

# YouGov Survey Results

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

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

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

Jaws (1975)	68	67	70	68	74	71	66	42	66	79	68	66	71	60	70	71	66	73
The Silence of the Lambs (1991)	60	54	66	55	66	62	59	35	61	71	57	57	65	55	60	61	59	69
Alien (1979)	50	48	53	46	57	56	44	31	49	64	42	48	53	48	49	53	50	50
The Birds (1963)	50	46	53	56	58	50	50	17	29	64	66	48	52	49	50	50	46	61
Psycho (1960)	48	42	55	50	51	51	45	13	39	56	59	44	52	48	47	46	47	58
The Exorcist (1971)	47	42	53	37	52	48	46	24	50	57	43	42	53	50	44	48	46	53
The Omen (1976)	45	39	51	36	56	47	43	15	36	62	46	40	51	47	45	44	41	55
The Shining (1980)	44	39	48	40	48	47	40	23	46	53	39	40	48	44	41	45	43	51
Carrie (1976)	42	36	50	36	47	42	42	15	38	58	38	38	48	45	41	41	41	49
The Fly (1986)	39	37	42	34	42	44	34	7	35	54	38	35	44	40	35	42	39	43
Scream (1996)	38	35	45	23	34	40	37	30	67	39	15	36	42	41	31	44	40	40
A Nightmare on Elm Street (1984)	37	33	45	19	42	39	36	17	43	49	27	32	43	39	29	41	40	45
Poltergeist (1982)	36	29	44	25	39	38	34	10	37	50	29	30	43	35	32	37	39	40
The Blair Witch Project (1999)	34	32	39	22	35	34	35	25	56	34	19	32	37	38	32	36	34	34
Friday 13th (1980)	32	25	39	21	37	34	30	10	38	44	22	27	38	33	27	34	31	42
Halloween (1978)	31	25	42	23	32	36	27	10	38	44	19	26	38	27	28	34	33	41
Saw (2004)	30	27	35	12	29	32	27	40	55	26	8	27	34	35	26	32	31	29
The Texas Chainsaw Massacre (1974)	28	24	34	12	29	33	23	18	35	35	16	23	34	30	25	29	28	32
The Ring (2002)	28	23	35	15	27	27	28	32	47	27	10	25	32	30	24	32	28	25
Paranormal activity (2007)	22	18	28	9	19	21	22	36	35	21	4	19	25	26	17	24	23	20
Hostel (2005)	19	18	23	8	17	22	17	17	38	19	5	16	24	22	15	22	21	20
The Grudge (2004)	19	16	21	9	16	17	21	27	31	20	4	16	23	21	16	20	20	20
None of these	13	15	11	13	10	11	14	23	9	7	17	13	11	12	13	11	14	10
Don't know	2	1	3	0	1	2	1	5	2	1	1	1	3	4	2	2	1	1

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
<b>Weighted Sample</b>	<b>1664</b>	<b>566</b>	<b>466</b>	<b>116</b>	<b>200</b>	<b>807</b>	<b>857</b>	<b>198</b>	<b>421</b>	<b>569</b>	<b>476</b>	<b>948</b>	<b>716</b>	<b>213</b>	<b>541</b>	<b>356</b>	<b>409</b>	<b>145</b>
<b>Unweighted Sample</b>	<b>1664</b>	<b>507</b>	<b>454</b>	<b>129</b>	<b>219</b>	<b>801</b>	<b>863</b>	<b>117</b>	<b>284</b>	<b>700</b>	<b>563</b>	<b>1068</b>	<b>596</b>	<b>211</b>	<b>536</b>	<b>365</b>	<b>399</b>	<b>153</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**How scary, if at all, would you say each of the following movies are?**

[Respondents were shown a random list of up to 10 movies that they had seen]

**Jaws (1975)**

[n=957]

