



Harry Potter
Fieldwork Dates: 26th - 29th April 2019

Conducted by YouGov
On behalf of YouGov RealTime

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BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1228 adults. Fieldwork was undertaken between 26th - 29th April 2019. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

YouGov RealTime

Harry Potter

US_nat_internal Sample: 26th - 29th April 2019



Total	Gender		Generation						
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other
	A	B	C	D	E	F	G	H	I

PRH_Q1. Thinking generally, if you had to choose, which ONE of the following sets of personality traits best applies to you?

Unweighted base	1228	535	693	22	412	302	411	81	-	-
Base: All US Adults	1228	596	632	22	413	291	411	90	-	-
Courage, bravery, nerve, and chivalry	9%	10%	7%	-	12%	7%	7%	6%	-	-
				**	F			*	**	**
Hard work, patience, justice and loyalty	44%	40%	48%	28%	35%	46%	49%	61%	-	-
			A	**		D	D	D.E.F*	**	**
Intelligence, creativity, learning, and wit	39%	40%	39%	49%	44%	38%	39%	26%	-	-
			**	G	G	G	G	*	**	**
Ambition, cunning, leadership and resourcefulness	8%	10%	6%	23%	10%	8%	5%	7%	-	-
		B	**	F			*	**	**	**

PRH_Q2. How, if at all, were you first introduced to the character Harry Potter?

Unweighted base	1228	535	693	22	412	302	411	81	-	-
Base: All US Adults	1228	596	632	22	413	291	411	90	-	-
Through the books	29%	24%	33%	33%	38%	26%	23%	21%	-	-
		A	**	E.F.G			*	**	**	**
Watching one of the films	34%	37%	30%	15%	36%	39%	30%	22%	-	-
		B	**	G	F.G		*	**	**	**
Other	11%	11%	12%	16%	8%	9%	15%	17%	-	-
			**		D.E	D.E*	D.E*	**	**	**
Don't know	8%	8%	8%	19%	8%	8%	7%	6%	-	-
			**		*	*	*	**	**	**
Not applicable - I am not familiar with Harry Potter	19%	20%	17%	18%	10%	18%	24%	34%	-	-
			**		D	D	D.E*	**	**	**

PRH_Q3. Thinking about the fictional story of Harry Potter, which ONE of the following best applies to you?

Unweighted base	1008	432	576	19	372	248	315	54	-	-
Base: All US adults familiar with Harry Potter	1001	478	522	18	371	239	313	60	-	-
I am only a fan of the books	7%	8%	6%	-	10%	6%	5%	2%	-	-
			**	F.G	*	*	**	**	**	**
I am only a fan of the films	20%	24%	16%	28%	20%	22%	19%	11%	-	-
		B	**	*	*	*	**	**	**	**
I am a fan of both the books and the films	32%	28%	35%	40%	43%	33%	20%	19%	-	-
		A	**	E.F.G	F		*	**	**	**
I am neither a fan of the books nor the films	38%	36%	39%	32%	23%	33%	53%	65%	-	-
			**		D	D.E	D.E*	**	**	**
Don't know	4%	4%	4%	-	4%	6%	3%	4%	-	-
			**	*	*	*	*	**	**	**

PRH_Q4. Please imagine that it is your first day at Hogwarts and you are wearing The Sorting Hat, but The Hat cannot decide which house to put you in. So, The Hat asks you which one you would prefer to join. If you had to choose, which ONE house would you pick?

Unweighted base	1008	432	576	19	372	248	315	54	-	-
Base: All US adults familiar with Harry Potter	1001	478	522	18	371	239	313	60	-	-
Gryffindor	42%	41%	42%	36%	37%	41%	49%	39%	-	-
			**	**	D	*	*	**	**	**
Hufflepuff	24%	20%	27%	27%	22%	23%	25%	32%	-	-
		A	**	*	*	*	**	**	**	**
Ravenclaw	24%	27%	22%	14%	28%	23%	21%	27%	-	-
			**	*	*	*	*	**	**	**
Slytherin	10%	12%	8%	22%	13%	13%	5%	2%	-	-
			**	F.G	F.G		*	**	**	**

PRH_Q5. Which, if any, of the following original Harry Potter books have you read? Please select all that apply.

Unweighted base	1008	432	576	19	372	248	315	54	-	-
Base: All US adults familiar with Harry Potter	1001	478	522	18	371	239	313	60	-	-
Harry Potter and the Sorcerer's Stone	35%	30%	39%	41%	48%	31%	25%	22%	-	-
		A	**	E.F.G	*	*	**	**	**	**
Harry Potter and the Chamber of Secrets	32%	28%	35%	45%	45%	28%	21%	12%	-	-
		A	**	E.F.G	G		*	**	**	**
Harry Potter and the Prisoner of Azkaban	29%	27%	32%	39%	43%	28%	19%	8%	-	-
			**	E.F.G	F.G		*	**	**	**
Harry Potter and the Goblet of Fire	29%	27%	31%	36%	41%	29%	18%	8%	-	-
			**	E.F.G	F.G		*	**	**	**
Harry Potter and the Order of the Phoenix	27%	23%	31%	26%	39%	26%	18%	7%	-	-
		A	**	E.F.G	F.G	G	*	**	**	**
Harry Potter and the Half-Blood Prince	25%	22%	29%	26%	35%	25%	18%	7%	-	-
		A	**	E.F.G	F.G	G	*	**	**	**
Harry Potter and the Deathly Hallows	25%	21%	28%	36%	34%	24%	16%	7%	-	-
		A	**	E.F.G	F.G		*	**	**	**
None of these	49%	51%	47%	32%	29%	50%	68%	74%	-	-
			**		D	D.E	D.E*	**	**	**
Don't know	5%	6%	4%	4%	6%	5%	4%	4%	-	-
			**	*	*	*	*	**	**	**

YouGov RealTime

Harry Potter

US_nat_internal Sample: 26th - 29th April 2019



Total	Region				Race				No HS, High school graduate
	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
	J	K	L	M	N	O	P	Q	

PRH_Q1. Thinking generally, if you had to choose, which ONE of the following sets of personality traits best applies to you?

Unweighted base	1228	240	246	443	299	836	140	182	70	458
Base: All US Adults	1228	218	258	462	289	827	143	193	66	497
Courage, bravery, nerve, and chivalry	9%	7%	7%	10%	8%	7%	11%	13%	10%	12%
								N	*	T.U
Hard work, patience, justice and loyalty	44%	46%	48%	44%	38%	46%	40%	40%	43%	48%
			M						*	T.U
Intelligence, creativity, learning, and wit	39%	41%	34%	38%	45%	40%	37%	36%	45%	30%
				K					*	
Ambition, cunning, leadership and resourcefulness	8%	5%	10%	8%	8%	7%	12%	11%	3%	10%
			J				N.Q	Q	*	

PRH_Q2. How, if at all, were you first introduced to the character Harry Potter?

Unweighted base	1228	240	246	443	299	836	140	182	70	458
Base: All US Adults	1228	218	258	462	289	827	143	193	66	497
Through the books	29%	34%	26%	25%	33%	32%	19%	18%	43%	20%
		L			L	O.P			O.P*	
Watching one of the films	34%	30%	29%	36%	36%	31%	36%	42%	37%	32%
								N	*	
Other	11%	9%	17%	10%	9%	12%	11%	9%	6%	12%
			J.L.M						*	
Don't know	8%	8%	8%	9%	7%	6%	12%	11%	10%	12%
							N	N	*	S.T
Not applicable - I am not familiar with Harry Potter	19%	19%	20%	20%	15%	19%	22%	20%	4%	25%
						Q	Q	Q	*	S.T.U

PRH_Q3. Thinking about the fictional story of Harry Potter, which ONE of the following best applies to you?

Unweighted base	1008	194	196	360	258	684	108	149	67	344
Base: All US adults familiar with Harry Potter	1001	177	207	372	246	672	111	155	63	373
I am only a fan of the books	7%	7%	6%	8%	5%	6%	9%	9%	6%	7%
							*		*	
I am only a fan of the films	20%	21%	16%	22%	19%	16%	28%	30%	21%	23%
							N*	N	*	
I am a fan of both the books and the films	32%	31%	32%	27%	39%	35%	27%	23%	31%	23%
					L	P	*		*	
I am neither a fan of the books nor the films	38%	36%	42%	39%	33%	39%	33%	33%	38%	44%
							*		*	S.T.U
Don't know	4%	5%	3%	5%	3%	4%	3%	5%	4%	4%
							*		*	

PRH_Q4. Please imagine that it is your first day at Hogwarts and you are wearing The Sorting Hat, but The Hat cannot decide which house to put you in. So, The Hat asks you which one you would prefer to join. If you had to choose, which ONE house would you pick?

Unweighted base	1008	194	196	360	258	684	108	149	67	344
Base: All US adults familiar with Harry Potter	1001	177	207	372	246	672	111	155	63	373
Gryffindor	42%	37%	36%	42%	50%	45%	33%	35%	36%	38%
					J.K.L	O.P	*		*	
Hufflepuff	24%	22%	26%	23%	24%	24%	27%	24%	19%	28%
							*		*	T.U
Ravenclaw	24%	26%	32%	25%	16%	23%	31%	25%	30%	23%
		M	M	M			*		*	
Slytherin	10%	15%	7%	10%	9%	8%	10%	16%	15%	11%
		K					*	N	*	

PRH_Q5. Which, if any, of the following original Harry Potter books have you read? Please select all that apply.

Unweighted base	1008	194	196	360	258	684	108	149	67	344
Base: All US adults familiar with Harry Potter	1001	177	207	372	246	672	111	155	63	373
Harry Potter and the Sorcerer's Stone	35%	36%	34%	32%	41%	40%	22%	20%	41%	23%
					L	O.P	*		O.P*	
Harry Potter and the Chamber of Secrets	32%	31%	31%	27%	39%	36%	21%	17%	38%	17%
					L	O.P	*		O.P*	
Harry Potter and the Prisoner of Azkaban	29%	25%	31%	25%	38%	32%	19%	24%	38%	18%
					J.L	O	*		O.P*	
Harry Potter and the Goblet of Fire	29%	28%	28%	24%	37%	32%	18%	17%	39%	15%
					J.L	O.P	*		O.P*	
Harry Potter and the Order of the Phoenix	27%	25%	25%	24%	37%	30%	19%	19%	33%	14%
					J.K.L	O.P	*		O.P*	
Harry Potter and the Half-Blood Prince	25%	24%	25%	22%	32%	29%	15%	13%	35%	13%
					L	O.P	*		O.P*	
Harry Potter and the Deathly Hallows	25%	23%	25%	21%	31%	29%	12%	13%	29%	13%
					J.L	O.P	*		O.P*	
None of these	49%	47%	53%	54%	41%	50%	50%	45%	48%	56%
			M	M			*		*	S.T.U
Don't know	5%	6%	3%	6%	5%	4%	10%	7%	5%	8%
							N*	N	*	T.U

YouGov RealTime

Harry Potter

US_nat_internal Sample: 26th - 29th April 2019



Total	Education			Marital Status					
	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership
	S	T	U	V	W	X	Y	Z	AA

PRH_Q1. Thinking generally, if you had to choose, which ONE of the following sets of personality traits best applies to you?

Unweighted base	1228	399	236	135	589	25	125	57	368	64
Base: All US Adults	1228	382	225	125	587	28	123	60	368	62
Courage, bravery, nerve, and chivalry	9%	9%	5%	3%	8%	23%	8%	9%	9%	10%
		T.U				**		*		*
Hard work, patience, justice and loyalty	44%	45%	37%	38%	47%	61%	51%	49%	37%	34%
		T			Z	**	Z.AA	*		*
Intelligence, creativity, learning, and wit	39%	39%	53%	54%	37%	16%	34%	33%	47%	47%
		R	R.S	R.S		**		*	V.X	*
Ambition, cunning, leadership and resourcefulness	8%	7%	6%	5%	9%	-	7%	8%	7%	9%
						**		*		*

PRH_Q2. How, if at all, were you first introduced to the character Harry Potter?

Unweighted base	1228	399	236	135	589	25	125	57	368	64
Base: All US Adults	1228	382	225	125	587	28	123	60	368	62
Through the books	29%	28%	40%	46%	30%	27%	23%	17%	32%	25%
		R	R.S	R.S		**		*	Y	*
Watching one of the films	34%	37%	34%	30%	35%	23%	26%	31%	34%	39%
						**		*		*
Other	11%	11%	9%	12%	11%	4%	12%	23%	10%	9%
						**	V.Z.AA*			*
Don't know	8%	7%	4%	6%	5%	17%	12%	6%	10%	13%
						**	V	*	V	V*
Not applicable - I am not familiar with Harry Potter	19%	17%	13%	7%	19%	29%	27%	23%	15%	14%
		U				**	V.Z	*		*

PRH_Q3. Thinking about the fictional story of Harry Potter, which ONE of the following best applies to you?

Unweighted base	1008	332	207	125	481	18	92	43	319	55
Base: All US adults familiar with Harry Potter	1001	316	195	116	478	20	90	46	314	53
I am only a fan of the books	7%	7%	7%	7%	8%	15%	5%	2%	6%	8%
						**	*	*		*
I am only a fan of the films	20%	18%	18%	15%	20%	5%	20%	19%	18%	25%
						**	*	*		*
I am a fan of both the books and the films	32%	35%	36%	45%	31%	32%	26%	12%	39%	25%
		R	R	R	Y	**	*	*	V.X.Y	*
I am neither a fan of the books nor the films	38%	35%	34%	32%	38%	39%	45%	67%	31%	35%
					Z	**	Z*	V.X.Z.AA*		*
Don't know	4%	5%	4%	1%	3%	9%	3%	-	6%	7%
		U				**	*	*		*

PRH_Q4. Please imagine that it is your first day at Hogwarts and you are wearing The Sorting Hat, but The Hat cannot decide which house to put you in. So, The Hat asks you which one you would prefer to join. If you had to choose, which ONE house would you pick?

Unweighted base	1008	332	207	125	481	18	92	43	319	55
Base: All US adults familiar with Harry Potter	1001	316	195	116	478	20	90	46	314	53
Gryffindor	42%	41%	44%	56%	46%	23%	52%	39%	37%	30%
				R.S.T	Z.AA	**	Z.AA*	*		*
Hufflepuff	24%	25%	19%	15%	23%	18%	24%	29%	25%	23%
		U				**	*	*		*
Ravenclaw	24%	26%	27%	20%	23%	45%	16%	26%	25%	37%
						**	*	*		V.X*
Slytherin	10%	9%	11%	9%	8%	13%	9%	6%	13%	10%
						**	*	*	V	*

PRH_Q5. Which, if any, of the following original Harry Potter books have you read? Please select all that apply.

Unweighted base	1008	332	207	125	481	18	92	43	319	55
Base: All US adults familiar with Harry Potter	1001	316	195	116	478	20	90	46	314	53
Harry Potter and the Sorcerer's Stone	35%	38%	45%	48%	33%	26%	32%	14%	43%	33%
		R	R	R.S	Y	**	Y*	*	V.Y	Y*
Harry Potter and the Chamber of Secrets	32%	37%	41%	48%	31%	23%	23%	11%	40%	25%
		R	R	R.S	Y	**	*	*	V.X.Y.AA	*
Harry Potter and the Prisoner of Azkaban	29%	32%	38%	44%	30%	18%	22%	9%	36%	22%
		R	R	R.S	Y	**	*	*	X.Y	*
Harry Potter and the Goblet of Fire	29%	33%	37%	47%	28%	24%	21%	11%	36%	24%
		R	R	R.S	Y	**	*	*	V.X.Y	*
Harry Potter and the Order of the Phoenix	27%	32%	35%	44%	26%	18%	21%	9%	35%	24%
		R	R	R.S	Y	**	*	*	V.X.Y	*
Harry Potter and the Half-Blood Prince	25%	29%	34%	40%	24%	18%	20%	9%	33%	19%
		R	R	R.S	Y	**	*	*	V.X.Y	*
Harry Potter and the Deathly Hallows	25%	29%	32%	39%	24%	21%	20%	9%	31%	16%
		R	R	R.S	Y	**	*	*	V.X.Y.AA	*
None of these	49%	48%	45%	37%	51%	31%	62%	82%	39%	52%
		U			Z	**	Z*	V.X.Z.AA*		*
Don't know	5%	4%	3%	2%	3%	14%	5%	-	8%	4%
						**	*	*	V	*

YouGov RealTime

Harry Potter

US_nat_internal Sample: 26th - 29th April 2019



Total	Children under the age of 18		Income					Type of Area	
	Yes	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/Town
	AB	AC	AD	AE	AF	AG	AH	AI	AJ

PRH_Q1. Thinking generally, if you had to choose, which ONE of the following sets of personality traits best applies to you?

