

Harry Potter Fieldwork Dates: 26th - 29th April 2019

Conducted by YouGov On behalf of YouGov RealTime

© Yougov plc 2019



#### BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a ubset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

#### EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1228 adults. Fieldwork was undertaken between 26th - 29th April 2019. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

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

YouGoV What the world thinks		Ge	nder				Generation			
venat the world trilines	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965- 1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other
		Α	В	С	D	E	F	G	Н	1
PRH_Q1. Thinking generally, if you had to choose, which										
NE of the following sets of personality traits best applies by you?										
Unweighted base	1228	535	693	22	412	302	411	81	-	-
Base: All US Adults	1228	596	632	22	413	291	411	90	-	
Courage, bravery, nerve, and chivalry	9%	10%	7%	**	12%	7%	7%	6%	- **	**
Hard work, patience, justice and loyalty	44%	40%	48%	28%	F 35%	46%	49%	61%	_	_
riara nont, patienes, jactice and leyarly	1170	1070	A	**	0070	D	D	D.E.F*	**	**
Intelligence, creativity, learning, and wit	39%	40%	39%	49%	44%	38%	39%	26%	-	-
				**	G	G	G	*	**	**
Ambition, cunning, leadership and resourcefulness	8%	10%	6%	23%	10%	8%	5%	7% *	- **	- **
PRH_Q2. How, if at all. were you first introduced to the		В			F			,	**	
haracter Harry Potter?										
Unweighted base	1228	535	693	22	412	302	411	81	-	-
Base: All US Adults	1228	596	632	22	413	291	411	90	-	-
Through the books	29%	24%	33%	33%	38%	26%	23%	21%	-	-
	0.00		Α	**	E.F.G			*	**	**
Watching one of the films	34%	37% B	30%	15%	36% G	39% F.G	30%	22%	- **	**
Other	11%	11%	12%	16%	8%	F.G 9%	15%	17%		_
Other	1170	1170	12/0	10%	0 /0	370	D.E	D.E*	**	**
Don't know	8%	8%	8%	19%	8%	8%	7%	6%	-	-
				**				*	**	**
Not applicable - I am not familiar with Harry Potter	19%	20%	17%	18%	10%	18%	24%	34%	-	-
				**		D	D	D.E*	**	**
PRH_Q3. Thinking about the fictional story of Harry Potter,  which ONE of the following best applies to you?										
Unweighted base	1008	432	576	19	372	248	315	54	-	-
Base: All US adults familiar with Harry Potter	1001	478	522	18	371	239	313	60	-	-
I am only a fan of the books	7%	8%	6%	-	10%	6%	5%	2%	-	-
				**	F.G			•	**	**
I am only a fan of the films	20%	24%	16%	28%	20%	22%	19%	11%	- **	- **
land of the state that have been and the films	200/	B	250/		400/	220/	200/	400/	**	**
I am a fan of both the books and the films	32%	28%	35% A	40%	43% E.F.G	33% F	20%	19%	**	**
I am neither a fan of the books nor the films	38%	36%	39%	32%	23%	33%	53%	65%	-	-
				**		D	D.E	D.E*	**	**
Don't know	4%	4%	4%	-	4%	6%	3%	4%	-	-
				**				*	**	**
RH_Q4. Please imagine that it is your first day at Hogwarts nd you are wearing The Sorting Hat, but The Hat cannot ecide which house to put you in. So, The Hat asks you which one you would prefer to join. If you had to choose,										
which ONE house would you pick?  Unweighted base	1008	432	576	19	372	248	315	54	-	-
Base: All US adults familiar with Harry Potter	1001	478	522	18	371	239	313	60	-	-
Gryffindor	42%	41%	42%	36%	37%	41%	49%	39%	-	-
				**			D	*	**	**
Hufflepuff	24%	20%	27%	27%	22%	23%	25%	32%	- **	-
Daveston	249/	270/	A 22%		200/	23%	210/	27%	**	**
Ravenclaw	24%	27%	22%	14%	28%	23%	21%	21% *	**	**
Slytherin	10%	12%	8%	22%	13%	13%	5%	2%	-	-
S,yalo				**	F.G	F.G		*	**	**
PRH_Q5. Which, if any, of the following original Harry Potter										
ooks have you read? Please select all that apply.  Unweighted base	1008	432	576	19	372	248	315	54	_	_
Base: All US adults familiar with Harry Potter	1008	432	522	18	371	239	313	60	-	
Harry Potter and the Sorcerer's Stone	35%	30%	39%	41%	48%	31%	25%	22%	-	-
			A	**	E.F.G			*	**	**
Harry Potter and the Chamber of Secrets	32%	28%	35%	45%	45%	28%	21%	12%	-	-
			Α	**	E.F.G	G		*	**	**
Harry Potter and the Prisoner of Azkaban	29%	27%	32%	39%	43%	28%	19%	8%	-	-
H	200/	0701	0401	260/	E.F.G	F.G	400/	*	**	**
Harry Potter and the Goblet of Fire	29%	27%	31%	36%	41% E.E.C	29% E.G.	18%	8%	**	- **
Harry Potter and the Order of the Phoenix	27%	23%	31%	26%	E.F.G 39%	F.G 26%	18%	7%	- "	
Trainy Foliet and the Order of the Pricerix	21 /0	2370	31% A	20%	59% E.F.G	20% F.G	18% G	1 70 *	**	**
Harry Potter and the Half-Blood Prince	25%	22%	29%	26%	35%	25%	18%	7%	-	-
, 2 2 2 3		I	Α	**	E.F.G	F.G	G	*	**	**
Harry Potter and the Deathly Hallows	25%	21%	28%	36%	34%	24%	16%	7%	-	-
			Α	**	E.F.G	F.G		*	**	**
None of these	49%	51%	47%	32%	29%	50%	68%	74%	-	-
				**		D	D.E	D.E*	**	**

4% \*\*

Don't know

5%

6%

4%

4% \*

5%

6%

4%

What the world thinks			Reg	ion			F	lace		
	Total	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate
		J	К	L	м	N	0	P	Q	R
PRH_Q1. Thinking generally, if you had to choose, which DNE of the following sets of personality traits best applies										
to you?										
Unweighted base Base: All US Adults	1228 1228	240 218	246 258	443 462	299 289	836 827	140 143	182 193	70 <b>66</b>	458 497
Courage, bravery, nerve, and chivalry	9%	7%	7%	10%	8%	7%	11%	13%	10%	12%
								N	*	T.U
Hard work, patience, justice and loyalty	44%	46%	48% M	44%	38%	46%	40%	40%	43%	48% T.U
Intelligence, creativity, learning, and wit	39%	41%	34%	38%	45%	40%	37%	36%	45%	30%
					K				*	
Ambition, cunning, leadership and resourcefulness	8%	5%	10% J	8%	8%	7%	12% N.Q	11% Q	3%	10%
PRH_Q2. How, if at all. were you first introduced to the			J				IN.Q	Q		
character Harry Potter?	1000	240	246	443	200	026	140	182	70	458
Unweighted base Base: All US Adults	1228 1228	218	246 258	462	299 289	836 827	143	193	70 <b>66</b>	458
Through the books	29%	34%	26%	25%	33%	32%	19%	18%	43%	20%
		L			L	0.P			O.P*	
Watching one of the films	34%	30%	29%	36%	36%	31%	36%	42% N	37%	32%
Other	11%	9%	17%	10%	9%	12%	11%	9%	6%	12%
			J.L.M						*	
Don't know	8%	8%	8%	9%	7%	6%	12% N	11% N	10%	12% S.T
Not applicable - I am not familiar with Harry Potter	19%	19%	20%	20%	15%	19%	22%	20%	4%	25%
						Q	Q	Q	*	S.T.U
PRH_Q3. Thinking about the fictional story of Harry Potter, which ONE of the following best applies to you?										
Unweighted base	1008	194	196	360	258	684	108	149	67	344
Base: All US adults familiar with Harry Potter	1001	177	207	372	246	672	111	155	63	373
I am only a fan of the books	7%	7%	6%	8%	5%	6%	9%	9%	6%	7%
I am only a fan of the films	20%	21%	16%	22%	19%	16%	28%	30%	21%	23%
							N*	N	*	
I am a fan of both the books and the films	32%	31%	32%	27%	39% L	35% P	27%	23%	31%	23%
I am neither a fan of the books nor the films	38%	36%	42%	39%	33%	39%	33%	33%	38%	44%
									*	S.T.U
Don't know	4%	5%	3%	5%	3%	4%	3%	5%	4%	4%
PRH_Q4. Please imagine that it is your first day at Hogwarts and you are wearing The Sorting Hat, but The Hat cannot decide which house to put you in. So, The Hat asks you which one you would prefer to join. If you had to choose, which ONE house would you pick?										
Unweighted base	1008	194	196	360	258	684	108	149	67	344
Base: All US adults familiar with Harry Potter Gryffindor	1001 42%	177 37%	207 36%	372 42%	246 50%	672 45%	111 33%	155 35%	63 36%	373 38%
S.y.m.do.	1270	0.70	0070	1270	J.K.L	0.P	*	0070	*	0070
Hufflepuff	24%	22%	26%	23%	24%	24%	27%	24%	19%	28%
Ravenclaw	24%	26%	32%	25%	16%	23%	31%	25%	30%	T.U 23%
ivavenciaw	2470	M	M	M	1070	2370	*	2570	*	2370
Slytherin	10%	15%	7%	10%	9%	8%	10%	16%	15%	11%
PRH_Q5. Which, if any, of the following original Harry Potter		K						N	*	
books have you read? Please select all that apply.										
Unweighted base	1008 1001	194 177	196 207	360 372	258 246	684 672	108	149 155	67 63	344 373
Base: All US adults familiar with Harry Potter Harry Potter and the Sorcerer's Stone	35%	36%	34%	372	41%	40%	22%	20%	41%	23%
,					L	O.P	*		0.P*	
	32%	31%	31%	27%	39%	36%	21%	17%	38%	17%
Harry Potter and the Chamber of Secrets			31%	25%	L 38%	O.P 32%	19%	24%	O.P* 38%	18%
	29%	25%	0170	2070	J.L	0	*	2170	0.P*	1070
Harry Potter and the Chamber of Secrets  Harry Potter and the Prisoner of Azkaban	29%	25%							000/	15%
	29% 29%	25%	28%	24%	37%	32%	18%	17%	39%	
Harry Potter and the Prisoner of Azkaban Harry Potter and the Goblet of Fire	29%	28%			J.L	O.P	•		O.P*	
Harry Potter and the Prisoner of Azkaban			28% 25%	24% 24%			18% * 19% *	19%		14%
Harry Potter and the Prisoner of Azkaban Harry Potter and the Goblet of Fire	29%	28%			J.L 37% J.K.L 32%	O.P 30% O.P 29%	19% * 15%		O.P* 33% O.P* 35%	
Harry Potter and the Prisoner of Azkaban Harry Potter and the Goblet of Fire Harry Potter and the Order of the Phoenix Harry Potter and the Half-Blood Prince	29% 27% 25%	28% 25% 24%	25% 25%	24% 22%	J.L 37% J.K.L 32% L	O.P 30% O.P 29% O.P	19% * 15% *	19% 13%	O.P* 33% O.P* 35% O.P*	14% 13%
Harry Potter and the Prisoner of Azkaban Harry Potter and the Goblet of Fire Harry Potter and the Order of the Phoenix	29% 27%	28% 25%	25%	24%	J.L 37% J.K.L 32%	O.P 30% O.P 29%	19% * 15%	19%	O.P* 33% O.P* 35%	14%
Harry Potter and the Prisoner of Azkaban  Harry Potter and the Goblet of Fire  Harry Potter and the Order of the Phoenix  Harry Potter and the Half-Blood Prince	29% 27% 25%	28% 25% 24%	25% 25% 25% 53%	24% 22% 21% 54%	J.L 37% J.K.L 32% L 31%	O.P 30% O.P 29% O.P 29%	19% 15% 12% 10%	19% 13%	O.P* 33% O.P* 35% O.P* 29% O.P* 48%	14% 13% 13% 56%
Harry Potter and the Prisoner of Azkaban Harry Potter and the Goblet of Fire Harry Potter and the Order of the Phoenix Harry Potter and the Half-Blood Prince Harry Potter and the Deathly Hallows	29% 27% 25% 25%	28% 25% 24% 23%	25% 25% 25%	24% 22% 21%	J.L 37% J.K.L 32% L 31% J.L	O.P 30% O.P 29% O.P 29% O.P	19% 15% 12%	19% 13% 13%	O.P* 33% O.P* 35% O.P* 29% O.P*	14% 13% 13%

YouGov What the world thinks		Educa	tion				Marita	l Status		
	Total	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership
		S	т	U	٧	w	х	Y	Z	AA
RH_Q1. Thinking generally, if you had to choose, which										
NE of the following sets of personality traits best applies by you?										
Unweighted base	1228	399	236	135	589	25	125	57	368	64
Base: All US Adults	1228	382	225	125	587	28	123	60	368	62
Courage, bravery, nerve, and chivalry	9%	9% T.U	5%	3%	8%	23%	8%	9%	9%	10%
Hard work, patience, justice and loyalty	44%	45%	37%	38%	47%	61%	51%	49%	37%	34%
		Т			Z	**	Z.AA			*
Intelligence, creativity, learning, and wit	39%	39%	53%	54%	37%	16%	34%	33%	47%	47%
		R	R.S	R.S		**		*	V.X	*
Ambition, cunning, leadership and resourcefulness	8%	7%	6%	5%	9%	**	7%	8%	7%	9%
RH_Q2. How, if at all. were you first introduced to the										-
naracter Harry Potter?										
Unweighted base	1228	399	236	135	589	25	125	57	368	64
Base: All US Adults Through the books	1228 29%	382 28%	225 40%	125 46%	587 30%	28 27%	123 23%	60 17%	368 32%	62 25%
Through the books	2570	R	R.S	R.S	3070	**	2370	*	7 Y	*
Watching one of the films	34%	37%	34%	30%	35%	23%	26%	31%	34%	39%
						**		*		*
Other	11%	11%	9%	12%	11%	4%	12%	23%	10%	9%
						**		V.Z.AA*		*
Don't know	8%	7%	4%	6%	5%	17%	12% V	6%	10% V	13% V*
Not applicable - I am not familiar with Harry Potter	19%	17%	13%	7%	19%	29%	27%	23%	15%	14%
Tot applicable Tall Het landla Wall Land, Fotol	1070	U	1070	.,,	1070	**	V.Z	*	.070	*
tH_Q3. Thinking about the fictional story of Harry Potter,										
nich ONE of the following best applies to you?	1008	332	207	125	481	18	92	43	319	55
Unweighted base	1001	316	195	116	478	20	90	46	314	53
I am only a fan of the books	7%	7%	7%	7%	8%	15%	5%	2%	6%	8%
						**	*	*		*
I am only a fan of the films	20%	18%	18%	15%	20%	5%	20%	19%	18%	25%
						**	*	*		*
I am a fan of both the books and the films	32%	35% R	36% R	45% R	31% Y	32%	26%	12%	39% V.X.Y	25%
I am neither a fan of the books nor the films	38%	35%	34%	32%	38%	39%	45%	67%	31%	35%
					Z	**	Z*	V.X.Z.AA*		*
Don't know	4%	5%	4%	1%	3%	9%	3%	-	6%	7%
		U				**	*	*		
RH_Q4. Please imagine that it is your first day at Hogwarts dy you are wearing The Sorting Hat, but The Hat cannot clide which house to put you in. So, The Hat asks you nich one you would prefer to join. If you had to choose, nich ONE house would you pick?										
Unweighted base	1008	332	207	125	481	18	92	43	319	55
Base: All US adults familiar with Harry Potter	1001	316	195	116	478	20	90	46	314	53
Gryffindor	42%	41%	44%	56%	46%	23%	52%	39%	37%	30%
Hufflepuff	24%	25%	19%	R.S.T 15%	Z.AA 23%	18%	Z.AA* 24%	29%	25%	23%
Ravenclaw	24%	U 26%	27%	20%	23%	45%	* 16%	* 26%	25%	* 37%
						**	*	*		V.X*
Slytherin	10%	9%	11%	9%	8%	13%	9%	6%	13% V	10%
RH_Q5. Which, if any, of the following original Harry Potter										
oks have you read? Please select all that apply.										
Unweighted base	1008	332	207	125	481	18	92	43	319	55
Base: All US adults familiar with Harry Potter Harry Potter and the Sorcerer's Stone	1001 35%	316 38%	195 45%	116 48%	478 33%	20 26%	90 32%	46 14%	314 43%	53 33%
riany rotter and the sorcerer's Storie	3370	38% R	45% R	48% R.S	33% Y	20%	32% Y*	14%	43% V.Y	33% Y*
Harry Potter and the Chamber of Secrets	32%	37%	41%	48%	31%	23%	23%	11%	40%	25%
·		R	R	R.S	Υ	**	*	*	V.X.Y.AA	*
Harry Potter and the Prisoner of Azkaban	29%	32%	38%	44%	30%	18%	22%	9%	36%	22%
		R	R	R.S	Υ	**	*	*	X.Y	*
Harry Potter and the Goblet of Fire	29%	33%	37%	47%	28%	24%	21%	11%	36%	24%
Harry Potter and the Order of the Phoenix	27%	R 32%	R 35%	R.S 44%	Y 26%	18%	21%	9%	V.X.Y 35%	24%
Trainy Foliation and the Order of the Pridefilk	21 /0	72% R	33% R	R.S	20% Y	10%	*	*	V.X.Y	± + /0
Harry Potter and the Half-Blood Prince	25%	29%	34%	40%	24%	18%	20%	9%	33%	19%

