



True Crime Consumer Report



AUDIOCHUCK

Main Research Goal



True Crime



Podcasts



True Crime

How does True Crime affect podcasting?
e.g.) The genre has introduced people to podcasts

How does podcasting affect True Crime?
e.g.) Listeners are helping to solve cases



Podcasts

Study Methodology

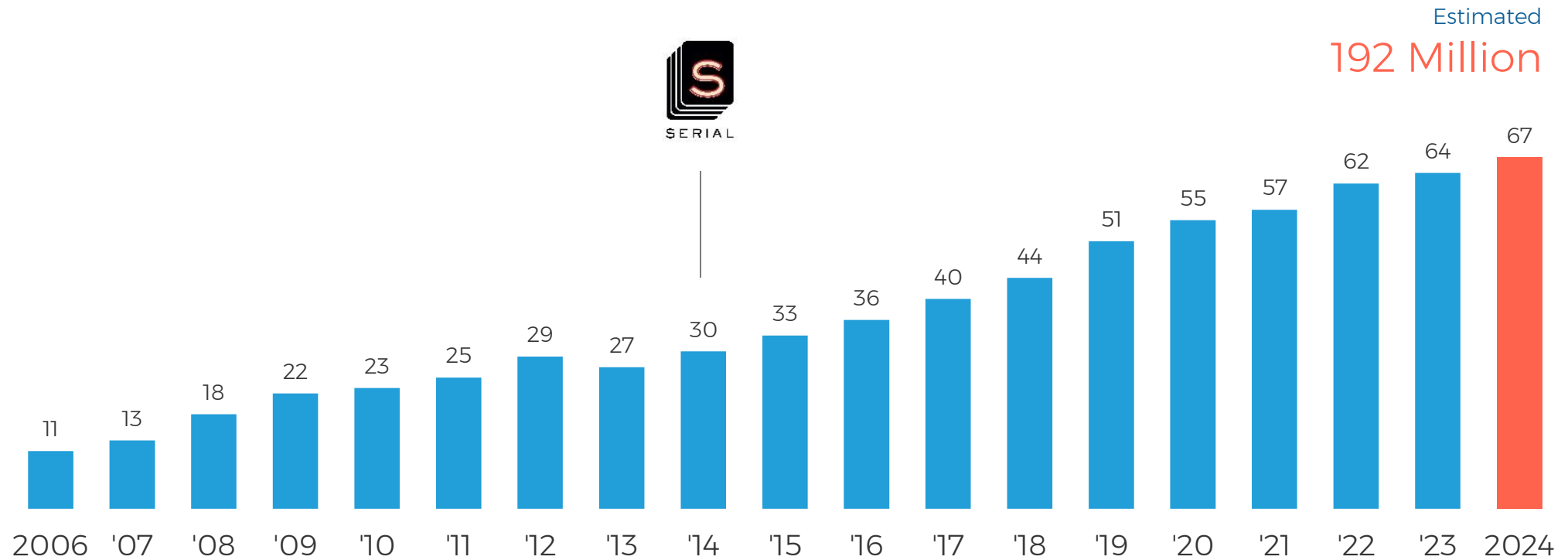
- 3,148 total online interviews
- U.S. Persons 13+
- Conducted 5/10/2024 – 5/31/2024
- Data weighted to match the U.S. population gender, age, and ethnicity
- 24 in-depth interviews with True Crime consumers
 - Podcasts listeners
 - Podcast non-listeners

How does True Crime affect podcasting?



