

YouGov Survey: Horror Movies



Sample 1123 U.S. adult citizens
 Conducted October 6 - 9, 2025
 Margin of Error $\pm 4\%$

1. What are your feelings toward each of the following movie genres?

	Love it	Like it	Dislike it	Hate it	Not sure
Comedy	46%	43%	5%	1%	4%
Action	42%	45%	7%	2%	4%
Thriller	34%	45%	10%	4%	7%
Drama	32%	52%	9%	3%	4%
Documentary	31%	51%	10%	2%	6%
Science fiction	29%	42%	15%	7%	7%
Fantasy	24%	42%	18%	7%	9%
Romance	23%	38%	24%	6%	9%
Horror	22%	28%	23%	22%	4%
Western	17%	45%	20%	7%	11%

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

	Underrated by critics	Accurately rated by critics	Overrated by critics	Not sure
Comedy	22%	33%	19%	26%
Science fiction	20%	28%	21%	31%
Western	19%	30%	14%	37%
Documentary	18%	39%	15%	28%
Fantasy	18%	28%	22%	32%
Horror	18%	25%	30%	27%
Action	16%	35%	25%	25%
Romance	13%	29%	29%	29%
Thriller	13%	40%	20%	27%
Drama	11%	40%	24%	25%

3. How do you feel about watching movies in theaters?

Love it	28%
Like it	45%
Dislike it	15%
Hate it	6%
Not sure	5%

4. How often do you watch a movie in theaters?

At least once a week	2%
A few times a month	4%
Once a month	7%
A few times a year	29%
Once a year	11%
Hardly ever	31%
Never	16%
Not sure	0%

5. Which of the following movie genres do you think are best suited to viewing in a theater rather than at home? Select up to three.

Action	58%
Comedy	18%
Drama	13%
Documentary	4%
Fantasy	21%
Horror	26%
Science fiction	33%
Romance	7%
Thriller	30%
Western	9%
None of the above	7%
Not sure	9%

6. Do you ever watch horror movies?

Yes	63%
No	35%
Not sure	2%

7. What are your feelings toward horror movies characterized by each of the following?

	Love it	Like it	Dislike it	Hate it	Not sure
Psychological	27%	33%	17%	15%	8%
Comedic	22%	41%	14%	13%	10%
Paranormal	19%	32%	20%	21%	9%
Vampire	17%	32%	21%	21%	9%
Zombies	16%	28%	21%	27%	9%
Monster	15%	33%	19%	21%	11%
Witchcraft	12%	35%	20%	23%	10%
Found footage	10%	26%	22%	20%	21%
Slasher	10%	24%	21%	35%	10%
Demonic Possession	9%	26%	22%	33%	9%
Trauma	9%	28%	28%	24%	11%
Gore	9%	23%	22%	37%	10%
Body horror	8%	22%	21%	35%	13%
Eroticism	8%	22%	22%	33%	16%
Torture	4%	17%	28%	41%	9%

8. If you're watching a horror movie, do you prefer to watch it...?

Asked of people who ever watch horror movies

Alone	17%
With other people	47%
No preference	37%

9. If you're watching a horror movie, do you prefer to watch it...?

Asked of people who ever watch horror movies

At home	55%
In a theater	17%
No preference	28%

10. If you're watching a horror movie, do you prefer to watch it...?

Asked of people who ever watch horror movies

During the day	14%
At night	44%
No preference	43%

11. Which do you prefer?

Asked of people who ever watch horror movies

Classic horror movies	28%
Newly released horror movies	18%
No preference	54%

12. How often do you have nightmares?

Asked of people who ever watch horror movies

Always	1%
Usually	5%
Sometimes	25%
Rarely	50%
Never	16%
Not sure	2%

13. How often do you have nightmares after watching horror movies?

Asked of people who ever watch horror movies

Always	2%
Usually	6%
Sometimes	16%
Rarely	35%
Never	36%
Not sure	6%

14. At what age do you think it is appropriate to allow children to watch horror movies?

5 or younger	0%
6-9	2%
10-12	12%
13-16	39%
17-18	32%
Don't know	15%

15. During which of the following periods do you think the best horror movies were made?

2020s	2%
2010s	5%
2000s	6%
1990s	12%
1980s	19%
1970s	5%
1960s	4%
1950s	3%
Before the 1950s	3%
Not sure	40%

16. In recent years, do you think the quality of horror movies being made has...?

Asked of people who ever watch horror movies

Gotten better	25%
Stayed about the same	24%
Gotten worse	35%
Not sure	16%

YouGov Survey: Horror Movies



Interviewing Dates	October 6 - 9, 2025
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.051 to 6.056, with a mean of one and a standard deviation of 0.942.
Number of respondents	1123
Margin of error	± 4% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	79 questions not reported.

YouGov Survey: Horror Movies

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1A. 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	46%	45%	48%	47%	57%	42%	41%	47%	51%	49%	*
Like it	43%	43%	43%	42%	36%	45%	49%	43%	40%	46%	*
Dislike it	5%	6%	4%	3%	3%	6%	7%	5%	7%	2%	*
Hate it	1%	2%	1%	1%	1%	1%	1%	1%	0%	1%	*
Not sure	4%	5%	4%	7%	3%	5%	3%	4%	2%	2%	*
Totals	99%	101%	100%	100%	100%	99%	101%	100%	100%	100%	*
Unweighted N	(1,121)	(534)	(587)	(296)	(300)	(309)	(216)	(731)	(135)	(183)	(72)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	46%	53%	41%	47%	52%	48%	45%	50%	50%	43%	48%	47%	48%
Like it	43%	40%	45%	44%	40%	43%	42%	42%	41%	48%	45%	39%	45%
Dislike it	5%	3%	8%	3%	5%	4%	7%	2%	5%	3%	4%	7%	4%
Hate it	1%	1%	1%	2%	1%	2%	1%	2%	0%	2%	1%	1%	1%
Not sure	4%	2%	5%	4%	2%	3%	5%	4%	5%	4%	2%	6%	2%
Totals	99%	99%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(1,121)	(386)	(438)	(297)	(470)	(382)	(422)	(319)	(280)	(193)	(238)	(416)	(274)

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1B. Rating of Film Genres — Action

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	42%	49%	36%	38%	43%	43%	43%	38%	58%	46%	*
Like it	45%	43%	47%	49%	43%	43%	48%	47%	38%	46%	*
Dislike it	7%	5%	9%	6%	10%	7%	6%	9%	2%	3%	*
Hate it	2%	1%	3%	2%	1%	2%	2%	2%	0%	3%	*
Not sure	4%	3%	4%	5%	3%	5%	1%	5%	2%	2%	*
Totals	100%	101%	99%	100%	100%	100%	100%	101%	100%	100%	*
Unweighted N	(1,114)	(531)	(583)	(296)	(299)	(306)	(213)	(727)	(133)	(183)	(71)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	42%	43%	42%	41%	39%	46%	39%	40%	53%	37%	44%	46%	37%
Like it	45%	46%	43%	46%	47%	42%	49%	49%	35%	45%	42%	46%	48%
Dislike it	7%	7%	8%	6%	10%	7%	7%	8%	8%	8%	11%	4%	8%
Hate it	2%	2%	0%	3%	2%	2%	2%	1%	1%	3%	0%	1%	2%
Not sure	4%	1%	6%	3%	2%	4%	3%	2%	3%	7%	3%	3%	5%
Totals	100%	99%	99%	99%	100%	101%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,114)	(382)	(435)	(297)	(467)	(381)	(417)	(319)	(280)	(191)	(235)	(415)	(273)

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1C. 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	34%	34%	35%	39%	40%	33%	26%	32%	39%	40%	*
Like it	45%	48%	42%	38%	42%	49%	49%	46%	46%	42%	*
Dislike it	10%	9%	11%	11%	7%	10%	11%	10%	6%	13%	*
Hate it	4%	2%	6%	3%	4%	2%	7%	5%	2%	1%	*
Not sure	7%	8%	6%	10%	6%	5%	7%	6%	8%	4%	*
Totals	100%	101%	100%	101%	99%	99%	100%	99%	101%	100%	*
Unweighted N	(1,120)	(533)	(587)	(296)	(297)	(310)	(217)	(730)	(136)	(183)	(71)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	34%	40%	31%	32%	37%	32%	29%	38%	40%	34%	35%	34%	35%
Like it	45%	44%	49%	42%	45%	45%	52%	43%	38%	43%	44%	47%	43%
Dislike it	10%	10%	7%	14%	12%	12%	7%	12%	13%	13%	10%	7%	12%
Hate it	4%	2%	5%	6%	3%	7%	5%	3%	2%	5%	5%	5%	2%
Not sure	7%	4%	8%	7%	4%	5%	7%	4%	6%	6%	6%	7%	8%
Totals	100%	100%	100%	101%	101%	101%	100%	100%	99%	101%	100%	100%	100%
Unweighted N	(1,120)	(385)	(439)	(296)	(472)	(381)	(422)	(320)	(278)	(192)	(238)	(416)	(274)

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1D. Rating of Film Genres — Drama