34% R 32%

R

45%

3%

29% R 29% R 48% U

4%

25%

49%

5%

Harry Potter and the Half-Blood Prince

Harry Potter and the Deathly Hallows

None of these

Don't know

40% R.S

39%

R.S

37%

2%

18%

31%

14%

24% Y 24% Y

51%

3%

20%

20%

62% Z\* 5% \* 9%

9% \*

82%

V.X.Z.AA\*

33% V.X.Y 31%

V.X.Y.AA

39%

8% V 19%

52% \*

4% \*

What the world thinks		Children unde	er the age of 18			Income			Type of A		
	Total	Yes	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban Town	
		AB	AC	AD	AE	AF	AG	AH	Al	AJ	
RH_Q1. Thinking generally, if you had to choose, which DNE of the following sets of personality traits best applies to you?											
Unweighted base	1228	304	924	329	230	333	183	153	414	576	
Base: All US Adults	1228	295	933	333	232	327	178	158	405	584	
Courage, bravery, nerve, and chivalry	9%	9%	8%	10%	8%	6%	9%	13% AF	8%	9%	
Hard work, patience, justice and loyalty	44%	46%	44%	45%	51% AF.AH	42%	42%	39%	42%	45%	
Intelligence, creativity, learning, and wit	39%	37%	40%	38%	35%	42%	41%	41%	42%	38%	
Ambition, cunning, leadership and resourcefulness	8%	9%	8%	7%	7%	10%	9%	7%	7%	8%	
RH_Q2. How, if at all. were you first introduced to the											
haracter Harry Potter? Unweighted base	1228	304	924	329	230	333	183	153	414	576	
Base: All US Adults	1228	295	933	333	232	327	178	158	405	584	
Through the books	29%	27%	29%	24%	26%	32% AD.AH	42% AD.AE.AF.AH	21%	29%	30%	
Watching one of the films	34%	46% AC	30%	34%	37%	34%	32%	28%	39% AJ	29%	
Other	11%	8%	12%	10%	10%	14%	7%	14%	10%	13%	
5 "	601	201	AB	400/	F0/	AG	001	AG	70/	201	
Don't know	8%	6%	9%	10% AF	5%	5%	8%	13% AE.AF	7%	8%	
Not applicable - I am not familiar with Harry Potter	19%	12%	20% AB	22% AF.AG	21% AF.AG	14%	12%	23% AF.AG	15%	20% Al	
RH_Q3. Thinking about the fictional story of Harry Potter, hich ONE of the following best applies to you?			AU	AI AG	AI AO			AI AG		741	
Unweighted base	1008	264	744	260	183	285	162	118	354	461	
Base: All US adults familiar with Harry Potter	1001 7%	258 9%	742 6%	261 7%	182 8%	280 6%	157 10%	121 2%	344 10%	466 6%	
I am only a fan of the books					AH		AH		AJ.AK		
I am only a fan of the films	20%	25% AC	18%	23%	20%	19%	17%	16%	23% AJ	17%	
I am a fan of both the books and the films	32%	35%	31%	30%	31%	30%	41% AD.AF.AH	28%	30%	33%	
I am neither a fan of the books nor the films	38%	27%	41% AB	38% AG	38%	40% AG	29%	43% AG	32%	41% AI	
Don't know	4%	4%	4%	2%	3%	5%	3%	11%	5%	3%	
RH_Q4. Please imagine that it is your first day at Hogwarts ind you are wearing The Sorting Hat, but The Hat cannot scide which house to put you in. So, The Hat asks you hich one you would prefer to join. If you had to choose, hich ONE house would you pick?								AD.AE.AF.AG			
Unweighted base  Base: All US adults familiar with Harry Potter	1008	264	744	260	183	285	162	118 121	354	461	
Gryffindor	1001 42%	258 40%	742 43%	261 37%	182 40%	280 39%	157 54% AD.AE.AF	47%	344 41%	466 41%	
Hufflepuff	24%	25%	24%	29%	23%	25%	15%	24%	24%	25%	
Ravenclaw	24%	22%	25%	AG 22%	25%	AG 28%	24%	21%	24%	24%	
Slytherin	10%	13% AC	9%	11%	13%	9%	7%	9%	10%	10%	
RH_Q5. Which, if any, of the following original Harry Potter		AU									
ooks have you read? Please select all that apply.  Unweighted base	1008	264	744	260	183	285	162	118	354	461	
Base: All US adults familiar with Harry Potter	1008	258	744	261	183	285	157	118	354	461	
Harry Potter and the Sorcerer's Stone	35%	37%	34%	31%	32%	37%	49% AD.AE.AF.AH	27%	35%	35%	
Harry Potter and the Chamber of Secrets	32%	34%	31%	26%	31%	34%	44%	24%	30%	33%	
Harry Potter and the Prisoner of Azkaban	29%	31%	29%	27%	28%	AD 29%	AD.AE.AF.AH 42%	20%	28%	31%	
	29%	30%	28%	24%	24%	32%	AD.AE.AF.AH 43%	21%	27%	30%	
Harry Potter and the Goblet of Fire		28%	27%	24%	26%	AD.AH 28%	AD.AE.AF.AH 39%	21%	27%	28%	
Harry Potter and the Order of the Phoenix	27%						AD.AE.AF.AH 35%	19%	24%	27%	
·	27% 25%	25%	26%	22%	19%	29%		19%	2470		
Harry Potter and the Order of the Phoenix		25% 26%	26% 24%	22% 21%	19%	AE.AH 28%	AD.AE.AH 36%	19%	23%	26%	
Harry Potter and the Order of the Phoenix Harry Potter and the Half-Blood Prince	25%		24% 52%	21% 51%	18% 53%	AE.AH 28% AE 48%	AD.AE.AH	19% 57%			
Harry Potter and the Order of the Phoenix Harry Potter and the Half-Blood Prince Harry Potter and the Deathly Hallows	25% 25%	26%	24%	21%	18%	AE.AH 28% AE	AD.AE.AH 36% AD.AE.AH	19%	23%	26%	

US\_nat\_internal Sample: 26th - 29th April 2019



	ea Lived in	
Total	Rural	Other
	AK	AL

PRH\_Q1. Thinking generally, if you had to choose, which ONE of the following sets of personality traits best applies to you?

Unweighted base	1228	229	9
Base: All US Adults	1228	230	9
Courage, bravery, nerve, and chivalry	9%	10%	-
Hard work, patience, justice and loyalty	44%	47%	46%
Intelligence, creativity, learning, and wit	39%	36%	44%
Ambition, cunning, leadership and resourcefulness	8%	7%	10%

PRH\_Q2. How, if at all. were you first introduced to the character Harry Potter?

arry Potter?			
Unweighted base	1228	229	9
Base: All US Adults	1228	230	9
Through the books	29%	25%	36%
Watching one of the films	34%	35%	46%
Other	11%	10%	-
Don't know	8%	10%	10%
Not applicable - I am not familiar with Harry Potter	19%	21%	9%

PRH\_Q3. Thinking about the fictional story of Harry Potter, which ONE of the following best applies to you?

the following best applies to you :			
Unweighted base	1008	185	8
Base: All US adults familiar with Harry Potter	1001	183	8
I am only a fan of the books	7%	4%	-
I am only a fan of the films	20%	18%	22%
I am a fan of both the books and the films	32%	32%	46%
I am neither a fan of the books nor the films	38%	40%	32%
Don't know	4%	5%	-

PRH\_Q4. Please imagine that it is your first day at Hogwarts and you are wearing The Sorting Hat, but The Hat cannot decide which house to put you in. So, The Hat asks you which one you would prefer to join. If you had to choose, which ONE house would you pick?

ise would you pick?			
Unweighted base	1008	185	8
Base: All US adults familiar with Harry Potter	1001	183	8
Gryffindor	42%	46%	30%
Hufflepuff	24%	22%	11%
Ravenclaw	24%	25%	35% **
Slytherin	10%	8%	24%

PRH\_Q5. Which, if any, of the following original Harry Potter books have you read? Please select all that apply.

read? Please select all that apply.			
Unweighted base	1008	185	8
ase: All US adults familiar with Harry Potter	1001	183	8
Harry Potter and the Sorcerer's Stone	35%	33%	57% **
Harry Potter and the Chamber of Secrets	32%	29%	57% **
Harry Potter and the Prisoner of Azkaban	29%	28%	46%
Harry Potter and the Goblet of Fire	29%	28%	46%
Harry Potter and the Order of the Phoenix	27%	26%	46%
Harry Potter and the Half-Blood Prince	25%	23%	46%
Harry Potter and the Deathly Hallows	25%	24%	46%
None of these	49%	53%	25%
Don't know	5%	5%	19%

What the world thinks		Ge	ender	Generation							
	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965- 1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Othe	
H_Q6. Which, if any, of the following original Harry Potter ns have you watched? Please select all that apply.											
Unweighted base	1008	432	576	19	372	248	315	54	-	-	
Base: All US adults familiar with Harry Potter	1001	478	522	18	371	239	313	60	-	-	
Harry Potter and the Sorcerer's Stone	58%	58%	58%	50%	64%	58%	55%	39%	-	-	
Harry Potter and the Chamber of Secrets	52%	52%	52%	50%	F.G 63%	G 53%	G 41%	31%	**	**	
Trainy Folici and the Ghamber of George	0 <u>2</u> 70	3270	32.70	**	E.F.G	F.G	4170	*	**	**	
Harry Potter and the Prisoner of Azkaban	49%	50%	48%	45%	61%	50%	39%	22%	-	-	
				**	E.F.G	F.G	G	*	**	**	
Harry Potter and the Goblet of Fire	45%	47%	44%	50%	56%	49%	35% G	20%	**	-	
Harry Potter and the Order of the Phoenix	43%	44%	43%	46%	F.G 54%	F.G 45%	34%	16%			
Harry Fotter and the Order of the Frideria	4570	44 /0	4570	**	E.F.G	F.G	G	*	**	**	
Harry Potter and the Half-Blood Prince	41%	41%	41%	46%	53%	43%	30%	18%	-	-	
				**	E.F.G	F.G		*	**	**	
Harry Potter and the Deathly Hallows: Part 1	41%	42%	40%	46%	51%	43%	31%	17%	-	-	
Harris Batter and the Beatth, Hallania, Batte	200/	400/	200/	**	E.F.G	F.G	G	*	**	**	
Harry Potter and the Deathly Hallows: Part 2	39%	40%	38%	50%	50% E.F.G	41% F.G	29% G	14%	**	**	
None of these	22%	19%	24%	18%	11%	20%	33%	42%	-	-	
				**		D	D.E	D.E*	**	**	
Don't know	9%	11%	7%	18%	9%	9%	8%	11%	-	-	
H Q7. Which THREE, if any, of the following Harry Potter		В		**				*	**	**	
aracters are your favorites? Please select up to three tions.											
Unweighted base	1008	432	576	19	372	248	315	54	-	-	
Base: All US adults familiar with Harry Potter	1001	478	522	18	371	239	313	60	-	-	
Alastor "Mad-Eye" Moody	3%	4%	2%		5%	2%	1%	-		-	
Albus Dumbledore	17%	20%	14%	**	F 19%	16%	17%	9%	**	**	
Albus Dullibledore	17 70	20% B	1470	**	1970	1070	17 70	970 *	**	**	
Bellatrix Lestrange	3%	3%	3%	14%	3%	4%	2%	-	-	-	
				**				*	**	**	
Dobby the Elf	13%	10%	15%	14%	15%	13%	11%	6%	- **	-	
Draco Malfoy	3%	4%	A 3%	14%	4%	6%	2%		**	**	
Diaco Malloy	370	470	370	**	470	F	270	*	**	**	
Fred and/or George Weasley	5%	5%	5%	5%	7%	6%	2%	-	-	-	
				**	F.G	F		*	**	**	
Ginny Weasley	4%	4%	4%	5%	5%	4%	4%	-	**	-	
Harry Potter	34%	34%	34%	19%	34%	33%	36%	28%	-	**	
Trairy Potter	3470	3470	3470	**	34 /0	3570	30 /6	*	**	**	
Hermione Granger	26%	22%	29%	18%	27%	27%	25%	13%	-	-	
			A	**	G	G		*	**	**	
Lord Voldemort	7%	9%	5%	9%	8%	8%	4%	7%	-	-	
Lucius Markey	00/	B	20/	**	F	20/	40/		**	**	
Lucius Malfoy	2%	2%	2%	**	3% F	2%	1%	-	**	**	
Luna Lovegood	7%	7%	7%	13%	10%	8%	3%	2%	-	-	
				**	F	F		*	**	**	
Neville Longbottom	4%	4%	4%	-	5%	5%	3%	-	-	-	
<b>5</b> ,	001	40/	001	**	70/	201	50/	*	**	**	
Professor Minerva McGonagall	6%	4%	9% A	- **	7%	8%	5%	3%	**	**	
Remus Lupin	3%	4%	3%	4%	5%	3%	2%	-	-	-	
Tomas Euphi	2.0		3,0	**	F	3.0		*	**	**	
Ron Weasley	13%	11%	14%	6%	17%	14%	8%	10%	-	-	
				**	F	F		*	**	**	
Rubeus Hagrid	9%	11%	8%	15%	11%	7%	9%	9%	-	-	
Severus Snape	9%	11%	8%	22%	13%	9%	7%		-	-	
Geverus Strape	J /0	1170	0.70	**	F.G	970 G	1 70		**	**	
Sirius Black	8%	8%	8%	22%	11%	9%	3%	2%	-	-	
				**	F.G	F		*	**	**	
Other	1%	1%	1%	-	1%	2%	0%	-	-	-	
Deskinson	49/	4%	40/	**	4%	5%	3%	* 3%	**	**	
Don't know	4%	4 70	4%	**	470	370	370	3% *	**	**	
Not applicable - I don't have a favorite Harry Potter character	30%	29%	32%	36%	17%	25%	44%	65%	-	-	
,				**		D	D.E	D.E.F*	**	**	
H_Q8. In your opinion, was Severus Snape a good man?											
Unweighted base	1008	432	576	19	372	248	315	54			
Base: All US adults familiar with Harry Potter	1008	432	522	18	371	239	313	60	-		

What the world thinks			Reg	jion						
	Total	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, Higl school graduate
PRH_Q6. Which, if any, of the following original Harry Potter films have you watched? Please select all that apply.										
Unweighted base	1008	194	196	360	258	684	108	149	67	344
Base: All US adults familiar with Harry Potter	1001	177	207	372	246	672	111	155	63	373
Harry Potter and the Sorcerer's Stone	58%	55%	58%	56%	64%	62% O.P	49%	43%	65% P*	48%
Harry Potter and the Chamber of Secrets	52%	50%	48%	51%	58% K	56% O.P	43%	39%	57% P*	40%
Harry Potter and the Prisoner of Azkaban	49%	45%	48%	48%	54%	51% O	37%	47%	58% O*	41%
Harry Potter and the Goblet of Fire	45%	39%	44%	44%	52% J	49% P	39%	31%	55% O.P*	36%
Harry Potter and the Order of the Phoenix	43%	38%	43%	41%	52% J.L	46% O.P	34%	33%	54% O.P*	34%
Harry Potter and the Half-Blood Prince	41%	39%	39%	40%	47%	45% P	36%	28%	48% P*	33%
Harry Potter and the Deathly Hallows: Part 1	41%	36%	42%	39%	47% J	44% O.P	30%	32%	48% O.P*	32%
Harry Potter and the Deathly Hallows: Part 2	39%	36%	39%	37%	45%	42% P	32%	28%	47% P*	31%
None of these	22%	22%	27%	24%	15%	24%	22%	16%	16%	28%
Don't know	9%	M 8%	M 7%	M 8%	13%	P 8%	14%	10%	9%	S.T 11%
PRH_Q7. Which THREE, if any, of the following Harry Potter characters are your favorites? Please select up to three					K.L		*		*	Т
options. Unweighted base	1008	194	196	360	258	684	108	149	67	344
Base: All US adults familiar with Harry Potter	1001	177	207	372	246	672	111	155	63	373
Alastor "Mad-Eye" Moody	3%	2%	1%	3%	4%	3%	2%	4%	2%	3%
Albus Dumbledore	17%	14%	20%	14%	19%	17%	17%	12%	20%	10%
Bellatrix Lestrange	3%	3%	3%	2%	4%	2%	4% *	5%	*	2%
Dobby the Elf	13%	12%	14%	13%	12%	13%	10%	11%	21%	13%
Draco Malfoy	3%	3%	4%	3%	3%	3%	2%	6% N	6%	3%
Fred and/or George Weasley	5%	3%	5%	5%	5%	5%	2% *	7%	3%	4%
Ginny Weasley	4%	4%	2%	4%	6% K	4%	3%	5%	5%	3%
Harry Potter	34%	34%	33%	34%	34%	34%	33%	34%	32%	33%
Hermione Granger	26%	24%	25%	26%	27%	29% O.P	15%	16%	31% O.P*	19%
Lord Voldemort	7%	5%	6%	9%	6%	5%	8%	12% N	9%	8%
Lucius Malfoy	2%	1%	1%	3%	1%	1%	4% N*	3% N	6% N*	2%
Luna Lovegood	7%	7%	6%	7%	8%	8%	3%	6%	7% *	5%
Neville Longbottom	4%	4%	3%	4%	5%	4%	3%	3%	3%	2%
Professor Minerva McGonagall	6%	8% K	3%	5%	10% K.L	7%	4% *	4%	11%	3%
Remus Lupin	3%	4%	3%	3%	3%	4%	2%	3%	1%	2%
Ron Weasley	13%	13%	10%	14%	14%	12%	13%	16%	15%	12%
Rubeus Hagrid	9%	10%	13% L	7%	10%	12% P.Q	6% *	5%	3%	9%
Severus Snape	9%	9%	8%	9%	11%	9%	8% *	9%	12%	6%
Sirius Black	8%	9%	6%	7%	9%	8%	7% *	9%	4% *	7%
Other	1%	1%	0%	1%	1%	1%	1% *	2%	2%	0%
Don't know	4%	3%	3%	5%	4%	4%	7% *	3%	1%	5%
Not applicable - I don't have a favorite Harry Potter character	30%	33%	34% M	31%	25%	32%	33%	25%	26%	36% S.T
PRH_Q8. In your opinion, was Severus Snape a good man?										
Unweighted base	1008	194	196	360	258	684	108	149	67	344

