

YouGov Survey: The Beatles

August 10 - 18, 2022 - 2000 US Adult Citizens



1. Familiarity With The Beatles

How familiar are you with songs by the 1960s rock band, the Beatles?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very familiar	32%	34%	30%	19%	22%	38%	48%	37%	19%	25%	29%
Somewhat familiar	42%	39%	45%	37%	43%	45%	42%	45%	40%	36%	37%
Not very familiar	16%	16%	16%	25%	21%	13%	9%	13%	23%	23%	23%
Not at all familiar	9%	10%	8%	19%	14%	4%	1%	6%	18%	16%	11%
Totals	99%	99%	99%	100%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(1,992)	(904)	(1,088)	(421)	(402)	(671)	(498)	(1,442)	(235)	(169)	(146)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very familiar	32%	34%	29%	35%	39%	35%	30%	35%	37%	33%	34%	29%	36%
Somewhat familiar	42%	44%	41%	43%	43%	47%	42%	43%	44%	44%	44%	41%	42%
Not very familiar	16%	15%	17%	16%	13%	14%	17%	15%	13%	15%	15%	19%	13%
Not at all familiar	9%	7%	12%	6%	6%	5%	11%	7%	6%	8%	6%	11%	9%
Totals	99%	100%	99%	100%	101%	101%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(1,992)	(670)	(796)	(526)	(752)	(646)	(834)	(554)	(387)	(378)	(402)	(771)	(441)

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2. Where Were The Beatles From

To the best of your knowledge, where did the Beatles' members originate from?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Great Britain	72%	72%	73%	47%	58%	85%	94%	81%	53%	56%	55%
Ireland	0%	1%	0%	1%	0%	0%	0%	0%	0%	2%	2%
The United States	11%	12%	11%	27%	20%	2%	0%	8%	21%	17%	17%
Canada	1%	1%	2%	3%	1%	1%	0%	1%	2%	1%	2%
Australia	1%	1%	2%	1%	3%	1%	0%	1%	1%	3%	4%
Other	3%	3%	4%	2%	4%	4%	3%	4%	4%	2%	4%
Not sure	10%	10%	9%	18%	13%	7%	2%	6%	19%	19%	16%
Totals	98%	100%	101%	99%	99%	100%	99%	101%	100%	100%	100%
Unweighted N	(997)	(445)	(552)	(216)	(202)	(328)	(251)	(730)	(110)	(79)	(78)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Great Britain	72%	72%	69%	79%	79%	82%	69%	77%	76%	68%	70%	72%	79%
Ireland	0%	0%	1%	0%	1%	0%	1%	1%	0%	1%	0%	1%	0%
The United States	11%	15%	9%	11%	10%	7%	12%	11%	11%	15%	15%	10%	9%
Canada	1%	1%	2%	1%	0%	1%	1%	2%	0%	2%	1%	1%	1%
Australia	1%	2%	1%	1%	1%	1%	2%	1%	1%	3%	0%	1%	1%
Other	3%	3%	5%	3%	3%	4%	3%	3%	5%	2%	4%	4%	3%
Not sure	10%	7%	15%	5%	7%	4%	11%	5%	6%	8%	10%	11%	8%
Totals	98%	100%	102%	100%	101%	99%	99%	100%	99%	99%	100%	100%	101%
Unweighted N	(997)	(352)	(394)	(251)	(383)	(319)	(401)	(280)	(204)	(195)	(190)	(385)	(227)

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3A. Ratings of Beatles — John Lennon

What is your opinion of the following Beatle?

Asked of people who are familiar with the Beatles

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love him	34%	33%	36%	33%	27%	35%	41%	35%	34%	34%	33%
OK with him	49%	47%	51%	43%	57%	49%	46%	49%	50%	51%	47%
Not a fan	14%	17%	12%	16%	13%	16%	13%	15%	10%	12%	15%
Not familiar with him	2%	2%	2%	9%	3%	0%	0%	1%	6%	3%	4%
Totals	99%	99%	101%	101%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,511)	(677)	(834)	(237)	(270)	(562)	(442)	(1,170)	(136)	(109)	(96)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love him	34%	44%	29%	30%	44%	27%	35%	32%	39%	38%	35%	33%	32%
OK with him	49%	45%	53%	47%	47%	52%	50%	51%	42%	51%	49%	49%	48%
Not a fan	14%	8%	15%	21%	7%	20%	13%	14%	16%	10%	13%	16%	17%
Not familiar with him	2%	3%	2%	2%	2%	1%	2%	2%	3%	1%	3%	2%	3%
Totals	99%	100%	99%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(1,511)	(527)	(578)	(406)	(611)	(523)	(616)	(433)	(313)	(296)	(314)	(549)	(352)

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3B. Ratings of Beatles — Paul McCartney

What is your opinion of the following Beatle?

Asked of people who are familiar with the Beatles

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love him	43%	39%	46%	40%	29%	46%	52%	44%	35%	45%	37%
OK with him	46%	47%	46%	40%	54%	47%	42%	46%	49%	43%	51%
Not a fan	9%	11%	7%	10%	14%	7%	6%	8%	11%	8%	9%
Not familiar with him	2%	3%	2%	10%	3%	0%	0%	2%	5%	4%	3%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,518)	(682)	(836)	(240)	(271)	(565)	(442)	(1,176)	(136)	(110)	(96)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love him	43%	50%	38%	42%	52%	39%	41%	46%	46%	46%	44%	42%	40%
OK with him	46%	41%	50%	47%	42%	51%	48%	44%	45%	49%	43%	46%	47%
Not a fan	9%	7%	9%	9%	5%	9%	9%	8%	8%	5%	9%	9%	10%
Not familiar with him	2%	2%	3%	2%	1%	1%	3%	1%	2%	0%	4%	2%	3%
Totals	100%	100%	100%	100%	100%	100%	101%	99%	101%	100%	100%	99%	100%
Unweighted N	(1,518)	(530)	(581)	(407)	(613)	(524)	(621)	(430)	(317)	(297)	(313)	(556)	(352)

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3C. Ratings of Beatles — George Harrison

What is your opinion of the following Beatle?

