

YouGov Survey: The Beatles



Sample 2000 U.S. Adult Citizens
 Conducted August 10 - 18, 2022
 Margin of Error ±2.4%

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

| | |
|---------------------|-----|
| Very familiar | 32% |
| Somewhat familiar | 42% |
| Not very familiar | 16% |
| Not at all familiar | 9% |

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

| | |
|-------------------|-----|
| Great Britain | 72% |
| Ireland | 0% |
| The United States | 11% |
| Canada | 1% |
| Australia | 1% |
| Other | 3% |
| Not sure | 10% |

3. What is your opinion of the following Beatle?

Asked of people who are familiar with the Beatles

| | Love him | OK with him | Not a fan | Not familiar with him |
|-----------------|----------|-------------|-----------|-----------------------|
| John Lennon | 34% | 49% | 14% | 2% |
| Paul McCartney | 43% | 46% | 9% | 2% |
| George Harrison | 31% | 53% | 7% | 9% |
| Ringo Starr | 32% | 54% | 9% | 5% |

4. Which of these is your favorite Beatle?

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

| | |
|-----------------|-----|
| John Lennon | 27% |
| Paul McCartney | 45% |
| George Harrison | 17% |
| Ringo Starr | 11% |

5. Which of these is your least favorite Beatle?

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

| | |
|-----------------|-----|
| John Lennon | 49% |
| Paul McCartney | 21% |
| George Harrison | 12% |
| Ringo Starr | 18% |

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

Asked of people who are familiar with the Beatles

| | Love it | OK with it | Not a fan | Not familiar with it |
|---------------------------------------|---------|------------|-----------|----------------------|
| Yellow Submarine | 33% | 39% | 21% | 7% |
| Hey Jude | 50% | 37% | 8% | 4% |
| A Hard Day's Night | 41% | 40% | 8% | 11% |
| Eleanor Rigby | 35% | 35% | 13% | 17% |
| Strawberry Fields Forever | 33% | 44% | 10% | 13% |
| Yesterday | 53% | 31% | 7% | 9% |
| Penny Lane | 36% | 41% | 11% | 12% |
| Sgt. Pepper's Lonely Hearts Club Band | 34% | 43% | 14% | 9% |
| Helter Skelter | 23% | 37% | 21% | 19% |
| Norwegian Wood | 23% | 29% | 11% | 37% |
| Lucy in the Sky With Diamonds | 38% | 42% | 12% | 8% |
| The Long and Winding Road | 32% | 40% | 8% | 20% |
| Dear Prudence | 16% | 36% | 14% | 34% |
| With a Little Help From My Friends | 47% | 38% | 7% | 9% |
| Blackbird | 32% | 33% | 11% | 24% |
| Paperback Writer | 23% | 41% | 14% | 23% |
| Good Day Sunshine | 34% | 42% | 7% | 17% |
| I Am the Walrus | 17% | 40% | 19% | 24% |
| Michelle | 30% | 38% | 11% | 22% |
| Help! | 43% | 39% | 10% | 8% |
| Back in the U.S.S.R. | 25% | 45% | 14% | 16% |
| Nowhere Man | 30% | 39% | 11% | 20% |
| Lady Madonna | 27% | 38% | 12% | 22% |
| Across the Universe | 22% | 30% | 10% | 38% |
| Drive My Car | 20% | 46% | 12% | 22% |
| Here Comes the Sun | 52% | 36% | 5% | 7% |
| I Want To Hold Your Hand | 43% | 43% | 8% | 5% |
| Let It Be | 50% | 37% | 8% | 4% |
| Come Together | 48% | 39% | 6% | 7% |
| In My Life | 28% | 39% | 9% | 23% |

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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. |