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	32%	22%	42%	32%	36%	25%	38%	30%	45%	35%	*
Like it	52%	57%	47%	44%	47%	59%	56%	54%	43%	51%	*
Dislike it	9%	12%	5%	13%	9%	9%	4%	9%	2%	9%	*
Hate it	3%	5%	1%	4%	3%	4%	1%	3%	5%	1%	*
Not sure	4%	4%	4%	7%	5%	3%	1%	4%	5%	3%	*
Totals	100%	100%	99%	100%	100%	100%	100%	100%	100%	99%	*
Unweighted N	(1,119)	(533)	(586)	(294)	(300)	(308)	(217)	(731)	(135)	(181)	(72)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	32%	43%	25%	30%	39%	29%	31%	38%	30%	29%	35%	34%	29%
Like it	52%	47%	55%	53%	50%	56%	52%	48%	59%	57%	50%	50%	53%
Dislike it	9%	5%	7%	14%	4%	10%	8%	8%	9%	8%	6%	10%	9%
Hate it	3%	2%	5%	1%	2%	2%	5%	2%	1%	2%	4%	3%	2%
Not sure	4%	3%	7%	2%	4%	3%	5%	5%	2%	4%	4%	3%	6%
Totals	100%	100%	99%	100%	99%	100%	101%	101%	101%	100%	99%	100%	99%
Unweighted N	(1,119)	(384)	(439)	(296)	(470)	(380)	(420)	(320)	(280)	(193)	(237)	(415)	(274)

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1E. 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	31%	29%	33%	28%	30%	33%	31%	31%	29%	31%	*
Like it	51%	52%	50%	51%	51%	49%	56%	50%	52%	52%	*
Dislike it	10%	11%	9%	9%	13%	9%	9%	11%	12%	8%	*
Hate it	2%	3%	0%	3%	1%	2%	0%	2%	0%	3%	*
Not sure	6%	5%	7%	10%	6%	6%	3%	7%	7%	5%	*
Totals	100%	100%	99%	101%	101%	99%	99%	101%	100%	99%	*
Unweighted N	(1,118)	(533)	(585)	(296)	(298)	(307)	(217)	(729)	(135)	(183)	(71)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	31%	35%	33%	25%	42%	29%	32%	31%	32%	26%	33%	33%	29%
Like it	51%	53%	49%	52%	49%	52%	49%	54%	50%	51%	46%	52%	55%
Dislike it	10%	5%	8%	17%	5%	12%	10%	8%	12%	15%	11%	9%	8%
Hate it	2%	2%	1%	2%	1%	2%	3%	1%	0%	1%	3%	1%	2%
Not sure	6%	5%	9%	4%	4%	5%	6%	6%	6%	7%	7%	6%	6%
Totals	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(1,118)	(383)	(438)	(297)	(469)	(382)	(419)	(320)	(279)	(192)	(236)	(416)	(274)

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1F. Rating of Film Genres — Science fiction

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%	38%	21%	25%	30%	31%	30%	27%	33%	28%	*
Like it	42%	41%	42%	47%	47%	40%	34%	40%	46%	50%	*
Dislike it	15%	8%	22%	15%	11%	15%	19%	17%	12%	13%	*
Hate it	7%	6%	8%	2%	7%	8%	9%	9%	1%	3%	*
Not sure	7%	7%	7%	10%	6%	6%	8%	7%	9%	5%	*
Totals	100%	100%	100%	99%	101%	100%	100%	100%	101%	99%	*
Unweighted N	(1,115)	(531)	(584)	(295)	(297)	(308)	(215)	(727)	(134)	(183)	(71)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	29%	33%	32%	22%	38%	27%	23%	32%	34%	27%	27%	27%	37%
Like it	42%	42%	45%	39%	39%	40%	48%	40%	37%	39%	46%	43%	37%
Dislike it	15%	16%	11%	19%	13%	17%	13%	15%	17%	17%	15%	15%	13%
Hate it	7%	3%	4%	13%	4%	11%	7%	8%	6%	11%	4%	5%	9%
Not sure	7%	6%	9%	6%	6%	5%	9%	5%	6%	5%	8%	9%	5%
Totals	100%	100%	101%	99%	100%	100%	100%	100%	100%	99%	100%	99%	101%
Unweighted N	(1,115)	(383)	(436)	(296)	(469)	(379)	(420)	(319)	(277)	(192)	(235)	(416)	(272)

YouGov Survey: Horror Movies

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1G. Rating of Film Genres — Fantasy

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	24%	26%	23%	35%	31%	20%	15%	20%	30%	31%	*
Like it	42%	45%	39%	40%	46%	41%	41%	41%	51%	48%	*
Dislike it	18%	15%	20%	10%	11%	22%	26%	21%	7%	14%	*
Hate it	7%	7%	7%	5%	6%	8%	9%	9%	0%	3%	*
Not sure	9%	6%	11%	11%	6%	8%	9%	9%	12%	4%	*
Totals	100%	99%	100%	101%	100%	99%	100%	100%	100%	100%	*
Unweighted N	(1,115)	(530)	(585)	(294)	(297)	(308)	(216)	(728)	(134)	(182)	(71)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	24%	33%	23%	18%	30%	19%	22%	25%	26%	20%	23%	23%	31%
Like it	42%	35%	43%	47%	41%	47%	43%	46%	39%	43%	40%	43%	42%
Dislike it	18%	17%	18%	19%	17%	19%	21%	14%	20%	18%	18%	19%	16%
Hate it	7%	4%	6%	10%	4%	10%	7%	5%	7%	11%	5%	8%	5%
Not sure	9%	11%	9%	6%	9%	4%	8%	8%	9%	8%	15%	7%	6%
Totals	100%	100%	99%	100%	101%	99%	101%	98%	101%	100%	101%	100%	100%
Unweighted N	(1,115)	(383)	(436)	(296)	(469)	(380)	(421)	(318)	(277)	(192)	(237)	(416)	(270)

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1H. Rating of Film Genres — Romance

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	23%	13%	32%	33%	33%	11%	19%	19%	31%	36%	*
Like it	38%	35%	41%	36%	34%	38%	42%	38%	41%	35%	*
Dislike it	24%	34%	16%	14%	21%	32%	27%	26%	19%	19%	*
Hate it	6%	8%	4%	5%	8%	8%	2%	7%	2%	3%	*
Not sure	9%	11%	7%	12%	4%	10%	9%	9%	7%	7%	*
Totals	100%	101%	100%	100%	100%	99%	99%	99%	100%	100%	*
Unweighted N	(1,116)	(531)	(585)	(295)	(298)	(309)	(214)	(726)	(135)	(183)	(72)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	23%	27%	19%	24%	24%	21%	23%	24%	23%	18%	27%	25%	19%
Like it	38%	42%	31%	42%	43%	41%	36%	43%	36%	43%	32%	38%	41%
Dislike it	24%	20%	30%	22%	21%	28%	27%	24%	24%	27%	25%	24%	22%
Hate it	6%	3%	7%	8%	4%	6%	5%	7%	8%	5%	6%	6%	7%
Not sure	9%	8%	13%	5%	8%	4%	10%	3%	10%	8%	10%	6%	11%
Totals	100%	100%	100%	101%	100%	100%	101%	101%	101%	101%	100%	99%	100%
Unweighted N	(1,116)	(384)	(436)	(296)	(469)	(379)	(422)	(319)	(277)	(192)	(236)	(416)	(272)

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1I. 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	22%	25%	18%	31%	27%	21%	8%	20%	28%	28%	*
Like it	28%	29%	27%	32%	31%	27%	25%	30%	23%	29%	*
Dislike it	23%	26%	21%	20%	21%	26%	26%	22%	31%	19%	*
Hate it	22%	16%	28%	12%	19%	20%	38%	24%	14%	21%	*
Not sure	4%	4%	5%	5%	3%	6%	3%	5%	5%	3%	*
Totals	99%	100%	99%	100%	101%	100%	100%	101%	101%	100%	*
Unweighted N	(1,117)	(533)	(584)	(295)	(299)	(307)	(216)	(727)	(135)	(183)	(72)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	22%	27%	20%	19%	22%	20%	21%	25%	19%	24%	26%	20%	19%
Like it	28%	30%	30%	25%	27%	26%	28%	30%	31%	29%	32%	28%	24%
Dislike it	23%	21%	22%	26%	24%	21%	25%	24%	23%	22%	17%	26%	25%
Hate it	22%	19%	22%	26%	23%	30%	23%	18%	25%	21%	21%	22%	24%
Not sure	4%	2%	6%	4%	4%	3%	3%	4%	2%	4%	4%	3%	7%
Totals	99%	99%	100%	100%	100%	100%	100%	101%	100%	100%	100%	99%	99%
Unweighted N	(1,117)	(386)	(436)	(295)	(471)	(378)	(421)	(320)	(278)	(193)	(236)	(414)	(274)

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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%	22%	13%	12%	13%	20%	22%	17%	16%	24%	*
Like it	45%	51%	39%	34%	43%	43%	58%	45%	51%	37%	*
Dislike it	20%	13%	27%	24%	20%	23%	13%	21%	10%	19%	*
Hate it	7%	3%	11%	9%	10%	8%	2%	7%	6%	9%	*
Not sure	11%	11%	10%	21%	13%	6%	5%	10%	16%	11%	*
Totals	100%	100%	100%	100%	99%	100%	100%	100%	99%	100%	*
Unweighted N	(1,117)	(534)	(583)	(295)	(299)	(307)	(216)	(727)	(136)	(182)	(72)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	17%	15%	15%	22%	14%	25%	14%	19%	19%	13%	16%	20%	16%
Like it	45%	44%	44%	46%	46%	49%	48%	43%	41%	42%	39%	46%	49%
Dislike it	20%	21%	18%	22%	22%	17%	19%	19%	24%	22%	24%	19%	18%
Hate it	7%	12%	7%	4%	9%	3%	7%	8%	7%	10%	6%	7%	7%
Not sure	11%	9%	16%	6%	9%	6%	11%	11%	9%	13%	15%	8%	9%
Totals	100%	101%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,117)	(385)	(436)	(296)	(469)	(379)	(420)	(320)	(278)	(193)	(235)	(415)	(274)

