



20/05/2024

# REPORT

**Taylor's Version: Boosting Economies and Shaping Societies**



## AUDIENCE

### Demographics

United Kingdom, Age 16 to 30

### Custom Screening

Which of the following statements best describes your fandom for Taylor Swift?

## OBJECTIVE

To delve into the impact of Taylor Swift's endorsements and public persona on her fans' purchasing patterns, lifestyle decisions, and viewpoints on diverse issues. The research will identify the merchandise and products fans are most likely to purchase due to her endorsement, explore the emotional and psychological motivations behind these purchasing decisions, and evaluate her influence on fans' perspectives on political, social, and cultural matters. The study will also scrutinize how her public image and statements mould her fans' daily routines, preferences, and overall lifestyle.

## BURNING QUESTION

How does Taylor Swift's endorsement and public persona influence her fans' decisions across various aspects of their lives, including purchasing merchandise, lifestyle choices and opinions on political, social and cultural issues?



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## CHAT GUIDE

1. What are your hobbies and interests that you spend most of your time on?
2. How often do you listen to Taylor Swift's music?
3. What is it about Taylor Swift's music that appeals to you?
4. Have you ever purchased any merchandise or products endorsed by Taylor Swift?
5. Can you share your reasons for purchasing Taylor Swift's merchandise?
6. How do you feel when you use products or merchandise endorsed by Taylor Swift?
7. Do you believe Taylor Swift's public persona influences your lifestyle choices? If yes, how?
8. Has Taylor Swift's music or public statements ever influenced your views on any political, social or cultural issues?
9. Can you share an example of a time when Taylor Swift's music or public image influenced a decision you made?
10. If Taylor Swift were a brand, how would you describe it?
11. On a scale of 1-5, how much would you say Taylor Swift's endorsement influences your purchasing decisions?
12. On a scale of 1-5, how much has Taylor Swift influenced your lifestyle choices?
13. On a scale of 1-5, how much has Taylor Swift influenced your opinions on political, social, and cultural issues?
14. What is one thing you admire most about Taylor Swift?
15. Looking back at our discussion, what would you say is the biggest impact Taylor Swift has had on your life?



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## AI SUMMARY

Taylor Swift's endorsement and public persona have a significant influence on her fans' decisions, spanning from purchasing merchandise to shaping lifestyle choices and opinions on political, social, and cultural issues. Fans express a strong emotional connection to her music, often listening multiple times a week, and cite her relatable lyrics and catchy tunes as key appeals. Many have purchased merchandise such as t-shirts, posters, and albums, motivated by a desire to support Swift and feel part of the Swiftie community. Using her products often evokes feelings of happiness and empowerment, with fans feeling they are part of something larger.

Swift's role as a positive role model and feminist icon is frequently mentioned, with her public statements and actions inspiring fans to be more confident, embrace individuality, and make proactive lifestyle changes, such as being more charitable or eco-friendly. Her music and public image have also influenced fans' views on gender equality, toxic relationships, and societal issues, with some fans even reporting changes in voting behavior and workplace conduct as a result of her influence. While some fans are swayed by Swift's endorsements, purchasing products she promotes like Apple, Diet Coke, and Keds, others maintain a degree of individuality, ensuring their decisions are well-researched and not solely based on pop culture.

Swift's brand is described as inclusive, empowering, and akin to a "well-loved best friend," with her charitable actions reinforcing this image. Overall, Swift's impact on her fans is profound, with her music providing daily motivation and her public persona encouraging a positive approach to life and acceptance of others. Respondents associate her brand with positive values, inclusivity, and inspiration, often mentioning her connection with fans and her role as a good role model. The brand is seen as something that brings joy, confidence, and a sense of community to its supporters. Taylor Swift's public actions, such as her charitable work and her stance on various issues, contribute to the perception of her brand as influential and trustworthy.





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## KEY INSIGHTS

### Impact of Taylor Swift's Public Persona on Lifestyle Choices:

- Taylor Swift's role as a feminist icon and her public statements on gender and societal issues resonate with fans, influencing their personal views and behaviors.
- Her actions, such as rerecording her music, inspire fans to embrace independence and selfexpression, with some fans adopting her traits of being funny yet reserved.

### Emotional Connection and Empowerment through Music:

- Fans feel an emotional connection to Taylor Swift's music, finding it relatable and empowering, which motivates them in their daily lives and helps them through difficult times.
- Specific songs and lyrics have a profound impact on fans, inspiring them to make positive changes, such as embracing new cultures or becoming more ecofriendly.

