

YouGov Survey: Horror Movies



Sample 1000 U.S. Adult Citizens
 Conducted October 12 - 14, 2022
 Margin of Error $\pm 3.5\%$

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

	Love it	Like it	Dislike it	Hate it	Not sure
Action	35%	44%	11%	4%	6%
Comedy	41%	45%	7%	2%	5%
Drama	29%	50%	10%	4%	6%
Documentary	28%	46%	9%	6%	10%
Fantasy	24%	38%	18%	7%	13%
Horror	25%	24%	22%	23%	6%
Science fiction	27%	36%	18%	9%	10%
Romance	19%	44%	18%	9%	10%
Thriller	29%	42%	13%	7%	8%
Western	17%	39%	22%	9%	13%

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
Action	16%	35%	23%	26%
Comedy	21%	33%	20%	27%
Drama	13%	37%	22%	28%
Documentary	20%	33%	15%	32%
Fantasy	18%	28%	24%	31%
Horror	18%	26%	26%	30%
Science fiction	19%	30%	21%	31%
Romance	13%	28%	30%	30%
Thriller	15%	32%	22%	31%
Western	20%	27%	15%	38%

3. Do you ever watch horror movies?

Yes	58%
No	37%
Not sure	4%

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

	Love it	Like it	Dislike it	Hate it	Not sure
Demonic Possession	13%	25%	18%	33%	11%
Paranormal	20%	32%	18%	19%	11%
Monster	16%	31%	23%	19%	12%
Slasher	12%	24%	19%	34%	12%
Gore	13%	22%	21%	33%	11%
Witchcraft	14%	32%	19%	22%	13%
Vampire	17%	33%	19%	21%	9%
Psychological	25%	30%	17%	16%	12%
Comedic	19%	36%	19%	13%	12%
Found footage	10%	25%	19%	17%	28%

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

Asked of people who ever watch horror movies

Filled with suspense	52%
Thrilled	36%
Having an adrenaline rush	27%
Shocked	23%
Amused	32%
Anxious	33%
Uncomfortable	16%
Disturbed	20%
Bored	7%
Scared	31%
None of the above	3%
Not sure	6%

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

Asked of people who ever watch horror movies

Alone	21%
With other people	45%
No preference	34%

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

Asked of people who ever watch horror movies

At home	64%
In a theater	14%
No preference	22%

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

Asked of people who ever watch horror movies

During the day	17%
At night	44%
No preference	38%

9. Which do you prefer?

Asked of people who ever watch horror movies

Classic horror movies	32%
Newly released horror movies	21%
No preference	47%

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

Asked of people who ever watch horror movies

Always	4%
Usually	5%
Sometimes	16%
Rarely	30%
Never	40%
Not sure	5%

11. To your knowledge, how do the following people feel about the movie genre of horror?

	Loves it	Likes it	Dislikes it	Hates it	Not sure	Not applicable
Your mother	8%	14%	15%	27%	10%	26%
Your father	6%	14%	15%	16%	17%	31%
Your spouse or romantic partner	12%	21%	14%	15%	9%	30%

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

5 or younger	2%
6-9	5%
10-12	15%
13-16	34%
17-18	26%
Don't know	18%

13. What is your opinion of the following movies?

Asked of people who say they have seen each movie

	Love it	Like it	Dislike it	Hate it	Not sure
The Exorcist	26%	40%	18%	8%	9%

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Friday the 13th	22%	42%	19%	10%	6%
Halloween	28%	42%	16%	7%	7%
The Shining	34%	37%	17%	5%	7%
Dracula	20%	53%	17%	3%	7%
A Nightmare on Elm Street	22%	48%	15%	7%	8%
Frankenstein	16%	58%	13%	4%	9%
Scream	28%	41%	19%	6%	6%
Psycho	27%	50%	15%	5%	4%
The Texas Chainsaw Massacre	30%	36%	21%	9%	4%
Carrie	26%	48%	18%	4%	4%
The Conjuring	31%	44%	13%	1%	10%
Rosemary's Baby	21%	43%	23%	8%	5%
Pet Sematary	20%	49%	22%	5%	4%
The Hills Have Eyes	30%	38%	20%	6%	7%
The Silence of the Lambs	35%	45%	10%	5%	5%
Child's Play	26%	41%	17%	10%	6%
Jeepers Creepers	25%	54%	9%	2%	9%
The Amityville Horror	15%	50%	17%	7%	10%
Annabelle	25%	46%	17%	6%	5%
Alien	28%	44%	15%	8%	4%
Get Out	26%	45%	17%	7%	5%
The Birds	31%	50%	11%	4%	4%
The Ring	19%	43%	22%	9%	7%
Saw	27%	40%	18%	5%	9%
Hellraiser	20%	52%	18%	6%	4%
The Wolfman	24%	56%	8%	3%	9%
Final Destination	28%	50%	9%	6%	8%
The Purge	17%	57%	13%	10%	2%
Jaws	29%	49%	14%	3%	5%
Paranormal Activity	25%	44%	13%	11%	8%
The Blair Witch Project	13%	35%	33%	11%	8%
Us	26%	49%	11%	7%	7%
Poltergeist	23%	51%	13%	4%	9%
It	32%	39%	13%	5%	11%
Resident Evil	27%	52%	12%	2%	7%

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