

Taylor Swift- The Modern Icon II



Methodology



- ROS Research conducted a proprietary tracking study to evaluate Taylor Swift's image, favorability, and overall appeal among U.S. adults.
- An average of 198 interviews were completed each week over a 14-week period from February 16 to May 27, 2026, resulting in a total sample of 2,774 respondents.
- Findings from the first wave were published in May 2026. This report incorporates data from the second wave and presents a side-by-side comparison of results across both waves.
- 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.

Topline findings

- Wave 2 findings closely mirror those from Wave 1, reinforcing the complex and somewhat paradoxical nature of Taylor Swift's public image.
 - While Taylor Swift possesses many of the qualities brands typically seek in a spokesperson, several perceived shortcomings continue to temper her overall effectiveness as an endorser.
 - Most respondents continue to view Taylor Swift as influential, inspiring, and intelligent, with Wave 2 participants expressing stronger agreement across these attributes than those surveyed in Wave 1.
 - This positive perception is further supported by the fact that nearly three-quarters of respondents agree she has successfully evolved her image over time, allowing her to maintain cultural relevance across different audiences and generations.
- By the same token, while the "Taylor Swift Effect" or "Swiftonomics" (her economic, cultural, and social influence) is widely acknowledged, its impact appears more limited than might be expected given her near-universal recognition and appeal.
 - While more than 70% of respondents perceive her as influential and credible, these perceptions do not translate proportionally into purchasing behavior.
 - Two-thirds of respondents indicate they would be willing to listen to her music based on their perception of her image, while approximately half would be willing to attend one of her concerts. In contrast, only one in five respondents would be willing to support a brand solely because of its association with her.
 - As observed across most measures, Wave 2 respondents reported higher engagement levels than those in Wave 1, contributing to stronger overall results.



Topline findings



- Beyond her limited ability to drive purchasing behavior, a notable segment of respondents associates her with less favorable traits, including vanity and superficiality.
 - Only one in every four respondents considered her to be relatable.
 - Similarly, fewer than one-third perceive her as authentic, although wave 1 respondents were more critical of her authenticity than those surveyed in wave 2.
- On the positive side, results suggest that she is knowledgeable about the business aspect of her career and is careful about choosing her partnerships.
 - Three in every four respondents agreed with the statement that she's in control of her public image.
 - Also, 70% of the population considers her to be credible, an indicator that she only supports brands and causes that she legitimately agrees with.

