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

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