

1664®



**A QUESTION OF**

**GOOD TASTE**



# FOREWORD FROM 1664

“  
**THE EPITOME OF  
BAD TASTE, IS TO  
THINK YOU HAVE  
GOOD TASTE.**”

– Robert Pattinson, 2026

For hundreds of years, 1664 has been a beer with a point of view. Good taste is not incidental to who we are; it is an integral part of our identity, our worldview and our aesthetic. Over the past two years, global culture has made it harder to express personal taste without risk or jeopardy. 1664, a beer that exists to champion good taste, wanted to understand why having an opinion on taste has become so hard. The white paper delves into the forces that challenge the expression of taste. The research spans the globe, many conversations, and thousands of data points. What it finds should stop us in our tracks: most of us believe we have good taste, yet we hold back, not out of indifference, but a very modern form of fear. This paper uncovers what that global fear is, where it is coming from, and the risks of continuing to suppress our taste on such a universal scale.

# EXEC SUMMARY

“  
**TASTE IS FIRST AND  
FOREMOST DISTASTE.**”

– Pierre Bourdieu,

*Distinction: A Critical Judgement on Taste* (1979)

**WE ALL BELIEVE WE HAVE GOOD TASTE. BUT NEARLY ALL OF US ARE AFRAID TO SHOW IT.**

That is the central tension of our research.

Across over 3,500 respondents, this research has uncovered a paradox that is quietly reshaping how we live, communicate and judge one another.

87% of people say good taste is important to their sense of self. 83% believe they personally possess it. And yet, when placed in an unfamiliar social setting, the vast majority retreat, with 82% in agreement that it is more polite to hold back their opinions than to express them.

So we are left with a question worth sitting with: *If taste is so central to who we are, why are we so reluctant to let anyone see it?*

Good taste was once a quieter thing. It lived in the objects we chose, the spaces we built, the meals we prepared. It was personal, legible perhaps, to those who knew us, but it was not performative.

Today, taste is public. It is algorithmically surfaced, socially evaluated, and constantly on display. We live in a culture that celebrates individuality and authenticity, and that simultaneously penalises anyone who gets it wrong.

The result is a generation of people who care deeply about what they like, but have learned to be very careful about saying so. People have learned to adapt, not by abandoning their taste, but by wearing it quietly. It is a rational response to a world where judgment, conflict and social repercussions follow

the expression of opinion. Good taste, it turns out, is no longer purely aesthetic. It has become a social filter, shaping not just what we admire, but what we are willing to say out loud, and to whom.

Then there is the question of algorithmically curated taste. More than half of respondents tell us that algorithms make it easier to develop their own taste across everything from fashion to food, interiors to music. Yet the vast majority (81%) insist that good taste is fundamentally ‘human’. This is a contradiction we have not yet reckoned with.

This raises what may be the defining question of our decade: When everyone has access to the same perfectly curated recommendations, the same ‘perfect’ choices, does taste still mean anything?

Globally, this research reveals important cultural fault lines.

In some countries, good taste is bound tightly to social harmony and restraint, knowing when not to speak in itself being a mark of refinement. In others, it lives in confidence, debate, even provocation. But across every border, one tension holds everywhere without exception:

**WE VALUE HONESTY IN THEORY, AND PRACTICE  
CAUTION IN REALITY.**

The gap between what we believe and how they actually behave is remarkably consistent, regardless of geography, culture or context. *‘A Question of Good Taste’* is an investigation into that gap.

It argues that good taste can no longer be understood as a matter of aesthetics alone. It is a question of social judgment. It determines when we speak, when we stay silent, and how we navigate disagreement in an increasingly connected and surveilled world.

The opportunity is not to abandon good taste. It is not to replace restraint with unfiltered expression. It means something harder and more interesting: to evolve what good taste actually means. To reclaim it as the confidence to speak with clarity, the courage to hold an unpopular opinion and the grace to agree to disagree – without anyone having to lose.

**Taste is not dead, but it is afraid. This paper asks why, and what it will take to change that.**

#### NOTES FOR READING

When a sentence reads: “**80%** (20%) of people agree with their partner”, the first % combines “strongly agree” and “agree”, and the second % in brackets signifies only the ‘strongly agree’. This would be the same for a ‘disagree’ data point.

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# 1.0 THE LENS:

GOOD TASTE, IDENTITY  
AND THE SELF

A QUESTION OF GOOD TASTE

## HOW SOMEONE FEELS ABOUT THEMSELVES IS THE BEST INDICATOR FOR HOW CONFIDENT THEY ARE IN THE WORLD.

Someone who ‘knows who they are’, are more likely to express themselves in a way that matches their identity, whether this is how they dress, how they speak, or simply how they carry themselves. However, being truly self-expressive does not necessarily mean you are fashionable or loud, it just means who you are on the inside is reflected in how you come across on the outside. This will be an aspirational state for some more than others, but being as close as possible to ‘yourself’ is the best option.



I would say good taste is authenticity. It's also being real to yourself without fear of judgement of other people, and sometimes those things that you like are also aligned with what is internationally considered good taste. I believe that taste comes from within, it's a kind of quiet confidence. It's a belief in yourself.

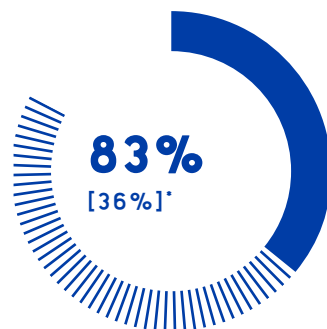
– Male, 43 years old, Vietnam

From our quantitative survey, **87%** [42% strongly agree] of all respondents agree that, “Good taste is important to my identity or sense of self”. This is an important overlapping of traits i.e. good taste and sense of self are intrinsically linked. Therefore, how we think about good taste, both in ourselves and others, directly impacts how we express ourselves.

## GOOD TASTE IS SUBJECTIVE, BUT MOST PEOPLE BELIEVE THEY HAVE IT.

Good taste as a concept translates globally, and people who have it know what it looks like, but it isn't always easy to articulate. Interestingly, **83%** [36%] of all respondents agree that, “I personally have good taste”, which is a surprisingly high percentage [as shown in Figure 1]. This near-universal ownership highlights a paradox: When everyone claims distinction, distinction itself loses meaning. It also leads to the logical conclusion that more of us think we have good taste than those who actually do.

Figure 1



of all respondents agree that, “I personally have good taste”

\* [%] – strongly agree



Beauty's in the eye of the beholder. Within your niche, within your pocket, within your community, I think that's what you have to focus on. I don't think it's objective.

– Male, 34 years old, Canada

This creates a tension in the concept of good taste. Although it's overwhelmingly agreed to be subjective, there are still implicit standards at play and the judge is biased, because we are judging ourselves and others. Authenticity is also a key factor here, with all interviewees agreeing that one can't have good taste without it. You can *appear* to have it, or even buy it, but it won't last. It can be mimicked, but it can't be truly applied without the presence of authenticity – and those who have it can tell.

In Pierre Bourdieu's seminal work, *Distinction: A Critical Judgement on Taste* (1979), he states, "Social subjects, classified by their classifications, distinguish themselves by the distinctions they make, between the beautiful and the ugly, the distinguished and the vulgar, in which their position in the objective classifications is expressed or betrayed."<sup>1</sup> Therefore, taste is something that can only truly be exhibited in a social setting. We are influenced by the social hierarchy of society, whether we like it or not, and therefore it is patently obvious when someone is pretending to be someone they are not, given their surroundings, in both the physical and the abstract.



Can you have good taste without being authentic? I'm going to say no, I don't think you can. When someone has good taste, it naturally radiates from them as a person who's secure in themself and confident... If you don't authentically have taste, you can see it's gimmicky, it's not something that's real to you or becomes a passion.

– Male, 35 years old, UK

<sup>1</sup> Bourdieu, P. (1984) *Distinction: A Social Critique of the Judgment of Taste*. Routledge & Kegan Paul, London.

## SO WHAT IS GOOD TASTE DEFINED AS?

From a multiple choice question, survey respondents were split across a few answers to this. As shown in Figure 2, “Refined aesthetic choices” (which intentionally is not clearly defined in itself) is the highest in Ukraine at **52%** and Vietnam at **51%**. But, “self-confident choices” in EU markets is more popular, i.e. countries with a more egalitarian structure, such as Denmark at **27%** and Germany at **25%**. These stats are nowhere near a consensus, but it does indicate that markets with ‘flatter’ societies are more likely to respect others’ choices and to embrace the whole person, while status driven markets lean towards a more superficial or aesthetic judgement.

