

YouGov Survey Results

Sample Size: 1902 GB Adults
Fieldwork: 4th - 5th February 2014

Total	Voting intention				2010 Vote			Gender		Age				Social Grade		
	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	
1902	X	X	X	X	586	462	395	922	980	226	481	650	544	1084	818	
Unweighted Sample	1902	479	581	123	186	585	477	402	894	1008	150	444	754	554	1269	633
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the Harry Potter series, have you...

Read the books?	4	3	5	4	2	4	4	5	4	4	1	5	4	3	4	3
Seen the films?	33	34	33	25	38	35	35	25	36	30	16	37	38	30	28	39
Both	27	29	28	36	16	21	25	35	22	32	64	27	27	12	32	20
Neither	37	35	34	35	44	40	36	36	39	35	19	31	31	56	36	38

J.K. Rowling, author of the Harry Potter series, recently suggested that the characters Hermione Granger and Ron Weasley (played by Emma Watson and Rupert Grint in the films) should not have ended up together as they did, and would likely have ended up needing relationship counselling.
In your opinion, which pairing would be have been best?

Hermione and Ron	19	22	18	19	7	21	19	14	16	21	35	25	19	7	17	21
Hermione and Harry	21	19	26	22	24	19	26	20	21	21	20	21	23	18	21	20
Hermione and someone else	6	6	5	9	6	4	5	9	5	7	12	5	6	4	7	5
Don't know or no opinion	54	54	50	50	62	57	51	58	58	51	33	49	52	71	55	54

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In your opinion, which pairing would be have been best?

[Excluding respondents who haven't read the books or seen the films or both; n=1183]

Hermione and Ron	29	33	27	28	13	34	29	21	26	32	42	36	26	16	26	34
Hermione and Harry	28	25	35	30	33	25	36	28	29	27	25	27	30	30	29	27
Hermione and someone else	9	8	7	11	11	6	7	13	7	11	14	7	8	9	10	8
Don't know or no opinion	34	34	31	30	42	36	28	38	38	30	20	30	36	46	35	31

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	Region					Thinking about the Harry Potter series, have you...				
	Total	London	Rest of South	Midlands / Wales	North	Scotland	Read the books?	Seen the films?	Both	Neither
Weighted Sample	1902	243	618	407	468	165	70	623	512	696
Unweighted Sample	1902	290	605	381	415	211	77	576	530	719
	%	%	%	%	%	%	%	%	%	%

Thinking about the Harry Potter series, have you...

Read the books?	4	6	4	2	4	3	100	0	0	0
Seen the films?	33	33	33	35	32	30	0	100	0	0
Both	27	26	25	28	28	29	0	0	100	0
Neither	37	36	38	34	36	39	0	0	0	100

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In your opinion, which pairing would be have been best?**

Hermione and Ron	19	17	18	19	19	22	28	21	40	1
Hermione and Harry	21	24	21	24	20	13	25	32	24	8
Hermione and someone else	6	9	6	4	6	7	9	5	13	1
Don't know or no opinion	54	50	55	54	55	58	39	42	23	90

**J.K. Rowling, author of the Harry Potter series, recently suggested that the characters Hermione Granger and Ron Weasley (played by Emma Watson and Rupert Grint in the films) should not have ended up together as they did, and would likely have ended up needing relationship counselling.
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[Excluding respondents who haven't read the books or seen the films or both; n=1183]

Hermione and Ron	29	24	29	28	30	36	28	21	40	0
Hermione and Harry	28	32	28	31	29	15	25	32	24	0
Hermione and someone else	9	13	8	7	9	12	9	5	13	0
Don't know or no opinion	34	31	34	34	32	37	39	42	23	0