

Harry Potter

GB Sample: 21st - 22nd June 2017

Total	Gender		Age					If you had to choose, which ONE of the following sets of personality traits/ attributes would you say applies to you the most?			
	Male	Female	18-24	25-34	35-44	45-54	55+	Courage, bravery, nerve and chivalry	Hard work, patience, justice and loyalty	Intelligence, creativity, learning and wit	Ambition, cunning, leadership and resourcefulness

harrypotter1b. 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?

Unweighted base	2077	979	1098	235	306	343	349	844	83	1131	766	97
Base: All GB adults	2077	1007	1070	239	335	363	341	799	91	1130	755	100
Courage, bravery, nerve and chivalry	4%	5%	4%	4%	6%	4%	5%	3%	100%	-	-	-
Hard work, patience, justice and loyalty	54%	50%	58%	39%	49%	54%	56%	61%	-	100%	-	-
Intelligence, creativity, learning and wit	36%	39%	34%	45%	36%	39%	36%	33%	-	-	100%	-
Ambition, cunning, leadership and resourcefulness	5%	6%	4%	12%	8%	3%	3%	3%	-	-	-	100%

harrypotter2a. Thinking about the fantasy fictional story Harry Potter (both the books and the films)...

Which, if any, of the following apply to you? (Please select all that apply)

Unweighted base	2077	979	1098	235	306	343	349	844	83	1131	766	97
Base: All GB adults	2077	1007	1070	239	335	363	341	799	91	1130	755	100
I am a fan of the books	36%	29%	43%	60%	52%	39%	29%	25%	29%	33%	41%	37%
I am a fan of the films	41%	39%	42%	72%	53%	41%	41%	26%	38%	39%	42%	53%
I am a fan of both the books and the films	26%	21%	30%	51%	37%	25%	23%	15%	20%	24%	29%	28%
I am neither a fan of the books or the films	49%	53%	45%	19%	32%	46%	53%	64%	52%	51%	46%	38%
Net: All fans	51%	47%	55%	81%	68%	54%	47%	36%	48%	49%	54%	62%

Harry Potter

GB Sample: 21st - 22nd June 2017

If you had to, which ONE would you choose?				
Total	Gryffindor	Hufflepuff	Ravenclaw	Slytherin

harrypotter1b. 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?

	Unweighted base	2077	607	160	207	80
Base: All GB adults		2077	607	165	206	86
Courage, bravery, nerve and chivalry	4%	4%	4%	4%	3%	10%
Hard work, patience, justice and loyalty	54%	56%	56%	56%	44%	35%
Intelligence, creativity, learning and wit	36%	35%	35%	35%	49%	41%
Ambition, cunning, leadership and resourcefulness	5%	5%	5%	6%	4%	14%

harrypotter2a. Thinking about the fantasy fictional story Harry Potter (both the books and the films)...

Which, if any, of the following apply to you? (Please select all that apply)

	Unweighted base	2077	607	160	207	80
Base: All GB adults		2077	607	165	206	86
I am a fan of the books	36%	36%	69%	69%	78%	65%
I am a fan of the films	41%	41%	81%	74%	80%	81%
I am a fan of both the books and the films	26%	26%	50%	43%	58%	45%
I am neither a fan of the books or the films	49%	49%	-	-	-	-
Net: All fans	51%	51%	100%	100%	100%	100%

GB Sample: 21st - 22nd June 2017

Total	Gender		Age					If you had to choose, which ONE of the following sets of personality traits/ attributes would you say applies to you the most?			
	Male	Female	18-24	25-34	35-44	45-54	55+	Courage, bravery, nerve and chivalry	Hard work, patience, justice and loyalty	Intelligence, creativity, learning and wit	Ambition, cunning, leadership and resourcefulness

harrypotter3. 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?

	Unweighted base	1054	452	602	190	213	186	166	299	39	552	404	59
Base: All GB adults who are a fan of either the books or films		1064	476	589	193	229	197	162	285	44	553	406	62
Gryffindor		57%	56%	58%	42%	54%	48%	65%	71%	50%	62%	52%	52%
Hufflepuff		16%	13%	17%	20%	16%	17%	14%	12%	14%	17%	14%	15%
Ravenclaw		19%	21%	18%	23%	21%	26%	16%	13%	16%	16%	25%	14%
Slytherin		8%	10%	7%	16%	9%	9%	5%	3%	20%	5%	9%	20%

harrypotter5. Which, if any, of the following original Harry Potter books have you read? (Please select all that apply)

	Unweighted base	1054	452	602	190	213	186	166	299	39	552	404	59
Base: All GB adults who are a fan of either the books or films		1064	476	589	193	229	197	162	285	44	553	406	62
Harry Potter and the Philosopher's Stone		67%	61%	72%	81%	73%	63%	63%	59%	51%	63%	75%	67%
Harry Potter and the Chamber of Secrets		64%	57%	69%	74%	74%	60%	57%	55%	59%	59%	70%	65%
Harry Potter and the Prisoner of Azkaban		62%	56%	67%	74%	71%	61%	54%	52%	58%	58%	68%	57%
Harry Potter and the Goblet of Fire		60%	53%	66%	70%	70%	57%	53%	53%	50%	57%	67%	56%
Harry Potter and the Order of the Phoenix		57%	50%	63%	66%	68%	55%	50%	48%	51%	54%	64%	54%
Harry Potter and the Half-Blood Prince		54%	46%	61%	63%	63%	52%	47%	47%	43%	50%	62%	50%
Harry Potter and the Deathly Hallows		53%	44%	60%	59%	62%	50%	45%	46%	40%	49%	60%	49%
None of these		26%	32%	21%	13%	19%	26%	33%	37%	25%	30%	21%	22%
Don't know		2%	2%	2%	2%	2%	-	3%		3%	2%	1%	4%
Net: Read all		51%	42%	59%	59%	61%	48%	45%	45%	40%	48%	58%	47%

GB Sample: 21st - 22nd June 2017

Total	If you had to, which ONE would you choose?			
	Gryffindor	Hufflepuff	Ravenclaw	Slytherin

harrypotter3. 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?

