

1. Familiar with Harry Potter

Have you read any of the Harry Potter books or seen any of the Harry Potter movies?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	54%	54%	54%	79%	56%	46%	36%	52%	47%	54%	72%
No	45%	46%	45%	20%	44%	53%	63%	46%	53%	45%	28%
Not sure	1%	1%	1%	1%	1%	2%	0%	2%	—	1%	—
Totals (Unweighted N)	100% (999)	100% (478)	100% (521)	100% (190)	100% (265)	100% (399)	100% (145)	100% (680)	100% (120)	100% (121)	100% (78)

	Party ID (3 category)				Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Yes	54%	55%	57%	46%	54%	54%	51%	54%	52%	55%	48%	64%
No	45%	44%	42%	53%	44%	46%	49%	44%	48%	43%	52%	34%
Not sure	1%	1%	1%	1%	2%	0%	—	1%	0%	2%	0%	2%
Totals (Unweighted N)	100% (999)	100% (363)	100% (398)	100% (238)	100% (491)	100% (255)	100% (118)	100% (135)	100% (187)	100% (248)	100% (379)	100% (185)

2. Hogwarts House - Self

In the Harry Potter books, students at Hogwarts are sorted into four different houses, based on their personalities. Which house would you most like to be in?

Asked of those familiar with Harry Potter

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Gryffindor (brave, daring, chivalrous)	17%	18%	17%	18%	21%	15%	12%	18%	5%	27%	13%
Hufflepuff (patient, loyal, hardworking)	31%	28%	35%	28%	27%	36%	39%	31%	38%	22%	38%
Ravenclaw (intelligent, witty, learned)	37%	37%	36%	38%	39%	34%	36%	39%	26%	31%	38%
Slytherin (cunning, shrewd, ambitious)	4%	5%	4%	7%	6%	2%	—	4%	11%	6%	3%
Not sure	10%	12%	8%	10%	7%	12%	13%	8%	20%	14%	8%
Totals (Unweighted N)	100% (557)	100% (259)	100% (298)	100% (152)	100% (162)	100% (194)	100% (49)	100% (378)	100% (58)	100% (67)	100% (54)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Gryffindor (brave, daring, chivalrous)	17%	15%	18%	20%	21%	13%	9%	20%	8%	15%	22%	20%
Hufflepuff (patient, loyal, hardworking)	31%	30%	29%	40%	34%	35%	25%	21%	25%	38%	33%	28%
Ravenclaw (intelligent, witty, learned)	37%	39%	39%	26%	32%	31%	56%	44%	50%	35%	32%	34%
Slytherin (cunning, shrewd, ambitious)	4%	7%	3%	5%	3%	8%	6%	2%	6%	4%	3%	6%
Not sure	10%	10%	11%	9%	10%	13%	4%	13%	11%	8%	10%	12%
Totals (Unweighted N)	100% (557)	100% (208)	100% (233)	100% (116)	100% (272)	100% (146)	100% (66)	100% (73)	100% (100)	100% (141)	100% (196)	100% (120)

3. Hogwarts House - Politicians – Jeb Bush

Which house do you think each of these politicians is best suited?

Asked of those familiar with Harry Potter

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Gryffindor (brave, daring, chivalrous)	7%	10%	5%	10%	10%	4%	—	5%	10%	15%	10%
Hufflepuff (patient, loyal, hardworking)	23%	25%	21%	26%	11%	23%	40%	27%	20%	9%	18%
Ravenclaw (intelligent, witty, learned)	8%	6%	9%	9%	6%	10%	3%	6%	14%	10%	9%
Slytherin (cunning, shrewd, ambitious)	24%	28%	20%	16%	24%	34%	20%	26%	8%	27%	23%
Not sure	38%	31%	45%	39%	48%	29%	37%	37%	47%	39%	40%
Totals (Unweighted N)	100% (543)	100% (254)	100% (289)	100% (151)	100% (156)	100% (188)	100% (48)	100% (370)	100% (55)	100% (66)	100% (52)

	Party ID (3 category)			Family Income (3 category)				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Gryffindor (brave, daring, chivalrous)	7%	8%	7%	8%	7%	7%	10%	6%	9%	4%	9%	7%
Hufflepuff (patient, loyal, hardworking)	23%	24%	18%	31%	18%	31%	41%	10%	22%	30%	20%	20%
Ravenclaw (intelligent, witty, learned)	8%	14%	4%	7%	9%	5%	5%	11%	13%	3%	12%	4%
Slytherin (cunning, shrewd, ambitious)	24%	22%	25%	23%	27%	23%	18%	17%	19%	29%	25%	22%
Not sure	38%	32%	46%	31%	39%	33%	27%	56%	37%	34%	35%	47%
Totals (Unweighted N)	100% (543)	100% (204)	100% (226)	100% (113)	100% (266)	100% (143)	100% (63)	100% (71)	100% (98)	100% (137)	100% (191)	100% (117)

4. Hogwarts House - Politicians – Ben Carson

Which house do you think each of these politicians is best suited?