Podcasting Listening

Total U.S. Population 12+
% EVER LISTENED TO A PODCAST



Podcast Primary Genre Ranker US: Q2 2024

Genres with the largest weekly audience

Genre	Rank
Comedy	1
Society & Culture	2
True Crime	3
News	4
Sports	5

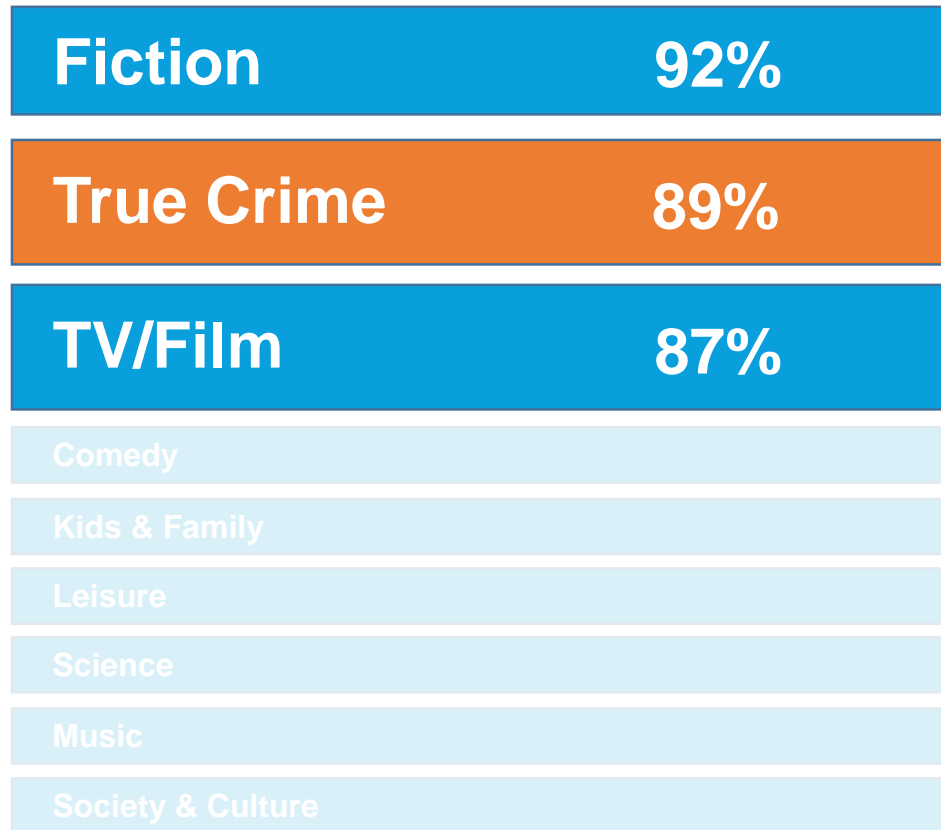
Genre	Rank
Business	6
Education	7
Health & Fitness	8
Religion & Spirituality	9
TV & Film	10