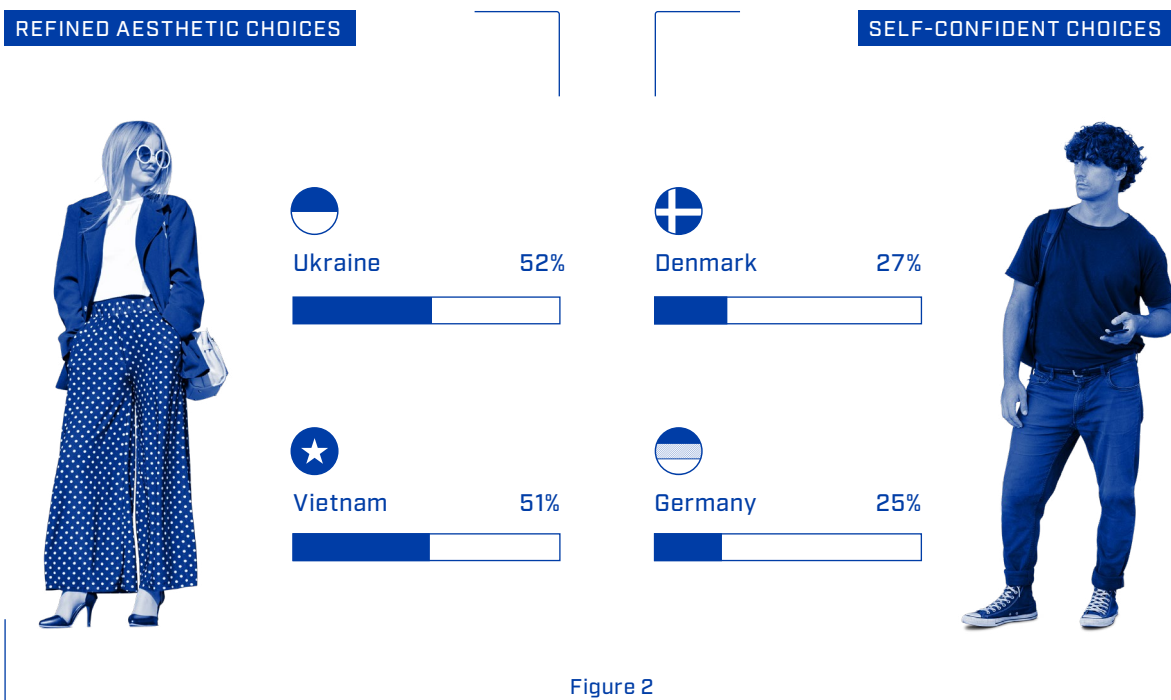


Figure 2

From our qualitative interviews, there is an almost whole consensus that someone with good taste is unlikely to have it in general, but rather has it in certain areas of life e.g. fashion, food, design. From our survey, it's clear that it's more important to have good taste in fashion and conversation, and then in friends and food.

“

Taste is obviously completely subjective, so I think it's unfair to impose that as an absolute. But for someone that has good taste, like myself, I can like many things, many different ways.

– Female, 44 years old, China

**MARKET STAND-OUT**

When looking at a market level, good taste seems to be fundamental to the UK's historic class culture, with a huge **97%** of Brits agreeing that, "Good taste is important to their sense of identity". This dynamic is arguably now playing out in markets like China and Vietnam, who both stand at **93%** agreement for the same statement, with the lowest agreement in Denmark at **72%**.

**GOOD TASTE IS IMPORTANT TO THEIR SENSE OF IDENTITY**

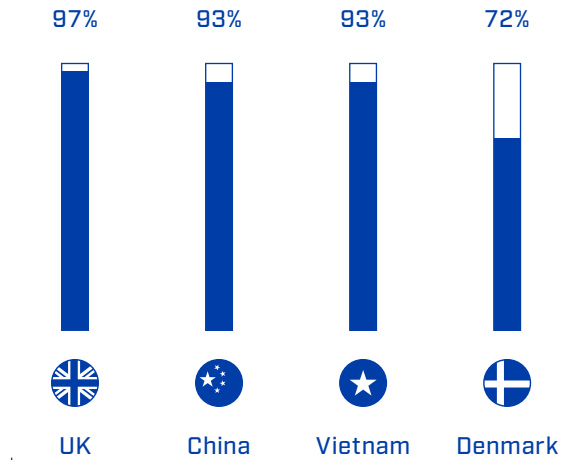


Figure 3

**THE TAKEAWAY:**

We must consider the weight of perceiving one has good taste, and how this impacts confidence. There is surely a correlation between considering good taste a strong part of one's identity, and how confident one feels to be expressive in whichever way they see fit.



A QUESTION OF GOOD TASTE



# 2.0 THE PROBLEM:

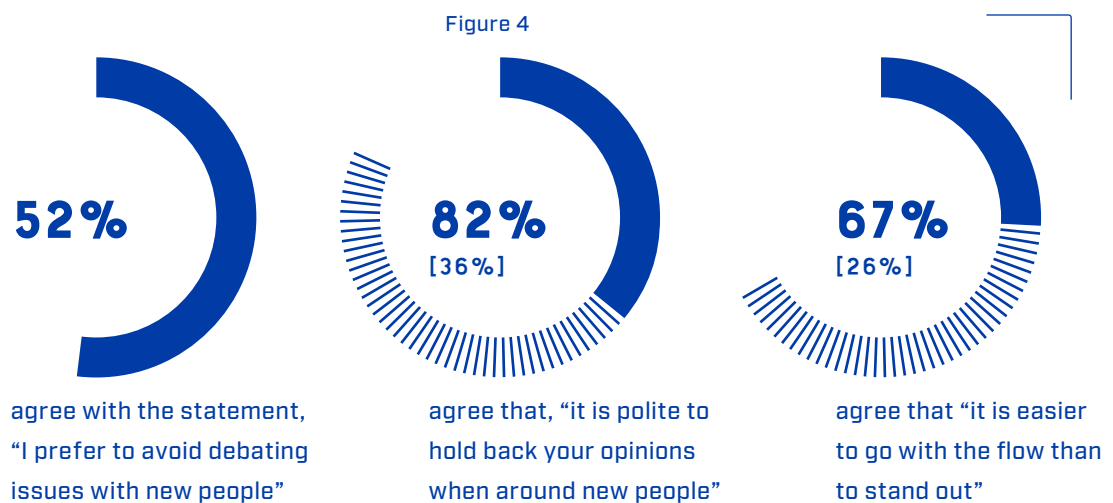
WHEN GOOD TASTE BECOMES  
SELF-CENSORED

A QUESTION OF GOOD TASTE

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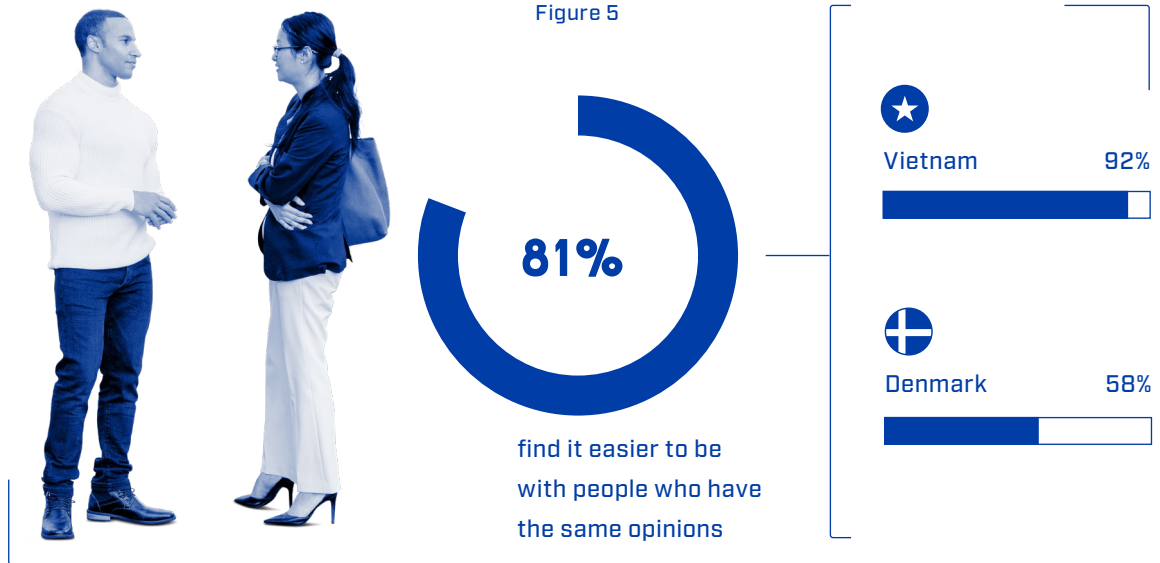
**DESPITE PLACING A HIGH VALUE ON INDIVIDUALITY AND CLAIMING A STRONG SENSE OF SELF, MOST PEOPLE ADMIT TO SELF-CENSORING IN ORDER TO FIT IN.**

**52%** of respondents agree with the statement, “I prefer to avoid debating issues with new people”, and **82%** [**36%**] agreeing that, “It is polite to hold back your opinions when around new people.” This is opposing in spirit to the confident and expressive answers received in other responses about being true to oneself. These data points indicate that if the respondents are the ones to express a potentially opposing opinion, they would rather know their audience. Germans are less likely to go down this path, with only **42%** in agreement, whereas Vietnamese consumers report the highest agreement at **65%** i.e. they are least inclined to cause disruption.



Predictably, we overall find it easier [**81%**] to be with “people who have the same opinions”, so we don’t need to hold back as much because it feels more like a safe space for expression. However, this does differ significantly in some markets, with **92%** agreement in Vietnam, but only **58%** agreement in Denmark, which indicates Danes don’t feel the need to be surrounded by people of similar tastes and opinions as much as the Vietnamese do.

We certainly claim to know when the right time is for opinion sharing, with **91%** [**54%**] agreeing that “You’ve got to learn when to express yourself and when not to,” but if we follow the logic of the previous data points, this means simply not expressing opposing views.



Personally right now, it's hard to find a setting where I'd be able to voice anything I want without any fear of repercussions.

– Male, 36 years old, Ukraine



I wanted to have people agreeing with what I was saying because it was a reflection on me. So I think there was that and it was very linked with insecurity... I think it's also very important to disagree, and I think it's very important to have a different opinion.

– Female, 41 years old, Germany

What's puzzling is that **77%** of respondents think that, "Society would be a better place if we were all open and honest in all contexts," with agreement ahead in the UK and Vietnam. But this is deceptive. The data leads us to believe we have an innate bias towards transparency and openness, but in practice, we reign it in due to fear of being judged, creating conflict, or out of respect for social and cultural norms. The problem is, the consequences of disagreement feel more heightened today than ever before. People feel more entrenched in their views, and so it's likely an agreement or compromise will be made in a heated environment to temper debate.

The traditional 'red lines' of money, politics and religion still hold for all markets (except China, where religion falls to number 5). But there are plenty of other areas where people are also concerned about not compromising, such as food, music, fashion and sport. So it's no longer just the 'big' topics where people are keeping quiet, it's many of the cultural ones as well.

