

State of Taylor Swift

A Study of Fandom Culture

April 2024 • The Harris Poll Thought Leadership Practice





Methodology

This survey was conducted online within the U.S. by The Harris Poll from March 22nd to 24th, 2024, among a nationally representative sample of 2,043 U.S. adults.

This research is comprised of 1,059 Women and 984 Men, including 204 Gen Z (ages 18-26), 619 Millennials (ages 27-42), 529 Gen X (ages 43-58), and 691 Boomers (ages 59 and older).

The research also includes 1,095 Taylor Swift fans “Fans” are defined as those who selected 5-10 on a 10-point fandom scale (where 1=“Not for me,” 5=“Casual fan,” and 10=“I’m a Swiftie”). Within this, there were also 333 “Swiftie” superfans, defined as those who either selected 10 in the 10-point fandom scale, or those who say they have called themselves a Swiftie. “All Americans” stands for the U.S. Total and includes both non-fans and fans.





Top Highlights

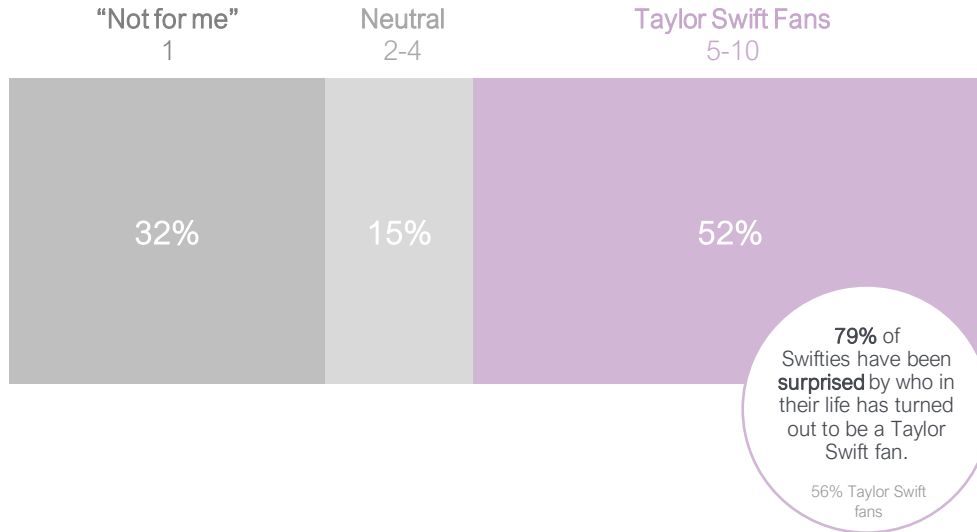
- **Chart-Topping Adoration:** Half of Americans proudly proclaim themselves Taylor Swift fans, with 1 in 8 sworn members calling themselves Swifties.
- **Swiftie Fandom Fuels Charts:** Nearly eight in 10 Swifties rallied behind Taylor Swift's music, streaming and purchasing it in droves to elevate her chart positions.
- **Beyond The Stage:** A third of Americans tune into Taylor Swift's personal life, while the Swifties dig deeper, saying they're familiar even with her net worth. Over 8 in 10 Swifties (83%) consider her to be one of the smartest businesswomen in America.
- **Swifties Open Up Their Wallets:** Swifties plan on spending copious amounts of money on purchases related to Taylor Swift over the next two years. Swifties envision spending \$14k in the next two years, and even casual fans expect to shell out over \$5k on their fandom.
- **Concert Couture:** Taylor Swift's *The Eras Tour* and in-person spectacles are regarded as "otherworldly," with 67% of Swifties and a third of fans willing to splurge \$5,000 for a ticket to her next tour.
- **Fan Sacrifices And Devotion:** From giving up alcohol, donating a kidney, to eating tarantulas, Swifties are willing to go to extremes for a chance to have a night out with Taylor herself.
- **Hello There, Travis Kelce :** Swifties tap into Taylor's current relationship with NFL superstar Travis Kelce, as two-thirds (68%) say they started following the NFL because of it. Seven in 10 Swifties (71%) just want the breakup album already.
- **Swiftie Bonds Run Deep:** From posts to meetups, fans credit her melodies for cultivating deep bonds and community, with eight in 10 Swifties reveling in shared connections.

