

## YouGov Survey Results

Sample Size: 1029 GB Adults  
Fieldwork: 14th - 15th July 2011

	Harry Potter			Gender		Age				Social Grade		Region					
Total	Read books	Watched films	Read books or watched films	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>1029</b>	352	622	645	499	530	123	263	354	290	586	436	130	331	218	252	90
Unweighted Sample	1029	349	627	650	527	502	48	265	410	306	679	343	162	345	192	218	104
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Which, if any, of the following books have you read?

Harry Potter and the Philosopher's Stone	30	87	46	48	21	38	52	35	27	20	33	26	33	32	29	26	33
Harry Potter and the Chamber of Secrets	29	85	46	47	22	36	61	33	25	18	30	28	32	30	27	28	32
Harry Potter and the Prisoner of Azkaban	27	79	43	43	18	36	47	31	25	19	29	25	33	28	26	22	32
Harry Potter and the Goblet of Fire	26	76	40	41	19	32	45	30	23	17	28	23	33	25	26	21	30
Harry Potter and the Order of the Phoenix	25	73	39	40	19	31	48	28	23	16	27	23	28	23	24	25	30
Harry Potter and the Half Blood Prince	23	68	36	37	17	29	35	30	21	14	26	20	28	20	23	22	31
Harry Potter and the Deathly Hallows	22	65	35	35	16	28	34	29	20	13	24	19	26	20	22	21	27
None of these	65	0	47	45	72	59	33	57	71	78	63	68	62	67	70	63	56
Don't know	1	0	0	0	1	1	2	1	0	1	1	0	0	0	1	1	3

### Which, if any, of the following films have you watched?

Harry Potter and the Philosopher's Stone	56	86	92	89	49	62	69	59	58	43	57	54	53	56	58	53	59
Harry Potter and the Chamber of Secrets	49	82	81	78	43	55	60	55	53	35	51	46	49	49	52	46	48
Harry Potter and the Prisoner of Azkaban	44	77	72	70	40	47	56	48	47	30	46	40	43	43	46	40	49
Harry Potter and the Goblet of Fire	40	74	65	63	36	43	59	42	41	28	41	38	38	36	42	42	39
Harry Potter and the Order of the Phoenix	35	67	58	56	31	39	53	38	37	23	35	35	34	33	39	34	36
Harry Potter and the Half Blood Prince	32	61	53	51	30	34	49	37	33	20	32	32	32	30	35	31	36
Harry Potter and the Deathly Hallows Part 1	26	51	44	42	25	28	55	31	26	11	27	26	20	25	27	33	25
Harry Potter and the Deathly Hallows Part 2	2	3	3	3	2	2	2	3	1	1	2	2	4	1	3	1	0
None of these	37	5	0	3	42	32	11	32	38	52	37	37	34	38	38	39	31
Don't know	3	1	0	1	3	2	6	4	2	2	3	3	5	4	3	1	3

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<b>Weighted Sample</b> 1029	352	622	645	499	530	123	263	354	290	586	436	130	331	218	252	90
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Which, if any, is your favourite character from the series?**

*[Only those who have watched one or more of the films and read one or more of the books= 645]*

