

YouGov Survey Results

Fieldwork: 24th - 26th September 2021

Sample Size: 1685 adults in GB



Weighted Sample
Unweighted Sample

Total	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social		Region				Would describe themselves as a James Bond fan		
	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	
1685	571	418	152	625	667	819	866	184	703	406	392	960	725	202	566	366	406	145	748	
1685	585	415	156	679	675	749	936	107	696	415	466	1023	662	186	575	373	403	148	747	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Would you describe yourself as a fan of the James Bond films?

I would	44	53	43	51	49	48	56	34	31	46	52	40	48	40	36	50	41	43	47	100
I would not	48	42	49	42	44	45	37	58	59	46	43	52	46	51	57	41	52	51	43	0
Don't know	8	5	8	7	7	7	7	8	10	8	5	8	6	9	8	8	8	6	10	0

Which one, if any, of the following is your favourite James Bond actor?

Sean Connery	27	31	24	32	28	33	29	26	4	21	36	40	27	27	21	27	26	28	35	33
Daniel Craig	21	21	25	26	22	18	21	21	39	22	20	12	23	19	21	20	21	23	20	31
Roger Moore	10	12	8	10	8	13	13	7	3	11	11	12	10	10	10	13	9	10	5	14
Pierce Brosnan	6	7	8	8	8	6	6	6	2	10	6	3	8	4	3	6	6	8	7	9
Don't know	4	1	4	2	3	2	3	4	8	7	1	0	3	5	4	4	3	5	4	1
Timothy Dalton	2	2	1	3	3	1	2	2	3	3	1	1	2	1	2	2	2	1	4	2
George Lazenby	1	1	0	0	0	1	1	1	2	1	1	0	1	1	0	1	2	0	1	1
Not applicable - I do not have a favourite James Bond actor	29	25	30	19	27	25	24	33	40	26	24	32	26	32	38	27	30	26	24	10

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

In your opinion, what are the best James Bond films?

You may pick up to three.

Skyfall (2012)	21	21	26	23	17	21	20	33	20	21	15	24	17	20	22	19	20	21	34
Casino Royale (2006)	14	14	17	16	15	12	17	11	21	18	13	5	15	13	11	14	14	17	25
Goldfinger (1964)	12	14	12	14	14	14	16	9	2	11	15	17	13	11	10	12	14	11	19
Spectre (2015)	9	10	9	7	9	9	8	9	10	9	10	6	9	9	8	9	10	8	16
Live and Let Die (1973)	8	9	6	10	8	10	11	5	2	9	10	6	9	7	7	8	8	9	13
GoldenEye (1995)	8	7	7	12	10	6	11	4	7	13	3	3	8	8	9	8	8	7	12
Dr. No (1962)	6	7	6	6	7	7	7	4	1	4	6	11	6	6	3	7	6	6	8
From Russia with Love (1963)	6	10	6	7	7	8	8	5	0	4	8	13	7	6	5	7	10	5	10
You Only Live Twice (1967)	5	4	5	5	5	5	6	3	1	3	8	6	5	4	3	5	5	7	6
Diamonds Are Forever (1971)	5	5	3	4	4	7	5	4	0	4	7	6	5	5	5	4	5	5	8
Quantum of Solace (2008)	5	5	6	6	7	5	4	6	3	4	8	6	6	5	3	4	5	7	9
On Her Majesty's Secret Service (1969)	4	4	3	2	3	5	5	2	3	3	5	4	4	3	2	3	5	4	5
The Man with the Golden Gun (1974)	4	6	3	6	5	5	6	3	1	4	6	5	4	5	4	5	4	5	6
The Spy Who Loved Me (1977)	4	4	5	2	3	4	5	2	5	3	6	1	4	3	1	5	5	3	6
Moonraker (1979)	4	5	3	7	4	5	7	2	2	6	4	3	5	4	4	5	4	3	7
Thunderball (1965)	3	4	3	4	4	4	5	2	1	3	4	4	3	4	3	4	2	3	5
Octopussy (1983)	3	4	2	1	2	4	3	3	0	4	2	3	2	4	3	3	2	3	4
A View to a Kill (1985)	3	4	2	3	3	3	3	3	3	4	3	2	3	3	2	4	4	1	4
Licence to Kill (1989)	3	2	2	1	2	2	4	1	7	3	2	2	2	3	1	2	5	3	3
Tomorrow Never Dies (1997)	3	4	3	2	3	3	3	4	2	6	2	1	4	2	3	3	4	4	6
Die Another Day (2002)	3	3	4	1	3	3	3	2	0	4	2	1	3	2	2	3	2	4	5
For Your Eyes Only (1981)	2	3	1	3	2	2	2	2	1	2	2	3	2	2	4	2	3	1	3
The World Is Not Enough (1999)	2	3	2	4	3	2	2	2	1	2	2	2	3	1	2	2	3	3	4
Never Say Never Again (1983)	1	1	0	0	0	1	0	1	1	0	0	1	1	0	0	1	1	0	1
The Living Daylights (1987)	1	2	1	1	1	2	1	2	1	1	3	0	1	1	0	1	1	2	2
Not applicable - I do not think there is best James Bond film	26	24	28	18	24	26	19	33	27	25	22	33	23	30	23	27	26	29	8
Don't know	17	13	17	21	17	16	14	21	21	15	18	19	16	19	29	15	15	23	7

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

"Never Say Never Again" is a 1983 adaptation of the original Thunderball novel and stars Sean Connery as James Bond - although it was made under a different production company than nearly all the other James Bond films. As such, some consider it not to be part of the main James Bond continuity. Thinking about this, do you consider "Never Say Never Again" to be a proper James Bond film or not?

It is a proper James Bond film	37	43	35	39	39	42	41	33	20	38	45	36	39	34	30	36	40	38	44	57
It is not a proper James Bond film	11	12	12	9	10	12	16	7	12	12	13	7	12	11	12	11	15	8	9	15
Don't know	52	45	53	52	50	46	43	60	68	50	42	57	49	55	58	53	46	54	47	27