	Unweighted base	1054	607	160	207	80
Base: All GB adults who are a fan of either the books or films		1064	607	165	206	86
Gryffindor	57%	100%	-	-	-	-
Hufflepuff	16%	-	100%	-	-	-
Ravenclaw	19%	-	-	100%	-	-
Slytherin	8%	-	-	-	100%	-

harrypotter5. Which, if any, of the following original Harry Potter books have you read? (Please select all that apply)

	Unweighted base	1054	607	160	207	80
Base: All GB adults who are a fan of either the books or films		1064	607	165	206	86
Harry Potter and the Philosopher's Stone	67%	67%	60%	74%	64%	
Harry Potter and the Chamber of Secrets	64%	62%	59%	73%	63%	
Harry Potter and the Prisoner of Azkaban	62%	61%	55%	73%	59%	
Harry Potter and the Goblet of Fire	60%	61%	48%	71%	57%	
Harry Potter and the Order of the Phoenix	57%	56%	50%	68%	56%	
Harry Potter and the Half-Blood Prince	54%	53%	44%	66%	56%	
Harry Potter and the Deathly Hallows	53%	52%	43%	64%	50%	
None of these	26%	28%	28%	21%	24%	
Don't know	2%	1%	2%	2%	5%	
Net: Read all	51%	51%	41%	62%	50%	

GB Sample: 21st - 22nd June 2017

Total	Gender		Age					If you had to choose, which ONE of the following sets of personality traits/ attributes would you say applies to you the most?			
	Male	Female	18-24	25-34	35-44	45-54	55+	Courage, bravery, nerve and chivalry	Hard work, patience, justice and loyalty	Intelligence, creativity, learning and wit	Ambition, cunning, leadership and resourcefulness

harrypotter6. Which, if any, of the following original Harry Potter films have you watched? (Please select all that apply)

	Unweighted base	1054	452	602	190	213	186	166	299	39	552	404	59
Base: All GB adults who are a fan of either the books or films		1064	476	589	193	229	197	162	285	44	553	406	62
Harry Potter and the Philosopher's Stone		87%	86%	88%	95%	85%	86%	91%	82%	74%	86%	90%	87%
Harry Potter and the Chamber of Secrets		84%	83%	85%	95%	84%	81%	89%	77%	66%	83%	88%	81%
Harry Potter and the Prisoner of Azkaban		83%	81%	84%	95%	82%	76%	89%	75%	74%	82%	86%	81%
Harry Potter and the Goblet of Fire		79%	77%	81%	94%	78%	75%	85%	71%	60%	78%	84%	75%
Harry Potter and the Order of the Phoenix		78%	78%	79%	93%	78%	73%	83%	70%	63%	78%	81%	78%
Harry Potter and the Half-Blood Prince		76%	75%	77%	90%	76%	70%	80%	68%	57%	75%	79%	80%
Harry Potter and the Deathly Hallows: Part 1		75%	74%	76%	90%	74%	74%	78%	65%	59%	76%	76%	72%
Harry Potter and the Deathly Hallows: Part 2		73%	72%	75%	91%	73%	70%	77%	63%	61%	73%	75%	71%
None of these		6%	7%	5%	2%	7%	4%	4%	10%	4%	7%	5%	6%
Don't know		3%	4%	3%	0%	2%	4%	4%	5%	3%	4%	2%	4%
Net: Watched all		70%	68%	71%	87%	70%	67%	73%	59%	49%	71%	71%	71%

GB Sample: 21st - 22nd June 2017

Total	If you had to, which ONE would you choose?			
	Gryffindor	Hufflepuff	Ravenclaw	Slytherin

harrypotter6. Which, if any, of the following original Harry Potter films have you watched? (Please select all that apply)

	Unweighted base	607	160	207	80
Base: All GB adults who are a fan of either the books or films	1064	607	165	206	86
Harry Potter and the Philosopher's Stone	87%	90%	79%	86%	82%
Harry Potter and the Chamber of Secrets	84%	88%	72%	85%	78%
Harry Potter and the Prisoner of Azkaban	83%	86%	74%	83%	77%
Harry Potter and the Goblet of Fire	79%	83%	68%	81%	74%
Harry Potter and the Order of the Phoenix	78%	81%	66%	80%	76%
Harry Potter and the Half-Blood Prince	76%	80%	63%	76%	71%
Harry Potter and the Deathly Hallows: Part 1	75%	78%	63%	78%	70%
Harry Potter and the Deathly Hallows: Part 2	73%	76%	62%	77%	69%
None of these	6%	4%	10%	9%	7%
Don't know	3%	3%	5%	2%	6%
Net: Watched all	70%	73%	56%	73%	68%

GB Sample: 21st - 22nd June 2017

Total	Gender		Age					If you had to choose, which ONE of the following sets of personality traits/ attributes would you say applies to you the most?			
	Male	Female	18-24	25-34	35-44	45-54	55+	Courage, bravery, nerve and chivalry	Hard work, patience, justice and loyalty	Intelligence, creativity, learning and wit	Ambition, cunning, leadership and resourcefulness

harrypotter7a. For the following question, if you don't have any favourite Harry Potter characters, please select the "Not applicable" option.