What the world thinks		Educa	tion				Marita	I Status		
	Total	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership
RH_Q6. Which, if any, of the following original Harry Potter ilms have you watched? Please select all that apply.										
Unweighted base	1008	332	207	125	481	18	92	43	319	55
Base: All US adults familiar with Harry Potter	1001	316	195	116 65%	478	20	90	46	314	53 54%
Harry Potter and the Sorcerer's Stone	58%	62% R	66% R	65% R	61% Y	41%	59% Y*	31%	59% Y	54% Y*
Harry Potter and the Chamber of Secrets	52%	57% R	61% R	59% R	54% Y	31%	45%	28%	55% Y	53% Y*
Harry Potter and the Prisoner of Azkaban	49%	51% R	57% R	57% R	51% Y	37%	44% Y*	20%	54% Y	45% Y*
Harry Potter and the Goblet of Fire	45%	49% R	51% R	56% R	46% Y	38%	40% Y*	19%	52% Y	39% Y*
Harry Potter and the Order of the Phoenix	43%	47%	49%	52%	44% Y	23%	36%	20%	50%	40% Y*
Harry Potter and the Half-Blood Prince	41%	R 45%	R 45%	R 52%	40%	24%	34%	27%	X.Y 50%	36%
Harry Potter and the Deathly Hallows: Part 1	41%	R 45%	R 45%	R 51%	41%	22%	36%	22%	V.X.Y 47%	37%
, i star and the Deduity Hallows. Patt I		R	4370 R	R	Y	**	*	*	Y Y	*
Harry Potter and the Deathly Hallows: Part 2	39%	42%	45%	48%	38%	22%	35%	22%	46%	34%
		R	R	R	Υ	**	*	*	V.Y	*
None of these	22%	19%	17%	19%	21%	17%	31% V.Z*	49% V.X.Z.AA*	18%	23%
Don't know	9%	8%	5%	8%	6%	22%	8%	7%	12% V	11%
RH_Q7. Which THREE, if any, of the following Harry Potter haracters are your favorites? Please select up to three										
ptions. Unweighted base	1008	332	207	125	481	18	92	43	319	55
Base: All US adults familiar with Harry Potter	1001	316	195	116	478	20	90	46	314	53
Alastor "Mad-Eye" Moody	3%	3%	3%	2%	3%	5%	1%	-	2%	6% *
Albus Dumbledore	17%	18% R	23% R	23% R	17%	13%	18%	14%	17%	15%
Bellatrix Lestrange	3%	4%	3%	3%	3%	-	1%	2%	3%	5% *
Dobby the Elf	13%	14%	12%	10%	11%	19%	14%	12%	14%	14%
Draco Malfoy	3%	4%	3%	3%	3%	5%	1%	-	5%	2%
Fred and/or George Weasley	5%	5%	6%	4%	5%	-	3%	-	5%	4%
Ginny Weasley	4%	5%	7% R	4%	4%	-	3%	2%	5%	6%
Harry Potter	34%	33%	31%	42%	38% Z	43%	32%	29%	29%	30%
Hermione Granger	26%	26%	34%	32%	28%	18%	20%	14%	25%	27%
Lord Voldemort	7%	R 6%	R.S 8%	R 6%	Y 6%	5%	6%	15%	6%	13%
Lucius Malfoy	2%	2%	2%	3%	2%	5%	-	V.Z* 2%	2%	2%
Luna Lovegood	7%	10%	7%	7%	6%	20%	* 7%	4%	8%	7%
Neville Longbottom	4%	R 4%	5%	6%	4%	4%	* 3%	*	4%	2%
Professor Minerva McGonagall	6%	7%	10%	10%	7%	8%	* 2%	*	7%	12%
Remus Lupin	3%	R 5%	R 5%	R 2%	2%	**	* 3%	*	6%	X.Y* -
Ron Weasley	13%	R 13%	13%	13%	13%	18%	* 7%	* 7%	V 15%	* 8%
Rubeus Hagrid	9%	10%	9%	10%	10%	**	11%	* 7%	X 9%	* 8%
						**	*	*		*
Severus Snape	9%	10% R	14% R	12% R	10%	9%	5%	3%	12%	5%
Sirius Black	8%	7%	9%	11%	7%	**	5% *	2%	11%	5% *
Other	1%	1%	1%	-	-	8%	1% V*	2% V*	2% V	1% *
Don't know	4%	5%	2%	2%	4%	5% **	5% *	4% *	4%	6% *
Not applicable - I don't have a favorite Harry Potter character	30%	28%	26%	27%	29%	7% **	42% V.Z*	51% V.Z.AA*	28%	30%
RH_Q8. In your opinion, was Severus Snape a good man?		-								
										55

What the world thinks	Children under the age of 18					Type of A				
	Total	Yes	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban Town
RH_Q6. Which, if any, of the following original Harry Potter Ims have you watched? Please select all that apply.										
Unweighted base	1008	264	744	260	183	285	162	118	354	461
Base: All US adults familiar with Harry Potter	1001	258	742	261	182	280	157	121	344	466
Harry Potter and the Sorcerer's Stone	58%	62%	56%	52%	60%	60%	64%	55%	55%	60%
Harry Potter and the Chamber of Secrets	52%	59%	49%	46%	52%	53%	AD 62%	49%	51%	53%
Harry Potter and the Prisoner of Azkaban	49%	AC 56% AC	47%	44%	51%	49%	AD.AH 57% AD	46%	46%	53%
Harry Potter and the Goblet of Fire	45%	50%	44%	40%	45%	47%	53% AD	42%	42%	49%
Harry Potter and the Order of the Phoenix	43%	48%	42%	40%	42%	43%	51%	43%	39%	47%
Harry Potter and the Half-Blood Prince	41%	45%	40%	38%	40%	40%	AD 49%	42%	37%	AI 46%
Harry Potter and the Deathly Hallows: Part 1	41%	45%	40%	38%	39%	41%	AD 48%	39%	37%	AI.AK 45%
Harry Potter and the Deathly Hallows: Part 2	39%	43%	38%	38%	38%	39%	AD 45%	37%	35%	AI 42%
None of these	22%	14%	25%	24%	25%	23%	13%	22%	19%	AI 22%
Don't know	9%	6%	AB 10%	AG 11%	AG 5%	AG 6%	11%	14%	11%	7%
RH_Q7. Which THREE, if any, of the following Harry Potter haracters are your favorites? Please select up to three				AF				AE.AF	AJ	
ptions.  Unweighted base	1008	264	744	260	183	285	162	118	354	461
Base: All US adults familiar with Harry Potter	1001	258	742	261	182	280	157	121	344	466
Alastor "Mad-Eye" Moody	3%	5% AC	2%	3%	3%	3%	2%	2%	4%	2%
Albus Dumbledore	17%	13%	18%	14%	15%	16%	24% AD.AE	16%	13%	19% AI
Bellatrix Lestrange	3%	4%	2%	3%	3%	2%	6% AH	1%	4%	3%
Dobby the Elf	13%	13%	13%	17% AH	13%	11%	13%	6%	12%	11%
Draco Malfoy	3%	7% AC	2%	4%	2%	5%	2%	2%	4%	3%
Fred and/or George Weasley	5%	9% AC	3%	5%	4%	4%	7%	4%	3%	6%
Ginny Weasley	4%	5%	4%	4%	3%	5%	5%	4%	6%	4%
Harry Potter	34%	40% AC	31%	29%	42% AD.AH	37% AH	33%	25%	33%	33%
Hermione Granger	26%	25%	26%	21%	27%	28%	29%	23%	25%	25%
Lord Voldemort	7%	12% AC	5%	9%	6%	6%	8%	5%	6%	8%
Lucius Malfoy	2%	4% AC	1%	1%	2%	1%	5% AD.AF	1%	2%	2%
Luna Lovegood	7%	8%	7%	7%	8%	8%	6%	5%	8%	7%
Neville Longbottom	4%	6% AC	3%	4%	5%	3%	5%	4%	5%	4%
Professor Minerva McGonagall	6%	8%	6%	5%	5%	9%	6%	5%	9% AJ	5%
Remus Lupin	3%	3%	3%	2%	2%	5%	2%	6%	4%	2%
Ron Weasley	13%	14%	12%	9%	19% AD.AH	14% AH	14%	7%	15%	11%
Rubeus Hagrid	9%	8%	10%	9%	9%	7%	12% AF	14% AF	10%	9%
Severus Snape	9%	10%	9%	8%	11%	9%	11%	8%	10%	10%
Sirius Black	8%	9%	7%	8%	6%	5%	12% AE.AF	8%	8%	8%
Other	1%	1%	1%	1%	0%	1%	2%	1%	1%	1%
Don't know	4%	6%	4%	5%	4%	3%	3%	6%	5%	2%
Not applicable - I don't have a favorite Harry Potter character	30%	18%	35% AB	33% AG	28%	30%	23%	40% AE.AG	28%	33%
RH_Q8. In your opinion, was Severus Snape a good man?										
Unweighted base	1008	264	744	260	183	285	162	118	354	461

US\_nat\_internal Sample: 26th - 29th April 2019



	ea Lived in	
Total	Rural	Other

PRH\_Q6. Which, if any, of the following original Harry Potter films have you watched? Please select all that apply.

1008	185	8
1001	183	8
58%	57%	68%
52%	51%	57% **
49%	44%	57% **
45%	41%	46%
43%	41%	57% **
41%	37%	57% **
41%	38%	57% **
39%	38%	57% **
22%	27% Al	13%
9%	10%	19%
	1001 58% 52% 49% 45% 41% 41% 39% 22%	1001 183 58% 57% 52% 51% 49% 44% 45% 41% 43% 41% 41% 37% 41% 38% 39% 38% 22% 27% AI

PRH\_Q7. Which THREE, if any, of the following Harry Potter characters are your favorites? Please select up to three options.

Unweighted base   1008				
Alastor "Mad-Eye" Moody  Albus Dumbledore  Albus Dumbledore  Bellatrix Lestrange  3%  1%	Unweighted base	1008	185	8
Albus Dumbledore 17% 16% 26% 17% 16% 26% 17% 16% 26% 17% 16% 26% 17% 18% 18% 11% 17% 17% 18% 18% 11% 17% 17% 17% 18% 18% 11% 17% 17% 17% 17% 17% 17% 17% 17% 17				
Bellatrix Lestrange	Alastor "Mad-Eye" Moody	3%	2%	
Dobby the Elf	Albus Dumbledore	17%	16%	
Draco Malfoy 3% 3% 11%  Fred and/or George Weasley 5% 4% 29% Ginny Weasley 4% 2% - Harry Potter 34% 37% 12% Hermione Granger 26% 28% 31% Lord Voldemort 7% 6% 12% Lucius Malfoy 2% 1% - Lucius Malfoy 2% 1% - Lucius Malfoy 4% 3% - Remus Lupin 4% 3% - Remus Lupin 3% 4% - Ron Weasley 13% 11% 22% Rubeus Hagrid 9% 10% 28% Severus Snape 9% 7% 9% Sirius Black 8% 5% 15% Other 1% 0% - Don't know 4% 6% - Don't know 4% 13% 13%	Bellatrix Lestrange	3%	1%	-
Fred and/or George Weasley 5% 4% 29%  Ginny Weasley 4% 2%  Harry Potter 34% 37% 12%  Hermione Granger 26% 28% 31%  Lord Voldemort 7% 6% 12%  Lucius Malfoy 2% 1%  Lucius Malfoy 2% 6%  Neville Longbottom 4% 3%  Professor Minerva McGonagall 6% 6% 26%  Remus Lupin 3% 4%  Ron Weasley 13% 11% 22%  Rubeus Hagrid 9% 10% 28%  Severus Snape 9% 7% 9%  Sirius Black 8% 5% 15%  Other 1% 0%  Don't know 4% 6%  Don't know 4% 6%  AJ  pipicable - I don't have a favorite Harry Potter character 30% 31% 13%	Dobby the Elf	13%		
Ginny Weasley 4% 2% -  Harry Potter 34% 37% 12%  Hermione Granger 26% 28% 31%  Lord Voldemort 7% 6% 12%  Lucius Malfoy 2% 1% -  Lucius Malfoy 2% 1% -  Lucius Malfoy 3% -  **  Neville Longbottom 4% 3% -  **  Professor Minerva McGonagall 6% 6% 26%  **  Remus Lupin 3% 4% -  **  Ron Weasley 13% 11% 22%  **  Rubeus Hagrid 9% 10% 28%  **  Severus Snape 9% 7% 9%  Sirius Black 8% 5% 15%  Other 1% 0% -  Don't know 4% 6% -  AJ **  **  **  **  **  **  **  **  **  **	Draco Malfoy	3%	3%	
Harry Potter 34% 37% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12	Fred and/or George Weasley	5%	4%	
Hermione Granger 26% 28% 31% 11% 12% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 11% 12% 12	Ginny Weasley	4%	2%	-
Lord Voldemort 7% 6% 12% ***  Lucius Malfoy 2% 1% - **  Luna Lovegood 7% 6% - **  Neville Longbottom 4% 3% - **  Professor Minerva McGonagall 6% 6% 26% **  Remus Lupin 3% 4% - **  Ron Weasley 13% 11% 22% ***  Rubeus Hagrid 9% 10% 28% **  Severus Snape 9% 7% 9% **  Sirius Black 8% 5% 15% **  Other 1% 0% - **  Don't know 4% 6% - AJ ***  opiciable - I don't have a favorite Harry Potter character 30% 31% 13%	Harry Potter	34%	37%	
Lucius Malfoy 2% 1% -  Luna Lovegood 7% 6% -  Neville Longbottom 4% 3% -  Neville Longbottom 4% 3% -  Remus Lupin 3% 4% -  Remus Lupin 3% 4% -  Ron Weasley 13% 11% 22% -  Rubeus Hagrid 9% 10% 28% -  Severus Snape 9% 7% 9% -  Sirius Black 8% 5% 15% -  Other 1% 0% -  Don't know 4% 6% -  AJ -  popicable - I don't have a favorite Harry Potter character 30% 31% 13%	Hermione Granger	26%	28%	
Luna Lovegood 7% 6% -  Neville Longbottom 4% 3% -  Neville Longbottom 4% 3% -  Professor Minerva McGonagall 6% 6% 26% -  Remus Lupin 3% 4% -  Ron Weasley 13% 11% 22% -  Rubeus Hagrid 9% 10% 28% -  Severus Snape 9% 7% 9% -  Sirius Black 8% 5% 15% -  Other 1% 0% -  Don't know 4% 6% -  AJ -  popicable - I don't have a favorite Harry Potter character 30% 31% 13%	Lord Voldemort	7%	6%	
Neville Longbottom	Lucius Malfoy	2%	1%	
Professor Minerva McGonagall 6% 6% 26%  Remus Lupin 3% 4%  Ron Weasley 13% 11% 22%  Rubeus Hagrid 9% 10% 28%  Severus Snape 9% 7% 9%  Sirius Black 8% 5% 15%  Other 1% 0%  Don't know 4% 6%  AJ  opilicable - I don't have a favorite Harry Potter character 30% 31% 13%	Luna Lovegood	7%	6%	-
Remus Lupin   3%   4%   -	Neville Longbottom	4%	3%	
Ron Weasley 13% 11% 22%	Professor Minerva McGonagall	6%	6%	
Rubeus Hagrid 9% 10% 28%  Severus Snape 9% 7% 9%  Sirius Black 8% 5% 15%  Other 1% 0% -  Don't know 4% 6% -  AJ **  Oplicable - I don't have a favorite Harry Potter character 30% 31% 13%	Remus Lupin	3%	4%	
Severus Snape 9% 7% 99%  Sirius Black 8% 5% 155%  Other 1% 0% -  Don't know 4% 6% -  AJ **  Oplicable - I don't have a favorite Harry Potter character 30% 31% 13%	Ron Weasley	13%	11%	
Sirius Black   8%   5%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%   15%	Rubeus Hagrid	9%	10%	
Other 1% 0% -  Other 1% 0% -  Don't know 4% 6% -  AJ **  Opplicable - I don't have a favorite Harry Potter character 30% 31% 13%	Severus Snape	9%	7%	
Don't know 4% 6% - AJ ** oplicable - I don't have a favorite Harry Potter character 30% 31% 13%	Sirius Black	8%	5%	
AJ ** opilicable - I don't have a favorite Harry Potter character 30% 31% 13%	Other	1%	0%	
oplicable - I don't have a favorite Harry Potter character 30% 31% 13%	Don't know	4%		- **
**	oplicable - I don't have a favorite Harry Potter character	30%		13%

PRH\_Q8. In your opinion, was Severus Snape a good man?

Unweighted base	1008	185	8
Base: All US adults familiar with Harry Potter	1001	183	8

### **Harry Potter**

US\_nat\_internal Sample: 26th - 29th April 2019



		Ge	nder							
	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965- 1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other
Yes	35%	35%	34%	27%	48%	37%	22%	11%	-	-
				**	E.F.G	F.G		•	**	**
No	19%	20%	17%	40%	22%	21%	14%	5%	-	-
				**	F.G	F.G			**	**
know	47%	45%	49%	32%	30%	42%	64%	84%	-	-
				**		D	D.E	D.E.F*	**	**

If you had to choose, which Hogwarts house do you think

Q9 1.	Donald	Trum
-------	--------	------

If you had to choose, which Hogwarts house do you think each of the following public figures would best fit into? Please select one option on each row.										
Q9_1. Donald Trump										
Unweighted base	1008	432	576	19	372	248	315	54	_	
Base	1001	478	522	18	371	239	313	60	-	
Gryffindor	13%	17%	10%	- **	12%	16%	13%	12%	**	- **
		В								
Hufflepuff	5%	7%	4%	23%	7%	4%	3%	6%	**	-
		В		**	F				**	**
Ravenclaw	7%	7%	6%	-	6%	9%	7%	6%	-	-
				**				*	**	**
Slytherin	33%	30%	37%	51%	41%	33%	27%	17%	-	-
			Α	**	F.G	G		*	**	**
Don't know	36%	35%	38%	22%	31%	31%	44%	53%	-	-
				**			D.E	D.E*	**	**
Not applicable - I don't know who this person is	5%	5%	6%	4%	3%	6%	6%	6%	-	-
				**					**	**
Q9_2. Nancy Pelosi										
_										
Unweighted base	1008	432	576	19	372	248	315	54	-	-
Base	1001	478	522	18	371	239	313	60	-	-
Gryffindor	11%	13%	10%	5%	12%	10%	12%	10%	-	-
				**					**	**
Hufflepuff	10%	13%	7%	9%	11%	13%	7%	8%	-	-
		В		**		F		*	**	**
Ravenclaw	12%	10%	14%	-	17%	12%	8%	8%	-	-
			A	**	F			*	**	**
Slytherin	22%	22%	22%	38%	22%	26%	21%	10%	-	-
olyalolii.	2270	2270	2270	**	2270	G	2170	*	**	**
Don't know	36%	35%	37%	18%	29%	32%	45%	58%	-	
DOIT KNOW	3076	3370	3170	10%	2970	3270			**	**
							D.E	D.E*		
Not applicable - I don't know who this person is	8%	7%	10%	30%	10%	6%	7%	6%	I	
				**				*	**	**
Q9_3. Mitch McConnell										
Unweighted base	1008	432	576	19	372	248	315	54	-	-
Base	1001	478	522	18	371	239	313	60	-	-
Gryffindor	7%	10%	5%	-	6%	10%	7%	2%	-	-
3.7		В	0.0	**	0,0	1070		*	**	**
Hufflepuff	00/	7%	00/		9%	00/	E0/	100/	-	-
пинерин	8%	1 70	9%	15%	970	9%	5%	12%	**	**
Ravenclaw	9%	10%	8%	-	10%	9%	6%	10%	-	-
				**				•	**	**
Slytherin	26%	29%	24%	28%	27%	27%	27%	15%	-	-
				**				*	**	**
Don't know	38%	37%	39%	31%	32%	35%	46%	53%	-	-
				**			D.E	D.E*	**	**
Not applicable - I don't know who this person is	12%	8%	16%	26%	16%	10%	9%	9%	-	-
			Α	**	E.F			*	**	**
Q9_4. Barack Obama		-	, ,							
	4000	400	F70	40	270	0.40	045	F4		
Unweighted base	1008	432	576	19	372	248	315	54	-	-
Base	1001	478	522	18	371	239	313	60	-	-
Gryffindor	22%	21%	23%	25%	26%	26%	15%	8%	-	-
				**	F.G	F.G		*	**	**
Hufflepuff	10%	10%	11%	23%	13%	10%	7%	7%	-	-
				**	F				**	**
Ravenclaw	12%	13%	11%	26%	19%	9%	7%	2%	-	-
				**	E.F.G				**	**
Slytherin	15%	16%	14%	5%	11%	19%	17%	17%	_	-
Siytieili	10 /0	1370	1-470	**	1170	_		*	**	**
D: #1	260/	200/	200/	100/	070/	D 249/	499/	600/		
Don't know	36%	36%	36%	18%	27%	31%	48%	60%	-	**
				**			D.E	D.E*	**	
Not applicable - I don't know who this person is	5%	4%	5%	4%	4%	4%	6%	6%	-	-
				**				*	**	**
Q9_5. Alexandria Ocasio-Cortez										
Unweighted base	1008	432	576	19	372	248	315	54	-	-
Base	1001	478	522	18	371	239	313	60		-
Gryffindor	14%	16%	13%	14%	20%	15%	10%	2%	-	-
Styffilldof		.570	.570	**	F.G	G	G	*	**	**
Hufflepuff	10%	11%	8%	25%	12%	11%	6%	5%		

