

Taylor Swift- The Modern Icon



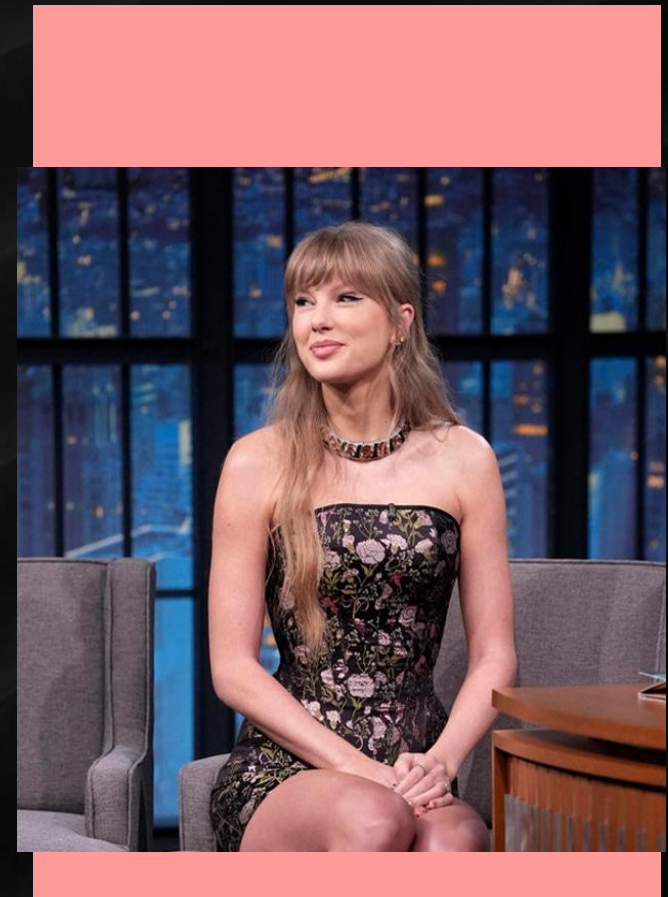


Methodology

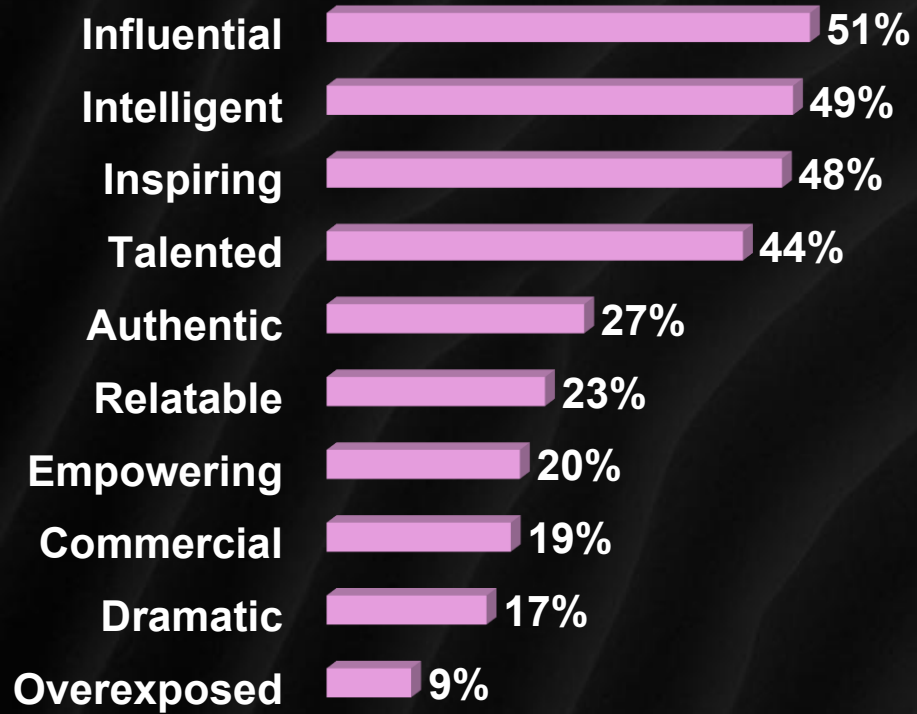
- ROS Research conducted a proprietary tracking study to assess Taylor Swift's image and overall appeal in the U.S.
- On average, 245 weekly interviews were completed over an eight-week period from February 16 to April 11, 2026, for a grand total of 1,958 responses.
- Participants were members of ROS Research's proprietary panel who were invited via email to complete a self-administered survey.
 - U.S. general population
 - Age 18+
 - No quotas on gender, age breaks, ethnicity, income or other socio-economic factors were observed.
- Data were analyzed as a total and longitudinally. This report is based on aggregate data. Longitudinal information is provided on the appendix section.