2A. 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?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Underrated by critics	22%	25%	19%	24%	20%	25%	18%	23%	17%	28%	*
Accurately rated by critics	33%	32%	34%	30%	40%	29%	37%	32%	35%	39%	*
Overrated by critics	19%	17%	21%	20%	13%	21%	21%	20%	21%	14%	*
Not sure	26%	25%	26%	26%	27%	26%	24%	24%	28%	19%	*
Totals	100%	99%	100%	100%	100%	101%	100%	99%	101%	100%	*
Unweighted N	(1,118)	(534)	(584)	(294)	(298)	(309)	(217)	(729)	(134)	(183)	(72)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Underrated by critics	22%	27%	20%	20%	29%	21%	19%	20%	29%	20%	25%	19%	25%
Accurately rated by critics	33%	35%	28%	39%	34%	35%	31%	38%	35%	33%	30%	33%	37%
Overrated by critics	19%	17%	20%	20%	16%	19%	22%	20%	14%	20%	16%	24%	14%
Not sure	26%	21%	32%	22%	21%	25%	27%	21%	22%	27%	29%	24%	24%
Totals	100%	100%	100%	101%	100%	100%	99%	99%	100%	100%	100%	100%	100%
Unweighted N	(1,118)	(384)	(438)	(296)	(471)	(382)	(421)	(318)	(280)	(193)	(236)	(414)	(275)

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2B. 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?

	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%	25%	15%	16%	19%	23%	20%	17%	26%	29%	*
Accurately rated by critics	28%	29%	28%	35%	30%	25%	26%	26%	34%	33%	*
Overrated by critics	21%	19%	23%	13%	17%	23%	30%	26%	10%	12%	*
Not sure	31%	28%	34%	36%	35%	29%	24%	30%	29%	26%	*
Totals	100%	101%	100%	100%	101%	100%	100%	99%	99%	100%	*
Unweighted N	(1,118)	(533)	(585)	(296)	(300)	(306)	(216)	(729)	(135)	(182)	(72)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Underrated by critics	20%	26%	19%	16%	23%	15%	21%	21%	20%	18%	24%	19%	19%
Accurately rated by critics	28%	34%	23%	30%	36%	28%	25%	36%	29%	29%	22%	31%	31%
Overrated by critics	21%	17%	22%	24%	19%	28%	22%	20%	22%	19%	23%	20%	21%
Not sure	31%	23%	37%	31%	22%	29%	32%	22%	29%	35%	31%	30%	29%
Totals	100%	100%	101%	101%	100%	100%	100%	99%	100%	101%	100%	100%	100%
Unweighted N	(1,118)	(384)	(437)	(297)	(469)	(382)	(419)	(320)	(279)	(192)	(236)	(416)	(274)

2C. 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?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Underrated by critics	19%	23%	16%	7%	17%	23%	29%	20%	20%	19%	*
Accurately rated by critics	30%	36%	24%	33%	29%	28%	31%	30%	32%	36%	*
Overrated by critics	14%	11%	16%	14%	16%	14%	10%	15%	11%	9%	*
Not sure	37%	30%	43%	46%	38%	35%	29%	35%	37%	35%	*
Totals	100%	100%	99%	100%	100%	100%	99%	100%	100%	99%	*
Unweighted N	(1,117)	(535)	(582)	(295)	(298)	(308)	(216)	(729)	(134)	(182)	(72)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Underrated by critics	19%	15%	17%	26%	17%	26%	19%	19%	24%	14%	18%	23%	19%
Accurately rated by critics	30%	33%	27%	31%	32%	31%	27%	37%	31%	27%	29%	31%	31%
Overrated by critics	14%	17%	12%	13%	16%	14%	16%	14%	14%	18%	15%	12%	14%
Not sure	37%	34%	44%	30%	35%	29%	39%	30%	32%	40%	39%	34%	37%
Totals	100%	99%	100%	100%	100%	100%	101%	100%	101%	99%	101%	100%	101%
Unweighted N	(1,117)	(384)	(439)	(294)	(471)	(379)	(422)	(317)	(279)	(193)	(239)	(412)	(273)

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	18%	19%	17%	17%	14%	18%	23%	18%	19%	25%	*
Accurately rated by critics	39%	38%	41%	40%	43%	36%	40%	39%	42%	43%	*
Overrated by critics	15%	17%	12%	11%	15%	19%	11%	16%	8%	14%	*
Not sure	28%	25%	30%	32%	28%	26%	26%	27%	31%	18%	*
Totals	100%	99%	100%	100%	100%	99%	100%	100%	100%	100%	*
Unweighted N	(1,117)	(534)	(583)	(294)	(300)	(307)	(216)	(730)	(133)	(182)	(72)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Underrated by critics	18%	17%	18%	19%	20%	20%	19%	18%	17%	15%	21%	21%	13%
Accurately rated by critics	39%	51%	33%	36%	47%	37%	38%	42%	43%	46%	37%	36%	44%
Overrated by critics	15%	13%	12%	19%	11%	15%	16%	16%	14%	10%	9%	18%	17%
Not sure	28%	19%	36%	26%	22%	28%	27%	24%	25%	29%	33%	25%	25%
Totals	100%	100%	99%	100%	100%	100%	100%	100%	99%	100%	100%	100%	99%
Unweighted N	(1,117)	(383)	(438)	(296)	(471)	(380)	(419)	(320)	(279)	(193)	(238)	(412)	(274)

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?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Underrated by critics	18%	19%	17%	19%	17%	23%	11%	16%	17%	24%	*
Accurately rated by critics	28%	32%	25%	36%	31%	23%	26%	28%	32%	33%	*
Overrated by critics	22%	21%	22%	13%	20%	22%	32%	24%	19%	18%	*
Not sure	32%	28%	36%	32%	31%	32%	32%	32%	32%	25%	*
Totals	100%	100%	100%	100%	99%	100%	101%	100%	100%	100%	*
Unweighted N	(1,119)	(533)	(586)	(295)	(299)	(309)	(216)	(730)	(135)	(182)	(72)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Underrated by critics	18%	26%	18%	11%	26%	13%	16%	21%	21%	13%	19%	16%	24%
Accurately rated by critics	28%	27%	28%	30%	28%	27%	26%	34%	30%	31%	27%	31%	24%
Overrated by critics	22%	21%	17%	29%	19%	28%	23%	23%	21%	19%	20%	24%	22%
Not sure	32%	26%	38%	30%	27%	32%	35%	23%	28%	37%	34%	30%	30%
Totals	100%	100%	101%	100%	100%	100%	100%	101%	100%	100%	100%	101%	100%
Unweighted N	(1,119)	(384)	(439)	(296)	(470)	(382)	(421)	(318)	(280)	(193)	(238)	(414)	(274)

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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?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Underrated by critics	18%	20%	16%	20%	22%	20%	9%	19%	18%	16%	*
Accurately rated by critics	25%	27%	23%	31%	30%	21%	20%	23%	32%	32%	*
Overrated by critics	30%	30%	30%	24%	20%	29%	48%	31%	24%	33%	*
Not sure	27%	23%	32%	25%	28%	31%	24%	27%	26%	20%	*
Totals	100%	100%	101%	100%	100%	101%	101%	100%	100%	101%	*
Unweighted N	(1,119)	(535)	(584)	(296)	(299)	(308)	(216)	(729)	(135)	(183)	(72)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Underrated by critics	18%	22%	13%	19%	16%	18%	16%	20%	20%	20%	27%	15%	12%
Accurately rated by critics	25%	34%	21%	22%	30%	21%	24%	25%	30%	24%	23%	27%	24%
Overrated by critics	30%	24%	30%	35%	29%	33%	34%	29%	27%	28%	20%	37%	30%
Not sure	27%	20%	35%	25%	24%	28%	26%	26%	24%	29%	30%	21%	34%
Totals	100%	100%	99%	101%	99%	100%	100%	100%	101%	101%	100%	100%	100%
Unweighted N	(1,119)	(385)	(438)	(296)	(472)	(381)	(423)	(318)	(279)	(193)	(239)	(413)	(274)

2G. 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?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Underrated by critics	16%	19%	13%	10%	13%	21%	15%	15%	22%	16%	*
Accurately rated by critics	35%	35%	34%	35%	40%	29%	36%	34%	33%	40%	*
Overrated by critics	25%	25%	25%	27%	22%	27%	24%	26%	20%	24%	*
Not sure	25%	21%	28%	28%	26%	23%	25%	25%	26%	20%	*
Totals	101%	100%	100%	100%	101%	100%	100%	100%	101%	100%	*
Unweighted N	(1,116)	(534)	(582)	(294)	(300)	(306)	(216)	(729)	(133)	(182)	(72)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Underrated by critics	16%	15%	14%	18%	14%	19%	16%	16%	18%	20%	18%	13%	14%
Accurately rated by critics	35%	42%	29%	34%	40%	31%	32%	38%	37%	30%	33%	34%	40%
Overrated by critics	25%	23%	24%	28%	27%	25%	26%	26%	25%	24%	21%	29%	22%
Not sure	25%	20%	32%	20%	19%	25%	25%	21%	20%	26%	28%	24%	24%
Totals	101%	100%	99%	100%	100%	100%	99%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,116)	(381)	(438)	(297)	(469)	(381)	(418)	(319)	(280)	(193)	(237)	(414)	(272)

