

YouGov Survey: True Crime



Sample 1091 U.S. Adult Citizens
 Conducted June 10 - 13, 2024
 Margin of Error ±3.7%

1. True crime is a non-fiction genre examining real-world crimes — and the people associated with and affected by them. Do you ever consume true-crime content?

Yes 57%
 No 43%

2. Overall, would you say that true-crime content has a positive or a negative effect on society?

Very positive effect 4%
 Somewhat positive effect 12%
 Neither positive nor negative effect 42%
 Somewhat negative effect 18%
 Very negative effect 8%
 Not sure 16%

3. Do you think that true-crime content is... ?

Always accurate 4%
 Usually accurate 48%
 Usually inaccurate 16%
 Always inaccurate 2%
 Not sure 30%

4. Do you agree or disagree that true-crime content... ?

	Agree	Disagree	Not sure
Helps solve crimes that wouldn't have been solved otherwise	50%	17%	33%
Improves understanding of criminals and their motivations	49%	22%	28%
Improves understanding of the criminal justice system	54%	20%	26%
Increases donations to organizations that help victims and their families	38%	20%	42%
Increases empathy with victims of crime	51%	18%	31%
Makes people more vigilant and safety-conscious	63%	13%	25%
Provides people with a healthy source of excitement and suspense	43%	26%	32%
Improves mental health by providing a platform for victim healing	24%	32%	44%
Desensitizes people to violence	38%	32%	30%
Exploits victims and their families	37%	31%	32%
Glamorizes criminals, giving them undue attention	38%	35%	27%
Unfairly influences jurors	21%	36%	44%
Leads to the spread of misinformation	30%	35%	35%
Makes people more likely to commit and get away with crimes	23%	49%	28%

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Makes people overly fearful and paranoid	39%	31%	31%
Trivializes serious crimes for entertainment value	38%	31%	30%

5. How often do you think the forensic science presented in true-crime content is reliable?

Always	7%
Usually	37%
Sometimes	30%
Rarely	7%
Never	1%
Not sure	17%

6. Do you think that consuming true-crime content makes people...?

More likely to trust the police	15%
Equally likely to trust the police	31%
Less likely to trust the police	17%
Not sure	36%

7. When you hear that a high-profile person has been charged with a crime, how often do you draw conclusions about their guilt or innocence prior to their trial?

Always	5%
Usually	18%
Sometimes	45%
Rarely	14%
Never	7%
Not sure	11%

8. Do you think that consuming true-crime content makes people more likely to presume that someone accused of a crime — but not yet convicted — is...?

Guilty	32%
Innocent	5%
Neither	32%
Not sure	31%

9. Do you ever consume true-crime content in the following ways? Select all that apply.

Books	14%
Podcasts	15%
Television	41%
Films	21%
Watching videos online	24%
Reading online	17%
Social media	20%
Other way	0%
Not asked - doesn't consume true-crime content	43%

10. How often do you consume true-crime content?

Multiple times a day	1%
Every day	5%
A few times a week	16%
Once a week	8%
Once a month	11%
Less often than once a month	14%
Not sure	2%
Not asked - doesn't consume true-crime content	43%

11. Do you most often consume true-crime content... ?

In the morning	2%
In the afternoon	7%
In the evening	29%
Equally at all times	14%
Not sure	5%
Not asked - doesn't consume true-crime content	43%

12. Do you ever consume true-crime content just before going to sleep?

Yes	32%
No	22%
Not sure	3%
Not asked - doesn't consume true-crime content	43%

13. Do you ever consume true-crime content... ? Select all that apply.

Alone	42%
With friends	11%
With family	25%
Not sure	2%
Not asked - doesn't consume true-crime content	43%

14. Has a friend or family member ever recommended true-crime content to you?

Yes	28%
No	25%
Not sure	4%
Not asked - doesn't consume true-crime content	43%

15. Have you ever consumed true-crime content about the following? Select all that apply.

Cold cases	44%
Murder	48%
Cults	30%
Financial crime	30%
Domestic abuse	31%
Sexual assault	31%
Digital crime, such as catfishing	23%
Organized crime	33%
Con artists	31%
Other crime	1%
Not sure	2%
Not asked - doesn't consume true-crime content	43%

16. Do you prefer to consume true-crime content that...?

Relies solely on interviews, archival footage, and direct evidence	30%
Includes dramatized scenes in which actors re-create specific events	19%
Not sure	8%
Not asked - doesn't consume true-crime content	43%

17. Which of the following are reasons why you consume true-crime content? Select all that apply.

To elevate victims' stories	9%
To see cases being solved	35%
For the excitement of it	17%
Interest in mysteries	37%
Interest in forensic science	28%
Interest in psychology	26%
Controlled exposure to traumatic events	7%
To feel safe and comforted	6%
To better understand criminals	20%
To learn methods of self-defense against criminals	15%
To go to sleep	4%
Other reason	2%
Not sure	2%
Not asked - doesn't consume true-crime content	43%

18. Do you think it is ethical for someone to create true-crime content?

Yes	38%
No	19%
Not sure	43%

19. Do you think it is ethical to consume true-crime content?

Yes	50%
No	16%
Not sure	35%

20. In order to make true-crime content about an event, who do you think creators should get consent from? Select all that apply.

The victim	63%
The victim's family	64%
The alleged perpetrator	25%
The police	35%
None of the above	7%
Not sure	18%

21. Do you think it is acceptable or unacceptable for true-crime content to use the following?

	Always acceptable	Only acceptable if they clearly indicate its use	Never acceptable	Not sure
Dramatic re-enactments of events	15%	57%	11%	17%
AI images or videos	10%	41%	28%	22%

22. Which of the following are reasons why many people like to consume true-crime content? Select all that apply.

To elevate victims' stories	25%
To see cases being solved	51%
For the excitement of it	48%
Interest in mysteries	54%
Interest in forensic science	43%
Interest in psychology	37%
Controlled exposure to traumatic events	21%
To feel safe and comforted	14%
To better understand criminals	37%
To learn methods of self-defense against criminals	23%
To go to sleep	11%
Other reason	3%
Not sure	17%

23. How likely, if at all, do you think it is that you have personally interacted or will personally interact with a serial killer in your lifetime?

Very likely	8%
Somewhat likely	14%
Not very likely	27%
Not likely at all	35%
Not sure	16%

Interviewing Dates	June 10 - 13, 2024
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov’s opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent’s most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.077 to 6.555, with a mean of one and a standard deviation of 0.731.
Number of respondents	1091
Margin of error	± 3.7% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	93 questions not reported.

1. Consumes True Crime

True crime is a non-fiction genre examining real-world crimes — and the people associated with and affected by them. Do you ever consume true-crime content?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	57%	52%	61%	59%	60%	63%	42%	57%	52%	56%	60%
No	43%	48%	39%	41%	40%	37%	58%	43%	48%	44%	40%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,087)	(488)	(599)	(222)	(248)	(353)	(264)	(668)	(144)	(161)	(114)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	57%	60%	53%	58%	60%	59%	58%	54%	63%	52%	54%	58%	60%
No	43%	40%	47%	42%	40%	41%	42%	46%	37%	48%	46%	42%	40%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,087)	(389)	(423)	(275)	(389)	(332)	(464)	(315)	(221)	(185)	(236)	(417)	(249)