Topline findings

- Taylor Swift’s image ratings clearly reflect her popularity and success in the industry.
 - Most of the population considers her to be “influential”, “intelligent”, and “inspiring”.
- In addition to all the positive attribute evaluations, the market agrees with the fact that she has been able to properly evolve and adapt her image to stay relevant.
- The so-called “Taylor Swift Effect” (or “Swiftonomics”)—her economic, cultural, and social impact—is clearly present, but not absolute. While approximately seven in every ten of respondents view her as influential and credible, this perception does not fully translate into consumer spending behavior.
 - 46% of respondents indicate a willingness to attend her concerts, while only 17% express intent to purchase brands she partners with. This gap suggests that although her influence is widespread, conversion into direct economic action is more limited and likely concentrated among more highly engaged fans.
- In addition, only 23% of respondents found her relatable, suggesting that many Americans may view her as elitist and disconnected from her fans due to her fame.
- Despite this, Taylor Swift demonstrates broad cultural influence, but her commercial impact seems to depend on deeper levels of audience engagement rather than general perception alone.



Seen with good eyes



Her appeal is unquestionable

Taylor Swift's image makes her fans more likely to

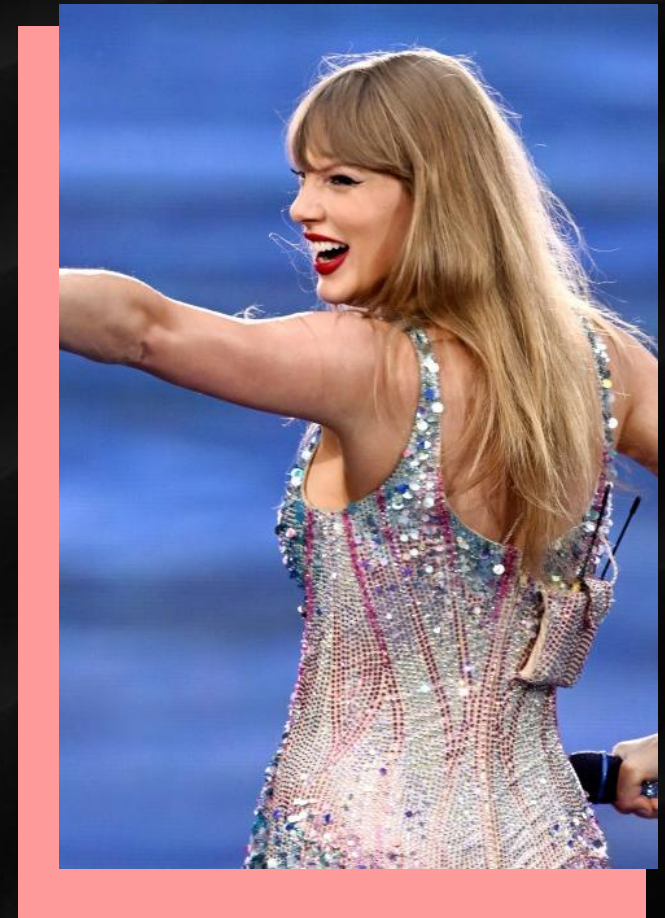
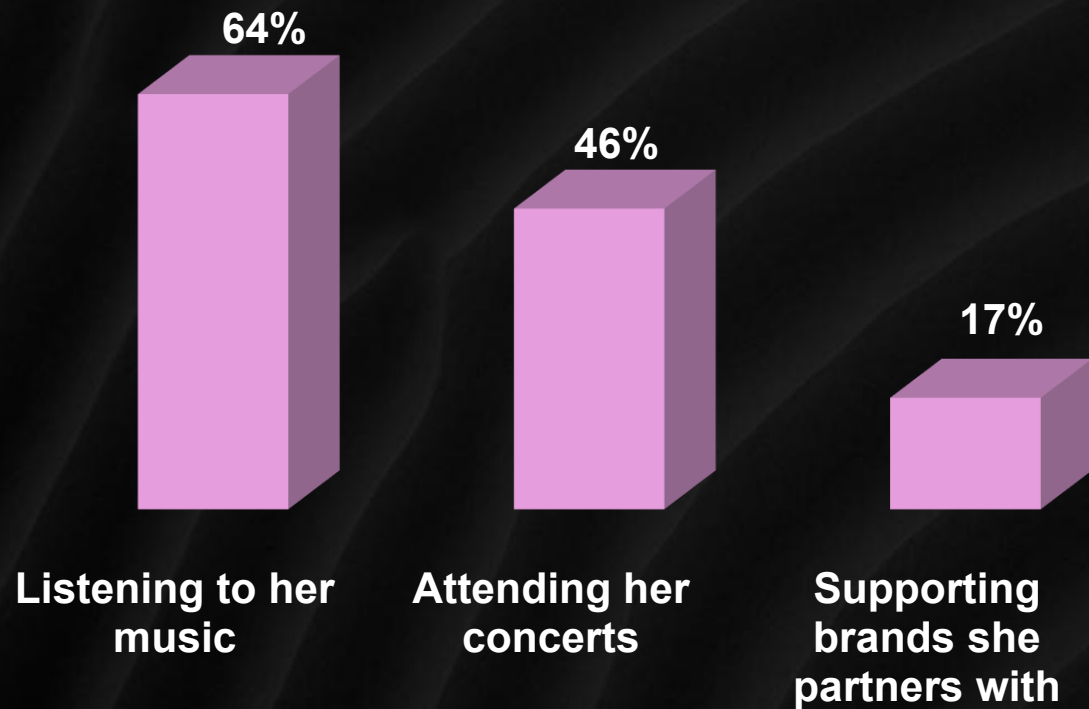
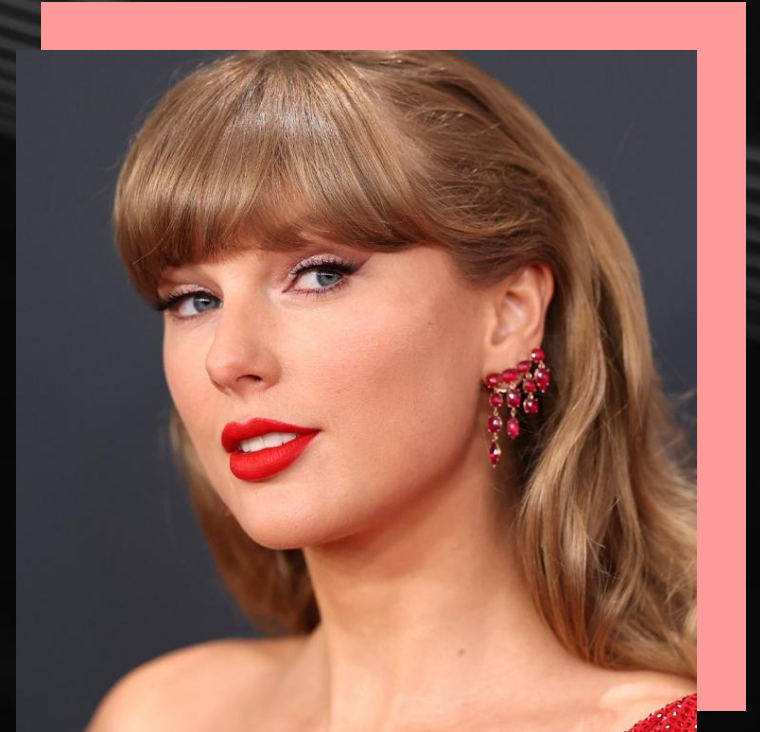
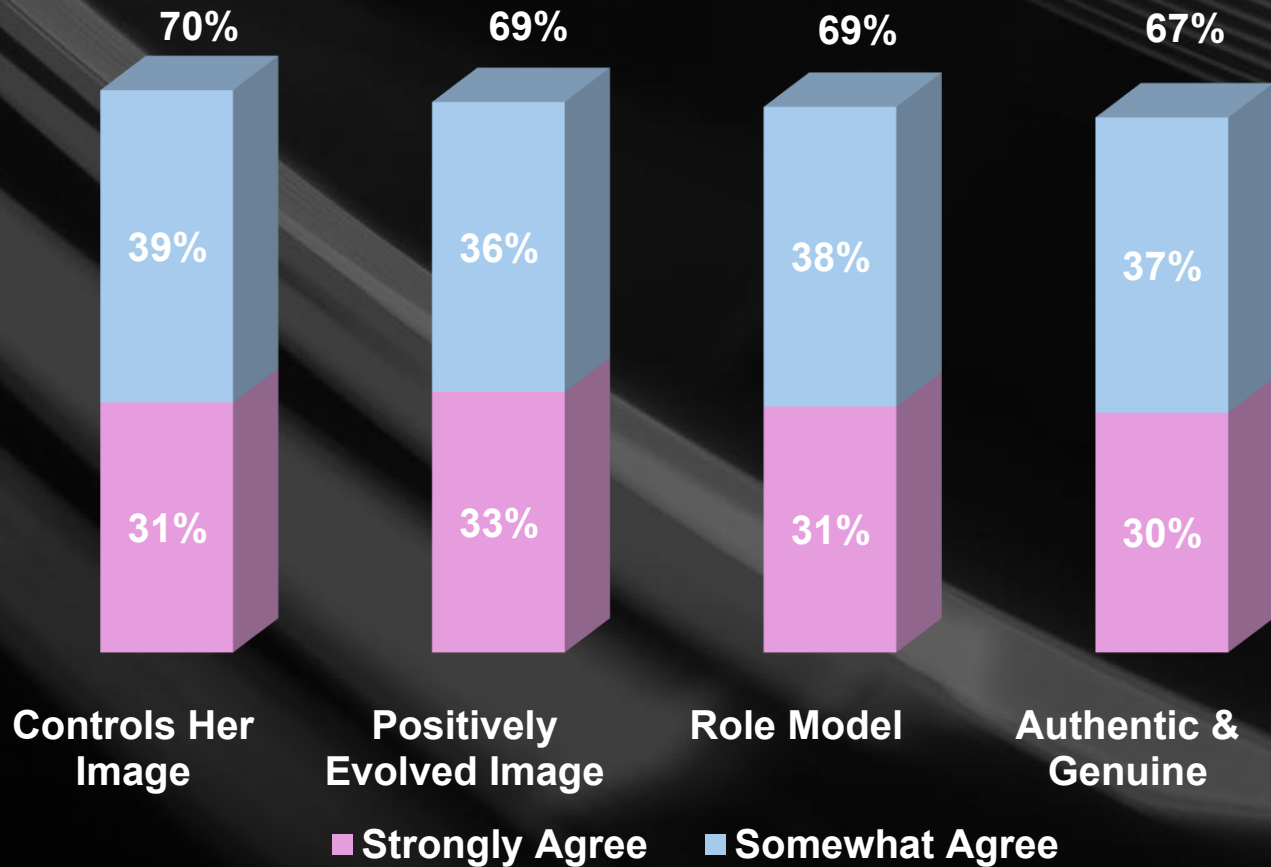


