

YouGov Survey Results

Sample Size: 497 UK fans of Taylor Swift
Fieldwork: 16th - 18th February 2023

	Gender		Age				Country			England Regions				
Total	Male	Female	18-24	25-49	50-64	65+	England	Wales	Scotland	North	Midlands	London	South	
Weighted Sample	497	182	316	79	291	83	44	427	25	45	114	85	65	163
Unweighted Sample	497	165	332	80	286	82	49	422	29	46	118	81	50	173
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

For each of the following Taylor Swift albums, please indicate whether you love, like, dislike or hate it. If you have not heard of the album or listened to it before, please indicate so using the answer option.

Taylor Swift, Debut

Love it	11	10	11	16	11	5	5	9	13	27	5	12	14	8
Like it	38	37	38	47	37	33	36	40	27	27	37	33	44	44
TOTAL LOVE/LIKE	49	47	49	63	48	38	41	49	40	54	42	45	58	52
Dislike it	3	2	3	7	2	1	2	3	0	5	2	3	1	3
Hate it	0	1	0	0	1	0	0	1	0	0	1	0	2	0
TOTAL DISLIKE/ HATE	3	3	3	7	3	1	2	4	0	5	3	3	3	3
I have not heard of/listened to this album	28	30	27	14	28	33	43	28	33	24	33	34	22	24
Don't know	20	19	21	16	20	28	14	20	26	18	22	18	16	22

Fearless (including Taylor's Version)

Love it	15	13	16	27	14	8	6	13	20	22	15	10	17	13
Like it	38	36	38	43	37	37	32	39	20	36	38	42	42	37
TOTAL LOVE/LIKE	53	49	54	70	51	45	38	52	40	58	53	52	59	50
Dislike it	1	1	1	4	1	0	0	1	4	0	1	2	1	1
Hate it	0	1	0	2	0	0	0	0	0	0	2	0	0	0
TOTAL DISLIKE/ HATE	1	2	1	6	1	0	0	1	4	0	3	2	1	1
I have not heard of/listened to this album	28	34	25	13	28	33	48	29	28	24	33	32	16	29
Don't know	18	15	20	12	19	22	14	17	28	18	12	13	24	21

Speak Now

Love it	11	7	13	23	9	9	5	9	14	24	10	8	15	6
Like it	34	34	33	38	34	31	26	34	27	29	36	34	29	36
TOTAL LOVE/LIKE	45	41	46	61	43	40	31	43	41	53	46	42	44	42
Dislike it	2	3	1	4	2	1	2	2	0	0	4	1	3	2
Hate it	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL DISLIKE/ HATE	2	3	1	4	2	1	2	2	0	0	4	1	3	2
I have not heard of/listened to this album	33	35	31	22	32	37	49	34	27	25	34	39	27	34
Don't know	21	20	21	13	24	21	18	20	32	22	16	19	27	21

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Red (including Taylor's Version)

Love it	24	18	27	45	24	11	7	22	36	33	21	21	36	18
Like it	33	36	32	36	35	28	27	35	12	28	38	29	36	36
TOTAL LOVE/LIKE	57	54	59	81	59	39	34	57	48	61	59	50	72	54
Dislike it	2	4	1	3	2	0	1	2	4	0	3	3	1	1
Hate it	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL DISLIKE/ HATE	2	4	1	3	2	0	1	2	4	0	3	3	1	1
I have not heard of/listened to this album	24	29	22	9	22	35	49	24	22	24	24	32	12	26
Don't know	17	14	18	8	17	26	16	17	26	15	15	15	14	20

1989

Love it	27	23	29	45	27	16	10	27	25	29	23	23	40	25
Like it	35	36	35	36	38	31	25	36	26	33	39	30	35	38
TOTAL LOVE/LIKE	62	59	64	81	65	47	35	63	51	62	62	53	75	63
Dislike it	1	4	0	3	1	3	2	2	4	0	3	1	3	0
Hate it	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL DISLIKE/ HATE	1	4	0	3	1	3	2	2	4	0	3	1	3	0
I have not heard of/listened to this album	21	24	19	5	19	29	51	21	27	19	23	31	10	18
Don't know	16	14	17	11	16	20	12	15	19	19	12	15	12	18

Reputation

Love it	16	15	16	31	15	9	5	16	11	18	12	15	27	14
Like it	33	31	34	38	35	25	29	33	41	30	34	28	38	32
TOTAL LOVE/LIKE	49	46	50	69	50	34	34	49	52	48	46	43	65	46
Dislike it	2	3	2	4	3	2	0	3	0	0	3	5	1	2
Hate it	0	1	0	0	0	0	2	0	0	0	1	0	1	0
TOTAL DISLIKE/ HATE	2	4	2	4	3	2	2	3	0	0	4	5	2	2
I have not heard of/listened to this album	29	32	28	16	27	39	51	30	21	26	35	36	13	30
Don't know	19	18	20	11	21	24	14	18	26	25	16	16	19	21

