

YouGov Survey Results

Sample Size: 1929 GB Adults
Fieldwork: 12th - 13th July 2011

	Harry Potter			Gender		Age				Social grade		Region					
	Total	Read books	Watched Films	Read books or watched films	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1929	664	1158	1192	937	992	233	492	660	544	1100	829	247	627	413	475	168
Unweighted Sample	1929	669	1164	1205	916	1013	126	539	745	519	1248	681	333	632	367	453	144
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which, if any, of the following books have you read?

Harry Potter and the Philosopher's Stone	32	92	50	52	26	37	58	32	29	24	36	26	29	35	33	29	29
Harry Potter and the Chamber of Secrets	29	83	45	46	24	33	54	31	25	19	33	23	27	31	30	26	25
Harry Potter and the Prisoner of Azkaban	27	79	43	44	24	31	53	29	24	18	31	23	24	30	28	26	22
Harry Potter and the Goblet of Fire	26	77	42	43	22	31	50	29	23	18	29	23	25	29	27	25	23
Harry Potter and the Order of the Phoenix	25	72	40	40	20	29	46	27	22	17	27	22	23	27	26	24	19
Harry Potter and the Half Blood Prince	23	66	37	37	18	27	40	26	21	16	25	20	21	25	25	21	19
Harry Potter and the Deathly Hallows	22	64	35	36	18	26	38	25	20	15	24	19	22	24	23	20	19
None of these	64	0	46	44	69	59	32	62	68	75	60	69	66	60	63	68	68
Don't know	1	0	0	0	1	1	4	3	1	0	1	2	1	2	1	1	1

Which, if any, of the following films have you watched?

Harry Potter and the Philosopher's Stone	56	89	94	91	53	59	68	59	58	46	59	53	47	62	56	55	53
Harry Potter and the Chamber of Secrets	48	84	81	78	45	51	63	53	50	37	50	47	41	53	49	46	47
Harry Potter and the Prisoner of Azkaban	45	79	76	73	44	47	54	51	47	34	48	42	36	48	48	45	44
Harry Potter and the Goblet of Fire	41	76	68	66	38	44	58	45	43	28	42	40	33	44	44	39	39
Harry Potter and the Order of the Phoenix	37	71	62	61	35	40	55	42	38	26	38	37	29	40	42	36	34
Harry Potter and the Half Blood Prince	34	65	57	55	31	37	52	39	34	22	35	33	27	36	37	32	35
Harry Potter and the Deathly Hallows Part 1	27	55	45	44	27	28	50	35	26	13	29	25	25	27	30	27	25
Harry Potter and the Deathly Hallows Part 2	2	4	3	3	2	2	3	1	2	1	2	1	2	2	1	2	1
None of these	38	5	0	3	40	36	24	32	38	50	35	41	45	33	39	39	39
Don't know	2	0	0	0	2	2	3	3	2	1	1	3	2	3	1	2	3

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

Which of the books from the Harry Potter series is your favourite?

[Only those who have read one or more of the books= 664]

Harry Potter and the Philosopher's Stone	15	15	16	15	13	16	8	13	17	22	14	17	14	16	17	16	7
Harry Potter and the Prisoner of Azkaban	12	12	12	12	14	10	16	18	7	7	13	10	18	9	10	15	12
Harry Potter and the Goblet of Fire	11	11	11	11	12	10	12	18	6	8	10	12	11	10	16	8	10
Harry Potter and the Deathly Hallows	11	11	11	11	12	9	9	12	14	5	11	10	8	12	8	12	10
Harry Potter and the Order of the Phoenix	10	10	10	10	10	10	10	13	11	6	10	11	9	11	10	9	10
Harry Potter and the Half Blood Prince	7	7	7	7	7	7	17	5	4	3	7	8	3	7	7	8	11
Harry Potter and the Chamber of Secrets	3	3	3	3	2	4	2	4	3	4	3	3	4	4	4	1	0
None	13	13	12	13	13	12	15	6	12	20	15	9	12	15	7	16	12
Don't know	19	19	18	19	15	21	11	12	25	25	18	20	20	17	20	15	29

Which of the films from the Harry Potter series is your favourite?

