YouGov Survey: Horror Movies
October 12 - 14, 2022 - 1000 US Adult Citizens

YouGov

1A. Rating of Film Genres — Action
What are your feelings toward each of the following movie genres?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	35%	41%	29%	31%	37%	38%	30%	34%	49%	34%	25%
Like it	44%	42%	46%	44%	40%	47%	44%	46%	38%	45%	31%
Dislike it	11%	9%	14%	13%	11%	9%	13%	12%	6%	8%	18%
Hate it	4%	3%	4%	4%	6%	2%	4%	3%	1%	5%	8%
Not sure	6%	5%	7%	8%	5%	4%	8%	5%	6%	8%	18%
Totals	100%	100%	100%	100%	99%	100%	99%	100%	100%	100%	100%
Unweighted N	(987)	(450)	(537)	(194)	(220)	(347)	(226)	(717)	(128)	(73)	(69)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	35%	31%	35%	39%	35%	32%	37%	34%	33%	34%	35%	37%	32%
Like it	44%	42%	46%	44%	41%	52%	47%	42%	43%	43%	45%	43%	46%
Dislike it	11%	18%	7%	10%	15%	9%	9%	12%	14%	13%	10%	9%	16%
Hate it	4%	3%	4%	3%	3%	3%	2%	6%	6%	5%	2%	4%	4%
Not sure	6%	6%	8%	4%	7%	4%	5%	6%	4%	5%	7%	8%	3%
Totals	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%	99%	101%	101%
Unweighted N	(987)	(333)	(399)	(255)	(357)	(309)	(450)	(262)	(173)	(181)	(206)	(363)	(237)

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1B. Rating of Film Genres — Comedy
What are your feelings toward each of the following movie genres?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	41%	37%	45%	45%	46%	42%	30%	40%	41%	48%	32%
Like it	45%	49%	41%	33%	39%	48%	57%	46%	41%	41%	52%
Dislike it	7%	7%	7%	6%	11%	6%	6%	7%	11%	9%	3%
Hate it	2%	3%	1%	4%	2%	0%	2%	2%	2%	0%	5%
Not sure	5%	4%	6%	12%	2%	4%	5%	6%	5%	1%	8%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	100%	99%	100%
Unweighted N	(986)	(447)	(539)	(197)	(222)	(340)	(227)	(716)	(129)	(73)	(68)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	41%	48%	41%	33%	42%	33%	43%	42%	34%	40%	41%	41%	40%
Like it	45%	37%	47%	51%	44%	53%	42%	45%	52%	48%	47%	44%	43%
Dislike it	7%	10%	6%	6%	9%	5%	8%	7%	7%	5%	5%	7%	11%
Hate it	2%	2%	2%	2%	2%	1%	1%	3%	3%	3%	1%	2%	2%
Not sure	5%	4%	4%	8%	3%	8%	6%	3%	4%	5%	5%	6%	4%
Totals	100%	101%	100%	100%	100%	100%	100%	100%	100%	101%	99%	100%	100%
Unweighted N	(986)	(338)	(396)	(252)	(361)	(304)	(448)	(263)	(173)	(181)	(205)	(362)	(238)

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1C. Rating of Film Genres — Drama
What are your feelings toward each of the following movie genres?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	29%	20%	38%	23%	28%	31%	35%	28%	36%	28%	30%
Like it	50%	51%	50%	47%	44%	56%	52%	53%	43%	49%	41%
Dislike it	10%	15%	5%	14%	15%	6%	5%	9%	9%	15%	8%
Hate it	4%	7%	2%	9%	5%	2%	3%	4%	7%	4%	7%
Not sure	6%	8%	5%	6%	8%	6%	6%	6%	5%	4%	14%
Totals	99%	101%	100%	99%	100%	101%	101%	100%	100%	100%	100%
Unweighted N	(986)	(448)	(538)	(194)	(220)	(344)	(228)	(717)	(127)	(73)	(69)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	29%	35%	27%	25%	34%	26%	24%	35%	34%	30%	24%	29%	33%
Like it	50%	50%	47%	56%	52%	57%	53%	48%	47%	54%	55%	48%	48%
Dislike it	10%	6%	12%	10%	6%	7%	12%	6%	12%	8%	8%	11%	10%
Hate it	4%	4%	4%	5%	4%	3%	5%	4%	5%	3%	5%	5%	3%
Not sure	6%	5%	9%	4%	5%	7%	6%	7%	2%	5%	9%	7%	4%
Totals	99%	100%	99%	100%	101%	100%	100%	100%	100%	100%	101%	100%	98%
Unweighted N	(986)	(336)	(397)	(253)	(360)	(309)	(447)	(262)	(174)	(182)	(205)	(360)	(239)

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1D. Rating of Film Genres — Documentary
What are your feelings toward each of the following movie genres?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	28%	27%	29%	22%	25%	31%	32%	28%	28%	28%	24%
Like it	46%	43%	48%	40%	46%	47%	49%	46%	41%	47%	49%
Dislike it	9%	12%	7%	11%	12%	9%	5%	10%	14%	1%	10%
Hate it	6%	8%	5%	11%	5%	5%	5%	5%	8%	10%	5%
Not sure	10%	10%	11%	16%	12%	8%	8%	10%	9%	13%	12%
Totals	99%	100%	100%	100%	100%	100%	99%	99%	100%	99%	100%
Unweighted N	(987)	(447)	(540)	(195)	(221)	(346)	(225)	(716)	(127)	(74)	(70)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	28%	29%	28%	26%	34%	24%	27%	29%	27%	32%	30%	25%	29%
Like it	46%	47%	47%	43%	47%	49%	45%	46%	55%	45%	43%	45%	51%
Dislike it	9%	12%	6%	11%	8%	9%	8%	13%	8%	7%	10%	10%	9%
Hate it	6%	5%	7%	8%	4%	4%	8%	3%	4%	5%	9%	7%	3%
Not sure	10%	7%	12%	13%	7%	14%	11%	8%	6%	11%	8%	13%	8%
Totals	99%	100%	100%	101%	100%	100%	99%	99%	100%	100%	100%	100%	100%
Unweighted N	(987)	(334)	(400)	(253)	(360)	(308)	(450)	(263)	(172)	(181)	(205)	(362)	(239)

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1E. Rating of Film Genres — Fantasy
What are your feelings toward each of the following movie genres?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	24%	26%	22%	34%	31%	19%	13%	22%	27%	36%	14%
Like it	38%	37%	40%	34%	38%	39%	42%	39%	41%	37%	31%
Dislike it	18%	19%	17%	14%	16%	21%	22%	19%	12%	17%	26%
Hate it	7%	7%	6%	4%	2%	9%	10%	8%	6%	0%	6%
Not sure	13%	11%	14%	14%	12%	12%	13%	12%	14%	10%	23%
Totals	100%	100%	99%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(984)	(448)	(536)	(195)	(220)	(342)	(227)	(716)	(126)	(73)	(69)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	24%	27%	26%	18%	25%	19%	25%	20%	26%	21%	20%	25%	28%
Like it	38%	40%	39%	35%	42%	37%	38%	44%	38%	36%	45%	35%	40%
Dislike it	18%	15%	18%	23%	16%	20%	18%	14%	21%	25%	14%	19%	15%
Hate it	7%	6%	6%	9%	5%	9%	7%	7%	7%	7%	7%	8%	5%
Not sure	13%	12%	11%	15%	12%	15%	13%	15%	9%	11%	14%	13%	12%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	101%	100%	100%	100%	100%
Unweighted N	(984)	(334)	(394)	(256)	(356)	(308)	(449)	(262)	(171)	(180)	(205)	(361)	(238)

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1F. Rating of Film Genres — Horror
What are your feelings toward each of the following movie genres?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	25%	24%	26%	25%	39%	24%	10%	21%	30%	40%	21%
Like it	24%	28%	20%	29%	25%	25%	16%	23%	22%	28%	28%
Dislike it	22%	26%	19%	17%	20%	23%	29%	24%	23%	12%	20%
Hate it	23%	19%	27%	17%	13%	25%	37%	25%	20%	16%	21%
Not sure	6%	3%	9%	12%	3%	3%	8%	6%	4%	4%	10%
Totals	100%	100%	101%	100%	100%	100%	100%	99%	99%	100%	100%
Unweighted N	(984)	(448)	(536)	(194)	(220)	(343)	(227)	(716)	(126)	(74)	(68)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	25%	25%	23%	26%	21%	18%	29%	24%	21%	30%	23%	26%	20%
Like it	24%	23%	28%	20%	22%	19%	24%	23%	25%	24%	27%	23%	22%
Dislike it	22%	22%	21%	24%	24%	29%	19%	24%	26%	18%	25%	20%	26%
Hate it	23%	23%	25%	21%	27%	27%	21%	25%	26%	20%	22%	24%	25%
Not sure	6%	7%	4%	8%	6%	7%	7%	4%	2%	7%	4%	7%	6%
Totals	100%	100%	101%	99%	100%	100%	100%	100%	100%	99%	101%	100%	99%
Unweighted N	(984)	(331)	(399)	(254)	(357)	(308)	(449)	(261)	(171)	(182)	(205)	(361)	(236)

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1G. Rating of Film Genres — Science fiction
What are your feelings toward each of the following movie genres?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	27%	33%	21%	25%	30%	27%	25%	26%	30%	27%	24%
Like it	36%	37%	35%	35%	39%	37%	33%	37%	37%	41%	25%
Dislike it	18%	16%	20%	13%	20%	18%	20%	18%	15%	16%	21%
Hate it	9%	7%	11%	11%	3%	8%	16%	10%	7%	6%	12%
Not sure	10%	7%	13%	16%	8%	11%	5%	9%	10%	10%	19%
Totals	100%	100%	100%	100%	100%	101%	99%	100%	99%	100%	101%
Unweighted N	(982)	(447)	(535)	(194)	(216)	(343)	(229)	(713)	(126)	(74)	(69)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	27%	26%	29%	23%	29%	23%	29%	27%	25%	24%	24%	26%	32%
Like it	36%	40%	35%	33%	38%	37%	34%	35%	43%	37%	43%	33%	35%
Dislike it	18%	18%	14%	23%	16%	20%	17%	17%	21%	22%	15%	17%	19%
Hate it	9%	9%	8%	11%	9%	11%	8%	14%	6%	10%	11%	10%	6%
Not sure	10%	6%	13%	10%	7%	9%	12%	7%	5%	7%	8%	14%	7%
Totals	100%	99%	99%	100%	99%	100%	100%	100%	100%	100%	101%	100%	99%
Unweighted N	(982)	(332)	(397)	(253)	(361)	(307)	(447)	(259)	(174)	(179)	(206)	(359)	(238)

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1H. Rating of Film Genres — Romance
What are your feelings toward each of the following movie genres?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	19%	11%	27%	20%	24%	14%	21%	17%	22%	32%	10%
Like it	44%	40%	48%	51%	42%	41%	45%	46%	42%	39%	42%
Dislike it	18%	24%	12%	13%	17%	22%	18%	19%	19%	13%	16%
Hate it	9%	13%	5%	10%	11%	10%	4%	8%	9%	11%	12%
Not sure	10%	12%	7%	6%	7%	12%	12%	10%	8%	5%	21%
Totals	100%	100%	99%	100%	101%	99%	100%	100%	100%	100%	101%
Unweighted N	(984)	(449)	(535)	(194)	(219)	(345)	(226)	(713)	(127)	(74)	(70)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	19%	24%	17%	18%	21%	17%	19%	19%	26%	23%	18%	21%	16%
Like it	44%	49%	39%	46%	46%	47%	42%	47%	39%	40%	42%	39%	57%
Dislike it	18%	14%	20%	19%	17%	19%	19%	17%	17%	18%	18%	20%	14%
Hate it	9%	4%	13%	9%	6%	9%	12%	8%	8%	9%	12%	10%	5%
Not sure	10%	9%	12%	8%	10%	8%	9%	9%	10%	11%	9%	10%	8%
Totals	100%	100%	101%	100%	100%	100%	101%	100%	100%	101%	99%	100%	100%
Unweighted N	(984)	(332)	(399)	(253)	(359)	(307)	(450)	(260)	(172)	(183)	(205)	(358)	(238)

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YouGov

1I. Rating of Film Genres — Thriller
What are your feelings toward each of the following movie genres?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	29%	25%	32%	25%	32%	34%	21%	27%	36%	25%	34%
Like it	42%	50%	36%	36%	45%	42%	47%	44%	37%	45%	36%
Dislike it	13%	12%	14%	16%	12%	13%	13%	14%	14%	9%	13%
Hate it	7%	6%	9%	9%	5%	4%	12%	6%	6%	15%	4%
Not sure	8%	7%	10%	14%	6%	7%	8%	9%	7%	6%	13%
Totals	99%	100%	101%	100%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(987)	(449)	(538)	(196)	(221)	(344)	(226)	(715)	(129)	(74)	(69)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	29%	29%	29%	28%	30%	22%	32%	26%	28%	29%	28%	31%	26%
Like it	42%	41%	42%	45%	38%	49%	40%	46%	43%	41%	44%	38%	49%
Dislike it	13%	16%	13%	10%	16%	13%	12%	13%	15%	17%	10%	14%	13%
Hate it	7%	7%	8%	7%	7%	6%	8%	8%	9%	6%	9%	9%	4%
Not sure	8%	7%	9%	9%	9%	11%	9%	7%	6%	7%	9%	9%	7%
Totals	99%	100%	101%	99%	100%	101%	101%	100%	101%	100%	100%	101%	99%
Unweighted N	(987)	(337)	(398)	(252)	(362)	(305)	(449)	(263)	(173)	(181)	(206)	(361)	(239)