12% F

15%

11%

6%

5% \*

25%

Hufflepuff

10%

Ravenclaw 10% 10%

11%

### **Harry Potter**



			Reg	gion						
	Total	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate
Yes	35%	33%	32%	35%	37%	35%	28%	38%	35%	29%
No	19%	21%	15%	18%	21%	17%	17%	24%	19% *	18%
n't know	47%	46%	53% M	47%	42%	48% P	55% P*	38%	46%	53% S.U

			M			Р	P*			S.U
If you had to choose, which Hogwarts house do you think each of the following public figures would best fit into? Please select one option on each row.										
Q9_1. Donald Trump										
Unweighted base	1008	194	196	360	258	684	108	149	67	344
Base	1001	177	207	372	246	672	111	155	63	373
Gryffindor	13%	14%	10%	17%	9%	14%	12%	10%	11%	13%
				K.M			*		*	T
Hufflepuff	5%	6%	5%	4%	7%	4%	11%	9%	3%	7%
December	70/	00/	F0/	00/	70/	C0/	N*	N 70/	400/	S 8%
Ravenclaw	7%	6%	5%	9%	7%	6%	8%	7%	10%	8%
Slytherin	33%	32%	35%	31%	37%	36%	27%	28%	32%	27%
Glytte:	3370	3270	3570	3170	0170	3070	*	2070	*	2770
Don't know	36%	37%	40%	34%	36%	36%	39%	36%	36%	38%
							*		*	U
Not applicable - I don't know who this person is	5%	6%	6%	5%	5%	4%	5%	10%	8%	6%
							*	N	*	
Q9_2. Nancy Pelosi										
Unweighted base	1008	194	196	360	258	684	108	149	67	344
Base	1001	177	207	372	246	672	111	155	63	373
Gryffindor	11%	9%	11%	11%	13%	12%	11%	10%	4%	10%
							•		*	
Hufflepuff	10%	10%	11%	11%	8%	8%	16%	16%	7%	11%
							N*	N	*	
Ravenclaw	12%	15%	11%	11%	12%	12%	6%	16%	11%	10%
								0	*	
Slytherin	22%	17%	23%	24%	22%	24%	16%	15%	27%	18%
Don't love	200/	200/	200/	250/	070/	P	200/	200/	P*	440/
Don't know	36%	39%	36%	35%	37%	37%	38%	30%	43%	41% S.U
Not applicable - I don't know who this person is	8%	9%	9%	8%	8%	6%	14%	14%	8%	10%
Not applicable - I don't know who this person is	070	970	370	070	0.70	070	N*	N	*	1070
Q9_3. Mitch McConnell		-								
Unweighted base	1008	194	196	360	258	684	108	149	67	344
Base	1001	177	207	372	246	672	111	155	63	373
Gryffindor	7%	6%	7%	8%	6%	7%	11%	7%	3%	8%
• ,									*	
Hufflepuff	8%	12%	6%	9%	6%	8%	8%	9%	1%	7%
		K.M				Q	*	Q	*	
Ravenclaw	9%	12%	4%	10%	9%	7%	8%	13%	14%	9%
		К		K			•	N	N*	
Slytherin	26%	23%	31%	23%	30%	30%	16%	18%	29%	19%
			L			O.P	*		*	
Don't know	38%	37%	39%	39%	38%	38%	38%	39%	36%	43%
							•		*	U
Not applicable - I don't know who this person is	12%	11%	13%	12%	12%	10%	18%	14%	17%	13%
							N*			Т
Q9_4. Barack Obama										
Unweighted base	1008	194	196	360	258 246	684	108 111	149	67	344
Base	1001 22%	177 22%	207 22%	372 21%	246	672 22%	26%	155 20%	63 16%	373 18%
Gryffindor	22%	2270	ZZ70	∠1%	∠3%	2270	∠0%	20%	10%	10%
Hufflepuff	10%	11%	11%	10%	10%	9%	19%	11%	8%	11%
riunicpun	1070	1170	1170	1070	1070	370	N.Q*	1170	*	1170
Ravenclaw	12%	12%	10%	13%	13%	12%	3%	18%	19%	9%
						0	*	0	0*	
Slytherin	15%	12%	16%	15%	15%	17%	7%	10%	19%	13%
•						O.P	*		0*	
Don't know	36%	39%	36%	36%	36%	37%	40%	33%	30%	43%
									*	S.U
Not applicable - I don't know who this person is	5%	4%	6%	5%	4%	4%	5%	9%	8%	6%
							•	N	*	
Q9_5. Alexandria Ocasio-Cortez				0.00	258	684	108	149	67	344
Q9_5. Alexandria Ocasio-Cortez  Unweighted base		194	196	360						
– Unweighted base Base	1001	177	207	372	246	672	111	155	63	373
Unweighted base									63 22%	
Unweighted base Base Gryffindor	1001 14%	177 11%	207 15%	372 14%	246 17%	672 15%	111 11% *	155 12%	63 22% O*	373 10%
- Unweighted base Base	1001	177 11% 14%	207	372	246	672	111	155	63 22%	373 10% 11%
Unweighted base Base Gryffindor	1001 14%	177 11%	207 15%	372 14%	246 17%	672 15%	111 11% *	155 12%	63 22% O*	373 10%

### **Harry Potter**

US\_nat\_internal Sample: 26th - 29th April 2019



		Educa	ation			Marital Status						
	Total	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership		
Yes	35%	35%	36%	48% R.S.T	37% X.Y	43%	26%	14%	35% Y	38% Y*		
No	19%	20%	19%	15%	17% Y	8%	20% Y*	4% *	24% V.Y	17% Y*		
n't know	47%	45%	45%	37%	46%	48%	55% Z*	82% V.X.Z.AA*	41%	45% *		

If you had to choose, which Hogwarts house do you think each of the following public figures would best fit into? Please select one option on each row.

each of the following public figures would best fit into? Please select one option on each row.										
Q9_1. Donald Trump										
Unweighted base	1008	332	207	125	481	18	92	43	319	55
Base	1001	316	195	116	478	20	90	46	314	53
Gryffindor	13%	15% T	7%	16% T	15% Z	10%	18% Z*	9%	10%	9%
Hufflepuff	5%	3%	5%	5%	6%	18%	3%	5%	4%	5%
						**		*		*
Ravenclaw	7%	7%	4%	8%	8%	**	5%	10%	6%	7% *
Slytherin	33%	31%	46%	41%	31%	32%	31%	18%	39%	37%
			R.S	R.S		**		*	V.Y	Y*
Don't know	36%	39% U	33%	27%	34%	40%	40%	55% V.Z*	35%	36%
Not applicable - I don't know who this person is	5%	5%	4%	4%	5%	-	3%	4%	6%	5%
						**	•	*		*
Q9_2. Nancy Pelosi										
Unweighted base	1008	332	207	125	481	18	92	43	319	55
Base	1001	316	195	116	478	20	90	46	314	53
Gryffindor	11%	10%	11%	20% R.S.T	11%	9%	11%	11%	10%	20% Z*
Hufflepuff	10%	8%	9%	12%	10%	32%	6%	6%	11%	4%
						**		*		
Ravenclaw	12%	13%	14%	16%	13%	8%	12%	3%	13%	9%
	0001	2004	0001	0001	Y	**	*	470/	4001	*
Slytherin	22%	28% R	23%	20%	24%	6%	27%	17%	19%	27%
Don't know	36%	33%	37%	28%	35%	41%	38%	62%	35%	28%
						**		V.X.Z.AA*		*
Not applicable - I don't know who this person is	8%	8%	7%	5%	6%	5%	7%	2%	12% V.Y	11%
							_		V.Y	
Q9_3. Mitch McConnell										
Unweighted base	1008	332	207	125	481	18	92	43	319	55
Base	1001	316	195	116	478	20	90	46	314	53
Gryffindor	7%	7%	4%	7%	9%	8%	7%	2%	5%	5%
					Z	**	•	*		•
Hufflepuff	8%	8%	6%	13%	9%	20%	7%	2%	7%	4%
Ravenclaw	9%	8%	7%	11%	9%	-	6%	11%	9%	9%
						**		*		
Slytherin	26%	27%	36%	34%	25%	22%	30%	20%	27%	35%
		R	R.S	R		**		*		*
Don't know	38%	36%	39%	28%	37%	41%	41%	57% V.Z.AA*	38%	33%
Not applicable - I don't know who this person is	12%	14%	8%	8%	10%	9%	9%	8%	15%	14%
		Т				**	*	*		*
Q9_4. Barack Obama										
Unweighted base	1008	332	207	125	481	18	92	43	319	55
Base	1001	316	195	116	478	20	90	46	314	53
Gryffindor	22%	22%	26%	26%	20%	28%	18%	13%	25%	28%
			R			**	*	*		
Hufflepuff	10%	10%	7%	12%	10%	10%	8%	5%	12%	9%
Ravenclaw	12%	14%	13%	16%	12%	19%	7%	-	16%	8%
Naveliciaw	1270	1470	1370	1070	Υ Υ	**	*		X.Y	*
Slytherin	15%	18%	14%	12%	18%	4%	19%	17%	9%	17%
,					z	**	Z*	*		*
Don't know	36%	32%	36%	30%	36%	39%	41%	62%	32%	34%
National Society of the Committee of the	F0/	F0/	20/	40/	50/	**	*	V.X.Z.AA*	F0/	*
Not applicable - I don't know who this person is	5%	5%	3%	4%	5%	**	6%	4% *	5%	4% *
Q9_5. Alexandria Ocasio-Cortez										
Unweighted base	1008	332	207	125	481	18	92	43	319	55
Base	1001	316	195	116	478	20	90	46	314	53
Gryffindor	14%	14%	21%	20%	15%	18%	9%	3%	16%	15%
Styllindol			R.S	R	Υ	**	*	*	Υ	Y*
Hufflepuff	10%	9%	6%	13%	11%	10%	7%	6%	9%	6%
				Т		**	•	*		*
Daving along	400/	00/	400/	400/	00/	400/	40/	60/	100/	100/

### **Harry Potter**

US\_nat\_internal Sample: 26th - 29th April 2019



		Children unde	er the age of 18	Income						Type of A
	Total	Yes	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/ Town
Yes	35%	49% AC	30%	31%	39% AH	35% AH	43% AD.AH	24%	38%	33%
No	19%	19%	19%	21%	15%	16%	23%	18%	18%	21%
t know	47%	32%	52% AB	48% AG	46% AG	48% AG	35%	58% AE.AG	44%	46%

If you had to choose, which Hogwarts house do you thin

lease select one option on each row. l9_1. Donald Trump										
Unweighted base	1008	264	744	260	183	285	162	118	354	461
Base	1001	258	742	261	182	280	157	121	344	466
Gryffindor	13%	17% AC	11%	13%	12%	12%	15%	13%	15% AJ	10%
Hufflepuff	5%	7%	5%	6%	7% AG	6%	2%	3%	5%	7% AK
Ravenclaw	7%	9%	6%	8%	6%	8%	7%	3%	9%	5%
Slytherin	33%	34%	33%	33%	30%	32%	43%	29%	AJ 32%	38%
Don't know	36%	29%	39%	35%	40%	35%	AE.AF.AH 28%	46%	35%	AK 35%
Not applicable - I don't know who this person is	5%	4%	AB 6%	5%	AG 4%	6%	4%	AG 6%	4%	6%
_2. Nancy Pelosi Unweighted base	1008	264	744	260	183	285	162	118	354	461
Base	1001	258	742	261	182	280	157	121	344	466
Gryffindor	11%	12%	11%	10%	13%	10%	17% AD.AF.AH	8%	15% AJ.AK	10%
Hufflepuff	10%	13%	9%	11%	9%	11%	7%	9%	12%	9%
Ravenclaw	12%	16%	11%	11%	14%	14%	14%	6%	AK 13%	13%
٠	0001	AC	0401	040/	AH	AH	AH	4001	4001	000
Slytherin	22%	24%	21%	21%	20%	24%	26%	19%	19%	22%
Don't know	36%	28%	39% AB	37%	38%	33%	31%	45% AF.AG	35%	37%
Not applicable - I don't know who this person is	8%	8%	8%	9%	7%	8%	6%	12%	6%	9%
3. Mitch McConnell										
Unweighted base	1008	264	744	260	183	285	162	118	354	461
Base	1001	258	742	261	182	280	157	121	344	466
Gryffindor	7%	9%	6%	7%	9%	7%	7%	4%	8%	6%
Hufflepuff	8%	10%	7%	6%	7%	10% AD	9%	6%	10%	7%
Ravenclaw	9%	13% AC	7%	8%	10%	8%	12%	5%	11%	8%
Slytherin	26%	26%	27%	28%	21%	27%	33% AE.AH	22%	24%	30% AK
Don't know	38%	29%	42%	40%	41%	35%	30%	48%	36%	38%
Not applicable - I don't know who this person is	12%	14%	AB 11%	13%	AG 12%	12%	8%	AF.AG 14%	11%	12%
_4. Barack Obama										
Unweighted base	1008	264	744	260	183	285	162	118	354	461
Base	1001	258	742	261	182	280	157	121	344	466
Gryffindor	22%	25%	20%	23% AH	21%	23% AH	24% AH	14%	24% AK	22%
Hufflepuff	10%	12%	9%	11%	11%	12%	7%	7%	11%	10%
Ravenclaw	12%	13%	12%	10%	11%	13%	17%	9%	14%	12%
Slytherin	15%	17%	14%	14%	15%	14%	18%	14%	AK 13%	14%
Don't know	36%	27%	40%	36%	39%	34%	29%	48%	34%	37%
Not applicable - I don't know who this person is	5%	5%	AB 5%	5%	4%	4%	5%	AD.AF.AG 7%	3%	5%
9_5. Alexandria Ocasio-Cortez										
_5. Alexandria Ocasio-Cortez  Unweighted base	1008	264	744	260	183	285	162	118	354	461
Base	1001	258	742	261	182	280	157	121	344	466
Gryffindor	14%	16%	14%	12%	17% AH	13%	23% AD.AF.AH	7%	20% AJ.AK	13%
Hufflepuff	10%	12%	9%	8%	8%	14% AD.AE.AH	9%	6%	11%	10%
Ravenclaw	10%	11%	9%	10%	10%	12%	7%	7%	11%	10%

### **Harry Potter**

US\_nat\_internal Sample: 26th - 29th April 2019



		ea Lived in					
	Total	Rural	Other				
Yes	35%	30%	57% **				
No	19%	16%	19%				
on't know	47%	54% Al	25%				

If you had to choose, which Hogwarts house do you think each of the following public figures would best fit into? Please select one option on each row.

