



YouGovSignal
YouGov®

Horror Genre

Fandom Analysis

Living Consumer Intelligence | business.yougov.com



Contents

3	TV Shows Ranker
4	Film Rankers
5	Views Ranker
6	Viewership Demos
7	Post-Horror Viewing Habits
8	Seasonal Resurgence
9	Highlight: The Flanaverse
10	Demand Resurgence
11	Horror Films With Sustained Popularity
A	Methodology

TV Show Ranker

- In the last year, *The Walking Dead* ranked first among the other titles and saw the highest daily positive sentiment (67%).
- Although *Chucky* ranked 19th, the series saw the third highest daily positive sentiment (56%) among comps.
- Netflix had **6 out of the top 18 (33%)** titles available on their platform.

Title	Platform	Appetite Score	Indexed Search Volume	Wikipedia Page Views	Positive Sentiment (Daily)
The Walking Dead	Netflix, AMC+	98.98	89.1k	19.2k	67%
Scream	Paramount+	98.53	41.4k	3.9k	54%
The Vampire Diaries	APV	98.20	28.5k	2.3k	37%
American Horror Story	Netflix, Hulu	97.94	34.2k	4.6k	42%
Yellowjackets	Showtime	97.91	28.7k	5.0k	54%
Supernatural	Netflix	97.73	25.7k	1.8k	55%
Attack on Titan	Netflix	97.52	30.9k	2.3k	39%
Interview with the Vampire	AMC+	96.84	6.6k	1.6k	57%
The Owl House	Disney+	96.57	27.6k	1.9k	33%
Fear the Walking Dead	AMC+	96.41	9.1k	1.8k	42%
What We Do in the Shadows	Hulu	96.16	8.6k	2.5k	52%
The Sandman	Netflix	95.92	5.4k	2.1k	58%
1899	Netflix	94.88	13.7k	5.4k	42%
From	APV	94.10	13.6k	4.1k	46%
The Originals	APV, Max	94.02	6.7k	934.7	49%
All of Us Are Dead	Netflix	93.69	2.5k	1.3k	36%
Chucky	Peacock	93.52	5.7k	1.4k	56%
Hannibal	Hulu	93.51	3.2k	1.1k	47%

Film Ranker

- *Nope* topped the list among the listed films but saw the second highest Indexed Search Volume (21.5k) and the fifth highest Wikipedia Page Views (5.3k).
- *The Menu* saw the highest amount of Indexed Search Volume (39.1k) and Wikipedia Page Views (19.2k) among comps.
- Although *The Black Phone* ranked 12th, the film saw the highest amount of daily positive sentiment (68%)

Title	Platform	Appetite Score	Indexed Search Volume	Wikipedia Page Views	Positive Sentiment (Daily)
Nope	APV	98.31	21.5k	5.3k	54%
The Menu	Max	98.62	39.1k	19.2k	67%
Meg 2: The Trench	Max	97.95	13.8k	5.1k	66%
Abduction	Hulu	97.86	13.9k	--	--
A Haunting in Venice	Theatrical	97.57	5.7k	2.6k	46%
Doctor Strange in the Multiverse of Madness	Disney+	97.49	8.4k	2.8k	41%
The Nun II	Theatrical	97.25	10.1k	5.3k	65%
M3GAN	Peacock	97.24	19.5k	6.7k	58%
Get Out	Netflix	97.06	7.4k	4.4k	55%
Parasite	Netflix	96.61	7.8k	3.4k	51%
Bones and All	APV	96.56	9.0k	13.6k	67%
The Black Phone	Peacock	96.41	-	1.9k	68%
Terrifier	APV	96.03	11.7k	2.9k	66%
A Quiet Place Part II	Paramount+	96.02	3.5k	3.4k	45%
White Noise	Netflix	96.01	11.5k	5.5k	37%
The Conjuring: The Devil Made Me Do It	Max	95.79	8.5k	1.4k	38%

Views Ranker: All Time

Title	Views
Supernatural	4,697,210,949
The Walking Dead	2,808,115,064
Stranger Things	2,393,490,870
The Vampire Diaries	2,369,584,563
American Horror Story	1,812,853,965
The Originals	1,158,551,467
In the Dark	745,340,973
Chilling Adventures of Sabrina	640,389,701
Love, Death & Robots	593,102,494
Locke & Key	589,287,700
Santa Clarita Diet	562,223,437
Legacies	550,861,115
iZombie	541,463,019
Z Nation	476,966,594
The Twilight Zone (2019)	412,577,298
Bates Motel	392,799,193
Van Helsing	381,399,760
Hemlock Grove	368,331,378
Haven	371,462,245
The Order	334,348,240





Viewership Demos – All Time

In contrast with their respective online audiences, major horror series' viewers tend to skew more towards **Female**, with considerable viewership amongst those aged 30-44 and 55+.

