Taylor Swift Demobilizes Unaffiliated Voters

Methods Notes

We fielded a survey with Lucid from August 19-21, 2024. Lucid is a well-respected provider of panel data, administering surveys to their pool of respondents.

We asked respondents a set of questions about their feelings toward Taylor Swift, which are listed below. Respondents who said that they didn’t know who Taylor Swift is were dropped. All items were scaled to run from 0-1 so they would be evenly-weighted, and then the items were combined into a single variable. The variable ranges from 0 to 5 and the mean is 1.178. We also created an ordinal-level measure of quartiles of Taylor Swift fandom.

* Have you ever attended a Taylor Swift concert (including The Eras Tour featured in movie theaters)? [No; Yes, I don't know who Taylor Swift is]
* How often do you listen to music by Taylor Swift? [Everyday; Several times a week; Once a week; Several times per month; Rarely/never; I don't know who Taylor Swift is.]
* Please indicate how much you agree or disagree with the following statements. I strongly identify with being a Swiftie/Taylor Swift /// fan. [Strongly disagree; disagree; somewhat disagree; neither agree nor /// disagree; somewhat agree; agree; strongly agree; Don't know who Taylor Swift is.]
* Please indicate how much you agree or disagree with the following statements. I strongly identify with other Taylor Swift fans in the Swiftie community. [Strongly disagree; disagree; somewhat disagree; neither agree nor disagree; somewhat agree; agree; strongly agree; Don't know who Taylor Swift is.]
* Please indicate how much you agree or disagree with the following statements. I enjoy doing research to learn more about Taylor Swift. [Strongly disagree; disagree; somewhat disagree; neither agree nor disagree; somewhat agree; agree; strongly agree; Don't know who Taylor Swift is.]

In this experiment, respondents were shown one of two treatments. The get-out-the-vote treatment featured a picture of Taylor Swift with a message encouraging people to vote. This treatment was shown to 494 respondents.

A person in a dress

Description automatically generated

Other respondents saw an image of Swift accompanied by a message encouraging people to vote for Democrats. This treatment was shown to 495 respondents.

A person in a dress

Description automatically generated

After treatment, we asked respondents about their intention to vote with the following question, which was coded to range from 0-1: Thinking ahead to the future, how likely do you think you will vote in the upcoming election? [Extremely unlikely; somewhat unlikely; neither likely nor unlikely; somewhat likely; extremely likely].

Undecided Swifties are less likely to vote in the partisan message condition than they are in the nonpartisan get-out-the-vote message condition, and that difference is statistically significant (p=0.007) and robust to variations in how we measure Swiftie-fandom (an ordinal or interval-level measure—this model uses the ordinal level measure). The plot below shows the effect of treatment among the highest quartile of Swifties. As Swiftie fandom decreases, the effects for undecideds flatline to look like the results for Harris and Trump supporters.