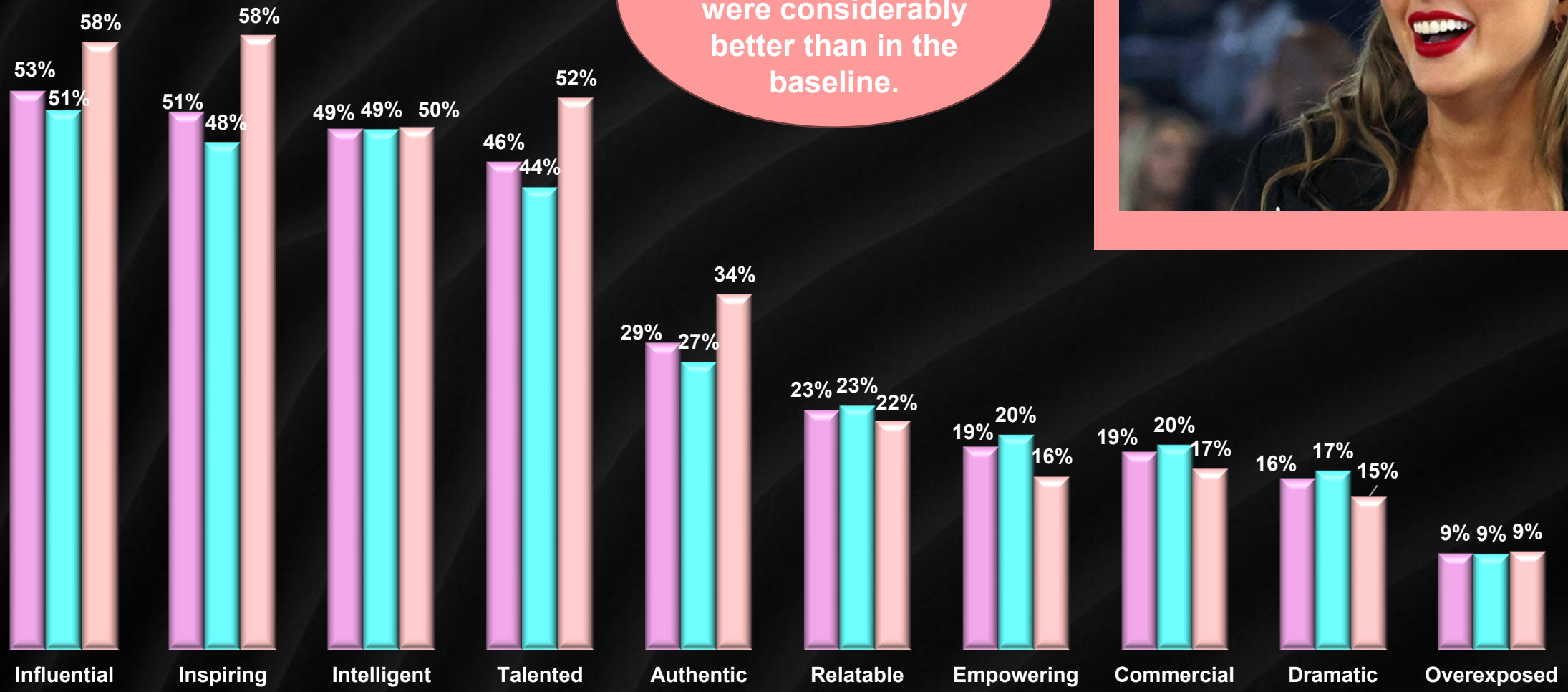
Implications

- Taylor Swift is viewed less as a trusted friend and more as a highly respected institution.
 - Consumers admire her intelligence, influence, success, and professionalism. They acknowledge her cultural power and credibility. However, that admiration does not automatically create emotional connection or purchasing behavior. For brands, this means her value may lie more in generating attention, prestige, and cultural relevance than in directly persuading consumers to buy products.
- Regardless of the apparent lack of emotional connection and inability to translate her endorsements into sales, her cultural influence and appeal is undeniable.
 - Her highly selective approach to partnerships may occasionally be interpreted as aloofness or exclusivity, but respondents appear to recognize that this selectivity stems from a desire to protect and preserve her personal brand.
- Marketers and advertisers should understand that the consumer influence is not a Pavlovian process. Brand communications have evolved from one-way messaging to ongoing dialogue, and consumers increasingly expect opportunities for participation and engagement. When brands fail to create meaningful connections, consumers are likely to direct their attention and loyalty elsewhere.



Good and getting better...