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?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Underrated by critics	13%	9%	16%	13%	11%	14%	12%	11%	20%	16%	*
Accurately rated by critics	29%	29%	30%	27%	38%	25%	29%	31%	26%	28%	*
Overrated by critics	29%	35%	22%	27%	25%	31%	31%	29%	23%	33%	*
Not sure	29%	27%	32%	32%	26%	31%	28%	29%	31%	23%	*
Totals	100%	100%	100%	99%	100%	101%	100%	100%	100%	100%	*
Unweighted N	(1,115)	(533)	(582)	(294)	(300)	(306)	(215)	(727)	(135)	(181)	(72)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Underrated by critics	13%	19%	12%	7%	19%	10%	15%	11%	14%	9%	15%	14%	11%
Accurately rated by critics	29%	32%	22%	36%	29%	31%	24%	35%	35%	30%	25%	30%	33%
Overrated by critics	29%	24%	28%	34%	26%	31%	31%	30%	25%	28%	25%	29%	32%
Not sure	29%	25%	38%	22%	26%	28%	30%	24%	25%	33%	35%	27%	25%
Totals	100%	100%	100%	99%	100%	100%	100%	100%	99%	100%	100%	100%	101%
Unweighted N	(1,115)	(384)	(435)	(296)	(472)	(379)	(418)	(319)	(279)	(192)	(238)	(412)	(273)

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?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Underrated by critics	13%	11%	14%	14%	15%	13%	8%	11%	21%	16%	*
Accurately rated by critics	40%	43%	37%	41%	42%	40%	36%	39%	39%	48%	*
Overrated by critics	20%	22%	19%	14%	15%	19%	33%	23%	19%	16%	*
Not sure	27%	25%	29%	31%	27%	28%	22%	27%	21%	20%	*
Totals	100%	101%	99%	100%	99%	100%	99%	100%	100%	100%	*
Unweighted N	(1,119)	(535)	(584)	(295)	(299)	(309)	(216)	(730)	(135)	(182)	(72)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Underrated by critics	13%	13%	11%	14%	14%	11%	14%	15%	10%	12%	18%	12%	9%
Accurately rated by critics	40%	51%	34%	37%	47%	38%	35%	44%	47%	37%	38%	41%	42%
Overrated by critics	20%	17%	20%	25%	16%	22%	26%	17%	15%	21%	13%	24%	22%
Not sure	27%	20%	35%	24%	23%	28%	25%	24%	28%	31%	31%	23%	27%
Totals	100%	101%	100%	100%	100%	99%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(1,119)	(385)	(439)	(295)	(472)	(380)	(421)	(319)	(280)	(193)	(239)	(413)	(274)

2J. 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?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Underrated by critics	11%	9%	12%	13%	13%	7%	12%	11%	16%	11%	*
Accurately rated by critics	40%	37%	42%	39%	37%	38%	46%	38%	45%	46%	*
Overrated by critics	24%	31%	19%	18%	25%	31%	20%	26%	15%	25%	*
Not sure	25%	24%	27%	31%	26%	24%	22%	25%	24%	17%	*
Totals	100%	101%	100%	101%	101%	100%	100%	100%	100%	99%	*
Unweighted N	(1,117)	(534)	(583)	(294)	(300)	(307)	(216)	(729)	(134)	(182)	(72)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Underrated by critics	11%	9%	10%	13%	8%	12%	12%	12%	9%	12%	11%	11%	8%
Accurately rated by critics	40%	48%	35%	38%	46%	39%	36%	45%	45%	41%	36%	39%	44%
Overrated by critics	24%	24%	25%	24%	25%	24%	26%	23%	24%	19%	24%	27%	24%
Not sure	25%	20%	30%	24%	21%	25%	25%	20%	22%	27%	29%	23%	24%
Totals	100%	101%	100%	99%	100%	100%	99%	100%	100%	99%	100%	100%	100%
Unweighted N	(1,117)	(384)	(437)	(296)	(471)	(381)	(418)	(320)	(279)	(193)	(237)	(413)	(274)

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3. Views on Watching Movies in Theater

How do you feel about watching movies in theaters?

	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%	34%	37%	24%	19%	25%	39%	38%	*
Like it	45%	43%	46%	45%	40%	45%	49%	46%	44%	43%	*
Dislike it	15%	18%	13%	12%	10%	20%	18%	19%	6%	8%	*
Hate it	6%	6%	7%	4%	5%	6%	10%	6%	2%	8%	*
Not sure	5%	5%	6%	6%	7%	4%	5%	4%	9%	2%	*
Totals	99%	100%	100%	101%	99%	99%	101%	100%	100%	99%	*
Unweighted N	(1,121)	(535)	(586)	(296)	(300)	(308)	(217)	(730)	(136)	(183)	(72)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	28%	34%	27%	24%	31%	24%	28%	27%	33%	28%	32%	28%	25%
Like it	45%	47%	42%	46%	50%	48%	39%	48%	48%	39%	42%	49%	44%
Dislike it	15%	11%	15%	20%	11%	15%	20%	12%	12%	20%	15%	12%	20%
Hate it	6%	3%	9%	6%	4%	8%	8%	7%	4%	8%	7%	7%	4%
Not sure	5%	6%	7%	3%	4%	4%	4%	6%	2%	6%	5%	5%	7%
Totals	99%	101%	100%	99%	100%	99%	99%	100%	99%	101%	101%	101%	100%
Unweighted N	(1,121)	(385)	(439)	(297)	(471)	(382)	(422)	(320)	(280)	(193)	(239)	(416)	(273)

4. Frequency of Watching Movies in Theaters

How often do you watch a movie in theaters?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
At least once a week	2%	2%	1%	3%	3%	1%	0%	1%	5%	2%	*
A few times a month	4%	5%	4%	4%	9%	3%	1%	4%	5%	9%	*
Once a month	7%	6%	7%	7%	13%	3%	5%	6%	6%	9%	*
A few times a year	29%	29%	29%	33%	25%	29%	30%	29%	22%	36%	*
Once a year	11%	12%	11%	14%	14%	11%	5%	11%	12%	7%	*
Hardly ever	31%	29%	33%	27%	21%	35%	39%	35%	35%	19%	*
Never	16%	17%	15%	11%	14%	17%	21%	15%	14%	17%	*
Not sure	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	*
Totals	100%	100%	100%	99%	100%	99%	101%	101%	99%	100%	*
Unweighted N	(1,123)	(535)	(588)	(296)	(300)	(310)	(217)	(732)	(136)	(183)	(72)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
At least once a week	2%	4%	0%	1%	2%	3%	1%	2%	3%	2%	2%	2%	2%
A few times a month	4%	4%	3%	6%	7%	6%	3%	4%	8%	6%	3%	5%	4%
Once a month	7%	9%	6%	5%	9%	6%	5%	9%	7%	6%	4%	7%	10%
A few times a year	29%	32%	26%	30%	35%	29%	22%	36%	35%	24%	31%	31%	26%
Once a year	11%	15%	7%	12%	10%	13%	7%	12%	15%	14%	15%	7%	13%
Hardly ever	31%	24%	35%	33%	27%	30%	35%	27%	23%	29%	28%	33%	31%
Never	16%	11%	22%	13%	10%	13%	26%	10%	9%	19%	17%	15%	14%
Not sure	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%
Totals	100%	99%	100%	100%	100%	101%	99%	100%	100%	100%	100%	101%	100%
Unweighted N	(1,123)	(386)	(440)	(297)	(472)	(382)	(423)	(320)	(280)	(193)	(239)	(416)	(275)

5. Best Genres To Watch in Theaters

Which of the following movie genres do you think are best suited to viewing in a theater rather than at home? Select up to three.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Action	58%	57%	59%	51%	57%	67%	53%	60%	58%	47%	*
Comedy	18%	19%	18%	24%	25%	14%	11%	18%	19%	24%	*
Drama	13%	9%	18%	12%	17%	11%	14%	12%	20%	16%	*
Documentary	4%	6%	3%	2%	4%	5%	6%	4%	6%	4%	*
Fantasy	21%	23%	20%	18%	20%	22%	25%	21%	22%	23%	*
Horror	26%	29%	23%	41%	25%	26%	12%	27%	28%	26%	*
Science fiction	33%	39%	28%	21%	29%	39%	41%	33%	27%	32%	*
Romance	7%	4%	11%	12%	10%	4%	4%	5%	11%	17%	*
Thriller	30%	26%	34%	29%	31%	34%	23%	31%	34%	25%	*
Western	9%	12%	5%	6%	8%	9%	11%	9%	8%	10%	*
None of the above	7%	7%	6%	6%	6%	6%	10%	7%	9%	6%	*
Not sure	9%	9%	9%	13%	8%	6%	10%	8%	6%	9%	*
Unweighted N	(1,123)	(535)	(588)	(296)	(300)	(310)	(217)	(732)	(136)	(183)	(72)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Action	58%	59%	57%	59%	59%	58%	54%	57%	69%	48%	61%	65%	50%
Comedy	18%	18%	14%	23%	19%	22%	20%	15%	21%	18%	18%	20%	17%
Drama	13%	17%	9%	15%	16%	16%	14%	11%	16%	18%	16%	12%	9%
Documentary	4%	3%	4%	6%	5%	5%	5%	5%	4%	9%	0%	5%	5%
Fantasy	21%	26%	23%	15%	29%	20%	21%	23%	23%	19%	19%	19%	29%
Horror	26%	28%	27%	22%	25%	23%	26%	32%	21%	25%	29%	27%	21%
Science fiction	33%	34%	35%	30%	41%	35%	28%	39%	39%	28%	34%	32%	38%
Romance	7%	11%	4%	8%	8%	7%	7%	9%	5%	7%	8%	7%	7%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Thriller	30%	29%	28%	33%	28%	30%	30%	30%	31%	30%	26%	35%	25%
Western	9%	8%	8%	10%	7%	9%	8%	9%	6%	13%	5%	11%	5%
None of the above	7%	6%	8%	7%	6%	8%	9%	6%	5%	9%	9%	5%	6%
Not sure	9%	7%	12%	6%	5%	7%	10%	6%	5%	7%	9%	7%	13%
Unweighted N	(1,123)	(386)	(440)	(297)	(472)	(382)	(423)	(320)	(280)	(193)	(239)	(416)	(275)