Unweighted base	1228	304	924	329	230	333	183	153	414	576
Base: All US Adults	1228	295	933	333	232	327	178	158	405	584
Courage, bravery, nerve, and chivalry	9%	9%	8%	10%	8%	8%	9%	13%	8%	9%
Hard work, patience, justice and loyalty	44%	46%	44%	45%	51%	42%	42%	39%	42%	45%
Intelligence, creativity, learning, and wit	39%	37%	40%	38%	35%	42%	41%	41%	42%	38%
Ambition, cunning, leadership and resourcefulness	8%	9%	8%	7%	7%	10%	9%	7%	7%	8%

PRH_Q2. How, if at all, were you first introduced to the character Harry Potter?

Unweighted base	1228	304	924	329	230	333	183	153	414	576
Base: All US Adults	1228	295	933	333	232	327	178	158	405	584
Through the books	29%	27%	29%	24%	26%	32%	42%	21%	29%	30%
Watching one of the films	34%	46%	30%	34%	37%	34%	32%	28%	39%	29%
Other	11%	8%	12%	10%	10%	14%	7%	14%	10%	13%
Don't know	8%	6%	9%	10%	5%	5%	8%	13%	7%	8%
Not applicable - I am not familiar with Harry Potter	19%	12%	20%	22%	21%	14%	12%	23%	15%	20%

PRH_Q3. Thinking about the fictional story of Harry Potter, which ONE of the following best applies to you?

Unweighted base	1008	264	744	260	183	285	162	118	354	461
Base: All US adults familiar with Harry Potter	1001	258	742	261	182	280	157	121	344	466
I am only a fan of the books	7%	9%	6%	7%	8%	6%	10%	2%	10%	6%
I am only a fan of the films	20%	25%	18%	23%	20%	19%	17%	16%	23%	17%
I am a fan of both the books and the films	32%	35%	31%	30%	31%	30%	41%	28%	30%	33%
I am neither a fan of the books nor the films	38%	27%	41%	38%	38%	40%	29%	43%	32%	41%
Don't know	4%	4%	4%	2%	3%	5%	3%	11%	5%	3%

PRH_Q4. Please imagine that it is your first day at Hogwarts and you are wearing The Sorting Hat, but The Hat cannot decide which house to put you in. So, The Hat asks you which one you would prefer to join. If you had to choose, which ONE house would you pick?

Unweighted base	1008	264	744	260	183	285	162	118	354	461
Base: All US adults familiar with Harry Potter	1001	258	742	261	182	280	157	121	344	466
Gryffindor	42%	40%	43%	37%	40%	39%	54%	47%	41%	41%
Hufflepuff	24%	25%	24%	29%	23%	25%	15%	24%	24%	25%
Ravenclaw	24%	22%	25%	22%	25%	28%	24%	21%	24%	24%
Slytherin	10%	13%	9%	11%	13%	9%	7%	9%	10%	10%

PRH_Q5. Which, if any, of the following original Harry Potter books have you read? Please select all that apply.

Unweighted base	1008	264	744	260	183	285	162	118	354	461
Base: All US adults familiar with Harry Potter	1001	258	742	261	182	280	157	121	344	466
Harry Potter and the Sorcerer's Stone	35%	37%	34%	31%	32%	37%	49%	27%	35%	35%
Harry Potter and the Chamber of Secrets	32%	34%	31%	26%	31%	34%	44%	24%	30%	33%
Harry Potter and the Prisoner of Azkaban	29%	31%	29%	27%	28%	29%	42%	20%	28%	31%
Harry Potter and the Goblet of Fire	29%	30%	28%	24%	24%	32%	43%	21%	27%	30%
Harry Potter and the Order of the Phoenix	27%	28%	27%	24%	26%	28%	39%	21%	27%	28%
Harry Potter and the Half-Blood Prince	25%	25%	26%	22%	19%	29%	35%	19%	24%	27%
Harry Potter and the Deathly Hallows	25%	26%	24%	21%	18%	28%	36%	19%	23%	26%
None of these	49%	40%	52%	51%	53%	48%	38%	57%	45%	51%
Don't know	5%	4%	5%	6%	3%	4%	3%	10%	7%	3%

YouGov RealTime

Harry Potter

US_nat_internal Sample: 26th - 29th April 2019



Total	Area Lived in	
	Rural	Other
	AK	AL

PRH_Q1. Thinking generally, if you had to choose, which ONE of the following sets of personality traits best applies to you?

	Unweighted base	1228	229	9
	Base: All US Adults	1228	230	9
Courage, bravery, nerve, and chivalry	9%		10%	-
				**
Hard work, patience, justice and loyalty	44%	47%	46%	**
				**
Intelligence, creativity, learning, and wit	39%	36%	44%	**
				**
Ambition, cunning, leadership and resourcefulness	8%	7%	10%	**
				**

PRH_Q2. How, if at all, were you first introduced to the character Harry Potter?

	Unweighted base	1228	229	9
	Base: All US Adults	1228	230	9
Through the books	29%	25%	36%	**
				**
Watching one of the films	34%	35%	46%	**
				**
Other	11%	10%	-	**
				**
Don't know	8%	10%	10%	**
				**
Not applicable - I am not familiar with Harry Potter	19%	21%	9%	**
				**

PRH_Q3. Thinking about the fictional story of Harry Potter, which ONE of the following best applies to you?

	Unweighted base	1008	185	8
	Base: All US adults familiar with Harry Potter	1001	183	8
I am only a fan of the books	7%	4%	-	**
				**
I am only a fan of the films	20%	18%	22%	**
				**
I am a fan of both the books and the films	32%	32%	46%	**
				**
I am neither a fan of the books nor the films	38%	40%	32%	**
				**
Don't know	4%	5%	-	**
				**

PRH_Q4. Please imagine that it is your first day at Hogwarts and you are wearing The Sorting Hat, but The Hat cannot decide which house to put you in. So, The Hat asks you which one you would prefer to join. If you had to choose, which ONE house would you pick?

	Unweighted base	1008	185	8
	Base: All US adults familiar with Harry Potter	1001	183	8
Gryffindor	42%	46%	30%	**
				**
Hufflepuff	24%	22%	11%	**
				**
Ravenclaw	24%	25%	35%	**
				**
Slytherin	10%	8%	24%	**
				**

PRH_Q5. Which, if any, of the following original Harry Potter books have you read? Please select all that apply.

	Unweighted base	1008	185	8
	Base: All US adults familiar with Harry Potter	1001	183	8
Harry Potter and the Sorcerer's Stone	35%	33%	57%	**
				**
Harry Potter and the Chamber of Secrets	32%	29%	57%	**
				**
Harry Potter and the Prisoner of Azkaban	29%	28%	46%	**
				**
Harry Potter and the Goblet of Fire	29%	28%	46%	**
				**
Harry Potter and the Order of the Phoenix	27%	26%	46%	**
				**
Harry Potter and the Half-Blood Prince	25%	23%	46%	**
				**
Harry Potter and the Deathly Hallows	25%	24%	46%	**
				**
None of these	49%	53%	25%	**
				**
Don't know	5%	5%	19%	**
				**

YouGov RealTime

Harry Potter

US_nat_internal Sample: 26th - 29th April 2019



Total	Gender		Generation						
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other

PRH_Q6. Which, if any, of the following original Harry Potter films have you watched? Please select all that apply.

Unweighted base	1008	432	576	19	372	248	315	54	-	-
Base: All US adults familiar with Harry Potter	1001	478	522	18	371	239	313	60	-	-
Harry Potter and the Sorcerer's Stone	58%	58%	58%	50%	64%	58%	55%	39%	-	-
				**	F.G	G	G	*	**	**
Harry Potter and the Chamber of Secrets	52%	52%	52%	50%	63%	53%	41%	31%	-	-
				**	E.F.G	F.G	G	*	**	**
Harry Potter and the Prisoner of Azkaban	49%	50%	48%	45%	61%	50%	39%	22%	-	-
				**	E.F.G	F.G	G	*	**	**
Harry Potter and the Goblet of Fire	45%	47%	44%	50%	56%	49%	35%	20%	-	-
				**	F.G	F.G	G	*	**	**
Harry Potter and the Order of the Phoenix	43%	44%	43%	46%	54%	45%	34%	16%	-	-
				**	E.F.G	F.G	G	*	**	**
Harry Potter and the Half-Blood Prince	41%	41%	41%	46%	53%	43%	30%	18%	-	-
				**	E.F.G	F.G	G	*	**	**
Harry Potter and the Deathly Hallows: Part 1	41%	42%	40%	46%	51%	43%	31%	17%	-	-
				**	E.F.G	F.G	G	*	**	**
Harry Potter and the Deathly Hallows: Part 2	39%	40%	38%	50%	50%	41%	29%	14%	-	-
				**	E.F.G	F.G	G	*	**	**
None of these	22%	19%	24%	18%	11%	20%	33%	42%	-	-
				**	D	D.E	D.E*	*	**	**
Don't know	9%	11%	7%	18%	9%	9%	8%	11%	-	-
		B		**				*	**	**

PRH_Q7. Which THREE, if any, of the following Harry Potter characters are your favorites? Please select up to three options.

Unweighted base	1008	432	576	19	372	248	315	54	-	-
Base: All US adults familiar with Harry Potter	1001	478	522	18	371	239	313	60	-	-
Alastor "Mad-Eye" Moody	3%	4%	2%	-	5%	2%	1%	-	-	-
				**	F	*	*	**	**	**
Albus Dumbledore	17%	20%	14%	-	19%	16%	17%	9%	-	-
		B		**	*	*	*	**	**	**
Bellatrix Lestrange	3%	3%	3%	14%	3%	4%	2%	-	-	-
				**	*	*	*	**	**	**
Dobby the Elf	13%	10%	15%	14%	15%	13%	11%	6%	-	-
		A		**	*	*	*	**	**	**
Draco Malfoy	3%	4%	3%	14%	4%	6%	2%	-	-	-
				**	F	*	*	**	**	**
Fred and/or George Weasley	5%	5%	5%	5%	7%	6%	2%	-	-	-
				**	F.G	F	*	**	**	**
Ginny Weasley	4%	4%	4%	5%	5%	4%	4%	-	-	-
				**	*	*	*	**	**	**
Harry Potter	34%	34%	34%	19%	34%	33%	36%	28%	-	-
				**	*	*	*	**	**	**
Hermione Granger	26%	22%	29%	18%	27%	27%	25%	13%	-	-
		A		**	G	G	*	**	**	**
Lord Voldemort	7%	9%	5%	9%	8%	8%	4%	7%	-	-
		B		**	F	*	*	**	**	**
Lucius Malfoy	2%	2%	2%	-	3%	2%	1%	-	-	-
				**	F	*	*	**	**	**
Luna Lovegood	7%	7%	7%	13%	10%	8%	3%	2%	-	-
				**	F	F	*	**	**	**
Neville Longbottom	4%	4%	4%	-	5%	5%	3%	-	-	-
				**	*	*	*	**	**	**
Professor Minerva McGonagall	6%	4%	9%	-	7%	8%	5%	3%	-	-
		A		**	*	*	*	**	**	**
Remus Lupin	3%	4%	3%	4%	5%	3%	2%	-	-	-
				**	F	*	*	**	**	**
Ron Weasley	13%	11%	14%	6%	17%	14%	8%	10%	-	-
				**	F	F	*	**	**	**
Rubeus Hagrid	9%	11%	8%	15%	11%	7%	9%	9%	-	-
				**	*	*	*	**	**	**
Severus Snape	9%	11%	8%	22%	13%	9%	7%	-	-	-
				**	F.G	G	*	**	**	**
Sirius Black	8%	8%	8%	22%	11%	9%	3%	2%	-	-
				**	F.G	F	*	**	**	**
Other	1%	1%	1%	-	1%	2%	0%	-	-	-
				**	*	*	*	**	**	**
Don't know	4%	4%	4%	-	4%	5%	3%	3%	-	-
				**	*	*	*	**	**	**
Not applicable - I don't have a favorite Harry Potter character	30%	29%	32%	36%	17%	25%	44%	65%	-	-
				**	D	D.E	D.E.F*	*	**	**

PRH_Q8. In your opinion, was Severus Snape a good man?

Unweighted base	1008	432	576	19	372	248	315	54	-	-
Base: All US adults familiar with Harry Potter	1001	478	522	18	371	239	313	60	-	-

YouGov RealTime

Harry Potter

US_nat_internal Sample: 26th - 29th April 2019



Total	Region				Race				No HS, High school graduate
	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	

PRH_Q6. Which, if any, of the following original Harry Potter films have you watched? Please select all that apply.

	1008	194	196	360	258	684	108	149	67	344
Unweighted base	1008	194	196	360	258	684	108	149	67	344
Base: All US adults familiar with Harry Potter	1001	177	207	372	246	672	111	155	63	373
Harry Potter and the Sorcerer's Stone	58%	55%	58%	56%	64%	62%	49%	43%	65%	48%
						O.P	*		P*	
Harry Potter and the Chamber of Secrets	52%	50%	48%	51%	58%	56%	43%	39%	57%	40%
					K	O.P	*		P*	
Harry Potter and the Prisoner of Azkaban	49%	45%	48%	48%	54%	51%	37%	47%	58%	41%
						O	*		O*	
Harry Potter and the Goblet of Fire	45%	39%	44%	44%	52%	49%	39%	31%	55%	36%
					J	P	*		O.P*	
Harry Potter and the Order of the Phoenix	43%	38%	43%	41%	52%	46%	34%	33%	54%	34%
					J.L	O.P	*		O.P*	
Harry Potter and the Half-Blood Prince	41%	39%	39%	40%	47%	45%	36%	28%	48%	33%
						P	*		P*	
Harry Potter and the Deathly Hallows: Part 1	41%	36%	42%	39%	47%	44%	30%	32%	48%	32%
					J	O.P	*		O.P*	
Harry Potter and the Deathly Hallows: Part 2	39%	36%	39%	37%	45%	42%	32%	28%	47%	31%
						P	*		P*	
None of these	22%	22%	27%	24%	15%	24%	22%	16%	16%	28%
		M	M	M		P	*		*	S.T
Don't know	9%	8%	7%	8%	13%	8%	14%	10%	9%	11%
					K.L		*		*	T

PRH_Q7. Which THREE, if any, of the following Harry Potter characters are your favorites? Please select up to three options.