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Lover

Love it	12	9	14	27	11	8	3	13	8	14	8	20	24	7
Like it	35	37	34	34	36	34	27	35	34	32	36	31	40	35
TOTAL LOVE/LIKE	47	46	48	61	47	42	30	48	42	46	44	51	64	42
Dislike it	2	3	2	5	2	1	0	3	0	2	3	0	5	3
Hate it	0	0	0	2	0	0	0	1	0	0	1	0	2	0
TOTAL DISLIKE/ HATE	2	3	2	7	2	1	0	4	0	2	4	0	7	3
I have not heard of/listened to this album	31	34	29	17	30	34	54	31	33	29	36	34	13	33
Don't know	19	17	20	15	19	22	15	18	25	23	16	16	16	22

Folklore

Love it	13	13	12	26	9	15	5	13	7	13	13	18	11	10
Like it	29	31	28	31	33	18	21	29	30	28	27	28	38	28
TOTAL LOVE/LIKE	42	44	40	57	42	33	26	42	37	41	40	46	49	38
Dislike it	4	5	4	7	4	7	0	4	2	12	4	2	6	4
Hate it	1	0	1	2	1	0	0	1	0	0	1	0	2	1
TOTAL DISLIKE/ HATE	5	5	5	9	5	7	0	5	2	12	5	2	8	5
I have not heard of/listened to this album	33	33	33	20	33	34	54	33	37	29	39	35	18	34
Don't know	20	18	22	15	20	25	19	20	23	17	17	18	24	23

Evermore

Love it	12	15	11	27	10	11	3	12	7	20	13	13	15	9
Like it	32	29	35	36	33	31	27	33	29	27	32	31	39	33
TOTAL LOVE/LIKE	44	44	46	63	43	42	30	45	36	47	45	44	54	42
Dislike it	2	4	1	4	2	0	2	2	0	2	1	1	6	2
Hate it	1	1	0	0	1	0	0	1	0	0	1	0	0	1
TOTAL DISLIKE/ HATE	3	5	1	4	3	0	2	3	0	2	2	1	6	3
I have not heard of/listened to this album	32	33	32	18	33	34	49	32	42	27	36	39	15	33
Don't know	20	18	22	15	21	24	19	20	23	24	17	16	24	21

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Midnights

Love it	18	18	18	35	18	9	3	17	15	23	15	21	25	15
Like it	28	28	29	26	29	28	25	30	21	15	30	27	36	29
TOTAL LOVE/LIKE	46	46	47	61	47	37	28	47	36	38	45	48	61	44
Dislike it	1	3	1	6	1	0	0	2	0	0	2	0	4	1
Hate it	0	1	0	1	0	0	0	0	0	0	1	0	1	0
TOTAL DISLIKE/ HATE	1	4	1	7	1	0	0	2	0	0	3	0	5	1
I have not heard of/listened to this album	34	33	34	19	34	37	52	33	43	38	35	38	17	34
Don't know	19	18	19	13	18	26	19	18	20	24	17	15	16	20

And, which of these albums is your favourite?

Asked to those who liked more than one Taylor Swift album. For those who only like one album, that was automatically counted as their favourite and they did not see this question, n=371

Taylor Swift, Debut	8	7	8	4	8	8	12	7	9	19	5	6	10	6
Fearless (including Taylor's Version)	9	9	9	3	9	17	6	9	10	10	13	10	2	9
Speak Now	3	1	3	5	2	3	0	2	11	7	5	1	0	1
Red (including Taylor's Version)	15	14	16	22	18	2	6	16	18	6	17	12	24	14
1989	22	22	22	14	28	13	9	23	21	16	15	21	19	30
Reputation	7	7	8	9	7	9	4	8	4	4	4	6	14	9
Lover	5	8	4	12	3	5	8	6	0	0	7	16	6	1
Folklore	6	9	4	6	5	12	3	6	0	11	11	9	0	4
Evermore	4	5	4	6	3	7	3	4	0	5	2	4	8	4
Midnights	7	7	8	8	8	8	0	7	17	8	7	7	9	5
Don't know	13	11	14	12	8	16	47	13	10	13	13	8	9	16

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of Taylor Swift's songs are your favourite? Please list all that apply.

