



CBS NEWS POLL
 For release: Sunday, February 2, 2014
 9:00 am ET

**Three in Four Americans Like The Beatles;
 Paul McCartney is Favorite Band Member**

January 15-19, 2014

Fifty years after the Beatles landed on U.S. soil and appeared on the Ed Sullivan Show, Beatlemania appears to be alive and well in America.

75% of Americans say they like the Beatles (at least a little), including almost four in 10 who like them a lot. Only 15% of Americans say they dislike the Beatles.

Those ages 55 to 64 are especially fond of the Beatles -- they are liked by nine in 10 Americans in this age group (including 56% who like them a lot). People in this age group would have been children or young teens when the Beatles came to America in 1964. Still, the band from Liverpool is liked by adults of all ages.

| Views of The Beatles | | | | | | |
|-----------------------------|------------|------------|------------|------------|------------|------------|
| | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ |
| Like | 75% | 70% | 75% | 82% | 90% | 66% |
| Like a lot | 39% | 29% | 35% | 48% | 56% | 36% |
| Like a little | 36 | 41 | 40 | 34 | 34 | 30 |
| Dislike | 15 | 17 | 15 | 12 | 7 | 19 |
| Dislike a lot | 7 | 8 | 6 | 7 | 5 | 8 |
| Dislike a little | 8 | 9 | 9 | 5 | 2 | 11 |

Paul McCartney ranks as Americans' favorite Beatle. 35% pick McCartney, followed by John Lennon (29%), Ringo Starr (11%), and then George Harrison (8%).

There is a gender gap: Men pick John as their favorite band member, while women choose Paul. Also, younger Americans (those under age 35) say John is their favorite Beatle, while those who are older pick Paul.

| Who is your Favorite Beatle? | | | | | |
|-------------------------------------|-------|-----|-------|-------|-----|
| | Total | Men | Women | 18-34 | 35+ |
| Paul McCartney | 35% | 29% | 40% | 27% | 38% |
| John Lennon | 29 | 35 | 24 | 38 | 26 |
| Ringo Starr | 11 | 12 | 11 | 11 | 12 |
| George Harrison | 8 | 10 | 6 | 3 | 10 |

This poll was conducted by telephone from January 15-19, 2014 among 1,008 adults nationwide. Data collection was conducted on behalf of CBS News by Social Science Research Solutions of Media, PA. Phone numbers were dialed from samples of both standard land-line and cell phones. The error due to sampling for results based on the entire sample could be plus or minus three percentage points. The error for subgroups may be higher. Interviews were conducted in English and Spanish. This poll release conforms to the Standards of Disclosure of the National Council on Public Polls.

CBS NEWS POLL
The Beatles
January 15-19, 2014

BE-01. Do you like or dislike the band The Beatles? If Like, ask: Do you like them a lot, or a little? If Dislike, ask: Do you dislike them a lot, or a little?

| | ** TOTAL RESPONDENTS ** | | |
|----------------------|--------------------------------|-----|-------|
| | Total | Men | Women |
| | % | % | % |
| Like a lot | 39 | 39 | 39 |
| Like a little | 36 | 39 | 34 |
| Dislike a lot | 7 | 6 | 8 |
| Dislike a little | 8 | 8 | 8 |
| Don't know/No answer | 10 | 9 | 11 |

BE-05. Who is your favorite Beatle? Paul McCartney, John Lennon, George Harrison or Ring Starr?

| | | | |
|----------------------|----|----|----|
| Paul McCartney | 35 | 29 | 40 |
| John Lennon | 29 | 35 | 24 |
| George Harrison | 8 | 10 | 6 |
| Ringo Starr | 11 | 12 | 11 |
| Pete Best (vol.) | * | -- | * |
| Don't know/No answer | 17 | 14 | 20 |

() = Percentage less than 0.5*

Total Respondents: 1008

Margin of error: 3 pts.



CBS NEWS POLL
For release: Tuesday, February 4, 2014
6:30 pm ET

**Americans on The Beatles:
Influential and Better than the Rolling Stones**
January 15-19, 2014

The Beatles may have split up more than forty years ago, but most Americans consider them influential and think their music holds up well today. They are also viewed as the better band in a head to head match-up with the Rolling Stones.

Few Americans deny the influence of the Beatles. Two-thirds say the band has had a great deal of influence on music and popular culture. Even a majority of those who dislike the Beatles say they have had a great deal of impact.

How Much Influence have The Beatles had on Music and Pop Culture?

| | Total | Like Beatles | Dislike Beatles |
|--------------|-------|--------------|-----------------|
| A great deal | 66% | 71% | 56% |
| Some | 23 | 23 | 25 |
| Not much | 5 | 4 | 8 |
| None | 2 | 1 | 5 |

Also, most – nearly seven in 10 - say the Beatles’ music has held up well and still sounds current and fresh today; just 25% disagree and think it’s out of date.