Asked of those familiar with Harry Potter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Gryffindor (brave, daring, chivalrous)	7%	10%	5%	10%	5%	7%	5%	5%	9%	14%	9%
Hufflepuff (patient, loyal, hardworking)	21%	21%	22%	22%	18%	21%	29%	22%	26%	15%	23%
Ravenclaw (intelligent, witty, learned)	18%	24%	13%	11%	19%	21%	28%	21%	14%	7%	20%
Slytherin (cunning, shrewd, ambitious)	16%	16%	16%	15%	18%	20%	8%	15%	6%	23%	23%
Not sure	37%	30%	44%	42%	40%	33%	30%	38%	45%	40%	25%
Totals (Unweighted N)	100% (543)	100% (252)	100% (291)	100% (152)	100% (157)	100% (187)	100% (47)	100% (370)	100% (54)	100% (66)	100% (53)

	Party ID (3 category)				Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Gryffindor (brave, daring, chivalrous)	7%	9%	6%	9%	10%	4%	2%	8%	9%	7%	8%	5%
Hufflepuff (patient, loyal, hardworking)	21%	16%	22%	28%	19%	28%	32%	9%	26%	21%	19%	22%
Ravenclaw (intelligent, witty, learned)	18%	16%	13%	31%	14%	23%	22%	18%	15%	19%	26%	8%
Slytherin (cunning, shrewd, ambitious)	16%	21%	16%	10%	18%	17%	15%	11%	12%	19%	13%	21%
Not sure	37%	38%	43%	22%	40%	28%	28%	53%	37%	33%	34%	44%
Totals (Unweighted N)	100% (543)	100% (203)	100% (227)	100% (113)	100% (265)	100% (144)	100% (64)	100% (70)	100% (98)	100% (137)	100% (192)	100% (116)

5. Hogwarts House - Politicians – Chris Christie

Which house do you think each of these politicians is best suited?

Asked of those familiar with Harry Potter

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Gryffindor (brave, daring, chivalrous)	10%	11%	10%	11%	12%	9%	8%	9%	11%	17%	10%
Hufflepuff (patient, loyal, hardworking)	6%	6%	6%	3%	3%	7%	19%	6%	—	7%	12%
Ravenclaw (intelligent, witty, learned)	8%	6%	10%	5%	11%	9%	7%	8%	3%	10%	9%
Slytherin (cunning, shrewd, ambitious)	36%	41%	32%	29%	31%	48%	41%	41%	20%	26%	39%
Not sure	39%	36%	42%	52%	43%	27%	24%	37%	65%	41%	29%
Totals (Unweighted N)	100% (544)	100% (254)	100% (290)	100% (150)	100% (159)	100% (186)	100% (49)	100% (372)	100% (55)	100% (64)	100% (53)

	Party ID (3 category)			Family Income (3 category)				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Gryffindor (brave, daring, chivalrous)	10%	9%	10%	14%	10%	15%	7%	4%	12%	8%	11%	11%
Hufflepuff (patient, loyal, hardworking)	6%	9%	4%	8%	7%	5%	5%	5%	4%	9%	7%	4%
Ravenclaw (intelligent, witty, learned)	8%	9%	8%	7%	7%	11%	11%	4%	10%	4%	14%	2%
Slytherin (cunning, shrewd, ambitious)	36%	42%	33%	36%	37%	33%	51%	29%	48%	41%	30%	32%
Not sure	39%	31%	46%	35%	39%	36%	26%	58%	26%	38%	38%	50%
Totals (Unweighted N)	100% (544)	100% (203)	100% (228)	100% (113)	100% (265)	100% (145)	100% (64)	100% (70)	100% (100)	100% (137)	100% (193)	100% (114)

6. Hogwarts House - Politicians – Hillary Clinton

Which house do you think each of these politicians is best suited?

