

YouGov Survey Results

Sample Size: 1782 GB Adults
Fieldwork: 12th - 13th October 2014

	Gender		Age				Social Grade		Region					
Total	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1782	864	918	212	451	609	510	1016	766	228	579	381	438	155
Unweighted Sample	1782	831	951	68	373	731	610	1238	544	288	561	344	386	203
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following actors have you heard of?

Daniel Radcliffe	87	84	90	80	87	91	85	90	83	86	91	83	86	88
Benedict Cumberbatch	77	77	78	70	74	81	79	84	69	78	82	75	74	77
James McAvoy	65	63	67	58	69	73	55	68	62	66	64	60	66	79
Robert Pattinson	59	52	66	77	72	62	36	62	55	63	56	62	57	65
Henry Cavill	24	24	23	30	31	25	13	26	21	29	24	23	22	27
Andrew Garfield	23	22	24	40	27	23	11	23	23	30	24	19	21	25
Chiwetel Ejiofor	23	23	23	17	21	27	23	27	18	34	23	23	19	18
Ben Whishaw	21	22	20	16	19	24	21	24	16	27	22	21	17	17
Nicholas Hoult	20	16	23	36	27	20	6	22	16	30	18	18	17	22
Eddie Redmayne	17	15	20	17	14	18	19	22	11	24	18	15	15	14
Jamie Dornan	13	8	17	24	17	11	5	14	11	20	13	11	8	16
Dan Stevens	13	11	15	10	8	15	16	14	11	17	13	12	12	13
Kit Harington	9	10	8	17	16	7	3	10	8	15	7	8	8	14
Douglas Booth	6	5	8	13	7	6	3	6	7	7	6	8	5	8
None of them	5	6	5	2	5	5	8	4	8	5	5	6	7	3
Don't know	3	4	1	10	4	1	0	2	3	5	1	4	3	2

and which of the following actors do you rate highly?

[Asked to respondents who named an Actor; n=1665]

Benedict Cumberbatch	52	54	50	51	50	52	54	55	48	52	56	49	51	46
James McAvoy	35	34	36	37	38	40	25	35	34	38	31	34	32	51
Daniel Radcliffe	30	25	34	30	30	32	26	29	31	31	29	30	30	29
Chiwetel Ejiofor	15	14	15	14	14	17	14	17	11	21	15	15	14	9
Robert Pattinson	8	6	10	10	12	8	5	8	9	6	7	14	7	5
Ben Whishaw	7	7	7	9	8	7	5	8	5	12	8	5	5	7
Eddie Redmayne	7	6	8	7	5	8	9	9	5	12	7	5	7	6
Henry Cavill	6	6	6	7	11	4	3	5	7	7	5	5	7	10
Andrew Garfield	5	6	5	12	7	5	2	5	6	11	4	3	4	7
Nicholas Hoult	5	4	5	10	8	3	1	5	4	10	3	3	3	9
Kit Harington	4	4	4	8	9	2	1	4	3	7	3	3	3	6
Dan Stevens	4	3	5	5	2	4	6	4	4	5	3	6	4	7
Jamie Dornan	3	3	4	6	4	3	1	3	3	4	2	3	3	5
Douglas Booth	1	0	2	1	2	1	0	1	1	3	1	1	1	0
None of them	16	15	16	15	14	14	19	15	17	18	14	15	15	19
Don't know	10	11	9	2	9	12	12	11	9	10	11	6	12	9

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		Which of the following actors have you heard of?															
Total	Ben Whishaw	Daniel Radcliffe	Jamie Dornan	Eddie Redmayne	Andrew Garfield	Benedict Cumberbatch	Kit Harington	Chiwetel Ejiofor	Henry Cavill	Douglas Booth	Nicholas Hoult	Robert Pattinson	James McAvoy	Dan Stevens	None of them	Don't know	
Weighted Sample	1782	372	1550	223	306	407	1380	161	409	426	115	350	1053	1163	232	98	45
Unweighted Sample	1782	418	1583	209	359	361	1431	151	455	390	110	318	1004	1190	263	92	25
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following actors have you heard of?