2. Positive or Negative Effect - True Crime

Overall, would you say that true-crime content has a positive or a negative effect on society?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very positive effect	4%	3%	4%	4%	6%	3%	1%	3%	3%	4%	4%
Somewhat positive effect	12%	12%	12%	13%	16%	12%	6%	11%	15%	13%	13%
Neither positive nor negative effect	42%	44%	40%	44%	41%	43%	40%	42%	46%	41%	36%
Somewhat negative effect	18%	15%	22%	22%	18%	17%	17%	20%	13%	13%	25%
Very negative effect	8%	7%	9%	6%	9%	6%	10%	7%	5%	12%	10%
Not sure	16%	18%	15%	9%	10%	19%	26%	17%	18%	17%	12%
Totals	100%	99%	102%	98%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,091)	(489)	(602)	(222)	(250)	(355)	(264)	(670)	(145)	(162)	(114)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very positive effect	4%	4%	3%	4%	3%	4%	3%	3%	7%	2%	1%	5%	5%
Somewhat positive effect	12%	13%	9%	15%	12%	13%	12%	12%	14%	14%	13%	11%	11%
Neither positive nor negative effect	42%	40%	47%	38%	42%	44%	43%	42%	41%	44%	38%	42%	45%
Somewhat negative effect	18%	19%	17%	18%	21%	15%	16%	20%	21%	18%	22%	17%	17%
Very negative effect	8%	8%	8%	7%	5%	6%	9%	6%	6%	11%	5%	9%	6%
Not sure	16%	15%	17%	18%	16%	18%	17%	17%	11%	11%	21%	16%	16%
Totals	100%	99%	101%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,091)	(390)	(425)	(276)	(390)	(333)	(467)	(315)	(221)	(185)	(238)	(418)	(250)

3. True Crime Accuracy

Do you think that true-crime content is...?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always accurate	4%	5%	3%	6%	4%	3%	2%	3%	6%	4%	4%
Usually accurate	48%	43%	52%	49%	51%	52%	39%	50%	49%	45%	38%
Usually inaccurate	16%	20%	13%	21%	17%	12%	17%	17%	16%	16%	10%
Always inaccurate	2%	3%	2%	2%	3%	2%	2%	1%	1%	7%	5%
Not sure	30%	30%	29%	22%	25%	30%	41%	29%	28%	28%	43%
Totals	100%	101%	99%	100%	100%	99%	101%	100%	100%	100%	100%
Unweighted N	(1,088)	(488)	(600)	(221)	(248)	(355)	(264)	(668)	(145)	(161)	(114)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Always accurate	4%	5%	2%	5%	4%	6%	3%	4%	4%	3%	3%	5%	3%
Usually accurate	48%	46%	51%	47%	52%	48%	48%	49%	47%	50%	51%	48%	44%
Usually inaccurate	16%	18%	14%	17%	13%	15%	17%	16%	16%	17%	14%	17%	17%
Always inaccurate	2%	1%	3%	2%	2%	2%	3%	2%	1%	3%	2%	2%	2%
Not sure	30%	30%	30%	29%	29%	30%	28%	29%	32%	27%	30%	28%	34%
Totals	100%	100%	100%	100%	100%	101%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,088)	(389)	(423)	(276)	(390)	(333)	(465)	(314)	(221)	(185)	(237)	(417)	(249)

YouGov Survey: True Crime
 June 10 - 13, 2024 - 1091 US Adult Citizens



4A. Effects of True Crime — Helps solve crimes that wouldn't have been solved otherwise

Do you agree or disagree that true-crime content... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Agree	50%	42%	58%	45%	52%	57%	44%	50%	50%	50%	50%
Disagree	17%	22%	12%	24%	20%	10%	17%	19%	15%	13%	13%
Not sure	33%	36%	29%	31%	28%	33%	39%	31%	35%	37%	37%
Totals	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,070)	(483)	(587)	(216)	(245)	(351)	(258)	(657)	(142)	(161)	(110)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Agree	50%	53%	40%	58%	55%	55%	52%	51%	52%	53%	49%	51%	49%
Disagree	17%	18%	16%	16%	15%	13%	18%	17%	16%	14%	18%	16%	19%
Not sure	33%	28%	43%	25%	30%	33%	30%	32%	32%	33%	33%	33%	32%
Totals	100%	99%	99%	99%	100%	101%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,070)	(382)	(418)	(270)	(382)	(330)	(457)	(313)	(215)	(181)	(234)	(413)	(242)

4B. Effects of True Crime — Improves understanding of criminals and their motivations

Do you agree or disagree that true-crime content... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Agree	49%	45%	53%	57%	56%	46%	40%	51%	45%	45%	55%
Disagree	22%	23%	22%	18%	22%	24%	26%	21%	25%	29%	19%
Not sure	28%	32%	25%	26%	22%	30%	35%	29%	30%	26%	25%
Totals	99%	100%	100%	101%	100%	100%	101%	101%	100%	100%	99%
Unweighted N	(1,072)	(484)	(588)	(220)	(246)	(348)	(258)	(657)	(142)	(160)	(113)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Agree	49%	48%	46%	55%	49%	52%	47%	54%	53%	57%	50%	49%	45%
Disagree	22%	26%	22%	19%	24%	22%	24%	19%	21%	22%	17%	24%	24%
Not sure	28%	27%	32%	25%	27%	26%	29%	27%	26%	21%	33%	27%	32%
Totals	99%	101%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(1,072)	(382)	(421)	(269)	(382)	(330)	(457)	(313)	(216)	(182)	(232)	(411)	(247)

4C. Effects of True Crime — Improves understanding of the criminal justice system

Do you agree or disagree that true-crime content... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Agree	54%	49%	58%	54%	60%	54%	46%	54%	48%	54%	56%
Disagree	20%	24%	16%	24%	17%	20%	19%	20%	23%	20%	16%
Not sure	26%	27%	25%	22%	24%	26%	34%	26%	29%	26%	28%
Totals	100%	100%	99%	100%	101%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,068)	(481)	(587)	(217)	(248)	(349)	(254)	(656)	(142)	(161)	(109)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Agree	54%	56%	47%	58%	56%	56%	51%	58%	58%	57%	55%	49%	57%
Disagree	20%	20%	22%	17%	20%	16%	21%	17%	19%	22%	19%	20%	19%
Not sure	26%	23%	31%	24%	24%	28%	28%	25%	23%	21%	26%	30%	24%
Totals	100%	99%	100%	99%	100%	100%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(1,068)	(380)	(418)	(270)	(379)	(325)	(454)	(311)	(216)	(179)	(234)	(410)	(245)

4D. Effects of True Crime — Increases donations to organizations that help victims and their families

Do you agree or disagree that true-crime content... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Agree	38%	32%	43%	47%	42%	35%	27%	37%	30%	44%	47%
Disagree	20%	23%	17%	19%	20%	20%	21%	20%	20%	24%	15%
Not sure	42%	45%	40%	33%	37%	45%	52%	43%	50%	32%	38%
Totals	100%	100%	100%	99%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,070)	(479)	(591)	(217)	(244)	(346)	(263)	(657)	(144)	(160)	(109)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Agree	38%	40%	33%	40%	38%	36%	36%	37%	42%	36%	37%	36%	42%
Disagree	20%	22%	18%	21%	21%	18%	21%	21%	18%	21%	19%	22%	18%
Not sure	42%	38%	49%	39%	42%	46%	43%	42%	41%	43%	45%	42%	40%
Totals	100%	100%	100%	100%	101%	100%	100%	100%	101%	100%	101%	100%	100%
Unweighted N	(1,070)	(382)	(417)	(271)	(380)	(328)	(452)	(312)	(219)	(180)	(234)	(409)	(247)

4E. Effects of True Crime — Increases empathy with victims of crime

Do you agree or disagree that true-crime content... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Agree	51%	44%	58%	48%	50%	56%	48%	51%	46%	52%	57%
Disagree	18%	21%	15%	23%	21%	15%	11%	18%	17%	19%	7%
Not sure	31%	36%	28%	29%	29%	29%	40%	30%	37%	28%	36%
Totals	100%	101%	101%	100%	100%	100%	99%	99%	100%	99%	100%
Unweighted N	(1,074)	(483)	(591)	(217)	(246)	(350)	(261)	(660)	(144)	(161)	(109)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Agree	51%	52%	50%	51%	54%	55%	52%	51%	52%	46%	50%	52%	54%
Disagree	18%	20%	12%	21%	19%	16%	17%	19%	20%	30%	15%	16%	12%
Not sure	31%	28%	38%	28%	27%	29%	31%	30%	27%	24%	35%	31%	34%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	99%	100%
Unweighted N	(1,074)	(384)	(420)	(270)	(383)	(328)	(458)	(311)	(219)	(182)	(233)	(412)	(247)

