

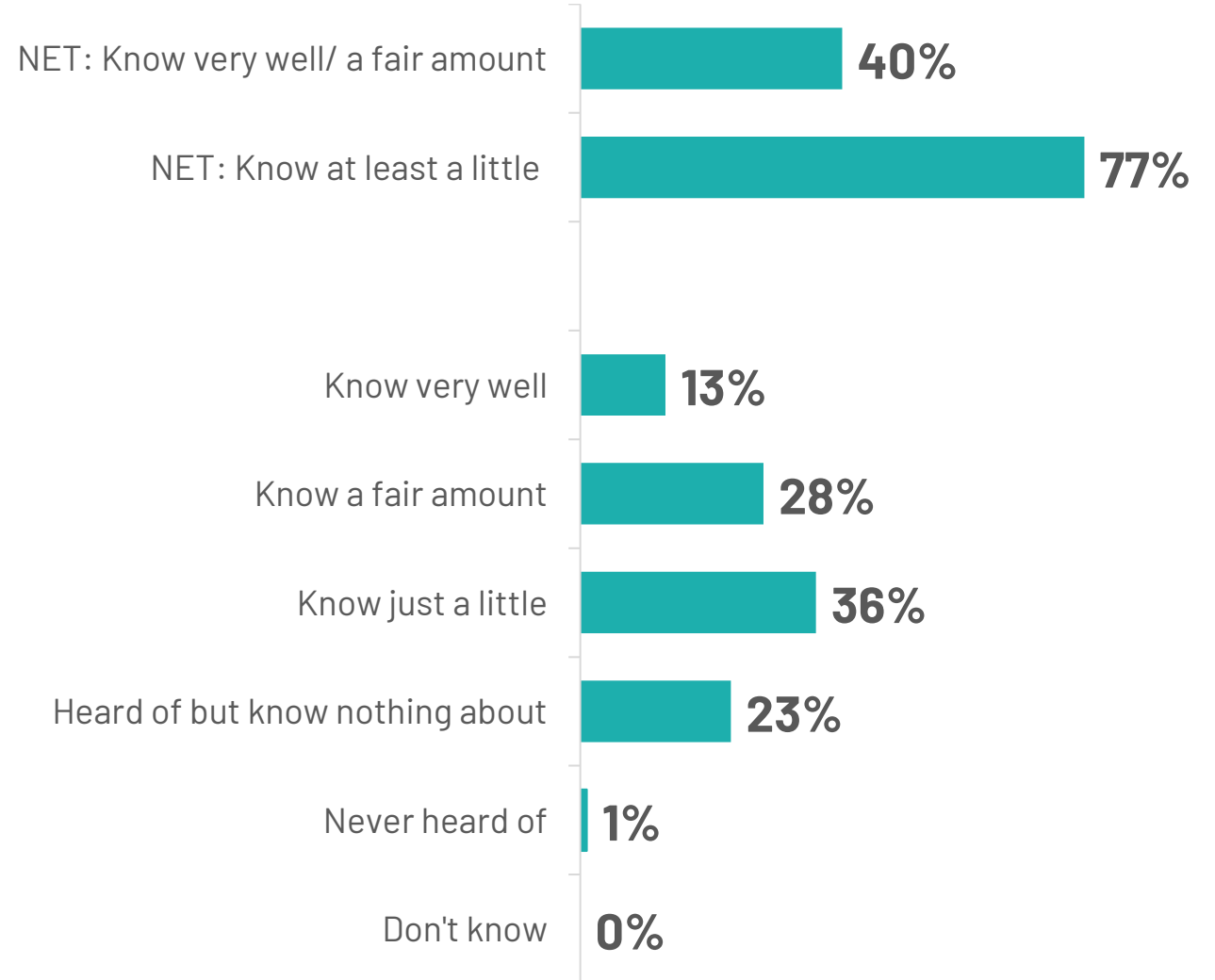
# Taylor Swift

September 2025



# Over 3 in 4 (77%) British adults know at least a little of Taylor Swift

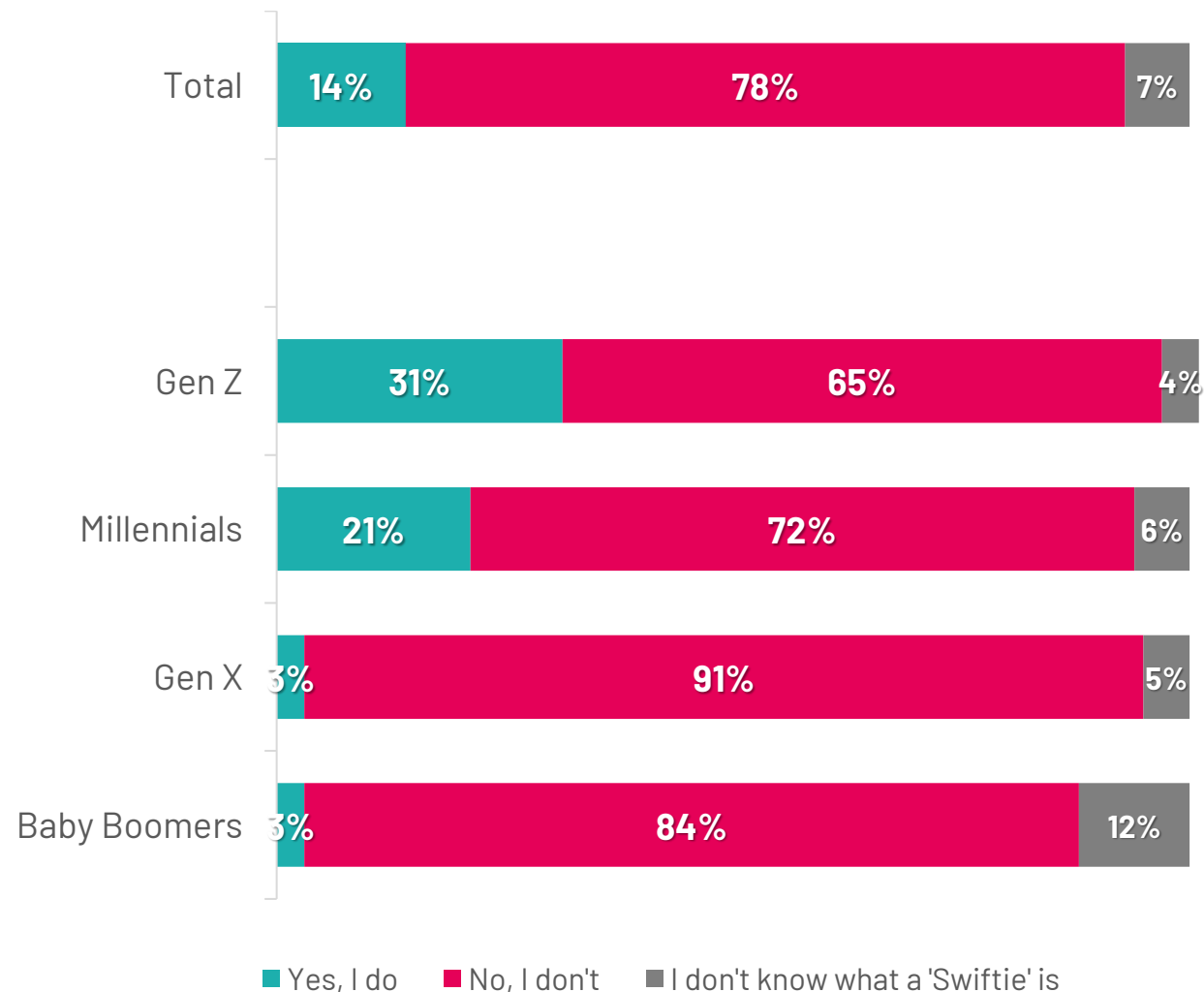
How much would you say you  
know of Taylor Swift?



Base: n=1,134 Online British adults aged 18-75, 26-30 September 2025

**Around 3 in 10  
(31%) Gen Z adults  
consider  
themselves a  
'Swiftie' compared  
to 2 in 10 (21%) of  
Millennials**