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YouGov

1J. Rating of Film Genres — Western
What are your feelings toward each of the following movie genres?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	17%	21%	14%	12%	17%	19%	20%	17%	19%	16%	16%
Like it	39%	44%	34%	30%	35%	42%	45%	41%	32%	32%	35%
Dislike it	22%	17%	27%	20%	26%	21%	22%	22%	20%	28%	16%
Hate it	9%	8%	10%	14%	11%	8%	5%	8%	15%	11%	14%
Not sure	13%	10%	15%	23%	11%	10%	9%	12%	15%	13%	19%
Totals	100%	100%	100%	99%	100%	100%	101%	100%	101%	100%	100%
Unweighted N	(983)	(447)	(536)	(193)	(219)	(343)	(228)	(715)	(126)	(73)	(69)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	17%	14%	17%	20%	12%	21%	18%	17%	19%	14%	19%	16%	20%
Like it	39%	34%	39%	44%	36%	48%	37%	42%	39%	43%	37%	36%	41%
Dislike it	22%	30%	18%	19%	30%	15%	23%	20%	25%	24%	23%	22%	21%
Hate it	9%	11%	11%	4%	12%	3%	7%	12%	8%	7%	10%	11%	9%
Not sure	13%	11%	14%	13%	10%	13%	15%	9%	10%	12%	11%	16%	11%
Totals	100%	100%	99%	100%	100%	100%	100%	100%	101%	100%	100%	101%	102%
Unweighted N	(983)	(331)	(397)	(255)	(355)	(307)	(448)	(263)	(170)	(182)	(207)	(359)	(235)

2A. Critics' Ratings of Film Genres — Action
Do you think that professional movie critics tend to overrate or underrate the following genres, relative to how you personally rate them?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Underrated by critics	16%	23%	9%	14%	14%	18%	16%	17%	19%	9%	7%
Accurately rated by critics	35%	35%	34%	40%	38%	32%	29%	31%	45%	43%	36%
Overrated by critics	23%	20%	27%	25%	21%	20%	29%	25%	16%	21%	27%
Not sure	26%	22%	30%	21%	26%	30%	27%	27%	20%	28%	29%
Totals	100%	100%	100%	100%	99%	100%	101%	100%	100%	101%	99%
Unweighted N	(983)	(452)	(531)	(193)	(219)	(347)	(224)	(713)	(128)	(73)	(69)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Underrated by critics	16%	16%	14%	18%	15%	17%	14%	18%	18%	11%	19%	16%	15%
Accurately rated by critics	35%	37%	30%	39%	35%	35%	37%	38%	29%	41%	30%	36%	32%
Overrated by critics	23%	25%	23%	22%	25%	22%	21%	21%	31%	26%	18%	22%	28%
Not sure	26%	22%	33%	21%	25%	26%	28%	23%	22%	23%	33%	25%	25%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	99%	100%
Unweighted N	(983)	(334)	(397)	(252)	(360)	(307)	(445)	(263)	(175)	(183)	(204)	(360)	(236)

2B. Critics' Ratings of Film Genres — Comedy
Do you think that professional movie critics tend to overrate or underrate the following genres, relative to how you personally rate them?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Underrated by critics	21%	24%	17%	25%	20%	21%	16%	21%	23%	17%	22%
Accurately rated by critics	33%	30%	36%	30%	34%	29%	40%	31%	42%	39%	28%
Overrated by critics	20%	22%	17%	24%	16%	20%	19%	21%	14%	18%	20%
Not sure	27%	24%	30%	21%	29%	30%	25%	28%	21%	26%	30%
Totals	101%	100%	100%	100%	99%	100%	100%	101%	100%	100%	100%
Unweighted N	(976)	(449)	(527)	(192)	(218)	(341)	(225)	(708)	(126)	(73)	(69)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Underrated by critics	21%	21%	17%	25%	23%	22%	20%	22%	20%	20%	20%	21%	22%
Accurately rated by critics	33%	40%	29%	30%	36%	27%	34%	32%	35%	38%	32%	31%	33%
Overrated by critics	20%	15%	22%	22%	15%	24%	19%	21%	24%	17%	17%	22%	20%
Not sure	27%	24%	32%	23%	25%	27%	27%	26%	21%	25%	31%	26%	25%
Totals	101%	100%	100%	100%	99%	100%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(976)	(333)	(392)	(251)	(360)	(307)	(442)	(262)	(172)	(182)	(202)	(358)	(234)

2C. Critics' Ratings of Film Genres — Drama
Do you think that professional movie critics tend to overrate or underrate the following genres, relative to how you personally rate them?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Underrated by critics	13%	13%	13%	16%	17%	8%	14%	10%	20%	22%	12%
Accurately rated by critics	37%	34%	40%	37%	35%	37%	41%	36%	46%	41%	24%
Overrated by critics	22%	28%	16%	24%	22%	23%	19%	25%	12%	8%	34%
Not sure	28%	25%	30%	23%	26%	32%	26%	28%	22%	29%	30%
Totals	100%	100%	99%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(975)	(446)	(529)	(193)	(216)	(341)	(225)	(709)	(124)	(73)	(69)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Underrated by critics	13%	16%	12%	12%	11%	14%	12%	16%	15%	12%	11%	14%	14%
Accurately rated by critics	37%	44%	31%	39%	44%	31%	39%	37%	37%	40%	29%	38%	42%
Overrated by critics	22%	19%	22%	26%	21%	26%	20%	24%	28%	23%	23%	20%	23%
Not sure	28%	22%	35%	23%	24%	29%	30%	24%	20%	25%	37%	27%	21%
Totals	100%	101%	100%	100%	100%	100%	101%	101%	100%	100%	100%	99%	100%
Unweighted N	(975)	(332)	(391)	(252)	(359)	(305)	(442)	(261)	(171)	(181)	(200)	(361)	(233)

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2D. Critics' Ratings of Film Genres — Documentary
Do you think that professional movie critics tend to overrate or underrate the following genres, relative to how you personally rate them?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Underrated by critics	20%	18%	22%	20%	20%	19%	21%	18%	24%	23%	23%
Accurately rated by critics	33%	32%	34%	30%	31%	31%	39%	32%	36%	34%	30%
Overrated by critics	15%	18%	12%	17%	17%	15%	12%	17%	10%	13%	15%
Not sure	32%	32%	32%	33%	32%	34%	27%	32%	31%	30%	33%
Totals	100%	100%	100%	100%	100%	99%	99%	99%	101%	100%	101%
Unweighted N	(975)	(446)	(529)	(191)	(216)	(342)	(226)	(710)	(124)	(72)	(69)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Underrated by critics	20%	20%	18%	23%	21%	20%	20%	23%	20%	18%	20%	20%	21%
Accurately rated by critics	33%	42%	28%	30%	38%	27%	35%	33%	31%	35%	25%	31%	42%
Overrated by critics	15%	12%	16%	19%	12%	20%	14%	15%	20%	16%	17%	16%	12%
Not sure	32%	26%	39%	29%	29%	33%	31%	29%	30%	31%	38%	33%	25%
Totals	100%	100%	101%	101%	100%	100%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(975)	(332)	(391)	(252)	(358)	(307)	(442)	(261)	(172)	(182)	(201)	(359)	(233)

2E. Critics' Ratings of Film Genres — Fantasy
Do you think that professional movie critics tend to overrate or underrate the following genres, relative to how you personally rate them?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Underrated by critics	18%	20%	16%	19%	24%	17%	12%	17%	20%	14%	21%
Accurately rated by critics	28%	28%	27%	33%	31%	25%	24%	24%	39%	36%	24%
Overrated by critics	24%	25%	23%	26%	13%	24%	32%	27%	13%	21%	19%
Not sure	31%	27%	34%	22%	32%	34%	32%	32%	28%	28%	35%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	100%	99%	99%
Unweighted N	(979)	(448)	(531)	(191)	(216)	(344)	(228)	(710)	(128)	(72)	(69)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Underrated by critics	18%	18%	17%	18%	17%	14%	19%	17%	20%	17%	14%	21%	17%
Accurately rated by critics	28%	36%	23%	24%	32%	24%	26%	30%	32%	28%	22%	26%	35%
Overrated by critics	24%	19%	23%	31%	18%	30%	23%	25%	23%	27%	26%	23%	21%
Not sure	31%	26%	37%	27%	32%	32%	32%	29%	25%	28%	38%	30%	27%
Totals	101%	99%	100%	100%	99%	100%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(979)	(336)	(390)	(253)	(360)	(307)	(445)	(263)	(170)	(180)	(204)	(360)	(235)

2F. Critics' Ratings of Film Genres — Horror

Do you think that professional movie critics tend to overrate or underrate the following genres, relative to how you personally rate them?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Underrated by critics	18%	21%	16%	23%	21%	19%	10%	17%	18%	24%	16%
Accurately rated by critics	26%	26%	25%	33%	30%	21%	21%	22%	33%	32%	31%
Overrated by critics	26%	26%	27%	20%	21%	25%	40%	29%	26%	18%	20%
Not sure	30%	26%	33%	24%	28%	35%	29%	31%	23%	26%	32%
Totals	100%	99%	101%	100%	100%	100%	100%	99%	100%	100%	99%
Unweighted N	(986)	(452)	(534)	(195)	(218)	(347)	(226)	(715)	(128)	(73)	(70)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Underrated by critics	18%	16%	19%	20%	15%	17%	17%	18%	26%	20%	19%	19%	16%
Accurately rated by critics	26%	33%	21%	24%	27%	20%	28%	27%	22%	23%	22%	26%	30%
Overrated by critics	26%	26%	23%	32%	27%	33%	26%	26%	28%	30%	23%	25%	29%
Not sure	30%	26%	36%	25%	31%	30%	30%	29%	25%	27%	36%	30%	26%
Totals	100%	101%	99%	101%	100%	100%	101%	100%	101%	100%	100%	100%	101%
Unweighted N	(986)	(335)	(395)	(256)	(359)	(311)	(447)	(264)	(174)	(183)	(204)	(363)	(236)

2G. Critics' Ratings of Film Genres — Science fiction

Do you think that professional movie critics tend to overrate or underrate the following genres, relative to how you personally rate them?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Underrated by critics	19%	24%	14%	19%	19%	21%	15%	19%	21%	13%	21%
Accurately rated by critics	30%	31%	29%	35%	35%	25%	28%	26%	40%	42%	25%
Overrated by critics	21%	20%	21%	21%	14%	19%	29%	23%	13%	15%	20%
Not sure	31%	25%	36%	25%	32%	35%	29%	31%	26%	29%	34%
Totals	101%	100%	100%	100%	100%	100%	101%	99%	100%	99%	100%
Unweighted N	(971)	(445)	(526)	(190)	(215)	(341)	(225)	(705)	(125)	(71)	(70)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Underrated by critics	19%	19%	21%	14%	16%	18%	19%	18%	20%	16%	21%	18%	20%
Accurately rated by critics	30%	38%	25%	27%	35%	24%	30%	30%	34%	30%	21%	32%	35%
Overrated by critics	21%	18%	18%	28%	19%	27%	18%	25%	21%	22%	22%	20%	19%
Not sure	31%	25%	36%	30%	30%	32%	33%	28%	25%	32%	36%	30%	26%
Totals	101%	100%	100%	99%	100%	101%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(971)	(330)	(389)	(252)	(356)	(304)	(444)	(259)	(170)	(179)	(203)	(358)	(231)

2H. Critics' Ratings of Film Genres — Romance
Do you think that professional movie critics tend to overrate or underrate the following genres, relative to how you personally rate them?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Underrated by critics	13%	10%	15%	18%	13%	10%	12%	13%	11%	15%	14%
Accurately rated by critics	28%	28%	27%	29%	27%	26%	29%	28%	37%	21%	24%
Overrated by critics	30%	36%	24%	29%	29%	31%	30%	30%	29%	30%	32%
Not sure	30%	25%	34%	24%	31%	33%	29%	30%	23%	35%	30%
Totals	101%	99%	100%	100%	100%	100%	100%	101%	100%	101%	100%
Unweighted N	(971)	(447)	(524)	(191)	(215)	(341)	(224)	(705)	(125)	(72)	(69)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Underrated by critics	13%	16%	9%	14%	14%	14%	12%	13%	18%	14%	8%	14%	14%
Accurately rated by critics	28%	36%	21%	28%	31%	26%	28%	28%	28%	30%	25%	24%	34%
Overrated by critics	30%	22%	33%	36%	26%	35%	30%	32%	28%	29%	34%	30%	27%
Not sure	30%	26%	38%	22%	29%	25%	30%	27%	26%	26%	34%	32%	25%
Totals	101%	100%	101%	100%	100%	100%	100%	100%	100%	99%	101%	100%	100%
Unweighted N	(971)	(333)	(387)	(251)	(359)	(303)	(442)	(260)	(171)	(182)	(202)	(354)	(233)

2I. Critics' Ratings of Film Genres — Thriller
Do you think that professional movie critics tend to overrate or underrate the following genres, relative to how you personally rate them?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Underrated by critics	15%	18%	13%	17%	16%	17%	10%	16%	12%	14%	11%
Accurately rated by critics	32%	31%	33%	34%	34%	30%	32%	29%	43%	34%	36%
Overrated by critics	22%	24%	19%	21%	18%	19%	29%	23%	17%	24%	16%
Not sure	31%	27%	35%	28%	32%	34%	28%	32%	28%	29%	37%
Totals	100%	100%	100%	100%	100%	100%	99%	100%	100%	101%	100%
Unweighted N	(984)	(450)	(534)	(193)	(220)	(343)	(228)	(713)	(129)	(72)	(70)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Underrated by critics	15%	14%	13%	19%	13%	17%	16%	12%	17%	16%	16%	13%	17%
Accurately rated by critics	32%	38%	25%	35%	39%	29%	30%	35%	36%	35%	24%	33%	36%
Overrated by critics	22%	20%	24%	19%	17%	24%	21%	22%	23%	20%	23%	19%	25%
Not sure	31%	27%	37%	27%	31%	31%	32%	31%	24%	29%	37%	34%	22%
Totals	100%	99%	99%	100%	100%	101%	99%	100%	100%	100%	100%	99%	100%
Unweighted N	(984)	(337)	(394)	(253)	(361)	(308)	(447)	(264)	(173)	(182)	(204)	(362)	(236)

2J. Critics' Ratings of Film Genres — Western
Do you think that professional movie critics tend to overrate or underrate the following genres, relative to how you personally rate them?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Underrated by critics	20%	23%	17%	17%	19%	21%	23%	21%	15%	26%	15%
Accurately rated by critics	27%	28%	26%	28%	29%	21%	34%	26%	32%	26%	27%
Overrated by critics	15%	17%	13%	22%	14%	15%	10%	15%	17%	10%	20%
Not sure	38%	32%	43%	33%	38%	43%	33%	38%	36%	38%	39%
Totals	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(979)	(448)	(531)	(193)	(218)	(342)	(226)	(711)	(127)	(72)	(69)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Underrated by critics	20%	15%	18%	31%	13%	28%	22%	20%	22%	15%	19%	20%	26%
Accurately rated by critics	27%	30%	25%	27%	31%	28%	27%	27%	29%	34%	22%	28%	25%
Overrated by critics	15%	19%	14%	11%	17%	10%	13%	16%	17%	13%	15%	13%	19%
Not sure	38%	36%	44%	31%	39%	34%	38%	37%	31%	38%	44%	39%	30%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(979)	(337)	(392)	(250)	(361)	(306)	(442)	(262)	(173)	(181)	(204)	(359)	(235)