Very scary	<b>6</b>	5	5	8	8	5	7	2	5	5	8	5	7	11	5	4	6	7
Fairly scary	<b>33</b>	34	35	29	32	31	34	4	30	34	40	35	29	32	36	30	29	40
<b>TOTAL SCARY</b>	<b>39</b>	<b>39</b>	<b>40</b>	<b>37</b>	<b>40</b>	<b>36</b>	<b>41</b>	<b>6</b>	<b>35</b>	<b>39</b>	<b>48</b>	<b>40</b>	<b>36</b>	<b>43</b>	<b>41</b>	<b>34</b>	<b>35</b>	<b>47</b>
Not very scary	<b>41</b>	45	38	49	42	46	37	41	43	42	40	41	42	36	40	43	44	42
Not scary at all	<b>18</b>	15	20	14	18	15	20	36	20	18	11	16	20	16	17	18	21	11
<b>TOTAL NOT SCARY</b>	<b>59</b>	<b>60</b>	<b>58</b>	<b>63</b>	<b>60</b>	<b>61</b>	<b>57</b>	<b>77</b>	<b>63</b>	<b>60</b>	<b>51</b>	<b>57</b>	<b>62</b>	<b>52</b>	<b>57</b>	<b>61</b>	<b>65</b>	<b>53</b>
Don't know	<b>2</b>	1	2	0	1	3	1	17	2	0	1	2	2	5	2	4	1	0

**Alien (1979)**

[n=660]

Very scary	<b>13</b>	11	15	25	15	12	14	6	5	15	19	14	11	13	17	10	11	13
Fairly scary	<b>45</b>	50	41	39	42	46	45	41	43	44	51	47	44	50	43	45	47	45
<b>TOTAL SCARY</b>	<b>58</b>	<b>61</b>	<b>56</b>	<b>64</b>	<b>57</b>	<b>58</b>	<b>59</b>	<b>47</b>	<b>48</b>	<b>59</b>	<b>70</b>	<b>61</b>	<b>55</b>	<b>63</b>	<b>60</b>	<b>55</b>	<b>58</b>	<b>58</b>
Not very scary	<b>30</b>	30	29	31	31	30	30	34	39	28	22	29	30	27	29	31	31	30
Not scary at all	<b>10</b>	8	14	5	11	10	10	15	12	10	7	8	14	9	9	11	10	12
<b>TOTAL NOT SCARY</b>	<b>40</b>	<b>38</b>	<b>43</b>	<b>36</b>	<b>42</b>	<b>40</b>	<b>40</b>	<b>49</b>	<b>51</b>	<b>38</b>	<b>29</b>	<b>37</b>	<b>44</b>	<b>36</b>	<b>38</b>	<b>42</b>	<b>41</b>	<b>42</b>
Don't know	<b>2</b>	1	1	0	1	2	1	4	1	1	1	2	1	2	1	2	1	1

**Psycho (1960)**

[n=683]

Very scary	<b>18</b>	19	20	27	16	12	25	9	4	16	28	17	19	13	20	15	19	21
Fairly scary	<b>43</b>	44	40	49	46	39	47	14	38	44	47	45	41	47	44	41	41	45
<b>TOTAL SCARY</b>	<b>61</b>	<b>63</b>	<b>60</b>	<b>76</b>	<b>62</b>	<b>51</b>	<b>72</b>	<b>23</b>	<b>42</b>	<b>60</b>	<b>75</b>	<b>62</b>	<b>60</b>	<b>60</b>	<b>64</b>	<b>56</b>	<b>60</b>	<b>66</b>
Not very scary	<b>29</b>	28	29	22	33	37	21	17	47	31	20	31	27	37	26	25	32	27
Not scary at all	<b>9</b>	9	10	2	5	10	7	41	11	8	5	6	12	4	9	13	7	7
<b>TOTAL NOT SCARY</b>	<b>38</b>	<b>37</b>	<b>39</b>	<b>24</b>	<b>38</b>	<b>47</b>	<b>28</b>	<b>58</b>	<b>58</b>	<b>39</b>	<b>25</b>	<b>37</b>	<b>39</b>	<b>41</b>	<b>35</b>	<b>38</b>	<b>39</b>	<b>34</b>
Don't know	<b>1</b>	0	1	0	0	1	1	20	0	1	0	1	1	0	1	5	0	0

**The Exorcist (1971)**

[n=597]