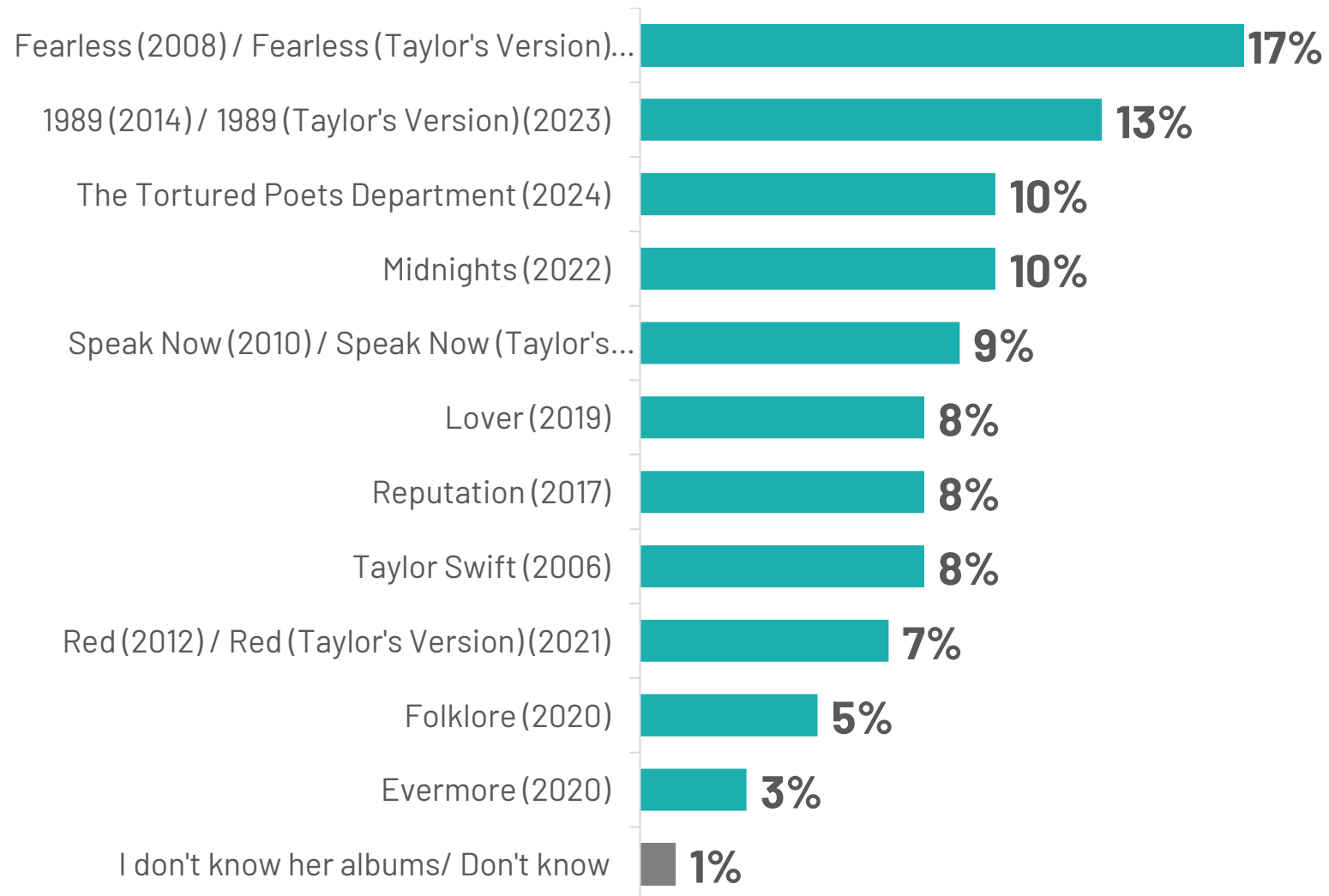
Do you consider yourself a 'Swiftie'?



**Base: n=1,134** Online British adults aged 18-75, 26-30 September 2025

# 'Fearless' is the favourite album amongst 'Swifties'

If you had to choose one, which, if any, of these Taylor Swift albums is your favourite?



Base: n=183 Online British adults aged 18-75 that consider themselves 'Swifties', 26-30 September 2025

# Almost half (47%) of British adults will listen to at least some of Taylor Swift's new album, 'Life of a Showgirl'

Taylor Swift will be releasing her new album 'Life of a Showgirl' on October 3 this year. When, if at all, are you planning to listen to the new album?

Net: Will listen to at least some of the album

47%

On the day of its release

6%

Within the first week

8%

Within a month of its release

6%

I will listen to it but at some point later

11%

I'll listen to some of the songs at some point, but I may not listen to the whole album

