

GB Sample: 21st - 22nd June 2017

		If you had to, which ONE would you choose?				
		Gryffindor	Hufflepuff	Ravenclaw	Slytherin	
harrypotter9_13. Andy Murray						
	Unweighted base	539	318	77	110	34
	Base	540	318	83	105	34
	Gryffindor	29%	26%	33%	34%	33%
	Ravenclaw	22%	25%	20%	11%	24%
	Hufflepuff	19%	18%	13%	22%	31%
	Slytherin	7%	8%	6%	10%	-
	Not applicable - I don't know who this person is	2%	1%	3%	4%	3%
	Don't know	21%	22%	26%	19%	9%

Which House do you think each of the following public figures would fit into the most? (Please select one option on each row. If you don't know this person, please select the 'Not applicable' option)

harrypotter9a_5. JK Rowling						
	Unweighted base	515	289	83	97	46
	Base	524	289	83	101	51
	Gryffindor	37%	45%	25%	28%	30%
	Ravenclaw	21%	15%	29%	33%	19%
	Hufflepuff	9%	8%	7%	9%	13%
	Slytherin	5%	3%	7%	6%	7%
	Not applicable - I don't know who this person is	2%	1%	2%	5%	5%
	Don't know	26%	28%	31%	19%	25%

harrypotter9a_6. The Queen						
	Unweighted base	515	289	83	97	46
	Base	524	289	83	101	51
	Gryffindor	34%	39%	27%	25%	35%
	Ravenclaw	13%	12%	13%	22%	8%
	Hufflepuff	15%	14%	21%	14%	12%
	Slytherin	8%	6%	7%	10%	14%
	Not applicable - I don't know who this person is	2%	1%	1%	5%	5%
	Don't know	28%	29%	30%	24%	25%

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	Gender		Age					If you had to choose, which ONE of the following sets of personality traits/ attributes would you say applies to you the most?				
	Male	Female	18-24	25-34	35-44	45-54	55+	Courage, bravery, nerve and chivalry	Hard work, patience, justice and loyalty	Intelligence, creativity, learning and wit	Ambition, cunning, leadership and resourcefulness	
harrypotter9a_15. Kim Kardashian												
Unweighted base	515	221	294	86	104	92	83	150	18	274	195	28
Base	524	236	288	89	113	100	79	143	22	278	194	31
Gryffindor	2%	2%	3%	5%	3%	1%	2%	1%	-	2%	3%	6%
Ravenclaw	9%	11%	8%	8%	8%	11%	11%	8%	9%	9%	9%	12%
Hufflepuff	13%	12%	14%	25%	15%	12%	10%	8%	13%	12%	16%	13%
Slytherin	37%	40%	35%	41%	38%	42%	30%	35%	40%	40%	35%	23%
Not applicable - I don't know who this person is	9%	7%	10%	2%	6%	9%	13%	12%	9%	10%	6%	11%
Don't know	29%	28%	30%	19%	30%	24%	33%	37%	29%	28%	31%	35%
harrypotter9a_16. Kanye West												
Unweighted base	515	221	294	86	104	92	83	150	18	274	195	28
Base	524	236	288	89	113	100	79	143	22	278	194	31
Gryffindor	6%	6%	6%	11%	8%	6%	3%	4%	-	5%	8%	14%
Ravenclaw	9%	9%	10%	9%	12%	11%	6%	8%	-	10%	9%	20%
Hufflepuff	10%	12%	9%	15%	9%	19%	7%	5%	17%	8%	13%	10%
Slytherin	36%	34%	38%	50%	43%	30%	39%	24%	50%	39%	33%	19%
Not applicable - I don't know who this person is	8%	8%	7%	-	2%	10%	7%	16%	4%	8%	7%	10%
Don't know	30%	30%	30%	14%	26%	24%	36%	43%	29%	30%	30%	27%
harrypotter9a_17. Simon Cowell												
Unweighted base	515	221	294	86	104	92	83	150	18	274	195	28
Base	524	236	288	89	113	100	79	143	22	278	194	31
Gryffindor	5%	7%	4%	7%	6%	7%	-	5%	14%	4%	6%	3%
Ravenclaw	7%	6%	7%	11%	8%	9%	7%	1%	5%	7%	5%	16%
Hufflepuff	5%	6%	4%	6%	5%	8%	4%	3%	-	5%	6%	6%
Slytherin	58%	53%	63%	68%	60%	54%	58%	54%	48%	59%	61%	43%
Not applicable - I don't know who this person is	2%	4%	1%	-	-	6%	2%	4%	4%	2%	2%	5%
Don't know	22%	24%	21%	8%	21%	16%	29%	33%	29%	23%	20%	27%
harrypotter9a_18. Robbie Williams												
Unweighted base	515	221	294	86	104	92	83	150	18	274	195	28
Base	524	236	288	89	113	100	79	143	22	278	194	31
Gryffindor	18%	18%	17%	26%	21%	22%	15%	8%	10%	19%	15%	27%
Ravenclaw	12%	13%	12%	12%	9%	7%	14%	17%	15%	13%	12%	3%
Hufflepuff	22%	19%	25%	20%	28%	24%	14%	23%	18%	22%	24%	23%
Slytherin	16%	16%	15%	19%	14%	17%	19%	12%	24%	16%	15%	9%
Not applicable - I don't know who this person is	3%	5%	1%	4%	1%	4%	1%	3%	4%	3%	2%	9%
Don't know	30%	30%	29%	19%	27%	25%	36%	38%	29%	29%	31%	28%

