

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	59%
No	41%

2. Would you say that true crime is...?

Your favorite genre	10%
A genre you enjoy but not your favorite	43%
A genre you don't enjoy but not your least favorite	23%
Your least favorite genre	12%
Not sure	13%

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

Very positive effect	4%
Somewhat positive effect	11%
Neither positive nor negative effect	44%
Somewhat negative effect	15%
Very negative effect	7%
Not sure	19%

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

Always accurate	3%
Usually accurate	48%
Usually inaccurate	15%
Always inaccurate	3%
Not sure	31%

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

	Agree	Disagree	Not sure
Makes people more vigilant and safety-conscious	59%	14%	26%
Improves understanding of criminals and their motivations	58%	16%	26%
Increases empathy with victims of crime	56%	11%	33%
Helps solve crimes that wouldn't have been solved otherwise	51%	14%	35%
Provides people with a healthy source of excitement and suspense	45%	22%	32%
Trivializes serious crimes for entertainment value	41%	30%	29%
Makes people overly fearful and paranoid	38%	28%	34%
Exploits victims and their families	37%	28%	35%

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

More likely to trust the police	12%
Equally likely to trust the police	33%
Less likely to trust the police	14%
Not sure	40%

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	16%
Sometimes	44%
Rarely	13%
Never	7%
Not sure	14%

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

Among people who consume true-crime content

Television	71%
Watching videos online	49%
Social media	46%
Films	39%
Reading online	34%
Books	25%
Podcasts	22%
Other way	1%

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

Among people who consume true-crime content

Multiple times a day	2%
Every day	5%
A few times a week	27%
Once a week	17%
Once a month	16%
Less often than once a month	26%
Not sure	6%

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

Among people who consume true-crime content

Interest in mysteries	58%
To see cases being solved	57%
Interest in psychology	41%
Interest in forensic science	41%
To better understand criminals	30%
For the excitement of it	25%
To learn methods of self-defense against criminals	20%
To elevate victims' stories	15%
Controlled exposure to traumatic events	14%
To go to sleep	11%
To feel safe and comforted	9%
Other reason	5%
Not sure	3%

Interviewing Dates	October 16 - 19, 2026
Target population	U.S. citizens, aged 18 and over
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, U.S. region, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 33% Republican). The weights range from 0.052 to 5.099, with a mean of one and a standard deviation of 0.882.
Number of respondents	1,069
Margin of error	± 4 points (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	89 questions not reported.

1. True Crime Consumption

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?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	59%	50%	68%	57%	66%	60%	52%	61%	52%	54%	57%	63%
No	41%	50%	32%	43%	34%	40%	48%	39%	48%	46%	43%	37%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,067)	(519)	(548)	(250)	(268)	(323)	(226)	(692)	(141)	(170)	(706)	(361)

	Party ID				MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Yes	59%	62%	55%	61%	59%	54%	63%	65%	57%	58%	65%	58%
No	41%	38%	45%	39%	41%	46%	37%	35%	43%	42%	35%	42%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,067)	(339)	(394)	(334)	(263)	(389)	(624)	(447)	(346)	(400)	(305)	(262)

