



The Shining voted the UK's all time favourite horror movie

- A quarter (26%) of Brits chose paranormal as their favourite genre of horror
- Brits vote *The Shining* as the best ever horror movie
- Test your horror movie knowledge with the ultimate Halloween emoji quiz

October, the perfect month for crisp autumn walks, pumpkin lattes and snuggling up on the sofa to watch a marathon of spooky horrors. As Halloween approaches, new research reveals *The Shining* as the nation's favourite horror movie.

Mobile phone insurance provider, Insurance2go, carried out a study to reveal the nation's all time favourite genre of horror film, and were able to reveal the UK's top ten frightening films to watch.

The nation's top five horror genres:

1. Paranormal/Supernatural (26%)
2. Psychological (21%)
3. Zombie (16%)
4. Vampire (12%)
5. Slasher/Gore (10%)

The nation's top ten horror movies*:

1. The Shining (1980)
2. Psycho (1960)
3. Paranormal Activity (2007)
4. The Exorcist (1973)
5. Poltergeist (1982)
6. Alien Series (1979 -)
7. 28 Days Later Series (2002 -)
8. The Evil Dead (2013)
9. What Lies Beneath (2000)
10. The Omen (1976)

When looking at which film genre gives Brits the heebie-jeebies the most, the paranormal category jumped out first, with a quarter (26%) of Brits crowning it their favourite. Over a fifth (21%) of the nation love a psychological thriller, making *The Shining's* Jack Nicholson the scariest psycho character to date (28%) for those who picked that genre of horror as their favourite.

Sci-fi was revealed as a little too tame for Brits, as it didn't make it into the top five scariest genres. However, Sigourney Weaver's memorable performance in the Alien Series clearly gripped the nation, with over a third (33%) of Brits voting *Alien* as their favourite in the Sci-fi category, putting her courageous attitude towards acidic aliens in the nation's top ten horror movies of all time.

When it comes to blood, gore and chainsaws, it was females who preferred the slasher genre. Over a quarter (27%) of women who crowned the slasher category as their favourite liked *Texas Chainsaw Massacre*, almost three times as more than men (10%).

As for monster movies, the gremlins is a complete flop in the eyes of men (4%) compared to women who voted it their favourite monster movie (30%).

Gary Beeston, Sales and Marketing Director of Insurance2go, commented on the findings: “You either love them or avoid them, but no matter how gory, we all have our favourite horror movies to watch at Halloween. It’s the time of year when we’re most likely to dig out an old classic and take inspiration for our own spooky costumes.

“We may usually be reluctant to admit that classics such as *The Omen* are our favourites, but that’s why research like this is great for revealing the nation's unexpected guilty pleasures.”

To see just how knowledgeable Brits are about horror movies in the run up to Halloween, Insurance2go has created a quiz spelling out the plots of some of nation's favourite scary films using emojis. To test your own horror movie knowledge please visit:

<https://www.insurance2go.co.uk/media-centre/2017/october/16/the-uks-favourite-horror-movies/>

ENDS

Notes to Editor

1,066 UK adults were surveyed using TLF panel www.tlfresearch.co.uk

For more information please contact rachel.pountney@epiphanyolutions.co.uk

*Respondents were asked to select their single favourite movie from a list of 65 movies across a range of 7 genres of horror

Calculation - (Total number of respondents who chose that film ÷ total number of respondents who answered the survey, then move the decimal place two spaces to the right)

Ranking	Film	% of people who took the survey who picked the film as their favourite
1	Shining	5.9%
2	Psycho	4.7%
3	Paranormal activity	3.8%
4	The Exorcist	3.8%
5	Poltergeist	3.1%
6	Alien	3.09%
7	28 days later	3.09%
8	Evil Dead	2.8%
9	What lies beneath	2.7%
10	The Omen	2.4%

About Insurance2go

Insurance2go is a trading name of Loyal Insurance Services Ltd, founded in February 2005 by Duncan Spencer, Managing Director. The company was launched to provide great value insurance products for mobile phones.

Since its launch the company has expanded its services to offer cover for Laptops, Tablets, Business Mobile Phones and Smartphones. Insurance2go was awarded the 5 star Defaqto rating in February 2015.



Find out more about Insurance2Go, here: <http://www.insurance2go.co.uk/>