4F. Effects of True Crime — Makes people more vigilant and safety-conscious

Do you agree or disagree that true-crime content... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Agree	63%	54%	70%	65%	65%	61%	60%	63%	65%	59%	58%
Disagree	13%	15%	11%	11%	12%	13%	14%	13%	7%	15%	20%
Not sure	25%	31%	19%	24%	22%	26%	26%	24%	28%	26%	22%
Totals	101%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,074)	(484)	(590)	(220)	(246)	(352)	(256)	(659)	(143)	(160)	(112)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Agree	63%	63%	59%	66%	60%	64%	65%	63%	62%	66%	60%	63%	62%
Disagree	13%	15%	11%	12%	14%	13%	11%	13%	15%	11%	13%	14%	13%
Not sure	25%	21%	30%	22%	26%	23%	23%	24%	23%	23%	28%	23%	25%
Totals	101%	99%	100%	100%	100%	100%	99%	100%	100%	100%	101%	100%	100%
Unweighted N	(1,074)	(384)	(420)	(270)	(384)	(326)	(461)	(308)	(218)	(183)	(233)	(411)	(247)

4G. Effects of True Crime — Provides people with a healthy source of excitement and suspense

Do you agree or disagree that true-crime content... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Agree	43%	42%	43%	43%	49%	43%	35%	40%	49%	50%	41%
Disagree	26%	25%	26%	27%	25%	22%	30%	28%	21%	19%	22%
Not sure	32%	33%	30%	30%	26%	35%	35%	32%	29%	31%	38%
Totals	101%	100%	99%	100%	100%	100%	100%	100%	99%	100%	101%
Unweighted N	(1,074)	(481)	(593)	(222)	(245)	(346)	(261)	(660)	(143)	(159)	(112)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Agree	43%	45%	41%	42%	45%	39%	44%	38%	53%	47%	41%	42%	41%
Disagree	26%	26%	25%	26%	23%	27%	27%	26%	24%	22%	24%	25%	30%
Not sure	32%	29%	34%	32%	32%	34%	29%	36%	24%	30%	35%	32%	29%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	101%	99%	100%	99%	100%
Unweighted N	(1,074)	(383)	(418)	(273)	(384)	(328)	(457)	(311)	(218)	(182)	(235)	(408)	(249)

4H. Effects of True Crime — Improves mental health by providing a platform for victim healing

Do you agree or disagree that true-crime content... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Agree	24%	21%	27%	25%	33%	22%	15%	23%	30%	23%	26%
Disagree	32%	33%	31%	38%	30%	30%	31%	32%	23%	39%	26%
Not sure	44%	46%	43%	37%	37%	48%	54%	45%	47%	38%	48%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,064)	(480)	(584)	(218)	(243)	(346)	(257)	(658)	(139)	(159)	(108)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Agree	24%	26%	22%	24%	23%	24%	26%	22%	23%	24%	21%	27%	21%
Disagree	32%	32%	30%	32%	30%	31%	30%	32%	35%	27%	32%	35%	29%
Not sure	44%	42%	48%	43%	47%	45%	43%	46%	42%	49%	46%	38%	50%
Totals	100%	100%	100%	99%	100%	100%	99%	100%	100%	100%	99%	100%	100%
Unweighted N	(1,064)	(375)	(418)	(271)	(375)	(329)	(451)	(311)	(214)	(182)	(232)	(406)	(244)

YouGov Survey: True Crime
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4I. Effects of True Crime — Desensitizes people to violence

Do you agree or disagree that true-crime content... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Agree	38%	36%	41%	48%	35%	36%	36%	37%	39%	35%	51%
Disagree	32%	32%	31%	28%	35%	33%	29%	32%	33%	36%	19%
Not sure	30%	33%	28%	25%	30%	31%	35%	31%	28%	29%	30%
Totals	100%	101%	100%	101%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,069)	(482)	(587)	(218)	(246)	(349)	(256)	(654)	(142)	(161)	(112)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Agree	38%	40%	41%	34%	41%	34%	38%	41%	37%	39%	40%	39%	35%
Disagree	32%	36%	24%	36%	33%	35%	32%	32%	36%	37%	26%	32%	32%
Not sure	30%	25%	35%	30%	27%	30%	30%	28%	27%	25%	33%	30%	32%
Totals	100%	101%	100%	100%	101%	99%	100%	101%	100%	101%	99%	101%	99%
Unweighted N	(1,069)	(378)	(421)	(270)	(380)	(327)	(455)	(310)	(219)	(182)	(234)	(408)	(245)

YouGov Survey: True Crime
 June 10 - 13, 2024 - 1091 US Adult Citizens



4J. Effects of True Crime — Exploits victims and their families

Do you agree or disagree that true-crime content... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Agree	37%	36%	38%	42%	40%	31%	37%	38%	31%	35%	42%
Disagree	31%	31%	31%	29%	29%	36%	29%	32%	31%	31%	20%
Not sure	32%	33%	31%	29%	31%	33%	35%	30%	39%	34%	38%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	101%	100%	100%
Unweighted N	(1,071)	(483)	(588)	(221)	(245)	(344)	(261)	(657)	(142)	(160)	(112)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Agree	37%	39%	36%	36%	38%	33%	38%	36%	40%	37%	33%	38%	37%
Disagree	31%	30%	28%	36%	31%	33%	32%	32%	33%	32%	31%	31%	30%
Not sure	32%	31%	36%	28%	31%	34%	31%	32%	27%	30%	36%	31%	32%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	100%	99%	100%	100%	99%
Unweighted N	(1,071)	(381)	(420)	(270)	(382)	(326)	(457)	(309)	(217)	(181)	(233)	(409)	(248)

4K. Effects of True Crime — Glamorizes criminals, giving them undue attention

Do you agree or disagree that true-crime content... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Agree	38%	37%	39%	45%	38%	34%	36%	39%	25%	38%	54%
Disagree	35%	32%	38%	28%	39%	41%	29%	35%	39%	44%	16%
Not sure	27%	31%	23%	27%	23%	25%	35%	27%	36%	18%	30%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(1,075)	(481)	(594)	(218)	(247)	(350)	(260)	(661)	(143)	(160)	(111)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Agree	38%	39%	36%	39%	38%	35%	40%	38%	38%	36%	36%	43%	32%
Disagree	35%	35%	34%	36%	38%	37%	36%	34%	38%	40%	31%	33%	38%
Not sure	27%	26%	30%	25%	24%	28%	25%	27%	25%	24%	33%	23%	30%
Totals	100%	100%	100%	100%	100%	100%	101%	99%	101%	100%	100%	99%	100%
Unweighted N	(1,075)	(384)	(419)	(272)	(383)	(330)	(459)	(314)	(217)	(183)	(234)	(411)	(247)

4L. Effects of True Crime — Unfairly influences jurors

Do you agree or disagree that true-crime content... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Agree	21%	19%	22%	21%	29%	17%	17%	21%	18%	20%	26%
Disagree	36%	37%	34%	32%	34%	41%	33%	36%	40%	37%	26%
Not sure	44%	43%	44%	47%	38%	42%	50%	44%	42%	43%	48%
Totals	101%	99%	100%	100%	101%	100%	100%	101%	100%	100%	100%
Unweighted N	(1,078)	(482)	(596)	(221)	(248)	(347)	(262)	(662)	(143)	(162)	(111)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Agree	21%	20%	20%	22%	19%	21%	22%	19%	25%	19%	18%	24%	18%
Disagree	36%	39%	30%	38%	41%	39%	35%	40%	35%	39%	37%	32%	38%
Not sure	44%	41%	50%	40%	40%	40%	43%	41%	40%	42%	45%	44%	44%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,078)	(384)	(423)	(271)	(384)	(329)	(458)	(312)	(220)	(183)	(235)	(412)	(248)

