

YouGov Survey Results

Sample Size: 1690 GB Adults
Fieldwork: 19th - 20th October 2015

| | Vote in 2015 | | | | | Gender | | Age | | | | Social Grade | | Region | | | | |
|--------------------------|--------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|---------------|------------------|------------|------------|------------|
| Total | Con | Lab | Lib Dem | UKIP | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland | |
| Weighted Sample | 1690 | 575 | 473 | 118 | 203 | 820 | 870 | 201 | 428 | 578 | 483 | 963 | 727 | 216 | 549 | 362 | 416 | 147 |
| Unweighted Sample | 1690 | 508 | 475 | 117 | 223 | 782 | 908 | 123 | 371 | 674 | 522 | 1101 | 589 | 199 | 573 | 355 | 403 | 160 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

| | | 19-20 Oct 2015 | | | | | | | | | | | | | | | | | |
|--|----|-----------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| | | 7-8 Dec 2014 | | | | | | | | | | | | | | | | | |
| Which ONE, if any, of the following is your favourite James Bond actor? | | | | | | | | | | | | | | | | | | | |
| Sean Connery | 27 | 26 | 26 | 26 | 23 | 33 | 29 | 24 | 13 | 17 | 27 | 39 | 26 | 27 | 28 | 26 | 23 | 24 | 43 |
| Daniel Craig | 21 | 24 | 26 | 25 | 21 | 20 | 25 | 23 | 34 | 30 | 24 | 14 | 26 | 20 | 19 | 24 | 24 | 24 | 27 |
| Roger Moore | 12 | 11 | 13 | 10 | 13 | 11 | 15 | 7 | 2 | 11 | 13 | 11 | 11 | 10 | 13 | 12 | 11 | 10 | 4 |
| Pierce Brosnan | 10 | 8 | 9 | 7 | 9 | 8 | 8 | 9 | 12 | 13 | 7 | 4 | 8 | 9 | 10 | 9 | 10 | 8 | 3 |
| Timothy Dalton | 1 | 2 | 2 | 2 | 4 | 2 | 2 | 2 | 2 | 4 | 2 | 0 | 2 | 2 | 2 | 2 | 3 | 1 | 1 |
| George Lazenby | 1 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 |
| Not applicable, I do not have a favourite James Bond actor | 22 | 26 | 22 | 27 | 28 | 24 | 19 | 32 | 30 | 23 | 24 | 30 | 24 | 29 | 24 | 26 | 26 | 29 | 20 |
| Don't know | 4 | 2 | 1 | 2 | 3 | 1 | 2 | 3 | 5 | 2 | 2 | 1 | 3 | 2 | 3 | 1 | 3 | 3 | 2 |

| After Spectre, do you think Daniel Craig should continue as James Bond, or should he step down and let someone else takeover the role? | | | | | | | | | | | | | | | | | | |
|---|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Should continue as James Bond | 38 | 45 | 34 | 39 | 37 | 42 | 34 | 33 | 39 | 41 | 35 | 38 | 38 | 32 | 40 | 40 | 37 | 38 |
| Should let someone else takeover the role | 25 | 22 | 27 | 23 | 28 | 25 | 25 | 35 | 32 | 22 | 20 | 26 | 25 | 29 | 25 | 28 | 21 | 27 |
| Don't know | 37 | 33 | 39 | 38 | 35 | 32 | 41 | 33 | 29 | 37 | 45 | 36 | 37 | 39 | 35 | 33 | 41 | 35 |

Who should be the next James Bond after Daniel Craig?

[For Full list of responses see Sheet 1]

YouGov Weighting Data

In addition to weighting by age, gender, social class and region (weighted and unweighted figures shown in the tables), YouGov also weighted its raw data by newspaper readership and Vote May 2015.

| | Unweighted no. | Weighted no. |
|----------------------------|----------------|--------------|
| Age and Gender | | |
| Male 18 to 24 | 42 | 101 |
| Male 25 to 39 | 139 | 213 |
| Male 40 to 59 | 313 | 286 |
| Male 60 + | 288 | 220 |
| Female 18 to 24 | 81 | 100 |
| Female 25 to 39 | 232 | 215 |
| Female 40 to 59 | 361 | 292 |
| Female 60 + | 234 | 264 |
| Region | | |
| North England | 403 | 416 |
| Midlands | 258 | 277 |
| East | 158 | 162 |
| London | 199 | 216 |
| South England | 415 | 387 |
| Wales | 97 | 85 |
| Scotland | 160 | 147 |
| Social Grade | | |
| AB | 637 | 473 |
| C1 | 464 | 490 |
| C2 | 266 | 355 |
| DE | 323 | 372 |
| Newspaper Type | | |
| Express / Mail | 268 | 240 |
| Sun / Star | 283 | 340 |
| Mirror / Record | 125 | 149 |
| Guardian / Independent | 147 | 74 |
| FT / Times / Telegraph | 99 | 135 |
| Other Paper | 200 | 194 |
| No Paper | 568 | 558 |
| Vote Share May 2015 | | |
| Conservative | 508 | 575 |
| Labour | 475 | 473 |
| Liberal Democrat | 117 | 118 |
| UKIP | 223 | 203 |
| Green | 62 | 59 |
| Other | 102 | 93 |
| Didn't vote / Don't know | 203 | 169 |

YouGov is a member of the British Polling Council and abides by its rules.

For more information on the methodology, please go to yougov.co.uk/publicopinion/methodology

Or visit our website: yougov.co.uk