Asked of people who are familiar with the Beatles

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love him	31%	34%	28%	29%	20%	31%	40%	33%	21%	28%	27%
OK with him	53%	52%	54%	47%	47%	59%	54%	53%	53%	54%	60%
Not a fan	7%	8%	7%	7%	11%	7%	5%	7%	9%	9%	4%
Not familiar with him	9%	6%	11%	17%	21%	4%	1%	8%	18%	9%	10%
Totals	100%	100%	100%	100%	99%	101%	100%	101%	101%	100%	101%
Unweighted N	(1,520)	(683)	(837)	(239)	(271)	(566)	(444)	(1,179)	(135)	(110)	(96)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love him	31%	35%	28%	29%	36%	29%	30%	33%	31%	34%	32%	29%	30%
OK with him	53%	52%	53%	54%	54%	58%	52%	54%	57%	54%	53%	54%	52%
Not a fan	7%	5%	8%	10%	4%	7%	8%	8%	4%	6%	8%	8%	7%
Not familiar with him	9%	7%	11%	7%	6%	5%	10%	5%	8%	7%	7%	9%	11%
Totals	100%	99%	100%	100%	100%	99%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(1,520)	(529)	(581)	(410)	(613)	(525)	(623)	(435)	(315)	(298)	(314)	(555)	(353)

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3D. Ratings of Beatles — Ringo Starr

What is your opinion of the following Beatle?

Asked of people who are familiar with the Beatles

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love him	32%	31%	33%	32%	21%	32%	39%	32%	28%	37%	29%
OK with him	54%	54%	54%	43%	58%	57%	53%	55%	49%	50%	52%
Not a fan	9%	10%	8%	9%	10%	8%	7%	9%	11%	6%	8%
Not familiar with him	5%	5%	6%	16%	10%	2%	0%	4%	11%	7%	11%
Totals	100%	100%	101%	100%	99%	99%	99%	100%	99%	100%	100%
Unweighted N	(1,514)	(677)	(837)	(239)	(268)	(565)	(442)	(1,176)	(134)	(108)	(96)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love him	32%	35%	27%	34%	35%	34%	30%	36%	33%	34%	33%	31%	30%
OK with him	54%	52%	57%	53%	54%	55%	55%	53%	54%	57%	52%	54%	53%
Not a fan	9%	7%	9%	10%	7%	9%	9%	9%	7%	6%	9%	9%	9%
Not familiar with him	5%	6%	7%	3%	4%	2%	6%	2%	5%	3%	6%	5%	8%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	99%	100%
Unweighted N	(1,514)	(530)	(577)	(407)	(611)	(526)	(617)	(433)	(314)	(296)	(313)	(554)	(351)

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4. Favorite Beatle

Which of these is your favorite Beatle?

Asked of people who love at least one member of the Beatles

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
John Lennon	27%	29%	24%	31%	37%	26%	21%	26%	25%	30%	36%
Paul McCartney	45%	39%	50%	32%	37%	49%	51%	46%	40%	51%	27%
George Harrison	17%	21%	14%	22%	21%	15%	15%	17%	18%	10%	24%
Ringo Starr	11%	11%	12%	15%	6%	10%	14%	11%	18%	10%	13%
Totals	100%	100%	100%	100%	101%	100%	101%	100%	101%	101%	100%
Unweighted N	(871)	(388)	(483)	(144)	(117)	(320)	(290)	(686)	(69)	(63)	(53)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
John Lennon	27%	27%	25%	28%	28%	24%	31%	21%	26%	28%	25%	26%	28%
Paul McCartney	45%	45%	44%	46%	48%	45%	44%	45%	43%	44%	45%	46%	45%
George Harrison	17%	19%	19%	11%	17%	15%	15%	21%	17%	17%	21%	13%	19%
Ringo Starr	11%	9%	12%	15%	7%	17%	10%	12%	14%	11%	9%	15%	9%
Totals	100%	100%	100%	100%	100%	101%	100%	99%	100%	100%	100%	100%	101%
Unweighted N	(871)	(362)	(293)	(216)	(404)	(272)	(338)	(266)	(199)	(175)	(186)	(308)	(202)

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5. Least Favorite Beatle

Which of these is your least favorite Beatle?

Asked of people who are not a fan of at least one member of the Beatles

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
John Lennon	49%	54%	42%	42%	25%	64%	61%	53%	*	*	*
Paul McCartney	21%	21%	21%	25%	35%	13%	15%	18%	*	*	*
George Harrison	12%	10%	15%	14%	24%	8%	3%	12%	*	*	*
Ringo Starr	18%	15%	22%	19%	17%	15%	22%	17%	*	*	*
Totals	100%	100%	100%	100%	101%	100%	101%	100%	*	*	*
Unweighted N	(314)	(175)	(139)	(67)	(63)	(107)	(77)	(242)	(26)	(22)	(24)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
John Lennon	49%	30%	49%	66%	32%	72%	45%	53%	53%	42%	41%	53%	55%
Paul McCartney	21%	31%	22%	12%	22%	13%	20%	18%	25%	20%	25%	19%	22%
George Harrison	12%	8%	14%	11%	9%	5%	16%	11%	6%	20%	15%	10%	8%
Ringo Starr	18%	31%	15%	11%	38%	10%	19%	18%	17%	18%	20%	18%	16%
Totals	100%	100%	100%	100%	101%	100%	100%	100%	101%	100%	101%	100%	101%
Unweighted N	(314)	(85)	(127)	(102)	(84)	(135)	(117)	(90)	(71)	(49)	(62)	(128)	(75)

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6A. Ratings of Beatles Songs — Yellow Submarine

What is your opinion on the following song by the Beatles?

Asked of people who are familiar with the Beatles

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	33%	33%	33%	32%	21%	42%	32%	33%	42%	31%	27%
OK with it	39%	36%	43%	34%	34%	40%	46%	41%	33%	40%	33%
Not a fan	21%	25%	16%	22%	27%	16%	21%	22%	7%	11%	38%
Not familiar with it	7%	6%	8%	12%	18%	2%	1%	4%	17%	18%	3%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	101%
Unweighted N	(489)	(226)	(263)	(88)	(90)	(177)	(134)	(373)	(51)	(32)	(33)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	33%	37%	32%	31%	42%	33%	31%	35%	35%	40%	29%	30%	36%
OK with it	39%	42%	33%	43%	40%	41%	37%	43%	42%	41%	39%	43%	32%
Not a fan	21%	17%	23%	23%	14%	21%	21%	17%	21%	17%	22%	16%	30%
Not familiar with it	7%	5%	12%	3%	4%	4%	11%	5%	3%	2%	10%	11%	2%
Totals	100%	101%	100%	100%	100%	99%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(489)	(165)	(179)	(145)	(191)	(175)	(178)	(150)	(104)	(108)	(106)	(167)	(108)

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6B. Ratings of Beatles Songs — Hey Jude

What is your opinion on the following song by the Beatles?