Taylor Swift & Fandom Culture



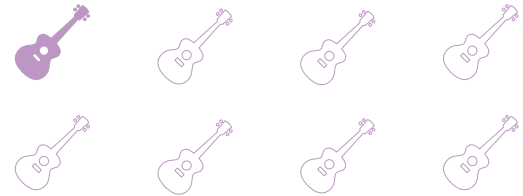
Half of Americans consider themselves to be fans of Taylor Swift, with one in eight identifying as Swifties

Half of Americans Are Taylor Swift Fans



1 in 8

Americans consider themselves to be Swifties



23% Millennials
23% Hispanic

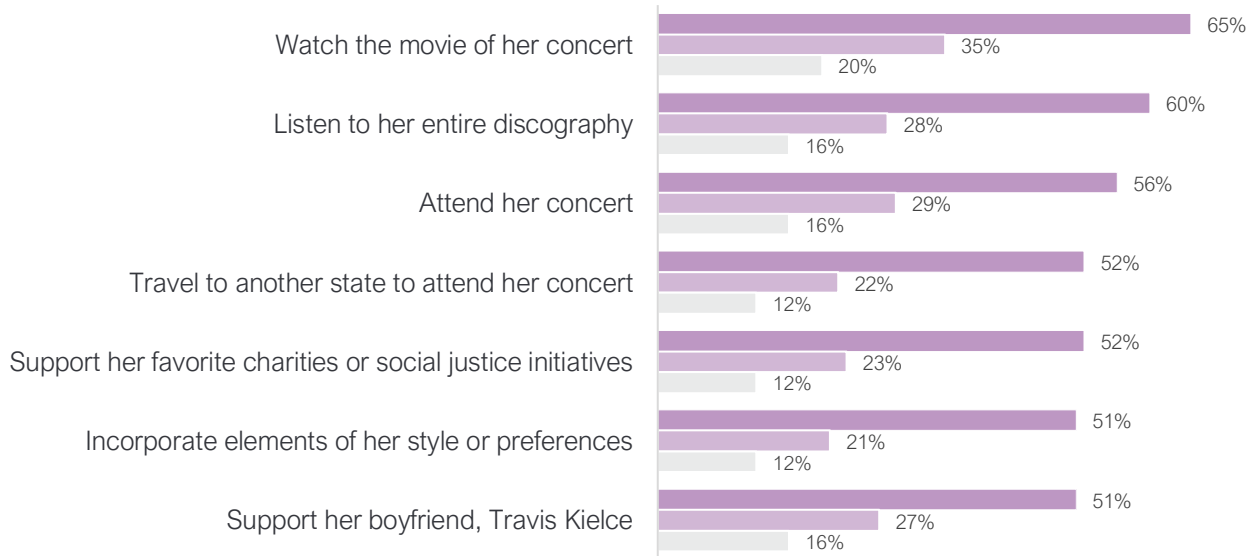
21% Gen Z
13% All Americans



Nearly eight in 10 Swifties rallied behind Taylor Swift's music, streaming and purchasing it in droves to elevate her chart positions

Which of the following have you done?

■ Swifties ■ Taylor Swift Fans ■ All Americans



78%
Swifties

“I streamed or purchased Taylor Swift's music in **higher volumes to boost her rankings.**”

46% Taylor Swift fans



For concert goers, the experience is out-of-this-world, and nearly four in 10 Americans would go to a festival just to see the icon perform

87%

those who have attended a Taylor Swift concert

“Going to a Taylor Swift concert **felt otherworldly** because of the of the connection with others and the transcendental experience.”