YouGov Survey: True Crime
October 16 - 19, 2026 - 1,069 U.S. adult citizens



2. True Crime as a Genre

Would you say that true crime is... ?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Your favorite genre	10%	7%	13%	8%	10%	13%	5%	10%	11%	10%	10%	9%
A genre you enjoy but not your favorite	43%	40%	45%	41%	47%	40%	43%	44%	41%	38%	41%	46%
A genre you don't enjoy but not your least favorite	23%	24%	21%	24%	25%	23%	20%	24%	18%	18%	21%	26%
Your least favorite genre	12%	14%	10%	16%	8%	9%	15%	9%	17%	24%	13%	10%
Not sure	13%	15%	12%	11%	10%	14%	18%	13%	13%	11%	15%	10%
Totals	101%	100%	101%	100%	100%	99%	101%	100%	100%	101%	100%	101%
Unweighted N	(1,068)	(520)	(548)	(250)	(269)	(323)	(226)	(693)	(141)	(170)	(707)	(361)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Your favorite genre	10%	10%	8%	12%	12%	10%	9%	10%	11%	12%	8%	9%
A genre you enjoy but not your favorite	43%	49%	35%	46%	44%	43%	46%	46%	44%	37%	50%	43%
A genre you don't enjoy but not your least favorite	23%	24%	27%	17%	16%	18%	25%	25%	17%	24%	21%	23%
Your least favorite genre	12%	12%	13%	11%	13%	12%	10%	12%	11%	13%	10%	13%
Not sure	13%	6%	17%	16%	15%	17%	9%	7%	18%	13%	10%	13%
Totals	101%	101%	100%	102%	100%	100%	99%	100%	101%	99%	99%	101%
Unweighted N	(1,068)	(339)	(394)	(335)	(263)	(390)	(624)	(447)	(346)	(401)	(305)	(262)

3. Effect of True Crime on Society

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

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very positive effect	4%	4%	4%	6%	5%	4%	2%	3%	9%	7%	5%	4%
Somewhat positive effect	11%	12%	10%	14%	9%	11%	10%	10%	10%	17%	10%	12%
Neither positive nor negative effect	44%	42%	47%	43%	44%	47%	41%	46%	37%	45%	43%	47%
Somewhat negative effect	15%	15%	15%	14%	16%	12%	18%	17%	13%	11%	14%	18%
Very negative effect	7%	8%	6%	6%	8%	7%	8%	5%	14%	4%	8%	4%
Not sure	19%	19%	18%	18%	17%	19%	21%	18%	18%	16%	20%	16%
Totals	100%	100%	100%	101%	99%	100%	100%	99%	101%	100%	100%	101%
Unweighted N	(1,068)	(520)	(548)	(250)	(269)	(323)	(226)	(693)	(141)	(170)	(707)	(361)

	Party ID				MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Very positive effect	4%	4%	3%	6%	8%	7%	2%	4%	7%	5%	4%	5%
Somewhat positive effect	11%	11%	9%	13%	15%	12%	10%	13%	13%	11%	13%	9%
Neither positive nor negative effect	44%	50%	40%	43%	37%	43%	45%	47%	40%	43%	47%	44%
Somewhat negative effect	15%	15%	16%	14%	14%	13%	17%	17%	13%	15%	12%	16%
Very negative effect	7%	7%	7%	7%	7%	7%	7%	8%	9%	8%	6%	8%
Not sure	19%	13%	24%	18%	19%	18%	18%	12%	19%	17%	18%	17%
Totals	100%	100%	99%	101%	100%	100%	99%	101%	101%	99%	100%	99%
Unweighted N	(1,068)	(339)	(394)	(335)	(263)	(390)	(624)	(447)	(346)	(401)	(305)	(262)

4. Accuracy of True Crime

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

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Always accurate	3%	3%	4%	3%	6%	3%	2%	2%	8%	5%	4%	3%
Usually accurate	48%	42%	53%	51%	42%	48%	51%	48%	49%	45%	46%	51%
Usually inaccurate	15%	20%	9%	15%	22%	12%	10%	14%	13%	21%	13%	17%
Always inaccurate	3%	3%	3%	6%	3%	3%	1%	2%	3%	8%	3%	3%
Not sure	31%	32%	31%	26%	28%	34%	36%	33%	28%	20%	34%	27%
Totals	100%	100%	100%	101%	101%	100%	100%	99%	101%	99%	100%	101%
Unweighted N	(1,066)	(519)	(547)	(248)	(269)	(323)	(226)	(692)	(141)	(170)	(706)	(360)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Always accurate	3%	5%	3%	3%	4%	4%	3%	5%	3%	4%	4%	3%
Usually accurate	48%	52%	39%	53%	56%	53%	47%	50%	51%	51%	47%	50%
Usually inaccurate	15%	15%	17%	12%	13%	15%	15%	15%	13%	10%	16%	21%
Always inaccurate	3%	1%	3%	4%	4%	2%	2%	1%	3%	3%	4%	1%
Not sure	31%	26%	38%	29%	23%	25%	33%	30%	30%	32%	29%	26%
Totals	100%	99%	100%	101%	100%	99%	100%	101%	100%	100%	100%	101%
Unweighted N	(1,066)	(339)	(394)	(333)	(262)	(389)	(624)	(447)	(345)	(401)	(304)	(261)

