

# [***How Powerful Is Taylor Swift's Political Endorsement? What New Poll Shows***](https://advance.lexis.com/api/document?collection=news&id=urn:contentItem:6C2P-DCH1-JBR6-94YF-00000-00&context=1516831)

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**Highlight:** A Swift endorsement could sway more than 20 percent of Biden 2020 voters to cast their ballot for a Republican candidate.

**Body**

Taylor Swift could convince President [*Joe Biden*](https://www.newsweek.com/topic/joe-biden?utm_source=Synacor&utm_medium=Attnet&utm_campaign=Partnerships)'s supporters to vote [*Republican*](https://www.newsweek.com/topic/republican?utm_source=Synacor&utm_medium=Attnet&utm_campaign=Partnerships) in November, exclusive *Newsweek* polling shows.

Twenty-two percent of voters who backed Biden in the 2020 election say they would be more likely to vote for a GOP candidate in an election if Swift endorsed them, a May poll conducted by [*Redfield & Wilton Strategies*](https://redfieldandwiltonstrategies.com/) for *Newsweek* found.

The survey, which was conducted among 1,500 eligible voters on May 1, shows a nine-point increase from January, when only 13 percent of Biden 2020 supporters said they would be more like to vote for a Republican candidate backed by Swift.

The singer-songwriter's influence seems to be growing among Trump supporters as well, albeit less so then among Biden supporters. In January, 13 percent of Trump 2020 voters said they'd be more likely to vote for a Democrat candidate endorsed by Swift. That number only rose to 16 percent this month.

Both the May and January polls had a margin of error of +/-2.53 percent. The January survey was conducted among 1,500 eligible voters on January 18.

Swift's fame has been stratospheric and her celebrity status has only skyrocketed over the last year. She was named Time magazine's 2023 "Person of the Year" and her wildly popular Eras tour became the first tour to cross the billion-dollar mark. Her popularity has raised questions about [*whether a Swift endorsement could sway the 2024 election.*](https://www.newsweek.com/can-taylor-swift-sway-2024-election-1864474?utm_source=Synacor&utm_medium=Attnet&utm_campaign=Partnerships)

"She's influenced popular culture, sports, the economics of entire regions of the U.S.," communications consultant James Haggerty previously told *Newsweek*. "So why not ***politics*** and elections?"

The May poll found that overall, 18 percent of Americans would be more likely to vote for a Swift-backed candidate. In comparison, 15 percent would be less likely to vote for a candidate endorsed by the pop sensation and 55 percent say her views wouldn't influence their vote.

The survey found that Swift would have more influence over male voters and younger voters. Twenty-seven percent of male voters say they'd be more likely to vote for a candidate endorsed by Swift, compared to just 11 percent of female voters. A third of voters aged 18 to 24 also said they'd be more likely to vote for a candidate if Swift backed them, compared to 14 percent of those 65 years of age and older.

Although she's largely stayed out of ***politics***, Swift supported the Biden-Harris ticket in 2020 and did make critical comments about former President [*Donald Trump*](https://www.newsweek.com/topic/donald-trump?utm_source=Synacor&utm_medium=Attnet&utm_campaign=Partnerships) during the last presidential election cycle.

Swift also endorsed two Democratic candidates for [*Congress*](https://www.newsweek.com/topic/congress?utm_source=Synacor&utm_medium=Attnet&utm_campaign=Partnerships) in Tennessee in 2018 as part of her opposition to Republican [*Marsha Blackburn*](https://www.newsweek.com/topic/marsha-blackburn?utm_source=Synacor&utm_medium=Attnet&utm_campaign=Partnerships)'s [*Senate*](https://www.newsweek.com/topic/senate?utm_source=Synacor&utm_medium=Attnet&utm_campaign=Partnerships) campaign. Blackburn went on to win her race, defeating Swift-backed Phil Bredesen with more than 54 percent of the vote. Swift's other candidate, Jim Cooper, won his House race.

[*Link to Image*](https://d.newsweek.com/en/full/2394876/taylor-swift-republicans-biden.jpg)

**Graphic**

Taylor Swift Republicans Biden

Kevin Mazur/Getty Images

Taylor Swift performs onstage during night four of "Taylor Swift | The Eras Tour" at La Defense on May 12, 2024 in Paris, France. A new poll shows that 22 percent of Biden supporters would be more likely vote for a Republican candidate if Swift endorsed them.

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