Daniel Radcliffe	87	100	100	100	99	99	97	99	99	99	96	100	97	98	100	0	0
Benedict Cumberbatch	77	97	86	97	98	95	100	98	98	95	96	90	92	97	0	0	
James McAvoy	65	92	73	92	92	92	77	95	92	94	91	92	82	100	85	0	0
Robert Pattinson	59	79	66	94	85	89	69	86	83	91	88	92	100	75	79	0	0
Henry Cavill	24	52	27	75	57	62	30	72	55	100	66	63	37	35	54	0	0
Andrew Garfield	23	53	26	68	54	100	28	68	50	60	71	67	34	32	51	0	0
Chiwetel Ejiofor	23	61	26	56	67	50	29	58	100	53	60	48	32	32	60	0	0
Ben Whishaw	21	100	24	50	62	48	26	60	56	45	62	45	28	30	57	0	0
Nicholas Hoult	20	43	23	65	49	58	24	67	41	52	65	100	31	28	48	0	0
Eddie Redmayne	17	51	20	52	100	40	22	54	50	41	62	43	25	24	56	0	0
Jamie Dornan	13	30	14	100	38	37	16	40	31	39	53	42	20	18	33	0	0
Dan Stevens	13	35	15	34	43	29	16	34	34	30	43	32	17	17	100	0	0
Kit Harington	9	26	10	29	28	27	11	100	23	27	40	31	13	13	24	0	0
Douglas Booth	6	19	7	27	23	20	8	28	17	18	100	21	10	9	21	0	0
None of them	5	0	0	0	0	0	0	0	0	0	0	0	0	0	100	0	0
Don't know	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	100

and which of the following actors do you rate highly?

[Asked to respondents who named an Actor; n=1665]

Benedict Cumberbatch	52	70	53	65	69	68	62	80	69	69	66	65	57	58	69	0	0
James McAvoy	35	55	36	66	57	60	39	67	58	62	59	62	43	49	53	0	0
Daniel Radcliffe	30	33	31	33	35	38	29	38	33	31	42	32	30	30	32	0	0
Chiwetel Ejiofor	15	39	16	39	46	33	17	39	60	32	42	30	19	20	38	0	0
Robert Pattinson	8	7	8	17	9	10	8	8	9	10	13	7	13	8	8	0	0
Ben Whishaw	7	31	7	22	29	21	8	35	23	18	29	21	9	9	26	0	0
Eddie Redmayne	7	19	8	21	39	17	9	19	18	18	22	17	10	9	22	0	0
Henry Cavill	6	12	6	17	13	13	7	21	12	23	19	11	8	8	12	0	0
Andrew Garfield	5	11	5	15	13	21	6	19	13	14	19	17	7	7	12	0	0
Nicholas Hoult	5	11	5	17	13	15	5	18	10	11	16	21	7	6	14	0	0
Kit Harington	4	7	4	9	9	12	5	41	7	11	16	13	5	6	6	0	0
Dan Stevens	4	10	5	10	13	9	5	14	10	11	18	9	6	6	30	0	0
Jamie Dornan	3	7	3	23	9	9	4	14	8	9	20	11	5	4	9	0	0
Douglas Booth	1	2	1	5	3	2	1	5	1	2	15	3	1	1	2	0	0
None of them	16	7	15	7	5	6	12	3	7	5	5	9	13	12	7	0	0
Don't know	10	7	9	5	6	5	9	3	5	5	4	6	7	8	6	0	0

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Sample Size: 1782 GB Adults
Fieldwork: 12th - 13th October 2014

		Which of the following actresses have you heard of?														
Total	Emilia Clarke	Natalie Dormer	Keira Knightley	Felicity Jones	Carey Mulligan	Emma Watson	Sienna Miller	Emily Blunt	Rosamund Pike	Michelle Dockery	Romola Garai	Gemma Arterton	Hayley Atwell	None of them	Don't know	
Weighted Sample	1782	177	223	1575	138	557	1483	1339	1088	708	426	145	786	184	68	48
Unweighted Sample	1782	159	215	1608	136	588	1505	1389	1106	776	501	186	802	188	65	26
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following actors have you heard of?