- Horror series viewers also tend to be in Urban areas.
- Ethnically, between 55% - 70% of All Time viewership audiences across these series are White.
- Hispanic is the secondary demographic, tallying between 15% - 20% of respective audiences across top horror series.
- Additionally, 55-72% of viewership audiences have left leaning political views.

Title	Platform	Male	Female	18-29	30-44	45-54	55+
The Walking Dead	Netflix	46%	54%	20%	28%	19%	33%
Scream	Paramount+	44%	56	15%	52%	17%	17%
The Vampire Diaries	APV	33%	67%	29%	25%	19%	27%
American Horror Story	Netflix	41%	59%	22%	27%	19%	31%
Yellowjackets	Showtime	41%	59%	10%	28%	20%	42%

Post-Horror Viewing Habits: Easy-going Entertainment

Fans of horror content have mentioned a strong desire to watch something “light” after viewing horror films/TV shows.

Viewership and online audience breakdowns indicates that the majority of horror genre consumers watch comedy and/or “comfort” shows. There is a strong indication that as much as audiences enjoy the horror genre, most of the time they have a desire to watch something light afterwards.

Online Conversation Trends

- Online conversation indicates that a high number of horror fans prefer watching comfort shows after viewing horror content to get their mind off of being scared.
- Some fans said if they don't watch something “light” afterwards they feel anxious.
- A considerable number of horror fans mentioned wanting to watch comedy and/or reality TV content. There was a notable number of viewers who particularly mentioned watching popular sitcoms like *The Office*.
- Audiences also specifically mentioned wanting to watch easy-going entertainment at night.
- Comments indicate horror genre fans need to be distracted from “frightening” scenes.
- Chatter indicates that there is a stronger desire to watch “light” content after watching horror series/films that are more gory or based on a true story.
- A considerable number of *American Horror Story* fans mentioned having to watch lighthearted content afterwards.

“I don't know how people just watch something scary and go to bed right after like it's not about to haunt all of your dreams”

“As much as I love a good scare you better believe im watching RHONY to bring me back to reality”

“My moods include watching shows about serial killers and The Office all in one night”

“WHY DO I DO THIS TO MYSELF???? It's 10 PM and I can't go to sleep after watching this new episode of American Horror Story, someone recommend me something funny please”



Seasonal Resurgence

Renewed Online Interest & Discovery of Horror Content

YouGov Signal data shows online demand and audience discovery of Horror genre titles rise in the leadup to and following Halloween, with **resurgences in Appetite typically beginning in mid-to-late September and continuing through the end of November.**

Top Horror Movies

Popular horror films typically experience significant resurgences in Appetite surrounding Halloween in the year following their release. Online conversation indicates additional positive influences on seasonal Appetite resurgence for Horror content include:

- **Sequel releases**
- **Pre-existing IP/previous installments**
- **Increase in Talent popularity**
- **Availability on popular streaming platforms**

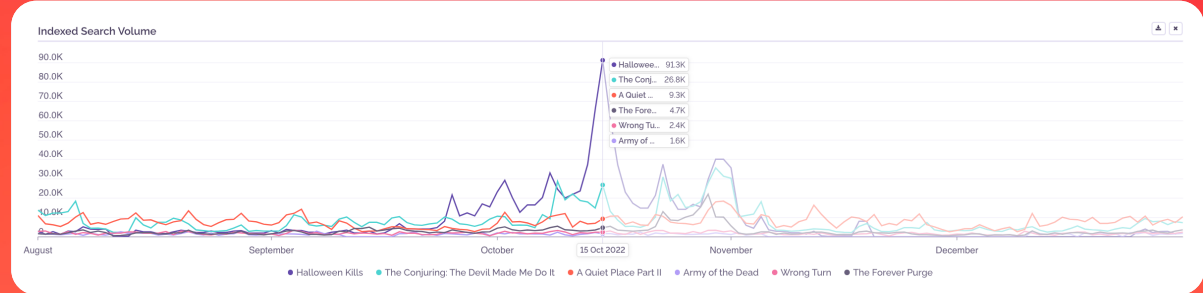
Flanaverse

While aided by new title releases (*Midnight Mass*, 2021; *The Midnight Club*, 2022), fluctuations in Appetite for Flanaverse titles also follow general resurgence trends for the Horror genre. Online conversation also indicates:

- **Frequent rewatching of Flanaverse titles** throughout the year.
- **Circular Appetite loop driven by pre-existing IP** – mentions of book clubs reading *The Haunting of Hill House* novel by Shirley Jackson due to elevating of the book's popularity by the Netflix miniseries, which then in turn inspires individuals to watch *The Haunting of Hill House* on Netflix, after which viewers then seek out the book, etc.

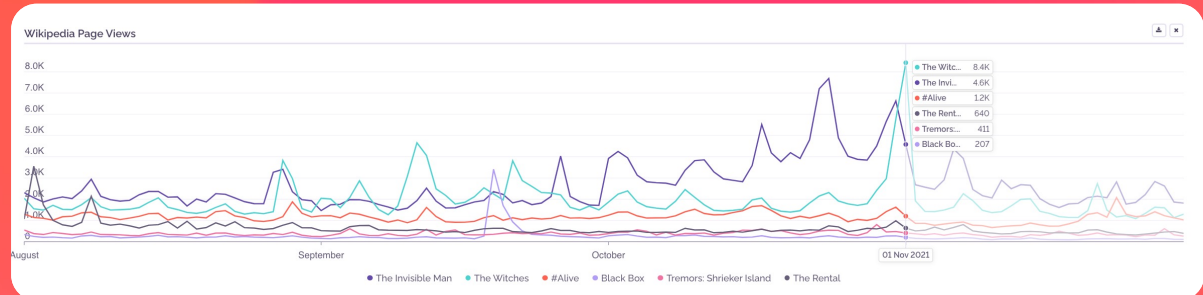
Top 2021 Horror Movies → Resurgence in Public Interest

Beginning in September 2022

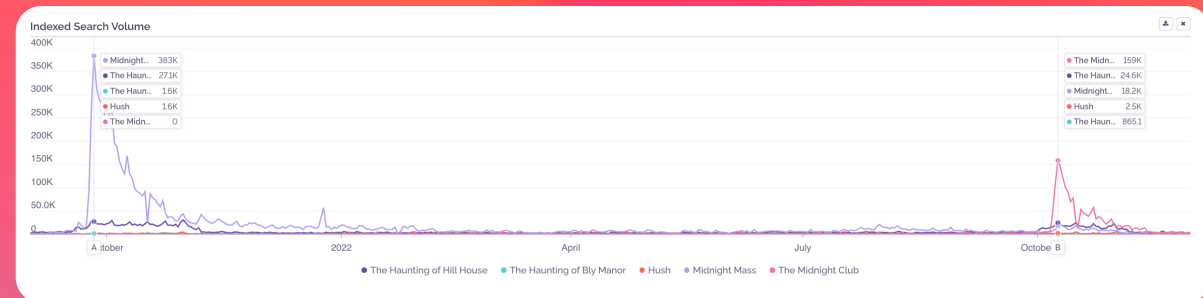


Top 2020 Horror Movies → Resurgence in Discovery

Beginning in September 2021



Flanaverse → Portfolio Resurgences in 2021 + 2022



Top 2020 Movies graph timeline: 08/01/2021 – 12/31/2021

Top 2021 Movies graph timeline: 08/01/2022 – 12/31/2022

Flanaverse timeline: 08/01/2021 – 12/31/2022.

Highlight: The Flanaverse

Select Flanaverse titles: *The Haunting of Hill House*, *The Haunting of Bly Manor*, *Hush*, *Midnight Mass*

“Can’t wait to be emotionally destroyed and taught something profound about myself and humanity by the latest Flanagan series”

