The Name's Poll. James Bond Poll.



November 2026

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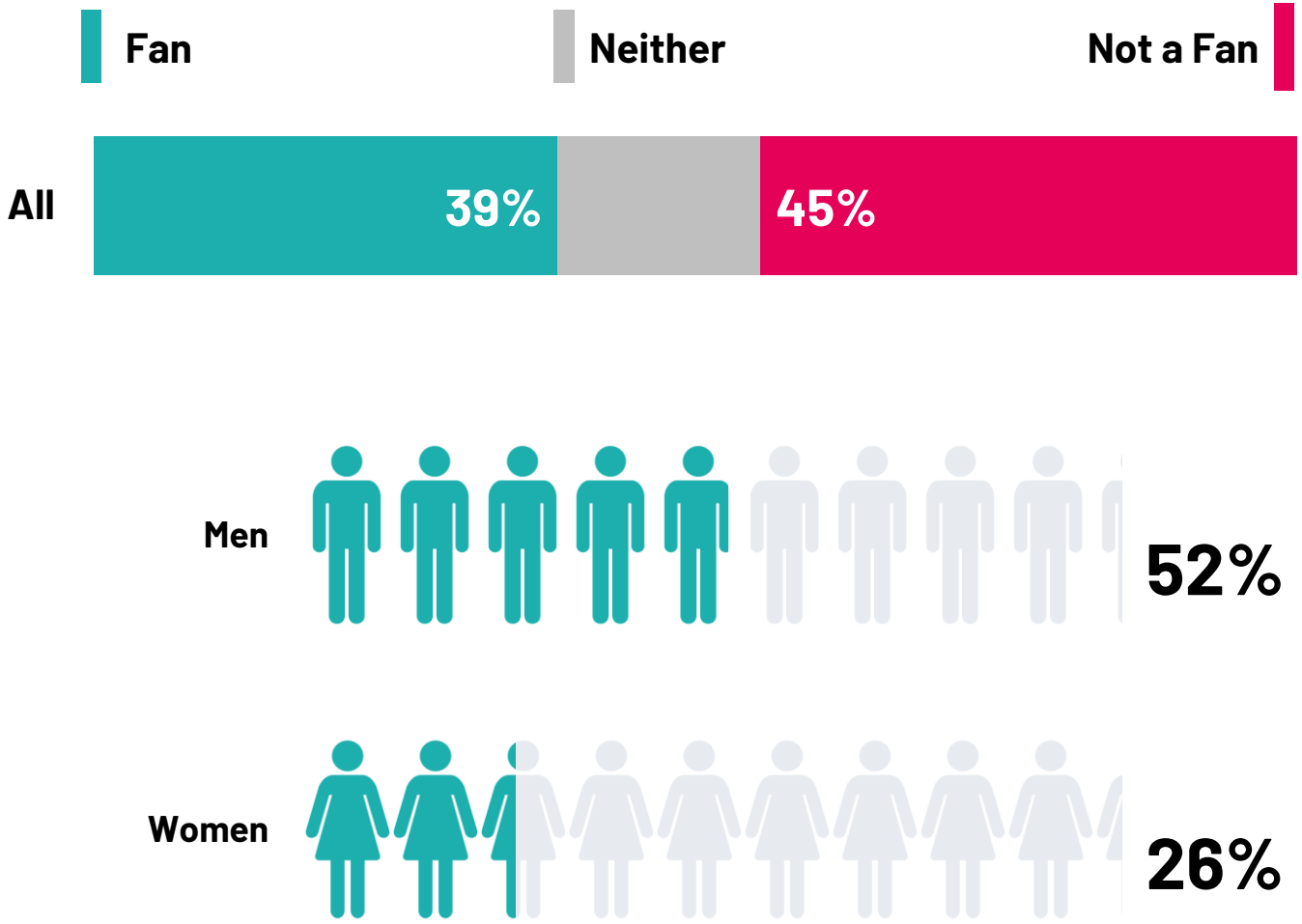
4 in 10

Britons would describe themselves as a fan of the James Bond franchise.



Base: *n*=2,180 GB adults aged 16-75, online fieldwork conducted 18th - 23rd November 2026. Q. Would you describe yourself as fan of the James Bond film franchise?

4-in-10 Britons are Bond fans, with **men** being around **twice as likely** to report being a fan compared to women.



Base: *n*=2,180 GB adults aged 16-75 (men: *n*=1,053, women: *n*=1,105), online fieldwork conducted 18th - 23rd November 2026. **Question:** Would you describe yourself as fan of the James Bond film franchise?