5A. Effects of True Crime — Makes people more vigilant and safety-conscious

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

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Agree	59%	50%	68%	69%	65%	51%	58%	58%	61%	65%	59%	61%
Disagree	14%	20%	9%	7%	16%	20%	10%	15%	14%	11%	13%	16%
Not sure	26%	29%	24%	24%	19%	30%	32%	27%	25%	24%	28%	23%
Totals	99%	99%	101%	100%	100%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,040)	(506)	(534)	(243)	(265)	(311)	(221)	(678)	(135)	(164)	(692)	(348)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Agree	59%	66%	52%	62%	62%	61%	59%	62%	60%	56%	68%	60%
Disagree	14%	12%	16%	15%	12%	15%	14%	13%	14%	15%	11%	18%
Not sure	26%	22%	32%	24%	26%	24%	27%	25%	26%	29%	21%	22%
Totals	99%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,040)	(333)	(384)	(323)	(251)	(379)	(611)	(436)	(334)	(389)	(299)	(254)

5B. Effects of True Crime — Improves understanding of criminals and their motivations

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

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Agree	58%	51%	65%	63%	67%	54%	50%	57%	60%	59%	57%	61%
Disagree	16%	22%	10%	12%	18%	17%	15%	16%	15%	15%	15%	16%
Not sure	26%	27%	25%	25%	15%	29%	35%	26%	25%	26%	28%	23%
Totals	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,043)	(509)	(534)	(242)	(268)	(314)	(219)	(679)	(140)	(161)	(693)	(350)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Agree	58%	67%	48%	62%	60%	59%	59%	61%	59%	54%	64%	62%
Disagree	16%	12%	18%	16%	14%	17%	15%	15%	16%	16%	15%	17%
Not sure	26%	22%	34%	22%	25%	24%	26%	24%	25%	30%	22%	21%
Totals	100%	101%	100%	100%	99%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(1,043)	(333)	(386)	(324)	(256)	(381)	(612)	(438)	(336)	(387)	(300)	(258)

5C. Effects of True Crime — Increases empathy with victims of crime

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

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Agree	56%	52%	60%	50%	54%	58%	63%	57%	58%	56%	55%	58%
Disagree	11%	14%	8%	11%	15%	10%	7%	10%	17%	10%	11%	10%
Not sure	33%	34%	32%	39%	31%	33%	31%	33%	25%	34%	34%	32%
Totals	100%	100%	100%	100%	100%	101%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,042)	(501)	(541)	(243)	(265)	(314)	(220)	(676)	(139)	(166)	(689)	(353)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Agree	56%	58%	48%	64%	65%	59%	56%	58%	64%	54%	63%	59%
Disagree	11%	13%	11%	9%	10%	10%	12%	14%	8%	12%	8%	12%
Not sure	33%	29%	41%	28%	25%	31%	32%	28%	28%	34%	29%	29%
Totals	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,042)	(333)	(387)	(322)	(252)	(379)	(611)	(439)	(333)	(394)	(298)	(254)

5D. Effects of True Crime — Helps solve crimes that wouldn't have been solved otherwise