Podcast Binge Listening

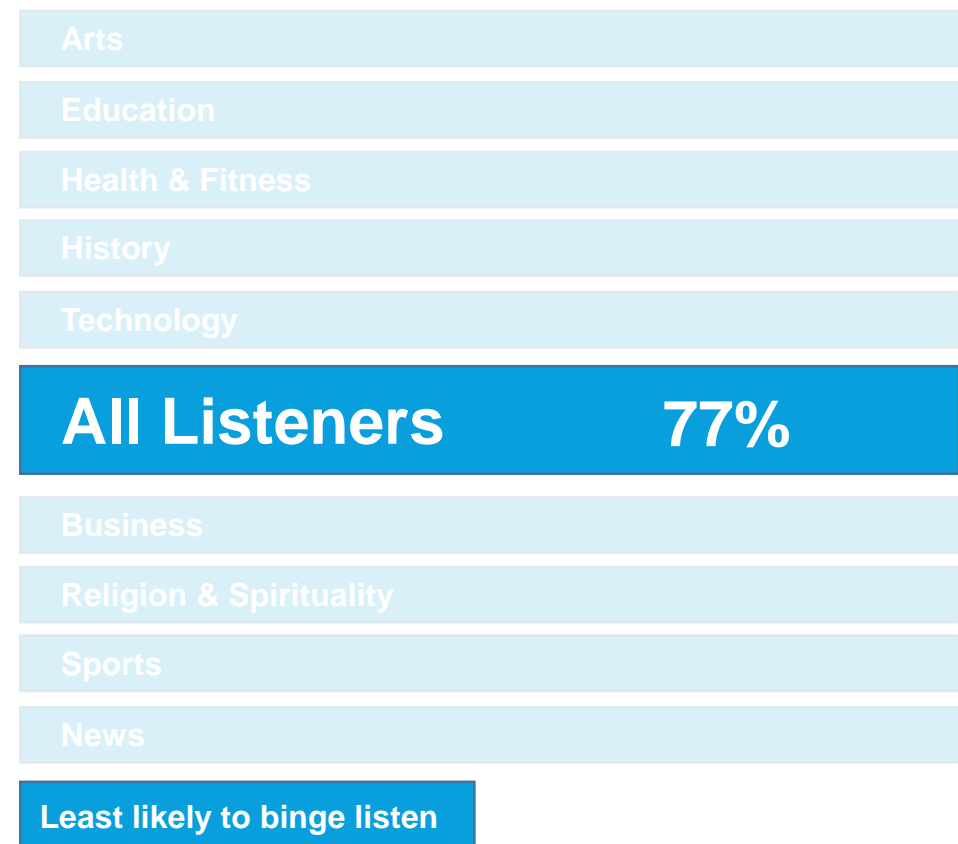
U.S. Weekly Podcast Listeners 13+

Most likely to binge listen

Weekly listeners to Genre % who ever binged a podcast



Weekly listeners to Genre % who ever binged a podcast



Least likely to binge listen

Top 10 Podcasts in the US: Q2 2024

Shows with the largest weekly audience

#1



#2



#3



#4



#5



#6



#7



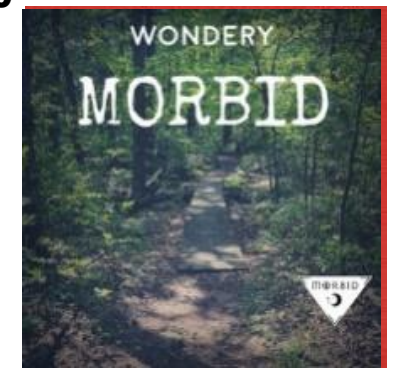
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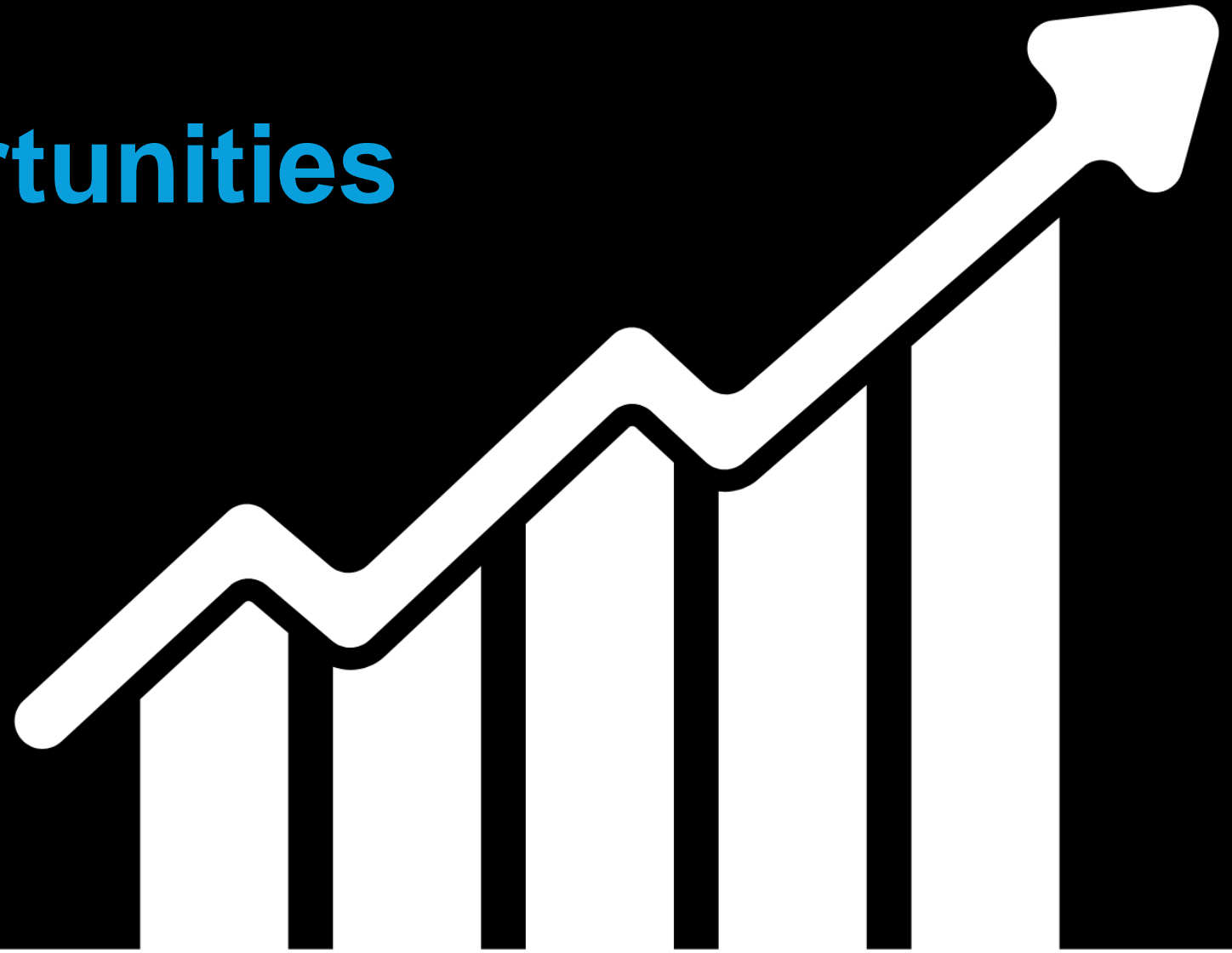
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#10