4M. Effects of True Crime — Leads to the spread of misinformation

Do you agree or disagree that true-crime content... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Agree	30%	32%	28%	36%	33%	24%	29%	27%	39%	28%	35%
Disagree	35%	33%	37%	29%	37%	41%	31%	37%	35%	29%	25%
Not sure	35%	35%	36%	36%	30%	36%	41%	35%	26%	43%	40%
Totals	100%	100%	101%	101%	100%	101%	101%	99%	100%	100%	100%
Unweighted N	(1,078)	(481)	(597)	(220)	(247)	(349)	(262)	(660)	(143)	(162)	(113)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Agree	30%	34%	29%	26%	29%	23%	30%	27%	30%	31%	30%	29%	29%
Disagree	35%	35%	29%	43%	38%	42%	34%	37%	37%	39%	33%	34%	36%
Not sure	35%	32%	42%	32%	33%	35%	36%	35%	32%	30%	38%	37%	34%
Totals	100%	101%	100%	101%	100%	100%	100%	99%	99%	100%	101%	100%	99%
Unweighted N	(1,078)	(385)	(420)	(273)	(384)	(330)	(461)	(312)	(218)	(181)	(235)	(413)	(249)

4N. Effects of True Crime — Makes people more likely to commit and get away with crimes

Do you agree or disagree that true-crime content... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Agree	23%	22%	24%	29%	25%	18%	23%	22%	29%	18%	30%
Disagree	49%	49%	49%	46%	49%	53%	46%	50%	41%	56%	38%
Not sure	28%	29%	27%	25%	27%	29%	31%	28%	31%	26%	32%
Totals	100%	100%	100%	100%	101%	100%	100%	100%	101%	100%	100%
Unweighted N	(1,069)	(481)	(588)	(218)	(243)	(349)	(259)	(658)	(143)	(158)	(110)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Agree	23%	21%	19%	30%	19%	24%	24%	24%	23%	25%	23%	26%	16%
Disagree	49%	55%	48%	44%	56%	49%	48%	50%	50%	50%	49%	44%	57%
Not sure	28%	24%	33%	27%	25%	28%	28%	26%	27%	25%	28%	30%	27%
Totals	100%	100%	100%	101%	100%	101%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,069)	(383)	(419)	(267)	(384)	(325)	(453)	(313)	(216)	(180)	(235)	(408)	(246)

40. Effects of True Crime — Makes people overly fearful and paranoid

Do you agree or disagree that true-crime content... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Agree	39%	38%	40%	42%	42%	36%	37%	38%	37%	45%	40%
Disagree	31%	28%	33%	23%	32%	36%	29%	34%	24%	27%	23%
Not sure	31%	34%	27%	35%	26%	29%	34%	29%	39%	28%	38%
Totals	101%	100%	100%	100%	100%	101%	100%	101%	100%	100%	101%
Unweighted N	(1,076)	(485)	(591)	(221)	(246)	(352)	(257)	(660)	(143)	(161)	(112)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Agree	39%	39%	38%	39%	39%	35%	39%	40%	37%	37%	44%	40%	33%
Disagree	31%	30%	29%	33%	30%	37%	30%	32%	36%	34%	22%	32%	35%
Not sure	31%	30%	33%	28%	30%	28%	31%	28%	27%	29%	34%	28%	32%
Totals	101%	99%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,076)	(383)	(422)	(271)	(381)	(329)	(460)	(314)	(215)	(179)	(234)	(415)	(248)

4P. Effects of True Crime — Trivializes serious crimes for entertainment value

Do you agree or disagree that true-crime content... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Agree	38%	36%	41%	45%	39%	36%	35%	37%	47%	37%	39%
Disagree	31%	30%	32%	26%	31%	36%	29%	33%	23%	30%	32%
Not sure	30%	34%	27%	28%	30%	28%	36%	30%	30%	33%	28%
Totals	99%	100%	100%	99%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,075)	(482)	(593)	(221)	(244)	(351)	(259)	(662)	(145)	(159)	(109)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Agree	38%	42%	38%	35%	43%	34%	39%	37%	42%	34%	39%	40%	40%
Disagree	31%	35%	26%	33%	32%	33%	31%	32%	33%	37%	29%	31%	28%
Not sure	30%	24%	35%	32%	25%	33%	30%	31%	25%	28%	32%	29%	32%
Totals	99%	101%	99%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(1,075)	(385)	(419)	(271)	(384)	(327)	(456)	(313)	(218)	(182)	(235)	(412)	(246)

5. Trust Forensics

How often do you think the forensic science presented in true-crime content is reliable?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always	7%	8%	7%	7%	11%	8%	4%	7%	7%	12%	9%
Usually	37%	35%	40%	33%	31%	46%	37%	41%	34%	31%	21%
Sometimes	30%	29%	32%	41%	31%	23%	31%	28%	34%	32%	44%
Rarely	7%	8%	5%	6%	11%	5%	4%	7%	4%	5%	7%
Never	1%	2%	1%	3%	2%	1%	1%	1%	0%	5%	0%
Not sure	17%	19%	15%	11%	14%	18%	22%	16%	20%	17%	19%
Totals	99%	101%	100%	101%	100%	101%	99%	100%	99%	102%	100%
Unweighted N	(1,090)	(489)	(601)	(221)	(250)	(355)	(264)	(670)	(145)	(162)	(113)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Always	7%	8%	6%	9%	6%	8%	9%	6%	8%	10%	4%	8%	7%
Usually	37%	38%	34%	40%	40%	41%	38%	38%	39%	31%	42%	38%	37%
Sometimes	30%	33%	32%	26%	32%	25%	31%	31%	30%	34%	26%	31%	30%
Rarely	7%	7%	6%	7%	6%	6%	6%	5%	11%	9%	5%	6%	8%
Never	1%	1%	2%	1%	1%	1%	1%	1%	1%	0%	2%	2%	0%
Not sure	17%	13%	20%	17%	15%	19%	15%	19%	12%	15%	21%	14%	18%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	101%	99%	100%	99%	100%
Unweighted N	(1,090)	(389)	(425)	(276)	(389)	(333)	(467)	(315)	(220)	(184)	(238)	(418)	(250)

6. Effect of True Crime on Police Trust

Do you think that consuming true-crime content makes people. . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
More likely to trust the police	15%	15%	15%	13%	17%	14%	17%	17%	13%	10%	12%
Equally likely to trust the police	31%	33%	30%	38%	38%	27%	23%	30%	32%	46%	17%
Less likely to trust the police	17%	16%	18%	17%	16%	21%	14%	16%	19%	18%	30%
Not sure	36%	36%	36%	33%	28%	38%	45%	37%	36%	26%	41%
Totals	99%	100%	99%	101%	99%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,086)	(489)	(597)	(222)	(248)	(353)	(263)	(668)	(144)	(160)	(114)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
More likely to trust the police	15%	14%	9%	24%	13%	22%	14%	13%	22%	11%	17%	15%	18%
Equally likely to trust the police	31%	32%	33%	28%	34%	28%	30%	36%	29%	32%	30%	30%	35%
Less likely to trust the police	17%	20%	18%	15%	18%	15%	17%	19%	16%	18%	13%	21%	15%
Not sure	36%	34%	40%	33%	35%	35%	39%	32%	33%	40%	41%	34%	33%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	100%	101%	101%	100%	101%
Unweighted N	(1,086)	(389)	(423)	(274)	(389)	(331)	(464)	(313)	(221)	(185)	(237)	(416)	(248)

7. Make Assumptions About Guilt

When you hear that a high-profile person has been charged with a crime, how often do you draw conclusions about their guilt or innocence prior to their trial?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always	5%	5%	4%	6%	8%	4%	2%	4%	8%	6%	3%
Usually	18%	20%	16%	26%	18%	14%	16%	17%	19%	20%	21%
Sometimes	45%	41%	49%	42%	43%	46%	51%	48%	43%	42%	33%
Rarely	14%	13%	15%	10%	8%	19%	17%	14%	13%	9%	20%
Never	7%	9%	5%	5%	8%	7%	8%	7%	7%	12%	7%
Not sure	11%	12%	10%	11%	15%	10%	7%	10%	11%	10%	16%
Totals	100%	100%	99%	100%	100%	100%	101%	100%	101%	99%	100%
Unweighted N	(1,091)	(489)	(602)	(222)	(250)	(355)	(264)	(670)	(145)	(162)	(114)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Always	5%	7%	3%	5%	6%	5%	3%	5%	9%	5%	3%	5%	6%
Usually	18%	23%	13%	17%	17%	16%	18%	19%	17%	21%	17%	18%	18%
Sometimes	45%	53%	42%	42%	57%	44%	42%	53%	47%	46%	48%	44%	46%
Rarely	14%	7%	18%	16%	13%	19%	17%	10%	13%	10%	15%	13%	17%
Never	7%	2%	10%	10%	2%	9%	9%	5%	5%	6%	6%	10%	5%
Not sure	11%	7%	15%	10%	6%	7%	11%	8%	9%	13%	11%	10%	9%
Totals	100%	99%	101%	100%	101%	100%	100%	100%	100%	101%	100%	100%	101%
Unweighted N	(1,091)	(390)	(425)	(276)	(390)	(333)	(467)	(315)	(221)	(185)	(238)	(418)	(250)