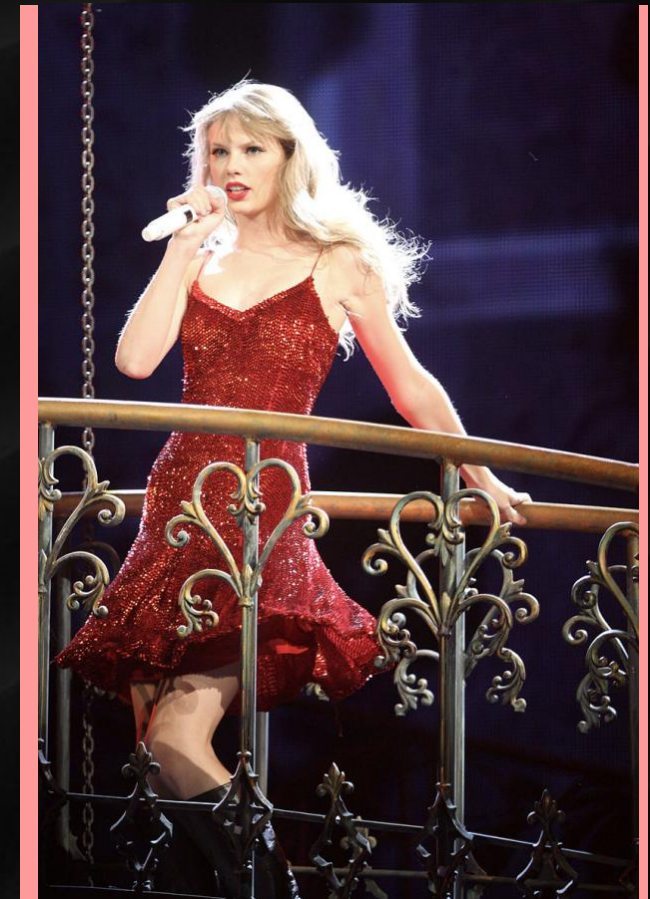
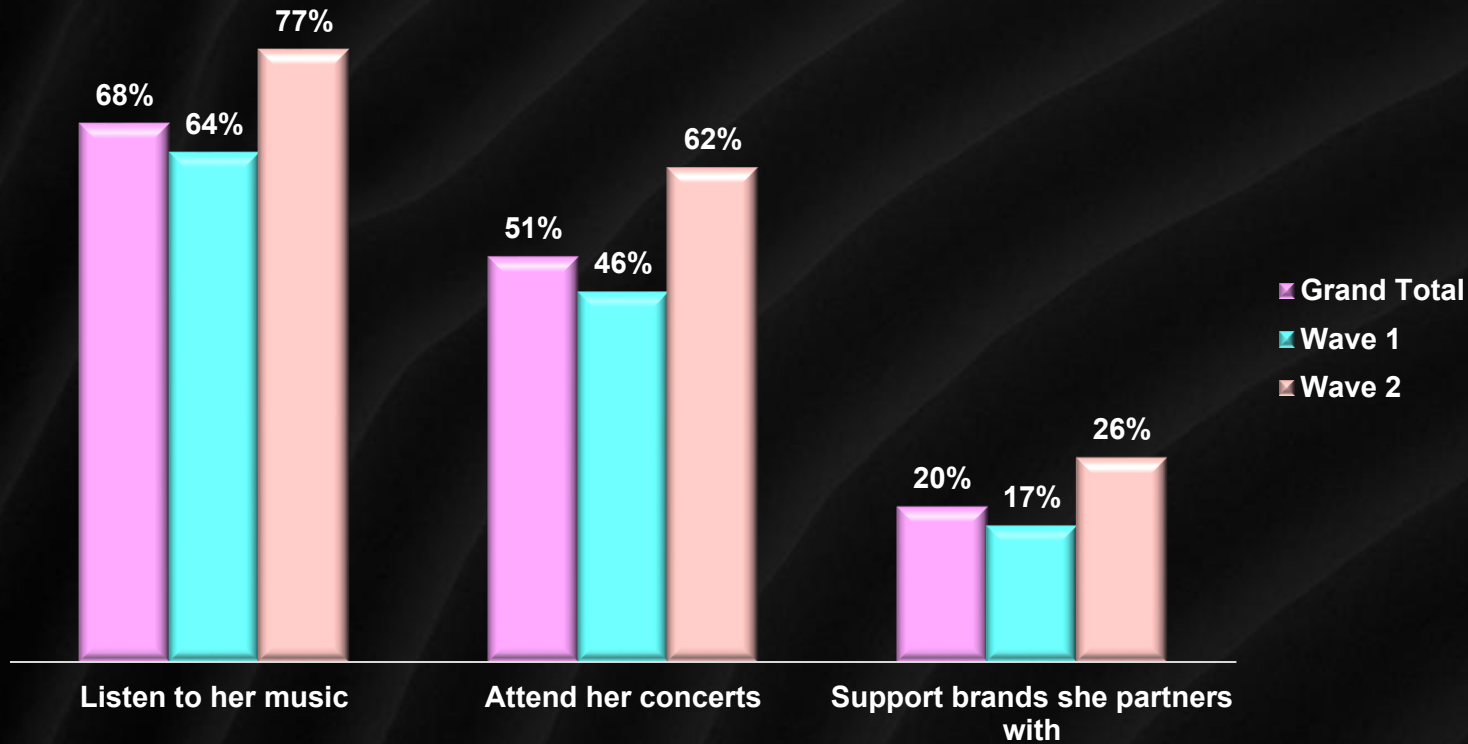
Taylor Swift's ratings in top attributes tested were considerably better than in the baseline.