15%

I don't plan on listening to any songs on Taylor Swift's latest album

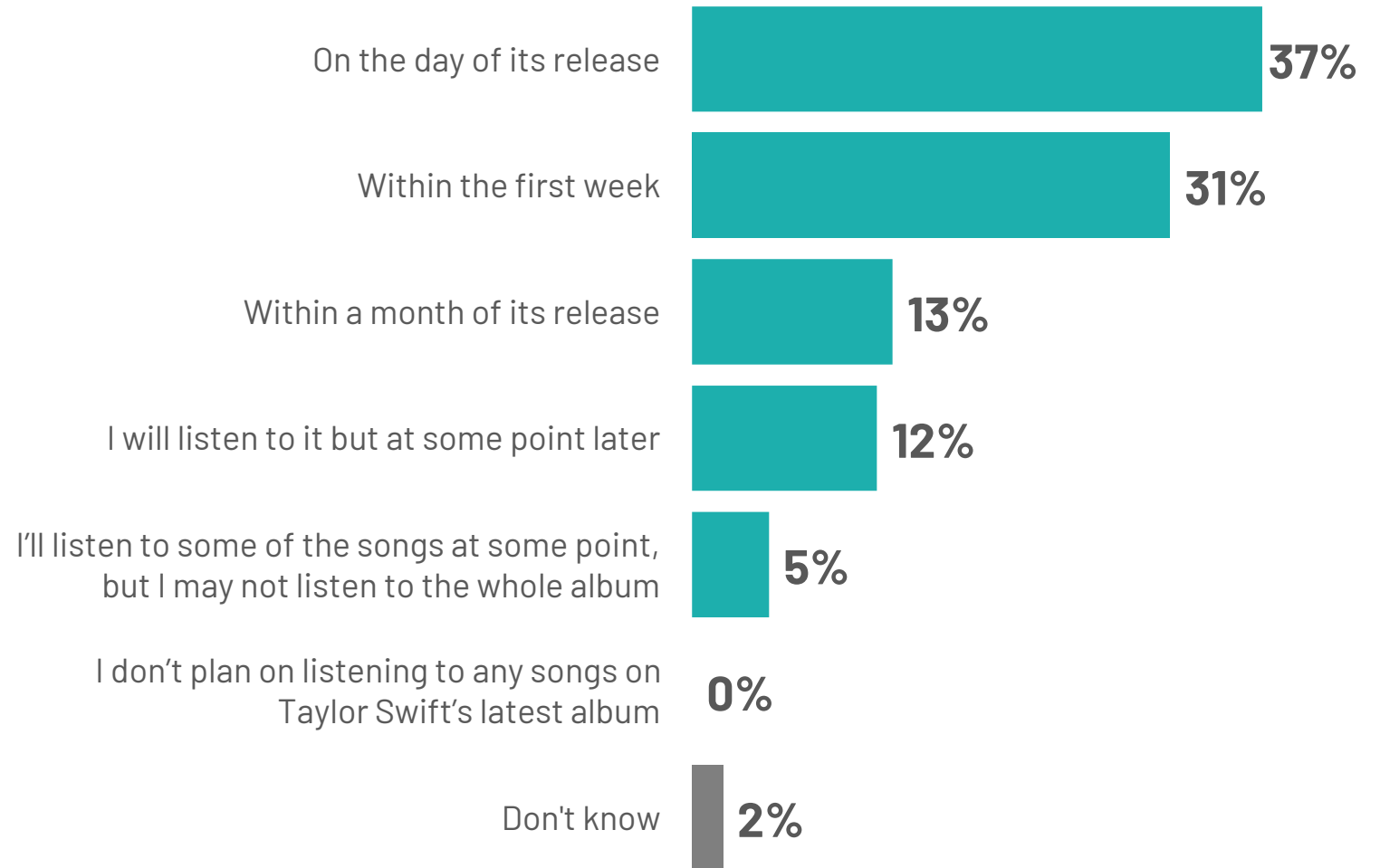
47%

Don't know

6%

# 37% of 'Swifties' plan to listen to Taylor Swift's new album on the day of its release and