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Wall Street Journal/Ipsos Poll: Taylor Swift Survey

Conducted by Ipsos using the probability-based KnowledgePanel®
A survey of the American general population (ages 18+)
Interview dates: October 7-9, 2022

Number of interviews: 1,024
Number of Big/moderate Taylor Swift fan Interviews: 125
Number of Light Taylor Swift fan Interviews: 337
Number of Non-Taylor Swift fan Interviews: 562

Margin of error for total sample: +/- 3.8 percentage points at the 95% confidence level

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

*NOTE: * = less than 0.5%, - = no respondents*

Annotated Questionnaire:

Q1. To what extent, if at all, would you consider yourself as a fan of Taylor Swift and her music?

	Total (N=1,024)	Big/moderate fan (N=125)	Light fan (N=337)	Not a fan (N=562)
A big fan	3%	26%	-	-
A moderate fan	9%	74%	-	-
A little bit of a fan	32%	-	100%	-
Not a fan	52%	-	-	93%
Never heard of	4%	-	-	7%
<i>Big/moderate fan (Net)</i>	<i>12%</i>	<i>100%</i>	<i>-</i>	<i>-</i>





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Q2. What is your favorite Taylor Swift song?

	Total	Big/moderate fan	Light fan	Not a fan
Shake it off	7%	9%	14%	3%
Love Story	4%	7%	7%	1%
Blank Space	2%	8%	1%	*
Tim McGraw	2%	4%	2%	1%
You Belong with Me	2%	4%	3%	*
Bad Blood	1%	3%	2%	1%
Look What You Made Me Do	1%	2%	3%	*
"22"	1%	5%	1%	*
Our Song	1%	1%	2%	1%
Style	1%	3%	2%	-
You Need to Calm Down	1%	2%	2%	-
Teardrops on my Guitar	1%	1%	1%	*
I Knew You Were Trouble	1%	-	1%	*
All Too Well	1%	3%	1%	-
Exile	*	1%	*	*
Mean	*	-	1%	*
Cardigan	*	1%	1%	-
Red	*	1%	*	*
Wildest Dreams	*	1%	1%	-
Other	9%	22%	14%	3%
None/DK	66%	23%	43%	89%





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About the Study

These are some of the findings of a Wall Street Journal/Ipsos poll, conducted between October 7-9, 2022. For this survey, a sample of 1,024 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The sample includes 125 big/moderate Taylor Swift fans, 337 light Taylor Swift fans, and 562 non-Taylor Swift fans.

The sample was randomly drawn from [Ipsos' online panel](#), [partner online panel sources](#), and "river" [sampling](#) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2019 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.8 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,024, DEFF=1.5, adjusted Confidence Interval=+/-5.3 percentage points).

The poll also has a credibility interval of plus or minus 10.7 percentage points for big/moderate Taylor Swift fans, plus or minus 6.5 percentage points for light Taylor Swift fans and plus or minus 5.1 percentage points for non-Taylor Swift fans.

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About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD). ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP www.ipsos.com