Which THREE, if any, of the following characters are your favourites? (Please select up to THREE options. If any of your answers don't appear in the list below, please type them in the "Other" box)

	Unweighted base	1054	452	602	190	213	186	166	299	39	552	404	59
Base: All GB adults who are a fan of either the books or films		1064	476	589	193	229	197	162	285	44	553	406	62
Alastor "Mad-Eye" Moody	4%	7%	2%	4%	5%	7%	4%	4%	2%	4%	4%	4%	14%
Albus Dumbledore	25%	29%	22%	21%	32%	25%	23%	24%	29%	39%	24%	26%	18%
Bellatrix Lestrange	6%	6%	5%	9%	7%	4%	7%	2%	9%	4%	6%	6%	12%
Dobby the Elf	21%	19%	23%	21%	18%	19%	24%	24%	25%	22%	20%	20%	17%
Draco Malfoy	4%	3%	4%	9%	5%	2%	2%	1%	4%	3%	3%	3%	11%
Fred and/or George Weasley	8%	8%	9%	14%	12%	4%	9%	5%	11%	7%	10%	10%	12%
Ginny Weasley	4%	5%	2%	4%	3%	5%	2%	3%	-	4%	4%	4%	2%
Harry Potter	25%	24%	25%	24%	19%	22%	30%	29%	22%	28%	19%	19%	35%
Hermione Granger	27%	23%	31%	30%	29%	28%	24%	25%	27%	28%	28%	26%	28%
Lord Voldemort	3%	5%	2%	4%	4%	3%	2%	2%	2%	2%	2%	4%	6%
Lucius Malfoy	1%	1%	1%	-	0%	2%	1%	2%	-	1%	2%	2%	-
Luna Lovegood	14%	13%	15%	23%	13%	14%	13%	11%	7%	13%	17%	17%	11%
Neville Longbottom	9%	6%	12%	10%	12%	10%	6%	7%	12%	11%	7%	7%	5%
Professor Minerva McGonagall	13%	10%	15%	16%	12%	11%	12%	12%	9%	12%	14%	14%	17%
Remus Lupin	8%	8%	8%	15%	9%	10%	4%	4%	12%	5%	12%	12%	6%
Ron Weasley	18%	12%	23%	16%	15%	16%	19%	24%	5%	24%	14%	14%	8%
Rubeus Hagrid	14%	16%	13%	14%	11%	13%	16%	17%	8%	15%	14%	14%	14%
Severus Snape	21%	20%	22%	18%	25%	30%	21%	15%	27%	18%	24%	24%	26%
Sirius Black	14%	14%	13%	19%	21%	15%	13%	4%	18%	12%	16%	16%	10%
Other	2%	1%	2%	2%	1%	2%	1%	2%	3%	2%	2%	2%	1%
Don't know	1%	2%	1%	0%	3%	3%	1%	0%	3%	1%	1%	1%	8%
Not applicable - I don't have a favourite Harry Potter character	14%	16%	12%	6%	8%	13%	15%	24%	8%	16%	13%	13%	3%

GB Sample: 21st - 22nd June 2017

Total	If you had to, which ONE would you choose?			
	Gryffindor	Hufflepuff	Ravenclaw	Slytherin

harrypotter7a. For the following question, if you don't have any favourite Harry Potter characters, please select the "Not applicable" option.

Which THREE, if any, of the following characters are your favourites? (Please select up to THREE options. If any of your answers don't appear in the list below, please type them in the "Other" box)

	Unweighted base	1054	607	160	207	80
Base: All GB adults who are a fan of either the books or films		1064	607	165	206	86
Alastor "Mad-Eye" Moody	4%	4%	4%	5%	4%	9%
Albus Dumbledore	25%	28%	28%	17%	27%	17%
Bellatrix Lestrange	6%	6%	3%	8%	5%	19%
Dobby the Elf	21%	21%	23%	21%	19%	12%
Draco Malfoy	4%	4%	2%	7%	1%	13%
Fred and/or George Weasley	8%	8%	6%	12%	11%	13%
Ginny Weasley	4%	4%	3%	2%	7%	2%
Harry Potter	25%	25%	32%	18%	13%	11%
Hermione Granger	27%	27%	32%	20%	24%	17%
Lord Voldemort	3%	3%	3%	4%	2%	7%
Lucius Malfoy	1%	1%	1%	1%	2%	-
Luna Lovegood	14%	14%	11%	18%	23%	11%
Neville Longbottom	9%	9%	9%	12%	9%	8%
Professor Minerva McGonagall	13%	13%	12%	11%	15%	13%
Remus Lupin	8%	8%	6%	7%	13%	10%
Ron Weasley	18%	18%	22%	18%	13%	7%
Rubeus Hagrid	14%	14%	15%	17%	12%	9%
Severus Snape	21%	21%	19%	18%	25%	33%
Sirius Black	14%	14%	12%	13%	16%	24%
Other	2%	2%	2%	1%	3%	-
Don't know	1%	1%	1%	2%	-	5%
Not applicable - I don't have a favourite Harry Potter character	14%	14%	12%	19%	14%	11%

GB Sample: 21st - 22nd June 2017

Total	Gender		Age					If you had to choose, which ONE of the following sets of personality traits/ attributes would you say applies to you the most?			
	Male	Female	18-24	25-34	35-44	45-54	55+	Courage, bravery, nerve and chivalry	Hard work, patience, justice and loyalty	Intelligence, creativity, learning and wit	Ambition, cunning, leadership and resourcefulness

Which House do you think each of the following public figures would fit into the most? (Please select one option on each row. If you don't know this person, please select the 'Not applicable' option)

harrypotter9_1. Theresa May

Unweighted base	539	231	308	104	109	94	83	149	21	278	209	31
Base	540	239	301	104	116	96	82	142	22	275	212	32
Gryffindor	7%	7%	7%	4%	6%	1%	8%	13%	11%	7%	5%	13%
Ravenclaw	12%	11%	13%	17%	10%	14%	9%	10%	22%	11%	13%	10%
Hufflepuff	9%	9%	10%	9%	8%	8%	4%	15%	15%	11%	6%	10%
Slytherin	55%	56%	54%	64%	66%	61%	67%	27%	45%	48%	63%	62%
Not applicable - I don't know who this person is	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	17%	18%	17%	6%	10%	16%	13%	35%	6%	23%	13%	6%

harrypotter9_2. Jeremy Corbyn

Unweighted base	539	231	308	104	109	94	83	149	21	278	209	31
Base	540	239	301	104	116	96	82	142	22	275	212	32
Gryffindor	31%	30%	32%	43%	32%	32%	42%	14%	26%	31%	34%	15%
Ravenclaw	11%	11%	12%	18%	12%	15%	4%	9%	13%	12%	10%	14%
Hufflepuff	21%	23%	20%	27%	27%	18%	21%	14%	17%	15%	27%	34%
Slytherin	18%	18%	19%	6%	17%	15%	20%	30%	38%	19%	13%	33%
Not applicable - I don't know who this person is	1%	1%	0%	3%	-	-	-	1%	-	1%	1%	-
Don't know	17%	18%	17%	3%	11%	19%	14%	33%	6%	22%	14%	3%