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

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Agree	51%	46%	56%	49%	51%	53%	51%	49%	59%	53%	49%	55%
Disagree	14%	21%	8%	16%	20%	14%	7%	15%	10%	17%	14%	14%
Not sure	35%	33%	36%	35%	29%	34%	43%	36%	31%	30%	37%	31%
Totals	100%	100%	100%	100%	100%	101%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,042)	(503)	(539)	(245)	(264)	(314)	(219)	(677)	(137)	(165)	(691)	(351)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Agree	51%	55%	43%	57%	53%	55%	50%	55%	55%	51%	55%	53%
Disagree	14%	14%	15%	13%	12%	14%	15%	15%	11%	14%	11%	16%
Not sure	35%	31%	42%	29%	35%	31%	35%	31%	34%	34%	34%	31%
Totals	100%	100%	100%	99%	100%	100%	100%	101%	100%	99%	100%	100%
Unweighted N	(1,042)	(334)	(386)	(322)	(252)	(378)	(612)	(439)	(333)	(388)	(300)	(256)

5E. Effects of True Crime — Provides people with a healthy source of excitement and suspense

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

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Agree	45%	46%	45%	46%	48%	47%	40%	46%	42%	53%	45%	47%
Disagree	22%	24%	20%	19%	23%	20%	27%	23%	28%	16%	22%	23%
Not sure	32%	29%	35%	35%	29%	33%	34%	32%	30%	31%	34%	30%
Totals	99%	99%	100%	100%	100%	100%	101%	101%	100%	100%	101%	100%
Unweighted N	(1,042)	(505)	(537)	(245)	(266)	(314)	(217)	(673)	(139)	(167)	(692)	(350)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Agree	45%	47%	39%	51%	50%	52%	43%	49%	48%	44%	50%	49%
Disagree	22%	26%	17%	24%	22%	20%	25%	23%	24%	21%	23%	23%
Not sure	32%	27%	44%	24%	28%	29%	31%	27%	28%	35%	27%	28%
Totals	99%	100%	100%	99%	100%	101%	99%	99%	100%	100%	100%	100%
Unweighted N	(1,042)	(333)	(387)	(322)	(253)	(376)	(612)	(438)	(334)	(392)	(299)	(254)

5F. Effects of True Crime — Trivializes serious crimes for entertainment value

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

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Agree	41%	45%	37%	47%	49%	34%	35%	42%	37%	38%	40%	43%
Disagree	30%	26%	33%	19%	28%	34%	35%	28%	37%	30%	28%	33%
Not sure	29%	29%	29%	34%	23%	31%	30%	29%	26%	31%	32%	24%
Totals	100%	100%	99%	100%	100%	99%	100%	99%	100%	99%	100%	100%
Unweighted N	(1,039)	(504)	(535)	(243)	(267)	(311)	(218)	(678)	(136)	(163)	(689)	(350)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Agree	41%	42%	39%	42%	39%	39%	43%	43%	40%	43%	37%	44%
Disagree	30%	33%	24%	33%	29%	31%	31%	34%	30%	26%	36%	36%
Not sure	29%	24%	37%	26%	32%	30%	26%	23%	30%	31%	27%	21%
Totals	100%	99%	100%	101%	100%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(1,039)	(333)	(384)	(322)	(253)	(378)	(611)	(438)	(332)	(388)	(299)	(255)

5G. Effects of True Crime — Makes people overly fearful and paranoid

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

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Agree	38%	41%	34%	46%	49%	32%	26%	37%	44%	37%	35%	43%
Disagree	28%	25%	31%	19%	24%	31%	36%	28%	27%	33%	29%	27%
Not sure	34%	33%	35%	35%	27%	36%	38%	35%	29%	30%	37%	30%
Totals	100%	99%	100%	100%	100%	99%	100%	100%	100%	100%	101%	100%
Unweighted N	(1,041)	(503)	(538)	(244)	(264)	(310)	(223)	(679)	(137)	(163)	(692)	(349)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Agree	38%	37%	39%	37%	40%	38%	39%	41%	39%	33%	39%	45%
Disagree	28%	32%	21%	32%	28%	29%	29%	30%	31%	28%	31%	29%
Not sure	34%	31%	40%	31%	32%	33%	32%	30%	31%	38%	29%	26%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	101%	99%	99%	100%
Unweighted N	(1,041)	(333)	(386)	(322)	(254)	(379)	(611)	(438)	(335)	(388)	(303)	(252)