3. Ever Watch Horror

Do you ever watch horror movies?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	58%	61%	56%	62%	74%	58%	40%	53%	68%	76%	61%
No	37%	34%	40%	28%	19%	41%	59%	44%	27%	13%	34%
Not sure	4%	5%	4%	10%	7%	1%	1%	3%	5%	11%	5%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,000)	(455)	(545)	(198)	(222)	(349)	(231)	(726)	(130)	(74)	(70)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	58%	64%	56%	55%	58%	49%	64%	52%	58%	67%	61%	54%	57%
No	37%	34%	37%	40%	40%	47%	31%	43%	38%	31%	37%	39%	40%
Not sure	4%	2%	6%	4%	2%	4%	5%	4%	4%	2%	2%	8%	3%
Totals	99%	100%	99%	99%	100%	100%	100%	99%	100%	100%	100%	101%	100%
Unweighted N	(1,000)	(338)	(403)	(259)	(364)	(314)	(455)	(266)	(175)	(185)	(207)	(368)	(240)

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4A. Rating of Horror Sub-Genres — Demonic Possession
What are your feelings toward horror movies characterized by each of the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	13%	15%	11%	18%	18%	12%	5%	11%	20%	15%	14%
Like it	25%	28%	22%	29%	35%	23%	14%	23%	24%	38%	26%
Dislike it	18%	19%	16%	16%	17%	18%	19%	19%	14%	15%	13%
Hate it	33%	26%	39%	22%	14%	37%	57%	37%	32%	14%	32%
Not sure	11%	11%	11%	14%	15%	10%	6%	10%	10%	19%	14%
Totals	100%	99%	99%	99%	99%	100%	101%	100%	100%	101%	99%
Unweighted N	(984)	(449)	(535)	(192)	(219)	(344)	(229)	(716)	(126)	(73)	(69)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	13%	13%	12%	15%	12%	10%	15%	14%	13%	16%	11%	13%	14%
Like it	25%	29%	25%	22%	24%	21%	27%	25%	26%	28%	29%	22%	26%
Dislike it	18%	19%	15%	19%	16%	20%	19%	17%	17%	13%	19%	21%	14%
Hate it	33%	29%	34%	35%	38%	39%	29%	34%	34%	32%	32%	32%	36%
Not sure	11%	11%	14%	8%	10%	11%	11%	9%	10%	10%	9%	13%	12%
Totals	100%	101%	100%	99%	100%	101%	101%	99%	100%	99%	100%	101%	102%
Unweighted N	(984)	(329)	(397)	(258)	(359)	(310)	(447)	(265)	(170)	(183)	(202)	(362)	(237)

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4B. Rating of Horror Sub-Genres — Paranormal
What are your feelings toward horror movies characterized by each of the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	20%	20%	20%	22%	27%	20%	10%	17%	19%	34%	22%
Like it	32%	37%	28%	41%	36%	30%	25%	32%	35%	35%	25%
Dislike it	18%	17%	18%	15%	13%	17%	26%	19%	14%	15%	15%
Hate it	19%	16%	22%	11%	12%	21%	31%	22%	18%	6%	18%
Not sure	11%	10%	13%	12%	12%	13%	8%	10%	14%	9%	20%
Totals	100%	100%	101%	101%	100%	101%	100%	100%	100%	99%	100%
Unweighted N	(983)	(447)	(536)	(192)	(218)	(344)	(229)	(716)	(126)	(72)	(69)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	20%	20%	20%	18%	19%	15%	20%	19%	23%	22%	17%	21%	19%
Like it	32%	38%	30%	29%	31%	28%	35%	35%	25%	32%	34%	30%	34%
Dislike it	18%	16%	19%	17%	19%	20%	17%	16%	18%	21%	17%	17%	17%
Hate it	19%	15%	19%	24%	21%	24%	16%	18%	26%	16%	21%	19%	19%
Not sure	11%	11%	11%	12%	11%	13%	12%	13%	8%	9%	11%	13%	11%
Totals	100%	100%	99%	100%	101%	100%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(983)	(329)	(397)	(257)	(356)	(310)	(445)	(265)	(170)	(182)	(202)	(363)	(236)

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4C. Rating of Horror Sub-Genres — Monster
What are your feelings toward horror movies characterized by each of the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	16%	19%	13%	19%	23%	13%	9%	15%	21%	22%	10%
Like it	31%	32%	30%	34%	36%	30%	22%	28%	33%	41%	34%
Dislike it	23%	24%	22%	23%	19%	26%	23%	26%	15%	22%	11%
Hate it	19%	15%	22%	10%	8%	22%	34%	22%	18%	3%	18%
Not sure	12%	11%	12%	14%	14%	8%	12%	10%	13%	12%	27%
Totals	101%	101%	99%	100%	100%	99%	100%	101%	100%	100%	100%
Unweighted N	(985)	(448)	(537)	(194)	(218)	(345)	(228)	(717)	(127)	(71)	(70)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	16%	16%	14%	19%	14%	12%	17%	17%	17%	18%	12%	17%	16%
Like it	31%	32%	30%	29%	29%	28%	35%	26%	31%	29%	32%	29%	32%
Dislike it	23%	23%	24%	22%	22%	28%	21%	26%	21%	30%	24%	21%	20%
Hate it	19%	18%	18%	22%	23%	22%	16%	22%	20%	15%	18%	20%	21%
Not sure	12%	12%	14%	9%	12%	11%	11%	10%	12%	8%	14%	13%	10%
Totals	101%	101%	100%	101%	100%	101%	100%	101%	101%	100%	100%	100%	99%
Unweighted N	(985)	(332)	(397)	(256)	(359)	(310)	(444)	(264)	(174)	(184)	(201)	(363)	(237)

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4D. Rating of Horror Sub-Genres — Slasher
What are your feelings toward horror movies characterized by each of the following?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	12%	13%	10%	13%	21%	10%	2%	11%	14%	16%	6%
Like it	24%	27%	21%	35%	33%	21%	9%	21%	31%	34%	22%
Dislike it	19%	17%	20%	13%	18%	20%	22%	20%	15%	16%	22%
Hate it	34%	31%	37%	16%	15%	41%	61%	40%	25%	13%	33%
Not sure	12%	12%	12%	23%	14%	7%	6%	9%	15%	21%	16%
Totals	101%	100%	100%	100%	101%	99%	100%	101%	100%	100%	99%
Unweighted N	(985)	(447)	(538)	(193)	(218)	(343)	(231)	(719)	(125)	(72)	(69)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	12%	13%	10%	12%	11%	8%	14%	11%	11%	13%	9%	12%	13%
Like it	24%	25%	24%	23%	17%	18%	28%	20%	19%	25%	26%	21%	25%
Dislike it	19%	20%	18%	19%	18%	20%	18%	20%	23%	17%	20%	21%	16%
Hate it	34%	33%	34%	35%	43%	42%	26%	39%	43%	34%	34%	32%	36%
Not sure	12%	9%	14%	12%	10%	12%	14%	10%	4%	11%	10%	14%	10%
Totals	101%	100%	100%	101%	99%	100%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(985)	(330)	(397)	(258)	(357)	(311)	(445)	(265)	(172)	(183)	(202)	(360)	(240)

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4E. Rating of Horror Sub-Genres — Gore
What are your feelings toward horror movies characterized by each of the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	13%	14%	12%	13%	22%	13%	3%	12%	15%	15%	9%
Like it	22%	26%	19%	28%	36%	18%	10%	19%	26%	38%	18%
Dislike it	21%	19%	23%	24%	15%	23%	22%	22%	18%	18%	26%
Hate it	33%	30%	36%	15%	16%	39%	59%	39%	25%	13%	31%
Not sure	11%	11%	10%	20%	11%	7%	6%	8%	16%	16%	16%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(989)	(449)	(540)	(194)	(219)	(345)	(231)	(720)	(127)	(73)	(69)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	13%	13%	12%	14%	10%	10%	16%	12%	9%	17%	12%	11%	12%
Like it	22%	23%	22%	23%	18%	19%	23%	22%	25%	24%	25%	21%	20%
Dislike it	21%	20%	24%	19%	20%	22%	21%	23%	22%	16%	25%	22%	21%
Hate it	33%	35%	31%	34%	43%	38%	26%	36%	40%	32%	29%	34%	37%
Not sure	11%	9%	12%	9%	9%	11%	13%	7%	5%	11%	9%	12%	10%
Totals	100%	100%	101%	99%	100%	100%	99%	100%	101%	100%	100%	100%	100%
Unweighted N	(989)	(332)	(399)	(258)	(360)	(312)	(447)	(265)	(174)	(184)	(204)	(363)	(238)

4F. Rating of Horror Sub-Genres — Witchcraft
What are your feelings toward horror movies characterized by each of the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	14%	12%	17%	19%	16%	13%	9%	14%	11%	21%	16%
Like it	32%	34%	29%	35%	38%	31%	23%	31%	34%	35%	27%
Dislike it	19%	21%	17%	17%	15%	20%	24%	21%	18%	17%	8%
Hate it	22%	21%	23%	13%	13%	26%	35%	23%	26%	13%	28%
Not sure	13%	12%	13%	15%	18%	10%	9%	12%	12%	13%	21%
Totals	100%	100%	99%	99%	100%	100%	100%	101%	101%	99%	100%
Unweighted N	(987)	(451)	(536)	(194)	(219)	(344)	(230)	(719)	(125)	(73)	(70)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	14%	14%	15%	15%	15%	11%	15%	14%	15%	16%	11%	18%	11%
Like it	32%	38%	28%	30%	33%	26%	35%	30%	28%	37%	37%	26%	33%
Dislike it	19%	19%	19%	19%	20%	20%	17%	18%	21%	19%	18%	19%	19%
Hate it	22%	19%	22%	26%	22%	29%	19%	24%	27%	19%	23%	23%	23%
Not sure	13%	10%	16%	11%	10%	14%	13%	13%	9%	9%	12%	14%	14%
Totals	100%	100%	100%	101%	100%	100%	99%	99%	100%	100%	101%	100%	100%
Unweighted N	(987)	(333)	(397)	(257)	(361)	(309)	(446)	(265)	(174)	(183)	(203)	(361)	(240)

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4G. Rating of Horror Sub-Genres — Vampire
What are your feelings toward horror movies characterized by each of the following?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	17%	16%	18%	22%	22%	17%	8%	16%	22%	21%	13%
Like it	33%	32%	34%	38%	40%	32%	23%	33%	33%	37%	29%
Dislike it	19%	22%	17%	17%	18%	21%	21%	19%	19%	22%	19%
Hate it	21%	20%	22%	15%	8%	21%	40%	25%	19%	8%	17%
Not sure	9%	9%	9%	8%	13%	8%	9%	8%	7%	13%	23%
Totals	99%	99%	100%	100%	101%	99%	101%	101%	100%	101%	101%
Unweighted N	(986)	(449)	(537)	(193)	(218)	(346)	(229)	(719)	(125)	(73)	(69)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	17%	18%	16%	17%	16%	14%	21%	12%	20%	22%	15%	18%	14%
Like it	33%	35%	30%	35%	34%	31%	37%	33%	26%	28%	36%	32%	36%
Dislike it	19%	18%	21%	19%	18%	22%	15%	23%	22%	21%	17%	19%	21%
Hate it	21%	20%	21%	23%	24%	26%	18%	22%	24%	21%	21%	21%	22%
Not sure	9%	9%	12%	6%	9%	8%	8%	9%	8%	8%	10%	11%	7%
Totals	99%	100%	100%	100%	101%	101%	99%	99%	100%	100%	99%	101%	100%
Unweighted N	(986)	(332)	(397)	(257)	(359)	(311)	(446)	(264)	(173)	(183)	(203)	(361)	(239)

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4H. Rating of Horror Sub-Genres — Psychological
What are your feelings toward horror movies characterized by each of the following?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	25%	23%	27%	26%	33%	26%	14%	23%	23%	37%	23%
Like it	30%	33%	28%	29%	33%	29%	31%	31%	26%	28%	37%
Dislike it	17%	19%	15%	17%	11%	16%	23%	18%	17%	16%	8%
Hate it	16%	16%	17%	13%	10%	17%	25%	19%	16%	4%	15%
Not sure	12%	10%	13%	15%	13%	12%	7%	9%	18%	16%	18%
Totals	100%	101%	100%	100%	100%	100%	100%	100%	100%	101%	101%
Unweighted N	(986)	(448)	(538)	(192)	(219)	(345)	(230)	(718)	(126)	(73)	(69)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	25%	27%	26%	22%	24%	21%	26%	24%	30%	33%	22%	24%	23%
Like it	30%	33%	28%	31%	32%	30%	30%	31%	36%	30%	35%	28%	29%
Dislike it	17%	14%	16%	21%	15%	20%	16%	16%	15%	15%	16%	18%	16%
Hate it	16%	17%	15%	17%	19%	18%	14%	17%	16%	14%	16%	15%	19%
Not sure	12%	9%	16%	10%	10%	12%	13%	11%	3%	8%	10%	14%	12%
Totals	100%	100%	101%	101%	100%	101%	99%	99%	100%	100%	99%	99%	99%
Unweighted N	(986)	(332)	(397)	(257)	(361)	(310)	(446)	(265)	(173)	(183)	(201)	(363)	(239)