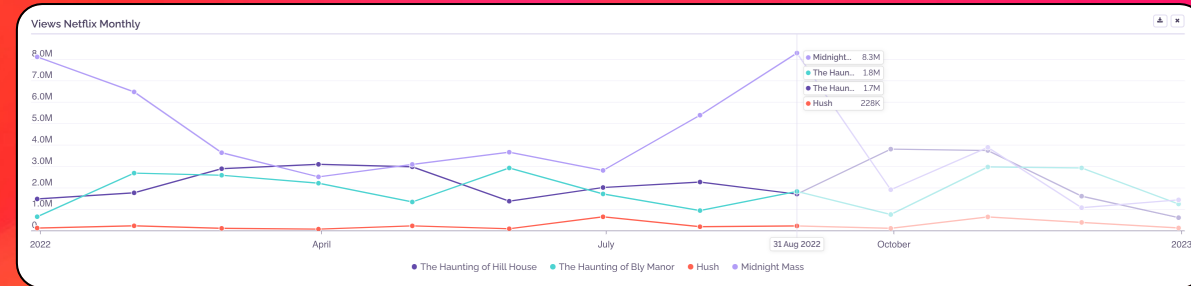
While **Flanaverse titles experience sustained viewership throughout the year**, spikes and rises in viewership occur during Spooky Content Season (mid/end of Sept-end of Nov) – with online conversation indicating fans have a yearly tradition of bingeing Flanaverse content during this time period as well as periodically rewatching specific titles throughout the year.



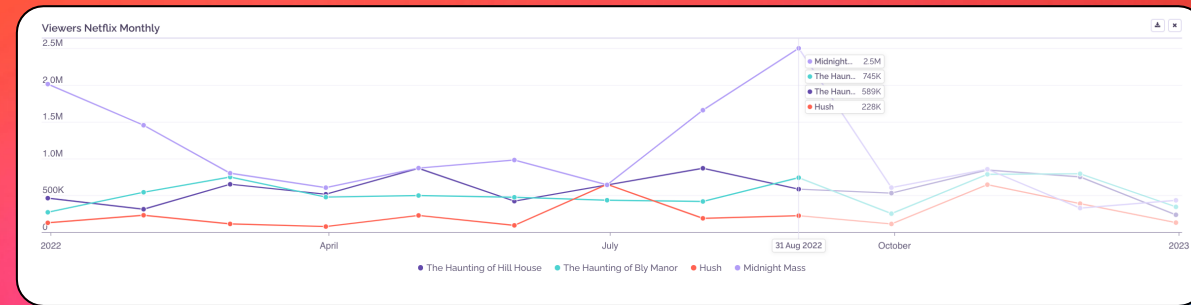
Common Drivers of Appeal*: Emotionally resonant themes and storylines, leveraging the supernatural to explore the psychological, open to interpretation, socially relevant themes such as Religion and Trauma, rich character and relationship development, strong cast and writing

More Insights

- Fans are highly Anticipating (69%) upcoming Flanaverse title *The Fall of the House of Usher*.
- Flanaverse titles have incredibly wide appeal – with viewership audiences impressively distributed across Gender and Age groups.
- *The Haunting* series has notably escaped the “Quiet Fandom” curse (online audiences skewing Male due to Male fans being more vocal online), with individuals who talked about *The Haunting of Hill House* and *The Haunting of Bly Manor* online skewing notably Female (68% and 72%, respectively).



“HE NEVER MISSES”



Demand Resurgence

Non-Seasonal factors that impact demand for Horror content

In-depth analysis of trends across Horror titles rising in demand indicate that **Appetite and Discovery are easily reignited for historical Horror titles** through factors such as the **release of thematically similar content and supplementary material, rising or newfound popularity of lead talent, and salient clips being shared on TikTok.**



A salient clip featuring Brianne Howey (recently of *Ginny & Georgia* fame) being shared on TikTok sparked a **+1900% increase in daily online searches** for *The Passage* overnight.

“Gonna watch The Passage because I just witnessed a scene that was very intense. With @Brianne+Howey I just saw a scene from the show on tiktok. Let’s go! #thepassage @ThePassageTV”

Online conversation indicates the trailer release for Mark-Paul Gosselaar’s new NBC series *Found* also renewed interest in *The Passage*, with the series experiencing a **+16.74 increase to a daily average Appetite Score of 69.16** in the 30 days preceding the premiere of *Found*.



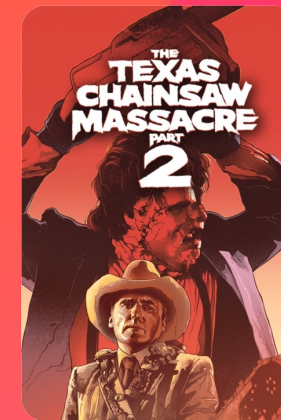
Theatrical release of *Meg 2: The Trench* generated an increase in Appetite for shark attack horror films *Jaws 2* and *Shark Bait*, which are both available for US audiences to stream on Netflix.



