

YouGov Survey: True Crime



Sample 1000 U.S. Adult Citizens
Conducted August 29 - September 5, 2022
Margin of Error ±3.3%

1. True crime is a non-fiction genre examining real-world crimes and the people associated with and affected by them. Would you say that true crime is...

Your favorite genre	13%
A genre you enjoy but not your favorite	37%
A genre you don't enjoy but not your least favorite	21%
Your least favorite genre	13%
Not sure	17%

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

Books	23%
Podcasts	17%
TV shows	52%
Films or movies	39%
Online videos	20%
Online articles or forums	15%
Other way	1%
I never consume true crime content	29%

3. In which way do you most often consume true-crime content?

Books	6%
Podcasts	7%
TV shows	35%
Films or movies	12%
Online videos	8%
Online articles or forums	3%
Other way	1%
I never consume true crime content	29%

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

Every day	8%
A few times a week	16%
Once a week	12%
Once a month	13%
Less often than once a month	18%
Never	30%
Not sure	3%

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

Serial-killing	45%
Murder	52%
Kidnapping	37%
Sexual assault	31%
Robbery	30%
Corruption	31%
Fraud	29%
Organized crime	35%
Drug trafficking	30%
Hacking	20%
Domestic abuse	31%
Financial crime	28%
Other crime	1%
Not sure	6%
I never consume true crime content	29%

6. 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	38%
Somewhat negative effect	14%
Very negative effect	8%
Not sure	24%

7. Generally speaking, do you agree or disagree that the following is an effect of the genre of true crime?

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Not sure
It encourages people to donate to organizations that help victims and their families	11%	37%	15%	7%	30%
It helps solve crimes that wouldn't have been solved otherwise	19%	39%	12%	5%	24%
It helps people understand criminals and their motivations	14%	45%	12%	6%	23%
It makes people less likely to attempt to commit crimes	8%	21%	23%	17%	31%
It makes people more likely to trust the police	9%	28%	22%	10%	31%
It gives people a better understanding of the criminal justice system	18%	45%	13%	7%	17%
It helps people understand and empathize with victims of crime	20%	41%	10%	7%	22%

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It makes people more vigilant and safety-conscious	18%	45%	12%	5%	21%
It provides people with a sense of excitement and suspense	19%	45%	10%	5%	21%
It exploits victims and their families	10%	27%	26%	12%	25%
It sensationalizes violence	14%	30%	20%	14%	21%
It is graphic and disturbing	16%	43%	17%	7%	17%
It desensitizes people to violence	15%	29%	21%	14%	22%
It makes people less empathetic	7%	21%	29%	14%	29%
It makes people more likely to commit and get away with crimes	6%	15%	30%	25%	25%
It makes people less likely to trust the police	7%	23%	28%	12%	29%
It makes people unnecessarily fearful and paranoid	9%	31%	27%	10%	23%
It is biased and inaccurate	5%	20%	28%	12%	35%

Interviewing Dates	August 29 - September 5, 2022
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 2018 American Community Study. Voter registration was imputed from the November 2018 Current Population Survey Registration and Voting Supplement.
Weighting	The sample was weighted based on gender, age, race, education, news interest, and 2020 Presidential vote (or non-vote). The weights range from 0.337 to 4.416, with a mean of one and a standard deviation of 0.385.
Number of respondents	1000
Margin of error	± 3.3% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	57 questions not reported.