

YouGov Survey Results

Sample Size: 3343 GB Adults

Fieldwork: 11th - 13th October 2016

	EU Ref Vote				Vote in 2015				Gender		Age				Social Grade		Region				
	Total	Remain	Leave	Did not vote	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	3343	1314	1427	519	943	782	201	320	1618	1725	388	1427	826	702	1906	1437	401	1110	719	806	308
Unweighted Sample	3343	1602	1352	337	976	799	218	328	1489	1854	394	1406	847	696	2057	1286	317	1137	733	829	327
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Please tick all that apply.

The Da Vinci Code	35	42	33	27	42	39	38	25	33	38	19	36	39	40	40	29	41	35	33	33	39
Harry Potter and the Philosopher's Stone	34	46	27	27	35	41	45	21	27	42	57	37	29	23	40	27	43	35	30	35	32
To Kill a Mockingbird	29	38	23	24	29	35	34	19	23	34	27	28	33	27	35	21	35	29	26	28	33
Lord of the Rings: The fellowship of the Ring	27	34	23	18	27	31	33	18	27	26	22	28	30	22	30	22	30	29	25	23	26
The Hitchhikers Guide to the Galaxy	23	32	18	13	21	30	31	18	26	20	13	25	26	21	26	18	32	25	21	18	20
The Girl with the Dragon Tattoo	20	26	17	11	25	21	24	11	16	23	10	17	24	25	23	14	19	21	18	20	20
Matilda	19	29	12	13	17	27	24	8	10	27	27	24	13	12	23	14	23	19	17	19	18
Bridget Jones's Diary	16	22	14	8	18	21	24	10	4	28	9	20	17	13	20	12	18	17	15	15	16
Fifty Shades of Grey	16	17	17	14	19	16	17	13	4	28	16	20	13	12	17	16	12	17	18	18	13
The Hunger Games	14	19	8	14	12	16	16	6	10	18	34	16	8	5	17	9	16	14	11	14	15
Life of Pi	12	19	8	8	11	16	18	7	9	16	10	13	13	12	15	8	18	13	9	11	14
Twilight	12	15	8	14	10	14	11	4	2	21	30	15	5	3	14	9	13	10	11	13	13
The Shining	12	13	12	10	11	14	9	13	12	12	7	13	14	11	13	11	13	12	11	11	14
Girl on the Train	11	14	10	9	14	13	13	7	4	18	11	10	12	13	13	9	9	12	10	13	10
Shawshank Redemption	9	10	10	6	10	9	9	9	10	9	3	9	10	12	10	8	6	10	9	10	9
PS, I Love You	9	12	8	7	11	10	10	5	1	17	9	11	8	7	10	7	8	8	8	11	10
Atonement	8	14	6	3	9	14	11	4	4	13	4	8	10	9	11	5	12	9	6	8	9
Room	5	7	3	5	4	6	7	2	2	8	5	6	3	4	6	3	6	4	4	5	6
Fight Club	3	5	1	2	2	3	3	2	4	2	3	4	2	1	3	3	4	3	2	3	3
None of these	27	16	33	34	23	23	19	41	35	19	20	25	28	32	19	37	23	26	29	27	26

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

Which, if any, of the following films have you seen? Please tick all that apply.

Harry Potter and the Philosopher's Stone	57	65	51	52	56	61	56	49	54	59	77	62	54	37	60	52	56	56	57	58	54
Bridget Jones's Diary	56	60	53	51	58	59	60	49	42	68	43	64	59	43	59	51	52	58	54	55	57
Shawshank Redemption	55	59	55	50	56	58	53	54	58	53	43	62	58	46	57	53	54	54	53	56	63
Lord of the Rings: The fellowship of the Ring	50	59	45	45	47	55	51	43	55	46	53	59	50	32	54	46	49	51	51	48	53
The Da Vinci Code	48	51	47	43	51	47	51	49	51	45	34	52	54	39	50	45	45	47	48	47	56
The Hunger Games	41	47	33	47	36	44	40	32	43	39	63	51	34	15	44	37	40	39	41	43	43
Matilda	39	44	34	34	33	40	40	37	31	46	56	45	34	21	40	37	36	39	36	43	37
The Shining	36	39	35	35	31	39	33	39	39	33	26	42	41	25	36	36	37	32	37	40	42
Fight Club	30	37	22	31	25	33	28	21	34	26	27	48	20	6	33	26	32	29	28	31	30
Life of Pi	29	35	24	30	27	28	35	26	29	29	33	32	28	23	31	27	32	29	28	28	32
The Girl with the Dragon Tattoo	29	35	26	21	28	33	32	23	30	27	18	33	32	22	31	26	31	28	27	27	34
Twilight	28	31	22	37	23	30	24	20	20	36	55	38	18	6	29	27	30	26	28	29	30
The Hitchhikers Guide to the Galaxy	28	35	23	22	26	30	34	24	35	21	21	34	27	18	30	24	29	29	26	27	29
To Kill a Mockingbird	28	33	25	22	26	32	28	27	27	28	20	24	37	28	31	23	26	26	28	27	34
Atonement	19	25	16	14	21	22	23	12	15	23	15	20	22	17	22	15	21	20	17	19	19
PS, I Love You	19	19	17	22	20	17	19	13	8	29	32	25	14	6	20	17	16	17	18	23	21
Fifty Shades of Grey	15	15	14	19	15	16	15	12	9	22	27	21	9	5	16	15	14	15	17	16	12
Room	5	7	4	6	4	7	4	1	3	7	10	7	3	2	6	4	9	4	4	5	5
Girl on the Train	5	5	5	6	6	5	4	4	4	6	9	5	4	5	5	5	6	5	4	6	4
None of these	10	6	12	11	10	8	11	14	11	8	4	7	9	20	7	13	7	11	11	10	9

