3%	1%	4%	*	*	*
Not sure	6%	3%	10%	*	7%	5%	6%	4%	*	*	*
Totals	101%	100%	100%	*	100%	99%	100%	102%	*	*	*
Unweighted N	(585)	(309)	(276)	(62)	(120)	(257)	(146)	(402)	(80)	(68)	(35)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	25%	30%	21%	25%	31%	26%	31%	20%	25%	29%	22%	24%	26%
Like it	51%	55%	52%	46%	48%	53%	45%	59%	51%	46%	51%	52%	52%
Dislike it	16%	8%	18%	19%	11%	14%	17%	13%	16%	17%	17%	15%	13%
Hate it	3%	1%	3%	4%	2%	3%	2%	3%	5%	4%	4%	3%	1%
Not sure	6%	6%	6%	6%	8%	4%	6%	5%	3%	5%	6%	5%	7%
Totals	101%	100%	100%	100%	100%	100%	101%	100%	100%	101%	100%	99%	99%
Unweighted N	(585)	(186)	(228)	(171)	(243)	(222)	(199)	(185)	(146)	(108)	(115)	(215)	(147)

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3AN. Opinions on Horror Movies — Insidious

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	37%	35%	40%	34%	42%	34%	*	35%	*	*	*
Like it	43%	42%	43%	54%	33%	44%	*	45%	*	*	*
Dislike it	8%	10%	6%	5%	11%	6%	*	6%	*	*	*
Hate it	5%	5%	4%	6%	3%	6%	*	6%	*	*	*
Not sure	7%	8%	6%	0%	9%	10%	*	8%	*	*	*
Totals	100%	100%	99%	99%	98%	100%	*	100%	*	*	*
Unweighted N	(428)	(183)	(245)	(128)	(163)	(107)	(30)	(254)	(58)	(85)	(31)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	37%	46%	31%	*	34%	33%	42%	33%	*	*	*	43%	*
Like it	43%	41%	49%	*	43%	40%	39%	47%	*	*	*	35%	*
Dislike it	8%	9%	6%	*	13%	9%	7%	10%	*	*	*	8%	*
Hate it	5%	0%	5%	*	1%	8%	7%	2%	*	*	*	8%	*
Not sure	7%	4%	10%	*	9%	10%	4%	8%	*	*	*	6%	*
Totals	100%	100%	101%	*	100%	100%	99%	100%	*	*	*	100%	*
Unweighted N	(428)	(155)	(178)	(95)	(171)	(132)	(178)	(118)	(92)	(70)	(81)	(187)	(90)

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3AO. Opinions on Horror Movies — The Evil Dead

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	32%	36%	26%	27%	34%	32%	*	34%	*	*	*
Like it	51%	50%	52%	61%	49%	51%	*	50%	*	*	*
Dislike it	10%	10%	10%	4%	9%	11%	*	11%	*	*	*
Hate it	1%	1%	1%	1%	1%	1%	*	1%	*	*	*
Not sure	6%	3%	11%	6%	8%	5%	*	4%	*	*	*
Totals	100%	100%	100%	99%	101%	100%	*	100%	*	*	*
Unweighted N	(475)	(258)	(217)	(111)	(194)	(135)	(35)	(308)	(58)	(76)	(33)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	32%	33%	34%	26%	43%	35%	29%	34%	37%	*	*	27%	35%
Like it	51%	46%	50%	58%	42%	47%	50%	51%	50%	*	*	52%	52%
Dislike it	10%	12%	6%	14%	5%	15%	14%	8%	5%	*	*	13%	5%
Hate it	1%	2%	1%	0%	3%	0%	1%	1%	1%	*	*	1%	1%
Not sure	6%	6%	9%	2%	7%	3%	4%	5%	6%	*	*	7%	7%
Totals	100%	99%	100%	100%	100%	100%	98%	99%	99%	*	*	100%	100%
Unweighted N	(475)	(173)	(198)	(104)	(204)	(152)	(175)	(134)	(119)	(86)	(80)	(187)	(122)

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3AP. Opinions on Horror Movies — Sinners