harrypotter9_3. Donald Trump

Unweighted base	539	231	308	104	109	94	83	149	21	278	209	31
Base	540	239	301	104	116	96	82	142	22	275	212	32
Gryffindor	3%	3%	3%	4%	5%	1%	-	3%	10%	2%	3%	7%
Ravenclaw	3%	2%	4%	6%	2%	3%	1%	5%	10%	4%	2%	3%
Hufflepuff	7%	10%	6%	9%	6%	9%	7%	7%	17%	5%	8%	15%
Slytherin	69%	66%	72%	74%	77%	70%	79%	54%	44%	67%	75%	69%
Not applicable - I don't know who this person is	1%	1%	1%	3%	1%	-	-	1%	9%	1%	0%	-
Don't know	16%	18%	15%	4%	10%	17%	14%	31%	10%	22%	11%	6%

GB Sample: 21st - 22nd June 2017

Total	If you had to, which ONE would you choose?			
	Gryffindor	Hufflepuff	Ravenclaw	Slytherin

Which House do you think each of the following public figures would fit into the most? (Please select one option on each row. If you don't know this person, please select the 'Not applicable' option)

harrypotter9_1. Theresa May					
Unweighted base	539	318	77	110	34
Base	540	318	83	105	34
Gryffindor	7%	7%	2%	8%	10%
Ravenclaw	12%	13%	8%	9%	20%
Hufflepuff	9%	12%	2%	6%	8%
Slytherin	55%	49%	61%	66%	56%
Not applicable - I don't know who this person is	-	-	-	-	-
Don't know	17%	18%	28%	11%	6%
harrypotter9_2. Jeremy Corbyn					
Unweighted base	539	318	77	110	34
Base	540	318	83	105	34
Gryffindor	31%	33%	26%	27%	38%
Ravenclaw	11%	10%	14%	12%	16%
Hufflepuff	21%	18%	19%	29%	34%
Slytherin	18%	20%	16%	18%	6%
Not applicable - I don't know who this person is	1%	1%	-	1%	-
Don't know	17%	18%	25%	13%	6%
harrypotter9_3. Donald Trump					
Unweighted base	539	318	77	110	34
Base	540	318	83	105	34
Gryffindor	3%	3%	1%	3%	10%
Ravenclaw	3%	4%	2%	-	11%
Hufflepuff	7%	6%	5%	9%	19%
Slytherin	69%	69%	65%	79%	51%
Not applicable - I don't know who this person is	1%	1%	-	1%	-
Don't know	16%	17%	26%	8%	8%

GB Sample: 21st - 22nd June 2017

	Total	Gender		Age					If you had to choose, which ONE of the following sets of personality traits/ attributes would you say applies to you the most?			
		Male	Female	18-24	25-34	35-44	45-54	55+	Courage, bravery, nerve and chivalry	Hard work, patience, justice and loyalty	Intelligence, creativity, learning and wit	Ambition, cunning, leadership and resourcefulness
harrypotter9_4. Piers Morgan												
Unweighted base	539	231	308	104	109	94	83	149	21	278	209	31
Base	540	239	301	104	116	96	82	142	22	275	212	32
Gryffindor	5%	6%	5%	5%	3%	10%	5%	4%	-	5%	5%	9%
Ravenclaw	6%	5%	6%	8%	1%	9%	5%	5%	17%	6%	4%	7%
Hufflepuff	7%	8%	6%	11%	6%	3%	3%	9%	21%	7%	6%	2%
Slytherin	64%	60%	67%	64%	77%	62%	73%	49%	46%	60%	69%	67%
Not applicable - I don't know who this person is	2%	3%	2%	5%	5%	1%	-	1%	4%	1%	2%	11%
Don't know	16%	19%	14%	7%	8%	15%	14%	32%	11%	21%	14%	3%
harrypotter9_7. David Attenborough												
Unweighted base	539	231	308	104	109	94	83	149	21	278	209	31
Base	540	239	301	104	116	96	82	142	22	275	212	32
Gryffindor	35%	36%	35%	39%	34%	36%	39%	31%	33%	35%	35%	43%
Ravenclaw	23%	23%	23%	33%	27%	19%	23%	15%	30%	16%	30%	28%
Hufflepuff	22%	20%	23%	18%	26%	28%	18%	18%	27%	23%	20%	16%
Slytherin	3%	3%	2%	1%	3%	2%	6%	2%	-	4%	1%	6%
Not applicable - I don't know who this person is	1%	1%	0%	3%	-	-	-	-	-	0%	1%	-
Don't know	17%	18%	16%	6%	10%	15%	15%	33%	11%	22%	12%	7%
harrypotter9_8. Daniel Radcliffe												
Unweighted base	539	231	308	104	109	94	83	149	21	278	209	31
Base	540	239	301	104	116	96	82	142	22	275	212	32
Gryffindor	59%	57%	61%	63%	64%	56%	61%	53%	56%	60%	57%	66%
Ravenclaw	10%	12%	9%	6%	14%	16%	13%	5%	11%	10%	11%	8%
Hufflepuff	10%	11%	10%	21%	10%	11%	8%	5%	14%	6%	15%	13%
Slytherin	2%	2%	2%	3%	1%	1%	2%	3%	-	2%	2%	7%
Not applicable - I don't know who this person is	1%	2%	1%	3%	-	-	1%	2%	9%	2%	0%	-
Don't know	17%	18%	17%	4%	11%	17%	15%	33%	10%	21%	15%	6%
harrypotter9_9. Emma Watson												
Unweighted base	539	231	308	104	109	94	83	149	21	278	209	31
Base	540	239	301	104	116	96	82	142	22	275	212	32
Gryffindor	53%	56%	51%	56%	57%	55%	58%	45%	54%	55%	49%	70%
Ravenclaw	17%	11%	22%	32%	21%	15%	15%	7%	22%	13%	22%	20%
Hufflepuff	9%	12%	7%	7%	7%	12%	9%	11%	6%	8%	12%	-
Slytherin	2%	1%	2%	1%	2%	3%	1%	1%	4%	1%	2%	6%
Not applicable - I don't know who this person is	1%	1%	1%	1%	2%	-	1%	3%	4%	2%	1%	-
Don't know	17%	19%	16%	4%	11%	16%	17%	33%	10%	21%	15%	3%