Asked of those familiar with Harry Potter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Gryffindor (brave, daring, chivalrous)	12%	9%	14%	13%	14%	10%	6%	8%	21%	21%	12%
Hufflepuff (patient, loyal, hardworking)	8%	9%	8%	7%	12%	8%	6%	6%	22%	11%	5%
Ravenclaw (intelligent, witty, learned)	16%	12%	20%	14%	16%	18%	17%	14%	16%	24%	16%
Slytherin (cunning, shrewd, ambitious)	49%	54%	44%	46%	39%	55%	61%	57%	15%	21%	62%
Not sure	15%	17%	14%	20%	19%	9%	9%	14%	25%	23%	5%
Totals (Unweighted N)	100% (547)	100% (257)	100% (290)	100% (151)	100% (158)	100% (190)	100% (48)	100% (373)	100% (55)	100% (66)	100% (53)

	Party ID (3 category)				Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Gryffindor (brave, daring, chivalrous)	12%	20%	10%	1%	13%	8%	11%	15%	14%	7%	11%	14%
Hufflepuff (patient, loyal, hardworking)	8%	19%	3%	4%	10%	9%	7%	3%	13%	7%	10%	4%
Ravenclaw (intelligent, witty, learned)	16%	28%	13%	4%	14%	14%	22%	22%	16%	16%	12%	21%
Slytherin (cunning, shrewd, ambitious)	49%	23%	56%	75%	46%	55%	51%	42%	40%	55%	54%	43%
Not sure	15%	9%	19%	16%	17%	14%	9%	18%	17%	15%	13%	17%
Totals (Unweighted N)	100% (547)	100% (207)	100% (226)	100% (114)	100% (266)	100% (144)	100% (65)	100% (72)	100% (100)	100% (136)	100% (193)	100% (118)

7. Hogwarts House - Politicians – Ted Cruz

Which house do you think each of these politicians is best suited?

Asked of those familiar with Harry Potter

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Gryffindor (brave, daring, chivalrous)	10%	15%	6%	14%	7%	10%	11%	10%	10%	19%	0%
Hufflepuff (patient, loyal, hardworking)	7%	9%	6%	7%	7%	6%	12%	9%	12%	–	1%
Ravenclaw (intelligent, witty, learned)	10%	13%	8%	4%	10%	11%	24%	10%	1%	10%	18%
Slytherin (cunning, shrewd, ambitious)	38%	40%	36%	32%	38%	45%	36%	40%	21%	30%	49%
Not sure	34%	24%	43%	43%	38%	27%	18%	30%	55%	41%	31%
Totals (Unweighted N)	100% (544)	100% (257)	100% (287)	100% (150)	100% (159)	100% (187)	100% (48)	100% (370)	100% (55)	100% (66)	100% (53)

	Party ID (3 category)			Family Income (3 category)				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Gryffindor (brave, daring, chivalrous)	10%	5%	8%	27%	10%	11%	6%	13%	11%	6%	15%	8%
Hufflepuff (patient, loyal, hardworking)	7%	5%	6%	16%	5%	14%	5%	5%	5%	11%	7%	7%
Ravenclaw (intelligent, witty, learned)	10%	7%	11%	14%	8%	19%	10%	3%	5%	9%	20%	4%
Slytherin (cunning, shrewd, ambitious)	38%	49%	36%	22%	40%	27%	61%	31%	49%	42%	27%	40%
Not sure	34%	34%	39%	21%	37%	28%	17%	48%	31%	33%	31%	42%
Totals (Unweighted N)	100% (544)	100% (204)	100% (227)	100% (113)	100% (268)	100% (141)	100% (64)	100% (71)	100% (100)	100% (136)	100% (192)	100% (116)

8. Hogwarts House - Politicians – Carly Fiorina

Which house do you think each of these politicians is best suited?

Asked of those familiar with Harry Potter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Gryffindor (brave, daring, chivalrous)	10%	15%	5%	10%	12%	9%	6%	6%	10%	23%	13%
Hufflepuff (patient, loyal, hardworking)	8%	9%	7%	5%	5%	11%	14%	9%	5%	10%	5%
Ravenclaw (intelligent, witty, learned)	13%	14%	12%	9%	16%	12%	18%	11%	13%	15%	21%
Slytherin (cunning, shrewd, ambitious)	27%	30%	24%	26%	23%	29%	35%	30%	20%	15%	31%
Not sure	42%	31%	52%	49%	43%	38%	28%	43%	52%	38%	30%
Totals (Unweighted N)	100% (541)	100% (252)	100% (289)	100% (148)	100% (157)	100% (189)	100% (47)	100% (369)	100% (55)	100% (64)	100% (53)

	Party ID (3 category)				Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Gryffindor (brave, daring, chivalrous)	10%	10%	8%	13%	13%	8%	6%	4%	10%	13%	12%	4%
Hufflepuff (patient, loyal, hardworking)	8%	6%	7%	13%	8%	7%	9%	8%	3%	4%	11%	11%
Ravenclaw (intelligent, witty, learned)	13%	8%	15%	16%	7%	22%	12%	16%	18%	10%	12%	13%
Slytherin (cunning, shrewd, ambitious)	27%	35%	23%	24%	23%	30%	48%	20%	33%	28%	25%	26%
Not sure	42%	40%	47%	33%	48%	34%	24%	52%	37%	45%	40%	45%
Totals (Unweighted N)	100% (541)	100% (201)	100% (226)	100% (114)	100% (264)	100% (143)	100% (64)	100% (70)	100% (97)	100% (139)	100% (190)	100% (115)

9. Hogwarts House - Politicians – Jim Gilmore

Which house do you think each of these politicians is best suited?