59%

of fans would say that Robert Pattinson was a good choice as the new James Bond, compared to 17% who think it's a bad choice.



Base: *n*=2,180 GB adults aged, online fieldwork conducted 18th - 23rd November 2026. **Question:** As you may be aware, Robert Pattinson was cast as the next actor to play James Bond in the official film franchise. To what extent do you think Robert Pattinson is a good or bad choice to play James Bond?

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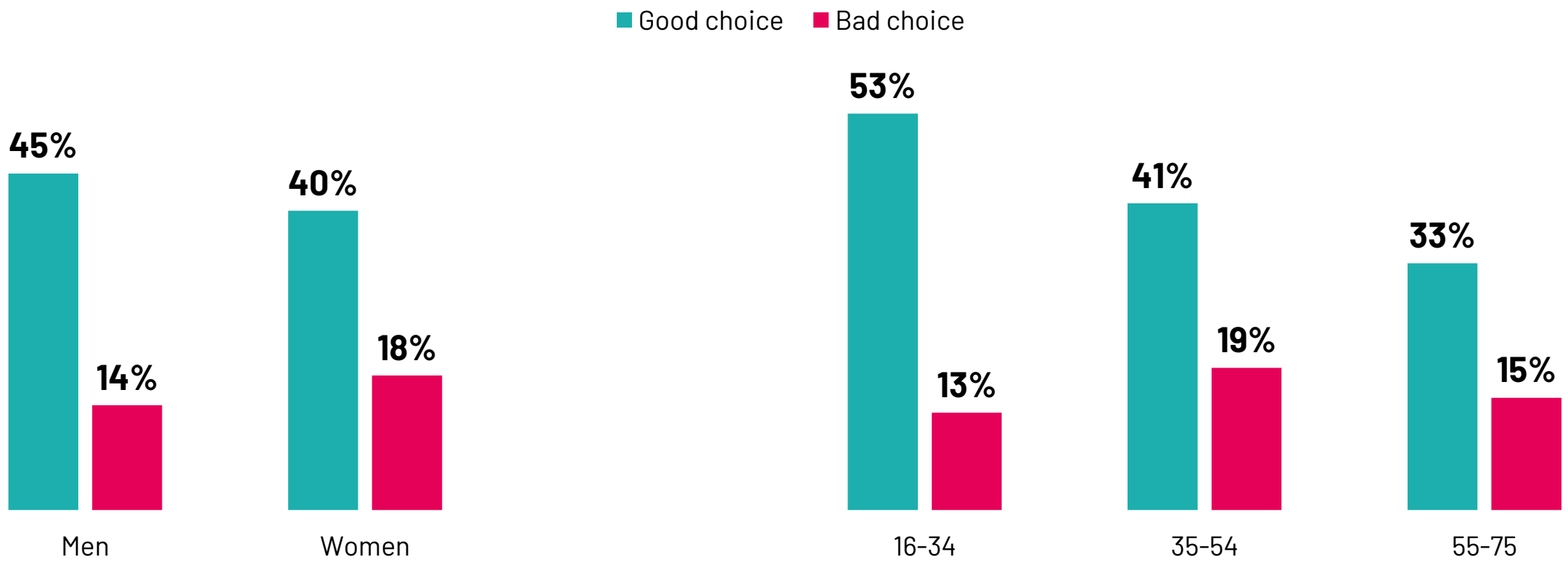


Base: *n=2,180 GB adults aged 16-75, online fieldwork conducted 18th - 23rd November 2026.* ***Question:*** *As you may be aware, Robert Pattinson was cast as the next actor to play James Bond in the official film franchise. To what extent do you think Robert Pattinson is a good or bad choice to play James Bond?*

