

**YouGov Portland**  
**Halloween**  
 US\_nat



Total	Gender		Age			Region				
Base	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White

TIH\_q5. Which, if any, of the following describe your plans for this upcoming Halloween? Please select all that apply.

Unweighted base	1109	482	627	260	373	476	221	263	388	237	804
<b>Base: All US Adults</b>	<b>1094</b>	<b>541</b>	<b>553</b>	<b>331</b>	<b>346</b>	<b>417</b>	<b>233</b>	<b>238</b>	<b>394</b>	<b>229</b>	<b>712</b>
I will be dressing up in a costume	13%	12%	15%	22%	15%	5%	14%	13%	10%	17%	13%
I will be going out to a bar or restaurant	6%	8%	4%	12%	5%	2%	4%	9%	6%	7%	6%
I will be going to a private party	11%	13%	9%	21%	10%	4%	15%	10%	11%	10%	11%
I will be going to a Halloween parade	4%	5%	2%	6%	4%	1%	5%	4%	3%	4%	2%
I will be giving out candy or other treats	32%	27%	38%	21%	32%	42%	31%	38%	31%	30%	34%
I will be going trick-or-treating	12%	11%	12%	16%	19%	2%	9%	9%	12%	17%	9%
I will watch a scary movie	16%	16%	17%	26%	17%	8%	16%	17%	17%	15%	15%
Other	5%	4%	6%	2%	6%	6%	4%	3%	4%	8%	5%
Don't know	8%	10%	7%	11%	9%	5%	8%	7%	10%	7%	8%
Not applicable - I will not be doing anything for this upcoming Halloween	31%	32%	30%	24%	28%	39%	33%	33%	29%	30%	32%

XPH\_7. Which ONE, if any, is your FAVORITE genre of movie?

Unweighted base	1109	482	627	260	373	476	221	263	388	237	804
<b>Base: All US Adults</b>	<b>1094</b>	<b>541</b>	<b>553</b>	<b>331</b>	<b>346</b>	<b>417</b>	<b>233</b>	<b>238</b>	<b>394</b>	<b>229</b>	<b>712</b>
Action	14%	20%	8%	14%	14%	13%	18%	11%	14%	13%	11%
Adventure	4%	5%	3%	5%	3%	4%	3%	4%	4%	5%	5%
Animation	2%	1%	2%	3%	1%	1%	-	1%	3%	2%	1%
Biography	0%	0%	0%	-	-	0%	-	-	0%	0%	0%
Comedy	17%	13%	22%	18%	19%	15%	19%	21%	16%	13%	17%
Crime	1%	0%	2%	0%	1%	2%	1%	2%	2%	0%	1%
Documentary	3%	3%	4%	2%	3%	4%	1%	6%	3%	3%	3%
Drama	8%	5%	10%	6%	10%	7%	6%	5%	9%	9%	7%
Family	3%	2%	3%	2%	3%	3%	2%	4%	3%	1%	3%
Fantasy	2%	2%	1%	3%	2%	1%	1%	1%	3%	1%	2%
Film-Noir	1%	1%	1%	0%	1%	0%	1%	1%	-	1%	1%
History	3%	5%	1%	4%	2%	3%	2%	3%	4%	2%	3%
Horror	8%	6%	9%	12%	9%	3%	8%	6%	7%	10%	6%
Musical	2%	1%	3%	1%	0%	3%	1%	3%	1%	3%	2%
Mystery	3%	1%	4%	0%	2%	5%	3%	4%	2%	2%	3%
Romance	4%	1%	8%	3%	4%	5%	4%	5%	5%	2%	5%
Sci-Fi	10%	14%	5%	10%	9%	10%	11%	8%	8%	12%	11%
Sport	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Thriller	4%	4%	4%	4%	4%	3%	5%	3%	3%	5%	4%
War	2%	3%	1%	1%	2%	2%	2%	1%	2%	1%	2%
Western	2%	2%	1%	-	1%	3%	2%	1%	2%	2%	2%
Not applicable - I do not have a favorite genre of movie	8%	10%	7%	10%	7%	8%	7%	8%	8%	10%	9%
Not applicable - I do not watch movies	2%	3%	2%	3%	2%	2%	2%	1%	3%	3%	3%

**YouGov Portland**  
**Halloween**  
 US\_nat



Total	Race			Education				Marital		
Base	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced

TIH\_q5. Which, if any, of the following describe your plans for this upcoming Halloween? Please select all that apply.

Unweighted base	1109	122	95	88	410	376	207	116	590	19	110
<b>Base: All US Adults</b>	1094	133	163	86	458	348	188	100	541	17	108
I will be dressing up in a costume	13%	10%	15%	17%	11%	14%	14%	15%	12%	5%	7%
I will be going out to a bar or restaurant	6%	5%	4%	10%	4%	7%	8%	6%	5%	4%	3%
I will be going to a private party	11%	6%	15%	13%	9%	13%	14%	10%	10%	18%	4%
I will be going to a Halloween parade	4%	4%	9%	7%	3%	5%	3%	4%	3%	18%	4%
I will be giving out candy or other treats	32%	29%	31%	29%	29%	30%	38%	45%	44%	28%	26%
I will be going trick-or-treating	12%	12%	26%	3%	11%	15%	11%	6%	12%	-	20%
I will watch a scary movie	16%	21%	18%	16%	15%	21%	14%	12%	13%	30%	13%
Other	5%	3%	2%	8%	3%	5%	7%	8%	6%	-	6%
Don't know	8%	6%	8%	13%	9%	7%	10%	6%	4%	9%	9%
Not applicable - I will not be doing anything for this upcoming Halloween	31%	39%	20%	25%	37%	28%	23%	28%	27%	29%	36%

XPH\_7. Which ONE, if any, is your FAVORITE genre of movie?

Unweighted base	1109	122	95	88	410	376	207	116	590	19	110
<b>Base: All US Adults</b>	1094	133	163	86	458	348	188	100	541	17	108
Action	14%	17%	28%	10%	14%	17%	14%	5%	14%	27%	17%
Adventure	4%	1%	2%	7%	3%	5%	5%	4%	5%	5%	4%
Animation	2%	2%	2%	3%	1%	2%	2%	-	1%	-	1%
Biography	0%	-	-	-	0%	-	0%	-	0%	-	-
Comedy	17%	23%	17%	14%	20%	16%	16%	15%	18%	-	16%
Crime	1%	2%	0%	-	1%	1%	1%	2%	2%	4%	1%
Documentary	3%	4%	2%	2%	3%	4%	3%	3%	4%	4%	1%
Drama	8%	3%	11%	11%	7%	7%	9%	9%	8%	-	3%
Family	3%	2%	3%	2%	3%	2%	2%	3%	4%	-	1%
Fantasy	2%	1%	0%	6%	2%	1%	2%	3%	2%	10%	-
Film-Noir	1%	1%	-	1%	0%	1%	1%	1%	1%	-	1%
History	3%	4%	3%	3%	2%	4%	4%	3%	3%	-	1%
Horror	8%	13%	12%	4%	10%	8%	4%	4%	6%	6%	9%
Musical	2%	1%	-	4%	1%	1%	4%	3%	2%	-	2%
Mystery	3%	2%	1%	2%	3%	3%	2%	3%	3%	5%	1%
Romance	4%	5%	1%	4%	5%	4%	3%	5%	4%	-	9%
Sci-Fi	10%	5%	11%	5%	8%	8%	11%	19%	8%	10%	14%
Sport	0%	-	-	-	-	0%	0%	1%	1%	-	-
Thriller	4%	6%	1%	4%	3%	4%	6%	4%	4%	5%	4%
War	2%	2%	2%	1%	2%	2%	1%	2%	2%	-	1%
Western	2%	2%	-	2%	2%	2%	-	2%	2%	-	3%
Not applicable - I do not have a favorite genre of movie	8%	6%	3%	11%	8%	8%	11%	8%	6%	19%	7%
Not applicable - I do not watch movies	2%	-	1%	4%	4%	1%	0%	1%	2%	5%	2%

**YouGov Portland**  
**Halloween**  
 US\_nat



Total	Status			Children under the age of 18		Income				
Base	Widowed	Single	Domestic partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	Facebook

TIH\_q5. Which, if any, of the following describe your plans for this upcoming Halloween? Please select all that apply.

	Unweighted base	1109	56	277	57	280	829	416	296	231	166	853
<b>Base: All US Adults</b>		1094	47	321	60	281	813	423	297	205	168	851
I will be dressing up in a costume		13%	2%	16%	27%	19%	11%	12%	14%	16%	11%	15%
I will be going out to a bar or restaurant		6%	-	10%	9%	6%	6%	6%	5%	8%	7%	7%
I will be going to a private party		11%	2%	17%	15%	12%	11%	7%	11%	16%	16%	13%
I will be going to a Halloween parade		4%	1%	4%	3%	7%	2%	4%	5%	3%	2%	4%
I will be giving out candy or other treats		32%	31%	15%	33%	31%	33%	25%	39%	44%	25%	32%
I will be going trick-or-treating		12%	1%	8%	25%	34%	4%	13%	14%	8%	9%	13%
I will watch a scary movie		16%	11%	20%	37%	20%	15%	18%	16%	15%	14%	17%
Other		5%	7%	2%	7%	5%	5%	3%	5%	9%	4%	5%
Don't know		8%	6%	14%	9%	5%	9%	11%	6%	2%	13%	8%
Not applicable - I will not be doing anything for this upcoming Halloween		31%	50%	34%	23%	19%	35%	35%	28%	23%	35%	28%

XPH\_7. Which ONE, if any, is your FAVORITE genre of movie?

	Unweighted base	1109	56	277	57	280	829	416	296	231	166	853
<b>Base: All US Adults</b>		1094	47	321	60	281	813	423	297	205	168	851
Action		14%	9%	15%	6%	12%	14%	17%	11%	8%	17%	14%
Adventure		4%	2%	3%	1%	5%	3%	3%	4%	6%	3%	4%
Animation		2%	3%	4%	1%	1%	2%	2%	1%	1%	3%	2%
Biography		0%	-	-	1%	-	0%	-	-	0%	0%	0%
Comedy		17%	15%	18%	14%	18%	17%	14%	18%	23%	18%	18%
Crime		1%	5%	0%	1%	2%	1%	1%	1%	2%	0%	1%
Documentary		3%	7%	2%	5%	4%	3%	3%	3%	4%	1%	3%
Drama		8%	14%	6%	20%	8%	8%	7%	8%	10%	6%	8%
Family		3%	3%	1%	-	4%	2%	2%	4%	0%	3%	3%
Fantasy		2%	-	2%	-	2%	2%	1%	3%	2%	1%	2%
Film-Noir		1%	-	0%	-	1%	0%	0%	1%	1%	-	0%
History		3%	5%	4%	1%	4%	3%	2%	4%	5%	3%	3%
Horror		8%	6%	9%	17%	11%	6%	12%	7%	2%	6%	9%
Musical		2%	2%	2%	-	-	2%	2%	2%	0%	3%	2%
Mystery		3%	6%	0%	5%	2%	3%	3%	3%	1%	4%	2%
Romance		4%	7%	2%	3%	4%	4%	5%	3%	5%	3%	4%
Sci-Fi		10%	3%	12%	4%	10%	9%	8%	11%	13%	5%	9%
Sport		0%	-	-	-	1%	0%	-	1%	1%	-	0%
Thriller		4%	-	3%	8%	3%	4%	2%	6%	2%	6%	4%
War		2%	2%	1%	5%	2%	2%	1%	2%	2%	-	1%
Western		2%	-	1%	-	0%	2%	2%	1%	2%	1%	1%
Not applicable - I do not have a favorite genre of movie		8%	9%	11%	5%	4%	10%	9%	4%	8%	14%	7%
Not applicable - I do not watch movies		2%	2%	3%	1%	2%	2%	3%	1%	0%	3%	1%

**YouGov Portland**  
**Halloween**  
 US\_nat



Total	Social networks membership									
Base	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Vine	Snapchat	Bebo

TIH\_q5. Which, if any, of the following describe your plans for this upcoming Halloween? Please select all that apply.

	Unweighted base	1109	361	314	314	108	263	97	192	31	86	5
<b>Base: All US Adults</b>	1094	362	302	337	124	248	99	210	33	97	7	
I will be dressing up in a costume	13%	18%	19%	20%	25%	19%	31%	25%	20%	26%	16%	
I will be going out to a bar or restaurant	6%	11%	7%	9%	9%	7%	9%	13%	15%	20%	-	
I will be going to a private party	11%	16%	13%	14%	22%	10%	21%	26%	26%	26%	-	
I will be going to a Halloween parade	4%	6%	5%	6%	10%	4%	4%	8%	7%	8%	28%	
I will be giving out candy or other treats	32%	34%	43%	30%	29%	39%	28%	29%	37%	21%	45%	
I will be going trick-or-treating	12%	13%	16%	18%	20%	17%	18%	19%	23%	15%	16%	
I will watch a scary movie	16%	24%	19%	22%	23%	22%	44%	23%	45%	31%	16%	
Other	5%	4%	6%	4%	3%	6%	1%	3%	3%	1%	-	
Don't know	8%	9%	7%	12%	17%	10%	13%	8%	8%	13%	27%	
Not applicable - I will not be doing anything for this upcoming Halloween	31%	24%	23%	23%	16%	21%	16%	18%	10%	18%	-	

XPH\_7. Which ONE, if any, is your FAVORITE genre of movie?

	Unweighted base	1109	361	314	314	108	263	97	192	31	86	5
<b>Base: All US Adults</b>	1094	362	302	337	124	248	99	210	33	97	7	
Action	14%	15%	10%	14%	21%	16%	13%	17%	10%	15%	56%	
Adventure	4%	3%	4%	4%	2%	3%	2%	3%	-	2%	-	
Animation	2%	2%	1%	3%	2%	3%	5%	1%	-	2%	-	
Biography	0%	-	-	-	-	-	-	-	-	-	-	
Comedy	17%	23%	19%	15%	22%	24%	14%	24%	30%	18%	28%	
Crime	1%	1%	2%	1%	2%	2%	-	1%	-	-	-	
Documentary	3%	2%	4%	2%	1%	3%	2%	2%	3%	1%	-	
Drama	8%	8%	10%	9%	4%	10%	5%	10%	2%	13%	-	
Family	3%	3%	2%	3%	2%	2%	1%	1%	2%	2%	-	
Fantasy	2%	3%	1%	2%	1%	2%	3%	2%	-	1%	-	
Film-Noir	1%	-	1%	0%	-	-	-	-	-	-	-	
History	3%	3%	4%	3%	5%	1%	9%	4%	5%	3%	-	
Horror	8%	11%	8%	10%	16%	9%	19%	12%	18%	13%	16%	
Musical	2%	1%	3%	1%	3%	2%	4%	2%	3%	4%	-	
Mystery	3%	2%	2%	1%	-	2%	1%	1%	2%	-	-	
Romance	4%	3%	3%	3%	2%	6%	2%	5%	5%	3%	-	
Sci-Fi	10%	7%	12%	13%	3%	5%	10%	4%	8%	9%	-	
Sport	0%	0%	0%	1%	1%	-	-	1%	2%	2%	-	
Thriller	4%	4%	4%	4%	6%	4%	3%	5%	3%	5%	-	
War	2%	0%	1%	2%	-	0%	1%	1%	4%	-	-	
Western	2%	1%	1%	1%	-	1%	-	-	-	-	-	
Not applicable - I do not have a favorite genre of movie	8%	8%	8%	8%	5%	5%	6%	6%	2%	9%	-	
Not applicable - I do not watch movies	2%	0%	0%	1%	1%	0%	2%	-	-	-	-	

**YouGov Portland**  
**Halloween**  
 US\_nat



Total			
Base	Other	Don't know	None

TIH\_q5. Which, if any, of the following describe your plans for this upcoming Halloween? Please select all that apply.

	Unweighted base	14	6	166
<b>Base: All US Adults</b>	1094	15	5	154
I will be dressing up in a costume	13%	29%	-	5%
I will be going out to a bar or restaurant	6%	-	-	2%
I will be going to a private party	11%	32%	-	4%
I will be going to a Halloween parade	4%	13%	-	0%
I will be giving out candy or other treats	32%	44%	23%	33%
I will be going trick-or-treating	12%	-	-	5%
I will watch a scary movie	16%	18%	31%	11%
Other	5%	10%	-	3%
Don't know	8%	13%	31%	6%
Not applicable - I will not be doing anything for this upcoming Halloween	31%	6%	14%	46%

XPH\_7. Which ONE, if any, is your FAVORITE genre of movie?

	Unweighted base	14	6	166
<b>Base: All US Adults</b>	1094	15	5	154
Action	14%	21%	-	13%
Adventure	4%	-	-	3%
Animation	2%	-	-	-
Biography	0%	-	-	1%
Comedy	17%	17%	-	11%
Crime	1%	-	-	2%
Documentary	3%	-	-	4%
Drama	8%	5%	-	8%
Family	3%	-	-	3%
Fantasy	2%	-	16%	3%
Film-Noir	1%	-	-	2%
History	3%	-	-	2%
Horror	8%	-	36%	3%
Musical	2%	11%	14%	1%
Mystery	3%	-	-	3%
Romance	4%	-	-	4%
Sci-Fi	10%	27%	-	12%
Sport	0%	-	-	-
Thriller	4%	5%	-	2%
War	2%	-	-	2%
Western	2%	-	16%	2%
Not applicable – I do not have a favorite genre of movie	8%	13%	18%	12%
Not applicable – I do not watch movies	2%	-	-	7%

**YouGov Portland**  
**Halloween**  
 US\_nat



Total	Gender		Age			Region				
Base	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White

XPH\_11. Which, if any, of the following horror movies have you ever seen? Please select all that apply.

	Unweighted base	1031	467	564	242	348	441	205	244	356	226	743
<b>Base: All US Adults who watch movies</b>	1025	523	502	312	325	389	220	224	364	218	659	
King Kong (1933)	46%	50%	42%	25%	45%	64%	44%	46%	46%	49%	46%	
Let the Right One In (2008)	9%	11%	7%	13%	9%	6%	9%	8%	9%	10%	8%	
The Babadook (2014)	8%	7%	8%	15%	8%	1%	4%	7%	9%	10%	8%	
Jaws (1975)	66%	69%	64%	48%	71%	77%	64%	65%	66%	71%	70%	
Frankenstein (1931)	41%	46%	37%	20%	36%	63%	42%	45%	38%	43%	44%	
Rosemary's Baby (1968)	38%	35%	42%	18%	33%	59%	37%	39%	37%	41%	40%	
The Invisible Man (1933)	29%	34%	25%	10%	24%	48%	34%	30%	24%	31%	29%	
Alien (1979)	48%	54%	41%	33%	57%	52%	43%	44%	49%	54%	49%	
Psycho (1960)	53%	55%	50%	32%	57%	66%	52%	52%	52%	57%	54%	
Night of the Living Dead (1960)	36%	41%	31%	30%	42%	37%	39%	38%	35%	34%	36%	
Invasion of the Body Snatchers (1956)	33%	37%	28%	14%	37%	44%	34%	30%	32%	36%	32%	
The Exorcist (1971)	57%	59%	56%	38%	63%	68%	58%	52%	59%	60%	57%	
The Shining (1980)	53%	57%	49%	37%	64%	56%	51%	50%	54%	56%	55%	
Halloween (1978)	46%	50%	42%	40%	61%	38%	49%	47%	46%	41%	44%	
Pottergeist (1982)	53%	55%	51%	32%	69%	56%	48%	52%	54%	56%	53%	
The Evil Dead (1981)	23%	26%	19%	22%	35%	13%	20%	18%	26%	25%	21%	
Cabin in the Woods (2012)	28%	28%	28%	31%	32%	23%	27%	28%	29%	29%	27%	
A Nightmare on Elm Street (1984)	51%	55%	47%	45%	66%	44%	47%	52%	56%	49%	50%	
The Birds (1963)	54%	56%	52%	28%	52%	78%	50%	57%	51%	61%	60%	
The Silence of the Lambs (1991)	61%	64%	58%	46%	70%	67%	59%	65%	58%	65%	65%	
Ring (1998)	28%	26%	29%	33%	36%	16%	31%	23%	27%	30%	27%	
Saw (2004)	36%	37%	35%	46%	43%	23%	37%	33%	38%	35%	32%	
The Orphanage (2007)	10%	9%	10%	15%	12%	3%	10%	8%	10%	12%	7%	
The Texas Chainsaw Massacre (1974)	40%	45%	36%	36%	51%	34%	40%	36%	43%	41%	36%	
Hellraiser (1987)	26%	31%	21%	19%	42%	18%	24%	23%	27%	30%	24%	
Carrie (1976)	54%	53%	57%	39%	65%	58%	52%	51%	57%	56%	55%	
The Omen (1976)	42%	42%	41%	25%	52%	47%	44%	42%	38%	45%	40%	
The Blair Witch Project (1999)	39%	39%	38%	36%	50%	31%	32%	38%	42%	40%	39%	
Candyman (1992)	29%	33%	26%	24%	45%	21%	31%	22%	33%	30%	23%	
Friday 13th (1980)	51%	56%	45%	42%	67%	45%	53%	47%	55%	45%	47%	
Children of the Corn (1984)	42%	43%	42%	33%	52%	42%	40%	47%	46%	34%	42%	
Child's Play (1988)	33%	32%	33%	38%	44%	19%	33%	33%	34%	30%	28%	
Hostel (2005)	22%	24%	19%	26%	29%	12%	25%	18%	21%	22%	18%	
The Wicker Man (1973)	15%	16%	15%	14%	17%	16%	16%	14%	14%	19%	15%	
The Fly (1986)	41%	47%	34%	16%	52%	51%	40%	42%	39%	43%	39%	
Scream (1996)	41%	42%	40%	47%	57%	24%	39%	40%	44%	38%	39%	
None of these	6%	4%	8%	7%	5%	6%	4%	5%	6%	9%	5%	

Movies. Competitors

**YouGov Portland**  
**Halloween**  
 US\_nat



Total	Race			Education				Marital		
Base	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced

XPH\_11. Which, if any, of the following horror movies have you ever seen? Please select all that apply.

	Unweighted base	1031	114	93	81	370	356	198	107	552	18	96
<b>Base: All US Adults who watch movies</b>		1025	126	161	79	420	331	181	93	509	16	96
King Kong (1933)		46%	50%	50%	32%	48%	47%	44%	38%	53%	35%	53%
Let the Right One In (2008)		9%	9%	14%	6%	10%	9%	9%	6%	7%	6%	25%
The Babadook (2014)		8%	6%	6%	10%	7%	9%	6%	9%	7%	-	6%
Jaws (1975)		66%	60%	61%	58%	64%	70%	65%	65%	71%	75%	75%
Frankenstein (1931)		41%	42%	37%	29%	41%	44%	37%	43%	48%	40%	41%
Rosemary's Baby (1968)		38%	41%	38%	25%	36%	39%	42%	42%	44%	44%	54%
The Invisible Man (1933)		29%	32%	29%	29%	30%	31%	27%	23%	34%	41%	32%
Alien (1979)		48%	44%	50%	39%	45%	54%	46%	42%	49%	52%	55%
Psycho (1960)		53%	48%	54%	51%	49%	54%	58%	57%	57%	55%	56%
Night of the Living Dead (1960)		36%	47%	35%	23%	36%	40%	32%	33%	34%	32%	47%
Invasion of the Body Snatchers (1956)		33%	36%	36%	28%	34%	33%	31%	33%	36%	34%	43%
The Exorcist (1971)		57%	53%	65%	49%	56%	60%	56%	57%	60%	84%	63%
The Shining (1980)		53%	52%	53%	38%	52%	56%	51%	51%	55%	66%	61%
Halloween (1978)		46%	47%	57%	36%	49%	49%	39%	34%	45%	41%	56%
Pottergeist (1982)		53%	52%	58%	40%	52%	58%	47%	53%	56%	69%	67%
The Evil Dead (1981)		23%	23%	32%	15%	24%	22%	22%	19%	20%	31%	36%
Cabin in the Woods (2012)		28%	28%	33%	26%	29%	30%	26%	25%	28%	27%	43%
A Nightmare on Elm Street (1984)		51%	58%	61%	36%	54%	55%	44%	38%	48%	80%	58%
The Birds (1963)		54%	48%	47%	34%	52%	55%	59%	53%	61%	60%	64%
The Silence of the Lambs (1991)		61%	57%	55%	49%	59%	64%	61%	63%	65%	84%	71%
Ring (1998)		28%	26%	35%	27%	26%	31%	26%	28%	27%	42%	32%
Saw (2004)		36%	41%	50%	33%	38%	40%	28%	29%	33%	60%	45%
The Orphanage (2007)		10%	12%	17%	13%	9%	12%	10%	6%	8%	25%	6%
The Texas Chainsaw Massacre (1974)		40%	49%	58%	30%	46%	42%	33%	25%	37%	46%	55%
Hellraiser (1987)		26%	34%	35%	16%	30%	27%	22%	13%	23%	31%	48%
Carrie (1976)		54%	59%	54%	48%	54%	56%	56%	47%	54%	65%	72%
The Omen (1976)		42%	44%	51%	34%	41%	46%	41%	34%	42%	50%	54%
The Blair Witch Project (1999)		39%	35%	41%	33%	36%	45%	35%	36%	39%	57%	39%
Candyman (1992)		29%	55%	40%	23%	34%	31%	22%	18%	26%	47%	42%
Friday 13th (1980)		51%	57%	68%	35%	53%	55%	44%	38%	49%	45%	62%
Children of the Corn (1984)		42%	50%	46%	28%	44%	47%	37%	28%	42%	56%	59%
Child's Play (1988)		33%	52%	39%	24%	34%	37%	29%	17%	28%	25%	48%
Hostel (2005)		22%	23%	33%	22%	23%	23%	18%	15%	20%	32%	30%
The Wicker Man (1973)		15%	14%	21%	9%	17%	15%	14%	14%	15%	16%	31%
The Fly (1986)		41%	42%	51%	30%	44%	39%	41%	30%	45%	42%	55%
Scream (1996)		41%	45%	54%	30%	42%	45%	35%	35%	37%	42%	50%
None of these		6%	11%	3%	11%	7%	5%	6%	6%	6%	-	7%

Movies. Competitors

**YouGov Portland**  
**Halloween**  
 US\_nat



Total	Status			Children under the age of 18		Income				Facebook
Base	Widowed	Single	Domestic partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	Facebook

XPH\_11. Which, if any, of the following horror movies have you ever seen? Please select all that apply.

	Unweighted base	1031	51	260	54	261	770	378	280	217	156	795
<b>Base: All US Adults who watch movies</b>	1025	43	303	58	264	762	389	284	195	159	803	
King Kong (1933)	46%	60%	31%	45%	42%	48%	47%	47%	48%	41%	47%	
Let the Right One In (2008)	9%	7%	8%	8%	12%	8%	8%	11%	6%	11%	10%	
The Babadook (2014)	8%	-	8%	25%	9%	7%	9%	7%	7%	6%	9%	
Jaws (1975)	66%	75%	55%	60%	65%	67%	62%	72%	73%	61%	67%	
Frankenstein (1931)	41%	55%	29%	44%	29%	46%	39%	42%	49%	37%	42%	
Rosemary's Baby (1968)	38%	60%	23%	30%	29%	42%	37%	40%	42%	34%	39%	
The Invisible Man (1933)	29%	49%	17%	28%	19%	33%	32%	27%	28%	29%	29%	
Alien (1979)	48%	46%	41%	57%	46%	48%	45%	50%	56%	41%	48%	
Psycho (1960)	53%	66%	41%	65%	50%	54%	48%	59%	58%	48%	53%	
Night of the Living Dead (1960)	36%	32%	38%	37%	37%	36%	38%	38%	35%	31%	38%	
Invasion of the Body Snatchers (1956)	33%	43%	22%	37%	28%	34%	32%	35%	30%	33%	33%	
The Exorcist (1971)	57%	67%	46%	67%	55%	58%	57%	60%	60%	51%	59%	
The Shining (1980)	53%	56%	43%	61%	52%	53%	50%	62%	55%	43%	54%	
Halloween (1978)	46%	39%	45%	54%	53%	44%	48%	49%	42%	41%	47%	
Pottergeist (1982)	53%	54%	41%	62%	57%	52%	54%	55%	54%	46%	55%	
The Evil Dead (1981)	23%	7%	21%	42%	33%	19%	26%	25%	17%	16%	25%	
Cabin in the Woods (2012)	28%	17%	26%	29%	34%	26%	31%	27%	23%	28%	30%	
A Nightmare on Elm Street (1984)	51%	46%	51%	67%	60%	49%	57%	56%	44%	39%	53%	
The Birds (1963)	54%	77%	37%	51%	44%	58%	48%	61%	59%	52%	54%	
The Silence of the Lambs (1991)	61%	59%	51%	63%	64%	60%	55%	65%	72%	56%	64%	
Ring (1998)	28%	8%	25%	48%	41%	23%	30%	30%	24%	23%	30%	
Saw (2004)	36%	25%	35%	56%	49%	32%	43%	37%	29%	25%	39%	
The Orphanage (2007)	10%	5%	12%	19%	12%	9%	11%	9%	6%	11%	11%	
The Texas Chainsaw Massacre (1974)	40%	37%	37%	58%	50%	37%	44%	44%	30%	36%	42%	
Hellraiser (1987)	26%	16%	24%	34%	33%	24%	30%	25%	21%	26%	28%	
Carrie (1976)	54%	61%	47%	62%	56%	54%	54%	57%	55%	49%	56%	
The Omen (1976)	42%	50%	34%	53%	43%	41%	43%	43%	44%	33%	43%	
The Blair Witch Project (1999)	39%	21%	37%	49%	49%	35%	41%	40%	38%	33%	41%	
Candyman (1992)	29%	23%	28%	50%	41%	25%	32%	32%	21%	28%	32%	
Friday 13th (1980)	51%	40%	49%	64%	58%	48%	54%	54%	45%	44%	53%	
Children of the Corn (1984)	42%	44%	35%	49%	44%	42%	48%	43%	37%	34%	43%	
Child's Play (1988)	33%	18%	36%	40%	46%	28%	39%	33%	24%	26%	35%	
Hostel (2005)	22%	9%	22%	27%	29%	19%	26%	22%	16%	14%	23%	
The Wicker Man (1973)	15%	11%	12%	10%	18%	15%	18%	18%	12%	9%	16%	
The Fly (1986)	41%	55%	26%	42%	39%	41%	40%	43%	40%	38%	41%	
Scream (1996)	41%	30%	43%	62%	59%	35%	47%	44%	33%	31%	46%	
None of these	6%	6%	7%	-	4%	7%	7%	5%	3%	9%	5%	

Movies. Competitors



**YouGov Portland**  
**Halloween**  
 US\_nat



Total	Social networks membership									
Base	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Vine	Snapchat	Bebo

XPH\_11. Which, if any, of the following horror movies have you ever seen? Please select all that apply.

	Unweighted base	1031	344	300	299	104	245	93	180	29	83	5
<b>Base: All US Adults who watch movies</b>	1025	348	292	324	121	233	95	201	31	94	7	
King Kong (1933)	46%	39%	46%	46%	45%	44%	39%	30%	31%	34%	13%	
Let the Right One In (2008)	9%	10%	8%	13%	12%	8%	20%	10%	8%	12%	-	
The Babadook (2014)	8%	11%	10%	11%	10%	10%	23%	16%	21%	18%	-	
Jaws (1975)	66%	61%	69%	63%	59%	62%	65%	49%	47%	56%	13%	
Frankenstein (1931)	41%	36%	45%	39%	31%	40%	38%	26%	31%	29%	29%	
Rosemary's Baby (1968)	38%	36%	40%	33%	31%	40%	43%	24%	24%	20%	13%	
The Invisible Man (1933)	29%	24%	32%	28%	28%	27%	23%	15%	8%	16%	-	
Alien (1979)	48%	42%	49%	51%	45%	46%	52%	36%	37%	41%	13%	
Psycho (1960)	53%	52%	62%	51%	52%	55%	56%	45%	35%	46%	41%	
Night of the Living Dead (1960)	36%	38%	36%	38%	43%	35%	44%	31%	30%	29%	-	
Invasion of the Body Snatchers (1956)	33%	28%	37%	35%	30%	29%	34%	20%	10%	16%	-	
The Exorcist (1971)	57%	55%	57%	60%	52%	58%	54%	44%	38%	39%	45%	
The Shining (1980)	53%	54%	57%	56%	57%	57%	59%	45%	49%	47%	73%	
Halloween (1978)	46%	47%	46%	45%	51%	51%	52%	51%	52%	49%	45%	
Pottergeist (1982)	53%	53%	55%	53%	58%	55%	56%	46%	56%	52%	13%	
The Evil Dead (1981)	23%	24%	24%	30%	32%	22%	35%	22%	30%	26%	16%	
Cabin in the Woods (2012)	28%	30%	27%	36%	29%	32%	38%	31%	44%	38%	16%	
A Nightmare on Elm Street (1984)	51%	57%	52%	61%	65%	57%	57%	53%	52%	55%	45%	
The Birds (1963)	54%	46%	60%	46%	40%	49%	43%	36%	31%	33%	13%	
The Silence of the Lambs (1991)	61%	60%	69%	61%	61%	64%	59%	52%	55%	58%	73%	
Ring (1998)	28%	30%	30%	33%	31%	32%	41%	32%	25%	37%	13%	
Saw (2004)	36%	42%	36%	41%	49%	41%	45%	44%	45%	51%	45%	
The Orphanage (2007)	10%	15%	12%	16%	20%	13%	24%	15%	27%	20%	-	
The Texas Chainsaw Massacre (1974)	40%	38%	39%	44%	43%	39%	42%	39%	26%	31%	45%	
Hellraiser (1987)	26%	27%	27%	31%	38%	24%	35%	24%	25%	27%	16%	
Carrie (1976)	54%	52%	57%	54%	54%	65%	67%	51%	52%	49%	100%	
The Omen (1976)	42%	39%	44%	42%	41%	42%	46%	32%	31%	31%	28%	
The Blair Witch Project (1999)	39%	43%	42%	44%	44%	44%	48%	43%	39%	45%	13%	
Candyman (1992)	29%	33%	29%	36%	46%	29%	31%	31%	23%	27%	32%	
Friday 13th (1980)	51%	52%	51%	54%	59%	55%	51%	53%	55%	54%	45%	
Children of the Corn (1984)	42%	42%	42%	46%	46%	44%	47%	40%	33%	41%	16%	
Child's Play (1988)	33%	37%	32%	36%	44%	36%	41%	40%	37%	38%	45%	
Hostel (2005)	22%	24%	22%	28%	33%	21%	32%	22%	29%	27%	-	
The Wicker Man (1973)	15%	14%	17%	18%	17%	14%	18%	10%	14%	15%	13%	
The Fly (1986)	41%	34%	42%	39%	40%	37%	33%	23%	31%	18%	-	
Scream (1996)	41%	50%	43%	48%	59%	50%	50%	50%	39%	47%	45%	
None of these	6%	5%	5%	6%	6%	7%	9%	8%	7%	5%	-	

Movies. Competitors

**YouGov Portland**  
**Halloween**  
 US\_nat



Total			
Base	Other	Don't know	None

XPB\_11. Which, if any, of the following horror movies have you ever seen? Please select all that apply.

