



True Crime is the third most listened-to genre in podcasting in the U.S.
The True Crime Consumer Report by Edison Research and audiochuck debuts at Podcast Movement

FOR IMMEDIATE RELEASE

Somerville, NJ August 20, 2024 – Edison Research today debuted the *True Crime Consumer Report* with [audiochuck media company](#), which provides new insights from True Crime fans that transform perceptions of the genre and of True Crime audience growth.

The report was presented by Edison Research Senior Director of Research Gabriel Soto in a keynote address “A True Crime Investigative Special on Podcast Growth Opportunities” at [Podcast Movement](#) in Washington D.C.

“At audiochuck, our mission has always been to tell stories that move the needle and create change within the True Crime community. This partnership with Edison Research has reinforced that commitment by uncovering the shared values between true crime listeners and our focus on meaningful, victim-centered storytelling. The findings emphasize that our audience is not only deeply engaged, but also driven by a desire to take action. As we look toward the future, this presents opportunities for us to continue to expand the influence of this passionate, purpose-driven community,” said Ashley Flowers, founder of audiochuck.

Top Findings from the report include:

- 84% of the U.S. population age 13+ watch or listen to True Crime through any medium – television, YouTube, social media, or podcasting; an estimated 230 million consumers.
- 42% of the U.S. population age 13+ are True Crime podcast listeners, an estimated 119 million Americans. Fifty-seven percent of True Crime podcast listeners think True Crime stories are fascinating, 50% like to participate in solving the mystery, and 50% say they like the suspense/thrill of True Crime.
- Among U.S. weekly podcast listeners age 13+, 22% listen to True Crime podcasts, making it the third most listened-to genre in podcasting.
- 45% of podcast listeners who consume True Crime on other platforms but not podcasts would “very likely” listen to a True Crime podcast if it focused on their local area or region; 43% would listen if it focused on high-profile cases or stories.
- True Crime podcast listeners want to help victims: 55% shared a case with others to promote awareness, 25% have donated to a specific cause or organization, 23% have donated money directly to victims and their loved ones.
- 77% of True Crime podcast listeners are more interested in consuming True Crime content if it were victim-centered, with 32% saying they are “much more” interested.



“The True Crime genre is evolving. Consumers are helping to solve cases, donating to causes, and demanding victim-centered storytelling,” said Soto of Edison Research. “With podcasting at the heart of this transformation, that’s what we can call a Podcast Movement.”

"Partnering with Edison Research has provided us with the data we need to sharpen our strategy at audiochuck. High-quality data is a necessary part of our ongoing effort to grow as a media company serving the many communities that rely on us," said Bob Baird audiochuck COO.

Edison Research and audiochuck media company will explore more of the True Crime genre and share new insights in the upcoming *True Crime Consumer Report* webinar on September 12 at 2 PM EDT.

[Register for the True Crime Consumer Report webinar](#)

Edison Research Vice President Megan Lazovick hosted a panel “Building a Powerful Community in Podcasting” at Podcast Movement that focused on leveraging the power of listener communities to aid the growth and mission of a podcast. Hosts of audiochuck shows and business leaders shared insights connecting with an audience in and outside of the feed, activating listeners, calls to action, maximizing advertising opportunities, and more.

About Edison Research

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

About audiochuck media company

audiochuck media company, Adweek’s 2023 Podcast Network of the Year, is an Indiana-based independent media company. The industry leader produces award-winning, chart-topping podcasts fueled by content that inspires action and change. The company’s suite of 15+ podcasts, including the #1 true crime podcast, Crime Junkie, has earned over 2



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

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