39%

All Americans

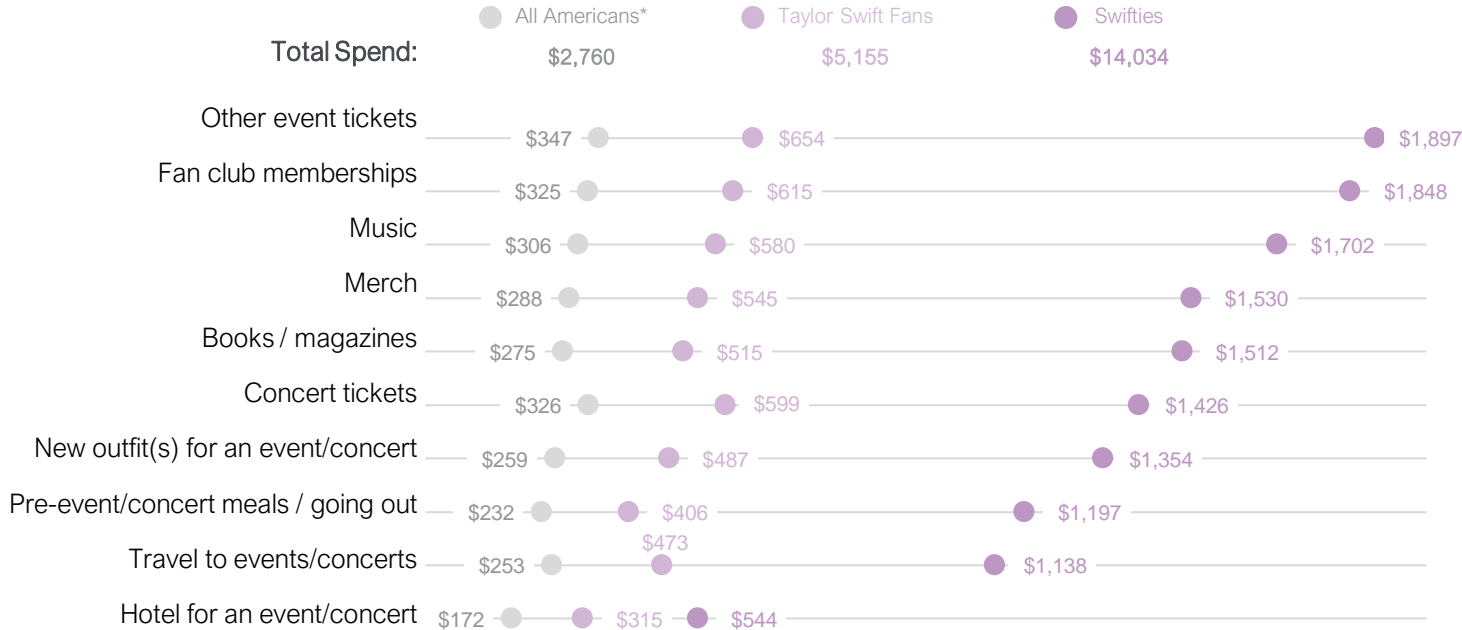
“I would attend a **music festival** simply if Taylor Swift were one of the performers.”

84% Swifties
65% Taylor Swift fans



Swifties envision spending \$14k in the next two years, and even casual fans expect to shell out over \$5k on their fandom

How much do you imagine paying for Taylor Swift ____ in the next 2 years?



67%
Swifties
"I would spend **\$5,000** for a ticket to Taylor Swift's next tour."
35% Taylor Swift fans
20% All Americans



Considering how she inspires her fans to spend, it's no surprise that most Americans think Swift is one of the smartest businesswomen in the country

53%

All Americans








“Music aside, Taylor Swift is
**one of the smartest
businesswomen in
America today.**”

83% Swifties
71% Taylor Swift fans



Six in 10 Swifties would give up alcohol for a year for a night out with Taylor, and half would skip a family wedding or even part with a paycheck