	Unweighted base	1031	14	6	151
<b>Base: All US Adults who watch movies</b>	1025	15	5	137	
King Kong (1933)	46%	40%	47%	48%	
Let the Right One In (2008)	9%	29%	29%	5%	
The Babadook (2014)	8%	18%	13%	2%	
Jaws (1975)	66%	69%	84%	69%	
Frankenstein (1931)	41%	51%	29%	46%	
Rosemary's Baby (1968)	38%	27%	43%	44%	
The Invisible Man (1933)	29%	51%	29%	33%	
Alien (1979)	48%	45%	52%	47%	
Psycho (1960)	53%	56%	84%	56%	
Night of the Living Dead (1960)	36%	56%	52%	31%	
Invasion of the Body Snatchers (1956)	33%	45%	68%	36%	
The Exorcist (1971)	57%	62%	43%	58%	
The Shining (1980)	53%	59%	52%	54%	
Halloween (1978)	46%	48%	29%	42%	
Pottergeist (1982)	53%	77%	29%	48%	
The Evil Dead (1981)	23%	32%	29%	14%	
Cabin in the Woods (2012)	28%	43%	52%	20%	
A Nightmare on Elm Street (1984)	51%	72%	66%	44%	
The Birds (1963)	54%	51%	48%	60%	
The Silence of the Lambs (1991)	61%	72%	52%	58%	
Ring (1998)	28%	38%	52%	20%	
Saw (2004)	36%	56%	52%	23%	
The Orphanage (2007)	10%	24%	13%	2%	
The Texas Chainsaw Massacre (1974)	40%	24%	66%	36%	
Hellraiser (1987)	26%	43%	29%	23%	
Carrie (1976)	54%	58%	66%	52%	
The Omen (1976)	42%	30%	29%	43%	
The Blair Witch Project (1999)	39%	48%	70%	30%	
Candyman (1992)	29%	24%	52%	17%	
Friday 13th (1980)	51%	48%	52%	45%	
Children of the Corn (1984)	42%	53%	52%	41%	
Child's Play (1988)	33%	32%	29%	21%	
Hostel (2005)	22%	37%	52%	15%	
The Wicker Man (1973)	15%	30%	29%	17%	
The Fly (1986)	41%	45%	52%	40%	
Scream (1996)	41%	48%	52%	26%	
None of these	6%	12%	-	11%	

Movies. Competitors

**YouGov Portland**  
**Halloween**  
 US\_nat



	Total	Gender		Age			Region				
	Base	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White
Unweighted base	967	447	520	224	327	416	196	232	330	209	704
<b>Base</b>	<b>964</b>	<b>502</b>	<b>462</b>	<b>290</b>	<b>307</b>	<b>367</b>	<b>210</b>	<b>212</b>	<b>342</b>	<b>200</b>	<b>624</b>
King Kong (1933)	23%	24%	23%	15%	15%	37%	21%	25%	25%	22%	25%
Let the Right One In (2008)	9%	11%	7%	14%	10%	6%	9%	8%	9%	11%	8%
The Babadook (2014)	8%	7%	9%	16%	9%	1%	4%	7%	10%	11%	8%
Jaws (1975)	23%	20%	25%	19%	16%	32%	21%	26%	20%	26%	27%
Frankenstein (1931)	23%	23%	23%	10%	13%	42%	21%	25%	22%	26%	26%
Rosemary's Baby (1968)	22%	18%	28%	11%	14%	39%	22%	21%	22%	24%	24%
The Invisible Man (1933)	23%	28%	19%	7%	18%	41%	28%	25%	20%	23%	23%
Alien (1979)	23%	26%	21%	14%	24%	29%	18%	22%	25%	28%	26%
Psycho (1960)	23%	24%	22%	17%	15%	34%	18%	21%	26%	26%	25%
Night of the Living Dead (1960)	23%	25%	21%	18%	26%	25%	27%	26%	21%	19%	25%
Invasion of the Body Snatchers (1956)	24%	27%	21%	8%	26%	35%	25%	20%	25%	26%	23%
The Exorcist (1971)	23%	20%	25%	14%	20%	32%	22%	22%	24%	22%	23%
The Shining (1980)	23%	21%	24%	16%	24%	27%	21%	21%	23%	25%	25%
Halloween (1978)	25%	27%	22%	23%	33%	19%	24%	30%	23%	22%	25%
Poltergeist (1982)	24%	25%	23%	15%	28%	28%	21%	21%	27%	25%	25%
The Evil Dead (1981)	24%	27%	21%	23%	37%	14%	21%	19%	27%	27%	22%
Cabin in the Woods (2012)	24%	23%	26%	25%	28%	21%	25%	24%	23%	26%	23%
A Nightmare on Elm Street (1984)	24%	24%	25%	26%	30%	18%	22%	27%	27%	21%	25%
The Birds (1963)	22%	20%	25%	14%	15%	35%	20%	25%	20%	25%	26%
The Silence of the Lambs (1991)	23%	22%	24%	20%	20%	27%	21%	28%	19%	25%	27%
Ring (1998)	24%	21%	28%	31%	32%	14%	26%	21%	24%	27%	24%
Saw (2004)	24%	23%	26%	33%	27%	15%	26%	22%	25%	24%	23%
The Orphanage (2007)	10%	10%	11%	16%	13%	4%	10%	8%	10%	13%	7%
The Texas Chainsaw Massacre (1974)	23%	25%	22%	21%	26%	23%	22%	24%	25%	22%	23%
Hellraiser (1987)	24%	26%	22%	14%	40%	18%	22%	21%	23%	31%	22%
Carrie (1976)	22%	18%	27%	17%	22%	27%	22%	19%	23%	25%	23%
The Omen (1976)	24%	24%	24%	16%	26%	29%	25%	24%	22%	27%	21%
The Blair Witch Project (1999)	23%	22%	23%	22%	29%	18%	17%	24%	23%	27%	24%
Candyman (1992)	24%	26%	22%	17%	40%	17%	25%	20%	25%	28%	18%
Friday 13th (1980)	25%	27%	22%	23%	28%	23%	26%	22%	28%	20%	25%
Children of the Corn (1984)	23%	20%	26%	19%	23%	26%	18%	30%	23%	18%	24%
Child's Play (1988)	25%	22%	27%	29%	35%	12%	21%	28%	26%	23%	21%
Hostel (2005)	23%	25%	20%	28%	31%	12%	26%	19%	22%	24%	19%
The Wicker Man (1973)	16%	17%	16%	15%	18%	16%	16%	15%	15%	21%	16%
The Fly (1986)	24%	27%	20%	7%	24%	37%	23%	23%	22%	27%	23%
Scream (1996)	24%	22%	26%	32%	30%	13%	24%	25%	26%	20%	24%

XPH\_12\_1. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - King Kong (1933)

Unweighted base	234	118	116	27	51	156	47	57	80	50	183
-----------------	-----	-----	-----	----	----	-----	----	----	----	----	-----

**YouGov Portland**  
**Halloween**  
 US\_nat



	Total	Race			Education				Marital		
	Base	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced
Unweighted base	967	101	90	72	340	339	187	101	520	18	89
<b>Base</b>	<b>964</b>	<b>113</b>	<b>156</b>	<b>71</b>	<b>393</b>	<b>313</b>	<b>170</b>	<b>88</b>	<b>480</b>	<b>16</b>	<b>89</b>
King Kong (1933)	23%	25%	20%	15%	28%	19%	24%	19%	28%	24%	26%
Let the Right One In (2008)	9%	10%	14%	6%	11%	9%	9%	6%	7%	6%	26%
The Babadook (2014)	8%	7%	6%	12%	8%	9%	7%	9%	7%	-	6%
Jaws (1975)	23%	18%	10%	23%	20%	22%	25%	33%	26%	14%	17%
Frankenstein (1931)	23%	21%	15%	16%	24%	23%	21%	26%	30%	20%	15%
Rosemary's Baby (1968)	22%	18%	20%	17%	22%	22%	22%	27%	26%	30%	31%
The Invisible Man (1933)	23%	25%	24%	23%	27%	24%	17%	18%	27%	30%	27%
Alien (1979)	23%	18%	18%	18%	22%	24%	23%	27%	24%	36%	18%
Psycho (1960)	23%	14%	19%	29%	20%	21%	29%	31%	26%	16%	20%
Night of the Living Dead (1960)	23%	25%	14%	19%	23%	24%	20%	27%	22%	16%	21%
Invasion of the Body Snatchers (1956)	24%	23%	28%	22%	28%	20%	20%	26%	27%	19%	38%
The Exorcist (1971)	23%	18%	24%	19%	19%	24%	26%	29%	24%	37%	19%
The Shining (1980)	23%	21%	18%	16%	19%	22%	26%	35%	26%	24%	17%
Halloween (1978)	25%	20%	29%	23%	24%	28%	22%	19%	24%	10%	21%
Poltergeist (1982)	24%	22%	25%	16%	24%	24%	22%	27%	27%	29%	32%
The Evil Dead (1981)	24%	26%	32%	17%	26%	24%	24%	20%	21%	31%	39%
Cabin in the Woods (2012)	24%	24%	28%	25%	23%	27%	21%	23%	25%	27%	29%
A Nightmare on Elm Street (1984)	24%	22%	28%	15%	26%	26%	21%	19%	22%	39%	15%
The Birds (1963)	22%	19%	11%	16%	20%	21%	30%	23%	27%	15%	21%
The Silence of the Lambs (1991)	23%	17%	12%	17%	22%	23%	24%	27%	24%	23%	23%
Ring (1998)	24%	20%	30%	25%	23%	26%	23%	28%	25%	32%	25%
Saw (2004)	24%	24%	28%	29%	25%	27%	18%	24%	25%	44%	17%
The Orphanage (2007)	10%	13%	17%	15%	9%	13%	10%	6%	9%	25%	6%
The Texas Chainsaw Massacre (1974)	23%	27%	25%	19%	26%	24%	21%	15%	25%	25%	21%
Hellraiser (1987)	24%	30%	30%	18%	27%	25%	20%	14%	23%	26%	36%
Carrie (1976)	22%	25%	14%	26%	20%	23%	27%	24%	21%	25%	21%
The Omen (1976)	24%	28%	32%	25%	22%	27%	26%	21%	23%	30%	42%
The Blair Witch Project (1999)	23%	19%	17%	25%	19%	27%	22%	23%	23%	47%	15%
Candyman (1992)	24%	49%	31%	23%	26%	26%	22%	16%	21%	47%	31%
Friday 13th (1980)	25%	23%	30%	17%	25%	29%	22%	15%	25%	25%	18%
Children of the Corn (1984)	23%	24%	19%	17%	22%	27%	18%	18%	23%	26%	22%
Child's Play (1988)	25%	47%	26%	16%	23%	30%	24%	13%	21%	20%	25%
Hostel (2005)	23%	26%	34%	24%	25%	24%	19%	16%	21%	32%	32%
The Wicker Man (1973)	16%	15%	22%	10%	18%	15%	15%	15%	16%	16%	33%
The Fly (1986)	24%	26%	26%	17%	25%	22%	25%	18%	31%	-	25%
Scream (1996)	24%	25%	26%	18%	24%	25%	21%	27%	22%	16%	17%

XPH\_12\_1. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - King Kong (1933)

Unweighted base	234	21	17	13	100	65	49	20	150	5	18
-----------------	-----	----	----	----	-----	----	----	----	-----	---	----

**YouGov Portland**  
**Halloween**  
 US\_nat



	Total	Status			Children under the age of 18		Income				
	Base	Widowed	Single	Domestic partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	Facebook
Unweighted base	967	48	238	54	250	717	348	267	210	142	754
<b>Base</b>	<b>964</b>	<b>40</b>	<b>281</b>	<b>58</b>	<b>253</b>	<b>711</b>	<b>361</b>	<b>270</b>	<b>188</b>	<b>145</b>	<b>764</b>
King Kong (1933)	23%	25%	16%	17%	22%	24%	23%	23%	27%	21%	24%
Let the Right One In (2008)	9%	8%	8%	8%	12%	9%	9%	11%	6%	12%	10%
The Babadook (2014)	8%	-	9%	25%	9%	8%	10%	8%	7%	6%	9%
Jaws (1975)	23%	33%	22%	8%	19%	24%	18%	23%	30%	25%	22%
Frankenstein (1931)	23%	23%	16%	16%	10%	28%	19%	24%	29%	23%	22%
Rosemary's Baby (1968)	22%	44%	11%	16%	14%	26%	21%	23%	25%	21%	22%
The Invisible Man (1933)	23%	36%	14%	22%	11%	28%	25%	20%	23%	27%	23%
Alien (1979)	23%	22%	23%	26%	19%	25%	21%	24%	33%	15%	23%
Psycho (1960)	23%	38%	17%	20%	16%	25%	17%	26%	29%	23%	22%
Night of the Living Dead (1960)	23%	27%	25%	25%	22%	23%	25%	22%	23%	20%	24%
Invasion of the Body Snatchers (1956)	24%	37%	14%	23%	19%	26%	22%	28%	21%	25%	24%
The Exorcist (1971)	23%	36%	18%	25%	19%	24%	21%	23%	27%	21%	22%
The Shining (1980)	23%	26%	18%	20%	18%	24%	17%	30%	28%	15%	22%
Halloween (1978)	25%	25%	28%	26%	27%	24%	25%	26%	23%	24%	25%
Poltergeist (1982)	24%	24%	17%	19%	25%	24%	21%	27%	27%	21%	24%
The Evil Dead (1981)	24%	7%	22%	42%	35%	20%	28%	26%	18%	18%	26%
Cabin in the Woods (2012)	24%	15%	22%	23%	27%	23%	26%	21%	22%	26%	25%
A Nightmare on Elm Street (1984)	24%	31%	28%	38%	29%	23%	28%	25%	23%	16%	25%
The Birds (1963)	22%	33%	15%	11%	12%	26%	16%	25%	31%	23%	20%
The Silence of the Lambs (1991)	23%	18%	23%	16%	19%	24%	17%	23%	33%	24%	23%
Ring (1998)	24%	6%	22%	44%	35%	21%	25%	28%	23%	19%	26%
Saw (2004)	24%	21%	23%	34%	31%	22%	29%	26%	20%	16%	26%
The Orphanage (2007)	10%	5%	13%	19%	12%	10%	12%	10%	6%	12%	12%
The Texas Chainsaw Massacre (1974)	23%	24%	21%	26%	28%	22%	25%	24%	20%	24%	23%
Hellraiser (1987)	24%	17%	21%	26%	29%	22%	28%	20%	21%	24%	25%
Carrie (1976)	22%	38%	24%	14%	20%	23%	21%	20%	28%	22%	21%
The Omen (1976)	24%	31%	21%	14%	24%	24%	25%	23%	27%	20%	24%
The Blair Witch Project (1999)	23%	16%	23%	27%	30%	20%	25%	18%	26%	22%	24%
Candyman (1992)	24%	22%	25%	36%	33%	21%	28%	23%	18%	27%	26%
Friday 13th (1980)	25%	13%	27%	27%	27%	24%	24%	28%	25%	21%	25%
Children of the Corn (1984)	23%	38%	20%	24%	17%	25%	25%	24%	20%	18%	21%
Child's Play (1988)	25%	16%	32%	27%	36%	21%	31%	25%	19%	17%	26%
Hostel (2005)	23%	10%	24%	27%	30%	20%	29%	24%	17%	15%	25%
The Wicker Man (1973)	16%	9%	13%	10%	19%	15%	19%	19%	13%	10%	16%
The Fly (1986)	24%	35%	13%	12%	16%	26%	23%	22%	26%	26%	23%
Scream (1996)	24%	13%	29%	36%	37%	19%	29%	26%	19%	15%	26%

XPH\_12\_1. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - King Kong (1933)

Unweighted base	234	12	40	9	47	187	81	60	57	36	188
-----------------	-----	----	----	---	----	-----	----	----	----	----	-----

**YouGov Portland**  
**Halloween**  
 US\_nat



	Total	Social networks membership									
		Base	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Vine	Snapchat
Unweighted base	967	327	286	281	97	230	85	166	28	79	5
<b>Base</b>	<b>964</b>	<b>331</b>	<b>278</b>	<b>306</b>	<b>113</b>	<b>218</b>	<b>86</b>	<b>185</b>	<b>29</b>	<b>89</b>	<b>7</b>
King Kong (1933)	23%	19%	22%	22%	19%	23%	14%	17%	25%	20%	13%
Let the Right One In (2008)	9%	11%	8%	13%	13%	9%	22%	11%	8%	12%	-
The Babadook (2014)	8%	12%	10%	12%	11%	11%	25%	18%	23%	18%	-
Jaws (1975)	23%	20%	23%	17%	14%	19%	16%	12%	14%	15%	-
Frankenstein (1931)	23%	18%	24%	21%	10%	24%	18%	12%	24%	19%	29%
Rosemary's Baby (1968)	22%	19%	21%	17%	12%	23%	23%	12%	9%	8%	-
The Invisible Man (1933)	23%	17%	22%	20%	21%	21%	12%	11%	6%	8%	-
Alien (1979)	23%	17%	22%	24%	12%	23%	20%	13%	26%	16%	13%
Psycho (1960)	23%	21%	24%	21%	19%	22%	23%	21%	18%	21%	28%
Night of the Living Dead (1960)	23%	23%	24%	21%	28%	21%	27%	19%	17%	22%	-
Invasion of the Body Snatchers (1956)	24%	19%	28%	26%	19%	23%	18%	15%	8%	12%	-
The Exorcist (1971)	23%	22%	20%	22%	15%	23%	19%	17%	14%	17%	16%
The Shining (1980)	23%	24%	25%	21%	21%	26%	23%	18%	30%	21%	73%
Halloween (1978)	25%	25%	23%	21%	28%	31%	28%	33%	40%	33%	16%
Poltergeist (1982)	24%	23%	24%	25%	29%	28%	24%	20%	35%	27%	13%
The Evil Dead (1981)	24%	25%	26%	31%	34%	24%	39%	24%	33%	28%	16%
Cabin in the Woods (2012)	24%	27%	24%	28%	23%	28%	34%	30%	38%	32%	16%
A Nightmare on Elm Street (1984)	24%	29%	24%	30%	35%	29%	24%	27%	32%	27%	-
The Birds (1963)	22%	17%	24%	15%	8%	21%	13%	16%	16%	12%	-
The Silence of the Lambs (1991)	23%	22%	26%	21%	21%	24%	11%	18%	27%	22%	44%
Ring (1998)	24%	26%	29%	28%	23%	29%	36%	33%	21%	35%	13%
Saw (2004)	24%	27%	25%	24%	29%	31%	26%	33%	42%	39%	32%
The Orphanage (2007)	10%	16%	12%	17%	21%	14%	27%	16%	28%	21%	-
The Texas Chainsaw Massacre (1974)	23%	20%	19%	21%	16%	23%	16%	23%	16%	19%	16%
Hellraiser (1987)	24%	24%	26%	25%	35%	22%	31%	24%	26%	27%	16%
Carrie (1976)	22%	20%	22%	17%	17%	31%	26%	24%	24%	23%	72%
The Omen (1976)	24%	21%	23%	24%	23%	22%	24%	15%	18%	17%	-
The Blair Witch Project (1999)	23%	27%	27%	25%	34%	29%	34%	26%	25%	30%	-
Candyman (1992)	24%	28%	24%	28%	42%	26%	24%	27%	13%	25%	32%
Friday 13th (1980)	25%	26%	25%	26%	25%	26%	17%	27%	35%	26%	28%
Children of the Corn (1984)	23%	19%	20%	20%	18%	20%	27%	20%	20%	22%	-
Child's Play (1988)	25%	30%	26%	26%	32%	32%	33%	37%	31%	31%	45%
Hostel (2005)	23%	26%	23%	30%	35%	22%	35%	23%	31%	29%	-
The Wicker Man (1973)	16%	15%	17%	19%	17%	15%	19%	11%	15%	16%	13%
The Fly (1986)	24%	17%	23%	17%	17%	20%	14%	11%	20%	13%	-
Scream (1996)	24%	31%	28%	29%	34%	30%	21%	31%	30%	26%	45%

XPH\_12\_1. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - King Kong (1933)

Unweighted base	234	62	66	62	20	54	13	32	8	18	1
-----------------	-----	----	----	----	----	----	----	----	---	----	---

**YouGov Portland**  
**Halloween**  
 US\_nat



	Total			
	Base	Other	Don't know	None
Unweighted base	967	13	6	136
<b>Base</b>	964	14	5	123
King Kong (1933)	23%	28%	18%	24%
Let the Right One In (2008)	9%	34%	29%	6%
The Babadook (2014)	8%	21%	13%	3%
Jaws (1975)	23%	18%	32%	25%
Frankenstein (1931)	23%	27%	-	31%
Rosemary's Baby (1968)	22%	12%	28%	30%
The Invisible Man (1933)	23%	46%	29%	29%
Alien (1979)	23%	27%	16%	24%
Psycho (1960)	23%	39%	32%	28%
Night of the Living Dead (1960)	23%	30%	36%	19%
Invasion of the Body Snatchers (1956)	24%	30%	39%	28%
The Exorcist (1971)	23%	27%	14%	28%
The Shining (1980)	23%	6%	23%	25%
Halloween (1978)	25%	18%	-	24%
Poltergeist (1982)	24%	37%	-	21%
The Evil Dead (1981)	24%	37%	29%	16%
Cabin in the Woods (2012)	24%	27%	38%	17%
A Nightmare on Elm Street (1984)	24%	28%	14%	20%
The Birds (1963)	22%	12%	32%	29%
The Silence of the Lambs (1991)	23%	21%	23%	25%
Ring (1998)	24%	28%	38%	19%
Saw (2004)	24%	37%	-	18%
The Orphanage (2007)	10%	27%	13%	3%
The Texas Chainsaw Massacre (1974)	23%	6%	14%	26%
Hellraiser (1987)	24%	28%	29%	25%
Carrie (1976)	22%	21%	37%	29%
The Omen (1976)	24%	6%	-	29%
The Blair Witch Project (1999)	23%	27%	18%	17%
Candyman (1992)	24%	6%	23%	16%
Friday 13th (1980)	25%	-	-	26%
Children of the Corn (1984)	23%	24%	-	28%
Child's Play (1988)	25%	6%	-	18%
Hostel (2005)	23%	43%	52%	16%
The Wicker Man (1973)	16%	34%	29%	19%
The Fly (1986)	24%	18%	-	30%
Scream (1996)	24%	27%	38%	16%

XPH\_12\_1. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - King Kong (1933)

Unweighted base	234	3	1	32
-----------------	-----	---	---	----

**YouGov Portland**  
**Halloween**  
 US\_nat



	Total	Gender		Age			Region				
	Base	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	226	122	104	44	45	137	44	53	85	43	157
Very scary [1]	5%	5%	5%	8%	8%	3%	4%	5%	4%	8%	4%
Somewhat scary [2]	28%	32%	23%	37%	15%	29%	29%	28%	32%	19%	22%
Not very scary [3]	43%	39%	48%	30%	38%	49%	50%	40%	42%	42%	47%
Not at all scary [4]	24%	25%	23%	25%	39%	19%	18%	27%	22%	31%	27%
Net: Scary	33%	36%	29%	44%	23%	32%	33%	33%	36%	26%	26%
Net: Not scary	67%	64%	71%	56%	77%	68%	67%	67%	64%	74%	74%
Mean	2.86	2.84	2.89	2.73	3.09	2.83	2.81	2.89	2.82	2.97	2.96
StdDev	0.84	0.85	0.82	0.93	0.92	0.76	0.77	0.87	0.82	0.91	0.81

**XPH\_12\_2. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Let the Right One In (2008)**

	Unweighted base	78	40	38	28	33	17	13	17	25	23	55
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>		91	57	33	39	29	22	20	17	32	22	53
Very scary [1]	25%	28%	21%	25%	19%	34%	51%	4%	33%	7%	12%	
Somewhat scary [2]	31%	32%	29%	28%	33%	35%	30%	40%	29%	30%	42%	
Not very scary [3]	27%	23%	34%	32%	30%	15%	19%	34%	17%	42%	27%	
Not at all scary [4]	16%	17%	16%	15%	19%	16%	-	22%	21%	21%	18%	
Net: Scary	57%	60%	50%	53%	52%	69%	81%	44%	62%	37%	54%	
Net: Not scary	43%	40%	50%	47%	48%	31%	19%	56%	38%	63%	46%	
Mean	2.34	2.29	2.45	2.36	2.48	2.13	1.68	2.73	2.25	2.77	2.52	
StdDev	1.04	1.06	1.00	1.03	1.01	1.09	0.80	0.87	1.14	0.88	0.94	

**XPH\_12\_3. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Babadook (2014)**

	Unweighted base	74	28	46	38	30	6	8	16	29	21	54
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>		78	37	41	47	27	5	8	15	34	22	52
Very scary [1]	24%	18%	30%	26%	23%	16%	10%	35%	29%	16%	24%	
Somewhat scary [2]	46%	57%	36%	48%	46%	16%	91%	37%	36%	49%	49%	
Not very scary [3]	22%	18%	26%	19%	25%	35%	-	11%	33%	22%	18%	
Not at all scary [4]	8%	7%	8%	6%	6%	33%	-	17%	2%	13%	9%	
Net: Scary	70%	75%	66%	75%	69%	31%	100%	72%	65%	65%	73%	
Net: Not scary	30%	25%	34%	25%	31%	69%	-	28%	35%	35%	27%	
Mean	2.13	2.14	2.12	2.05	2.14	2.86	1.90	2.10	2.08	2.32	2.12	
StdDev	0.88	0.80	0.95	0.84	0.85	1.18	0.31	1.10	0.85	0.91	0.89	

**XPH\_12\_4. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Jaws (1975)**

	Unweighted base	241	102	139	49	57	135	50	60	73	58	193
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>		219	102	118	55	49	116	44	55	68	52	167



**YouGov Portland**  
**Halloween**  
 US\_nat



	Total	Race			Education				Marital		
	Base	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	226	28	31	11	109	60	41	16	133	4	23
Very scary [1]	5%	12%	-	7%	4%	6%	4%	11%	6%	-	-
Somewhat scary [2]	28%	40%	54%	9%	36%	23%	17%	20%	26%	39%	49%
Not very scary [3]	43%	27%	38%	45%	40%	45%	47%	49%	47%	22%	26%
Not at all scary [4]	24%	21%	8%	38%	20%	27%	33%	20%	22%	39%	25%
Net: Scary	33%	52%	54%	16%	40%	29%	21%	30%	31%	39%	49%
Net: Not scary	67%	48%	46%	84%	60%	71%	79%	70%	69%	61%	51%
Mean	2.86	2.56	2.55	3.15	2.76	2.92	3.08	2.79	2.84	3.01	2.76
StdDev	0.84	0.97	0.66	0.90	0.82	0.86	0.81	0.91	0.83	1.03	0.85

**XPH\_12\_2. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Let the Right One In (2008)**

Unweighted base	78	10	8	5	30	25	17	6	38	1	11
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	91	12	22	5	43	27	15	5	35	1	23
Very scary [1]	25%	11%	66%	20%	46%	6%	10%	-	11%	-	66%
Somewhat scary [2]	31%	34%	7%	17%	27%	30%	46%	30%	42%	-	27%
Not very scary [3]	27%	30%	22%	36%	15%	40%	28%	53%	24%	-	7%
Not at all scary [4]	16%	25%	5%	27%	11%	24%	16%	17%	23%	100%	-
Net: Scary	57%	45%	73%	37%	73%	36%	55%	30%	53%	-	93%
Net: Not scary	43%	55%	27%	63%	27%	64%	45%	70%	47%	100%	7%
Mean	2.34	2.69	1.66	2.71	1.92	2.82	2.51	2.87	2.60	4.00	1.41
StdDev	1.04	1.01	1.00	1.21	1.04	0.89	0.90	0.75	0.98	-	0.63

**XPH\_12\_3. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Babadook (2014)**

Unweighted base	74	6	8	6	27	29	9	9	36	-	6
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	78	8	10	8	30	29	11	8	33	-	6
Very scary [1]	24%	9%	50%	9%	32%	19%	13%	32%	25%	-	13%
Somewhat scary [2]	46%	41%	13%	69%	32%	49%	73%	45%	40%	-	46%
Not very scary [3]	22%	50%	27%	22%	27%	24%	7%	24%	25%	-	27%
Not at all scary [4]	8%	-	10%	-	9%	8%	7%	-	10%	-	14%
Net: Scary	70%	50%	63%	78%	64%	68%	86%	76%	65%	-	59%
Net: Not scary	30%	50%	37%	22%	36%	32%	14%	24%	35%	-	41%
Mean	2.13	2.41	1.98	2.13	2.13	2.22	2.08	1.92	2.21	-	2.41
StdDev	0.88	0.70	1.14	0.58	0.99	0.86	0.72	0.79	0.94	-	0.97

**XPH\_12\_4. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Jaws (1975)**

Unweighted base	241	20	12	16	76	81	51	33	137	3	20
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	219	21	16	16	78	68	43	29	122	2	15

**YouGov Portland**  
**Halloween**  
 US\_nat



	Total	Status			Children under the age of 18		Income			Facebook	
	Base	Widowed	Single	Domestic partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+		Prefer not to say
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	226	10	46	10	56	169	82	61	52	31	185
Very scary [1]	5%	8%	6%	-	13%	2%	8%	2%	5%	2%	5%
Somewhat scary [2]	28%	42%	17%	41%	33%	26%	26%	35%	24%	25%	27%
Not very scary [3]	43%	43%	42%	51%	31%	47%	38%	44%	49%	47%	42%
Not at all scary [4]	24%	7%	36%	9%	23%	24%	28%	20%	22%	26%	26%
Net: Scary	33%	50%	22%	41%	46%	28%	34%	37%	29%	27%	32%
Net: Not scary	67%	50%	78%	59%	54%	72%	66%	63%	71%	73%	68%
Mean	2.86	2.49	3.08	2.68	2.64	2.94	2.85	2.81	2.89	2.97	2.89
StdDev	0.84	0.79	0.87	0.66	0.99	0.77	0.92	0.77	0.81	0.79	0.84

**XPH\_12\_2. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Let the Right One In (2008)**

	Unweighted base										
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	78	3	20	5	25	53	24	24	13	17	65
Very scary [1]	91	3	23	5	30	61	31	31	12	18	79
Somewhat scary [2]	25%	40%	3%	38%	32%	22%	30%	37%	13%	5%	27%
Not very scary [3]	31%	27%	18%	45%	18%	38%	28%	24%	44%	41%	29%
Not at all scary [4]	27%	33%	54%	16%	32%	25%	23%	27%	28%	32%	27%
Net: Scary	16%	-	24%	-	18%	16%	18%	12%	15%	22%	16%
Net: Not scary	57%	67%	21%	84%	50%	60%	58%	61%	57%	46%	56%
Mean	43%	33%	79%	16%	50%	40%	42%	39%	43%	54%	44%
StdDev	2.34	1.94	3.00	1.78	2.35	2.34	2.30	2.14	2.44	2.71	2.33
	1.04	1.03	0.76	0.80	1.13	1.00	1.10	1.07	0.94	0.89	1.05

**XPH\_12\_3. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Babadook (2014)**

	Unweighted base										
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	74	-	18	14	26	48	34	18	13	9	65
Very scary [1]	78	-	25	14	24	55	35	21	13	9	70
Somewhat scary [2]	24%	-	16%	43%	31%	22%	31%	7%	17%	50%	25%
Not very scary [3]	46%	-	61%	32%	34%	51%	42%	61%	41%	30%	48%
Not at all scary [4]	22%	-	20%	18%	20%	23%	15%	27%	35%	20%	21%
Net: Scary	8%	-	3%	7%	15%	5%	12%	4%	6%	-	6%
Net: Not scary	70%	-	77%	75%	65%	72%	72%	69%	59%	80%	73%
Mean	30%	-	23%	25%	35%	28%	28%	31%	41%	20%	27%
StdDev	2.13	-	2.11	1.90	2.19	2.11	2.09	2.28	2.30	1.70	2.08
	0.88	-	0.71	0.97	1.06	0.79	0.99	0.67	0.86	0.83	0.84

**XPH\_12\_4. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Jaws (1975)**

	Unweighted base										
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	241	16	59	6	53	188	72	68	64	37	188
Very scary [1]	219	13	61	5	48	172	64	63	57	36	170

**YouGov Portland**  
**Halloween**  
 US\_nat



	Total	Social networks membership									
		Base	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Vine	Snapchat
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	226	62	60	68	22	49	12	32	7	18	1
Very scary [1]	5%	9%	3%	10%	19%	7%	-	11%	21%	24%	-
Somewhat scary [2]	28%	25%	22%	29%	15%	24%	8%	19%	10%	11%	-
Not very scary [3]	43%	46%	50%	43%	55%	50%	36%	31%	33%	26%	100%
Not at all scary [4]	24%	20%	25%	18%	11%	19%	57%	39%	36%	40%	-
Net: Scary	33%	34%	25%	39%	35%	31%	8%	30%	31%	35%	-
Net: Not scary	67%	66%	75%	61%	65%	69%	92%	70%	69%	65%	100%
Mean	2.86	2.76	2.98	2.69	2.57	2.81	3.49	2.98	2.83	2.81	3.00
StdDev	0.84	0.88	0.77	0.88	0.94	0.82	0.66	1.02	1.21	1.22	-

**XPH\_12\_2. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Let the Right One In (2008)**

Unweighted base	78	36	23	35	9	24	20	22	3	10	-
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	91	35	22	40	15	20	19	20	2	11	-
Very scary [1]	25%	16%	23%	35%	53%	30%	17%	19%	37%	23%	-
Somewhat scary [2]	31%	37%	32%	26%	35%	32%	45%	38%	32%	34%	-
Not very scary [3]	27%	34%	19%	18%	7%	30%	25%	29%	-	44%	-
Not at all scary [4]	16%	13%	25%	21%	5%	8%	13%	14%	32%	-	-
Net: Scary	57%	53%	55%	61%	88%	62%	62%	57%	68%	56%	-
Net: Not scary	43%	47%	45%	39%	12%	38%	38%	43%	32%	44%	-
Mean	2.34	2.44	2.47	2.25	1.64	2.16	2.35	2.37	2.27	2.21	-
StdDev	1.04	0.92	1.13	1.15	0.85	0.98	0.94	0.97	1.62	0.83	-

**XPH\_12\_3. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Babadook (2014)**

Unweighted base	74	35	27	34	10	25	20	29	6	14	-
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	78	39	29	37	13	24	22	33	7	16	-
Very scary [1]	24%	32%	31%	34%	42%	45%	48%	30%	75%	42%	-
Somewhat scary [2]	46%	40%	37%	59%	21%	25%	34%	48%	25%	58%	-
Not very scary [3]	22%	24%	23%	2%	37%	26%	18%	22%	-	-	-
Not at all scary [4]	8%	4%	9%	5%	-	4%	-	-	-	-	-
Net: Scary	70%	72%	68%	93%	63%	70%	82%	78%	100%	100%	-
Net: Not scary	30%	28%	32%	7%	37%	30%	18%	22%	-	-	-
Mean	2.13	2.01	2.09	1.78	1.95	1.89	1.69	1.93	1.25	1.58	-
StdDev	0.88	0.86	0.96	0.72	0.92	0.94	0.77	0.73	0.47	0.51	-

**XPH\_12\_4. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Jaws (1975)**

Unweighted base	241	75	72	55	18	48	14	26	5	15	-
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	219	68	65	53	16	42	13	23	4	14	-

**YouGov Portland**  
**Halloween**  
 US\_nat



	Total			
	Base	Other	Don't know	None
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	226	4	1	29
Very scary [1]	5%	-	-	6%
Somewhat scary [2]	28%	-	-	38%
Not very scary [3]	43%	23%	-	46%
Not at all scary [4]	24%	77%	100%	9%
Net: Scary	33%	-	-	45%
Net: Not scary	67%	100%	100%	55%
Mean	2.86	3.77	4.00	2.58
StdDev	0.84	0.49	-	0.76

**XPH\_12\_2. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Let the Right One In (2008)**

	Unweighted base			
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	78	4	2	8
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	91	5	1	7
Very scary [1]	25%	-	-	-
Somewhat scary [2]	31%	17%	100%	47%
Not very scary [3]	27%	-	-	26%
Not at all scary [4]	16%	83%	-	27%
Net: Scary	57%	17%	100%	47%
Net: Not scary	43%	83%	-	53%
Mean	2.34	3.66	2.00	2.79
StdDev	1.04	0.85	-	0.90

**XPH\_12\_3. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Babadook (2014)**

	Unweighted base			
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	74	2	1	4
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	78	3	1	3
Very scary [1]	24%	27%	-	23%
Somewhat scary [2]	46%	73%	100%	23%
Not very scary [3]	22%	-	-	-
Not at all scary [4]	8%	-	-	54%
Net: Scary	70%	100%	100%	46%
Net: Not scary	30%	-	-	54%
Mean	2.13	1.73	2.00	2.86
StdDev	0.88	0.55	-	1.54

**XPH\_12\_4. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Jaws (1975)**

	Unweighted base			
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	241	3	2	34
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	219	2	2	31

**YouGov Portland**  
**Halloween**  
 US\_nat



	Total	Gender		Age			Region				
	Base	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White
Very scary [1]	23%	18%	27%	11%	19%	31%	21%	27%	21%	25%	24%
Somewhat scary [2]	43%	47%	40%	39%	34%	49%	52%	46%	40%	37%	44%
Not very scary [3]	22%	20%	23%	22%	34%	16%	13%	16%	25%	31%	21%
Not at all scary [4]	12%	15%	9%	28%	12%	4%	14%	11%	15%	7%	11%
Net: Scary	66%	65%	68%	50%	53%	80%	73%	73%	60%	62%	67%
Net: Not scary	34%	35%	32%	50%	47%	20%	27%	27%	40%	38%	33%
Mean	2.22	2.32	2.14	2.66	2.40	1.94	2.20	2.11	2.34	2.20	2.21
StdDev	0.94	0.94	0.93	1.01	0.94	0.80	0.93	0.93	0.98	0.90	0.93

**XPH\_12\_5. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Frankenstein (1931)**

Unweighted base	234	118	116	23	41	170	47	56	75	56	190
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	223	118	106	30	39	155	45	53	75	51	165
Very scary [1]	8%	5%	11%	2%	6%	9%	13%	4%	6%	10%	6%
Somewhat scary [2]	34%	35%	33%	23%	32%	36%	41%	39%	35%	21%	33%
Not very scary [3]	43%	46%	41%	46%	42%	43%	21%	44%	52%	50%	46%
Not at all scary [4]	15%	15%	15%	29%	19%	11%	25%	13%	7%	20%	15%
Net: Scary	42%	40%	44%	25%	39%	45%	54%	43%	41%	30%	40%
Net: Not scary	58%	60%	56%	75%	61%	55%	46%	57%	59%	70%	60%
Mean	2.66	2.71	2.60	3.03	2.74	2.57	2.58	2.67	2.60	2.79	2.68
StdDev	0.83	0.77	0.88	0.78	0.85	0.81	1.01	0.76	0.71	0.88	0.80

**XPH\_12\_6. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Rosemary's Baby (1968)**

Unweighted base	234	83	151	22	49	163	48	52	78	56	184
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	217	88	128	32	43	142	47	45	77	48	152
Very scary [1]	27%	27%	26%	49%	17%	24%	30%	20%	38%	12%	23%
Somewhat scary [2]	50%	46%	54%	19%	55%	56%	49%	54%	42%	61%	51%
Not very scary [3]	18%	25%	13%	24%	24%	15%	4%	26%	19%	24%	22%
Not at all scary [4]	5%	2%	7%	8%	4%	5%	18%	-	1%	3%	4%
Net: Scary	77%	73%	80%	68%	72%	80%	79%	74%	80%	72%	74%
Net: Not scary	23%	27%	20%	32%	28%	20%	21%	26%	20%	28%	26%
Mean	2.01	2.01	2.01	1.91	2.14	2.00	2.09	2.06	1.83	2.19	2.07
StdDev	0.80	0.78	0.83	1.04	0.74	0.76	1.03	0.68	0.76	0.68	0.77

**XPH\_12\_7. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Invisible Man (1933)**

Unweighted base	231	137	94	16	55	160	53	59	70	49	171
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	226	139	87	21	55	151	58	53	69	46	144
Very scary [1]	5%	8%	2%	3%	3%	6%	14%	3%	1%	4%	2%
Somewhat scary [2]	23%	22%	25%	58%	17%	21%	26%	21%	28%	16%	19%

**YouGov Portland**  
**Halloween**  
 US\_nat



	Total	Race			Education				Marital		
	Base	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced
Very scary [1]	23%	27%	17%	21%	23%	16%	35%	23%	20%	34%	38%
Somewhat scary [2]	43%	43%	39%	42%	51%	42%	24%	55%	48%	35%	46%
Not very scary [3]	22%	24%	19%	26%	19%	24%	28%	16%	23%	31%	16%
Not at all scary [4]	12%	6%	25%	11%	8%	18%	13%	5%	9%	-	-
Net: Scary	66%	70%	56%	63%	73%	58%	59%	79%	68%	69%	84%
Net: Not scary	34%	30%	44%	37%	27%	42%	41%	21%	32%	31%	16%
Mean	2.22	2.09	2.52	2.27	2.12	2.44	2.18	2.04	2.20	1.97	1.78
StdDev	0.94	0.88	1.08	0.95	0.86	0.97	1.07	0.79	0.87	1.09	0.73

