

YouGov Survey: James Bond



Sample 1000 U.S. Adult Citizens
Conducted April 28 - May 2, 2023
Margin of Error ±3.3%

1. Have you ever seen any James Bond movies?

Yes	80%
No	15%
Not sure	6%

2. In general, how do you feel about the James Bond movie franchise?

Love it	28%
Like it	43%
Dislike it	9%
Hate it	3%
Not sure	17%

3. Which of the following James Bond movies have you seen?

Dr. No (1962)	30%
From Russia with Love (1963)	36%
Goldfinger (1964)	43%
Thunderball (1965)	26%
You Only Live Twice (1967)	31%
On Her Majesty's Secret Service (1969)	25%
Diamonds Are Forever (1971)	34%
Live and Let Die (1973)	38%
The Man with the Golden Gun (1974)	30%
The Spy Who Loved Me (1977)	33%
Moonraker (1979)	28%
For Your Eyes Only (1981)	32%
Octopussy (1983)	35%
A View to a Kill (1985)	29%
The Living Daylights (1987)	19%
Licence to Kill (1989)	32%
GoldenEye (1995)	34%
Tomorrow Never Dies (1997)	31%
The World Is Not Enough (1999)	23%
Die Another Day (2002)	35%
Casino Royale (2006)	39%
Quantum of Solace (2008)	27%
Skyfall (2012)	33%
Spectre (2015)	24%
No Time to Die (2021)	28%
Not sure	8%
None of the above	15%

4. In your opinion, which of the following actors has been the best James Bond?

Sean Connery	36%
George Lazenby	4%
Roger Moore	13%
Timothy Dalton	3%
Pierce Brosnan	10%
Daniel Craig	13%
Not sure	22%

5. Here are some people who have been suggested by various sources as possible actors to play James Bond in future films. In your opinion, which of the following actors would be best as the next James Bond?

Cillian Murphy	3%
Henry Cavill	10%
Richard Madden	2%
Idris Elba	14%
James Norton	5%
Paul Mescal	2%
Regé-Jean Page	2%
Tom Hardy	9%
Tom Hiddleston	4%
Aaron Taylor-Johnson	2%
Someone else	4%
Not sure	43%

6. Do you want there to be more James Bond films made in the future?

Yes	54%
No	17%
Not sure	29%

7. Do you think that the person who plays James Bond in future films... ?

Should be a man	72%
Doesn't need to be a man	15%
Not sure	12%

8. Do you think that the person who plays James Bond in future films... ?

Should be white	39%
Doesn't need to be white	42%
Not sure	19%

9. Do you think that the person who plays James Bond in future films... ?

Should be British	45%
Doesn't need to be British	35%
Not sure	20%

10. Do you think that the person who plays James Bond in future films... ?

Should be heterosexual or straight	59%
Doesn't need to be heterosexual or straight	26%
Not sure	15%

Interviewing Dates	April 28 - May 2, 2023
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to March 15, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 28% Republican). The weights range from 0.249 to 3.704, with a mean of 1 and a standard deviation of 0.395.
Number of respondents	1000
Margin of error	± 3.3% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	62 questions not reported.

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1. Seen James Bond Movie

Have you ever seen any James Bond movies?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	80%	83%	76%	64%	74%	86%	90%	84%	74%	66%	*
No	15%	13%	17%	24%	19%	11%	7%	13%	17%	20%	*
Not sure	6%	4%	7%	11%	7%	2%	3%	3%	10%	14%	*
Totals	101%	100%	100%	99%	100%	99%	100%	100%	101%	100%	*
Unweighted N	(999)	(470)	(529)	(207)	(237)	(335)	(220)	(667)	(115)	(158)	(59)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	80%	83%	72%	86%	84%	90%	77%	81%	87%	83%	79%	81%	75%
No	15%	14%	18%	11%	13%	8%	16%	16%	9%	16%	12%	14%	18%
Not sure	6%	3%	9%	3%	3%	2%	7%	3%	4%	1%	9%	5%	7%
Totals	101%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(999)	(347)	(382)	(270)	(360)	(319)	(405)	(275)	(213)	(174)	(192)	(389)	(244)