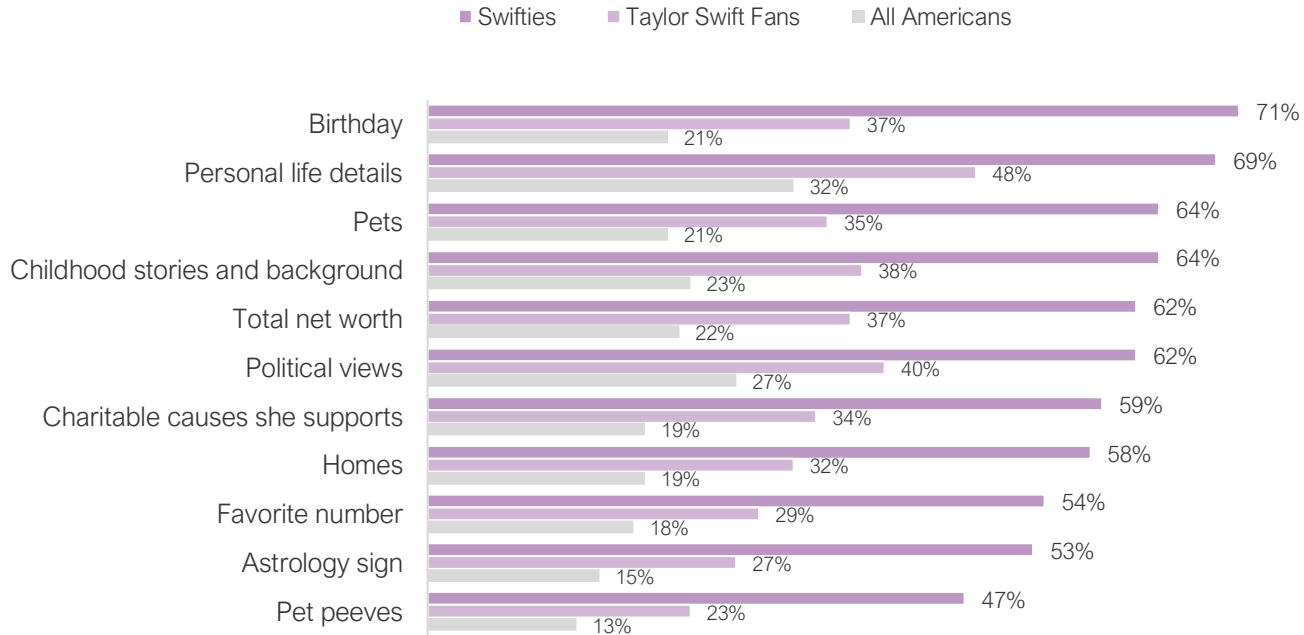
What would you do to have a night out with Taylor Swift?

		All Americans	Taylor Swift fans	Swifties
	Give up alcohol for a year	25%	42%	61%
	Wear ugly clothes for a year	17%	29%	53%
	Skip a family member's wedding	16%	28%	52%
	Skip celebrating a romantic anniversary	15%	27%	50%
	Give up a paycheck	15%	26%	50%
	Donate a kidney	8%	14%	30%
	Eat a live tarantula spider	8%	14%	30%



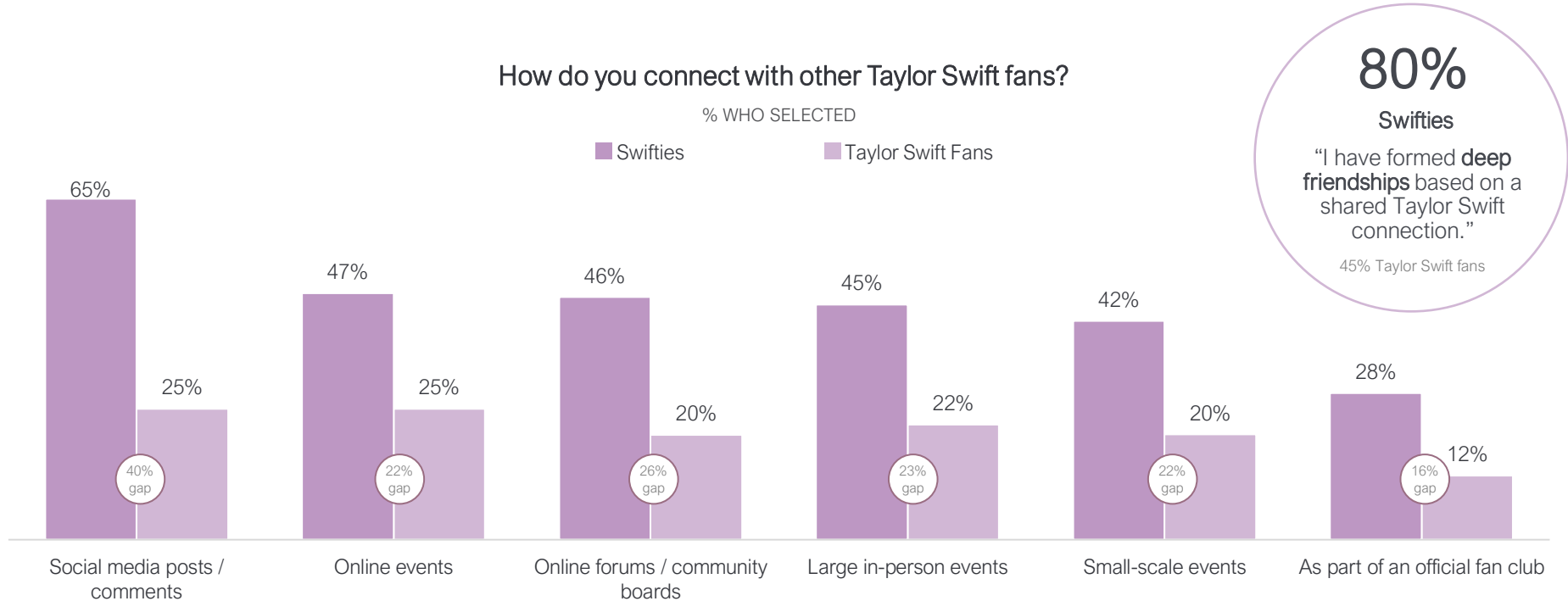
Swifties know everything about the pop star, from her birthday down to her astrology sign

