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The voting bloc that could decide the US election: Swifties

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After weeks of maddening speculation over whom Taylor Swift might support in the 2024 US presidential elections, the venerated pop star finally revealed her endorsement: the right to vote itself.

“Vote the people who most represent YOU into power,” Swift urged fans in an Instagram story.

Swift currently possesses unprecedented power: an endorsement from the most beloved singer in the United States could potentially tip the balance in what’s likely to be a close election. A reported billionaire, Swift can reroute economies, trigger congressional action and spur tens of thousands of people to register to vote. While her endorsement is unlikely to sway a voter who is undecided between Trump and Biden – if such an American exists – experts believe Swift could convince people who don’t feel energized by Biden to vote for him anyway.

But whether Swift will wield that power or instead stay out of the electoral fray remains unclear. Although Swift endorsed Democrats in 2018, she has in recent years increasingly withdrawn from such overt displays of partisanship or making controversial statements. That change has coincided with her return to the top of the celebrity food chain and, in the process, left some Swifties feeling like their idol could do better.

“I feel like a lot of the things that she has spoken out about are things that are directly benefiting her if they go one way or negatively affecting if they go the other way,” said Jess Simpson, a 21-year-old who is a member of the University of Oregon Taylor Swift Society, which holds Swift-related karaoke and trivia events. “She claims to be a feminist, but that’s not what that is. It’s not just speaking out about the things that you fall into. It’s about reaching past that.”

Swifties have also repeatedly raised eyebrows at Swift’s use of private jets. In 2022, *Yard* named Swift as the celebrity with the worst CO2 emissions.

When it came to the 2024 elections, the Swifties who the Guardian spoke to said they were confident any Swift endorsement would ultimately be for Biden – a move they support. (Or, at least, preferred to the alternative.) But journalist Jared Quigg, who said he listened to Swift every day, also cautioned fans to think for themselves.

“I generally believe that people should not get their politics from a pop star,” he said. “At the end of the day, she’s a songwriter. She’s not a political genius.”

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