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2. Feelings on James Bond Franchise

In general, how do you feel about the James Bond movie franchise?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	28%	36%	20%	22%	27%	30%	30%	25%	39%	24%	*
Like it	43%	45%	42%	44%	39%	44%	48%	48%	27%	39%	*
Dislike it	9%	7%	12%	9%	9%	10%	9%	9%	11%	10%	*
Hate it	3%	2%	4%	2%	6%	2%	1%	3%	3%	3%	*
Not sure	17%	10%	23%	24%	18%	14%	12%	14%	19%	23%	*
Totals	100%	100%	101%	101%	99%	100%	100%	99%	99%	99%	*
Unweighted N	(999)	(471)	(528)	(208)	(236)	(335)	(220)	(667)	(116)	(157)	(59)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	28%	32%	24%	29%	33%	30%	27%	27%	33%	34%	23%	29%	24%
Like it	43%	41%	42%	49%	39%	50%	41%	42%	50%	41%	46%	44%	42%
Dislike it	9%	9%	10%	8%	11%	8%	11%	10%	6%	8%	8%	9%	11%
Hate it	3%	2%	4%	3%	2%	2%	4%	3%	1%	3%	3%	3%	3%
Not sure	17%	17%	20%	11%	16%	11%	18%	18%	10%	14%	20%	15%	19%
Totals	100%	101%	100%	100%	101%	101%	101%	100%	100%	100%	100%	100%	99%
Unweighted N	(999)	(347)	(382)	(270)	(360)	(319)	(405)	(274)	(214)	(174)	(192)	(390)	(243)

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3. James Bond Movies Seen

Which of the following James Bond movies have you seen?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Dr. No (1962)	30%	41%	20%	11%	13%	37%	56%	35%	20%	16%	*
From Russia with Love (1963)	36%	44%	29%	11%	17%	45%	69%	41%	29%	23%	*
Goldfinger (1964)	43%	48%	38%	11%	23%	53%	79%	49%	32%	21%	*
Thunderball (1965)	26%	34%	18%	9%	15%	30%	48%	30%	15%	14%	*
You Only Live Twice (1967)	31%	40%	22%	7%	19%	36%	59%	35%	24%	16%	*
On Her Majesty's Secret Service (1969)	25%	34%	17%	7%	14%	29%	48%	29%	18%	15%	*
Diamonds Are Forever (1971)	34%	39%	29%	7%	14%	45%	64%	38%	27%	18%	*
Live and Let Die (1973)	38%	44%	31%	10%	18%	50%	66%	43%	30%	20%	*
The Man with the Golden Gun (1974)	30%	39%	22%	9%	16%	40%	50%	34%	22%	15%	*
The Spy Who Loved Me (1977)	33%	40%	25%	7%	18%	47%	51%	38%	22%	17%	*
Moonraker (1979)	28%	39%	17%	5%	15%	37%	48%	31%	20%	17%	*
For Your Eyes Only (1981)	32%	40%	25%	6%	15%	47%	54%	36%	20%	19%	*
Octopussy (1983)	35%	44%	27%	6%	19%	54%	54%	38%	30%	23%	*
A View to a Kill (1985)	29%	36%	22%	4%	14%	47%	42%	33%	15%	16%	*
The Living Daylights (1987)	19%	27%	10%	4%	15%	28%	22%	21%	9%	13%	*
Licence to Kill (1989)	32%	39%	25%	10%	18%	46%	46%	35%	24%	15%	*
GoldenEye (1995)	34%	44%	25%	12%	30%	44%	44%	38%	25%	23%	*
Tomorrow Never Dies (1997)	31%	39%	24%	11%	28%	40%	41%	35%	25%	18%	*

