

## YouGov Survey Results

Sample Size: 1623 GB Adults  
Fieldwork: 19th - 20th September 2016

	EU Ref Vote 2016			Vote in 2015				Gender		Age				Social Grade		Region					
	Total	Remain	Leave	Did not vote	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>1623</b>	638	693	254	458	380	97	155	786	837	188	693	401	341	925	698	195	539	349	391	149
Unweighted Sample	1623	790	665	145	481	426	107	160	724	899	180	688	441	314	1042	581	187	542	329	399	166
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Do you think you have good or bad taste in...

#### Clothes

Excellent taste	9	7	9	12	7	8	8	11	10	8	16	10	7	6	9	8	14	10	5	8	8
Above average taste	20	22	20	14	24	18	21	19	18	23	24	22	19	16	20	21	23	18	17	24	20
<b>TOTAL EXCELLENT/ABOVE AVERAGE</b>	<b>29</b>	<b>29</b>	<b>29</b>	<b>26</b>	<b>31</b>	<b>26</b>	<b>29</b>	<b>30</b>	<b>28</b>	<b>31</b>	<b>40</b>	<b>32</b>	<b>26</b>	<b>22</b>	<b>29</b>	<b>29</b>	<b>37</b>	<b>28</b>	<b>22</b>	<b>32</b>	<b>28</b>
Average taste	56	55	58	56	56	58	50	62	52	61	49	53	60	63	55	58	53	57	59	54	59
Below average taste	11	13	9	10	11	11	18	7	16	6	9	12	10	11	12	10	8	11	16	9	9
Terrible taste	4	3	3	7	3	5	2	2	6	2	2	4	4	4	4	3	2	4	3	5	5
<b>TOTAL BELOW AVERAGE/TERRIBLE</b>	<b>15</b>	<b>16</b>	<b>12</b>	<b>17</b>	<b>14</b>	<b>16</b>	<b>20</b>	<b>9</b>	<b>22</b>	<b>8</b>	<b>11</b>	<b>16</b>	<b>14</b>	<b>15</b>	<b>16</b>	<b>13</b>	<b>10</b>	<b>15</b>	<b>19</b>	<b>14</b>	<b>14</b>

#### Music

Excellent taste	17	16	16	21	13	17	10	15	20	13	27	18	18	6	18	15	18	16	17	17	16
Above average taste	26	29	24	24	24	30	31	24	29	23	36	27	23	21	26	25	26	26	24	27	24
<b>TOTAL EXCELLENT/ABOVE AVERAGE</b>	<b>43</b>	<b>45</b>	<b>40</b>	<b>45</b>	<b>37</b>	<b>47</b>	<b>41</b>	<b>39</b>	<b>49</b>	<b>36</b>	<b>63</b>	<b>45</b>	<b>41</b>	<b>27</b>	<b>44</b>	<b>40</b>	<b>44</b>	<b>42</b>	<b>41</b>	<b>44</b>	<b>40</b>
Average taste	47	44	50	46	53	42	50	51	41	53	30	46	49	58	44	52	46	49	50	45	46
Below average taste	7	8	7	6	9	7	9	7	6	9	6	5	8	12	9	6	7	7	7	9	9
Terrible taste	2	2	2	3	1	4	0	3	4	1	0	4	1	2	2	2	3	2	3	2	4
<b>TOTAL BELOW AVERAGE/TERRIBLE</b>	<b>9</b>	<b>10</b>	<b>9</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>9</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>6</b>	<b>9</b>	<b>9</b>	<b>14</b>	<b>11</b>	<b>8</b>	<b>10</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>13</b>