Asked of people who are familiar with the Beatles

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	50%	48%	52%	41%	42%	51%	61%	54%	25%	54%	42%
OK with it	37%	39%	37%	39%	40%	41%	30%	36%	38%	42%	47%
Not a fan	8%	11%	6%	13%	8%	7%	8%	7%	22%	2%	11%
Not familiar with it	4%	3%	5%	7%	10%	1%	1%	3%	15%	2%	0%
Totals	99%	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(497)	(212)	(285)	(72)	(93)	(193)	(139)	(387)	(44)	(31)	(35)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	50%	65%	44%	41%	64%	38%	47%	49%	53%	57%	52%	46%	50%
OK with it	37%	26%	43%	44%	27%	50%	39%	40%	36%	32%	34%	40%	40%
Not a fan	8%	6%	8%	11%	6%	11%	10%	7%	7%	8%	10%	10%	5%
Not familiar with it	4%	3%	4%	3%	3%	2%	4%	4%	3%	3%	4%	4%	4%
Totals	99%	100%	99%	99%	100%	101%	100%	100%	99%	100%	100%	100%	99%
Unweighted N	(497)	(175)	(195)	(127)	(200)	(177)	(183)	(149)	(112)	(104)	(101)	(167)	(125)

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6C. Ratings of Beatles Songs — A Hard Day's Night

What is your opinion on the following song by the Beatles?

Asked of people who are familiar with the Beatles

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	41%	39%	44%	26%	24%	47%	57%	42%	33%	43%	38%
OK with it	40%	38%	41%	31%	42%	46%	34%	42%	45%	23%	42%
Not a fan	8%	9%	7%	8%	13%	5%	8%	8%	0%	19%	0%
Not familiar with it	11%	14%	8%	35%	20%	2%	0%	8%	22%	15%	20%
Totals	100%	100%	100%	100%	99%	100%	99%	100%	100%	100%	100%
Unweighted N	(506)	(232)	(274)	(85)	(84)	(194)	(143)	(379)	(47)	(50)	(30)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	41%	44%	33%	49%	47%	48%	37%	50%	39%	45%	35%	42%	42%
OK with it	40%	40%	40%	39%	38%	40%	43%	29%	47%	41%	43%	39%	37%
Not a fan	8%	4%	10%	10%	6%	7%	8%	10%	7%	10%	9%	6%	10%
Not familiar with it	11%	12%	16%	3%	8%	5%	11%	11%	7%	4%	14%	13%	10%
Totals	100%	100%	99%	101%	99%	100%	99%	100%	100%	100%	101%	100%	99%
Unweighted N	(506)	(178)	(189)	(139)	(212)	(175)	(200)	(141)	(110)	(93)	(101)	(193)	(119)

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6D. Ratings of Beatles Songs — Eleanor Rigby

What is your opinion on the following song by the Beatles?

Asked of people who are familiar with the Beatles

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	35%	40%	30%	33%	20%	40%	39%	37%	29%	25%	42%
OK with it	35%	33%	38%	26%	40%	32%	43%	37%	28%	26%	43%
Not a fan	13%	14%	13%	17%	11%	15%	10%	12%	7%	25%	7%
Not familiar with it	17%	13%	20%	24%	29%	14%	7%	14%	36%	24%	8%
Totals	100%	100%	101%	100%	100%	101%	99%	100%	100%	100%	100%
Unweighted N	(526)	(237)	(289)	(83)	(91)	(201)	(151)	(406)	(46)	(44)	(30)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	35%	42%	33%	28%	42%	35%	32%	37%	42%	42%	33%	33%	33%
OK with it	35%	36%	34%	36%	36%	38%	38%	36%	32%	36%	40%	37%	29%
Not a fan	13%	10%	11%	20%	7%	17%	12%	12%	13%	8%	15%	12%	17%
Not familiar with it	17%	13%	22%	16%	15%	10%	18%	14%	13%	14%	11%	19%	22%
Totals	100%	101%	100%	100%	100%	100%	100%	99%	100%	100%	99%	101%	101%
Unweighted N	(526)	(183)	(197)	(146)	(202)	(186)	(218)	(148)	(93)	(104)	(109)	(186)	(127)

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6E. Ratings of Beatles Songs — Strawberry Fields Forever

What is your opinion on the following song by the Beatles?

Asked of people who are familiar with the Beatles

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	33%	35%	32%	20%	25%	34%	46%	36%	14%	19%	50%
OK with it	44%	41%	46%	43%	37%	51%	39%	44%	44%	46%	33%
Not a fan	10%	12%	8%	14%	10%	10%	7%	10%	12%	10%	3%
Not familiar with it	13%	11%	14%	23%	27%	5%	8%	9%	30%	24%	14%
Totals	100%	99%	100%	100%	99%	100%	100%	99%	100%	99%	100%
Unweighted N	(517)	(230)	(287)	(70)	(93)	(197)	(157)	(401)	(47)	(37)	(32)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	33%	38%	31%	30%	43%	29%	32%	32%	42%	34%	35%	34%	30%
OK with it	44%	43%	40%	51%	42%	53%	42%	45%	43%	49%	46%	39%	47%
Not a fan	10%	6%	12%	11%	7%	12%	11%	9%	7%	6%	10%	10%	13%
Not familiar with it	13%	13%	16%	8%	8%	6%	15%	14%	8%	12%	9%	17%	11%
Totals	100%	100%	99%	100%	100%	100%	100%	100%	100%	101%	100%	100%	101%
Unweighted N	(517)	(179)	(195)	(143)	(212)	(177)	(201)	(156)	(114)	(84)	(109)	(200)	(124)

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6F. Ratings of Beatles Songs — Yesterday

What is your opinion on the following song by the Beatles?

Asked of people who are familiar with the Beatles

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	53%	50%	55%	34%	33%	59%	71%	55%	47%	49%	*
OK with it	31%	32%	31%	29%	39%	33%	23%	31%	30%	33%	*
Not a fan	7%	8%	6%	17%	6%	5%	5%	7%	4%	12%	*
Not familiar with it	9%	11%	8%	20%	22%	3%	1%	7%	19%	5%	*
Totals	100%	101%	100%	100%	100%	100%	100%	100%	100%	99%	*
Unweighted N	(501)	(224)	(277)	(80)	(86)	(206)	(129)	(382)	(49)	(43)	(27)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	53%	58%	49%	51%	64%	50%	52%	57%	49%	59%	45%	55%	52%
OK with it	31%	29%	31%	35%	28%	37%	32%	30%	33%	23%	38%	32%	29%
Not a fan	7%	7%	5%	8%	4%	8%	8%	5%	8%	10%	6%	5%	8%
Not familiar with it	9%	6%	15%	6%	5%	5%	8%	8%	10%	7%	11%	8%	11%
Totals	100%	100%	100%	100%	101%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(501)	(176)	(180)	(145)	(205)	(169)	(212)	(148)	(106)	(110)	(119)	(164)	(108)

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6G. Ratings of Beatles Songs — Penny Lane

What is your opinion on the following song by the Beatles?