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	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
The World Is Not Enough (1999)	23%	33%	14%	8%	25%	29%	26%	26%	16%	13%	*
Die Another Day (2002)	35%	46%	25%	17%	38%	40%	42%	37%	31%	23%	*
Casino Royale (2006)	39%	45%	32%	16%	37%	44%	53%	42%	25%	28%	*
Quantum of Solace (2008)	27%	36%	18%	14%	29%	33%	27%	29%	19%	16%	*
Skyfall (2012)	33%	41%	26%	24%	31%	37%	38%	34%	27%	28%	*
Spectre (2015)	24%	34%	15%	21%	25%	26%	25%	25%	19%	17%	*
No Time to Die (2021)	28%	35%	22%	27%	27%	28%	29%	29%	26%	19%	*
Not sure	8%	6%	11%	11%	9%	8%	7%	7%	9%	17%	*
None of the above	15%	13%	17%	24%	19%	11%	7%	13%	17%	20%	*
Unweighted N	(999)	(470)	(529)	(207)	(237)	(335)	(220)	(667)	(115)	(158)	(59)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Dr. No (1962)	30%	26%	29%	37%	31%	37%	29%	34%	30%	34%	32%	30%	26%
From Russia with Love (1963)	36%	32%	32%	47%	38%	49%	34%	42%	38%	41%	41%	36%	30%
Goldfinger (1964)	43%	40%	39%	52%	47%	54%	43%	46%	45%	45%	50%	42%	36%
Thunderball (1965)	26%	23%	24%	33%	28%	33%	25%	29%	27%	29%	27%	24%	27%
You Only Live Twice (1967)	31%	31%	28%	35%	34%	37%	29%	33%	36%	36%	30%	30%	29%
On Her Majesty's Secret Service (1969)	25%	23%	22%	32%	29%	32%	24%	26%	29%	26%	28%	25%	23%
Diamonds Are Forever (1971)	34%	29%	33%	41%	35%	44%	34%	35%	34%	35%	39%	33%	28%
Live and Let Die (1973)	38%	33%	33%	49%	41%	50%	38%	39%	40%	37%	42%	38%	34%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
The Man with the Golden Gun (1974)	30%	26%	29%	37%	30%	39%	29%	33%	32%	30%	33%	30%	28%
The Spy Who Loved Me (1977)	33%	30%	30%	40%	36%	42%	32%	34%	36%	36%	34%	32%	29%
Moonraker (1979)	28%	24%	26%	33%	30%	36%	30%	25%	29%	32%	31%	25%	25%
For Your Eyes Only (1981)	32%	29%	29%	41%	33%	43%	32%	33%	36%	35%	34%	33%	26%
Octopussy (1983)	35%	31%	34%	42%	36%	47%	36%	38%	36%	34%	38%	37%	31%
A View to a Kill (1985)	29%	25%	26%	38%	27%	39%	30%	29%	33%	30%	34%	29%	23%
The Living Daylights (1987)	19%	15%	17%	25%	16%	26%	19%	18%	22%	23%	22%	17%	16%
Licence to Kill (1989)	32%	29%	29%	38%	32%	39%	33%	28%	38%	37%	34%	31%	26%
GoldenEye (1995)	34%	32%	31%	41%	38%	43%	33%	35%	41%	35%	36%	33%	33%
Tomorrow Never Dies (1997)	31%	28%	28%	41%	33%	39%	32%	31%	35%	34%	31%	32%	28%
The World Is Not Enough (1999)	23%	21%	23%	25%	27%	27%	23%	21%	27%	27%	26%	22%	19%
Die Another Day (2002)	35%	34%	32%	41%	39%	42%	34%	33%	43%	38%	37%	35%	32%
Casino Royale (2006)	39%	38%	36%	42%	42%	47%	35%	41%	47%	44%	39%	37%	37%
Quantum of Solace (2008)	27%	27%	26%	27%	31%	31%	25%	28%	33%	31%	27%	24%	28%
Skyfall (2012)	33%	35%	32%	33%	39%	35%	32%	29%	41%	36%	36%	31%	32%
Spectre (2015)	24%	26%	23%	25%	29%	29%	22%	23%	32%	28%	23%	21%	28%
No Time to Die (2021)	28%	31%	22%	33%	31%	35%	26%	24%	38%	30%	25%	27%	31%
Not sure	8%	5%	13%	6%	5%	6%	11%	5%	3%	4%	11%	9%	8%
None of the above	15%	14%	18%	11%	13%	8%	16%	16%	9%	16%	12%	14%	18%
Unweighted N	(999)	(347)	(382)	(270)	(360)	(319)	(405)	(275)	(213)	(174)	(192)	(389)	(244)