8. Effect of True Crime on Presumption of Guilt or Innocence

Do you think that consuming true-crime content makes people more likely to presume that someone accused of a crime — but not yet convicted — is...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Guilty	32%	33%	32%	34%	33%	34%	28%	32%	38%	28%	33%
Innocent	5%	5%	5%	9%	5%	4%	4%	5%	6%	5%	6%
Neither	32%	31%	32%	29%	29%	33%	35%	33%	29%	33%	23%
Not sure	31%	31%	31%	28%	33%	29%	34%	30%	28%	34%	37%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	101%	100%	99%
Unweighted N	(1,089)	(487)	(602)	(222)	(250)	(353)	(264)	(668)	(145)	(162)	(114)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Guilty	32%	37%	29%	31%	33%	29%	32%	34%	34%	37%	32%	33%	29%
Innocent	5%	6%	3%	7%	5%	6%	5%	5%	6%	7%	6%	4%	5%
Neither	32%	29%	33%	32%	32%	32%	34%	26%	34%	29%	27%	32%	38%
Not sure	31%	28%	34%	30%	30%	33%	29%	34%	26%	27%	36%	32%	28%
Totals	100%	100%	99%	100%	100%	100%	100%	99%	100%	100%	101%	101%	100%
Unweighted N	(1,089)	(390)	(423)	(276)	(390)	(332)	(466)	(314)	(221)	(184)	(238)	(417)	(250)

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9. How Consume True Crime

Do you ever consume true-crime content in the following ways? Select all that apply.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Books	14%	9%	18%	12%	16%	15%	9%	14%	11%	14%	15%
Podcasts	15%	12%	17%	21%	18%	14%	5%	16%	9%	10%	16%
Television	41%	36%	46%	35%	41%	49%	36%	43%	34%	40%	41%
Films	21%	23%	20%	28%	26%	23%	8%	21%	22%	22%	21%
Watching videos online	24%	25%	23%	38%	29%	23%	8%	22%	29%	29%	33%
Reading online	17%	13%	20%	18%	20%	18%	10%	17%	16%	14%	19%
Social media	20%	17%	23%	31%	30%	15%	6%	19%	25%	25%	16%
Other way	0%	0%	1%	0%	0%	1%	1%	0%	1%	0%	0%
Not asked - doesn't consume true-crime content	43%	48%	39%	41%	40%	37%	58%	43%	48%	44%	40%
Unweighted N	(1,087)	(488)	(599)	(222)	(248)	(353)	(264)	(668)	(144)	(161)	(114)

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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Books	14%	15%	12%	13%	18%	11%	12%	13%	19%	15%	13%	10%	19%
Podcasts	15%	16%	11%	17%	18%	14%	9%	19%	21%	13%	17%	11%	19%
Television	41%	43%	36%	45%	42%	48%	42%	40%	46%	33%	40%	43%	44%
Films	21%	23%	21%	21%	27%	20%	19%	21%	27%	24%	20%	22%	20%
Watching videos online	24%	23%	28%	23%	24%	23%	24%	26%	24%	24%	23%	26%	23%
Reading online	17%	21%	14%	16%	21%	14%	14%	16%	25%	12%	17%	18%	19%
Social media	20%	22%	18%	20%	20%	20%	18%	22%	26%	14%	23%	23%	17%
Other way	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%	1%	1%	0%
Not asked - doesn't consume true-crime content	43%	40%	47%	42%	40%	41%	42%	46%	37%	48%	46%	42%	40%
Unweighted N	(1,087)	(389)	(423)	(275)	(389)	(332)	(464)	(315)	(221)	(185)	(236)	(417)	(249)

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10. How Often Consume True Crime

How often do you consume true-crime content?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Multiple times a day	1%	2%	1%	1%	3%	1%	0%	1%	3%	1%	2%
Every day	5%	3%	6%	6%	3%	7%	3%	4%	6%	4%	6%
A few times a week	16%	15%	17%	14%	24%	14%	11%	17%	13%	17%	10%
Once a week	8%	8%	7%	6%	11%	7%	6%	8%	7%	6%	10%
Once a month	11%	10%	12%	12%	9%	16%	6%	11%	11%	12%	10%
Less often than once a month	14%	13%	16%	19%	9%	16%	14%	14%	11%	15%	16%
Not sure	2%	1%	3%	3%	2%	3%	1%	2%	2%	2%	5%
Not asked - doesn't consume true-crime content	43%	48%	39%	41%	40%	37%	58%	43%	48%	44%	40%
Totals	100%	100%	101%	102%	101%	101%	99%	100%	101%	101%	99%
Unweighted N	(1,086)	(487)	(599)	(222)	(247)	(353)	(264)	(668)	(144)	(160)	(114)

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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Multiple times a day	1%	2%	1%	1%	1%	2%	1%	1%	2%	0%	1%	2%	1%
Every day	5%	4%	3%	6%	5%	6%	5%	5%	2%	5%	3%	6%	2%
A few times a week	16%	14%	14%	19%	17%	18%	19%	13%	16%	9%	17%	18%	17%
Once a week	8%	8%	8%	7%	8%	10%	7%	9%	10%	9%	6%	6%	10%
Once a month	11%	12%	9%	12%	9%	11%	12%	11%	12%	12%	12%	10%	12%
Less often than once a month	14%	16%	16%	11%	17%	12%	13%	14%	18%	15%	13%	13%	17%
Not sure	2%	3%	2%	2%	3%	1%	2%	1%	2%	1%	2%	3%	2%
Not asked - doesn't consume true-crime content	43%	40%	47%	42%	40%	41%	42%	46%	37%	48%	46%	42%	40%
Totals	100%	99%	100%	100%	100%	101%	101%	100%	99%	99%	100%	100%	101%
Unweighted N	(1,086)	(388)	(423)	(275)	(389)	(331)	(464)	(314)	(221)	(185)	(236)	(416)	(249)

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11. When Consume True Crime

Do you most often consume true-crime content. . . ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
In the morning	2%	2%	2%	3%	2%	1%	1%	2%	2%	2%	2%
In the afternoon	7%	7%	7%	13%	6%	6%	4%	7%	9%	7%	5%
In the evening	29%	27%	30%	23%	30%	36%	22%	32%	16%	23%	27%
Equally at all times	14%	12%	16%	16%	15%	16%	10%	12%	20%	18%	17%
Not sure	5%	5%	6%	5%	7%	5%	4%	5%	5%	6%	9%
Not asked - doesn't consume true-crime content	43%	48%	39%	41%	40%	37%	58%	43%	48%	44%	40%
Totals	100%	101%	100%	101%	100%	101%	99%	101%	100%	100%	100%
Unweighted N	(1,087)	(488)	(599)	(222)	(248)	(353)	(264)	(668)	(144)	(161)	(114)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
In the morning	2%	1%	1%	3%	2%	2%	1%	2%	4%	1%	2%	2%	2%
In the afternoon	7%	9%	7%	5%	10%	4%	6%	8%	8%	6%	6%	7%	8%
In the evening	29%	28%	21%	38%	29%	37%	29%	28%	34%	26%	32%	29%	27%
Equally at all times	14%	14%	18%	10%	14%	13%	17%	12%	13%	14%	11%	16%	15%
Not sure	5%	8%	5%	2%	5%	2%	5%	5%	5%	5%	5%	4%	7%
Not asked - doesn't consume true-crime content	43%	40%	47%	42%	40%	41%	42%	46%	37%	48%	46%	42%	40%
Totals	100%	100%	99%	100%	100%	99%	100%	101%	101%	100%	102%	100%	99%
Unweighted N	(1,087)	(389)	(423)	(275)	(389)	(332)	(464)	(315)	(221)	(185)	(236)	(417)	(249)