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		If you had to, which ONE would you choose?				
		Total				
			Gryffindor	Hufflepuff	Ravenclaw	Slytherin
harrypotter9a_15. Kim Kardashian						
	Unweighted base	515	289	83	97	46
	Base	524	289	83	101	51
	Gryffindor	2%	0%	6%	3%	7%
	Ravenclaw	9%	11%	7%	2%	17%
	Hufflepuff	13%	12%	3%	20%	25%
	Slytherin	37%	41%	36%	38%	17%
	Not applicable - I don't know who this person is	9%	7%	12%	10%	7%
	Don't know	29%	29%	36%	26%	28%
harrypotter9a_16. Kanye West						
	Unweighted base	515	289	83	97	46
	Base	524	289	83	101	51
	Gryffindor	6%	5%	5%	5%	17%
	Ravenclaw	9%	9%	4%	10%	18%
	Hufflepuff	10%	9%	8%	15%	15%
	Slytherin	36%	37%	42%	36%	21%
	Not applicable - I don't know who this person is	8%	8%	6%	9%	4%
	Don't know	30%	31%	35%	25%	25%
harrypotter9a_17. Simon Cowell						
	Unweighted base	515	289	83	97	46
	Base	524	289	83	101	51
	Gryffindor	5%	4%	10%	3%	9%
	Ravenclaw	7%	6%	5%	6%	17%
	Hufflepuff	5%	6%	4%	3%	6%
	Slytherin	58%	60%	51%	66%	44%
	Not applicable - I don't know who this person is	2%	1%	2%	6%	3%
	Don't know	22%	23%	28%	16%	22%
harrypotter9a_18. Robbie Williams						
	Unweighted base	515	289	83	97	46
	Base	524	289	83	101	51
	Gryffindor	18%	17%	16%	21%	20%
	Ravenclaw	12%	12%	10%	9%	22%
	Hufflepuff	22%	23%	18%	27%	20%
	Slytherin	16%	16%	16%	15%	11%
	Not applicable - I don't know who this person is	3%	2%	3%	6%	-
	Don't know	30%	30%	37%	23%	27%