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4. Best James Bond

In your opinion, which of the following actors has been the best James Bond?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Sean Connery	36%	37%	35%	12%	18%	44%	67%	43%	20%	21%	*
George Lazenby	4%	5%	3%	7%	7%	2%	0%	3%	9%	4%	*
Roger Moore	13%	15%	11%	12%	7%	21%	10%	12%	16%	16%	*
Timothy Dalton	3%	3%	2%	6%	6%	0%	0%	2%	5%	5%	*
Pierce Brosnan	10%	8%	11%	7%	17%	9%	5%	10%	5%	9%	*
Daniel Craig	13%	13%	12%	23%	16%	8%	7%	13%	15%	11%	*
Not sure	22%	19%	26%	34%	30%	16%	12%	18%	30%	33%	*
Totals	101%	100%	100%	101%	101%	100%	101%	101%	100%	99%	*
Unweighted N	(999)	(471)	(528)	(208)	(236)	(335)	(220)	(667)	(116)	(157)	(59)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Sean Connery	36%	29%	32%	51%	34%	52%	35%	40%	35%	35%	38%	39%	30%
George Lazenby	4%	7%	2%	2%	4%	3%	2%	6%	4%	3%	1%	6%	3%
Roger Moore	13%	17%	13%	8%	13%	10%	16%	10%	11%	13%	9%	12%	17%
Timothy Dalton	3%	3%	2%	3%	2%	2%	2%	3%	4%	3%	4%	2%	2%
Pierce Brosnan	10%	9%	8%	12%	9%	11%	8%	10%	12%	12%	13%	8%	8%
Daniel Craig	13%	15%	10%	14%	16%	11%	13%	12%	15%	10%	13%	12%	16%
Not sure	22%	20%	32%	11%	21%	11%	23%	19%	19%	24%	23%	21%	23%
Totals	101%	100%	99%	101%	99%	100%	99%	100%	100%	100%	101%	100%	99%
Unweighted N	(999)	(347)	(382)	(270)	(360)	(320)	(405)	(274)	(214)	(174)	(192)	(390)	(243)

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5. Best Future James Bond

Here are some people who have been suggested by various sources as possible actors to play James Bond in future films. In your opinion, which of the following actors would be best as the next James Bond?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Cillian Murphy	3%	4%	1%	6%	5%	1%	1%	2%	4%	3%	*
Henry Cavill	10%	13%	8%	9%	13%	10%	8%	10%	7%	12%	*
Richard Madden	2%	2%	1%	3%	2%	2%	0%	2%	1%	2%	*
Idris Elba	14%	10%	18%	9%	17%	16%	11%	11%	26%	15%	*
James Norton	5%	6%	4%	10%	7%	3%	2%	5%	3%	8%	*
Paul Mescal	2%	3%	2%	4%	6%	0%	0%	2%	2%	4%	*
Regé-Jean Page	2%	1%	3%	1%	3%	3%	2%	2%	2%	2%	*
Tom Hardy	9%	8%	11%	15%	8%	9%	5%	11%	6%	8%	*
Tom Hiddleston	4%	4%	4%	4%	6%	3%	1%	5%	4%	1%	*
Aaron Taylor-Johnson	2%	2%	2%	4%	2%	2%	1%	1%	5%	4%	*
Someone else	4%	4%	3%	2%	3%	5%	4%	4%	1%	2%	*
Not sure	43%	43%	42%	31%	28%	46%	65%	45%	39%	39%	*
Totals	100%	100%	99%	98%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(994)	(469)	(525)	(206)	(235)	(334)	(219)	(663)	(115)	(157)	(59)

