

**YouGov/Cherish PR
Folio**

Fieldwork : 23th - 24th October 2014
Sample Size: 2,044 GB Adults

Total	Gender		Age					Region							Children in Household					
Base	Male	Female	18-24	25-34	35-44	45-54	55+	North	Midlands	East	London	South	Wales	Scotland	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

****For the following question, we would like you to think about the most valuable books to humanity. By this we mean those that are currently the most useful/ influential to society. Please do not only think about which book(s) is/ are your favourite**

****Which **THREE**, if any, of the following books would you say are the **most valuable** to humanity? (Please read the whole list carefully and select up to THREE options. If your answer(s) do not appear in the list below, please type them in the 'other' box)**

	Unweighted base	2044	1009	1035	221	238	353	502	730	502	298	162	258	446	134	244	1456	254	222	67	543	45
Base: All GB adults		2044	981	1063	245	329	365	389	715	503	335	196	262	468	102	178	1454	252	217	70	540	51
The Prince - Niccolò Machiavelli		2%	3%	1%	4%	2%	2%	1%	1%	1%	2%	2%	3%	2%	1%	0%	2%	2%	0%	-	1%	7%
A Brief History of Time – Stephen Hawkins		17%	19%	16%	14%	20%	19%	14%	18%	21%	19%	17%	18%	21%	11%	18%	17%	16%	10%	16%	14%	
On The Road – Jack Kerouac		1%	1%	1%	2%	1%	1%	0%	1%	2%	1%	1%	-	0%	2%	1%	1%	1%	1%	-	1%	2%
Slaughterhouse-Five - Kurt Vonnegut		0%	1%	0%	-	-	1%	0%	1%	1%	0%	1%	0%	0%	-	0%	0%	1%	0%	1%	1%	-
A Vindication of the Rights of Women – Mary Wollstoncraft		4%	3%	6%	6%	3%	3%	4%	6%	4%	5%	4%	6%	5%	3%	4%	5%	5%	4%	2%	4%	5%
On Liberty - John Stuart Mill		3%	5%	2%	4%	3%	2%	3%	4%	3%	4%	3%	5%	1%	2%	4%	4%	1%	2%	5%	2%	-
Midnight's Children - Salman Rushdie		0%	-	1%	1%	1%	-	-	0%	1%	0%	1%	-	-	1%	-	0%	0%	1%	2%	1%	-
The God Delusion - Richard Dawkins		4%	5%	3%	3%	6%	7%	4%	3%	3%	5%	1%	4%	7%	5%	5%	5%	2%	5%	1%	3%	6%
The Interpretation of Dreams - Sigmund Freud		2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	3%	1%	2%	2%	1%	2%	4%	2%	-
The Histories of Herodotus - Herodotus		1%	1%	1%	2%	1%	2%	0%	1%	1%	2%	1%	1%	0%	1%	0%	1%	-	1%	-	0%	6%
The Double Helix - James Watson		6%	6%	5%	6%	3%	5%	5%	7%	5%	5%	6%	6%	6%	7%	7%	6%	4%	5%	5%	5%	2%
The Bible		37%	36%	38%	25%	26%	35%	41%	45%	41%	38%	39%	32%	34%	40%	35%	37%	37%	39%	32%	37%	37%
The Qur'an		9%	8%	10%	9%	10%	7%	12%	9%	10%	10%	10%	9%	6%	9%	11%	8%	14%	11%	9%	12%	10%
Alice's Adventures in Wonderland - Lewis Carroll		4%	3%	4%	3%	5%	4%	2%	4%	5%	4%	2%	1%	5%	1%	2%	3%	5%	4%	4%	5%	2%
Nineteen Eighty-Four – George Orwell		14%	17%	12%	20%	16%	14%	12%	13%	15%	15%	13%	18%	14%	11%	12%	14%	18%	12%	13%	15%	13%
Pride and Prejudice – Jane Austen		4%	2%	6%	2%	7%	5%	4%	3%	5%	4%	5%	4%	3%	2%	3%	4%	4%	6%	1%	5%	9%
Hamlet – William Shakespeare		5%	5%	5%	7%	6%	7%	3%	4%	7%	7%	4%	5%	4%	5%	2%	5%	8%	6%	4%	7%	4%

