

YouGov Survey Results

Sample Size: 1677 GB Adults
Fieldwork: 17th - 18th September 2018

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region					Love Bond	Like Bond	Love / Like Bond		
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland				
Weighted Sample	1677	575	550	102	659	716	812	865	188	708	397	384	956	721	225	543	359	404	146	233	571	804	
Unweighted Sample	1677	584	541	105	686	736	739	938	158	709	402	408	1004	673	188	573	354	408	154	229	566	795	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much do you like James Bond movies?

Love them	14	17	13	13	14	15	19	9	13	15	16	10	16	11	14	16	14	10	17	100	0	29
Like them	34	37	31	39	36	33	41	28	33	37	33	31	37	30	37	35	33	32	33	0	100	71
TOTAL LOVE/LIKE	48	54	44	52	50	48	60	37	46	52	49	41	53	41	51	51	47	42	50	100	100	100
Neither like nor dislike them	31	30	34	32	33	30	26	35	28	28	31	37	31	31	27	29	32	34	26	0	0	0
Dislike them	10	9	9	9	9	11	6	14	8	9	11	13	8	14	8	10	13	10	10	0	0	0
Hate them	5	4	6	2	4	6	4	6	4	5	7	3	3	7	5	4	4	7	6	0	0	0
TOTAL DISLIKE/HATE	15	13	15	11	13	17	10	20	12	14	18	16	11	21	13	14	17	17	16	0	0	0
Don't know	1	0	1	1	1	1	1	1	2	1	0	1	0	1	0	1	1	1	1	0	0	0
Not applicable - I have never watched a James Bond movie	5	3	5	3	3	5	3	7	12	5	3	5	5	6	9	4	3	6	7	0	0	0

Do you think it is acceptable or unacceptable for the character James Bond to be...

From an ethnic minority

Acceptable	58	48	72	74	73	47	51	65	67	64	56	45	62	52	66	56	59	54	60	52	61	58
Unacceptable	29	42	18	20	17	41	38	20	21	23	34	38	27	31	19	31	30	31	27	41	30	33
Don't know	13	10	11	6	10	12	11	15	12	13	10	17	10	17	15	13	11	15	12	7	9	8

Female

Acceptable	36	28	43	42	46	26	31	41	42	41	33	28	36	36	41	33	37	35	40	32	30	31
Unacceptable	51	63	45	48	42	65	59	45	43	47	57	57	53	49	45	55	53	50	47	64	61	62
Don't know	12	9	12	9	12	9	11	14	14	12	10	15	11	15	14	12	11	14	13	4	9	8

Gay

Acceptable	47	37	58	64	61	36	38	55	58	54	45	32	50	43	53	44	44	48	54	31	46	42
Unacceptable	40	53	27	29	28	52	50	30	30	33	44	51	38	42	31	43	42	39	37	60	44	49
Don't know	13	10	15	7	11	11	12	15	12	13	11	17	12	16	16	12	15	14	10	8	9	9

Of a non-British nationality

Acceptable	35	26	44	39	43	25	27	42	48	37	30	28	38	30	39	30	35	36	41	25	30	28
Unacceptable	53	64	45	55	47	64	62	43	39	49	62	56	52	54	46	58	53	50	46	67	62	63
Don't know	13	10	12	6	10	11	11	15	13	14	8	15	11	16	15	12	12	14	12	8	8	8

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

Who would be your choice to play the next James Bond?

Idris Elba	17	15	20	22	23	14	13	20	22	20	15	10	19	14	20	17	16	16	13	16	20	19
Tom Hardy	7	6	6	5	5	7	7	6	7	9	6	2	6	8	4	7	8	8	3	11	6	8
Tom Hiddleston	3	5	3	4	4	3	3	3	3	3	4	3	3	3	1	4	3	3	3	8	5	6
Jason Statham	2	1	2	1	1	2	1	0	2	2	1	1	2	2	2	2	1	2	0	3	2	2
Daniel Craig	1	1	1	0	1	1	1	1	2	2	1	0	2	0	2	1	1	1	1	4	2	2
Richard Madden	1	1	2	2	2	1	1	1	0	1	1	2	2	1	1	2	1	1	3	2	1	2
Aidan Turner	1	0	1	0	0	1	0	1	0	0	1	1	1	0	0	0	0	1	1	1	0	1
David Tennant	1	0	1	1	1	0	0	1	2	0	1	1	0	1	0	0	1	0	2	0	1	0
Benedict Cumberbatch	1	1	1	4	2	1	1	1	1	1	3	1	2	1	0	1	2	2	1	2	1	2
Henry Cavill	1	2	0	1	0	1	2	0	1	1	1	0	1	1	1	1	1	1	1	3	1	2
James Norton	1	2	1	2	2	1	1	1	0	1	1	2	1	0	2	1	0	1	1	1	2	2
Other	25	23	30	17	25	26	29	22	33	23	27	24	25	26	19	26	25	25	34	22	26	25
n/a	7	6	5	8	5	7	7	6	7	8	5	6	6	7	8	6	7	4	9	4	5	5
Don't know	34	36	28	34	30	34	31	36	22	29	32	48	32	35	38	32	34	35	28	22	28	26