	1008	194	196	360	258	684	108	149	67	344
Unweighted base	1008	194	196	360	258	684	108	149	67	344
Base: All US adults familiar with Harry Potter	1001	177	207	372	246	672	111	155	63	373
Alastor "Mad-Eye" Moody	3%	2%	1%	3%	4%	3%	2%	4%	2%	3%
						*	*		*	
Albus Dumbledore	17%	14%	20%	14%	19%	17%	17%	12%	20%	10%
						*	*		*	
Bellatrix Lestrange	3%	3%	3%	2%	4%	2%	4%	5%	-	2%
						*	*		*	
Dobby the Elf	13%	12%	14%	13%	12%	13%	10%	11%	21%	13%
						*	*		*	
Draco Malfoy	3%	3%	4%	3%	3%	3%	2%	6%	6%	3%
						*	N		*	
Fred and/or George Weasley	5%	3%	5%	5%	5%	5%	2%	7%	3%	4%
						*	*		*	
Ginny Weasley	4%	4%	2%	4%	6%	4%	3%	5%	5%	3%
					K	*	*		*	
Harry Potter	34%	34%	33%	34%	34%	34%	33%	34%	32%	33%
						*	*		*	
Hermione Granger	26%	24%	25%	26%	27%	29%	15%	16%	31%	19%
						O.P	*		O.P*	
Lord Voldemort	7%	5%	6%	9%	6%	5%	8%	12%	9%	8%
						*	N		*	
Lucius Malfoy	2%	1%	1%	3%	1%	1%	4%	3%	6%	2%
						N*	N		N*	
Luna Lovegood	7%	7%	6%	7%	8%	8%	3%	6%	7%	5%
						*	*		*	
Neville Longbottom	4%	4%	3%	4%	5%	4%	3%	3%	3%	2%
						*	*		*	
Professor Minerva McGonagall	6%	8%	3%	5%	10%	7%	4%	4%	11%	3%
		K			K.L	*	*		*	
Remus Lupin	3%	4%	3%	3%	3%	4%	2%	3%	1%	2%
		*			*	*	*		*	
Ron Weasley	13%	13%	10%	14%	14%	12%	13%	16%	15%	12%
						*	*		*	
Rubeus Hagrid	9%	10%	13%	7%	10%	12%	6%	5%	3%	9%
		L				P.Q	*		*	
Severus Snape	9%	9%	8%	9%	11%	9%	8%	9%	12%	6%
						*	*		*	
Sirius Black	8%	9%	6%	7%	9%	8%	7%	9%	4%	7%
						*	*		*	
Other	1%	1%	0%	1%	1%	1%	1%	2%	2%	0%
						*	*		*	
Don't know	4%	3%	3%	5%	4%	4%	7%	3%	1%	5%
						*	*		*	
Not applicable - I don't have a favorite Harry Potter character	30%	33%	34%	31%	25%	32%	33%	25%	26%	36%
			M			*	*		*	S.T

PRH_Q8. In your opinion, was Severus Snape a good man?

	1008	194	196	360	258	684	108	149	67	344
Unweighted base	1008	194	196	360	258	684	108	149	67	344
Base: All US adults familiar with Harry Potter	1001	177	207	372	246	672	111	155	63	373

YouGov RealTime

Harry Potter

US_nat_internal Sample: 26th - 29th April 2019



Total	Education			Marital Status					
	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership

PRH_Q6. Which, if any, of the following original Harry Potter films have you watched? Please select all that apply.

	1008	332	207	125	481	18	92	43	319	55
Unweighted base	1008	332	207	125	481	18	92	43	319	55
Base: All US adults familiar with Harry Potter	1001	316	195	116	478	20	90	46	314	53
Harry Potter and the Sorcerer's Stone	58%	62%	66%	65%	61%	41%	59%	31%	59%	54%
		R	R	R	Y	**	Y*	*	Y	Y*
Harry Potter and the Chamber of Secrets	52%	57%	61%	59%	54%	31%	45%	28%	55%	53%
		R	R	R	Y	**	*	*	Y	Y*
Harry Potter and the Prisoner of Azkaban	49%	51%	57%	57%	51%	37%	44%	20%	54%	45%
		R	R	R	Y	**	Y*	*	Y	Y*
Harry Potter and the Goblet of Fire	45%	49%	51%	56%	46%	38%	40%	19%	52%	39%
		R	R	R	Y	**	Y*	*	Y	Y*
Harry Potter and the Order of the Phoenix	43%	47%	49%	52%	44%	23%	36%	20%	50%	40%
		R	R	R	Y	**	*	*	X.Y	Y*
Harry Potter and the Half-Blood Prince	41%	45%	45%	52%	40%	24%	34%	27%	50%	36%
		R	R	R	Y	**	*	*	V.X.Y	*
Harry Potter and the Deathly Hallows: Part 1	41%	45%	45%	51%	41%	22%	36%	22%	47%	37%
		R	R	R	Y	**	*	*	Y	*
Harry Potter and the Deathly Hallows: Part 2	39%	42%	45%	48%	38%	22%	35%	22%	46%	34%
		R	R	R	Y	**	*	*	V.Y	*
None of these	22%	19%	17%	19%	21%	17%	31%	49%	18%	23%
						**	V.Z*	V.X.Z.AA*		*
Don't know	9%	8%	5%	8%	6%	22%	8%	7%	12%	11%
						**	*	*	V	*

PRH_Q7. Which THREE, if any, of the following Harry Potter characters are your favorites? Please select up to three options.

	1008	332	207	125	481	18	92	43	319	55
Unweighted base	1008	332	207	125	481	18	92	43	319	55
Base: All US adults familiar with Harry Potter	1001	316	195	116	478	20	90	46	314	53
Alastor "Mad-Eye" Moody	3%	3%	3%	2%	3%	5%	1%	-	2%	6%
						**	*	*		*
Albus Dumbledore	17%	18%	23%	23%	17%	13%	18%	14%	17%	15%
		R	R	R		**	*	*		*
Bellatrix Lestrange	3%	4%	3%	3%	3%	-	1%	2%	3%	5%
						**	*	*		*
Dobby the Elf	13%	14%	12%	10%	11%	19%	14%	12%	14%	14%
						**	*	*		*
Draco Malfoy	3%	4%	3%	3%	3%	5%	1%	-	5%	2%
						**	*	*		*
Fred and/or George Weasley	5%	5%	6%	4%	5%	-	3%	-	5%	4%
						**	*	*		*
Ginny Weasley	4%	5%	7%	4%	4%	-	3%	2%	5%	6%
			R			**	*	*		*
Harry Potter	34%	33%	31%	42%	38%	43%	32%	29%	29%	30%
					Z	**	*	*		*
Hermione Granger	26%	26%	34%	32%	28%	18%	20%	14%	25%	27%
		R	R.S	R	Y	**	*	*		*
Lord Voldemort	7%	6%	8%	6%	6%	5%	6%	15%	6%	13%
						**	*	V.Z*		*
Lucius Malfoy	2%	2%	2%	3%	2%	5%	-	2%	2%	2%
						**	*	*		*
Luna Lovegood	7%	10%	7%	7%	6%	20%	7%	4%	8%	7%
		R				**	*	*		*
Neville Longbottom	4%	4%	5%	6%	4%	4%	3%	-	4%	2%
						**	*	*		*
Professor Minerva McGonagall	6%	7%	10%	10%	7%	8%	2%	-	7%	12%
		R	R	R		**	*	*		X.Y*
Remus Lupin	3%	5%	5%	2%	2%	-	3%	-	6%	-
		R				**	*	*	V	*
Ron Weasley	13%	13%	13%	13%	13%	18%	7%	7%	15%	8%
						**	*	*	X	*
Rubeus Hagrid	9%	10%	9%	10%	10%	8%	11%	7%	9%	8%
						**	*	*		*
Severus Snape	9%	10%	14%	12%	10%	9%	5%	3%	12%	5%
		R	R	R		**	*	*		*
Sirius Black	8%	7%	9%	11%	7%	-	5%	2%	11%	5%
						**	*	*		*
Other	1%	1%	1%	-	-	8%	1%	2%	2%	1%
						**	V*	V*	V	*
Don't know	4%	5%	2%	2%	4%	5%	5%	4%	4%	6%
						**	*	*		*
Not applicable - I don't have a favorite Harry Potter character	30%	28%	26%	27%	29%	7%	42%	51%	28%	30%
						**	V.Z*	V.Z.AA*		*

PRH_Q8. In your opinion, was Severus Snape a good man?

	1008	332	207	125	481	18	92	43	319	55
Unweighted base	1008	332	207	125	481	18	92	43	319	55
Base: All US adults familiar with Harry Potter	1001	316	195	116	478	20	90	46	314	53

YouGov RealTime

Harry Potter

US_nat_internal Sample: 26th - 29th April 2019



Total	Children under the age of 18		Income					Type of Ar	
	Yes	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/Town

PRH_Q6. Which, if any, of the following original Harry Potter films have you watched? Please select all that apply.

	1008	264	744	260	183	285	162	118	354	461
Unweighted base	1008	264	744	260	183	285	162	118	354	461
Base: All US adults familiar with Harry Potter	1001	258	742	261	182	280	157	121	344	466
Harry Potter and the Sorcerer's Stone	58%	62%	56%	52%	60%	60%	64%	55%	55%	60%
Harry Potter and the Chamber of Secrets	52%	59%	49%	46%	52%	53%	62%	49%	51%	53%
Harry Potter and the Prisoner of Azkaban	49%	56%	47%	44%	51%	49%	57%	46%	46%	53%
Harry Potter and the Goblet of Fire	45%	50%	44%	40%	45%	47%	53%	42%	42%	49%
Harry Potter and the Order of the Phoenix	43%	48%	42%	40%	42%	43%	51%	43%	39%	47%
Harry Potter and the Half-Blood Prince	41%	45%	40%	38%	40%	40%	49%	42%	37%	46%
Harry Potter and the Deathly Hallows: Part 1	41%	45%	40%	38%	39%	41%	48%	39%	37%	45%
Harry Potter and the Deathly Hallows: Part 2	39%	43%	38%	38%	38%	39%	45%	37%	35%	42%
None of these	22%	14%	25%	24%	25%	23%	13%	22%	19%	22%
Don't know	9%	6%	10%	11%	5%	6%	11%	14%	11%	7%

PRH_Q7. Which THREE, if any, of the following Harry Potter characters are your favorites? Please select up to three options.

	1008	264	744	260	183	285	162	118	354	461
Unweighted base	1008	264	744	260	183	285	162	118	354	461
Base: All US adults familiar with Harry Potter	1001	258	742	261	182	280	157	121	344	466
Alastor "Mad-Eye" Moody	3%	5%	2%	3%	3%	3%	2%	2%	4%	2%
Albus Dumbledore	17%	13%	18%	14%	15%	16%	24%	16%	13%	19%
Bellatrix Lestrange	3%	4%	2%	3%	3%	2%	6%	1%	4%	3%
Dobby the Elf	13%	13%	13%	17%	13%	11%	13%	6%	12%	11%
Draco Malfoy	3%	7%	2%	4%	2%	5%	2%	2%	4%	3%
Fred and/or George Weasley	5%	9%	3%	5%	4%	4%	7%	4%	3%	6%
Ginny Weasley	4%	5%	4%	4%	3%	5%	5%	4%	6%	4%
Harry Potter	34%	40%	31%	29%	42%	37%	33%	25%	33%	33%
Hermione Granger	26%	25%	26%	21%	27%	28%	29%	23%	25%	25%
Lord Voldemort	7%	12%	5%	9%	6%	6%	8%	5%	6%	8%
Lucius Malfoy	2%	4%	1%	1%	2%	1%	5%	1%	2%	2%
Luna Lovegood	7%	8%	7%	7%	8%	8%	6%	5%	8%	7%
Neville Longbottom	4%	6%	3%	4%	5%	3%	5%	4%	5%	4%
Professor Minerva McGonagall	6%	8%	6%	5%	5%	9%	6%	5%	9%	5%
Remus Lupin	3%	3%	3%	2%	2%	5%	2%	6%	4%	2%
Ron Weasley	13%	14%	12%	9%	19%	14%	14%	7%	15%	11%
Rubeus Hagrid	9%	8%	10%	9%	9%	7%	12%	14%	10%	9%
Severus Snape	9%	10%	9%	8%	11%	9%	11%	8%	10%	10%
Sirius Black	8%	9%	7%	8%	6%	5%	12%	8%	8%	8%
Other	1%	1%	1%	1%	0%	1%	2%	1%	1%	1%
Don't know	4%	6%	4%	5%	4%	3%	3%	6%	5%	2%
Not applicable - I don't have a favorite Harry Potter character	30%	18%	35%	33%	28%	30%	23%	40%	28%	33%

PRH_Q8. In your opinion, was Severus Snape a good man?

	1008	264	744	260	183	285	162	118	354	461
Unweighted base	1008	264	744	260	183	285	162	118	354	461
Base: All US adults familiar with Harry Potter	1001	258	742	261	182	280	157	121	344	466

YouGov RealTime

Harry Potter

US_nat_internal Sample: 26th - 29th April 2019



Total	Area Lived in	
	Rural	Other

PRH_Q6. Which, if any, of the following original Harry Potter films have you watched? Please select all that apply.

	Unweighted base	1008	185	8
Base: All US adults familiar with Harry Potter		1001	183	8
Harry Potter and the Sorcerer's Stone	58%	57%	68%	**
Harry Potter and the Chamber of Secrets	52%	51%	57%	**
Harry Potter and the Prisoner of Azkaban	49%	44%	57%	**
Harry Potter and the Goblet of Fire	45%	41%	46%	**
Harry Potter and the Order of the Phoenix	43%	41%	57%	**
Harry Potter and the Half-Blood Prince	41%	37%	57%	**
Harry Potter and the Deathly Hallows: Part 1	41%	38%	57%	**
Harry Potter and the Deathly Hallows: Part 2	39%	38%	57%	**
None of these	22%	27%	13%	**
Don't know	9%	10%	19%	**

PRH_Q7. Which THREE, if any, of the following Harry Potter characters are your favorites? Please select up to three options.

	Unweighted base	1008	185	8
Base: All US adults familiar with Harry Potter		1001	183	8
Alastor "Mad-Eye" Moody	3%	2%	19%	**
Albus Dumbledore	17%	16%	26%	**
Bellatrix Lestrange	3%	1%	-	**
Dobby the Elf	13%	18%	11%	**
Draco Malfoy	3%	3%	11%	**
Fred and/or George Weasley	5%	4%	29%	**
Ginny Weasley	4%	2%	-	**
Harry Potter	34%	37%	12%	**
Hermione Granger	26%	28%	31%	**
Lord Voldemort	7%	6%	12%	**
Lucius Malfoy	2%	1%	-	**
Luna Lovegood	7%	6%	-	**
Neville Longbottom	4%	3%	-	**
Professor Minerva McGonagall	6%	6%	26%	**
Remus Lupin	3%	4%	-	**
Ron Weasley	13%	11%	22%	**
Rubeus Hagrid	9%	10%	28%	**
Severus Snape	9%	7%	9%	**
Sirius Black	8%	5%	15%	**
Other	1%	0%	-	**
Don't know	4%	6%	-	**
Not applicable - I don't have a favorite Harry Potter character	30%	31%	13%	**

PRH_Q8. In your opinion, was Severus Snape a good man?

	Unweighted base	1008	185	8
Base: All US adults familiar with Harry Potter		1001	183	8

YouGov RealTime

Harry Potter

US_nat_internal Sample: 26th - 29th April 2019



	Total	Gender		Generation						
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other
Yes	35%	35%	34%	27%	48%	37%	22%	11%	-	-
				**	E.F.G	F.G		*	**	**
No	19%	20%	17%	40%	22%	21%	14%	5%	-	-
				**	F.G	F.G		*	**	**
Don't know	47%	45%	49%	32%	30%	42%	64%	84%	-	-
				**		D	D.E	D.E.F*	**	**

If you had to choose, which Hogwarts house do you think each of the following public figures would best fit into?
Please select one option on each row.