Asked of people who are familiar with the Beatles

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	36%	38%	35%	30%	21%	39%	47%	37%	26%	38%	39%
OK with it	41%	43%	39%	36%	46%	44%	35%	41%	44%	37%	37%
Not a fan	11%	13%	9%	11%	14%	9%	12%	11%	8%	11%	17%
Not familiar with it	12%	7%	17%	24%	19%	9%	6%	11%	21%	14%	7%
Totals	100%	101%	100%	101%	100%	101%	100%	100%	99%	100%	100%
Unweighted N	(496)	(220)	(276)	(73)	(86)	(181)	(156)	(377)	(45)	(35)	(39)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	36%	42%	32%	34%	43%	32%	34%	42%	32%	36%	33%	32%	45%
OK with it	41%	42%	42%	38%	42%	45%	39%	42%	47%	44%	44%	41%	35%
Not a fan	11%	6%	11%	17%	4%	14%	13%	7%	11%	6%	12%	14%	8%
Not familiar with it	12%	11%	14%	11%	11%	10%	14%	10%	10%	14%	10%	13%	12%
Totals	100%	101%	99%	100%	100%	101%	100%	101%	100%	100%	99%	100%	100%
Unweighted N	(496)	(165)	(191)	(140)	(202)	(179)	(194)	(138)	(106)	(90)	(96)	(191)	(119)

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6H. Ratings of Beatles Songs — Sgt. Pepper’s Lonely Hearts Club Band

What is your opinion on the following song by the Beatles?

Asked of people who are familiar with the Beatles

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	34%	33%	35%	34%	16%	35%	47%	36%	25%	20%	*
OK with it	43%	43%	44%	38%	47%	46%	39%	44%	42%	51%	*
Not a fan	14%	17%	10%	12%	13%	15%	12%	13%	13%	18%	*
Not familiar with it	9%	7%	11%	16%	25%	3%	2%	7%	20%	11%	*
Totals	100%	100%	100%	100%	101%	99%	100%	100%	100%	100%	*
Unweighted N	(480)	(218)	(262)	(72)	(79)	(191)	(138)	(380)	(40)	(36)	(24)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	34%	37%	36%	29%	42%	35%	26%	48%	35%	32%	33%	34%	37%
OK with it	43%	48%	35%	49%	42%	46%	45%	38%	44%	47%	42%	41%	46%
Not a fan	14%	9%	18%	14%	9%	13%	16%	9%	17%	15%	19%	13%	8%
Not familiar with it	9%	6%	12%	8%	8%	6%	13%	5%	3%	6%	7%	12%	9%
Totals	100%	100%	101%	100%	101%	100%	100%	100%	99%	100%	101%	100%	100%
Unweighted N	(480)	(159)	(176)	(145)	(180)	(183)	(189)	(140)	(93)	(95)	(97)	(172)	(116)

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6I. Ratings of Beatles Songs — Helter Skelter

What is your opinion on the following song by the Beatles?

Asked of people who are familiar with the Beatles

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	23%	31%	16%	23%	24%	28%	13%	21%	22%	31%	*
OK with it	37%	33%	41%	37%	31%	42%	35%	40%	31%	29%	*
Not a fan	21%	18%	23%	7%	18%	19%	33%	20%	12%	31%	*
Not familiar with it	19%	18%	21%	33%	27%	11%	19%	19%	35%	10%	*
Totals	100%	100%	101%	100%	100%	100%	100%	100%	100%	101%	*
Unweighted N	(533)	(230)	(303)	(82)	(87)	(216)	(148)	(415)	(49)	(42)	(27)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	23%	20%	24%	23%	19%	24%	27%	20%	25%	19%	23%	27%	20%
OK with it	37%	46%	32%	36%	42%	34%	36%	39%	42%	43%	40%	36%	33%
Not a fan	21%	14%	23%	25%	19%	27%	20%	20%	16%	22%	20%	22%	19%
Not familiar with it	19%	19%	22%	16%	20%	15%	17%	22%	18%	16%	17%	16%	29%
Totals	100%	99%	101%	100%	100%	100%	100%	101%	101%	100%	100%	101%	101%
Unweighted N	(533)	(184)	(193)	(156)	(206)	(190)	(239)	(138)	(105)	(104)	(116)	(191)	(122)

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6J. Ratings of Beatles Songs — Norwegian Wood

What is your opinion on the following song by the Beatles?

Asked of people who are familiar with the Beatles

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	23%	28%	18%	26%	20%	20%	26%	24%	23%	13%	*
OK with it	29%	30%	28%	20%	34%	33%	27%	31%	21%	22%	*
Not a fan	11%	16%	7%	14%	15%	10%	9%	10%	8%	17%	*
Not familiar with it	37%	26%	47%	40%	32%	38%	38%	35%	47%	47%	*
Totals	100%	100%	100%	100%	101%	101%	100%	100%	99%	99%	*
Unweighted N	(513)	(226)	(287)	(86)	(77)	(187)	(163)	(406)	(48)	(40)	(19)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	23%	26%	22%	19%	27%	15%	21%	22%	25%	33%	22%	19%	20%
OK with it	29%	33%	24%	31%	32%	28%	27%	31%	29%	31%	34%	27%	27%
Not a fan	11%	10%	11%	13%	7%	15%	11%	8%	19%	5%	14%	11%	12%
Not familiar with it	37%	31%	44%	37%	34%	42%	41%	39%	28%	32%	30%	43%	41%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	101%	101%	100%	100%	100%
Unweighted N	(513)	(194)	(190)	(129)	(218)	(177)	(211)	(148)	(105)	(98)	(111)	(182)	(122)

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6K. Ratings of Beatles Songs — Lucy in the Sky With Diamonds

What is your opinion on the following song by the Beatles?

Asked of people who are familiar with the Beatles

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	38%	36%	40%	33%	26%	44%	42%	40%	30%	25%	40%
OK with it	42%	39%	44%	35%	46%	43%	42%	41%	43%	44%	42%
Not a fan	12%	15%	9%	13%	13%	11%	12%	12%	14%	9%	12%
Not familiar with it	8%	10%	7%	20%	16%	3%	4%	7%	13%	23%	5%
Totals	100%	100%	100%	101%	101%	101%	100%	100%	100%	101%	99%
Unweighted N	(502)	(220)	(282)	(79)	(79)	(200)	(144)	(395)	(42)	(31)	(34)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	38%	46%	37%	30%	48%	33%	39%	45%	35%	46%	32%	37%	40%
OK with it	42%	38%	42%	47%	39%	49%	42%	43%	39%	43%	44%	42%	39%
Not a fan	12%	10%	11%	15%	10%	12%	9%	7%	22%	8%	18%	10%	11%
Not familiar with it	8%	6%	10%	9%	4%	6%	10%	5%	4%	4%	7%	11%	9%
Totals	100%	100%	100%	101%	101%	100%	100%	100%	100%	101%	101%	100%	99%
Unweighted N	(502)	(171)	(199)	(132)	(199)	(165)	(221)	(135)	(99)	(95)	(105)	(173)	(129)

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6L. Ratings of Beatles Songs — The Long and Winding Road

What is your opinion on the following song by the Beatles?