Asked of those familiar with Harry Potter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Gryffindor (brave, daring, chivalrous)	6%	7%	5%	10%	7%	0%	8%	3%	13%	15%	5%
Hufflepuff (patient, loyal, hardworking)	4%	6%	2%	6%	3%	3%	5%	3%	5%	6%	4%
Ravenclaw (intelligent, witty, learned)	2%	3%	1%	1%	4%	1%	–	1%	2%	–	9%
Slytherin (cunning, shrewd, ambitious)	10%	10%	9%	10%	10%	11%	3%	8%	8%	11%	16%
Not sure	79%	73%	84%	73%	76%	85%	83%	85%	73%	67%	66%
Totals (Unweighted N)	100% (542)	100% (252)	100% (290)	100% (151)	100% (154)	100% (189)	100% (48)	100% (370)	100% (54)	100% (65)	100% (53)

	Party ID (3 category)				Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Gryffindor (brave, daring, chivalrous)	6%	8%	4%	9%	6%	11%	–	2%	6%	7%	7%	4%
Hufflepuff (patient, loyal, hardworking)	4%	6%	2%	4%	5%	2%	8%	3%	7%	4%	4%	3%
Ravenclaw (intelligent, witty, learned)	2%	3%	1%	3%	1%	4%	–	1%	1%	1%	4%	1%
Slytherin (cunning, shrewd, ambitious)	10%	11%	8%	11%	11%	9%	6%	10%	9%	8%	9%	12%
Not sure	79%	72%	85%	74%	77%	74%	86%	85%	78%	80%	77%	80%
Totals (Unweighted N)	100% (542)	100% (204)	100% (225)	100% (113)	100% (265)	100% (142)	100% (64)	100% (71)	100% (99)	100% (138)	100% (190)	100% (115)

10. Hogwarts House - Politicians – Mike Huckabee

Which house do you think each of these politicians is best suited?

Asked of those familiar with Harry Potter

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Gryffindor (brave, daring, chivalrous)	9%	11%	6%	8%	11%	7%	10%	9%	8%	11%	6%
Hufflepuff (patient, loyal, hardworking)	17%	22%	13%	11%	14%	25%	20%	18%	8%	14%	23%
Ravenclaw (intelligent, witty, learned)	5%	6%	5%	6%	1%	4%	17%	7%	2%	3%	0%
Slytherin (cunning, shrewd, ambitious)	22%	21%	24%	19%	22%	26%	23%	23%	20%	22%	25%
Not sure	46%	40%	52%	55%	51%	38%	31%	43%	62%	50%	45%
Totals (Unweighted N)	100% (542)	100% (251)	100% (291)	100% (150)	100% (156)	100% (188)	100% (48)	100% (370)	100% (54)	100% (66)	100% (52)

	Party ID (3 category)			Family Income (3 category)				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Gryffindor (brave, daring, chivalrous)	9%	7%	7%	16%	8%	9%	12%	8%	11%	7%	11%	5%
Hufflepuff (patient, loyal, hardworking)	17%	10%	20%	22%	17%	19%	27%	9%	17%	19%	23%	9%
Ravenclaw (intelligent, witty, learned)	5%	3%	2%	18%	5%	9%	3%	4%	1%	10%	5%	5%
Slytherin (cunning, shrewd, ambitious)	22%	33%	20%	11%	23%	17%	26%	30%	25%	22%	17%	28%
Not sure	46%	48%	50%	33%	48%	47%	32%	49%	45%	42%	44%	53%
Totals (Unweighted N)	100% (542)	100% (202)	100% (226)	100% (114)	100% (264)	100% (144)	100% (63)	100% (71)	100% (97)	100% (139)	100% (190)	100% (116)

11. Hogwarts House - Politicians – John Kasich

Which house do you think each of these politicians is best suited?

