

YouGov Results - Star Wars Characters

Fieldwork: 6th - 9th December 2019

Sample size: 2,016 GB adults



Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

THX_1. Moving on...For the following question, if you haven't seen any Star Wars films, please select the 'Not applicable' option.Would you, or would you not, describe yourself as a Star Wars film fan?

	Unweighted base	2016	937	1079	202	310	336	337	831
Base: All GB adults	2016	978	1038	224	311	341	341	800	
Yes, I would describe myself as a Star Wars film fan	33%	44%	23%	39%	36%	47%	41%	20%	
No, I would not describe myself as a Star Wars film fan	37%	34%	39%	32%	35%	34%	40%	38%	
Don't know	3%	2%	3%	3%	3%	2%	3%	3%	
Not applicable - I have never seen any Star Wars film	28%	20%	35%	26%	26%	17%	16%	39%	

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THX_2. Thinking about ALL the Star Wars films you have seen... Which ONE, if any, of the following do you think is the BEST villain from the Star Wars films? (Please select the option that best applies. If you do not think there is a best villain from the Star Wars films, please select the "Not applicable" option)

Unweighted base	644	398	246	75	110	153	138	168
Base: All GB Star Wars fans	662	426	236	87	111	160	141	163
Darth Vader	51%	51%	52%	45%	45%	53%	59%	50%
The Emperor	20%	21%	18%	19%	21%	22%	18%	19%
General Grievous	1%	0%	1%	1%	1%	1%	-	1%
Darth Maul	6%	6%	7%	10%	8%	2%	8%	5%
Count Dooku	2%	2%	1%	3%	1%	2%	2%	1%
Captain Phasma	1%	1%	1%	2%	4%	-	-	1%
Jabba the Hutt	4%	4%	4%	2%	3%	4%	3%	6%
Grand Moff Tarkin	3%	3%	2%	2%	4%	2%	4%	3%
Boba Fett	4%	4%	3%	5%	4%	8%	2%	-
Jango Fett	-	-	-	-	-	-	-	-
Kylo Ren	2%	1%	3%	1%	-	2%	1%	3%
Supreme Leader Snoke	1%	1%	1%	4%	-	1%	-	1%
DJ	-	-	-	-	-	-	-	-
General Hux	1%	0%	1%	3%	1%	-	1%	-
Greedo	0%	0%	0%	2%	1%	-	-	-
Bossk	-	-	-	-	-	-	-	-
Director Orson Krennic	0%	0%	-	-	-	-	1%	1%
Nute Gunray	0%	0%	0%	-	2%	1%	-	-
IG-88	0%	0%	-	-	-	1%	-	-
Other	0%	0%	0%	-	-	1%	-	1%
Don't know	1%	1%	1%	-	2%	-	-	2%
Not applicable - I do not think there is a best villain from the Star Wars films	3%	4%	3%	1%	4%	2%	1%	7%

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THX_3. Thinking about ALL the Star Wars films you have seen... Which ONE, if any, of the following do you think is the BEST hero from the Star Wars films? (Please select the option that best applies. If you do not think there is a best hero from the Star Wars films, please select the "Not applicable" option)

	Unweighted base	644	398	246	75	110	153	138	168
Base: All GB Star Wars fans	662	426	236	87	111	160	141	163	
Luke Skywalker	14%	17%	9%	10%	10%	24%	18%	6%	
Anakin Skywalker	1%	2%	1%	3%	-	1%	1%	2%	
Obi-Wan Kenobi	11%	13%	7%	26%	9%	5%	12%	10%	
Yoda	11%	11%	11%	11%	15%	15%	9%	6%	
Rey	5%	4%	5%	7%	6%	5%	3%	4%	
Lando Calrissian	0%	-	0%	-	1%	-	-	-	
Qui-Gon Jinn	2%	3%	2%	3%	6%	1%	4%	-	
Padmé Amidala	1%	1%	0%	3%	1%	-	1%	-	
Leia Organa	7%	3%	13%	5%	12%	6%	6%	5%	
Han Solo	26%	26%	27%	10%	15%	22%	32%	42%	
Chewbacca	4%	3%	4%	2%	3%	4%	5%	3%	
Cassian Andor	0%	0%	0%	-	-	2%	-	-	
Finn	1%	1%	1%	3%	-	1%	-	2%	
Jyn Erso	2%	2%	2%	4%	2%	2%	1%	1%	
Jar-Jar Binks	1%	1%	1%	4%	2%	1%	1%	-	
Poe Dameron	1%	1%	1%	1%	2%	-	1%	1%	
BB-8	1%	0%	2%	1%	2%	1%	-	-	
C-3PO	1%	2%	1%	-	1%	1%	2%	3%	
R2-D2	4%	3%	5%	6%	5%	6%	1%	2%	
Other	0%	0%	-	-	1%	-	-	-	
Don't know	1%	1%	2%	-	2%	-	1%	4%	
Not applicable - I do not think there is a best hero from the Star Wars films	5%	6%	4%	2%	6%	3%	4%	9%	