Very scary	<b>30</b>	30	29	54	31	26	34	5	22	33	39	30	31	35	28	31	27	39
Fairly scary	<b>42</b>	44	39	20	53	47	37	23	45	41	45	42	41	46	43	40	38	44
<b>TOTAL SCARY</b>	<b>72</b>	<b>74</b>	<b>68</b>	<b>74</b>	<b>84</b>	<b>73</b>	<b>71</b>	<b>28</b>	<b>67</b>	<b>74</b>	<b>84</b>	<b>72</b>	<b>72</b>	<b>81</b>	<b>71</b>	<b>71</b>	<b>65</b>	<b>83</b>
Not very scary	<b>20</b>	23	24	21	14	18	23	47	23	20	13	19	22	12	24	18	27	12
Not scary at all	<b>5</b>	2	8	2	2	6	5	11	9	4	3	6	5	5	3	8	7	4
<b>TOTAL NOT SCARY</b>	<b>25</b>	<b>25</b>	<b>32</b>	<b>23</b>	<b>16</b>	<b>24</b>	<b>28</b>	<b>58</b>	<b>32</b>	<b>24</b>	<b>16</b>	<b>25</b>	<b>27</b>	<b>17</b>	<b>27</b>	<b>26</b>	<b>34</b>	<b>16</b>
Don't know	<b>2</b>	1	1	2	1	3	1	13	1	2	1	3	1	2	2	4	1	1

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

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

**The Shining (1980)**  
[n=559]

Very scary	22	18	33	16	12	15	30	3	18	22	30	21	23	16	24	19	24	25
Fairly scary	45	49	41	53	49	43	48	38	41	48	48	48	42	49	47	43	44	42
<b>TOTAL SCARY</b>	<b>67</b>	<b>67</b>	<b>74</b>	<b>69</b>	<b>61</b>	<b>58</b>	<b>78</b>	<b>41</b>	<b>59</b>	<b>70</b>	<b>78</b>	<b>69</b>	<b>65</b>	<b>65</b>	<b>71</b>	<b>62</b>	<b>68</b>	<b>67</b>
Not very scary	25	28	19	29	24	31	18	32	35	22	15	23	27	25	25	25	24	24
Not scary at all	6	5	5	2	13	9	4	17	5	7	5	6	7	10	4	8	6	8
<b>TOTAL NOT SCARY</b>	<b>31</b>	<b>33</b>	<b>24</b>	<b>31</b>	<b>37</b>	<b>40</b>	<b>22</b>	<b>49</b>	<b>40</b>	<b>29</b>	<b>20</b>	<b>29</b>	<b>34</b>	<b>35</b>	<b>29</b>	<b>33</b>	<b>30</b>	<b>32</b>
Don't know	2	0	1	0	2	2	1	10	1	1	2	2	2	0	1	4	2	0

**Halloween (1978)**  
[n=337]

Very scary	16	21	17	0	13	11	22	15	15	18	15	14	19	17	16	13	13	30
Fairly scary	45	41	38	66	56	43	48	29	38	50	48	48	42	56	42	46	38	55
<b>TOTAL SCARY</b>	<b>61</b>	<b>62</b>	<b>55</b>	<b>66</b>	<b>69</b>	<b>54</b>	<b>70</b>	<b>44</b>	<b>53</b>	<b>68</b>	<b>63</b>	<b>62</b>	<b>61</b>	<b>73</b>	<b>58</b>	<b>59</b>	<b>51</b>	<b>85</b>
Not very scary	31	30	38	20	24	38	24	56	38	25	31	31	32	25	33	33	41	10
Not scary at all	6	5	5	14	6	6	5	0	6	6	5	5	7	2	3	8	8	5
<b>TOTAL NOT SCARY</b>	<b>37</b>	<b>35</b>	<b>43</b>	<b>34</b>	<b>30</b>	<b>44</b>	<b>29</b>	<b>56</b>	<b>44</b>	<b>31</b>	<b>36</b>	<b>36</b>	<b>39</b>	<b>27</b>	<b>36</b>	<b>41</b>	<b>49</b>	<b>15</b>
Don't know	2	3	2	0	0	2	1	0	2	1	1	2	1	0	5	0	0	0

**Poltergeist (1982)**  
[n=431]

Very scary	20	16	19	20	23	11	28	18	25	17	19	19	20	21	20	18	19	23
Fairly scary	48	44	53	48	57	53	44	17	49	46	57	45	52	53	52	47	46	43
<b>TOTAL SCARY</b>	<b>68</b>	<b>60</b>	<b>72</b>	<b>68</b>	<b>80</b>	<b>64</b>	<b>72</b>	<b>35</b>	<b>74</b>	<b>63</b>	<b>76</b>	<b>64</b>	<b>72</b>	<b>74</b>	<b>72</b>	<b>65</b>	<b>65</b>	<b>66</b>
Not very scary	24	28	20	31	17	26	21	35	20	28	17	26	21	20	22	25	25	23
Not scary at all	6	10	7	0	2	8	5	17	6	6	5	7	5	4	4	7	8	9
<b>TOTAL NOT SCARY</b>	<b>30</b>	<b>38</b>	<b>27</b>	<b>31</b>	<b>19</b>	<b>34</b>	<b>26</b>	<b>52</b>	<b>26</b>	<b>34</b>	<b>22</b>	<b>33</b>	<b>26</b>	<b>24</b>	<b>26</b>	<b>32</b>	<b>33</b>	<b>32</b>
Don't know	2	1	1	0	1	3	1	13	1	2	2	3	1	2	2	2	2	2