GB Sample: 21st - 22nd June 2017

		If you had to, which ONE would you choose?				
		Total				
			Gryffindor	Hufflepuff	Ravenclaw	Slytherin
harrypotter9_4. Piers Morgan						
	Unweighted base	539	318	77	110	34
	Base	540	318	83	105	34
	Gryffindor	5%	6%	2%	4%	9%
	Ravenclaw	6%	5%	13%	1%	8%
	Hufflepuff	7%	7%	3%	9%	8%
	Slytherin	64%	64%	55%	70%	65%
	Not applicable - I don't know who this person is	2%	2%	6%	2%	-
	Don't know	16%	17%	21%	14%	9%
harrypotter9_7. David Attenborough						
	Unweighted base	539	318	77	110	34
	Base	540	318	83	105	34
	Gryffindor	35%	40%	28%	25%	42%
	Ravenclaw	23%	18%	19%	41%	29%
	Hufflepuff	22%	21%	26%	22%	14%
	Slytherin	3%	2%	4%	1%	6%
	Not applicable - I don't know who this person is	1%	-	-	3%	-
	Don't know	17%	19%	23%	8%	9%
harrypotter9_8. Daniel Radcliffe						
	Unweighted base	539	318	77	110	34
	Base	540	318	83	105	34
	Gryffindor	59%	65%	47%	56%	43%
	Ravenclaw	10%	9%	10%	12%	16%
	Hufflepuff	10%	7%	17%	13%	22%
	Slytherin	2%	2%	-	2%	6%
	Not applicable - I don't know who this person is	1%	-	5%	2%	3%
	Don't know	17%	18%	21%	15%	10%
harrypotter9_9. Emma Watson						
	Unweighted base	539	318	77	110	34
	Base	540	318	83	105	34
	Gryffindor	53%	60%	48%	42%	39%
	Ravenclaw	17%	10%	15%	36%	33%
	Hufflepuff	9%	9%	9%	9%	16%
	Slytherin	2%	1%	3%	2%	3%
	Not applicable - I don't know who this person is	1%	2%	2%	1%	-
	Don't know	17%	19%	22%	11%	10%

GB Sample: 21st - 22nd June 2017

	Total	Gender		Age					If you had to choose, which ONE of the following sets of personality traits/ attributes would you say applies to you the most?				
		Male	Female	18-24	25-34	35-44	45-54	55+	Courage, bravery, nerve and chivalry	Hard work, patience, justice and loyalty	Intelligence, creativity, learning and wit	Ambition, cunning, leadership and resourcefulness	
harrypotter9_10. David Beckham													
Unweighted base	539	231	308	104	109	94	83	149	21	278	209	31	
Base	540	239	301	104	116	96	82	142	22	275	212	32	
Gryffindor	28%	28%	28%	30%	33%	31%	34%	17%	29%	25%	32%	32%	
Ravenclaw	15%	13%	17%	14%	12%	16%	16%	19%	22%	18%	11%	17%	
Hufflepuff	27%	26%	29%	32%	38%	29%	24%	17%	17%	25%	31%	37%	
Slytherin	7%	8%	6%	11%	3%	6%	8%	8%	13%	7%	7%	3%	
Not applicable - I don't know who this person is	1%	1%	-	2%	1%	-	-	-	5%	0%	0%	-	
Don't know	21%	23%	20%	12%	13%	18%	19%	40%	14%	25%	19%	10%	
harrypotter9_11. Adele													
Unweighted base	539	231	308	104	109	94	83	149	21	278	209	31	
Base	540	239	301	104	116	96	82	142	22	275	212	32	
Gryffindor	24%	21%	25%	27%	28%	23%	19%	20%	30%	22%	24%	28%	
Ravenclaw	15%	14%	17%	16%	17%	22%	17%	8%	16%	16%	13%	25%	
Hufflepuff	31%	31%	31%	43%	35%	23%	37%	21%	22%	28%	36%	37%	
Slytherin	4%	6%	2%	2%	3%	7%	5%	3%	9%	3%	4%	6%	
Not applicable - I don't know who this person is	2%	3%	1%	3%	-	1%	-	5%	-	2%	2%	-	
Don't know	24%	25%	23%	8%	17%	24%	22%	42%	22%	29%	21%	3%	
harrypotter9_12. Mary Berry													
Unweighted base	539	231	308	104	109	94	83	149	21	278	209	31	
Base	540	239	301	104	116	96	82	142	22	275	212	32	
Gryffindor	16%	15%	17%	18%	10%	9%	23%	20%	33%	17%	12%	25%	
Ravenclaw	17%	20%	16%	20%	26%	18%	16%	9%	13%	13%	23%	17%	
Hufflepuff	38%	34%	41%	43%	37%	44%	41%	29%	23%	38%	40%	37%	
Slytherin	4%	3%	5%	4%	5%	4%	6%	2%	11%	4%	4%	5%	
Not applicable - I don't know who this person is	5%	7%	4%	9%	7%	5%	-	5%	14%	5%	6%	-	
Don't know	19%	22%	17%	6%	15%	18%	15%	36%	6%	23%	16%	15%	