**XPH\_12\_5. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Frankenstein (1931)**

	Unweighted base	234	20	11	13	88	81	39	26	151	4	16
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>		223	23	24	11	93	72	35	23	143	3	14
Very scary [1]		8%	15%	7%	14%	8%	6%	6%	15%	9%	-	13%
Somewhat scary [2]		34%	43%	34%	23%	38%	33%	33%	22%	34%	25%	45%
Not very scary [3]		43%	37%	34%	44%	40%	43%	52%	45%	40%	75%	24%
Not at all scary [4]		15%	5%	26%	19%	14%	17%	10%	19%	17%	-	19%
Net: Scary		42%	57%	41%	37%	45%	40%	38%	37%	43%	25%	57%
Net: Not scary		58%	43%	59%	63%	55%	60%	62%	63%	57%	75%	43%
Mean		2.66	2.33	2.78	2.69	2.61	2.71	2.66	2.67	2.64	2.75	2.49
StdDev		0.83	0.80	0.93	0.98	0.83	0.83	0.74	0.96	0.87	0.52	0.97

**XPH\_12\_6. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Rosemary's Baby (1968)**

	Unweighted base	234	20	15	15	75	81	49	29	140	6	24
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>		217	21	32	12	86	69	38	24	125	5	28
Very scary [1]		27%	33%	44%	20%	29%	21%	24%	38%	28%	-	37%
Somewhat scary [2]		50%	57%	42%	48%	45%	59%	50%	43%	53%	68%	49%
Not very scary [3]		18%	10%	1%	26%	19%	17%	21%	16%	15%	16%	11%
Not at all scary [4]		5%	-	13%	6%	8%	2%	4%	3%	5%	16%	3%
Net: Scary		77%	90%	86%	68%	74%	81%	75%	81%	81%	68%	86%
Net: Not scary		23%	10%	14%	32%	26%	19%	25%	19%	19%	32%	14%
Mean		2.01	1.77	1.83	2.19	2.05	2.01	2.05	1.84	1.96	2.48	1.79
StdDev		0.80	0.63	0.99	0.85	0.89	0.70	0.80	0.81	0.78	0.85	0.76

**XPH\_12\_7. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Invisible Man (1933)**

	Unweighted base	231	25	18	17	88	89	35	19	139	6	22
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>		226	28	37	16	106	76	29	16	131	5	24
Very scary [1]		5%	8%	17%	5%	8%	3%	3%	6%	3%	-	26%
Somewhat scary [2]		23%	32%	30%	28%	21%	28%	17%	34%	19%	31%	22%

**YouGov Portland**  
**Halloween**  
 US\_nat



	Total	Status			Children under the age of 18		Income				
	Base	Widowed	Single	Domestic partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	Facebook
Very scary [1]	23%	57%	18%	16%	19%	24%	27%	16%	25%	26%	20%
Somewhat scary [2]	43%	31%	34%	65%	37%	45%	45%	48%	41%	34%	48%
Not very scary [3]	22%	12%	23%	19%	24%	21%	18%	20%	25%	25%	21%
Not at all scary [4]	12%	-	25%	-	20%	10%	10%	16%	8%	15%	12%
Net: Scary	66%	88%	52%	81%	56%	69%	72%	64%	66%	60%	68%
Net: Not scary	34%	12%	48%	19%	44%	31%	28%	36%	34%	40%	32%
Mean	2.22	1.55	2.54	2.03	2.44	2.16	2.10	2.35	2.17	2.29	2.23
StdDev	0.94	0.72	1.06	0.67	1.02	0.91	0.91	0.94	0.91	1.02	0.91

**XPH\_12\_5. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Frankenstein (1931)**

Unweighted base	234	11	42	10	27	207	71	66	59	38	177
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	223	9	45	9	24	199	70	65	55	34	168
Very scary [1]	8%	9%	3%	-	19%	6%	4%	10%	5%	14%	9%
Somewhat scary [2]	34%	36%	30%	32%	31%	34%	38%	31%	31%	37%	33%
Not very scary [3]	43%	55%	51%	68%	38%	44%	38%	42%	55%	40%	41%
Not at all scary [4]	15%	-	16%	-	13%	15%	20%	18%	10%	9%	18%
Net: Scary	42%	45%	33%	32%	49%	41%	42%	41%	36%	51%	42%
Net: Not scary	58%	55%	67%	68%	51%	59%	58%	59%	64%	49%	58%
Mean	2.66	2.46	2.80	2.68	2.45	2.68	2.73	2.67	2.68	2.44	2.67
StdDev	0.83	0.69	0.74	0.50	0.95	0.81	0.83	0.88	0.72	0.85	0.87

**XPH\_12\_6. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Rosemary's Baby (1968)**

Unweighted base	234	21	32	11	31	203	82	64	53	35	177
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	217	18	32	9	34	182	77	63	47	30	165
Very scary [1]	27%	22%	22%	19%	48%	23%	17%	36%	34%	18%	30%
Somewhat scary [2]	50%	64%	26%	63%	32%	54%	56%	36%	55%	59%	49%
Not very scary [3]	18%	14%	44%	8%	11%	20%	19%	21%	11%	20%	15%
Not at all scary [4]	5%	-	8%	9%	9%	4%	8%	6%	-	3%	6%
Net: Scary	77%	86%	48%	82%	79%	76%	73%	72%	89%	77%	79%
Net: Not scary	23%	14%	52%	18%	21%	24%	27%	28%	11%	23%	21%
Mean	2.01	1.92	2.37	2.08	1.82	2.05	2.17	1.98	1.77	2.07	1.97
StdDev	0.80	0.61	0.93	0.85	0.98	0.76	0.80	0.92	0.64	0.71	0.84

**XPH\_12\_7. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Invisible Man (1933)**

Unweighted base	231	16	36	12	29	202	86	57	50	38	175
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	226	14	39	13	28	198	91	54	43	39	175
Very scary [1]	5%	10%	2%	-	6%	5%	11%	2%	2%	-	6%
Somewhat scary [2]	23%	17%	33%	46%	29%	23%	28%	14%	16%	34%	23%

**YouGov Portland**  
**Halloween**  
 US\_nat



	Total	Social networks membership									
		Base	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Vine	Snapchat
Very scary [1]	23%	16%	18%	15%	36%	19%	26%	17%	38%	10%	-
Somewhat scary [2]	43%	48%	49%	52%	37%	44%	42%	40%	41%	50%	-
Not very scary [3]	22%	23%	26%	16%	21%	27%	19%	30%	-	19%	-
Not at all scary [4]	12%	13%	7%	17%	5%	10%	13%	13%	21%	20%	-
Net: Scary	66%	64%	67%	66%	74%	64%	68%	57%	79%	61%	-
Net: Not scary	34%	36%	33%	34%	26%	36%	32%	43%	21%	39%	-
Mean	2.22	2.34	2.22	2.36	1.95	2.27	2.18	2.39	2.03	2.49	-
StdDev	0.94	0.90	0.83	0.94	0.91	0.89	1.00	0.93	1.27	0.96	-

**XPH\_12\_5. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Frankenstein (1931)**

Unweighted base	234	63	67	63	13	50	17	26	7	16	2
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	223	58	65	64	12	51	16	23	7	17	2
Very scary [1]	8%	9%	8%	7%	4%	6%	6%	8%	12%	8%	-
Somewhat scary [2]	34%	35%	30%	40%	38%	40%	23%	46%	15%	46%	100%
Not very scary [3]	43%	47%	50%	44%	26%	40%	45%	36%	36%	35%	-
Not at all scary [4]	15%	9%	12%	10%	32%	13%	26%	10%	37%	11%	-
Net: Scary	42%	44%	38%	47%	42%	47%	28%	54%	27%	54%	100%
Net: Not scary	58%	56%	62%	53%	58%	53%	72%	46%	73%	46%	-
Mean	2.66	2.55	2.67	2.57	2.86	2.60	2.92	2.49	2.98	2.49	2.00
StdDev	0.83	0.78	0.79	0.77	0.96	0.80	0.87	0.80	1.08	0.82	-

**XPH\_12\_6. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Rosemary's Baby (1968)**

Unweighted base	234	70	65	51	14	58	17	23	3	7	-
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	217	63	58	51	14	51	20	23	3	8	-
Very scary [1]	27%	36%	34%	42%	36%	27%	27%	35%	64%	11%	-
Somewhat scary [2]	50%	42%	53%	43%	46%	57%	34%	38%	36%	36%	-
Not very scary [3]	18%	16%	9%	10%	6%	10%	30%	23%	-	41%	-
Not at all scary [4]	5%	6%	4%	5%	12%	6%	8%	4%	-	11%	-
Net: Scary	77%	78%	87%	85%	82%	84%	61%	73%	100%	47%	-
Net: Not scary	23%	22%	13%	15%	18%	16%	39%	27%	-	53%	-
Mean	2.01	1.93	1.83	1.77	1.93	1.96	2.20	1.95	1.36	2.53	-
StdDev	0.80	0.88	0.76	0.82	0.98	0.79	0.96	0.87	0.62	0.90	-

**XPH\_12\_7. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Invisible Man (1933)**

Unweighted base	231	56	68	62	17	42	9	19	2	6	-
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	226	57	62	62	24	46	10	20	2	7	-
Very scary [1]	5%	3%	5%	5%	36%	4%	-	8%	-	31%	-
Somewhat scary [2]	23%	31%	17%	32%	23%	26%	45%	10%	51%	12%	-



**YouGov Portland**  
**Halloween**  
 US\_nat



	Total			
	Base	Other	Don't know	None
Very scary [1]	23%	34%	-	42%
Somewhat scary [2]	43%	-	44%	19%
Not very scary [3]	22%	66%	-	27%
Not at all scary [4]	12%	-	56%	11%
Net: Scary	66%	34%	44%	62%
Net: Not scary	34%	66%	56%	38%
Mean	2.22	2.31	3.11	2.07
StdDev	0.94	1.23	-	1.08

XPH\_12\_5. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Frankenstein (1931)

Unweighted base	234	3	-	43
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	223	4	-	38
Very scary [1]	8%	-	-	7%
Somewhat scary [2]	34%	23%	-	35%
Not very scary [3]	43%	21%	-	47%
Not at all scary [4]	15%	56%	-	11%
Net: Scary	42%	23%	-	42%
Net: Not scary	58%	77%	-	58%
Mean	2.66	3.33	-	2.62
StdDev	0.83	0.97	-	0.77

XPH\_12\_6. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Rosemary's Baby (1968)

Unweighted base	234	2	2	41
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	217	2	1	37
Very scary [1]	27%	-	-	15%
Somewhat scary [2]	50%	49%	48%	56%
Not very scary [3]	18%	51%	52%	30%
Not at all scary [4]	5%	-	-	-
Net: Scary	77%	49%	48%	70%
Net: Not scary	23%	51%	52%	30%
Mean	2.01	2.51	2.52	2.15
StdDev	0.80	-	-	0.66

XPH\_12\_7. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Invisible Man (1933)

Unweighted base	231	6	2	41
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	226	6	1	35
Very scary [1]	5%	-	-	3%
Somewhat scary [2]	23%	-	100%	29%

**YouGov Portland**  
**Halloween**  
 US\_nat



	Total	Gender		Age			Region				
	Base	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White
Not very scary [3]	49%	49%	49%	21%	51%	52%	41%	54%	52%	48%	57%
Not at all scary [4]	22%	21%	25%	18%	29%	21%	19%	22%	19%	33%	22%
Net: Scary	29%	30%	27%	62%	20%	27%	40%	24%	29%	19%	21%
Net: Not scary	71%	70%	73%	38%	80%	73%	60%	76%	71%	81%	79%
Mean	2.88	2.83	2.96	2.53	3.06	2.87	2.65	2.95	2.88	3.10	2.99
StdDev	0.81	0.85	0.75	0.84	0.77	0.81	0.95	0.75	0.71	0.80	0.70

**XPH\_12\_8. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Alien (1979)**

Unweighted base	237	127	110	34	75	128	44	51	77	65	186
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	225	129	96	42	75	108	38	47	84	56	163
Very scary [1]	29%	28%	30%	27%	18%	37%	29%	25%	28%	32%	25%
Somewhat scary [2]	43%	42%	44%	37%	53%	38%	46%	35%	49%	38%	44%
Not very scary [3]	22%	23%	20%	35%	20%	17%	13%	34%	17%	24%	23%
Not at all scary [4]	7%	7%	6%	2%	8%	7%	12%	6%	5%	6%	8%
Net: Scary	72%	70%	74%	63%	71%	75%	75%	60%	78%	70%	69%
Net: Not scary	28%	30%	26%	37%	29%	25%	25%	40%	22%	30%	31%
Mean	2.06	2.09	2.02	2.12	2.19	1.95	2.08	2.21	1.99	2.03	2.14
StdDev	0.88	0.89	0.87	0.83	0.83	0.92	0.96	0.90	0.81	0.90	0.89

**XPH\_12\_9. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Psycho (1960)**

Unweighted base	233	112	121	32	56	145	42	50	83	58	180
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	220	118	102	49	47	123	37	44	88	51	154
Very scary [1]	35%	31%	40%	22%	23%	45%	32%	33%	38%	35%	35%
Somewhat scary [2]	45%	45%	44%	51%	45%	42%	42%	44%	51%	35%	43%
Not very scary [3]	14%	15%	14%	14%	23%	11%	22%	16%	9%	17%	19%
Not at all scary [4]	6%	9%	2%	13%	8%	2%	4%	7%	2%	12%	3%
Net: Scary	80%	76%	84%	73%	69%	87%	74%	78%	89%	70%	78%
Net: Not scary	20%	24%	16%	27%	31%	13%	26%	22%	11%	30%	22%
Mean	1.91	2.01	1.78	2.18	2.16	1.70	1.99	1.96	1.75	2.07	1.90
StdDev	0.85	0.90	0.77	0.93	0.88	0.74	0.85	0.88	0.70	1.02	0.82

**XPH\_12\_10. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Night of the Living Dead (1960)**

Unweighted base	234	122	112	39	87	108	56	64	73	41	179
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	223	125	98	51	79	92	57	55	73	38	159
Very scary [1]	21%	19%	24%	22%	15%	26%	22%	22%	20%	21%	18%
Somewhat scary [2]	48%	48%	48%	44%	54%	46%	48%	55%	48%	39%	49%
Not very scary [3]	23%	28%	16%	24%	26%	20%	16%	18%	27%	32%	26%
Not at all scary [4]	8%	4%	12%	10%	6%	8%	14%	6%	5%	7%	7%

**YouGov Portland**  
**Halloween**  
 US\_nat



	Total	Race			Education				Marital		
	Base	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced
Not very scary [3]	49%	45%	31%	22%	49%	49%	50%	45%	58%	33%	28%
Not at all scary [4]	22%	15%	21%	45%	23%	21%	30%	15%	20%	35%	24%
Net: Scary	29%	41%	47%	33%	28%	31%	19%	39%	22%	31%	48%
Net: Not scary	71%	59%	53%	67%	72%	69%	81%	61%	78%	69%	52%
Mean	2.88	2.66	2.57	3.07	2.87	2.87	3.08	2.71	2.95	3.04	2.50
StdDev	0.81	0.84	1.02	0.99	0.85	0.77	0.77	0.82	0.71	0.92	1.14

**XPH\_12\_8. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Alien (1979)**

Unweighted base	237	20	15	16	73	86	49	29	129	7	20
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	225	20	28	13	86	76	39	24	114	6	16
Very scary [1]	29%	49%	30%	37%	37%	21%	23%	33%	30%	28%	39%
Somewhat scary [2]	43%	16%	60%	42%	39%	41%	48%	56%	47%	-	37%
Not very scary [3]	22%	25%	10%	20%	17%	28%	27%	12%	19%	43%	9%
Not at all scary [4]	7%	10%	-	-	7%	10%	2%	-	4%	29%	15%
Net: Scary	72%	65%	90%	80%	76%	62%	72%	88%	77%	28%	76%
Net: Not scary	28%	35%	10%	20%	24%	38%	28%	12%	23%	72%	24%
Mean	2.06	1.97	1.80	1.83	1.95	2.27	2.07	1.79	1.97	2.74	1.99
StdDev	0.88	1.10	0.61	0.77	0.92	0.91	0.76	0.65	0.82	1.27	1.06

**XPH\_12\_9. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Psycho (1960)**

Unweighted base	233	16	16	21	70	74	55	34	144	3	13
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	220	16	29	20	79	65	49	27	125	2	18
Very scary [1]	35%	34%	47%	20%	38%	30%	36%	38%	38%	-	62%
Somewhat scary [2]	45%	53%	46%	49%	45%	45%	45%	41%	45%	30%	23%
Not very scary [3]	14%	13%	-	5%	12%	17%	14%	15%	16%	70%	-
Not at all scary [4]	6%	-	6%	27%	5%	8%	5%	6%	1%	-	15%
Net: Scary	80%	87%	94%	69%	84%	75%	81%	79%	83%	30%	85%
Net: Not scary	20%	13%	6%	31%	16%	25%	19%	21%	17%	70%	15%
Mean	1.91	1.79	1.66	2.39	1.83	2.03	1.88	1.89	1.81	2.70	1.69
StdDev	0.85	0.67	0.79	1.11	0.82	0.89	0.84	0.89	0.75	0.60	1.10

**XPH\_12\_10. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Night of the Living Dead (1960)**

Unweighted base	234	26	15	14	83	83	41	27	122	3	21
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	223	28	22	13	88	76	35	24	107	3	19
Very scary [1]	21%	39%	22%	18%	18%	30%	16%	15%	23%	30%	21%
Somewhat scary [2]	48%	51%	26%	61%	48%	47%	51%	47%	48%	70%	43%
Not very scary [3]	23%	4%	29%	21%	23%	21%	25%	27%	21%	-	24%
Not at all scary [4]	8%	5%	23%	-	12%	2%	7%	11%	9%	-	13%

**YouGov Portland**  
**Halloween**  
 US\_nat



	Total	Status			Children under the age of 18		Income				
	Base	Widowed	Single	Domestic partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	Facebook
Not very scary [3]	49%	42%	35%	48%	45%	49%	36%	59%	70%	42%	48%
Not at all scary [4]	22%	31%	30%	6%	20%	23%	25%	25%	12%	24%	22%
Net: Scary	29%	27%	35%	46%	35%	28%	40%	15%	18%	34%	30%
Net: Not scary	71%	73%	65%	54%	65%	72%	60%	85%	82%	66%	70%
Mean	2.88	2.93	2.94	2.60	2.80	2.90	2.74	3.08	2.92	2.90	2.86
StdDev	0.81	0.97	0.85	0.63	0.84	0.81	0.96	0.68	0.60	0.76	0.83

**XPH\_12\_8. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Alien (1979)**

Unweighted base	237	11	62	8	49	188	76	61	74	26	182
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	225	9	64	15	47	178	76	65	62	22	172
Very scary [1]	29%	25%	25%	25%	14%	33%	30%	20%	29%	50%	29%
Somewhat scary [2]	43%	49%	38%	56%	54%	40%	42%	46%	47%	27%	43%
Not very scary [3]	22%	17%	29%	20%	22%	22%	20%	27%	21%	15%	22%
Not at all scary [4]	7%	9%	8%	-	11%	6%	9%	7%	3%	8%	7%
Net: Scary	72%	74%	63%	80%	68%	73%	71%	66%	76%	78%	71%
Net: Not scary	28%	26%	37%	20%	32%	27%	29%	34%	24%	22%	29%
Mean	2.06	2.10	2.20	1.95	2.29	2.00	2.08	2.21	1.97	1.80	2.08
StdDev	0.88	0.93	0.91	0.69	0.84	0.88	0.93	0.85	0.79	0.98	0.89

**XPH\_12\_9. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Psycho (1960)**

Unweighted base	233	19	43	11	39	194	64	66	64	39	175
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	220	15	47	12	42	178	63	69	54	34	167
Very scary [1]	35%	52%	18%	22%	38%	35%	28%	41%	38%	31%	39%
Somewhat scary [2]	45%	43%	50%	56%	41%	46%	51%	38%	41%	53%	41%
Not very scary [3]	14%	-	16%	22%	17%	14%	12%	15%	20%	9%	13%
Not at all scary [4]	6%	5%	16%	-	4%	6%	9%	6%	2%	6%	7%
Net: Scary	80%	95%	68%	78%	79%	80%	79%	79%	79%	85%	80%
Net: Not scary	20%	5%	32%	22%	21%	20%	21%	21%	21%	15%	20%
Mean	1.91	1.58	2.29	2.01	1.86	1.92	2.01	1.85	1.85	1.90	1.88
StdDev	0.85	0.76	0.95	0.69	0.84	0.85	0.87	0.89	0.79	0.82	0.89

**XPH\_12\_10. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Night of the Living Dead (1960)**

Unweighted base	234	12	60	16	60	174	94	63	48	29	194
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	223	11	69	14	56	166	91	60	43	29	184
Very scary [1]	21%	53%	14%	23%	22%	21%	21%	21%	21%	22%	21%
Somewhat scary [2]	48%	47%	49%	49%	46%	49%	52%	46%	54%	33%	49%
Not very scary [3]	23%	-	30%	23%	24%	23%	17%	26%	21%	39%	22%
Not at all scary [4]	8%	-	7%	5%	9%	7%	10%	8%	4%	5%	7%

**YouGov Portland**  
**Halloween**  
 US\_nat



	Social networks membership										
	Base	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Vine	Snapchat	Bebo
Not very scary [3]	49%	46%	56%	47%	34%	54%	31%	62%	49%	57%	-
Not at all scary [4]	22%	20%	22%	17%	7%	16%	24%	20%	-	-	-
Net: Scary	29%	34%	22%	37%	59%	30%	45%	18%	51%	43%	-
Net: Not scary	71%	66%	78%	63%	41%	70%	55%	82%	49%	57%	-
Mean	2.88	2.83	2.94	2.75	2.12	2.83	2.80	2.93	2.49	2.26	-
StdDev	0.81	0.78	0.78	0.79	1.01	0.74	0.85	0.81	-	0.97	-

**XPH\_12\_8. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Alien (1979)**

Unweighted base	237	65	71	65	16	54	18	26	8	13	1
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	225	57	62	73	13	49	17	25	8	14	1
Very scary [1]	29%	29%	25%	23%	22%	26%	14%	28%	11%	10%	-
Somewhat scary [2]	43%	46%	49%	51%	60%	39%	49%	37%	79%	63%	100%
Not very scary [3]	22%	19%	21%	21%	6%	28%	32%	32%	-	28%	-
Not at all scary [4]	7%	6%	4%	5%	12%	6%	5%	3%	10%	-	-
Net: Scary	72%	75%	75%	74%	83%	65%	63%	65%	90%	72%	100%
Net: Not scary	28%	25%	25%	26%	17%	35%	37%	35%	10%	28%	-
Mean	2.06	2.02	2.04	2.09	2.07	2.15	2.27	2.10	2.09	2.18	2.00
StdDev	0.88	0.86	0.80	0.80	0.89	0.89	0.78	0.86	0.77	0.60	-

**XPH\_12\_9. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Psycho (1960)**

Unweighted base	233	69	72	58	19	52	18	34	3	14	1
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	220	69	66	65	21	49	20	38	5	19	2
Very scary [1]	35%	35%	36%	38%	24%	40%	21%	27%	-	29%	100%
Somewhat scary [2]	45%	48%	46%	49%	59%	46%	50%	55%	100%	33%	-
Not very scary [3]	14%	11%	11%	7%	8%	5%	15%	9%	-	16%	-
Not at all scary [4]	6%	7%	6%	6%	9%	9%	14%	9%	-	23%	-
Net: Scary	80%	82%	83%	87%	83%	86%	70%	82%	100%	62%	100%
Net: Not scary	20%	18%	17%	13%	17%	14%	30%	18%	-	38%	-
Mean	1.91	1.90	1.88	1.81	2.01	1.82	2.23	2.00	2.00	2.32	1.00
StdDev	0.85	0.85	0.85	0.82	0.84	0.89	0.96	0.85	-	1.15	-

**XPH\_12\_10. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Night of the Living Dead (1960)**

Unweighted base	234	78	74	65	28	51	24	35	5	18	-
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	223	77	66	65	32	46	23	35	5	20	-
Very scary [1]	21%	26%	26%	29%	26%	23%	14%	23%	15%	11%	-
Somewhat scary [2]	48%	53%	45%	50%	51%	48%	56%	47%	85%	45%	-
Not very scary [3]	23%	20%	26%	20%	16%	27%	29%	28%	-	44%	-
Not at all scary [4]	8%	2%	3%	1%	6%	2%	-	2%	-	-	-

**YouGov Portland**  
**Halloween**  
 US\_nat



	Total			
	Base	Other	Don't know	None
Not very scary [3]	49%	40%	-	39%
Not at all scary [4]	22%	60%	-	30%
Net: Scary	29%	-	100%	32%
Net: Not scary	71%	100%	-	68%
Mean	2.88	3.60	2.00	2.95
StdDev	0.81	0.54	-	0.85

**XPH\_12\_8. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Alien (1979)**

	Unweighted base	3	1	34
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	225	4	1	30
Very scary [1]	29%	21%	-	31%
Somewhat scary [2]	43%	-	100%	49%
Not very scary [3]	22%	57%	-	15%
Not at all scary [4]	7%	22%	-	5%
Net: Scary	72%	21%	100%	80%
Net: Not scary	28%	79%	-	21%
Mean	2.06	2.80	2.00	1.95
StdDev	0.88	1.19	-	0.83

**XPH\_12\_9. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Psycho (1960)**

	Unweighted base	5	2	39
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	220	5	2	34
Very scary [1]	35%	16%	44%	20%
Somewhat scary [2]	45%	45%	56%	58%
Not very scary [3]	14%	-	-	22%
Not at all scary [4]	6%	39%	-	-
Net: Scary	80%	61%	100%	78%
Net: Not scary	20%	39%	-	22%
Mean	1.91	2.62	1.56	2.01
StdDev	0.85	1.28	-	0.66

**XPH\_12\_10. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Night of the Living Dead (1960)**

	Unweighted base	5	2	23
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	223	4	2	24
Very scary [1]	21%	-	-	18%
Somewhat scary [2]	48%	60%	100%	42%
Not very scary [3]	23%	20%	-	26%
Not at all scary [4]	8%	20%	-	14%

**YouGov Portland**  
**Halloween**  
 US\_nat



	Total	Gender		Age			Region				
	Base	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White
Net: Scary	69%	67%	72%	66%	68%	72%	70%	77%	68%	60%	68%
Net: Not scary	31%	33%	28%	34%	32%	28%	30%	23%	32%	40%	32%
Mean	2.17	2.18	2.16	2.22	2.23	2.09	2.21	2.06	2.17	2.26	2.21
StdDev	0.85	0.79	0.93	0.92	0.77	0.88	0.95	0.79	0.80	0.89	0.82

XPH\_12\_11. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Invasion of the Body Snatchers (1956)

	Unweighted base	235	122	113	16	78	141	55	50	72	58	177
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>		231	136	95	24	80	128	52	43	84	52	146
Very scary [1]		15%	15%	15%	12%	10%	18%	22%	18%	13%	10%	10%
Somewhat scary [2]		48%	45%	51%	49%	42%	51%	49%	50%	45%	49%	50%
Not very scary [3]		29%	32%	24%	28%	37%	24%	21%	27%	33%	33%	29%
Not at all scary [4]		8%	7%	10%	11%	10%	7%	8%	5%	10%	8%	11%
Net: Scary		63%	61%	66%	61%	53%	70%	71%	68%	57%	60%	60%
Net: Not scary		37%	39%	34%	39%	47%	31%	29%	32%	43%	40%	40%
Mean		2.30	2.31	2.30	2.38	2.47	2.19	2.15	2.20	2.40	2.38	2.41
StdDev		0.82	0.82	0.84	0.85	0.82	0.81	0.86	0.80	0.84	0.78	0.82

XPH\_12\_12. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Exorcist (1971)

	Unweighted base	234	96	138	33	64	137	53	51	79	51	175
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>		218	102	116	42	60	116	46	47	81	43	146
Very scary [1]		51%	44%	58%	46%	50%	55%	49%	58%	52%	45%	50%
Somewhat scary [2]		37%	43%	31%	41%	39%	34%	42%	30%	35%	42%	37%
Not very scary [3]		10%	10%	10%	9%	12%	10%	7%	8%	12%	13%	11%
Not at all scary [4]		1%	2%	1%	4%	-	1%	2%	4%	1%	-	1%
Net: Scary		88%	87%	89%	87%	88%	89%	91%	88%	87%	87%	88%
Net: Not scary		12%	13%	11%	13%	12%	11%	9%	12%	13%	13%	12%
Mean		1.62	1.71	1.53	1.72	1.62	1.58	1.61	1.57	1.61	1.67	1.63
StdDev		0.73	0.75	0.70	0.81	0.69	0.72	0.70	0.80	0.73	0.70	0.72

XPH\_12\_13. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Shining (1980)

	Unweighted base	234	101	133	38	79	117	48	50	82	54	179
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>		217	106	111	46	72	98	44	45	78	50	155
Very scary [1]		33%	25%	41%	26%	39%	33%	31%	42%	31%	31%	34%
Somewhat scary [2]		47%	50%	44%	44%	50%	46%	49%	38%	50%	48%	42%
Not very scary [3]		18%	21%	14%	26%	11%	19%	16%	20%	17%	18%	21%
Not at all scary [4]		2%	4%	1%	4%	1%	3%	4%	-	2%	3%	2%
Net: Scary		80%	75%	85%	70%	88%	79%	80%	80%	81%	79%	76%
Net: Not scary		20%	25%	15%	30%	12%	21%	20%	20%	19%	21%	24%

**YouGov Portland**  
**Halloween**  
 US\_nat



	Total	Race			Education				Marital		
	Base	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced
Net: Scary	69%	91%	48%	79%	66%	77%	67%	62%	70%	100%	63%
Net: Not scary	31%	9%	52%	21%	34%	23%	33%	38%	30%	-	37%
Mean	2.17	1.75	2.53	2.04	2.28	1.95	2.25	2.34	2.16	1.70	2.29
StdDev	0.85	0.78	1.09	0.65	0.90	0.77	0.82	0.88	0.87	0.59	0.96

XPH\_12\_11. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Invasion of the Body Snatchers (1956)

	Unweighted base	235	22	18	18	91	75	41	28	142	4	24
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>		231	26	44	16	112	63	34	23	127	3	34
Very scary [1]		15%	40%	20%	10%	16%	11%	22%	11%	12%	-	28%
Somewhat scary [2]		48%	30%	51%	48%	46%	53%	44%	47%	53%	25%	51%
Not very scary [3]		29%	31%	26%	34%	29%	30%	27%	28%	27%	52%	13%
Not at all scary [4]		8%	-	4%	8%	8%	6%	7%	14%	8%	23%	9%
Net: Scary		63%	69%	71%	58%	62%	64%	66%	58%	65%	25%	79%
Net: Not scary		37%	31%	29%	42%	38%	36%	34%	42%	35%	75%	21%
Mean		2.30	1.91	2.13	2.39	2.31	2.31	2.18	2.45	2.31	2.98	2.03
StdDev		0.82	0.85	0.77	0.80	0.84	0.76	0.87	0.89	0.78	0.84	0.88

XPH\_12\_12. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Exorcist (1971)

	Unweighted base	234	21	24	14	70	78	55	31	129	6	19
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>		218	20	38	14	74	74	44	26	115	6	17
Very scary [1]		51%	50%	60%	42%	54%	53%	48%	48%	57%	28%	32%
Somewhat scary [2]		37%	35%	34%	47%	30%	37%	45%	42%	33%	72%	59%
Not very scary [3]		10%	7%	7%	12%	14%	9%	7%	7%	9%	-	9%
Not at all scary [4]		1%	9%	-	-	2%	1%	-	3%	1%	-	-
Net: Scary		88%	84%	93%	88%	84%	90%	93%	90%	91%	100%	91%
Net: Not scary		12%	16%	7%	12%	17%	10%	7%	10%	9%	-	9%
Mean		1.62	1.75	1.47	1.70	1.65	1.58	1.59	1.65	1.53	1.72	1.77
StdDev		0.73	0.95	0.63	0.69	0.81	0.70	0.62	0.75	0.68	0.49	0.62

XPH\_12\_13. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Shining (1980)

	Unweighted base	234	25	18	12	73	77	49	35	138	5	18
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>		217	24	27	11	74	69	43	31	125	4	15
Very scary [1]		33%	20%	33%	48%	31%	32%	36%	38%	31%	42%	43%
Somewhat scary [2]		47%	72%	59%	29%	47%	52%	44%	40%	52%	38%	31%
Not very scary [3]		18%	8%	8%	8%	19%	16%	16%	20%	15%	20%	26%
Not at all scary [4]		2%	-	-	15%	4%	-	4%	3%	2%	-	-
Net: Scary		80%	92%	92%	77%	78%	84%	80%	77%	83%	80%	74%
Net: Not scary		20%	8%	8%	23%	22%	16%	20%	23%	17%	20%	26%



**YouGov Portland**  
**Halloween**  
 US\_nat



	Total	Status			Children under the age of 18		Income				
	Base	Widowed	Single	Domestic partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	Facebook
Net: Scary	69%	100%	63%	73%	67%	70%	73%	66%	75%	56%	70%
Net: Not scary	31%	-	37%	28%	33%	30%	27%	34%	25%	44%	30%
Mean	2.17	1.47	2.30	2.09	2.20	2.16	2.15	2.21	2.08	2.27	2.15
StdDev	0.85	0.52	0.79	0.83	0.89	0.84	0.88	0.87	0.76	0.88	0.84

XPH\_12\_11. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Invasion of the Body Snatchers (1956)

	Unweighted base	235	17	39	9	37	198	82	65	50	38	182
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>		231	15	39	13	48	184	81	74	40	37	180
Very scary [1]	15%	11%	19%	9%	22%	13%	23%	11%	12%	9%	9%	16%
Somewhat scary [2]	48%	58%	34%	27%	39%	50%	41%	51%	58%	45%	45%	44%
Not very scary [3]	29%	31%	36%	59%	32%	28%	28%	30%	27%	32%	32%	32%
Not at all scary [4]	8%	-	12%	6%	7%	9%	8%	8%	4%	14%	8%	8%
Net: Scary	63%	69%	52%	36%	61%	63%	64%	63%	70%	55%	60%	60%
Net: Not scary	37%	31%	48%	64%	39%	37%	36%	37%	30%	45%	40%	40%
Mean	2.30	2.20	2.41	2.61	2.24	2.32	2.22	2.34	2.23	2.50	2.33	2.33
StdDev	0.82	0.63	0.94	0.75	0.88	0.81	0.90	0.78	0.70	0.86	0.84	0.84

XPH\_12\_12. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Exorcist (1971)

	Unweighted base	234	18	48	14	48	186	73	66	61	34	179
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>		218	15	52	14	48	169	75	61	51	30	169
Very scary [1]	51%	51%	43%	70%	46%	53%	52%	47%	53%	56%	56%	52%
Somewhat scary [2]	37%	44%	38%	14%	40%	36%	38%	41%	40%	23%	23%	36%
Not very scary [3]	10%	5%	15%	16%	9%	11%	8%	11%	6%	22%	22%	10%
Not at all scary [4]	1%	-	5%	-	5%	0%	2%	1%	1%	-	-	2%
Net: Scary	88%	95%	80%	84%	86%	89%	90%	88%	92%	92%	78%	88%
Net: Not scary	12%	5%	20%	16%	14%	11%	10%	12%	8%	22%	22%	12%
Mean	1.62	1.54	1.82	1.45	1.73	1.58	1.60	1.66	1.56	1.66	1.66	1.61
StdDev	0.73	0.61	0.86	0.78	0.83	0.70	0.73	0.72	0.68	0.83	0.83	0.74

XPH\_12\_13. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Shining (1980)

	Unweighted base	234	13	46	14	52	182	67	80	62	25	177
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>		217	10	51	11	46	172	62	81	53	21	165
Very scary [1]	33%	53%	30%	43%	34%	33%	34%	27%	39%	39%	39%	34%
Somewhat scary [2]	47%	39%	43%	36%	47%	47%	43%	51%	43%	53%	53%	45%
Not very scary [3]	18%	-	24%	21%	18%	17%	19%	21%	15%	8%	8%	19%
Not at all scary [4]	2%	8%	4%	-	2%	3%	4%	1%	3%	-	-	3%
Net: Scary	80%	92%	72%	79%	81%	80%	77%	78%	82%	92%	92%	79%
Net: Not scary	20%	8%	28%	21%	19%	20%	23%	22%	18%	8%	8%	21%

**YouGov Portland**  
**Halloween**  
 US\_nat



	Total	Social networks membership									
		Base	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Vine	Snapchat
Net: Scary	69%	79%	71%	78%	78%	71%	71%	70%	100%	56%	-
Net: Not scary	31%	21%	29%	22%	22%	29%	29%	30%	-	44%	-
Mean	2.17	1.97	2.06	1.94	2.02	2.08	2.15	2.08	1.85	2.33	-
StdDev	0.85	0.73	0.80	0.74	0.83	0.77	0.66	0.77	0.40	0.69	-

XPH\_12\_11. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Invasion of the Body Snatchers (1956)

	Unweighted base	235	68	87	71	15	56	19	30	3	10	-
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>		231	62	78	80	21	51	15	27	2	11	-
Very scary [1]	15%	14%	16%	18%	50%	15%	14%	15%	-	29%	-	
Somewhat scary [2]	48%	41%	39%	42%	16%	43%	47%	37%	68%	23%	-	
Not very scary [3]	29%	38%	39%	31%	30%	36%	27%	42%	-	48%	-	
Not at all scary [4]	8%	7%	6%	9%	5%	6%	11%	6%	32%	-	-	
Net: Scary	63%	55%	55%	60%	65%	58%	62%	52%	68%	52%	-	
Net: Not scary	37%	45%	45%	40%	35%	42%	38%	48%	32%	48%	-	
Mean	2.30	2.39	2.35	2.31	1.89	2.34	2.35	2.38	2.64	2.19	-	
StdDev	0.82	0.81	0.83	0.87	1.01	0.81	0.89	0.83	1.22	0.90	-	