Q9\_1. Donald Trump

Unweighted base	1008	185	8
Base	1001	183	8
Gryffindor	13%	17%	13%
		AJ	**
Hufflepuff	5%	2%	-
			**
Ravenclaw	7%	8%	11%
			**
Slytherin	33%	25%	34%
			**
Don't know	36%	40%	41%
			**
Not applicable - I don't know who this person is	5%	8%	-
		Al	**

Q9\_2. Nancy Pelosi

CIOSI			
Unweighted base	1008	185	8
Base	1001	183	8
Gryffindor	11%	7%	11%
Hufflepuff	10%	6%	13%
Ravenclaw	12%	8%	24%
Slytherin	22%	30% Al.AJ	11%
Don't know	36%	38%	41%
Not applicable - I don't know who this person is	8%	10%	-

Q9\_3. Mitch McConnell

Unweighted base	1008	185	8
Base	1001	183	8
Gryffindor	7%	7%	25%
Hufflepuff	8%	8%	20%
Ravenclaw	9%	8%	-
Slytherin	26%	21%	15%
Don't know	38%	42%	41%
Not applicable - I don't know who this person is	12%	14%	- **

Q9\_4. Barack Obama

Unweighted base	1008	185	8
Base	1001	183	8
Gryffindor	22%	16%	11%
Hufflepuff	10%	9%	13%
Ravenclaw	12%	7%	35%
Slytherin	15%	20% Al	19%
Don't know	36%	41%	22%
Not applicable - I don't know who this person is	5%	8% Al	-

Q9\_5. Alexandria Ocasio-Cortez

Unweighted base	1008	185	8
Base	1001	183	8
Gryffindor	14%	9%	15%
Hufflepuff	10%	7%	-
Ravenclaw	10%	6%	9%

**Harry Potter** 

What the world thinks		Ge	ender				Generation					
	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965- 1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other		
				**	E.F.G			*	**	**		
Slytherin	15%	17%	14%	8%	12%	20% D	15%	15%	**	**		
Don't know	37%	35%	38%	10%	25%	33%	50%	61%	-	-		
				**		D	D.E	D.E*	**	**		
Not applicable - I don't know who this person is	14%	11%	18% A	30%	16%	13%	12%	14%	**	**		
9_6. Oprah Winfrey												
Unweighted base	1008	432	576	19	372	248	315	54	-	-		
Base	1001	478	522	18	371	239	313	60	-	-		
Gryffindor	19%	17%	20%	15%	25% F.G	20% F.G	13%	6% *	**	-		
Hufflepuff	17%	17%	17%	49%	17%	17%	17%	13%	-	-		
				**				*	**	**		
Ravenclaw	11%	11%	11%	5%	13%	14%	5%	10%	-	-		
Chethorin	100/	100/	00/		F 110/	F	100/	*	**	**		
Slytherin	10%	12%	9%	- **	11%	11%	10%	5%	**	**		
Don't know	38%	38%	38%	23%	30%	33%	49%	58%	-	-		
				**			D.E	D.E*	**	**		
Not applicable - I don't know who this person is	5%	5%	5%	8%	4%	4%	6%	8%	- **	-		
9_7. Ellen DeGeneres												
Unweighted base	1008	432	576	19	372	248	315	54	-	-		
Base	1001	478	522	18	371	239	313	60	-	-		
Gryffindor	17%	12%	21%	10%	20%	17%	15%	7%	-	-		
Hufflepuff	21%	21%	A 21%	29%	G 28%	25%	12%	6%	-			
Hullepull	2170	2170	2170	**	F.G	F.G	1270	*	**	**		
Ravenclaw	10%	12%	8%	8%	11%	12%	8%	6%	-	-		
		В		**				*	**	**		
Slytherin	10%	12% B	7%	22%	9%	10%	9%	10%	**	**		
Don't know	37%	37%	37%	23%	29%	31%	49%	64%	-	-		
				**			D.E	D.E.F*	**	**		
Not applicable - I don't know who this person is	5%	6%	5%	8%	3%	5%	6%	8%	-	-		
9_8. Jimmy Fallon								•				
Unweighted base	1008	432	576	19	372	248	315	54	-	-		
Base	1001	478	522	18	371	239	313	60	-	-		
Gryffindor	12%	12%	11%	13%	15%	10%	11%	5%	-	-		
Hufflepuff	22%	21%	23%	18%	29%	28%	12%	8%	-	-		
Hullepull	22.70	2170	2070	**	F.G	F.G	1270	*	**	**		
Ravenclaw	12%	11%	12%	38%	13%	13%	9%	2%	-	-		
				**	G	G		*	**	**		
Slytherin	9%	10%	9%	- **	9%	11%	9%	13%	**	**		
Don't know	38%	38%	39%	23%	30%	33%	49%	59%	-			
				**			D.E	D.E*	**	**		
Not applicable - I don't know who this person is	7%	7%	7%	8%	4%	5%	10%	12%	-	-		
9_9. Seth Meyers							D.E	D*		**		
9_9. Setn meyers Unweighted base	1008	432	576	19	372	248	315	54	-	-		
Base	1001	478	522	18	371	239	313	60	-			
Gryffindor	11%	12%	10%	15%	13%	13%	9%	6%	-	-		
11.4646	150/	150/	15%	**	17%	19%	13%	10/	**	**		
Hufflepuff	15%	15%	10%	9%	17% G	19% G	13% G	1% *	**	**		
Ravenclaw	12%	13%	10%	27%	13%	15%	8%	3%	-	-		
				**	F.G	F.G		*	**	**		
Slytherin	8%	10% B	6%	- **	8%	10%	7%	4%	-	-		
Don't know	41%	38%	43%	28%	31%	34%	52%	67%	-	-		
Sortinon				**	,		D.E	D.E.F*	**	**		
Not applicable - I don't know who this person is	14%	12%	15%	22%	17%	10%	12%	17%	-	-		
				**	E			*	**	**		
9_10. Stephen Colbert	1008	432	576	40	372	248	315	54	- 1			
Unweighted base Base	1008	432	522	19	372	239	313	60	-	-		
Gryffindor	12%	14%	10%	5%	15%	12%	10%	4%	-	-		
				**	G			*	**	**		
Hufflepuff	13%	13%	12%	20%	17% E.F	11%	10%	7% *	**	-		
Ravenclaw	15%	14%	16%	18%	18%	20%	9%	6%	-	-		
Tavelidaw			.070	**	F.G	F.G	0.0	*	**	**		

What the world thinks			Reg	ion			R	ace		
	Total	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate
Slytherin	15%	14%	15%	17%	13%	17%	* 7%	N 13%	15%	14%
Don't know	37%	35%	38%	38%	35%	O 37%	39%	35%	* 36%	40%
Not applicable - I don't know who this person is	14%	13%	17%	13%	15%	14%	20%	12%	13%	16%
Q9_6. Oprah Winfrey							•		*	Т
Unweighted base	1008	194	196	360	258	684	108	149	67	344
Base Gryffindor	1001 19%	177 20%	207 17%	372 18%	246 21%	672 20%	111 20%	155 17%	63 13%	373 14%
, i									*	
Hufflepuff	17%	14%	15%	20%	17%	16%	17% *	20%	19%	20%
Ravenclaw	11%	11%	10%	11%	11%	10%	9%	13%	16%	7%
Slytherin	10%	11%	14% L	8%	9%	11%	6% *	10%	8%	10%
Don't know	38%	39%	37%	39%	38%	39%	42%	32%	38%	43% U
Not applicable - I don't know who this person is	5%	6%	6%	4%	4%	4%	5%	7%	6%	5%
9_7. Ellen DeGeneres										
Unweighted base	1008	194	196	360	258	684	108	149	67	344
Base	1001	177 17%	207 18%	372	246	672 17%	111 17%	155	63 19%	373 14%
Gryffindor	17%			17%	15%			15%	*	
Hufflepuff	21%	20%	21%	19%	25%	21%	20%	21%	27%	17%
Ravenclaw	10%	9%	9%	11%	10%	11%	4% *	13% O	8%	10%
Slytherin	10%	11%	8%	10%	9%	9%	13%	11%	9%	12% T.U
Don't know	37%	38%	38%	38%	36%	39%	39%	34%	31%	40%
Not applicable - I don't know who this person is	5%	5%	6%	4%	5%	4%	8%	6%	6% *	7% S
9_8. Jimmy Fallon										3
Unweighted base	1008	194	196	360	258	684	108	149	67	344
Base	1001	177	207	372	246	672	111	155	63	373
Gryffindor	12%	14%	11%	13%	10%	11%	15%	11%	12%	10%
Hufflepuff	22%	22%	25%	19%	24%	23%	17% *	19%	24%	17%
Ravenclaw	12%	10%	11%	11%	13%	10%	13%	17% N	9%	12%
Slytherin	9%	11%	7%	10%	9%	9%	9% *	10%	10%	11% T
Don't know	38%	37%	38%	39%	38%	40%	35%	35%	38%	40%
Not applicable - I don't know who this person is	7%	6%	7%	7%	6%	6%	11% N*	8%	8%	9% S
9_9. Seth Meyers										
Unweighted base	1008	194	196	360	258	684	108	149	67	344
Base Gryffindor	1001 11%	177 11%	207 10%	372 12%	246 11%	672 11%	111 8%	155 11%	63 16%	373 10%
Hufflepuff	15%	18%	16%	14%	14%	15%	* 16%	12%	* 21%	13%
Ravenclaw	12%	13%	12%	10%	13%	11%	17%	11%	* 8%	12%
Slytherin	8%	10%	8%	8%	7%	8%	*	11%	* 4%	6%
									*	
Don't know	41%	38%	40%	42%	41%	43% Q	34%	40%	29%	43% U
Not applicable - I don't know who this person is	14%	11%	16%	14%	13%	12%	18%	15%	21% N*	15%
9_10. Stephen Colbert										
Unweighted base	1008	194	196	360	258	684	108	149	67	344
Base Gryffindor	1001 12%	177 13%	207 13%	372 11%	246 13%	672 13%	111 7%	155 13%	63 10%	373 9%
Hufflepuff	13%	14%	10%	12%	14%	13%	12%	8%	18%	8%
									P*	
Ravenclaw	15%	15%	15%	16%	13%	14%	12%	21% N	19%	14%

What the world thinks		Educa	ition				Marita	I Status		
	Total	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership
						**	*	*	Х	*
Slytherin	15%	17%	15%	15%	16% Z	23%	22% Z*	16%	10%	19%
Don't know	37%	34%	37%	32%	37%	15%	41%	57% V.Z.AA*	33%	34%
Not applicable - I don't know who this person is	14%	17%	8%	11%	11%	20%	17%	12%	18%	15%
Q9_6. Oprah Winfrey		Т				**	•		V	
Unweighted base	1008	332	207	125	481	18	92	43	319	55
Base	1001	316	195	116	478	20	90	46	314	53
Gryffindor	19%	17%	25% R.S	27% R.S	19%	18%	10%	8%	23% X.Y	23% X*
Hufflepuff	17%	16%	14%	15%	19%	14%	18%	13%	16%	14%
Ravenclaw	11%	14%	10%	13%	10%	20%	12%	4%	11%	11%
Slytherin	10%	R 13%	7%	9%	10%	14%	15%	6%	9%	11%
Siyuleriii	1076	T	7 70	970	1076	**	*	*	970	*
Don't know	38%	36%	38%	30%	37%	34%	41%	64% V.X.Z.AA*	36%	35%
Not applicable - I don't know who this person is	5%	5%	5%	6%	5%	-	5%	4%	6%	5%
Q9_7. Ellen DeGeneres						**	*	*		•
Unweighted base	1008	332	207	125	481	18	92	43	319	55
Base	1001	316	195	116	478	20	90	46	314	53
Gryffindor	17%	17%	19%	23% R	19%	18%	13%	9%	17%	11%
Hufflepuff	21%	23%	23%	25%	19%	28%	19%	6%	25%	27%
Ravenclaw	10%	9%	11%	11%	Y 12%	10%	9%	* 9%	Y 8%	Y* 13%
						**		*		*
Slytherin	10%	10% T	5%	5%	9%	4%	13%	11%	10%	12%
Don't know	37%	37%	38%	31%	37%	41%	39%	64% V.X.Z.AA*	35%	34%
Not applicable - I don't know who this person is	5%	3%	4%	5%	5%	-	6%	2%	6%	4%
Q9_8. Jimmy Fallon						**	•			
Unweighted base	1008	332	207	125	481	18	92	43	319	55
Base	1001	316	195	116	478	20	90	46	314	53
Gryffindor	12%	13%	12%	16%	11%	17%	17%	4%	12%	9%
Hufflepuff	22%	21%	30% R.S	29% R	21%	19%	12%	16%	25% X	40% V.X.Y.Z*
Ravenclaw	12%	12%	11%	8%	12%	15%	7%	2%	14%	7%
Slytherin	9%	11%	5%	7%	Y 10%	**	16%	10%	Y 8%	4%
,		Т				**	Z.AA*	*		
Don't know	38%	39%	37%	32%	37%	49%	40%	62% V.X.Z.AA*	36%	39%
Not applicable - I don't know who this person is	7%	5%	5%	7%	8%	-	9%	6% *	6%	2%
Q9_9. Seth Meyers										
Unweighted base	1008	332	207	125	481	18	92	43	319	55
Base Gryffindor	1001	316 8%	195	116 23%	478 12%	20 19%	90 8%	46	314	53 10%
Gryffindor	11%	0.70	11%	R.S.T	1270	19%	O 70 *	8%	11%	10%
Hufflepuff	15%	15%	19% R	17%	17%	23%	13%	6% *	14%	15%
Ravenclaw	12%	13%	10%	8%	9%	9%	14%	4%	15% V	18% V.Y*
Slytherin	8%	10%	7%	11%	9%	-	8%	6%	7%	7%
Don't know	41%	39%	43%	31%	41%	49%	42%	69%	34%	44%
Not applicable - I don't know who this person is	14%	15%	U 10%	10%	12%	-	15%	V.X.Z.AA* 6%	20%	* 5%
						**	*	*	V.Y.AA	*
Q9_10. Stephen Colbert	1008	332	207	125	481	40	92	40	319	55
Unweighted base  Base	1008	332	195	125	481	18	92	43 46	319	53
Gryffindor	12%	11%	17%	19%	12%	9%	8%	7%	14%	9%
Hufflepuff	13%	15%	R.S 17%	R.S 15%	14%	14%	16%	4%	10%	19%
Ravenclaw	15%	R 14%	R 17%	R 16%	15%	30%	Y* 6%	11%	17%	Y* 14%
Naveliciaw	1370	1470	17.70	1070	X	30%	*	*	X	1470

YouGov What the world thinks		Children unde	r the age of 18			Income				Type of A
	Total	Yes	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/ Town
Slytherin	15%	17%	15%	13%	11%	17%	19% AE	20% AE	14%	15%
Don't know	37%	28%	40% AB	37%	41%	33%	32%	45% AF.AG	34%	38%
Not applicable - I don't know who this person is	14%	17%	13%	19% AF.AG	13%	12%	10%	15%	10%	15%
Q9_6. Oprah Winfrey										
Unweighted base	1008	264	744	260	183	285	162	118	354	461
Base Gryffindor	1001 19%	258 21%	742 18%	261 19%	182 18%	280 23%	157 18%	121 13%	344 23%	466 18%
Hufflepuff	17%	20%	16%	21%	18%	AH 14%	18%	11%	AK 17%	17%
Ravenclaw	11%	12%	10%	AF.AH 8%	9%	12%	14%	11%	12%	10%
Slytherin	10%	12%	9%	9%	10%	11%	11%	11%	9%	10%
Don't know	38%	32%	40%	39%	41%	35%	34%	46%	35%	40%
Not applicable - I don't know who this person is	5%	3%	AB 6%	3%	5%	5%	5%	AG 8%	4%	5%
	370	370	AB	570	370	376	370	070	7/0	370
Q9_7. Ellen DeGeneres	1008	264	744	260	102	295	162	118	354	461
Unweighted base Base	1008	258	744	261	183 182	285 280	162 157	118	354	466
Gryffindor	17%	20%	16%	17%	18%	17%	16%	15%	19%	16%
Hufflepuff	21%	28%	19%	20%	21%	23%	28%	11%	25%	21%
		AC		AH	AH	AH	AH		AK	AK
Ravenclaw	10%	13%	9%	11%	8%	11%	11%	8%	8%	11%
Slytherin	10%	8%	10%	11%	9%	10%	6%	11%	9%	8%
Don't know	37%	28%	41% AB	35%	41%	35%	33%	49% AD.AF.AG	35%	38%
Not applicable - I don't know who this person is	5%	4%	5%	6%	3%	4%	5%	6%	4%	5%
Q9_8. Jimmy Fallon										
Unweighted base	1008	264	744	260	183	285	162	118	354	461
Base	1001 12%	258 15%	742 11%	261 15%	182 10%	280 11%	157 14%	121 7%	344 16%	466 10%
Gryffindor				AH					AJ.AK	
Hufflepuff	22%	27% AC	20%	19%	24% AH	24% AH	28% AD.AH	12%	23%	22%
Ravenclaw	12%	13%	11%	11%	12%	11%	13%	12%	11%	12%
Slytherin	9%	10%	9%	10%	9%	10%	7%	11%	9%	9%
Don't know	38%	29%	42% AB	37%	39%	37%	34%	51% AD.AF.AG	35%	41%
Not applicable - I don't know who this person is	7%	6%	7%	8%	6%	8%	4%	7%	6%	6%
Q9_9. Seth Meyers										
Unweighted base	1008	264	744	260	183	285	162	118	354	461
Base	1001	258	742	261	182	280	157	121	344	466
Gryffindor	11%	17% AC	9%	9%	12%	11%	16% AD.AH	8%	14%	10%
Hufflepuff	15%	16%	15%	14%	17% AH	16% AH	19% AH	7%	16%	15%
Ravenclaw	12%	11%	12%	15% AH	9%	14% AH	9%	6%	14% AK	11%
Slytherin	8%	11% AC	7%	7%	6%	9%	10%	9%	7%	9%
Don't know	41%	34%	43% AB	39%	45%	39%	36%	47%	38%	40%
Not applicable - I don't know who this person is	14%	10%	15%	16%	10%	11%	10%	23%	11%	14%
Q9_10. Stephen Colbert								AE.AF.AG		
Q9_10. Stephen Colbert Unweighted base	1008	264	744	260	183	285	162	118	354	461
Base	1001	258	742	261	182	280	157	121	344	466
Gryffindor	12%	13%	12%	12%	12%	13%	13%	8%	14% AK	12%
	13%	14%	12%	12%	14%	13%	15%	7%	13%	14%
Hufflepuff			1270	1270	1470	1070	AH		1070	AK