Asked of people who are familiar with the Beatles

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	32%	31%	33%	19%	18%	36%	46%	35%	12%	32%	32%
OK with it	40%	42%	39%	36%	37%	47%	36%	39%	45%	44%	36%
Not a fan	8%	8%	7%	9%	11%	6%	5%	8%	9%	2%	9%
Not familiar with it	20%	19%	21%	35%	34%	11%	13%	18%	34%	22%	23%
Totals	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(518)	(237)	(281)	(88)	(88)	(198)	(144)	(394)	(48)	(40)	(36)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	32%	35%	25%	38%	38%	33%	29%	33%	38%	46%	25%	29%	32%
OK with it	40%	37%	44%	39%	37%	45%	39%	43%	39%	31%	40%	43%	43%
Not a fan	8%	8%	9%	6%	7%	5%	6%	8%	12%	8%	8%	7%	7%
Not familiar with it	20%	20%	22%	17%	18%	17%	26%	16%	11%	15%	26%	21%	17%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	99%
Unweighted N	(518)	(189)	(191)	(138)	(218)	(158)	(213)	(146)	(102)	(97)	(115)	(182)	(124)

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6M. Ratings of Beatles Songs — Dear Prudence

What is your opinion on the following song by the Beatles?

Asked of people who are familiar with the Beatles

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	16%	20%	12%	24%	12%	14%	17%	15%	16%	19%	17%
OK with it	36%	37%	35%	27%	38%	39%	34%	34%	35%	40%	42%
Not a fan	14%	15%	14%	8%	14%	16%	16%	17%	2%	10%	12%
Not familiar with it	34%	29%	39%	42%	36%	31%	33%	34%	47%	31%	29%
Totals	100%	101%	100%	101%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(542)	(242)	(300)	(92)	(99)	(188)	(163)	(413)	(50)	(42)	(37)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	16%	21%	13%	13%	18%	14%	16%	16%	19%	23%	15%	11%	18%
OK with it	36%	40%	30%	39%	38%	38%	28%	36%	40%	33%	38%	32%	41%
Not a fan	14%	11%	15%	17%	10%	18%	15%	18%	10%	16%	18%	12%	14%
Not familiar with it	34%	28%	42%	31%	33%	30%	41%	30%	30%	28%	29%	45%	27%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(542)	(187)	(214)	(141)	(214)	(191)	(211)	(160)	(120)	(105)	(103)	(203)	(131)

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6N. Ratings of Beatles Songs — With a Little Help From My Friends

What is your opinion on the following song by the Beatles?

Asked of people who are familiar with the Beatles

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	47%	43%	49%	34%	34%	50%	58%	47%	48%	52%	35%
OK with it	38%	41%	36%	30%	46%	43%	32%	38%	28%	37%	50%
Not a fan	7%	7%	6%	13%	6%	6%	4%	7%	11%	7%	2%
Not familiar with it	9%	9%	8%	22%	13%	1%	6%	8%	12%	4%	14%
Totals	101%	100%	99%	99%	99%	100%	100%	100%	99%	100%	101%
Unweighted N	(529)	(238)	(291)	(94)	(97)	(181)	(157)	(415)	(35)	(37)	(42)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	47%	52%	42%	45%	54%	46%	47%	49%	41%	46%	51%	47%	42%
OK with it	38%	37%	40%	38%	34%	42%	38%	38%	45%	37%	35%	41%	38%
Not a fan	7%	4%	10%	6%	5%	6%	7%	4%	8%	12%	6%	4%	7%
Not familiar with it	9%	7%	8%	11%	7%	6%	7%	9%	6%	5%	8%	8%	13%
Totals	101%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(529)	(193)	(208)	(128)	(231)	(177)	(206)	(151)	(115)	(105)	(98)	(192)	(134)

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60. Ratings of Beatles Songs — Blackbird

What is your opinion on the following song by the Beatles?

Asked of people who are familiar with the Beatles

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	32%	34%	30%	31%	28%	31%	35%	35%	18%	27%	*
OK with it	33%	34%	33%	28%	38%	34%	33%	33%	24%	39%	*
Not a fan	11%	13%	10%	14%	7%	12%	11%	11%	18%	10%	*
Not familiar with it	24%	20%	27%	27%	27%	23%	20%	21%	40%	25%	*
Totals	100%	101%	100%	100%	100%	100%	99%	100%	100%	101%	*
Unweighted N	(473)	(216)	(257)	(87)	(78)	(171)	(137)	(374)	(39)	(31)	(29)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	32%	39%	31%	24%	42%	26%	29%	35%	29%	31%	30%	32%	33%
OK with it	33%	32%	33%	36%	32%	34%	30%	35%	44%	33%	41%	27%	39%
Not a fan	11%	11%	9%	15%	9%	14%	9%	11%	15%	13%	11%	9%	14%
Not familiar with it	24%	18%	28%	25%	17%	25%	31%	19%	12%	23%	18%	31%	14%
Totals	100%	100%	101%	100%	100%	99%	99%	100%	100%	100%	100%	99%	100%
Unweighted N	(473)	(174)	(163)	(136)	(195)	(171)	(193)	(146)	(94)	(91)	(91)	(198)	(93)

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6P. Ratings of Beatles Songs — Paperback Writer

What is your opinion on the following song by the Beatles?

Asked of people who are familiar with the Beatles

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	23%	23%	22%	11%	21%	25%	29%	25%	17%	16%	21%
OK with it	41%	44%	38%	37%	30%	46%	44%	46%	21%	30%	39%
Not a fan	14%	14%	14%	17%	17%	11%	13%	13%	11%	21%	19%
Not familiar with it	23%	19%	26%	35%	32%	18%	14%	17%	51%	33%	21%
Totals	101%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(523)	(236)	(287)	(89)	(90)	(191)	(153)	(405)	(47)	(39)	(32)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	23%	27%	18%	25%	27%	23%	24%	24%	23%	23%	21%	25%	20%
OK with it	41%	38%	41%	43%	41%	43%	36%	44%	45%	43%	49%	35%	40%
Not a fan	14%	10%	15%	18%	7%	19%	14%	13%	17%	13%	10%	14%	19%
Not familiar with it	23%	25%	26%	15%	25%	15%	26%	18%	15%	22%	19%	27%	20%
Totals	101%	100%	100%	101%	100%	100%	100%	99%	100%	101%	99%	101%	99%
Unweighted N	(523)	(176)	(209)	(138)	(204)	(185)	(229)	(129)	(117)	(106)	(118)	(197)	(102)

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6Q. Ratings of Beatles Songs — Good Day Sunshine

What is your opinion on the following song by the Beatles?