	Total	Gender		Age					Region							Children in Household					
	Base	Male	Female	18-24	25-34	35-44	45-54	55+	North	Midlands	East	London	South	Wales	Scotland	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused
Relativity – Albert Einstein	15%	15%	14%	10%	14%	13%	17%	16%	12%	15%	18%	17%	14%	12%	18%	15%	13%	16%	10%	14%	16%
On the Origin of Species – Charles Darwin	35%	37%	33%	33%	31%	30%	37%	38%	32%	30%	38%	37%	37%	38%	35%	37%	29%	37%	20%	31%	25%
Analects - Confucius	1%	1%	1%	-	-	1%	1%	1%	0%	1%	-	1%	1%	-	0%	1%	0%	0%	-	0%	2%
War and Peace - Leo Tolstoy	5%	3%	7%	3%	8%	5%	4%	5%	7%	6%	2%	4%	2%	4%	9%	5%	7%	4%	3%	5%	10%
Cicero: Orations - Cicero	0%	0%	0%	1%	-	0%	0%	0%	0%	0%	1%	0%	0%	-	1%	0%	-	1%	-	0%	-
To Kill a Mockingbird – Harper Lee	10%	7%	13%	17%	7%	10%	12%	8%	10%	9%	10%	10%	10%	12%	11%	10%	9%	13%	8%	11%	5%
The Handmaid's Tale – Margaret Atwood	1%	0%	1%	2%	-	2%	1%	-	1%	1%	0%	0%	1%	-	1%	0%	2%	1%	5%	2%	-
Brave New World - Aldous Huxley	3%	3%	4%	2%	2%	2%	4%	5%	2%	4%	1%	4%	4%	5%	4%	3%	3%	3%	8%	4%	4%
The Communist Manifesto - Karl Marx and Friedrich Engels	5%	6%	3%	8%	4%	4%	4%	5%	5%	4%	4%	5%	6%	2%	4%	5%	4%	3%	11%	5%	1%
Republic – Plato	3%	3%	2%	4%	4%	3%	2%	1%	1%	3%	4%	4%	2%	5%	4%	3%	2%	2%	2%	2%	-
The Wealth of Nations - Adam Smith	7%	10%	4%	5%	6%	6%	5%	9%	5%	6%	10%	9%	5%	3%	13%	7%	5%	4%	7%	5%	10%
Principia Mathematica – Isaac Newton	12%	15%	9%	10%	8%	13%	12%	13%	11%	11%	8%	12%	15%	12%	12%	13%	6%	9%	10%	8%	15%
The Iliad – Homer	3%	3%	3%	4%	2%	3%	5%	2%	4%	3%	0%	3%	3%	6%	3%	3%	3%	3%	4%	3%	2%
Other -	3%	4%	3%	3%	3%	3%	3%	3%	3%	2%	5%	4%	2%	5%	4%	4%	1%	1%	1%	1%	2%
Don't know	21%	19%	22%	20%	26%	24%	21%	17%	20%	20%	21%	18%	24%	22%	19%	20%	23%	20%	30%	23%	17%

All Statements combined: You said you thought the following book(s) are the most valuable to humanity. Which, if any, of the following are reasons for this? (Please select all that apply in each **column)**