XPH\_12\_12. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Exorcist (1971)

	Unweighted base	234	76	66	61	16	53	16	29	5	14	1
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>		218	72	56	66	17	50	16	31	4	15	1
Very scary [1]	51%	49%	49%	49%	43%	44%	41%	54%	82%	50%	100%	
Somewhat scary [2]	37%	39%	35%	43%	26%	39%	49%	35%	18%	33%	-	
Not very scary [3]	10%	11%	14%	5%	31%	16%	10%	10%	-	16%	-	
Not at all scary [4]	1%	1%	1%	3%	-	1%	-	-	-	-	-	
Net: Scary	88%	88%	85%	92%	69%	82%	90%	90%	100%	84%	100%	
Net: Not scary	12%	12%	15%	8%	31%	18%	10%	10%	-	16%	-	
Mean	1.62	1.64	1.67	1.61	1.88	1.76	1.69	1.56	1.18	1.66	1.00	
StdDev	0.73	0.72	0.77	0.71	0.88	0.78	0.66	0.68	0.44	0.77	-	

XPH\_12\_13. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Shining (1980)

	Unweighted base	234	82	75	63	22	60	20	34	7	14	4
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>		217	80	69	65	24	57	20	34	9	18	5
Very scary [1]	33%	34%	32%	30%	32%	38%	39%	45%	30%	44%	60%	
Somewhat scary [2]	47%	41%	45%	50%	61%	42%	42%	29%	49%	24%	22%	
Not very scary [3]	18%	22%	21%	16%	7%	19%	19%	26%	21%	32%	18%	
Not at all scary [4]	2%	4%	2%	4%	-	1%	-	-	-	-	-	
Net: Scary	80%	74%	77%	80%	93%	80%	81%	74%	79%	68%	82%	
Net: Not scary	20%	26%	23%	20%	7%	20%	19%	26%	21%	32%	18%	

**YouGov Portland**  
**Halloween**  
 US\_nat



	Total			
	Base	Other	Don't know	None
Net: Scary	69%	60%	100%	60%
Net: Not scary	31%	41%	-	40%
Mean	2.17	2.61	2.00	2.37
StdDev	0.85	0.93	-	0.95

XPB\_12\_11. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Invasion of the Body Snatchers (1956)

	Unweighted base	235	5	2	36
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>		231	4	2	34
Very scary [1]	15%	-	-	59%	10%
Somewhat scary [2]	48%	79%	-	-	55%
Not very scary [3]	29%	-	41%	-	26%
Not at all scary [4]	8%	21%	-	-	9%
Net: Scary	63%	79%	59%	-	65%
Net: Not scary	37%	21%	41%	-	35%
Mean	2.30	2.43	1.82	-	2.34
StdDev	0.82	0.95	1.39	-	0.78

XPB\_12\_12. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Exorcist (1971)

	Unweighted base	234	3	1	38
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>		218	4	1	35
Very scary [1]	51%	44%	-	-	50%
Somewhat scary [2]	37%	56%	100%	-	34%
Not very scary [3]	10%	-	-	-	16%
Not at all scary [4]	1%	-	-	-	-
Net: Scary	88%	100%	100%	-	84%
Net: Not scary	12%	-	-	-	16%
Mean	1.62	1.56	2.00	-	1.66
StdDev	0.73	0.58	-	-	0.75

XPB\_12\_13. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Shining (1980)

	Unweighted base	234	1	1	37
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>		217	1	1	31
Very scary [1]	33%	100%	-	-	38%
Somewhat scary [2]	47%	-	100%	-	49%
Not very scary [3]	18%	-	-	-	13%
Not at all scary [4]	2%	-	-	-	-
Net: Scary	80%	100%	100%	-	87%
Net: Not scary	20%	-	-	-	13%

**YouGov Portland**  
**Halloween**  
 US\_nat



	Total	Gender		Age			Region				
	Base	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White
Mean	1.89	2.04	1.75	2.08	1.74	1.91	1.94	1.78	1.90	1.94	1.92
StdDev	0.77	0.79	0.72	0.83	0.69	0.78	0.80	0.76	0.75	0.79	0.80

XPH\_12\_14. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Halloween (1978)

Unweighted base	235	118	117	53	103	79	45	72	76	42	178
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	237	135	102	67	101	70	51	64	79	44	153
Very scary [1]	32%	30%	34%	21%	33%	40%	42%	28%	28%	32%	31%
Somewhat scary [2]	41%	38%	44%	43%	41%	38%	43%	46%	32%	45%	40%
Not very scary [3]	25%	30%	18%	31%	24%	21%	13%	26%	35%	19%	26%
Not at all scary [4]	2%	1%	4%	5%	2%	1%	2%	-	4%	4%	2%
Net: Scary	73%	69%	78%	64%	74%	78%	86%	74%	60%	77%	72%
Net: Not scary	27%	31%	22%	36%	26%	22%	14%	26%	40%	23%	28%
Mean	1.98	2.02	1.92	2.20	1.94	1.83	1.74	1.98	2.15	1.95	2.00
StdDev	0.82	0.81	0.83	0.83	0.80	0.80	0.75	0.74	0.89	0.82	0.82

XPH\_12\_15. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Poltergeist (1982)

Unweighted base	234	108	126	32	85	117	45	48	88	53	183
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	232	125	107	44	85	102	43	45	92	51	157
Very scary [1]	33%	32%	34%	38%	35%	29%	21%	24%	44%	31%	25%
Somewhat scary [2]	42%	45%	39%	32%	46%	43%	53%	44%	41%	34%	44%
Not very scary [3]	21%	19%	22%	23%	15%	24%	18%	29%	13%	30%	26%
Not at all scary [4]	4%	4%	5%	6%	4%	4%	8%	3%	3%	6%	5%
Net: Scary	75%	77%	72%	71%	81%	72%	74%	67%	85%	65%	69%
Net: Not scary	25%	23%	28%	29%	19%	28%	26%	33%	15%	35%	31%
Mean	1.97	1.94	1.99	1.97	1.88	2.03	2.12	2.12	1.74	2.09	2.11
StdDev	0.84	0.82	0.88	0.94	0.81	0.83	0.84	0.81	0.78	0.92	0.84

XPH\_12\_16. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Evil Dead (1981)

Unweighted base	214	113	101	51	115	48	35	48	75	56	157
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	232	137	95	68	112	52	44	40	94	54	140
Very scary [1]	17%	16%	18%	16%	14%	24%	23%	18%	15%	15%	10%
Somewhat scary [2]	38%	38%	39%	36%	42%	34%	32%	37%	46%	30%	38%
Not very scary [3]	32%	34%	29%	32%	33%	29%	25%	32%	31%	38%	35%
Not at all scary [4]	13%	12%	14%	16%	11%	13%	19%	13%	8%	17%	17%
Net: Scary	55%	54%	57%	52%	56%	58%	55%	55%	61%	46%	49%
Net: Not scary	45%	46%	43%	48%	44%	42%	45%	45%	39%	54%	51%
Mean	2.41	2.42	2.39	2.49	2.40	2.31	2.41	2.40	2.32	2.56	2.58
StdDev	0.92	0.90	0.94	0.95	0.87	0.98	1.06	0.94	0.82	0.95	0.89

**YouGov Portland**  
**Halloween**  
 US\_nat



	Total	Race			Education				Marital		
	Base	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced
Mean	1.89	1.88	1.74	1.91	1.95	1.84	1.87	1.88	1.88	1.78	1.82
StdDev	0.77	0.53	0.60	1.13	0.80	0.68	0.82	0.84	0.72	0.88	0.84

**XPH\_12\_14. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Halloween (1978)**

	Unweighted base	235	19	22	16	74	96	43	22	123	2	22
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>		237	23	45	16	96	88	37	17	113	2	18
Very scary [1]		32%	58%	20%	34%	29%	36%	30%	36%	33%	49%	43%
Somewhat scary [2]		41%	28%	55%	20%	42%	35%	53%	36%	43%	-	20%
Not very scary [3]		25%	7%	24%	40%	26%	27%	15%	28%	20%	51%	33%
Not at all scary [4]		2%	7%	-	6%	3%	3%	2%	-	4%	-	4%
Net: Scary		73%	86%	76%	54%	71%	70%	83%	72%	76%	49%	63%
Net: Not scary		27%	14%	24%	46%	29%	30%	17%	28%	24%	51%	37%
Mean		1.98	1.62	2.04	2.17	2.03	1.97	1.90	1.92	1.95	2.02	1.99
StdDev		0.82	0.91	0.67	1.00	0.82	0.86	0.73	0.82	0.83	-	0.99

**XPH\_12\_15. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Poltergeist (1982)**

	Unweighted base	234	19	19	13	85	82	40	27	137	4	24
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>		232	25	39	11	96	76	37	24	129	5	29
Very scary [1]		33%	40%	65%	15%	41%	33%	21%	19%	35%	63%	58%
Somewhat scary [2]		42%	49%	29%	44%	34%	43%	50%	62%	44%	37%	15%
Not very scary [3]		21%	11%	5%	23%	21%	19%	27%	16%	16%	-	24%
Not at all scary [4]		4%	-	-	19%	5%	5%	2%	4%	4%	-	3%
Net: Scary		75%	89%	95%	58%	75%	76%	70%	80%	79%	100%	73%
Net: Not scary		25%	11%	5%	42%	25%	24%	30%	20%	21%	-	27%
Mean		1.97	1.70	1.40	2.46	1.90	1.96	2.11	2.05	1.90	1.37	1.72
StdDev		0.84	0.66	0.60	1.01	0.90	0.86	0.75	0.72	0.83	0.55	0.94

**XPH\_12\_16. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Evil Dead (1981)**

	Unweighted base	214	21	24	12	74	79	42	19	108	6	25
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>		232	29	51	12	100	74	40	17	103	5	35
Very scary [1]		17%	39%	26%	6%	23%	17%	6%	5%	16%	31%	29%
Somewhat scary [2]		38%	34%	40%	38%	43%	33%	36%	37%	35%	15%	55%
Not very scary [3]		32%	27%	26%	39%	22%	35%	44%	43%	33%	35%	8%
Not at all scary [4]		13%	-	8%	17%	11%	15%	14%	14%	16%	19%	7%
Net: Scary		55%	73%	66%	44%	67%	50%	41%	42%	50%	46%	85%
Net: Not scary		45%	27%	34%	56%	33%	50%	59%	58%	50%	54%	15%
Mean		2.41	1.88	2.16	2.67	2.21	2.47	2.67	2.67	2.50	2.42	1.92
StdDev		0.92	0.82	0.91	0.87	0.93	0.95	0.79	0.80	0.95	1.24	0.81

**YouGov Portland**  
**Halloween**  
 US\_nat



	Total	Status			Children under the age of 18		Income				
	Base	Widowed	Single	Domestic partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	Facebook
Mean	1.89	1.63	2.01	1.78	1.87	1.89	1.94	1.95	1.82	1.68	1.90
StdDev	0.77	0.89	0.83	0.80	0.76	0.77	0.84	0.72	0.80	0.62	0.79

**XPH\_12\_14. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Halloween (1978)**

	Unweighted base	12	64	12	70	165	85	72	50	28	187
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	237	10	79	15	69	168	89	70	44	35	190
Very scary [1]	32%	41%	30%	15%	25%	35%	36%	26%	41%	23%	32%
Somewhat scary [2]	41%	52%	46%	19%	39%	41%	43%	38%	41%	42%	39%
Not very scary [3]	25%	7%	24%	66%	31%	22%	18%	36%	17%	30%	25%
Not at all scary [4]	2%	-	1%	-	5%	2%	4%	-	2%	5%	3%
Net: Scary	73%	93%	75%	34%	64%	76%	78%	64%	82%	65%	72%
Net: Not scary	27%	7%	25%	66%	36%	24%	22%	36%	18%	35%	28%
Mean	1.98	1.67	1.96	2.52	2.15	1.91	1.89	2.11	1.79	2.18	1.99
StdDev	0.82	0.64	0.77	0.76	0.86	0.79	0.82	0.79	0.79	0.85	0.84

**XPH\_12\_15. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Poltergeist (1982)**

	Unweighted base	12	47	10	61	173	76	68	56	34	186
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	232	10	49	11	63	169	76	74	51	31	185
Very scary [1]	33%	33%	11%	19%	43%	29%	26%	44%	23%	39%	33%
Somewhat scary [2]	42%	52%	50%	53%	35%	45%	45%	34%	54%	36%	43%
Not very scary [3]	21%	15%	31%	28%	18%	22%	24%	21%	18%	16%	19%
Not at all scary [4]	4%	-	8%	-	4%	5%	6%	1%	5%	9%	5%
Net: Scary	75%	85%	61%	72%	78%	74%	71%	78%	77%	75%	76%
Net: Not scary	25%	15%	39%	28%	22%	26%	29%	22%	23%	25%	24%
Mean	1.97	1.82	2.36	2.09	1.82	2.02	2.08	1.80	2.04	1.96	1.96
StdDev	0.84	0.71	0.79	0.72	0.86	0.83	0.85	0.81	0.78	0.97	0.84

**XPH\_12\_16. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Evil Dead (1981)**

	Unweighted base	3	54	18	79	135	92	58	38	26	177
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	232	3	62	24	87	145	102	71	34	26	198
Very scary [1]	17%	-	5%	34%	17%	17%	24%	14%	5%	14%	17%
Somewhat scary [2]	38%	100%	38%	26%	38%	38%	41%	38%	37%	31%	37%
Not very scary [3]	32%	-	43%	33%	34%	31%	22%	38%	38%	47%	32%
Not at all scary [4]	13%	-	13%	7%	11%	14%	13%	10%	21%	8%	14%
Net: Scary	55%	100%	43%	60%	55%	55%	65%	52%	41%	45%	54%
Net: Not scary	45%	-	57%	40%	45%	45%	35%	48%	59%	55%	46%
Mean	2.41	2.00	2.65	2.13	2.39	2.42	2.25	2.44	2.75	2.49	2.43
StdDev	0.92	-	0.78	0.99	0.90	0.93	0.97	0.86	0.85	0.85	0.93

**YouGov Portland**  
**Halloween**  
 US\_nat



	Total	Social networks membership									
	Base	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Vine	Snapchat	Bebo
Mean	1.89	1.96	1.94	1.94	1.74	1.84	1.79	1.81	1.91	1.88	1.57
StdDev	0.77	0.85	0.79	0.79	0.58	0.78	0.75	0.83	0.75	0.89	0.87

**XPH\_12\_14. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Halloween (1978)**

Unweighted base	235	84	64	56	29	68	22	52	11	27	1
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	237	83	64	63	32	67	24	61	12	30	1
Very scary [1]	32%	41%	33%	31%	51%	37%	30%	26%	28%	13%	100%
Somewhat scary [2]	41%	37%	40%	38%	34%	42%	48%	52%	72%	48%	-
Not very scary [3]	25%	19%	25%	28%	16%	20%	15%	20%	-	36%	-
Not at all scary [4]	2%	3%	1%	3%	-	1%	8%	1%	-	3%	-
Net: Scary	73%	78%	73%	69%	84%	79%	77%	78%	100%	61%	100%
Net: Not scary	27%	22%	27%	31%	16%	21%	23%	22%	-	39%	-
Mean	1.98	1.84	1.95	2.02	1.65	1.85	2.01	1.98	1.72	2.29	1.00
StdDev	0.82	0.84	0.80	0.84	0.75	0.78	0.88	0.73	0.47	0.74	-

**XPH\_12\_15. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Poltergeist (1982)**

Unweighted base	234	77	69	66	27	60	17	35	7	18	1
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	232	78	66	77	32	60	21	37	10	24	1
Very scary [1]	33%	27%	24%	40%	35%	30%	17%	37%	16%	15%	-
Somewhat scary [2]	42%	44%	49%	39%	55%	47%	48%	35%	66%	46%	-
Not very scary [3]	21%	22%	22%	14%	8%	20%	31%	23%	18%	39%	100%
Not at all scary [4]	4%	8%	5%	7%	2%	4%	4%	4%	-	-	-
Net: Scary	75%	70%	73%	79%	90%	77%	65%	72%	82%	61%	-
Net: Not scary	25%	30%	27%	21%	10%	23%	35%	28%	18%	39%	100%
Mean	1.97	2.11	2.07	1.88	1.78	1.97	2.22	1.95	2.03	2.23	3.00
StdDev	0.84	0.89	0.81	0.90	0.70	0.81	0.79	0.89	0.62	0.71	-

**XPH\_12\_16. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Evil Dead (1981)**

Unweighted base	214	84	69	78	29	58	32	46	8	22	1
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	232	82	71	96	39	52	33	44	10	25	1
Very scary [1]	17%	19%	19%	19%	42%	17%	7%	21%	20%	10%	100%
Somewhat scary [2]	38%	36%	24%	36%	33%	46%	38%	35%	44%	40%	-
Not very scary [3]	32%	31%	45%	35%	20%	32%	30%	35%	28%	42%	-
Not at all scary [4]	13%	14%	12%	10%	5%	4%	24%	10%	8%	8%	-
Net: Scary	55%	55%	43%	55%	75%	64%	46%	55%	64%	50%	100%
Net: Not scary	45%	45%	57%	45%	25%	36%	54%	45%	36%	50%	-
Mean	2.41	2.39	2.50	2.36	1.88	2.23	2.71	2.34	2.24	2.47	1.00
StdDev	0.92	0.95	0.94	0.91	0.91	0.79	0.93	0.92	0.91	0.79	-

**YouGov Portland**  
**Halloween**  
 US\_nat



	Total			
	Base	Other	Don't know	None
Mean	1.89	1.00	2.00	1.76
StdDev	0.77	-	-	0.68

**XPH\_12\_14. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Halloween (1978)**

Unweighted base	235	3	-	29
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	237	2	-	30
Very scary [1]	32%	34%	-	29%
Somewhat scary [2]	41%	66%	-	48%
Not very scary [3]	25%	-	-	23%
Not at all scary [4]	2%	-	-	-
Net: Scary	73%	100%	-	77%
Net: Not scary	27%	-	-	23%
Mean	1.98	1.66	-	1.94
StdDev	0.82	0.62	-	0.73

**XPH\_12\_15. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Poltergeist (1982)**

Unweighted base	234	4	-	31
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	232	5	-	26
Very scary [1]	33%	83%	-	28%
Somewhat scary [2]	42%	17%	-	38%
Not very scary [3]	21%	-	-	31%
Not at all scary [4]	4%	-	-	3%
Net: Scary	75%	100%	-	66%
Net: Not scary	25%	-	-	34%
Mean	1.97	1.17	-	2.09
StdDev	0.84	0.42	-	0.85

**XPH\_12\_16. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Evil Dead (1981)**

Unweighted base	214	4	2	23
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	232	5	1	20
Very scary [1]	17%	-	-	18%
Somewhat scary [2]	38%	16%	100%	42%
Not very scary [3]	32%	25%	-	28%
Not at all scary [4]	13%	60%	-	12%
Net: Scary	55%	16%	100%	60%
Net: Not scary	45%	84%	-	40%
Mean	2.41	3.44	2.00	2.33
StdDev	0.92	0.84	-	0.93



**YouGov Portland**  
**Halloween**  
 US\_nat



Total	Gender		Age			Region				
Base	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White

XPH\_12\_17. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Cabin in the Woods (2012)

Unweighted base	231	101	130	64	91	76	42	59	77	53	161
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	232	113	118	71	85	76	52	51	78	52	143
Very scary [1]	25%	22%	28%	19%	20%	37%	42%	18%	24%	17%	19%
Somewhat scary [2]	38%	37%	38%	37%	35%	41%	20%	51%	42%	36%	43%
Not very scary [3]	24%	26%	22%	31%	30%	12%	22%	23%	24%	28%	29%
Not at all scary [4]	13%	14%	11%	14%	15%	9%	16%	7%	10%	18%	10%
Net: Scary	63%	60%	66%	56%	55%	79%	62%	70%	66%	54%	61%
Net: Not scary	37%	40%	34%	44%	45%	21%	38%	30%	34%	47%	39%
Mean	2.24	2.32	2.17	2.39	2.39	1.93	2.11	2.19	2.20	2.48	2.30
StdDev	0.97	0.98	0.97	0.95	0.97	0.93	1.14	0.83	0.92	0.99	0.89

XPH\_12\_18. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - A Nightmare on Elm Street (1984)

Unweighted base	236	108	128	63	92	81	46	62	85	43	179
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	236	122	114	75	93	67	46	57	92	42	157
Very scary [1]	42%	35%	49%	39%	42%	45%	56%	32%	41%	40%	33%
Somewhat scary [2]	38%	39%	38%	39%	36%	41%	37%	49%	36%	30%	47%
Not very scary [3]	15%	20%	11%	14%	19%	12%	7%	11%	20%	20%	14%
Not at all scary [4]	5%	6%	3%	7%	4%	2%	-	9%	2%	10%	7%
Net: Scary	80%	74%	86%	78%	77%	86%	93%	81%	78%	70%	79%
Net: Not scary	20%	26%	14%	22%	23%	14%	7%	19%	22%	30%	21%
Mean	1.83	1.97	1.68	1.90	1.85	1.72	1.51	1.96	1.83	2.00	1.95
StdDev	0.85	0.89	0.79	0.91	0.87	0.77	0.63	0.89	0.82	1.01	0.86

XPH\_12\_19. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Birds (1963)

Unweighted base	234	97	137	31	49	154	49	60	69	56	191
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	214	98	116	39	45	130	43	54	69	49	165
Very scary [1]	23%	17%	28%	22%	14%	26%	27%	25%	22%	20%	26%
Somewhat scary [2]	47%	48%	46%	47%	56%	44%	48%	49%	52%	37%	46%
Not very scary [3]	25%	30%	21%	24%	18%	28%	14%	26%	24%	36%	24%
Not at all scary [4]	5%	5%	4%	7%	11%	2%	11%	-	2%	7%	4%
Net: Scary	70%	65%	75%	69%	71%	71%	75%	74%	74%	57%	72%
Net: Not scary	30%	35%	25%	31%	29%	29%	25%	26%	26%	43%	28%
Mean	2.11	2.23	2.01	2.15	2.26	2.05	2.10	2.01	2.07	2.29	2.05
StdDev	0.81	0.79	0.82	0.85	0.85	0.78	0.93	0.72	0.75	0.87	0.81

**YouGov Portland**  
**Halloween**  
 US\_nat



Total	Race			Education				Marital		
Base	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced

XPB\_12\_17. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Cabin in the Woods (2012)

Unweighted base	231	25	28	17	81	89	38	23	128	5	23
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	232	27	44	17	92	83	37	20	119	4	26
Very scary [1]	25%	29%	45%	26%	33%	23%	20%	9%	25%	16%	40%
Somewhat scary [2]	38%	43%	23%	28%	35%	45%	40%	20%	35%	41%	50%
Not very scary [3]	24%	7%	19%	27%	16%	26%	29%	42%	24%	22%	10%
Not at all scary [4]	13%	21%	13%	19%	16%	6%	11%	28%	16%	22%	-
Net: Scary	63%	72%	68%	54%	68%	67%	60%	30%	60%	57%	90%
Net: Not scary	37%	28%	32%	46%	32%	33%	40%	70%	40%	43%	10%
Mean	2.24	2.21	2.01	2.39	2.14	2.16	2.32	2.89	2.31	2.48	1.70
StdDev	0.97	1.10	1.09	1.10	1.06	0.85	0.92	0.94	1.03	1.15	0.65

XPB\_12\_18. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - A Nightmare on Elm Street (1984)

Unweighted base	236	21	25	11	86	90	39	21	118	6	15
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	236	25	44	10	103	81	35	17	105	6	13
Very scary [1]	42%	73%	57%	40%	46%	39%	38%	38%	38%	74%	43%
Somewhat scary [2]	38%	27%	17%	25%	32%	39%	51%	47%	44%	14%	37%
Not very scary [3]	15%	-	26%	35%	19%	14%	9%	16%	13%	12%	20%
Not at all scary [4]	5%	-	-	-	3%	9%	2%	-	5%	-	-
Net: Scary	80%	100%	74%	65%	78%	77%	89%	84%	82%	88%	80%
Net: Not scary	20%	-	26%	35%	22%	23%	11%	16%	18%	12%	20%
Mean	1.83	1.27	1.69	1.95	1.78	1.93	1.75	1.78	1.85	1.38	1.78
StdDev	0.85	0.45	0.87	0.91	0.85	0.94	0.71	0.72	0.84	0.76	0.79

XPB\_12\_19. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Birds (1963)

Unweighted base	234	19	10	14	77	73	60	24	145	3	22
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	214	21	17	11	78	65	51	20	130	2	19
Very scary [1]	23%	16%	10%	13%	20%	29%	17%	33%	23%	31%	37%
Somewhat scary [2]	47%	48%	60%	43%	51%	43%	47%	47%	49%	-	44%
Not very scary [3]	25%	33%	30%	20%	28%	26%	27%	8%	26%	31%	14%
Not at all scary [4]	5%	4%	-	24%	1%	3%	9%	12%	2%	38%	4%
Net: Scary	70%	63%	70%	56%	71%	72%	64%	81%	72%	31%	81%
Net: Not scary	30%	37%	30%	44%	29%	28%	36%	19%	28%	69%	19%
Mean	2.11	2.25	2.20	2.55	2.10	2.02	2.29	1.98	2.07	2.76	1.86
StdDev	0.81	0.78	0.62	1.04	0.72	0.82	0.86	0.96	0.75	1.62	0.84

**YouGov Portland**  
**Halloween**  
 US\_nat



Total	Status			Children under the age of 18		Income				
Base	Widowed	Single	Domestic partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	Facebook

XPH\_12\_17. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Cabin in the Woods (2012)

Unweighted base	231	8	54	13	71	160	84	62	46	39	189
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	232	6	63	13	67	164	94	58	42	38	192
Very scary [1]	25%	51%	17%	30%	16%	29%	29%	18%	25%	27%	27%
Somewhat scary [2]	38%	49%	38%	38%	37%	38%	40%	40%	39%	26%	36%
Not very scary [3]	24%	-	33%	26%	32%	21%	18%	31%	23%	33%	23%
Not at all scary [4]	13%	-	13%	7%	15%	12%	13%	12%	13%	14%	13%
Net: Scary	63%	100%	54%	68%	53%	67%	70%	58%	64%	53%	64%
Net: Not scary	37%	-	46%	32%	47%	33%	30%	42%	36%	47%	36%
Mean	2.24	1.49	2.42	2.09	2.46	2.15	2.13	2.36	2.24	2.34	2.22
StdDev	0.97	0.55	0.92	0.94	0.93	0.98	0.98	0.91	0.98	1.03	0.99

XPH\_12\_18. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - A Nightmare on Elm Street (1984)

Unweighted base	236	15	69	13	69	167	99	65	45	27	190
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	236	13	78	22	73	163	101	69	42	24	191
Very scary [1]	42%	62%	42%	36%	44%	41%	45%	37%	44%	40%	41%
Somewhat scary [2]	38%	31%	36%	30%	36%	39%	45%	32%	41%	25%	38%
Not very scary [3]	15%	7%	16%	29%	17%	15%	8%	25%	14%	22%	16%
Not at all scary [4]	5%	-	6%	4%	4%	5%	3%	6%	2%	13%	5%
Net: Scary	80%	93%	78%	67%	79%	80%	89%	69%	84%	65%	79%
Net: Not scary	20%	7%	22%	33%	21%	20%	11%	31%	16%	35%	21%
Mean	1.83	1.44	1.86	2.02	1.81	1.84	1.69	2.00	1.74	2.08	1.85
StdDev	0.85	0.64	0.90	0.93	0.86	0.86	0.74	0.93	0.77	1.09	0.87

XPH\_12\_19. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Birds (1963)

Unweighted base	234	16	40	8	33	201	62	71	65	36	170
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	214	13	43	6	30	185	57	66	58	34	152
Very scary [1]	23%	12%	20%	23%	26%	23%	28%	21%	24%	18%	26%
Somewhat scary [2]	47%	50%	44%	53%	44%	48%	52%	48%	43%	42%	51%
Not very scary [3]	25%	39%	22%	24%	26%	25%	17%	22%	30%	35%	20%
Not at all scary [4]	5%	-	13%	-	5%	5%	2%	9%	3%	5%	4%
Net: Scary	70%	61%	64%	76%	69%	70%	81%	69%	67%	61%	76%
Net: Not scary	30%	39%	36%	24%	31%	30%	19%	31%	33%	39%	24%
Mean	2.11	2.27	2.29	2.02	2.10	2.11	1.92	2.19	2.12	2.26	2.02
StdDev	0.81	0.68	0.95	0.75	0.85	0.81	0.73	0.87	0.80	0.82	0.78

**YouGov Portland**  
**Halloween**  
 US\_nat



Total	Social networks membership									
Base	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Vine	Snapchat	Bebo

**XPH\_12\_17. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Cabin in the Woods (2012)**

Unweighted base	231	91	70	83	21	67	30	53	11	28	1
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	232	90	67	86	26	60	30	55	11	29	1
Very scary [1]	25%	27%	23%	27%	54%	25%	12%	23%	23%	7%	100%
Somewhat scary [2]	38%	37%	42%	37%	31%	42%	41%	37%	46%	41%	-
Not very scary [3]	24%	22%	19%	24%	11%	27%	31%	30%	31%	36%	-
Not at all scary [4]	13%	14%	15%	12%	4%	6%	15%	9%	-	15%	-
Net: Scary	63%	63%	65%	64%	85%	67%	54%	61%	69%	49%	100%
Net: Not scary	37%	37%	35%	36%	15%	33%	46%	39%	31%	51%	-
Mean	2.24	2.24	2.27	2.21	1.64	2.15	2.49	2.25	2.08	2.59	1.00
StdDev	0.97	1.01	0.99	0.98	0.84	0.87	0.91	0.93	0.77	0.84	-

**XPH\_12\_18. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - A Nightmare on Elm Street (1984)**

Unweighted base	236	92	60	72	34	60	17	46	8	21	-
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	236	98	65	93	40	63	20	50	9	25	-
Very scary [1]	42%	49%	29%	45%	65%	42%	16%	38%	26%	24%	-
Somewhat scary [2]	38%	35%	48%	34%	28%	38%	52%	48%	74%	52%	-
Not very scary [3]	15%	10%	21%	19%	5%	17%	18%	11%	-	11%	-
Not at all scary [4]	5%	6%	1%	2%	2%	3%	13%	3%	-	12%	-
Net: Scary	80%	84%	78%	79%	93%	81%	69%	86%	100%	77%	-
Net: Not scary	20%	16%	22%	21%	7%	19%	31%	14%	-	24%	-
Mean	1.83	1.72	1.94	1.78	1.44	1.80	2.28	1.79	1.74	2.11	-
StdDev	0.85	0.86	0.75	0.82	0.69	0.82	0.91	0.77	0.47	0.93	-

**XPH\_12\_19. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Birds (1963)**

Unweighted base	234	59	73	48	8	49	12	29	6	11	-
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	214	56	68	47	9	46	11	29	5	11	-
Very scary [1]	23%	20%	27%	21%	7%	20%	8%	28%	50%	31%	-
Somewhat scary [2]	47%	60%	42%	51%	93%	59%	32%	45%	33%	69%	-
Not very scary [3]	25%	16%	24%	23%	-	15%	38%	21%	-	-	-
Not at all scary [4]	5%	4%	7%	5%	-	6%	22%	5%	16%	-	-
Net: Scary	70%	80%	69%	72%	100%	79%	39%	73%	84%	100%	-
Net: Not scary	30%	20%	31%	28%	-	21%	61%	27%	16%	-	-
Mean	2.11	2.04	2.10	2.12	1.93	2.08	2.75	2.04	1.82	1.69	-
StdDev	0.81	0.73	0.89	0.80	0.28	0.78	0.93	0.85	1.20	0.48	-

**YouGov Portland**  
**Halloween**  
 US\_nat



Total			
Base	Other	Don't know	None

XPH\_12\_17. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Cabin in the Woods (2012)

	Unweighted base	231	4	2	24
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>		232	4	2	21
Very scary [1]	25%	-	60%	12%	
Somewhat scary [2]	38%	21%	40%	53%	
Not very scary [3]	24%	57%	-	27%	
Not at all scary [4]	13%	22%	-	9%	
Net: Scary	63%	21%	100%	64%	
Net: Not scary	37%	79%	-	36%	
Mean	2.24	3.01	1.40	2.33	
StdDev	0.97	0.77	-	0.82	

XPH\_12\_18. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - A Nightmare on Elm Street (1984)

	Unweighted base	236	3	1	27
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>		236	4	1	24
Very scary [1]	42%	78%	-	42%	
Somewhat scary [2]	38%	22%	100%	40%	
Not very scary [3]	15%	-	-	10%	
Not at all scary [4]	5%	-	-	7%	
Net: Scary	80%	100%	100%	83%	
Net: Not scary	20%	-	-	17%	
Mean	1.83	1.22	2.00	1.82	
StdDev	0.85	0.48	-	0.90	

XPH\_12\_19. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Birds (1963)

	Unweighted base	234	2	2	40
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>		214	2	2	36
Very scary [1]	23%	52%	-	13%	
Somewhat scary [2]	47%	-	44%	35%	
Not very scary [3]	25%	48%	-	44%	
Not at all scary [4]	5%	-	56%	7%	
Net: Scary	70%	52%	44%	49%	
Net: Not scary	30%	48%	56%	51%	
Mean	2.11	1.96	3.11	2.45	
StdDev	0.81	-	-	0.83	

**YouGov Portland**  
**Halloween**  
 US\_nat



Total	Gender		Age			Region				
Base	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White

**XPH\_12\_20.** How scary, if at all, would you say each of the following movies are? Please select one answer on each row - **The Silence of the Lambs (1991)**

Unweighted base	237	106	131	50	71	116	46	64	71	56	193
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	220	110	110	57	63	101	45	58	67	50	170
Very scary [1]	31%	26%	36%	21%	34%	36%	31%	32%	33%	28%	31%
Somewhat scary [2]	51%	52%	50%	60%	49%	47%	48%	55%	49%	51%	51%
Not very scary [3]	16%	18%	13%	14%	14%	17%	19%	13%	13%	19%	16%
Not at all scary [4]	2%	4%	1%	5%	3%	1%	2%	-	6%	1%	1%
Net: Scary	82%	78%	86%	81%	83%	82%	79%	87%	82%	79%	82%
Net: Not scary	18%	22%	14%	19%	17%	18%	21%	13%	18%	21%	18%
Mean	1.89	2.00	1.79	2.03	1.87	1.83	1.91	1.81	1.91	1.94	1.88
StdDev	0.74	0.78	0.70	0.74	0.77	0.73	0.76	0.65	0.83	0.74	0.72

**XPH\_12\_21.** How scary, if at all, would you say each of the following movies are? Please select one answer on each row - **Ring (1998)**

Unweighted base	232	96	136	77	104	51	48	52	78	54	167
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	235	104	131	88	97	50	54	44	84	53	149
Very scary [1]	33%	31%	35%	33%	28%	42%	29%	24%	37%	37%	27%
Somewhat scary [2]	45%	40%	49%	46%	46%	41%	51%	53%	40%	39%	48%
Not very scary [3]	17%	24%	12%	19%	20%	8%	9%	15%	21%	22%	20%
Not at all scary [4]	5%	6%	4%	2%	6%	8%	11%	7%	2%	2%	4%
Net: Scary	78%	71%	83%	79%	74%	83%	80%	78%	77%	77%	75%
Net: Not scary	22%	29%	17%	21%	26%	17%	20%	22%	23%	23%	25%
Mean	1.94	2.04	1.87	1.90	2.04	1.83	2.02	2.04	1.88	1.88	2.02
StdDev	0.84	0.88	0.79	0.77	0.85	0.91	0.92	0.82	0.81	0.81	0.81

**XPH\_12\_22.** How scary, if at all, would you say each of the following movies are? Please select one answer on each row - **Saw (2004)**

Unweighted base	229	101	128	81	85	63	52	44	86	47	157
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	234	113	121	95	82	57	54	47	86	48	144
Very scary [1]	40%	33%	47%	31%	46%	47%	44%	33%	45%	35%	32%
Somewhat scary [2]	43%	42%	43%	51%	37%	37%	50%	47%	37%	40%	47%
Not very scary [3]	11%	16%	7%	11%	8%	16%	4%	10%	16%	13%	14%
Not at all scary [4]	6%	9%	3%	7%	8%	-	1%	11%	2%	12%	7%
Net: Scary	83%	75%	91%	82%	84%	84%	94%	80%	82%	75%	79%
Net: Not scary	17%	25%	9%	18%	16%	16%	6%	21%	18%	25%	21%
Mean	1.82	2.01	1.65	1.94	1.78	1.69	1.64	1.99	1.75	2.01	1.95
StdDev	0.84	0.92	0.73	0.84	0.91	0.74	0.64	0.93	0.80	0.99	0.86

**YouGov Portland**  
**Halloween**  
 US\_nat



Total	Race			Education				Marital		
Base	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced

XPB\_12\_20. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Silence of the Lambs (1991)

Unweighted base	237	15	14	15	84	74	50	29	133	3	24
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	220	20	18	12	86	71	40	24	116	4	20
Very scary [1]	31%	29%	26%	41%	28%	30%	30%	47%	30%	100%	57%
Somewhat scary [2]	51%	54%	56%	38%	55%	50%	52%	37%	55%	-	33%
Not very scary [3]	16%	13%	7%	21%	16%	15%	16%	14%	15%	-	10%
Not at all scary [4]	2%	5%	11%	-	1%	4%	2%	3%	1%	-	-
Net: Scary	82%	83%	82%	79%	83%	81%	82%	83%	85%	100%	90%
Net: Not scary	18%	17%	18%	21%	17%	19%	18%	17%	15%	-	10%
Mean	1.89	1.93	2.04	1.81	1.90	1.93	1.90	1.73	1.86	1.00	1.53
StdDev	0.74	0.79	0.91	0.80	0.69	0.79	0.73	0.83	0.68	-	0.69

XPB\_12\_21. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Ring (1998)

