

Sample Size: 1664 GB Adults
Fieldwork: 28th - 29th October 2015

	Vote in 2015					Gender		Age				Social Grade		Region				
	Con	Lab	Lib Dem	UKIP		Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1664	566	466	116	200	807	857	198	421	569	476	948	716	213	541	356	409	145
Unweighted Sample	1664	507	454	129	219	801	863	117	284	700	563	1068	596	211	536	365	399	153
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Carrie (1976)
[n=549]

Very scary	17	19	16	23	20	11	22	0	15	18	20	15	19	14	17	14	23	16
Fairly scary	40	39	44	44	40	38	42	4	24	45	50	43	38	38	42	40	39	42
TOTAL SCARY	57	58	60	67	60	49	64	4	39	63	70	58	57	52	59	54	62	58
Not very scary	28	29	27	23	30	32	25	30	42	27	22	25	32	35	31	26	22	31
Not scary at all	12	12	11	9	8	14	10	55	17	9	5	13	11	10	9	16	14	9
TOTAL NOT SCARY	40	41	38	32	38	46	35	85	59	36	27	38	43	45	40	42	36	40
Don't know	2	1	1	0	2	4	1	11	2	1	2	3	1	4	1	4	1	3

The Omen (1976)
[n=585]

Very scary	23	23	26	25	24	17	29	0	13	25	28	20	26	35	23	16	23	20
Fairly scary	50	51	45	59	48	49	50	45	60	45	52	55	43	39	54	54	43	52
TOTAL SCARY	73	74	71	84	72	66	79	45	73	70	80	75	69	74	77	70	66	72
Not very scary	22	19	24	13	21	27	17	37	21	25	16	19	25	19	17	27	28	22
Not scary at all	5	5	4	3	4	6	4	18	5	3	5	4	6	5	6	2	5	5
TOTAL NOT SCARY	27	24	28	16	25	33	21	55	26	28	21	23	31	24	23	29	33	27
Don't know	1	1	0	0	2	1	0	0	1	1	0	1	1	2	1	1	0	1

The Blair Witch Project (1999)
[n=382]

Very scary	14	12	13	9	19	14	14	11	18	11	10	14	13	17	17	10	11	20
Fairly scary	35	36	35	37	41	32	38	38	36	40	22	37	33	53	32	34	33	30
TOTAL SCARY	49	48	48	46	60	46	52	49	54	51	32	51	46	70	49	44	44	50
Not very scary	27	28	23	36	19	26	28	26	22	25	46	28	25	12	25	30	30	42
Not scary at all	23	21	29	18	22	26	20	20	24	23	20	20	27	17	25	25	25	9
TOTAL NOT SCARY	50	49	52	54	41	52	48	46	46	48	66	48	52	29	50	55	55	51
Don't know	1	3	0	0	0	2	1	5	0	0	3	2	1	0	2	1	2	0

Friday 13th (1980)
[n=364]

Very scary	18	20	25	18	12	12	24	7	16	20	19	13	24	18	16	17	14	34
Fairly scary	40	41	39	40	49	41	40	4	34	43	48	41	39	51	38	42	40	30
TOTAL SCARY	58	61	64	58	61	53	64	11	50	63	67	54	63	69	54	59	54	64
Not very scary	33	32	32	32	31	39	27	43	43	29	28	37	28	30	37	27	38	30
Not scary at all	5	5	2	9	7	6	5	10	6	5	4	4	7	0	5	9	6	5
TOTAL NOT SCARY	38	37	34	41	38	45	32	53	49	34	32	41	35	30	42	36	44	35
Don't know	3	2	1	0	2	2	4	36	2	2	1	4	2	1	4	5	2	0

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Hostel (2005)
[n=165]

Very scary	18	7	27	57	29	12	27	16	16	18	44	21	16	9	23	22	19	13
Fairly scary	39	38	39	43	40	41	36	47	35	44	41	40	38	51	42	38	30	37
TOTAL SCARY	57	45	66	100	69	53	63	63	51	62	85	61	54	60	65	60	49	50
Not very scary	34	46	25	0	23	40	26	19	41	29	15	31	36	26	29	32	45	37
Not scary at all	8	8	8	0	8	7	10	18	7	9	0	6	10	15	4	8	6	13
TOTAL NOT SCARY	42	54	33	0	31	47	36	37	48	38	15	37	46	41	33	40	51	50
Don't know	1	1	0	0	0	0	1	0	1	0	0	1	0	0	2	0	0	0

The Fly (1986)
[n=508]