Q9_1. Donald Trump

Unweighted base	1008	432	576	19	372	248	315	54	-	-
Base	1001	478	522	18	371	239	313	60	-	-
Gryffindor	13%	17%	10%	-	12%	16%	13%	12%	-	-
				**		*	*	**	**	**
Hufflepuff	5%	7%	4%	23%	7%	4%	3%	6%	-	-
				**	F			*	**	**
Ravenclaw	7%	7%	6%	-	6%	9%	7%	6%	-	-
				**		*	*	**	**	**
Slytherin	33%	30%	37%	51%	41%	33%	27%	17%	-	-
				**	F.G	G		*	**	**
Don't know	36%	35%	38%	22%	31%	31%	44%	53%	-	-
				**			D.E	D.E*	**	**
Not applicable - I don't know who this person is	5%	5%	6%	4%	3%	6%	6%	6%	-	-
				**		*	*	**	**	**

Q9_2. Nancy Pelosi

Unweighted base	1008	432	576	19	372	248	315	54	-	-
Base	1001	478	522	18	371	239	313	60	-	-
Gryffindor	11%	13%	10%	5%	12%	10%	12%	10%	-	-
				**		*	*	**	**	**
Hufflepuff	10%	13%	7%	9%	11%	13%	7%	8%	-	-
				**	F			*	**	**
Ravenclaw	12%	10%	14%	-	17%	12%	8%	8%	-	-
				**	F			*	**	**
Slytherin	22%	22%	22%	38%	22%	26%	21%	10%	-	-
				**	G			*	**	**
Don't know	36%	35%	37%	18%	29%	32%	45%	58%	-	-
				**			D.E	D.E*	**	**
Not applicable - I don't know who this person is	8%	7%	10%	30%	10%	6%	7%	6%	-	-
				**		*	*	**	**	**

Q9_3. Mitch McConnell

Unweighted base	1008	432	576	19	372	248	315	54	-	-
Base	1001	478	522	18	371	239	313	60	-	-
Gryffindor	7%	10%	5%	-	6%	10%	7%	2%	-	-
				**		*	*	**	**	**
Hufflepuff	8%	7%	9%	15%	9%	9%	5%	12%	-	-
				**		*	*	**	**	**
Ravenclaw	9%	10%	8%	-	10%	9%	6%	10%	-	-
				**		*	*	**	**	**
Slytherin	26%	29%	24%	28%	27%	27%	27%	15%	-	-
				**		*	*	**	**	**
Don't know	38%	37%	39%	31%	32%	35%	46%	53%	-	-
				**			D.E	D.E*	**	**
Not applicable - I don't know who this person is	12%	8%	16%	26%	16%	10%	9%	9%	-	-
				**	E.F		*	**	**	**

Q9_4. Barack Obama

Unweighted base	1008	432	576	19	372	248	315	54	-	-
Base	1001	478	522	18	371	239	313	60	-	-
Gryffindor	22%	21%	23%	25%	26%	26%	15%	8%	-	-
				**	F.G	F.G		*	**	**
Hufflepuff	10%	10%	11%	23%	13%	10%	7%	7%	-	-
				**	F			*	**	**
Ravenclaw	12%	13%	11%	26%	19%	9%	7%	2%	-	-
				**	E.F.G			*	**	**
Slytherin	15%	16%	14%	5%	11%	19%	17%	17%	-	-
				**		D	D	*	**	**
Don't know	36%	36%	36%	18%	27%	31%	48%	60%	-	-
				**			D.E	D.E*	**	**
Not applicable - I don't know who this person is	5%	4%	5%	4%	4%	4%	6%	6%	-	-
				**		*	*	**	**	**

Q9_5. Alexandria Ocasio-Cortez

Unweighted base	1008	432	576	19	372	248	315	54	-	-
Base	1001	478	522	18	371	239	313	60	-	-
Gryffindor	14%	16%	13%	14%	20%	15%	10%	2%	-	-
				**	F.G	G		*	**	**
Hufflepuff	10%	11%	8%	25%	12%	11%	6%	5%	-	-
				**	F			*	**	**
Ravenclaw	10%	10%	9%	13%	15%	8%	6%	4%	-	-

YouGov RealTime

Harry Potter

US_nat_internal Sample: 26th - 29th April 2019



	Total	Region				Race				No HS, High school graduate
		Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
Yes	35%	33%	32%	35%	37%	35%	28% *	38%	35% *	29%
No	19%	21%	15%	18%	21%	17%	17% *	24%	19% *	18%
Don't know	47%	46%	53% M	47%	42%	48% P	55% P*	38%	46% *	53% S.U

If you had to choose, which Hogwarts house do you think each of the following public figures would best fit into? Please select one option on each row.

Q9_1. Donald Trump

Unweighted base	1008	194	196	360	258	684	108	149	67	344
Base	1001	177	207	372	246	672	111	155	63	373
Gryffindor	13%	14%	10%	17% K.M	9%	14%	12% *	10%	11% *	13% T
Hufflepuff	5%	6%	5%	4%	7%	4%	11% N*	9% N	3% *	7% S
Ravenclaw	7%	6%	5%	9%	7%	6%	8% *	7%	10% *	8%
Slytherin	33%	32%	35%	31%	37%	36%	27% *	28%	32% *	27%
Don't know	36%	37%	40%	34%	36%	36%	39% *	36%	36% *	38% U
Not applicable - I don't know who this person is	5%	6%	6%	5%	5%	4%	5% *	10% N	8% *	6%

Q9_2. Nancy Pelosi

Unweighted base	1008	194	196	360	258	684	108	149	67	344
Base	1001	177	207	372	246	672	111	155	63	373
Gryffindor	11%	9%	11%	11%	13%	12%	11% *	10%	4% *	10%
Hufflepuff	10%	10%	11%	11%	8%	8%	16% N*	16% N	7% *	11%
Ravenclaw	12%	15%	11%	11%	12%	12%	6% *	16% O	11% *	10%
Slytherin	22%	17%	23%	24%	22%	24% P	16% *	15%	27% P*	18%
Don't know	36%	39%	36%	35%	37%	37%	38% *	30%	43% *	41% S.U
Not applicable - I don't know who this person is	8%	9%	9%	8%	8%	6%	14% N*	14% N	8% *	10%

Q9_3. Mitch McConnell

Unweighted base	1008	194	196	360	258	684	108	149	67	344
Base	1001	177	207	372	246	672	111	155	63	373
Gryffindor	7%	6%	7%	8%	6%	7%	11% *	7%	3% *	8%
Hufflepuff	8%	12% K.M	6%	9%	6%	8% Q	8% *	9% Q	1% *	7%
Ravenclaw	9%	12% K	4%	10% K	9%	7%	8% *	13% N	14% N*	9%
Slytherin	26%	23% L	31%	23%	30%	30% O.P	16% *	18%	29% *	19%
Don't know	38%	37%	39%	39%	38%	38%	38% *	39%	36% *	43% U
Not applicable - I don't know who this person is	12%	11%	13%	12%	12%	10%	18% N*	14%	17% *	13% T

Q9_4. Barack Obama

Unweighted base	1008	194	196	360	258	684	108	149	67	344
Base	1001	177	207	372	246	672	111	155	63	373
Gryffindor	22%	22%	22%	21%	23%	22%	26% *	20%	16% *	18%
Hufflepuff	10%	11%	11%	10%	10%	9%	19% N.Q*	11%	8% *	11%
Ravenclaw	12%	12%	10%	13%	13%	12% O	3% *	18% O	19% O*	9%
Slytherin	15%	12%	16%	15%	15%	17% O.P	7% *	10%	19% O*	13%
Don't know	36%	39%	36%	36%	36%	37%	40% *	33%	30% *	43% S.U
Not applicable - I don't know who this person is	5%	4%	6%	5%	4%	4%	5% *	9% N	8% *	6%

Q9_5. Alexandria Ocasio-Cortez

Unweighted base	1008	194	196	360	258	684	108	149	67	344
Base	1001	177	207	372	246	672	111	155	63	373
Gryffindor	14%	11%	15%	14%	17%	15%	11% *	12%	22% O*	10%
Hufflepuff	10%	14% K	7%	9%	9%	9%	13% *	10%	7% *	11% T
Ravenclaw	10%	13%	8%	8%	11%	8%	10% *	17%	7% *	9%

YouGov RealTime

Harry Potter

US_nat_internal Sample: 26th - 29th April 2019



	Total	Education			Marital Status					
		Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership
Yes	35%	35%	36%	48%	37%	43%	26%	14%	35%	38%
				R.S.T	X.Y	**	*	*	Y	Y*
No	19%	20%	19%	15%	17%	8%	20%	4%	24%	17%
				Y	Y	**	Y*	*	V.Y	Y*
Don't know	47%	45%	45%	37%	46%	48%	55%	82%	41%	45%
					**	**	Z*	V.X.Z.AA*		*

If you had to choose, which Hogwarts house do you think each of the following public figures would best fit into? Please select one option on each row.

Q9_1. Donald Trump

Unweighted base	1008	332	207	125	481	18	92	43	319	55
Base	1001	316	195	116	478	20	90	46	314	53
Gryffindor	13%	15%	7%	16%	15%	10%	18%	9%	10%	9%
		T		T	Z	**	Z*	*		*
Hufflepuff	5%	3%	5%	5%	6%	18%	3%	5%	4%	5%
					**	**	*	*		*
Ravenclaw	7%	7%	4%	8%	8%	-	5%	10%	6%	7%
					**	**	*	*		*
Slytherin	33%	31%	46%	41%	31%	32%	31%	18%	39%	37%
			R.S	R.S	**	**	*	*	V.Y	Y*
Don't know	36%	39%	33%	27%	34%	40%	40%	55%	35%	36%
		U			**	**	*	V.Z*		*
Not applicable - I don't know who this person is	5%	5%	4%	4%	5%	-	3%	4%	6%	5%
					**	**	*	*		*

Q9_2. Nancy Pelosi

Unweighted base	1008	332	207	125	481	18	92	43	319	55
Base	1001	316	195	116	478	20	90	46	314	53
Gryffindor	11%	10%	11%	20%	11%	9%	11%	11%	10%	20%
				R.S.T	**	**	*	*		Z*
Hufflepuff	10%	8%	9%	12%	10%	32%	6%	6%	11%	4%
				**	**	**	*	*		*
Ravenclaw	12%	13%	14%	16%	13%	8%	12%	3%	13%	9%
				Y	**	**	*	*		*
Slytherin	22%	28%	23%	20%	24%	6%	27%	17%	19%	27%
		R			**	**	*	*		*
Don't know	36%	33%	37%	28%	35%	41%	38%	62%	35%	28%
		U			**	**	*	V.X.Z.AA*		*
Not applicable - I don't know who this person is	8%	8%	7%	5%	6%	5%	7%	2%	12%	11%
					**	**	*	*	V.Y	*

Q9_3. Mitch McConnell

Unweighted base	1008	332	207	125	481	18	92	43	319	55
Base	1001	316	195	116	478	20	90	46	314	53
Gryffindor	7%	7%	4%	7%	9%	8%	7%	2%	5%	5%
				Z	**	**	*	*		*
Hufflepuff	8%	8%	6%	13%	9%	20%	7%	2%	7%	4%
				**	**	**	*	*		*
Ravenclaw	9%	8%	7%	11%	9%	-	6%	11%	9%	9%
				**	**	**	*	*		*
Slytherin	26%	27%	36%	34%	25%	22%	30%	20%	27%	35%
		R	R.S	R	**	**	*	*		*
Don't know	38%	36%	39%	28%	37%	41%	41%	57%	38%	33%
				**	**	**	*	V.Z.AA*		*
Not applicable - I don't know who this person is	12%	14%	8%	8%	10%	9%	9%	8%	15%	14%
		T			**	**	*	*		*

Q9_4. Barack Obama

Unweighted base	1008	332	207	125	481	18	92	43	319	55
Base	1001	316	195	116	478	20	90	46	314	53
Gryffindor	22%	22%	26%	26%	20%	28%	18%	13%	25%	28%
			R		**	**	*	*		*
Hufflepuff	10%	10%	7%	12%	10%	10%	8%	5%	12%	9%
			**	**	**	**	*	*		*
Ravenclaw	12%	14%	13%	16%	12%	19%	7%	-	16%	8%
			Y		**	**	*	*	X.Y	*
Slytherin	15%	18%	14%	12%	18%	4%	19%	17%	9%	17%
			Z		**	**	Z*	*		*
Don't know	36%	32%	36%	30%	36%	39%	41%	62%	32%	34%
			**	**	**	**	*	V.X.Z.AA*		*
Not applicable - I don't know who this person is	5%	5%	3%	4%	5%	-	6%	4%	5%	4%
					**	**	*	*		*

Q9_5. Alexandria Ocasio-Cortez

Unweighted base	1008	332	207	125	481	18	92	43	319	55
Base	1001	316	195	116	478	20	90	46	314	53
Gryffindor	14%	14%	21%	20%	15%	18%	9%	3%	16%	15%
			R.S	R	Y	**	*	*	Y	Y*
Hufflepuff	10%	9%	6%	13%	11%	10%	7%	6%	9%	6%
			T		**	**	*	*		*
Ravenclaw	10%	8%	13%	10%	9%	13%	4%	6%	12%	10%

YouGov RealTime

Harry Potter

US_nat_internal Sample: 26th - 29th April 2019



	Total	Children under the age of 18		Income				Type of Ar		
		Yes	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/Town
Yes	35%	49% AC	30%	31%	39% AH	35% AH	43% AD,AH	24%	38%	33%
No	19%	19%	19%	21%	15%	16%	23%	18%	18%	21%
Don't know	47%	32%	52% AB	48% AG	46% AG	48% AG	35%	58% AE,AG	44%	46%

If you had to choose, which Hogwarts house do you think each of the following public figures would best fit into? Please select one option on each row.

Q9_1. Donald Trump

Unweighted base	1008	264	744	260	183	285	162	118	354	461
Base	1001	258	742	261	182	280	157	121	344	466
Gryffindor	13%	17% AC	11%	13%	12%	12%	15%	13%	15% AJ	10%
Hufflepuff	5%	7%	5%	6%	7% AG	6%	2%	3%	5%	7% AK
Ravenclaw	7%	9%	6%	8%	6%	8%	7%	3%	9% AJ	5%
Slytherin	33%	34%	33%	33%	30%	32%	43% AE,AF,AH	29%	32%	38% AK
Don't know	36%	29%	39% AB	35%	40% AG	35%	28%	46% AG	35%	35%
Not applicable - I don't know who this person is	5%	4%	6%	5%	4%	6%	4%	6%	4%	6%

Q9_2. Nancy Pelosi

Unweighted base	1008	264	744	260	183	285	162	118	354	461
Base	1001	258	742	261	182	280	157	121	344	466
Gryffindor	11%	12%	11%	10%	13%	10%	17% AD,AF,AH	8%	15% AJ,AK	10%
Hufflepuff	10%	13%	9%	11%	9%	11%	7%	9%	12% AK	9%
Ravenclaw	12%	16% AC	11%	11%	14% AH	14% AH	14% AH	6%	13%	13%
Slytherin	22%	24%	21%	21%	20%	24%	26%	19%	19%	22%
Don't know	36%	28%	39% AB	37%	38%	33%	31%	45% AF,AG	35%	37%
Not applicable - I don't know who this person is	8%	8%	8%	9%	7%	8%	6%	12%	6%	9%

Q9_3. Mitch McConnell

Unweighted base	1008	264	744	260	183	285	162	118	354	461
Base	1001	258	742	261	182	280	157	121	344	466
Gryffindor	7%	9%	6%	7%	9%	7%	7%	4%	8%	6%
Hufflepuff	8%	10%	7%	6%	7%	10% AD	9%	6%	10%	7%
Ravenclaw	9%	13% AC	7%	8%	10%	8%	12%	5%	11%	8%
Slytherin	26%	26%	27%	28%	21%	27%	33% AE,AH	22%	24%	30% AK
Don't know	38%	29%	42% AB	40%	41% AG	35%	30%	48% AF,AG	36%	38%
Not applicable - I don't know who this person is	12%	14%	11%	13%	12%	12%	8%	14%	11%	12%

Q9_4. Barack Obama

Unweighted base	1008	264	744	260	183	285	162	118	354	461
Base	1001	258	742	261	182	280	157	121	344	466
Gryffindor	22%	25%	20%	23% AH	21% AH	23% AH	24% AH	14%	24% AK	22%
Hufflepuff	10%	12%	9%	11%	11%	12%	7%	7%	11%	10%
Ravenclaw	12%	13%	12%	10%	11%	13%	17%	9%	14% AK	12%
Slytherin	15%	17%	14%	14%	15%	14%	18%	14%	13%	14%
Don't know	36%	27%	40% AB	36%	39%	34%	29%	48% AD,AF,AG	34%	37%
Not applicable - I don't know who this person is	5%	5%	5%	5%	4%	4%	5%	7%	3%	5%

Q9_5. Alexandria Ocasio-Cortez

Unweighted base	1008	264	744	260	183	285	162	118	354	461
Base	1001	258	742	261	182	280	157	121	344	466
Gryffindor	14%	16%	14%	12%	17% AH	13%	23% AD,AF,AH	7%	20% AJ,AK	13%
Hufflepuff	10%	12%	9%	8%	8%	14% AD,AE,AH	9%	6%	11%	10%
Ravenclaw	10%	11%	9%	10%	10%	12%	7%	7%	11%	10%

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Harry Potter

US_nat_internal Sample: 26th - 29th April 2019



	Total	Area Lived in	
		Rural	Other
Yes	35%	30%	57%
			**
No	19%	16%	19%
			**
Don't know	47%	54%	25%
		AI	**

If you had to choose, which Hogwarts house do you think each of the following public figures would best fit into? Please select one option on each row.