“

One thing that I try not to do is have deep conversations about religion or politics with people I don't know that well. We don't know each other that well, and we don't need to get that mad at each other.

– Male, 34 years old, Canada

“

I've got a mixed feeling about how to express what you think, it can be dangerous. Like how people say, 'I can't say anything anymore these days because I get cancelled'.

– Male, 31 years old, Germany

“

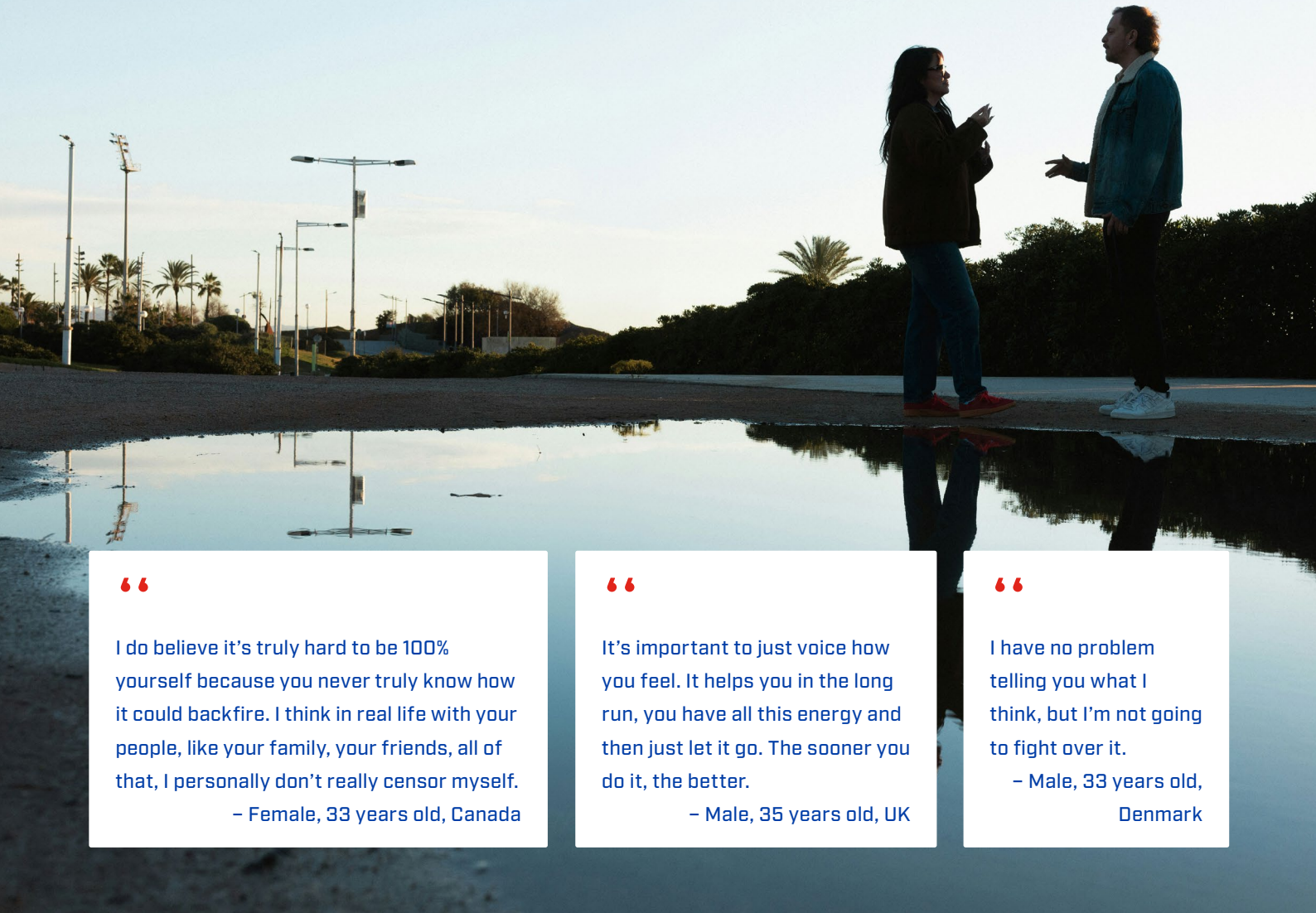
With political things and cultural things, I guess I get quite nervous to say the wrong thing these days. So possibly getting less confident to share their opinion or say that could be deemed as wrong.

– Female, 36 years old, UK

**STEERING CLEAR OF POTENTIALLY HOSTILE TOPICS MAY SEEM LIKE A SENSIBLE BEHAVIOURAL CHOICE ON THE SURFACE, BUT THIS FORM OF SELF-CENSORSHIP IS NOT AS HELPFUL AS IT MAY APPEAR.**

The individual who self-censors is doing so to: “Maintain a positive atmosphere” (38%), “to avoid a public disagreement” (31%) and “to avoid upsetting or offending anyone” (30%). They are assuming their perspective is opposed to the consensus and so will cause unwanted tension, or worse, feel judged. But the largest share of sentiment across all markets is how holding back opinions makes them feel “unhappy” or “disappointed”, with a quarter of UK respondents saying it makes them feel “guilty”. These are all negative emotions, which shows just how important it is to avoid self-censorship where possible for the individual's sake, if nothing else.

There are downsides for the audience, too. When they're deprived of the chance to hear and learn from perspectives that differ from their own, it subtly reinforces the idea that they may not be open-minded enough to engage or understand. The opinion deemed “explosive” might not be particularly radical or disruptive, but if it's removed entirely from the conversation, there's no opportunity to find out. As a result, the individual bears the cost of withholding their views, while the audience misses a valuable opportunity to broaden their thinking, and ultimately, everyone loses.



“

I do believe it's truly hard to be 100% yourself because you never truly know how it could backfire. I think in real life with your people, like your family, your friends, all of that, I personally don't really censor myself.

– Female, 33 years old, Canada

“

It's important to just voice how you feel. It helps you in the long run, you have all this energy and then just let it go. The sooner you do it, the better.

– Male, 35 years old, UK

“

I have no problem telling you what I think, but I'm not going to fight over it.

– Male, 33 years old, Denmark

**THERE IS A SIZABLE DIFFERENCE IN BEHAVIOUR DEPENDING ON WITH WHOM, WHERE AND WHAT OPINIONS ARE BEING SHARED.**

When we asked our survey respondents, “If you're confident, you don't need to debate your views”, Danes [71%] and Germans [70%] are least likely to agree, with Brits most likely to agree [89%]. However, is this confidence or arrogance showcasing a closed-minded approach?

Shyness is often interpreted as a lack of confidence, but it can also be seen, paradoxically, as a form of arrogance. If someone assumes that no one else could possibly understand their perspective, they may not even attempt to articulate it. Yet when ideas are given the space to surface, they are often more considered and valued than expected. Interestingly, 74% [31% strongly] agree that, “It is healthy to challenge other people's views and they should respect that” and yet few of us seem willing to step into the role of challenger ourselves.

““

Being shy is also expression. I think every action of yours is an expression.

– Male, 31 years old, Germany

““

There's bad times to bring up good causes.

– Male, 34 years old, Canada

““

I'm open to feedback. I think it's important, I think feedback is a gift.

– Female, 41 years old, Germany

### HOWEVER, MOST RESPONDENTS BELIEVE EVERYONE HAS THE RIGHT TO SHARE THEIR OPINION, EVEN IF THEY DON'T LIKE IT.

The general consensus is that we are more open now compared to recent history because people feel that their voice has a right to be heard, and they have platforms to share it. This does mean that a lot of public views don't align with personal opinions. No matter what we agree or disagree with, everyone has their own perspective and opinions, which is affected by their background, experiences and present context.

**87%** agree that, “The best thing about people is our individual perspectives.” We may not agree with them, but we should accept their right to share them. **81%** say they respect other views and are happy to disagree. **87%** of respondents also say they, “Love learning from people with different experiences.” This signals a marker of good taste. Something that transcends borders and reflects how we treat others, regardless of the context. It suggests that while we are personally curious and open to learning, we are far less comfortable positioning ourselves as the ones to share or challenge.

““

Everybody has the same right as the next person. So for whatever reason, I think everybody should be allowed to say what they want to say. Which again, it has its cons, but I think the overall positives are way more important.

– Male, 34 years old, Canada

““

We've accepted that friction exists and we're more happy to see it exist within people and within peers and within friendship groups.

– Male, 33 years old,  
Denmark

““

You have to give room for people to have an opinion that's culturally specific to them. You can't be so black and white, there is room for grey, and actually 99.9% of things are grey. When you look at it from a single perspective, you might think you have the truth, but the truth also sits in all the gradients in between.

– Male, 37 years old, China

**THIS ELEVATES 'AGREEING TO DISAGREE' TO BE AN EVEN MORE POWERFUL TOOL, AND IS OFTEN AN EXAMPLE OF EXERCISING GOOD TASTE AND JUDGEMENT.**

All respondents we spoke to qualitatively use this strategy to some extent. The most common use cases are:

#### OLDER FAMILY MEMBERS

[e.g. parents, grandparents]  
Where no matter how strong your argument and facts may be, they are simply not going to change their mind. This is usually down to generational differences but also familial hierarchy and respect for elders.



#### AT WORK

Where you can't let discussion escalate into full-blown arguments, so if there isn't a clear way to agree, it's best to just let it be.



#### PARTNERS

Where you both have strong viewpoints but no progress is being made. But unlike some other scenarios, this discussion will probably be picked up again at a later date.



#### CASUAL FRIENDS

Friends we don't know as well, and so don't want to become agitated with because there isn't a foundation in place to safeguard deep emotional upset.