YouGov'		ea Lived in	
What the world thinks		ea Lived in	
	Total		
		Rural	Other
Slytherin	15%	17%	35%
Siyuleiii	1370	1770	**
Don't know	37%	40%	22%
Not applicable - I don't know who this person is	14%	21%	19%
		Al	**
Q9_6. Oprah Winfrey			
Unweighted base Base	1008 1001	185 183	8
Gryffindor	19%	13%	25%
Hufflepuff	17%	17%	9%
пиперин	17 70	17 70	**
Ravenclaw	11%	9%	-
Slytherin	10%	11%	13%
Gyuldin			**
Don't know	38%	41%	52%
Not applicable - I don't know who this person is	5%	9%	-
		Al	**
Q9_7. Ellen DeGeneres Unweighted base	1008	185	8
Unweighted base  Base	1008	183	8
Gryffindor	17%	15%	11%
Huffloruff	240/	13%	35%
Hufflepuff	21%	1370	35%
Ravenclaw	10%	12%	- **
Slytherin	10%	13%	32%
S,ya.o	1070	1070	**
Don't know	37%	40%	22%
Not applicable - I don't know who this person is	5%	8%	-
Not applicable - I don't know who this person is	5%	8% Al	-
Q9_8. Jimmy Fallon		Al	**
	5% 1008 1001		-
Q9_8. Jimmy Fallon Unweighted base	1008	AI 185	8 8
Q9_8. Jimmy Fallon  Unweighted base  Base  Gryffindor	1008 1001 12%	185 183 8%	8 8 -
Q9_8. Jimmy Fallon Unweighted base Base	1008 1001	185 183	8 8
Q9_8. Jimmy Fallon  Unweighted base  Base  Gryffindor	1008 1001 12%	185 183 8%	8 8 - - 35%
Q9_8. Jimmy Fallon  Unweighted base  Base  Gryffindor  Hufflepuff	1008 1001 12% 22%	185 183 8% 20%	8 8 - - - - - -
Q9_8. Jimmy Fallon  Unweighted base  Base  Gryffindor  Hufflepuff  Ravenclaw  Slytherin	1008 1001 12% 22% 12%	Al 185 183 8% 20% 11% 13%	8 8 8 
Q9_8. Jimmy Fallon  Unweighted base  Base  Gryffindor  Hufflepuff  Ravenclaw	1008 1001 12% 22%	185 183 8% 20%	8 8 - - - - 35% 
Q9_8. Jimmy Fallon  Unweighted base  Base  Gryffindor  Hufflepuff  Ravenclaw  Slytherin	1008 1001 12% 22% 12%	Al 185 183 8% 20% 11% 13%	8 8 8 
Q9_8. Jimmy Fallon  Unweighted base  Base Gryffindor  Hufflepuff Ravenclaw  Slytherin  Don't know  Not applicable - I don't know who this person is	1008 1001 12% 22% 12% 9% 38%	AI 185 183 8% 20% 11% 13% 38%	8 8 8
Q9_8. Jimmy Fallon  Unweighted base Base Gryffindor Hufflepuff Ravenclaw Slytherin Don't know  Not applicable - I don't know who this person is	1008 1001 12% 22% 12% 9% 38% 7%	AI  185 183 8% 20% 11% 13% 38% 10%	8 8 8 - - 35% - - 24% - - - - - - - - - - - - - - - - -
Q9_8. Jimmy Fallon  Unweighted base  Base Gryffindor  Hufflepuff Ravenclaw  Slytherin  Don't know  Not applicable - I don't know who this person is	1008 1001 12% 22% 12% 9% 38%	AI 185 183 8% 20% 11% 13% 38%	8 8 8 
Q9_8. Jimmy Fallon  Unweighted base  Base Gryffindor  Hufflepuff Ravenclaw Slytherin Don't know  Not applicable - I don't know who this person is  Q9_9. Seth Meyers  Unweighted base	1008 1001 12% 22% 12% 9% 38% 7%	AI  185  183  8%  20%  11%  13%  38%  10%	8 8 8
Q9_8. Jimmy Fallon  Unweighted base Base Gryffindor  Hufflepuff Ravenclaw Slytherin Don't know  Not applicable - I don't know who this person is  Q9_9. Seth Meyers  Unweighted base Gryffindor	1008 1001 12% 22% 12% 9% 38% 7%	AI  185  183  8%  20%  11%  13%  38%  10%	8 8 8
Q9_8. Jimmy Fallon  Unweighted base  Base Gryffindor  Hufflepuff Ravenclaw Slytherin  Don't know  Not applicable - I don't know who this person is  Q9_9. Seth Meyers  Unweighted base Base	1008 1001 12% 22% 12% 9% 38% 7%	AI  185  183  8%  20%  11%  13%  38%  10%	8 8 8
Q9_8. Jimmy Fallon  Unweighted base Base Gryffindor  Hufflepuff Ravenclaw Slytherin Don't know  Not applicable - I don't know who this person is  Q9_9. Seth Meyers  Unweighted base Gryffindor	1008 1001 12% 22% 12% 9% 38% 7%	AI  185  183  8%  20%  11%  13%  38%  10%	8 8 8
Q9_8. Jimmy Fallon  Unweighted base Base Gryffindor  Hufflepuff Ravenclaw Slytherin Don't know  Not applicable - I don't know who this person is  Q9_9. Seth Meyers  Unweighted base Gryffindor  Hufflepuff Ravenclaw	1008 1001 12% 22% 12% 9% 38% 7%	AI  185  183  8%  20%  11%  13%  38%  10%  185  183  10%	8 8 8  35%  24%  41% 
Q9_8. Jimmy Fallon  Unweighted base Base Gryffindor  Hufflepuff Ravenclaw Slytherin Don't know Not applicable - I don't know who this person is  Q9_9. Seth Meyers  Unweighted base Base Gryffindor Hufflepuff Ravenclaw Slytherin	1008 1001 12% 22% 12% 9% 38% 7% 1008 1001 11% 15% 12%	AI  185  183  8%  20%  11%  13%  38%  10%  13%  886  6%	8 8 8 24%
Q9_8. Jimmy Fallon  Unweighted base Base Gryffindor  Hufflepuff Ravenclaw Slytherin Don't know  Not applicable - I don't know who this person is  Q9_9. Seth Meyers  Unweighted base Gryffindor  Hufflepuff Ravenclaw	1008 1001 12% 22% 12% 9% 38% 7% 1008 1001 11% 15%	185 183 8% 20% 11% 13% 38% 10% 185 183 10% 13% 8%	8 8 8
Q9_8. Jimmy Fallon  Unweighted base Base Gryffindor  Hufflepuff Ravenclaw Slytherin Don't know Not applicable - I don't know who this person is  Q9_9. Seth Meyers  Unweighted base Base Gryffindor Hufflepuff Ravenclaw Slytherin	1008 1001 12% 22% 12% 9% 38% 7% 1008 1001 11% 15% 12%	AI  185  183  8%  20%  11%  13%  38%  10%  13%  886  6%	8 8 8 24%
Q9_8. Jimmy Fallon  Unweighted base Base Gryffindor  Hufflepuff Ravenclaw Slytherin Don't know Not applicable - I don't know who this person is  Q9_9. Seth Meyers  Unweighted base Base Gryffindor Hufflepuff Ravenclaw Slytherin Don't know Not applicable - I don't know who this person is	1008 1001 12% 22% 12% 9% 38% 7% 1008 1001 11% 15% 12% 8% 41%	185 183 8% 20% 11% 13% 38% 10% 13% 88% 6% 47%	8 8 8 35% 24% 41% 50% 131%
Q9_8. Jimmy Fallon  Unweighted base Base Gryffindor Hufflepuff Ravenclaw Slytherin Don't know Not applicable - I don't know who this person is  Q9_9. Seth Meyers  Unweighted base Base Gryffindor Hufflepuff Ravenclaw Slytherin Don't know Not applicable - I don't know who this person is	1008 1001 12% 22% 12% 9% 38% 7% 1008 1001 11% 15% 12% 8% 41%	185 183 8% 20% 11% 13% 38% 10%  185 183 10% 47% 16%	8 8 8 
Q9_8. Jimmy Fallon  Unweighted base Base Gryffindor  Hufflepuff Ravenclaw Slytherin Don't know Not applicable - I don't know who this person is  Q9_9. Seth Meyers  Unweighted base Base Gryffindor Hufflepuff Ravenclaw Slytherin Don't know Not applicable - I don't know who this person is	1008 1001 12% 22% 12% 9% 38% 7% 1008 1001 11% 15% 12% 8% 41%	185 183 8% 20% 11% 13% 38% 10% 13% 88% 6% 47%	8 8 8  35%  24%  41%    50% 
Q9_8. Jimmy Fallon  Unweighted base Base Gryffindor Hufflepuff Ravenclaw Slytherin Don't know Not applicable - I don't know who this person is  Q9_9. Seth Meyers  Unweighted base Gryffindor Hufflepuff Ravenclaw Slytherin Don't know Not applicable - I don't know who this person is	1008 1001 12% 22% 12% 9% 38% 7% 1008 1001 11% 15% 41% 14%	185 183 8% 20% 11% 13% 38% 10% 1385 183 10% 47% 16%	8 8 8 
Q9_8. Jimmy Fallon  Unweighted base Base Gryffindor  Hufflepuff Ravenclaw Slytherin Don't know Not applicable - I don't know who this person is  Q9_9. Seth Meyers  Unweighted base Base Gryffindor  Hufflepuff Ravenclaw Slytherin Don't know Not applicable - I don't know who this person is	1008 1001 12% 22% 12% 9% 38% 7% 1008 1001 11% 15% 41% 14%	185 183 8% 20% 11% 13% 38% 10% 1385 183 10% 13% 8% 6% 47% 16%	8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8
Q9_8. Jimmy Fallon  Unweighted base Base Gryffindor  Hufflepuff Ravenclaw Slytherin Don't know Not applicable - I don't know who this person is  Q9_9. Seth Meyers  Unweighted base Base Gryffindor Hufflepuff Ravenclaw Slytherin Don't know Not applicable - I don't know who this person is	1008 1001 12% 22% 12% 9% 38% 7% 1008 1001 11% 15% 41% 14%	185 183 8% 20% 11% 13% 38% 10%  185 183 10% 47% 16%  185 183	8 8 8 
Q9_8. Jimmy Fallon  Unweighted base Base Gryffindor  Hufflepuff Ravenclaw Slytherin Don't know Not applicable - I don't know who this person is  Q9_9. Seth Meyers  Unweighted base Base Gryffindor  Hufflepuff Ravenclaw Slytherin Don't know Not applicable - I don't know who this person is	1008 1001 12% 22% 12% 9% 38% 7% 1008 1001 11% 15% 41% 14%	185 183 8% 20% 11% 13% 38% 10% 1385 183 10% 13% 8% 6% 47% 16%	8 8 8

Harry Potter

YouGoV What the world thinks		Ge	nder				Generation			
	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965- 1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other
Slytherin	13%	14%	12%	10%	11%	16%	13%	14%	-	-
Don't know	38%	37%	39%	27%	29%	32%	50%	57%	-	-
Not applicable - I don't know who this person is	9%	8%	11%	21%	11%	9%	D.E 7%	D.E* 12%	**	**
				**				*	**	**
9_11. James Corden Unweighted base	1008	432	576	19	372	248	315	54	-	-
Base	1001	478	522	18	371	239	313	60	-	-
Gryffindor	8%	7%	9%	4%	9%	10%	7%	5% *	**	**
Hufflepuff	19%	19%	20%	37%	26%	24%	10%	4%	-	-
Ravenclaw	9%	10%	7%	28%	F.G 10%	F.G 10%	6%	* 3%	**	**
Navelidaw	370	1070	170	20%	F	1070	070	*	**	**
Slytherin	6%	8%	5%	-	7%	7%	6%	4%	-	-
Don't know	37%	36%	37%	18%	28%	30%	51%	54%	-	-
Not applicable - I don't know who this person is	21%	20%	21%	14%	20%	19%	D.E 20%	D.E* 30%	**	**
				**					**	**
9_12. John Oliver	1000	400	E70	40	979	248	045	54		
Unweighted base Base	1008	432 478	576 <b>522</b>	19	372 371	239	315 313	60	-	-
Gryffindor	9%	11%	7%	-	12%	9%	8%	-	-	-
		В		**	G	G	G	*	**	**
Hufflepuff	11%	15% B	7%	14%	14% G	10% G	9%	1% *	**	**
Ravenclaw	13%	13%	13%	19%	19%	14%	7%	4%	-	-
Slytherin	7%	9%	6%	23%	F.G 5%	F.G 13%	6%	* 3%	**	**
·				**		D.F.G		*	**	**
Don't know	36%	34%	39%	9%	28%	31%	48% D.E	55% D.E*	**	-
Not applicable - I don't know who this person is	23%	18%	28%	35%	22%	22%	22%	36% D.E.F*	-	-
09_13. Serena Williams			Α					D.E.F		
Unweighted base	1008	432	576	19	372	248	315	54	-	-
Base	1001	478	522	18	371	239	313	60	-	-
Gryffindor	21%	20%	22%	34%	29% E.F.G	20% F	12%	9%	**	**
Hufflepuff	12%	13%	10%	13%	11%	14%	11%	14%	-	-
Ravenclaw	13%	13%	12%	22%	12%	15%	13%	* 5%	**	**
0.1.	70/	70/	00/	**	00/	201	201	*	**	**
Slytherin	7%	7%	8%	4%	8%	9%	6%	6% *	**	**
Don't know	40%	39%	41%	18%	33%	36%	50% D.E	57% D.E*	-	-
Not applicable - I don't know who this person is	7%	7%	7%	8%	7%	6%	8%	8%	-	-
				**				•	**	**
9_14. Tiger Woods Unweighted base	1008	432	576	19	372	248	315	54		
Base	1001	478	522	18	371	239	313	60	-	-
Gryffindor	12%	15%	10%	6%	17%	11%	8%	6%	-	-
Hufflepuff	12%	B 15%	10%	** 22%	E.F.G 13%	13%	11%	* 13%	**	**
		В		**				*	**	**
Ravenclaw	14%	15%	12%	18%	12%	18% D.F	12%	11%	-	**
Slytherin	14%	10%	18%	10%	18% F	16%	10%	7%	-	-
Don't know	42%	41%	A 44%	36%	35%	37%	53%	56%	-	-
Not applicable - I don't know who this person is	5%	5%	6%	**	5%	4%	D.E 6%	D.E* 8%	**	**
			3,5	**			- / /	*	**	**
9_15. Lebron James	,									
Unweighted base Base	1008	432 478	576 <b>522</b>	19	372 371	248 239	315 313	54 <b>60</b>	-	-
Gryffindor Gryffindor	19%	21%	18%	23%	26%	19%	13%	7%	-	-
				**	F.G	F.G		*	**	**
Hufflepuff	10%	10%	9%	23%	9%	11%	9%	8% *	-	**
Ravenclaw	12%	13%	12%	15%	13%	18%	8%	12%	-	-
Kaveildaw				**		F			**	**

**Harry Potter** 

What the world thinks			Reg	ion			R	lace		
	Total	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate
Slytherin	13%	11%	14%	13%	14%	14%	12%	8%	14%	12%
Don't know	38%	38%	38%	38%	39%	38%	44%	38%	28%	44%
Not applicable - I don't know who this person is	9%	10%	10%	10%	7%	8%	Q* 14%	13%	12%	S.U 12%
Q9_11. James Corden							N*		*	T.U
Unweighted base	1008	194	196	360	258	684	108	149	67	344
Base	1001	177	207	372	246	672	111	155	63	373
Gryffindor	8%	9%	5%	10%	7%	8%	6%	11%	7%	7%
Hufflepuff	19%	23%	19%	18%	18%	20%	15%	19%	17%	13%
Ravenclaw	9%	7%	10%	8%	10%	7%	14%	12%	8%	11%
Slytherin	6%	7%	7%	7%	5%	5%	N* 12%	N 8%	* 8%	8%
							N*		*	
Don't know	37%	38%	40%	36%	35%	38%	33%	34%	37%	42% S.U
Not applicable - I don't know who this person is	21%	16%	19%	21%	24% J	21%	21%	16%	24%	19%
Q9_12. John Oliver										
Unweighted base	1008	194	196	360	258	684	108	149	67	344
Base	1001	177	207	372	246	672	111	155	63	373
Gryffindor	9%	6%	10%	10%	10%	9%	8%	9%	7% *	6%
Hufflepuff	11%	15%	9%	10%	10%	11%	11%	11%	9%	10%
Ravenclaw	13%	13%	13%	12%	14%	13%	12%	14%	14%	11%
Slytherin	7%	11%	6%	6%	7%	6%	9%	10%	10%	6%
Don't know	36%	33%	33%	39%	37%	37%	36%	36%	32%	41% T.U
Not applicable - I don't know who this person is	23%	22%	29%	23%	21%	23%	24%	21%	28%	26% T
Q9_13. Serena Williams										
Unweighted base	1008	194	196	360	258	684	108	149	67	344
Base	1001	177	207	372	246	672	111	155	63	373
Gryffindor	21%	21%	19%	21%	21%	21%	25%	15%	25%	17%
Hufflepuff	12%	11%	12%	13%	11%	12%	14%	13%	5%	12%
Ravenclaw	13%	11%	12%	11%	16%	13% O	6%	15% O	14%	10%
Slytherin	7%	9%	5%	8%	7%	6%	7%	12%	10%	9%
Don't know	40%	41%	43%	40%	38%	41%	41%	N 38%	39%	43%
Not applicable - I don't know who this person is	7%	7%	8%	6%	7%	7%	* 7%	8%	* 8%	U 9%
L							•			
Q9_14. Tiger Woods Unweighted base	4000	404	400	200	050	004	400	440	67	344
Base	1008	194 177	196 <b>207</b>	360 372	258 246	684 672	108 111	149 155	67 <b>63</b>	373
Gryffindor	12%	12%	8%	16%	9%	12%	12%	12%	10%	10%
Hufflepuff	12%	15%	14%	K.M 11%	11%	11%	16%	14%	20%	14%
Ravenclaw	14%	16%	10%	14%	15%	14%	15%	14%	N* 9%	12%
Slytherin	14%	12%	17%	13%	16%	15%	11%	13%	13%	12%
Don't know	42%	41%	44%	41%	45%	44%	43%	38%	* 39%	46%
Not applicable - I don't know who this person is	5%	5%	7%	5%	4%	4%	* 4%	9%	10%	U 6%
	3,0			5.0			*	N N	N*	- 7/0
Q9_15. Lebron James	4000	40.1	400	200	050	004	400	440		011
Unweighted base  Base	1008	194 177	196 207	360 372	258 246	684 672	108 111	149 155	67 <b>63</b>	344 373
Gryffindor	19%	17%	18%	22%	18%	19%	22%	15%	22%	18%
3,,,,,,							*		*	
Hufflepuff	10%	13%	11%	8%	9%	9% Q	11% Q*	14% Q	1%	10%
Ravenclaw	12%	9%	14%	12%	14%	13%	12%	11%	15%	11%
Slytherin	8%	10%	5%	9%	10%		5%	13%		9%