5H. Effects of True Crime — Exploits victims and their families

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

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Agree	37%	38%	36%	36%	44%	34%	33%	36%	45%	30%	35%	41%
Disagree	28%	23%	32%	20%	23%	32%	34%	28%	28%	37%	29%	26%
Not sure	35%	38%	32%	44%	32%	34%	33%	36%	28%	33%	37%	33%
Totals	100%	99%	100%	100%	99%	100%	100%	100%	101%	100%	101%	100%
Unweighted N	(1,052)	(509)	(543)	(248)	(268)	(315)	(221)	(685)	(139)	(166)	(695)	(357)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Agree	37%	39%	36%	36%	36%	37%	38%	42%	36%	39%	30%	45%
Disagree	28%	28%	21%	35%	31%	32%	27%	28%	34%	27%	34%	27%
Not sure	35%	32%	43%	30%	33%	30%	35%	31%	29%	34%	35%	28%
Totals	100%	99%	100%	101%	100%	99%	100%	101%	99%	100%	99%	100%
Unweighted N	(1,052)	(338)	(388)	(326)	(258)	(381)	(619)	(444)	(337)	(394)	(300)	(259)

6. Effect of True Crime on Trust in Police

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

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
More likely to trust the police	12%	13%	12%	11%	10%	12%	16%	12%	9%	16%	13%	11%
Equally likely to trust the police	33%	30%	36%	37%	35%	30%	33%	34%	38%	34%	31%	38%
Less likely to trust the police	14%	17%	12%	16%	22%	13%	7%	14%	18%	10%	13%	17%
Not sure	40%	40%	40%	36%	33%	45%	44%	40%	35%	40%	43%	34%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,066)	(518)	(548)	(250)	(268)	(323)	(225)	(693)	(141)	(168)	(707)	(359)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
More likely to trust the police	12%	10%	7%	20%	22%	19%	9%	10%	19%	11%	17%	11%
Equally likely to trust the police	33%	38%	26%	37%	34%	38%	32%	35%	36%	31%	33%	38%
Less likely to trust the police	14%	15%	16%	12%	10%	12%	17%	19%	11%	14%	15%	16%
Not sure	40%	37%	51%	31%	34%	31%	42%	36%	34%	43%	35%	35%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(1,066)	(338)	(394)	(334)	(263)	(389)	(623)	(446)	(345)	(401)	(303)	(262)

7. Drawing Conclusions About Guilt Before Trial

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				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Always	5%	3%	6%	5%	5%	6%	3%	4%	3%	13%	6%	3%
Usually	16%	18%	15%	17%	14%	17%	16%	16%	15%	13%	17%	15%
Sometimes	44%	43%	45%	41%	48%	45%	43%	48%	42%	39%	40%	53%
Rarely	13%	16%	11%	14%	14%	10%	16%	12%	19%	14%	13%	14%
Never	7%	7%	7%	4%	7%	5%	12%	6%	5%	7%	9%	4%
Not sure	14%	13%	16%	19%	12%	17%	8%	14%	15%	14%	16%	11%
Totals	99%	100%	100%	100%	100%	100%	98%	100%	99%	100%	101%	100%
Unweighted N	(1,067)	(519)	(548)	(249)	(269)	(323)	(226)	(693)	(140)	(170)	(706)	(361)

	Party ID				MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Always	5%	5%	4%	5%	5%	5%	5%	5%	5%	5%	7%	5%
Usually	16%	15%	17%	17%	18%	17%	16%	19%	18%	15%	16%	19%
Sometimes	44%	45%	41%	48%	44%	45%	45%	47%	47%	40%	48%	51%
Rarely	13%	18%	13%	11%	13%	13%	14%	14%	11%	18%	12%	10%
Never	7%	6%	7%	8%	7%	7%	7%	4%	8%	9%	7%	4%
Not sure	14%	12%	19%	11%	13%	13%	13%	11%	11%	13%	11%	11%
Totals	99%	101%	101%	100%	100%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(1,067)	(339)	(393)	(335)	(263)	(390)	(623)	(447)	(346)	(401)	(305)	(262)