Figure 6

“

I think everybody has this feeling and knows the feeling, especially with their parents or grandparents.

– Male, 31 years old,  
Germany

“

I think within work there's more of a clear structure for making decisions.

– Female,  
36 years old, UK

“

When you hear your family member's voice and opinion that goes completely against your beliefs, usually you become a lot more aggressive and vocal. Not because you see an enemy in them, but because you they're so close to you and...your core of ego, your personal identity that you need to convince them that they have to have the same view as you, and that's why you attack it rather than agreeing to just disagree and walk away from it.

– Male, 36 years old, Ukraine

When it comes to the survey, **86% [31%]** would describe themselves as someone, “Who is generally willing to agree to disagree,” and **81%** agree that, “I respect others’ views and are often happy to agree to disagree”. This shows a willingness to compromise and a respect of other opinions, and is the happy medium people land on when they are ‘stuck’ in a debate where they feel as though further sharing of opinions will not help either party. It gets around the self-censorship issue, as it signs more respect and amiability than holding back.

“

Agree to disagree is one of my favourite lines...We don't always have to agree on everything.

– Male, 34 years old,  
Canada

“

If you don't agree, sometimes it's important for them to just feel like their ideas are heard and they don't need your opinion.

– Male, 35 years old, UK

“

People are so different and sometimes they don't want to hear you or they can't hear you because of whatever reason. I think we have to sometimes be able to recognise that in the other party and be like, 'It's all right, we can just agree to disagree'.

– Male, 43 years old, Vietnam

“

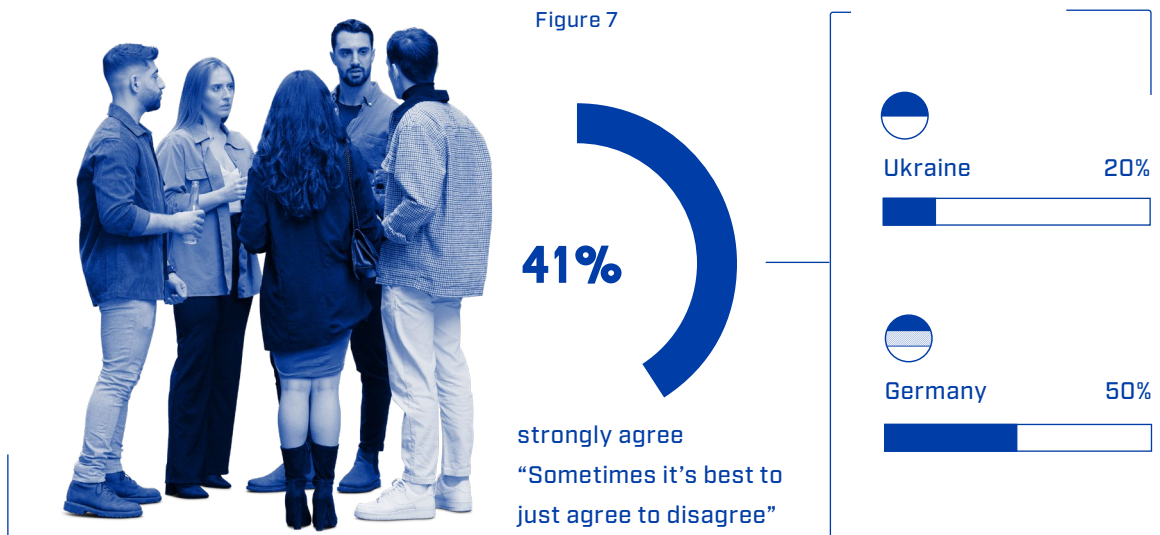
We don't have to agree. But at least now I'm open to your vision and you're open to mine. And then maybe we can work something out together in this way.

– Female, 33 years old, Canada



## MARKET STAND-OUT

As shown in Figure 7, only **20%** of Ukrainians strongly agree that, “Sometimes it’s best to just agree to disagree”, compared to a mean of **41%**. The market most likely to strongly agree with this statement is Germany with **50%**. In fact, all markets except Ukraine agree overall (strongly agree + agree) between **87%-94%**, whereas Ukraine’s only reaches **69%**. This could be a reflection of the ongoing war and people feeling the need to express themselves more fully without compromise compared to the other markets.



## THE TAKEAWAY:

Ideally, we want to be honest and transparent with everyone without causing offense. But the belief that everyone has the right to an opinion does not always translate well in the real world. In reality, most of us exercise more restraint than we’d prefer, but not everyone does, and it’s in this absence of restraint that perceptions of poor taste emerge, and good taste is diluted.



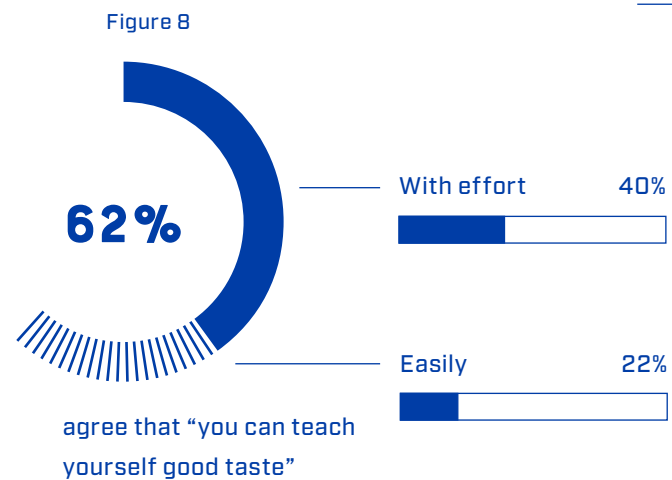
# 3.0 THE PARADOX:

GOOD TASTE IS CULTIVATED  
SLOWLY BUT JUDGED INSTANTLY

A QUESTION OF GOOD TASTE

**WE ARE MUCH QUICKER TO JUDGE OTHERS ON WHETHER THEY HAVE GOOD TASTE, COMPARED TO THE TIME IT TAKES TO DEVELOP IT OURSELVES.**

There is a consensus among our interviewees that most people are not born with good taste, nor does it develop overnight. It's something that takes time to focus and work on, in whichever areas the person is most interested in doing so. From our survey, and illustrated by Figure 8, **62%** agree that, "You can teach yourself good taste", **40%** of that is "with effort" and **22%** say "easily". For most, it takes time for our authentic self to emerge, and all the more so in today's digital world with all of its pressures and expectations.



Naturally when you see someone who has good taste, it's because they've cultivated that taste over time... Essentially using your senses to really sharpen what you're into.

– Male, 35 years old, UK



We didn't come out of the womb with good taste. It was something that we all acquired over time.

– Male, 34 years old, Canada

Furthermore, **83% [39%]** agree that, "Good taste is more important today than it was in the past", which means that there is a value being put on something that takes time to mature, and an even greater value is being attributed to that today.

What's curious is that although we mostly agree that good isn't innate, nor does it appear overnight, over a third of us are happy to make a quick judgement of others (14% based on context, 13% based on intuition, 11% based on appearance/outfit). It's no wonder self-expression feels under threat when judgement can form so quickly around us.

We can't help but judge on appearances first, with just **11%** agreeing that, "It's not for them to judge someone else's taste." The impulse is deeply ingrained, an evolutionary shortcut that once helped us determine friend from foe. At its core, it still comes down to a simple question, 'are you part of my tribe or not?' While **26%** say "Good taste is subtle and takes time to identify," and **24%** believe "You need to spend time with someone to understand their taste," that means only around half of respondents acknowledge that judging taste should take time. For everyone else, the verdict is far quicker.

““

Growing up I never had a good taste. I think as a person of colour, growing up in the West, you just want to be like anyone else. So then you're just trying to push away your background and in that way, also your authenticity.

– Female, 28 years old, Vietnam

““

It's something that's in your core, instead of something being a trend that you enjoy.

– Female, 27 years old, Denmark

““

I do feel like you can do a lot of research about what is good taste for example, in a specific field. But then also 20% is trusting yourself and believing that you know what you do. So I do feel like it's an 80/20 thing.

– Female, 25 years old, Germany

## TIME ENGENDERS AGEING, AND AGEING LEADS TO MORE MATURE TASTE.

There is a definite recognition among interviewees of becoming 'older and wiser', because naturally taste has been honed over a longer period of time, and possibly also extended into new areas. With age also comes confidence, which comes with the ability to be more true to oneself moving through the world. This doesn't necessarily mean people become more outspoken over time. In fact, those who describe themselves as 'unfiltered' when they were younger often say they're more measured now. Conversely, those who were once shy may have grown more confident in expressing themselves. For some, expressiveness has remained relatively constant throughout adulthood, though with age often comes greater self-awareness about how and when they choose to speak.

“

For refined taste, because you've sharpened it, I think that comes to people of a certain age.