Q9_1. Donald Trump

Unweighted base	1008	185	8
Base	1001	183	8
Gryffindor	13%	17%	13%
		AJ	**
Hufflepuff	5%	2%	-
			**
Ravenclaw	7%	8%	11%
			**
Slytherin	33%	25%	34%
			**
Don't know	36%	40%	41%
			**
Not applicable - I don't know who this person is	5%	8%	-
		AI	**

Q9_2. Nancy Pelosi

Unweighted base	1008	185	8
Base	1001	183	8
Gryffindor	11%	7%	11%
			**
Hufflepuff	10%	6%	13%
			**
Ravenclaw	12%	8%	24%
			**
Slytherin	22%	30%	11%
		AI,AJ	**
Don't know	36%	38%	41%
			**
Not applicable - I don't know who this person is	8%	10%	-
			**

Q9_3. Mitch McConnell

Unweighted base	1008	185	8
Base	1001	183	8
Gryffindor	7%	7%	25%
			**
Hufflepuff	8%	8%	20%
			**
Ravenclaw	9%	8%	-
			**
Slytherin	26%	21%	15%
			**
Don't know	38%	42%	41%
			**
Not applicable - I don't know who this person is	12%	14%	-
			**

Q9_4. Barack Obama

Unweighted base	1008	185	8
Base	1001	183	8
Gryffindor	22%	16%	11%
			**
Hufflepuff	10%	9%	13%
			**
Ravenclaw	12%	7%	35%
			**
Slytherin	15%	20%	19%
		AI	**
Don't know	36%	41%	22%
			**
Not applicable - I don't know who this person is	5%	8%	-
		AI	**

Q9_5. Alexandria Ocasio-Cortez

Unweighted base	1008	185	8
Base	1001	183	8
Gryffindor	14%	9%	15%
			**
Hufflepuff	10%	7%	-
			**
Ravenclaw	10%	6%	9%

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Harry Potter

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	Total	Gender		Generation						
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other
Slytherin	15%	17%	14%	**	E.F.G			*	**	**
Don't know	37%	35%	38%	10%	25%	33%	50%	61%	-	-
Not applicable - I don't know who this person is	14%	11%	18%	30%	16%	13%	12%	14%	-	-

Q9_6. Oprah Winfrey

Unweighted base	1008	432	576	19	372	248	315	54	-	-
Base	1001	478	522	18	371	239	313	60	-	-
Gryffindor	19%	17%	20%	15%	25%	20%	13%	6%	-	-
Hufflepuff	17%	17%	17%	49%	17%	17%	17%	13%	-	-
Ravenclaw	11%	11%	11%	5%	13%	14%	5%	10%	-	-
Slytherin	10%	12%	9%	-	11%	11%	10%	5%	-	-
Don't know	38%	38%	38%	23%	30%	33%	49%	58%	-	-
Not applicable - I don't know who this person is	5%	5%	5%	8%	4%	4%	6%	8%	-	-

Q9_7. Ellen DeGeneres

Unweighted base	1008	432	576	19	372	248	315	54	-	-
Base	1001	478	522	18	371	239	313	60	-	-
Gryffindor	17%	12%	21%	10%	20%	17%	15%	7%	-	-
Hufflepuff	21%	21%	21%	29%	28%	25%	12%	6%	-	-
Ravenclaw	10%	12%	8%	8%	11%	12%	8%	6%	-	-
Slytherin	10%	12%	7%	22%	9%	10%	9%	10%	-	-
Don't know	37%	37%	37%	23%	29%	31%	49%	64%	-	-
Not applicable - I don't know who this person is	5%	6%	5%	8%	3%	5%	6%	8%	-	-

Q9_8. Jimmy Fallon

Unweighted base	1008	432	576	19	372	248	315	54	-	-
Base	1001	478	522	18	371	239	313	60	-	-
Gryffindor	12%	12%	11%	13%	15%	10%	11%	5%	-	-
Hufflepuff	22%	21%	23%	18%	29%	28%	12%	8%	-	-
Ravenclaw	12%	11%	12%	38%	13%	13%	9%	2%	-	-
Slytherin	9%	10%	9%	-	9%	11%	9%	13%	-	-
Don't know	38%	38%	39%	23%	30%	33%	49%	59%	-	-
Not applicable - I don't know who this person is	7%	7%	7%	8%	4%	5%	10%	12%	-	-

Q9_9. Seth Meyers

Unweighted base	1008	432	576	19	372	248	315	54	-	-
Base	1001	478	522	18	371	239	313	60	-	-
Gryffindor	11%	12%	10%	15%	13%	13%	9%	6%	-	-
Hufflepuff	15%	15%	15%	9%	17%	19%	13%	1%	-	-
Ravenclaw	12%	13%	10%	27%	13%	15%	8%	3%	-	-
Slytherin	8%	10%	6%	-	8%	10%	7%	4%	-	-
Don't know	41%	38%	43%	28%	31%	34%	52%	67%	-	-
Not applicable - I don't know who this person is	14%	12%	15%	22%	17%	10%	12%	17%	-	-

Q9_10. Stephen Colbert

Unweighted base	1008	432	576	19	372	248	315	54	-	-
Base	1001	478	522	18	371	239	313	60	-	-
Gryffindor	12%	14%	10%	5%	15%	12%	10%	4%	-	-
Hufflepuff	13%	13%	12%	20%	17%	11%	10%	7%	-	-
Ravenclaw	15%	14%	16%	18%	18%	20%	9%	6%	-	-

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Harry Potter

US_nat_internal Sample: 26th - 29th April 2019



	Total	Region				Race				No HS, High school graduate
		Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
Slytherin	15%	14%	15%	17%	13%	17%	*	N	*	14%
Don't know	37%	35%	38%	38%	35%	37%	39%	35%	36%	40%
Not applicable - I don't know who this person is	14%	13%	17%	13%	15%	14%	20%	12%	13%	16%

Q9_6. Oprah Winfrey

Unweighted base	1008	194	196	360	258	684	108	149	67	344
Base	1001	177	207	372	246	672	111	155	63	373
Gryffindor	19%	20%	17%	18%	21%	20%	20%	17%	13%	14%
Hufflepuff	17%	14%	15%	20%	17%	16%	17%	20%	19%	20%
Ravenclaw	11%	11%	10%	11%	11%	10%	9%	13%	16%	7%
Slytherin	10%	11%	14%	8%	9%	11%	6%	10%	8%	10%
Don't know	38%	39%	37%	39%	38%	39%	42%	32%	38%	43%
Not applicable - I don't know who this person is	5%	6%	6%	4%	4%	4%	5%	7%	6%	5%

Q9_7. Ellen DeGeneres

Unweighted base	1008	194	196	360	258	684	108	149	67	344
Base	1001	177	207	372	246	672	111	155	63	373
Gryffindor	17%	17%	18%	17%	15%	17%	17%	15%	19%	14%
Hufflepuff	21%	20%	21%	19%	25%	21%	20%	21%	27%	17%
Ravenclaw	10%	9%	9%	11%	10%	11%	4%	13%	8%	10%
Slytherin	10%	11%	8%	10%	9%	9%	13%	11%	9%	12%
Don't know	37%	38%	38%	38%	36%	39%	39%	34%	31%	40%
Not applicable - I don't know who this person is	5%	5%	6%	4%	5%	4%	8%	6%	6%	7%

Q9_8. Jimmy Fallon

Unweighted base	1008	194	196	360	258	684	108	149	67	344
Base	1001	177	207	372	246	672	111	155	63	373
Gryffindor	12%	14%	11%	13%	10%	11%	15%	11%	12%	10%
Hufflepuff	22%	22%	25%	19%	24%	23%	17%	19%	24%	17%
Ravenclaw	12%	10%	11%	11%	13%	10%	13%	17%	9%	12%
Slytherin	9%	11%	7%	10%	9%	9%	9%	10%	10%	11%
Don't know	38%	37%	38%	39%	38%	40%	35%	35%	38%	40%
Not applicable - I don't know who this person is	7%	6%	7%	7%	6%	6%	11%	8%	8%	9%

Q9_9. Seth Meyers

Unweighted base	1008	194	196	360	258	684	108	149	67	344
Base	1001	177	207	372	246	672	111	155	63	373
Gryffindor	11%	11%	10%	12%	11%	11%	8%	11%	16%	10%
Hufflepuff	15%	18%	16%	14%	14%	15%	16%	12%	21%	13%
Ravenclaw	12%	13%	12%	10%	13%	11%	17%	11%	8%	12%
Slytherin	8%	10%	8%	8%	7%	8%	6%	11%	4%	6%
Don't know	41%	38%	40%	42%	41%	43%	34%	40%	29%	43%
Not applicable - I don't know who this person is	14%	11%	16%	14%	13%	12%	18%	15%	21%	15%

Q9_10. Stephen Colbert

Unweighted base	1008	194	196	360	258	684	108	149	67	344
Base	1001	177	207	372	246	672	111	155	63	373
Gryffindor	12%	13%	13%	11%	13%	13%	7%	13%	10%	9%
Hufflepuff	13%	14%	10%	12%	14%	13%	12%	8%	18%	8%
Ravenclaw	15%	15%	15%	16%	13%	14%	12%	21%	19%	14%

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Harry Potter

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	Total	Education			Marital Status					
		Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership
Slytherin	15%	17%	15%	15%	16%	23%	22%	16%	X	*
Don't know	37%	34%	37%	32%	37%	15%	41%	57%	33%	34%
Not applicable - I don't know who this person is	14%	17%	8%	11%	11%	20%	17%	12%	18%	15%

Q9_6. Oprah Winfrey

Unweighted base	1008	332	207	125	481	18	92	43	319	55
Base	1001	316	195	116	478	20	90	46	314	53
Gryffindor	19%	17%	25%	27%	19%	18%	10%	8%	23%	23%
Hufflepuff	17%	16%	14%	15%	19%	14%	18%	13%	16%	14%
Ravenclaw	11%	14%	10%	13%	10%	20%	12%	4%	11%	11%
Slytherin	10%	13%	7%	9%	10%	14%	15%	6%	9%	11%
Don't know	38%	36%	38%	30%	37%	34%	41%	64%	36%	35%
Not applicable - I don't know who this person is	5%	5%	5%	6%	5%	-	5%	4%	6%	5%

Q9_7. Ellen DeGeneres

Unweighted base	1008	332	207	125	481	18	92	43	319	55
Base	1001	316	195	116	478	20	90	46	314	53
Gryffindor	17%	17%	19%	23%	19%	18%	13%	9%	17%	11%
Hufflepuff	21%	23%	23%	25%	19%	28%	19%	6%	25%	27%
Ravenclaw	10%	9%	11%	11%	12%	10%	9%	9%	8%	13%
Slytherin	10%	10%	5%	5%	9%	4%	13%	11%	10%	12%
Don't know	37%	37%	38%	31%	37%	41%	39%	64%	35%	34%
Not applicable - I don't know who this person is	5%	3%	4%	5%	5%	-	6%	2%	6%	4%

Q9_8. Jimmy Fallon

Unweighted base	1008	332	207	125	481	18	92	43	319	55
Base	1001	316	195	116	478	20	90	46	314	53
Gryffindor	12%	13%	12%	16%	11%	17%	17%	4%	12%	9%
Hufflepuff	22%	21%	30%	29%	21%	19%	12%	16%	25%	40%
Ravenclaw	12%	12%	11%	8%	12%	15%	7%	2%	14%	7%
Slytherin	9%	11%	5%	7%	10%	-	16%	10%	8%	4%
Don't know	38%	39%	37%	32%	37%	49%	40%	62%	36%	39%
Not applicable - I don't know who this person is	7%	5%	5%	7%	8%	-	9%	6%	6%	2%

Q9_9. Seth Meyers

Unweighted base	1008	332	207	125	481	18	92	43	319	55
Base	1001	316	195	116	478	20	90	46	314	53
Gryffindor	11%	8%	11%	23%	12%	19%	8%	8%	11%	10%
Hufflepuff	15%	15%	19%	17%	17%	23%	13%	6%	14%	15%
Ravenclaw	12%	13%	10%	8%	9%	9%	14%	4%	15%	18%
Slytherin	8%	10%	7%	11%	9%	-	8%	6%	7%	7%
Don't know	41%	39%	43%	31%	41%	49%	42%	69%	34%	44%
Not applicable - I don't know who this person is	14%	15%	10%	10%	12%	-	15%	6%	20%	5%

Q9_10. Stephen Colbert

Unweighted base	1008	332	207	125	481	18	92	43	319	55
Base	1001	316	195	116	478	20	90	46	314	53
Gryffindor	12%	11%	17%	19%	12%	9%	8%	7%	14%	9%
Hufflepuff	13%	15%	17%	15%	14%	14%	16%	4%	10%	19%
Ravenclaw	15%	14%	17%	16%	15%	30%	6%	11%	17%	14%

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Harry Potter

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	Total	Children under the age of 18		Income				Type of Ar		
		Yes	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/Town
Slytherin	15%	17%	15%	13%	11%	17%	19%	20%	14%	15%
Don't know	37%	28%	40%	37%	41%	33%	32%	45%	34%	38%
Not applicable - I don't know who this person is	14%	17%	13%	19%	13%	12%	10%	15%	10%	15%

Q9_6. Oprah Winfrey

Unweighted base	1008	264	744	260	183	285	162	118	354	461
Base	1001	258	742	261	182	280	157	121	344	466
Gryffindor	19%	21%	18%	19%	18%	23%	18%	13%	23%	18%
Hufflepuff	17%	20%	16%	21%	18%	14%	18%	11%	17%	17%
Ravenclaw	11%	12%	10%	8%	9%	12%	14%	11%	12%	10%
Slytherin	10%	12%	9%	9%	10%	11%	11%	11%	9%	10%
Don't know	38%	32%	40%	39%	41%	35%	34%	46%	35%	40%
Not applicable - I don't know who this person is	5%	3%	6%	3%	5%	5%	5%	8%	4%	5%