a further 31% within the first week

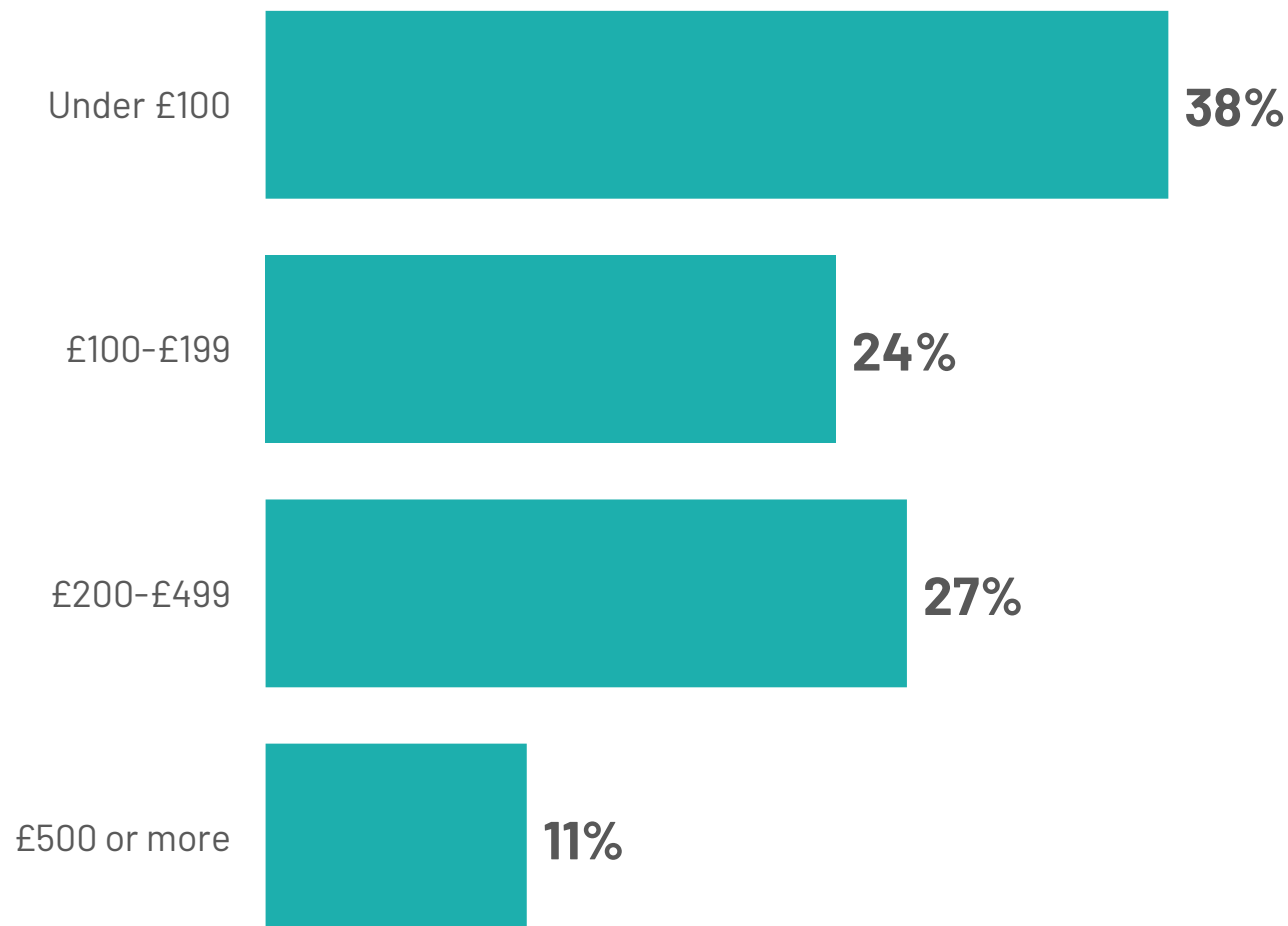
Taylor Swift will be releasing her new album 'Life of a Showgirl' on October 3 this year. When, if at all, are you planning to listen to the new album?