Asked of those familiar with Harry Potter

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Gryffindor (brave, daring, chivalrous)	5%	6%	3%	7%	4%	3%	2%	3%	8%	7%	8%
Hufflepuff (patient, loyal, hardworking)	14%	19%	9%	12%	9%	15%	26%	15%	4%	15%	16%
Ravenclaw (intelligent, witty, learned)	7%	9%	6%	8%	7%	6%	9%	8%	3%	9%	6%
Slytherin (cunning, shrewd, ambitious)	15%	16%	13%	11%	20%	17%	8%	15%	13%	12%	18%
Not sure	60%	50%	68%	62%	60%	58%	55%	60%	71%	57%	52%
Totals (Unweighted N)	100% (539)	100% (251)	100% (288)	100% (150)	100% (155)	100% (187)	100% (47)	100% (368)	100% (53)	100% (65)	100% (53)

	Party ID (3 category)			Family Income (3 category)				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Gryffindor (brave, daring, chivalrous)	5%	7%	4%	3%	4%	5%	8%	5%	10%	1%	6%	2%
Hufflepuff (patient, loyal, hardworking)	14%	18%	8%	21%	11%	14%	28%	14%	17%	16%	15%	9%
Ravenclaw (intelligent, witty, learned)	7%	6%	8%	8%	4%	12%	17%	2%	7%	11%	6%	5%
Slytherin (cunning, shrewd, ambitious)	15%	15%	13%	18%	16%	18%	9%	10%	10%	22%	14%	13%
Not sure	60%	53%	67%	51%	66%	52%	38%	69%	56%	50%	60%	70%
Totals (Unweighted N)	100% (539)	100% (199)	100% (225)	100% (115)	100% (263)	100% (143)	100% (64)	100% (69)	100% (98)	100% (137)	100% (191)	100% (113)

12. Hogwarts House - Politicians – Martin O’Malley

Which house do you think each of these politicians is best suited?

Asked of those familiar with Harry Potter

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Gryffindor (brave, daring, chivalrous)	6%	7%	4%	6%	10%	5%	—	4%	10%	8%	8%
Hufflepuff (patient, loyal, hardworking)	13%	15%	12%	12%	13%	11%	23%	15%	9%	8%	11%
Ravenclaw (intelligent, witty, learned)	8%	11%	5%	9%	7%	6%	10%	7%	14%	9%	5%
Slytherin (cunning, shrewd, ambitious)	12%	14%	9%	11%	12%	11%	12%	10%	5%	14%	22%
Not sure	62%	53%	70%	62%	58%	67%	55%	63%	62%	62%	54%
Totals (Unweighted N)	100% (542)	100% (252)	100% (290)	100% (149)	100% (158)	100% (187)	100% (48)	100% (368)	100% (54)	100% (66)	100% (54)

	Party ID (3 category)			Family Income (3 category)				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Gryffindor (brave, daring, chivalrous)	6%	8%	5%	5%	3%	6%	18%	6%	10%	3%	7%	4%
Hufflepuff (patient, loyal, hardworking)	13%	18%	9%	14%	12%	13%	19%	13%	10%	19%	9%	15%
Ravenclaw (intelligent, witty, learned)	8%	9%	8%	4%	6%	9%	6%	13%	9%	5%	7%	10%
Slytherin (cunning, shrewd, ambitious)	12%	14%	10%	12%	12%	15%	8%	8%	11%	11%	14%	10%
Not sure	62%	51%	68%	65%	68%	56%	49%	61%	60%	62%	63%	61%
Totals (Unweighted N)	100% (542)	100% (202)	100% (227)	100% (113)	100% (269)	100% (142)	100% (63)	100% (68)	100% (97)	100% (138)	100% (190)	100% (117)

13. Hogwarts House - Politicians – Barack Obama

Which house do you think each of these politicians is best suited?

Asked of those familiar with Harry Potter

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Gryffindor (brave, daring, chivalrous)	9%	8%	11%	14%	12%	5%	2%	8%	11%	9%	18%
Hufflepuff (patient, loyal, hardworking)	17%	16%	18%	19%	20%	13%	16%	12%	34%	24%	21%
Ravenclaw (intelligent, witty, learned)	27%	27%	27%	27%	21%	32%	27%	25%	25%	38%	27%
Slytherin (cunning, shrewd, ambitious)	29%	31%	27%	17%	27%	38%	46%	38%	2%	12%	22%
Not sure	18%	20%	16%	24%	21%	12%	9%	18%	27%	16%	12%
Totals (Unweighted N)	100% (548)	100% (254)	100% (294)	100% (151)	100% (159)	100% (189)	100% (49)	100% (373)	100% (55)	100% (66)	100% (54)

	Party ID (3 category)			Family Income (3 category)				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Gryffindor (brave, daring, chivalrous)	9%	19%	5%	3%	9%	8%	4%	16%	10%	8%	9%	11%
Hufflepuff (patient, loyal, hardworking)	17%	31%	13%	3%	19%	14%	16%	16%	22%	10%	15%	21%
Ravenclaw (intelligent, witty, learned)	27%	37%	27%	10%	26%	26%	45%	15%	38%	25%	23%	26%
Slytherin (cunning, shrewd, ambitious)	29%	3%	33%	62%	27%	33%	26%	32%	18%	36%	40%	18%
Not sure	18%	10%	22%	21%	18%	19%	8%	22%	12%	21%	14%	24%
Totals (Unweighted N)	100% (548)	100% (206)	100% (228)	100% (114)	100% (269)	100% (144)	100% (65)	100% (70)	100% (99)	100% (138)	100% (192)	100% (119)

14. Hogwarts House - Politicians – Sarah Palin

Which house do you think each of these politicians is best suited?