Growth Opportunities



U.S. True Crime Consumption

84%

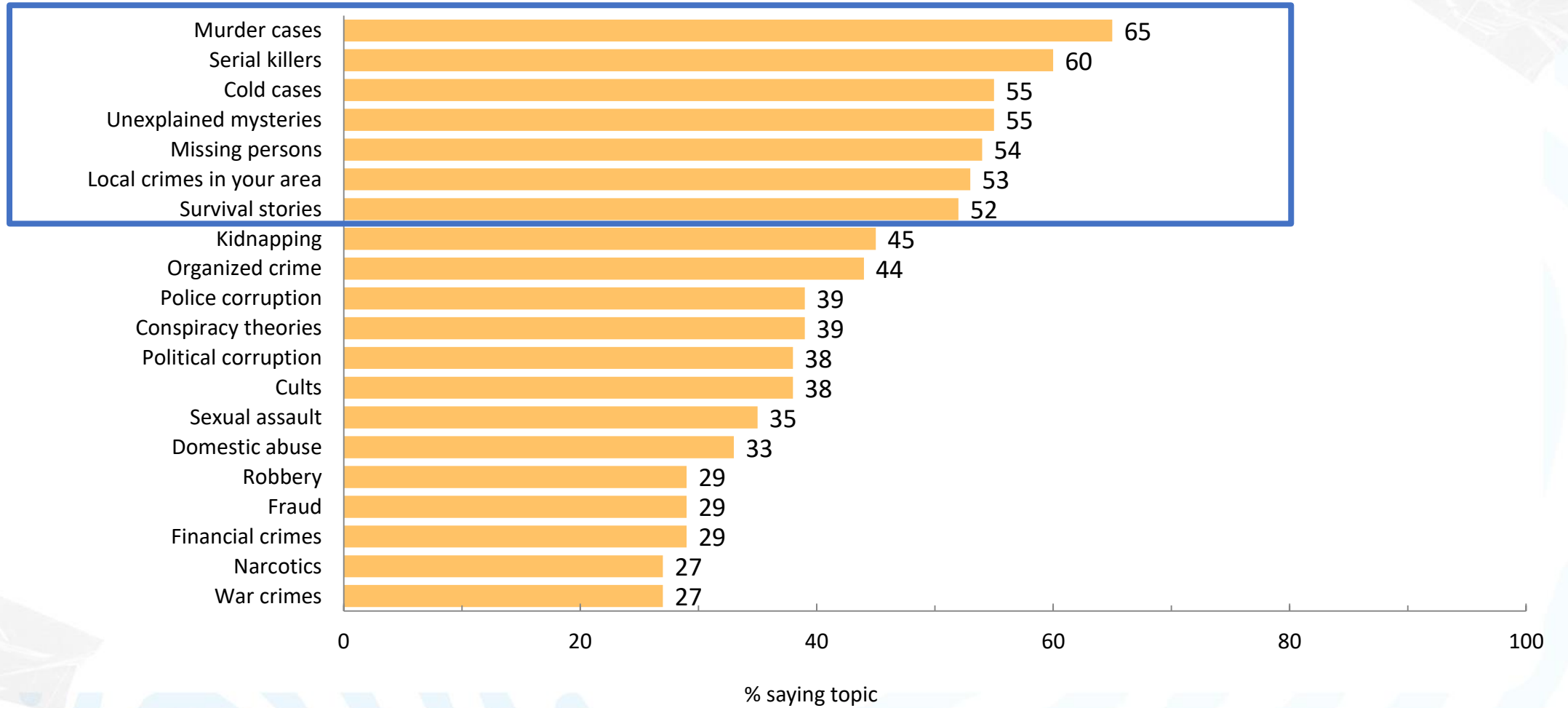
of the U.S. population 13+
are True Crime Consumers*

(estimated 230 million Americans)

*Watch, listen to, or read True Crime content on television, YouTube, social media, podcasts, books, or radio