Do you know any of the following information about Taylor Swift?





Being a Swiftie means having a strong connection with other Swifties—especially via social media

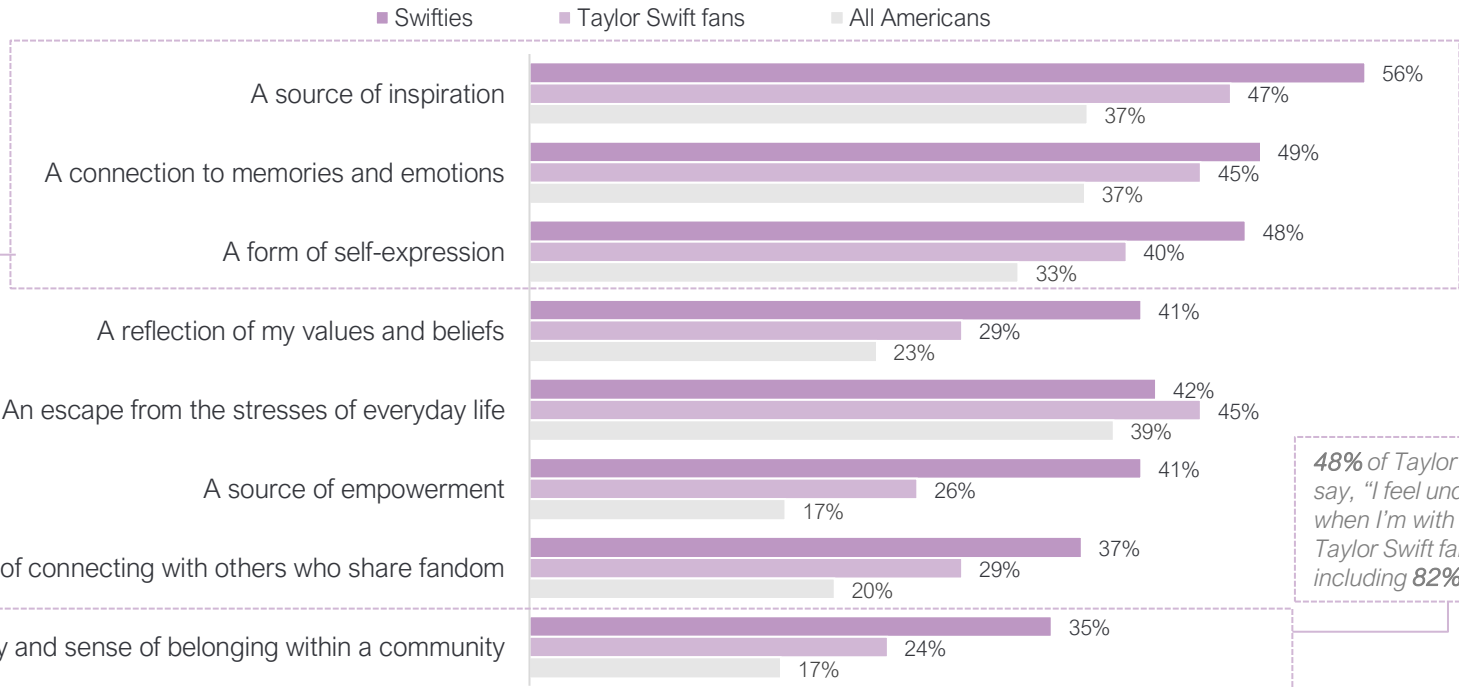




Fandom embodies inspiration, memories, and unapologetic self-expression

What does being a fan of a musical artist mean to you?