Base: n=183 Online British adults aged 18-75 that consider themselves 'Swifties', 26-30 September 2025

# Among those that would buy Taylor Swift tour tickets, 1 in 10 (11%) would spend £500 or more on tickets

How much would you be willing to spend on tickets, if anything, if Taylor Swift announces a tour to coincide with her new album?

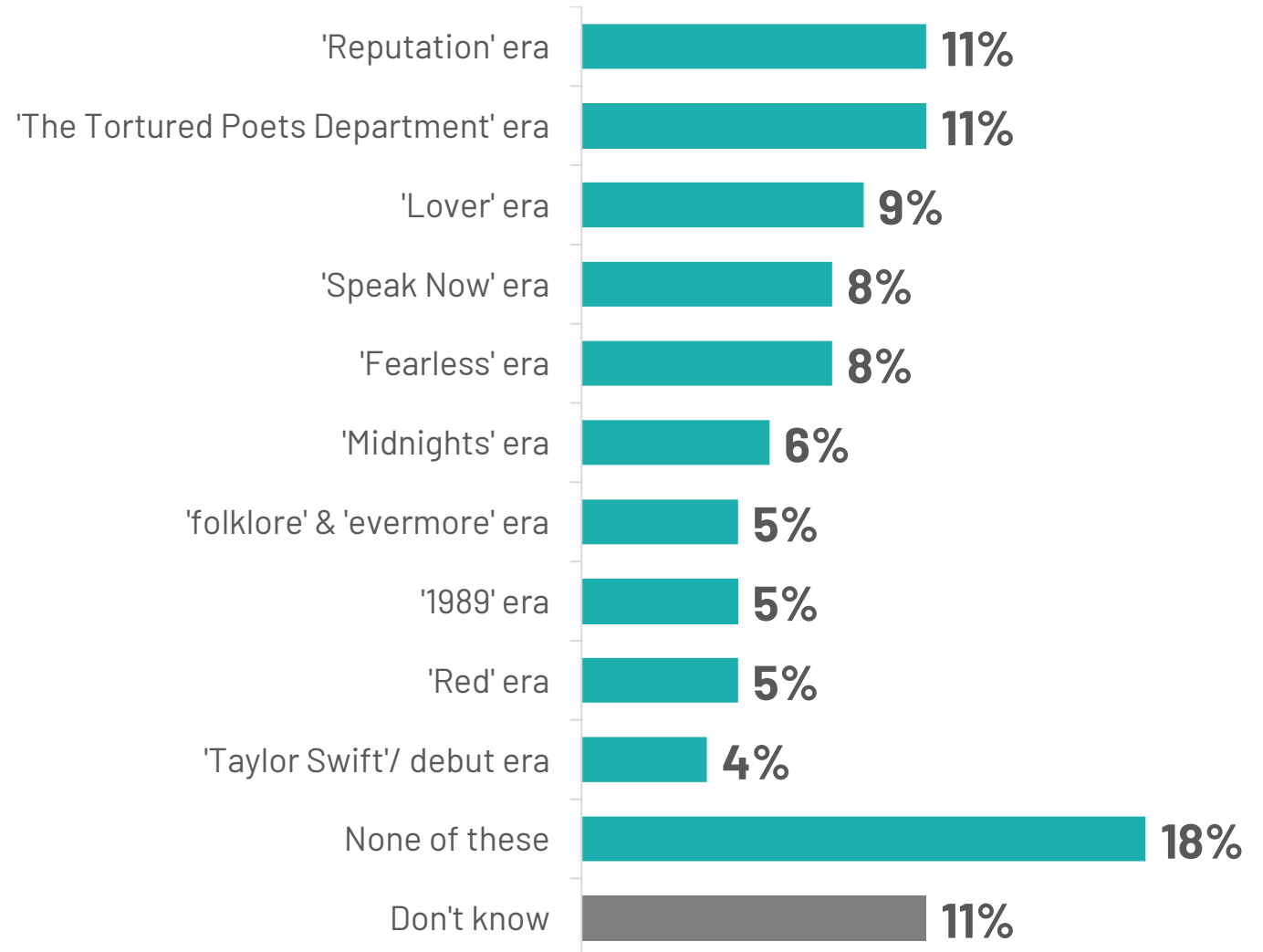


**Base: n=401** Online British adults aged 18-75 that would buy a ticket to a