Asked of those familiar with Harry Potter

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Gryffindor (brave, daring, chivalrous)	13%	17%	10%	11%	9%	19%	17%	14%	9%	10%	17%
Hufflepuff (patient, loyal, hardworking)	12%	9%	14%	15%	7%	15%	4%	14%	15%	7%	2%
Ravenclaw (intelligent, witty, learned)	8%	8%	9%	8%	9%	5%	13%	7%	3%	2%	28%
Slytherin (cunning, shrewd, ambitious)	35%	35%	36%	26%	41%	40%	38%	36%	18%	45%	35%
Not sure	31%	31%	31%	39%	34%	21%	27%	29%	55%	35%	19%
Totals (Unweighted N)	100% (541)	100% (252)	100% (289)	100% (150)	100% (158)	100% (185)	100% (48)	100% (367)	100% (55)	100% (65)	100% (54)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Gryffindor (brave, daring, chivalrous)	13%	5%	13%	28%	16%	16%	8%	6%	10%	18%	17%	7%
Hufflepuff (patient, loyal, hardworking)	12%	9%	12%	16%	13%	7%	11%	15%	14%	13%	11%	10%
Ravenclaw (intelligent, witty, learned)	8%	7%	9%	7%	8%	14%	5%	3%	6%	7%	12%	6%
Slytherin (cunning, shrewd, ambitious)	35%	51%	28%	26%	38%	31%	43%	28%	40%	35%	31%	38%
Not sure	31%	28%	37%	23%	25%	32%	34%	48%	30%	27%	29%	39%
Totals (Unweighted N)	100% (541)	100% (205)	100% (225)	100% (111)	100% (265)	100% (143)	100% (63)	100% (70)	100% (98)	100% (137)	100% (191)	100% (115)

15. Hogwarts House - Politicians – Rand Paul

Which house do you think each of these politicians is best suited?

Asked of those familiar with Harry Potter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Gryffindor (brave, daring, chivalrous)	11%	16%	6%	12%	8%	9%	17%	9%	7%	17%	14%
Hufflepuff (patient, loyal, hardworking)	10%	14%	7%	7%	11%	12%	13%	10%	10%	9%	17%
Ravenclaw (intelligent, witty, learned)	15%	18%	12%	16%	7%	18%	21%	19%	9%	8%	7%
Slytherin (cunning, shrewd, ambitious)	21%	19%	22%	12%	27%	23%	21%	23%	10%	19%	17%
Not sure	43%	33%	53%	52%	46%	39%	27%	39%	64%	47%	45%
Totals (Unweighted N)	100% (544)	100% (254)	100% (290)	100% (150)	100% (159)	100% (187)	100% (48)	100% (370)	100% (56)	100% (65)	100% (53)

	Party ID (3 category)				Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Gryffindor (brave, daring, chivalrous)	11%	10%	9%	15%	11%	9%	17%	7%	12%	9%	14%	7%
Hufflepuff (patient, loyal, hardworking)	10%	12%	8%	13%	12%	12%	9%	4%	8%	7%	16%	8%
Ravenclaw (intelligent, witty, learned)	15%	12%	14%	22%	12%	19%	24%	11%	14%	22%	12%	13%
Slytherin (cunning, shrewd, ambitious)	21%	25%	18%	19%	18%	23%	24%	21%	27%	19%	17%	22%
Not sure	43%	40%	50%	31%	47%	38%	25%	57%	39%	42%	42%	50%
Totals (Unweighted N)	100% (544)	100% (203)	100% (227)	100% (114)	100% (266)	100% (144)	100% (64)	100% (70)	100% (98)	100% (139)	100% (192)	100% (115)

16. Hogwarts House - Politicians – Ronald Reagan

Which house do you think each of these politicians is best suited?

