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As of October 2024, almost two-thirds (64 percent) of adults aged 30 to 44 surveyed in the United States said they either liked or loved the horror movie genre. Among respondents aged 18 to 29, that share was 10 percentage points lower, at 54 percent.

U.S.: horror film genre's popularity by generation 2024 - Statista

statista : popularity-horror-movie-genre-age-group-united-states

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## Reasons People Like Horror Movies

Vicarious Experiences and Threat Mastery

Excitation Transfer Theory

Exploring the Dark Side of Humanity

People Who Seek Sensations

People With Lower Empathy Levels

People Belonging to the Male Sex

Why Do We Enjoy Horror Movies? - Verwell Mind