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

Those who have read both the book and film...

Harry Potter and the Philosopher's Stone	32	42	24	25	31	38	39	20	24	39	55	35	27	18	37	25	38	32	28	33	29
The Da Vinci Code	28	33	26	23	32	30	32	20	27	29	14	31	32	26	32	23	30	27	27	27	33
Lord of the Rings: The fellowship of the Ring	24	31	19	16	22	29	30	16	25	22	21	26	26	16	26	20	27	25	23	21	24
To Kill a Mockingbird	18	23	14	14	17	22	19	13	15	20	16	17	22	16	21	13	19	17	17	18	21
The Hitchhikers Guide to the Galaxy	16	23	12	11	14	21	21	13	21	12	9	20	18	12	19	13	23	17	16	13	14
Bridget Jones's Diary	15	21	12	8	16	20	22	9	4	26	8	19	16	10	18	11	16	16	14	14	15
Matilda	14	22	9	10	12	20	18	5	8	21	25	19	9	7	17	11	18	14	12	15	14
The Hunger Games	13	18	7	13	11	15	14	5	9	16	33	15	7	3	16	8	15	13	9	13	14
The Girl with the Dragon Tattoo	13	18	10	6	14	15	16	8	12	13	6	13	16	12	15	9	14	13	12	12	14
Twilight	11	13	8	14	9	13	9	3	2	19	29	14	4	1	12	8	12	9	11	11	11
The Shining	10	12	10	8	9	14	8	10	10	11	6	12	13	8	12	9	12	9	10	11	13
Life of Pi	9	13	5	6	7	11	13	4	6	11	7	9	10	8	10	6	13	9	6	8	11
Fifty Shades of Grey	9	9	9	9	9	9	10	6	2	15	12	12	5	3	9	8	7	9	10	9	7
Shawshank Redemption	8	9	9	4	9	9	8	9	9	8	3	8	9	11	9	8	5	9	8	8	9
Atonement	6	10	4	2	6	9	8	3	3	9	3	6	7	6	8	3	8	7	4	6	5
PS, I Love You	6	7	6	5	8	6	8	3	0	12	8	8	5	3	7	5	6	5	5	8	7
Room	2	2	1	2	1	3	1	1	1	3	2	2	2	1	2	1	3	1	2	2	1
Girl on the Train	2	2	2	2	2	2	2	3	1	3	4	2	2	2	3	2	2	2	2	3	1
Fight Club	2	5	1	1	1	3	3	1	3	2	3	4	2	0	3	2	3	2	2	3	2
None of these	33	22	40	43	30	28	27	48	42	25	25	31	32	45	26	43	30	33	37	34	29

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

For the below, please say which you prefer, the book or the film...

Harry Potter and the Philosopher's Stone

[n=1159]

I prefer the book	54	59	46	57	53	55	53	41	50	56	51	62	44	45	58	45	55	54	53	55	50
I prefer the film	16	14	21	13	17	15	12	28	21	14	23	12	22	14	14	22	11	16	17	19	17
I like / dislike both equally	28	26	33	25	28	29	33	28	27	29	25	25	31	40	27	31	32	28	27	24	33
Don't know	2	1	1	5	2	1	2	2	2	1	1	2	3	0	2	2	2	2	2	2	0

Lord of the Rings: The fellowship of the Ring

[n=837]

I prefer the book	44	45	45	40	50	41	39	47	51	38	30	43	47	53	45	42	47	44	44	43	46
I prefer the film	28	28	29	30	26	30	38	24	22	34	41	31	22	19	28	27	27	30	21	33	28
I like / dislike both equally	26	25	25	24	23	26	21	29	24	27	26	24	28	26	25	27	22	24	32	24	26
Don't know	2	3	0	5	1	3	1	0	3	1	2	2	3	2	1	3	4	2	3	0	0

