

The Star-Ledger/Eagleton-Rutgers Poll

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RELEASE INFORMATION

A story based on the survey findings presented in this release and background memo will appear in Sunday's *Star-Ledger*. We ask users to properly attribute this copyrighted information to "*The Star-Ledger/Eagleton Poll*."

NOTE: UNLESS AN EXCEPTION IS NOTED ALL OF THE PERCENTAGES IN THIS RELEASE ARE BASED ON 531 "LIKELY VOTERS" — NEW JERSEY RESIDENTS WHO REPORT THEY ARE CURRENTLY REGISTERED TO VOTE AND SAY THAT THEY ARE PROBABLY OR DEFINITELY GOING TO VOTE. THE MARGIN OF SAMPLING ERROR IS ABOUT $\pm 4.0\%$.

The *Star-Ledger/Eagleton Poll* web address: <http://www-rci.rutgers.edu/~bertrand>

BEATLES RATE A "6" AMONG NEW JERSEYANS BABY BOOMERS GIVE BEATLES A "8"

On scale of 1 to 10, New Jerseyans give the Beatles a score of 6 as their most favorite group. However, those who are in the "Baby Boomer" generation give the "Fab Four" an 8.

Overall, 1-in-10 state residents spontaneously name John, Paul, George, and Ringo as their favorite popular singing group of all time. Other popular singing groups did not get anywhere near the 11 percent that name the Beatles. The closest contenders are Frank Sinatra (3%), the Temptations (3%), Led Zepelin (3%), and Boys II Men (3%). Overall, New Jerseyans nominated about 50 different popular singing groups as their all time favorite.

The *Star-Ledger/Eagleton Poll* was conducted by telephone with 803 New Jersey adults between October 27 and November 2, 1995.

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BEATLEMANIA

The Beatles score a perfect 10 with 16 percent of New Jerseyans. However, 24 percent of the "Baby Boomers" give a 10 to the group from Liverpool.

New Jerseyans' ratings of the Beatles as their favorite group on scale from 1 to 10, range from 37 percent scoring them high with an 8, 9, or 10; 36 percent give mid-range ratings from 4 to 7; and 24 percent gave them a low rating from 1 to 3. There is a generation gap between those who give the Beatles low versus high ratings. State residents in the first wave of the Baby Boom generation from 40 to 49 years old give the Beatles the highest ratings with 55 percent of this group scoring them as an 8, 9, or 10. Among the later Baby Boomers those 30 to 39 years old 44 percent give the Beatles the top three scores. Thirty-six percent of the pre-Boomers, those between 50 and 59 years old, rate the Beatles 8, 9, or 10. In comparison, New Jerseyans who are 25 to 29 (21%) are the least likely to rate the Beatles as 8, 9, or 10 followed by those who are 60 years old or older (25%). It looks like Generation X may have re-discovered the Beatles, with 33 percent of these 18 to 24 year old giving the Beatles a score of 8, 9, or 10.

BEATLE LOYALTY

Without any prompting, 11 percent of New Jerseyans reported that the Beatles are their favorite popular singing group of all time compared to 69 percent who name some other group. However, none of the other 50 or so groups named came close to the Beatles' 11 percent. As might be expected, the choice of singing group is generally related to a particular generation which is reflected in the wide variety of different groups named by small numbers of state residents. Some examples of the groups named are the Andrew Sisters, Skyliners, Mitch Miller, Fred Waring, Ink Spots, Temptations, Beach

Boys, Rolling Stones, Grateful Dead, Kingston Trio, Peter, Paul and Mary, Chicago, Bee Gees, U-2, REM, Police, Prince, 10000 Maniacs, Hootie & the Blowfish, Boys II Men, and the Cranberries.

Two New Jersey groups — Bruce Springsteen and Bon Jovi also made the listing.