How has The Beatles’ Music held up Over Time?

| | |
|--------------------------------|-----|
| Still sounds current & fresh | 69% |
| Sounds out of date & nostalgic | 25 |

Another English rock band, the Rolling Stones, were making their mark on the music scene in the 1960s too, but they are no match for the Fab Four according to the poll. When asked which rock band of the two they like better, 50% of Americans pick the Beatles, while far fewer - 33% - choose the Stones.

Americans across all age groups prefer the Beatles to the Rolling Stones, as do both men and women. Whites prefer the Beatles, but African Americans are split in their opinions.

Which Rock Band do you Like Better?

| | Total | Men | Women | Whites | Blacks |
|--------------------|-------|-----|-------|--------|--------|
| The Beatles | 50% | 50% | 49% | 52% | 35% |
| The Rolling Stones | 33 | 38 | 29 | 33 | 36 |
| Both (vol.) | 4 | 3 | 5 | 4 | 2 |
| Neither (vol.) | 10 | 7 | 13 | 8 | 19 |

In an open-ended question, the poll asked Americans to name their favorite Beatles song. “Hey Jude” tops the list (9%), just edging out second place finisher “Yellow Submarine” (8%).

“All You Need is Love”, “Let it Be”, and “Yesterday” are each mentioned by 5%, followed by “A Hard Day’s Night” (4%), and “I Want to Hold Your Hand” (4%). The Beatles played “I Want to Hold Your Hand” in their first Ed Sullivan appearance on February 9th, 1964.

What is your Favorite Beatles Song?

| | |
|--------------------------|----|
| Hey Jude | 9% |
| Yellow Submarine | 8 |
| All You Need is Love | 5 |
| Let It Be | 5 |
| Yesterday | 5 |
| A Hard Day’s Night | 4 |
| I Want to Hold Your Hand | 4 |
| Come Together | 3 |

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CBS NEWS POLL

The Beatles

January 15-19, 2014

BE-02. Which rock band do you like better: The Beatles or The Rolling Stones?

| | | | |
|----------------------|----|----|----|
| The Beatles | 50 | 50 | 49 |
| The Rolling Stones | 33 | 38 | 29 |
| Both (vol.) | 4 | 3 | 5 |
| Neither (vol.) | 10 | 7 | 13 |
| Don't know/No answer | 4 | 3 | 4 |

BE-03. How much influence do you think The Beatles have had on music and popular culture – a great deal, some, not much, or none?

| | | | |
|----------------------|----|----|----|
| A great deal | 66 | 69 | 64 |
| Some | 23 | 21 | 24 |
| Not much | 5 | 6 | 4 |
| None | 2 | 2 | 2 |
| Don't know/No answer | 4 | 3 | 6 |

BE-04. How well do you think the music of The Beatles has held up over time? Would you say it has (held up well and still sounds current and fresh), or (it has not held up well and it sounds out of date and nostalgic)?

| | | | |
|---|----|----|----|
| Held up well and still sounds current and fresh | 69 | 73 | 65 |
| Not held up well and it sounds out of date and nostalgic | 25 | 23 | 28 |
| Don't know/No answer | 6 | 5 | 8 |

BE-06. What is your favorite Beatles song?

| | ** TOTAL RESPONDENTS ** | | |
|---------------------------|--------------------------------|-----|-------|
| | Total | Men | Women |
| | % | % | % |
| Hey Jude | 9 | 8 | 9 |
| Yellow Submarine | 8 | 8 | 8 |
| All You Need is Love | 5 | 4 | 7 |
| Let It Be | 5 | 5 | 6 |
| Yesterday | 5 | 6 | 5 |
| A Hard Day's Night | 4 | 3 | 4 |
| I Want to Hold Your Hand | 4 | 3 | 5 |
| Come Together | 3 | 3 | 2 |
| Can't Buy Me Love | 2 | 2 | 2 |
| Here Comes the Sun | 2 | 3 | 2 |
| Strawberry Fields Forever | 2 | 2 | 1 |
| A Day in the Life | 1 | 2 | 1 |
| Back in the USSR | 1 | 2 | 1 |
| Eight Days a Week | 1 | 2 | 1 |
| Eleanor Rigby | 1 | 2 | 1 |
| Hello, Goodbye | 1 | 1 | * |
| Help | 1 | 1 | * |
| She Loves You | 1 | * | 1 |
| Twist and Shout | 1 | * | 1 |
| Other | 7 | 9 | 5 |
| Don't know/No answer | 34 | 33 | 34 |

() = Percentage less than 0.5*

Total Respondents: 1008

Margin of error: 3 pts.