Which of the following words do you associate with Taylor Swift?

Her charm is impossible to ignore

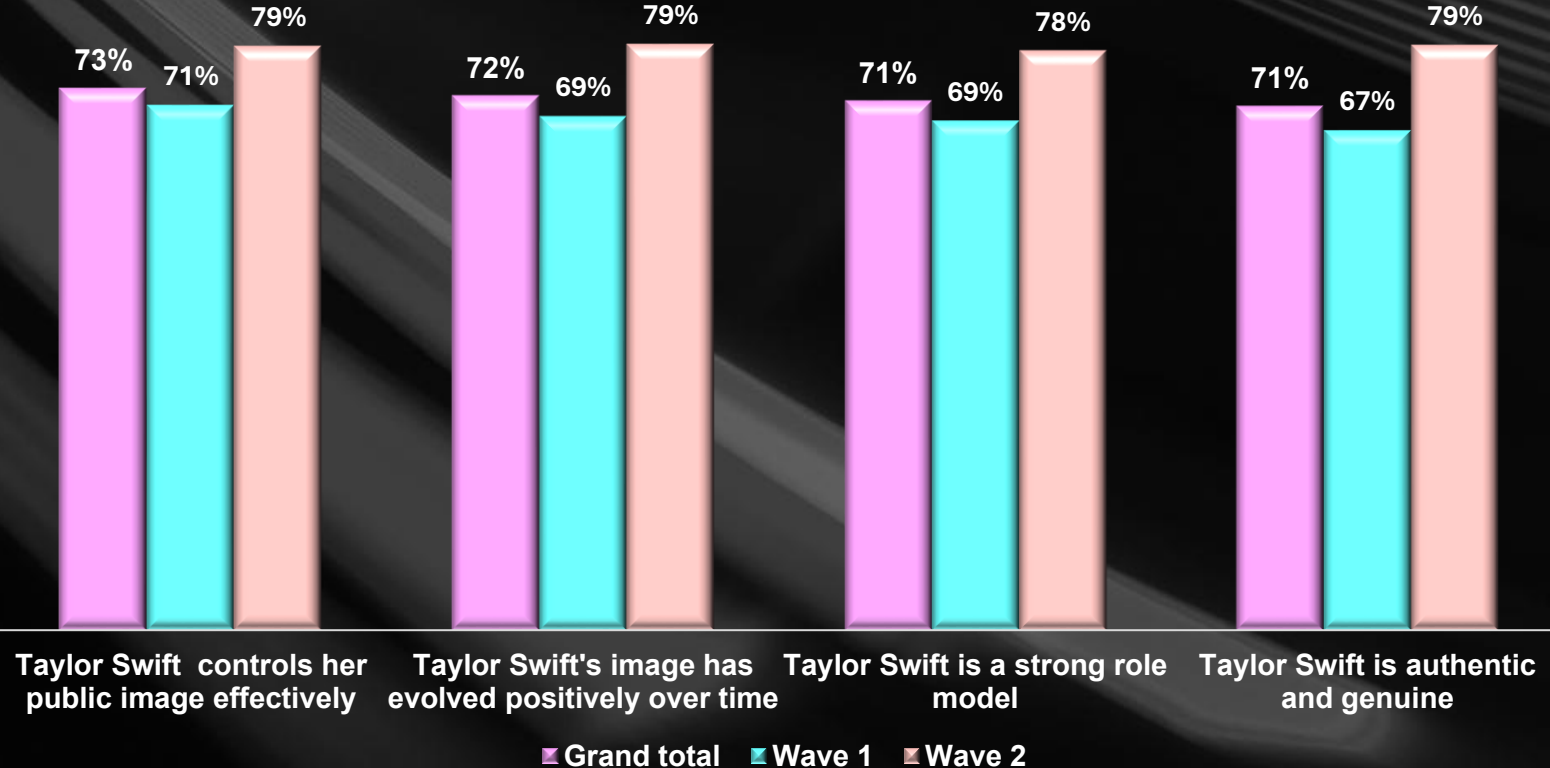
Taylor Swift's image makes her fans more likely to



