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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.

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U.S.: horror film genre's popularity by generation 2024 - Statista : popularity-horror-movie-genre-age-group-united-states  
[2ahUKEwjA75v7ps2DAxVMLUQIHfsTBz4Qzmd6BAgBEAc](#)  
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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  
[2ahUKEwjA75v7ps2DAxVMLUQIHfsTBz4QFnoECAEQDQ](#)  
Why Do We Enjoy Horror Movies? - Verwell Mind