Unweighted base	232	18	29	18	74	86	44	28	122	6	24
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	235	22	46	18	91	80	39	25	119	5	22
Very scary [1]	33%	46%	37%	54%	31%	28%	32%	55%	37%	36%	22%
Somewhat scary [2]	45%	41%	41%	31%	46%	47%	49%	29%	43%	31%	42%
Not very scary [3]	17%	9%	13%	15%	15%	22%	15%	17%	16%	16%	24%
Not at all scary [4]	5%	4%	9%	-	8%	3%	4%	-	5%	18%	11%
Net: Scary	78%	87%	78%	85%	77%	75%	81%	83%	79%	66%	65%
Net: Not scary	22%	13%	22%	15%	23%	25%	19%	17%	21%	34%	35%
Mean	1.94	1.71	1.94	1.61	2.00	2.00	1.91	1.62	1.88	2.16	2.24
StdDev	0.84	0.81	0.94	0.76	0.89	0.80	0.80	0.77	0.84	1.23	0.94

XPB\_12\_22. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Saw (2004)

Unweighted base	229	25	27	20	86	84	37	22	118	7	17
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	234	27	43	20	98	84	31	21	120	7	15
Very scary [1]	40%	49%	54%	57%	47%	27%	47%	56%	42%	89%	16%
Somewhat scary [2]	43%	39%	38%	30%	43%	48%	37%	28%	41%	11%	49%
Not very scary [3]	11%	7%	4%	13%	6%	15%	14%	17%	12%	-	6%
Not at all scary [4]	6%	6%	4%	-	3%	11%	3%	-	5%	-	29%
Net: Scary	83%	87%	91%	87%	90%	74%	83%	83%	84%	100%	65%
Net: Not scary	17%	13%	9%	13%	10%	26%	17%	17%	16%	-	35%
Mean	1.82	1.70	1.59	1.56	1.67	2.10	1.73	1.61	1.79	1.11	2.48
StdDev	0.84	0.85	0.78	0.73	0.75	0.92	0.81	0.77	0.83	0.34	1.11

**YouGov Portland**  
**Halloween**  
 US\_nat



Total	Status			Children under the age of 18		Income				Facebook
Base	Widowed	Single	Domestic partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	Facebook

**XPH\_12\_20.** How scary, if at all, would you say each of the following movies are? Please select one answer on each row - **The Silence of the Lambs (1991)**

Unweighted base	237	9	58	10	55	182	67	65	69	36	184
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	220	7	63	9	49	171	60	63	62	35	173
Very scary [1]	31%	34%	22%	20%	38%	29%	38%	32%	26%	27%	31%
Somewhat scary [2]	51%	54%	49%	72%	46%	52%	45%	43%	59%	62%	50%
Not very scary [3]	16%	12%	22%	8%	14%	16%	16%	19%	14%	12%	16%
Not at all scary [4]	2%	-	7%	-	2%	3%	1%	6%	1%	-	3%
Net: Scary	82%	88%	71%	92%	84%	81%	83%	75%	85%	88%	81%
Net: Not scary	18%	12%	29%	8%	16%	19%	17%	25%	15%	12%	19%
Mean	1.89	1.78	2.13	1.88	1.79	1.92	1.81	1.99	1.90	1.85	1.91
StdDev	0.74	0.69	0.84	0.55	0.75	0.74	0.75	0.87	0.67	0.61	0.77

**XPH\_12\_21.** How scary, if at all, would you say each of the following movies are? Please select one answer on each row - **Ring (1998)**

Unweighted base	232	3	56	21	86	146	79	74	48	31	196
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	235	2	61	25	87	148	88	76	43	28	199
Very scary [1]	33%	42%	34%	21%	31%	34%	37%	31%	42%	12%	30%
Somewhat scary [2]	45%	58%	43%	62%	50%	42%	43%	48%	33%	59%	48%
Not very scary [3]	17%	-	18%	17%	15%	19%	13%	17%	23%	22%	17%
Not at all scary [4]	5%	-	5%	-	4%	5%	7%	3%	2%	7%	5%
Net: Scary	78%	100%	77%	83%	81%	76%	80%	80%	74%	70%	78%
Net: Not scary	22%	-	23%	17%	19%	24%	20%	21%	26%	30%	22%
Mean	1.94	1.58	1.94	1.96	1.93	1.95	1.90	1.92	1.86	2.25	1.97
StdDev	0.84	0.64	0.84	0.63	0.80	0.86	0.88	0.79	0.86	0.77	0.83

**XPH\_12\_22.** How scary, if at all, would you say each of the following movies are? Please select one answer on each row - **Saw (2004)**

Unweighted base	229	10	60	17	75	154	95	72	38	24	190
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	234	8	65	19	78	156	105	69	37	23	200
Very scary [1]	40%	49%	39%	29%	35%	43%	43%	40%	44%	23%	42%
Somewhat scary [2]	43%	51%	42%	55%	44%	42%	40%	43%	35%	64%	41%
Not very scary [3]	11%	-	13%	16%	12%	11%	10%	11%	21%	4%	10%
Not at all scary [4]	6%	-	5%	-	10%	4%	7%	5%	-	9%	7%
Net: Scary	83%	100%	82%	84%	78%	85%	83%	84%	79%	87%	83%
Net: Not scary	17%	-	18%	16%	22%	15%	17%	16%	21%	13%	17%
Mean	1.82	1.51	1.84	1.88	1.96	1.75	1.81	1.82	1.76	2.00	1.81
StdDev	0.84	0.53	0.85	0.68	0.93	0.79	0.88	0.84	0.78	0.82	0.87



**YouGov Portland**  
**Halloween**  
 US\_nat



Total	Social networks membership									
Base	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Vine	Snapchat	Bebo

XPB\_12\_20. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Silence of the Lambs (1991)

Unweighted base	237	73	76	60	21	56	11	33	8	18	2
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	220	72	73	64	23	53	9	33	8	20	3
Very scary [1]	31%	36%	29%	32%	50%	30%	37%	30%	40%	49%	64%
Somewhat scary [2]	51%	49%	54%	51%	47%	58%	56%	57%	60%	38%	36%
Not very scary [3]	16%	12%	16%	12%	3%	11%	8%	13%	-	9%	-
Not at all scary [4]	2%	3%	1%	6%	-	1%	-	-	-	4%	-
Net: Scary	82%	85%	83%	83%	97%	88%	92%	87%	100%	87%	100%
Net: Not scary	18%	15%	17%	17%	3%	12%	8%	13%	-	13%	-
Mean	1.89	1.82	1.89	1.91	1.53	1.83	1.71	1.83	1.60	1.68	1.36
StdDev	0.74	0.77	0.69	0.82	0.57	0.67	0.63	0.64	0.52	0.81	0.59

XPB\_12\_21. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Ring (1998)

Unweighted base	232	93	82	83	24	74	32	57	6	29	1
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	235	86	81	85	26	64	31	60	6	32	1
Very scary [1]	33%	31%	31%	27%	26%	28%	21%	38%	13%	32%	-
Somewhat scary [2]	45%	46%	50%	49%	52%	53%	45%	45%	61%	40%	100%
Not very scary [3]	17%	21%	17%	20%	23%	17%	32%	18%	27%	25%	-
Not at all scary [4]	5%	2%	2%	4%	-	1%	3%	-	-	3%	-
Net: Scary	78%	77%	81%	76%	77%	81%	66%	82%	73%	72%	100%
Net: Not scary	22%	23%	19%	24%	23%	19%	34%	18%	27%	28%	-
Mean	1.94	1.94	1.91	2.01	1.97	1.91	2.16	1.80	2.14	1.99	2.00
StdDev	0.84	0.78	0.75	0.80	0.71	0.71	0.79	0.72	0.67	0.84	-

XPB\_12\_22. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Saw (2004)

Unweighted base	229	87	70	71	32	71	22	55	11	30	2
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	234	90	69	75	33	67	23	62	12	35	2
Very scary [1]	40%	38%	39%	43%	53%	34%	33%	39%	37%	25%	49%
Somewhat scary [2]	43%	46%	43%	43%	30%	51%	41%	52%	50%	61%	51%
Not very scary [3]	11%	10%	11%	11%	7%	10%	7%	7%	14%	5%	-
Not at all scary [4]	6%	6%	7%	4%	9%	5%	19%	1%	-	9%	-
Net: Scary	83%	84%	82%	86%	83%	85%	74%	92%	86%	86%	100%
Net: Not scary	17%	16%	18%	14%	17%	15%	26%	8%	14%	14%	-
Mean	1.82	1.84	1.86	1.74	1.73	1.87	2.12	1.70	1.77	1.97	1.51
StdDev	0.84	0.84	0.88	0.79	0.97	0.80	1.10	0.66	0.70	0.82	0.69

**YouGov Portland**  
**Halloween**  
 US\_nat



<b>Total</b>			
<b>Base</b>	<b>Other</b>	<b>Don't know</b>	<b>None</b>

**XPH\_12\_20.** How scary, if at all, would you say each of the following movies are? Please select one answer on each row - **The Silence of the Lambs (1991)**

Unweighted base	237	2	1	36
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	220	3	1	30
Very scary [1]	31%	100%	-	36%
Somewhat scary [2]	51%	-	100%	55%
Not very scary [3]	16%	-	-	9%
Not at all scary [4]	2%	-	-	-
Net: Scary	82%	100%	100%	91%
Net: Not scary	18%	-	-	9%
Mean	1.89	1.00	2.00	1.73
StdDev	0.74	-	-	0.62

**XPH\_12\_21.** How scary, if at all, would you say each of the following movies are? Please select one answer on each row - **Ring (1998)**

Unweighted base	232	4	2	23
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	235	4	2	23
Very scary [1]	33%	44%	100%	52%
Somewhat scary [2]	45%	33%	-	31%
Not very scary [3]	17%	23%	-	14%
Not at all scary [4]	5%	-	-	3%
Net: Scary	78%	77%	100%	83%
Net: Not scary	22%	23%	-	17%
Mean	1.94	1.79	1.00	1.68
StdDev	0.84	0.92	-	0.85

**XPH\_12\_22.** How scary, if at all, would you say each of the following movies are? Please select one answer on each row - **Saw (2004)**

Unweighted base	229	4	-	25
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	234	5	-	22
Very scary [1]	40%	60%	-	39%
Somewhat scary [2]	43%	40%	-	49%
Not very scary [3]	11%	-	-	12%
Not at all scary [4]	6%	-	-	-
Net: Scary	83%	100%	-	88%
Net: Not scary	17%	-	-	12%
Mean	1.82	1.40	-	1.73
StdDev	0.84	0.55	-	0.67

**YouGov Portland**  
**Halloween**  
 US\_nat



Total	Gender		Age			Region				
Base	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White

XPH\_12\_23. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Orphanage (2007)

Unweighted base	91	37	54	37	38	16	18	18	31	24	49
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	99	49	50	47	39	14	21	17	36	25	47
Very scary [1]	24%	20%	29%	28%	15%	38%	33%	17%	20%	27%	21%
Somewhat scary [2]	45%	48%	42%	47%	46%	39%	45%	66%	49%	27%	46%
Not very scary [3]	23%	21%	25%	18%	29%	23%	14%	4%	29%	35%	22%
Not at all scary [4]	8%	11%	4%	8%	10%	-	9%	12%	2%	11%	10%
Net: Scary	69%	68%	71%	75%	61%	77%	77%	84%	69%	54%	67%
Net: Not scary	31%	32%	29%	25%	39%	23%	23%	17%	31%	46%	33%
Mean	2.14	2.24	2.04	2.05	2.35	1.85	1.98	2.12	2.13	2.29	2.22
StdDev	0.87	0.90	0.84	0.88	0.86	0.80	0.92	0.86	0.76	1.00	0.90

XPH\_12\_24. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Texas Chainsaw Massacre (1974)

Unweighted base	235	120	115	52	86	97	41	55	91	48	169
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	226	126	100	61	81	84	46	50	86	44	143
Very scary [1]	42%	40%	45%	41%	36%	49%	42%	38%	44%	42%	30%
Somewhat scary [2]	39%	36%	43%	31%	51%	34%	42%	45%	36%	36%	48%
Not very scary [3]	16%	22%	10%	24%	12%	15%	16%	15%	18%	16%	18%
Not at all scary [4]	2%	2%	3%	4%	1%	2%	-	2%	2%	6%	4%
Net: Scary	81%	76%	88%	72%	87%	83%	84%	83%	80%	78%	78%
Net: Not scary	19%	24%	12%	28%	13%	17%	16%	17%	20%	22%	22%
Mean	1.79	1.86	1.70	1.91	1.79	1.70	1.74	1.80	1.78	1.85	1.95
StdDev	0.80	0.83	0.75	0.91	0.70	0.80	0.72	0.76	0.81	0.90	0.79

XPH\_12\_25. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Heilraiser (1987)

Unweighted base	230	117	113	38	124	68	41	53	76	60	158
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	231	129	101	42	122	67	46	45	78	62	138
Very scary [1]	30%	29%	31%	32%	26%	34%	26%	38%	32%	23%	22%
Somewhat scary [2]	40%	39%	41%	39%	45%	32%	38%	39%	38%	45%	43%
Not very scary [3]	23%	25%	19%	17%	24%	24%	25%	19%	26%	19%	28%
Not at all scary [4]	8%	7%	9%	12%	5%	11%	11%	5%	5%	13%	7%
Net: Scary	69%	67%	72%	71%	71%	66%	64%	76%	70%	68%	65%
Net: Not scary	31%	33%	28%	29%	29%	34%	36%	24%	30%	32%	35%
Mean	2.09	2.11	2.06	2.09	2.08	2.11	2.21	1.90	2.03	2.21	2.20
StdDev	0.91	0.91	0.93	1.00	0.84	1.00	0.96	0.87	0.88	0.95	0.86

**YouGov Portland**  
**Halloween**  
 US\_nat



Total	Race			Education				Marital		
Base	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced

XPB\_12\_23. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Orphanage (2007)

Unweighted base	91	11	20	11	32	35	17	7	42	3	6
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	99	15	27	10	36	40	18	5	41	4	6
Very scary [1]	24%	24%	27%	32%	34%	15%	24%	31%	22%	79%	14%
Somewhat scary [2]	45%	46%	40%	52%	28%	59%	40%	69%	41%	-	27%
Not very scary [3]	23%	24%	26%	15%	21%	24%	32%	-	30%	21%	28%
Not at all scary [4]	8%	5%	7%	-	16%	2%	4%	-	8%	-	32%
Net: Scary	69%	70%	67%	85%	62%	74%	64%	100%	63%	79%	40%
Net: Not scary	31%	30%	33%	15%	38%	26%	36%	-	37%	21%	60%
Mean	2.14	2.11	2.12	1.83	2.19	2.13	2.17	1.69	2.23	1.41	2.78
StdDev	0.87	0.86	0.90	0.70	1.09	0.68	0.86	0.51	0.89	0.94	1.15

XPB\_12\_24. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Texas Chainsaw Massacre (1974)

Unweighted base	235	29	22	15	90	86	43	16	128	5	21
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	226	30	39	13	102	75	36	13	118	4	19
Very scary [1]	42%	61%	67%	56%	46%	42%	39%	24%	37%	18%	53%
Somewhat scary [2]	39%	27%	21%	24%	38%	39%	43%	41%	43%	82%	39%
Not very scary [3]	16%	12%	13%	20%	14%	15%	19%	35%	17%	-	8%
Not at all scary [4]	2%	-	-	-	2%	4%	-	-	3%	-	-
Net: Scary	81%	88%	87%	80%	84%	80%	81%	65%	80%	100%	92%
Net: Not scary	19%	12%	13%	20%	16%	20%	19%	35%	20%	-	8%
Mean	1.79	1.51	1.46	1.64	1.72	1.83	1.80	2.11	1.86	1.82	1.55
StdDev	0.80	0.71	0.72	0.82	0.77	0.85	0.74	0.79	0.80	0.44	0.66

XPB\_12\_25. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Heilraiser (1987)

Unweighted base	230	32	27	13	89	86	40	15	120	5	31
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	231	34	47	12	107	79	33	12	113	4	33
Very scary [1]	30%	62%	35%	6%	34%	27%	21%	23%	27%	20%	49%
Somewhat scary [2]	40%	28%	38%	43%	35%	37%	57%	55%	39%	40%	25%
Not very scary [3]	23%	3%	18%	33%	20%	28%	19%	22%	23%	18%	26%
Not at all scary [4]	8%	8%	9%	17%	11%	8%	2%	-	11%	22%	-
Net: Scary	69%	89%	73%	50%	69%	65%	79%	78%	66%	60%	74%
Net: Not scary	31%	11%	27%	50%	31%	36%	22%	22%	34%	40%	26%
Mean	2.09	1.58	2.00	2.61	2.07	2.16	2.03	1.99	2.18	2.43	1.77
StdDev	0.91	0.90	0.95	0.88	0.99	0.92	0.72	0.70	0.96	1.19	0.85

**YouGov Portland**  
**Halloween**  
 US\_nat



Total	Status			Children under the age of 18		Income				
Base	Widowed	Single	Domestic partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	Facebook

XPH\_12\_23. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Orphanage (2007)

Unweighted base	91	2	29	9	32	59	40	25	12	14	81
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	99	2	35	11	31	68	44	26	12	18	90
Very scary [1]	24%	100%	15%	35%	24%	24%	27%	25%	32%	11%	25%
Somewhat scary [2]	45%	-	58%	55%	32%	51%	51%	42%	23%	50%	46%
Not very scary [3]	23%	-	20%	10%	28%	21%	18%	27%	45%	16%	20%
Not at all scary [4]	8%	-	7%	-	15%	4%	4%	7%	-	22%	8%
Net: Scary	69%	100%	73%	90%	56%	75%	78%	67%	55%	62%	71%
Net: Not scary	31%	-	27%	10%	44%	25%	22%	33%	45%	38%	29%
Mean	2.14	1.00	2.19	1.75	2.35	2.04	1.99	2.16	2.13	2.49	2.12
StdDev	0.87	-	0.78	0.65	1.03	0.78	0.79	0.89	0.91	0.99	0.88

XPH\_12\_24. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Texas Chainsaw Massacre (1974)

Unweighted base	235	12	53	16	72	163	91	69	44	31	184
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	226	10	60	15	70	155	89	64	37	35	178
Very scary [1]	42%	55%	48%	40%	31%	47%	43%	42%	35%	47%	42%
Somewhat scary [2]	39%	37%	31%	33%	48%	35%	38%	43%	51%	22%	37%
Not very scary [3]	16%	-	19%	27%	18%	16%	17%	13%	14%	26%	18%
Not at all scary [4]	2%	8%	1%	-	3%	2%	2%	3%	-	5%	3%
Net: Scary	81%	92%	79%	73%	80%	82%	81%	85%	86%	69%	79%
Net: Not scary	19%	8%	21%	27%	20%	18%	19%	15%	14%	31%	21%
Mean	1.79	1.62	1.74	1.86	1.92	1.73	1.77	1.76	1.79	1.89	1.81
StdDev	0.80	0.91	0.82	0.84	0.77	0.80	0.79	0.77	0.68	0.97	0.83

XPH\_12\_25. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Heilraiser (1987)

Unweighted base	230	7	55	12	74	156	96	56	44	34	184
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	231	7	59	15	74	157	102	55	39	35	188
Very scary [1]	30%	29%	30%	10%	29%	30%	40%	24%	21%	18%	30%
Somewhat scary [2]	40%	44%	40%	79%	44%	38%	33%	53%	46%	33%	39%
Not very scary [3]	23%	27%	22%	11%	17%	25%	18%	19%	27%	37%	22%
Not at all scary [4]	8%	-	9%	-	9%	8%	9%	4%	6%	12%	9%
Net: Scary	69%	73%	69%	89%	74%	68%	73%	76%	67%	51%	69%
Net: Not scary	31%	27%	31%	11%	26%	32%	27%	24%	33%	49%	31%
Mean	2.09	1.98	2.10	2.01	2.06	2.10	1.96	2.04	2.18	2.43	2.10
StdDev	0.91	0.81	0.93	0.47	0.92	0.92	0.97	0.78	0.85	0.94	0.94

**YouGov Portland**  
**Halloween**  
 US\_nat



Total	Social networks membership									
Base	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Vine	Snapchat	Bebo

XPB\_12\_23. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Orphanage (2007)

Unweighted base	91	44	31	48	17	29	18	27	6	17	-
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	99	51	35	52	24	31	23	30	8	19	-
Very scary [1]	24%	27%	32%	34%	50%	18%	26%	37%	-	36%	-
Somewhat scary [2]	45%	49%	45%	50%	47%	65%	56%	49%	100%	52%	-
Not very scary [3]	23%	23%	20%	13%	4%	17%	15%	14%	-	12%	-
Not at all scary [4]	8%	1%	3%	3%	-	-	3%	-	-	-	-
Net: Scary	69%	76%	77%	83%	96%	83%	82%	86%	100%	89%	-
Net: Not scary	31%	24%	23%	17%	4%	17%	18%	14%	-	12%	-
Mean	2.14	1.98	1.93	1.86	1.54	2.00	1.95	1.78	2.00	1.75	-
StdDev	0.87	0.75	0.80	0.77	0.58	0.60	0.75	0.69	-	0.66	-

XPB\_12\_24. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Texas Chainsaw Massacre (1974)

Unweighted base	235	72	63	65	20	52	15	35	5	17	1
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	226	65	54	65	18	50	14	42	5	17	1
Very scary [1]	42%	43%	51%	47%	40%	47%	40%	49%	62%	19%	100%
Somewhat scary [2]	39%	36%	33%	37%	17%	37%	29%	37%	38%	47%	-
Not very scary [3]	16%	17%	13%	13%	34%	15%	13%	14%	-	34%	-
Not at all scary [4]	2%	4%	3%	4%	9%	-	18%	-	-	-	-
Net: Scary	81%	79%	84%	84%	57%	85%	69%	86%	100%	66%	100%
Net: Not scary	19%	21%	16%	17%	43%	15%	31%	14%	-	34%	-
Mean	1.79	1.81	1.68	1.74	2.11	1.68	2.09	1.66	1.38	2.15	1.00
StdDev	0.80	0.86	0.82	0.83	1.07	0.73	1.16	0.72	0.55	0.74	-

XPB\_12\_25. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Heilraiser (1987)

Unweighted base	230	84	75	79	33	54	28	46	9	24	1
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	231	80	72	77	39	49	26	44	8	24	1
Very scary [1]	30%	32%	28%	29%	52%	32%	16%	34%	10%	13%	-
Somewhat scary [2]	40%	44%	50%	44%	31%	42%	51%	38%	78%	49%	100%
Not very scary [3]	23%	21%	17%	19%	14%	25%	26%	26%	12%	35%	-
Not at all scary [4]	8%	4%	5%	7%	3%	-	7%	2%	-	4%	-
Net: Scary	69%	76%	78%	74%	83%	75%	67%	72%	88%	62%	100%
Net: Not scary	31%	24%	22%	26%	17%	25%	33%	28%	12%	38%	-
Mean	2.09	1.96	1.99	2.05	1.69	1.93	2.24	1.97	2.02	2.29	2.00
StdDev	0.91	0.82	0.82	0.88	0.84	0.76	0.81	0.83	0.50	0.75	-

**YouGov Portland**  
**Halloween**  
 US\_nat



Total			
Base	Other	Don't know	None

XPH\_12\_23. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Orphanage (2007)

	Unweighted base	91	3	1	4
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>		99	4	1	3
Very scary [1]	24%		78%	-	23%
Somewhat scary [2]	45%		-	100%	23%
Not very scary [3]	23%		-	-	53%
Not at all scary [4]	8%		22%	-	-
Net: Scary	69%		78%	100%	47%
Net: Not scary	31%		22%	-	53%
Mean	2.14		1.67	2.00	2.30
StdDev	0.87		1.47	-	0.99

XPH\_12\_24. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Texas Chainsaw Massacre (1974)

	Unweighted base	235	1	1	36
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>		226	1	1	32
Very scary [1]	42%		-	-	33%
Somewhat scary [2]	39%		100%	100%	57%
Not very scary [3]	16%		-	-	10%
Not at all scary [4]	2%		-	-	-
Net: Scary	81%		100%	100%	90%
Net: Not scary	19%		-	-	10%
Mean	1.79		2.00	2.00	1.77
StdDev	0.80		-	-	0.63

XPH\_12\_25. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Hellraiser (1987)

	Unweighted base	230	4	2	32
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>		231	4	1	30
Very scary [1]	30%		21%	-	25%
Somewhat scary [2]	40%		79%	100%	35%
Not very scary [3]	23%		-	-	35%
Not at all scary [4]	8%		-	-	4%
Net: Scary	69%		100%	100%	61%
Net: Not scary	31%		-	-	39%
Mean	2.09		1.79	2.00	2.18
StdDev	0.91		0.47	-	0.87

**YouGov Portland**  
**Halloween**  
 US\_nat



Total	Gender		Age			Region				
Base	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White

XPH\_12\_26. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Carrie (1976)

Unweighted base	238	87	151	46	78	114	49	45	90	54	172
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	<b>215</b>	<b>90</b>	<b>125</b>	<b>49</b>	<b>68</b>	<b>99</b>	<b>47</b>	<b>39</b>	<b>80</b>	<b>49</b>	<b>147</b>
Very scary [1]	23%	18%	27%	9%	27%	27%	29%	12%	27%	19%	15%
Somewhat scary [2]	44%	43%	45%	31%	51%	45%	34%	53%	40%	52%	49%
Not very scary [3]	28%	34%	24%	47%	20%	25%	32%	33%	24%	28%	30%
Not at all scary [4]	5%	5%	5%	13%	2%	3%	6%	2%	9%	-	6%
Net: Scary	67%	61%	71%	40%	78%	72%	62%	65%	68%	72%	64%
Net: Not scary	33%	39%	29%	60%	22%	28%	38%	35%	32%	28%	36%
Mean	2.15	2.26	2.07	2.63	1.98	2.03	2.15	2.25	2.14	2.09	2.27
StdDev	0.83	0.81	0.83	0.83	0.75	0.80	0.91	0.70	0.92	0.69	0.79

XPH\_12\_27. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Omen (1976)

Unweighted base	231	106	125	33	84	114	48	57	68	58	161
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	<b>233</b>	<b>120</b>	<b>113</b>	<b>46</b>	<b>79</b>	<b>108</b>	<b>53</b>	<b>51</b>	<b>75</b>	<b>55</b>	<b>134</b>
Very scary [1]	35%	37%	34%	45%	35%	31%	49%	35%	31%	28%	28%
Somewhat scary [2]	48%	44%	51%	35%	51%	51%	38%	53%	48%	52%	55%
Not very scary [3]	14%	16%	12%	14%	11%	16%	10%	9%	18%	15%	13%
Not at all scary [4]	3%	3%	3%	5%	3%	2%	3%	3%	2%	4%	4%
Net: Scary	83%	81%	85%	80%	86%	82%	87%	88%	79%	80%	83%
Net: Not scary	17%	19%	15%	20%	14%	18%	13%	12%	21%	20%	17%
Mean	1.84	1.86	1.83	1.80	1.82	1.89	1.66	1.81	1.91	1.96	1.93
StdDev	0.77	0.80	0.74	0.89	0.74	0.74	0.78	0.74	0.76	0.79	0.74

XPH\_12\_28. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Blair Witch Project (1999)

Unweighted base	231	107	124	54	100	77	41	56	78	56	176
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	<b>218</b>	<b>111</b>	<b>107</b>	<b>63</b>	<b>90</b>	<b>65</b>	<b>35</b>	<b>50</b>	<b>79</b>	<b>54</b>	<b>152</b>
Very scary [1]	18%	18%	18%	18%	22%	13%	22%	17%	22%	12%	16%
Somewhat scary [2]	36%	40%	32%	34%	31%	46%	43%	44%	36%	24%	37%
Not very scary [3]	29%	26%	32%	35%	24%	30%	24%	26%	26%	40%	30%
Not at all scary [4]	17%	16%	18%	14%	23%	12%	12%	12%	17%	24%	17%
Net: Scary	54%	58%	50%	51%	53%	59%	64%	61%	58%	36%	53%
Net: Not scary	46%	42%	50%	49%	47%	41%	36%	39%	43%	64%	47%
Mean	2.44	2.40	2.50	2.45	2.47	2.40	2.26	2.34	2.38	2.76	2.49
StdDev	0.97	0.96	0.99	0.94	1.08	0.86	0.94	0.91	1.01	0.96	0.95



**YouGov Portland**  
**Halloween**  
 US\_nat



Total	Race			Education				Marital		
Base	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced

XPB\_12\_26. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Carrie (1976)

Unweighted base	238	32	15	19	77	80	56	25	117	5	22
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	215	28	23	18	77	71	46	21	101	4	19
Very scary [1]	23%	41%	41%	37%	25%	17%	28%	24%	27%	39%	24%
Somewhat scary [2]	44%	39%	35%	22%	38%	49%	42%	55%	49%	61%	34%
Not very scary [3]	28%	13%	25%	42%	31%	32%	23%	16%	21%	-	28%
Not at all scary [4]	5%	6%	-	-	6%	2%	7%	4%	2%	-	15%
Net: Scary	67%	81%	75%	58%	63%	65%	70%	80%	76%	100%	57%
Net: Not scary	33%	19%	25%	42%	37%	35%	30%	20%	24%	-	43%
Mean	2.15	1.85	1.84	2.05	2.17	2.20	2.10	2.00	1.99	1.61	2.33
StdDev	0.83	0.90	0.81	0.91	0.89	0.74	0.90	0.77	0.77	0.56	1.02

XPB\_12\_27. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Omen (1976)

Unweighted base	231	27	25	18	69	95	47	20	117	6	30
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	233	31	50	17	87	85	44	18	112	5	38
Very scary [1]	35%	48%	51%	28%	42%	31%	22%	53%	34%	-	49%
Somewhat scary [2]	48%	27%	37%	57%	44%	51%	50%	47%	50%	84%	37%
Not very scary [3]	14%	17%	13%	14%	11%	13%	26%	-	14%	-	7%
Not at all scary [4]	3%	8%	-	-	3%	5%	2%	-	2%	16%	7%
Net: Scary	83%	75%	87%	86%	86%	82%	72%	100%	83%	84%	86%
Net: Not scary	17%	25%	13%	14%	14%	18%	28%	-	17%	16%	14%
Mean	1.84	1.85	1.62	1.86	1.74	1.91	2.07	1.47	1.85	2.32	1.71
StdDev	0.77	0.98	0.71	0.66	0.77	0.80	0.75	0.51	0.74	0.83	0.87

XPB\_12\_28. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Blair Witch Project (1999)

Unweighted base	231	18	19	18	73	94	42	22	124	9	16
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	218	22	27	17	75	85	38	20	110	7	14
Very scary [1]	18%	33%	20%	19%	15%	19%	19%	26%	15%	25%	40%
Somewhat scary [2]	36%	15%	55%	26%	35%	33%	46%	33%	40%	33%	17%
Not very scary [3]	29%	30%	23%	26%	29%	28%	27%	37%	24%	22%	32%
Not at all scary [4]	17%	23%	3%	29%	21%	20%	8%	4%	21%	21%	11%
Net: Scary	54%	47%	74%	46%	50%	52%	64%	59%	56%	58%	57%
Net: Not scary	46%	53%	26%	54%	50%	48%	36%	41%	44%	42%	43%
Mean	2.44	2.44	2.09	2.64	2.56	2.49	2.25	2.19	2.50	2.38	2.14
StdDev	0.97	1.19	0.74	1.12	0.99	1.02	0.87	0.89	0.99	1.15	1.11

**YouGov Portland**  
**Halloween**  
 US\_nat



Total	Status			Children under the age of 18		Income				
Base	Widowed	Single	Domestic partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	Facebook

XPB\_12\_26. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Carrie (1976)

Unweighted base	238	18	66	10	57	181	84	62	57	35	183
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	215	16	68	8	50	165	77	53	53	32	162
Very scary [1]	23%	19%	19%	-	21%	24%	29%	20%	19%	22%	23%
Somewhat scary [2]	44%	60%	33%	62%	49%	42%	30%	45%	60%	47%	44%
Not very scary [3]	28%	21%	42%	28%	26%	29%	34%	30%	21%	23%	27%
Not at all scary [4]	5%	-	7%	10%	3%	5%	7%	5%	-	8%	6%
Net: Scary	67%	79%	52%	62%	70%	66%	59%	65%	79%	69%	67%
Net: Not scary	33%	21%	48%	38%	30%	34%	41%	35%	21%	31%	33%
Mean	2.15	2.01	2.35	2.49	2.13	2.16	2.20	2.19	2.02	2.17	2.16
StdDev	0.83	0.65	0.87	0.72	0.78	0.85	0.94	0.81	0.64	0.87	0.85

XPB\_12\_27. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Omen (1976)

Unweighted base	231	16	55	7	54	177	86	61	52	32	179
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	233	12	58	8	61	172	90	63	51	29	183
Very scary [1]	35%	26%	31%	58%	46%	32%	31%	36%	43%	35%	37%
Somewhat scary [2]	48%	55%	49%	33%	34%	52%	51%	48%	43%	43%	45%
Not very scary [3]	14%	19%	17%	9%	14%	14%	14%	12%	14%	16%	15%
Not at all scary [4]	3%	-	3%	-	5%	2%	4%	4%	-	5%	4%
Net: Scary	83%	81%	80%	91%	81%	84%	82%	84%	86%	78%	82%
Net: Not scary	17%	19%	20%	9%	19%	16%	18%	16%	14%	22%	18%
Mean	1.84	1.93	1.91	1.50	1.79	1.87	1.91	1.83	1.70	1.92	1.85
StdDev	0.77	0.70	0.78	0.70	0.89	0.73	0.77	0.79	0.70	0.87	0.80

XPB\_12\_28. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Blair Witch Project (1999)

Unweighted base	231	8	57	17	83	148	89	54	53	35	188
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	218	6	65	16	76	142	89	48	49	33	180
Very scary [1]	18%	12%	16%	27%	23%	15%	24%	9%	16%	17%	20%
Somewhat scary [2]	36%	52%	32%	36%	29%	40%	29%	41%	46%	35%	38%
Not very scary [3]	29%	36%	40%	16%	27%	30%	29%	39%	28%	17%	28%
Not at all scary [4]	17%	-	12%	20%	21%	14%	18%	11%	10%	32%	14%
Net: Scary	54%	64%	48%	63%	52%	55%	53%	50%	62%	52%	57%
Net: Not scary	46%	36%	52%	37%	48%	45%	47%	50%	38%	48%	43%
Mean	2.44	2.24	2.48	2.30	2.46	2.44	2.40	2.52	2.32	2.63	2.37
StdDev	0.97	0.71	0.91	1.11	1.08	0.92	1.05	0.81	0.88	1.12	0.96

**YouGov Portland**  
**Halloween**  
 US\_nat



Total	Social networks membership									
Base	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Vine	Snapchat	Bebo

XPH\_12\_26. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Carrie (1976)

Unweighted base	238	71	65	52	20	70	21	41	7	20	3
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	215	67	61	51	20	66	23	44	7	21	5
Very scary [1]	23%	23%	27%	25%	24%	28%	16%	16%	23%	28%	40%
Somewhat scary [2]	44%	38%	39%	40%	50%	34%	24%	43%	50%	26%	23%
Not very scary [3]	28%	32%	28%	27%	12%	30%	53%	35%	27%	42%	-
Not at all scary [4]	5%	8%	6%	8%	13%	8%	7%	6%	-	4%	38%
Net: Scary	67%	60%	67%	65%	74%	62%	40%	59%	73%	54%	62%
Net: Not scary	33%	40%	33%	35%	26%	38%	60%	41%	27%	46%	38%
Mean	2.15	2.25	2.12	2.18	2.15	2.18	2.52	2.31	2.04	2.23	2.36
StdDev	0.83	0.90	0.88	0.91	0.96	0.93	0.87	0.82	0.77	0.93	1.50

XPH\_12\_27. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Omen (1976)

Unweighted base	231	72	66	68	20	47	20	28	5	15	-
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	233	71	63	74	26	47	20	28	5	15	-
Very scary [1]	35%	44%	32%	45%	66%	31%	24%	49%	22%	24%	-
Somewhat scary [2]	48%	40%	46%	41%	18%	48%	45%	43%	43%	46%	-
Not very scary [3]	14%	15%	21%	12%	13%	17%	27%	9%	35%	24%	-
Not at all scary [4]	3%	1%	1%	2%	3%	3%	4%	-	-	6%	-
Net: Scary	83%	84%	78%	85%	84%	80%	69%	91%	65%	70%	-
Net: Not scary	17%	16%	22%	15%	16%	20%	31%	9%	35%	30%	-
Mean	1.84	1.73	1.91	1.72	1.52	1.92	2.10	1.60	2.13	2.12	-
StdDev	0.77	0.75	0.76	0.77	0.84	0.79	0.83	0.65	0.83	0.87	-

XPH\_12\_28. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Blair Witch Project (1999)

Unweighted base	231	86	75	77	34	65	26	47	7	24	-
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	218	88	74	76	38	62	29	47	7	27	-
Very scary [1]	18%	22%	17%	23%	27%	16%	14%	16%	11%	3%	-
Somewhat scary [2]	36%	35%	41%	33%	36%	46%	42%	43%	35%	56%	-
Not very scary [3]	29%	29%	30%	32%	24%	26%	36%	36%	32%	30%	-
Not at all scary [4]	17%	15%	12%	13%	12%	12%	8%	5%	22%	11%	-
Net: Scary	54%	56%	58%	55%	64%	62%	56%	59%	46%	59%	-
Net: Not scary	46%	44%	42%	45%	36%	38%	44%	41%	54%	41%	-
Mean	2.44	2.37	2.37	2.35	2.21	2.34	2.39	2.30	2.66	2.50	-
StdDev	0.97	0.99	0.90	0.98	0.99	0.88	0.84	0.81	1.02	0.74	-

**YouGov Portland**  
**Halloween**  
 US\_nat



Total			
Base	Other	Don't know	None

XPB\_12\_26. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Carrie (1976)

Unweighted base	238	3	2	37
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	<b>215</b>	<b>3</b>	<b>2</b>	<b>35</b>
Very scary [1]	23%	29%	-	25%
Somewhat scary [2]	44%	44%	62%	46%
Not very scary [3]	28%	27%	38%	27%
Not at all scary [4]	5%	-	-	2%
Net: Scary	67%	73%	62%	71%
Net: Not scary	33%	27%	38%	29%
Mean	2.15	1.99	2.38	2.06
StdDev	0.83	0.93	-	0.79

XPB\_12\_27. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Omen (1976)