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BACKGROUND MEMO — RELEASE SL/EP55-2 (EP105-2), SUNDAY, NOVEMBER 12, 1995

The latest *Star-Ledger/Eagleton* Poll was conducted between October 27 and November 2, 1995, when a random sample of 803 New Jerseyans, 18 years and older, was interviewed by telephone. Figures based on this sample size are subject to a sampling error of about ± 3.5 percent at a 95 percent confidence interval. Sampling error is the probable difference in results between interviewing everyone in the population versus a scientific sample taken from that population. Sampling error does not take into account other possible sources of error inherent in any study of public opinion. The questions and figures referred to in this release are presented below. The location of each question on the actual questionnaire is in brackets.

“Could you please tell me the name of your favorite popular singing group of all time?” [Q.46]

| | <u>Beatles</u> | <u>Other</u> | <u>Don't Know</u> | <u>Total</u> | <u>(n)</u> |
|-----------------------|----------------|--------------|-------------------|--------------|--------------|
| November, 1995 | 11% | 69% | 20% | 100% | (788) |
| <u>Age</u> | | | | | |
| 18 - 24 | 10 | 80 | 10 | 100 | (97) |
| 25 - 29 | 4 | 87 | 10 | 101 | (86) |
| 30 - 39 | 10 | 80 | 10 | 100 | (173) |
| 40 - 49 | 25 | 60 | 15 | 100 | (147) |
| 50 - 59 | 11 | 67 | 22 | 100 | (100) |
| 60 or older | 4 | 55 | 40 | 99 | (185) |

TOP MENTIONS AMONG OTHER GROUPS NAMED

| | |
|-----------------|----|
| Frank Sinatra | 3% |
| Boys II Men | 3 |
| Temptations | 3 |
| Led Zeppelin | 3 |
| Andrews Sisters | 2 |
| Platters | 2 |
| Beach Boys | 2 |
| Greatful Dead | 2 |
| Rolling Stones | 2 |

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Chicago 2
Eagles 2

“Overall, on a rating scale from 1 to 10 where “1” is your least favorite group and “10” is your most favorite group, what rating would you give the Beatles? Remember, you can use any number between 1 and 10 when you give your rating.” [Q.47]

| | Low 1 - 2 - 3 | Rating Medium 4 - 5 - 6 - 7 | High 8 - 9 - 10 | Don't Know | Total | (n) |
|-----------------------|------------------|-----------------------------------|--------------------|---------------|-------------|--------------|
| November, 1995 | 24% | 36% | 37% | 3% | 100% | (788) |
| <u>Age</u> | | | | | | |
| 18 - 24 | 32 | 35 | 33 | -- | 100 | (97) |
| 25 - 29 | 35 | 44 | 21 | -- | 100 | (86) |
| 30 - 39 | 15 | 39 | 44 | 2 | 100 | (173) |
| 40 - 49 | 12 | 33 | 55 | 1 | 101 | (147) |
| 50 - 59 | 28 | 32 | 36 | 4 | 100 | (100) |
| 60 or older | 31 | 34 | 25 | 10 | 100 | (185) |

| | Least Favorite | | | | | Most Favorite | | | | | Mean | Median |
|-----------------------|----------------|----------|----------|----------|-----------|---------------|-----------|-----------|----------|-----------|-------------|-------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | | |
| November, 1995 | 15 | 6 | 5 | 5 | 16 | 7 | 10 | 14 | 8 | 16 | 5.88 | 6.00 |
| <u>AGE</u> | | | | | | | | | | | | |
| 18 - 24 | 18 | 10 | 4 | 3 | 16 | 6 | 10 | 13 | 2 | 18 | 5.49 | 5.00 |
| 15 - 29 | 21 | 5 | 9 | 6 | 21 | 3 | 14 | 4 | 6 | 12 | 5.02 | 5.00 |
| 30 - 39 | 7 | 3 | 6 | 7 | 13 | 9 | 11 | 15 | 14 | 16 | 6.56 | 7.00 |
| 40 - 49 | 6 | 2 | 3 | 5 | 13 | 6 | 10 | 17 | 14 | 24 | 7.09 | 8.00 |
| 50 - 59 | 19 | 6 | 4 | 6 | 13 | 9 | 5 | 20 | 3 | 15 | 5.53 | 6.00 |
| 60 or older | 22 | 9 | 4 | 4 | 20 | 6 | 7 | 12 | 6 | 10 | 5.07 | 5.00 |