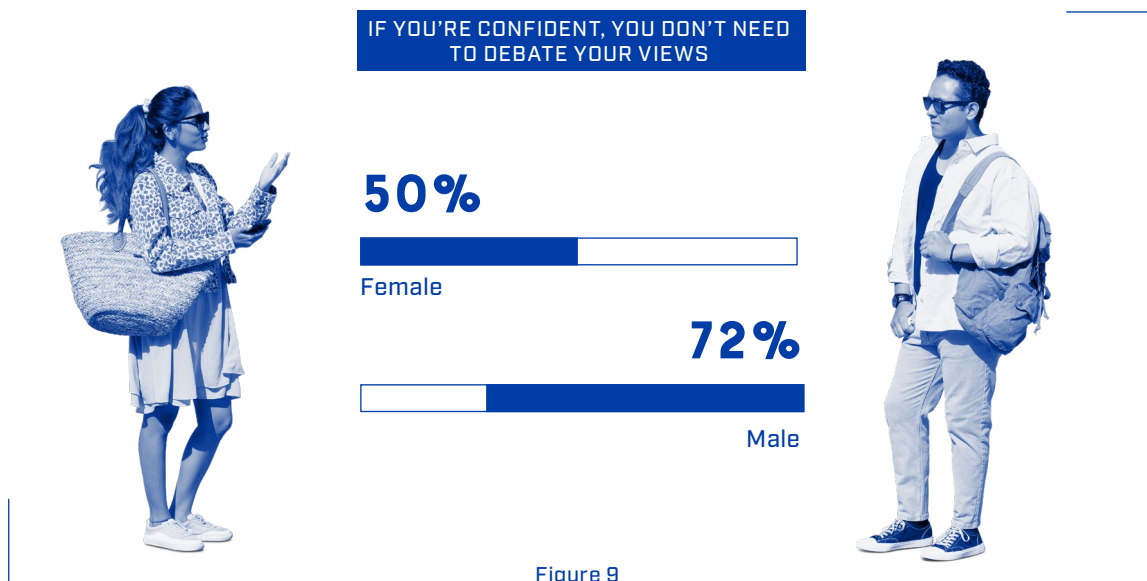
– Male, 35 years old, UK

“

Back in the days I was more shy or nervous with new people. But through working with new people everyday, I became more extroverted.

– Male, 31 years old, Germany

Gender differences suggest varying comfort levels with debate, though interpretation should remain cautious. **50%** of females agree that, “If you're confident, you don't need to debate your views”, whereas **72%** of males agree with the same statement. Anecdotally from interviews, more often female respondents reported ‘growing into their voice’, whereas males had either always been direct, or were filtering more with age.



“

As I'm getting older, I am getting so much more confident just to say what I think.

– Female, 36 years old, UK

“

I look back to the time a lot in my early 20s where I just did not give a f\*ck, I had no filter. I think it was great because I was very expressive in my work and my art, my murals, it was some of the best work I ever did. But also my behaviour and things I would say were just very out there.

– Male, 43 years old, Vietnam

**AESTHETICS ARE UNAVOIDABLE WHEN IT COMES TO GOOD TASTE, BUT THERE IS MORE DEPTH TO BE HAD.**

Consumers are not pretending that good taste isn't heavily tied up with aesthetics, as **37%** say it is most important to have good taste in clothes/fashion, as the number one choice. It's hard to avoid the fact that you have to pass the aesthetic test before you can demonstrate good taste in other ways, but we do express ourselves mostly through Conversation, Friends and Work. These are exactly the areas we are most likely to express ourselves, so there is a direct connection between good taste and self-expression. Only further down the list sit Home Interiors and Design/Architecture, which are back to being aesthetic-centric.

From our interviews, aesthetics is the first thing that comes to mind, but often added to with thoughtful comments around consideration, general behaviour and self-awareness.

““

A lot of what good taste means is aesthetic, because I like things that look good.

– Female, 44 years old,  
China

““

The more you think about people, the more you understand what like and the more you make better things... The aesthetics of it just fall into place when you're thinking of other people.

– Male, 37 years old,  
China

““

Good taste has to match someone's personality. What you say matches what I'm seeing.

– Male, 34 years old,  
Canada

““

Maybe there's a certain confidence with it, to be able to transcend "fashion", and just be able to be that little bit more creative.

– Female, 36 years old, UK



A QUESTION OF GOOD TASTE

When it comes to the workplace, good taste is integrally tied to self-expression, with **81%** saying they, “Value good taste at work”. This doesn’t necessarily mean they display it or experience it, but they would like it to be present. This number jumps to **92%** in the UK, but falls to **70%** in Canada, which aligns with the acute importance of good taste in the UK in general. In this context, good taste and self-expression intersect: demonstrating good taste often means knowing how and when to align with workplace behavioural expectations.

“  
I think respect for me is a top value for everyone. Especially at work, everyone for me is on the same level and you treat them the same way.  
– Female, 33 years old, Canada

“  
I think we have to accept that everybody is different and views are different. Not everyone is good at aligning with the same values, human values, societal values or political values. I used to have this thing where there’s two things you should never discuss at work, which is religion and politics, because I think they’re super divisive.  
– Male, 33 years old, Denmark

“  
My personal life is my work life, and my work life is my personal life.  
– Male, 43 years old, Vietnam

**MARKET STAND-OUT**

We think about good taste as it appears in both friends and partners. **55%** [18%] agree that, “I rely on my friends to determine good taste in certain areas”, and **74%** [31%] agree that, “Good taste is an essential attribute in new friends”. But a staggering **89%** of Brits agree with this statement, compared to a mean of only **74%**, with Denmark at the opposite end of the spectrum at **65%**. This indicates that Brits are the most discerning when it comes to choosing their friends, with Danes being more relaxed. However, this could be a symptom of generally high taste standards in Denmark e.g. in design, as opposed to the UK which arguably has more degrees of separation between quality benchmarks.

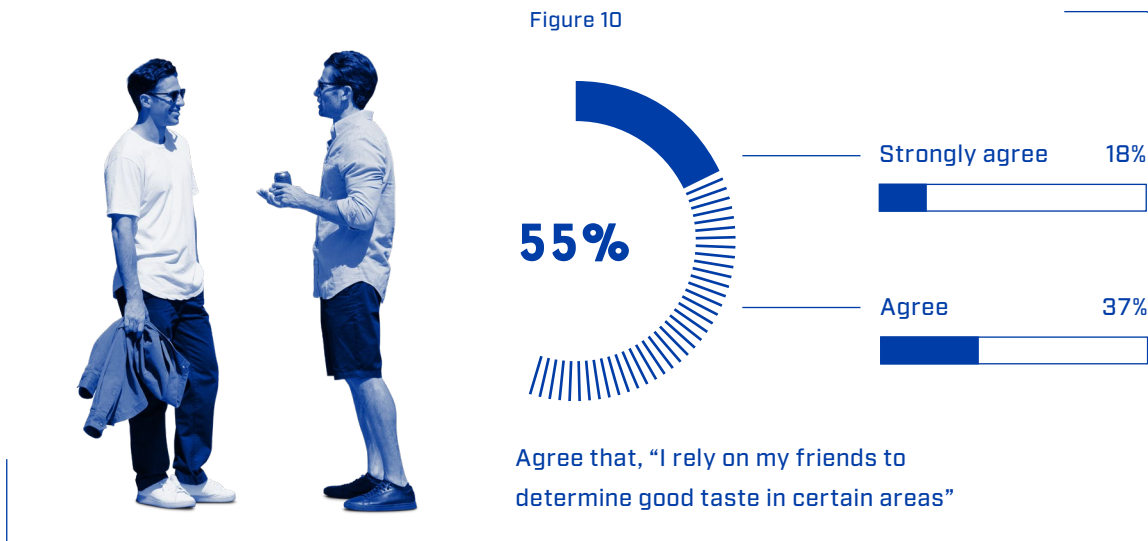
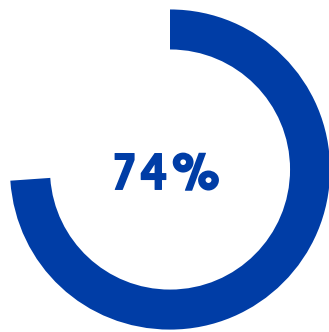




Figure 11



agree that “good taste is an essential attribute in new friends”



UK

89%



Denmark

65%

““

I am always searching for the similar community that I go to hang out with. Good taste for me is more like connection to people and the vibe of things.

– Female, 30 years old, China

While there’s some leeway afforded in friendships, we become far more selective in romantic relationships. In fact, **81%** (39% strongly) agree that, “Good taste is an essential attribute in a new partner.” This may help explain why the largest group of respondents – one quarter – say they are most likely to hold back their opinions “with a partner at home.” When taste becomes a marker of compatibility, the stakes feel higher. Perhaps if we felt more assured of our partner’s good taste, we’d feel less need to self-censor.

#### THE TAKEAWAY:

Efficiently, we move on from the aesthetic element of good taste and acknowledge all the other potential areas good taste can exist in. This cements good taste as a global phenomenon that sits comfortably across borders and boundaries, finding its place wherever it’s sought out. We are quick to claim possession of good taste, even though we acknowledge it takes time to develop in a person.



# 4.0 THE INFLUENCE:

WHEN ALGORITHMS SHAPE TASTE

A QUESTION OF GOOD TASTE

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**SOCIAL MEDIA HAS PROFOUNDLY SHAPED HOW WE SEE OURSELVES AND OTHERS, YET WE'RE STILL UNCLEAR ABOUT WHAT WE ACTUALLY WANT FROM IT.**

The rapid growth of social media has created new norms of behaviour. For some, this means producing more content than ever; for others, it has prompted a retreat from public sharing, even if openness was once part of their identity. As a result, self-expression and self-censorship now sit at the heart of our online etiquette, and are arguably considered more carefully than how we conduct ourselves in person. Furthermore, **83% [39%]** agree that, “Good taste is more important today than it was in the past”, which means that there is a value being put on something that takes time to mature, and an even greater value is being attributed to that today.

From our survey findings, we are most comfortable ‘remotely’ expressing ourselves with private messaging [28%] and talking on the phone [17%], with only **13%** feeling most comfortable on their social profiles. Unsurprisingly, work messaging and public forums are the least comfortable remote spaces to communicate. This does demonstrate that we are curtailing behaviours in the workplace [at least with online communication] and therefore not bringing our full selves to work.



I never share my opinions like that online, I actually never do that. So when it comes to politically, or if I have an issue about a topic, I keep that private or I share with my friends or family.

– Female, 27 years old, Denmark

**HOW WE INTERACT ONLINE HAS A DIRECT IMPACT ON HOW WE CONDUCT OURSELVES IN PERSON, SUCH AS HOW WE SPEAK, WHAT WE WEAR, AND OUR CHOSEN EXPERIENCES.**

Think about language that becomes popular on social media platforms, such as TikTok. Vernacular bleeds into physical conversation, or clothing trends that spread online and then are seen out on the streets across the world.