tour coinciding with Taylor Swift's new album, 26-30 September 2025

# Keir Starmer is best represented by the 'Reputation era' and 'The Tortured Poets Department era', 'Swifties' say

Which Taylor Swift era, if any, do you think most represents each of the following party leaders? – *Keir Starmer*

## Keir Starmer



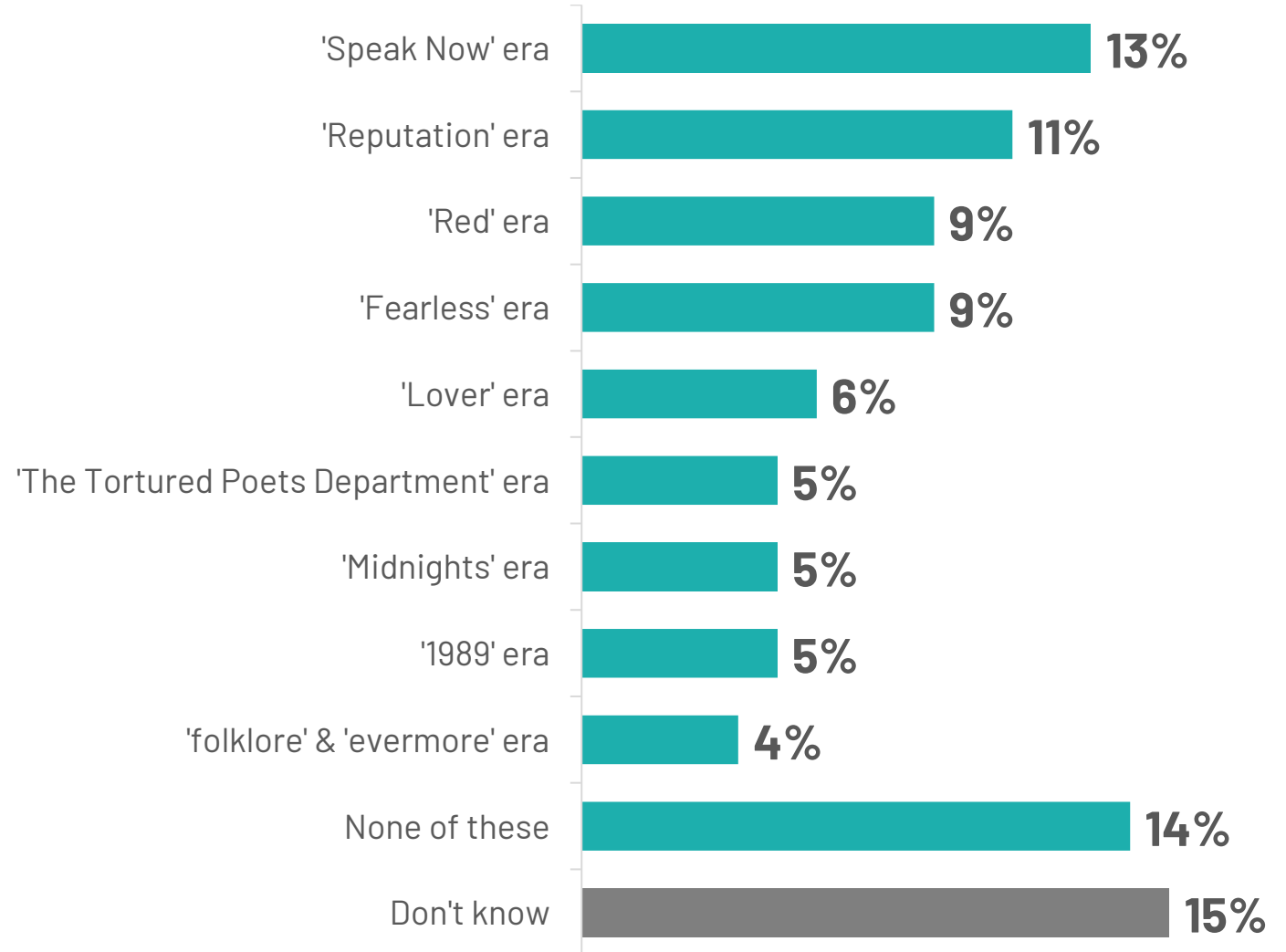
Base: n=183 Online British adults aged 18-75 that consider themselves 'Swifties', 26-30 September 2025