Unweighted base	231	1	-	37
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	<b>233</b>	<b>1</b>	<b>-</b>	<b>36</b>
Very scary [1]	35%	100%	-	23%
Somewhat scary [2]	48%	-	-	65%
Not very scary [3]	14%	-	-	12%
Not at all scary [4]	3%	-	-	-
Net: Scary	83%	100%	-	88%
Net: Not scary	17%	-	-	12%
Mean	1.84	1.00	-	1.89
StdDev	0.77	-	-	0.59

XPB\_12\_28. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Blair Witch Project (1999)

Unweighted base	231	4	1	25
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	<b>218</b>	<b>4</b>	<b>1</b>	<b>21</b>
Very scary [1]	18%	-	-	17%
Somewhat scary [2]	36%	34%	-	23%
Not very scary [3]	29%	22%	-	36%
Not at all scary [4]	17%	44%	100%	24%
Net: Scary	54%	34%	-	40%
Net: Not scary	46%	66%	100%	60%
Mean	2.44	3.11	4.00	2.68
StdDev	0.97	1.03	-	1.05

**YouGov Portland**  
**Halloween**  
 US\_nat



Total	Gender		Age			Region				
Base	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White

XPH\_12\_29. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Candyman (1992)

Unweighted base	228	110	118	42	121	65	47	51	79	51	132
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	234	132	102	49	122	63	51	42	85	55	113
Very scary [1]	34%	30%	38%	43%	25%	42%	46%	28%	31%	30%	20%
Somewhat scary [2]	40%	41%	40%	17%	53%	34%	36%	51%	48%	25%	50%
Not very scary [3]	22%	24%	19%	31%	17%	23%	16%	21%	17%	35%	26%
Not at all scary [4]	4%	5%	3%	9%	4%	1%	3%	-	3%	10%	4%
Net: Scary	74%	71%	78%	60%	79%	76%	81%	79%	80%	55%	70%
Net: Not scary	26%	29%	22%	40%	21%	24%	19%	21%	20%	45%	30%
Mean	1.97	2.04	1.87	2.07	2.00	1.83	1.76	1.93	1.92	2.26	2.14
StdDev	0.85	0.87	0.83	1.06	0.77	0.83	0.83	0.71	0.79	1.01	0.77

XPH\_12\_30. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Friday 13th (1980)

Unweighted base	236	115	121	53	90	93	52	47	95	42	173
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	239	136	103	66	87	85	55	46	97	40	154
Very scary [1]	29%	24%	35%	15%	32%	37%	43%	22%	30%	14%	26%
Somewhat scary [2]	47%	49%	45%	53%	41%	50%	44%	52%	43%	57%	48%
Not very scary [3]	20%	24%	16%	25%	25%	12%	9%	24%	23%	25%	22%
Not at all scary [4]	3%	3%	4%	7%	2%	2%	3%	2%	4%	4%	3%
Net: Scary	76%	73%	80%	67%	73%	86%	88%	74%	73%	71%	74%
Net: Not scary	24%	27%	20%	33%	27%	14%	12%	26%	27%	29%	26%
Mean	1.98	2.05	1.89	2.25	1.97	1.79	1.72	2.05	2.02	2.19	2.03
StdDev	0.79	0.77	0.82	0.79	0.81	0.72	0.76	0.74	0.84	0.73	0.79

XPH\_12\_31. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Children of the Corn (1984)

Unweighted base	232	94	138	43	76	113	44	68	83	37	168
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	218	99	119	55	70	94	38	65	79	36	149
Very scary [1]	22%	17%	27%	24%	21%	22%	29%	12%	28%	21%	19%
Somewhat scary [2]	51%	50%	52%	46%	54%	51%	50%	61%	41%	56%	55%
Not very scary [3]	24%	30%	19%	27%	21%	25%	17%	24%	28%	23%	24%
Not at all scary [4]	3%	3%	2%	3%	3%	2%	4%	3%	3%	-	2%
Net: Scary	73%	67%	78%	70%	75%	73%	79%	73%	69%	77%	74%
Net: Not scary	27%	33%	22%	30%	25%	27%	21%	27%	31%	23%	26%
Mean	2.07	2.20	1.97	2.10	2.07	2.06	1.96	2.18	2.06	2.02	2.09
StdDev	0.75	0.75	0.75	0.80	0.75	0.74	0.80	0.67	0.83	0.67	0.72

**YouGov Portland**  
**Halloween**  
 US\_nat



Total	Race			Education				Marital		
Base	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced

**XPH\_12\_29.** How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Candyman (1992)

Unweighted base	228	50	31	15	85	84	42	17	105	9	25
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	234	56	48	16	103	80	37	14	100	7	28
Very scary [1]	34%	56%	37%	45%	38%	36%	20%	24%	33%	25%	46%
Somewhat scary [2]	40%	33%	31%	22%	37%	35%	61%	42%	40%	42%	36%
Not very scary [3]	22%	7%	29%	17%	21%	22%	19%	28%	22%	20%	15%
Not at all scary [4]	4%	4%	2%	15%	4%	6%	-	6%	5%	12%	3%
Net: Scary	74%	89%	69%	68%	75%	71%	82%	66%	73%	67%	82%
Net: Not scary	26%	11%	31%	32%	25%	29%	19%	34%	27%	33%	18%
Mean	1.97	1.60	1.96	2.02	1.92	1.99	1.98	2.17	1.99	2.20	1.76
StdDev	0.85	0.80	0.88	1.15	0.87	0.92	0.63	0.89	0.87	1.02	0.84

**XPH\_12\_30.** How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Friday 13th (1980)

Unweighted base	236	25	25	13	80	98	42	16	129	5	18
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	239	26	47	12	98	91	37	13	121	4	17
Very scary [1]	29%	56%	22%	28%	32%	31%	16%	24%	33%	37%	29%
Somewhat scary [2]	47%	38%	56%	26%	44%	40%	69%	58%	50%	39%	50%
Not very scary [3]	20%	6%	17%	38%	21%	23%	15%	19%	14%	23%	21%
Not at all scary [4]	3%	-	4%	8%	3%	6%	-	-	3%	-	-
Net: Scary	76%	94%	78%	54%	77%	71%	85%	81%	83%	77%	79%
Net: Not scary	24%	6%	22%	46%	23%	29%	15%	19%	17%	23%	21%
Mean	1.98	1.50	2.04	2.25	1.94	2.03	1.99	1.95	1.86	1.86	1.92
StdDev	0.79	0.62	0.76	0.99	0.80	0.89	0.56	0.67	0.75	0.89	0.72

**XPH\_12\_31.** How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Children of the Corn (1984)

Unweighted base	232	30	20	14	87	89	37	19	122	5	24
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	218	27	30	12	88	84	30	16	109	4	20
Very scary [1]	22%	48%	13%	26%	25%	20%	24%	21%	21%	-	19%
Somewhat scary [2]	51%	42%	45%	36%	48%	52%	57%	50%	54%	81%	42%
Not very scary [3]	24%	7%	40%	31%	27%	27%	13%	18%	24%	19%	30%
Not at all scary [4]	3%	3%	3%	7%	1%	2%	6%	11%	2%	-	8%
Net: Scary	73%	90%	57%	62%	72%	71%	81%	71%	75%	81%	62%
Net: Not scary	27%	10%	43%	38%	28%	29%	19%	29%	25%	19%	38%
Mean	2.07	1.65	2.32	2.18	2.04	2.11	2.02	2.19	2.06	2.19	2.27
StdDev	0.75	0.75	0.74	0.95	0.74	0.73	0.80	0.92	0.71	0.45	0.89

**YouGov Portland**  
**Halloween**  
 US\_nat



Total	Status			Children under the age of 18		Income				
Base	Widowed	Single	Domestic partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	Facebook

XPH\_12\_29. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Candyman (1992)

Unweighted base	228	11	61	17	83	145	96	61	35	36	192
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	234	9	69	20	84	150	101	61	33	38	200
Very scary [1]	34%	43%	34%	16%	27%	37%	44%	32%	22%	19%	34%
Somewhat scary [2]	40%	27%	40%	58%	49%	36%	36%	53%	34%	36%	38%
Not very scary [3]	22%	30%	23%	21%	16%	25%	15%	13%	38%	38%	23%
Not at all scary [4]	4%	-	4%	5%	7%	3%	5%	1%	5%	6%	5%
Net: Scary	74%	74%	74%	74%	76%	73%	80%	85%	56%	56%	73%
Net: Not scary	26%	30%	26%	26%	24%	27%	20%	15%	44%	44%	27%
Mean	1.97	1.87	1.96	2.16	2.04	1.93	1.82	1.84	2.26	2.31	1.98
StdDev	0.85	0.89	0.85	0.76	0.86	0.85	0.88	0.70	0.87	0.87	0.87

XPH\_12\_30. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Friday 13th (1980)

Unweighted base	236	7	65	12	71	165	89	70	49	28	187
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	239	5	76	15	69	169	87	75	47	30	190
Very scary [1]	29%	42%	25%	5%	26%	30%	33%	20%	37%	25%	30%
Somewhat scary [2]	47%	58%	47%	22%	46%	48%	47%	45%	50%	50%	47%
Not very scary [3]	20%	-	22%	68%	25%	18%	19%	28%	14%	18%	19%
Not at all scary [4]	3%	-	5%	6%	2%	4%	1%	7%	-	6%	4%
Net: Scary	76%	100%	73%	27%	72%	78%	80%	65%	86%	76%	77%
Net: Not scary	24%	-	27%	73%	28%	22%	20%	35%	14%	24%	23%
Mean	1.98	1.58	2.07	2.74	2.04	1.96	1.87	2.22	1.77	2.05	1.98
StdDev	0.79	0.55	0.82	0.66	0.79	0.80	0.74	0.85	0.68	0.83	0.81

XPH\_12\_31. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Children of the Corn (1984)

Unweighted base	232	18	49	14	47	185	93	70	41	28	177
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	218	15	56	14	44	174	90	64	38	26	162
Very scary [1]	22%	30%	19%	50%	33%	19%	24%	26%	19%	12%	25%
Somewhat scary [2]	51%	48%	50%	38%	52%	51%	47%	52%	58%	49%	50%
Not very scary [3]	24%	22%	27%	12%	13%	27%	28%	19%	17%	36%	22%
Not at all scary [4]	3%	-	5%	-	2%	3%	1%	3%	7%	3%	3%
Net: Scary	73%	78%	69%	88%	85%	70%	71%	78%	77%	61%	75%
Net: Not scary	27%	22%	31%	12%	15%	30%	29%	22%	23%	39%	25%
Mean	2.07	1.92	2.17	1.62	1.83	2.13	2.06	1.99	2.10	2.30	2.02
StdDev	0.75	0.74	0.79	0.72	0.72	0.75	0.74	0.76	0.79	0.73	0.76

**YouGov Portland**  
**Halloween**  
 US\_nat



Total	Social networks membership									
Base	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Vine	Snapchat	Bebo

**XPH\_12\_29.** How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Candyman (1992)

Unweighted base	228	91	61	80	36	58	21	47	4	20	2
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	234	93	66	85	47	56	21	50	4	22	2
Very scary [1]	34%	40%	40%	43%	59%	33%	33%	46%	27%	31%	49%
Somewhat scary [2]	40%	44%	35%	40%	18%	46%	50%	35%	73%	39%	51%
Not very scary [3]	22%	14%	20%	12%	21%	20%	17%	17%	-	29%	-
Not at all scary [4]	4%	2%	5%	5%	2%	2%	-	2%	-	-	-
Net: Scary	74%	84%	75%	83%	77%	78%	83%	82%	100%	71%	100%
Net: Not scary	26%	16%	25%	17%	23%	22%	17%	19%	-	29%	-
Mean	1.97	1.78	1.91	1.78	1.66	1.90	1.84	1.74	1.73	1.98	1.51
StdDev	0.85	0.76	0.90	0.83	0.88	0.77	0.70	0.80	0.52	0.80	0.69

**XPH\_12\_30.** How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Friday 13th (1980)

Unweighted base	236	91	64	70	27	59	15	45	9	20	2
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	239	86	69	79	28	56	15	50	10	23	2
Very scary [1]	29%	34%	25%	27%	36%	39%	11%	30%	10%	19%	55%
Somewhat scary [2]	47%	45%	53%	44%	43%	44%	35%	54%	67%	53%	45%
Not very scary [3]	20%	17%	21%	23%	16%	14%	38%	12%	15%	24%	-
Not at all scary [4]	3%	4%	1%	6%	5%	3%	17%	3%	8%	4%	-
Net: Scary	76%	79%	78%	71%	79%	83%	45%	84%	77%	72%	100%
Net: Not scary	24%	21%	22%	29%	21%	17%	55%	16%	23%	28%	-
Mean	1.98	1.91	1.98	2.08	1.91	1.81	2.61	1.89	2.20	2.13	1.45
StdDev	0.79	0.82	0.72	0.86	0.87	0.79	0.92	0.75	0.76	0.77	-

**XPH\_12\_31.** How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Children of the Corn (1984)

Unweighted base	232	66	60	62	22	50	22	36	6	17	-
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	218	62	57	61	20	44	23	37	6	19	-
Very scary [1]	22%	26%	25%	30%	44%	31%	24%	38%	26%	30%	-
Somewhat scary [2]	51%	53%	46%	46%	31%	45%	59%	47%	43%	46%	-
Not very scary [3]	24%	18%	24%	20%	25%	20%	17%	10%	-	15%	-
Not at all scary [4]	3%	3%	5%	5%	-	4%	-	5%	32%	10%	-
Net: Scary	73%	79%	71%	76%	75%	75%	83%	85%	68%	76%	-
Net: Not scary	27%	21%	29%	24%	25%	25%	17%	15%	32%	24%	-
Mean	2.07	1.97	2.08	1.99	1.82	1.98	1.94	1.82	2.37	2.04	-
StdDev	0.75	0.76	0.83	0.83	0.83	0.84	0.65	0.81	1.29	0.93	-



**YouGov Portland**  
**Halloween**  
 US\_nat



Total			
Base	Other	Don't know	None

XPH\_12\_29. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Candyman (1992)

Unweighted base	228	1	1	22
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	234	1	1	20
Very scary [1]	34%	100%	100%	20%
Somewhat scary [2]	40%	-	-	57%
Not very scary [3]	22%	-	-	17%
Not at all scary [4]	4%	-	-	5%
Net: Scary	74%	100%	100%	78%
Net: Not scary	26%	-	-	22%
Mean	1.97	1.00	1.00	2.07
StdDev	0.85	-	-	0.78

XPH\_12\_30. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Friday 13th (1980)

Unweighted base	236	-	-	33
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	239	-	-	32
Very scary [1]	29%	-	-	22%
Somewhat scary [2]	47%	-	-	55%
Not very scary [3]	20%	-	-	23%
Not at all scary [4]	3%	-	-	-
Net: Scary	76%	-	-	77%
Net: Not scary	24%	-	-	23%
Mean	1.98	-	-	2.01
StdDev	0.79	-	-	0.68

XPH\_12\_31. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Children of the Corn (1984)

Unweighted base	232	4	-	36
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	218	3	-	35
Very scary [1]	22%	-	-	16%
Somewhat scary [2]	51%	100%	-	52%
Not very scary [3]	24%	-	-	29%
Not at all scary [4]	3%	-	-	2%
Net: Scary	73%	100%	-	69%
Net: Not scary	27%	-	-	31%
Mean	2.07	2.00	-	2.17
StdDev	0.75	-	-	0.73

**YouGov Portland**  
**Halloween**  
 US\_nat



Total	Gender		Age			Region				
Base	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White

XPB\_12\_32. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Child's Play (1988)

Unweighted base	233	91	142	67	115	51	42	65	80	46	147
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	<b>237</b>	<b>111</b>	<b>127</b>	<b>85</b>	<b>108</b>	<b>45</b>	<b>44</b>	<b>59</b>	<b>88</b>	<b>46</b>	<b>133</b>
Very scary [1]	21%	18%	22%	27%	17%	16%	30%	12%	22%	20%	14%
Somewhat scary [2]	42%	37%	46%	40%	41%	49%	32%	52%	43%	38%	43%
Not very scary [3]	30%	33%	27%	29%	30%	29%	31%	30%	30%	28%	33%
Not at all scary [4]	8%	11%	4%	4%	11%	6%	7%	6%	6%	14%	9%
Net: Scary	63%	56%	69%	67%	59%	65%	62%	64%	64%	58%	57%
Net: Not scary	37%	44%	31%	33%	41%	35%	38%	36%	36%	42%	43%
Mean	2.25	2.37	2.13	2.11	2.35	2.24	2.15	2.30	2.20	2.36	2.37
StdDev	0.87	0.92	0.81	0.85	0.90	0.80	0.94	0.77	0.85	0.96	0.84

XPB\_12\_33. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Hostel (2005)

Unweighted base	202	100	102	62	98	42	44	43	68	47	131
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	<b>220</b>	<b>126</b>	<b>93</b>	<b>80</b>	<b>95</b>	<b>45</b>	<b>56</b>	<b>40</b>	<b>77</b>	<b>47</b>	<b>121</b>
Very scary [1]	34%	36%	33%	31%	33%	44%	41%	31%	36%	27%	33%
Somewhat scary [2]	38%	35%	40%	34%	45%	27%	41%	39%	35%	37%	39%
Not very scary [3]	14%	13%	15%	10%	15%	19%	7%	16%	12%	23%	17%
Not at all scary [4]	14%	16%	12%	24%	7%	11%	12%	14%	17%	12%	11%
Net: Scary	72%	71%	73%	66%	78%	70%	81%	70%	71%	65%	72%
Net: Not scary	28%	29%	27%	34%	22%	30%	19%	30%	29%	35%	28%
Mean	2.08	2.08	2.07	2.27	1.97	1.97	1.90	2.14	2.09	2.20	2.06
StdDev	1.03	1.06	0.99	1.15	0.88	1.04	0.98	1.02	1.08	0.98	0.98

XPB\_12\_34. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Wicker Man (1973)

Unweighted base	149	73	76	32	58	59	29	34	43	43	110
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	<b>157</b>	<b>85</b>	<b>72</b>	<b>44</b>	<b>54</b>	<b>59</b>	<b>34</b>	<b>31</b>	<b>50</b>	<b>41</b>	<b>99</b>
Very scary [1]	11%	12%	11%	6%	10%	16%	23%	15%	7%	4%	7%
Somewhat scary [2]	46%	47%	45%	49%	34%	56%	51%	44%	55%	34%	44%
Not very scary [3]	27%	25%	29%	21%	39%	19%	13%	18%	25%	47%	30%
Not at all scary [4]	16%	16%	15%	24%	16%	9%	13%	23%	13%	15%	19%
Net: Scary	58%	59%	57%	55%	45%	72%	74%	59%	62%	38%	51%
Net: Not scary	42%	41%	43%	45%	55%	28%	26%	41%	38%	62%	49%
Mean	2.46	2.46	2.47	2.62	2.61	2.21	2.16	2.48	2.44	2.73	2.60
StdDev	0.89	0.90	0.88	0.92	0.89	0.83	0.94	1.02	0.82	0.77	0.88

**YouGov Portland**  
**Halloween**  
 US\_nat



Total	Race			Education				Marital		
Base	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced

XPB\_12\_32. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Child's Play (1988)

Unweighted base	233	46	32	8	85	96	39	13	107	4	25
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	237	53	40	11	92	94	40	11	101	3	22
Very scary [1]	21%	36%	21%	16%	23%	20%	17%	13%	17%	22%	18%
Somewhat scary [2]	42%	38%	33%	84%	40%	42%	43%	60%	39%	50%	52%
Not very scary [3]	30%	16%	44%	-	31%	28%	31%	27%	34%	-	22%
Not at all scary [4]	8%	9%	3%	-	6%	10%	9%	-	10%	28%	8%
Net: Scary	63%	75%	54%	100%	63%	62%	60%	73%	56%	72%	70%
Net: Not scary	37%	25%	46%	-	37%	38%	40%	27%	44%	28%	30%
Mean	2.25	1.99	2.28	1.84	2.19	2.28	2.32	2.14	2.38	2.35	2.20
StdDev	0.87	0.96	0.83	0.39	0.86	0.90	0.88	0.65	0.89	1.33	0.84

XPB\_12\_33. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Hostel (2005)

Unweighted base	202	25	31	15	76	77	34	15	100	6	18
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	220	29	53	17	98	76	32	14	99	5	29
Very scary [1]	34%	49%	28%	39%	36%	32%	35%	35%	32%	33%	43%
Somewhat scary [2]	38%	36%	37%	33%	35%	41%	32%	51%	41%	33%	13%
Not very scary [3]	14%	7%	8%	21%	9%	13%	33%	8%	17%	16%	8%
Not at all scary [4]	14%	8%	27%	7%	20%	14%	-	6%	9%	18%	36%
Net: Scary	72%	85%	65%	72%	71%	73%	67%	86%	74%	66%	56%
Net: Not scary	28%	15%	35%	28%	29%	27%	33%	14%	26%	34%	44%
Mean	2.08	1.75	2.34	1.97	2.13	2.09	1.98	1.84	2.03	2.19	2.38
StdDev	1.03	0.92	1.16	0.97	1.12	1.01	0.84	0.84	0.94	1.21	1.37

XPB\_12\_34. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Wicker Man (1973)

Unweighted base	149	14	17	8	52	53	29	15	83	3	19
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	157	17	34	7	70	48	26	13	79	2	29
Very scary [1]	11%	9%	24%	12%	17%	7%	9%	7%	8%	-	24%
Somewhat scary [2]	46%	29%	62%	48%	53%	43%	41%	34%	47%	-	66%
Not very scary [3]	27%	38%	12%	22%	17%	33%	34%	40%	35%	31%	3%
Not at all scary [4]	16%	24%	2%	17%	14%	17%	16%	19%	10%	69%	8%
Net: Scary	58%	38%	86%	61%	70%	50%	49%	41%	55%	-	90%
Net: Not scary	42%	62%	14%	39%	30%	50%	51%	59%	45%	100%	10%
Mean	2.46	2.77	1.92	2.44	2.27	2.61	2.58	2.72	2.46	3.69	1.94
StdDev	0.89	0.95	0.67	0.99	0.90	0.85	0.88	0.89	0.78	0.60	0.77

**YouGov Portland**  
**Halloween**  
 US\_nat



Total	Status			Children under the age of 18		Income				
Base	Widowed	Single	Domestic partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	Facebook

XPB\_12\_32. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Child's Play (1988)

Unweighted base	233	7	74	16	92	141	108	63	39	23	195
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	237	6	90	15	91	146	110	67	35	24	197
Very scary [1]	21%	34%	24%	21%	15%	24%	21%	18%	24%	21%	23%
Somewhat scary [2]	42%	39%	43%	45%	38%	44%	45%	36%	45%	42%	41%
Not very scary [3]	30%	27%	28%	33%	32%	29%	28%	37%	24%	29%	28%
Not at all scary [4]	8%	-	6%	-	15%	3%	6%	10%	7%	8%	8%
Net: Scary	63%	73%	67%	67%	54%	68%	66%	54%	69%	63%	64%
Net: Not scary	37%	27%	33%	33%	46%	32%	34%	46%	31%	37%	36%
Mean	2.25	1.93	2.15	2.12	2.46	2.11	2.19	2.38	2.15	2.25	2.20
StdDev	0.87	0.85	0.85	0.76	0.93	0.80	0.84	0.89	0.88	0.90	0.88

XPB\_12\_33. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Hostel (2005)

Unweighted base	202	4	59	15	73	129	88	58	35	21	167
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	220	4	67	16	76	144	103	64	32	21	187
Very scary [1]	34%	32%	30%	53%	26%	39%	34%	37%	33%	32%	34%
Somewhat scary [2]	38%	42%	43%	36%	44%	34%	39%	35%	39%	36%	38%
Not very scary [3]	14%	27%	13%	5%	9%	16%	11%	14%	20%	18%	13%
Not at all scary [4]	14%	-	14%	7%	21%	11%	17%	13%	8%	14%	15%
Net: Scary	72%	73%	73%	89%	70%	73%	72%	73%	72%	68%	72%
Net: Not scary	28%	27%	27%	11%	30%	27%	28%	27%	28%	32%	28%
Mean	2.08	1.95	2.11	1.65	2.24	1.99	2.11	2.02	2.04	2.13	2.09
StdDev	1.03	0.88	1.00	0.88	1.07	0.99	1.06	1.02	0.94	1.04	1.04

XPB\_12\_34. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Wicker Man (1973)

Unweighted base	149	4	34	6	44	105	60	46	29	14	118
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	157	4	37	6	48	109	67	51	24	15	126
Very scary [1]	11%	-	10%	13%	7%	13%	16%	5%	14%	11%	14%
Somewhat scary [2]	46%	100%	27%	52%	54%	43%	38%	54%	47%	59%	45%
Not very scary [3]	27%	-	29%	35%	28%	26%	27%	30%	27%	16%	27%
Not at all scary [4]	16%	-	35%	-	10%	18%	20%	12%	13%	14%	14%
Net: Scary	58%	100%	36%	65%	61%	56%	54%	59%	60%	71%	58%
Net: Not scary	42%	-	64%	35%	39%	44%	46%	41%	40%	29%	42%
Mean	2.46	2.00	2.90	2.22	2.42	2.48	2.50	2.48	2.40	2.32	2.42
StdDev	0.89	-	1.01	0.72	0.78	0.94	0.99	0.77	0.90	0.88	0.90

**YouGov Portland**  
**Halloween**  
 US\_nat



Total	Social networks membership									
Base	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Vine	Snapchat	Bebo

XPH\_12\_32. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Child's Play (1988)

Unweighted base	233	98	69	71	31	71	25	61	7	21	3
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	237	101	72	79	36	69	28	68	9	28	3
Very scary [1]	21%	26%	27%	29%	52%	24%	23%	25%	21%	9%	35%
Somewhat scary [2]	42%	48%	47%	40%	27%	51%	43%	46%	48%	52%	36%
Not very scary [3]	30%	23%	18%	24%	18%	22%	31%	29%	31%	40%	29%
Not at all scary [4]	8%	3%	8%	8%	3%	3%	3%	-	-	-	-
Net: Scary	63%	74%	74%	69%	79%	75%	66%	71%	69%	60%	71%
Net: Not scary	37%	26%	26%	31%	21%	25%	34%	29%	31%	40%	29%
Mean	2.25	2.03	2.07	2.11	1.73	2.03	2.14	2.04	2.10	2.31	1.94
StdDev	0.87	0.78	0.88	0.91	0.88	0.76	0.82	0.74	0.75	0.64	0.98

XPH\_12\_33. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Hostel (2005)

Unweighted base	202	81	63	78	29	51	27	42	7	21	-
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	220	84	64	90	40	49	30	43	9	25	-
Very scary [1]	34%	39%	44%	35%	61%	41%	46%	46%	54%	46%	-
Somewhat scary [2]	38%	36%	37%	39%	33%	43%	33%	40%	46%	30%	-
Not very scary [3]	14%	16%	15%	10%	7%	13%	18%	13%	-	16%	-
Not at all scary [4]	14%	9%	4%	16%	-	3%	3%	2%	-	8%	-
Net: Scary	72%	75%	80%	74%	93%	84%	79%	85%	100%	76%	-
Net: Not scary	28%	25%	20%	26%	7%	16%	21%	15%	-	24%	-
Mean	2.08	1.95	1.80	2.07	1.46	1.78	1.79	1.71	1.46	1.86	-
StdDev	1.03	0.96	0.86	1.05	0.63	0.80	0.86	0.76	0.53	0.98	-

XPH\_12\_34. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Wicker Man (1973)

Unweighted base	149	53	53	53	14	37	17	23	4	14	1
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	157	50	48	57	20	33	17	21	4	14	1
Very scary [1]	11%	9%	8%	10%	44%	14%	5%	24%	-	-	-
Somewhat scary [2]	46%	46%	39%	48%	41%	55%	48%	52%	57%	48%	-
Not very scary [3]	27%	31%	36%	29%	14%	22%	24%	11%	-	26%	100%
Not at all scary [4]	16%	14%	17%	13%	-	9%	23%	13%	43%	26%	-
Net: Scary	58%	55%	47%	58%	86%	69%	53%	76%	57%	48%	-
Net: Not scary	42%	45%	53%	42%	14%	31%	47%	24%	43%	52%	100%
Mean	2.46	2.49	2.61	2.45	1.70	2.27	2.64	2.12	2.87	2.79	3.00
StdDev	0.89	0.85	0.87	0.85	0.72	0.83	0.91	0.95	1.13	0.86	-

**YouGov Portland**  
**Halloween**  
 US\_nat



Total			
Base	Other	Don't know	None

XPH\_12\_32. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Child's Play (1988)

	Unweighted base	233	1	-	24
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>		237	1	-	23
Very scary [1]	21%	-	-	-	7%
Somewhat scary [2]	42%	-	-	-	50%
Not very scary [3]	30%	100%	-	-	32%
Not at all scary [4]	8%	-	-	-	11%
Net: Scary	63%	-	-	-	57%
Net: Not scary	37%	100%	-	-	43%
Mean	2.25	3.00	-	-	2.47
StdDev	0.87	-	-	-	0.80

XPH\_12\_33. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Hostel (2005)

	Unweighted base	202	5	3	22
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>		220	6	3	20
Very scary [1]	34%	37%	44%	-	33%
Somewhat scary [2]	38%	13%	56%	-	33%
Not very scary [3]	14%	-	-	-	21%
Not at all scary [4]	14%	50%	-	-	13%
Net: Scary	72%	50%	100%	-	66%
Net: Not scary	28%	50%	-	-	34%
Mean	2.08	2.64	1.56	-	2.14
StdDev	1.03	1.54	0.63	-	1.04

XPH\_12\_34. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Wicker Man (1973)

	Unweighted base	149	4	2	23
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>		157	5	1	24
Very scary [1]	11%	-	-	-	3%
Somewhat scary [2]	46%	-	100%	-	54%
Not very scary [3]	27%	19%	-	-	24%
Not at all scary [4]	16%	81%	-	-	19%
Net: Scary	58%	-	100%	-	57%
Net: Not scary	42%	100%	-	-	43%
Mean	2.46	3.81	2.00	-	2.59
StdDev	0.89	0.44	-	-	0.85

**YouGov Portland**  
**Halloween**  
 US\_nat



Total	Gender		Age			Region				
Base	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White

XPH\_12\_35. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Fly (1986)

Unweighted base	235	133	102	18	74	143	48	55	73	59	175
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	<b>228</b>	<b>134</b>	<b>94</b>	<b>21</b>	<b>73</b>	<b>135</b>	<b>49</b>	<b>49</b>	<b>75</b>	<b>54</b>	<b>146</b>
Very scary [1]	7%	4%	11%	26%	7%	4%	6%	11%	4%	7%	7%
Somewhat scary [2]	34%	32%	38%	41%	31%	35%	42%	30%	35%	31%	32%
Not very scary [3]	45%	51%	36%	20%	45%	48%	32%	42%	56%	43%	47%
Not at all scary [4]	14%	14%	16%	13%	17%	13%	20%	18%	5%	18%	14%
Net: Scary	41%	35%	49%	67%	37%	39%	48%	41%	39%	38%	39%
Net: Not scary	59%	65%	51%	33%	63%	61%	52%	59%	61%	62%	61%
Mean	2.67	2.74	2.56	2.20	2.73	2.71	2.67	2.66	2.62	2.73	2.68
StdDev	0.80	0.74	0.88	0.99	0.82	0.74	0.87	0.90	0.66	0.85	0.79

XPH\_12\_36. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Scream (1996)

Unweighted base	232	97	135	78	98	56	48	58	84	42	166
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	<b>231</b>	<b>112</b>	<b>120</b>	<b>91</b>	<b>93</b>	<b>47</b>	<b>49</b>	<b>54</b>	<b>88</b>	<b>40</b>	<b>149</b>
Very scary [1]	15%	13%	17%	15%	15%	16%	19%	9%	18%	13%	11%
Somewhat scary [2]	45%	43%	48%	44%	42%	54%	42%	54%	42%	46%	41%
Not very scary [3]	26%	27%	25%	27%	26%	25%	22%	24%	26%	33%	34%
Not at all scary [4]	13%	17%	10%	14%	17%	4%	17%	14%	14%	8%	14%
Net: Scary	61%	56%	65%	59%	57%	71%	61%	62%	60%	59%	52%
Net: Not scary	39%	44%	35%	41%	43%	29%	39%	38%	40%	41%	48%
Mean	2.38	2.48	2.28	2.41	2.45	2.17	2.38	2.43	2.35	2.36	2.52
StdDev	0.90	0.93	0.86	0.91	0.95	0.75	0.99	0.84	0.94	0.81	0.87

XPH\_13. Which, if any, of the following things scare you in a horror movie? Please select all that apply.

Unweighted base	1031	467	564	242	348	441	205	244	356	226	743
<b>Base: All US Adults who watch movies</b>	<b>1025</b>	<b>523</b>	<b>502</b>	<b>312</b>	<b>325</b>	<b>389</b>	<b>220</b>	<b>224</b>	<b>364</b>	<b>218</b>	<b>659</b>
Tension	52%	53%	51%	54%	51%	51%	53%	50%	53%	52%	54%
score / Soundtrack	32%	31%	34%	41%	28%	29%	27%	35%	33%	34%	33%
Monsters	26%	25%	28%	29%	26%	24%	33%	20%	26%	25%	20%
Psychological thrills	53%	46%	61%	50%	57%	52%	49%	51%	56%	54%	54%
Loud bangs	35%	32%	38%	41%	35%	31%	40%	35%	35%	32%	36%
Distorted images	25%	22%	27%	29%	30%	17%	24%	22%	26%	25%	21%
Special effects	45%	43%	48%	35%	41%	56%	40%	45%	48%	45%	40%
Graphic language	6%	6%	6%	8%	6%	4%	7%	6%	6%	5%	4%
Weapons	10%	8%	13%	9%	11%	10%	15%	8%	9%	10%	9%
Plot twists	32%	29%	34%	28%	34%	33%	30%	32%	34%	29%	33%
Other	5%	6%	5%	5%	6%	5%	4%	7%	6%	5%	7%

**YouGov Portland**  
**Halloween**  
 US\_nat



Total	Race			Education				Marital		
Base	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced

**XPB\_12\_35. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Fly (1986)**

Unweighted base	235	23	23	14	87	78	51	19	150	-	25
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	228	30	40	12	100	69	43	16	147	-	23
Very scary [1]	7%	11%	5%	-	3%	12%	6%	6%	4%	-	25%
Somewhat scary [2]	34%	38%	35%	48%	35%	33%	26%	60%	35%	-	26%
Not very scary [3]	45%	41%	38%	41%	41%	46%	60%	23%	46%	-	37%
Not at all scary [4]	14%	10%	22%	10%	21%	9%	9%	11%	14%	-	13%
Net: Scary	41%	49%	41%	48%	38%	45%	31%	66%	39%	-	50%
Net: Not scary	59%	51%	59%	52%	62%	55%	69%	34%	61%	-	50%
Mean	2.67	2.50	2.76	2.62	2.79	2.52	2.72	2.38	2.70	-	2.38
StdDev	0.80	0.83	0.86	0.70	0.81	0.82	0.71	0.79	0.76	-	1.01

**XPB\_12\_36. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Scream (1996)**

Unweighted base	232	27	26	13	77	86	43	26	118	3	19
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	231	29	41	13	93	80	36	23	105	2	16
Very scary [1]	15%	21%	18%	44%	18%	7%	17%	28%	14%	-	15%
Somewhat scary [2]	45%	67%	46%	49%	44%	52%	37%	40%	45%	58%	49%
Not very scary [3]	26%	4%	16%	7%	23%	26%	35%	24%	30%	42%	30%
Not at all scary [4]	13%	8%	19%	-	15%	15%	11%	8%	11%	-	7%
Net: Scary	61%	87%	64%	93%	62%	59%	55%	68%	58%	58%	64%
Net: Not scary	39%	13%	36%	7%	38%	41%	45%	32%	42%	42%	36%
Mean	2.38	2.00	2.37	1.63	2.35	2.49	2.38	2.11	2.39	2.42	2.28
StdDev	0.90	0.78	1.01	0.63	0.95	0.83	0.91	0.92	0.86	0.64	0.82

**XPB\_13. Which, if any, of the following things scare you in a horror movie? Please select all that apply.**

Unweighted base	1031	114	93	81	370	356	198	107	552	18	96
<b>Base: All US Adults who watch movies</b>	1025	126	161	79	420	331	181	93	509	16	96
Tension	52%	44%	56%	45%	46%	54%	58%	64%	48%	69%	56%
score / Soundtrack	32%	30%	26%	38%	27%	35%	41%	32%	30%	35%	31%
Monsters	26%	38%	44%	22%	30%	23%	25%	24%	25%	33%	25%
Psychological thrills	53%	53%	46%	56%	45%	56%	61%	64%	56%	73%	54%
Loud bangs	35%	35%	35%	33%	33%	41%	33%	31%	33%	32%	32%
Distorted images	25%	32%	35%	22%	24%	26%	26%	22%	21%	44%	30%
Special effects	45%	62%	50%	46%	46%	46%	44%	39%	46%	57%	53%
Graphic language	6%	16%	5%	9%	6%	7%	6%	3%	4%	-	8%
Weapons	10%	18%	10%	11%	11%	11%	10%	8%	9%	15%	13%
Plot twists	32%	27%	31%	31%	29%	33%	34%	35%	33%	30%	30%
Other	5%	1%	2%	5%	5%	7%	6%	2%	3%	5%	10%



**YouGov Portland**  
**Halloween**  
 US\_nat



Total	Status			Children under the age of 18		Income				
Base	Widowed	Single	Domestic partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	Facebook

XPH\_12\_35. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Fly (1986)

Unweighted base	235	16	36	8	42	193	80	59	56	40	181
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	228	14	37	7	41	188	82	60	49	38	176
Very scary [1]	7%	-	8%	-	11%	6%	8%	5%	7%	6%	6%
Somewhat scary [2]	34%	52%	27%	50%	30%	35%	44%	27%	35%	25%	34%
Not very scary [3]	45%	42%	45%	35%	41%	45%	29%	51%	52%	58%	45%
Not at all scary [4]	14%	5%	20%	15%	17%	14%	19%	17%	6%	12%	15%
Net: Scary	41%	52%	35%	50%	42%	41%	52%	32%	42%	31%	40%
Net: Not scary	59%	48%	65%	50%	58%	59%	48%	68%	58%	69%	60%
Mean	2.67	2.53	2.76	2.65	2.64	2.67	2.60	2.79	2.57	2.75	2.70
StdDev	0.80	0.62	0.87	0.79	0.90	0.78	0.89	0.78	0.72	0.75	0.81

XPH\_12\_36. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Scream (1996)

Unweighted base	232	6	72	14	92	140	101	68	39	24	197
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	231	5	82	21	93	138	104	69	36	22	200
Very scary [1]	15%	16%	17%	19%	15%	15%	14%	12%	30%	7%	16%
Somewhat scary [2]	45%	84%	47%	30%	39%	50%	55%	37%	41%	37%	44%
Not very scary [3]	26%	-	25%	8%	26%	26%	19%	34%	23%	38%	25%
Not at all scary [4]	13%	-	12%	42%	19%	10%	13%	17%	6%	19%	14%
Net: Scary	61%	100%	63%	50%	55%	65%	68%	49%	71%	44%	60%
Net: Not scary	39%	-	37%	50%	45%	35%	32%	51%	29%	56%	40%
Mean	2.38	1.84	2.32	2.73	2.49	2.30	2.30	2.57	2.05	2.68	2.38
StdDev	0.90	0.40	0.89	1.22	0.97	0.84	0.87	0.91	0.89	0.87	0.92

XPH\_13. Which, if any, of the following things scare you in a horror movie? Please select all that apply.