+18.47



+24.56



Texas Chainsaw Massacre 2 experienced a **+291% increase in online searches** and **+277% increase in Wikipedia page visits** during the week following the 8/18/23 release of *The Texas Chain Saw Massacre* game.



Online conversation and popularity metrics indicate that a moderate share of ongoing interest in *The Forever Purge* is significantly driven by lead **Tenoch Huerta joining the MCU in *Black Panther: Wakanda Forever*.**

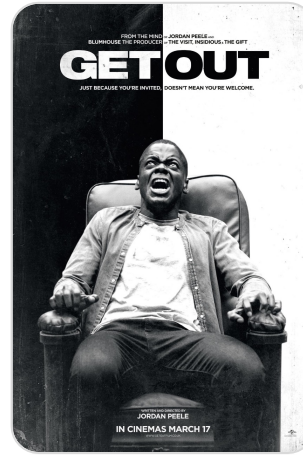
“I’m watching the forever purge now because of tenoch huerta (the actor for namor in black panther wakanda forever)...”

Horror Films With Sustained Popularity

YouGov Signal online popularity metrics indicate Horror films including *Get Out*, *Parasite*, and *World War Z* have maintained consistently high Appetite and Discovery since their initial releases.

Online conversation indicates the following themes strongly contribute to the titles' consistent demand:

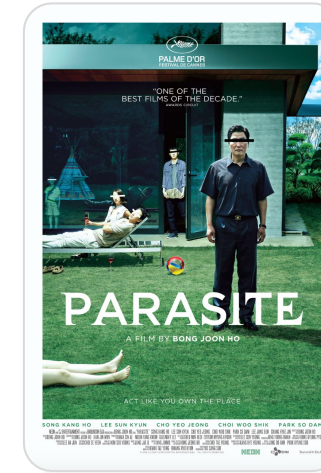
- Socially and culturally relevant
- High-profile talent
- Directors with strong, cohesive bodies of work
- Subgenre popularity and increasing appetite for global content
- Novel in terms of overall storytelling and style
- Visceral and emotionally polarizing
- Salient themes and character types that can be incorporated into pop culture vernacular. *"Is she giving mother (gen z implications_ or is she giving Mother! (Darren Aronofsky implications)?"*



97.06

Ranking : #14

Initial Release Year: 2017



96.61

Ranking: #16

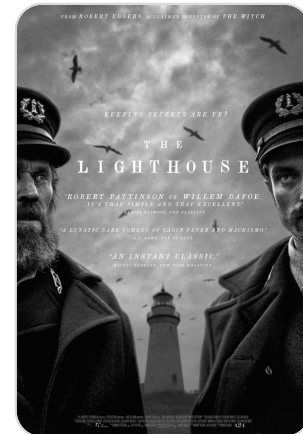
Initial Release Year: 2019



94.88

Ranking: #29

Initial Release Year: 2013



93.92

Ranking: #33

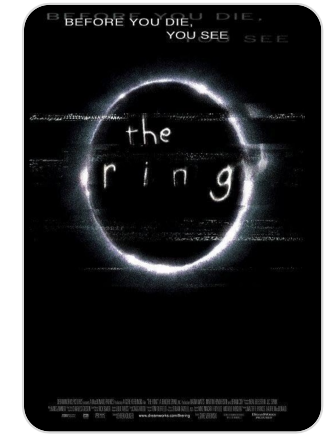
Initial Release Year: 2019



93.89

Ranking: #34

Initial Release Year: 2017



93.53

Ranking: #37

Initial Release Year: 2002

Methodology

Appetite Score

Combined Index

Insight Into: Popularity + Demand

A popularity score comprised of two metrics: online searches and Wikipedia page visits. The metrics are relevantly weighted and indexed against all titles monitored by Signal. Thus, giving an accurate picture of an entity's performance. The higher the score, the more popular the entity.

Indexed Search Volume Index

Insight Into: Public Interest

The number of online searches a title receives in each territory – indicative of public interest and ongoing audience investment in a title.

Wikipedia Volume

Insight Into: Public Curiosity

The number of page visits an entity's Wikipedia page receives. Indicative of how many people are discovering an entity as a Wikipedia page is often the first stop for individuals wanting to learn more.