	Party ID				2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Cillian Murphy	3%	3%	3%	3%	3%	3%	1%	4%	5%	3%	2%	3%	3%
Henry Cavill	10%	14%	8%	9%	14%	11%	9%	9%	16%	14%	6%	9%	13%
Richard Madden	2%	2%	2%	3%	3%	1%	1%	1%	4%	1%	3%	2%	1%
Idris Elba	14%	23%	11%	6%	24%	7%	12%	19%	16%	10%	16%	14%	14%
James Norton	5%	4%	5%	6%	4%	6%	4%	5%	9%	6%	3%	8%	3%
Paul Mescal	2%	3%	1%	4%	2%	2%	2%	3%	2%	1%	2%	2%	4%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Regé-Jean Page	2%	4%	2%	1%	3%	1%	2%	3%	1%	2%	1%	2%	3%
Tom Hardy	9%	9%	8%	13%	7%	10%	11%	7%	8%	8%	7%	11%	9%
Tom Hiddleston	4%	4%	3%	5%	3%	6%	4%	5%	4%	3%	5%	4%	4%
Aaron Taylor-Johnson	2%	2%	2%	2%	2%	1%	2%	3%	2%	2%	1%	2%	4%
Someone else	4%	1%	5%	6%	2%	6%	4%	4%	3%	7%	4%	3%	3%
Not sure	43%	31%	52%	43%	33%	47%	47%	39%	31%	42%	50%	41%	39%
Totals	100%	100%	102%	101%	100%	101%	99%	102%	101%	99%	100%	101%	100%
Unweighted N	(994)	(345)	(381)	(268)	(360)	(317)	(402)	(273)	(214)	(172)	(189)	(390)	(243)

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6. Want More Bond Films

Do you want there to be more James Bond films made in the future?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	54%	63%	46%	56%	61%	52%	48%	54%	58%	49%	*
No	17%	14%	19%	18%	14%	18%	16%	16%	18%	19%	*
Not sure	29%	23%	35%	26%	25%	30%	35%	30%	24%	32%	*
Totals	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	*
Unweighted N	(999)	(470)	(529)	(208)	(236)	(335)	(220)	(666)	(116)	(158)	(59)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	54%	63%	45%	57%	59%	56%	52%	53%	67%	60%	46%	56%	54%
No	17%	12%	23%	12%	14%	15%	18%	19%	9%	15%	16%	15%	21%
Not sure	29%	25%	31%	31%	27%	29%	30%	28%	24%	25%	38%	29%	25%
Totals	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(999)	(347)	(382)	(270)	(360)	(320)	(405)	(274)	(214)	(174)	(192)	(389)	(244)

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7. Gender of James Bond

Do you think that the person who plays James Bond in future films... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Should be a man	72%	76%	69%	63%	59%	77%	88%	75%	63%	64%	*
Doesn't need to be a man	15%	14%	17%	18%	25%	13%	7%	16%	15%	15%	*
Not sure	12%	10%	14%	18%	16%	10%	5%	9%	22%	21%	*
Totals	99%	100%	100%	99%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(999)	(471)	(528)	(207)	(237)	(335)	(220)	(667)	(116)	(157)	(59)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Should be a man	72%	67%	66%	89%	67%	87%	73%	72%	73%	77%	66%	74%	71%
Doesn't need to be a man	15%	23%	16%	5%	23%	9%	14%	19%	17%	11%	20%	13%	19%
Not sure	12%	11%	18%	5%	10%	4%	12%	10%	10%	12%	14%	13%	10%
Totals	99%	101%	100%	99%	100%	100%	99%	101%	100%	100%	100%	100%	100%
Unweighted N	(999)	(346)	(383)	(270)	(360)	(319)	(404)	(275)	(214)	(174)	(192)	(390)	(243)