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6. Ever Watch Horror

Do you 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
Yes	63%	69%	57%	73%	72%	64%	41%	61%	62%	72%	*
No	35%	28%	41%	21%	26%	36%	57%	38%	29%	28%	*
Not sure	2%	3%	2%	6%	2%	0%	1%	1%	9%	0%	*
Totals	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	*
Unweighted N	(1,122)	(534)	(588)	(296)	(299)	(310)	(217)	(731)	(136)	(183)	(72)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	63%	67%	61%	60%	61%	58%	57%	72%	64%	67%	66%	60%	62%
No	35%	32%	35%	38%	37%	40%	40%	26%	34%	28%	33%	38%	37%
Not sure	2%	1%	4%	1%	1%	2%	3%	2%	1%	6%	1%	2%	1%
Totals	100%	100%	100%	99%	99%	100%	100%	100%	99%	101%	100%	100%	100%
Unweighted N	(1,122)	(386)	(440)	(296)	(472)	(381)	(423)	(319)	(280)	(193)	(239)	(415)	(275)

7A. 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	27%	24%	30%	43%	32%	25%	11%	26%	28%	31%	*
Like it	33%	40%	27%	29%	33%	39%	29%	35%	31%	33%	*
Dislike it	17%	16%	17%	10%	15%	17%	25%	16%	15%	17%	*
Hate it	15%	9%	20%	8%	10%	12%	29%	17%	8%	12%	*
Not sure	8%	11%	6%	11%	10%	6%	7%	6%	18%	7%	*
Totals	100%	100%	100%	101%	100%	99%	101%	100%	100%	100%	*
Unweighted N	(1,120)	(533)	(587)	(295)	(299)	(310)	(216)	(730)	(135)	(183)	(72)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	27%	34%	30%	17%	31%	20%	21%	33%	32%	32%	34%	24%	23%
Like it	33%	33%	28%	40%	34%	35%	34%	38%	33%	35%	26%	35%	37%
Dislike it	17%	15%	16%	19%	17%	20%	18%	15%	16%	14%	19%	13%	22%
Hate it	15%	11%	14%	18%	12%	20%	17%	12%	14%	14%	15%	16%	11%
Not sure	8%	7%	11%	5%	7%	5%	10%	2%	5%	5%	5%	12%	8%
Totals	100%	100%	99%	99%	101%	100%	100%	100%	100%	100%	99%	100%	101%
Unweighted N	(1,120)	(384)	(440)	(296)	(472)	(381)	(422)	(320)	(279)	(192)	(239)	(414)	(275)

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7B. 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	22%	25%	19%	34%	26%	15%	14%	22%	21%	24%	*
Like it	41%	41%	41%	41%	41%	47%	31%	39%	46%	44%	*
Dislike it	14%	13%	16%	8%	11%	15%	24%	16%	13%	14%	*
Hate it	13%	11%	15%	8%	11%	13%	21%	13%	14%	9%	*
Not sure	10%	10%	10%	8%	11%	10%	10%	10%	6%	9%	*
Totals	100%	100%	101%	99%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,121)	(535)	(586)	(294)	(300)	(310)	(217)	(731)	(136)	(182)	(72)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	22%	25%	21%	19%	26%	20%	20%	23%	26%	18%	26%	20%	22%
Like it	41%	46%	40%	36%	41%	42%	33%	49%	42%	41%	43%	38%	43%
Dislike it	14%	15%	12%	18%	17%	15%	18%	12%	14%	11%	9%	20%	14%
Hate it	13%	6%	15%	19%	9%	18%	17%	8%	14%	15%	15%	14%	10%
Not sure	10%	9%	13%	8%	8%	6%	12%	9%	4%	14%	7%	9%	11%
Totals	100%	101%	101%	100%	101%	101%	100%	101%	100%	99%	100%	101%	100%
Unweighted N	(1,121)	(384)	(440)	(297)	(472)	(382)	(422)	(320)	(280)	(193)	(239)	(415)	(274)

7C. 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	19%	21%	17%	26%	22%	20%	8%	18%	20%	22%	*
Like it	32%	32%	33%	31%	31%	37%	28%	32%	33%	35%	*
Dislike it	20%	23%	17%	17%	15%	20%	26%	21%	20%	13%	*
Hate it	21%	14%	27%	14%	21%	18%	31%	21%	16%	21%	*
Not sure	9%	11%	7%	12%	11%	6%	7%	7%	10%	8%	*
Totals	101%	101%	101%	100%	100%	101%	100%	99%	99%	99%	*
Unweighted N	(1,121)	(535)	(586)	(295)	(300)	(309)	(217)	(731)	(136)	(182)	(72)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	19%	24%	20%	13%	23%	16%	17%	19%	23%	22%	23%	19%	13%
Like it	32%	35%	35%	26%	33%	31%	31%	37%	29%	30%	36%	29%	36%
Dislike it	20%	18%	15%	27%	21%	20%	23%	21%	16%	20%	15%	20%	22%
Hate it	21%	14%	20%	27%	15%	27%	20%	18%	24%	21%	18%	22%	20%
Not sure	9%	9%	10%	7%	8%	6%	8%	5%	8%	7%	6%	10%	9%
Totals	101%	100%	100%	100%	100%	100%	99%	100%	100%	100%	98%	100%	100%
Unweighted N	(1,121)	(384)	(440)	(297)	(472)	(382)	(421)	(320)	(280)	(193)	(238)	(416)	(274)

7D. 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%	18%	16%	24%	20%	17%	6%	15%	24%	21%	*
Like it	32%	33%	31%	31%	36%	34%	27%	33%	39%	28%	*
Dislike it	21%	23%	19%	19%	16%	22%	27%	22%	18%	24%	*
Hate it	21%	15%	26%	13%	14%	20%	36%	22%	9%	19%	*
Not sure	9%	11%	8%	13%	13%	8%	4%	8%	10%	8%	*
Totals	100%	100%	100%	100%	99%	101%	100%	100%	100%	100%	*
Unweighted N	(1,118)	(535)	(583)	(294)	(299)	(308)	(217)	(731)	(135)	(180)	(72)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	17%	19%	19%	12%	20%	16%	15%	20%	19%	14%	19%	18%	15%
Like it	32%	34%	31%	33%	34%	28%	30%	38%	29%	34%	31%	32%	33%
Dislike it	21%	25%	16%	23%	24%	23%	21%	22%	22%	21%	23%	17%	24%
Hate it	21%	13%	22%	26%	14%	28%	23%	13%	23%	21%	18%	25%	15%
Not sure	9%	9%	13%	6%	7%	5%	11%	6%	7%	10%	9%	7%	13%
Totals	100%	100%	101%	100%	99%	100%	100%	99%	100%	100%	100%	99%	100%
Unweighted N	(1,118)	(383)	(439)	(296)	(471)	(381)	(421)	(319)	(279)	(192)	(239)	(415)	(272)

7E. Rating of Horror Sub-Genres — Zombies

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%	18%	13%	27%	22%	12%	3%	15%	16%	21%	*
Like it	28%	31%	25%	37%	34%	29%	11%	26%	31%	34%	*
Dislike it	21%	20%	21%	16%	16%	22%	28%	21%	22%	17%	*
Hate it	27%	20%	34%	10%	15%	31%	50%	31%	14%	24%	*
Not sure	9%	11%	7%	11%	13%	6%	8%	8%	16%	4%	*
Totals	101%	100%	100%	101%	100%	100%	100%	101%	99%	100%	*
Unweighted N	(1,116)	(532)	(584)	(294)	(298)	(307)	(217)	(727)	(136)	(181)	(72)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	16%	19%	15%	13%	15%	13%	15%	19%	16%	17%	18%	14%	14%
Like it	28%	29%	26%	29%	26%	27%	25%	33%	26%	24%	31%	27%	28%
Dislike it	21%	21%	19%	23%	24%	21%	22%	20%	23%	19%	18%	20%	25%
Hate it	27%	25%	27%	30%	28%	34%	31%	23%	27%	30%	22%	30%	26%
Not sure	9%	7%	14%	5%	8%	5%	8%	5%	8%	10%	10%	9%	7%
Totals	101%	101%	101%	100%	101%	100%	101%	100%	100%	100%	99%	100%	100%
Unweighted N	(1,116)	(385)	(438)	(293)	(472)	(378)	(422)	(320)	(276)	(192)	(239)	(412)	(273)