8. Ways of Consuming True Crime

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

Among people who consume true-crime content

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Television	71%	66%	74%	48%	63%	82%	85%	73%	*	*	72%	70%
Watching videos online	49%	49%	49%	62%	55%	47%	33%	45%	*	*	52%	45%
Social media	46%	44%	47%	68%	57%	37%	23%	42%	*	*	48%	41%
Films	39%	48%	33%	42%	41%	40%	31%	39%	*	*	37%	42%
Reading online	34%	29%	36%	38%	35%	36%	24%	32%	*	*	33%	35%
Books	25%	23%	27%	19%	21%	29%	32%	26%	*	*	20%	35%
Podcasts	22%	24%	20%	23%	25%	25%	10%	22%	*	*	19%	26%
Other way	1%	1%	2%	0%	1%	2%	2%	2%	*	*	1%	1%
Unweighted N	(643)	(272)	(371)	(138)	(179)	(205)	(121)	(424)	(83)	(97)	(415)	(228)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Television	71%	76%	62%	76%	73%	73%	72%	79%	75%	76%	71%	73%
Watching videos online	49%	56%	50%	43%	48%	44%	51%	51%	43%	51%	49%	44%
Social media	46%	49%	45%	44%	47%	47%	44%	45%	39%	45%	47%	43%
Films	39%	50%	35%	33%	41%	35%	42%	42%	30%	31%	39%	48%
Reading online	34%	40%	36%	25%	27%	25%	36%	39%	28%	32%	33%	34%
Books	25%	32%	21%	24%	25%	24%	27%	28%	25%	19%	28%	31%
Podcasts	22%	26%	20%	19%	17%	17%	25%	28%	22%	18%	19%	31%
Other way	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%
Unweighted N	(643)	(219)	(225)	(199)	(150)	(213)	(404)	(291)	(205)	(251)	(192)	(155)

9. Frequency of Consuming True Crime

How often do you consume true-crime content?

Among people who consume true-crime content

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Multiple times a day	2%	2%	2%	3%	2%	2%	1%	1%	*	*	2%	1%
Every day	5%	2%	8%	3%	6%	7%	4%	6%	*	*	5%	5%
A few times a week	27%	23%	30%	17%	26%	31%	32%	26%	*	*	30%	22%
Once a week	17%	19%	16%	22%	19%	13%	15%	17%	*	*	16%	19%
Once a month	16%	19%	15%	19%	14%	17%	15%	18%	*	*	15%	18%
Less often than once a month	26%	31%	23%	28%	29%	26%	22%	29%	*	*	26%	26%
Not sure	6%	5%	7%	7%	4%	4%	11%	4%	*	*	5%	7%
Totals	99%	101%	101%	99%	100%	100%	100%	101%	*	*	99%	98%
Unweighted N	(642)	(271)	(371)	(137)	(179)	(205)	(121)	(424)	(82)	(97)	(414)	(228)

	Party ID				MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Multiple times a day	2%	3%	3%	0%	1%	1%	2%	3%	1%	2%	2%	2%
Every day	5%	5%	5%	6%	6%	5%	6%	5%	8%	7%	6%	3%
A few times a week	27%	29%	24%	29%	24%	24%	29%	31%	23%	29%	28%	27%
Once a week	17%	13%	11%	27%	30%	23%	14%	11%	28%	14%	20%	18%
Once a month	16%	14%	20%	15%	18%	17%	15%	19%	16%	13%	18%	20%
Less often than once a month	26%	30%	32%	17%	15%	23%	29%	27%	19%	22%	24%	26%
Not sure	6%	7%	6%	6%	5%	6%	4%	3%	5%	12%	2%	3%
Totals	99%	101%	101%	100%	99%	99%	99%	99%	100%	99%	100%	99%
Unweighted N	(642)	(219)	(224)	(199)	(150)	(212)	(404)	(291)	(204)	(251)	(191)	(155)