54% of Taylor Swift fans say, "Taylor Swift's music helps me express more of who I am," including 85% of Swifties.



48% of Taylor Swift fans say, "I feel understood when I'm with other Taylor Swift fans," including 82% of Swifties.



Swifties back their girl: Taylor and Kelce's relationship drove NFL interest for two-thirds of fans, and even more are anticipating the breakup album

71%

Swifties

"I'm looking forward to the **'breakup album'** once Taylor Swift and Travis Kelce's relationship ends."

48% Taylor Swift fans
30% All Americans

68%

Swifties

"I started following the **Kansas City Chiefs** and/or the NFL because Taylor Swift started dating Travis Kelce."

42% Taylor Swift fans
25% All Americans

68%

Swifties

"I didn't know about Travis Kelce **until he and Taylor Swift started dating.**"

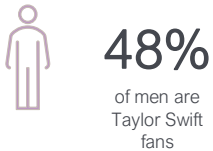
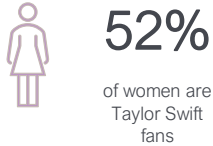
55% Taylor Swift fans
42% All Americans

Appendix

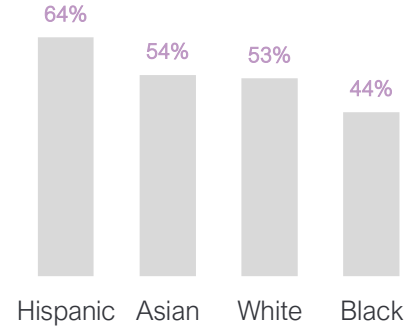
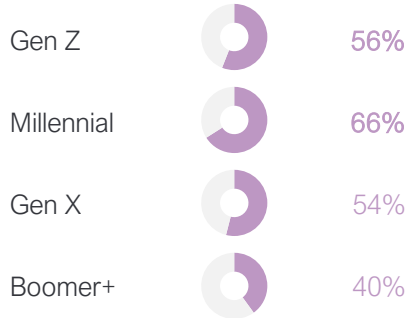


Women, younger Americans, and POC especially are more likely to call themselves Taylor Swift fans

Taylor Swift Fan Demographics



Millennials Most Likely To Be Fans

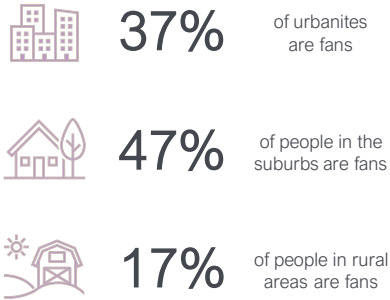




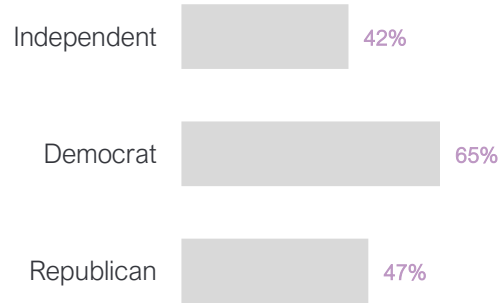
Taylor Swift fans are also likely to live in sunurban areas, lean left politically, and are more likely to be part of the LGBTQIA+ community