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8. Race of James Bond

Do you think that the person who plays James Bond in future films... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Should be white	39%	49%	31%	42%	32%	40%	44%	43%	30%	37%	*
Doesn't need to be white	42%	35%	49%	36%	49%	42%	41%	42%	39%	38%	*
Not sure	19%	17%	20%	22%	18%	19%	16%	15%	30%	26%	*
Totals	100%	101%	100%	100%	99%	101%	101%	100%	99%	101%	*
Unweighted N	(998)	(471)	(527)	(208)	(237)	(334)	(219)	(666)	(116)	(157)	(59)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Should be white	39%	30%	34%	59%	26%	57%	43%	33%	45%	44%	36%	42%	35%
Doesn't need to be white	42%	55%	40%	29%	58%	31%	39%	47%	45%	39%	48%	38%	46%
Not sure	19%	15%	26%	12%	15%	12%	18%	20%	11%	17%	17%	20%	20%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	101%	100%	101%	100%	101%
Unweighted N	(998)	(347)	(381)	(270)	(360)	(319)	(404)	(275)	(214)	(174)	(191)	(389)	(244)

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9. Nationality of James Bond

Do you think that the person who plays James Bond in future films... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Should be British	45%	50%	40%	40%	33%	46%	60%	49%	27%	39%	*
Doesn't need to be British	35%	34%	36%	37%	43%	34%	27%	35%	37%	30%	*
Not sure	20%	15%	24%	23%	24%	20%	13%	16%	36%	31%	*
Totals	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(997)	(470)	(527)	(207)	(236)	(334)	(220)	(667)	(116)	(155)	(59)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Should be British	45%	39%	40%	59%	44%	61%	42%	45%	56%	45%	42%	46%	46%
Doesn't need to be British	35%	44%	32%	30%	40%	28%	35%	35%	36%	34%	37%	35%	35%
Not sure	20%	17%	28%	11%	17%	11%	23%	20%	8%	21%	21%	20%	19%
Totals	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(997)	(346)	(381)	(270)	(359)	(320)	(404)	(274)	(214)	(173)	(191)	(389)	(244)

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10. Sexuality of James Bond

Do you think that the person who plays James Bond in future films... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Should be heterosexual or straight	59%	68%	51%	47%	47%	66%	72%	63%	52%	47%	*
Doesn't need to be heterosexual or straight	26%	22%	30%	35%	35%	22%	15%	25%	26%	27%	*
Not sure	15%	10%	20%	18%	18%	12%	13%	12%	22%	26%	*
Totals	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(997)	(470)	(527)	(208)	(236)	(333)	(220)	(666)	(115)	(157)	(59)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Should be heterosexual or straight	59%	51%	52%	79%	48%	79%	59%	57%	64%	54%	57%	66%	52%
Doesn't need to be heterosexual or straight	26%	35%	27%	14%	38%	15%	24%	31%	28%	32%	28%	19%	32%
Not sure	15%	14%	21%	7%	13%	6%	17%	12%	8%	14%	15%	15%	16%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(997)	(346)	(382)	(269)	(359)	(320)	(404)	(274)	(214)	(173)	(191)	(389)	(244)

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Interviewing Dates	April 28 - May 2, 2023
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to March 15, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 28% Republican). The weights range from 0.249 to 3.704, with a mean of 1 and a standard deviation of 0.395.
Number of respondents	1000
Margin of error	± 3.3% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	62 questions not reported.