# 'Swifties' think Kemi Badenoch is best represented by the 'Speak Now era'

Which Taylor Swift era, if any, do you think most represents each of the following party leaders? – *Kemi Badenoch*

## Kemi Badenoch

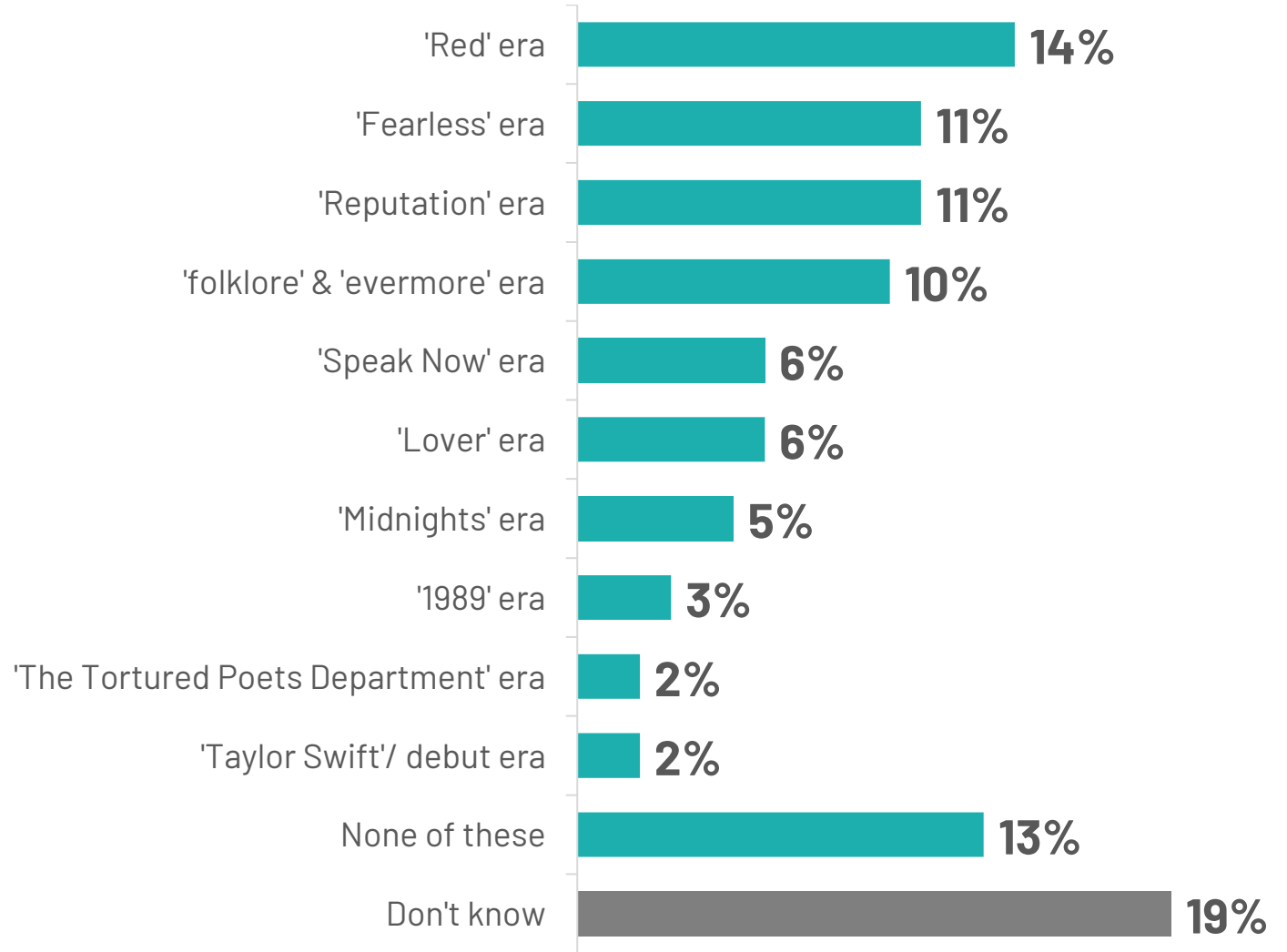


Base: n=183 Online British adults aged 18-75 that consider themselves 'Swifties', 26-30 September 2025