Room

[n=65]

I prefer the book	56	59	47	57	41	57	0	0	69	53	60	65	61	22	64	34	50	58	60	43	89
I prefer the film	20	23	26	0	24	20	100	43	31	18	35	8	7	59	18	26	19	14	20	29	11
I like / dislike both equally	22	15	26	43	35	19	0	57	0	26	5	28	25	18	18	34	22	28	20	27	0
Don't know	2	3	0	0	0	4	0	0	0	2	0	0	8	0	0	7	9	0	0	0	0

Girl on the Train

[n=76]

I prefer the book	62	62	62	59	53	65	100	51	54	63	81	65	51	43	65	54	15	54	57	89	37
I prefer the film	12	8	16	17	14	3	0	15	27	10	4	19	0	27	6	25	15	13	28	2	17
I like / dislike both equally	16	18	15	13	7	26	0	34	20	15	15	10	25	18	18	12	29	19	8	9	46
Don't know	10	12	7	11	25	6	0	0	0	12	0	6	23	13	11	9	41	14	7	0	0

The Hunger Games

[n=467]

I prefer the book	56	57	53	59	61	49	52	54	58	56	54	61	47	55	55	58	68	55	64	53	42
I prefer the film	23	21	22	29	19	28	29	18	30	20	24	20	34	23	25	20	25	19	20	29	28
I like / dislike both equally	20	20	25	12	19	23	19	28	12	24	21	19	17	21	19	21	5	26	16	18	29
Don't know	1	1	1	0	1	0	0	0	0	1	1	0	1	0	1	0	2	0	0	1	2

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Unweighted Sample	3343	1602	1352	337	976	799	218	328	1489	1854	394	1406	847	696	2057	1286	317	1137	733	829	327
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Da Vinci Code

[n=986]

I prefer the book	64	62	61	78	66	58	59	57	62	65	61	67	61	60	65	61	62	60	66	66	66
I prefer the film	14	15	15	10	13	16	21	18	13	15	19	12	16	17	14	15	8	15	15	17	13
I like / dislike both equally	20	21	23	9	19	24	17	23	22	18	18	20	20	22	20	21	29	22	17	16	20
Don't know	2	3	1	2	2	1	2	2	2	2	2	1	3	2	1	3	2	3	3	1	1

Life of Pi

[n=315]

I prefer the book	51	53	45	53	54	48	38	46	57	47	46	56	47	49	47	59	51	51	38	58	55
I prefer the film	30	25	40	32	37	30	32	33	28	31	26	28	32	32	29	31	30	34	42	19	24
I like / dislike both equally	18	20	15	15	8	18	27	21	15	19	28	14	19	18	22	9	13	15	20	21	22
Don't know	2	3	0	0	0	4	2	0	0	2	0	2	1	1	2	1	6	1	0	1	0

Bridget Jones's Diary

[n=567]

I prefer the book	34	35	28	50	30	35	37	19	34	34	21	40	27	28	37	26	27	29	41	38	36
I prefer the film	40	38	44	34	45	37	35	56	43	39	52	34	42	52	39	42	46	42	35	36	41
I like / dislike both equally	25	25	26	16	24	27	25	21	20	25	27	24	29	19	23	30	25	28	23	24	18
Don't know	2	2	1	0	1	1	3	3	3	1	0	2	2	1	1	2	2	1	1	1	6

The Girl with the Dragon Tattoo

[n=471]

I prefer the book	66	67	67	61	70	64	65	41	65	67	53	70	65	63	70	56	75	65	66	60	70
I prefer the film	17	15	18	27	12	21	15	34	19	16	21	16	17	20	13	26	9	17	20	21	16
I like / dislike both equally	15	16	14	12	15	14	18	22	14	16	22	13	16	15	15	15	16	16	14	15	10
Don't know	2	2	1	0	2	1	2	3	2	2	3	2	2	2	2	2	0	1	0	4	4

Fight Club

[n=95]

I prefer the book	25	30	19	0	25	16	57	29	25	25	11	28	20	46	17	40	10	41	4	21	46
I prefer the film	58	52	77	100	64	63	43	71	66	43	74	57	49	54	62	50	78	39	75	62	46
I like / dislike both equally	17	18	4	0	11	21	0	0	9	32	16	15	31	0	21	10	13	20	21	16	8
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

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

Shawshank Redemption

[n=296]

I prefer the book	26	27	25	20	23	38	12	18	19	32	12	31	23	21	25	26	16	26	23	27	32
I prefer the film	54	50	54	75	61	46	67	47	60	47	88	43	55	64	57	49	76	52	56	56	36
I like / dislike both equally	19	21	18	5	14	15	20	35	19	18	0	22	20	15	16	23	8	20	19	15	30
Don't know	2	2	2	0	2	1	0	0	2	2	0	3	2	0	2	2	0	2	2	2	2