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12. Consumes True Crime When Going To Sleep

Do you ever consume true-crime content just before going to sleep?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	32%	28%	36%	31%	37%	37%	19%	31%	27%	36%	37%
No	22%	21%	22%	26%	18%	24%	19%	22%	23%	18%	19%
Not sure	3%	3%	3%	2%	4%	3%	3%	3%	2%	1%	4%
Not asked - doesn't consume true-crime content	43%	48%	39%	41%	40%	37%	58%	43%	48%	44%	40%
Totals	100%	100%	100%	100%	99%	101%	99%	99%	100%	99%	100%
Unweighted N	(1,085)	(487)	(598)	(222)	(247)	(352)	(264)	(668)	(144)	(159)	(114)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	32%	32%	25%	39%	33%	37%	33%	31%	37%	32%	30%	34%	31%
No	22%	25%	22%	18%	23%	21%	23%	19%	23%	17%	22%	21%	27%
Not sure	3%	3%	5%	1%	4%	1%	3%	4%	3%	4%	3%	3%	2%
Not asked - doesn't consume true-crime content	43%	40%	47%	42%	40%	42%	42%	46%	37%	48%	46%	42%	40%
Totals	100%	100%	99%	100%	100%	101%	101%	100%	100%	101%	101%	100%	100%
Unweighted N	(1,085)	(388)	(422)	(275)	(389)	(330)	(463)	(314)	(221)	(185)	(236)	(415)	(249)

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13. Consume True Crime With Others

Do you ever consume true-crime content...? Select all that apply.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Alone	42%	38%	46%	47%	45%	46%	29%	41%	41%	42%	52%
With friends	11%	7%	14%	16%	14%	9%	6%	11%	10%	9%	9%
With family	25%	22%	27%	22%	25%	33%	16%	27%	16%	28%	20%
Not sure	2%	1%	3%	2%	2%	2%	2%	2%	2%	3%	1%
Not asked - doesn't consume true-crime content	43%	48%	39%	41%	40%	37%	58%	43%	48%	44%	40%
Unweighted N	(1,087)	(488)	(599)	(222)	(248)	(353)	(264)	(668)	(144)	(161)	(114)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Alone	42%	44%	38%	45%	44%	44%	43%	44%	41%	38%	41%	45%	43%
With friends	11%	13%	8%	12%	11%	9%	11%	13%	11%	11%	10%	10%	12%
With family	25%	20%	24%	31%	23%	31%	23%	23%	34%	24%	25%	27%	22%
Not sure	2%	3%	2%	1%	2%	1%	2%	1%	3%	2%	2%	1%	4%
Not asked - doesn't consume true-crime content	43%	40%	47%	42%	40%	41%	42%	46%	37%	48%	46%	42%	40%
Unweighted N	(1,087)	(389)	(423)	(275)	(389)	(332)	(464)	(315)	(221)	(185)	(236)	(417)	(249)

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14. True Crime Recommendations

Has a friend or family member ever recommended true-crime content to you?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	28%	25%	30%	33%	32%	33%	11%	27%	30%	32%	26%
No	25%	23%	26%	22%	22%	25%	29%	26%	19%	21%	26%
Not sure	4%	4%	5%	4%	6%	5%	2%	4%	2%	3%	8%
Not asked - doesn't consume true-crime content	43%	48%	39%	41%	40%	37%	58%	43%	48%	44%	40%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(1,085)	(488)	(597)	(222)	(246)	(353)	(264)	(668)	(143)	(160)	(114)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	28%	31%	24%	29%	34%	27%	24%	27%	39%	25%	26%	28%	32%
No	25%	26%	23%	25%	22%	27%	28%	25%	20%	21%	25%	26%	25%
Not sure	4%	3%	6%	4%	4%	4%	6%	1%	4%	6%	3%	5%	3%
Not asked - doesn't consume true-crime content	43%	40%	47%	42%	40%	42%	42%	46%	37%	48%	46%	42%	40%
Totals	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	101%	100%
Unweighted N	(1,085)	(389)	(421)	(275)	(389)	(331)	(463)	(314)	(221)	(185)	(236)	(416)	(248)

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15. Types of True Crime Consumed

Have you ever consumed true-crime content about the following? Select all that apply.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Cold cases	44%	37%	51%	38%	43%	55%	36%	46%	37%	42%	42%
Murder	48%	40%	56%	45%	49%	58%	35%	49%	41%	48%	48%
Cults	30%	25%	34%	30%	32%	37%	18%	33%	23%	23%	31%
Financial crime	30%	30%	29%	28%	33%	34%	21%	30%	32%	25%	26%
Domestic abuse	31%	24%	37%	27%	34%	37%	22%	32%	29%	32%	26%
Sexual assault	31%	26%	35%	34%	31%	36%	22%	32%	28%	30%	28%
Digital crime, such as catfishing	23%	20%	27%	26%	27%	28%	11%	23%	23%	22%	28%
Organized crime	33%	30%	35%	30%	38%	38%	22%	33%	28%	35%	31%
Con artists	31%	27%	35%	25%	31%	40%	25%	32%	28%	27%	32%
Other crime	1%	1%	2%	1%	0%	2%	1%	2%	0%	0%	1%
Not sure	2%	3%	1%	4%	3%	1%	1%	2%	2%	3%	5%
Not asked - doesn't consume true-crime content	43%	48%	39%	41%	40%	37%	58%	43%	48%	44%	40%
Unweighted N	(1,087)	(488)	(599)	(222)	(248)	(353)	(264)	(668)	(144)	(161)	(114)

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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Cold cases	44%	42%	45%	46%	43%	48%	47%	44%	44%	37%	42%	46%	48%
Murder	48%	49%	45%	50%	50%	52%	49%	49%	49%	45%	45%	49%	51%
Cults	30%	31%	30%	29%	34%	29%	30%	30%	35%	28%	29%	31%	32%
Financial crime	30%	26%	30%	33%	29%	34%	28%	28%	42%	32%	24%	29%	33%
Domestic abuse	31%	29%	30%	33%	30%	33%	33%	29%	30%	31%	29%	34%	26%
Sexual assault	31%	31%	29%	34%	30%	33%	32%	31%	32%	30%	28%	34%	29%
Digital crime, such as catfishing	23%	21%	23%	26%	22%	26%	23%	24%	27%	25%	20%	25%	22%
Organized crime	33%	32%	35%	31%	31%	35%	36%	32%	32%	34%	30%	33%	33%
Con artists	31%	30%	30%	34%	32%	33%	29%	31%	38%	29%	30%	32%	33%
Other crime	1%	1%	1%	1%	2%	1%	2%	0%	1%	0%	2%	2%	1%
Not sure	2%	2%	2%	2%	2%	2%	2%	1%	3%	2%	3%	1%	3%
Not asked - doesn't consume true-crime content	43%	40%	47%	42%	40%	41%	42%	46%	37%	48%	46%	42%	40%
Unweighted N	(1,087)	(389)	(423)	(275)	(389)	(332)	(464)	(315)	(221)	(185)	(236)	(417)	(249)

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16. Prefer Dramatized True Crime

Do you prefer to consume true-crime content that... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Relies solely on interviews, archival footage, and direct evidence	30%	25%	34%	30%	30%	35%	21%	30%	26%	28%	35%
Includes dramatized scenes in which actors re-create specific events	19%	22%	17%	21%	20%	22%	13%	20%	18%	22%	12%
Not sure	8%	5%	10%	8%	10%	7%	7%	7%	8%	6%	13%
Not asked - doesn't consume true-crime content	43%	48%	39%	41%	40%	37%	58%	43%	48%	44%	40%
Totals	100%	100%	100%	100%	100%	101%	99%	100%	100%	100%	100%
Unweighted N	(1,086)	(487)	(599)	(222)	(247)	(353)	(264)	(668)	(144)	(160)	(114)

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	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Relies solely on interviews, archival footage, and direct evidence	30%	30%	28%	31%	33%	27%	31%	24%	37%	31%	28%	31%	28%
Includes dramatized scenes in which actors re-create specific events	19%	20%	18%	21%	21%	24%	20%	22%	20%	14%	18%	20%	24%
Not sure	8%	10%	7%	7%	6%	8%	8%	8%	6%	7%	8%	7%	9%
Not asked - doesn't consume true-crime content	43%	40%	47%	42%	40%	41%	42%	46%	37%	48%	46%	42%	40%
Totals	100%	100%	100%	101%	100%	100%	101%	100%	100%	100%	100%	100%	101%
Unweighted N	(1,086)	(388)	(423)	(275)	(389)	(331)	(464)	(314)	(221)	(185)	(236)	(416)	(249)

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17. Why Consume True Crime

Which of the following are reasons why you consume true-crime content? Select all that apply.