**Harry Potter** 

What the world thinks		Educa	tion				Marital	l Status		
	Total	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic civil partnershi
Slytherin	13%	17%	7%	16%	15%	-	17%	10%	10%	14%
Don't know	38%	T 34%	36%	T 31%	38%	35%	40%	60%	35%	38%
Not applicable - I don't know who this person is	9%	10%	6%	4%	7%	12%	13%	V.X.Z.AA* 8%	12%	7%
9_11. James Corden						**	V*	*	V	*
Unweighted base	1008	332	207	125	481	18	92	43	319	55
Base	1001	316	195	116	478	20	90	46	314	53
Gryffindor	8%	7%	7%	13%	9%	4%	13%	4% *	7%	3% *
Hufflepuff	19%	18%	28%	26%	20%	15%	11%	6%	21%	31%
Ravenclaw	9%	9%	R.S 7%	R 5%	X.Y 8%	15%	7%	8%	X.Y 11%	X.Y* 5%
Slytherin	6%	7%	4%	5%	7%	4%	4%	10%	6%	10%
Don't know	37%	33%	38%	31%	39%	45%	43%	49%	30%	* 37%
Not applicable - I don't know who this person is	21%	26%	15%	20%	Z 17%	17%	Z* 23%	Z* 24%	25%	* 14%
" ·	2170	R.T	1576	20%	17 70	17%	*	24%	V V	1470
9_12. John Oliver	4000	000	007	105	404	10		40	040	
Unweighted base Base	1008	332 316	207 195	125 116	481 478	18	92	43 46	319 314	55 <b>53</b>
Gryffindor	9%	9%	195	116	10%	5%	9%	8%	8%	8%
Hufflepuff	11%	9%	R 14%	R 12%	11%	15%	* 7%	4%	11%	* 11%
						**		*		•
Ravenclaw	13%	13%	18% R	16%	14% Y	13%	7% *	3%	15% Y	13%
Slytherin	7%	9%	7%	8%	6%	6%	12% V*	11%	8%	11%
Don't know	36%	36%	32%	30%	37%	49%	38%	57% V.X.Z.AA*	32%	33%
Not applicable - I don't know who this person is	23%	24%	17%	21%	22%	13%	27%	17%	26%	24%
9_13. Serena Williams										
Unweighted base	1008	332	207	125	481	18	92	43	319	55
Base	1001	316	195	116	478	20	90	46	314	53
Gryffindor	21%	20%	24%	27%	21%	23%	16%	9%	24% Y	16%
Hufflepuff	12%	11%	9%	R 17%	13%	18%	10%	12%	9%	15%
Ravenclaw	13%	16%	11%	T 17%	13%	4%	14%	5%	12%	18%
Slytherin	7%	R 8%	7%	R 3%	7%	15%	* 6%	4%	8%	* 7%
Don't know	40%	38%	45%	30%	39%	** 26%	* 48%	* 64%	37%	* 42%
			U			**		V.Z.AA*		•
Not applicable - I don't know who this person is	7%	7%	5%	6%	6%	13%	5%	6%	9%	2%
9_14. Tiger Woods										
Unweighted base Base	1008	332 316	207 195	125 116	481 478	18	92 <b>90</b>	43 46	319 314	55 <b>53</b>
Gryffindor	12%	13%	15%	11%	13%	-	10%	4%	11%	22%
Hufflepuff	12%	11%	11%	13%	14%	15%	15%	8%	11%	Y.Z* 8%
Ravenclaw	14%	15%	11%	20%	16%	9%	* 7%	11%	15%	5%
Slytherin	14%	14%	14%	R.T 19%	X.AA 13%	23%	* 12%	* 7%	17%	* 11%
Don't know	42%	42%	44%	33%	39%	** 53%	* 48%	* 67%	40%	* 49%
						**		V.X.Z*		*
Not applicable - I don't know who this person is	5%	5%	5%	4%	4%	**	8%	2% *	7%	5% *
9_15. Lebron James										
Unweighted base	1008	332	207	125	481	18	92	43	319	55
Base Gryffindor	1001 19%	316 17%	195 25%	116 20%	478 18%	20 9%	90 22%	46 5%	314 21%	53 30%
Styllindol	.570	/0	S S	2070	Υ	**	Y*	*	Υ Υ	Y*
Hufflepuff	10%	11% T	6%	13% T	10%	20%	10%	13%	8%	10%
Ravenclaw	12%	14%	13%	13%	15% ¥	17%	6%	6% *	12%	12%
Slytherin	8%	8%	8%	9%	X 9%	14%	10%	9%	8%	1%

**Harry Potter** 

What the world thinks		Children unde	r the age of 18			Income				Туре о
	Total	Yes	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburbar Town
Slytherin	13%	17%	12%	13%	9%	14%	17% AE	12%	13%	12%
Don't know	38%	31%	40%	40%	40%	35%	31%	47%	34%	39%
Not applicable - I don't know who this person is	9%	9%	AB 10%	12%	8%	9%	4%	AF.AG 12%	8%	8%
9_11. James Corden				AG				AG		
Unweighted base	1008	264	744	260	183	285	162	118	354	461
Base	1001	258	742	261	182	280	157	121	344	466
Gryffindor	8%	13%	6%	10%	4%	7%	10%	10%	9%	8%
		AC		AE						
Hufflepuff	19%	24%	18%	15%	22%	22%	25%	9%	24%	17%
		AC			AH	AD.AH	AD.AH		AJ.AK	
Ravenclaw	9%	11%	8%	14%	6%	8%	7%	6%	9%	10%
				AE.AF.AG.AH						AK
Slytherin	6%	7%	6%	7%	7%	7%	5%	7%	7%	6%
Don't know	37%	30%	39% AB	34%	42%	35%	35%	43%	32%	39% AI
Not applicable - I don't know who this person is	21%	15%	22%	21%	19%	22%	17%	25%	18%	20%
9_12. John Oliver			AB							
Unweighted base	1008	264	744	260	183	285	162	118	354	461
Base	1001	258	742	261	182	280	157	121	344	466
Gryffindor	9%	10%	9%	7%	10%	11%	10%	5%	13%	8%
									AJ.AK	
Hufflepuff	11%	10%	11%	10%	10%	12%	15%	5%	11%	12%
						AH	AH			AK
Ravenclaw	13%	18%	11%	14%	11%	14%	16%	10%	15%	14%
Slytherin	7%	AC 10%	7%	8%	7%	7%	8%	7%	AK 8%	AK 6%
Don't know	36%	28%	39%	36%	39%	35%	34%	42%	33%	37%
Not applicable - I don't know who this person is	23%	24%	AB 23%	26%	24%	21%	17%	31%	20%	22%
Tot applicable Table Nille the percent	2070	2.70	2070	2070	2170	2170		AF.AG	2070	22,70
9_13. Serena Williams										
Unweighted base	1008	264	744	260	183	285	162	118	354	461
Base	1001	258	742	261	182	280	157	121	344	466
Gryffindor	21%	26%	19%	21%	21%	22%	21%	16%	24%	20%
		AC							AK	
Hufflepuff	12%	13%	11%	15%	10%	11%	14%	9%	13%	10%
Ravenclaw	13%	12%	13%	12%	11%	14%	17%	9%	13%	14%
Sluthorin	7%	10%	7%	6%	11%	8%	AH 6%	5%	6%	8%
Slytherin					AD				076	
Don't know	40%	33%	43% AB	41%	42%	38%	36%	49% AG	38%	41%
Not applicable - I don't know who this person is	7%	7%	7%	6%	5%	7%	6%	12%	5%	7%
9_14. Tiger Woods								AE		
Unweighted base	1008	264	744	260	183	285	162	118	354	461
Base	1001	258	742	261	182	280	157	121	344	466
Gryffindor	12%	18%	10%	11%	10%	14%	17%	8%	16%	11%
Hufflepuff	12%	AC 15%	12%	15%	11%	12%	AH 13%	7%	AJ.AK 13%	12%
Ravenclaw	14%	15%	13%	AH 12%	18%	14%	17%	8%	16%	12%
					AH		AH			
Slytherin	14%	13%	14%	12%	13%	16%	15%	16%	13%	15%
Don't know	42%	35%	45% AB	44% AG	44%	40%	34%	52% AF.AG	39%	44%
Not applicable - I don't know who this person is	5%	4%	6%	6%	4%	4%	4%	10%	3%	6%
9_15. Lebron James								AF		
9_15. Lebron James Unweighted base	1008	264	744	260	183	285	162	118	354	461
Base	1001	258	744	261	182	280	157	121	344	466
Gryffindor	19%	26%	17%	19%	20%	19%	21%	16%	22%	19%
Gryfill dol	.0.0	AC		.070	20.0	.0.0	2	.073	AK	1370
Hufflepuff	10%	11%	9%	10%	12%	11%	9%	5%	10%	10%
Di I	100/	140/	400/	100/	AH	150/	170/	20/	150/	400/
Ravenclaw	12%	14%	12%	12% AH	11% AH	15% AH	17% AH	3%	15%	12%

### **Harry Potter**

Slytherin 13% 15% 2	ther 20% ** 21% **
Don't know   38%   42%   4	1%
Not applicable - I don't know who this person is 9% 15% AI.AJ  Q9_11. James Corden  Unweighted base 1008 185	1%
Q9_11. James Corden  Unweighted base 1008 185	-
Q9_11. James Corden         Unweighted base         1008         185	
Unweighted base 1008 185	**
Base 1001 183	8
	8
Gryffindor 8% 6%	**
Hufflepuff 19% 16% 2	4%
Ravenclaw 9% 4% 2	4%
Slytherin 6% 7% 1	1%
Don't know 37% 41% 3	**
731	1%
	**
Q9_12. John Oliver	0
Unweighted base 1008 185  Base 1001 183	8
Gryffindor 9% 6%	-
Hufflepuff 11% 6%	-
Ravenclaw 13% 7% 2	**
	**
	**
	2% **
Not applicable - I don't know who this person is 23% 31% 3 ALAJ	19% **
Q9_13. Serena Williams	-
Unweighted base 1008 185  Base 1001 183	8
	6%
Hufflepuff 12% 14%	-
Ravenclaw 13% 9%	-
Slytherin 7% 8% 1	** 3%
	**
	**
Not applicable - I don't know who this person is 7% 11%  Al.AJ	**
Q9_14. Tiger Woods	
Unweighted base 1008 185	8
Base         1001         183           Gryffindor         12%         8%         2	8
	**
Hufflepuff 12% 13% 2	4% **
Ravenclaw 14% 13%	**
Slytherin 14% 13% <i>1</i>	5% **
Don't know 42% 45% 4	1%
	-
Not applicable - I don't know who this person is 5% 8%	**
Al	
Q9_15. Lebron James	8
Al	8
Q9_15. Lebron James  Unweighted base 1008 185  Base 1001 183	8
Q9_15. Lebron James  Unweighted base 1008 185  Base 1001 183	8 4% **
Q9_15. Lebron James  Unweighted base	8 24% **

**Harry Potter** 

What the world thinks		Ge	nder				Generation			
	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965- 1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other
Don't know	43%	40%	45%	31%	38%	35%	52%	* 60%	**	**
				**			D.E	D.E*	**	**
Not applicable - I don't know who this person is	7%	7%	8%	4%	6%	7%	9%	10%	**	**
_16. Tom Brady										
Unweighted base Base	1008	432 478	576 <b>522</b>	19 18	372 371	248 239	315 313	54 60	-	-
Gryffindor	17%	16%	17%	17%	22%	18%	11%	5%	-	-
				**	F.G	F.G		*	**	**
Hufflepuff	9%	10%	8%	14%	9%	11% F	6%	11%	**	**
Ravenclaw	10%	11%	8%	5%	8%	12%	10%	9%	-	-
Slytherin	17%	18%	16%	32%	20%	18%	14%	10%	-	-
Don't know	40%	37%	42%	14%	F 34%	33%	50%	* 54%	-	**
Net applicable. I don't know who this person is	99/	70/	00/	199/	70/	69/	D.E	D.E*	**	**
Not applicable - I don't know who this person is	8%	7%	9%	18%	7%	6%	9%	11%	**	**
_17. Beyoncè										
Unweighted base	1008	432	576	19	372 371	248	315	54	-	-
Base Gryffindor	1001 14%	478 12%	522 17%	18 30%	23%	239 10%	313 7%	60 7%	-	-
			Α	**	E.F.G			*	**	**
Hufflepuff	15%	17%	13%	12%	15%	18%	15%	7% *	-	-
Ravenclaw	12%	12%	12%	31%	12%	16%	8%	10%	-	-
Slytherin	12%	12%	12%	5%	13%	F 16%	10%	6%	-	-
Don't know	42%	42%	41%	18%	34%	35%	54%	* 59%	**	**
				**			D.E	D.E*	**	**
Not applicable - I don't know who this person is	5%	6%	5%	4%	4%	6%	5%	10% D*	**	**
_18. Katy Perry										
Unweighted base	1008	432	576	19	372	248	315	54	-	-
Base Gryffindor	1001	478 11%	522 12%	18 17%	371 12%	239 15%	313 9%	60 4%	-	-
Glynindol	1170	1170	12.70	**	12.70	F.G	370	*	**	**
Hufflepuff	18%	18%	19%	10%	23% F.G	18%	16%	8% *	-	**
Ravenclaw	11%	13%	10%	23%	13% F	14% F	7%	7%	-	-
Slytherin	10%	11%	9%	19%	10%	13%	7%	8%	-	-
Don't know	43%	42%	44%	23%	38%	F 34%	53%	63%	-	**
Nakan Fashir I dankin ayyuda di sayaasi s	C0/	C0/	60/	**	40/	00/	D.E	D.E*	**	**
Not applicable - I don't know who this person is	6%	6%	6%	8%	4%	6%	8%	10%	**	**
_19. Taylor Swift										
Unweighted base	1008	432	576	19	372	248	315	54	-	-
Base Gryffindor	1001 11%	478 12%	522 10%	18 9%	371 13%	239 13%	313 8%	60 4%	-	-
				**				*	**	**
Hufflepuff	20%	21%	20%	32%	23% F	23% F	16%	14%	-	-
Ravenclaw	11%	11%	11%	9%	11%	15%	8%	4%	-	-
Slytherin	11%	10%	12%	17%	14%	F.G 11%	8%	* 3%	**	**
				**	F.G			*	**	**
Don't know	42%	41%	42%	28%	34%	33%	54% D.E	65% D.E*	**	**
Not applicable - I don't know who this person is	5%	5%	5%	4%	4%	5%	6%	10%	-	-
_20. John Legend									-	
_20. John Legend Unweighted base	1008	432	576	19	372	248	315	54	-	-
Base	1001	478	522	18	371	239	313	60	-	-
Gryffindor	17%	17%	17%	24%	21% F.G	18% G	12%	5% *	-	-
	16%	17%	16%	10%	20%	18%	12%	7%	-	-
Hufflepuff								*		**
Hufflepuff				**	F.G	F.G		*	**	
Hufflepuff Ravenclaw	10%	9%	11%	12%	F.G 13% F.G	F.G 11%	7%	3%	** - **	-

YouGov What the world thinks			Reg	ion			R	ace		
	Total	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate
Don't know	43%	44%	45%	42%	42%	45%	40%	O 35%	40%	43%
Not applicable - I don't know who this person is	7%	7%	8%	7%	7%	P 6%	9%	12%	11%	10%
Q9_16. Tom Brady							•	N	*	
Unweighted base	1008	194	196	360	258	684	108	149	67	344
Base Gryffindor	1001 17%	177 16%	207 13%	372 19%	246 17%	672 17%	111 17%	155 15%	63 20%	373 13%
							*		*	
Hufflepuff	9%	5%	9%	9%	11% J	8%	8%	13% N	9%	12% T
Ravenclaw	10%	13%	8%	10%	9%	10%	9%	11%	3%	10%
Slytherin	17%	22% L.M	20%	15%	15%	18%	17%	14%	16%	15%
Don't know	40%	38%	40%	42%	38%	41%	42%	35%	35%	40%
Not applicable - I don't know who this person is	8%	6%	10%	6%	10%	6%	6%	12%	17%	10%
09_17. Beyoncè							*	N	N.O*	
Unweighted base	1008	194	196	360	258	684	108	149	67	344
Base	1001	177	207	372	246	672	111	155	63	373
Gryffindor	14%	19% K	11%	14%	15%	15%	11%	16%	11%	10%
Hufflepuff	15%	15%	18%	13%	15%	15%	15%	15%	13%	14%
Ravenclaw	12%	6%	13% J	14% J	13% J	11%	9%	18% N	17%	13%
Slytherin	12%	12%	10%	14%	11%	11%	17%	13%	10%	14%
Don't know	42%	42%	43%	41%	40%	44%	44%	30%	41%	42%
Not applicable - I don't know who this person is	5%	6%	6%	4%	5%	P 4%	P* 4%	8%	8%	7%
Q9_18. Katy Perry							*		*	
Unweighted base	1008	194	196	360	258	684	108	149	67	344
Base	1001	177	207	372	246	672	111	155	63	373
Gryffindor	11%	12%	10%	13%	9%	11%	13%	11%	7% *	12%
Hufflepuff	18%	17%	22%	18%	18%	19% O	10%	16%	31% N.O.P*	15%
Ravenclaw	11%	10%	10%	10%	14%	11%	12%	15%	7% *	12%
Slytherin	10%	11%	9%	10%	9%	9%	13%	15% N	6%	11%
Don't know	43%	42%	42%	43%	44%	45% P	44%	35%	39%	42%
Not applicable - I don't know who this person is	6%	7%	7%	5%	5%	5%	7%	9%	10%	7%
Q9_19. Taylor Swift										
Unweighted base	1008	194	196	360	258	684	108	149	67	344
Base Gryffindor	1001 11%	177 15%	207 8%	372 11%	246 11%	672 10%	111 10%	155 12%	63 13%	373 9%
,							*		*	
Hufflepuff	20%	21%	22%	17%	24% L	21%	24% Q*	18%	11%	19%
Ravenclaw	11%	6%	10%	13% J	10%	11%	8%	11%	11%	9%
Slytherin	11%	11%	12%	12%	9%	9%	13%	14%	14%	13%
Don't know	42%	41%	40%	43%	42%	43%	41%	37%	44%	43%
Not applicable - I don't know who this person is	5%	5%	8%	5%	4%	5%	4%	8%	7%	6%
29 20. John Legend							*		*	
Unweighted base	1008	194	196	360	258	684	108	149	67	344
Base	1001	177	207	372	246	672	111	155	63	373
Gryffindor	17%	15%	16%	18%	16%	15%	18%	25% N	14%	16%
	16%	13%	21%	15%	17%	17%	17%	13%	15%	14%
Hufflepuff	1076		J				*		*	
Hufflepuff Ravenclaw	10%	14%		11%	8%	11%	10%	8%	10%	11%