Asked of people who are familiar with the Beatles

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	34%	34%	34%	16%	27%	36%	45%	35%	24%	38%	32%
OK with it	42%	40%	44%	39%	34%	48%	42%	43%	40%	39%	39%
Not a fan	7%	8%	6%	5%	8%	7%	7%	7%	2%	10%	4%
Not familiar with it	17%	18%	17%	40%	31%	9%	6%	15%	34%	13%	25%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(520)	(217)	(303)	(75)	(88)	(197)	(160)	(408)	(36)	(34)	(42)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	34%	41%	28%	34%	44%	31%	26%	43%	36%	32%	33%	32%	40%
OK with it	42%	36%	47%	42%	39%	46%	49%	35%	41%	45%	45%	42%	37%
Not a fan	7%	3%	8%	10%	4%	11%	9%	6%	7%	7%	4%	7%	8%
Not familiar with it	17%	21%	17%	13%	13%	12%	17%	16%	15%	16%	18%	19%	14%
Totals	100%	101%	100%	99%	100%	100%	101%	100%	99%	100%	100%	100%	99%
Unweighted N	(520)	(172)	(202)	(146)	(219)	(179)	(202)	(154)	(111)	(94)	(96)	(210)	(120)

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6R. Ratings of Beatles Songs — I Am the Walrus

What is your opinion on the following song by the Beatles?

Asked of people who are familiar with the Beatles

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	17%	21%	14%	23%	11%	18%	18%	19%	13%	15%	11%
OK with it	40%	42%	38%	37%	36%	43%	40%	41%	31%	36%	40%
Not a fan	19%	17%	20%	7%	16%	22%	21%	18%	19%	14%	28%
Not familiar with it	24%	19%	28%	33%	37%	16%	21%	21%	36%	35%	21%
Totals	100%	99%	100%	100%	100%	99%	100%	99%	99%	100%	100%
Unweighted N	(510)	(219)	(291)	(63)	(95)	(191)	(161)	(394)	(45)	(41)	(30)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	17%	16%	20%	16%	19%	19%	20%	18%	19%	19%	21%	17%	14%
OK with it	40%	49%	32%	38%	48%	40%	32%	41%	54%	43%	41%	35%	45%
Not a fan	19%	16%	19%	21%	16%	17%	19%	19%	18%	21%	13%	20%	20%
Not familiar with it	24%	18%	29%	25%	16%	23%	29%	22%	10%	18%	24%	28%	20%
Totals	100%	99%	100%	100%	99%	99%	100%	100%	101%	101%	99%	100%	99%
Unweighted N	(510)	(187)	(193)	(130)	(209)	(170)	(215)	(151)	(103)	(84)	(105)	(207)	(114)

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6S. Ratings of Beatles Songs — Michelle

What is your opinion on the following song by the Beatles?

Asked of people who are familiar with the Beatles

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	30%	34%	25%	19%	24%	24%	48%	31%	14%	*	32%
OK with it	38%	38%	37%	25%	32%	46%	36%	39%	40%	*	24%
Not a fan	11%	11%	11%	12%	7%	14%	9%	12%	9%	*	13%
Not familiar with it	22%	17%	27%	44%	36%	16%	7%	18%	37%	*	31%
Totals	101%	100%	100%	100%	99%	100%	100%	100%	100%	*	100%
Unweighted N	(496)	(223)	(273)	(75)	(83)	(188)	(150)	(384)	(52)	(27)	(33)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	30%	35%	27%	26%	36%	26%	27%	31%	33%	33%	26%	25%	37%
OK with it	38%	36%	33%	46%	37%	44%	34%	34%	43%	36%	44%	39%	30%
Not a fan	11%	8%	13%	13%	8%	14%	12%	11%	10%	11%	9%	13%	9%
Not familiar with it	22%	21%	28%	15%	19%	16%	27%	23%	14%	20%	20%	22%	24%
Totals	101%	100%	101%	100%	100%	100%	100%	99%	100%	100%	99%	99%	100%
Unweighted N	(496)	(188)	(185)	(123)	(213)	(157)	(195)	(159)	(94)	(98)	(106)	(185)	(107)

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6T. Ratings of Beatles Songs — Help!

What is your opinion on the following song by the Beatles?

Asked of people who are familiar with the Beatles

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	43%	46%	40%	31%	30%	48%	52%	42%	28%	53%	*
OK with it	39%	36%	43%	37%	42%	39%	39%	41%	44%	30%	*
Not a fan	10%	12%	8%	14%	12%	11%	5%	10%	13%	12%	*
Not familiar with it	8%	6%	9%	18%	17%	2%	3%	8%	15%	5%	*
Totals	100%	100%	100%	100%	101%	100%	99%	101%	100%	100%	*
Unweighted N	(505)	(220)	(285)	(72)	(94)	(185)	(154)	(409)	(35)	(36)	(25)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	43%	43%	42%	43%	52%	39%	42%	42%	48%	44%	34%	46%	45%
OK with it	39%	46%	35%	37%	40%	42%	36%	46%	39%	43%	47%	33%	38%
Not a fan	10%	6%	12%	12%	5%	12%	11%	9%	8%	8%	9%	11%	10%
Not familiar with it	8%	4%	11%	8%	3%	7%	12%	3%	5%	5%	9%	9%	7%
Totals	100%	99%	100%	100%	100%	100%	101%	100%	100%	100%	99%	99%	100%
Unweighted N	(505)	(175)	(199)	(131)	(196)	(181)	(218)	(146)	(98)	(99)	(107)	(183)	(116)

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6U. Ratings of Beatles Songs — Back in the U.S.S.R.

What is your opinion on the following song by the Beatles?

