

CASE STUDY

PROJECT

TRUE CRIME DOCUMENTARY SERIES

Gathering Intent to Watch, Interest in Topics, and Sentiment of True Crime Figure

CLIENT



OBJECTIVES

- > Connect with the audience to gauge intent/awareness of watching a network-produced documentary true crime series on a high-profile criminal.
- > Understand Hispanic-American sentiment around the crime figure highlighted in the series after the criminal was apprehended.
- > Determine what to feature—specifically what aspects potential viewers were interested in—to produce in Season 2 of the show.

The aim of the questions was to pinpoint the level of intent to watch and see if favorability of the public figure post-arrest has changed for better or worse, if at all. Another goal was to see what potential viewers wanted to learn about the figure in the second season of the series.

CivicScience created custom research questions specific to intent to watch the program as well as the favorability of the criminal post-arrest, and launched to the publisher audience on-site properties.

INSIGHTS & FINDINGS

OVERALL, SENTIMENT HAS NOT CHANGED

Roughly **80% of the audience's** sentiments towards public figure **have not changed in the last 18 months**



~75% of the audience's sentiments **have not changed since the public figure was extradited**

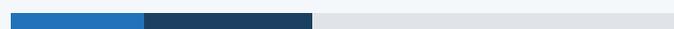


3 in 4 say their feelings about US-Mexico relations have stayed the same since the extradition; however, **1 in 5 are more pessimistic now**



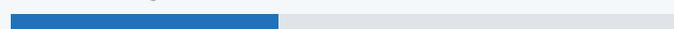
INTENT TO WATCH THE SHOW

1 in 5 will **"definitely watch"** and 1 in 4 **"might watch"**



INTEREST IN THE SHOW

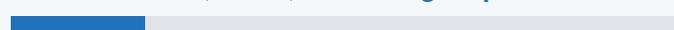
Interest is high for **"early life and family,"** ~40%



Followed by **"wealth and lifestyle"** at ~25%



The least interest, ~20%, is for **"drug empire"**



OUTCOME

Research team was able to determine level of interest, and what to cover on the next season to move forward with the production.