



Sorry Daniel... Harry Potter fans prefer JK Rowling's books to the Hollywood movies

Poll of queuers outside Harrods for the final Harry Potter Blu-Ray launch finds that 89% still prefer the books

Emma Watson voted most likely to have a career after the movies, ahead of Daniel Radcliffe

Knightsbridge, UK. 2 December 2011: The Wand Company (<http://thewandcompany.com>), maker of the world's first real magic wand, surveyed diehard fans at the launch of the final Harry Potter DVD and Blu-Ray at Harrods this morning, to create the first exit poll of the day.

Sam Jarvis, 16, from Sidcup started the queue at 6:02am yesterday morning and was one of many Harry Potter fans interviewed on the books and movies. The survey, taken from fans queuing to get their hands on the Deathly Hallows: Part II Blu-Ray / DVD, found that the majority in the crowd had been queuing since 6am today to catch a glimpse of stars Warwick Davis (Professor Flitwick and Griphook), James and Oliver Phelps (Fred and George Weasley) and Jessie Cave (Lavender Brown).

Most fans (71%) were annoyed that the UK was the last country to get the film on Blu-Ray, but the biggest group (28%) also admitted to it being their favourite movie, closely followed by the Goblet of Fire (25%).

Emma Watson most likely to have a big movie career

The poll is good news for Emma Watson who was voted the 'most likely to succeed' after the movies with nearly half the votes (49%), with Rupert Grint (29%) beating Daniel Radcliffe (22%). Rupert was also voted 'most fanciable actor' by the fans with 33% of the vote, even beating renowned heart-throb Robert Pattinson (7%), known for his role as Edward Cullen in the rival Twilight franchise (and also playing Cedric Diggory in Harry Potter).

The exit poll and analysis has been carried out by researchers from The Wand Company, which has been collecting data since the early hours of Thursday 1 December. The Wand Company has all the stats on the biggest Blu-Ray and DVD launch of the year.

Q. How far have you come to be here?

A. 7% had made the trip from outside the UK, 27% had come from outside of London England, with 66% making the trip from inside London.

Q. How old are you?

A. 21-and-overs were the most prevalent (47%), followed by 16-20 year-olds (42%), 11-15 year olds (9%), 7-10 year-olds (2%) and no under 7s.

Q. Does it bother you that the UK was the last country to get the DVD and Blu-ray release of the last movie, a month after Russia got it?

A. 71% answered 'Yes', whilst 31% answered 'No'.

Q. Do you own a wand?

A. 50% owned a wand, whilst 50% didn't.



Most fanciable actor?	
Daniel Radcliffe (Harry)	6%
Rupert Grint (Ron)	33%
Alan Rickman (Snape)	18%
Robert Pattison (Cedric Diggory)	7%
Mathew Lewis (Neville Longbottom)	12%
Tom Felton (Draco Malfoy)	22%
Robbie Coltrane	2%

What is your favourite Harry Potter		
	book?	movie?
Harry Potter and the Philosopher's Stone	12%	11%
Harry Potter and the Chamber of Secrets	2%	4%
Harry Potter and the Prisoner of Azkaban	23%	13%
Harry Potter and the Goblet of Fire	17%	25%
Harry Potter and the Order of the Phoenix	7%	6%
Harry Potter and the Half-Blood Prince	6%	6%
Harry Potter and the Deathly Hallows (book only)	33%	n/a
Harry Potter and the Deathly Hallows – Part 1 (movie only)	n/a	7%
Harry Potter and the Deathly Hallows – Part 2 (movie only)	n/a	28%

Q. Who do you think has a more promising future career – Daniel Radcliffe, Emma Watson or Rupert Grint?

A. 49% said that they thought Emma Watson had the most promising future career. 29% went for Rupert Grint and 22% said Daniel Radcliffe.

Chris Barnado, co-founder of *The Wand Company* comments: "It's interesting that even with die-hard Harry Potter fans who queued for the final Blu-Ray release, most preferred the magic of the books to the film. I think this helps settle an age-old debate, showing that our imagination can put on a better show than any CGI special effects Hollywood can offer."

"Emma Watson surprisingly also beat Daniel Radcliffe as the most likely to have a promising career after the movies, too. Fans commented that she was the 'most likely to succeed' from Hogwarts, as the final year book was completed."

35% would consider getting a Harry Potter tattoo (4% already had at least one Harry Potter tattoo). 61% said they would never get one, despite being massive fans.

82% of fans also admitted to crying during the final film as the series drew to a close.

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Press images can be found at <http://www.thewandcompany.com/PressResource.html>

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About The Wand Company

Established in 2009 by Cambridge-based entrepreneurs and inventors Chris Barnardo and Richard Blakesley, The Wand Company makes the finest magical instruments that combine traditional design values with modern high-tech wizardry. Its first product, the Kymera Magic Wand, has sold over 100,000 units in 77 countries worldwide. Further products are planned for launch in 2012. To find out more, please visit <http://www.thewandcompany.com>. For trade enquiries please email sales@thewandcompany.com.