Image is everything...

66% of respondents' perception of Taylor Swift has improved over the years

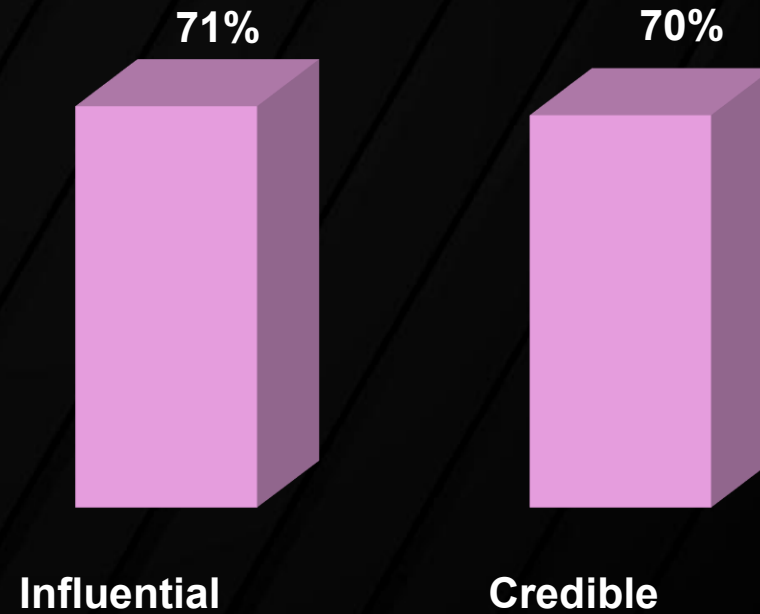


To what extent do you agree with the following statements?
Compared to a few years ago, how has your perception of Taylor Swift changed?



...and so is her influence.

% of people who consider Taylor Swift to be



How influential do you believe Taylor Swift is in popular culture?
How credible do you find Taylor Swift when she speaks on social or cultural topics?



Appendix

Attribute association

	Grand Total	2/16/2026 - 2/22/2026	2/23/2026 - 3/1/2026	3/2/2026 - 3/8/2026	3/9/2026 - 3/15/2026	3/16/2026 - 3/22/2026	3/23/2026 - 3/29/2026	3/30/2026 - 4/5/2026	4/6/2026 - 4/11/2026
Influential	51%	67%	42%	49%	49%	49%	57%	53%	57%
Intelligent	49%	46%	44%	52%	43%	50%	55%	57%	46%
Inspiring	48%	44%	45%	52%	42%	49%	49%	55%	51%
Talented	44%	67%	45%	46%	43%	44%	38%	43%	45%
Authentic	27%	25%	26%	32%	26%	26%	28%	27%	28%
Relatable	23%	23%	24%	24%	25%	23%	20%	24%	22%
Empowering	20%	25%	29%	16%	22%	16%	21%	20%	16%
Commercial	19%	36%	22%	26%	20%	16%	17%	14%	19%
Dramatic	17%	15%	17%	18%	18%	19%	17%	14%	14%
Overexposed	9%	16%	8%	4%	11%	8%	10%	9%	9%