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4I. Rating of Horror Sub-Genres — Comedic
What are your feelings toward horror movies characterized by each of the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	19%	18%	20%	24%	25%	16%	13%	17%	22%	25%	22%
Like it	36%	37%	36%	42%	34%	32%	39%	37%	33%	35%	34%
Dislike it	19%	19%	19%	16%	16%	22%	21%	20%	17%	14%	23%
Hate it	13%	12%	14%	7%	12%	14%	18%	14%	11%	11%	9%
Not sure	12%	13%	11%	11%	12%	15%	9%	11%	17%	15%	12%
Totals	99%	99%	100%	100%	99%	99%	100%	99%	100%	100%	100%
Unweighted N	(981)	(447)	(534)	(191)	(216)	(344)	(230)	(716)	(123)	(73)	(69)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	19%	21%	19%	17%	20%	16%	19%	20%	19%	20%	16%	18%	23%
Like it	36%	38%	34%	37%	35%	40%	39%	30%	38%	38%	39%	34%	37%
Dislike it	19%	15%	23%	20%	17%	20%	18%	21%	21%	22%	19%	19%	18%
Hate it	13%	14%	11%	15%	14%	13%	12%	15%	15%	9%	13%	14%	14%
Not sure	12%	12%	14%	10%	14%	10%	12%	13%	7%	12%	13%	15%	8%
Totals	99%	100%	101%	99%	100%	99%	100%	99%	100%	101%	100%	100%	100%
Unweighted N	(981)	(330)	(395)	(256)	(361)	(309)	(441)	(265)	(174)	(183)	(202)	(360)	(236)

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4J. Rating of Horror Sub-Genres — Found footage
What are your feelings toward horror movies characterized by each of the following?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	10%	13%	8%	12%	18%	9%	2%	9%	10%	15%	13%
Like it	25%	27%	23%	29%	30%	27%	13%	23%	29%	36%	20%
Dislike it	19%	22%	17%	18%	19%	21%	18%	20%	18%	18%	15%
Hate it	17%	13%	21%	13%	10%	17%	29%	19%	17%	8%	17%
Not sure	28%	25%	31%	27%	24%	26%	37%	29%	27%	22%	36%
Totals	99%	100%	100%	99%	101%	100%	99%	100%	101%	99%	101%
Unweighted N	(982)	(449)	(533)	(192)	(218)	(345)	(227)	(715)	(126)	(73)	(68)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	10%	9%	10%	11%	8%	8%	11%	9%	13%	13%	8%	11%	8%
Like it	25%	27%	25%	24%	23%	24%	29%	22%	24%	23%	29%	22%	28%
Dislike it	19%	16%	20%	21%	18%	22%	18%	21%	23%	19%	19%	22%	16%
Hate it	17%	19%	16%	17%	21%	17%	14%	20%	20%	16%	20%	14%	21%
Not sure	28%	29%	29%	26%	31%	29%	29%	28%	20%	28%	25%	31%	27%
Totals	99%	100%	100%	99%	101%	100%	101%	100%	100%	99%	101%	100%	100%
Unweighted N	(982)	(329)	(395)	(258)	(359)	(308)	(446)	(263)	(172)	(183)	(201)	(360)	(238)

5. Description of Horror Movies

Which of the following would you use to describe how you feel when watching a horror movie? Select all that apply.

Asked of people who ever watch horror movies

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Filled with suspense	52%	47%	58%	46%	49%	55%	61%	51%	55%	52%	57%
Thrilled	36%	32%	41%	33%	39%	38%	34%	36%	41%	36%	33%
Having an adrenaline rush	27%	23%	31%	34%	27%	29%	14%	26%	37%	21%	31%
Shocked	23%	18%	27%	31%	24%	17%	20%	20%	28%	29%	22%
Amused	32%	33%	30%	29%	34%	28%	38%	30%	24%	32%	59%
Anxious	33%	29%	38%	36%	25%	41%	31%	34%	37%	27%	39%
Uncomfortable	16%	14%	18%	19%	11%	19%	12%	17%	17%	9%	16%
Disturbed	20%	15%	26%	28%	20%	16%	21%	20%	15%	19%	35%
Bored	7%	9%	6%	6%	10%	5%	8%	7%	5%	10%	11%
Scared	31%	26%	36%	37%	31%	26%	34%	29%	38%	29%	40%
None of the above	3%	4%	3%	7%	2%	3%	3%	3%	7%	3%	2%
Not sure	6%	9%	3%	6%	9%	6%	1%	5%	5%	13%	1%
Unweighted N	(580)	(280)	(300)	(121)	(166)	(202)	(91)	(394)	(88)	(56)	(42)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Filled with suspense	52%	54%	48%	56%	56%	44%	54%	52%	50%	50%	49%	57%	50%
Thrilled	36%	36%	39%	34%	43%	30%	37%	38%	39%	39%	32%	41%	32%
Having an adrenaline rush	27%	24%	29%	28%	30%	23%	28%	29%	22%	26%	25%	31%	24%
Shocked	23%	23%	19%	27%	28%	18%	22%	22%	27%	24%	20%	25%	20%
Amused	32%	33%	29%	33%	36%	26%	27%	42%	34%	35%	26%	33%	31%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Anxious	33%	35%	35%	30%	42%	31%	32%	33%	38%	36%	32%	36%	29%
Uncomfortable	16%	21%	14%	12%	22%	17%	11%	18%	22%	18%	9%	19%	16%
Disturbed	20%	21%	20%	20%	21%	21%	16%	21%	28%	19%	16%	24%	21%
Bored	7%	10%	5%	7%	11%	6%	6%	9%	10%	9%	4%	7%	10%
Scared	31%	32%	34%	27%	32%	28%	31%	25%	36%	45%	26%	32%	23%
None of the above	3%	3%	6%	1%	3%	3%	3%	3%	1%	2%	4%	1%	8%
Not sure	6%	2%	12%	4%	3%	6%	9%	0%	1%	3%	18%	4%	1%
Unweighted N	(580)	(213)	(229)	(138)	(210)	(153)	(292)	(139)	(102)	(120)	(123)	(205)	(132)

6. Watch Horror Alone or With Others
If you're watching a horror movie, do you prefer to watch it...?

Asked of people who ever watch horror movies

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Alone	21%	25%	16%	17%	27%	19%	19%	22%	12%	26%	21%
With other people	45%	37%	54%	59%	47%	38%	39%	42%	60%	44%	49%
No preference	34%	37%	30%	24%	26%	44%	43%	37%	28%	30%	30%
Totals	100%	99%	100%	100%	100%	101%	101%	101%	100%	100%	100%
Unweighted N	(577)	(278)	(299)	(119)	(166)	(201)	(91)	(393)	(88)	(56)	(40)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Alone	21%	19%	20%	25%	17%	20%	24%	16%	19%	26%	22%	20%	15%
With other people	45%	54%	43%	37%	49%	42%	41%	48%	63%	45%	36%	47%	53%
No preference	34%	27%	37%	38%	34%	38%	35%	36%	18%	28%	42%	33%	32%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(577)	(211)	(228)	(138)	(210)	(153)	(292)	(137)	(101)	(120)	(122)	(203)	(132)

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7. Watch Horror at Home or in Theaters
If you're watching a horror movie, do you prefer to watch it...?

Asked of people who ever watch horror movies

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
At home	64%	61%	68%	63%	59%	68%	68%	68%	57%	58%	59%
In a theater	14%	17%	11%	18%	18%	9%	11%	11%	18%	16%	23%
No preference	22%	23%	21%	19%	23%	23%	20%	20%	25%	26%	18%
Totals	100%	101%	100%	100%	100%	100%	99%	99%	100%	100%	100%
Unweighted N	(578)	(278)	(300)	(120)	(166)	(201)	(91)	(393)	(88)	(56)	(41)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
At home	64%	58%	67%	68%	60%	73%	67%	65%	56%	62%	68%	67%	57%
In a theater	14%	21%	9%	12%	16%	10%	10%	16%	27%	20%	7%	10%	21%
No preference	22%	21%	24%	20%	24%	17%	23%	19%	17%	18%	25%	22%	22%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(578)	(212)	(228)	(138)	(210)	(153)	(292)	(138)	(101)	(120)	(122)	(204)	(132)

8. Watch Horror During Day or NIght
If you're watching a horror movie, do you prefer to watch it. . . ?
Asked of people who ever watch horror movies

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
During the day	17%	17%	18%	21%	23%	12%	12%	14%	35%	15%	17%
At night	44%	43%	45%	55%	53%	38%	24%	41%	34%	65%	45%
No preference	38%	40%	37%	24%	24%	50%	63%	45%	30%	20%	38%
Totals	99%	100%	100%	100%	100%	100%	99%	100%	99%	100%	100%
Unweighted N	(575)	(276)	(299)	(119)	(165)	(200)	(91)	(391)	(87)	(56)	(41)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
During the day	17%	24%	14%	13%	24%	13%	17%	17%	27%	15%	9%	17%	29%
At night	44%	45%	44%	44%	39%	46%	41%	48%	51%	55%	45%	44%	35%
No preference	38%	31%	42%	42%	36%	41%	43%	36%	23%	30%	47%	39%	36%
Totals	99%	100%	100%	99%	99%	100%	101%	101%	101%	100%	101%	100%	100%
Unweighted N	(575)	(210)	(227)	(138)	(208)	(153)	(290)	(137)	(101)	(119)	(122)	(203)	(131)

9. Prefer Old or New Horror Movies

Which do you prefer?

Asked of people who ever watch horror movies

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Classic horror movies	32%	34%	29%	26%	36%	28%	39%	33%	28%	32%	27%
Newly released horror movies	21%	26%	17%	24%	26%	19%	11%	19%	29%	22%	21%
No preference	47%	40%	54%	49%	38%	53%	50%	48%	43%	47%	53%
Totals	100%	100%	100%	99%	100%	100%	100%	100%	100%	101%	101%
Unweighted N	(577)	(277)	(300)	(120)	(166)	(200)	(91)	(393)	(87)	(56)	(41)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Classic horror movies	32%	29%	31%	36%	35%	38%	32%	30%	38%	36%	23%	34%	34%
Newly released horror movies	21%	27%	15%	22%	20%	19%	19%	22%	32%	20%	19%	19%	28%
No preference	47%	44%	54%	42%	44%	43%	50%	48%	30%	45%	57%	48%	38%
Totals	100%	100%	100%	100%	99%	100%	101%	100%	100%	101%	99%	101%	100%
Unweighted N	(577)	(211)	(228)	(138)	(209)	(153)	(291)	(138)	(101)	(120)	(122)	(203)	(132)

10. Have Nightmares From Horror Movies

How often do you have nightmares after watching horror movies?

Asked of people who ever watch horror movies

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always	4%	5%	3%	4%	9%	1%	0%	4%	7%	2%	6%
Usually	5%	4%	6%	13%	5%	1%	0%	4%	2%	9%	13%
Sometimes	16%	12%	20%	23%	21%	11%	6%	15%	17%	22%	8%
Rarely	30%	30%	30%	33%	26%	30%	35%	31%	32%	26%	24%
Never	40%	44%	36%	17%	36%	52%	57%	43%	30%	34%	46%
Not sure	5%	5%	5%	10%	3%	5%	2%	3%	11%	7%	3%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(578)	(278)	(300)	(120)	(166)	(201)	(91)	(393)	(88)	(56)	(41)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Always	4%	5%	3%	5%	4%	4%	2%	2%	14%	6%	3%	3%	5%
Usually	5%	5%	5%	5%	3%	5%	3%	6%	9%	6%	2%	2%	11%
Sometimes	16%	16%	16%	16%	16%	11%	14%	16%	22%	17%	9%	19%	17%
Rarely	30%	35%	29%	25%	35%	28%	32%	37%	22%	28%	36%	33%	21%
Never	40%	33%	42%	47%	37%	51%	45%	35%	29%	39%	44%	36%	42%
Not sure	5%	5%	7%	2%	4%	1%	4%	4%	3%	4%	5%	7%	4%
Totals	100%	99%	102%	100%	99%	100%	100%	100%	99%	100%	99%	100%	100%
Unweighted N	(578)	(212)	(228)	(138)	(210)	(153)	(292)	(138)	(101)	(120)	(122)	(204)	(132)

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11A. Family Opinion on Horror — Your mother
To your knowledge, how do the following people feel about the movie genre of horror?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Loves it	8%	9%	6%	14%	10%	6%	1%	6%	9%	15%	8%
Likes it	14%	15%	13%	25%	23%	8%	2%	14%	14%	13%	18%
Dislikes it	15%	17%	13%	16%	20%	15%	9%	13%	22%	19%	11%
Hates it	27%	25%	29%	28%	22%	30%	27%	30%	22%	15%	25%
Not sure	10%	11%	10%	9%	12%	12%	7%	9%	9%	12%	15%
Not applicable	26%	23%	29%	7%	13%	29%	54%	27%	24%	26%	23%
Totals	100%	100%	100%	99%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(993)	(452)	(541)	(196)	(219)	(347)	(231)	(721)	(130)	(73)	(69)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Loves it	8%	8%	8%	7%	8%	4%	9%	6%	5%	14%	4%	8%	6%
Likes it	14%	17%	10%	15%	10%	13%	14%	11%	19%	16%	9%	13%	18%
Dislikes it	15%	13%	16%	16%	14%	15%	14%	14%	17%	12%	18%	14%	16%
Hates it	27%	25%	25%	32%	25%	32%	23%	31%	29%	23%	29%	29%	25%
Not sure	10%	9%	12%	9%	12%	9%	13%	7%	10%	10%	10%	10%	11%
Not applicable	26%	27%	29%	21%	31%	26%	26%	31%	19%	24%	30%	27%	23%
Totals	100%	99%	100%	100%	100%	99%	99%	100%	99%	99%	100%	101%	99%
Unweighted N	(993)	(336)	(399)	(258)	(362)	(313)	(451)	(265)	(174)	(184)	(205)	(365)	(239)