Q9_7. Ellen DeGeneres

Unweighted base	1008	264	744	260	183	285	162	118	354	461
Base	1001	258	742	261	182	280	157	121	344	466
Gryffindor	17%	20%	16%	17%	18%	17%	16%	15%	19%	16%
Hufflepuff	21%	28%	19%	20%	21%	23%	28%	11%	25%	21%
Ravenclaw	10%	13%	9%	11%	8%	11%	11%	8%	8%	11%
Slytherin	10%	8%	10%	11%	9%	10%	6%	11%	9%	8%
Don't know	37%	28%	41%	35%	41%	35%	33%	49%	35%	38%
Not applicable - I don't know who this person is	5%	4%	5%	6%	3%	4%	5%	6%	4%	5%

Q9_8. Jimmy Fallon

Unweighted base	1008	264	744	260	183	285	162	118	354	461
Base	1001	258	742	261	182	280	157	121	344	466
Gryffindor	12%	15%	11%	15%	10%	11%	14%	7%	16%	10%
Hufflepuff	22%	27%	20%	19%	24%	24%	28%	12%	23%	22%
Ravenclaw	12%	13%	11%	11%	12%	11%	13%	12%	11%	12%
Slytherin	9%	10%	9%	10%	9%	10%	7%	11%	9%	9%
Don't know	38%	29%	42%	37%	39%	37%	34%	51%	35%	41%
Not applicable - I don't know who this person is	7%	6%	7%	8%	6%	8%	4%	7%	6%	6%

Q9_9. Seth Meyers

Unweighted base	1008	264	744	260	183	285	162	118	354	461
Base	1001	258	742	261	182	280	157	121	344	466
Gryffindor	11%	17%	9%	9%	12%	11%	16%	8%	14%	10%
Hufflepuff	15%	16%	15%	14%	17%	16%	19%	7%	16%	15%
Ravenclaw	12%	11%	12%	15%	9%	14%	9%	6%	14%	11%
Slytherin	8%	11%	7%	7%	6%	9%	10%	9%	7%	9%
Don't know	41%	34%	43%	39%	45%	39%	36%	47%	38%	40%
Not applicable - I don't know who this person is	14%	10%	15%	16%	10%	11%	10%	23%	11%	14%

Q9_10. Stephen Colbert

Unweighted base	1008	264	744	260	183	285	162	118	354	461
Base	1001	258	742	261	182	280	157	121	344	466
Gryffindor	12%	13%	12%	12%	12%	13%	13%	8%	14%	12%
Hufflepuff	13%	14%	12%	12%	14%	13%	15%	7%	13%	14%
Ravenclaw	15%	16%	14%	10%	17%	15%	18%	15%	18%	14%

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Harry Potter

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	Total	Area Lived in	
		Rural	Other
			**
Slytherin	15%	17%	35%
			**
Don't know	37%	40%	22%
			**
Not applicable - I don't know who this person is	14%	21%	19%
		AI	**

Q9_6. Oprah Winfrey

Unweighted base	1008	185	8
Base	1001	183	8
Gryffindor	19%	13%	25%
			**
Hufflepuff	17%	17%	9%
			**
Ravenclaw	11%	9%	-
			**
Slytherin	10%	11%	13%
			**
Don't know	38%	41%	52%
			**
Not applicable - I don't know who this person is	5%	9%	-
		AI	**

Q9_7. Ellen DeGeneres

Unweighted base	1008	185	8
Base	1001	183	8
Gryffindor	17%	15%	11%
			**
Hufflepuff	21%	13%	35%
			**
Ravenclaw	10%	12%	-
			**
Slytherin	10%	13%	32%
			**
Don't know	37%	40%	22%
			**
Not applicable - I don't know who this person is	5%	8%	-
		AI	**

Q9_8. Jimmy Fallon

Unweighted base	1008	185	8
Base	1001	183	8
Gryffindor	12%	8%	-
			**
Hufflepuff	22%	20%	35%
			**
Ravenclaw	12%	11%	24%
			**
Slytherin	9%	13%	-
			**
Don't know	38%	38%	41%
			**
Not applicable - I don't know who this person is	7%	10%	-
			**

Q9_9. Seth Meyers

Unweighted base	1008	185	8
Base	1001	183	8
Gryffindor	11%	10%	-
			**
Hufflepuff	15%	13%	50%
			**
Ravenclaw	12%	8%	-
			**
Slytherin	8%	6%	-
			**
Don't know	41%	47%	31%
			**
Not applicable - I don't know who this person is	14%	16%	19%
			**

Q9_10. Stephen Colbert

Unweighted base	1008	185	8
Base	1001	183	8
Gryffindor	12%	8%	-
			**
Hufflepuff	13%	8%	11%
			**
Ravenclaw	15%	12%	28%
			**

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Harry Potter

US_nat_internal Sample: 26th - 29th April 2019



	Total	Gender		Generation						
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other
Slytherin	13%	14%	12%	10% **	11%	16%	13%	14% *	- **	- **
Don't know	38%	37%	39%	27% **	29%	32%	50% D.E	57% D.E*	- **	- **
Not applicable - I don't know who this person is	9%	8%	11%	21% **	11%	9%	7%	12% *	- **	- **

Q9_11. James Corden

Unweighted base	1008	432	576	19	372	248	315	54	-	-
Base	1001	478	522	18	371	239	313	60	-	-
Gryffindor	8%	7%	9%	4% **	9%	10%	7%	5% *	- **	- **
Hufflepuff	19%	19%	20%	37% **	26% F.G	24% F.G	10%	4% *	- **	- **
Ravenclaw	9%	10%	7%	28% **	10% F	10%	6%	3% *	- **	- **
Slytherin	6%	8%	5%	- **	7%	7%	6%	4% *	- **	- **
Don't know	37%	36%	37%	18% **	28%	30%	51% D.E	54% D.E*	- **	- **
Not applicable - I don't know who this person is	21%	20%	21%	14% **	20%	19%	20%	30% *	- **	- **

Q9_12. John Oliver

Unweighted base	1008	432	576	19	372	248	315	54	-	-
Base	1001	478	522	18	371	239	313	60	-	-
Gryffindor	9%	11% B	7%	- **	12% G	9% G	8% G	- *	- **	- **
Hufflepuff	11%	15% B	7%	14% **	14% G	10% G	9% G	1% *	- **	- **
Ravenclaw	13%	13%	13%	19% **	19% F.G	14% F.G	7% F.G	4% *	- **	- **
Slytherin	7%	9%	6%	23% **	5%	13% D,F,G	6%	3% *	- **	- **
Don't know	36%	34%	39%	9% **	28%	31%	48% D.E	55% D.E*	- **	- **
Not applicable - I don't know who this person is	23%	18% A	28%	35% **	22%	22%	22% D.E	36% D.E,F*	- **	- **

Q9_13. Serena Williams

Unweighted base	1008	432	576	19	372	248	315	54	-	-
Base	1001	478	522	18	371	239	313	60	-	-
Gryffindor	21%	20%	22%	34% **	29% E,F,G	20% F	12%	9% *	- **	- **
Hufflepuff	12%	13%	10%	13% **	11%	14%	11%	14% *	- **	- **
Ravenclaw	13%	13%	12%	22% **	12%	15%	13%	5% *	- **	- **
Slytherin	7%	7%	8%	4% **	8%	9%	6%	6% *	- **	- **
Don't know	40%	39%	41%	18% **	33%	36%	50% D.E	57% D.E*	- **	- **
Not applicable - I don't know who this person is	7%	7%	7%	8% **	7%	6%	8% D.E	8% *	- **	- **

Q9_14. Tiger Woods

Unweighted base	1008	432	576	19	372	248	315	54	-	-
Base	1001	478	522	18	371	239	313	60	-	-
Gryffindor	12%	15% B	10%	6% **	17% E,F,G	11%	8%	6% *	- **	- **
Hufflepuff	12%	15% B	10%	22% **	13%	13%	11%	13% *	- **	- **
Ravenclaw	14%	15%	12%	18% **	12%	18% D,F	12%	11% *	- **	- **
Slytherin	14%	10% A	18%	10% **	18% F	16%	10%	7% *	- **	- **
Don't know	42%	41%	44%	36% **	35%	37%	53% D.E	56% D.E*	- **	- **
Not applicable - I don't know who this person is	5%	5%	6%	8% **	5%	4%	6% D.E	8% *	- **	- **

Q9_15. Lebron James

Unweighted base	1008	432	576	19	372	248	315	54	-	-
Base	1001	478	522	18	371	239	313	60	-	-
Gryffindor	19%	21%	18%	23% **	26% F.G	19% F.G	13%	7% *	- **	- **
Hufflepuff	10%	10%	9%	23% **	9%	11%	9%	8% *	- **	- **
Ravenclaw	12%	13%	12%	15% **	13%	18% F	8%	12% *	- **	- **
Slytherin	8%	9%	8%	4% **	8%	9%	9%	3% *	- **	- **

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Harry Potter

US_nat_internal Sample: 26th - 29th April 2019



	Total	Region				Race				No HS, High school graduate
		Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
Slytherin	13%	11%	14%	13%	14%	14%	12%	8%	14%	12%
Don't know	38%	38%	38%	38%	39%	38%	44%	38%	28%	44%
Not applicable - I don't know who this person is	9%	10%	10%	10%	7%	8%	14%	13%	12%	12%
							N*		*	T.U

Q9_11. James Corden

Unweighted base	1008	194	196	360	258	684	108	149	67	344
Base	1001	177	207	372	246	672	111	155	63	373
Gryffindor	8%	9%	5%	10%	7%	8%	6%	11%	7%	7%
Hufflepuff	19%	23%	19%	18%	18%	20%	15%	19%	17%	13%
Ravenclaw	9%	7%	10%	8%	10%	7%	14%	12%	8%	11%
Slytherin	6%	7%	7%	7%	5%	5%	12%	8%	8%	8%
Don't know	37%	38%	40%	36%	35%	38%	33%	34%	37%	42%
Not applicable - I don't know who this person is	21%	16%	19%	21%	24%	21%	21%	16%	24%	19%
					J		*		*	

Q9_12. John Oliver

Unweighted base	1008	194	196	360	258	684	108	149	67	344
Base	1001	177	207	372	246	672	111	155	63	373
Gryffindor	9%	6%	10%	10%	10%	9%	8%	9%	7%	6%
Hufflepuff	11%	15%	9%	10%	10%	11%	11%	11%	9%	10%
Ravenclaw	13%	13%	13%	12%	14%	13%	12%	14%	14%	11%
Slytherin	7%	11%	6%	6%	7%	6%	9%	10%	10%	6%
Don't know	36%	33%	33%	39%	37%	37%	36%	36%	32%	41%
Not applicable - I don't know who this person is	23%	22%	29%	23%	21%	23%	24%	21%	28%	26%
							*		*	T

Q9_13. Serena Williams

Unweighted base	1008	194	196	360	258	684	108	149	67	344
Base	1001	177	207	372	246	672	111	155	63	373
Gryffindor	21%	21%	19%	21%	21%	21%	25%	15%	25%	17%
Hufflepuff	12%	11%	12%	13%	11%	12%	14%	13%	5%	12%
Ravenclaw	13%	11%	12%	11%	16%	13%	6%	15%	14%	10%
Slytherin	7%	9%	5%	8%	7%	6%	7%	12%	10%	9%
Don't know	40%	41%	43%	40%	38%	41%	41%	38%	39%	43%
Not applicable - I don't know who this person is	7%	7%	8%	6%	7%	7%	7%	8%	8%	9%
							*		*	

Q9_14. Tiger Woods

Unweighted base	1008	194	196	360	258	684	108	149	67	344
Base	1001	177	207	372	246	672	111	155	63	373
Gryffindor	12%	12%	8%	16%	9%	12%	12%	12%	10%	10%
Hufflepuff	12%	15%	14%	11%	11%	11%	16%	14%	20%	14%
Ravenclaw	14%	16%	10%	14%	15%	14%	15%	14%	9%	12%
Slytherin	14%	12%	17%	13%	16%	15%	11%	13%	13%	12%
Don't know	42%	41%	44%	41%	45%	44%	43%	38%	39%	46%
Not applicable - I don't know who this person is	5%	5%	7%	5%	4%	4%	4%	9%	10%	6%
							*	N	N*	

Q9_15. Lebron James

Unweighted base	1008	194	196	360	258	684	108	149	67	344
Base	1001	177	207	372	246	672	111	155	63	373
Gryffindor	19%	17%	18%	22%	18%	19%	22%	15%	22%	18%
Hufflepuff	10%	13%	11%	8%	9%	9%	11%	14%	1%	10%
Ravenclaw	12%	9%	14%	12%	14%	13%	12%	11%	15%	11%
Slytherin	8%	10%	5%	9%	10%	8%	5%	13%	10%	9%

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Harry Potter

US_nat_internal Sample: 26th - 29th April 2019



	Total	Education			Marital Status					
		Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership
Slytherin	13%	17%	7%	16%	15%	-	17%	10%	10%	14%
		T		T		**	*	*		*
Don't know	38%	34%	36%	31%	38%	35%	40%	60%	35%	38%
						**	*	V.X.Z.AA*		*
Not applicable - I don't know who this person is	9%	10%	6%	4%	7%	12%	13%	8%	12%	7%
						**	V*	*	V	*

Q9_11. James Corden

Unweighted base	1008	332	207	125	481	18	92	43	319	55
Base	1001	316	195	116	478	20	90	46	314	53
Gryffindor	8%	7%	7%	13%	9%	4%	13%	4%	7%	3%
						**	*	*		*
Hufflepuff	19%	18%	28%	26%	20%	15%	11%	6%	21%	31%
			R.S	R	X.Y	**	*	*	X.Y	X.Y*
Ravenclaw	9%	9%	7%	5%	8%	15%	7%	8%	11%	5%
						**	*	*		*
Slytherin	6%	7%	4%	5%	7%	4%	4%	10%	6%	10%
						**	*	*		*
Don't know	37%	33%	38%	31%	39%	45%	43%	49%	30%	37%
					Z	**	Z*	Z*		*
Not applicable - I don't know who this person is	21%	26%	15%	20%	17%	17%	23%	24%	25%	14%
		R.T				**	*	*	V	*

Q9_12. John Oliver

Unweighted base	1008	332	207	125	481	18	92	43	319	55
Base	1001	316	195	116	478	20	90	46	314	53
Gryffindor	9%	9%	12%	14%	10%	5%	9%	8%	8%	8%
			R	R		**	*	*		*
Hufflepuff	11%	9%	14%	12%	11%	15%	7%	4%	11%	11%
						**	*	*		*
Ravenclaw	13%	13%	18%	16%	14%	13%	7%	3%	15%	13%
			R	Y		**	*	*	Y	*
Slytherin	7%	9%	7%	8%	6%	6%	12%	11%	8%	11%
						**	V*	*		*
Don't know	36%	36%	32%	30%	37%	49%	38%	57%	32%	33%
						**	*	V.X.Z.AA*		*
Not applicable - I don't know who this person is	23%	24%	17%	21%	22%	13%	27%	17%	26%	24%
						**	*	*		*

Q9_13. Serena Williams

Unweighted base	1008	332	207	125	481	18	92	43	319	55
Base	1001	316	195	116	478	20	90	46	314	53
Gryffindor	21%	20%	24%	27%	21%	23%	16%	9%	24%	16%
				R		**	*	*	Y	*
Hufflepuff	12%	11%	9%	17%	13%	18%	10%	12%	9%	15%
				T		**	*	*		*
Ravenclaw	13%	16%	11%	17%	13%	4%	14%	5%	12%	18%
		R	R			**	*	*		*
Slytherin	7%	8%	7%	3%	7%	15%	6%	4%	8%	7%
						**	*	*		*
Don't know	40%	38%	45%	30%	39%	26%	48%	64%	37%	42%
			U			**	*	V.Z.AA*		*
Not applicable - I don't know who this person is	7%	7%	5%	6%	6%	13%	5%	6%	9%	2%
						**	*	*		*