**A Nightmare on Elm Street (1984)**  
[n=423]

Very scary	26	22	32	16	36	18	34	11	31	26	23	24	28	23	20	25	32	30
Fairly scary	42	45	40	44	41	41	43	40	36	43	48	42	42	48	46	46	30	41
<b>TOTAL SCARY</b>	<b>68</b>	<b>67</b>	<b>72</b>	<b>60</b>	<b>77</b>	<b>59</b>	<b>77</b>	<b>51</b>	<b>67</b>	<b>69</b>	<b>71</b>	<b>66</b>	<b>70</b>	<b>71</b>	<b>66</b>	<b>71</b>	<b>62</b>	<b>71</b>
Not very scary	23	21	22	37	16	30	16	22	22	25	21	25	21	15	27	21	25	21
Not scary at all	7	10	5	3	3	8	6	21	9	4	5	6	8	9	5	5	10	7
<b>TOTAL NOT SCARY</b>	<b>30</b>	<b>31</b>	<b>27</b>	<b>40</b>	<b>19</b>	<b>38</b>	<b>22</b>	<b>43</b>	<b>31</b>	<b>29</b>	<b>26</b>	<b>31</b>	<b>29</b>	<b>24</b>	<b>32</b>	<b>26</b>	<b>35</b>	<b>28</b>
Don't know	2	2	1	0	3	3	1	6	2	2	3	3	2	5	1	3	2	0

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
<b>Weighted Sample</b>	1664	566	466	116	200	807	857	198	421	569	476	948	716	213	541	356	409	145
<b>Unweighted Sample</b>	1664	507	454	129	219	801	863	117	284	700	563	1068	596	211	536	365	399	153
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**The Birds (1963)**  
[n=747]

Very scary	13	10	17	15	15	8	18	17	11	14	14	13	15	10	14	12	15	15
Fairly scary	40	40	39	52	39	34	44	16	32	37	46	42	36	40	43	38	38	33
<b>TOTAL SCARY</b>	<b>53</b>	<b>50</b>	<b>56</b>	<b>67</b>	<b>54</b>	<b>42</b>	<b>62</b>	<b>33</b>	<b>43</b>	<b>51</b>	<b>60</b>	<b>55</b>	<b>51</b>	<b>50</b>	<b>57</b>	<b>50</b>	<b>53</b>	<b>48</b>
Not very scary	31	33	33	24	27	36	26	18	30	32	31	28	34	31	29	25	36	40
Not scary at all	15	17	11	9	19	19	11	31	25	16	9	15	14	16	13	21	11	12
<b>TOTAL NOT SCARY</b>	<b>46</b>	<b>50</b>	<b>44</b>	<b>33</b>	<b>46</b>	<b>55</b>	<b>37</b>	<b>49</b>	<b>55</b>	<b>48</b>	<b>40</b>	<b>43</b>	<b>48</b>	<b>47</b>	<b>42</b>	<b>46</b>	<b>47</b>	<b>52</b>
Don't know	1	0	1	0	0	2	1	19	2	1	0	2	1	3	0	4	0	0