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	45%	43%	49%	51%	52%	*	*	38%	*	*	*
Like it	36%	39%	33%	32%	30%	*	*	41%	*	*	*
Dislike it	12%	15%	8%	9%	13%	*	*	12%	*	*	*
Hate it	3%	3%	4%	1%	3%	*	*	5%	*	*	*
Not sure	4%	1%	7%	7%	2%	*	*	4%	*	*	*
Totals	100%	101%	101%	100%	100%	*	*	100%	*	*	*
Unweighted N	(345)	(166)	(179)	(109)	(138)	(74)	(24)	(193)	(64)	(67)	(21)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	45%	60%	40%	*	63%	39%	45%	37%	*	*	*	40%	*
Like it	36%	23%	41%	*	28%	43%	35%	42%	*	*	*	36%	*
Dislike it	12%	9%	16%	*	6%	13%	13%	13%	*	*	*	17%	*
Hate it	3%	2%	0%	*	2%	2%	4%	5%	*	*	*	1%	*
Not sure	4%	6%	2%	*	0%	4%	3%	3%	*	*	*	6%	*
Totals	100%	100%	99%	*	99%	101%	100%	100%	*	*	*	100%	*
Unweighted N	(345)	(147)	(120)	(78)	(158)	(112)	(112)	(109)	(92)	(62)	(57)	(130)	(96)

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3AQ. Opinions on Horror Movies — I Know What You Did Last Summer

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	22%	19%	24%	24%	28%	17%	*	19%	*	21%	*
Like it	54%	58%	50%	52%	49%	59%	*	58%	*	47%	*
Dislike it	16%	16%	16%	13%	15%	15%	*	17%	*	17%	*
Hate it	3%	3%	3%	0%	3%	4%	*	3%	*	3%	*
Not sure	6%	5%	7%	11%	5%	4%	*	3%	*	12%	*
Totals	101%	101%	100%	100%	100%	99%	*	100%	*	100%	*
Unweighted N	(655)	(297)	(358)	(129)	(227)	(210)	(89)	(411)	(87)	(113)	(44)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	22%	26%	14%	26%	27%	20%	27%	19%	21%	22%	18%	27%	16%
Like it	54%	47%	63%	50%	49%	60%	52%	55%	54%	58%	54%	52%	53%
Dislike it	16%	15%	14%	19%	15%	12%	14%	19%	16%	12%	12%	17%	22%
Hate it	3%	3%	2%	3%	2%	4%	2%	3%	4%	4%	4%	1%	3%
Not sure	6%	9%	7%	1%	6%	4%	5%	4%	6%	4%	12%	3%	6%
Totals	101%	100%	100%	99%	99%	100%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(655)	(232)	(265)	(158)	(273)	(214)	(237)	(201)	(164)	(128)	(128)	(251)	(148)

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3AR. Opinions on Horror Movies — The Blair Witch Project

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	19%	20%	19%	30%	22%	16%	*	18%	*	25%	*
Like it	41%	43%	38%	43%	35%	44%	*	41%	*	39%	*
Dislike it	23%	22%	24%	18%	28%	22%	*	26%	*	12%	*
Hate it	9%	8%	10%	2%	5%	12%	*	9%	*	11%	*
Not sure	8%	7%	8%	7%	9%	6%	*	5%	*	14%	*
Totals	100%	100%	99%	100%	99%	100%	*	99%	*	101%	*
Unweighted N	(679)	(338)	(341)	(119)	(220)	(242)	(98)	(457)	(76)	(111)	(35)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	19%	22%	18%	20%	21%	16%	22%	20%	20%	21%	21%	21%	15%
Like it	41%	41%	39%	41%	45%	44%	33%	40%	49%	33%	42%	40%	44%
Dislike it	23%	22%	21%	26%	20%	25%	20%	26%	22%	27%	24%	22%	22%
Hate it	9%	10%	10%	8%	8%	11%	10%	11%	6%	9%	9%	9%	8%
Not sure	8%	5%	13%	5%	6%	4%	14%	3%	4%	10%	4%	8%	11%
Totals	100%	100%	101%	100%	100%	100%	99%	100%	101%	100%	100%	100%	100%
Unweighted N	(679)	(231)	(265)	(183)	(292)	(219)	(266)	(199)	(165)	(118)	(139)	(259)	(163)

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3AS. Opinions on Horror Movies — Paranormal Activity