10. Reasons for Consuming True Crime

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

Among people who consume true-crime content

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Interest in mysteries	58%	56%	59%	50%	54%	59%	70%	62%	*	*	56%	61%
To see cases being solved	57%	47%	64%	55%	40%	60%	79%	56%	*	*	59%	55%
Interest in psychology	41%	37%	43%	44%	50%	41%	25%	43%	*	*	33%	55%
Interest in forensic science	41%	39%	42%	31%	32%	53%	43%	40%	*	*	40%	42%
To better understand criminals	30%	27%	32%	34%	32%	26%	32%	28%	*	*	30%	31%
For the excitement of it	25%	31%	21%	24%	30%	26%	17%	25%	*	*	23%	27%
To learn methods of self-defense against criminals	20%	19%	21%	34%	19%	12%	22%	16%	*	*	21%	19%
To elevate victims' stories	15%	13%	16%	14%	14%	14%	18%	16%	*	*	15%	14%
Controlled exposure to traumatic events	14%	15%	13%	21%	18%	6%	12%	13%	*	*	10%	20%
To go to sleep	11%	14%	10%	15%	14%	9%	8%	11%	*	*	12%	10%
To feel safe and comforted	9%	11%	7%	11%	13%	5%	7%	5%	*	*	9%	7%
Other reason	5%	6%	4%	5%	7%	4%	4%	6%	*	*	4%	7%
Not sure	3%	4%	3%	4%	5%	3%	1%	4%	*	*	5%	1%
Unweighted N	(643)	(272)	(371)	(138)	(179)	(205)	(121)	(424)	(83)	(97)	(415)	(228)

YouGov Survey: True Crime
October 16 - 19, 2026 - 1,069 U.S. adult citizens



		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Interest in mysteries	58%	62%	53%	59%	61%	57%	60%	62%	63%	55%	62%	61%
To see cases being solved	57%	66%	53%	54%	55%	51%	62%	64%	57%	56%	59%	59%
Interest in psychology	41%	45%	41%	37%	38%	31%	47%	49%	37%	31%	52%	47%
Interest in forensic science	41%	42%	42%	39%	40%	30%	47%	43%	39%	40%	45%	42%
To better understand criminals	30%	33%	27%	31%	32%	31%	30%	37%	33%	31%	32%	28%
For the excitement of it	25%	27%	18%	30%	27%	28%	24%	24%	28%	24%	20%	34%
To learn methods of self-defense against criminals	20%	20%	21%	19%	28%	19%	19%	21%	19%	21%	22%	17%
To elevate victims' stories	15%	20%	11%	13%	14%	13%	16%	18%	15%	13%	13%	16%
Controlled exposure to traumatic events	14%	12%	17%	11%	17%	15%	11%	13%	13%	14%	10%	19%
To go to sleep	11%	11%	14%	9%	10%	11%	12%	16%	10%	13%	11%	12%
To feel safe and comforted	9%	9%	9%	9%	11%	11%	7%	9%	10%	7%	11%	9%
Other reason	5%	4%	7%	4%	2%	3%	6%	6%	2%	5%	5%	5%
Not sure	3%	4%	3%	3%	3%	5%	3%	1%	2%	5%	1%	1%
Unweighted N	(643)	(219)	(225)	(199)	(150)	(213)	(404)	(291)	(205)	(251)	(192)	(155)

YouGov Survey: True Crime

October 16 - 19, 2026 - 1,069 U.S. adult citizens



Interviewing Dates	October 16 - 19, 2026
Target population	U.S. citizens, aged 18 and over
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, U.S. region, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 33% Republican). The weights range from 0.052 to 5.099, with a mean of one and a standard deviation of 0.882.
Number of respondents	1,069
Margin of error	± 4 points (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	89 questions not reported.