**The Silence of the Lambs (1991)**  
[n=821]

Very scary	18	17	23	19	16	13	22	8	11	17	27	18	18	16	18	11	23	19
Fairly scary	43	48	41	46	45	40	46	36	41	43	46	44	41	46	50	41	37	37
<b>TOTAL SCARY</b>	<b>61</b>	<b>65</b>	<b>64</b>	<b>65</b>	<b>61</b>	<b>53</b>	<b>68</b>	<b>44</b>	<b>52</b>	<b>60</b>	<b>73</b>	<b>62</b>	<b>59</b>	<b>62</b>	<b>68</b>	<b>52</b>	<b>60</b>	<b>56</b>
Not very scary	30	29	26	28	27	36	24	33	35	31	23	29	30	30	25	33	31	35
Not scary at all	8	5	9	8	8	10	7	15	10	9	3	7	9	6	6	11	9	9
<b>TOTAL NOT SCARY</b>	<b>38</b>	<b>34</b>	<b>35</b>	<b>36</b>	<b>35</b>	<b>46</b>	<b>31</b>	<b>48</b>	<b>45</b>	<b>40</b>	<b>26</b>	<b>36</b>	<b>39</b>	<b>36</b>	<b>31</b>	<b>44</b>	<b>40</b>	<b>44</b>
Don't know	2	0	1	0	4	2	1	8	3	1	1	2	2	2	2	3	0	0

**Saw (2004)**  
[n=266]

Very scary	19	10	27	33	22	13	27	11	20	17	47	21	17	27	24	10	18	21
Fairly scary	38	36	43	22	53	39	38	32	36	48	37	36	40	50	41	37	30	38
<b>TOTAL SCARY</b>	<b>57</b>	<b>46</b>	<b>70</b>	<b>55</b>	<b>75</b>	<b>52</b>	<b>65</b>	<b>43</b>	<b>56</b>	<b>65</b>	<b>84</b>	<b>57</b>	<b>57</b>	<b>77</b>	<b>65</b>	<b>47</b>	<b>48</b>	<b>59</b>
Not very scary	31	45	22	45	19	35	26	36	33	27	9	30	32	11	29	36	42	24
Not scary at all	9	8	8	0	6	11	7	11	10	7	8	9	9	13	5	11	8	17
<b>TOTAL NOT SCARY</b>	<b>40</b>	<b>53</b>	<b>30</b>	<b>45</b>	<b>25</b>	<b>46</b>	<b>33</b>	<b>47</b>	<b>43</b>	<b>34</b>	<b>17</b>	<b>39</b>	<b>41</b>	<b>24</b>	<b>34</b>	<b>47</b>	<b>50</b>	<b>41</b>
Don't know	2	1	0	0	0	2	3	9	1	1	0	4	1	0	1	7	2	0

**The Texas Chainsaw Massacre (1974)**  
[n=280]

Very scary	21	17	28	12	18	13	31	0	22	22	27	22	20	28	18	27	14	23
Fairly scary	41	49	35	46	39	48	32	55	30	42	49	41	41	33	51	28	43	45
<b>TOTAL SCARY</b>	<b>62</b>	<b>66</b>	<b>63</b>	<b>58</b>	<b>57</b>	<b>61</b>	<b>63</b>	<b>55</b>	<b>52</b>	<b>64</b>	<b>76</b>	<b>63</b>	<b>61</b>	<b>61</b>	<b>69</b>	<b>55</b>	<b>57</b>	<b>68</b>
Not very scary	28	26	31	27	25	31	25	23	38	28	17	26	30	26	27	28	33	22
Not scary at all	9	7	7	15	17	8	11	22	9	8	8	10	9	11	3	15	10	10
<b>TOTAL NOT SCARY</b>	<b>37</b>	<b>33</b>	<b>38</b>	<b>42</b>	<b>42</b>	<b>39</b>	<b>36</b>	<b>45</b>	<b>47</b>	<b>36</b>	<b>25</b>	<b>36</b>	<b>39</b>	<b>37</b>	<b>30</b>	<b>43</b>	<b>43</b>	<b>32</b>
Don't know	0	1	0	0	2	0	0	0	1	0	0	1	0	1	0	1	0	0