	Unweighted base	1614	810	804	175	173	269	395	602	398	237	127	209	344	104	195	1148	201	180	49	430	36
Base: All GB adults who selected one of the above books		1606	786	820	194	240	277	304	590	398	263	152	215	356	79	142	1149	194	174	49	417	40
Discusses historical events that have shaped the world		52%	53%	52%	50%	51%	53%	48%	56%	56%	51%	53%	51%	51%	56%	47%	53%	51%	50%	53%	50%	41%
Answers fundamental questions of human existence		78%	81%	75%	74%	76%	81%	77%	80%	74%	79%	78%	82%	80%	78%	75%	80%	74%	79%	69%	75%	65%
It contains principles/ guidelines on how to be a good person		56%	55%	57%	51%	51%	56%	56%	60%	57%	54%	53%	59%	59%	60%	52%	56%	55%	61%	57%	58%	54%
Highlights the inevitable loss of childhood innocence		29%	28%	29%	26%	34%	29%	26%	28%	30%	30%	19%	28%	29%	28%	32%	28%	32%	26%	34%	30%	29%
Highlights the states' hold over societies		39%	43%	35%	42%	41%	37%	34%	40%	39%	38%	36%	43%	39%	39%	38%	39%	40%	36%	42%	39%	41%
Highlights the dangers of giving government control over new, powerful technology		31%	34%	29%	33%	33%	31%	28%	32%	32%	33%	26%	34%	31%	34%	29%	30%	35%	30%	35%	33%	44%
Highlights the importance of love and romance in peoples' lives		29%	30%	29%	27%	30%	30%	28%	31%	29%	29%	24%	31%	30%	29%	33%	28%	33%	27%	47%	32%	40%
Shows how everything is possible and dreams can come true		30%	31%	29%	23%	28%	31%	28%	34%	31%	33%	24%	28%	30%	28%	30%	30%	35%	26%	36%	32%	22%
It has the ability to address "taboo" subjects in a symbolic way		40%	39%	41%	44%	38%	40%	38%	41%	41%	38%	37%	38%	42%	46%	39%	40%	42%	38%	44%	41%	44%
Teaches us about the consequences of indecision/ inaction		47%	46%	48%	50%	49%	48%	44%	46%	52%	44%	40%	51%	44%	44%	46%	47%	50%	46%	43%	48%	40%

Total	Gender		Age					Region							Children in Household					
	Base	Male	Female	18-24	25-34	35-44	45-54	55+	North	Midlands	East	London	South	Wales	Scotland	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)

All Statements combined: And which, if any, of the following are reasons why you think the following books are the/ one of the most valuable to humanity? (Please select all that apply in each **column**)

	Unweighted base	810	804	175	173	269	395	602	398	237	127	209	344	104	195	1148	201	180	49	430	36
Base: All GB adults who selected one of the above books	1606	786	820	194	240	277	304	590	398	263	152	215	356	79	142	1149	194	174	49	417	40
It shows the horrors of war and its effects on the individual	27%	28%	26%	21%	29%	26%	26%	29%	26%	31%	20%	26%	25%	34%	32%	28%	27%	21%	26%	24%	19%
It ponders the meaning of life, and explores answers	64%	66%	63%	62%	59%	65%	64%	67%	62%	61%	62%	66%	67%	75%	65%	66%	63%	62%	52%	61%	55%
It teaches people not to judge others based on the colour of their skin	43%	41%	45%	39%	34%	40%	43%	49%	45%	39%	40%	42%	43%	51%	43%	44%	40%	38%	48%	40%	42%
It teaches people not to judge others based on their religious beliefs	37%	37%	38%	23%	31%	37%	37%	44%	40%	34%	38%	37%	36%	41%	36%	38%	34%	35%	37%	35%	48%
It promotes a democratic way of thinking and behaving	38%	39%	36%	37%	41%	32%	37%	40%	35%	38%	34%	44%	37%	40%	38%	38%	43%	29%	32%	36%	41%
It highlights the existence of social inequality	45%	46%	44%	47%	42%	46%	43%	47%	45%	41%	44%	50%	45%	47%	46%	46%	48%	39%	51%	45%	35%
It highlights the existence of gender inequality	28%	26%	30%	28%	26%	27%	28%	29%	31%	28%	18%	26%	29%	32%	27%	28%	28%	25%	34%	28%	21%
It shows the beauty of the natural world and how easily it is destroyed	40%	42%	38%	38%	40%	38%	38%	43%	35%	42%	39%	39%	42%	48%	43%	41%	40%	35%	41%	38%	41%
It reveals that mankind is still in its infancy and not all powerful	51%	54%	48%	40%	53%	53%	49%	54%	49%	52%	52%	55%	50%	52%	45%	52%	51%	47%	42%	48%	43%
It demonstrates science as mankind's greatest achievement	52%	58%	45%	48%	53%	54%	48%	53%	51%	53%	47%	57%	52%	52%	47%	54%	48%	46%	53%	48%	40%