

YouGov Survey Results

Sample Size: 2241 Adults in GB
Fieldwork: 12th - 13th September 2024

Total	Harry Potter Fans	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
		Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2241	1355	403	576	206	242	790	834	1085	1156	235	926	554	527	1277	964	1938	108	195	531	368	271	769
Unweighted Sample	2241	1348	359	657	244	317	916	880	1011	1230	133	868	580	660	1349	892	1927	120	194	559	343	202	823
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking generally about your personality traits/ attributes... If you had to choose, which ONE of the following sets of personality traits/ attributes would you say applies to you the most?

Courage, bravery, nerve and chivalry	4	4	5	3	2	6	3	6	5	4	3	5	5	3	4	5	4	4	6	6	4	3	4
Hard work, patience, justice and loyalty	58	56	64	54	54	63	57	64	52	64	33	56	62	70	55	62	58	57	63	61	61	52	56
Intelligence, creativity, learning and wit	33	34	26	39	39	26	36	27	37	29	52	34	30	25	36	29	33	38	29	32	30	38	34
Ambition, cunning, leadership and resourcefulness	4	5	5	4	5	5	4	4	5	3	12	5	3	2	4	4	5	1	3	2	4	7	6

Do you like or dislike...
The Harry Potter books

Like a lot	25	42	24	27	33	23	30	23	19	31	19	30	26	19	28	22	25	24	27	25	20	25	28
Like somewhat	22	36	18	26	20	16	23	19	23	20	32	24	18	17	25	18	21	31	21	20	22	25	20
TOTAL LIKE	47	78	42	53	53	39	53	42	51	51	54	44	36	53	40	46	55	48	45	42	50	48	
Neither like nor dislike	26	14	30	24	18	34	23	28	28	24	25	20	28	34	23	30	26	18	25	24	30	27	26
Dislike somewhat	7	1	5	7	9	6	8	6	8	6	8	7	7	7	7	8	7	6	8	8	8	6	6
Dislike a lot	8	0	6	7	7	9	5	9	9	8	8	8	9	7	6	11	8	6	8	10	8	8	7
TOTAL DISLIKE	15	1	11	14	16	15	13	15	17	14	16	15	16	14	13	19	15	12	16	18	16	14	13
Don't know	12	7	16	9	12	13	10	15	12	11	8	11	12	15	11	12	12	14	11	13	12	9	12

The Harry Potter films

Like a lot	29	47	23	30	36	27	28	28	25	32	31	32	28	21	29	29	28	35	27	28	28	28	29
Like somewhat	29	48	28	32	28	29	32	26	30	28	32	32	29	23	32	25	29	27	32	30	27	30	28
TOTAL LIKE	58	95	51	62	64	56	60	54	55	60	63	64	57	44	61	54	57	62	59	58	55	58	57
Neither like nor dislike	21	4	26	19	13	24	20	22	22	19	18	15	24	27	20	21	21	14	17	18	24	24	21
Dislike somewhat	7	1	4	7	10	5	7	7	8	6	7	7	5	8	7	7	7	9	6	6	7	7	7
Dislike a lot	8	0	7	7	6	9	6	9	9	8	8	8	9	7	6	11	8	11	12	9	8	8	7
TOTAL DISLIKE	15	1	11	14	16	14	13	16	17	14	15	15	14	15	13	18	15	20	18	15	15	15	14
Don't know	7	0	11	5	6	6	7	8	7	7	4	5	5	13	6	7	7	5	6	9	6	3	8

J.K. Rowling

Like a lot	19	27	29	14	16	35	15	28	21	18	8	15	25	26	21	18	19	24	22	17	16	21	21
Like somewhat	22	26	31	21	18	28	22	26	24	19	13	23	23	23	23	20	22	21	17	22	21	20	24
TOTAL LIKE	41	53	60	35	34	63	37	54	45	37	21	38	48	49	44	38	41	45	39	39	37	41	45
Neither like nor dislike	31	23	26	32	34	24	31	33	29	32	20	29	34	35	26	37	31	33	30	30	38	28	29
Dislike somewhat	7	8	4	9	8	6	10	4	7	7	14	9	5	4	9	5	7	4	10	9	8	6	6
Dislike a lot	14	13	3	19	19	2	16	4	13	14	39	17	6	3	15	11	14	8	17	13	13	20	12
TOTAL DISLIKE	21	21	7	28	27	8	26	8	20	21	53	26	11	7	24	16	21	12	27	22	21	26	18
Don't know	7	3	7	5	5	6	7	6	5	9	6	7	7	10	6	9	7	11	5	10	5	4	8

YouGov Survey Results

Sample Size: 2241 Adults in GB
Fieldwork: 12th - 13th September 2024

Total	Harry Potter Fans	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
		Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South		
Weighted Sample	2241	1355	403	576	206	242	790	834	1085	1156	235	926	554	527	1277	964	1938	108	195	531	368	271	769	
Unweighted Sample	2241	1348	359	657	244	317	916	880	1011	1230	133	868	580	660	1349	892	1927	120	194	559	343	202	823	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

It has been announced that there will be a Harry Potter TV series. How likely or unlikely do you think you will be to watch it?

Very likely	16	26	13	20	18	15	18	15	15	17	14	20	16	12	17	15	16	21	15	14	15	17	18
Fairly likely	23	35	27	22	29	24	24	23	24	23	26	25	23	20	26	20	23	24	26	24	24	25	21
TOTAL LIKELY	39	61	40	42	47	39	42	38	39	40	40	45	39	32	43	35	39	45	41	38	39	42	39
Not very likely	21	19	26	19	16	20	22	20	21	20	19	20	22	22	23	18	21	15	19	21	19	24	21
Not at all likely	33	10	28	31	33	34	29	34	33	32	35	28	33	38	29	37	32	35	37	32	34	26	33
TOTAL NOT LIKELY	54	29	54	50	49	54	51	54	54	52	54	48	55	60	52	55	53	50	56	53	53	50	54
Don't know	7	9	6	8	3	7	6	8	7	7	6	7	6	9	6	9	8	5	2	9	9	7	7

Please imagine that it is your first day in Hogwarts and you are wearing the Sorting Hat. The Sorting Hat cannot decide which House to put you in and so asks you which House you would prefer to join. If you had to, which ONE would you choose?

[Asked only to those who said they liked the Harry Potter books and / or films; n=1348]

Gryffindor	54	54	64	49	47	58	53	59	54	54	41	51	56	66	53	55	54	58	47	51	55	53	56
Hufflepuff	20	20	21	19	24	16	21	17	16	23	21	19	22	19	20	20	20	16	22	17	21	23	20
Ravenclaw	18	18	8	23	25	15	20	13	20	16	26	20	16	11	20	16	17	21	24	22	15	15	16
Slytherin	9	9	7	9	4	11	6	11	11	7	13	10	7	5	8	9	9	5	8	10	9	9	8

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.