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
To elevate victims' stories	9%	6%	11%	12%	7%	11%	4%	9%	8%	10%	7%
To see cases being solved	35%	25%	44%	29%	35%	42%	29%	36%	32%	32%	34%
For the excitement of it	17%	18%	15%	22%	22%	16%	6%	15%	25%	22%	10%
Interest in mysteries	37%	31%	43%	36%	38%	45%	28%	40%	28%	34%	35%
Interest in forensic science	28%	23%	33%	22%	26%	34%	27%	29%	24%	22%	31%
Interest in psychology	26%	22%	30%	27%	34%	28%	16%	28%	17%	22%	38%
Controlled exposure to traumatic events	7%	5%	9%	10%	8%	6%	4%	6%	6%	8%	11%
To feel safe and comforted	6%	6%	5%	9%	8%	4%	2%	5%	8%	5%	4%
To better understand criminals	20%	19%	20%	20%	24%	21%	12%	19%	20%	20%	25%
To learn methods of self-defense against criminals	15%	14%	16%	18%	18%	14%	11%	15%	17%	15%	13%
To go to sleep	4%	5%	4%	10%	5%	2%	1%	4%	8%	5%	3%
Other reason	2%	2%	3%	3%	1%	4%	2%	3%	1%	1%	3%
Not sure	2%	2%	2%	2%	3%	1%	2%	1%	2%	4%	5%
Not asked - doesn't consume true-crime content	43%	48%	39%	41%	40%	37%	58%	43%	48%	44%	40%
Unweighted N	(1,087)	(488)	(599)	(222)	(248)	(353)	(264)	(668)	(144)	(161)	(114)

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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
To elevate victims' stories	9%	12%	8%	7%	10%	8%	11%	10%	6%	5%	9%	11%	8%
To see cases being solved	35%	38%	29%	38%	38%	40%	34%	36%	39%	32%	33%	36%	37%
For the excitement of it	17%	20%	13%	17%	18%	16%	16%	18%	19%	18%	14%	18%	14%
Interest in mysteries	37%	36%	36%	40%	39%	40%	38%	35%	42%	34%	36%	38%	39%
Interest in forensic science	28%	27%	24%	34%	28%	34%	29%	28%	30%	25%	31%	28%	29%
Interest in psychology	26%	29%	25%	26%	27%	25%	27%	25%	34%	25%	29%	25%	27%
Controlled exposure to traumatic events	7%	9%	6%	6%	8%	5%	9%	5%	5%	3%	5%	10%	7%
To feel safe and comforted	6%	8%	4%	5%	6%	5%	5%	5%	8%	4%	3%	6%	7%
To better understand criminals	20%	19%	20%	20%	16%	21%	24%	19%	16%	17%	21%	21%	18%
To learn methods of self-defense against criminals	15%	16%	12%	18%	11%	17%	17%	16%	13%	8%	14%	20%	12%
To go to sleep	4%	5%	4%	4%	6%	2%	4%	4%	7%	3%	3%	4%	8%
Other reason	2%	3%	2%	2%	3%	3%	1%	2%	4%	1%	3%	2%	3%
Not sure	2%	3%	3%	0%	2%	0%	2%	2%	1%	1%	1%	2%	3%
Not asked - doesn't consume true-crime content	43%	40%	47%	42%	40%	41%	42%	46%	37%	48%	46%	42%	40%
Unweighted N	(1,087)	(389)	(423)	(275)	(389)	(332)	(464)	(315)	(221)	(185)	(236)	(417)	(249)

18. Ethical To Create True Crime

Do you think it is ethical for someone to create true-crime content?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	38%	36%	40%	36%	40%	46%	26%	39%	36%	35%	41%
No	19%	20%	18%	20%	17%	15%	27%	20%	13%	21%	19%
Not sure	43%	44%	42%	44%	43%	39%	47%	41%	51%	44%	39%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,088)	(488)	(600)	(221)	(249)	(354)	(264)	(670)	(145)	(160)	(113)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	38%	40%	34%	41%	44%	41%	34%	40%	46%	38%	38%	39%	37%
No	19%	17%	17%	23%	15%	20%	22%	18%	16%	17%	18%	18%	23%
Not sure	43%	42%	49%	36%	41%	38%	44%	42%	38%	45%	44%	43%	40%
Totals	100%	99%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,088)	(389)	(424)	(275)	(390)	(331)	(466)	(314)	(221)	(185)	(238)	(416)	(249)

19. Ethical To Consume True Crime

Do you think it is ethical to consume true-crime content?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	50%	48%	51%	47%	49%	58%	42%	50%	47%	45%	58%
No	16%	18%	14%	19%	19%	9%	19%	15%	13%	22%	11%
Not sure	35%	34%	35%	34%	33%	33%	40%	34%	40%	33%	30%
Totals	101%	100%	100%	100%	101%	100%	101%	99%	100%	100%	99%
Unweighted N	(1,087)	(488)	(599)	(222)	(248)	(353)	(264)	(670)	(143)	(161)	(113)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	50%	51%	47%	51%	57%	54%	46%	49%	61%	53%	48%	48%	52%
No	16%	16%	13%	18%	10%	14%	19%	15%	10%	15%	15%	16%	15%
Not sure	35%	33%	40%	31%	33%	32%	34%	36%	29%	31%	37%	35%	34%
Totals	101%	100%	100%	100%	100%	100%	99%	100%	100%	99%	100%	99%	101%
Unweighted N	(1,087)	(390)	(422)	(275)	(390)	(332)	(464)	(315)	(221)	(185)	(237)	(416)	(249)

20. True Crime Consent

In order to make true-crime content about an event, who do you think creators should get consent from? Select all that apply.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
The victim	63%	56%	69%	59%	60%	67%	64%	65%	53%	59%	64%
The victim's family	64%	57%	71%	57%	66%	67%	66%	65%	60%	67%	65%
The alleged perpetrator	25%	24%	26%	20%	29%	24%	27%	26%	26%	21%	24%
The police	35%	32%	38%	30%	31%	35%	45%	38%	27%	35%	29%
None of the above	7%	8%	6%	8%	7%	8%	5%	7%	7%	10%	2%
Not sure	18%	22%	14%	17%	16%	17%	21%	17%	21%	13%	27%
Unweighted N	(1,091)	(489)	(602)	(222)	(250)	(355)	(264)	(670)	(145)	(162)	(114)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
The victim	63%	67%	59%	62%	68%	63%	63%	64%	64%	55%	66%	63%	65%
The victim's family	64%	68%	63%	62%	69%	64%	67%	68%	64%	62%	67%	62%	66%
The alleged perpetrator	25%	27%	22%	27%	29%	23%	26%	22%	28%	24%	26%	23%	28%
The police	35%	38%	31%	37%	37%	39%	35%	33%	41%	30%	41%	34%	36%
None of the above	7%	6%	8%	7%	7%	6%	6%	8%	7%	8%	3%	8%	7%
Not sure	18%	14%	22%	17%	13%	19%	17%	17%	16%	15%	20%	18%	18%
Unweighted N	(1,091)	(390)	(425)	(276)	(390)	(333)	(467)	(315)	(221)	(185)	(238)	(418)	(250)

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21A. Acceptable for True Crime To Use Media — Dramatic re-enactments of events