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	25%	24%	26%	25%	24%	25%	*	27%	*	24%	*
Like it	53%	58%	48%	59%	47%	52%	*	52%	*	57%	*
Dislike it	12%	8%	15%	9%	12%	15%	*	13%	*	11%	*
Hate it	5%	4%	7%	4%	10%	4%	*	4%	*	6%	*
Not sure	5%	5%	5%	4%	6%	4%	*	5%	*	2%	*
Totals	100%	99%	101%	101%	99%	100%	*	101%	*	100%	*
Unweighted N	(537)	(235)	(302)	(139)	(202)	(145)	(51)	(330)	(70)	(105)	(32)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	25%	31%	22%	25%	27%	25%	30%	23%	29%	*	29%	28%	15%
Like it	53%	49%	57%	51%	49%	53%	51%	50%	46%	*	58%	46%	51%
Dislike it	12%	11%	9%	17%	12%	15%	8%	18%	10%	*	8%	13%	18%
Hate it	5%	5%	5%	6%	6%	4%	7%	4%	6%	*	4%	5%	8%
Not sure	5%	5%	7%	2%	7%	3%	4%	5%	9%	*	1%	8%	7%
Totals	100%	101%	100%	101%	101%	100%	100%	100%	100%	*	100%	100%	99%
Unweighted N	(537)	(183)	(226)	(128)	(216)	(169)	(216)	(171)	(114)	(96)	(115)	(211)	(115)

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3AT. Opinions on Horror Movies — Rosemary's Baby

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	23%	21%	24%	*	30%	21%	21%	22%	*	*	*
Like it	50%	50%	50%	*	52%	48%	53%	52%	*	*	*
Dislike it	17%	18%	15%	*	10%	18%	17%	17%	*	*	*
Hate it	3%	2%	5%	*	2%	5%	3%	3%	*	*	*
Not sure	7%	8%	6%	*	6%	8%	7%	6%	*	*	*
Totals	100%	99%	100%	*	100%	100%	101%	100%	*	*	*
Unweighted N	(555)	(255)	(300)	(63)	(121)	(199)	(172)	(392)	(63)	(71)	(29)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	23%	31%	20%	16%	32%	17%	18%	24%	29%	23%	18%	25%	24%
Like it	50%	42%	60%	49%	49%	60%	50%	50%	51%	53%	57%	42%	51%
Dislike it	17%	19%	12%	19%	10%	11%	20%	18%	10%	13%	18%	21%	12%
Hate it	3%	3%	3%	4%	4%	5%	4%	3%	3%	4%	2%	4%	4%
Not sure	7%	4%	6%	12%	5%	8%	9%	5%	7%	7%	5%	9%	9%
Totals	100%	99%	101%	100%	100%	101%	101%	100%	100%	100%	100%	101%	100%
Unweighted N	(555)	(214)	(200)	(141)	(257)	(184)	(201)	(172)	(139)	(111)	(133)	(190)	(121)

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3AU. Opinions on Horror Movies — The Invisible Man

What is your opinion of the following movies?

Asked of people who say they have seen each movie

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	22%	19%	25%	27%	22%	18%	23%	19%	*	*	*
Like it	56%	63%	49%	53%	52%	58%	60%	56%	*	*	*
Dislike it	13%	12%	13%	17%	13%	14%	10%	14%	*	*	*
Hate it	2%	0%	4%	0%	6%	2%	0%	2%	*	*	*
Not sure	7%	6%	8%	3%	8%	8%	7%	9%	*	*	*
Totals	100%	100%	99%	100%	101%	100%	100%	100%	*	*	*
Unweighted N	(606)	(315)	(291)	(103)	(162)	(192)	(149)	(382)	(98)	(97)	(29)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	22%	24%	17%	24%	23%	26%	21%	22%	23%	34%	25%	17%	18%
Like it	56%	57%	59%	53%	63%	55%	58%	59%	53%	44%	55%	59%	62%
Dislike it	13%	14%	12%	13%	6%	13%	13%	13%	11%	12%	12%	13%	15%
Hate it	2%	0%	4%	2%	0%	1%	1%	2%	5%	0%	5%	1%	2%
Not sure	7%	5%	8%	8%	7%	5%	6%	5%	8%	9%	3%	10%	3%
Totals	100%	100%	100%	100%	99%	100%	99%	101%	100%	99%	100%	100%	100%
Unweighted N	(606)	(230)	(236)	(140)	(266)	(211)	(211)	(183)	(155)	(108)	(129)	(229)	(140)