Q9_14. Tiger Woods

Unweighted base	1008	332	207	125	481	18	92	43	319	55
Base	1001	316	195	116	478	20	90	46	314	53
Gryffindor	12%	13%	15%	11%	13%	-	10%	4%	11%	22%
						**	*	*		Y.Z*
Hufflepuff	12%	11%	11%	13%	14%	15%	15%	8%	11%	8%
						**	*	*		*
Ravenclaw	14%	15%	11%	20%	16%	9%	7%	11%	15%	5%
			R.T	X.AA		**	*	*		*
Slytherin	14%	14%	14%	19%	13%	23%	12%	7%	17%	11%
						**	*	*		*
Don't know	42%	42%	44%	33%	39%	53%	48%	67%	40%	49%
						**	*	V.X.Z*		*
Not applicable - I don't know who this person is	5%	5%	5%	4%	4%	-	8%	2%	7%	5%
						**	*	*		*

Q9_15. Lebron James

Unweighted base	1008	332	207	125	481	18	92	43	319	55
Base	1001	316	195	116	478	20	90	46	314	53
Gryffindor	19%	17%	25%	20%	18%	9%	22%	5%	21%	30%
			S	Y		**	Y*	*	Y	Y*
Hufflepuff	10%	11%	6%	13%	10%	20%	10%	13%	8%	10%
		T	T			**	*	*		*
Ravenclaw	12%	14%	13%	13%	15%	17%	6%	6%	12%	12%
				X		**	*	*		*
Slytherin	8%	8%	8%	9%	9%	14%	10%	9%	8%	1%

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Harry Potter

US_nat_internal Sample: 26th - 29th April 2019



	Total	Children under the age of 18		Income				Type of Ar		
		Yes	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/Town
Slytherin	13%	17%	12%	13%	9%	14%	17%	12%	13%	12%
Don't know	38%	31%	40%	40%	40%	35%	31%	47%	34%	39%
Not applicable - I don't know who this person is	9%	9%	10%	12%	8%	9%	4%	12%	8%	8%

Q9_11. James Corden

Unweighted base	1008	264	744	260	183	285	162	118	354	461
Base	1001	258	742	261	182	280	157	121	344	466
Gryffindor	8%	13%	6%	10%	4%	7%	10%	10%	9%	8%
		AC		AE						
Hufflepuff	19%	24%	18%	15%	22%	22%	25%	9%	24%	17%
		AC			AH	AD.AH	AD.AH		AJ.AK	
Ravenclaw	9%	11%	8%	14%	6%	8%	7%	6%	9%	10%
				AE.AF.AG.AH						AK
Slytherin	6%	7%	6%	7%	7%	7%	5%	7%	7%	6%
Don't know	37%	30%	39%	34%	42%	35%	35%	43%	32%	39%
			AB							AI
Not applicable - I don't know who this person is	21%	15%	22%	21%	19%	22%	17%	25%	18%	20%
			AB							

Q9_12. John Oliver

Unweighted base	1008	264	744	260	183	285	162	118	354	461
Base	1001	258	742	261	182	280	157	121	344	466
Gryffindor	9%	10%	9%	7%	10%	11%	10%	5%	13%	8%
									AJ.AK	
Hufflepuff	11%	10%	11%	10%	10%	12%	15%	5%	11%	12%
						AH	AH			AK
Ravenclaw	13%	18%	11%	14%	11%	14%	16%	10%	15%	14%
		AC							AK	AK
Slytherin	7%	10%	7%	8%	7%	7%	8%	7%	8%	6%
Don't know	36%	28%	39%	36%	39%	35%	34%	42%	33%	37%
			AB							
Not applicable - I don't know who this person is	23%	24%	23%	26%	24%	21%	17%	31%	20%	22%
								AF.AG		

Q9_13. Serena Williams

Unweighted base	1008	264	744	260	183	285	162	118	354	461
Base	1001	258	742	261	182	280	157	121	344	466
Gryffindor	21%	26%	19%	21%	21%	22%	21%	16%	24%	20%
		AC							AK	
Hufflepuff	12%	13%	11%	15%	10%	11%	14%	9%	13%	10%
Ravenclaw	13%	12%	13%	12%	11%	14%	17%	9%	13%	14%
							AH			
Slytherin	7%	10%	7%	6%	11%	8%	6%	5%	6%	8%
					AD					
Don't know	40%	33%	43%	41%	42%	38%	36%	49%	38%	41%
			AB					AG		
Not applicable - I don't know who this person is	7%	7%	7%	6%	5%	7%	6%	12%	5%	7%
								AE		

Q9_14. Tiger Woods

Unweighted base	1008	264	744	260	183	285	162	118	354	461
Base	1001	258	742	261	182	280	157	121	344	466
Gryffindor	12%	18%	10%	11%	10%	14%	17%	8%	16%	11%
		AC					AH		AJ.AK	
Hufflepuff	12%	15%	12%	15%	11%	12%	13%	7%	13%	12%
							AH			
Ravenclaw	14%	15%	13%	12%	18%	14%	17%	8%	16%	12%
							AH			
Slytherin	14%	13%	14%	12%	13%	16%	15%	16%	13%	15%
Don't know	42%	35%	45%	44%	44%	40%	34%	52%	39%	44%
			AB					AF.AG		
Not applicable - I don't know who this person is	5%	4%	6%	6%	4%	4%	4%	10%	3%	6%
								AF		

Q9_15. Lebron James

Unweighted base	1008	264	744	260	183	285	162	118	354	461
Base	1001	258	742	261	182	280	157	121	344	466
Gryffindor	19%	26%	17%	19%	20%	19%	21%	16%	22%	19%
		AC							AK	
Hufflepuff	10%	11%	9%	10%	12%	11%	9%	5%	10%	10%
					AH					
Ravenclaw	12%	14%	12%	12%	11%	15%	17%	3%	15%	12%
					AH	AH	AH			
Slytherin	8%	10%	8%	8%	9%	8%	7%	12%	8%	8%

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Harry Potter

US_nat_internal Sample: 26th - 29th April 2019



	Total	Area Lived in	
		Rural	Other
Slytherin	13%	15%	20% **
Don't know	38%	42%	41% **
Not applicable - I don't know who this person is	9%	15%	- AI,AJ **

Q9_11. James Corden

Unweighted base	1008	185	8
Base	1001	183	8
Gryffindor	8%	6%	- **
Hufflepuff	19%	16%	24% **
Ravenclaw	9%	4%	24% **
Slytherin	6%	7%	11% **
Don't know	37%	41% AI	30% **
Not applicable - I don't know who this person is	21%	25%	11% **

Q9_12. John Oliver

Unweighted base	1008	185	8
Base	1001	183	8
Gryffindor	9%	6%	- **
Hufflepuff	11%	6%	- **
Ravenclaw	13%	7%	28% **
Slytherin	7%	8%	11% **
Don't know	36%	41%	22% **
Not applicable - I don't know who this person is	23%	31% AI,AJ	39% **

Q9_13. Serena Williams

Unweighted base	1008	185	8
Base	1001	183	8
Gryffindor	21%	14%	46% **
Hufflepuff	12%	14%	- **
Ravenclaw	13%	9%	- **
Slytherin	7%	8%	13% **
Don't know	40%	43%	41% **
Not applicable - I don't know who this person is	7%	11% AI,AJ	- **

Q9_14. Tiger Woods

Unweighted base	1008	185	8
Base	1001	183	8
Gryffindor	12%	8%	20% **
Hufflepuff	12%	13%	24% **
Ravenclaw	14%	13%	- **
Slytherin	14%	13%	15% **
Don't know	42%	45%	41% **
Not applicable - I don't know who this person is	5%	8% AI	- **

Q9_15. Lebron James

Unweighted base	1008	185	8
Base	1001	183	8
Gryffindor	19%	14%	24% **
Hufflepuff	10%	9%	- **
Ravenclaw	12%	10%	24% **
Slytherin	8%	9%	19% **

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Harry Potter

US_nat_internal Sample: 26th - 29th April 2019



	Total	Gender		Generation						
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other
Don't know	43%	40%	45%	**	38%	35%	52%	*	**	**
Not applicable - I don't know who this person is	7%	7%	8%	**	6%	7%	D.E	D.E*	**	**
				**				*	**	**

Q9_16. Tom Brady

Unweighted base	1008	432	576	19	372	248	315	54	-	-
Base	1001	478	522	18	371	239	313	60	-	-
Gryffindor	17%	16%	17%	**	F.G	F.G	11%	5%	*	**
Hufflepuff	9%	10%	8%	**	14%	9%	11%	6%	11%	*
Ravenclaw	10%	11%	8%	**	5%	8%	12%	10%	9%	*
Slytherin	17%	18%	16%	**	32%	20%	18%	14%	10%	*
Don't know	40%	37%	42%	**	14%	34%	33%	50%	54%	*
Not applicable - I don't know who this person is	8%	7%	9%	**	18%	7%	6%	9%	11%	*
				**				*	**	**

Q9_17. Beyoncé

Unweighted base	1008	432	576	19	372	248	315	54	-	-
Base	1001	478	522	18	371	239	313	60	-	-
Gryffindor	14%	12%	17%	**	30%	23%	10%	7%	7%	*
Hufflepuff	15%	17%	13%	**	12%	15%	18%	15%	7%	*
Ravenclaw	12%	12%	12%	**	31%	12%	16%	8%	10%	*
Slytherin	12%	12%	12%	**	5%	13%	16%	10%	6%	*
Don't know	42%	42%	41%	**	18%	34%	35%	54%	59%	*
Not applicable - I don't know who this person is	5%	6%	5%	**	4%	4%	6%	5%	10%	*
				**				D.E	D.E*	D*
				**				*	**	**

Q9_18. Katy Perry

Unweighted base	1008	432	576	19	372	248	315	54	-	-
Base	1001	478	522	18	371	239	313	60	-	-
Gryffindor	11%	11%	12%	**	17%	12%	15%	9%	4%	*
Hufflepuff	18%	18%	19%	**	10%	23%	18%	16%	8%	*
Ravenclaw	11%	13%	10%	**	23%	13%	14%	7%	7%	*
Slytherin	10%	11%	9%	**	19%	10%	13%	7%	8%	*
Don't know	43%	42%	44%	**	23%	38%	34%	53%	63%	*
Not applicable - I don't know who this person is	6%	6%	6%	**	8%	4%	6%	8%	10%	*
				**				D.E	D.E*	D*
				**				*	**	**

Q9_19. Taylor Swift

Unweighted base	1008	432	576	19	372	248	315	54	-	-
Base	1001	478	522	18	371	239	313	60	-	-
Gryffindor	11%	12%	10%	**	9%	13%	13%	8%	4%	*
Hufflepuff	20%	21%	20%	**	32%	23%	23%	16%	14%	*
Ravenclaw	11%	11%	11%	**	9%	11%	15%	8%	4%	*
Slytherin	11%	10%	12%	**	17%	14%	11%	8%	3%	*
Don't know	42%	41%	42%	**	28%	34%	33%	54%	65%	*
Not applicable - I don't know who this person is	5%	5%	5%	**	4%	4%	5%	6%	10%	*
				**				D.E	D.E*	D*
				**				*	**	**

Q9_20. John Legend

Unweighted base	1008	432	576	19	372	248	315	54	-	-
Base	1001	478	522	18	371	239	313	60	-	-
Gryffindor	17%	17%	17%	**	24%	21%	18%	12%	5%	*
Hufflepuff	16%	17%	16%	**	10%	20%	18%	12%	7%	*
Ravenclaw	10%	9%	11%	**	12%	13%	11%	7%	3%	*
Slytherin	6%	6%	6%	**	18%	6%	6%	5%	2%	*
				**				*	**	**

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Harry Potter

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	Total	Region				Race				No HS, High school graduate
		Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
		Don't know	43%	44%	45%	42%	42%	45% P	* *	
Not applicable - I don't know who this person is	7%	7%	8%	7%	7%	6%	9% *	12% N	11% *	10%

Q9_16. Tom Brady

Unweighted base	1008	194	196	360	258	684	108	149	67	344
Base	1001	177	207	372	246	672	111	155	63	373
Gryffindor	17%	16%	13%	19%	17%	17%	17% *	15%	20% *	13%
Hufflepuff	9%	5%	9%	9%	11%	8%	8% J *	13% N *	9% *	12% T
Ravenclaw	10%	13%	8%	10%	9%	10%	9% *	11%	3% *	10%
Slytherin	17%	22% LM	20%	15%	15%	18%	17% *	14%	16% *	15%
Don't know	40%	38%	40%	42%	38%	41%	42% *	35%	35% *	40%
Not applicable - I don't know who this person is	8%	6%	10%	6%	10%	6%	6% *	12% N	17% N.O*	10%

Q9_17. Beyoncé

Unweighted base	1008	194	196	360	258	684	108	149	67	344
Base	1001	177	207	372	246	672	111	155	63	373
Gryffindor	14%	19% K	11%	14%	15%	15%	11% *	16%	11% *	10%
Hufflepuff	15%	15%	18%	13%	15%	15%	15% *	15%	13% *	14%
Ravenclaw	12%	6%	13% J	14% J	13% J	11%	9% *	18% N *	17% *	13%
Slytherin	12%	12%	10%	14%	11%	11%	17% *	13%	10% *	14%
Don't know	42%	42%	43%	41%	40%	44% P	44% P*	30%	41% *	42%
Not applicable - I don't know who this person is	5%	6%	6%	4%	5%	4%	4% *	8%	8% *	7%

Q9_18. Katy Perry

Unweighted base	1008	194	196	360	258	684	108	149	67	344
Base	1001	177	207	372	246	672	111	155	63	373
Gryffindor	11%	12%	10%	13%	9%	11%	13% *	11%	7% *	12%
Hufflepuff	18%	17%	22%	18%	18%	19% O	10% *	16%	31% N.O.P*	15%
Ravenclaw	11%	10%	10%	10%	14%	11%	12% *	15%	7% *	12%
Slytherin	10%	11%	9%	10%	9%	9%	13% *	15% N *	6% *	11%
Don't know	43%	42%	42%	43%	44%	45% P	44% *	35% N *	39% *	42%
Not applicable - I don't know who this person is	6%	7%	7%	5%	5%	5%	7% *	9%	10% *	7%

Q9_19. Taylor Swift

Unweighted base	1008	194	196	360	258	684	108	149	67	344
Base	1001	177	207	372	246	672	111	155	63	373
Gryffindor	11%	15%	8%	11%	11%	10%	10% *	12%	13% *	9%
Hufflepuff	20%	21%	22%	17%	24% L	21%	24% Q*	18%	11% *	19%
Ravenclaw	11%	6%	10%	13% J	10%	11%	8% *	11%	11% *	9%
Slytherin	11%	11%	12%	12%	9%	9%	13% *	14%	14% *	13%
Don't know	42%	41%	40%	43%	42%	43%	41% *	37% N *	44% *	43%
Not applicable - I don't know who this person is	5%	5%	8%	5%	4%	5%	4% *	8%	7% *	6%

Q9_20. John Legend

Unweighted base	1008	194	196	360	258	684	108	149	67	344
Base	1001	177	207	372	246	672	111	155	63	373
Gryffindor	17%	15%	16%	18%	16%	15%	18% N	25% N	14% *	16%
Hufflepuff	16%	13%	21% J	15%	17%	17%	17% *	13%	15% *	14%
Ravenclaw	10%	14%	8%	11%	8%	11%	10% *	8%	10% *	11%
Slytherin	6%	10% K.L	4%	4%	7%	5%	8% *	7%	7% *	5%

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Harry Potter

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	Total	Education			Marital Status					
		Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership
Don't know	43%	43%	43%	40%	AA	**	AA*	*	AA	*
Not applicable - I don't know who this person is	7%	6%	6%	6%	41%	40%	42%	62%	43%	39%
							V.X.Z.AA*			*
						-	10%	6%	7%	8%
						**	*	*		*