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11B. Family Opinion on Horror — Your father
To your knowledge, how do the following people feel about the movie genre of horror?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Loves it	6%	7%	5%	13%	8%	4%	0%	6%	7%	4%	9%
Likes it	14%	15%	13%	27%	21%	9%	2%	13%	14%	20%	15%
Dislikes it	15%	15%	15%	17%	20%	13%	9%	13%	20%	16%	15%
Hates it	16%	17%	15%	13%	11%	21%	19%	19%	17%	6%	9%
Not sure	17%	19%	16%	17%	22%	17%	14%	17%	14%	19%	21%
Not applicable	31%	27%	35%	13%	19%	36%	56%	31%	29%	34%	30%
Totals	99%	100%	99%	100%	101%	100%	100%	99%	101%	99%	99%
Unweighted N	(989)	(451)	(538)	(195)	(219)	(346)	(229)	(718)	(129)	(73)	(69)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Loves it	6%	10%	4%	3%	8%	2%	5%	7%	10%	7%	5%	5%	8%
Likes it	14%	14%	13%	16%	11%	14%	14%	11%	16%	15%	12%	14%	17%
Dislikes it	15%	15%	14%	16%	13%	17%	15%	12%	19%	15%	12%	14%	17%
Hates it	16%	13%	13%	23%	16%	23%	13%	19%	18%	15%	18%	16%	15%
Not sure	17%	18%	20%	14%	17%	14%	19%	16%	16%	18%	21%	16%	16%
Not applicable	31%	30%	36%	27%	36%	31%	34%	34%	20%	30%	31%	34%	28%
Totals	99%	100%	100%	99%	101%	101%	100%	99%	99%	100%	99%	99%	101%
Unweighted N	(989)	(334)	(397)	(258)	(360)	(311)	(449)	(263)	(174)	(184)	(205)	(362)	(238)

11C. Family Opinion on Horror — Your spouse or romantic partner
To your knowledge, how do the following people feel about the movie genre of horror?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Loves it	12%	10%	14%	16%	18%	10%	5%	10%	18%	13%	17%
Likes it	21%	17%	24%	25%	25%	19%	14%	21%	22%	18%	17%
Dislikes it	14%	14%	13%	10%	13%	16%	14%	14%	10%	16%	14%
Hates it	15%	18%	13%	9%	9%	16%	27%	17%	10%	9%	18%
Not sure	9%	11%	6%	9%	10%	8%	7%	8%	7%	14%	7%
Not applicable	30%	29%	31%	31%	26%	31%	32%	29%	34%	31%	27%
Totals	101%	99%	101%	100%	101%	100%	99%	99%	101%	101%	100%
Unweighted N	(989)	(449)	(540)	(195)	(217)	(347)	(230)	(718)	(129)	(73)	(69)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Loves it	12%	13%	13%	9%	14%	9%	13%	7%	18%	18%	9%	13%	9%
Likes it	21%	25%	16%	22%	22%	20%	19%	25%	26%	22%	20%	21%	21%
Dislikes it	14%	12%	13%	16%	11%	18%	12%	16%	18%	10%	11%	15%	17%
Hates it	15%	12%	16%	19%	15%	22%	11%	16%	20%	19%	16%	12%	18%
Not sure	9%	8%	11%	6%	10%	6%	9%	7%	9%	8%	10%	9%	6%
Not applicable	30%	30%	31%	28%	29%	25%	36%	29%	10%	24%	34%	31%	30%
Totals	101%	100%	100%	100%	101%	100%	100%	100%	101%	101%	100%	101%	101%
Unweighted N	(989)	(333)	(398)	(258)	(361)	(311)	(449)	(265)	(173)	(183)	(205)	(363)	(238)

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12. Age Allowed To Watch Horror
At what age do you think it is appropriate to allow children to watch horror movies?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
5 or younger	2%	2%	2%	4%	2%	1%	0%	1%	1%	2%	10%
6-9	5%	7%	3%	5%	9%	4%	3%	5%	7%	4%	5%
10-12	15%	16%	14%	13%	21%	15%	10%	15%	17%	16%	16%
13-16	34%	29%	38%	35%	30%	38%	31%	35%	36%	30%	27%
17-18	26%	26%	26%	23%	18%	28%	34%	28%	25%	20%	17%
Don't know	18%	20%	16%	19%	20%	14%	22%	16%	15%	29%	26%
Totals	100%	100%	99%	99%	100%	100%	100%	100%	101%	101%	101%
Unweighted N	(993)	(452)	(541)	(197)	(220)	(347)	(229)	(720)	(130)	(74)	(69)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
5 or younger	2%	3%	1%	2%	1%	1%	2%	2%	2%	2%	1%	1%	4%
6-9	5%	5%	6%	4%	5%	4%	6%	5%	4%	6%	4%	5%	7%
10-12	15%	16%	15%	15%	18%	15%	16%	14%	18%	16%	17%	13%	17%
13-16	34%	32%	34%	35%	32%	34%	32%	32%	36%	39%	33%	37%	24%
17-18	26%	26%	21%	32%	24%	35%	25%	29%	25%	24%	24%	26%	29%
Don't know	18%	18%	24%	11%	19%	11%	19%	17%	15%	13%	21%	18%	20%
Totals	100%	100%	101%	99%	99%	100%	100%	99%	100%	100%	100%	100%	101%
Unweighted N	(993)	(335)	(399)	(259)	(363)	(314)	(452)	(265)	(174)	(183)	(205)	(366)	(239)

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13A. Opinions on Horror Movies — The Exorcist

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	26%	27%	25%	24%	24%	30%	20%	21%	34%	35%	*
Like it	40%	43%	37%	36%	53%	33%	41%	40%	39%	37%	*
Dislike it	18%	16%	20%	25%	8%	20%	23%	23%	7%	13%	*
Hate it	8%	4%	11%	4%	6%	9%	8%	7%	13%	7%	*
Not sure	9%	11%	6%	11%	9%	8%	8%	9%	7%	9%	*
Totals	101%	101%	99%	100%	100%	100%	100%	100%	100%	101%	*
Unweighted N	(291)	(131)	(160)	(33)	(63)	(123)	(72)	(209)	(31)	(30)	(21)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	26%	26%	25%	26%	23%	21%	28%	26%	27%	36%	22%	24%	23%
Like it	40%	38%	42%	40%	40%	41%	42%	32%	41%	35%	51%	38%	37%
Dislike it	18%	18%	20%	17%	22%	19%	16%	20%	21%	17%	16%	20%	19%
Hate it	8%	10%	6%	8%	9%	9%	5%	11%	8%	3%	5%	10%	10%
Not sure	9%	9%	8%	8%	6%	10%	8%	11%	4%	9%	6%	9%	10%
Totals	101%	101%	101%	99%	100%	100%	99%	100%	101%	100%	100%	101%	99%
Unweighted N	(291)	(98)	(116)	(77)	(115)	(98)	(130)	(78)	(60)	(61)	(57)	(100)	(73)

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13B. Opinions on Horror Movies — Friday the 13th

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	22%	26%	19%	30%	31%	19%	6%	17%	18%	*	*
Like it	42%	39%	46%	51%	34%	43%	46%	48%	33%	*	*
Dislike it	19%	19%	19%	18%	12%	24%	23%	19%	36%	*	*
Hate it	10%	8%	11%	1%	11%	10%	16%	9%	13%	*	*
Not sure	6%	8%	5%	0%	12%	4%	9%	7%	0%	*	*
Totals	99%	100%	100%	100%	100%	100%	100%	100%	100%	*	*
Unweighted N	(265)	(130)	(135)	(47)	(72)	(103)	(43)	(193)	(32)	(20)	(20)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	22%	27%	21%	21%	22%	18%	23%	23%	25%	35%	17%	18%	22%
Like it	42%	39%	41%	47%	43%	44%	45%	39%	32%	39%	42%	42%	46%
Dislike it	19%	17%	23%	16%	19%	19%	20%	14%	27%	18%	19%	21%	18%
Hate it	10%	11%	6%	13%	12%	13%	5%	14%	14%	6%	4%	15%	8%
Not sure	6%	6%	9%	3%	4%	6%	7%	10%	2%	2%	18%	4%	6%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(265)	(76)	(113)	(76)	(87)	(86)	(138)	(69)	(39)	(55)	(45)	(98)	(67)

13C. Opinions on Horror Movies — Halloween

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	28%	28%	28%	41%	30%	23%	18%	28%	28%	*	*
Like it	42%	39%	46%	41%	45%	45%	32%	42%	47%	*	*
Dislike it	16%	18%	14%	14%	11%	16%	29%	17%	15%	*	*
Hate it	7%	8%	6%	3%	4%	10%	11%	6%	9%	*	*
Not sure	7%	7%	7%	1%	9%	7%	10%	7%	1%	*	*
Totals	100%	100%	101%	100%	99%	101%	100%	100%	100%	*	*
Unweighted N	(254)	(126)	(128)	(52)	(64)	(100)	(38)	(167)	(42)	(19)	(26)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	28%	30%	24%	31%	32%	22%	24%	37%	23%	33%	16%	27%	40%
Like it	42%	47%	38%	44%	41%	40%	53%	26%	41%	35%	44%	48%	35%
Dislike it	16%	15%	22%	8%	16%	17%	15%	17%	17%	16%	23%	11%	17%
Hate it	7%	5%	5%	12%	7%	11%	1%	12%	11%	10%	3%	10%	3%
Not sure	7%	3%	11%	5%	4%	9%	6%	8%	8%	6%	13%	4%	5%
Totals	100%	100%	100%	100%	100%	99%	99%	100%	100%	100%	99%	100%	100%
Unweighted N	(254)	(78)	(115)	(61)	(92)	(67)	(109)	(80)	(50)	(49)	(54)	(100)	(51)

13D. Opinions on Horror Movies — The Shining

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	34%	36%	32%	24%	32%	36%	40%	34%	31%	*	*
Like it	37%	37%	37%	39%	40%	35%	35%	37%	37%	*	*
Dislike it	17%	13%	19%	14%	14%	18%	19%	20%	16%	*	*
Hate it	5%	3%	8%	7%	2%	7%	6%	5%	5%	*	*
Not sure	7%	11%	4%	16%	12%	4%	1%	4%	11%	*	*
Totals	100%	100%	100%	100%	100%	100%	101%	100%	100%	*	*
Unweighted N	(272)	(117)	(155)	(36)	(63)	(114)	(59)	(200)	(34)	(18)	(20)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	34%	39%	29%	35%	42%	28%	33%	33%	36%	44%	32%	32%	33%
Like it	37%	31%	42%	35%	28%	45%	39%	34%	33%	27%	43%	39%	35%
Dislike it	17%	21%	13%	17%	19%	16%	13%	20%	23%	17%	9%	20%	19%
Hate it	5%	5%	7%	4%	5%	5%	7%	6%	2%	2%	3%	7%	9%
Not sure	7%	4%	9%	9%	6%	7%	9%	7%	5%	11%	14%	3%	5%
Totals	100%	100%	100%	100%	100%	101%	101%	100%	99%	101%	101%	101%	101%
Unweighted N	(272)	(88)	(115)	(69)	(99)	(88)	(128)	(73)	(48)	(47)	(67)	(90)	(68)

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13E. Opinions on Horror Movies — Dracula

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	20%	23%	17%	27%	19%	21%	15%	18%	36%	*	*
Like it	53%	50%	56%	61%	35%	51%	65%	56%	45%	*	*
Dislike it	17%	16%	18%	4%	30%	19%	11%	17%	10%	*	*
Hate it	3%	4%	3%	2%	6%	3%	3%	4%	3%	*	*
Not sure	7%	7%	6%	7%	10%	5%	5%	5%	5%	*	*
Totals	100%	100%	100%	101%	100%	99%	99%	100%	99%	*	*
Unweighted N	(280)	(136)	(144)	(40)	(53)	(112)	(75)	(207)	(34)	(19)	(20)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	20%	21%	18%	21%	23%	12%	23%	16%	21%	19%	17%	18%	27%
Like it	53%	59%	47%	54%	54%	58%	54%	52%	51%	65%	51%	55%	46%
Dislike it	17%	14%	21%	15%	16%	20%	12%	23%	25%	10%	18%	20%	16%
Hate it	3%	1%	6%	3%	2%	4%	4%	6%	0%	0%	5%	4%	4%
Not sure	7%	5%	8%	6%	4%	5%	8%	4%	3%	6%	9%	4%	7%
Totals	100%	100%	100%	99%	99%	99%	101%	101%	100%	100%	100%	101%	100%
Unweighted N	(280)	(95)	(116)	(69)	(114)	(81)	(131)	(70)	(56)	(42)	(56)	(106)	(76)

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13F. Opinions on Horror Movies — A Nightmare on Elm Street
What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	22%	21%	23%	24%	18%	26%	*	20%	34%	*	*
Like it	48%	50%	45%	63%	52%	38%	*	46%	42%	*	*
Dislike it	15%	14%	15%	4%	9%	23%	*	16%	14%	*	*
Hate it	7%	5%	10%	5%	8%	8%	*	8%	10%	*	*
Not sure	8%	9%	7%	3%	13%	5%	*	9%	0%	*	*
Totals	100%	99%	100%	99%	100%	100%	*	99%	100%	*	*
Unweighted N	(236)	(112)	(124)	(39)	(60)	(108)	(29)	(168)	(36)	(18)	(14)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	22%	22%	24%	18%	24%	15%	26%	23%	13%	25%	24%	19%	23%
Like it	48%	50%	47%	46%	55%	42%	45%	49%	57%	53%	49%	49%	43%
Dislike it	15%	13%	11%	23%	11%	26%	15%	9%	19%	15%	6%	20%	13%
Hate it	7%	6%	9%	7%	5%	7%	7%	11%	3%	4%	5%	8%	11%
Not sure	8%	9%	9%	6%	5%	11%	8%	8%	8%	4%	17%	4%	10%
Totals	100%	100%	100%	100%	100%	101%	101%	100%	100%	101%	101%	100%	100%
Unweighted N	(236)	(78)	(104)	(54)	(80)	(58)	(117)	(64)	(38)	(39)	(46)	(96)	(55)

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13G. Opinions on Horror Movies — Frankenstein

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	16%	18%	13%	21%	10%	15%	19%	14%	20%	*	*
Like it	58%	57%	59%	54%	56%	62%	57%	60%	54%	*	*
Dislike it	13%	13%	13%	16%	17%	10%	11%	13%	15%	*	*
Hate it	4%	3%	5%	6%	7%	3%	1%	4%	3%	*	*
Not sure	9%	9%	10%	3%	10%	10%	11%	9%	8%	*	*
Totals	100%	100%	100%	100%	100%	100%	99%	100%	100%	*	*
Unweighted N	(277)	(133)	(144)	(37)	(62)	(108)	(70)	(204)	(33)	(19)	(21)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	16%	16%	15%	17%	17%	15%	13%	16%	18%	26%	13%	8%	20%
Like it	58%	54%	59%	61%	58%	54%	63%	55%	58%	52%	64%	64%	48%
Dislike it	13%	14%	13%	11%	11%	16%	11%	13%	16%	7%	13%	14%	15%
Hate it	4%	6%	4%	3%	4%	3%	3%	7%	0%	3%	1%	4%	9%
Not sure	9%	9%	10%	9%	9%	12%	9%	8%	8%	12%	8%	10%	7%
Totals	100%	99%	101%	101%	99%	100%	99%	99%	100%	100%	99%	100%	99%
Unweighted N	(277)	(101)	(105)	(71)	(108)	(83)	(134)	(83)	(39)	(51)	(68)	(85)	(73)

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13H. Opinions on Horror Movies — Scream

What is your opinion of the following movies?

