

Joe Rogan dominates Spotify's 2024 podcast rankings

Article



The news: Joe Rogan remained Spotify's top podcaster in 2024; despite [ending platform exclusivity](#), he continued to attract young male listeners and expand his political influence.

Key stats:

- **The Joe Rogan Experience (JRE)** reaches a predominantly male audience, with 80% of listeners being men.
- Young adults ages 18 to 34 comprise 56% of the show's audience.
- Political diversity is evident among listeners, with 35% identify as independents, 32% as Republicans, and 27% as Democrats. However, **54% of weekly JRE listeners leaned toward Donald Trump in the 2024 US presidential election in a late October poll**; just 26% favored Kamala Harris. (Rogan endorsed Trump on the eve of the election.)

Why it matters: Rogan's influence extends beyond entertainment into cultural and political spheres.

- The audience shows higher engagement with cryptocurrency, entrepreneurial content, fitness, and other controversial topics.
- His listeners tend to hold traditional views on gender dynamics and workplace issues.

Rogan, who leads Spotify's podcast rankings for the fourth-straight year, isn't alone for winning by leaning into candid conversations about contentious topics. Similarly noteworthy is the content approach of former Fox News host **Tucker Carlson**, whose show ranked sixth on Spotify's top 10 list and **first on Apple Podcasts**.

Carlson's most viral episode, "**The Truth About Ozempic**," reveals how health and pharmaceutical industry criticism can bridge political divides and attract broader audiences. This suggests that issue-based content, rather than purely political messaging, may offer marketers wider reach in conservative spaces.

Our take: Rogan's sustained dominance in podcasting reflects a broader shift in media consumption, with independent voices increasingly challenging institutional platforms. His unique ability to attract a highly engaged, predominantly young male audience mirrors the success of other conservative-leaning content creators like Carlson, suggesting a cultural shift toward traditional ideals.

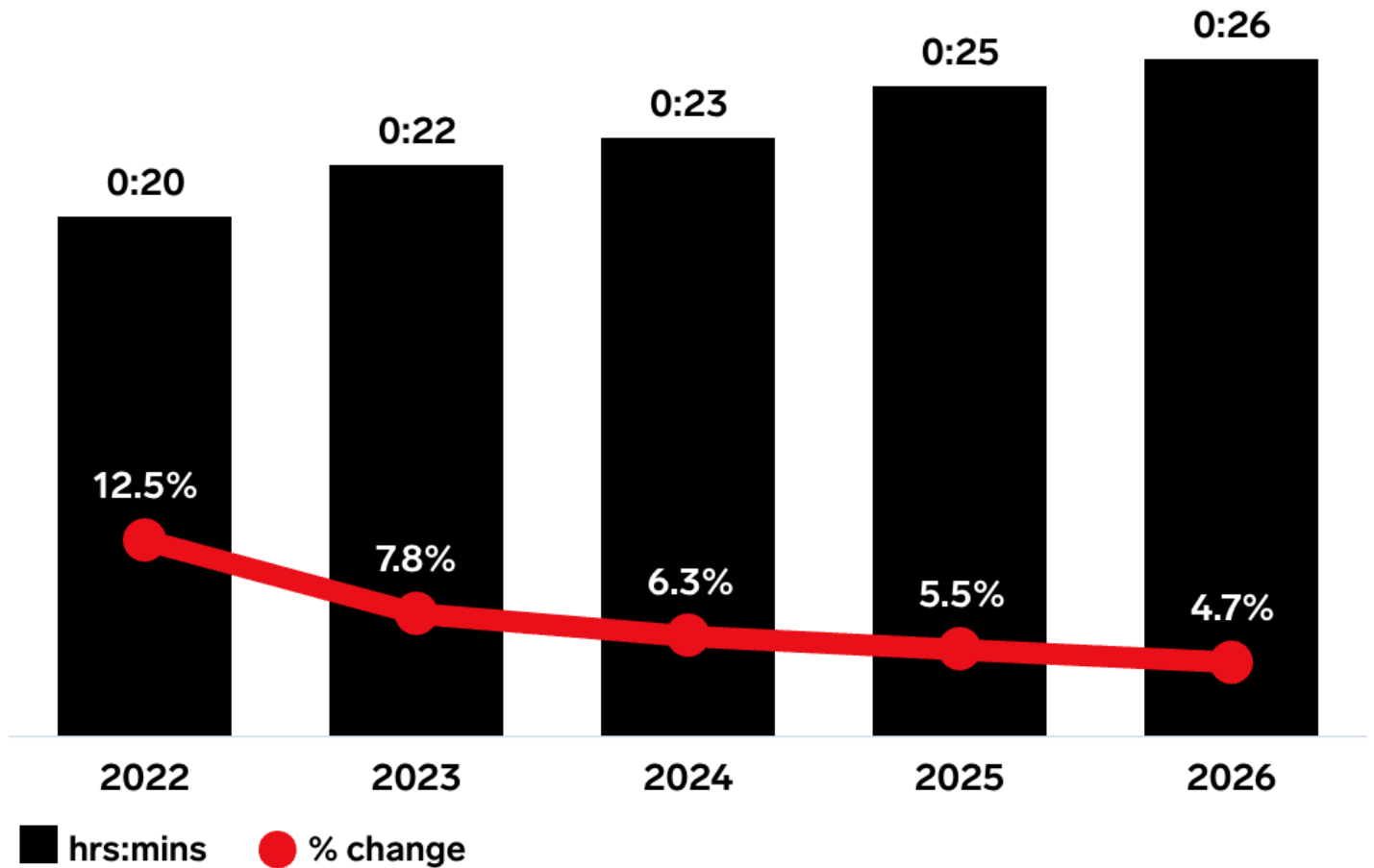
- However, this trend doesn't demand wholesale marketing changes. Oxford research shows inclusive advertising **drives a 16% sales lift**, indicating that the best approach balances traditional values with contemporary expectations.
- While Rogan's controversial discussions may pose challenges for some advertisers, his significant reach among independent voters and entrepreneurial listeners makes the platform

valuable for targeted campaigns.

- Rogan's success after leaving Spotify exclusivity suggests that **audience loyalty follows compelling content, not platforms**. For marketers, this points to the need to focus on authentic engagement rather than overreact to political shifts, maintaining broad market appeal while thoughtfully reaching valuable conservative audiences.

Average Time Spent per Day with Podcasts

US, 2022-2026



Note: ages 18+; includes all time spent listening to podcasts via digital stream or direct download on any device; podcasts are audio-first serialized episodes; includes listening to podcasts via video platforms such as YouTube

Source: EMARKETER Forecast, June 2024

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