Very scary	4	4	5	0	2	1	7	0	2	5	4	3	5	3	3	2	5	10
Fairly scary	26	26	27	36	23	21	32	15	29	23	30	25	28	28	28	23	24	34
TOTAL SCARY	30	30	32	36	25	22	39	15	31	28	34	28	33	31	31	25	29	44
Not very scary	49	51	46	53	51	55	42	64	44	50	49	49	49	43	51	51	51	39
Not scary at all	19	17	22	10	23	21	17	21	22	20	16	20	18	24	17	21	20	14
TOTAL NOT SCARY	68	68	68	63	74	76	59	85	66	70	65	69	67	67	68	72	71	53
Don't know	2	2	1	0	1	2	1	0	3	2	1	2	0	3	1	3	0	2

Scream (1996)
[n=408]

Very scary	5	3	4	18	5	2	7	2	1	7	15	4	6	2	5	6	4	3
Fairly scary	32	35	34	23	38	27	37	32	36	23	41	36	27	39	34	33	28	24
TOTAL SCARY	37	38	38	41	43	29	44	34	37	30	56	40	33	41	39	39	32	27
Not very scary	42	45	41	33	31	45	38	43	40	48	29	37	48	41	45	31	49	48
Not scary at all	20	17	20	26	26	22	17	14	22	21	15	21	19	18	15	28	17	19
TOTAL NOT SCARY	62	62	61	59	57	67	55	57	62	69	44	58	67	59	60	59	66	67
Don't know	2	1	0	0	0	3	0	9	1	2	0	2	1	0	0	3	2	6

Paranormal activity (2007)
[n=192]

Very scary	26	37	20	0	32	15	35	28	31	18	15	21	31	24	39	21	17	36
Fairly scary	42	43	42	64	49	44	40	29	46	47	51	41	43	53	34	45	43	36
TOTAL SCARY	68	80	62	64	81	59	75	57	77	65	66	62	74	77	73	66	60	72
Not very scary	17	9	21	24	11	24	12	21	13	20	24	22	13	12	13	13	30	9
Not scary at all	12	11	17	12	8	13	11	14	9	16	9	12	12	7	13	13	11	19
TOTAL NOT SCARY	29	20	38	36	19	37	23	35	22	36	33	34	25	19	26	26	41	28
Don't know	3	0	0	0	0	4	2	8	2	0	0	3	2	5	0	8	0	0

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Ring (2002)
[n=276]

Very scary	21	16	22	31	19	18	22	19	20	23	16	22	19	26	22	14	18	34
Fairly scary	47	58	44	46	48	46	48	42	51	47	39	47	47	47	53	42	43	54
TOTAL SCARY	68	74	66	77	67	64	70	61	71	70	55	69	66	73	75	56	61	88
Not very scary	23	21	22	20	22	26	21	28	19	23	34	22	25	22	19	25	32	8
Not scary at all	6	5	7	4	11	7	5	4	8	3	8	7	5	3	5	11	4	5
TOTAL NOT SCARY	29	26	29	24	33	33	26	32	27	26	42	29	30	25	24	36	36	13
Don't know	3	1	4	0	0	3	3	7	1	4	3	3	3	2	1	8	3	0

The Grudge (2004)
[n=162]

Very scary	19	17	17	15	44	9	25	23	16	17	28	16	22	8	17	17	26	25
Fairly scary	41	35	53	49	31	46	39	26	46	49	37	52	32	37	49	43	32	47
TOTAL SCARY	60	52	70	64	75	55	64	49	62	66	65	68	54	45	66	60	58	72
Not very scary	27	37	24	32	19	31	25	26	29	27	22	23	30	41	24	16	35	24
Not scary at all	8	7	6	4	6	10	7	14	6	6	13	5	12	10	10	13	4	4
TOTAL NOT SCARY	35	44	30	36	25	41	32	40	35	33	35	28	42	51	34	29	39	28
Don't know	4	4	0	0	0	4	4	12	3	1	0	4	5	4	0	12	4	0

YouGov Weighting Data

In addition to weighting by age, gender, social class and region (weighted and unweighted figures shown in the tables), YouGov also weighted its raw data by newspaper readership and Vote May 2015.

	Unweighted no.	Weighted no.
Age and Gender		
Male 18 to 24	44	100
Male 25 to 39	101	210
Male 40 to 59	344	281
Male 60 +	312	216
Female 18 to 24	73	98
Female 25 to 39	183	211
Female 40 to 59	356	288
Female 60 +	251	260
Region		
North England	399	409
Midlands	267	273
East	160	160
London	211	213
South England	376	381
Wales	98	83
Scotland	153	145
Social Grade		
AB	643	466
C1	425	483
C2	254	349
DE	342	366
Newspaper Type		
Express / Mail	258	236
Sun / Star	275	334
Mirror / Record	153	146
Guardian / Independent	129	73
FT / Times / Telegraph	111	133
Other Paper	169	191
No Paper	569	549
Vote Share May 2015		
Conservative	507	566
Labour	454	466
Liberal Democrat	129	116
UKIP	219	200
Green	65	58
Other	109	92
Didn't vote / Don't know	181	166

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For more information on the methodology, please go to yougov.co.uk/publicopinion/methodology

Or visit our website: yougov.co.uk