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

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

**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
<b>TOTAL SCARY</b>	<b>57</b>	<b>58</b>	<b>60</b>	<b>67</b>	<b>60</b>	<b>49</b>	<b>64</b>	<b>4</b>	<b>39</b>	<b>63</b>	<b>70</b>	<b>58</b>	<b>57</b>	<b>52</b>	<b>59</b>	<b>54</b>	<b>62</b>	<b>58</b>
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
<b>TOTAL NOT SCARY</b>	<b>40</b>	<b>41</b>	<b>38</b>	<b>32</b>	<b>38</b>	<b>46</b>	<b>35</b>	<b>85</b>	<b>59</b>	<b>36</b>	<b>27</b>	<b>38</b>	<b>43</b>	<b>45</b>	<b>40</b>	<b>42</b>	<b>36</b>	<b>40</b>
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
<b>TOTAL SCARY</b>	<b>73</b>	<b>74</b>	<b>71</b>	<b>84</b>	<b>72</b>	<b>66</b>	<b>79</b>	<b>45</b>	<b>73</b>	<b>70</b>	<b>80</b>	<b>75</b>	<b>69</b>	<b>74</b>	<b>77</b>	<b>70</b>	<b>66</b>	<b>72</b>
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
<b>TOTAL NOT SCARY</b>	<b>27</b>	<b>24</b>	<b>28</b>	<b>16</b>	<b>25</b>	<b>33</b>	<b>21</b>	<b>55</b>	<b>26</b>	<b>28</b>	<b>21</b>	<b>23</b>	<b>31</b>	<b>24</b>	<b>23</b>	<b>29</b>	<b>33</b>	<b>27</b>
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
<b>TOTAL SCARY</b>	<b>49</b>	<b>48</b>	<b>48</b>	<b>46</b>	<b>60</b>	<b>46</b>	<b>52</b>	<b>49</b>	<b>54</b>	<b>51</b>	<b>32</b>	<b>51</b>	<b>46</b>	<b>70</b>	<b>49</b>	<b>44</b>	<b>44</b>	<b>50</b>
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
<b>TOTAL NOT SCARY</b>	<b>50</b>	<b>49</b>	<b>52</b>	<b>54</b>	<b>41</b>	<b>52</b>	<b>48</b>	<b>46</b>	<b>46</b>	<b>48</b>	<b>66</b>	<b>48</b>	<b>52</b>	<b>29</b>	<b>50</b>	<b>55</b>	<b>55</b>	<b>51</b>
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
<b>TOTAL SCARY</b>	<b>58</b>	<b>61</b>	<b>64</b>	<b>58</b>	<b>61</b>	<b>53</b>	<b>64</b>	<b>11</b>	<b>50</b>	<b>63</b>	<b>67</b>	<b>54</b>	<b>63</b>	<b>69</b>	<b>54</b>	<b>59</b>	<b>54</b>	<b>64</b>
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
<b>TOTAL NOT SCARY</b>	<b>38</b>	<b>37</b>	<b>34</b>	<b>41</b>	<b>38</b>	<b>45</b>	<b>32</b>	<b>53</b>	<b>49</b>	<b>34</b>	<b>32</b>	<b>41</b>	<b>35</b>	<b>30</b>	<b>42</b>	<b>36</b>	<b>44</b>	<b>35</b>
Don't know	3	2	1	0	2	2	4	36	2	2	1	4	2	1	4	5	2	0

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
<b>Weighted Sample</b>	1664	566	466	116	200	807	857	198	421	569	476	948	716	213	541	356	409	145
<b>Unweighted Sample</b>	1664	507	454	129	219	801	863	117	284	700	563	1068	596	211	536	365	399	153
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**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
<b>TOTAL SCARY</b>	<b>57</b>	<b>45</b>	<b>66</b>	<b>100</b>	<b>69</b>	<b>53</b>	<b>63</b>	<b>63</b>	<b>51</b>	<b>62</b>	<b>85</b>	<b>61</b>	<b>54</b>	<b>60</b>	<b>65</b>	<b>60</b>	<b>49</b>	<b>50</b>
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
<b>TOTAL NOT SCARY</b>	<b>42</b>	<b>54</b>	<b>33</b>	<b>0</b>	<b>31</b>	<b>47</b>	<b>36</b>	<b>37</b>	<b>48</b>	<b>38</b>	<b>15</b>	<b>37</b>	<b>46</b>	<b>41</b>	<b>33</b>	<b>40</b>	<b>51</b>	<b>50</b>
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
<b>TOTAL SCARY</b>	<b>30</b>	<b>30</b>	<b>32</b>	<b>36</b>	<b>25</b>	<b>22</b>	<b>39</b>	<b>15</b>	<b>31</b>	<b>28</b>	<b>34</b>	<b>28</b>	<b>33</b>	<b>31</b>	<b>31</b>	<b>25</b>	<b>29</b>	<b>44</b>
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
<b>TOTAL NOT SCARY</b>	<b>68</b>	<b>68</b>	<b>68</b>	<b>63</b>	<b>74</b>	<b>76</b>	<b>59</b>	<b>85</b>	<b>66</b>	<b>70</b>	<b>65</b>	<b>69</b>	<b>67</b>	<b>67</b>	<b>68</b>	<b>72</b>	<b>71</b>	<b>53</b>
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
<b>TOTAL SCARY</b>	<b>37</b>	<b>38</b>	<b>38</b>	<b>41</b>	<b>43</b>	<b>29</b>	<b>44</b>	<b>34</b>	<b>37</b>	<b>30</b>	<b>56</b>	<b>40</b>	<b>33</b>	<b>41</b>	<b>39</b>	<b>39</b>	<b>32</b>	<b>27</b>
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
<b>TOTAL NOT SCARY</b>	<b>62</b>	<b>62</b>	<b>61</b>	<b>59</b>	<b>57</b>	<b>67</b>	<b>55</b>	<b>57</b>	<b>62</b>	<b>69</b>	<b>44</b>	<b>58</b>	<b>67</b>	<b>59</b>	<b>60</b>	<b>59</b>	<b>66</b>	<b>67</b>
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
<b>TOTAL SCARY</b>	<b>68</b>	<b>80</b>	<b>62</b>	<b>64</b>	<b>81</b>	<b>59</b>	<b>75</b>	<b>57</b>	<b>77</b>	<b>65</b>	<b>66</b>	<b>62</b>	<b>74</b>	<b>77</b>	<b>73</b>	<b>66</b>	<b>60</b>	<b>72</b>
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
<b>TOTAL NOT SCARY</b>	<b>29</b>	<b>20</b>	<b>38</b>	<b>36</b>	<b>19</b>	<b>37</b>	<b>23</b>	<b>35</b>	<b>22</b>	<b>36</b>	<b>33</b>	<b>34</b>	<b>25</b>	<b>19</b>	<b>26</b>	<b>26</b>	<b>41</b>	<b>28</b>
Don't know	3	0	0	0	0	4	2	8	2	0	0	3	2	5	0	8	0	0