Taylor Swift Fan Demographics

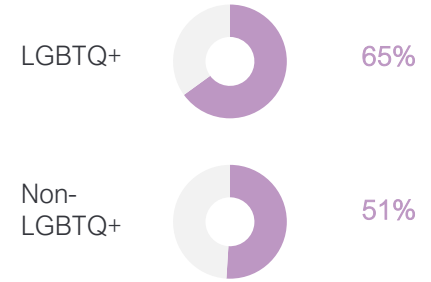
Suburbanites More Likely To Be Fans



Fans Lean Left



LGBTQIA+ More Likely To Be Fans

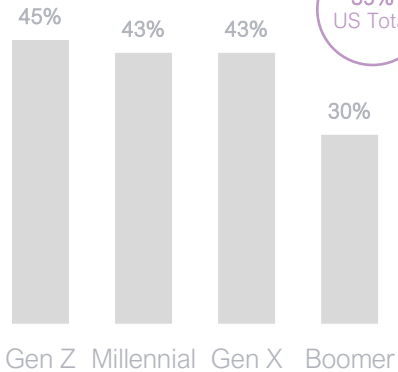




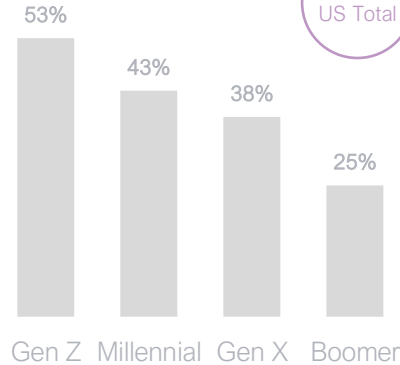
The meaning of fandom across generations

What does being a fan of a musical artist mean to you?

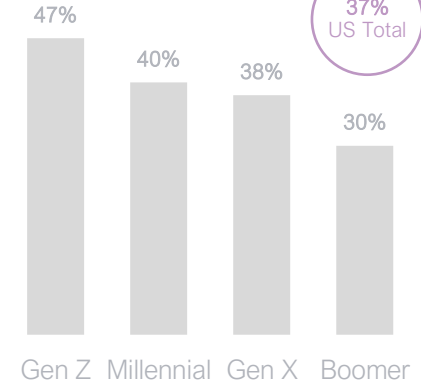
An escape from the stresses of everyday life



A source of inspiration



A connection to memories and emotions

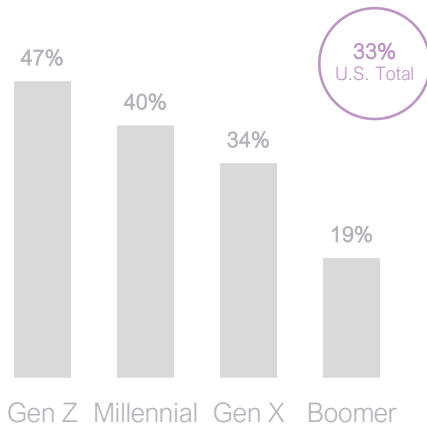




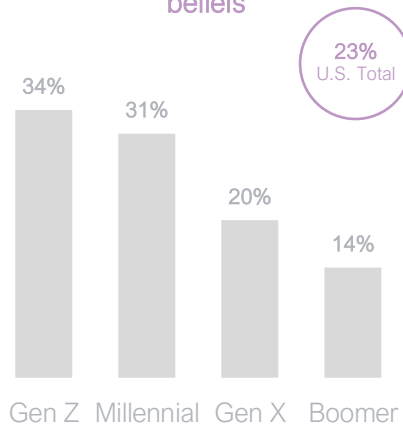
The meaning of fandom across generations

What does being a fan of a musical artist mean to you?

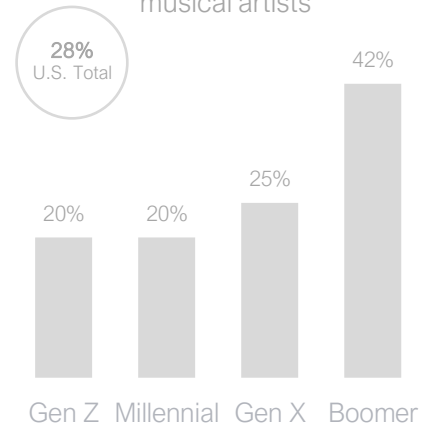
A form of self-expression



A reflection of my values and beliefs



N/A - I am not a fan of any musical artists

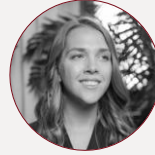


To learn more about this research, please reach out to...



Tim Osiecki

Senior Research Manager
tim.osiecki@harrispoll.com



Libby Rodney

Chief Strategy Officer
lrodney@harrispoll.com



Abbey Lunney

Managing Director
abbey.lunney@harrispoll.com

Special thanks for contributing to the research development:



Danielle Sumerlin

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