**Among 'Swifties',  
1 in 7 ( 14%)  
thought Ed Davey  
is best  
represented by the  
'Red era'**

Which Taylor Swift era, if  
any, do you think most  
represents each of the  
following party leaders? – *Ed  
Davey*

## Ed Davey

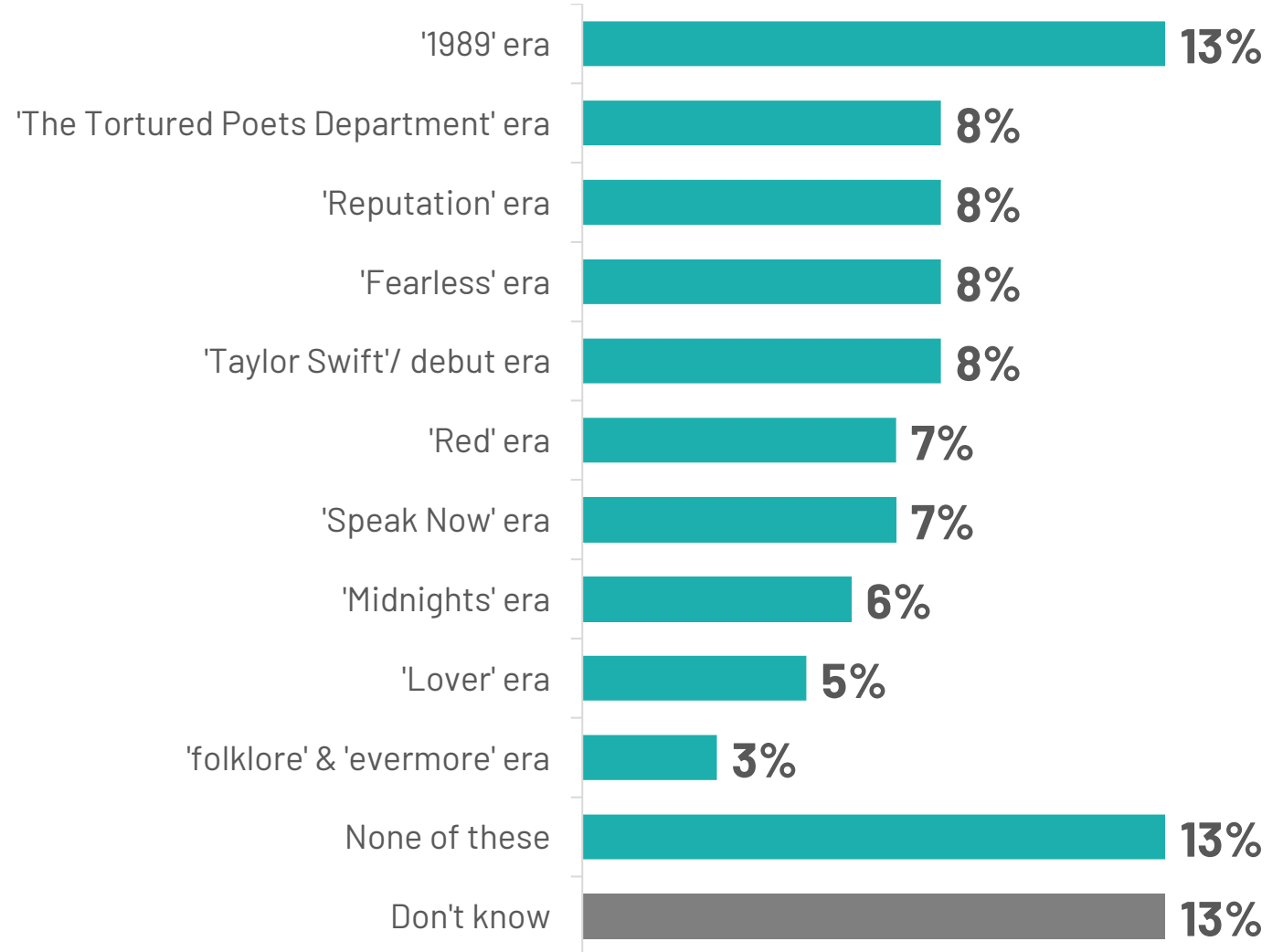


Base: n=183 Online British adults aged 18-75 that consider themselves 'Swifties', 26-30 September 2025

# Nigel Farage is in his '1989 era', 'Swifties' say

Which Taylor Swift era, if any, do you think most represents each of the following party leaders? – *Nigel Farage*

## Nigel Farage



Base: n=183 Online British adults aged 18-75 that consider themselves 'Swifties', 26-30 September 2025



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