7F. Rating of Horror Sub-Genres — Monster

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	15%	19%	11%	27%	16%	13%	6%	13%	20%	23%	*
Like it	33%	37%	30%	36%	31%	35%	32%	34%	40%	27%	*
Dislike it	19%	18%	20%	12%	21%	19%	24%	19%	11%	25%	*
Hate it	21%	13%	29%	13%	16%	22%	34%	22%	18%	15%	*
Not sure	11%	13%	10%	12%	17%	11%	4%	11%	11%	9%	*
Totals	99%	100%	100%	100%	101%	100%	100%	99%	100%	99%	*
Unweighted N	(1,118)	(533)	(585)	(294)	(300)	(307)	(217)	(730)	(134)	(182)	(72)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	15%	20%	12%	13%	17%	14%	14%	16%	16%	13%	18%	14%	14%
Like it	33%	35%	32%	34%	36%	35%	30%	37%	35%	39%	38%	30%	31%
Dislike it	19%	19%	19%	19%	21%	21%	19%	21%	20%	22%	19%	15%	25%
Hate it	21%	16%	23%	25%	17%	24%	27%	13%	21%	20%	17%	27%	16%
Not sure	11%	10%	14%	9%	9%	5%	10%	12%	8%	6%	8%	13%	14%
Totals	99%	100%	100%	100%	100%	99%	100%	99%	100%	100%	100%	99%	100%
Unweighted N	(1,118)	(384)	(439)	(295)	(472)	(380)	(419)	(320)	(279)	(193)	(239)	(415)	(271)

7G. 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	12%	11%	13%	14%	15%	12%	7%	12%	9%	14%	*
Like it	35%	39%	32%	49%	38%	35%	20%	35%	43%	32%	*
Dislike it	20%	21%	18%	15%	17%	20%	26%	22%	11%	24%	*
Hate it	23%	17%	29%	12%	20%	22%	39%	24%	24%	19%	*
Not sure	10%	12%	8%	10%	10%	11%	7%	8%	14%	11%	*
Totals	100%	100%	100%	100%	100%	100%	99%	101%	101%	100%	*
Unweighted N	(1,119)	(534)	(585)	(295)	(298)	(309)	(217)	(732)	(135)	(181)	(71)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	12%	15%	13%	8%	15%	11%	12%	11%	14%	9%	14%	12%	12%
Like it	35%	40%	33%	34%	37%	28%	34%	43%	32%	34%	34%	36%	37%
Dislike it	20%	20%	18%	21%	22%	22%	16%	23%	21%	25%	22%	15%	21%
Hate it	23%	14%	24%	32%	17%	32%	27%	18%	23%	19%	23%	28%	19%
Not sure	10%	11%	12%	6%	9%	6%	10%	4%	10%	12%	8%	10%	10%
Totals	100%	100%	100%	101%	100%	99%	99%	99%	100%	99%	101%	101%	99%
Unweighted N	(1,119)	(384)	(440)	(295)	(472)	(380)	(421)	(319)	(280)	(192)	(239)	(416)	(272)

7H. Rating of Horror Sub-Genres — Found footage

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	10%	14%	7%	20%	15%	7%	3%	10%	11%	15%	*
Like it	26%	25%	28%	34%	32%	25%	15%	23%	35%	35%	*
Dislike it	22%	22%	22%	15%	22%	27%	21%	22%	20%	21%	*
Hate it	20%	15%	24%	11%	14%	20%	34%	23%	8%	17%	*
Not sure	21%	25%	18%	20%	17%	21%	28%	21%	27%	13%	*
Totals	99%	101%	99%	100%	100%	100%	101%	99%	101%	101%	*
Unweighted N	(1,117)	(532)	(585)	(294)	(298)	(309)	(216)	(728)	(135)	(182)	(72)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	10%	13%	9%	10%	10%	9%	10%	12%	11%	9%	9%	12%	10%
Like it	26%	30%	26%	24%	27%	23%	27%	28%	26%	25%	28%	25%	27%
Dislike it	22%	24%	17%	25%	25%	19%	20%	29%	20%	21%	23%	20%	25%
Hate it	20%	13%	21%	25%	16%	30%	19%	18%	23%	29%	15%	21%	17%
Not sure	21%	21%	27%	15%	22%	19%	24%	13%	21%	16%	25%	22%	21%
Totals	99%	101%	100%	99%	100%	100%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(1,117)	(382)	(440)	(295)	(471)	(381)	(418)	(320)	(279)	(193)	(238)	(413)	(273)

7I. Rating of Horror Sub-Genres — Slasher

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	10%	12%	8%	17%	14%	8%	2%	9%	13%	17%	*
Like it	24%	29%	20%	40%	25%	26%	8%	24%	32%	22%	*
Dislike it	21%	20%	22%	17%	18%	24%	23%	20%	17%	20%	*
Hate it	35%	27%	43%	14%	29%	36%	59%	39%	17%	32%	*
Not sure	10%	12%	8%	12%	14%	6%	8%	8%	21%	9%	*
Totals	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,114)	(531)	(583)	(294)	(298)	(308)	(214)	(726)	(135)	(182)	(71)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	10%	15%	9%	7%	10%	7%	12%	10%	7%	8%	15%	11%	5%
Like it	24%	24%	25%	24%	21%	24%	23%	28%	27%	33%	27%	22%	20%
Dislike it	21%	21%	18%	24%	24%	23%	19%	24%	24%	21%	19%	19%	25%
Hate it	35%	30%	34%	41%	33%	40%	36%	32%	36%	32%	30%	36%	40%
Not sure	10%	10%	14%	4%	12%	5%	10%	6%	7%	6%	9%	12%	9%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	101%	100%	100%	100%	99%
Unweighted N	(1,114)	(382)	(437)	(295)	(468)	(381)	(420)	(317)	(277)	(193)	(238)	(411)	(272)

7J. Rating of Horror Sub-Genres — Demonic Possession

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	9%	12%	7%	12%	13%	10%	2%	9%	7%	16%	*
Like it	26%	30%	23%	40%	25%	28%	13%	27%	29%	24%	*
Dislike it	22%	24%	20%	18%	23%	20%	27%	21%	18%	27%	*
Hate it	33%	24%	41%	16%	27%	35%	53%	34%	31%	27%	*
Not sure	9%	10%	8%	13%	11%	8%	5%	8%	16%	7%	*
Totals	99%	100%	99%	99%	99%	101%	100%	99%	101%	101%	*
Unweighted N	(1,119)	(534)	(585)	(294)	(300)	(309)	(216)	(728)	(136)	(183)	(72)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	9%	9%	9%	11%	9%	10%	13%	9%	7%	11%	9%	11%	6%
Like it	26%	32%	27%	20%	29%	22%	22%	29%	32%	28%	36%	22%	23%
Dislike it	22%	25%	20%	21%	24%	19%	20%	27%	21%	19%	15%	19%	35%
Hate it	33%	25%	31%	44%	30%	44%	36%	28%	32%	34%	32%	37%	28%
Not sure	9%	10%	14%	3%	8%	5%	9%	6%	7%	8%	7%	12%	7%
Totals	99%	101%	101%	99%	100%	100%	100%	99%	99%	100%	99%	101%	99%
Unweighted N	(1,119)	(383)	(440)	(296)	(470)	(381)	(421)	(320)	(279)	(193)	(238)	(414)	(274)

7K. Rating of Horror Sub-Genres — Trauma

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	9%	10%	8%	16%	12%	6%	4%	7%	18%	13%	*
Like it	28%	32%	24%	35%	30%	28%	17%	28%	31%	31%	*
Dislike it	28%	26%	29%	24%	19%	33%	32%	29%	23%	21%	*
Hate it	24%	17%	31%	15%	24%	20%	40%	25%	17%	24%	*
Not sure	11%	15%	9%	10%	15%	13%	7%	12%	11%	11%	*
Totals	100%	100%	101%	100%	100%	100%	100%	101%	100%	100%	*
Unweighted N	(1,120)	(533)	(587)	(296)	(298)	(309)	(217)	(731)	(134)	(183)	(72)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	9%	9%	9%	8%	10%	9%	10%	10%	9%	6%	13%	10%	6%
Like it	28%	31%	25%	28%	27%	28%	25%	34%	28%	36%	30%	24%	25%
Dislike it	28%	29%	28%	27%	26%	29%	28%	25%	29%	19%	27%	27%	35%
Hate it	24%	21%	23%	29%	26%	26%	26%	24%	24%	28%	20%	26%	22%
Not sure	11%	10%	15%	8%	11%	8%	12%	7%	10%	10%	10%	13%	11%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	100%	99%	100%	100%	99%
Unweighted N	(1,120)	(383)	(440)	(297)	(471)	(382)	(420)	(320)	(280)	(193)	(239)	(414)	(274)