Knowledge is everywhere and it’s democratised. Consequently, you probably get a lot of people that just want to be a wannabe without really knowing much about what they think is cool. Whether it’s because they think it’s cool, so by associating with it, it makes them cool or have “good taste”, or it’s just wanting a sense of belonging.

– Female, 44 years old, China

Above all of this, the online world is affecting our taste. Regardless of having a strong sense of self, it can't help but permeate in some form. Over half of all survey respondents agree that algorithms make it "easier to develop your own taste," in fashion, home interiors, food, TV/film, music, travel and shops (compared to approximately one fifth saying it makes it "harder"). Of course, being in agreement with "easier" and "harder" doesn't denote a value judgement on whether this is preferred. However, if something is easier to come by, it means more people are seeing it.

**47% [18%]** agree that AI plays a role in curating their taste, but the question is, do we want algorithms to make it easier to develop our own taste, or do we want to make a concerted effort to exist more in the analogue and avoid the grasps of echo chambers and homogenisation? We are less likely to hone our own taste if it's similar to everyone else's.



If you just get into the hype of what's online, you're not really defining what's true to you and what for you makes sense because it's so different for everyone. So I think just getting outside and getting out of your phone and exploring what makes sense for you is what's best.

– Female, 33 years old, Canada



We all live in echo chambers. So, often we find what we think is good taste is echoed by the people around you.

– Female,  
44 years old, China



I think where it gets kind of scary is that again, when it comes to algorithms and what we're exposed to, if we're all exposed to the same perspective on an issue, we are getting manipulated into having the same thoughts or mindset?

– Female, 27 years old, Denmark

### AI PLAYS A ROLE IN GOOD TASTE, BUT 'HUMAN' STILL WINS OVER ARTIFICIAL.

When looking at cultural differences in the use of, and from, AI, how can it demonstrate good taste? AI systems are trained on dominant online content, which in turn reinforces prevailing cultural norms (namely, Western norms). 'AI good taste' will be determined by that training data, and unfortunately, this skews towards the demographic, which isn't very diverse. Therefore, the latest AI tech is effectively reinforcing these cultural norms (except Grok, which has a "real-time" understanding of the world" and therefore is disassociated from these biases).

We can take music streaming as an example where algorithms have completely changed the listener landscape, and therefore, how music is consumed.

According to *Algorithmic Effects on the Diversity of Consumption on Spotify*

(2020), “High consumption diversity is strongly associated with important long-term user metrics, such as conversion and retention. However, we also find that algorithmically-driven listening through recommendations is associated with reduced consumption diversity.”<sup>2</sup> Therefore, the more diverse someone’s listening palette, the more they use the platform (and build up those ‘10,000 hours’) but conversely, the more a listener relies on algorithmic recommendations, the less diverse their consumption becomes. This aligns with our research indicating it takes time to hone good taste, and shows a direct correlation between human-curated taste delivering a greater range of sources. The study goes on to say, “We observe that when users become more diverse in their listening over time, they do so by shifting away from algorithmic consumption and increasing their organic consumption.” This is a decisive win for human taste over AI.

When it comes to machine learning, there is limited awareness of the bounded nature of LLMs such that the language you use will determine the outputs that you see. For instance, Chinese users of Chinese models will have a very different experience to English users of US models. And of course, people who speak lesser used languages will have a diluted AI experience.

In light of the increase in AI generated content, **81%** still think that “good taste is fundamentally human”, and **77%** go further to say that, “AI makes it hard to tell what’s honest”. This demonstrates that people still value human curation over AI, and have awareness of AI making it harder to discern what’s ‘real’.

Figure 12



<sup>2</sup> Ashton Anderson, Lucas Maystre, Rishabh Mehrotra, Ian Anderson, and Mounia Lalmas. 2020. *Algorithmic Effects on the Diversity of Consumption on Spotify*. In Proceedings of The Web Conference 2020 (WWW '20), April 20–24, 2020, Taipei, Taiwan. ACM, New York, NY, USA, 11 pages. <https://dl.acm.org/doi/epdf/10.1145/3386423.3380281>

## THE DEMOCRATISATION AND ACCESS OF INFORMATION IS A DOUBLE-EDGED SWORD.

Beyond how online culture affects our taste, it also impacts how we express ourselves. The fear of ‘cancel culture’ is real, because “the internet doesn’t forget” and therefore, neither do we. The possibility of being cancelled in any context feels like a risk not worth taking most of the time. The consensus among our qualitative respondents is that there are simply too many platforms on which to share views. When those spaces are dominated by negativity, many prefer to keep a safe distance rather than participate.

However, there is also an acknowledgement that “some people” feel safer online than in person as they find security in anonymity. The desensitisation of communication allows people to write hateful comments without remorse or care of the consequences. This is a strange openness that is still relatively new to society and the parameters have not yet been defined. At the heart of it is a contradiction: We champion the idea that everyone has a right to their opinion, yet we’re acutely aware of who is speaking, where they’re speaking, and whether that space feels appropriate.



I feel nowadays, everyone feels quite confident in sharing everything online because you’re protected by the screen.

– Female, 28 years old, Vietnam



The internet doesn’t forget.

– Male, 31 years old, Germany



Now everyone can just pull out their phone, do a TikTok, and it’s just a lot of information. And it’s too fast paced, it’s not thought through, and everyone can write hate comments. I feel that’s crazy actually.

– Female, 25 years old, Germany



Western and Asian society and internet culture has been a little bit more reserved and a little bit more censored. I think because of fear of being cancelled, fear of being politically incorrect, fear of being judged online for your views.

– Male, 43 years old, Vietnam



We’re in a state where there are too many social media platforms. It’s such a privileged thing but I do feel like they don’t know when to shut up.

– Female, 25 years old, Germany



I do that most people censor themselves at least a little bit online, because we had the whole cancel culture and I don’t think anyone wants to be cancelled.

– Female, 33 years old, Canada

There are, of course, moments when speaking your mind online can have a positive impact, particularly when it relates to personal experience. One respondent shared how, a few years ago, she publicly addressed an issue within her industry. What followed was an unexpected wave of public support and sympathy, alongside numerous private messages from others who had experienced something similar. This reaction was especially surprising given that she is based in Vietnam, where openly discussing negative personal experiences is not typically part of the cultural norm. She hadn't intended for her words to travel so far, yet in doing so, they resonated widely. In this instance, social media became a force for solidarity and validation, demonstrating that while the fear of cancellation looms large, there are also times when sharing can create meaningful connection and change.

“

Vietnam is a really friendly country for foreigners because we've been it's in our DNA to also cater to other people, because we've been oppressed for so long. The moment I spoke up about it, I received so much support in a lot of different countries in Asia even, not only in Vietnam, which was something that I really didn't expect, but I got so many messages from people who usually don't speak up about this. I see a culture shift here because of me speaking up about something and expressing my feelings and it actually makes an example for local kids here as well to do the same at the moment that they don't feel comfortable with something.

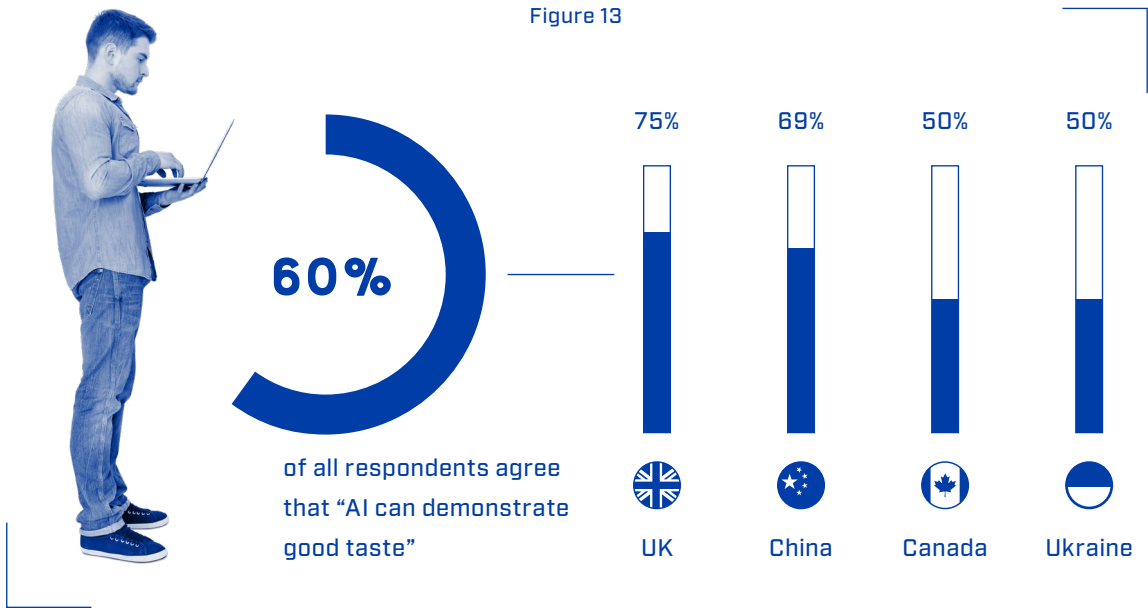
– Female, 28 years old, Vietnam

“

If it's too much for you, then you should listen to someone else or just unfollow me. I know what I'm fighting for, and that's all that matters.

– Female,  
28 years old, Vietnam





**MARKET STAND OUT**

60% of all respondents believe that "AI can demonstrate good taste", with the UK at 75% and China at 69%, but with Canada and Ukraine with just over half agreement respectively, there is market disparity here. This somewhat aligns with how many respondents agree that, "I use AI to curate my taste", with the UK at 61% and China at 65%, contrasting with Canada at 35%, and Ukrainians even less likely to agree at 26%. There's a clear correlation between how frequently people use AI in relation to their personal taste and the extent to which they believe AI can demonstrate good taste. If more people relied on AI to curate their preferences, would more of us come to believe that it possesses good taste? The relationship feels somewhat circular, and to a degree, narcissistic, as our perception of AI's discernment mirrors our own engagement with it.