#### Interior design

Excellent taste	7	5	7	8	5	4	8	10	6	7	12	6	7	3	7	6	8	7	4	8	4
Above average taste	21	23	20	17	21	19	22	19	18	23	27	21	20	19	21	20	30	21	19	17	20
<b>TOTAL EXCELLENT/ABOVE AVERAGE</b>	<b>28</b>	<b>28</b>	<b>27</b>	<b>25</b>	<b>26</b>	<b>23</b>	<b>30</b>	<b>29</b>	<b>24</b>	<b>30</b>	<b>39</b>	<b>27</b>	<b>27</b>	<b>22</b>	<b>28</b>	<b>26</b>	<b>38</b>	<b>28</b>	<b>23</b>	<b>25</b>	<b>24</b>
Average taste	51	52	52	48	52	54	52	55	47	55	38	55	52	50	51	51	47	51	53	51	51
Below average taste	17	15	17	21	19	17	11	12	21	13	17	13	18	23	17	17	11	15	20	18	20
Terrible taste	5	5	4	7	2	6	6	4	8	2	5	5	4	5	4	5	4	6	3	5	5
<b>TOTAL BELOW AVERAGE/TERRIBLE</b>	<b>22</b>	<b>20</b>	<b>21</b>	<b>28</b>	<b>21</b>	<b>23</b>	<b>17</b>	<b>16</b>	<b>29</b>	<b>15</b>	<b>22</b>	<b>18</b>	<b>22</b>	<b>28</b>	<b>21</b>	<b>22</b>	<b>15</b>	<b>21</b>	<b>23</b>	<b>23</b>	<b>25</b>

#### Movies/TV

Excellent taste	12	12	12	14	8	14	11	15	16	9	21	17	8	3	13	11	16	12	11	15	8
Above average taste	26	28	23	26	24	25	28	21	30	21	28	30	24	17	27	24	28	25	27	24	23
<b>TOTAL EXCELLENT/ABOVE AVERAGE</b>	<b>38</b>	<b>40</b>	<b>35</b>	<b>40</b>	<b>32</b>	<b>39</b>	<b>39</b>	<b>36</b>	<b>46</b>	<b>30</b>	<b>49</b>	<b>47</b>	<b>32</b>	<b>20</b>	<b>40</b>	<b>35</b>	<b>44</b>	<b>37</b>	<b>38</b>	<b>39</b>	<b>31</b>
Average taste	52	48	54	52	57	50	52	53	44	60	45	45	56	65	50	54	47	53	51	49	60
Below average taste	9	9	9	6	10	8	9	9	7	10	5	6	11	14	8	9	7	9	10	9	6
Terrible taste	2	2	2	2	2	2	0	1	3	1	1	3	1	1	2	1	2	1	1	2	3
<b>TOTAL BELOW AVERAGE/TERRIBLE</b>	<b>11</b>	<b>11</b>	<b>11</b>	<b>8</b>	<b>12</b>	<b>10</b>	<b>9</b>	<b>10</b>	<b>10</b>	<b>11</b>	<b>6</b>	<b>9</b>	<b>12</b>	<b>15</b>	<b>10</b>	<b>10</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>11</b>	<b>9</b>

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

On which of these things do you let your partner make the decisions, because they have better taste?

**Clothes**

I prefer to make the decisions	<b>50</b>	53	50	43	52	52	50	49	39	60	37	55	51	45	52	46	40	51	50	50	54
I let my partner make the decisions	<b>14</b>	14	15	12	17	15	8	15	26	3	6	14	16	16	15	12	12	14	16	16	8
Not sure	<b>9</b>	8	8	13	7	8	12	6	12	7	6	9	12	8	9	10	11	8	9	10	10
Not applicable - I do not have a partner	<b>27</b>	26	27	32	24	25	30	30	24	31	52	21	22	31	24	32	37	28	25	24	28

**Music**

I prefer to make the decisions	<b>50</b>	52	50	45	53	53	44	49	54	46	34	56	53	42	52	46	38	46	53	56	53
I let my partner make the decisions	<b>9</b>	9	10	8	8	11	7	14	8	10	6	10	9	10	11	7	11	12	7	7	7
Not sure	<b>14</b>	13	13	15	14	11	19	7	14	14	8	13	16	17	13	15	14	15	14	13	12
Not applicable - I do not have a partner	<b>27</b>	26	27	32	24	25	30	30	24	31	53	21	22	31	24	32	36	28	25	24	28