4 in 10

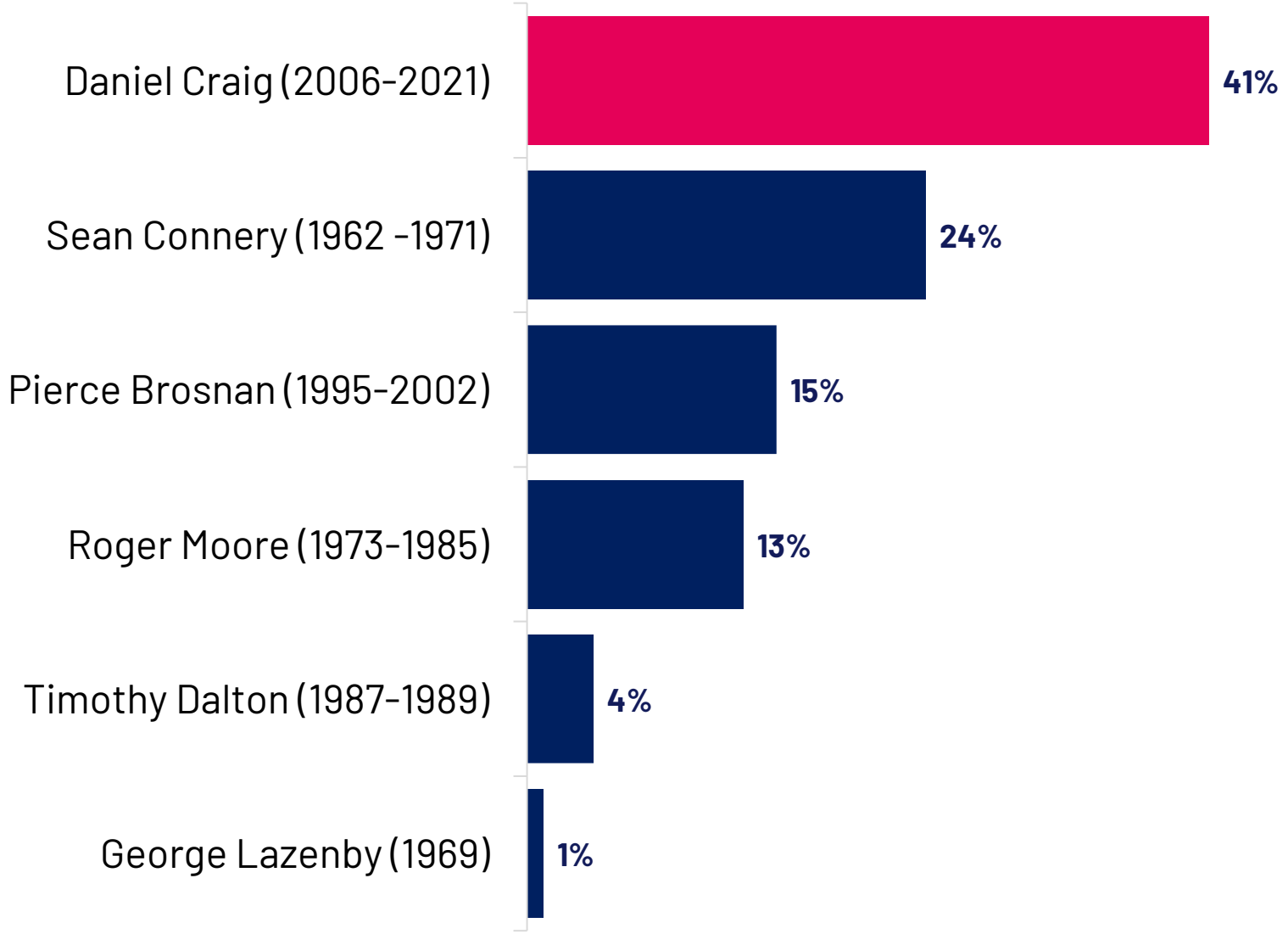
Bond fans believe that Daniel Craig was the best Bond.



Base: *n*= 848 GB adults aged, online fieldwork conducted 18th - 23rd November 2026.
Question: And which of the following actors do you think was the best James Bond?

Nobody does it better...

fans think Daniel Craig was the best Bond.



Base: *n*=848 GB adults aged, online fieldwork conducted 18th - 23rd November 2026. **Question:** And which of the following actors do you think was the best James Bond?

Technical notes

- The research was carried out by Ipsos
- Ipsos interviewed a representative quota sample of 2,180 adults aged 16-75 in Great Britain using its i:omnibus between 18th and 23rd November 2026.
- The sample obtained is representative of the population with quotas on:
    - Age
    - Gender
    - Region
    - Working Status
    - Education
- The data has been weighted to the known offline population proportions for gender within age, working status and region, age within region, as well as social grade, and education, to reflect the adult population of Great Britain.

For more information, please contact the team at ipsos.com/en-uk/omnibus-surveys

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For more information

Ana Tepavac
Research Manager
ana.tepavac@ipsos.com

Peter Cooper
Director
Peter.Cooper@ipsos.com

Ekaterina Mincheva
Research Manager
Ekaterina.Mincheva@ipsos.com

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