Daniel Radcliffe	87	97	98	94	93	100	95	96	97	99	97	99	99	96	26	17
Benedict Cumberbatch	77	93	96	85	83	98	85	89	90	97	95	99	96	95	26	1
James McAvoy	65	90	92	72	84	92	73	78	83	91	82	94	90	93	5	2
Robert Pattinson	59	82	90	66	79	85	68	71	75	82	71	81	85	89	4	0
Henry Cavill	24	58	68	27	46	49	27	31	35	45	37	58	44	67	2	0
Andrew Garfield	23	55	56	25	54	50	27	29	34	42	36	51	40	68	0	0
Chiwetel Ejiofor	23	50	57	26	39	54	27	29	33	46	45	74	42	62	0	0
Ben Whishaw	21	47	50	23	45	44	24	26	30	38	41	70	34	60	3	0
Nicholas Hoult	20	50	44	22	44	45	23	25	29	35	31	47	38	59	0	0
Eddie Redmayne	17	42	48	19	43	41	20	22	25	34	41	76	33	57	1	0
Jamie Dornan	13	30	35	14	33	31	15	16	19	24	22	39	24	41	0	0
Dan Stevens	13	25	32	14	32	30	15	17	19	25	40	47	23	39	0	0
Kit Harington	9	52	39	10	28	20	11	11	12	17	16	27	16	30	0	0
Douglas Booth	6	22	24	7	27	15	7	8	10	13	13	22	11	24	1	0
None of them	5	1	0	3	3	0	2	2	1	0	0	0	1	0	57	9
Don't know	3	0	0	0	2	0	1	0	0	0	0	0	0	1	0	75

and which of the following actors do you rate highly?

[Asked to respondents who named an Actor; n=1665]

Benedict Cumberbatch	52	68	73	54	57	69	55	55	59	66	62	74	62	74	32	0
James McAvoy	35	61	57	37	46	57	38	40	46	51	42	59	52	67	3	0
Daniel Radcliffe	30	32	36	30	33	34	32	30	31	33	31	30	31	37	17	15
Chiwetel Ejiofor	15	35	34	16	31	34	17	18	21	27	27	52	26	42	0	0
Robert Pattinson	8	10	12	9	9	9	9	9	9	8	7	5	9	11	4	0
Ben Whishaw	7	19	25	7	21	17	8	8	10	13	16	34	13	27	0	0
Eddie Redmayne	7	14	21	8	17	17	8	9	10	13	16	34	13	22	3	0
Henry Cavill	6	19	22	6	18	10	6	7	7	10	7	9	9	17	4	0
Andrew Garfield	5	16	15	6	16	11	6	6	7	9	8	11	10	17	0	0
Nicholas Hoult	5	12	11	5	16	10	5	6	7	7	6	11	9	12	0	0
Kit Harington	4	29	16	4	7	7	5	4	5	7	4	7	6	11	0	0
Dan Stevens	4	9	12	5	13	10	5	5	6	8	13	11	8	10	0	0
Jamie Dornan	3	9	8	3	11	7	3	4	4	6	4	7	6	7	0	0
Douglas Booth	1	4	5	1	4	3	1	1	1	2	2	4	1	3	2	0
None of them	16	5	8	15	14	7	14	14	11	8	12	5	10	10	16	73
Don't know	10	7	5	10	8	5	9	9	7	7	8	6	7	3	32	11

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	Gender		Age				Social Grade		Region					
Total	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1782	864	918	212	451	609	510	1016	766	228	579	381	438	155
Unweighted Sample	1782	831	951	68	373	731	610	1238	544	288	561	344	386	203
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following actresses have you heard of?

Keira Knightley	88	85	91	79	89	92	88	92	84	90	90	88	87	86
Emma Watson	83	79	87	82	83	86	80	87	78	85	84	83	80	86
Sienna Miller	75	69	81	59	80	83	68	80	69	81	77	73	72	73
Emily Blunt	61	56	66	56	62	67	56	65	55	68	62	59	56	64
Gemma Arterton	44	41	47	36	50	50	35	49	38	54	45	45	39	38
Rosamund Pike	40	36	43	33	40	45	37	44	34	45	43	35	38	36
Carey Mulligan	31	23	39	35	32	32	27	35	27	43	30	30	30	27
Michelle Dockery	24	17	31	8	11	27	39	26	22	30	25	24	23	14
Natalie Dormer	13	13	12	20	16	12	7	15	10	18	12	13	10	13
Emilia Clarke	10	11	9	18	15	8	5	11	8	13	8	12	9	11
Hayley Atwell	10	11	10	11	13	13	4	11	9	16	11	10	8	8
Felicity Jones	8	9	6	14	9	7	5	9	7	12	7	7	6	11
Romola Garai	8	6	10	4	6	9	11	11	5	14	8	7	7	7
None of them	4	5	3	0	3	4	6	2	6	1	4	5	5	2
Don't know	3	3	2	11	4	1	0	1	4	5	2	4	2	2

and which of the following actresses do you rate highly?