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
<b>Weighted Sample</b>	1664	566	466	116	200	807	857	198	421	569	476	948	716	213	541	356	409	145
<b>Unweighted Sample</b>	1664	507	454	129	219	801	863	117	284	700	563	1068	596	211	536	365	399	153
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**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
<b>TOTAL SCARY</b>	<b>68</b>	<b>74</b>	<b>66</b>	<b>77</b>	<b>67</b>	<b>64</b>	<b>70</b>	<b>61</b>	<b>71</b>	<b>70</b>	<b>55</b>	<b>69</b>	<b>66</b>	<b>73</b>	<b>75</b>	<b>56</b>	<b>61</b>	<b>88</b>
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
<b>TOTAL NOT SCARY</b>	<b>29</b>	<b>26</b>	<b>29</b>	<b>24</b>	<b>33</b>	<b>33</b>	<b>26</b>	<b>32</b>	<b>27</b>	<b>26</b>	<b>42</b>	<b>29</b>	<b>30</b>	<b>25</b>	<b>24</b>	<b>36</b>	<b>36</b>	<b>13</b>
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
<b>TOTAL SCARY</b>	<b>60</b>	<b>52</b>	<b>70</b>	<b>64</b>	<b>75</b>	<b>55</b>	<b>64</b>	<b>49</b>	<b>62</b>	<b>66</b>	<b>65</b>	<b>68</b>	<b>54</b>	<b>45</b>	<b>66</b>	<b>60</b>	<b>58</b>	<b>72</b>
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
<b>TOTAL NOT SCARY</b>	<b>35</b>	<b>44</b>	<b>30</b>	<b>36</b>	<b>25</b>	<b>41</b>	<b>32</b>	<b>40</b>	<b>35</b>	<b>33</b>	<b>35</b>	<b>28</b>	<b>42</b>	<b>51</b>	<b>34</b>	<b>29</b>	<b>39</b>	<b>28</b>
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.
<b>Age and Gender</b>		
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
<b>Region</b>		
North England	399	409
Midlands	267	273
East	160	160
London	211	213
South England	376	381
Wales	98	83
Scotland	153	145
<b>Social Grade</b>		
AB	643	466
C1	425	483
C2	254	349
DE	342	366
<b>Newspaper Type</b>		
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
<b>Vote Share May 2015</b>		
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

YouGov is a member of the British Polling Council and abides by its rules.

For more information on the methodology, please go to [yougov.co.uk/publicopinion/methodology](http://yougov.co.uk/publicopinion/methodology)

Or visit our website: [yougov.co.uk](http://yougov.co.uk)