GB Sample: 21st - 22nd June 2017

		If you had to, which ONE would you choose?				
		Total				
			Gryffindor	Hufflepuff	Ravenclaw	Slytherin
harrypotter9_10. David Beckham						
	Unweighted base	539	318	77	110	34
	Base	540	318	83	105	34
	Gryffindor	28%	29%	23%	30%	30%
	Ravenclaw	15%	19%	13%	6%	15%
	Hufflepuff	27%	25%	27%	35%	30%
	Slytherin	7%	5%	11%	8%	6%
	Not applicable - I don't know who this person is	1%	0%	-	2%	-
	Don't know	21%	21%	26%	18%	20%
harrypotter9_11. Adele						
	Unweighted base	539	318	77	110	34
	Base	540	318	83	105	34
	Gryffindor	24%	25%	19%	19%	34%
	Ravenclaw	15%	17%	11%	16%	13%
	Hufflepuff	31%	30%	36%	31%	28%
	Slytherin	4%	4%	2%	6%	3%
	Not applicable - I don't know who this person is	2%	1%	4%	4%	3%
	Don't know	24%	23%	27%	25%	20%
harrypotter9_12. Mary Berry						
	Unweighted base	539	318	77	110	34
	Base	540	318	83	105	34
	Gryffindor	16%	18%	11%	14%	15%
	Ravenclaw	17%	18%	13%	18%	22%
	Hufflepuff	38%	38%	41%	41%	26%
	Slytherin	4%	3%	6%	5%	11%
	Not applicable - I don't know who this person is	5%	3%	6%	7%	16%
	Don't know	19%	20%	23%	15%	9%

GB Sample: 21st - 22nd June 2017

	Gender		Age					If you had to choose, which ONE of the following sets of personality traits/ attributes would you say applies to you the most?				
	Male	Female	18-24	25-34	35-44	45-54	55+	Courage, bravery, nerve and chivalry	Hard work, patience, justice and loyalty	Intelligence, creativity, learning and wit	Ambition, cunning, leadership and resourcefulness	
harrypotter9_13. Andy Murray												
Unweighted base	539	231	308	104	109	94	83	149	21	278	209	31
Base	540	239	301	104	116	96	82	142	22	275	212	32
Gryffindor	29%	28%	30%	34%	33%	31%	29%	22%	26%	29%	29%	40%
Ravenclaw	22%	22%	21%	25%	19%	25%	25%	16%	28%	24%	20%	7%
Hufflepuff	19%	17%	20%	22%	29%	13%	15%	14%	18%	14%	22%	41%
Slytherin	7%	7%	8%	6%	6%	5%	7%	11%	9%	6%	8%	10%
Not applicable - I don't know who this person is	2%	1%	3%	6%	3%	1%	-	-	5%	2%	2%	-
Don't know	21%	24%	18%	7%	10%	24%	24%	36%	14%	25%	19%	3%

Which House do you think each of the following public figures would fit into the most? (Please select one option on each row. If you don't know this person, please select the 'Not applicable' option)

harrypotter9a_5. JK Rowling												
Unweighted base	515	221	294	86	104	92	83	150	18	274	195	28
Base	524	236	288	89	113	100	79	143	22	278	194	31
Gryffindor	37%	34%	40%	35%	36%	39%	38%	38%	24%	38%	37%	38%
Ravenclaw	21%	20%	22%	38%	25%	21%	11%	14%	26%	18%	24%	31%
Hufflepuff	9%	8%	9%	14%	12%	7%	6%	5%	4%	10%	8%	-
Slytherin	5%	7%	2%	4%	4%	5%	6%	5%	13%	4%	5%	3%
Not applicable - I don't know who this person is	2%	3%	1%	-	-	6%	1%	3%	4%	2%	2%	-
Don't know	26%	27%	25%	10%	23%	22%	38%	36%	29%	28%	24%	28%

harrypotter9a_6. The Queen												
Unweighted base	515	221	294	86	104	92	83	150	18	274	195	28
Base	524	236	288	89	113	100	79	143	22	278	194	31
Gryffindor	34%	33%	35%	39%	32%	29%	36%	35%	19%	35%	36%	23%
Ravenclaw	13%	15%	13%	20%	18%	16%	10%	7%	19%	13%	12%	21%
Hufflepuff	15%	15%	14%	24%	11%	16%	10%	14%	29%	13%	14%	23%
Slytherin	8%	7%	8%	5%	15%	10%	3%	3%	-	7%	10%	6%
Not applicable - I don't know who this person is	2%	3%	2%	-	1%	7%	1%	1%	4%	2%	3%	-
Don't know	28%	28%	28%	12%	23%	21%	40%	40%	29%	30%	26%	27%

GB Sample: 21st - 22nd June 2017

		If you had to, which ONE would you choose?				
		Gryffindor	Hufflepuff	Ravenclaw	Slytherin	
Total						
harrypotter9_13. Andy Murray						
	Unweighted base	539	318	77	110	34
	Base	540	318	83	105	34
	Gryffindor	29%	26%	33%	34%	33%
	Ravenclaw	22%	25%	20%	11%	24%
	Hufflepuff	19%	18%	13%	22%	31%
	Slytherin	7%	8%	6%	10%	-
	Not applicable - I don't know who this person is	2%	1%	3%	4%	3%
	Don't know	21%	22%	26%	19%	9%

Which House do you think each of the following public figures would fit into the most? (Please select one option on each row. If you don't know this person, please select the 'Not applicable' option)

harrypotter9a_5. JK Rowling						
	Unweighted base	515	289	83	97	46
	Base	524	289	83	101	51
	Gryffindor	37%	45%	25%	28%	30%
	Ravenclaw	21%	15%	29%	33%	19%
	Hufflepuff	9%	8%	7%	9%	13%
	Slytherin	5%	3%	7%	6%	7%
	Not applicable - I don't know who this person is	2%	1%	2%	5%	5%
	Don't know	26%	28%	31%	19%	25%

harrypotter9a_6. The Queen						
	Unweighted base	515	289	83	97	46
	Base	524	289	83	101	51
	Gryffindor	34%	39%	27%	25%	35%
	Ravenclaw	13%	12%	13%	22%	8%
	Hufflepuff	15%	14%	21%	14%	12%
	Slytherin	8%	6%	7%	10%	14%
	Not applicable - I don't know who this person is	2%	1%	1%	5%	5%
	Don't know	28%	29%	30%	24%	25%

