

YouGov Survey Results

Sample Size: 1629 GB Adults

Fieldwork: 16th - 17th October 2011

| | 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 | 1629 | 792 | 837 | 197 | 415 | 557 | 459 | 929 | 700 | 209 | 529 | 349 | 401 | 142 |
| Unweighted Sample | 1629 | 745 | 884 | 133 | 476 | 624 | 396 | 1091 | 538 | 283 | 560 | 295 | 378 | 113 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

It is 85 years since the children's books Winnie-the-Pooh, by AA Milne, were first published. Which, if any, is or was your favourite major character from the stories?

| | | | | | | | | | | | | | | |
|--|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Tigger | 32 | 38 | 26 | 38 | 34 | 36 | 22 | 32 | 31 | 36 | 29 | 37 | 29 | 27 |
| Winnie the Pooh | 17 | 16 | 18 | 21 | 15 | 17 | 19 | 17 | 19 | 18 | 17 | 20 | 18 | 10 |
| Eeyore | 15 | 10 | 20 | 13 | 19 | 15 | 13 | 17 | 13 | 11 | 18 | 11 | 16 | 18 |
| Piglet | 6 | 3 | 9 | 11 | 9 | 7 | 2 | 7 | 6 | 6 | 8 | 5 | 7 | 4 |
| Christopher Robin | 2 | 2 | 2 | 0 | 1 | 2 | 4 | 2 | 2 | 4 | 2 | 2 | 2 | 2 |
| Owl | 1 | 1 | 1 | 0 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 2 |
| Rabbit | 1 | 1 | 1 | 0 | 2 | 0 | 1 | 1 | 0 | 2 | 1 | 0 | 0 | 3 |
| Roo | 1 | 0 | 1 | 2 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 3 |
| Kanga | 1 | 0 | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 1 | 0 | 0 | 1 |
| None of these | 5 | 5 | 4 | 3 | 4 | 6 | 5 | 5 | 4 | 5 | 3 | 6 | 5 | 9 |
| Not applicable, I am not familiar with the Winnie-the-Pooh stories | 13 | 15 | 10 | 2 | 5 | 10 | 27 | 11 | 15 | 8 | 12 | 12 | 16 | 16 |
| I don't know | 6 | 9 | 4 | 8 | 8 | 5 | 6 | 6 | 7 | 8 | 8 | 5 | 5 | 7 |