

YouGov Survey Results

Sample Size: 1571 GB Adults

Fieldwork: 19th - 20th November 2018

	Gender		Age				Social Grade		Region					
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1543	747	796	165	644	372	361	883	660	183	518	334	376	132
Unweighted Sample	1546	665	881	114	616	410	406	945	601	145	537	340	387	137
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Would you describe yourself as a fan of The Beatles?

Yes I would	48	46	50	26	41	55	66	51	44	57	46	50	44	53
No I would not	44	46	42	60	49	39	32	43	46	36	46	43	48	39
Don't know	8	7	8	14	10	7	2	6	10	8	8	6	9	8

Which was your favourite member of The Beatles?

[Shown only to respondents who said they would describe themselves as a fan of The Beatles; n = 789]

John Lennon	31	38	24	22	38	33	22	29	33	41	26	28	33	30
Paul McCartney	30	29	32	34	21	34	38	31	30	24	32	32	29	32
George Harrison	21	18	23	23	19	18	26	23	18	17	23	24	20	20
Ringo Starr	7	5	9	14	7	7	6	8	7	8	6	8	7	10
None of these	2	3	2	0	3	3	2	2	3	1	4	0	5	0
Don't know	8	7	9	6	12	6	6	7	10	8	9	8	6	8

Which of the following UK studio albums by The Beatles would you say is your favourite?

[Shown only to respondents who said they would describe themselves as a fan of The Beatles; n = 789]

Sgt. Pepper's Lonely Hearts Club Band	25	30	21	15	25	27	24	22	28	22	27	23	30	16
A Hard Day's Night	10	8	13	3	6	9	17	8	14	8	9	12	11	13
The Beatles ("The White Album")	8	11	6	6	9	11	5	10	5	7	9	6	11	6
Abbey Road	7	9	5	21	8	6	4	9	4	7	5	8	6	16
Let It Be	7	6	8	11	7	6	7	7	7	8	10	4	5	7
Revolver	6	8	5	5	8	4	7	8	4	7	6	7	7	3
Help!	4	4	5	11	5	4	2	4	5	1	4	6	4	8
Rubber Soul	4	5	3	0	3	4	6	5	2	5	4	4	2	7
Yellow Submarine	4	4	5	17	5	4	2	4	5	8	2	5	3	6
Magical Mystery Tour	2	2	1	0	1	3	2	1	3	6	1	1	1	1
Please Please Me	2	1	3	0	0	2	5	2	2	1	3	3	1	1
Beatles for Sale	1	1	2	0	2	1	1	2	0	3	0	1	1	1
With the Beatles	1	1	2	0	1	0	3	1	1	1	2	1	0	2
None of these	1	1	2	1	2	1	2	2	1	1	0	3	2	1
Don't know	16	10	21	11	17	17	14	15	18	17	17	15	16	14

*Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.