GB Sample: 21st - 22nd June 2017

	Gender		Age					If you had to choose, which ONE of the following sets of personality traits/ attributes would you say applies to you the most?				
	Male	Female	18-24	25-34	35-44	45-54	55+	Courage, bravery, nerve and chivalry	Hard work, patience, justice and loyalty	Intelligence, creativity, learning and wit	Ambition, cunning, leadership and resourcefulness	
harrypotter9a_15. Kim Kardashian												
Unweighted base	515	221	294	86	104	92	83	150	18	274	195	28
Base	524	236	288	89	113	100	79	143	22	278	194	31
Gryffindor	2%	2%	3%	5%	3%	1%	2%	1%	-	2%	3%	6%
Ravenclaw	9%	11%	8%	8%	8%	11%	11%	8%	9%	9%	9%	12%
Hufflepuff	13%	12%	14%	25%	15%	12%	10%	8%	13%	12%	16%	13%
Slytherin	37%	40%	35%	41%	38%	42%	30%	35%	40%	40%	35%	23%
Not applicable - I don't know who this person is	9%	7%	10%	2%	6%	9%	13%	12%	9%	10%	6%	11%
Don't know	29%	28%	30%	19%	30%	24%	33%	37%	29%	28%	31%	35%
harrypotter9a_16. Kanye West												
Unweighted base	515	221	294	86	104	92	83	150	18	274	195	28
Base	524	236	288	89	113	100	79	143	22	278	194	31
Gryffindor	6%	6%	6%	11%	8%	6%	3%	4%	-	5%	8%	14%
Ravenclaw	9%	9%	10%	9%	12%	11%	6%	8%	-	10%	9%	20%
Hufflepuff	10%	12%	9%	15%	9%	19%	7%	5%	17%	8%	13%	10%
Slytherin	36%	34%	38%	50%	43%	30%	39%	24%	50%	39%	33%	19%
Not applicable - I don't know who this person is	8%	8%	7%	-	2%	10%	7%	16%	4%	8%	7%	10%
Don't know	30%	30%	30%	14%	26%	24%	36%	43%	29%	30%	30%	27%
harrypotter9a_17. Simon Cowell												
Unweighted base	515	221	294	86	104	92	83	150	18	274	195	28
Base	524	236	288	89	113	100	79	143	22	278	194	31
Gryffindor	5%	7%	4%	7%	6%	7%	-	5%	14%	4%	6%	3%
Ravenclaw	7%	6%	7%	11%	8%	9%	7%	1%	5%	7%	5%	16%
Hufflepuff	5%	6%	4%	6%	5%	8%	4%	3%	-	5%	6%	6%
Slytherin	58%	53%	63%	68%	60%	54%	58%	54%	48%	59%	61%	43%
Not applicable - I don't know who this person is	2%	4%	1%	-	-	6%	2%	4%	4%	2%	2%	5%
Don't know	22%	24%	21%	8%	21%	16%	29%	33%	29%	23%	20%	27%
harrypotter9a_18. Robbie Williams												
Unweighted base	515	221	294	86	104	92	83	150	18	274	195	28
Base	524	236	288	89	113	100	79	143	22	278	194	31
Gryffindor	18%	18%	17%	26%	21%	22%	15%	8%	10%	19%	15%	27%
Ravenclaw	12%	13%	12%	12%	9%	7%	14%	17%	15%	13%	12%	3%
Hufflepuff	22%	19%	25%	20%	28%	24%	14%	23%	18%	22%	24%	23%
Slytherin	16%	16%	15%	19%	14%	17%	19%	12%	24%	16%	15%	9%
Not applicable - I don't know who this person is	3%	5%	1%	4%	1%	4%	1%	3%	4%	3%	2%	9%
Don't know	30%	30%	29%	19%	27%	25%	36%	38%	29%	29%	31%	28%

GB Sample: 21st - 22nd June 2017

		If you had to, which ONE would you choose?				
		Total	Gryffindor	Hufflepuff	Ravenclaw	Slytherin
harrypotter9a_15. Kim Kardashian						
	Unweighted base	515	289	83	97	46
	Base	524	289	83	101	51
	Gryffindor	2%	0%	6%	3%	7%
	Ravenclaw	9%	11%	7%	2%	17%
	Hufflepuff	13%	12%	3%	20%	25%
	Slytherin	37%	41%	36%	38%	17%
	Not applicable - I don't know who this person is	9%	7%	12%	10%	7%
	Don't know	29%	29%	36%	26%	28%
harrypotter9a_16. Kanye West						
	Unweighted base	515	289	83	97	46
	Base	524	289	83	101	51
	Gryffindor	6%	5%	5%	5%	17%
	Ravenclaw	9%	9%	4%	10%	18%
	Hufflepuff	10%	9%	8%	15%	15%
	Slytherin	36%	37%	42%	36%	21%
	Not applicable - I don't know who this person is	8%	8%	6%	9%	4%
	Don't know	30%	31%	35%	25%	25%
harrypotter9a_17. Simon Cowell						
	Unweighted base	515	289	83	97	46
	Base	524	289	83	101	51
	Gryffindor	5%	4%	10%	3%	9%
	Ravenclaw	7%	6%	5%	6%	17%
	Hufflepuff	5%	6%	4%	3%	6%
	Slytherin	58%	60%	51%	66%	44%
	Not applicable - I don't know who this person is	2%	1%	2%	6%	3%
	Don't know	22%	23%	28%	16%	22%
harrypotter9a_18. Robbie Williams						
	Unweighted base	515	289	83	97	46
	Base	524	289	83	101	51
	Gryffindor	18%	17%	16%	21%	20%
	Ravenclaw	12%	12%	10%	9%	22%
	Hufflepuff	22%	23%	18%	27%	20%
	Slytherin	16%	16%	16%	15%	11%
	Not applicable - I don't know who this person is	3%	2%	3%	6%	-
	Don't know	30%	30%	37%	23%	27%