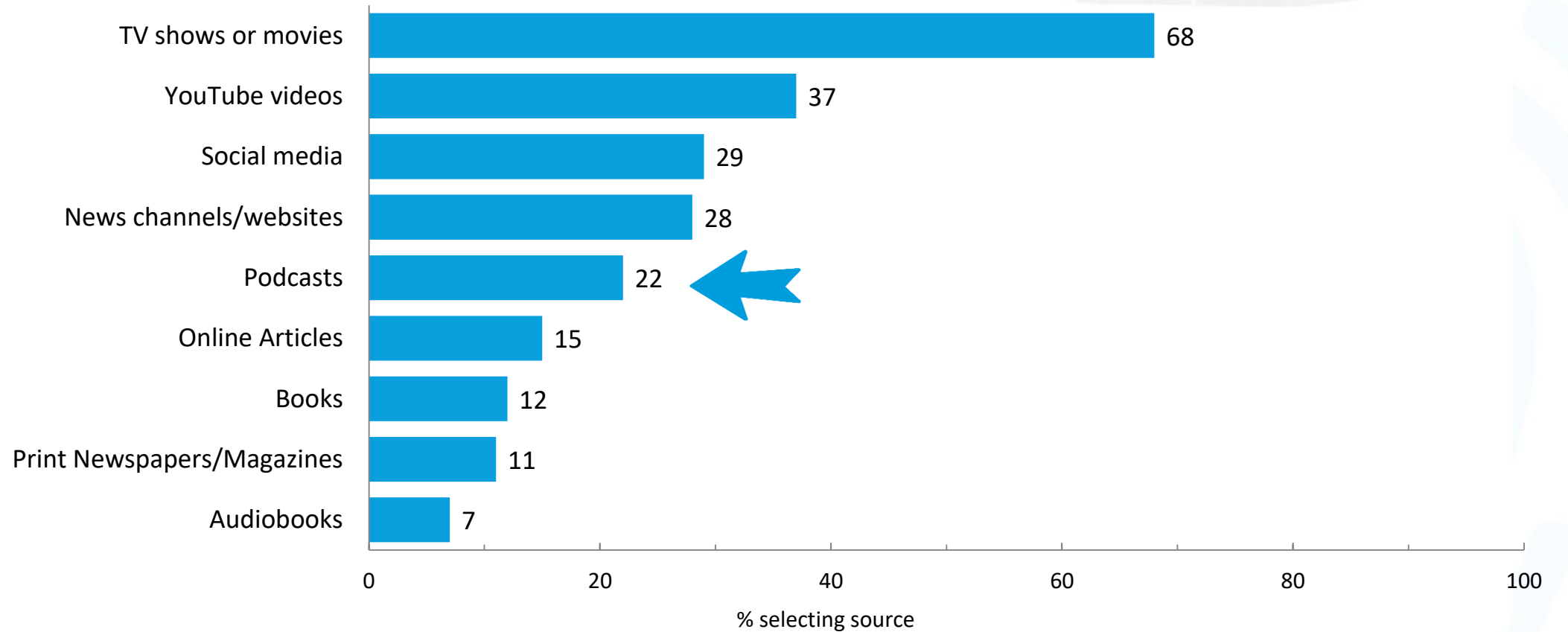
Topics of interest to True Crime Consumers