Unweighted base	1031	51	260	54	261	770	378	280	217	156	795
<b>Base: All US Adults who watch movies</b>	1025	43	303	58	264	762	389	284	195	159	803
Tension	52%	47%	53%	77%	54%	51%	45%	52%	63%	57%	55%
score / Soundtrack	32%	41%	35%	33%	28%	34%	27%	33%	39%	36%	34%
Monsters	26%	22%	28%	30%	29%	25%	29%	25%	20%	29%	28%
Psychological thrills	53%	35%	48%	63%	54%	53%	46%	57%	61%	52%	55%
Loud bangs	35%	29%	42%	33%	32%	36%	37%	34%	33%	38%	37%
Distorted images	25%	16%	27%	36%	34%	21%	24%	31%	21%	20%	27%
Special effects	45%	51%	40%	46%	43%	46%	50%	46%	39%	39%	46%
Graphic language	6%	4%	9%	5%	6%	6%	6%	6%	3%	10%	7%
Weapons	10%	13%	12%	4%	7%	12%	10%	9%	8%	17%	11%
Plot twists	32%	33%	28%	40%	27%	33%	29%	29%	37%	35%	33%
Other	5%	8%	7%	5%	2%	7%	6%	3%	5%	8%	4%

**YouGov Portland**  
**Halloween**  
 US\_nat



Total	Social networks membership									
Base	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Vine	Snapchat	Bebo

**XPH\_12\_35. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Fly (1986)**

Unweighted base	235	57	68	51	16	43	13	21	5	9	-
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	228	58	64	51	19	44	12	20	6	11	-
Very scary [1]	7%	11%	9%	15%	18%	14%	19%	23%	28%	22%	-
Somewhat scary [2]	34%	41%	27%	41%	40%	28%	41%	22%	72%	38%	-
Not very scary [3]	45%	37%	51%	39%	43%	49%	21%	41%	-	22%	-
Not at all scary [4]	14%	11%	13%	5%	-	9%	19%	14%	-	17%	-
Net: Scary	41%	52%	36%	56%	57%	42%	60%	45%	100%	60%	-
Net: Not scary	59%	48%	64%	44%	43%	58%	40%	55%	-	40%	-
Mean	2.67	2.48	2.69	2.33	2.25	2.53	2.39	2.45	1.72	2.36	-
StdDev	0.80	0.84	0.82	0.79	0.76	0.85	1.05	1.02	0.49	1.05	-

**XPH\_12\_36. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Scream (1996)**

Unweighted base	232	103	80	81	38	71	20	54	9	21	3
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	231	103	79	90	39	66	18	58	9	23	3
Very scary [1]	15%	15%	20%	18%	16%	19%	19%	19%	21%	19%	35%
Somewhat scary [2]	45%	46%	34%	42%	51%	39%	45%	41%	12%	30%	65%
Not very scary [3]	26%	25%	31%	24%	29%	28%	14%	27%	40%	42%	-
Not at all scary [4]	13%	14%	15%	15%	4%	14%	22%	13%	27%	9%	-
Net: Scary	61%	61%	54%	61%	67%	58%	64%	60%	33%	49%	100%
Net: Not scary	39%	39%	46%	39%	33%	42%	36%	40%	67%	51%	-
Mean	2.38	2.38	2.41	2.36	2.22	2.37	2.40	2.33	2.73	2.41	1.65
StdDev	0.90	0.91	0.98	0.95	0.77	0.95	1.06	0.94	1.14	0.91	0.59

**XPH\_13. Which, if any, of the following things scare you in a horror movie? Please select all that apply.**

Unweighted base	1031	344	300	299	104	245	93	180	29	83	5
<b>Base: All US Adults who watch movies</b>	1025	348	292	324	121	233	95	201	31	94	7
Tension	52%	59%	59%	62%	53%	56%	67%	60%	59%	65%	13%
score / Soundtrack	32%	37%	39%	40%	38%	39%	41%	40%	46%	54%	13%
Monsters	26%	28%	28%	31%	49%	29%	36%	32%	38%	24%	-
Psychological thrills	53%	62%	67%	60%	55%	66%	64%	59%	61%	60%	45%
Loud bangs	35%	41%	38%	43%	49%	49%	45%	40%	49%	47%	28%
Distorted images	25%	30%	28%	34%	36%	29%	28%	34%	46%	40%	28%
Special effects	45%	45%	46%	48%	54%	50%	44%	39%	42%	39%	45%
Graphic language	6%	10%	8%	10%	19%	9%	8%	10%	5%	10%	28%
Weapons	10%	13%	8%	12%	24%	15%	16%	17%	29%	13%	16%
Plot twists	32%	38%	37%	35%	42%	38%	34%	34%	42%	40%	28%
Other	5%	6%	6%	6%	8%	6%	7%	4%	2%	3%	27%

**YouGov Portland**  
**Halloween**  
 US\_nat



Total			
Base	Other	Don't know	None

XPB\_12\_35. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - The Fly (1986)

Unweighted base	235	3	-	40
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	<b>228</b>	<b>2</b>	<b>-</b>	<b>36</b>
Very scary [1]	7%	-	-	7%
Somewhat scary [2]	34%	-	-	33%
Not very scary [3]	45%	66%	-	49%
Not at all scary [4]	14%	34%	-	10%
Net: Scary	41%	-	-	40%
Net: Not scary	59%	100%	-	60%
Mean	2.67	3.34	-	2.63
StdDev	0.80	0.62	-	0.77

XPB\_12\_36. How scary, if at all, would you say each of the following movies are? Please select one answer on each row - Scream (1996)

Unweighted base	232	4	2	22
<b>Base: All US Adults who watch movies (random selection of up to 10)</b>	<b>231</b>	<b>4</b>	<b>2</b>	<b>19</b>
Very scary [1]	15%	-	-	9%
Somewhat scary [2]	45%	22%	100%	47%
Not very scary [3]	26%	56%	-	40%
Not at all scary [4]	13%	22%	-	4%
Net: Scary	61%	22%	100%	56%
Net: Not scary	39%	78%	-	44%
Mean	2.38	3.00	2.00	2.39
StdDev	0.90	0.77	-	0.72

XPB\_13. Which, if any, of the following things scare you in a horror movie? Please select all that apply.

Unweighted base	1031	14	6	151
<b>Base: All US Adults who watch movies</b>	<b>1025</b>	<b>15</b>	<b>5</b>	<b>137</b>
Tension	52%	77%	28%	45%
score / Soundtrack	32%	37%	-	22%
Monsters	26%	38%	29%	20%
Psychological thrills	53%	71%	66%	44%
Loud bangs	35%	42%	-	26%
Distorted images	25%	42%	16%	15%
Special effects	45%	38%	30%	44%
Graphic language	6%	13%	16%	2%
Weapons	10%	13%	16%	7%
Plot twists	32%	29%	51%	25%
Other	5%	21%	31%	7%

**YouGov Portland**  
**Halloween**  
 US\_nat



Total	Gender		Age			Region					
Base	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	
Not applicable – nothing scares me in a horror movie	10%	10%	9%	9%	11%	9%	12%	10%	8%	10%	9%

**XPH\_14. Which of the following actors, if any, do you think is the scariest actor of all time?**

	Unweighted base	1031	467	564	242	348	441	205	244	356	226	743
<b>Base: All US Adults who watch movies</b>		1025	523	502	312	325	389	220	224	364	218	659
**Donald Pleasance** (known for Halloween (1978), Halloween 4: The Return of Michael Myers (1988), The Flesh and the Friends (1958), Prince of Darkness (1987))		5%	4%	5%	6%	6%	2%	8%	3%	5%	2%	3%
**Malcolm McDowell** (known for A Clockwork Orange (1971), Halloween (2007), Cat People (1982), The Caller (1987))		2%	2%	2%	4%	4%	0%	2%	2%	2%	4%	2%
**Robert Englund** (known for A Nightmare on Elm Street (1984), A Nightmare on Elm Street Part 2: Freddy's Revenge (1985), Wes Craven's A New Nightmare (1994), The Phantom of the Opera (1989))		13%	12%	14%	14%	18%	8%	14%	11%	14%	12%	11%
**Peter Cushing** (known for The Curse of Frankenstein (1957), Twins of Evil (1972), Frankenstein Must Be Destroyed (1969), Asylum (1972))		1%	1%	1%	1%	0%	1%	2%	0%	1%	-	0%
**Anthony Hopkins** (known for Silence of The Lambs (1991), Hannibal (2001), The Rite (2011), Instinct (1999))		17%	15%	19%	13%	18%	19%	14%	19%	18%	16%	18%
**Bela Legosi** (known for Dracula (1931), Bride of the Monster (1955), Son of Frankenstein (1939), White Zombie (1932))		4%	6%	3%	3%	3%	7%	5%	7%	4%	3%	4%
**Christopher Lee** (known for Dracula (1958), The Wicker Man (1973), The Curse of Frankenstein (1957), The Mummy (1959))		4%	3%	4%	6%	2%	4%	4%	4%	2%	6%	3%
**Lon Chaney, Sr.** (known for The Phantom of the Opera (1925), The Unknown (1927), The Hunchback of Notre Dame (1923), London After Midnight (1927))		2%	2%	2%	1%	1%	4%	3%	2%	2%	2%	2%
**Boris Karloff** (known for Frankenstein (1931), The Bride of Frankenstein (1935), The Mummy (1932), The Body Snatcher (1946))		6%	7%	5%	1%	3%	12%	6%	6%	6%	6%	7%
**Vincent Price** (known for House of Wax (1953), Pit and the Pendulum (1961), The Haunted Palace (1963), The Tingler (1959))		17%	17%	16%	11%	16%	22%	18%	18%	17%	13%	18%
Other		2%	2%	2%	1%	3%	2%	2%	1%	2%	2%	2%
Don't know		28%	28%	27%	40%	26%	19%	23%	27%	28%	34%	30%

**XPH\_1. Which kinds of \*\*candies\*\*, chocolates, gum, or other treats do you expect to pass out for Trick or Treat? Please select all that apply in each category or select the 'none' option.\*\*Candy\*\***

	Unweighted base	383	147	236	66	116	201	80	104	124	75	287
<b>Base: All US Adults who will give things out this Halloween</b>		354	145	209	68	109	177	72	90	123	69	240
Laffy Taffy		12%	12%	12%	24%	16%	4%	11%	15%	10%	10%	11%
Skittles		33%	36%	32%	55%	27%	29%	36%	32%	32%	36%	37%
Nerds		14%	14%	14%	27%	17%	7%	7%	16%	16%	13%	12%
Twizzlers		18%	15%	20%	27%	19%	14%	27%	22%	15%	9%	17%
Starbursts		30%	38%	24%	41%	30%	25%	30%	30%	30%	29%	25%
Sugar Daddy		6%	11%	3%	8%	9%	4%	10%	5%	5%	5%	4%
Pop Rocks		3%	4%	3%	8%	4%	1%	5%	2%	3%	5%	2%
Jolly Rancher		15%	20%	12%	20%	23%	9%	13%	20%	16%	12%	12%

# YouGov Portland

## Halloween

US\_nat



Total	Race			Education				Marital			
Base	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced	
Not applicable – nothing scares me in a horror movie	10%	15%	7%	11%	12%	9%	5%	10%	9%	-	12%

**XPH\_14. Which of the following actors, if any, do you think is the scariest actor of all time?**

	Unweighted base	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced
<b>Base: All US Adults who watch movies</b>	1025	126	161	79	420	331	181	93	509	16	96
<b>**Donald Pleasance**</b> (known for Halloween (1978), Halloween 4: The Return of Michael Myers (1988), The Flesh and the Friends (1958), Prince of Darkness (1987))	5%	5%	10%	4%	6%	4%	5%	1%	3%	9%	3%
<b>**Malcolm McDowell**</b> (known for A Clockwork Orange (1971), Halloween (2007), Cat People (1982), The Caller (1987))	2%	6%	2%	1%	2%	2%	3%	2%	2%	-	-
<b>**Robert Englund**</b> (known for A Nightmare on Elm Street (1984), A Nightmare on Elm Street Part 2: Freddy's Revenge (1985), Wes Craven's A New Nightmare (1994), The Phantom of the Opera (1989))	13%	19%	18%	7%	15%	15%	9%	4%	9%	17%	18%
<b>**Peter Cushing**</b> (known for The Curse of Frankenstein (1957), Twins of Evil (1972), Frankenstein Must Be Destroyed (1969), Asylum (1972))	1%	1%	3%	1%	1%	0%	0%	-	1%	-	-
<b>**Anthony Hopkins**</b> (known for Silence of The Lambs (1991), Hannibal (2001), The Rite (2011), Instinct (1999))	17%	14%	16%	19%	14%	19%	13%	27%	20%	17%	12%
<b>**Bela Legosi**</b> (known for Dracula (1931), Bride of the Monster (1955), Son of Frankenstein (1939), White Zombie (1932))	4%	3%	6%	4%	4%	4%	5%	8%	5%	-	9%
<b>**Christopher Lee**</b> (known for Dracula (1958), The Wicker Man (1973), The Curse of Frankenstein (1957), The Mummy (1959))	4%	1%	10%	1%	5%	3%	2%	5%	5%	6%	2%
<b>**Lon Chaney, Sr.**</b> (known for The Phantom of the Opera (1925), The Unknown (1927), The Hunchback of Notre Dame (1923), London After Midnight (1927))	2%	3%	-	2%	2%	2%	2%	2%	3%	-	1%
<b>**Boris Karloff**</b> (known for Frankenstein (1931), The Bride of Frankenstein (1935), The Mummy (1932), The Body Snatcher (1946))	6%	7%	4%	4%	6%	6%	7%	5%	7%	15%	7%
<b>**Vincent Price**</b> (known for House of Wax (1953), Pit and the Pendulum (1961), The Haunted Palace (1963), The Tingler (1959))	17%	18%	14%	8%	17%	17%	19%	13%	18%	10%	27%
Other	2%	1%	2%	4%	1%	2%	4%	3%	2%	-	1%
Don't know	28%	24%	16%	43%	26%	27%	31%	30%	24%	26%	21%

**XPH\_1. Which kinds of candies, chocolates, gum, or other treats do you expect to pass out for Trick or Treat? Please select all that apply in each category or select the 'none' option.**

	Unweighted base	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced
<b>Base: All US Adults who will give things out this Halloween</b>	383	35	32	29	123	124	83	53	262	6	31
Laffy Taffy	12%	18%	14%	7%	15%	11%	6%	11%	10%	-	12%
Skittles	33%	25%	22%	35%	29%	33%	39%	39%	31%	46%	34%
Nerds	14%	4%	26%	23%	17%	12%	14%	9%	11%	17%	6%
Twizzlers	18%	22%	18%	21%	14%	22%	21%	16%	16%	-	24%
Starbursts	30%	53%	38%	23%	29%	32%	30%	27%	26%	19%	30%
Sugar Daddy	6%	20%	2%	20%	8%	5%	3%	10%	4%	-	-
Pop Rocks	3%	10%	2%	3%	4%	4%	4%	-	2%	-	3%
Jolly Rancher	15%	35%	16%	13%	22%	17%	4%	10%	12%	-	22%

# YouGov Portland

## Halloween

US\_nat



Not applicable – nothing scares me in a horror movie  
**XPH\_14. Which of the following actors, if any, do you think is the scariest actor of all time?**

	Total	Status			Children under the age of 18		Income				Facebook
	Base	Widowed	Single	Domestic partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	
Not applicable – nothing scares me in a horror movie	10%	14%	11%	6%	10%	9%	12%	9%	4%	10%	8%
Unweighted base	1031	51	260	54	261	770	378	280	217	156	795
<b>Base: All US Adults who watch movies</b>	1025	43	303	58	264	762	389	284	195	159	803
**Donald Pleasance** (known for Halloween (1978), Halloween 4: The Return of Michael Myers (1988), The Flesh and the Friends (1958), Prince of Darkness (1987))	5%	5%	8%	3%	5%	4%	4%	3%	5%	9%	5%
**Malcolm McDowell** (known for A Clockwork Orange (1971), Halloween (2007), Cat People (1982), The Caller (1987))	2%	-	4%	-	4%	2%	4%	3%	1%	-	2%
**Robert Englund** (known for A Nightmare on Elm Street (1984), A Nightmare on Elm Street Part 2: Freddy's Revenge (1985), Wes Craven's A New Nightmare (1994), The Phantom of the Opera (1989))	13%	11%	16%	24%	23%	9%	19%	11%	7%	8%	14%
**Peter Cushing** (known for The Curse of Frankenstein (1957), Twins of Evil (1972), Frankenstein Must Be Destroyed (1969), Asylum (1972))	1%	-	1%	-	0%	1%	2%	0%	0%	-	1%
**Anthony Hopkins** (known for Silence of The Lambs (1991), Hannibal (2001), The Rite (2011), Instinct (1999))	17%	19%	12%	22%	14%	18%	15%	19%	21%	15%	18%
**Bela Legosi** (known for Dracula (1931), Bride of the Monster (1955), Son of Frankenstein (1939), White Zombie (1932))	4%	7%	1%	5%	3%	5%	3%	3%	8%	6%	4%
**Christopher Lee** (known for Dracula (1958), The Wicker Man (1973), The Curse of Frankenstein (1957), The Mummy (1959))	4%	4%	3%	2%	5%	3%	5%	4%	3%	2%	4%
**Lon Chaney, Sr.** (known for The Phantom of the Opera (1925), The Unknown (1927), The Hunchback of Notre Dame (1923), London After Midnight (1927))	2%	4%	0%	3%	2%	2%	2%	2%	2%	2%	2%
**Boris Karloff** (known for Frankenstein (1931), The Bride of Frankenstein (1935), The Mummy (1932), The Body Snatcher (1946))	6%	17%	2%	3%	3%	7%	5%	6%	9%	3%	6%
**Vincent Price** (known for House of Wax (1953), Pit and the Pendulum (1961), The Haunted Palace (1963), The Tingler (1959))	17%	19%	12%	15%	15%	17%	16%	21%	14%	13%	16%
Other	2%	2%	2%	3%	2%	2%	2%	2%	3%	1%	2%
Don't know	28%	13%	40%	20%	23%	29%	24%	27%	26%	41%	26%

**XPH\_1. Which kinds of \*\*candies\*\*, chocolates, gum, or other treats do you expect to pass out for Trick or Treat? Please select all that apply in each category or select the 'none' option.\*\*Candy\*\***

	Unweighted base	18	50	16	93	290	116	118	103	46	300
<b>Base: All US Adults who will give things out this Halloween</b>	383	15	48	20	88	266	106	116	91	42	275
Laffy Taffy	12%	-	25%	18%	20%	9%	13%	12%	12%	8%	14%
Skittles	33%	17%	49%	26%	37%	32%	31%	31%	39%	31%	33%
Nerds	14%	-	26%	36%	20%	12%	15%	17%	7%	17%	15%
Twizzlers	18%	22%	27%	9%	20%	17%	17%	25%	13%	11%	18%
Starbursts	30%	16%	46%	53%	38%	27%	35%	35%	21%	22%	29%
Sugar Daddy	6%	5%	16%	18%	7%	6%	6%	5%	6%	11%	6%
Pop Rocks	3%	-	5%	13%	5%	3%	4%	4%	2%	3%	4%
Jolly Rancher	15%	12%	19%	49%	25%	12%	15%	19%	9%	20%	17%

# YouGov Portland

## Halloween

US\_nat



Total	Social networks membership										
Base	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Vine	Snapchat	Bebo	
Not applicable – nothing scares me in a horror movie	10%	6%	5%	4%	5%	6%	4%	5%	-	2%	-

**XPH\_14. Which of the following actors, if any, do you think is the scariest actor of all time?**

	Unweighted base	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Vine	Snapchat	Bebo
<b>Base: All US Adults who watch movies</b>	1025	348	292	324	121	233	95	201	31	94	7
**Donald Pleasance** (known for Halloween (1978), Halloween 4: The Return of Michael Myers (1988), The Flesh and the Friends (1958), Prince of Darkness (1987))	5%	5%	5%	5%	7%	7%	-	10%	6%	4%	44%
**Malcolm McDowell** (known for A Clockwork Orange (1971), Halloween (2007), Cat People (1982), The Caller (1987))	2%	2%	2%	3%	5%	2%	7%	3%	14%	7%	-
**Robert Englund** (known for A Nightmare on Elm Street (1984), A Nightmare on Elm Street Part 2: Freddy's Revenge (1985), Wes Craven's A New Nightmare (1994), The Phantom of the Opera (1989))	13%	16%	11%	14%	21%	12%	13%	14%	13%	9%	-
**Peter Cushing** (known for The Curse of Frankenstein (1957), Twins of Evil (1972), Frankenstein Must Be Destroyed (1969), Asylum (1972))	1%	1%	-	0%	2%	-	1%	1%	2%	-	-
**Anthony Hopkins** (known for Silence of The Lambs (1991), Hannibal (2001), The Rite (2011), Instinct (1999))	17%	20%	21%	20%	20%	22%	18%	18%	21%	22%	-
**Bela Legosi** (known for Dracula (1931), Bride of the Monster (1955), Son of Frankenstein (1939), White Zombie (1932))	4%	4%	5%	3%	4%	5%	6%	2%	3%	1%	16%
**Christopher Lee** (known for Dracula (1958), The Wicker Man (1973), The Curse of Frankenstein (1957), The Mummy (1959))	4%	6%	4%	4%	3%	3%	11%	6%	3%	4%	13%
**Lon Chaney, Sr.** (known for The Phantom of the Opera (1925), The Unknown (1927), The Hunchback of Notre Dame (1923), London After Midnight (1927))	2%	1%	2%	1%	1%	1%	-	0%	-	2%	-
**Boris Karloff** (known for Frankenstein (1931), The Bride of Frankenstein (1935), The Mummy (1932), The Body Snatcher (1946))	6%	5%	8%	5%	2%	6%	5%	2%	4%	3%	-
**Vincent Price** (known for House of Wax (1953), Pit and the Pendulum (1961), The Haunted Palace (1963), The Tingler (1959))	17%	14%	15%	17%	9%	16%	13%	13%	11%	12%	-
Other	2%	2%	2%	3%	1%	3%	4%	2%	-	1%	-
Don't know	28%	26%	24%	24%	24%	23%	23%	28%	23%	35%	27%

**XPH\_1. Which kinds of candies, chocolates, gum, or other treats do you expect to pass out for Trick or Treat? Please select all that apply in each category or select the 'none' option.**

	Unweighted base	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Vine	Snapchat	Bebo
<b>Base: All US Adults who will give things out this Halloween</b>	354	122	129	100	36	95	28	61	12	21	3
Laffy Taffy	12%	17%	13%	16%	26%	14%	18%	22%	20%	31%	-
Skittles	33%	37%	31%	32%	29%	29%	27%	46%	40%	54%	29%
Nerds	14%	18%	18%	22%	10%	13%	9%	18%	14%	29%	-
Twizzlers	18%	18%	16%	14%	23%	16%	12%	19%	14%	29%	-
Starbursts	30%	35%	36%	41%	41%	23%	28%	40%	27%	49%	-
Sugar Daddy	6%	7%	6%	10%	15%	8%	10%	13%	7%	17%	-
Pop Rocks	3%	6%	4%	8%	10%	5%	9%	11%	7%	16%	-
Jolly Rancher	15%	19%	20%	23%	24%	17%	20%	30%	7%	31%	-

# YouGov Portland

## Halloween

US\_nat



Total			
Base	Other	Don't know	None
10%	18%	-	17%

Not applicable – nothing scares me in a horror movie  
**XPH\_14. Which of the following actors, if any, do you think is the scariest actor of all time?**

	Unweighted base			
<b>Base: All US Adults who watch movies</b>	1025	15	5	137
**Donald Pleasance** (known for Halloween (1978), Halloween 4: The Return of Michael Myers (1988), The Flesh and the Friends (1958), Prince of Darkness (1987))	5%	-	-	3%
**Malcolm McDowell** (known for A Clockwork Orange (1971), Halloween (2007), Cat People (1982), The Caller (1987))	2%	-	-	1%
**Robert Englund** (known for A Nightmare on Elm Street (1984), A Nightmare on Elm Street Part 2: Freddy's Revenge (1985), Wes Craven's A New Nightmare (1994), The Phantom of the Opera (1989))	13%	6%	39%	11%
**Peter Cushing** (known for The Curse of Frankenstein (1957), Twins of Evil (1972), Frankenstein Must Be Destroyed (1969), Asylum (1972))	1%	-	-	-
**Anthony Hopkins** (known for Silence of The Lambs (1991), Hannibal (2001), The Rite (2011), Instinct (1999))	17%	29%	13%	14%
**Bela Legosi** (known for Dracula (1931), Bride of the Monster (1955), Son of Frankenstein (1939), White Zombie (1932))	4%	12%	14%	5%
**Christopher Lee** (known for Dracula (1958), The Wicker Man (1973), The Curse of Frankenstein (1957), The Mummy (1959))	4%	-	16%	1%
**Lon Chaney, Sr.** (known for The Phantom of the Opera (1925), The Unknown (1927), The Hunchback of Notre Dame (1923), London After Midnight (1927))	2%	-	-	3%
**Boris Karloff** (known for Frankenstein (1931), The Bride of Frankenstein (1935), The Mummy (1932), The Body Snatcher (1946))	6%	5%	-	7%
**Vincent Price** (known for House of Wax (1953), Pit and the Pendulum (1961), The Haunted Palace (1963), The Tingler (1959))	17%	11%	-	20%
Other	2%	-	-	1%
Don't know	28%	37%	18%	35%

**XPH\_1. Which kinds of candies, chocolates, gum, or other treats do you expect to pass out for Trick or Treat? Please select all that apply in each category or select the 'none' option.**

	Unweighted base			
<b>Base: All US Adults who will give things out this Halloween</b>	354	7	1	51
Laffy Taffy	12%	13%	-	5%
Skittles	33%	24%	-	37%
Nerds	14%	-	-	8%
Twizzlers	18%	41%	-	14%
Starbursts	30%	64%	-	34%
Sugar Daddy	6%	-	-	7%
Pop Rocks	3%	-	-	-
Jolly Rancher	15%	11%	-	11%



**YouGov Portland**  
**Halloween**  
 US\_nat



	Total	Gender		Age			Region				
	Base	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White
Smarties	19%	21%	17%	25%	19%	16%	18%	18%	20%	20%	19%
Pixie Sticks	3%	1%	5%	7%	3%	1%	4%	2%	4%	1%	3%
Blow Pops	11%	11%	11%	14%	18%	5%	16%	7%	14%	6%	9%
Tootsie Pop	28%	28%	29%	21%	25%	33%	30%	30%	29%	23%	28%
Sour Patch Kids	10%	7%	12%	21%	11%	4%	10%	14%	7%	7%	8%
Lemon Heads	6%	7%	5%	10%	8%	2%	10%	5%	4%	4%	4%
Swedish Fish	4%	5%	4%	8%	5%	2%	13%	4%	2%	-	4%
Gummy Worms/Bears	11%	13%	10%	14%	15%	8%	12%	9%	15%	7%	8%
Now & Later	7%	10%	5%	14%	7%	5%	13%	6%	5%	8%	5%
Good & Plenty	6%	7%	5%	8%	7%	4%	10%	6%	4%	5%	5%
Ring Pops	6%	8%	5%	11%	9%	2%	7%	5%	9%	1%	3%
Mike & Ike	8%	10%	7%	8%	13%	5%	15%	9%	4%	7%	7%
Candy Corn	13%	15%	12%	17%	14%	11%	14%	12%	16%	9%	11%
Airheads	8%	9%	7%	21%	6%	4%	8%	10%	7%	6%	7%
Life Savers	8%	11%	7%	10%	9%	8%	14%	9%	5%	8%	8%
Jelly Beans	7%	11%	4%	9%	9%	4%	7%	9%	6%	3%	5%
Dum Dums	15%	8%	20%	20%	10%	17%	17%	22%	16%	4%	13%
Jaw Breaker	3%	4%	3%	7%	3%	2%	6%	3%	3%	-	3%
Other	39%	40%	39%	27%	46%	40%	38%	33%	43%	42%	43%
None	5%	4%	6%	4%	7%	5%	12%	3%	2%	8%	6%

**XPB\_2. Which kinds of candies, \*\*chocolates\*\*, gum, or other treats do you expect to pass out for Trick or Treat?Please select all that apply in each category.\*\*Chocolate\*\***

Unweighted base	383	147	236	66	116	201	80	104	124	75	287
<b>Base: All US Adults who will give things out this Halloween</b>	<b>354</b>	<b>145</b>	<b>209</b>	<b>68</b>	<b>109</b>	<b>177</b>	<b>72</b>	<b>90</b>	<b>123</b>	<b>69</b>	<b>240</b>
Tootsie Rolls	23%	25%	21%	21%	20%	25%	23%	20%	27%	18%	24%
Milky Way	37%	43%	33%	32%	38%	39%	35%	37%	43%	31%	35%
Almond Joy	19%	25%	14%	20%	22%	16%	16%	15%	21%	23%	15%
M & M's	43%	47%	40%	53%	47%	36%	48%	36%	44%	44%	39%
Hershey's Chocolate	38%	42%	36%	46%	45%	32%	47%	37%	37%	33%	35%
Hershey's Kisses	18%	17%	18%	21%	19%	16%	22%	13%	22%	12%	12%
Heath Bar	8%	8%	7%	9%	11%	5%	5%	7%	10%	8%	7%
Reese's Pieces	17%	25%	12%	23%	18%	14%	13%	17%	24%	8%	17%
Mr. Goodbar	10%	14%	8%	11%	12%	9%	10%	12%	10%	9%	9%
Crunch	19%	25%	15%	24%	21%	16%	14%	13%	23%	26%	16%
Kit Kat	39%	41%	38%	40%	43%	37%	39%	43%	37%	39%	38%
Butterfinger	26%	30%	23%	40%	23%	22%	22%	30%	28%	20%	27%
Snickers	46%	50%	43%	47%	51%	42%	42%	49%	47%	44%	43%
Twix	25%	24%	26%	40%	25%	19%	20%	28%	23%	30%	24%
Reese's Peanut Butter Cup	39%	38%	39%	34%	44%	38%	38%	40%	41%	34%	40%
Milk Duds	14%	16%	12%	24%	13%	11%	14%	15%	12%	16%	12%
Three Musketeers	24%	26%	23%	18%	22%	28%	25%	24%	26%	21%	26%

**YouGov Portland**  
**Halloween**  
 US\_nat



	Total	Race			Education				Marital		
	Base	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced
Smarties	19%	21%	18%	13%	24%	22%	12%	9%	20%	35%	10%
Pixie Sticks	3%	4%	2%	-	5%	4%	-	-	2%	-	3%
Blow Pops	11%	22%	15%	6%	16%	10%	5%	7%	8%	-	10%
Tootsie Pop	28%	37%	21%	29%	33%	23%	25%	35%	30%	15%	23%
Sour Patch Kids	10%	13%	16%	10%	13%	9%	6%	9%	8%	-	3%
Lemon Heads	6%	18%	4%	7%	9%	5%	2%	3%	5%	-	3%
Swedish Fish	4%	10%	-	3%	6%	5%	2%	-	3%	-	-
Gummy Worms/Bears	11%	8%	26%	17%	12%	10%	11%	11%	10%	15%	5%
Now & Later	7%	24%	2%	19%	12%	9%	1%	1%	5%	15%	11%
Good & Plenty	6%	12%	4%	13%	7%	6%	3%	4%	5%	-	3%
Ring Pops	6%	13%	17%	3%	10%	5%	1%	5%	4%	15%	-
Mike & Ike	8%	19%	5%	10%	13%	6%	4%	6%	7%	-	8%
Candy Corn	13%	21%	9%	24%	15%	11%	13%	13%	12%	16%	7%
Airheads	8%	4%	9%	17%	6%	10%	5%	11%	7%	15%	9%
Life Savers	8%	21%	4%	3%	11%	11%	4%	5%	7%	33%	4%
Jelly Beans	7%	14%	8%	6%	7%	7%	5%	6%	6%	-	4%
Dum Dums	15%	26%	17%	14%	19%	15%	12%	11%	16%	-	16%
Jaw Breaker	3%	7%	3%	3%	6%	2%	1%	2%	2%	-	-
Other	39%	20%	34%	44%	41%	37%	37%	44%	39%	19%	46%
None	5%	-	6%	4%	3%	8%	4%	6%	5%	-	7%

**XPB\_2. Which kinds of candies, \*\*chocolates\*\*, gum, or other treats do you expect to pass out for Trick or Treat?Please select all that apply in each category.\*\*Chocolate\*\***

Unweighted base	383	35	32	29	123	124	83	53	262	6	31
<b>Base: All US Adults who will give things out this Halloween</b>	354	39	51	25	132	106	72	45	239	5	28
Tootsie Rolls	23%	24%	15%	21%	26%	19%	19%	29%	22%	17%	38%
Milky Way	37%	24%	53%	49%	37%	38%	38%	36%	36%	50%	26%
Almond Joy	19%	24%	34%	20%	22%	18%	14%	19%	19%	-	9%
M & M's	43%	52%	51%	45%	41%	46%	41%	42%	43%	-	28%
Hershey's Chocolate	38%	42%	53%	40%	36%	40%	35%	48%	36%	16%	32%
Hershey's Kisses	18%	26%	38%	19%	22%	14%	14%	19%	14%	15%	20%
Heath Bar	8%	4%	15%	7%	10%	6%	6%	7%	6%	-	5%
Reese's Pieces	17%	14%	17%	22%	21%	15%	15%	12%	14%	-	13%
Mr. Goodbar	10%	19%	8%	10%	8%	11%	12%	12%	11%	32%	7%
Crunch	19%	16%	28%	37%	17%	18%	22%	23%	16%	17%	22%
Kit Kat	39%	39%	49%	35%	35%	47%	34%	42%	36%	66%	30%
Butterfinger	26%	26%	19%	23%	20%	26%	29%	36%	25%	15%	22%
Snickers	46%	42%	70%	32%	44%	42%	54%	47%	45%	48%	34%
Twix	25%	23%	29%	25%	18%	24%	35%	30%	27%	36%	10%
Reese's Peanut Butter Cup	39%	29%	38%	44%	36%	39%	40%	46%	39%	-	31%
Milk Duds	14%	14%	10%	37%	13%	13%	14%	19%	15%	-	-
Three Musketeers	24%	20%	16%	29%	20%	28%	23%	33%	26%	31%	23%

**YouGov Portland**  
**Halloween**  
 US\_nat



	Total	Status			Children under the age of 18		Income				Facebook
	Base	Widowed	Single	Domestic partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	Facebook
Smarties	19%	-	16%	30%	19%	19%	20%	16%	18%	25%	19%
Pixie Sticks	3%	-	6%	5%	6%	2%	5%	2%	1%	6%	4%
Blow Pops	11%	-	21%	36%	20%	8%	14%	14%	7%	3%	12%
Tootsie Pop	28%	34%	27%	25%	32%	27%	32%	23%	31%	30%	28%
Sour Patch Kids	10%	-	22%	17%	14%	8%	13%	6%	12%	6%	11%
Lemon Heads	6%	-	11%	13%	7%	5%	6%	5%	6%	4%	7%
Swedish Fish	4%	6%	8%	13%	5%	4%	2%	3%	7%	6%	5%
Gummy Worms/Bears	11%	6%	12%	36%	22%	8%	11%	15%	9%	8%	13%
Now & Later	7%	-	16%	13%	8%	7%	7%	9%	4%	11%	8%
Good & Plenty	6%	12%	10%	5%	6%	6%	6%	3%	9%	6%	6%
Ring Pops	6%	-	6%	45%	14%	4%	3%	11%	4%	4%	7%
Mike & Ike	8%	6%	16%	5%	12%	7%	10%	5%	9%	10%	8%
Candy Corn	13%	17%	23%	5%	11%	14%	13%	13%	11%	16%	14%
Airheads	8%	6%	15%	5%	9%	7%	9%	6%	7%	12%	8%
Life Savers	8%	16%	13%	13%	11%	8%	10%	10%	5%	9%	9%
Jelly Beans	7%	-	14%	5%	10%	5%	7%	5%	8%	8%	8%
Dum Dums	15%	5%	13%	22%	12%	16%	18%	19%	8%	15%	15%
Jaw Breaker	3%	11%	9%	5%	2%	4%	2%	4%	3%	6%	3%
Other	39%	43%	27%	64%	35%	41%	34%	41%	43%	41%	40%
None	5%	-	2%	14%	4%	5%	8%	4%	4%	6%	5%

**XPB\_2. Which kinds of candies, \*\*chocolates\*\*, gum, or other treats do you expect to pass out for Trick or Treat?Please select all that apply in each category.\*\*Chocolate\*\***

