

1. Likes Bond movies

How much, if at all, do you like the James Bond series of movies?

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
A lot	27%	36%	19%	21%	28%	26%	36%	27%	24%	34%
Somewhat	29%	32%	26%	27%	28%	34%	25%	28%	30%	28%
A little	20%	15%	23%	17%	18%	21%	22%	22%	19%	18%
Not at all	18%	12%	23%	16%	22%	17%	17%	17%	19%	18%
Not sure	6%	4%	8%	19%	4%	2%	1%	6%	8%	2%
Totals (Unweighted N)	100% (999)	100% (464)	100% (535)	100% (154)	100% (275)	100% (389)	100% (181)	100% (354)	100% (409)	100% (236)

	Race				Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
A lot	27%	27%	29%	28%	23%	31%	35%	21%	22%	28%	35%
Somewhat	29%	29%	27%	35%	27%	30%	34%	34%	27%	31%	24%
A little	20%	20%	17%	20%	19%	21%	19%	17%	22%	20%	18%
Not at all	18%	20%	18%	9%	23%	17%	10%	17%	25%	16%	15%
Not sure	6%	5%	9%	8%	9%	1%	2%	11%	3%	4%	8%
Totals (Unweighted N)	100% (999)	100% (789)	100% (106)	100% (104)	100% (366)	100% (291)	100% (199)	100% (169)	100% (197)	100% (339)	100% (294)

2. Seen every Bond movie

Do you think that you've seen every James Bond movie?

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	20%	24%	16%	18%	21%	20%	20%	22%	17%	23%
No	72%	68%	76%	69%	73%	73%	71%	71%	75%	68%
Not sure	8%	8%	8%	13%	6%	6%	9%	7%	8%	9%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(464)	(535)	(154)	(274)	(390)	(181)	(355)	(409)	(235)

	Race				Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Yes	20%	18%	31%	18%	17%	22%	29%	15%	18%	23%	21%
No	72%	74%	63%	70%	72%	73%	65%	80%	77%	70%	65%
Not sure	8%	8%	7%	12%	11%	5%	6%	5%	6%	7%	14%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(789)	(107)	(103)	(365)	(292)	(199)	(169)	(197)	(338)	(295)

3. Favorite Bond

Which actor who portrayed James Bond is your favorite?

	Total	Gender		Age				3 Point Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Sean Connery	50%	53%	47%	33%	42%	54%	72%	51%	48%	51%
George Lazenby	1%	1%	1%	3%	1%	0%	—	2%	1%	0%
Roger Moore	17%	20%	15%	13%	15%	24%	11%	16%	18%	18%
Timothy Dalton	2%	3%	1%	4%	4%	0%	—	4%	2%	1%
Pierce Brosnan	19%	14%	25%	21%	30%	14%	12%	17%	19%	23%
Daniel Craig	11%	9%	12%	26%	8%	8%	5%	11%	12%	7%
Totals (Unweighted N)	100% (966)	100% (454)	100% (512)	100% (139)	100% (263)	100% (385)	100% (179)	100% (343)	100% (391)	100% (232)

	Total	Race			Family Income			Region			
		White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Sean Connery	50%	53%	50%	28%	48%	52%	50%	53%	54%	46%	49%
George Lazenby	1%	0%	6%	0%	2%	—	1%	1%	—	1%	1%
Roger Moore	17%	17%	11%	26%	20%	14%	19%	15%	13%	19%	21%
Timothy Dalton	2%	1%	1%	7%	1%	1%	0%	4%	0%	1%	3%
Pierce Brosnan	19%	17%	27%	24%	20%	23%	17%	19%	25%	19%	15%
Daniel Craig	11%	11%	5%	15%	9%	11%	13%	7%	8%	13%	11%
Totals (Unweighted N)	100% (966)	100% (767)	100% (102)	100% (97)	100% (348)	100% (284)	100% (195)	100% (160)	100% (192)	100% (331)	100% (283)

4. Least favorite Bond

Which actor who portrayed James Bond is your LEAST favorite?

	Total	Gender		Age				3 Point Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Sean Connery	5%	4%	5%	4%	9%	2%	1%	7%	5%	1%
George Lazenby	31%	29%	32%	30%	22%	37%	35%	25%	32%	35%
Roger Moore	14%	16%	13%	22%	19%	8%	11%	13%	14%	17%
Timothy Dalton	21%	20%	21%	15%	25%	21%	19%	24%	19%	20%
Pierce Brosnan	13%	16%	10%	20%	9%	14%	10%	10%	15%	11%
Daniel Craig	17%	15%	18%	9%	17%	17%	24%	21%	14%	16%
Totals (Unweighted N)	100% (897)	100% (431)	100% (466)	100% (129)	100% (249)	100% (362)	100% (157)	100% (320)	100% (356)	100% (221)

	Total	Race			Family Income			Region			
		White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Sean Connery	5%	4%	5%	7%	5%	3%	2%	4%	9%	2%	4%
George Lazenby	31%	32%	28%	25%	31%	35%	29%	34%	36%	29%	26%
Roger Moore	14%	13%	17%	20%	14%	17%	15%	9%	12%	18%	16%
Timothy Dalton	21%	22%	21%	14%	16%	18%	27%	25%	15%	24%	18%
Pierce Brosnan	13%	13%	9%	14%	14%	11%	12%	13%	8%	10%	21%
Daniel Craig	17%	16%	20%	20%	19%	15%	15%	15%	20%	17%	15%
Totals (Unweighted N)	100% (897)	100% (714)	100% (91)	100% (92)	100% (320)	100% (263)	100% (184)	100% (147)	100% (180)	100% (303)	100% (267)