



The Race to Rogan: Who Will Candidates Reach on America's Top Podcast? *Edison Research Provides Critical Data on Podcast Listeners*

FOR IMMEDIATE RELEASE

Somerville, NJ October 15, 2024 – As both presidential candidates rush to appear on popular podcasts, we're waiting to see who will land on *The Joe Rogan Experience*, the [number one podcast](#) among weekly podcast listeners Age 13+ in the U.S. according to [Edison Podcast Metrics™](#).

[Edison Research](#) reveals the demographics of listeners that Vice President Kamala Harris and former President Donald Trump are likely to reach if they end up as guests on *The Joe Rogan Experience*:

- **80% Male**
- **51% age 18-34**
- **35% Independent or Something Else**
- **32% Republicans**
- **27% Democrats**
- **21% Hispanic or Latino**

With such a diverse and politically balanced audience, Rogan's show offers candidates an invaluable opportunity to reach key voter groups, especially independents and younger voters.

Edison Research is the only source providing comprehensive data on podcast rankings, making it an essential resource for understanding how shows like *The Joe Rogan Experience* are shaping public opinion.

[Click here for more insights on the top-ranking podcasts candidates are using to target voters.](#)

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).

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For more information:

Daniella Peter Paul-Loor

Marketing Manager

dpeterpaulloor@edisonresearch.com