Current True Crime Consumers

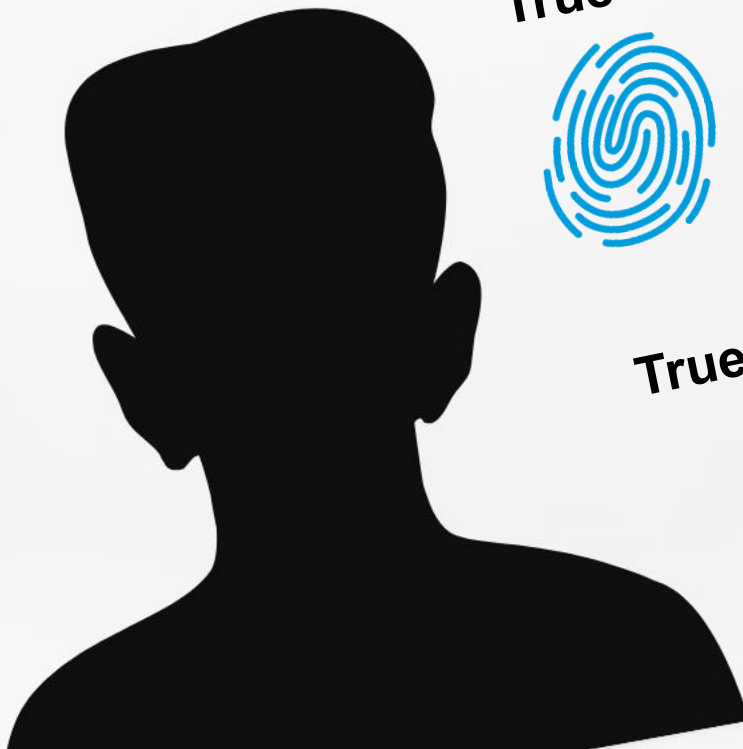


Sources used to consume True Crime in the last year

Current True Crime Consumers



TRUE CRIME CONSUMERS WHO LISTEN TO
PODCASTS, BUT NOT TRUE CRIME PODCASTS



True Crime



Podcasts








True Crime Podcasts

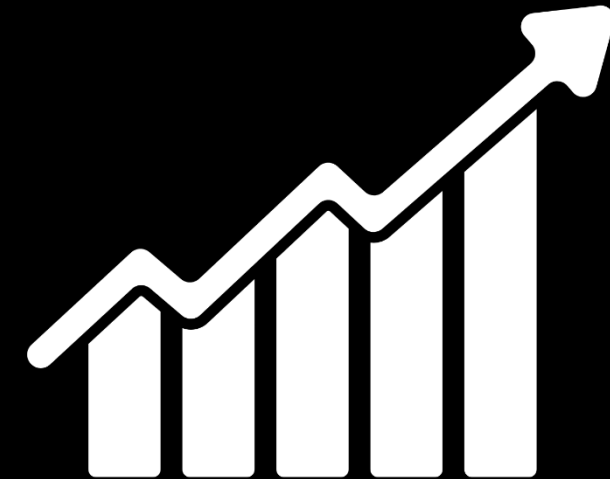


48

million Americans
(17% of U.S. Population 13+)

Five topics that would get True Crime consumers who listen to podcasts but not for True Crime to listen

	% aying very likely
 Stories from your local region:	45%
 High Profile Cases:	43%
 Psychology behind criminal events:	38%
 Perspectives of the victims:	36%
 Investigative Reporting:	36%



TRUE CRIME CONSUMERS WHO HAVE EVER LISTENED TO TRUE CRIME PODCASTS



True Crime



Podcasts



True Crime Podcasts



119 million Americans

(42% of U.S. Population 13+)