Unweighted base	383	18	50	16	93	290	116	118	103	46	300
<b>Base: All US Adults who will give things out this Halloween</b>	354	15	48	20	88	266	106	116	91	42	275
Tootsie Rolls	23%	5%	27%	16%	21%	23%	27%	23%	19%	20%	23%
Milky Way	37%	32%	39%	67%	39%	37%	38%	40%	36%	33%	39%
Almond Joy	19%	10%	17%	49%	25%	17%	18%	25%	18%	6%	21%
M & M's	43%	17%	51%	72%	48%	41%	43%	43%	44%	39%	42%
Hershey's Chocolate	38%	22%	51%	63%	42%	37%	38%	45%	32%	35%	38%
Hershey's Kisses	18%	6%	23%	59%	24%	16%	24%	20%	9%	13%	17%
Heath Bar	8%	-	7%	40%	12%	6%	7%	10%	6%	5%	8%
Reese's Pieces	17%	16%	23%	49%	17%	17%	17%	21%	11%	19%	19%
Mr. Goodbar	10%	-	8%	17%	13%	9%	9%	12%	11%	10%	12%
Crunch	19%	11%	22%	49%	26%	17%	19%	19%	17%	25%	20%
Kit Kat	39%	39%	45%	75%	44%	38%	40%	37%	42%	35%	42%
Butterfinger	26%	-	39%	31%	28%	25%	22%	27%	31%	20%	27%
Snickers	46%	24%	51%	75%	55%	43%	39%	47%	54%	43%	46%
Twix	25%	-	30%	27%	27%	24%	18%	26%	33%	25%	27%
Reese's Peanut Butter Cup	39%	33%	38%	71%	42%	38%	38%	41%	35%	43%	40%
Milk Duds	14%	-	23%	13%	14%	14%	14%	13%	15%	13%	13%
Three Musketeers	24%	16%	24%	19%	23%	25%	28%	24%	22%	23%	26%

**YouGov Portland**  
**Halloween**  
 US\_nat



	Total	Social networks membership									
		Base	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Vine	Snapchat
Smarties	19%	21%	20%	22%	32%	19%	33%	30%	20%	50%	-
Pixie Sticks	3%	4%	3%	7%	-	4%	6%	5%	7%	16%	-
Blow Pops	11%	12%	15%	17%	14%	12%	8%	16%	14%	12%	-
Tootsie Pop	28%	30%	29%	22%	36%	27%	30%	32%	27%	32%	-
Sour Patch Kids	10%	13%	8%	14%	17%	11%	21%	13%	20%	29%	-
Lemon Heads	6%	9%	8%	11%	18%	9%	9%	16%	7%	24%	-
Swedish Fish	4%	6%	5%	6%	15%	5%	9%	12%	20%	13%	-
Gummy Worms/Bears	11%	6%	11%	16%	7%	5%	3%	6%	14%	12%	-
Now & Later	7%	15%	10%	12%	20%	10%	16%	18%	14%	25%	-
Good & Plenty	6%	6%	7%	9%	25%	7%	6%	10%	27%	25%	-
Ring Pops	6%	6%	7%	13%	7%	3%	13%	8%	14%	16%	-
Mike & Ike	8%	10%	7%	12%	20%	8%	3%	15%	20%	29%	-
Candy Corn	13%	14%	13%	18%	29%	14%	13%	18%	22%	29%	36%
Airheads	8%	9%	9%	9%	13%	8%	9%	8%	20%	20%	-
Life Savers	8%	10%	7%	12%	20%	10%	9%	17%	14%	21%	-
Jelly Beans	7%	7%	7%	10%	13%	5%	-	12%	7%	23%	-
Dum Dums	15%	16%	14%	14%	12%	19%	15%	23%	23%	26%	35%
Jaw Breaker	3%	3%	2%	6%	6%	4%	3%	6%	7%	13%	-
Other	39%	38%	42%	42%	26%	45%	46%	38%	36%	21%	-
None	5%	5%	6%	3%	10%	6%	14%	3%	-	4%	-

**XPB\_2. Which kinds of candies, \*\*chocolates\*\*, gum, or other treats do you expect to pass out for Trick or Treat?Please select all that apply in each category.\*\*Chocolate\*\***

	Unweighted base	383	133	132	98	35	104	29	66	13	23	3
<b>Base: All US Adults who will give things out this Halloween</b>		354	122	129	100	36	95	28	61	12	21	3
Tootsie Rolls	23%	26%	25%	22%	27%	22%	34%	30%	27%	38%	29%	
Milky Way	37%	39%	40%	39%	29%	36%	38%	37%	16%	32%	35%	
Almond Joy	19%	19%	24%	24%	35%	15%	21%	24%	22%	17%	35%	
M & M's	43%	46%	50%	47%	62%	43%	43%	56%	61%	57%	35%	
Hershey's Chocolate	38%	36%	39%	43%	56%	35%	49%	45%	47%	42%	71%	
Hershey's Kisses	18%	16%	19%	23%	25%	7%	16%	18%	22%	13%	35%	
Heath Bar	8%	6%	10%	15%	7%	6%	6%	10%	16%	9%	35%	
Reese's Pieces	17%	15%	18%	26%	20%	12%	17%	20%	24%	22%	71%	
Mr. Goodbar	10%	9%	9%	14%	21%	9%	21%	14%	28%	20%	35%	
Crunch	19%	12%	22%	23%	27%	12%	22%	12%	14%	16%	-	
Kit Kat	39%	40%	46%	40%	62%	39%	60%	56%	58%	67%	71%	
Butterfinger	26%	28%	32%	30%	36%	23%	28%	30%	38%	38%	71%	
Snickers	46%	52%	52%	49%	53%	49%	55%	51%	28%	40%	35%	
Twix	25%	32%	27%	26%	37%	30%	34%	40%	51%	50%	71%	
Reese's Peanut Butter Cup	39%	44%	44%	42%	44%	40%	53%	54%	51%	42%	71%	
Milk Duds	14%	16%	15%	22%	21%	17%	21%	17%	27%	32%	-	
Three Musketeers	24%	23%	22%	25%	27%	19%	26%	24%	31%	34%	71%	

**YouGov Portland**  
**Halloween**  
 US\_nat



	Total			
	Base	Other	Don't know	None
Smarties	19%	25%	-	27%
Pixie Sticks	3%	-	-	-
Blow Pops	11%	-	-	4%
Tootsie Pop	28%	24%	-	38%
Sour Patch Kids	10%	-	-	5%
Lemon Heads	6%	-	-	2%
Swedish Fish	4%	13%	-	3%
Gummy Worms/Bears	11%	-	-	7%
Now & Later	7%	13%	-	4%
Good & Plenty	6%	13%	-	5%
Ring Pops	6%	-	-	4%
Mike & Ike	8%	13%	-	11%
Candy Corn	13%	-	-	8%
Airheads	8%	-	-	4%
Life Savers	8%	13%	-	6%
Jelly Beans	7%	-	-	4%
Dum Dums	15%	-	-	21%
Jaw Breaker	3%	-	-	5%
Other	39%	59%	-	34%
None	5%	-	100%	1%

**XPH\_2. Which kinds of candies, \*\*chocolates\*\*, gum, or other treats do you expect to pass out for Trick or Treat?Please select all that apply in each category.\*\*Chocolate\*\***

	Unweighted base			
<b>Base: All US Adults who will give things out this Halloween</b>	383	7	1	57
Tootsie Rolls	23%	24%	-	27%
Milky Way	37%	36%	100%	33%
Almond Joy	19%	11%	-	10%
M & M's	43%	36%	100%	41%
Hershey's Chocolate	38%	64%	100%	31%
Hershey's Kisses	18%	-	100%	20%
Heath Bar	8%	11%	-	6%
Reese's Pieces	17%	-	-	10%
Mr. Goodbar	10%	12%	-	8%
Crunch	19%	23%	-	11%
Kit Kat	39%	48%	100%	31%
Butterfinger	26%	23%	100%	16%
Snickers	46%	48%	100%	38%
Twix	25%	36%	100%	15%
Reese's Peanut Butter Cup	39%	23%	100%	40%
Milk Duds	14%	24%	-	9%
Three Musketeers	24%	23%	100%	20%

**YouGov Portland**  
**Halloween**  
 US\_nat



	Total	Gender		Age			Region				
	Base	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White
Cadbury Milk Chocolate Bar	2%	1%	3%	5%	3%	1%	6%	-	3%	-	1%
Milka Bars	2%	1%	2%	8%	2%	-	-	6%	2%	-	2%
Mounds	12%	17%	8%	11%	14%	11%	13%	12%	14%	6%	11%
Baby Ruth	20%	27%	15%	27%	15%	20%	14%	30%	18%	16%	21%
Whoppers	13%	13%	13%	14%	16%	11%	14%	18%	10%	10%	13%
Rolc	6%	7%	5%	13%	5%	3%	3%	5%	6%	8%	5%
Toblerone	2%	2%	2%	6%	2%	0%	-	3%	1%	4%	1%
Other	8%	10%	7%	4%	14%	7%	11%	8%	6%	10%	9%
None	9%	6%	10%	6%	6%	11%	13%	6%	8%	8%	9%

**XPH\_3. Which kinds of candies, chocolates, \*\*gum\*\*, or other treats do you expect to pass out for Trick or Treat? Please select all that apply in each category. \*\*Gum\*\***

Unweighted base	383	147	236	66	116	201	80	104	124	75	287
<b>Base: All US Adults who will give things out this Halloween</b>	<b>354</b>	<b>145</b>	<b>209</b>	<b>68</b>	<b>109</b>	<b>177</b>	<b>72</b>	<b>90</b>	<b>123</b>	<b>69</b>	<b>240</b>
Trident Gum	6%	6%	5%	8%	6%	4%	8%	4%	6%	4%	3%
Dentyne Ice	3%	3%	3%	7%	5%	-	4%	3%	2%	4%	3%
Stride Gum	3%	2%	3%	5%	5%	0%	1%	3%	2%	5%	2%
Bubblicious	10%	13%	9%	22%	13%	4%	1%	8%	17%	11%	6%
Double Bubble	12%	11%	12%	15%	16%	8%	12%	8%	18%	6%	8%
Wrigley's	6%	7%	5%	7%	6%	6%	8%	7%	6%	4%	4%
Orbit	4%	4%	5%	10%	8%	-	7%	6%	1%	5%	2%
Other	3%	2%	3%	1%	4%	3%	5%	3%	2%	3%	3%
None	73%	74%	73%	58%	74%	79%	74%	76%	68%	80%	81%

**XPH\_4. Which kinds of candies, chocolates, gum, or \*\*other treats\*\* do you expect to pass out for Trick or Treat? Please select all that apply in each category. \*\*Other\*\***

Unweighted base	383	147	236	66	116	201	80	104	124	75	287
<b>Base: All US Adults who will give things out this Halloween</b>	<b>354</b>	<b>145</b>	<b>209</b>	<b>68</b>	<b>109</b>	<b>177</b>	<b>72</b>	<b>90</b>	<b>123</b>	<b>69</b>	<b>240</b>
Caramel apples	3%	4%	3%	4%	6%	1%	5%	2%	4%	4%	1%
Fruit	5%	6%	4%	12%	5%	2%	5%	4%	5%	5%	2%
Healthy snacks	8%	7%	8%	8%	10%	6%	12%	5%	7%	7%	6%
Money	5%	5%	4%	9%	5%	3%	7%	4%	3%	4%	4%
Toys	5%	4%	6%	13%	5%	1%	7%	4%	2%	9%	3%
Dried fruit	3%	2%	4%	2%	6%	2%	1%	3%	5%	2%	2%
Vegetables	2%	2%	2%	6%	3%	-	1%	2%	1%	4%	1%
Fruit snacks	13%	13%	14%	18%	18%	8%	12%	9%	17%	13%	9%
Apple cider	2%	2%	2%	3%	4%	1%	1%	1%	3%	4%	1%
Hot chocolate	4%	4%	5%	11%	6%	0%	3%	-	6%	8%	2%
Other	7%	7%	7%	4%	7%	8%	8%	4%	8%	7%	8%
None	72%	73%	70%	64%	68%	77%	67%	78%	68%	74%	76%

**Mondelezbrands. Mondelez brands**

Unweighted base	80	30	50	27	28	25	17	19	32	12	45
-----------------	----	----	----	----	----	----	----	----	----	----	----

**YouGov Portland**  
**Halloween**  
 US\_nat



	Total	Race			Education				Marital		
	Base	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced
Cadbury Milk Chocolate Bar	2%	9%	4%	-	4%	1%	2%	-	1%	-	-
Milka Bars	2%	2%	2%	-	3%	2%	-	2%	1%	-	-
Mounds	12%	9%	15%	14%	13%	10%	12%	13%	10%	-	7%
Baby Ruth	20%	23%	11%	19%	14%	23%	23%	24%	19%	32%	23%
Whoppers	13%	14%	8%	17%	13%	15%	11%	12%	12%	17%	13%
Rolo	6%	10%	4%	11%	4%	7%	9%	-	6%	-	-
Toblerone	2%	6%	2%	-	2%	2%	3%	2%	1%	-	-
Other	8%	5%	6%	16%	10%	7%	9%	9%	7%	-	13%
None	9%	18%	2%	4%	7%	8%	10%	10%	9%	18%	3%

**XPH\_3. Which kinds of candies, chocolates, \*\*gum\*\*, or other treats do you expect to pass out for Trick or Treat? Please select all that apply in each category.\*\*Gum\*\***

Unweighted base	383	35	32	29	123	124	83	53	262	6	31
<b>Base: All US Adults who will give things out this Halloween</b>	354	39	51	25	132	106	72	45	239	5	28
Trident Gum	6%	18%	8%	6%	7%	4%	8%	2%	5%	-	-
Dentyne Ice	3%	8%	3%	-	5%	2%	1%	3%	2%	-	6%
Stride Gum	3%	8%	4%	-	3%	2%	5%	-	2%	-	3%
Bubblicious	10%	27%	23%	-	14%	8%	9%	5%	8%	29%	4%
Double Bubble	12%	20%	30%	-	17%	10%	7%	12%	11%	15%	7%
Wrigley's	6%	13%	12%	4%	6%	5%	7%	8%	6%	-	7%
Orbit	4%	11%	14%	-	5%	4%	4%	5%	3%	-	-
Other	3%	-	2%	10%	3%	3%	3%	2%	3%	-	3%
None	73%	56%	50%	81%	65%	79%	78%	77%	76%	71%	73%

**XPH\_4. Which kinds of candies, chocolates, gum, or \*\*other treats\*\* do you expect to pass out for Trick or Treat? Please select all that apply in each category.\*\*Other\*\***

Unweighted base	383	35	32	29	123	124	83	53	262	6	31
<b>Base: All US Adults who will give things out this Halloween</b>	354	39	51	25	132	106	72	45	239	5	28
Caramel apples	3%	13%	7%	3%	5%	2%	2%	2%	2%	-	-
Fruit	5%	13%	13%	8%	4%	6%	9%	2%	6%	-	7%
Healthy snacks	8%	8%	13%	11%	7%	6%	9%	10%	9%	-	-
Money	5%	9%	8%	-	3%	4%	6%	5%	4%	-	6%
Toys	5%	14%	10%	-	4%	6%	6%	2%	4%	-	9%
Dried fruit	3%	8%	4%	-	5%	2%	2%	2%	3%	-	3%
Vegetables	2%	6%	7%	-	1%	3%	4%	2%	2%	-	-
Fruit snacks	13%	26%	25%	8%	18%	13%	12%	2%	11%	15%	7%
Apple cider	2%	4%	7%	-	3%	4%	-	-	3%	-	-
Hot chocolate	4%	10%	10%	-	3%	4%	8%	2%	5%	-	-
Other	7%	-	8%	7%	6%	7%	8%	8%	7%	17%	17%
None	72%	64%	52%	79%	70%	70%	73%	79%	73%	68%	64%

**Mondelezbrands. Mondelez brands**

Unweighted base	80	17	13	5	33	23	17	7	48	2	4
-----------------	----	----	----	---	----	----	----	---	----	---	---

**YouGov Portland**  
**Halloween**  
 US\_nat



	Total	Status			Children under the age of 18		Income				
	Base	Widowed	Single	Domestic partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	Facebook
Cadbury Milk Chocolate Bar	2%	5%	4%	13%	2%	2%	4%	3%	-	-	3%
Milka Bars	2%	-	9%	5%	1%	2%	4%	-	1%	4%	3%
Mounds	12%	-	12%	49%	15%	11%	8%	20%	10%	2%	12%
Baby Ruth	20%	12%	26%	17%	22%	19%	18%	19%	26%	13%	20%
Whoppers	13%	-	22%	8%	17%	12%	16%	8%	13%	16%	14%
Rolc	6%	-	7%	8%	7%	5%	6%	5%	6%	4%	6%
Toblerone	2%	-	5%	5%	4%	1%	4%	-	2%	2%	2%
Other	8%	6%	11%	12%	6%	9%	11%	5%	7%	14%	10%
None	9%	17%	6%	8%	8%	9%	7%	9%	11%	6%	7%

**XPH\_3. Which kinds of candies, chocolates, \*\*gum\*\*, or other treats do you expect to pass out for Trick or Treat? Please select all that apply in each category. \*\*Gum\*\***

Unweighted base	383	18	50	16	93	290	116	118	103	46	300
<b>Base: All US Adults who will give things out this Halloween</b>	354	15	48	20	88	266	106	116	91	42	275
Trident Gum	6%	-	8%	17%	6%	5%	10%	5%	3%	-	6%
Dentyne Ice	3%	-	5%	8%	4%	3%	6%	1%	1%	6%	4%
Stride Gum	3%	-	7%	4%	5%	2%	7%	-	1%	2%	3%
Bubblicious	10%	-	13%	40%	18%	8%	10%	11%	9%	11%	11%
Double Bubble	12%	-	7%	53%	19%	9%	13%	16%	3%	15%	13%
Wrigley's	6%	5%	-	21%	6%	6%	5%	9%	4%	4%	7%
Orbit	4%	-	12%	13%	12%	2%	8%	3%	4%	2%	5%
Other	3%	-	3%	4%	2%	3%	3%	2%	1%	9%	4%
None	73%	95%	68%	39%	67%	76%	71%	72%	84%	62%	72%

**XPH\_4. Which kinds of candies, chocolates, gum, or \*\*other treats\*\* do you expect to pass out for Trick or Treat? Please select all that apply in each category. \*\*Other\*\***

Unweighted base	383	18	50	16	93	290	116	118	103	46	300
<b>Base: All US Adults who will give things out this Halloween</b>	354	15	48	20	88	266	106	116	91	42	275
Caramel apples	3%	5%	8%	9%	6%	3%	6%	4%	-	2%	4%
Fruit	5%	-	2%	9%	8%	4%	7%	7%	3%	2%	5%
Healthy snacks	8%	6%	9%	4%	11%	7%	10%	5%	10%	6%	9%
Money	5%	-	6%	5%	8%	3%	7%	3%	4%	4%	5%
Toys	5%	-	9%	-	9%	3%	8%	4%	3%	4%	5%
Dried fruit	3%	5%	5%	-	5%	2%	6%	2%	1%	2%	4%
Vegetables	2%	-	4%	-	7%	0%	4%	1%	2%	-	2%
Fruit snacks	13%	5%	14%	49%	18%	12%	14%	15%	9%	16%	14%
Apple cider	2%	-	-	-	5%	1%	4%	3%	-	-	3%
Hot chocolate	4%	-	4%	4%	9%	2%	8%	3%	3%	-	4%
Other	7%	6%	2%	-	3%	8%	6%	3%	13%	6%	7%
None	72%	83%	75%	43%	68%	73%	73%	71%	70%	72%	70%

**Mondelezbrands. Mondelez brands**

Unweighted base	80	2	20	4	27	53	29	21	21	9	68
-----------------	----	---	----	---	----	----	----	----	----	---	----



**YouGov Portland**  
**Halloween**  
 US\_nat



	Total	Social networks membership									
		Base	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Vine	Snapchat
Cadbury Milk Chocolate Bar	2%	4%	3%	6%	8%	2%	9%	6%	16%	9%	35%
Milka Bars	2%	4%	2%	4%	8%	2%	-	3%	22%	16%	35%
Mounds	12%	10%	16%	15%	13%	4%	12%	14%	20%	13%	-
Baby Ruth	20%	21%	27%	21%	26%	20%	25%	28%	7%	24%	-
Whoppers	13%	14%	14%	17%	28%	15%	21%	22%	29%	36%	35%
Rolc	6%	6%	5%	10%	15%	4%	6%	8%	20%	24%	-
Toblerone	2%	3%	2%	5%	7%	3%	-	5%	14%	24%	-
Other	8%	9%	9%	8%	2%	11%	11%	5%	-	-	-
None	9%	7%	9%	10%	3%	12%	-	4%	-	4%	-

**XPH\_3. Which kinds of candies, chocolates, \*\*gum\*\*, or other treats do you expect to pass out for Trick or Treat?Please select all that apply in each category.\*\*Gum\*\***

Unweighted base	383	133	132	98	35	104	29	66	13	23	3
<b>Base: All US Adults who will give things out this Halloween</b>	<b>354</b>	<b>122</b>	<b>129</b>	<b>100</b>	<b>36</b>	<b>95</b>	<b>28</b>	<b>61</b>	<b>12</b>	<b>21</b>	<b>3</b>
Trident Gum	6%	9%	7%	12%	12%	6%	12%	12%	23%	17%	35%
Dentyne Ice	3%	5%	3%	7%	15%	4%	3%	6%	22%	24%	35%
Stride Gum	3%	5%	3%	8%	15%	4%	3%	7%	15%	16%	35%
Bubblicious	10%	10%	16%	18%	21%	9%	9%	14%	37%	29%	71%
Double Bubble	12%	13%	16%	24%	28%	9%	24%	21%	47%	31%	71%
Wrigley's	6%	9%	7%	10%	18%	6%	13%	9%	31%	18%	71%
Orbit	4%	6%	4%	11%	19%	4%	12%	10%	14%	16%	-
Other	3%	1%	1%	1%	2%	1%	6%	1%	-	-	-
None	73%	75%	72%	65%	57%	82%	62%	65%	39%	52%	29%

**XPH\_4. Which kinds of candies, chocolates, gum, or \*\*other treats\*\* do you expect to pass out for Trick or Treat?Please select all that apply in each category.\*\*Other\*\***

Unweighted base	383	133	132	98	35	104	29	66	13	23	3
<b>Base: All US Adults who will give things out this Halloween</b>	<b>354</b>	<b>122</b>	<b>129</b>	<b>100</b>	<b>36</b>	<b>95</b>	<b>28</b>	<b>61</b>	<b>12</b>	<b>21</b>	<b>3</b>
Caramel apples	3%	4%	4%	8%	17%	3%	6%	7%	8%	11%	35%
Fruit	5%	7%	6%	13%	22%	5%	13%	11%	30%	21%	71%
Healthy snacks	8%	8%	6%	13%	19%	6%	4%	6%	21%	15%	35%
Money	5%	8%	5%	9%	12%	5%	-	9%	28%	20%	35%
Toys	5%	7%	3%	8%	14%	4%	3%	7%	21%	15%	35%
Dried fruit	3%	3%	3%	6%	12%	3%	-	4%	15%	11%	35%
Vegetables	2%	3%	2%	7%	12%	3%	-	4%	21%	12%	35%
Fruit snacks	13%	15%	17%	23%	22%	15%	29%	23%	16%	24%	35%
Apple cider	2%	4%	3%	6%	10%	4%	3%	7%	8%	12%	35%
Hot chocolate	4%	8%	7%	10%	12%	6%	3%	12%	15%	12%	35%
Other	7%	9%	11%	6%	7%	12%	13%	4%	7%	4%	-
None	72%	69%	68%	61%	58%	70%	56%	67%	56%	59%	29%

**Mondelezbrands. Mondelez brands**

Unweighted base	80	32	29	32	12	21	10	21	7	11	2
-----------------	----	----	----	----	----	----	----	----	---	----	---

**YouGov Portland**  
**Halloween**  
 US\_nat



	Total			
	Base	Other	Don't know	None
Cadbury Milk Chocolate Bar	2%	-	-	-
Milka Bars	2%	-	-	-
Mounds	12%	11%	-	8%
Baby Ruth	20%	23%	-	19%
Whoppers	13%	24%	-	7%
Rolo	6%	24%	-	3%
Toberone	2%	-	-	-
Other	8%	11%	-	3%
None	9%	-	-	18%

**XPH\_3. Which kinds of candies, chocolates, \*\*gum\*\*, or other treats do you expect to pass out for Trick or Treat? Please select all that apply in each category. \*\*Gum\*\***

Unweighted base	383	7	1	57
<b>Base: All US Adults who will give things out this Halloween</b>	354	7	1	51
Trident Gum	6%	-	-	3%
Dentyne Ice	3%	-	-	-
Stride Gum	3%	-	-	-
Bubblicious	10%	-	-	3%
Double Bubble	12%	-	-	13%
Wrigley's	6%	28%	-	3%
Orbit	4%	-	-	-
Other	3%	11%	-	1%
None	73%	61%	100%	83%

**XPH\_4. Which kinds of candies, chocolates, gum, or \*\*other treats\*\* do you expect to pass out for Trick or Treat? Please select all that apply in each category. \*\*Other\*\***

Unweighted base	383	7	1	57
<b>Base: All US Adults who will give things out this Halloween</b>	354	7	1	51
Caramel apples	3%	-	-	-
Fruit	5%	28%	-	1%
Healthy snacks	8%	-	-	6%
Money	5%	-	-	1%
Toys	5%	-	-	3%
Dried fruit	3%	-	-	-
Vegetables	2%	-	-	-
Fruit snacks	13%	-	-	12%
Apple cider	2%	-	-	-
Hot chocolate	4%	-	-	1%
Other	7%	11%	-	6%
None	72%	61%	100%	77%

**Mondelezbrands. Mondelez brands**

Unweighted base	80	1	-	7
-----------------	----	---	---	---

**YouGov Portland**  
**Halloween**  
 US\_nat



Total	Gender		Age			Region					
Base	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	
<b>Base: All US Adults who will give things out this Halloween</b>	85	39	45	30	31	24	18	19	34	13	39
Yes	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

**XPH\_5. Which, if any, of the following reasons describe what you choose to hand out for Trick-or-Treat? Please select all that apply.**

	Unweighted base	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White
<b>Base: All US Adults who will give things out this Halloween</b>	383	147	236	66	116	201	80	104	124	75	287
It is my favorite kind of candy personally	34%	30%	36%	38%	34%	31%	31%	38%	29%	40%	33%
I try to buy the most popular types of candy	23%	28%	19%	26%	26%	20%	21%	23%	28%	15%	19%
I like to buy a variety of different candy bars in one pack	48%	49%	47%	55%	53%	42%	42%	47%	52%	47%	45%
I buy whatever is cheapest	14%	17%	13%	21%	15%	11%	10%	15%	12%	23%	15%
I buy whatever is on sale	31%	28%	33%	39%	33%	27%	25%	30%	30%	41%	27%
I buy something that is a healthy treat	7%	5%	8%	9%	6%	7%	10%	5%	7%	7%	7%
I buy candy I don't like, so I won't eat it myself	6%	2%	8%	7%	7%	4%	3%	8%	6%	5%	7%
I give out whatever I have in the house	4%	3%	5%	9%	4%	3%	3%	3%	5%	7%	4%
I choose things I would have liked when I was a kid	44%	45%	44%	35%	45%	48%	41%	52%	44%	39%	43%
Other	4%	5%	3%	1%	5%	4%	9%	1%	2%	6%	4%
Don't know	2%	3%	2%	3%	5%	1%	5%	2%	1%	2%	2%

**XPH\_6. Why won't you be passing out candy this year? Please select all that apply.**

	Unweighted base	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White
<b>Base: All US Adults who will not give things out this Halloween</b>	726	335	391	194	257	275	141	159	264	162	517
Not enough children/there aren't children living in my neighborhood	31%	29%	33%	22%	30%	42%	28%	31%	34%	30%	37%
I don't wish to be disturbed	20%	23%	16%	18%	20%	21%	14%	21%	20%	23%	19%
I won't be at home/have something else to do	30%	32%	29%	40%	30%	21%	30%	33%	29%	32%	33%
It's not safe/not allowed in my neighborhood	5%	6%	4%	7%	3%	5%	5%	3%	7%	3%	4%
It's against my beliefs/religion	10%	9%	10%	11%	8%	10%	11%	5%	11%	11%	6%
Other	10%	8%	12%	10%	6%	13%	9%	16%	8%	8%	10%
Don't know	9%	11%	8%	11%	14%	4%	10%	9%	9%	10%	7%

Cell Contents (Column Percentage)

**YouGov Portland**  
**Halloween**  
 US\_nat



Total	Race			Education				Marital		
Base	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced
85	20	21	4	42	23	14	6	47	1	5
Yes 100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

**Base: All US Adults who will give things out this Halloween**

**XPH\_5. Which, if any, of the following reasons describe what you choose to hand out for Trick-or-Treat? Please select all that apply.**

	Unweighted base	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced
<b>Base: All US Adults who will give things out this Halloween</b>	383	35	32	29	123	124	83	53	262	6	31
It is my favorite kind of candy personally	34%	31%	34%	37%	33%	31%	36%	38%	32%	16%	26%
I try to buy the most popular types of candy	23%	39%	26%	28%	26%	20%	20%	25%	19%	15%	24%
I like to buy a variety of different candy bars in one pack	48%	47%	69%	35%	50%	46%	50%	42%	45%	63%	52%
I buy whatever is cheapest	14%	23%	11%	7%	13%	20%	10%	12%	14%	15%	17%
I buy whatever is on sale	31%	32%	48%	34%	30%	33%	31%	30%	30%	34%	23%
I buy something that is a healthy treat	7%	9%	7%	3%	6%	8%	9%	4%	7%	-	3%
I buy candy I don't like, so I won't eat it myself	6%	2%	2%	3%	5%	6%	6%	6%	5%	-	11%
I give out whatever I have in the house	4%	11%	4%	3%	1%	6%	7%	6%	4%	-	-
I choose things I would have liked when I was a kid	44%	43%	47%	52%	44%	40%	49%	48%	44%	33%	41%
Other	4%	4%	2%	3%	4%	5%	3%	2%	4%	18%	5%
Don't know	2%	5%	-	3%	5%	2%	1%	-	2%	-	-

**XPH\_6. Why won't you be passing out candy this year? Please select all that apply.**

	Unweighted base	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced
<b>Base: All US Adults who will not give things out this Halloween</b>	726	87	63	59	287	252	124	63	328	13	79
Not enough children/there aren't children living in my neighborhood	31%	18%	15%	35%	31%	28%	38%	29%	34%	28%	36%
I don't wish to be disturbed	20%	25%	20%	20%	20%	18%	20%	22%	20%	24%	11%
I won't be at home/have something else to do	30%	13%	38%	22%	21%	35%	41%	42%	30%	22%	26%
It's not safe/not allowed in my neighborhood	5%	10%	5%	4%	5%	5%	3%	11%	4%	7%	4%
It's against my beliefs/religion	10%	19%	12%	15%	10%	11%	8%	6%	10%	-	16%
Other	10%	14%	8%	5%	11%	10%	7%	9%	9%	20%	12%
Don't know	9%	14%	11%	19%	12%	10%	5%	3%	8%	7%	8%

Cell Contents (Col

**YouGov Portland**  
**Halloween**  
 US\_nat



Total	Status			Children under the age of 18		Income				
Base	Widowed	Single	Domestic partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	Facebook
85	2	20	10	30	55	27	25	23	9	72
Yes 100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

**Base: All US Adults who will give things out this Halloween**

**XPH\_5. Which, if any, of the following reasons describe what you choose to hand out for Trick-or-Treat? Please select all that apply.**

	Unweighted base										
<b>Base: All US Adults who will give things out this Halloween</b>	383	18	50	16	93	290	116	118	103	46	300
It is my favorite kind of candy personally	34%	33%	46%	39%	28%	35%	33%	31%	40%	27%	33%
I try to buy the most popular types of candy	23%	27%	33%	50%	30%	21%	19%	30%	18%	23%	23%
I like to buy a variety of different candy bars in one pack	48%	28%	53%	71%	60%	44%	54%	47%	48%	35%	51%
I buy whatever is cheapest	14%	10%	11%	21%	13%	15%	20%	13%	12%	11%	14%
I buy whatever is on sale	31%	28%	30%	66%	36%	29%	37%	29%	29%	26%	32%
I buy something that is a healthy treat	7%	-	12%	5%	8%	7%	10%	4%	8%	8%	7%
I buy candy I don't like, so I won't eat it myself	6%	6%	6%	5%	6%	5%	7%	5%	4%	6%	6%
I give out whatever I have in the house	4%	5%	7%	8%	5%	4%	6%	4%	2%	6%	4%
I choose things I would have liked when I was a kid	44%	34%	44%	70%	41%	46%	46%	48%	41%	38%	45%
Other	4%	-	3%	-	4%	3%	8%	-	2%	8%	3%
Don't know	2%	6%	4%	-	4%	2%	3%	-	2%	10%	3%

**XPH\_6. Why won't you be passing out candy this year? Please select all that apply.**

	Unweighted base										
<b>Base: All US Adults who will not give things out this Halloween</b>	726	38	227	41	187	539	300	178	128	120	553
Not enough children/there aren't children living in my neighborhood	31%	40%	25%	36%	23%	34%	32%	30%	39%	24%	31%
I don't wish to be disturbed	20%	24%	23%	8%	11%	23%	18%	25%	15%	21%	18%
I won't be at home/have something else to do	30%	12%	34%	36%	43%	26%	23%	37%	35%	34%	34%
It's not safe/not allowed in my neighborhood	5%	7%	6%	9%	7%	5%	7%	3%	7%	3%	5%
It's against my beliefs/religion	10%	12%	8%	6%	10%	10%	11%	8%	8%	10%	10%
Other	10%	5%	10%	9%	8%	11%	12%	6%	7%	12%	9%
Don't know	9%	3%	12%	13%	10%	9%	10%	7%	9%	12%	9%

Cell Contents (Col

**YouGov Portland**  
**Halloween**  
 US\_nat



Total	Social networks membership										
Base	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Vine	Snapchat	Bebo	
<b>Base: All US Adults who will give things out this Halloween</b>	85	32	39	36	15	22	9	21	6	10	2
Yes	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

**XPH\_5. Which, if any, of the following reasons describe what you choose to hand out for Trick-or-Treat? Please select all that apply.**

	Unweighted base	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Vine	Snapchat	Bebo
<b>Base: All US Adults who will give things out this Halloween</b>	383	133	132	98	35	104	29	66	13	23	3
It is my favorite kind of candy personally	34%	32%	30%	35%	43%	38%	45%	33%	35%	45%	36%
I try to buy the most popular types of candy	23%	24%	24%	28%	28%	15%	18%	25%	33%	37%	-
I like to buy a variety of different candy bars in one pack	48%	53%	56%	55%	60%	52%	56%	54%	68%	74%	35%
I buy whatever is cheapest	14%	20%	20%	19%	25%	18%	28%	21%	21%	29%	-
I buy whatever is on sale	31%	38%	42%	40%	43%	35%	55%	46%	35%	49%	-
I buy something that is a healthy treat	7%	8%	6%	9%	7%	6%	6%	4%	14%	13%	-
I buy candy I don't like, so I won't eat it myself	6%	8%	4%	8%	7%	8%	3%	9%	20%	12%	-
I give out whatever I have in the house	4%	4%	6%	6%	7%	5%	3%	4%	7%	12%	-
I choose things I would have liked when I was a kid	44%	50%	51%	48%	50%	42%	56%	49%	55%	60%	65%
Other	4%	4%	4%	4%	5%	6%	3%	5%	-	8%	-
Don't know	2%	2%	1%	2%	6%	2%	8%	3%	17%	-	-

**XPH\_6. Why won't you be passing out candy this year? Please select all that apply.**

	Unweighted base	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Vine	Snapchat	Bebo
<b>Base: All US Adults who will not give things out this Halloween</b>	726	228	182	216	73	159	68	126	18	63	2
Not enough children/there aren't children living in my neighborhood	31%	35%	27%	27%	31%	35%	44%	28%	49%	34%	-
I don't wish to be disturbed	20%	18%	17%	16%	14%	11%	17%	14%	23%	18%	-
I won't be at home/have something else to do	30%	34%	40%	39%	28%	36%	24%	44%	22%	47%	51%
It's not safe/not allowed in my neighborhood	5%	6%	6%	7%	5%	3%	7%	6%	9%	2%	-
It's against my beliefs/religion	10%	11%	11%	11%	20%	13%	17%	13%	28%	14%	-
Other	10%	9%	12%	10%	13%	11%	5%	8%	8%	4%	49%
Don't know	9%	5%	6%	7%	9%	9%	7%	7%	4%	10%	-

Cell Contents (Col

**YouGov Portland**  
**Halloween**  
 US\_nat



Total			
Base	Other	Don't know	None
85	1	-	6
Yes 100%	100%	-	100%

**XPH\_5. Which, if any, of the following reasons describe what you choose to hand out for Trick-or-Treat? Please select all that apply.**

	Unweighted base			
<b>Base: All US Adults who will give things out this Halloween</b>	383	7	1	57
It is my favorite kind of candy personally	34%	11%	-	39%
I try to buy the most popular types of candy	23%	12%	-	24%
I like to buy a variety of different candy bars in one pack	48%	52%	100%	36%
I buy whatever is cheapest	14%	23%	-	13%
I buy whatever is on sale	31%	47%	-	24%
I buy something that is a healthy treat	7%	-	-	6%
I buy candy I don't like, so I won't eat it myself	6%	-	-	3%
I give out whatever I have in the house	4%	-	-	1%
I choose things I would have liked when I was a kid	44%	35%	-	48%
Other	4%	11%	-	5%
Don't know	2%	-	-	2%

**XPH\_6. Why won't you be passing out candy this year? Please select all that apply.**

	Unweighted base			
<b>Base: All US Adults who will not give things out this Halloween</b>	726	7	5	109
Not enough children/there aren't children living in my neighborhood	31%	19%	-	34%
I don't wish to be disturbed	20%	24%	-	22%
I won't be at home/have something else to do	30%	10%	20%	15%
It's not safe/not allowed in my neighborhood	5%	-	19%	4%
It's against my beliefs/religion	10%	-	-	8%
Other	10%	48%	38%	11%
Don't know	9%	9%	23%	15%

Cell Contents (Col