Hagrid	20	18	20	20	20	14	12	23	29	17	24	12	21	22	24	13
Harry Potter	11	12	10	11	10	9	11	14	8	11	10	17	10	4	12	19
Ron Weasley	9	12	9	9	7	18	10	5	7	8	10	9	5	10	13	7
Hermione Granger	8	11	8	8	8	9	13	5	5	10	6	10	8	11	4	7
Professor Snape	6	8	7	6	5	7	6	9	6	6	7	11	7	6	5	4
Dobby	6	7	6	6	5	7	7	9	4	8	4	3	9	6	3	9
Professor Dumbledore	5	5	5	5	6	4	3	5	4	7	2	5	4	5	6	3
Sirius Black	3	4	3	3	4	2	4	4	4	3	4	4	3	6	2	0
Mrs Weasley	2	2	2	2	0	2	0	0	4	1	2	0	2	2	2	0
Mad-Eye Moody	2	2	2	2	3	1	3	2	1	1	2	0	2	0	2	5
Draco Malfoy	1	2	1	1	0	2	5	0	0	1	2	0	3	0	1	0
Ginny Weasley	1	2	1	1	3	0	0	4	0	0	0	1	1	0	4	0
Professor McGonagall	1	2	1	1	0	2	2	1	1	1	1	1	2	1	0	0
Fred Weasley	0	1	0	0	0	0	0	0	1	0	0	0	0	0	1	0
George Weasley	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Charlie Weasley	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bill Weasley	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
Mr Weasley	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1
Mr Dursley	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
Mrs Dursley	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
Dudley Dursley	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Professor Lupin	0	0	0	0	1	0	0	0	1	1	0	0	1	0	1	0
"Tonks"	0	1	0	0	1	0	2	0	0	0	1	1	1	0	0	0
Professor Lockhart	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Voldemort	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0
Bellatrix Lestrange	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
Lucius Malfoy	0	1	1	0	1	0	0	0	1	1	0	1	1	1	0	0
None of these	10	3	10	10	12	8	6	5	10	8	12	9	7	16	6	15
Don't know	13	6	12	13	14	12	12	11	14	13	12	15	13	8	14	16

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Which, if any, character from the series do you think you are MOST similar to?**

*[Only those who have watched one or more of the films and read one or more of the books= 645]*

Hermione Granger	8	12	8	8	2	13	6	13	9	1	9	6	9	7	9	7	6
Mrs Weasley	7	8	7	7	0	12	0	2	10	12	8	5	6	7	5	10	2
Ginny Weasley	4	6	4	4	0	7	9	7	0	2	3	4	7	5	1	2	6
Dobby	4	7	4	4	6	2	16	3	2	0	1	8	1	5	1	8	3
Harry Potter	3	2	2	3	5	1	5	2	3	1	3	2	4	4	2	1	2
Ron Weasley	3	4	3	3	4	2	4	5	1	2	3	3	5	3	1	2	7
Hagrid	2	2	2	2	4	1	0	3	3	2	2	3	5	2	2	1	3
Mr Weasley	2	2	2	2	3	0	0	1	3	2	2	1	0	1	1	4	1
Professor McGonagall	2	3	2	2	0	4	0	3	2	2	3	1	1	3	2	0	6
Professor Snape	2	2	2	2	3	1	4	2	2	1	2	2	1	4	2	0	2
Professor Lupin	2	3	2	2	3	1	8	2	0	0	1	3	2	1	2	1	5
George Weasley	1	2	1	1	2	0	0	4	0	0	2	0	0	0	0	4	0
Charlie Weasley	1	1	1	1	0	1	0	1	1	2	0	2	0	0	1	1	3
Mad-Eye Moody	1	1	1	1	1	1	3	0	0	2	1	2	0	2	2	0	0
"Tonks"	1	3	1	1	0	3	7	0	0	1	2	0	0	0	6	0	1
Sirius Black	1	1	1	1	3	0	0	1	3	1	2	1	1	2	1	2	1
Voldemort	1	1	1	1	0	1	0	0	2	0	0	1	0	1	0	1	0
Professor Dumbledore	1	2	1	1	3	0	0	0	2	2	1	2	3	1	0	0	8
Draco Malfoy	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Fred Weasley	0	0	0	0	1	0	0	0	0	1	0	0	0	0	1	0	0
Bill Weasley	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mr Dursley	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
Mrs Dursley	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Dudley Dursley	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Professor Lockhart	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bellatrix Lestrange	0	1	0	0	0	1	1	1	0	0	0	0	0	1	1	0	0
Lucius Malfoy	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
None of these	26	18	26	26	26	25	11	22	28	38	23	31	28	21	32	26	24
Don't know	28	18	27	28	33	24	25	28	29	28	30	25	28	29	28	29	20