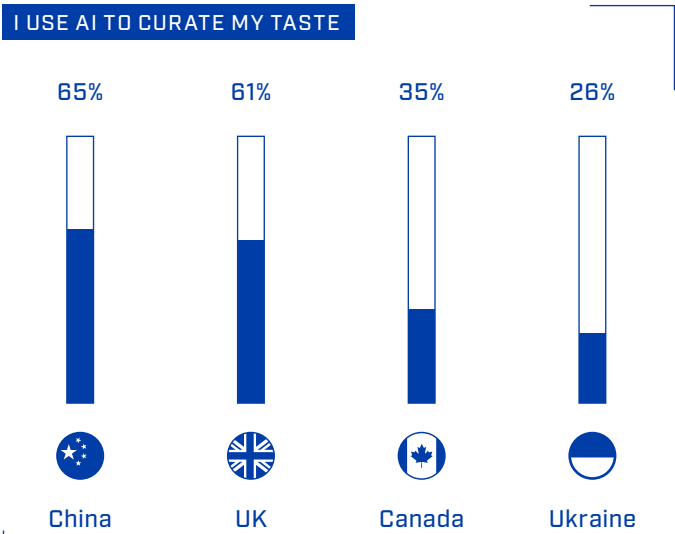


Figure 14

**A QUESTION OF GOOD TASTE**

The data suggests that AI, in itself, can be perceived as having good taste. However, if respondents also agree that good taste takes time to develop, how can that hold true if AI is seen to possess it as well? This tension points to a deeper uncertainty about the role AI currently plays and the role we want it to play in shaping our preferences. There's a sense of utility here, but the cost to our own discernment and self-expression is unclear.

#### THE TAKEAWAY:

The internet and the development of AI is a double-edged sword. We have more platforms available to share opinions but this does not always breed positive sentiment and it's causing self-censorship to avoid judgement. We are using algorithms and AI somewhat to our advantage, but we are still unsure as to how far we want it to permeate our own sense of self, because it leads to a collective identity that doesn't allow for unique taste. This in turn impacts what 'good taste' actually looks like, because if we follow the logic, there will be a flattening of taste so that 'good' no longer exists.



5.0  
THE RESOLUTION:

REDEFINING GOOD TASTE

A QUESTION OF GOOD TASTE



## THE STATE OF PLAY

The state of communication and how it impacts our sense of self is changing in unprecedented ways, with multiple tensions at play:

1.

We intuitively value other people's experiences and perspectives, and we appreciate our differences. But in the same breath, we also retreat to safe spaces and like-minded people because we struggle to find a language to embrace and respect different opinions without causing friction.

2.

We are questioning who we really are beyond algorithms and non-stop media, but we are also acutely aware of the higher-than-ever human value of authenticity and curation that is the essence of truly having good taste.

3.

We tend to believe that good taste is something cultivated over time, shaped by experience, maturity and age. Yet at the same time, we're willing to attribute good taste to AI, which is neither human nor bound by the slow accumulation of lived experience [beyond its machine learning processes]. This contradiction reveals a shift in how we define taste: is it the product of personal growth, or simply the output of pattern recognition at scale?

## WHY THIS MATTERS

We are not expressing ourselves to our fullest potential. That doesn't mean we should say whatever we want, to whomever we want, but our restraint should be guided by moral judgement and good taste, not by fear. Fear of saying the "wrong" thing. Fear of being cancelled. Fear of rocking the boat. These reactions are often rooted in assumed consequences rather than known outcomes.

When caution turns into silence, everyone loses. We lose nuance and perspective. We lose the opportunity to challenge and be challenged, and if we continue to hold back to this extent, the collective conversation becomes safer, but it also becomes smaller.

## WHERE THIS LEAVE US

### 1. THE LANGUAGE OF TASTE

We believe taste is subjective, but we struggle to articulate it. Most people feel confident they have “good taste”, but few can clearly define what that means beyond surface-level references.

At the same time, digital culture is accelerating how taste is formed and shared. Trends move faster, references spread further, and distinction becomes harder to grasp.

By not knowing how to express taste in a unique way, people are struggling to communicate who they really are, beyond aesthetic references.

We are all speaking a language of taste, but it’s not clear that we are speaking the same one.

### 2. FEAR & CENSORSHIP

The research highlights a growing gap between what we think and what we say. People value honesty, but in practice, many hold back, guided by fear of judgment, conflict or social consequence. We are being led by fear of “what if”, rather than guided by an optimism of “if only”. In this environment, *silence often feels safer than expression*. The issue is not that people have stopped having opinions, but that they are increasingly afraid of what voicing those opinions might cost them.

From cancellation to public shaming, to self-doubt, global discourse encourages ‘individualism’ as long as it adheres to a pre-disposed accepted taste. This creates a question around the value our society places on authenticity.

### 3. HOMOGENISATION OF CULTURE

Echo chambers, algorithms and AI-generated content online is rapidly changing how we behave offline. In light of a growing collective mindset, our individual tastes are being eroded without us even noticing.

The global algorithmically generated gaze is creating a universally accepted ‘taste’.

We are increasingly exposed to the same references, aesthetics and ideas, no matter where we are. When everyone is drawing from the same pool, distinction becomes both harder to create, and to recognise.

However, for those who truly know what good taste is, and aren’t swayed by the algorithms, their human-led and personal curation is **increasing in value** by the day. When everyone is fed the same culture, the ability to act differently becomes powerful.

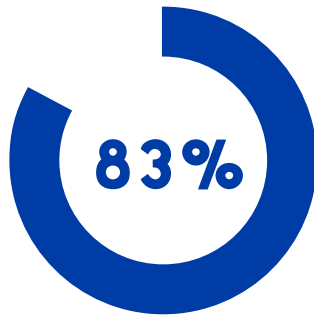
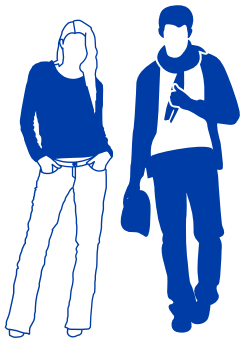
1664's 'A Question of Good Taste' was never about defining taste. It was about exploring it and understanding the forces shaping it today and inviting others to think about defining taste on their own terms. If there is one thing this research makes clear, it is this:

**Good taste is not about consensus. It is about having the confidence to form a perspective, the openness to respect someone else's, and the maturity to 'agree to disagree'. This is relevant now more than ever, as we learn to maintain our good taste in a rapidly changing and ever-narrowing cultural landscape.**

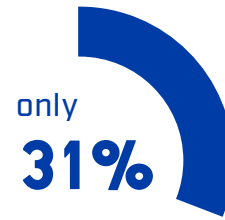


## THE PARADOX

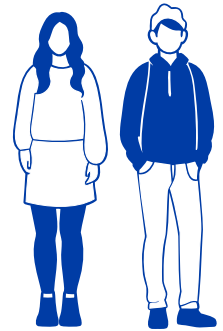
WE BELIEVE IN GOOD TASTE BUT CAN'T DEFINE IT



believe they have good taste

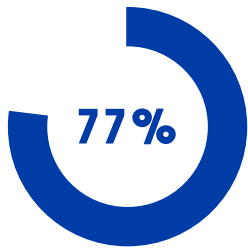


agree on what it means

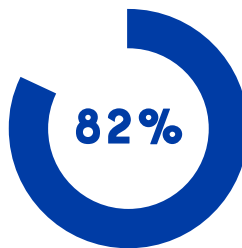


## THE BEHAVIOUR

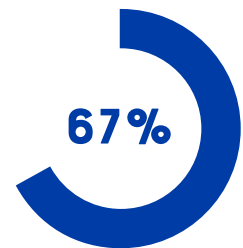
WE VALUE HONESTY BUT STAY SILENT



value honesty



hold back opinions

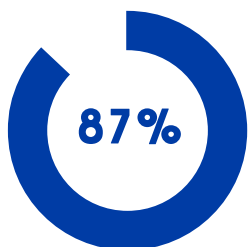


go with the flow



## WHAT SHAPES TASTE

WE THINK INDEPENDENTLY BUT FOLLOW THE CROWD



of people say good taste is important to their identity and sense of self



I



clothes & fashion

II



food / restaurants

III



conversation



friends / associates



career / work



money / spending

# APPENDIX:

## I) METHODOLOGY

This white paper is based on robust, integrated quantitative and qualitative research undertaken between November 2025-January 2026.

Both methodologies were conducted in the same 7 markets: Canada, China, Denmark, Germany, Ukraine, UK, Vietnam. This was to ensure a global spread which also aligns with key markets for the 1664 brand.