Sentiment:

Positive/Negative/Neutral

Insight Into: Public Feeling

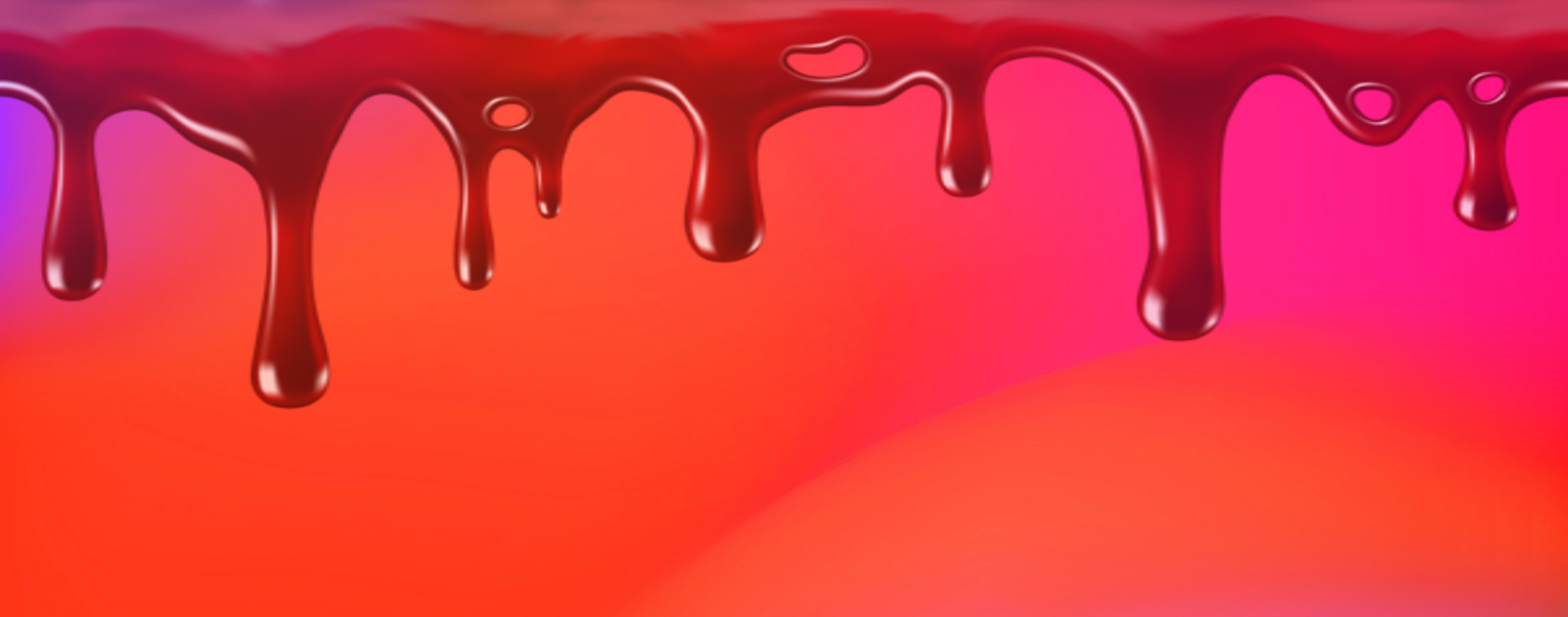
The percentage of all daily sentiment regarding titles or talent which was Positive, Negative, or Neutral. Each segment is displayed individually. Sentiment can be further filtered into Joy, Anticipation, Surprise, Anger/Disgust, and Sadness.

Views

YouGov Stream

“Series” = Anything on available to stream on SVOD Platforms

The total number of views for a series. If someone watched three episodes and someone else watched 5, that counts as eight views.



YouGov, 2021, all rights reserved. All materials contained herein are protected by copyright laws. Any storage, reproduction or distribution of such materials, in whole or in part, in any form without the prior written permission of YouGov is prohibited. This information (including any enclosures and attachments) is proprietary and confidential and has been prepared for the exclusive use and benefit of the addressee(s) and solely for the purpose for which it is provided. We make no representations, warranties or guarantees, whether express or implied, that the information is accurate, complete or up to date. We exclude all implied conditions, warranties, representations or other terms that may apply and we will not be liable to you for any loss or damage, whether in contract, tort (including negligence), breach of statutory duty, or otherwise, even if foreseeable, arising under or in connection with use of or reliance on the information. We do not exclude or limit in any way our liability to you where it would be unlawful to do so.