[Asked to respondents who named an Actress; n=1691]

Keira Knightley	38	38	38	37	41	39	35	37	40	37	36	38	40	40
Emma Watson	35	34	35	58	35	32	28	34	36	32	30	42	34	39
Emily Blunt	20	18	21	35	22	19	12	19	21	24	19	20	19	18
Rosamund Pike	16	16	16	19	16	16	14	17	14	20	16	15	16	15
Carey Mulligan	14	12	16	18	15	14	13	16	12	23	13	14	12	16
Gemma Arterton	12	14	11	8	13	15	11	14	10	16	15	13	8	7
Sienna Miller	11	13	9	7	14	11	9	12	9	12	9	14	11	7
Michelle Dockery	7	5	9	3	4	7	13	7	7	11	5	11	6	4
Natalie Dormer	5	5	4	7	8	4	3	5	5	7	5	4	4	6
Romola Garai	4	2	6	1	3	6	5	5	3	8	5	4	3	4
Emilia Clarke	3	4	3	7	7	2	1	4	3	6	4	3	2	4
Hayley Atwell	2	3	2	2	5	3	0	3	2	4	3	2	2	0
Felicity Jones	1	1	1	3	1	1	1	2	1	2	1	1	1	1
None of them	19	19	20	15	17	19	23	19	19	16	19	20	18	24
Don't know	14	15	13	8	10	15	18	14	13	14	14	10	18	11

Sample Size: 1782 GB Adults
Fieldwork: 12th - 13th October 2014

		Which of the following actors have you heard of?															
Total	Ben Whishaw	Daniel Radcliffe	Jamie Dornan	Eddie Redmayne	Andrew Garfield	Benedict Cumberbatch	Kit Harington	Chiwetel Ejiofor	Henry Cavill	Douglas Booth	Nicholas Hoult	Robert Pattinson	James McAvoy	Dan Stevens	None of them	Don't know	
Weighted Sample	1782	372	1550	223	306	407	1380	161	409	426	115	350	1053	1163	232	98	45
Unweighted Sample	1782	418	1583	209	359	361	1431	151	455	390	110	318	1004	1190	263	92	25
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following actresses have you heard of?

Keira Knightley	88	98	95	99	99	98	97	100	99	99	95	99	98	98	98	42	4
Emma Watson	83	96	91	99	97	97	92	99	97	95	94	99	96	94	97	27	21
Sienna Miller	75	94	83	96	96	96	86	91	96	97	93	96	90	90	97	21	4
Emily Blunt	61	87	68	93	90	91	71	83	88	89	92	89	77	78	89	8	1
Gemma Arterton	44	73	50	84	85	78	55	77	80	81	75	85	63	61	79	4	0
Rosamund Pike	40	72	45	76	78	73	50	77	79	75	78	71	55	55	75	3	1
Carey Mulligan	31	66	36	78	76	69	39	68	73	64	71	72	45	44	73	0	0
Michelle Dockery	24	47	27	42	57	38	29	42	47	37	48	37	29	30	73	2	0
Natalie Dormer	13	30	14	35	35	30	16	55	31	36	47	28	19	18	31	0	0
Emilia Clarke	10	22	11	24	24	24	12	58	22	24	34	25	14	14	19	1	0
Hayley Atwell	10	29	11	34	34	31	13	34	28	29	38	31	16	15	31	0	3
Felicity Jones	8	17	8	20	19	18	8	24	13	15	33	17	10	10	19	4	5
Romola Garai	8	27	9	25	36	18	10	24	26	20	28	19	11	12	29	0	0
None of them	4	1	1	0	0	0	1	0	0	0	0	0	0	0	40	0	0
Don't know	3	0	1	0	0	0	0	0	0	0	0	0	0	0	4	79	

and which of the following actresses do you rate highly?

[Asked to respondents who named an Actress; n=1691]