### Taylor Swift as a Role Model and Influence on Personal Development:

- Fans admire Taylor Swift's openness and willingness to speak out on important topics, which inspires them to stand firm in their own beliefs and maintain a positive approach to life.
- Her influence extends to fans' professional lives, with some citing her as a model for conducting themselves in maledominated industries and feeling more confident in themselves.

### Perception of Taylor Swift's Brand and Endorsements:

- Fans perceive Taylor Swift's brand as inclusive, vibrant, and charitable, associating her with positive values and a desire to give back to the community.
- Endorsements by Taylor Swift are trusted and can sway fans' purchasing decisions, with some fans feeling more confident about products she supports.





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## KEY INSIGHTS

### Taylor Swift's Influence on Fans' Social and Political Perspectives:

- While not all fans are influenced politically and maintain a degree of individuality, some have adopted views on women's rights and other social issues as a result of Taylor Swift's public statements.
- Fans appreciate her stance on feminism and her handling of public incidents, which serves as a guide for their own behavior and opinions on societal matters.





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## HUMAN KEY QUOTES

"I decided to buy these items to be a proud Taylor Swift fan and support her merchandise."

Age 24, Male

"Yes it does, I listen to her every day and connect with other swifties and make friends"

Age 30, Female

"I buy things because I want to feel like part of that community"

Age 30, Female

"I feel empowered and like I am a part of something fellow swifties will compliment or comment on my attire like a community"

Age 28, Female

"When I wanted to wear something wacky her persona influenced me to not be afraid and do it and not care what other people think"

Age 28, Female

"3 I don't like politics but she has influenced me socially and culturally to experience more and engage with more people and different people."

Age 28, Female





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## HUMAN KEY QUOTES

"She has made reference to being compared to male counterparts, this mildly influenced how I conduct myself whilst working in a male dominated industry"

Age 25, Female

"Yes, of course. I have purchased different vinyl records which she has pre-released. I want to have actual merchandise of hers as they are all in good quality and allow me to feel her presence."

Age 26, Female

"I feel more confident about that product as Taylor has been very objective about the products she endorsed and as such, I really trust the products."

Age 26, Female

"She is well known as this elegant personality. But even being very famous, she makes sure that the brands she endorses are reliable and can be trusted."

Age 26, Female

"The way she makes music as it is very unique from other writers. Apart from this, I also admire how she stands for herself and always make sure that she delivers objective opinion to her fans."

Age 26, Female

"Well, since I like her, it would make me feel happy to have her merchandise."

Age 29, Male







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## HUMAN KEY QUOTES

"3. I would say I would be more inclined to purchase products pushed by Taylor Swift as she's a big icon of mine"

Age 29, Male

"I would say that to some degree I do believe Taylor Swift's public persona influences my lifestyle choices, this is because she presents herself as a very good person, and that inspires me."

Age 24, Male

"Like I said she presents herself as very nice and a good person. So I decided I'd start donating more to charities and people in need. I also just have tried to better my life in every way"

Age 24, Male

"Yes, Taylor Swift's music or public statements have influenced my views on political or social issues. She once said she is in favour of women's rights so I started voting Democrat."

Age 24, Male

"An example of a time when Taylor Swift's music or public image influenced a decision I made was when she released a song about climate change. I decided to become as eco-friendly as possible."

Age 24, Male

"One thing I admire most about Taylor Swift is that she's so thankful and appreciative for everything she has, she shows this constantly and is always trying to help others. I've noticed this since I was young and have always been inspired by it."

Age 24, Male





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## HUMAN KEY QUOTES

"The reason why I purchased Taylor Swift's merchandise is because I'm a big fan of hers, which is why I want to keep her close to me by buying her stuff."

Age 26, Male

"The biggest impact she had on my life was bringing the positive energy I hadn't thought I had to face my life's challenges, which is why I'm grateful for listening to her songs."

Age 26, Male

"I would say 4 she is very intellectual and I follow her political influence"

Age 19, Female

"Her being open about her mental health struggles in her documentary as it has helped me to do the same"

Age 19, Female

"3 I don't like politics but she has influenced me socially and culturally to experience more and engage with more people and different people."

Age 28, Female

"Her music didn't influence my political issues, however it influenced my daily life in a good way since I started feeling positive to people around me after listening to some of her songs."

Age 26, Male





**REACH OUT TO US IF YOU HAVE  
FURTHER QUESTIONS ABOUT THIS  
REPORT**

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