Asked of people who say they have seen each movie

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	28%	27%	29%	36%	30%	25%	*	25%	21%	*	*
Like it	41%	44%	39%	29%	38%	52%	*	45%	45%	*	*
Dislike it	19%	17%	20%	14%	20%	19%	*	17%	25%	*	*
Hate it	6%	7%	6%	8%	9%	2%	*	5%	9%	*	*
Not sure	6%	6%	6%	13%	3%	2%	*	9%	0%	*	*
Totals	100%	101%	100%	100%	100%	100%	*	101%	100%	*	*
Unweighted N	(216)	(101)	(115)	(44)	(63)	(81)	(28)	(145)	(35)	(20)	(16)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	28%	26%	25%	35%	18%	26%	31%	23%	*	24%	26%	27%	35%
Like it	41%	39%	41%	46%	52%	46%	42%	45%	*	46%	48%	45%	23%
Dislike it	19%	19%	25%	8%	20%	15%	18%	18%	*	30%	10%	17%	23%
Hate it	6%	8%	3%	10%	8%	8%	5%	7%	*	0%	6%	8%	9%
Not sure	6%	9%	6%	2%	1%	6%	5%	7%	*	0%	10%	3%	10%
Totals	100%	101%	100%	101%	99%	101%	101%	100%	*	100%	100%	100%	100%
Unweighted N	(216)	(84)	(84)	(48)	(75)	(52)	(124)	(43)	(28)	(36)	(53)	(85)	(42)

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13I. Opinions on Horror Movies — Psycho

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	27%	30%	23%	*	29%	27%	29%	28%	*	*	*
Like it	50%	50%	50%	*	55%	49%	52%	49%	*	*	*
Dislike it	15%	12%	17%	*	3%	18%	11%	12%	*	*	*
Hate it	5%	4%	5%	*	6%	4%	6%	6%	*	*	*
Not sure	4%	4%	3%	*	8%	3%	2%	5%	*	*	*
Totals	101%	100%	98%	*	101%	101%	100%	100%	*	*	*
Unweighted N	(260)	(118)	(142)	(29)	(49)	(108)	(74)	(191)	(28)	(21)	(20)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	27%	34%	22%	23%	32%	22%	26%	20%	44%	29%	25%	21%	34%
Like it	50%	46%	55%	50%	53%	47%	53%	48%	45%	53%	49%	56%	40%
Dislike it	15%	14%	12%	19%	10%	19%	12%	25%	4%	11%	8%	18%	18%
Hate it	5%	3%	6%	5%	3%	8%	4%	3%	5%	1%	15%	2%	4%
Not sure	4%	2%	6%	3%	2%	3%	5%	3%	2%	5%	3%	3%	4%
Totals	101%	99%	101%	100%	100%	99%	100%	99%	100%	99%	100%	100%	100%
Unweighted N	(260)	(98)	(99)	(63)	(97)	(86)	(117)	(77)	(45)	(63)	(47)	(85)	(65)

13J. Opinions on Horror Movies — The Texas Chainsaw Massacre

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	30%	33%	26%	11%	44%	33%	13%	28%	29%	*	*
Like it	36%	34%	38%	46%	37%	28%	39%	32%	34%	*	*
Dislike it	21%	24%	17%	22%	15%	22%	27%	24%	16%	*	*
Hate it	9%	7%	12%	14%	3%	13%	10%	11%	14%	*	*
Not sure	4%	2%	7%	7%	1%	4%	11%	5%	7%	*	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	*	*
Unweighted N	(197)	(95)	(102)	(36)	(57)	(74)	(30)	(127)	(32)	(24)	(14)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	30%	33%	27%	31%	25%	20%	35%	29%	14%	44%	27%	26%	28%
Like it	36%	31%	38%	36%	35%	37%	37%	32%	33%	24%	52%	35%	29%
Dislike it	21%	23%	21%	19%	27%	22%	15%	20%	41%	18%	9%	26%	24%
Hate it	9%	9%	9%	10%	6%	17%	8%	15%	7%	11%	9%	8%	11%
Not sure	4%	5%	5%	4%	6%	4%	5%	4%	5%	3%	3%	4%	8%
Totals	100%	101%	100%	100%	99%	100%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(197)	(60)	(88)	(49)	(62)	(55)	(98)	(52)	(34)	(35)	(42)	(76)	(44)

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13K. Opinions on Horror Movies — Carrie

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	26%	20%	33%	24%	27%	26%	27%	23%	34%	*	*
Like it	48%	50%	46%	50%	50%	47%	47%	51%	44%	*	*
Dislike it	18%	21%	15%	15%	12%	20%	22%	21%	14%	*	*
Hate it	4%	6%	2%	0%	7%	3%	3%	2%	6%	*	*
Not sure	4%	3%	5%	12%	4%	3%	2%	3%	3%	*	*
Totals	100%	100%	101%	101%	100%	99%	101%	100%	101%	*	*
Unweighted N	(267)	(130)	(137)	(31)	(65)	(111)	(60)	(193)	(38)	(19)	(17)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	26%	22%	30%	24%	28%	22%	26%	22%	34%	32%	18%	30%	22%
Like it	48%	55%	46%	45%	46%	49%	47%	50%	44%	50%	56%	43%	46%
Dislike it	18%	16%	17%	21%	20%	22%	16%	22%	14%	11%	17%	17%	26%
Hate it	4%	2%	2%	8%	2%	2%	7%	2%	2%	0%	5%	5%	3%
Not sure	4%	5%	5%	3%	4%	4%	4%	3%	6%	6%	4%	4%	2%
Totals	100%	100%	100%	101%	100%	99%	100%	99%	100%	99%	100%	99%	99%
Unweighted N	(267)	(81)	(117)	(69)	(91)	(92)	(119)	(69)	(53)	(57)	(62)	(92)	(56)

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13L. Opinions on Horror Movies — The Conjuring
What is your opinion of the following movies?
Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	31%	32%	30%	44%	19%	38%	*	29%	*	*	*
Like it	44%	43%	45%	39%	51%	38%	*	46%	*	*	*
Dislike it	13%	14%	13%	11%	14%	16%	*	18%	*	*	*
Hate it	1%	1%	2%	1%	1%	0%	*	1%	*	*	*
Not sure	10%	10%	10%	5%	15%	7%	*	7%	*	*	*
Totals	99%	100%	100%	100%	100%	99%	*	101%	*	*	*
Unweighted N	(170)	(78)	(92)	(48)	(54)	(49)	(19)	(111)	(26)	(19)	(14)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	31%	27%	30%	37%	35%	24%	40%	22%	16%	27%	45%	30%	21%
Like it	44%	56%	32%	47%	43%	54%	40%	51%	48%	44%	34%	44%	55%
Dislike it	13%	11%	22%	2%	13%	14%	11%	16%	16%	13%	14%	13%	15%
Hate it	1%	2%	2%	0%	2%	0%	1%	2%	0%	0%	3%	0%	2%
Not sure	10%	3%	14%	14%	7%	8%	8%	9%	19%	15%	5%	14%	7%
Totals	99%	99%	100%	100%	100%	100%	100%	100%	99%	99%	101%	101%	100%
Unweighted N	(170)	(59)	(70)	(41)	(49)	(45)	(79)	(42)	(36)	(39)	(38)	(54)	(39)

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13M. Opinions on Horror Movies — Rosemary's Baby

What is your opinion of the following movies?

Asked of people who say they have seen each movie

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	21%	22%	21%	*	42%	18%	13%	20%	*	*	*
Like it	43%	40%	46%	*	29%	51%	45%	43%	*	*	*
Dislike it	23%	24%	22%	*	23%	20%	29%	26%	*	*	*
Hate it	8%	10%	6%	*	0%	5%	11%	6%	*	*	*
Not sure	5%	5%	5%	*	5%	6%	2%	5%	*	*	*
Totals	100%	101%	100%	*	99%	100%	100%	100%	*	*	*
Unweighted N	(218)	(104)	(114)	(17)	(37)	(95)	(69)	(167)	(24)	(16)	(11)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	21%	27%	14%	23%	25%	21%	23%	20%	25%	42%	15%	12%	27%
Like it	43%	41%	48%	39%	45%	40%	44%	39%	53%	33%	55%	45%	34%
Dislike it	23%	23%	23%	23%	22%	25%	14%	32%	23%	18%	19%	25%	27%
Hate it	8%	6%	9%	9%	6%	10%	10%	8%	0%	5%	4%	10%	11%
Not sure	5%	2%	6%	6%	3%	4%	8%	2%	0%	2%	7%	7%	0%
Totals	100%	99%	100%	100%	101%	100%	99%	101%	101%	100%	100%	99%	99%
Unweighted N	(218)	(86)	(76)	(56)	(94)	(70)	(104)	(62)	(35)	(38)	(48)	(77)	(55)

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13N. Opinions on Horror Movies — Pet Sematary
What is your opinion of the following movies?
Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	20%	15%	26%	10%	35%	21%	10%	21%	*	*	*
Like it	49%	59%	39%	42%	42%	52%	59%	48%	*	*	*
Dislike it	22%	18%	26%	33%	8%	23%	26%	22%	*	*	*
Hate it	5%	6%	3%	10%	8%	3%	0%	5%	*	*	*
Not sure	4%	2%	6%	5%	7%	2%	5%	5%	*	*	*
Totals	100%	100%	100%	100%	100%	101%	100%	101%	*	*	*
Unweighted N	(196)	(89)	(107)	(33)	(43)	(90)	(30)	(146)	(24)	(17)	(9)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	20%	21%	15%	30%	25%	14%	24%	19%	*	20%	10%	26%	23%
Like it	49%	61%	46%	34%	55%	37%	52%	43%	*	54%	53%	42%	52%
Dislike it	22%	14%	31%	18%	18%	32%	20%	22%	*	18%	20%	29%	16%
Hate it	5%	3%	2%	13%	2%	11%	2%	12%	*	2%	13%	1%	3%
Not sure	4%	1%	6%	5%	0%	6%	2%	4%	*	7%	4%	1%	6%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	*	101%	100%	99%	100%
Unweighted N	(196)	(70)	(88)	(38)	(69)	(52)	(110)	(47)	(22)	(42)	(48)	(69)	(37)

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13O. Opinions on Horror Movies — The Hills Have Eyes

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	30%	34%	26%	29%	38%	34%	*	26%	*	*	*
Like it	38%	36%	41%	36%	37%	34%	*	36%	*	*	*
Dislike it	20%	22%	18%	31%	16%	15%	*	22%	*	*	*
Hate it	6%	4%	7%	2%	4%	10%	*	7%	*	*	*
Not sure	7%	5%	8%	2%	5%	7%	*	9%	*	*	*
Totals	101%	101%	100%	100%	100%	100%	*	100%	*	*	*
Unweighted N	(170)	(74)	(96)	(33)	(54)	(57)	(26)	(125)	(17)	(18)	(10)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	30%	29%	25%	39%	29%	23%	30%	18%	44%	40%	*	29%	23%
Like it	38%	30%	48%	33%	38%	37%	44%	40%	18%	40%	*	39%	29%
Dislike it	20%	27%	14%	21%	24%	23%	17%	26%	20%	7%	*	22%	35%
Hate it	6%	9%	5%	2%	5%	5%	5%	5%	9%	6%	*	5%	10%
Not sure	7%	6%	8%	5%	3%	12%	5%	11%	9%	7%	*	5%	3%
Totals	101%	101%	100%	100%	99%	100%	101%	100%	100%	100%	*	100%	100%
Unweighted N	(170)	(61)	(70)	(39)	(60)	(45)	(82)	(43)	(32)	(40)	(26)	(63)	(41)

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13P. Opinions on Horror Movies — The Silence of the Lambs
What is your opinion of the following movies?
Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	35%	38%	33%	*	39%	33%	34%	31%	*	*	*
Like it	45%	42%	47%	*	37%	50%	46%	48%	*	*	*
Dislike it	10%	10%	10%	*	6%	11%	15%	11%	*	*	*
Hate it	5%	4%	6%	*	12%	3%	1%	6%	*	*	*
Not sure	5%	5%	5%	*	6%	4%	4%	4%	*	*	*
Totals	100%	99%	101%	*	100%	101%	100%	100%	*	*	*
Unweighted N	(259)	(118)	(141)	(21)	(59)	(119)	(60)	(202)	(28)	(14)	(15)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	35%	38%	35%	33%	33%	23%	40%	31%	35%	33%	31%	37%	39%
Like it	45%	39%	49%	44%	51%	50%	42%	43%	53%	44%	49%	43%	45%
Dislike it	10%	8%	10%	12%	8%	16%	9%	16%	3%	7%	13%	11%	7%
Hate it	5%	5%	4%	8%	2%	7%	4%	4%	4%	6%	4%	5%	7%
Not sure	5%	10%	2%	3%	7%	3%	5%	5%	4%	10%	3%	5%	4%
Totals	100%	100%	100%	100%	101%	99%	100%	99%	99%	100%	100%	101%	102%
Unweighted N	(259)	(86)	(114)	(59)	(101)	(85)	(121)	(66)	(46)	(44)	(57)	(102)	(56)

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13Q. Opinions on Horror Movies — Child's Play