Asked of people who are familiar with the Beatles

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	25%	26%	24%	17%	21%	28%	31%	26%	15%	20%	36%
OK with it	45%	45%	44%	34%	45%	49%	45%	49%	36%	30%	37%
Not a fan	14%	15%	13%	12%	13%	16%	14%	15%	8%	18%	7%
Not familiar with it	16%	13%	19%	37%	21%	7%	10%	10%	41%	32%	20%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(534)	(242)	(292)	(84)	(105)	(214)	(131)	(406)	(47)	(42)	(39)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	25%	31%	20%	25%	31%	23%	22%	27%	29%	25%	28%	23%	25%
OK with it	45%	39%	48%	47%	42%	52%	43%	47%	47%	41%	45%	48%	41%
Not a fan	14%	11%	14%	18%	12%	17%	17%	14%	9%	15%	9%	14%	19%
Not familiar with it	16%	18%	18%	11%	14%	8%	18%	12%	15%	18%	18%	15%	14%
Totals	100%	99%	100%	101%	99%	100%	100%	100%	100%	99%	100%	100%	99%
Unweighted N	(534)	(177)	(212)	(145)	(208)	(184)	(221)	(157)	(108)	(105)	(110)	(200)	(119)

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6V. Ratings of Beatles Songs — Nowhere Man

What is your opinion on the following song by the Beatles?

Asked of people who are familiar with the Beatles

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	30%	33%	27%	27%	17%	27%	45%	31%	24%	*	*
OK with it	39%	37%	41%	25%	37%	46%	39%	38%	46%	*	*
Not a fan	11%	15%	8%	8%	12%	13%	10%	12%	8%	*	*
Not familiar with it	20%	16%	23%	39%	34%	14%	6%	19%	22%	*	*
Totals	100%	101%	99%	99%	100%	100%	100%	100%	100%	*	*
Unweighted N	(489)	(215)	(274)	(76)	(82)	(193)	(138)	(386)	(51)	(27)	(25)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	30%	34%	28%	27%	36%	28%	31%	30%	34%	31%	37%	27%	27%
OK with it	39%	40%	38%	40%	39%	41%	37%	40%	39%	35%	36%	42%	41%
Not a fan	11%	8%	11%	17%	6%	15%	12%	10%	15%	12%	12%	11%	9%
Not familiar with it	20%	18%	24%	16%	19%	16%	21%	21%	12%	21%	15%	20%	23%
Totals	100%	100%	101%	100%	100%	100%	101%	101%	100%	99%	100%	100%	100%
Unweighted N	(489)	(168)	(197)	(124)	(190)	(165)	(198)	(146)	(96)	(96)	(101)	(183)	(109)

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6W. Ratings of Beatles Songs — Lady Madonna

What is your opinion on the following song by the Beatles?

Asked of people who are familiar with the Beatles

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	27%	30%	24%	17%	18%	28%	39%	28%	26%	25%	*
OK with it	38%	34%	42%	30%	32%	46%	38%	37%	31%	44%	*
Not a fan	12%	15%	10%	19%	8%	12%	12%	15%	6%	3%	*
Not familiar with it	22%	21%	24%	33%	41%	15%	12%	19%	36%	28%	*
Totals	99%	100%	100%	99%	99%	101%	101%	99%	99%	100%	*
Unweighted N	(499)	(229)	(270)	(88)	(83)	(177)	(151)	(393)	(44)	(35)	(27)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	27%	30%	20%	32%	31%	29%	29%	29%	25%	36%	29%	22%	25%
OK with it	38%	40%	39%	34%	44%	39%	36%	41%	42%	37%	32%	44%	36%
Not a fan	12%	7%	14%	17%	6%	16%	11%	8%	15%	12%	19%	12%	7%
Not familiar with it	22%	22%	26%	17%	19%	16%	24%	22%	18%	16%	20%	22%	31%
Totals	99%	99%	99%	100%	100%	100%	100%	100%	100%	101%	100%	100%	99%
Unweighted N	(499)	(168)	(189)	(142)	(201)	(177)	(186)	(141)	(114)	(101)	(103)	(180)	(115)

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6X. Ratings of Beatles Songs — Across the Universe

What is your opinion on the following song by the Beatles?

Asked of people who are familiar with the Beatles

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	22%	26%	17%	37%	26%	16%	14%	24%	25%	3%	18%
OK with it	30%	34%	27%	28%	36%	33%	24%	30%	26%	37%	27%
Not a fan	10%	9%	11%	10%	8%	9%	12%	7%	3%	25%	22%
Not familiar with it	38%	31%	46%	25%	30%	42%	50%	39%	46%	36%	32%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	100%	101%	99%
Unweighted N	(462)	(211)	(251)	(81)	(78)	(170)	(133)	(358)	(35)	(31)	(38)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	22%	29%	20%	17%	25%	18%	21%	23%	24%	25%	29%	19%	14%
OK with it	30%	33%	26%	34%	30%	30%	30%	27%	34%	26%	35%	30%	29%
Not a fan	10%	7%	10%	12%	9%	10%	9%	11%	9%	9%	6%	7%	19%
Not familiar with it	38%	31%	44%	38%	36%	42%	41%	39%	34%	40%	30%	44%	37%
Totals	100%	100%	100%	101%	100%	100%	101%	100%	101%	100%	100%	100%	99%
Unweighted N	(462)	(136)	(196)	(130)	(163)	(172)	(200)	(123)	(100)	(95)	(98)	(168)	(101)

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6Y. Ratings of Beatles Songs — Drive My Car

What is your opinion on the following song by the Beatles?

Asked of people who are familiar with the Beatles

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	20%	20%	20%	27%	16%	21%	18%	20%	25%	14%	*
OK with it	46%	47%	45%	39%	39%	52%	49%	49%	27%	47%	*
Not a fan	12%	14%	11%	6%	14%	14%	13%	13%	5%	20%	*
Not familiar with it	22%	19%	24%	27%	32%	13%	20%	19%	43%	19%	*
Totals	100%	100%	100%	99%	101%	100%	100%	101%	100%	100%	*
Unweighted N	(516)	(245)	(271)	(78)	(98)	(187)	(153)	(394)	(48)	(46)	(28)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	20%	27%	13%	22%	23%	24%	18%	27%	20%	27%	20%	19%	16%
OK with it	46%	44%	51%	42%	46%	46%	46%	47%	46%	42%	48%	46%	48%
Not a fan	12%	5%	13%	20%	7%	13%	13%	10%	15%	12%	10%	13%	14%
Not familiar with it	22%	24%	23%	16%	24%	17%	23%	17%	19%	20%	22%	22%	21%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	100%	101%	100%	100%	99%
Unweighted N	(516)	(179)	(206)	(131)	(207)	(172)	(208)	(156)	(98)	(113)	(98)	(184)	(121)

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6Z. Ratings of Beatles Songs — Here Comes the Sun

What is your opinion on the following song by the Beatles?

