



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10 - say the Beatles' music has held up well and still sounds current and fresh today; just 25% disagree and think it's out of date.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Sounds out of date & nostalgic	25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

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.

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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.