### QUANTITATIVE RESEARCH

Markets	Canada, China, Denmark, Germany, Ukraine, UK, Vietnam
Online survey	c. 20 questions
Length	7-8 minutes
Panel partner	Potentia Insight
Survey fieldwork	17/12/2025 – 14/01/2026
Clean responses	3577 total

MARKET	TOTAL RESPONSES	SEGMENT	% SHARE
United Kingdom	512	Male	56
Canada	515	Female	44
Denmark	501	25-34	53
Germany	502	35-44	47
Ukraine	520	Employee	76
China	508	Business owner/ Self-employed	14
Vietnam	519	Degree level education	78
<b>TOTAL</b>	<b>3577</b>	Eat out with friends	68
		Socialise in a bar/pub	49
		Entertain at home	58

## QUALITATIVE RESEARCH

Qualitative research across 7 markets: Canada, China, Denmark, Germany, Ukraine, UK, Vietnam

6x 1:1, 1 hour interviews:  
2x market,  
+1 in Germany & China

GENDER	AGE	LOCATION
M	35	London, UK
F	36	London, UK
M	34	Toronto, Canada
F	33	Montreal, Canada
M	31	Munich, Germany
F	41	Berlin, Germany
F	25	Munich, Germany
M	33	Copenhagen, Denmark
F	27	Copenhagen, Denmark
M	37	Shanghai, China
F	30	Shanghai, China
F	44	Shanghai, China
M	43	Saigon, Vietnam
F	28	Saigon, Vietnam
M	36	Kyiv, Ukraine
F	45	Reykjavik, Iceland (from Kharkiv, Ukraine)

Gender balance per market

Age range: 25-45, evenly spread across markets

Almost all working in creative fields to a high level

Well-travelled, culturally curious and open to sharing opinions

No beer rejectors

## II) MARKET SNAPSHOTS

There are no 'clean' patterns across our markets from the research, but there are some comparisons we can draw on:

### QUANTITATIVELY

There is a relatively strong (North European, Social Democratic) affinity between Denmark and Germany especially, and to a lesser extent Ukraine.

China and Vietnam are an interesting East Asian pairing, with lots of affinity in survey responses but also some strong differences in their attitudes and thinking.

Canada, befitting its geography, shows affinity with both North European and East Asian markets in different areas of the survey.

The UK is something of an outlier compared to the other survey markets, with arguably the strongest affinity with Vietnam.

### QUALITATIVELY

Western countries (UK, Canada, Germany, Denmark) had more similarities than differences, likely due to level of development and geo-political similarities.

Vietnam and China, although geographically close by, are not culturally very akin. Vietnam is a rapidly developing and very youthful country, with plenty of optimism and opportunities for the future. Even though government disdain is not allowed, it is not as strict as in China. China also moves very fast, but is doing so on its own terms, without many external influences.

Ukraine is an outlier, but would have been even before the war given its geographical placement and unique history.

## 9.1 CANADA



### GOOD TASTE

Canada is middle of the pack when it comes to questions around good taste, with no Canadian consensus on what good taste means. Good taste is most important in fashion, friends and food. The largest share say you need to spend time with someone to know if they have good taste, and that it takes effort to learn good taste.

### SELF EXPRESSION

Canadians are least likely to strongly agree that it's polite to hold back your opinions around new people. 75% of Canadians self-censor around new people, and use self-censorship as a strategy to avoid conflict. They love learning from new people but most friends share the same opinions. They are most likely to say they express themselves honestly online (rather than in

person]. A majority are more willing to express themselves honestly now than in the past and they're most likely to say that others are much more willing to be honest too. Only a quarter very much see themselves as happy to disagree. Over a quarter feel most free to express themselves with friends, and they are most likely to say they feel least free at work with colleagues. Expression through conversation, friends and work.

## 9.2 CHINA



### GOOD TASTE

Good taste is important to Chinese identities, and they are confident in it. The largest share define good taste as *refined aesthetic choices*, and are most likely to cite the importance of good taste in art/culture but their top three are drinks, fashion and food. Good taste takes time to identify, and are most likely to say it takes effort to teach yourself good taste. They are less concerned about good taste in friends or lovers.

### SELF EXPRESSION

81% of Chinese people are uncompromising when it comes to their views. They are the least likely to agree that they are 'much more' willing to be honest online today, with only 27% agreeing with this versus the mean of 37%. And when it comes to thinking about what others do, this drops to 12% versus the mean of 26%.

They prefer to avoid debating issues with new people, and are likely to have friends who share the same opinions. They are likely to agree that it's polite to hold back your opinions around new people, and most likely to say they won't compromise and will always challenge other views. When they do conform it's most likely to be to avoid a public disagreement. They are most likely to say they express themselves honestly both on and offline, and the majority more willing to be honest online today, but less sure of others. Red lines are money, politics and food (not religion like all other markets). Half feel unhappy or guilty when holding back. They are most likely to say they feel most free with friends in a bar – least free with work colleagues, and they express themselves through food, TV/Film, travel/holidays and drinks.

## 9.3 DENMARK



### GOOD TASTE

Danes are by far the least likely to say that good taste is very important to their identity and sense of self – with only 25% agreeing it's 'very important' (vs 42% mean). They are most likely to say that good taste means *self-confident choices*,

and most likely to say that it's not for them to judge someone else's taste. Good taste is most important in friends, spending, fashion or music. Most agree that you can easily teach yourself good taste, and they are least likely to value good taste in the workplace.

### SELF EXPRESSION

Danes think it's healthy to challenge other people's views, with 89% in agreement versus a mean of 74%. But they don't think we should be honest with our opinions all of the time, with only 64% agreeing with this versus 77% mean. But interestingly, they are the lowest [58%] when it comes to finding it easier to be with people who share the same opinions.

Danes are most likely to agree that it's healthy to challenge other people's views and that should be respected. One in eight say they aren't willing to be honest online or in-person, and Danes are more likely to say others are more willing to be honest online today than they are themselves. They are least likely to agree that society would be a better place if we were all honest. All the time a low base but across markets they feel the most free to be honest with work colleagues and at social events – less so at home. Expression is through friends, music, conversation or TV/Film.

### 9.4 GERMANY



### GOOD TASTE

Good taste is important to Germans' identity, but less sure it is more important today than in the past. They are likely to say good taste means *self confident choices*, and that it's most important in fashion, conversation, food/friends. They are willing to stand out and defend their own taste. The majority say it takes time to identify, and to teach yourself, good taste, and they are ready to credit friends with help in determining good taste.

### SELF EXPRESSION

Germans are least likely to agree they prefer to avoid debating issues with new people. They strongly agree that sometimes it's best just to agree to disagree but also very likely to say that it's healthy to challenge other people's opinions – 91% of Germans believe in the freedom of debate in a world of cancel culture. They are least likely to agree that if you are confident in your own opinions, you don't need to debate them. They are much more likely to express themselves honestly in person than online. But they see themselves as much more likely to be honest online now than in the past. They are cautious as to whether society would be better if everyone was always honest, and expression is through conversation, friends and music.

## 9.5 UKRAINE



## GOOD TASTE

Ukrainians are most likely to say that good taste means *refined aesthetic choices* (over half). It's most important to have good taste in fashion, work and friends – with 1 in 5 citing art/culture. They are most likely to say you need to spend time with someone to know their taste and that it takes time to teach yourself good taste. They don't rely on friends to determine good taste, and are least likely to say they definitely have good taste themselves. They are unlikely to be willing to stand out and defend their own taste, and value good taste in business.

## SELF EXPRESSION

Ukrainians don't think it's healthy to challenge other people's views, with 55% in agreement versus a mean of 74%. Ukrainians are least likely to say they respect other's views. Least likely to agree that sometimes it's best just to agree to disagree AND least likely to agree that it's healthy to challenge other views AND least likely to agree that it's easier to go with the flow sometimes. Most likely to say they will conform to other views because they are confident they're right – 89% say they self-edit their views to maintain social harmony. They are least likely to say holding back makes them feel happy or unhappy. They are most likely to say they express themselves honestly online, and feel most free at home with family, and least free at social events. They express themselves through work, conversation, friends/spending.

## 9.6 UNITED KINGDOM



## GOOD TASTE

UK respondents are by far the most likely to consider good taste important to their identity. To believe that they have good taste, and to want to see good taste in friends, lovers – and in business and the workplace (66% say good taste is reflected in your choice of partner). Good taste is incredibly important to Brits: Two thirds of Brits say they personally 'definitely' have good taste, versus a mean of 36% – much more confident than other markets! Most of them (87%) are also willing to stand out to defend this good taste, with just over three quarters saying good taste is 'very important' to their identity. They are also more likely to say that it's 'harder' these days to find good taste... so they are doing a good job by having it!

Brits are most likely to define good taste as "*consistently good judgement*". They think good taste is most important in fashion, food, spending and drinks.

## SELF EXPRESSION

Brits are most likely to agree that they and their friends share the same opinions – 12% of Brits describe themselves as generally happy to disagree, versus a mean of 31%. Over half will hold back their opinions to maintain a positive atmosphere. Largest share they are most likely to be honest in person and online. Over half say they are much more willing to be honest online today. Most likely to strongly agree that it's easier to go with the flow sometimes. Most likely to say they feel guilty when they hold back their opinions, and also most likely to say they feel most free to express themselves at home with their partner. They express themselves through fashion, conversation and friends.

## 9.7 VIETNAM



## GOOD TASTE

Good taste is very important to Vietnamese identities and they believe it is more important today than in the past. A majority say good taste means *refined aesthetic choices*. It's most important to have good taste in fashion, far ahead of work and conversation. They are most likely to say good taste is subtle and takes time to identify, as well as taking time and effort to learn good taste. Unsurprisingly, they are least likely to agree you can buy good taste. They are most likely to credit friends with helping to determine good taste, but are least likely to stand out and defend their taste.

## SELF EXPRESSION

Vietnamese are also more willing to disagree than other markets/less afraid of disagreement, with 51% saying they are generally happy to, versus a mean of 31%. This general feeling of not challenging everything they disagree with can also be seen with 64% saying they 'won't compromise, I will always challenge other views' [73% mean]. But then, 92% feel that the world would be a better place if we were honest at all times – which is interesting given they don't feel the need to disagree often!

They are most likely to say they prefer to avoid debating issues with new people, and most likely to agree they find it easier to be around people with the same views. A majority say they balance honesty with social consideration. They are most likely to say it is polite to hold back around new people, and less likely to agree it is healthy to challenge other views. Most likely to conform to avoid a public disagreement. Vietnamese are 'much more' willing to be honest online today, with 58% agreeing with this versus the mean of 37%. They express themselves through work, conversation, friends and spending.

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