Asked of those familiar with Harry Potter

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Gryffindor (brave, daring, chivalrous)	25%	28%	21%	24%	23%	25%	31%	26%	17%	23%	26%
Hufflepuff (patient, loyal, hardworking)	16%	15%	17%	11%	15%	21%	21%	17%	9%	9%	23%
Ravenclaw (intelligent, witty, learned)	20%	19%	20%	17%	17%	23%	26%	19%	16%	27%	19%
Slytherin (cunning, shrewd, ambitious)	15%	15%	14%	14%	17%	16%	6%	13%	18%	13%	20%
Not sure	25%	22%	27%	35%	28%	15%	16%	25%	40%	28%	12%
Totals (Unweighted N)	100% (541)	100% (251)	100% (290)	100% (151)	100% (156)	100% (188)	100% (46)	100% (366)	100% (55)	100% (67)	100% (53)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Gryffindor (brave, daring, chivalrous)	25%	16%	24%	41%	22%	27%	26%	26%	18%	28%	29%	22%
Hufflepuff (patient, loyal, hardworking)	16%	20%	15%	11%	18%	18%	12%	10%	11%	13%	25%	11%
Ravenclaw (intelligent, witty, learned)	20%	18%	18%	27%	24%	18%	18%	9%	20%	24%	18%	17%
Slytherin (cunning, shrewd, ambitious)	15%	20%	14%	6%	13%	13%	16%	20%	18%	15%	6%	22%
Not sure	25%	25%	29%	15%	22%	24%	28%	35%	32%	20%	22%	28%
Totals (Unweighted N)	100% (541)	100% (201)	100% (228)	100% (112)	100% (266)	100% (143)	100% (63)	100% (69)	100% (98)	100% (138)	100% (190)	100% (115)

17. Hogwarts House - Politicians – Marco Rubio

Which house do you think each of these politicians is best suited?

Asked of those familiar with Harry Potter

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Gryffindor (brave, daring, chivalrous)	12%	17%	8%	16%	11%	11%	9%	11%	10%	27%	5%
Hufflepuff (patient, loyal, hardworking)	6%	7%	5%	4%	7%	5%	13%	7%	4%	2%	8%
Ravenclaw (intelligent, witty, learned)	12%	11%	13%	8%	19%	9%	15%	13%	1%	5%	26%
Slytherin (cunning, shrewd, ambitious)	27%	29%	24%	20%	19%	39%	32%	30%	14%	26%	20%
Not sure	43%	35%	50%	52%	44%	36%	31%	39%	70%	41%	42%
Totals (Unweighted N)	100% (544)	100% (252)	100% (292)	100% (152)	100% (156)	100% (188)	100% (48)	100% (371)	100% (53)	100% (66)	100% (54)

	Party ID (3 category)			Family Income (3 category)				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Gryffindor (brave, daring, chivalrous)	12%	8%	11%	25%	10%	16%	12%	14%	12%	13%	15%	10%
Hufflepuff (patient, loyal, hardworking)	6%	8%	4%	10%	7%	8%	6%	2%	2%	5%	11%	4%
Ravenclaw (intelligent, witty, learned)	12%	7%	13%	19%	8%	19%	21%	4%	12%	16%	11%	10%
Slytherin (cunning, shrewd, ambitious)	27%	35%	23%	21%	27%	23%	36%	26%	30%	25%	23%	30%
Not sure	43%	43%	50%	25%	48%	35%	25%	53%	45%	41%	40%	46%
Totals (Unweighted N)	100% (544)	100% (203)	100% (227)	100% (114)	100% (265)	100% (144)	100% (64)	100% (71)	100% (98)	100% (139)	100% (192)	100% (115)

18. Hogwarts House - Politicians – Bernie Sanders

Which house do you think each of these politicians is best suited?

Asked of those familiar with Harry Potter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Gryffindor (brave, daring, chivalrous)	16%	14%	17%	14%	15%	15%	22%	16%	14%	13%	16%
Hufflepuff (patient, loyal, hardworking)	21%	19%	23%	18%	24%	24%	19%	21%	21%	26%	13%
Ravenclaw (intelligent, witty, learned)	19%	22%	16%	23%	16%	20%	13%	17%	14%	26%	24%
Slytherin (cunning, shrewd, ambitious)	16%	20%	13%	11%	16%	18%	24%	17%	9%	10%	24%
Not sure	28%	25%	31%	33%	29%	23%	22%	28%	42%	24%	22%
Totals (Unweighted N)	100% (544)	100% (253)	100% (291)	100% (151)	100% (158)	100% (187)	100% (48)	100% (369)	100% (56)	100% (66)	100% (53)

	Party ID (3 category)				Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Gryffindor (brave, daring, chivalrous)	16%	24%	14%	6%	13%	13%	34%	15%	16%	17%	12%	20%
Hufflepuff (patient, loyal, hardworking)	21%	24%	24%	11%	23%	22%	14%	19%	19%	26%	21%	19%
Ravenclaw (intelligent, witty, learned)	19%	26%	14%	18%	20%	21%	17%	13%	29%	15%	20%	14%
Slytherin (cunning, shrewd, ambitious)	16%	8%	15%	34%	15%	19%	17%	15%	11%	12%	24%	13%
Not sure	28%	17%	34%	31%	29%	25%	18%	38%	25%	30%	24%	34%
Totals (Unweighted N)	100% (544)	100% (203)	100% (228)	100% (113)	100% (267)	100% (143)	100% (63)	100% (71)	100% (100)	100% (138)	100% (191)	100% (115)

19. Hogwarts House - Politicians – Rick Santorum

Which house do you think each of these politicians is best suited?