GB Sample: 21st - 22nd June 2017

	Total	Gender		Age					If you had to choose, which ONE of the following sets of personality traits/ attributes would you say applies to you the most?				
		Male	Female	18-24	25-34	35-44	45-54	55+	Courage, bravery, nerve and chivalry	Hard work, patience, justice and loyalty	Intelligence, creativity, learning and wit	Ambition, cunning, leadership and resourcefulness	
harrypotter9a_19. Taylor Swift													
Unweighted base	515	221	294	86	104	92	83	150	18	274	195	28	
Base	524	236	288	89	113	100	79	143	22	278	194	31	
Gryffindor	9%	14%	5%	14%	7%	9%	13%	5%	23%	7%	9%	13%	
Ravenclaw	14%	13%	15%	15%	15%	14%	17%	11%	4%	16%	13%	10%	
Hufflepuff	21%	17%	24%	24%	30%	18%	16%	17%	19%	24%	19%	14%	
Slytherin	19%	19%	19%	37%	20%	21%	14%	9%	21%	16%	23%	23%	
Not applicable - I don't know who this person is	7%	7%	7%	-	1%	9%	5%	15%	4%	7%	7%	10%	
Don't know	30%	31%	29%	11%	27%	29%	35%	42%	29%	31%	29%	30%	
harrypotter9a_20. Olivia Colman													
Unweighted base	515	221	294	86	104	92	83	150	18	274	195	28	
Base	524	236	288	89	113	100	79	143	22	278	194	31	
Gryffindor	16%	12%	18%	14%	8%	15%	21%	19%	9%	14%	18%	19%	
Ravenclaw	12%	10%	13%	9%	18%	10%	14%	8%	-	12%	13%	6%	
Hufflepuff	16%	18%	14%	24%	19%	15%	12%	12%	31%	16%	15%	13%	
Slytherin	3%	4%	2%	2%	3%	6%	-	3%	5%	3%	3%	-	
Not applicable - I don't know who this person is	27%	29%	25%	37%	29%	28%	19%	23%	30%	26%	27%	35%	
Don't know	27%	27%	27%	14%	22%	26%	34%	35%	25%	29%	23%	27%	
harrypotter9a_21. Judi Dench													
Unweighted base	515	221	294	86	104	92	83	150	18	274	195	28	
Base	524	236	288	89	113	100	79	143	22	278	194	31	
Gryffindor	36%	35%	37%	33%	33%	40%	36%	39%	35%	38%	34%	36%	
Ravenclaw	17%	16%	17%	31%	26%	12%	9%	8%	8%	14%	21%	16%	
Hufflepuff	14%	16%	13%	12%	10%	16%	16%	17%	15%	15%	15%	3%	
Slytherin	3%	3%	3%	2%	4%	4%	3%	1%	5%	2%	3%	3%	
Not applicable - I don't know who this person is	3%	3%	3%	5%	2%	4%	1%	2%	8%	3%	2%	-	
Don't know	27%	27%	27%	17%	25%	23%	34%	33%	29%	27%	25%	42%	
harrypotter9a_22. Ant & Dec													
Unweighted base	515	221	294	86	104	92	83	150	18	274	195	28	
Base	524	236	288	89	113	100	79	143	22	278	194	31	
Gryffindor	25%	19%	30%	35%	23%	27%	23%	21%	15%	28%	23%	24%	
Ravenclaw	8%	9%	7%	8%	9%	8%	5%	7%	15%	7%	9%	-	
Hufflepuff	32%	34%	30%	39%	41%	28%	30%	24%	23%	31%	35%	25%	
Slytherin	6%	9%	2%	2%	2%	8%	9%	6%	15%	5%	3%	16%	
Not applicable - I don't know who this person is	3%	3%	3%	1%	1%	6%	1%	5%	4%	2%	4%	3%	
Don't know	27%	27%	27%	13%	24%	23%	32%	37%	29%	27%	25%	31%	

GB Sample: 21st - 22nd June 2017

		If you had to, which ONE would you choose?				
		Total				
			Gryffindor	Hufflepuff	Ravenclaw	Slytherin
harrypotter9a_19. Taylor Swift						
	Unweighted base	515	289	83	97	46
	Base	524	289	83	101	51
	Gryffindor	9%	7%	9%	11%	16%
	Ravenclaw	14%	17%	11%	9%	13%
	Hufflepuff	21%	21%	15%	25%	23%
	Slytherin	19%	16%	22%	25%	21%
	Not applicable - I don't know who this person is	7%	7%	6%	9%	3%
	Don't know	30%	32%	36%	21%	25%
harrypotter9a_20. Olivia Colman						
	Unweighted base	515	289	83	97	46
	Base	524	289	83	101	51
	Gryffindor	16%	18%	11%	14%	14%
	Ravenclaw	12%	9%	13%	17%	10%
	Hufflepuff	16%	16%	22%	17%	8%
	Slytherin	3%	2%	3%	2%	11%
	Not applicable - I don't know who this person is	27%	25%	23%	32%	31%
	Don't know	27%	30%	28%	18%	26%
harrypotter9a_21. Judi Dench						
	Unweighted base	515	289	83	97	46
	Base	524	289	83	101	51
	Gryffindor	36%	42%	20%	31%	36%
	Ravenclaw	17%	13%	20%	24%	17%
	Hufflepuff	14%	14%	18%	14%	8%
	Slytherin	3%	2%	4%	4%	4%
	Not applicable - I don't know who this person is	3%	1%	5%	6%	3%
	Don't know	27%	27%	33%	21%	31%
harrypotter9a_22. Ant & Dec						
	Unweighted base	515	289	83	97	46
	Base	524	289	83	101	51
	Gryffindor	25%	26%	18%	29%	24%
	Ravenclaw	8%	9%	10%	5%	2%
	Hufflepuff	32%	28%	31%	37%	44%
	Slytherin	6%	6%	9%	4%	-
	Not applicable - I don't know who this person is	3%	2%	1%	8%	2%
	Don't know	27%	29%	31%	16%	28%