Do you think it is acceptable or unacceptable for true-crime content to use the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always acceptable	15%	16%	14%	11%	13%	21%	10%	13%	22%	18%	11%
Only acceptable if they clearly indicate its use	57%	53%	61%	55%	57%	55%	62%	59%	51%	53%	58%
Never acceptable	11%	11%	10%	11%	11%	9%	12%	12%	6%	11%	11%
Not sure	17%	21%	15%	23%	19%	14%	16%	16%	22%	18%	20%
Totals	100%	101%	100%	100%	100%	99%	100%	100%	101%	100%	100%
Unweighted N	(1,079)	(483)	(596)	(222)	(247)	(351)	(259)	(659)	(145)	(162)	(113)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Always acceptable	15%	13%	12%	20%	13%	18%	16%	11%	20%	14%	11%	16%	16%
Only acceptable if they clearly indicate its use	57%	60%	56%	55%	64%	58%	56%	61%	54%	61%	55%	56%	59%
Never acceptable	11%	12%	10%	10%	12%	8%	10%	14%	10%	12%	12%	8%	13%
Not sure	17%	15%	22%	15%	12%	16%	18%	14%	15%	13%	22%	20%	13%
Totals	100%	100%	100%	100%	101%	100%	100%	100%	99%	100%	100%	100%	101%
Unweighted N	(1,079)	(386)	(417)	(276)	(386)	(327)	(463)	(314)	(217)	(182)	(235)	(413)	(249)

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21B. Acceptable for True Crime To Use Media — AI images or videos

Do you think it is acceptable or unacceptable for true-crime content to use the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always acceptable	10%	10%	9%	8%	13%	11%	6%	9%	13%	12%	7%
Only acceptable if they clearly indicate its use	41%	39%	41%	32%	42%	42%	45%	43%	34%	33%	40%
Never acceptable	28%	29%	27%	35%	26%	23%	30%	26%	25%	37%	31%
Not sure	22%	21%	23%	25%	20%	24%	19%	21%	28%	19%	22%
Totals	101%	99%	100%	100%	101%	100%	100%	99%	100%	101%	100%
Unweighted N	(1,066)	(483)	(583)	(221)	(246)	(348)	(251)	(649)	(144)	(160)	(113)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Always acceptable	10%	9%	9%	11%	8%	10%	11%	8%	12%	12%	9%	7%	12%
Only acceptable if they clearly indicate its use	41%	43%	35%	44%	45%	43%	40%	41%	48%	41%	41%	40%	41%
Never acceptable	28%	27%	30%	27%	28%	25%	26%	32%	20%	28%	25%	26%	32%
Not sure	22%	21%	26%	18%	18%	22%	22%	20%	21%	19%	25%	26%	15%
Totals	101%	100%	100%	100%	99%	100%	99%	101%	101%	100%	100%	99%	100%
Unweighted N	(1,066)	(384)	(418)	(264)	(385)	(318)	(453)	(313)	(214)	(183)	(230)	(408)	(245)

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22. Why Others Consume True Crime

Which of the following are reasons why many people like to consume true-crime content? Select all that apply.

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
To elevate victims' stories	25%	21%	29%	24%	30%	24%	21%	27%	24%	21%	18%
To see cases being solved	51%	42%	60%	45%	43%	58%	55%	52%	51%	51%	47%
For the excitement of it	48%	47%	49%	54%	44%	51%	44%	49%	44%	49%	54%
Interest in mysteries	54%	46%	62%	53%	50%	59%	54%	55%	44%	56%	64%
Interest in forensic science	43%	33%	52%	36%	41%	47%	47%	43%	44%	36%	51%
Interest in psychology	37%	28%	45%	41%	44%	37%	24%	37%	33%	41%	39%
Controlled exposure to traumatic events	21%	20%	22%	33%	21%	19%	12%	22%	15%	22%	24%
To feel safe and comforted	14%	14%	14%	17%	19%	11%	12%	13%	21%	14%	14%
To better understand criminals	37%	30%	43%	43%	42%	35%	29%	37%	33%	36%	43%
To learn methods of self-defense against criminals	23%	19%	26%	28%	27%	19%	18%	22%	24%	23%	19%
To go to sleep	11%	11%	12%	24%	15%	7%	3%	10%	14%	17%	8%
Other reason	3%	6%	1%	0%	2%	6%	3%	4%	2%	3%	1%
Not sure	17%	19%	15%	14%	19%	15%	20%	18%	16%	12%	16%
Unweighted N	(1,091)	(489)	(602)	(222)	(250)	(355)	(264)	(670)	(145)	(162)	(114)

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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
To elevate victims' stories	25%	27%	21%	26%	27%	24%	24%	24%	32%	24%	23%	27%	24%
To see cases being solved	51%	51%	49%	54%	53%	56%	50%	53%	53%	49%	53%	51%	52%
For the excitement of it	48%	49%	50%	46%	52%	46%	47%	51%	54%	53%	46%	48%	48%
Interest in mysteries	54%	53%	57%	53%	58%	57%	53%	55%	62%	58%	51%	55%	54%
Interest in forensic science	43%	45%	41%	43%	46%	45%	42%	46%	47%	40%	44%	43%	45%
Interest in psychology	37%	39%	37%	35%	41%	33%	33%	38%	46%	40%	36%	36%	36%
Controlled exposure to traumatic events	21%	21%	22%	19%	21%	18%	23%	17%	22%	21%	18%	20%	25%
To feel safe and comforted	14%	18%	15%	10%	16%	10%	15%	11%	18%	15%	13%	11%	19%
To better understand criminals	37%	36%	39%	36%	37%	32%	39%	35%	39%	36%	36%	37%	39%
To learn methods of self-defense against criminals	23%	24%	23%	21%	21%	22%	23%	19%	27%	21%	23%	22%	24%
To go to sleep	11%	10%	13%	12%	12%	8%	12%	8%	14%	9%	10%	13%	13%
Other reason	3%	1%	5%	3%	3%	2%	2%	5%	2%	3%	6%	2%	3%
Not sure	17%	14%	19%	17%	14%	18%	19%	13%	12%	15%	16%	19%	15%
Unweighted N	(1,091)	(390)	(425)	(276)	(390)	(333)	(467)	(315)	(221)	(185)	(238)	(418)	(250)

23. Likelihood of Interacting With Serial Killer

How likely, if at all, do you think it is that you have personally interacted or will personally interact with a serial killer in your lifetime?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very likely	8%	9%	7%	10%	10%	7%	4%	6%	14%	11%	7%
Somewhat likely	14%	15%	13%	23%	15%	13%	7%	12%	17%	16%	22%
Not very likely	27%	25%	29%	28%	28%	23%	31%	30%	16%	24%	27%
Not likely at all	35%	37%	33%	26%	31%	38%	43%	36%	35%	31%	27%
Not sure	16%	14%	18%	13%	15%	19%	14%	15%	18%	18%	17%
Totals	100%	100%	100%	100%	99%	100%	99%	99%	100%	100%	100%
Unweighted N	(1,086)	(487)	(599)	(222)	(246)	(354)	(264)	(667)	(145)	(160)	(114)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very likely	8%	7%	8%	9%	8%	8%	7%	9%	10%	8%	6%	8%	10%
Somewhat likely	14%	17%	17%	8%	14%	10%	17%	16%	9%	13%	14%	17%	12%
Not very likely	27%	28%	25%	28%	28%	27%	25%	29%	29%	32%	28%	23%	30%
Not likely at all	35%	35%	28%	42%	38%	39%	35%	32%	41%	33%	38%	33%	37%
Not sure	16%	13%	21%	13%	13%	16%	16%	13%	12%	14%	15%	20%	12%
Totals	100%	100%	99%	100%	101%	100%	100%	99%	101%	100%	101%	101%	101%
Unweighted N	(1,086)	(388)	(423)	(275)	(389)	(330)	(466)	(313)	(220)	(183)	(237)	(416)	(250)

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Interviewing Dates	June 10 - 13, 2024
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.077 to 6.555, with a mean of one and a standard deviation of 0.731.
Number of respondents	1091
Margin of error	± 3.7% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	93 questions not reported.