



84% of the U.S. population consume any True Crime media; True Crime podcast listeners lead in engagement and advocacy

The True Crime Consumer Report by Edison Research and audiochuck

FOR IMMEDIATE RELEASE

Somerville, NJ September 12, 2024 – Edison Research, with support from [audiochuck media company](#), delve deeper into the True Crime genre with the release of the *True Crime Consumer Report*. This report provides in-depth insights and analysis on the current trends and future outlook of True Crime podcasts.

Findings were unveiled in a webinar hosted by Edison Research Senior Director of Research, Gabriel Soto, and [audiochuck](#) Chief Operating Officer, Bob Baird. Together, they highlighted the dynamic relationship between True Crime and the podcasting industry. The study finds that 84% of the U.S. population age 13+ are True Crime consumers, meaning they watch or listen to True Crime through any medium. Forty-two percent of the U.S. population age 13+ have ever listened to a True Crime podcast. Seventeen percent of the U.S. population age 13+ are True Crime Consumers who listen to podcasts, but not True Crime podcasts.

True Crime podcast listeners are getting more involved in the justice system:

Compared to True Crime Consumers who do not listen to podcasts, True Crime podcast listeners are 4.4 times more likely to provide a tip or other information to help solve a case, 3.3 times more likely to sign a petition related to a cause from a case, and 1.8 times more likely to promote awareness of case with others.

True Crime podcast listeners support causes and cases financially: Compared to True Crime consumers who have never listened to a podcast, True Crime podcast listeners are 3.6 times more likely to donate money directly to a specific cause or organization and 3.3 times more likely to donate money directly to victims and their loved ones.

The top reasons True Crime podcast listeners say they are interested in True Crime is because they like the psychology behind criminal events (49%), the forensic science behind criminal events (48%), the suspense and thrill (50%), and they like solving mysteries (50%).

Key findings include:

- 89% of U.S. Weekly Podcast Listeners age 13+ have ever binged True Crime podcasts.
- 65% of True Crime Consumers overall are interested in content about murder; 60% are interested in content involving serial killers.



- 45% of True Crime Consumers who listen to podcasts, *but not True Crime podcasts*, would be likely to listen if True Crime podcasts focused on stories from their local region; 43% would be likely if the podcasts focused on high profile cases.
- 77% of True Crime podcast listeners are more interested in consuming True Crime content if it were victim-centered, with 32% saying they are “much more” interested.

Soto said, “Podcasting is transforming True Crime, helping to solve cases and to bring in donations for nonprofits at a higher rate. It’s a movement that listeners associate with not just their favorite hosts but advertisers on these shows as well.”

“Advocacy is at the forefront of everything we do here at audiochuck and Edison’s research taught us so much about how we can expand and foster our incredible audience of action-takers. Having the data about who is out there consuming true crime and what they want is vital to bringing the most value to our listeners and partners,” says Baird.

[Download the report](#)

About the study

In May 2024, Edison Research conducted online interviews of 3,148 U.S. individuals age 13 and older. The data was weighted to match the U.S. population gender, age, and ethnicity. Twenty-four in-depth interviews with True Crime consumers were conducted with podcast listeners and podcast non-listeners. The True Crime Consumer Report also includes data from Edison Podcast Metrics™.

About Edison Research

Edison Research conducts survey research and provides strategic information to a broad array of clients worldwide, having conducted research in 66 countries. Edison Research’s [The Infinite Dial®](#) series has been the survey of record for digital audio, social media, podcasting, smart speakers, and other media-related technologies since 1998. The company’s [Share of Ear®](#) survey is the only single-source measure of all audio in the U.S. Edison Research is the leading podcast research company in the world, producing the only survey-based data on podcast listening in the U.S, [Edison Podcast Metrics](#), and has conducted research for many companies in the space. Since 2004, Edison Research has been the sole provider of election data, race projections and analysis to the National Election Pool (ABC News, CBS News, CNN, NBC News) for every presidential primary and general election.

About audiochuck media company

audiochuck media company, Adweek’s 2023 Podcast Network of the Year, is an Indiana-based independent media company. The industry leader produces award-winning, chart-topping podcasts fueled by content that inspires action and change. The company’s suite



of 15+ podcasts, including the #1 true crime podcast, Crime Junkie, has earned over 2 billion downloads and a worldwide audience. Founded by [Ashley Flowers](#) in 2017, audiochuck uses its platform to make a positive difference in society by supporting local communities and inspiring change in the true crime space. audiochuck consistently advocates for victims and their families, funds DNA testing to help solve cold cases, ensures the stories of marginalized communities are heard, and so much more. audiochuck employs over 50 people in the greater Indianapolis area. Visit audiochuck.com and follow audiochuck on [Instagram](#), [Facebook](#), [YouTube](#), [LinkedIn](#) and [X](#).

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