Reasons why True Crime Podcast Listeners are interested in True Crime

Current True Crime Consumers who have ever listened to True Crime Podcasts

Suspense and Mystery

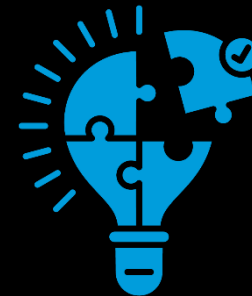
50%

Like the suspense and thrill



50%

Like solving mysteries



Reasons why True Crime Podcast Listeners are interested in True Crime

Current True Crime Consumers who have ever listened to True Crime Podcasts

Education

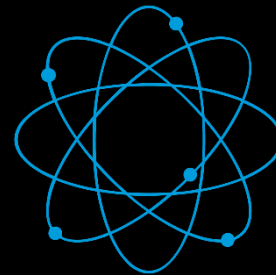
49%

You like the psychology behind criminal events



48%

You like the forensic science behind criminal events



37%

You want to learn how to be safe



Reasons why True Crime Podcast Listeners are interested in True Crime

Current True Crime Consumers who have ever listened to True Crime Podcasts

Advocacy

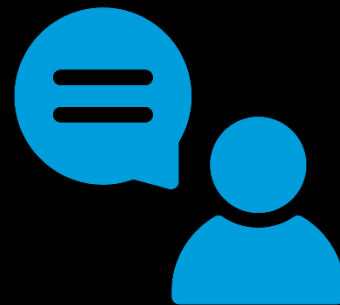
47%

Can help unsolved cases



46%

Shares victims' stories



44%

Helps deliver justice

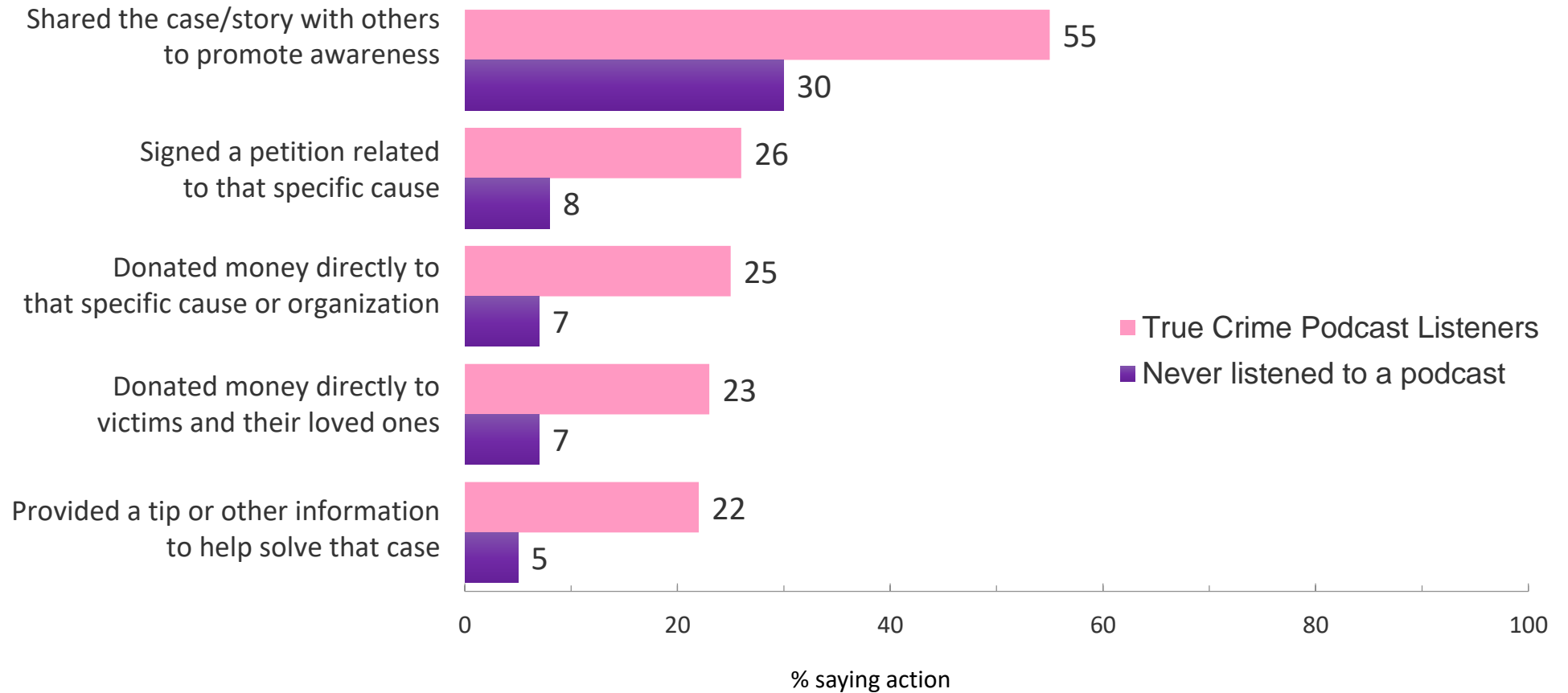


How is Podcasting affecting True Crime?



After learning about a True Crime case or story, have you ever....?

True Crime Consumers



Compared with True Crime Consumers who don't listen to podcasts, **listeners to True Crime Podcasts** are...

4.4x

more likely

To provide a tip or other information to help solve a case

3.3x

more likely

To sign a petition related to a cause from a case

1.8x

more likely

To share a case with others to promote awareness

Crime Junkie Listeners Help Solve a Case



In May 2021, Crime Junkie covered the 1981 murder of Father Patrick Ryan and the subsequent conviction of James Reyos. Forty years after James' arrest, officials discovered that there was untested evidence that had been sitting idle, which proved James was innocent and was only uncovered because two Crime Junkies listening to the episode [decided to make a little noise](#).

Compared with True Crime Consumers who don't listen to podcasts, **listeners to True Crime Podcasts** are...