**Interior design**

I prefer to make the decisions	<b>34</b>	35	35	26	35	35	35	34	18	49	20	39	35	30	35	31	34	33	34	34	31
I let my partner make the decisions	<b>25</b>	25	29	19	29	26	21	31	45	7	12	26	29	27	28	22	15	25	26	28	34
Not sure	<b>14</b>	14	9	22	12	13	13	6	14	13	16	14	14	12	12	15	14	14	15	14	7
Not applicable - I do not have a partner	<b>27</b>	26	27	32	24	25	31	30	24	31	52	22	22	31	24	32	37	28	25	24	28

**Movies/TV**

I prefer to make the decisions	<b>39</b>	40	39	37	40	43	36	40	42	36	27	47	37	32	42	34	31	37	42	43	36
I let my partner make the decisions	<b>16</b>	15	18	14	16	16	18	17	15	18	13	16	18	17	16	17	13	17	15	16	19
Not sure	<b>17</b>	19	16	17	19	16	17	13	20	15	9	16	22	20	18	17	19	18	18	17	17
Not applicable - I do not have a partner	<b>27</b>	26	27	32	25	25	30	30	24	31	52	22	23	31	24	32	37	28	25	24	28

**[Excluding those WITHOUT A PARTNER]**

**Clothes**

I prefer to make the decisions	<b>68</b>	72	68	63	68	69	71	70	51	87	77	70	65	65	68	68	63	71	67	66	75
I let my partner make the decisions	<b>19</b>	19	21	18	22	20	11	21	34	4	13	18	21	23	20	18	19	19	21	21	11
Not sure	<b>12</b>	11	11	19	9	11	17	9	16	10	13	11	15	12	12	15	17	11	12	13	14

**Music**

I prefer to make the decisions	<b>68</b>	70	68	66	70	71	63	70	71	67	71	71	68	61	68	68	60	64	71	74	74
I let my partner make the decisions	<b>12</b>	12	14	12	11	15	10	20	11	14	13	13	12	14	14	10	17	17	9	9	10
Not sure	<b>19</b>	18	18	22	18	15	27	10	18	20	17	16	21	25	17	22	22	21	19	17	17

**Interior design**

I prefer to make the decisions	<b>47</b>	47	48	38	46	47	50	49	24	71	42	49	45	43	46	46	54	46	45	45	43
I let my partner make the decisions	<b>34</b>	34	40	28	38	35	30	44	59	10	25	33	37	39	37	32	24	35	35	37	47
Not sure	<b>19</b>	19	12	32	16	17	19	9	18	19	33	18	18	17	16	22	22	19	20	18	10

**Movies/TV**

I prefer to make the decisions	<b>53</b>	54	53	54	53	57	51	57	55	52	56	59	47	46	55	50	49	51	56	57	50
I let my partner make the decisions	<b>22</b>	20	25	21	21	21	26	24	20	26	27	20	23	25	21	25	21	24	20	21	26
Not sure	<b>23</b>	26	22	25	25	21	24	19	26	22	19	20	28	29	24	25	30	25	24	22	24

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

Do you think there is such a thing as 'good taste' or do you think the only thing that matters is whether you like something?

There is such a thing as 'good taste'	<b>29</b>	31	30	25	35	26	30	28	31	27	27	26	33	33	34	23	34	30	24	31	26
The only thing that matters is whether I like something	<b>63</b>	64	63	60	59	68	64	68	60	65	57	64	61	64	59	68	58	60	70	60	69
Not sure	<b>8</b>	5	7	15	6	6	6	4	9	7	15	10	6	3	7	10	8	9	6	9	5