Image Control

	Grand Total	2/16/2026 - 2/22/2026	2/23/2026 - 3/1/2026	3/2/2026 - 3/8/2026	3/9/2026 - 3/15/2026	3/16/2026 - 3/22/2026	3/23/2026 - 3/29/2026	3/30/2026 - 4/5/2026	4/6/2026 - 4/11/2026
AGREE (Net)	69%	66%	68%	70%	60%	69%	69%	73%	75%
<i>Strongly agree</i>	31%	23%	27%	35%	22%	34%	35%	32%	35%
<i>Somewhat agree</i>	38%	43%	41%	35%	38%	36%	35%	41%	40%
Neither	20%	13%	20%	21%	28%	21%	19%	16%	12%
Somewhat disagree	9%	13%	10%	8%	10%	7%	9%	9%	7%
Strongly disagree	3%	8%	2%	1%	2%	3%	3%	2%	6%

Role model

	Grand Total	2/16/2026 - 2/22/2026	2/23/2026 - 3/1/2026	3/2/2026 - 3/8/2026	3/9/2026 - 3/15/2026	3/16/2026 - 3/22/2026	3/23/2026 - 3/29/2026	3/30/2026 - 4/5/2026	4/6/2026 - 4/11/2026
AGREE (Net)	69%	66%	68%	70%	60%	69%	69%	73%	75%
<i>Strongly agree</i>	31%	23%	27%	35%	22%	34%	35%	32%	35%
<i>Somewhat agree</i>	38%	43%	41%	35%	38%	36%	35%	41%	40%
Neither	20%	13%	20%	21%	28%	21%	19%	16%	12%
Somewhat disagree	9%	13%	10%	8%	10%	7%	9%	9%	7%
Strongly disagree	3%	8%	2%	1%	2%	3%	3%	2%	6%

Authentic and genuine

	Grand Total	2/16/2026 - 2/22/2026	2/23/2026 - 3/1/2026	3/2/2026 - 3/8/2026	3/9/2026 - 3/15/2026	3/16/2026 - 3/22/2026	3/23/2026 - 3/29/2026	3/30/2026 - 4/5/2026	4/6/2026 - 4/11/2026
AGREE (Net)	69%	66%	68%	70%	60%	69%	69%	73%	75%
<i>Strongly agree</i>	31%	23%	27%	35%	22%	34%	35%	32%	35%
<i>Somewhat agree</i>	38%	43%	41%	35%	38%	36%	35%	41%	40%
Neither	20%	13%	20%	21%	28%	21%	19%	16%	12%
Somewhat disagree	9%	13%	10%	8%	10%	7%	9%	9%	7%
Strongly disagree	3%	8%	2%	1%	2%	3%	3%	2%	6%

Positive image evolution

	Grand Total	2/16/2026 - 2/22/2026	2/23/2026 - 3/1/2026	3/2/2026 - 3/8/2026	3/9/2026 - 3/15/2026	3/16/2026 - 3/22/2026	3/23/2026 - 3/29/2026	3/30/2026 - 4/5/2026	4/6/2026 - 4/11/2026
AGREE (Net)	69%	75%	70%	74%	57%	68%	72%	73%	72%
<i>Strongly agree</i>	33%	39%	29%	36%	24%	34%	37%	34%	36%
<i>Somewhat agree</i>	36%	36%	41%	37%	33%	34%	36%	40%	36%
Neither	20%	13%	20%	18%	29%	21%	19%	16%	15%
Somewhat disagree	8%	8%	9%	6%	12%	8%	6%	7%	5%
Strongly disagree	3%	3%	1%	2%	2%	3%	3%	3%	8%

Influence in popular culture

	Grand Total	2/16/2026 - 2/22/2026	2/23/2026 - 3/1/2026	3/2/2026 - 3/8/2026	3/9/2026 - 3/15/2026	3/16/2026 - 3/22/2026	3/23/2026 - 3/29/2026	3/30/2026 - 4/5/2026	4/6/2026 - 4/11/2026
HIGH INFLUENCE (Net)	71%	82%	67%	74%	68%	69%	74%	75%	71%
<i>Extremely Influential</i>	16%	28%	15%	17%	11%	14%	17%	21%	20%
<i>Very Influential</i>	55%	54%	52%	57%	56%	55%	57%	54%	51%
Moderately Influential	16%	15%	24%	19%	18%	16%	13%	8%	9%
Slightly Influential	9%	2%	7%	5%	11%	10%	10%	11%	7%
Not Influential	4%	2%	2%	1%	3%	5%	3%	7%	13%