[Only those who have watched one or more of the films= 1158]

Harry Potter and the Philosopher's Stone	14	15	14	14	12	16	7	13	17	17	15	13	15	16	12	13	15
Harry Potter and the Prisoner of Azkaban	9	8	9	9	11	7	6	12	9	6	8	9	8	6	9	12	8
Harry Potter and the Deathly Hallows Part 1	8	11	8	8	10	7	19	10	6	2	8	9	6	6	13	8	8
Harry Potter and the Goblet of Fire	7	11	7	7	7	8	15	9	5	4	7	9	3	9	8	8	5
Harry Potter and the Order of the Phoenix	6	9	6	6	6	5	11	7	3	5	5	6	7	8	3	3	9
Harry Potter and the Chamber of Secrets	5	5	5	5	4	5	2	4	5	5	4	5	5	4	5	4	3
Harry Potter and the Half Blood Prince	5	8	5	5	5	5	10	6	5	2	6	4	4	4	5	8	4
Harry Potter and the Deathly Hallows Part 2	0	0	0	0	1	0	1	0	1	0	1	0	0	1	0	0	0
None	21	13	21	21	22	20	17	17	22	26	22	20	23	21	17	24	20
Don't know	25	21	25	25	22	27	12	23	28	31	24	26	30	24	28	19	29

On balance, do you prefer the Harry Potter films or the books?

[Only those who have watched one or more of the films and read one or more of the books= 630]

I prefer the films	25	25	25	25	29	22	31	22	25	22	22	31	24	24	33	22	18
I prefer the books	63	63	63	63	56	68	60	66	61	66	66	57	62	61	60	66	73
Don't know	12	12	12	12	14	10	9	12	14	12	12	12	14	15	7	12	8

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

Which of the four Hogwarts school houses would you MOST want to be in?

[Only those who have watched one or more of the films or read one or more of the books= 1192]

Gryffindor	48	59	49	48	41	55	57	53	46	40	49	47	46	49	50	49	44
Hufflepuff	6	7	6	6	5	7	5	6	7	6	6	6	5	7	5	6	6
Slytherin	5	6	6	5	8	3	12	5	5	2	5	6	6	4	8	5	3
Ravenclaw	5	7	5	5	7	3	8	8	2	1	4	5	5	5	2	5	8
Don't know	36	21	35	36	39	32	18	27	40	50	35	37	39	35	34	35	39

Which of the following list of Hogwarts classes would you most like to take?

[Only those who have watched one or more of the films or read one or more of the books= 1192]

Defence against the dark arts	16	20	17	16	23	11	21	22	16	8	16	18	18	16	16	18	16
Potions	14	14	14	14	10	17	14	19	14	8	14	14	9	11	16	18	14
Transfiguration	14	18	14	14	14	13	17	15	12	13	14	13	15	15	13	13	8
Care of Magical Creatures	10	12	10	10	5	14	13	7	11	9	11	9	6	10	13	10	8
Charms	9	10	9	9	5	12	10	10	8	10	9	9	11	11	7	8	7
Herbology	4	5	4	4	4	5	6	3	4	7	4	5	3	6	5	1	9
Astrology	3	2	3	3	3	4	2	3	4	2	3	3	2	3	5	2	2
Arithmancy	2	1	2	2	1	2	0	0	2	3	1	2	2	2	1	2	0
Runes	2	1	2	2	2	2	1	1	3	3	2	3	1	3	0	2	6
None of these	12	8	12	12	15	10	9	5	12	22	10	15	9	13	11	12	14
Don't know	14	8	14	14	19	10	7	16	15	15	16	10	24	10	13	14	17

Which of the following would you most like to try?