Reputation defines success...

Wave 2 respondents expressed stronger agreement with her image management assessment than those in wave 1

Top two box agreement



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

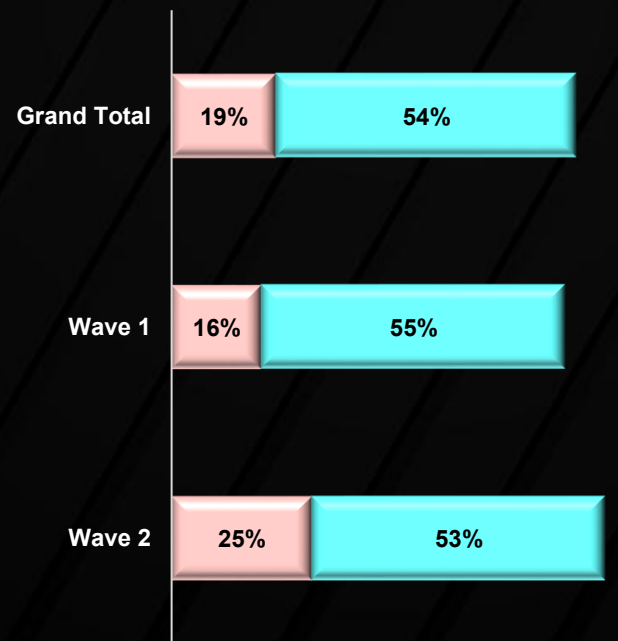
...and decisions are shaped by perceptions.



Top box agreement was higher among wave 2 participants.

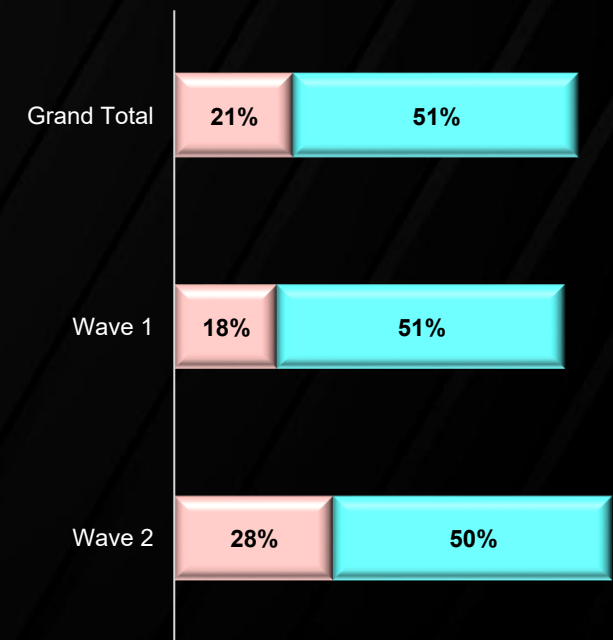
% of people who consider Taylor Swift to be

Taylor Swift's Influence



■ Extremely influential ■ Very influential

Taylor Swift's Credibility



■ Very credible ■ Somewhat credible

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?