

YouGov Survey Results

Sample Size: 2469

Fieldwork: 11th - 13th May 2010

	Gender		Age			Social Grade		Region					
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
All GB Adults	2469	1194	1270	483	601	581	1356	1107	301	812	531	575	218
Unweighted Sample	2469	1233	1231	453	642	570	1594	869	299	855	471	544	268
	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following books have you read?

Harry Potter and the Philosopher's Stone	36	32	41	46	30	19	37	36	43	38	34	33	37
Harry Potter and the Chamber of Secrets	33	29	37	45	25	16	34	32	39	34	29	33	34
Harry Potter and the Prisoner of Azkaban	30	25	35	37	24	15	32	28	34	31	28	29	33
Harry Potter and the Goblet of Fire	30	26	34	40	22	15	30	30	34	30	27	31	33
Harry Potter and the Order of the Phoenix	27	22	32	32	21	14	28	25	30	29	24	25	31
Harry Potter and the Half-Blood Prince	25	21	29	31	20	12	27	23	28	27	22	24	28
Harry Potter and the Deathly Hallows	24	20	29	31	19	12	26	22	28	25	22	23	27
None	61	64	58	48	69	79	61	61	55	60	65	63	61
I don't know	1	1	0	2	0	0	0	1	1	1	0	1	0

All four instalments of Stephanie Meyer's 'Twilight' series figure in the top seven best-selling books in the 2000 to 2010 decade. Which of the following statements best captures your relationship with the series?

I have read all four of the Twilight books	6	1	10	11	2	1	6	6	6	6	6	5	6
I have read one or more Twilight books, but not the whole series	4	4	4	5	3	1	3	4	4	3	3	5	3
I have read a part of the one or more of the Twilight books, but have not completed a book	2	1	2	3	1	1	2	2	2	2	1	1	2
I have not read any part of any of the Twilight books	74	79	70	71	77	77	78	69	73	74	72	75	76
Not applicable to me	13	13	13	6	15	20	10	18	13	13	17	11	12
I don't know	2	3	1	4	2	1	2	2	2	1	1	3	2

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

The only author to figure in the top 7 best-selling books of the decade, besides Stephanie Meyer, was JK Rowling, author of the Harry Potter series. Whose books do you prefer reading?

The Harry Potter books	19	19	20	28	17	8	17	22	24	17	17	22	23
The Twilight books	4	1	7	6	2	1	5	4	4	6	4	3	2
Not applicable, like I said, I haven't read either of them/I haven't read one of the two, so can't compare	74	77	70	62	79	90	77	70	68	74	76	73	73
Don't know	3	3	3	5	2	1	2	4	3	3	3	3	2