Credibility

	Grand Total	2/16/2026 - 2/22/2026	2/23/2026 - 3/1/2026	3/2/2026 - 3/8/2026	3/9/2026 - 3/15/2026	3/16/2026 - 3/22/2026	3/23/2026 - 3/29/2026	3/30/2026 - 4/5/2026	4/6/2026 - 4/11/2026
CREDIBLE (Net)	70%	57%	67%	74%	61%	70%	74%	75%	71%
<i>Very Credible</i>	18%	18%	19%	18%	15%	16%	21%	23%	19%
<i>Somewhat Credible</i>	51%	39%	48%	56%	45%	54%	53%	53%	52%
Neutral	21%	33%	25%	19%	29%	21%	19%	14%	16%
Somewhat Not Credible	6%	3%	6%	3%	8%	7%	5%	7%	3%
Not Credible At All	4%	7%	2%	3%	2%	2%	3%	4%	10%

Image effect

Listening to her music

	Grand Total	2/16/2026 - 2/22/2026	2/23/2026 - 3/1/2026	3/2/2026 - 3/8/2026	3/9/2026 - 3/15/2026	3/16/2026 - 3/22/2026	3/23/2026 - 3/29/2026	3/30/2026 - 4/5/2026	4/6/2026 - 4/11/2026
More Likely	64%	57%	62%	68%	53%	67%	64%	68%	70%
No Impact	28%	34%	30%	27%	40%	27%	28%	24%	16%
Less Likely	8%	8%	7%	5%	8%	6%	8%	8%	13%

Attending her concerts

	Grand Total	2/16/2026 - 2/22/2026	2/23/2026 - 3/1/2026	3/2/2026 - 3/8/2026	3/9/2026 - 3/15/2026	3/16/2026 - 3/22/2026	3/23/2026 - 3/29/2026	3/30/2026 - 4/5/2026	4/6/2026 - 4/11/2026
More Likely	46%	49%	52%	56%	35%	44%	44%	48%	50%
No Impact	45%	41%	39%	40%	56%	48%	48%	43%	38%
Less Likely	9%	10%	9%	4%	9%	8%	9%	9%	12%

Supporting brands that she partners with

	Grand Total	2/16/2026 - 2/22/2026	2/23/2026 - 3/1/2026	3/2/2026 - 3/8/2026	3/9/2026 - 3/15/2026	3/16/2026 - 3/22/2026	3/23/2026 - 3/29/2026	3/30/2026 - 4/5/2026	4/6/2026 - 4/11/2026
More Likely	17%	21%	16%	17%	12%	18%	16%	19%	22%
No Impact	74%	72%	72%	77%	79%	74%	74%	75%	65%
Less Likely	9%	7%	12%	6%	9%	8%	10%	6%	13%

Change in perception

	Grand Total	2/16/2026 - 2/22/2026	2/23/2026 - 3/1/2026	3/2/2026 - 3/8/2026	3/9/2026 - 3/15/2026	3/16/2026 - 3/22/2026	3/23/2026 - 3/29/2026	3/30/2026 - 4/5/2026	4/6/2026 - 4/11/2026
POSITIVE (Net)	66%	61%	62%	70%	57%	69%	69%	72%	71%
<i>Much More Positive</i>	17%	25%	16%	16%	12%	14%	20%	18%	20%
<i>Somewhat More Positive</i>	50%	36%	46%	53%	45%	55%	49%	54%	51%
No Change	24%	30%	32%	24%	33%	21%	22%	16%	16%
Somewhat More Negative	7%	8%	4%	4%	9%	8%	9%	11%	7%
Much More Negative	2%	2%	1%	2%	2%	2%	0%	1%	6%