7L. Rating of Horror Sub-Genres — Gore

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	9%	11%	6%	7%	13%	9%	4%	8%	10%	13%	*
Like it	23%	27%	19%	34%	25%	22%	11%	22%	28%	24%	*
Dislike it	22%	21%	23%	25%	17%	24%	23%	23%	21%	20%	*
Hate it	37%	28%	44%	16%	32%	37%	59%	39%	28%	34%	*
Not sure	10%	13%	8%	18%	12%	8%	4%	8%	13%	8%	*
Totals	101%	100%	100%	100%	99%	100%	101%	100%	100%	99%	*
Unweighted N	(1,117)	(533)	(584)	(294)	(298)	(308)	(217)	(730)	(136)	(179)	(72)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	9%	9%	9%	7%	8%	9%	12%	7%	8%	11%	12%	7%	7%
Like it	23%	26%	22%	21%	22%	22%	18%	30%	22%	29%	27%	22%	15%
Dislike it	22%	24%	19%	24%	22%	23%	22%	25%	22%	21%	19%	21%	28%
Hate it	37%	32%	35%	43%	39%	40%	39%	34%	36%	34%	31%	39%	39%
Not sure	10%	10%	14%	5%	10%	5%	9%	5%	13%	5%	11%	11%	11%
Totals	101%	101%	99%	100%	101%	99%	100%	101%	101%	100%	100%	100%	100%
Unweighted N	(1,117)	(384)	(437)	(296)	(471)	(379)	(420)	(319)	(279)	(192)	(238)	(413)	(274)

7M. Rating of Horror Sub-Genres — Body horror

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	8%	10%	7%	10%	11%	9%	3%	7%	11%	14%	*
Like it	22%	26%	18%	32%	28%	19%	9%	21%	28%	24%	*
Dislike it	21%	23%	20%	21%	14%	21%	28%	21%	26%	19%	*
Hate it	35%	26%	44%	20%	32%	36%	53%	39%	22%	34%	*
Not sure	13%	15%	12%	17%	15%	14%	7%	11%	14%	10%	*
Totals	99%	100%	101%	100%	100%	99%	100%	99%	101%	101%	*
Unweighted N	(1,120)	(535)	(585)	(295)	(299)	(310)	(216)	(730)	(136)	(182)	(72)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	8%	9%	9%	7%	9%	9%	11%	6%	8%	11%	11%	7%	6%
Like it	22%	24%	18%	24%	18%	24%	17%	30%	24%	24%	26%	20%	19%
Dislike it	21%	24%	21%	18%	27%	18%	22%	23%	21%	20%	22%	19%	23%
Hate it	35%	32%	34%	41%	37%	39%	38%	32%	34%	32%	31%	38%	38%
Not sure	13%	11%	18%	10%	10%	10%	12%	10%	13%	13%	10%	15%	14%
Totals	99%	100%	100%	100%	101%	100%	100%	101%	100%	100%	100%	99%	100%
Unweighted N	(1,120)	(384)	(440)	(296)	(471)	(381)	(423)	(319)	(280)	(192)	(239)	(415)	(274)

7N. Rating of Horror Sub-Genres — Eroticism

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	8%	10%	6%	10%	10%	8%	4%	6%	18%	10%	*
Like it	22%	28%	16%	20%	25%	26%	13%	23%	21%	23%	*
Dislike it	22%	21%	23%	20%	19%	24%	25%	21%	19%	25%	*
Hate it	33%	24%	41%	24%	29%	31%	48%	34%	24%	25%	*
Not sure	16%	17%	15%	26%	17%	11%	11%	15%	18%	17%	*
Totals	101%	100%	101%	100%	100%	100%	101%	99%	100%	100%	*
Unweighted N	(1,119)	(533)	(586)	(295)	(299)	(309)	(216)	(731)	(135)	(181)	(72)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	8%	12%	7%	5%	11%	8%	8%	7%	10%	11%	9%	8%	5%
Like it	22%	21%	21%	23%	23%	21%	24%	24%	17%	20%	20%	21%	26%
Dislike it	22%	22%	20%	25%	25%	22%	19%	27%	24%	21%	17%	21%	29%
Hate it	33%	26%	32%	41%	25%	41%	34%	31%	35%	36%	31%	35%	28%
Not sure	16%	20%	20%	6%	15%	8%	15%	12%	15%	12%	23%	16%	11%
Totals	101%	101%	100%	100%	99%	100%	100%	101%	101%	100%	100%	101%	99%
Unweighted N	(1,119)	(384)	(439)	(296)	(471)	(381)	(422)	(318)	(279)	(193)	(239)	(414)	(273)

70. Rating of Horror Sub-Genres — Torture

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	4%	5%	4%	6%	6%	4%	1%	3%	10%	8%	*
Like it	17%	18%	16%	18%	25%	16%	10%	15%	27%	22%	*
Dislike it	28%	29%	26%	35%	23%	30%	22%	27%	27%	23%	*
Hate it	41%	35%	47%	23%	32%	44%	65%	45%	26%	39%	*
Not sure	9%	12%	7%	17%	14%	6%	2%	9%	11%	9%	*
Totals	99%	99%	100%	99%	100%	100%	100%	99%	101%	101%	*
Unweighted N	(1,120)	(532)	(588)	(295)	(298)	(310)	(217)	(730)	(135)	(183)	(72)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	4%	6%	3%	5%	6%	5%	5%	4%	5%	4%	6%	5%	2%
Like it	17%	16%	16%	19%	14%	17%	19%	22%	14%	24%	17%	17%	13%
Dislike it	28%	26%	29%	27%	27%	26%	25%	34%	29%	26%	25%	28%	30%
Hate it	41%	43%	37%	45%	47%	45%	44%	36%	42%	37%	40%	41%	47%
Not sure	9%	8%	14%	4%	6%	6%	7%	4%	11%	9%	12%	9%	8%
Totals	99%	99%	99%	100%	100%	99%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(1,120)	(384)	(440)	(296)	(471)	(382)	(421)	(320)	(279)	(193)	(239)	(414)	(274)

YouGov Survey: Horror Movies

October 6 - 9, 2025 - 1123 U.S. adult citizens



8. 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	17%	20%	13%	12%	22%	19%	*	16%	*	15%	*
With other people	47%	43%	51%	52%	55%	35%	*	45%	*	53%	*
No preference	37%	37%	36%	36%	23%	46%	*	40%	*	33%	*
Totals	101%	100%	100%	100%	100%	100%	*	101%	*	101%	*
Unweighted N	(707)	(360)	(347)	(218)	(209)	(188)	(92)	(436)	(97)	(133)	(41)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Alone	17%	18%	15%	17%	13%	20%	20%	14%	13%	20%	16%	18%	13%
With other people	47%	52%	38%	52%	58%	43%	43%	48%	55%	42%	46%	43%	58%
No preference	37%	30%	47%	31%	29%	37%	37%	38%	31%	38%	38%	39%	30%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	101%
Unweighted N	(707)	(262)	(280)	(165)	(301)	(218)	(269)	(218)	(171)	(131)	(151)	(253)	(172)

YouGov Survey: Horror Movies

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9. 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

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
At home	55%	55%	55%	51%	51%	59%	*	60%	*	50%	*
In a theater	17%	18%	17%	22%	19%	17%	*	15%	*	24%	*
No preference	28%	27%	29%	27%	29%	24%	*	25%	*	26%	*
Totals	100%	100%	101%	100%	99%	100%	*	100%	*	100%	*
Unweighted N	(706)	(360)	(346)	(218)	(209)	(187)	(92)	(435)	(97)	(133)	(41)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
At home	55%	52%	50%	64%	48%	58%	55%	56%	55%	58%	52%	55%	56%
In a theater	17%	22%	15%	15%	25%	19%	19%	15%	19%	18%	20%	16%	17%
No preference	28%	26%	35%	21%	27%	23%	26%	29%	26%	24%	28%	29%	28%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(706)	(261)	(280)	(165)	(300)	(218)	(269)	(218)	(171)	(131)	(150)	(253)	(172)

10. 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	14%	6%	22%	16%	14%	9%	*	7%	*	27%	*
At night	44%	48%	39%	46%	50%	47%	*	49%	*	37%	*
No preference	43%	46%	40%	39%	36%	44%	*	44%	*	36%	*
Totals	101%	100%	101%	101%	100%	100%	*	100%	*	100%	*
Unweighted N	(706)	(359)	(347)	(218)	(209)	(187)	(92)	(435)	(97)	(133)	(41)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
During the day	14%	18%	13%	10%	20%	8%	17%	11%	11%	8%	9%	14%	21%
At night	44%	44%	36%	52%	41%	51%	43%	44%	47%	51%	47%	45%	33%
No preference	43%	38%	51%	38%	39%	41%	40%	45%	42%	41%	44%	41%	46%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(706)	(262)	(280)	(164)	(301)	(217)	(269)	(217)	(171)	(130)	(151)	(253)	(172)

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11. Prefer Old or New Horror Movies

Which do you prefer?

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
Classic horror movies	28%	30%	26%	20%	31%	31%	*	29%	*	33%	*
Newly released horror movies	18%	16%	20%	24%	21%	14%	*	16%	*	21%	*
No preference	54%	55%	54%	56%	49%	55%	*	55%	*	46%	*
Totals	100%	101%	100%	100%	101%	100%	*	100%	*	100%	*
Unweighted N	(707)	(360)	(347)	(218)	(209)	(188)	(92)	(436)	(97)	(133)	(41)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Classic horror movies	28%	24%	28%	33%	28%	34%	32%	32%	20%	35%	23%	33%	21%
Newly released horror movies	18%	24%	12%	18%	18%	23%	16%	17%	24%	15%	22%	16%	17%
No preference	54%	52%	61%	49%	54%	44%	52%	51%	57%	50%	55%	51%	61%
Totals	100%	100%	101%	100%	100%	101%	100%	100%	101%	100%	100%	100%	99%
Unweighted N	(707)	(262)	(280)	(165)	(301)	(218)	(269)	(218)	(171)	(131)	(151)	(253)	(172)

12. Have Nightmares

How often do you have nightmares?