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	26%	27%	26%	37%	25%	28%	*	24%	29%	*	*
Like it	41%	37%	45%	36%	39%	41%	*	47%	44%	*	*
Dislike it	17%	20%	14%	10%	20%	20%	*	13%	21%	*	*
Hate it	10%	11%	9%	18%	6%	8%	*	10%	4%	*	*
Not sure	6%	6%	6%	0%	10%	2%	*	5%	3%	*	*
Totals	100%	101%	100%	101%	100%	99%	*	99%	101%	*	*
Unweighted N	(182)	(75)	(107)	(37)	(66)	(62)	(17)	(123)	(32)	(14)	(13)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	26%	32%	21%	26%	27%	19%	25%	31%	*	15%	22%	24%	44%
Like it	41%	41%	39%	44%	45%	53%	46%	34%	*	57%	52%	36%	23%
Dislike it	17%	20%	14%	18%	22%	12%	11%	22%	*	20%	5%	24%	15%
Hate it	10%	5%	14%	10%	6%	9%	12%	9%	*	8%	5%	12%	14%
Not sure	6%	3%	11%	1%	0%	8%	5%	4%	*	0%	15%	4%	3%
Totals	100%	101%	99%	99%	100%	101%	99%	100%	*	100%	99%	100%	99%
Unweighted N	(182)	(62)	(75)	(45)	(56)	(41)	(95)	(41)	(27)	(35)	(43)	(69)	(35)

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13R. Opinions on Horror Movies — Jeepers Creepers

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	25%	22%	27%	21%	18%	40%	*	25%	*	*	*
Like it	54%	58%	50%	65%	53%	41%	*	53%	*	*	*
Dislike it	9%	8%	10%	3%	8%	14%	*	11%	*	*	*
Hate it	2%	2%	3%	1%	4%	1%	*	4%	*	*	*
Not sure	9%	10%	9%	10%	16%	3%	*	8%	*	*	*
Totals	99%	100%	99%	100%	99%	99%	*	101%	*	*	*
Unweighted N	(171)	(82)	(89)	(43)	(58)	(52)	(18)	(119)	(25)	(15)	(12)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	25%	36%	14%	27%	32%	22%	31%	19%	*	32%	17%	27%	23%
Like it	54%	52%	56%	53%	54%	51%	47%	61%	*	39%	57%	49%	70%
Dislike it	9%	8%	10%	9%	10%	17%	11%	6%	*	15%	7%	13%	2%
Hate it	2%	2%	4%	0%	0%	0%	2%	6%	*	0%	3%	5%	0%
Not sure	9%	2%	14%	11%	4%	10%	9%	9%	*	14%	16%	6%	5%
Totals	99%	100%	98%	100%	100%	100%	100%	101%	*	100%	100%	100%	100%
Unweighted N	(171)	(56)	(70)	(45)	(54)	(45)	(100)	(42)	(21)	(33)	(34)	(67)	(37)

13S. Opinions on Horror Movies — The Amityville Horror

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	15%	14%	16%	*	14%	20%	11%	13%	*	*	*
Like it	50%	42%	58%	*	55%	45%	55%	50%	*	*	*
Dislike it	17%	20%	14%	*	7%	23%	20%	20%	*	*	*
Hate it	7%	6%	8%	*	8%	4%	7%	8%	*	*	*
Not sure	10%	17%	3%	*	15%	8%	8%	9%	*	*	*
Totals	99%	99%	99%	*	99%	100%	101%	100%	*	*	*
Unweighted N	(240)	(105)	(135)	(23)	(55)	(109)	(53)	(179)	(29)	(18)	(14)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	15%	19%	13%	15%	13%	9%	24%	7%	16%	26%	10%	15%	14%
Like it	50%	54%	43%	59%	60%	52%	43%	54%	62%	48%	40%	52%	64%
Dislike it	17%	12%	27%	8%	17%	23%	16%	23%	8%	11%	23%	21%	8%
Hate it	7%	7%	4%	11%	5%	9%	6%	5%	10%	6%	5%	7%	10%
Not sure	10%	8%	13%	7%	4%	7%	11%	10%	5%	9%	22%	6%	3%
Totals	99%	100%	100%	100%	99%	100%	100%	99%	101%	100%	100%	101%	99%
Unweighted N	(240)	(74)	(105)	(61)	(80)	(72)	(105)	(74)	(42)	(48)	(53)	(91)	(48)

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13T. Opinions on Horror Movies — Annabelle
What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	25%	25%	26%	14%	28%	28%	*	23%	22%	*	*
Like it	46%	42%	50%	53%	51%	35%	*	48%	48%	*	*
Dislike it	17%	19%	16%	21%	11%	24%	*	12%	24%	*	*
Hate it	6%	8%	4%	8%	5%	7%	*	9%	6%	*	*
Not sure	5%	6%	5%	5%	5%	7%	*	8%	0%	*	*
Totals	99%	100%	101%	101%	100%	101%	*	100%	100%	*	*
Unweighted N	(144)	(62)	(82)	(42)	(54)	(40)	(8)	(88)	(33)	(14)	(9)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	25%	21%	27%	27%	19%	30%	32%	20%	*	35%	*	28%	*
Like it	46%	43%	48%	48%	51%	38%	41%	50%	*	44%	*	41%	*
Dislike it	17%	23%	17%	12%	18%	17%	19%	19%	*	9%	*	20%	*
Hate it	6%	8%	5%	5%	8%	7%	4%	10%	*	4%	*	6%	*
Not sure	5%	4%	3%	8%	5%	8%	4%	1%	*	9%	*	5%	*
Totals	99%	99%	100%	100%	101%	100%	100%	100%	*	101%	*	100%	*
Unweighted N	(144)	(51)	(51)	(42)	(45)	(35)	(76)	(32)	(28)	(32)	(28)	(59)	(25)

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13U. Opinions on Horror Movies — Alien

What is your opinion of the following movies?

Asked of people who say they have seen each movie

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	28%	33%	22%	13%	41%	28%	25%	24%	*	*	*
Like it	44%	40%	49%	56%	35%	44%	45%	46%	*	*	*
Dislike it	15%	12%	21%	16%	10%	13%	25%	18%	*	*	*
Hate it	8%	11%	4%	5%	11%	12%	1%	6%	*	*	*
Not sure	4%	4%	4%	10%	3%	3%	4%	6%	*	*	*
Totals	99%	100%	100%	100%	100%	100%	100%	100%	*	*	*
Unweighted N	(247)	(131)	(116)	(38)	(53)	(99)	(57)	(183)	(26)	(24)	(14)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	28%	34%	31%	19%	36%	16%	28%	26%	39%	16%	24%	30%	35%
Like it	44%	44%	41%	49%	43%	51%	46%	47%	31%	63%	47%	36%	43%
Dislike it	15%	15%	18%	12%	13%	15%	15%	11%	19%	10%	18%	19%	11%
Hate it	8%	1%	7%	17%	2%	14%	9%	8%	8%	4%	9%	9%	9%
Not sure	4%	7%	3%	3%	7%	5%	3%	8%	2%	7%	2%	6%	2%
Totals	99%	101%	100%	100%	101%	101%	101%	100%	99%	100%	100%	100%	100%
Unweighted N	(247)	(74)	(109)	(64)	(89)	(75)	(118)	(68)	(42)	(40)	(55)	(87)	(65)

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13V. Opinions on Horror Movies — Get Out
What is your opinion of the following movies?
Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	26%	24%	28%	24%	24%	27%	*	28%	*	*	*
Like it	45%	42%	49%	54%	46%	36%	*	47%	*	*	*
Dislike it	17%	16%	18%	9%	18%	27%	*	17%	*	*	*
Hate it	7%	11%	3%	12%	1%	8%	*	7%	*	*	*
Not sure	5%	8%	2%	0%	11%	2%	*	1%	*	*	*
Totals	100%	101%	100%	99%	100%	100%	*	100%	*	*	*
Unweighted N	(124)	(56)	(68)	(30)	(34)	(48)	(12)	(77)	(27)	(12)	(8)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	26%	42%	12%	*	44%	*	25%	22%	*	*	*	24%	*
Like it	45%	44%	42%	*	32%	*	46%	50%	*	*	*	34%	*
Dislike it	17%	11%	25%	*	20%	*	15%	17%	*	*	*	32%	*
Hate it	7%	3%	10%	*	4%	*	8%	9%	*	*	*	8%	*
Not sure	5%	0%	11%	*	0%	*	6%	2%	*	*	*	2%	*
Totals	100%	100%	100%	*	100%	*	100%	100%	*	*	*	100%	*
Unweighted N	(124)	(59)	(43)	(22)	(51)	(28)	(63)	(33)	(24)	(23)	(27)	(48)	(26)

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13W. Opinions on Horror Movies — The Birds
What is your opinion of the following movies?
Asked of people who say they have seen each movie

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	31%	31%	30%	*	39%	32%	27%	32%	*	*	*
Like it	50%	49%	52%	*	42%	55%	52%	52%	*	*	*
Dislike it	11%	12%	11%	*	9%	9%	13%	10%	*	*	*
Hate it	4%	4%	3%	*	3%	2%	3%	3%	*	*	*
Not sure	4%	4%	4%	*	7%	3%	6%	3%	*	*	*
Totals	100%	100%	100%	*	100%	101%	101%	100%	*	*	*
Unweighted N	(263)	(134)	(129)	(24)	(42)	(124)	(73)	(206)	(27)	(20)	(10)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	31%	37%	22%	35%	30%	32%	31%	30%	38%	41%	23%	30%	30%
Like it	50%	50%	51%	50%	54%	48%	49%	52%	45%	40%	49%	53%	56%
Dislike it	11%	11%	16%	7%	13%	11%	9%	10%	13%	13%	18%	7%	11%
Hate it	4%	2%	5%	4%	1%	3%	4%	5%	1%	0%	3%	7%	1%
Not sure	4%	1%	7%	4%	2%	6%	7%	3%	2%	7%	6%	3%	1%
Totals	100%	101%	101%	100%	100%	100%	100%	100%	99%	101%	99%	100%	99%
Unweighted N	(263)	(95)	(98)	(70)	(117)	(93)	(120)	(66)	(50)	(55)	(52)	(89)	(67)

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13X. Opinions on Horror Movies — The Ring
What is your opinion of the following movies?
Asked of people who say they have seen each movie

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	19%	20%	17%	20%	17%	20%	*	16%	*	*	*
Like it	43%	45%	41%	39%	36%	53%	*	51%	*	*	*
Dislike it	22%	20%	25%	18%	36%	12%	*	20%	*	*	*
Hate it	9%	10%	9%	19%	4%	11%	*	8%	*	*	*
Not sure	7%	5%	9%	4%	7%	4%	*	5%	*	*	*
Totals	100%	100%	101%	100%	100%	100%	*	100%	*	*	*
Unweighted N	(179)	(79)	(100)	(45)	(56)	(57)	(21)	(119)	(19)	(25)	(16)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	19%	13%	16%	29%	22%	18%	21%	14%	19%	29%	11%	17%	19%
Like it	43%	43%	45%	38%	46%	42%	47%	44%	24%	56%	45%	40%	37%
Dislike it	22%	29%	18%	23%	19%	28%	13%	24%	51%	5%	21%	24%	32%
Hate it	9%	5%	11%	10%	6%	8%	10%	10%	6%	7%	10%	13%	4%
Not sure	7%	9%	9%	0%	7%	4%	10%	8%	0%	3%	12%	6%	8%
Totals	100%	99%	99%	100%	100%	100%	101%	100%	100%	100%	99%	100%	100%
Unweighted N	(179)	(55)	(80)	(44)	(50)	(46)	(93)	(41)	(30)	(31)	(32)	(73)	(43)

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13Y. Opinions on Horror Movies — Saw

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	27%	23%	31%	20%	28%	34%	*	28%	31%	*	*
Like it	40%	44%	37%	33%	46%	36%	*	39%	36%	*	*
Dislike it	18%	19%	16%	36%	7%	15%	*	22%	13%	*	*
Hate it	5%	5%	5%	2%	7%	6%	*	7%	5%	*	*
Not sure	9%	9%	11%	9%	11%	9%	*	5%	15%	*	*
Totals	99%	100%	100%	100%	99%	100%	*	101%	100%	*	*
Unweighted N	(163)	(83)	(80)	(37)	(53)	(57)	(16)	(111)	(34)	(10)	(8)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	27%	28%	27%	25%	25%	27%	36%	25%	17%	28%	32%	24%	25%
Like it	40%	42%	30%	55%	44%	45%	38%	40%	47%	42%	32%	46%	40%
Dislike it	18%	18%	21%	14%	11%	18%	15%	28%	11%	13%	17%	16%	28%
Hate it	5%	6%	4%	6%	5%	10%	3%	7%	13%	7%	5%	3%	8%
Not sure	9%	6%	18%	0%	14%	0%	9%	0%	11%	9%	15%	11%	0%
Totals	99%	100%	100%	100%	99%	100%	101%	100%	99%	99%	101%	100%	101%
Unweighted N	(163)	(51)	(72)	(40)	(51)	(42)	(83)	(33)	(32)	(33)	(40)	(60)	(30)

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13Z. Opinions on Horror Movies — Hellraiser

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	20%	13%	26%	*	22%	25%	*	20%	*	*	*
Like it	52%	53%	50%	*	53%	44%	*	49%	*	*	*
Dislike it	18%	20%	15%	*	15%	18%	*	16%	*	*	*
Hate it	6%	8%	4%	*	4%	12%	*	8%	*	*	*
Not sure	4%	5%	4%	*	6%	1%	*	6%	*	*	*
Totals	100%	99%	99%	*	100%	100%	*	99%	*	*	*
Unweighted N	(133)	(67)	(66)	(26)	(39)	(53)	(15)	(93)	(20)	(12)	(8)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	20%	18%	15%	*	19%	15%	22%	17%	*	*	10%	24%	18%
Like it	52%	55%	49%	*	47%	63%	44%	61%	*	*	72%	40%	45%
Dislike it	18%	22%	18%	*	23%	16%	23%	17%	*	*	8%	27%	22%
Hate it	6%	4%	9%	*	7%	5%	5%	2%	*	*	7%	5%	10%
Not sure	4%	2%	8%	*	4%	0%	6%	2%	*	*	3%	3%	5%
Totals	100%	101%	99%	*	100%	99%	100%	99%	*	*	100%	99%	100%
Unweighted N	(133)	(42)	(64)	(27)	(41)	(33)	(74)	(31)	(18)	(21)	(30)	(52)	(30)