Asked of people who are familiar with the Beatles

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	52%	48%	56%	47%	41%	55%	60%	57%	26%	48%	*
OK with it	36%	40%	33%	39%	41%	35%	33%	33%	50%	38%	*
Not a fan	5%	6%	4%	3%	7%	6%	3%	5%	3%	7%	*
Not familiar with it	7%	7%	7%	12%	11%	4%	5%	5%	21%	8%	*
Totals	100%	101%	100%	101%	100%	100%	101%	100%	100%	101%	*
Unweighted N	(499)	(220)	(279)	(88)	(83)	(186)	(142)	(393)	(45)	(37)	(24)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	52%	57%	43%	57%	58%	52%	51%	58%	53%	48%	54%	48%	57%
OK with it	36%	31%	40%	38%	33%	41%	35%	35%	36%	38%	33%	40%	34%
Not a fan	5%	4%	6%	5%	4%	5%	6%	4%	3%	1%	6%	6%	5%
Not familiar with it	7%	8%	11%	0%	4%	3%	8%	3%	8%	13%	6%	6%	4%
Totals	100%	100%	100%	100%	99%	101%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(499)	(182)	(182)	(135)	(207)	(162)	(210)	(127)	(110)	(96)	(106)	(176)	(121)

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6AA. Ratings of Beatles Songs — I Want To Hold Your Hand

What is your opinion on the following song by the Beatles?

Asked of people who are familiar with the Beatles

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	43%	39%	47%	36%	31%	48%	54%	42%	50%	47%	45%
OK with it	43%	46%	41%	36%	49%	46%	39%	46%	32%	46%	32%
Not a fan	8%	10%	7%	16%	9%	6%	6%	8%	6%	7%	16%
Not familiar with it	5%	5%	5%	12%	11%	1%	1%	4%	12%	0%	8%
Totals	99%	100%	100%	100%	100%	101%	100%	100%	100%	100%	101%
Unweighted N	(488)	(224)	(264)	(68)	(100)	(166)	(154)	(370)	(49)	(34)	(35)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	43%	51%	36%	43%	52%	46%	38%	51%	47%	44%	50%	39%	43%
OK with it	43%	36%	48%	47%	37%	46%	49%	36%	45%	42%	36%	49%	43%
Not a fan	8%	7%	10%	8%	7%	7%	9%	7%	5%	11%	10%	6%	8%
Not familiar with it	5%	6%	7%	2%	4%	1%	4%	6%	3%	3%	4%	6%	6%
Totals	99%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(488)	(179)	(171)	(138)	(203)	(167)	(201)	(150)	(90)	(107)	(100)	(173)	(108)

YouGov Survey: The Beatles

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6AB. Ratings of Beatles Songs — Let It Be

What is your opinion on the following song by the Beatles?

Asked of people who are familiar with the Beatles

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	50%	50%	51%	34%	37%	56%	64%	52%	42%	41%	*
OK with it	37%	36%	37%	39%	43%	36%	31%	35%	43%	46%	*
Not a fan	8%	9%	8%	18%	10%	7%	4%	9%	0%	13%	*
Not familiar with it	4%	5%	4%	8%	11%	1%	1%	4%	15%	0%	*
Totals	99%	100%	100%	99%	101%	100%	100%	100%	100%	100%	*
Unweighted N	(512)	(237)	(275)	(75)	(107)	(181)	(149)	(417)	(37)	(32)	(26)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	50%	55%	46%	50%	61%	49%	54%	46%	53%	56%	47%	50%	49%
OK with it	37%	33%	38%	40%	32%	40%	34%	40%	36%	34%	34%	39%	38%
Not a fan	8%	6%	11%	8%	5%	10%	8%	10%	9%	8%	12%	7%	7%
Not familiar with it	4%	6%	5%	2%	3%	2%	4%	4%	2%	2%	6%	4%	6%
Totals	99%	100%	100%	100%	101%	101%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(512)	(178)	(205)	(129)	(202)	(182)	(201)	(153)	(119)	(102)	(105)	(179)	(126)

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6AC. Ratings of Beatles Songs — Come Together

What is your opinion on the following song by the Beatles?

Asked of people who are familiar with the Beatles

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	48%	45%	51%	38%	43%	52%	51%	51%	35%	41%	52%
OK with it	39%	40%	38%	36%	41%	38%	41%	39%	46%	44%	26%
Not a fan	6%	7%	6%	7%	8%	7%	4%	7%	2%	7%	10%
Not familiar with it	7%	8%	5%	18%	7%	2%	4%	4%	17%	7%	12%
Totals	100%	100%	100%	99%	99%	99%	100%	101%	100%	99%	100%
Unweighted N	(519)	(243)	(276)	(81)	(91)	(178)	(169)	(387)	(57)	(36)	(39)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	48%	55%	40%	49%	55%	44%	47%	54%	48%	50%	50%	48%	44%
OK with it	39%	35%	46%	35%	38%	45%	39%	39%	39%	34%	37%	41%	43%
Not a fan	6%	3%	7%	11%	3%	7%	6%	4%	8%	6%	7%	5%	8%
Not familiar with it	7%	7%	7%	5%	4%	4%	8%	3%	5%	10%	6%	6%	6%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(519)	(193)	(201)	(125)	(220)	(177)	(219)	(134)	(118)	(97)	(111)	(190)	(121)

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6AD. Ratings of Beatles Songs — In My Life

What is your opinion on the following song by the Beatles?

Asked of people who are familiar with the Beatles

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	28%	25%	32%	30%	20%	28%	35%	29%	18%	37%	30%
OK with it	39%	44%	34%	35%	33%	44%	39%	37%	43%	35%	58%
Not a fan	9%	11%	8%	7%	17%	7%	7%	11%	9%	7%	0%
Not familiar with it	23%	20%	27%	28%	30%	20%	20%	24%	30%	21%	12%
Totals	99%	100%	101%	100%	100%	99%	101%	101%	100%	100%	100%
Unweighted N	(487)	(224)	(263)	(73)	(92)	(179)	(143)	(382)	(40)	(34)	(31)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	28%	38%	24%	21%	41%	21%	23%	34%	32%	43%	24%	21%	32%
OK with it	39%	38%	36%	44%	35%	42%	42%	40%	35%	28%	39%	47%	36%
Not a fan	9%	6%	11%	13%	6%	13%	11%	6%	10%	7%	13%	6%	12%
Not familiar with it	23%	18%	29%	22%	18%	25%	24%	20%	23%	22%	24%	27%	20%
Totals	99%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(487)	(172)	(181)	(134)	(205)	(170)	(206)	(122)	(111)	(93)	(104)	(170)	(120)

YouGov Survey: The Beatles

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Interviewing Dates	August 10 - 18, 2022
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2018 American Community Study. Voter registration was imputed from the November 2018 Current Population Survey Registration and Voting Supplement.
Weighting	The sample was weighted based on gender, age, race, education, news interest, and 2020 Presidential vote (or non-vote). The weights range from 0.202 to 5.54, with a mean of one and a standard deviation of 0.423.
Number of respondents	2000
Margin of error	± 2.4% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	44 questions not reported.