GB Sample: 21st - 22nd June 2017

	Total	Gender		Age					If you had to choose, which ONE of the following sets of personality traits/ attributes would you say applies to you the most?				
		Male	Female	18-24	25-34	35-44	45-54	55+	Courage, bravery, nerve and chivalry	Hard work, patience, justice and loyalty	Intelligence, creativity, learning and wit	Ambition, cunning, leadership and resourcefulness	
harrypotter9a_19. Taylor Swift													
Unweighted base	515	221	294	86	104	92	83	150	18	274	195	28	
Base	524	236	288	89	113	100	79	143	22	278	194	31	
Gryffindor	9%	14%	5%	14%	7%	9%	13%	5%	23%	7%	9%	13%	
Ravenclaw	14%	13%	15%	15%	15%	14%	17%	11%	4%	16%	13%	10%	
Hufflepuff	21%	17%	24%	24%	30%	18%	16%	17%	19%	24%	19%	14%	
Slytherin	19%	19%	19%	37%	20%	21%	14%	9%	21%	16%	23%	23%	
Not applicable - I don't know who this person is	7%	7%	7%	-	1%	9%	5%	15%	4%	7%	7%	10%	
Don't know	30%	31%	29%	11%	27%	29%	35%	42%	29%	31%	29%	30%	
harrypotter9a_20. Olivia Colman													
Unweighted base	515	221	294	86	104	92	83	150	18	274	195	28	
Base	524	236	288	89	113	100	79	143	22	278	194	31	
Gryffindor	16%	12%	18%	14%	8%	15%	21%	19%	9%	14%	18%	19%	
Ravenclaw	12%	10%	13%	9%	18%	10%	14%	8%	-	12%	13%	6%	
Hufflepuff	16%	18%	14%	24%	19%	15%	12%	12%	31%	16%	15%	13%	
Slytherin	3%	4%	2%	2%	3%	6%	-	3%	5%	3%	3%	-	
Not applicable - I don't know who this person is	27%	29%	25%	37%	29%	28%	19%	23%	30%	26%	27%	35%	
Don't know	27%	27%	27%	14%	22%	26%	34%	35%	25%	29%	23%	27%	
harrypotter9a_21. Judi Dench													
Unweighted base	515	221	294	86	104	92	83	150	18	274	195	28	
Base	524	236	288	89	113	100	79	143	22	278	194	31	
Gryffindor	36%	35%	37%	33%	33%	40%	36%	39%	35%	38%	34%	36%	
Ravenclaw	17%	16%	17%	31%	26%	12%	9%	8%	8%	14%	21%	16%	
Hufflepuff	14%	16%	13%	12%	10%	16%	16%	17%	15%	15%	15%	3%	
Slytherin	3%	3%	3%	2%	4%	4%	3%	1%	5%	2%	3%	3%	
Not applicable - I don't know who this person is	3%	3%	3%	5%	2%	4%	1%	2%	8%	3%	2%	-	
Don't know	27%	27%	27%	17%	25%	23%	34%	33%	29%	27%	25%	42%	
harrypotter9a_22. Ant & Dec													
Unweighted base	515	221	294	86	104	92	83	150	18	274	195	28	
Base	524	236	288	89	113	100	79	143	22	278	194	31	
Gryffindor	25%	19%	30%	35%	23%	27%	23%	21%	15%	28%	23%	24%	
Ravenclaw	8%	9%	7%	8%	9%	8%	5%	7%	15%	7%	9%	-	
Hufflepuff	32%	34%	30%	39%	41%	28%	30%	24%	23%	31%	35%	25%	
Slytherin	6%	9%	2%	2%	2%	8%	9%	6%	15%	5%	3%	16%	
Not applicable - I don't know who this person is	3%	3%	3%	1%	1%	6%	1%	5%	4%	2%	4%	3%	
Don't know	27%	27%	27%	13%	24%	23%	32%	37%	29%	27%	25%	31%	

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		If you had to, which ONE would you choose?				
		Total				
			Gryffindor	Hufflepuff	Ravenclaw	Slytherin
harrypotter9a_19. Taylor Swift						
	Unweighted base	515	289	83	97	46
	Base	524	289	83	101	51
	Gryffindor	9%	7%	9%	11%	16%
	Ravenclaw	14%	17%	11%	9%	13%
	Hufflepuff	21%	21%	15%	25%	23%
	Slytherin	19%	16%	22%	25%	21%
	Not applicable - I don't know who this person is	7%	7%	6%	9%	3%
	Don't know	30%	32%	36%	21%	25%
harrypotter9a_20. Olivia Colman						
	Unweighted base	515	289	83	97	46
	Base	524	289	83	101	51
	Gryffindor	16%	18%	11%	14%	14%
	Ravenclaw	12%	9%	13%	17%	10%
	Hufflepuff	16%	16%	22%	17%	8%
	Slytherin	3%	2%	3%	2%	11%
	Not applicable - I don't know who this person is	27%	25%	23%	32%	31%
	Don't know	27%	30%	28%	18%	26%
harrypotter9a_21. Judi Dench						
	Unweighted base	515	289	83	97	46
	Base	524	289	83	101	51
	Gryffindor	36%	42%	20%	31%	36%
	Ravenclaw	17%	13%	20%	24%	17%
	Hufflepuff	14%	14%	18%	14%	8%
	Slytherin	3%	2%	4%	4%	4%
	Not applicable - I don't know who this person is	3%	1%	5%	6%	3%
	Don't know	27%	27%	33%	21%	31%
harrypotter9a_22. Ant & Dec						
	Unweighted base	515	289	83	97	46
	Base	524	289	83	101	51
	Gryffindor	25%	26%	18%	29%	24%
	Ravenclaw	8%	9%	10%	5%	2%
	Hufflepuff	32%	28%	31%	37%	44%
	Slytherin	6%	6%	9%	4%	-
	Not applicable - I don't know who this person is	3%	2%	1%	8%	2%
	Don't know	27%	29%	31%	16%	28%