13AA. Opinions on Horror Movies — The Wolfman

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	24%	28%	19%	25%	31%	23%	16%	22%	*	*	*
Like it	56%	57%	55%	62%	48%	55%	63%	50%	*	*	*
Dislike it	8%	6%	11%	8%	9%	5%	13%	11%	*	*	*
Hate it	3%	3%	3%	2%	3%	5%	0%	4%	*	*	*
Not sure	9%	7%	12%	2%	9%	12%	8%	13%	*	*	*
Totals	100%	101%	100%	99%	100%	100%	100%	100%	*	*	*
Unweighted N	(168)	(94)	(74)	(31)	(36)	(71)	(30)	(109)	(26)	(21)	(12)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	24%	29%	21%	22%	26%	24%	31%	11%	*	32%	19%	27%	18%
Like it	56%	56%	48%	71%	57%	58%	50%	73%	*	45%	53%	63%	60%
Dislike it	8%	3%	15%	2%	8%	10%	5%	5%	*	9%	13%	4%	6%
Hate it	3%	2%	5%	0%	2%	0%	3%	4%	*	4%	2%	1%	6%
Not sure	9%	10%	11%	5%	8%	9%	11%	7%	*	10%	13%	5%	10%
Totals	100%	100%	100%	100%	101%	101%	100%	100%	*	100%	100%	100%	100%
Unweighted N	(168)	(63)	(73)	(32)	(69)	(47)	(76)	(43)	(29)	(40)	(35)	(54)	(39)

13AB. Opinions on Horror Movies — Final Destination
What is your opinion of the following movies?
Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	28%	32%	24%	30%	28%	29%	*	27%	34%	*	*
Like it	50%	45%	55%	54%	48%	47%	*	51%	46%	*	*
Dislike it	9%	8%	10%	0%	11%	8%	*	10%	9%	*	*
Hate it	6%	9%	3%	7%	7%	5%	*	4%	4%	*	*
Not sure	8%	6%	9%	9%	6%	11%	*	7%	7%	*	*
Totals	101%	100%	101%	100%	100%	100%	*	99%	100%	*	*
Unweighted N	(181)	(81)	(100)	(44)	(67)	(55)	(15)	(111)	(34)	(21)	(15)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	28%	26%	29%	29%	22%	35%	30%	27%	25%	28%	26%	30%	25%
Like it	50%	47%	51%	53%	54%	51%	44%	55%	57%	56%	48%	44%	59%
Dislike it	9%	15%	7%	2%	15%	8%	8%	11%	9%	3%	5%	16%	5%
Hate it	6%	2%	6%	11%	3%	0%	7%	4%	5%	0%	11%	7%	4%
Not sure	8%	10%	7%	5%	7%	6%	10%	2%	4%	13%	10%	4%	7%
Totals	101%	100%	100%	100%	101%	100%	99%	99%	100%	100%	100%	101%	100%
Unweighted N	(181)	(67)	(76)	(38)	(56)	(48)	(90)	(45)	(34)	(39)	(36)	(66)	(40)

13AC. Opinions on Horror Movies — The Purge

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	17%	21%	13%	17%	12%	27%	*	18%	*	*	*
Like it	57%	53%	62%	60%	65%	43%	*	51%	*	*	*
Dislike it	13%	12%	13%	11%	5%	19%	*	17%	*	*	*
Hate it	10%	14%	7%	8%	17%	7%	*	9%	*	*	*
Not sure	2%	0%	5%	3%	1%	4%	*	4%	*	*	*
Totals	99%	100%	100%	99%	100%	100%	*	99%	*	*	*
Unweighted N	(173)	(80)	(93)	(55)	(52)	(55)	(11)	(119)	(27)	(14)	(13)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	17%	23%	12%	18%	21%	7%	22%	19%	11%	23%	5%	21%	19%
Like it	57%	56%	61%	52%	57%	62%	59%	55%	50%	42%	73%	58%	54%
Dislike it	13%	9%	18%	8%	11%	20%	7%	13%	20%	24%	11%	4%	16%
Hate it	10%	10%	5%	20%	10%	8%	9%	10%	15%	8%	7%	15%	9%
Not sure	2%	1%	3%	2%	2%	2%	2%	3%	4%	2%	3%	2%	2%
Totals	99%	99%	99%	100%	101%	99%	99%	100%	100%	99%	99%	100%	100%
Unweighted N	(173)	(54)	(77)	(42)	(50)	(44)	(84)	(45)	(31)	(37)	(34)	(60)	(42)

13AD. Opinions on Horror Movies — Jaws

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	29%	32%	27%	23%	27%	32%	32%	29%	27%	*	*
Like it	49%	51%	47%	54%	54%	47%	44%	49%	38%	*	*
Dislike it	14%	11%	17%	12%	14%	13%	17%	14%	23%	*	*
Hate it	3%	2%	3%	6%	0%	3%	3%	3%	2%	*	*
Not sure	5%	4%	6%	5%	5%	5%	4%	5%	9%	*	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	99%	*	*
Unweighted N	(317)	(156)	(161)	(39)	(72)	(124)	(82)	(229)	(44)	(24)	(20)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	29%	31%	24%	35%	35%	29%	26%	33%	34%	39%	25%	25%	34%
Like it	49%	47%	54%	45%	43%	51%	50%	47%	49%	40%	50%	52%	50%
Dislike it	14%	13%	13%	15%	12%	16%	17%	13%	10%	10%	18%	16%	9%
Hate it	3%	3%	2%	3%	3%	2%	2%	4%	4%	5%	2%	3%	1%
Not sure	5%	6%	7%	2%	7%	2%	6%	3%	3%	6%	4%	4%	6%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	99%	100%	100%
Unweighted N	(317)	(106)	(127)	(84)	(117)	(109)	(134)	(97)	(51)	(69)	(70)	(111)	(67)

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13AE. Opinions on Horror Movies — Paranormal Activity

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	25%	27%	22%	26%	25%	29%	*	20%	*	*	*
Like it	44%	43%	45%	45%	43%	42%	*	45%	*	*	*
Dislike it	13%	9%	18%	12%	11%	15%	*	17%	*	*	*
Hate it	11%	12%	10%	18%	13%	4%	*	9%	*	*	*
Not sure	8%	10%	5%	0%	8%	10%	*	9%	*	*	*
Totals	101%	101%	100%	101%	100%	100%	*	100%	*	*	*
Unweighted N	(168)	(82)	(86)	(47)	(54)	(51)	(16)	(117)	(20)	(16)	(15)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	25%	26%	23%	26%	31%	26%	28%	18%	27%	40%	20%	26%	9%
Like it	44%	48%	34%	55%	43%	45%	42%	49%	50%	30%	40%	52%	45%
Dislike it	13%	15%	17%	4%	15%	9%	12%	8%	11%	19%	12%	5%	25%
Hate it	11%	5%	20%	4%	3%	5%	13%	10%	10%	6%	18%	11%	10%
Not sure	8%	6%	6%	11%	8%	15%	4%	15%	3%	5%	11%	6%	11%
Totals	101%	100%	100%	100%	100%	100%	99%	100%	101%	100%	101%	100%	100%
Unweighted N	(168)	(52)	(71)	(45)	(54)	(50)	(82)	(32)	(30)	(35)	(34)	(64)	(35)

13AF. Opinions on Horror Movies — The Blair Witch Project
What is your opinion of the following movies?
Asked of people who say they have seen each movie

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	13%	14%	11%	*	10%	11%	*	15%	*	*	*
Like it	35%	36%	33%	*	29%	36%	*	33%	*	*	*
Dislike it	33%	31%	36%	*	43%	28%	*	34%	*	*	*
Hate it	11%	9%	14%	*	4%	23%	*	12%	*	*	*
Not sure	8%	10%	7%	*	14%	2%	*	5%	*	*	*
Totals	100%	100%	101%	*	100%	100%	*	99%	*	*	*
Unweighted N	(176)	(81)	(95)	(23)	(48)	(79)	(26)	(121)	(26)	(16)	(13)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	13%	15%	10%	15%	8%	15%	15%	6%	17%	19%	5%	15%	10%
Like it	35%	34%	34%	36%	35%	33%	34%	45%	25%	30%	47%	30%	36%
Dislike it	33%	34%	31%	36%	35%	34%	31%	34%	42%	21%	26%	42%	39%
Hate it	11%	9%	13%	11%	13%	15%	9%	13%	13%	24%	7%	9%	9%
Not sure	8%	8%	12%	2%	8%	3%	11%	2%	4%	7%	16%	5%	6%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	101%	101%	101%	101%	100%
Unweighted N	(176)	(60)	(76)	(40)	(66)	(57)	(80)	(47)	(38)	(39)	(35)	(71)	(31)

13AG. Opinions on Horror Movies — Us

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	26%	28%	23%	25%	16%	36%	*	27%	29%	*	*
Like it	49%	45%	54%	45%	60%	36%	*	38%	51%	*	*
Dislike it	11%	10%	12%	12%	9%	16%	*	16%	15%	*	*
Hate it	7%	10%	3%	16%	2%	3%	*	13%	2%	*	*
Not sure	7%	7%	8%	1%	13%	10%	*	6%	3%	*	*
Totals	100%	100%	100%	99%	100%	101%	*	100%	100%	*	*
Unweighted N	(133)	(68)	(65)	(42)	(43)	(39)	(9)	(69)	(33)	(19)	(12)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	26%	31%	21%	*	33%	*	28%	15%	*	*	20%	26%	23%
Like it	49%	48%	49%	*	46%	*	50%	47%	*	*	48%	48%	53%
Dislike it	11%	9%	10%	*	11%	*	10%	18%	*	*	5%	15%	12%
Hate it	7%	12%	0%	*	6%	*	0%	14%	*	*	7%	8%	10%
Not sure	7%	0%	20%	*	4%	*	12%	6%	*	*	21%	4%	2%
Totals	100%	100%	100%	*	100%	*	100%	100%	*	*	101%	101%	100%
Unweighted N	(133)	(53)	(52)	(28)	(61)	(21)	(64)	(34)	(27)	(23)	(30)	(50)	(30)

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13AH. Opinions on Horror Movies — Poltergeist
What is your opinion of the following movies?
Asked of people who say they have seen each movie

| | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	23%	23%	23%	27%	20%	20%	31%	20%	*	*	*
Like it	51%	56%	45%	57%	49%	56%	37%	51%	*	*	*
Dislike it	13%	11%	15%	6%	12%	13%	18%	15%	*	*	*
Hate it	4%	5%	3%	0%	7%	4%	5%	5%	*	*	*
Not sure	9%	5%	13%	10%	11%	7%	9%	9%	*	*	*
Totals	100%	100%	99%	100%	99%	100%	100%	100%	*	*	*
Unweighted N	(240)	(119)	(121)	(30)	(59)	(104)	(47)	(174)	(26)	(21)	(19)

| | Total | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | |
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	23%	23%	20%	27%	31%	23%	23%	25%	27%	42%	22%	19%	16%
Like it	51%	50%	51%	52%	44%	50%	57%	35%	51%	37%	60%	53%	45%
Dislike it	13%	12%	13%	12%	13%	13%	13%	12%	9%	15%	13%	13%	10%
Hate it	4%	6%	4%	4%	3%	5%	0%	11%	8%	2%	1%	1%	19%
Not sure	9%	9%	12%	4%	10%	9%	7%	18%	5%	4%	4%	14%	11%
Totals	100%	100%	100%	99%	101%	100%	100%	101%	100%	100%	100%	100%	101%
Unweighted N	(240)	(73)	(110)	(57)	(85)	(78)	(119)	(51)	(47)	(44)	(58)	(88)	(50)

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13AI. Opinions on Horror Movies — It

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	32%	37%	27%	37%	42%	27%	*	29%	*	*	*
Like it	39%	35%	43%	28%	31%	48%	*	38%	*	*	*
Dislike it	13%	13%	13%	13%	10%	12%	*	15%	*	*	*
Hate it	5%	3%	6%	7%	6%	4%	*	6%	*	*	*
Not sure	11%	12%	11%	14%	11%	8%	*	12%	*	*	*
Totals	100%	100%	100%	99%	100%	99%	*	100%	*	*	*
Unweighted N	(199)	(94)	(105)	(47)	(57)	(68)	(27)	(139)	(26)	(18)	(16)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	32%	33%	28%	37%	25%	24%	39%	26%	*	37%	24%	30%	41%
Like it	39%	43%	37%	39%	44%	50%	38%	39%	*	43%	44%	41%	25%
Dislike it	13%	11%	13%	15%	11%	17%	10%	17%	*	9%	16%	12%	16%
Hate it	5%	4%	8%	0%	5%	1%	3%	5%	*	6%	4%	6%	4%
Not sure	11%	9%	14%	9%	15%	8%	10%	13%	*	6%	13%	11%	15%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	*	101%	101%	100%	101%
Unweighted N	(199)	(61)	(90)	(48)	(62)	(47)	(102)	(57)	(25)	(40)	(42)	(78)	(39)

13AJ. Opinions on Horror Movies — Resident Evil

What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	27%	30%	24%	23%	30%	33%	*	25%	*	*	*
Like it	52%	45%	61%	48%	51%	50%	*	53%	*	*	*
Dislike it	12%	12%	11%	21%	10%	7%	*	11%	*	*	*
Hate it	2%	1%	4%	3%	0%	3%	*	3%	*	*	*
Not sure	7%	12%	0%	5%	10%	7%	*	7%	*	*	*
Totals	100%	100%	100%	100%	101%	100%	*	99%	*	*	*
Unweighted N	(158)	(87)	(71)	(47)	(49)	(45)	(17)	(104)	(26)	(13)	(15)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Love it	27%	32%	24%	24%	21%	20%	32%	15%	*	20%	41%	29%	18%
Like it	52%	49%	53%	55%	64%	60%	52%	50%	*	62%	35%	57%	48%
Dislike it	12%	13%	15%	7%	10%	4%	7%	23%	*	11%	2%	6%	32%
Hate it	2%	1%	4%	2%	1%	3%	2%	3%	*	4%	0%	3%	2%
Not sure	7%	5%	5%	12%	4%	13%	7%	8%	*	2%	22%	5%	0%
Totals	100%	100%	101%	100%	100%	100%	100%	99%	*	99%	100%	100%	100%
Unweighted N	(158)	(58)	(56)	(44)	(55)	(40)	(83)	(38)	(23)	(36)	(33)	(59)	(30)

YouGov Survey: Horror Movies
October 12 - 14, 2022 - 1000 US Adult Citizens

Interviewing Dates	October 12 - 14, 2022
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to March 15, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 28% Republican). The weights range from 0.226 to 5.213, with a mean of one and a standard deviation of 0.507.
Number of respondents	1000
Margin of error	$\pm$ 3.5% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	48 questions not reported.