Keira Knightley	38	36	39	37	35	41	40	43	36	40	42	34	40	42	35	25	18
Emma Watson	35	35	36	38	37	45	36	46	37	41	41	41	39	37	34	10	15
Emily Blunt	20	31	21	42	37	43	22	40	33	37	42	40	26	26	31	0	0
Rosamund Pike	16	31	17	35	40	33	19	40	35	32	42	29	22	21	34	1	0
Carey Mulligan	14	37	16	39	44	34	17	46	36	32	52	36	19	20	40	0	0
Gemma Arterton	12	20	13	26	25	21	15	23	25	23	26	22	16	17	24	0	0
Sienna Miller	11	14	11	11	13	14	11	17	13	14	19	12	12	11	8	7	0
Michelle Dockery	7	10	8	13	16	12	9	14	14	11	19	10	8	8	23	1	0
Natalie Dormer	5	11	5	10	14	11	6	26	11	15	18	10	7	6	12	0	0
Romola Garai	4	15	5	15	19	10	5	12	12	10	19	12	6	6	18	0	0
Emilia Clarke	3	5	4	7	6	10	4	28	6	9	11	10	4	5	4	1	0
Hayley Atwell	2	8	3	6	10	8	3	11	8	7	13	8	4	3	8	0	0
Felicity Jones	1	3	1	4	4	4	1	6	2	3	6	3	2	2	4	4	0
None of them	19	10	18	11	10	11	17	3	12	11	8	12	16	15	12	38	11
Don't know	14	11	13	8	9	7	13	5	9	8	3	9	10	11	7	28	56

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		Which of the following actresses have you heard of?														
Total	Emilia Clarke	Natalie Dormer	Keira Knightley	Felicity Jones	Carey Mulligan	Emma Watson	Sienna Miller	Emily Blunt	Rosamund Pike	Michelle Dockery	Romola Garai	Gemma Arterton	Hayley Atwell	None of them	Don't know	
Weighted Sample	1782	177	223	1575	138	557	1483	1339	1088	708	426	145	786	184	68	48
Unweighted Sample	1782	159	215	1608	136	588	1505	1389	1106	776	501	186	802	188	65	26
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following actresses have you heard of?

Keira Knightley	88	96	97	100	94	99	96	99	97	99	99	99	99	95	0	0
Emma Watson	83	96	96	91	93	99	100	92	94	97	95	97	97	95	0	0
Sienna Miller	75	88	93	84	88	97	83	100	90	95	92	98	96	94	0	0
Emily Blunt	61	80	86	67	80	92	69	73	100	88	83	90	88	91	0	0
Gemma Arterton	44	69	76	50	64	84	51	57	63	76	71	86	100	88	0	0
Rosamund Pike	40	69	74	44	65	78	46	50	57	100	68	81	68	84	0	0
Carey Mulligan	31	54	61	35	53	100	37	40	47	61	58	83	59	75	0	0
Michelle Dockery	24	41	44	27	38	45	27	29	33	41	100	76	39	52	0	0
Natalie Dormer	13	49	100	14	38	24	14	16	18	23	23	40	22	46	0	0
Emilia Clarke	10	100	39	11	28	17	11	12	13	17	17	25	16	33	0	0
Hayley Atwell	10	34	38	11	29	25	12	13	15	22	23	39	21	100	0	0
Felicity Jones	8	22	23	8	100	13	9	9	10	13	12	20	11	22	0	0
Romola Garai	8	21	26	9	21	22	9	11	12	17	26	100	16	31	0	0
None of them	4	0	0	0	0	0	0	0	0	0	0	0	0	0	100	0
Don't know	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	100

and which of the following actresses do you rate highly?

[Asked to respondents who named an Actress; n=1691]

Keira Knightley	38	42	42	40	40	40	40	40	39	40	39	34	38	38	0	0
Emma Watson	35	48	45	35	38	40	39	35	37	39	33	32	38	47	0	0
Emily Blunt	20	38	38	20	35	37	21	23	30	32	27	36	31	44	0	0
Rosamund Pike	16	28	32	17	28	34	17	19	23	38	25	40	27	34	0	0
Carey Mulligan	14	36	37	15	34	43	16	17	21	28	27	46	26	39	0	0
Gemma Arterton	12	17	20	13	20	24	14	15	17	22	19	26	26	28	0	0
Sienna Miller	11	16	18	11	18	12	11	13	12	12	10	9	13	14	0	0
Michelle Dockery	7	12	14	8	12	13	8	8	9	12	28	13	11	14	0	0
Natalie Dormer	5	22	36	5	11	9	5	6	6	8	8	15	8	20	0	0
Romola Garai	4	10	13	5	10	11	5	5	6	9	13	50	8	18	0	0
Emilia Clarke	3	32	15	4	11	5	4	4	4	5	4	6	4	10	0	0
Hayley Atwell	2	13	14	3	10	5	3	3	4	5	6	8	5	22	0	0
Felicity Jones	1	4	2	1	15	3	1	1	1	2	3	5	2	4	0	0
None of them	19	4	7	18	9	9	17	17	15	11	12	6	14	10	0	0
Don't know	14	8	9	13	13	9	13	12	11	10	11	12	9	8	0	0