Q9_16. Tom Brady

Unweighted base	1008	332	207	125	481	18	92	43	319	55
Base	1001	316	195	116	478	20	90	46	314	53
Gryffindor	17%	20%	16%	19%	18%	5%	12%	13%	16%	21%
		R				**	*	*		*
Hufflepuff	9%	8%	4%	9%	9%	15%	10%	6%	7%	10%
				T		**	*	*		*
Ravenclaw	10%	10%	9%	7%	12%	4%	8%	8%	7%	9%
				Z		**	*	*		*
Slytherin	17%	14%	23%	23%	15%	24%	18%	9%	21%	21%
			R.S	S		**	*	*	V	*
Don't know	40%	40%	43%	34%	37%	53%	45%	60%	39%	35%
						**	*	V.Z.AA*		*
Not applicable - I don't know who this person is	8%	8%	5%	8%	8%	-	8%	4%	9%	4%
						**	*	*		*

Q9_17. Beyoncé

Unweighted base	1008	332	207	125	481	18	92	43	319	55
Base	1001	316	195	116	478	20	90	46	314	53
Gryffindor	14%	15%	19%	16%	12%	9%	12%	9%	20%	12%
		R				**	*	*	V	*
Hufflepuff	15%	16%	10%	20%	15%	29%	15%	12%	13%	15%
		T		T		**	*	*		*
Ravenclaw	12%	10%	11%	17%	14%	12%	8%	4%	12%	9%
						**	*	*		*
Slytherin	12%	14%	10%	8%	13%	-	16%	10%	11%	18%
						**	*	*		*
Don't know	42%	41%	47%	34%	41%	45%	45%	64%	37%	41%
		U				**	*	V.X.Z.AA*		*
Not applicable - I don't know who this person is	5%	4%	3%	6%	5%	4%	4%	2%	7%	4%
						**	*	*		*

Q9_18. Katy Perry

Unweighted base	1008	332	207	125	481	18	92	43	319	55
Base	1001	316	195	116	478	20	90	46	314	53
Gryffindor	11%	10%	10%	16%	13%	4%	11%	2%	10%	9%
				Y		**	*	*		*
Hufflepuff	18%	21%	18%	24%	17%	19%	17%	9%	21%	22%
			R			**	*	*		*
Ravenclaw	11%	12%	10%	10%	11%	28%	10%	6%	11%	14%
						**	*	*		*
Slytherin	10%	9%	10%	6%	11%	-	11%	13%	9%	11%
						**	*	*		*
Don't know	43%	43%	48%	37%	41%	49%	44%	64%	42%	39%
						**	*	V.X.Z.AA*		*
Not applicable - I don't know who this person is	6%	6%	4%	6%	6%	-	7%	6%	6%	5%
						**	*	*		*

Q9_19. Taylor Swift

Unweighted base	1008	332	207	125	481	18	92	43	319	55
Base	1001	316	195	116	478	20	90	46	314	53
Gryffindor	11%	12%	12%	11%	13%	20%	7%	2%	10%	9%
				Y		**	*	*		*
Hufflepuff	20%	23%	18%	24%	20%	9%	15%	19%	25%	17%
						**	*	*		*
Ravenclaw	11%	12%	9%	15%	11%	-	13%	7%	10%	11%
						**	*	*		*
Slytherin	11%	9%	10%	10%	10%	22%	13%	6%	11%	17%
						**	*	*		*
Don't know	42%	39%	46%	35%	41%	48%	47%	62%	38%	41%
						**	*	V.Z*		*
Not applicable - I don't know who this person is	5%	5%	5%	4%	5%	-	5%	4%	6%	5%
						**	*	*		*

Q9_20. John Legend

Unweighted base	1008	332	207	125	481	18	92	43	319	55
Base	1001	316	195	116	478	20	90	46	314	53
Gryffindor	17%	17%	18%	13%	17%	14%	15%	8%	16%	31%
						**	*	*		V.X.Y.Z*
Hufflepuff	16%	18%	13%	22%	15%	15%	16%	6%	20%	16%
				T		**	*	*	Y	*
Ravenclaw	10%	9%	9%	15%	12%	19%	4%	11%	10%	3%
				X		**	*	*		*
Slytherin	6%	7%	6%	6%	6%	-	7%	5%	6%	3%
						**	*	*		*

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Harry Potter

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	Total	Children under the age of 18		Income				Type of Ar		
		Yes	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/Town
		Don't know	43%	31%	47% AB	44%	41%	38%	42%	53% AF
Not applicable - I don't know who this person is	7%	8%	7%	8%	5%	9% AG	4%	11% AG	6%	7%

Q9_16. Tom Brady

Unweighted base	1008	264	744	260	183	285	162	118	354	461
Base	1001	258	742	261	182	280	157	121	344	466
Gryffindor	17%	23% AC	15%	15%	19%	18%	19%	12%	18%	16%
Hufflepuff	9%	11%	8%	8%	9%	9%	12%	5%	9%	9%
Ravenclaw	10%	10%	10%	11%	8%	12%	9%	6%	11%	8%
Slytherin	17%	19%	17%	17%	17%	16%	19%	16%	16%	19% AK
Don't know	40%	31%	43% AB	39%	41%	38%	34%	51% AD.AF.AG	37%	40%
Not applicable - I don't know who this person is	8%	6%	8%	9%	6%	8%	6%	10%	8%	7%

Q9_17. Beyoncé

Unweighted base	1008	264	744	260	183	285	162	118	354	461
Base	1001	258	742	261	182	280	157	121	344	466
Gryffindor	14%	16%	14%	15% AH	11%	16% AH	18% AH	8%	21% AJAK	12%
Hufflepuff	15%	15%	15%	15%	16%	16%	13%	11%	15%	16%
Ravenclaw	12%	18% AC	10%	13%	12%	13%	13%	7%	11%	13%
Slytherin	12%	16%	11%	13%	11%	12%	12%	13%	13%	12%
Don't know	42%	31%	45% AB	39%	44%	38%	39%	54% AD.AF.AG	38%	42%
Not applicable - I don't know who this person is	5%	4%	5%	4%	5%	5%	5%	7%	3%	5%

Q9_18. Katy Perry

Unweighted base	1008	264	744	260	183	285	162	118	354	461
Base	1001	258	742	261	182	280	157	121	344	466
Gryffindor	11%	16% AC	10%	12% AH	14% AH	12% AH	12% AH	5%	14%	9%
Hufflepuff	18%	22%	17%	20%	18%	17%	23%	13%	18%	20%
Ravenclaw	11%	15% AC	10%	14%	8%	12%	12%	8%	13%	11%
Slytherin	10%	12%	9%	8%	9%	12%	9%	11%	11%	9%
Don't know	43%	30%	48% AB	43%	46%	40%	39%	53% AF.AG	41%	43%
Not applicable - I don't know who this person is	6%	5%	7%	5%	5%	7%	5%	10%	4%	7%

Q9_19. Taylor Swift

Unweighted base	1008	264	744	260	183	285	162	118	354	461
Base	1001	258	742	261	182	280	157	121	344	466
Gryffindor	11%	13%	10%	13% AH	10%	12% AH	12% AH	5%	11%	11%
Hufflepuff	20%	25% AC	19%	21% AH	25% AH	19%	22%	14%	21%	20%
Ravenclaw	11%	13%	10%	11%	7%	12%	16% AE.AH	7%	13%	9%
Slytherin	11%	13%	10%	9%	13%	13%	8%	11%	13% AK	12% AK
Don't know	42%	32%	45% AB	40%	41%	39%	39%	56% AD.AE.AF.AG	39%	42%
Not applicable - I don't know who this person is	5%	4%	6%	6%	4%	6%	4%	7%	3%	6%

Q9_20. John Legend

Unweighted base	1008	264	744	260	183	285	162	118	354	461
Base	1001	258	742	261	182	280	157	121	344	466
Gryffindor	17%	25% AC	14%	16%	16%	19%	17%	13%	20% AK	16%
Hufflepuff	16%	16%	16%	15%	17%	18% AH	18% AH	9%	17%	16%
Ravenclaw	10%	14% AC	9%	10%	11%	9%	13%	7%	11%	9%
Slytherin	6%	7%	5%	6%	5%	7%	6%	5%	7%	6%

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Harry Potter

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	sa Lived in		
	Total	Rural	Other
Don't know	43%	44%	34%
Not applicable - I don't know who this person is	7%	13%	-
		AI,AJ	**

Q9_16. Tom Brady

Unweighted base	1008	185	8
Base	1001	183	8
Gryffindor	17%	17%	39%
			**
Hufflepuff	9%	6%	13%
			**
Ravenclaw	10%	12%	-
			**
Slytherin	17%	12%	25%
			**
Don't know	40%	44%	22%
			**
Not applicable - I don't know who this person is	8%	10%	-
			**

Q9_17. Beyoncé

Unweighted base	1008	185	8
Base	1001	183	8
Gryffindor	14%	8%	9%
			**
Hufflepuff	15%	11%	22%
			**
Ravenclaw	12%	14%	-
			**
Slytherin	12%	12%	13%
			**
Don't know	42%	45%	56%
			**
Not applicable - I don't know who this person is	5%	9%	-
		AI	**

Q9_18. Katy Perry

Unweighted base	1008	185	8
Base	1001	183	8
Gryffindor	11%	11%	28%
			**
Hufflepuff	18%	15%	9%
			**
Ravenclaw	11%	9%	11%
			**
Slytherin	10%	10%	-
			**
Don't know	43%	46%	52%
			**
Not applicable - I don't know who this person is	6%	9%	-
		AI	**

Q9_19. Taylor Swift

Unweighted base	1008	185	8
Base	1001	183	8
Gryffindor	11%	8%	11%
			**
Hufflepuff	20%	20%	22%
			**
Ravenclaw	11%	13%	-
			**
Slytherin	11%	6%	-
			**
Don't know	42%	45%	67%
			**
Not applicable - I don't know who this person is	5%	9%	-
		AI	**

Q9_20. John Legend

Unweighted base	1008	185	8
Base	1001	183	8
Gryffindor	17%	12%	-
			**
Hufflepuff	16%	14%	24%
			**
Ravenclaw	10%	11%	15%
			**
Slytherin	6%	4%	-
			**

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	Total	Gender		Generation						
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other
Don't know	40%	40%	40%	18% **	30%	37%	52% D.E	60% D.E*	- **	- **
Not applicable - I don't know who this person is	11%	12%	11%	18% **	10%	9%	12%	24% D.E.F*	- **	- **

Q9_21. Chrissy Teigen

Unweighted base	1008	432	576	19	372	248	315	54	-	-
Base	1001	478	522	18	371	239	313	60	-	-
Gryffindor	9%	10%	9%	10% **	12% F	12% F	5% F	7% *	- **	- **
Hufflepuff	14%	13%	16%	18% **	18% F.G	17% F.G	10% G	2% *	- **	- **
Ravenclaw	11%	11%	10%	22% **	13% F	15% F.G	6% F	4% *	- **	- **
Slytherin	7%	7%	8%	- **	9%	7%	7%	4% *	- **	- **
Don't know	39%	39%	39%	33% **	29%	35%	52% D.E	52% D.E*	- **	- **
Not applicable - I don't know who this person is	19%	21%	18%	18% **	19%	14%	21% E	32% D.E*	- **	- **

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E/F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U, V/W/X/Y/Z/AA, AB/AC,

YouGov RealTime
Harry Potter

US_nat_internal Sample: 26th - 29th April 2019



	Total	Region				Race				No HS, High school graduate
		Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
Don't know	40%	37%	39%	42%	40%	42% P	42% *	32%	40% *	43%
Not applicable - I don't know who this person is	11%	11%	12%	10%	12%	11%	5% *	14% O	14% *	10%

Q9_21. Chrissy Teigen

Unweighted base	1008	194	196	360	258	684	108	149	67	344
Base	1001	177	207	372	246	672	111	155	63	373
Gryffindor	9%	8%	6%	13% K	9%	9%	11% *	9%	15% *	9%
Hufflepuff	14%	15%	18%	13%	13%	15%	13% *	15%	11% *	14%
Ravenclaw	11%	12%	7%	10% K	14%	10%	18% N*	11%	8% *	12%
Slytherin	7%	9%	6%	8%	6%	7%	9% *	7%	7% *	6%
Don't know	39%	37%	43%	38%	38%	39%	42% *	39%	31% *	43% S
Not applicable - I don't know who this person is	19%	20%	20%	18%	20%	21% O	8% *	18% O	28% O*	16%

Cell Contents (C\AD\AE\AF\AG/AH, AI/AJ/AK/AL, Minimum Base: 30 (**), Small Base: 100 (*))

YouGov RealTime
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US_nat_internal Sample: 26th - 29th April 2019



	Total	Education			Marital Status					
		Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership
Don't know	40%	38%	41%	33%	39%	52% **	48% Z*	59% V,Z*	36%	40% *
Not applicable - I don't know who this person is	11%	11%	12%	11%	12%	- **	10% *	11% *	12%	8% *

Q9_21. Chrissy Teigen

Unweighted base	1008	332	207	125	481	18	92	43	319	55
Base	1001	316	195	116	478	20	90	46	314	53
Gryffindor	9%	10%	7%	14%	10%	9% **	8% *	8% *	10%	8% *
Hufflepuff	14%	12%	17%	18%	14% Y	15% **	16% Y*	2% *	16% Y	15% Y*
Ravenclaw	11%	9%	10%	11%	11%	5% **	5% *	13% *	10%	21% V,X,Z*
Slytherin	7%	10% R,U	7%	3%	7%	10% **	9% *	7% *	7%	4% *
Don't know	39%	34%	38%	39%	41%	37% **	41% *	53% Z*	34%	41% *
Not applicable - I don't know who this person is	19%	24% R,U	21%	14%	17%	25% **	22% *	19% *	23% V,AA	10% *

Cell Contents (C)

YouGov RealTime
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US_nat_internal Sample: 26th - 29th April 2019



	Total	Children under the age of 18		Income				Type of Area		
		Yes	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/Town
Don't know	40%	31%	43% AB	42%	39%	37%	37%	48% AF	36%	42%
Not applicable - I don't know who this person is	11%	6%	13% AB	10%	11%	11%	8%	17% AD,AG	8%	11%

Q9_21. Chrissy Teigen

Unweighted base	1008	264	744	260	183	285	162	118	354	461
Base	1001	258	742	261	182	280	157	121	344	466
Gryffindor	9%	14% AC	8%	12%	9%	8%	10%	7%	11%	9%
Hufflepuff	14%	20% AC	13%	10%	14%	16%	21% AD	13%	19% AJ,AK	13%
Ravenclaw	11%	15% AC	9%	12% AH	12% AH	11% AH	12% AH	4%	10%	11%
Slytherin	7%	9%	7%	9%	7%	6%	8%	5%	9%	5%
Don't know	39%	29% AB	42% AB	38%	40%	41%	34%	43%	36%	41%
Not applicable - I don't know who this person is	19%	14% AB	21% AB	19%	18%	18%	16%	28% AE,AF,AG	15%	20%

Cell Contents (C)

YouGov RealTime

Harry Potter

US_nat_internal Sample: 26th - 29th April 2019



	Total	sa Lived in	
		Rural	Other
Don't know	40%	43%	52% **
Not applicable - I don't know who this person is	11%	16% AI	9% **

Q9_21. Chrissy Teigen

Unweighted base	1008	185	8
Base	1001	183	8
Gryffindor	9%	8%	15% **
Hufflepuff	14%	9%	- **
Ravenclaw	11%	9%	24% **
Slytherin	7%	9%	- **
Don't know	39%	39%	41% **
Not applicable - I don't know who this person is	19%	25% AI	20% **

Cell Contents (C)