[Only those who have watched one or more of the films or read one or more of the books= 1192]

Butterbeer	26	35	26	26	29	23	39	34	19	18	28	23	29	25	31	26	12
Bertie Bott's Every Flavour Beans	12	13	12	12	10	14	14	13	13	10	10	16	7	12	11	17	10
Chocolate frogs	11	14	11	11	8	13	10	13	13	5	11	10	11	14	10	5	12
Fizzing Whizbees	8	7	8	8	6	10	9	9	8	7	9	7	8	6	8	7	16
Ton-Tongue Toffee	4	4	4	4	4	4	3	4	4	5	5	4	3	5	3	3	10
Cockroach Clusters	1	1	1	1	1	0	2	1	1	0	1	0	1	0	2	0	0
None of these	26	19	26	26	25	27	15	13	31	42	23	31	27	26	25	28	25
Don't know	12	7	12	12	16	9	8	12	13	14	14	9	14	11	10	15	15

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

Which is your favourite spell?

[Only those who have watched one or more of the films or read one or more of the books= 1192]

Accio - summons objects	12	15	12	12	10	14	15	14	12	9	13	11	11	12	11	15	9
Wingardium Leviosa - levitates objects	9	12	9	9	7	11	14	10	8	8	8	12	7	9	11	8	9
Obliviate - wipes people's short-term memory	7	7	7	7	8	6	8	9	7	4	9	5	8	7	5	10	2
Expelliarmus - disarms opponents	6	7	6	6	7	6	9	5	7	5	6	6	9	6	6	4	8
Expecto Patronum - produces a patronus against Dementors	6	10	7	6	3	10	10	8	5	6	7	6	7	7	6	5	7
Stupefy - stops people in their tracks	6	5	6	6	7	5	2	7	7	5	5	7	6	6	5	5	10
Imperius curse - one of the Unforgivable curses, forces people to do your bidding	5	5	5	5	6	5	8	5	5	4	5	5	6	5	7	4	1
Muffliato - stops others from being able to hear what you are saying	5	5	6	5	3	7	3	6	6	5	5	6	3	5	8	6	5
Confundus - confuses people	3	3	3	3	3	3	4	3	3	1	2	4	2	5	2	1	5
Finite Incantantum - finishes all other spells and charms that might be going on	3	3	3	3	2	4	3	1	3	5	3	3	3	3	3	3	6
Lumos - lights up the end of your wand like a torch	2	3	2	2	1	3	1	2	2	3	2	2	2	3	4	0	0
Petrificus totalus - Paralyzes victims painlessly until they are freed	2	2	2	2	2	2	0	3	2	2	2	3	3	2	2	3	1
Crucius curse-one of the Unforgivable curses, tortures victims with pain	1	1	1	1	1	1	2	2	1	1	1	2	1	1	2	2	0
Avada Kedavra - one of the Unforgivable curses, kills victims	1	2	1	1	2	1	3	2	0	1	1	1	0	2	1	2	0
None of these	12	8	11	12	14	10	11	6	12	17	11	13	11	11	9	13	16
Don't know	18	11	18	18	23	13	8	16	19	24	20	14	22	15	19	19	21

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

Which 'hallow' would you MOST want to own?

[Only those who have watched one or more of the films or read one or more of the books= 1192]

The invisibility cloak (permits the wearer to become invisible whilst worn)	56	64	56	56	50	61	61	59	56	49	55	57	51	57	59	54	55
The Elder Wand (the most powerful wand which is able to perform magic that would normally be impossible)	17	17	18	17	16	18	20	14	18	19	17	17	16	16	18	21	12
The resurrection stone (will bring the owner eternal life)	9	9	10	9	12	7	8	14	9	6	8	11	10	10	8	8	12
Don't know	18	10	17	18	22	14	11	14	18	26	19	15	23	17	15	17	20

Which of the following wizarding pets would you MOST want to own?

Owl	33	54	48	47	29	37	37	37	33	28	33	32	25	36	34	35	28
Cat	23	25	24	24	20	25	26	25	23	19	23	23	20	24	24	21	25
Frog	2	2	1	2	1	2	2	3	2	0	2	2	4	1	2	1	1
Rat	1	2	1	1	0	2	2	2	1	0	1	1	1	1	2	1	2
Newt	1	1	1	1	2	1	3	1	1	0	1	1	2	1	1	0	1
None of these	30	13	15	15	35	26	20	19	30	44	29	31	37	27	29	30	32
Don't know	11	4	10	10	13	8	10	13	11	8	11	9	11	10	9	12	11