3.6x

more likely

To donate money directly to that specific cause or organization

3.3x

more likely

To donate money directly to victims and their loved ones

Audiochuck's contributions to Non-Profits

\$8.5
million

Over 150 Unique Non-profits

Victim-Centered True Crime

“Responsible and mission-driven storytelling that serves the victim, their loved ones, and the communities they represent with respect and dignity. The goal of Victim-Centric True Crime is to bring awareness and provoke action that directly supports the individuals and causes within the story”

77%

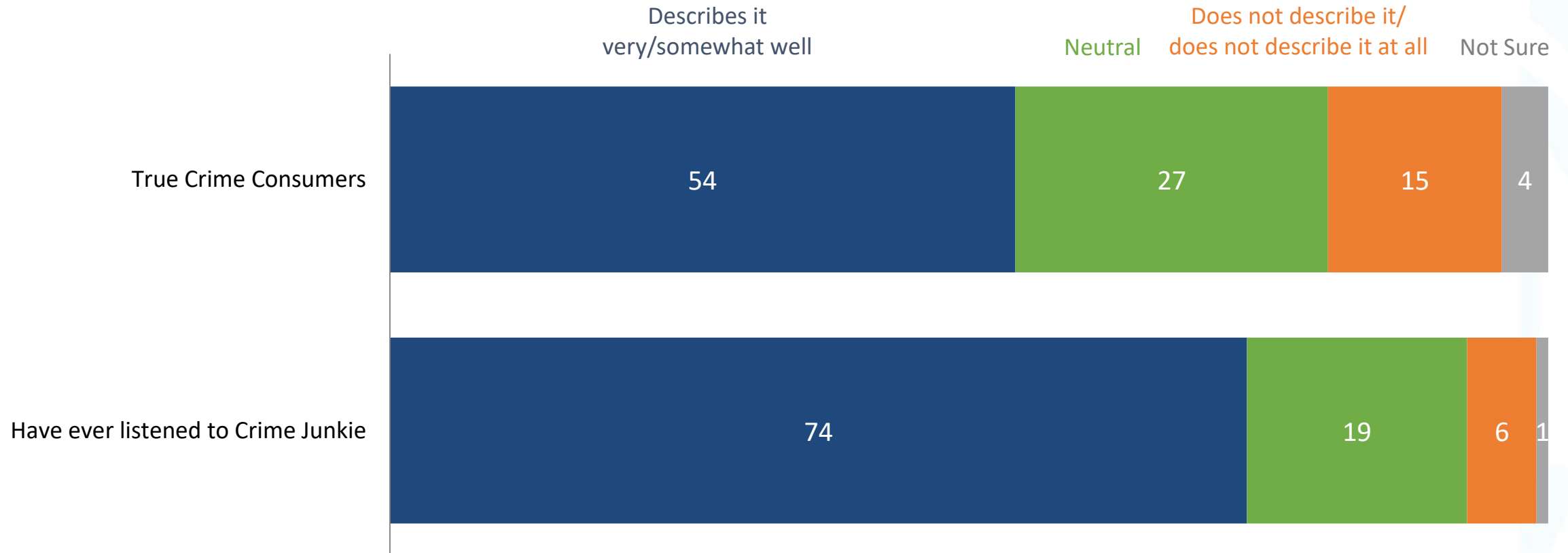
of True Crime Podcast
Listeners are more interested in
consuming True Crime content
if it is **victim-centered**

HAVE EVER LISTENED
TO CRIME JUNKIE



37 million Americans
(13% of U.S. population 13+)

How well does the word “important” describe True Crime as a genre?



**True Crime consumers are open
to podcasts like Crime Junkie**

41%

of True Crime Consumers who do not
listen to Crime Junkie would be likely to
do so after hearing an audio clip

(estimated 112 million Americans)

Key Finding

True Crime is a wide-reaching genre in the United States



Key Finding

The popularity of True Crime podcasts has helped the medium grow. Shows like Serial introduced people to the medium. Today, popular True Crime podcasts draw in massive audiences; Crime Junkie has the second-largest U.S. weekly audience of any podcast



Key Finding

There are opportunities to convert True Crime consumers to podcast listeners through multiple methods, including a focus on geographic appeal, high-profile cases, and the psychology behind criminal events



Key Finding

True Crime podcast consumers have an affinity for mystery and suspense, educational lessons, and the victim advocacy that stems from True Crime coverage



Key Finding

Podcasting and its listeners are transforming True Crime. They are helping to solve cases and donating to victims at a higher rate than True Crime consumers who don't listen to podcasts. They're also demanding more victim-centered coverage



Key Finding

Creators and advertising brands that partner with True Crime podcasts benefit from being associated with the evolution they're ushering into the genre. Benefits include intensive listening, victim advocacy, and high message frequency from binge listeners





True Crime Consumer Report



AUDIOCHUCK