Asked of those familiar with Harry Potter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Gryffindor (brave, daring, chivalrous)	5%	7%	4%	7%	4%	5%	5%	5%	14%	2%	3%
Hufflepuff (patient, loyal, hardworking)	12%	12%	11%	6%	11%	12%	27%	14%	11%	7%	6%
Ravenclaw (intelligent, witty, learned)	8%	12%	4%	7%	6%	10%	7%	7%	9%	4%	14%
Slytherin (cunning, shrewd, ambitious)	22%	21%	22%	17%	22%	26%	25%	23%	5%	26%	23%
Not sure	54%	48%	59%	62%	58%	46%	37%	51%	62%	61%	53%
Totals (Unweighted N)	100% (546)	100% (255)	100% (291)	100% (151)	100% (157)	100% (189)	100% (49)	100% (372)	100% (55)	100% (66)	100% (53)

	Party ID (3 category)				Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Gryffindor (brave, daring, chivalrous)	5%	5%	3%	11%	5%	9%	2%	4%	6%	7%	7%	1%
Hufflepuff (patient, loyal, hardworking)	12%	7%	9%	24%	9%	11%	28%	9%	17%	12%	12%	6%
Ravenclaw (intelligent, witty, learned)	8%	8%	8%	6%	9%	8%	3%	7%	7%	11%	11%	2%
Slytherin (cunning, shrewd, ambitious)	22%	27%	20%	17%	21%	20%	27%	23%	23%	21%	17%	27%
Not sure	54%	53%	59%	42%	57%	51%	40%	57%	47%	49%	53%	63%
Totals (Unweighted N)	100% (546)	100% (205)	100% (226)	100% (115)	100% (267)	100% (142)	100% (64)	100% (73)	100% (99)	100% (139)	100% (193)	100% (115)

20. Hogwarts House - Politicians – Donald Trump

Which house do you think each of these politicians is best suited?

Asked of those familiar with Harry Potter

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Gryffindor (brave, daring, chivalrous)	13%	12%	13%	13%	11%	14%	14%	13%	9%	16%	12%
Hufflepuff (patient, loyal, hardworking)	2%	3%	1%	0%	4%	2%	2%	2%	5%	–	3%
Ravenclaw (intelligent, witty, learned)	6%	7%	5%	4%	8%	6%	7%	6%	1%	2%	13%
Slytherin (cunning, shrewd, ambitious)	62%	62%	61%	59%	57%	66%	71%	65%	50%	64%	52%
Not sure	18%	16%	20%	24%	20%	13%	6%	15%	34%	18%	20%
Totals (Unweighted N)	100% (545)	100% (252)	100% (293)	100% (150)	100% (158)	100% (189)	100% (48)	100% (371)	100% (53)	100% (67)	100% (54)

	Party ID (3 category)			Family Income (3 category)				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Gryffindor (brave, daring, chivalrous)	13%	6%	14%	20%	13%	14%	8%	12%	19%	13%	14%	7%
Hufflepuff (patient, loyal, hardworking)	2%	2%	2%	3%	1%	4%	–	1%	3%	2%	3%	0%
Ravenclaw (intelligent, witty, learned)	6%	4%	4%	13%	6%	7%	8%	2%	2%	6%	8%	6%
Slytherin (cunning, shrewd, ambitious)	62%	73%	59%	49%	60%	66%	69%	56%	62%	62%	60%	64%
Not sure	18%	15%	20%	15%	20%	8%	16%	29%	15%	17%	16%	23%
Totals (Unweighted N)	100% (545)	100% (201)	100% (231)	100% (113)	100% (265)	100% (145)	100% (64)	100% (71)	100% (99)	100% (138)	100% (191)	100% (117)

Interviewing Dates	January 26 - 28, 2016
Target population	U.S. adults, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by age, gender, race, education, and region) was selected from the 2010 American Community Study. Voter registration was imputed from the November 2010 Current Population Survey Registration and Voting Supplement. Religion, minor party identification, and non-placement on an ideology scale, were imputed from the 2008 Pew Religion in American Life Survey.
Weighting	The sample was weighted using propensity scores based on age, gender, race, education, voter registration, and non-placement on an ideology scale. The weights range from 0.021 to 4.121, with a mean of one and a standard deviation of 0.893.
Number of respondents	1000
Margin of error	± 4.2% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	20 questions not reported.