Base=those who gave a response, n=247

Shake It Off	28	34	24	13	28	41	10	28	18	28	25	27	12	36
Love Story	16	14	16	30	12	12	27	17	9	4	16	8	8	25
Anti-Hero	12	9	14	15	10	16	25	12	31	7	13	10	9	13
Blank Space	9	12	7	5	9	15	0	9	0	12	16	0	4	12
I Knew You Were Trouble	9	11	8	12	8	12	0	8	0	23	7	7	7	10
All Too Well	7	7	7	10	8	3	0	7	0	9	8	4	19	4
Bad Blood	7	4	9	13	7	2	0	6	0	18	8	5	6	5
Style	6	5	6	5	7	4	0	6	0	9	8	4	3	7
22	5	6	5	6	6	2	9	5	11	4	4	6	5	6
Red	5	4	5	10	4	3	0	5	0	0	1	2	28	1
We Are Never Ever Getting Back Together	5	6	5	2	4	8	20	5	0	9	6	2	0	7
You Belong With Me	5	5	6	9	6	2	0	5	0	9	9	2	5	5
Wildest Dreams	4	4	4	0	5	5	0	4	10	9	2	4	9	3
Exile	3	2	3	2	3	2	0	3	0	0	2	4	0	4
Look What You Made Me Do	3	2	4	7	4	0	0	3	7	9	4	0	0	5
Lover	3	2	3	4	2	5	0	3	0	6	5	7	0	0
Cardigan	2	2	2	4	1	7	0	2	0	0	6	3	0	1
Champagne Problems	2	0	3	2	2	0	0	2	0	0	0	2	0	4
Lavendar Haze	2	1	2	2	2	2	0	2	0	0	0	7	0	2
Mine	2	0	2	2	2	0	0	2	0	0	4	0	2	1
Paper Rings	2	2	2	11	0	0	0	2	0	0	0	2	5	2
August	1	1	1	0	1	3	0	1	0	0	2	0	0	1
Back to December	1	0	1	4	0	0	0	0	9	0	0	2	0	0
Bejeweled	1	2	0	0	0	3	0	1	0	0	0	0	5	0
Christmas Tree Farm	1	2	0	4	0	0	0	1	0	0	0	0	5	0
End Game	1	1	1	3	1	0	0	1	10	0	0	0	7	0
Everything Has Changed	1	2	0	0	1	2	0	1	0	0	2	0	0	1
Getaway Car	1	4	0	4	0	3	0	1	0	0	0	0	10	0
I Bet You Think About Me	1	0	1	2	0	0	0	1	0	0	1	2	0	0
The Joker and The Queen	1	2	0	0	0	2	8	1	0	0	3	0	0	0
This is Why We Can't Have Nice Things	1	2	1	4	0	3	0	1	0	0	0	0	5	1
You Need to Calm Down	1	1	1	2	0	2	0	1	0	0	0	2	0	1
Other	22	16	26	38	19	18	27	23	22	15	16	31	33	19

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Taylor Swift is currently re-recording some of her older albums from her back catalog.

And, of the remaining albums Taylor Swift is set to re-record, in which order would you like them to be released? Please rank the albums, with 1 being the one you'd most like to be released next.

Taylor Swift, Debut

Ranked first	13	11	14	12	12	18	12	12	22	13	8	11	8	18
Ranked second	15	10	18	13	17	16	4	15	8	15	12	15	14	18
Ranked third	13	19	10	20	16	3	0	13	9	13	16	9	19	12
Ranked fourth	16	11	19	32	15	9	10	16	14	17	19	14	20	15

Speak Now

Ranked first	10	11	9	15	11	5	0	8	13	19	8	11	10	7
Ranked second	14	13	15	22	14	12	7	15	0	11	18	9	18	16
Ranked third	17	12	19	20	18	15	9	16	31	14	12	16	18	18
Ranked fourth	17	16	18	21	17	15	11	18	9	15	17	14	15	21

1989

Ranked first	28	26	30	33	32	20	12	30	10	24	29	24	32	33
Ranked second	13	11	13	20	12	10	10	11	28	17	11	11	13	10
Ranked third	9	6	11	15	9	9	2	9	0	16	6	7	7	13
Ranked fourth	7	8	7	10	7	7	1	7	15	2	8	7	9	6

Reputation

Ranked first	6	4	8	18	5	4	2	7	7	3	10	4	10	5
Ranked second	16	17	15	23	18	8	5	16	17	15	14	14	15	18
Ranked third	18	14	21	24	17	19	16	19	14	15	21	17	18	19
Ranked fourth	17	17	17	14	20	15	3	16	15	25	11	14	17	20

Don't know	43	49	39	22	40	54	74	43	47	42	45	51	39	38
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