YouGov Survey: Horror Movies

October 7 - 12, 2025 - 2136 U.S. adult citizens



3AV. Opinions on Horror Movies — The Wolfman

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	24%	26%	21%	*	24%	18%	29%	26%	*	*	*
Like it	55%	53%	57%	*	50%	59%	60%	52%	*	*	*
Dislike it	11%	11%	10%	*	18%	10%	4%	10%	*	*	*
Hate it	3%	3%	3%	*	3%	5%	1%	3%	*	*	*
Not sure	8%	7%	9%	*	5%	8%	6%	9%	*	*	*
Totals	101%	100%	100%	*	100%	100%	100%	100%	*	*	*
Unweighted N	(469)	(245)	(224)	(77)	(139)	(144)	(109)	(295)	(60)	(85)	(29)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	24%	26%	21%	24%	26%	26%	22%	24%	27%	*	*	22%	25%
Like it	55%	58%	54%	53%	57%	58%	58%	58%	54%	*	*	58%	55%
Dislike it	11%	7%	14%	12%	8%	9%	9%	10%	10%	*	*	9%	11%
Hate it	3%	3%	0%	5%	3%	1%	4%	2%	3%	*	*	6%	3%
Not sure	8%	5%	12%	6%	6%	6%	8%	5%	6%	*	*	6%	7%
Totals	101%	99%	101%	100%	100%	100%	101%	99%	100%	*	*	101%	101%
Unweighted N	(469)	(175)	(162)	(132)	(194)	(177)	(174)	(138)	(125)	(95)	(91)	(166)	(117)

YouGov Survey: Horror Movies

October 7 - 12, 2025 - 2136 U.S. adult citizens



3AW. Opinions on Horror Movies — The Hills Have Eyes

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	21%	25%	17%	*	30%	15%	*	20%	*	*	*
Like it	53%	54%	53%	*	42%	63%	*	53%	*	*	*
Dislike it	16%	15%	18%	*	19%	16%	*	18%	*	*	*
Hate it	3%	3%	4%	*	4%	2%	*	3%	*	*	*
Not sure	6%	4%	8%	*	6%	3%	*	5%	*	*	*
Totals	99%	101%	100%	*	101%	99%	*	99%	*	*	*
Unweighted N	(512)	(254)	(258)	(88)	(209)	(153)	(62)	(307)	(82)	(95)	(28)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	21%	23%	16%	25%	29%	23%	21%	21%	22%	*	23%	21%	18%
Like it	53%	56%	58%	45%	49%	50%	52%	53%	56%	*	59%	52%	45%
Dislike it	16%	13%	16%	21%	14%	17%	16%	17%	16%	*	9%	18%	25%
Hate it	3%	3%	3%	4%	0%	3%	3%	5%	2%	*	3%	3%	6%
Not sure	6%	5%	7%	5%	7%	6%	8%	3%	4%	*	6%	6%	6%
Totals	99%	100%	100%	100%	99%	99%	100%	99%	100%	*	100%	100%	100%
Unweighted N	(512)	(171)	(200)	(141)	(190)	(179)	(221)	(139)	(121)	(68)	(108)	(221)	(115)

YouGov Survey: Horror Movies

October 7 - 12, 2025 - 2136 U.S. adult citizens



3AX. Opinions on Horror Movies — The Grudge

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	25%	22%	27%	35%	28%	17%	*	19%	*	*	*
Like it	50%	57%	43%	50%	41%	58%	*	50%	*	*	*
Dislike it	15%	9%	21%	7%	19%	12%	*	17%	*	*	*
Hate it	3%	4%	3%	1%	4%	5%	*	4%	*	*	*
Not sure	7%	8%	7%	7%	8%	8%	*	10%	*	*	*
Totals	100%	100%	101%	100%	100%	100%	*	100%	*	*	*
Unweighted N	(458)	(208)	(250)	(100)	(183)	(131)	(44)	(271)	(70)	(87)	(30)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	25%	28%	17%	31%	24%	26%	26%	25%	*	*	*	28%	23%
Like it	50%	55%	52%	40%	54%	45%	48%	46%	*	*	*	48%	49%
Dislike it	15%	11%	18%	16%	11%	21%	14%	20%	*	*	*	11%	19%
Hate it	3%	1%	2%	7%	3%	4%	4%	1%	*	*	*	5%	4%
Not sure	7%	4%	11%	6%	8%	5%	7%	8%	*	*	*	8%	5%
Totals	100%	99%	100%	100%	100%	101%	99%	100%	*	*	*	100%	100%
Unweighted N	(458)	(164)	(184)	(110)	(189)	(147)	(199)	(128)	(90)	(79)	(77)	(184)	(118)

YouGov Survey: Horror Movies

October 7 - 12, 2025 - 2136 U.S. adult citizens



Interviewing Dates	October 7 - 11, 2025 October 8 - 12, 2025
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.051 to 6.589, with a mean of one and a standard deviation of 0.908.
Number of respondents	2136
Margin of error	± 2.9% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	89 questions not reported.