YOUGOV What the world thinks		Educa	tion				Marita	I Status		
	Total	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership
Don't know	43%	43%	43%	40%	AA 41%	40%	AA* 42%	62%	AA 43%	* 39%
Not applicable - I don't know who this person is	7%	6%	6%	6%	7%	-	10%	V.X.Z.AA* 6%	7%	*
						**	•	*		•
Q9_16. Tom Brady Unweighted base	1008	332	207	125	481	18	92	43	319	55
Base	1001	316	195	116	478	20	90	46	314	53
Gryffindor	17%	20%	16%	19%	18%	5%	12%	13%	16%	21%
Hufflepuff	9%	R 8%	4%	9%	9%	15%	10%	6%	7%	10%
Ravenclaw	10%	10%	9%	T 7%	12%	4%	* 8%	* 8%	7%	9%
	17%	14%	23%	23%	Z 15%	**	* 18%	* 9%	21%	* 21%
Slytherin			R.S	S		24% **	•	*	V	*
Don't know	40%	40%	43%	34%	37%	53%	45%	60% V.Z.AA*	39%	35%
Not applicable - I don't know who this person is	8%	8%	5%	8%	8%	-	8%	4%	9%	4%
Q9_17. Beyoncè										
Unweighted base	1008	332	207	125	481	18	92	43	319	55
Base	1001	316	195	116	478	20	90	46	314	53
Gryffindor	14%	15%	19% R	16%	12%	9%	12%	9%	20% V	12%
Hufflepuff	15%	16%	10%	20%	15%	29%	15%	12%	13%	15%
Ravenclaw	12%	T 10%	11%	T 17%	14%	12%	* 8%	4%	12%	9%
Naveridaw	1270	1070	1170	1770	1470	**	*	*	1270	*
Slytherin	12%	14%	10%	8%	13%	**	16%	10%	11%	18%
Don't know	42%	41%	47% U	34%	41%	45% **	45% *	64% V.X.Z.AA*	37%	41%
Not applicable - I don't know who this person is	5%	4%	3%	6%	5%	4%	4%	2%	7%	4%
Q9_18. Katy Perry										
Unweighted base	1008	332	207	125	481	18	92	43	319	55
Base	1001	316	195	116	478	20	90	46	314	53
Gryffindor	11%	10%	10%	16%	13% Y	4%	11%	2%	10%	9%
Hufflepuff	18%	21%	18%	24% R	17%	19%	17%	9%	21%	22%
Ravenclaw	11%	12%	10%	10%	11%	28%	10%	6%	11%	14%
Slytherin	10%	9%	10%	6%	11%	-	11%	13%	9%	11%
Don't know	43%	43%	48%	37%	41%	49%	44%	64%	42%	39%
Not applicable - I don't know who this person is	6%	6%	4%	6%	6%	-	7%	V.X.Z.AA* 6%	6%	5%
On 40 Toules Swift						**	•	*		•
Q9_19. Taylor Swift Unweighted base	1008	332	207	125	481	18	92	43	319	55
Base	1001	316	195	116	478	20	90	46	314	53
Gryffindor	11%	12%	12%	11%	13% Y	20%	7%	2%	10%	9%
Hufflepuff	20%	23%	18%	24%	20%	9%	15%	19%	25%	17%
Ravenclaw	11%	12%	9%	15%	11%	-	13%	7%	10%	11%
Slytherin	11%	9%	10%	10%	10%	22%	13%	6%	11%	17%
Don't know	42%	39%	46%	35%	41%	48%	* 47%	* 62%	38%	* 41%
						**	•	V.Z*		*
Not applicable - I don't know who this person is	5%	5%	5%	4%	5%	**	5% *	4%	6%	5% *
Q9_20. John Legend										
Unweighted base	1008	332	207	125	481	18	92	43	319	55
Base Gryffindor	1001 17%	316 17%	195 18%	116 13%	478 17%	20 14%	90 15%	46 8%	314 16%	53 31%
Hufflepuff	16%	18%	13%	22%	15%	15%	16%	* 6%	20%	V.X.Y.Z* 16%
, Ravenclaw	10%	9%	9%	T 15%	12%	19%	* 4%	11%	Y 10%	3%
Slytherin				6%	х	**	•	*		*
	6%	7%	6%	6%	6%	-	7%	5%	6%	3%

**Harry Potter** 

What the world thinks		Children unde	r the age of 18			Income				Type o
	Total	Yes	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban Town
Don't know	43%	31%	47%	44%	41%	38%	42%	53%	40%	44%
Not applicable - I don't know who this person is	7%	8%	AB 7%	8%	5%	9%	4%	AF 11%	6%	7%
L						AG		AG		
9_16. Tom Brady Unweighted base	1008	264	744	260	183	285	162	118	354	461
Base	1001	258	742	261	182	280	157	121	344	466
Gryffindor	17%	23%	15%	15%	19%	18%	19%	12%	18%	16%
		AC								
Hufflepuff	9%	11%	8%	8%	9%	9%	12%	5%	9%	9%
Ravenclaw	10%	10%	10%	11%	8%	12%	9%	6%	11%	8%
Slytherin	17%	19%	17%	17%	17%	16%	19%	16%	16%	19% AK
Don't know	40%	31%	43%	39%	41%	38%	34%	51%	37%	40%
Not applicable - I don't know who this person is	8%	6%	AB 8%	9%	6%	8%	6%	AD.AF.AG 10%	8%	7%
9_17. Beyoncè										
Unweighted base	1008	264	744	260	183	285	162	118	354	461
Base	1001	258	742	261	182	280	157	121	344	466
Gryffindor	14%	16%	14%	15%	11%	16%	18%	8%	21%	12%
Hufflepuff	15%	15%	15%	AH 15%	16%	AH 16%	AH 13%	11%	AJ.AK 15%	16%
Ravenclaw	12%	18%	10%	13%	12%	13%	13%	7%	11%	13%
	12%	AC	11%	13%	11%	12%	12%	13%	13%	12%
Slytherin		16%								
Don't know	42%	31%	45% AB	39%	44%	38%	39%	54% AD.AF.AG	38%	42%
Not applicable - I don't know who this person is	5%	4%	5%	4%	5%	5%	5%	7%	3%	5%
9_18. Katy Perry										
Unweighted base	1008	264	744	260	183	285	162	118	354	461
Base	1001	258	742	261	182	280	157	121	344	466
Gryffindor	11%	16% AC	10%	12% AH	14% AH	12% AH	12% AH	5%	14%	9%
Hufflepuff	18%	22%	17%	20%	18%	17%	23%	13%	18%	20%
Ravenclaw	11%	15%	10%	14%	8%	12%	12%	8%	13%	11%
Slytherin	10%	AC 12%	9%	8%	9%	12%	9%	11%	11%	9%
Don't know	43%	30%	48%	43%	46%	40%	39%	53%	41%	43%
Not applicable - I don't know who this person is	6%	5%	AB 7%	5%	5%	7%	5%	AF.AG 10%	4%	7%
9_19. Taylor Swift	4000	004	744	000	400	005	400	440	054	101
Unweighted base	1008	264 258	744 742	260 261	183 182	285 280	162 157	118 121	354 344	461 466
Gryffindor	11%	13%	10%	13%	10%	12%	12%	5%	11%	11%
				AH		AH	AH			
Hufflepuff	20%	25% AC	19%	21%	25% AH	19%	22%	14%	21%	20%
Ravenclaw	11%	13%	10%	11%	7%	12%	16% AE.AH	7%	13%	9%
Slytherin	11%	13%	10%	9%	13%	13%	8%	11%	13%	12%
Don't know	42%	32%	45%	40%	41%	39%	39%	56%	AK 39%	AK 42%
Not applicable - I don't know who this person is	5%	4%	AB 6%	6%	4%	6%	4%	AD.AE.AF.AG 7%	3%	6%
_										
9_20. John Legend Unweighted base	1008	264	744	260	183	285	162	118	354	461
Unweighted base	1008	258	744	261	183	285	157	118	354	466
Gryffindor	17%	25%	14%	16%	16%	19%	17%	13%	20%	16%
U. 48 46	16%	AC 16%	16%	15%	17%	18%	18%	9%	AK 17%	16%
Hufflepuff						AH	AH			
Ravenclaw	10%	14%	9%	10%	11%	9%	13%	7%	11%	9%
Raveiluaw		AC								

### **Harry Potter**

US_nat_internal Sample: 26th - 29th April 2019			
YouGov What the world thinks		ea Lived in	
	Total	Rural	Other
			**
Don't know	43%	44%	34%
Not applicable - I don't know who this person is	7%	13%	-
Q9_16. Tom Brady		Al.AJ	**
Unweighted base	1008	185	8
Base Gryffindor	1001 17%	183 17%	8 39%
Gymasi	1770	1770	**
Hufflepuff	9%	6%	13%
Ravenclaw	10%	12%	-
Slytherin	17%	12%	25%
			**
Don't know	40%	44%	22%
Not applicable - I don't know who this person is	8%	10%	-
Q9_17. Beyoncè			**
นข_17. Beyonce Unweighted base	1008	185	8
Base	1001	183	8
Gryffindor	14%	8%	9%
Hufflepuff	15%	11%	22%
Ravenclaw	12%	14%	-
			**
Slytherin	12%	12%	13%
Don't know	42%	45%	56%
Not applicable - I don't know who this person is	5%	9%	**
		Al	**
Q9_18. Katy Perry	1000	405	0
Unweighted base  Base	1008 1001	185 183	8
Gryffindor	11%	11%	28%
Hufflepuff	18%	15%	9%
			**
Ravenclaw	11%	9%	11%
Slytherin	10%	10%	-
	400/		** 52%
Don't know	43%	46%	**
Don't know  Not applicable - I don't know who this person is	6%	9%	-
Not applicable - I don't know who this person is			**
Not applicable - I don't know who this person is  Q9_19. Taylor Swift  Unweighted base	<b>6%</b>	9% AI	**
Not applicable - I don't know who this person is  Q9_19. Taylor Swift  Unweighted base  Base	6% 1008 1001	9% AI 185 183	**
Not applicable - I don't know who this person is  Q9_19. Taylor Swift  Unweighted base	<b>6%</b>	9% AI	**
Not applicable - I don't know who this person is  Q9_19. Taylor Swift  Unweighted base  Base	6% 1008 1001	9% AI 185 183	8 8 8 11% **
Not applicable - I don't know who this person is  Q9_19. Taylor Swift  Unweighted base  Base  Gryffindor	6% 1008 1001 11%	9% AI 185 183 8%	** - ** 8 8 11% **
Not applicable - I don't know who this person is  Q9_19. Taylor Swift  Unweighted base  Base  Gryffindor  Hufflepuff  Ravenclaw	6% 1008 1001 11% 20% 11%	9% AI 185 183 8% 20%	8 8 8 11%  22%
Not applicable - I don't know who this person is  Q9_19. Taylor Swift  Unweighted base  Base  Gryffindor  Hufflepuff	1008 1001 11% 20%	9% AI 185 183 8% 20%	8 8 8 11% 
Not applicable - I don't know who this person is  Q9_19. Taylor Swift  Unweighted base  Base  Gryffindor  Hufflepuff  Ravenclaw	6% 1008 1001 11% 20% 11%	9% AI 185 183 8% 20%	8 8 11% 
Not applicable - I don't know who this person is  Q9_19. Taylor Swift  Unweighted base Base Gryffindor  Hufflepuff Ravenclaw  Slytherin  Don't know	1008 1001 11% 20% 11% 11%	9% AI  185 183 8% 20% 13% 6% 45%	8 8 8 11% 
Not applicable - I don't know who this person is  Q9_19. Taylor Swift  Unweighted base Base Gryffindor  Hufflepuff Ravenclaw Slytherin	1008 1001 11% 20% 11%	9% AI  185 183 8% 20% 13% 6%	8 8 11% 
Not applicable - I don't know who this person is  29_19. Taylor Swift  Unweighted base Base Gryffindor Hufflepuff Ravenclaw Slytherin Don't know  Not applicable - I don't know who this person is	1008 1001 11% 20% 11% 11% 42% 5%	9% AI  185 183 8% 20% 13% 6% 45% 9% AI	8 8 11% 
Not applicable - I don't know who this person is  29_19. Taylor Swift  Unweighted base Base Gryffindor Hufflepuff Ravenclaw Slytherin Don't know  Not applicable - I don't know who this person is  29_20. John Legend  Unweighted base	1008 1001 11% 20% 11% 11% 42% 5%	9% AI  185 183 8% 20% 13% 6% 45% 9% AI	8 8 11% 
Not applicable - I don't know who this person is  Q9_19. Taylor Swift  Unweighted base Base Gryffindor Hufflepuff Ravenclaw Slytherin Don't know  Not applicable - I don't know who this person is	1008 1001 11% 20% 11% 11% 42% 5%	9% AI  185 183 8% 20% 13% 6% 45% 9% AI	8 8 11% 
Not applicable - I don't know who this person is  Q9_19. Taylor Swift  Unweighted base Base Gryffindor Hufflepuff Ravenclaw Slytherin Don't know Not applicable - I don't know who this person is  Q9_20. John Legend  Unweighted base Base Gryffindor	1008 1001 11% 20% 11% 11% 42% 5%	9% AI  185 183 8% 20% 13% 6% 45% 9% AI	8 8 11% 
Not applicable - I don't know who this person is  Q9_19. Taylor Swift  Unweighted base Base Gryffindor  Hufflepuff Ravenclaw Slytherin Don't know  Not applicable - I don't know who this person is  Q9_20. John Legend  Unweighted base Base	1008 1001 11% 20% 11% 11% 42% 5%	9% AI  185 183 8% 20% 13% 6% 45% 9% AI	8 8 11% 
Not applicable - I don't know who this person is  Q9_19. Taylor Swift  Unweighted base Base Gryffindor Hufflepuff Ravenclaw Slytherin Don't know Not applicable - I don't know who this person is  Q9_20. John Legend  Unweighted base Base Gryffindor	1008 1001 11% 20% 11% 11% 42% 5%	9% AI  185 183 8% 20% 13% 6% 45% 9% AI	8 8 8 11% 
Not applicable - I don't know who this person is  Q9_19. Taylor Swift  Unweighted base Base Gryffindor  Hufflepuff Ravenclaw Slytherin Don't know  Not applicable - I don't know who this person is  Q9_20. John Legend  Unweighted base Base Gryffindor Hufflepuff	1008 1001 11% 20% 11% 11% 42% 5%	9% AI  185 183 8% 20% 13% 6% 45% 9% AI  185 183 12%	8 8 11% 

US\_nat\_internal Sample: 26th - 29th April 2019

Not applicable - I don't know who this person is

19%

21%

18%

YouGov What the world thinks		Ge	nder				Generation						
	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965- 1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other			
Don't know	40%	40%	40%	18%	30%	37%	52% D.E	60% D.E*	-	-			
Not applicable - I don't know who this person is	11%	12%	11%	18%	10%	9%	12%	24% D.E.F*	- **	- **			
Q9_21. Chrissy Teigen													
Unweighted base	1008	432	576	19	372	248	315	54	-	-			
Base	1001	478	522	18	371	239	313	60	-	-			
Gryffindor	9%	10%	9%	10%	12% F	12% F	5%	7% *	-	- **			
Hufflepuff	14%	13%	16%	18%	18% F.G	17% F.G	10% G	2%	-	-			
Ravenclaw	11%	11%	10%	22%	13% F	15% F.G	6%	4% *	-	-			
Slytherin	7%	7%	8%	-	9%	7%	7%	4% *	-	-			
Don't know	39%	39%	39%	33%	29%	35%	52% D.E	52% D.E*	-	-			

18%

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E/F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U, V/W/X/Y/Z/AA, AB/AC,

19%

14%

21%

32% D.E\*

US\_nat\_internal Sample: 26th - 29th April 2019

YouGov What the world thinks			Reç	jion						
	Total	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate
Don't know	40%	37%	39%	42%	40%	42% P	42%	32%	40%	43%
Not applicable - I don't know who this person is	11%	11%	12%	10%	12%	11%	5% *	14% O	14%	10%
Q9_21. Chrissy Teigen										
Unweighted base	1008	194	196	360	258	684	108	149	67	344
Base	1001	177	207	372	246	672	111	155	63	373
Gryffindor	9%	8%	6%	13% K	9%	9%	11%	9%	15%	9%
Hufflepuff	14%	15%	18%	13%	13%	15%	13%	15%	11%	14%
Ravenclaw	11%	12%	7%	10%	14% K	10%	18% N*	11%	8%	12%
Slytherin	7%	9%	6%	8%	6%	7%	9%	7%	7% *	6%
Don't know	39%	37%	43%	38%	38%	39%	42% *	39%	31%	43% S
Not applicable - I don't know who this person is	19%	20%	20%	18%	20%	21%	8%	18%	28%	16%

Cell Contents (CcAD/AE/AF/AG/AH, Al/AJ/AK/AL, Minimum Base: 30 (\*\*), Small Base: 100 (\*))

US\_nat\_internal Sample: 26th - 29th April 2019

YouGov What the world thinks		Education Marital State			l Status					
	Total	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership
Don't know	40%	38%	41%	33%	39%	52% **	48% Z*	59% V.Z*	36%	40%
Not applicable - I don't know who this person is	11%	11%	12%	11%	12%	-	10%	11%	12%	8%
Q9_21. Chrissy Teigen										
Unweighted base	1008	332	207	125	481	18	92	43	319	55
Base	1001	316	195	116	478	20	90	46	314	53
Gryffindor	9%	10%	7%	14% T	10%	9%	8%	8%	10%	8%
Hufflepuff	14%	12%	17%	18%	14% Y	15%	16% Y*	2%	16% Y	15% Y*
Ravenclaw	11%	9%	10%	11%	11%	5%	5% *	13%	10%	21% V.X.Z*
Slytherin	7%	10% R.U	7%	3%	7%	10%	9%	7% *	7%	4% *
Don't know	39%	34%	38%	39%	41%	37%	41%	53%	34%	41%

14%

17%

25%

22%

19%

23% V.AA 10%

Cell Contents (Co

24%

21%

Not applicable - I don't know who this person is

US\_nat\_internal Sample: 26th - 29th April 2019

YouGov What the world thinks		Children unde	er the age of 18			Income			Тур			
Tot	Total	Yes	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/ Town		
Don't know	40%	31%	43% AB	42%	39%	37%	37%	48% AF	36%	42%		
Not applicable - I don't know who this person is	11%	6%	13% AB	10%	11%	11%	8%	17% AD.AG	8%	11%		
Q9_21. Chrissy Teigen												
Unweighted base	1008	264	744	260	183	285	162	118	354	461		
Base	1001	258	742	261	182	280	157	121	344	466		
Gryffindor	9%	14% AC	8%	12%	9%	8%	10%	7%	11%	9%		
Hufflepuff	14%	20% AC	13%	10%	14%	16%	21% AD	13%	19% AJ.AK	13%		
Ravenclaw	11%	15% AC	9%	12% AH	12% AH	11% AH	12% AH	4%	10%	11%		
Slytherin	7%	9%	7%	9%	7%	6%	8%	5%	9%	5%		
Don't know	39%	29%	42% AB	38%	40%	41%	34%	43%	36%	41%		
Not applicable - I don't know who this person is	19%	14%	21% AB	19%	18%	18%	16%	28% AE.AF.AG	15%	20%		

Cell Contents (Co

### **Harry Potter**

US\_nat\_internal Sample: 26th - 29th April 2019



IOV Id thinks		ea Lived in			
	Total	Rural	Other		
Don't know	40%	43%	52% **		
Not applicable - I don't know who this person is	11%	16% AI	9%		

#### Q9\_21. Chrissy Teiger

eigen			
Unweighted base	1008	185	8
Base	1001	183	8
Gryffindor	9%	8%	15%
Hufflepuff	14%	9%	-
Ravenclaw	11%	9%	24%
Slytherin	7%	9%	-
Don't know	39%	39%	41%
Not applicable - I don't know who this person is	19%	25% Al	20%

Cell Contents (Co