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
Always	1%	1%	1%	1%	3%	0%	*	1%	*	3%	*
Usually	5%	6%	4%	5%	11%	1%	*	5%	*	6%	*
Sometimes	25%	20%	30%	31%	23%	23%	*	24%	*	30%	*
Rarely	50%	52%	49%	46%	51%	56%	*	50%	*	47%	*
Never	16%	20%	11%	12%	10%	18%	*	18%	*	9%	*
Not sure	2%	1%	4%	4%	2%	3%	*	2%	*	5%	*
Totals	99%	100%	99%	99%	100%	101%	*	100%	*	100%	*
Unweighted N	(707)	(360)	(347)	(218)	(209)	(188)	(92)	(436)	(97)	(133)	(41)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Always	1%	2%	1%	1%	2%	2%	1%	3%	0%	1%	2%	0%	2%
Usually	5%	4%	3%	8%	3%	4%	7%	5%	2%	5%	4%	7%	3%
Sometimes	25%	31%	25%	18%	30%	22%	27%	21%	28%	15%	28%	26%	28%
Rarely	50%	43%	55%	52%	47%	52%	46%	53%	53%	56%	47%	49%	52%
Never	16%	19%	11%	19%	18%	19%	15%	17%	15%	21%	16%	16%	13%
Not sure	2%	1%	5%	0%	1%	1%	4%	1%	1%	2%	3%	2%	1%
Totals	99%	100%	100%	98%	101%	100%	100%	100%	99%	100%	100%	100%	99%
Unweighted N	(707)	(262)	(280)	(165)	(301)	(218)	(269)	(218)	(171)	(131)	(151)	(253)	(172)

13. Have Nightmares From Horror Movies

How often do you have nightmares after watching horror movies?

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
Always	2%	1%	2%	4%	2%	0%	*	2%	*	1%	*
Usually	6%	5%	6%	5%	10%	2%	*	5%	*	10%	*
Sometimes	16%	14%	18%	20%	21%	13%	*	14%	*	20%	*
Rarely	35%	31%	39%	38%	36%	32%	*	36%	*	29%	*
Never	36%	44%	26%	25%	24%	47%	*	39%	*	36%	*
Not sure	6%	5%	8%	8%	6%	5%	*	5%	*	3%	*
Totals	101%	100%	99%	100%	99%	99%	*	101%	*	99%	*
Unweighted N	(706)	(360)	(346)	(217)	(209)	(188)	(92)	(436)	(97)	(132)	(41)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Always	2%	4%	1%	1%	2%	2%	1%	3%	0%	3%	2%	1%	2%
Usually	6%	5%	4%	7%	6%	5%	8%	4%	4%	7%	5%	6%	5%
Sometimes	16%	15%	16%	16%	16%	16%	12%	16%	21%	10%	21%	14%	18%
Rarely	35%	33%	34%	38%	34%	38%	30%	40%	37%	34%	34%	36%	35%
Never	36%	38%	34%	35%	35%	38%	40%	33%	34%	38%	34%	36%	35%
Not sure	6%	4%	11%	3%	7%	3%	9%	4%	3%	7%	4%	8%	5%
Totals	101%	99%	100%	100%	100%	102%	100%	100%	99%	99%	100%	101%	100%
Unweighted N	(706)	(261)	(280)	(165)	(301)	(218)	(269)	(217)	(171)	(131)	(151)	(252)	(172)

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14. 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	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	*
6-9	2%	2%	1%	2%	2%	0%	2%	1%	1%	3%	*
10-12	12%	17%	7%	15%	15%	13%	4%	11%	14%	13%	*
13-16	39%	39%	40%	44%	36%	41%	35%	40%	44%	38%	*
17-18	32%	27%	37%	21%	33%	36%	38%	35%	19%	34%	*
Don't know	15%	15%	14%	17%	14%	9%	20%	13%	21%	11%	*
Totals	100%	100%	99%	99%	100%	99%	99%	100%	100%	100%	*
Unweighted N	(1,120)	(533)	(587)	(296)	(298)	(309)	(217)	(729)	(136)	(183)	(72)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
5 or younger	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%
6-9	2%	2%	2%	1%	2%	1%	1%	2%	1%	1%	2%	1%	3%
10-12	12%	15%	13%	8%	14%	9%	11%	14%	12%	17%	10%	13%	9%
13-16	39%	43%	36%	39%	43%	35%	38%	38%	45%	40%	41%	40%	35%
17-18	32%	25%	31%	41%	30%	43%	31%	34%	33%	28%	34%	30%	38%
Don't know	15%	14%	18%	11%	11%	12%	17%	12%	9%	14%	13%	15%	15%
Totals	100%	99%	100%	100%	101%	100%	98%	101%	100%	100%	100%	99%	100%
Unweighted N	(1,120)	(384)	(439)	(297)	(471)	(380)	(423)	(318)	(279)	(193)	(237)	(416)	(274)

15. Best Decade Horror Movies

During which of the following periods do you think the best horror movies were made?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
2020s	2%	2%	3%	5%	1%	1%	4%	3%	0%	3%	*
2010s	5%	5%	5%	16%	5%	1%	0%	5%	6%	6%	*
2000s	6%	5%	6%	10%	8%	3%	3%	6%	7%	6%	*
1990s	12%	13%	12%	15%	24%	8%	3%	12%	13%	14%	*
1980s	19%	21%	17%	9%	21%	32%	8%	19%	17%	28%	*
1970s	5%	5%	5%	1%	2%	9%	6%	5%	8%	6%	*
1960s	4%	5%	3%	0%	2%	5%	9%	5%	1%	1%	*
1950s	3%	4%	3%	0%	2%	2%	9%	3%	5%	3%	*
Before the 1950s	3%	4%	3%	0%	2%	2%	9%	4%	1%	0%	*
Not sure	40%	36%	43%	43%	33%	36%	49%	38%	43%	33%	*
Totals	99%	100%	100%	99%	100%	99%	100%	100%	101%	100%	*
Unweighted N	(1,121)	(534)	(587)	(295)	(299)	(310)	(217)	(732)	(134)	(183)	(72)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
2020s	2%	2%	2%	3%	2%	4%	2%	3%	4%	2%	3%	2%	3%
2010s	5%	7%	4%	5%	4%	3%	4%	6%	6%	4%	3%	6%	6%
2000s	6%	7%	4%	6%	6%	7%	4%	8%	6%	4%	4%	7%	4%
1990s	12%	11%	12%	13%	10%	9%	11%	16%	11%	8%	15%	13%	10%
1980s	19%	20%	17%	21%	21%	20%	21%	19%	19%	22%	23%	15%	21%
1970s	5%	8%	4%	4%	8%	5%	5%	6%	4%	7%	6%	5%	4%
1960s	4%	3%	5%	5%	3%	5%	6%	4%	3%	7%	2%	5%	3%
1950s	3%	5%	2%	3%	6%	4%	3%	3%	4%	2%	2%	4%	4%
Before the 1950s	3%	4%	2%	3%	5%	5%	4%	3%	3%	4%	3%	3%	5%

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		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Not sure	40%	33%	46%	38%	35%	38%	40%	32%	39%	40%	38%	40%	40%
Totals	99%	100%	98%	101%	100%	100%	100%	100%	99%	100%	99%	100%	100%
Unweighted N	(1,121)	(386)	(439)	(296)	(472)	(381)	(423)	(319)	(280)	(193)	(238)	(415)	(275)

16. Quality of Horror Movies

In recent years, do you think the quality of horror movies being made has...?

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
Gotten better	25%	22%	28%	28%	30%	20%	*	23%	*	36%	*
Stayed about the same	24%	29%	20%	32%	20%	22%	*	25%	*	24%	*
Gotten worse	35%	35%	35%	23%	38%	40%	*	37%	*	30%	*
Not sure	16%	15%	17%	17%	12%	18%	*	15%	*	10%	*
Totals	100%	101%	100%	100%	100%	100%	*	100%	*	100%	*
Unweighted N	(706)	(359)	(347)	(217)	(209)	(188)	(92)	(436)	(96)	(133)	(41)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Gotten better	25%	27%	24%	24%	28%	20%	35%	19%	21%	25%	23%	28%	23%
Stayed about the same	24%	30%	23%	20%	30%	22%	20%	23%	34%	22%	31%	25%	18%
Gotten worse	35%	28%	35%	42%	29%	45%	31%	44%	31%	36%	36%	34%	35%
Not sure	16%	15%	18%	14%	13%	12%	14%	13%	14%	18%	11%	14%	23%
Totals	100%	100%	100%	100%	100%	99%	100%	99%	100%	101%	101%	101%	99%
Unweighted N	(706)	(262)	(279)	(165)	(301)	(218)	(269)	(217)	(171)	(131)	(151)	(252)	(172)

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Interviewing Dates	October 6 - 9, 2025
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.051 to 6.056, with a mean of one and a standard deviation of 0.942.
Number of respondents	1123
Margin of error	± 4% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	79 questions not reported.