Twilight

[n=402]

I prefer the book	49	51	49	47	48	55	64	35	20	52	43	56	42	18	48	51	40	46	47	61	46
I prefer the film	18	12	22	21	19	17	22	42	25	17	18	15	29	50	16	21	10	18	21	19	17
I like / dislike both equally	31	34	27	33	31	27	10	23	52	29	40	28	23	32	34	26	45	35	31	19	34
Don't know	2	3	1	0	2	2	4	0	3	2	0	2	5	0	2	1	5	2	1	1	2

Matilda

[n=545]

I prefer the book	44	50	36	31	42	47	49	40	53	41	28	51	41	42	48	36	43	47	37	47	42
I prefer the film	29	24	36	44	29	29	21	43	27	29	43	22	26	42	26	35	32	23	35	29	30
I like / dislike both equally	24	24	25	20	26	23	30	17	17	27	25	24	28	16	23	27	23	27	24	21	25
Don't know	3	3	3	5	2	2	0	0	3	3	4	2	4	0	4	1	1	3	4	3	3

The Hitchhikers Guide to the Galaxy

[n=575]

I prefer the book	79	79	77	77	79	81	88	69	83	72	67	80	82	73	81	73	76	80	79	79	75
I prefer the film	8	8	8	8	9	7	4	14	7	10	14	7	6	10	7	10	6	9	7	8	10
I like / dislike both equally	12	12	13	13	12	10	9	15	10	16	17	11	11	16	11	15	14	11	12	12	13
Don't know	1	1	2	2	1	2	0	2	1	2	1	2	1	1	1	2	3	0	3	1	2

Fifty Shades of Grey

[n=314]

I prefer the book	67	62	72	62	75	64	44	65	54	69	61	67	69	77	68	65	66	67	64	69	74
I prefer the film	11	9	13	12	8	8	30	23	13	11	18	10	8	11	9	14	8	17	9	8	7
I like / dislike both equally	20	27	14	26	16	25	26	12	29	19	19	22	20	13	21	19	22	15	26	23	16
Don't know	1	3	1	0	1	3	0	0	3	1	2	1	2	0	1	1	3	1	2	1	4

Atonement

[n=229]

I prefer the book	50	53	43	64	38	51	64	59	56	48	14	60	56	34	48	58	44	49	57	50	58
I prefer the film	25	21	31	27	37	20	14	35	24	25	22	18	26	35	25	24	27	27	25	26	5
I like / dislike both equally	24	25	24	10	23	27	19	6	18	26	64	22	16	27	26	16	27	21	19	25	36
Don't know	1	1	2	0	2	1	4	0	2	1	0	0	2	4	1	2	3	2	0	0	0

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	Total	Remain	Leave	Did not vote	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	3343	1314	1427	519	943	782	201	320	1618	1725	388	1427	826	702	1906	1437	401	1110	719	806	308
Unweighted Sample	3343	1602	1352	337	976	799	218	328	1489	1854	394	1406	847	696	2057	1286	317	1137	733	829	327
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

PS, I Love You
[n=230]

I prefer the book	55	56	56	48	52	64	42	26	41	55	48	61	53	36	54	58	55	50	49	58	69
I prefer the film	24	19	28	37	29	12	22	74	36	24	25	22	20	46	26	22	16	29	22	24	26
I like / dislike both equally	18	21	16	11	17	22	26	0	23	18	24	14	24	18	17	19	20	19	25	17	5
Don't know	3	5	0	3	3	2	10	0	0	3	2	3	4	0	3	1	8	2	4	1	0

To Kill a Mockingbird
[n=639]

I prefer the book	62	62	60	65	63	63	72	46	63	61	64	66	59	56	62	62	56	64	60	64	63
I prefer the film	13	10	18	10	13	14	2	27	15	11	10	10	14	20	12	15	18	14	8	14	11
I like / dislike both equally	23	26	20	20	21	21	23	27	19	25	24	21	25	22	23	21	24	19	29	21	25
Don't know	2	2	2	5	4	2	3	0	3	2	2	3	2	2	3	2	3	4	3	1	1

The Shining
[n=365]

I prefer the book	48	43	48	64	58	44	4	46	45	50	42	51	44	45	48	47	34	53	52	50	36
I prefer the film	31	32	31	17	26	31	61	42	37	25	50	24	32	42	30	32	40	32	29	26	31
I like / dislike both equally	20	23	20	20	16	23	35	9	17	24	7	25	22	11	21	19	23	16	17	22	33
Don't know	1	2	1	0	0	2	0	3	1	1	0	1	2	2	1	2	2	0	2	2	0