11/24/2026

	Table Names	Table Filters
0001	JB1. Would you describe yourself as fan of the James Bond film franchise?	Adults 16-75 in Great Britain
0002	JB2. 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?	Adults 16-75 in Great Britain
0003	JB3. And which of the following actors do you think was the best James Bond?	Adults 16-75 in Great Britain
0004	JB4. And which, if any, of the following do you think is the best Bond film?	Adults 16-75 in Great Britain

25-061766-47 - 18 november - 23 november

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Bond 007

Adults 16-75 in Great Britain

JB1. Would you describe yourself as fan of the James Bond film franchise?

Adults 16-75 in Great Britain

		Gender		Age			Region							Working Status		Social grade		Education		Income				Ethnicity		Election 2024					Referendum 2016		Bond franchise fan	Robert Pattinson - a good or bad choice to play James Bond	
	Total	MAN	WOMAN	16-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVATIVE	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	Yes	Good choice	Bad choice
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted base	2180	1053	1105	681	778	721	518	574	484	315	105	184	1386	794	1419	761	1200	980	294	453	497	750	296	1825	654	268	180	212	252	931	542	875	974	321
Weighted base	2180	1066	1092	708	764	708	515	566	494	315	104	186	1448	732	1235	945	757	1423	296	485	531	686	251	1873	598	275	158	275	222	819	606	848	926	343
I would describe myself as a James Bond film franchise fan	848	558	284	272	313	262	194	216	188	133	46	70	619	229	511	337	321	527	103	173	231	281	120	718	264	141	58	99	76	366	221	848	500	141
	39%	52%	26%	38%	41%	37%	38%	38%	38%	42%	44%	37%	43%	31%	41%	36%	42%	37%	35%	36%	43%	41%	48%	38%	44%	51%	37%	36%	34%	45%	37%	100%	54%	41%
		C									*		N		P		R				T		X		c	abc				e			h	
I would not describe myself as a James Bond film franchise fan	973	351	608	323	341	309	248	256	224	126	40	79	626	347	546	427	315	658	137	246	224	292	77	869	252	97	70	141	112	333	285	-	298	162
	45%	33%	56%	46%	45%	44%	48%	45%	45%	40%	38%	42%	43%	47%	44%	45%	42%	46%	46%	51%	42%	43%	31%	46%	42%	35%	44%	51%	51%	41%	47%	-	32%	47%
		B									*									UV				W				Z	Z					g
Neither	316	140	175	84	102	130	67	81	78	42	18	30	180	136	163	154	116	201	41	61	68	107	41	267	77	35	29	33	31	118	95	-	121	40
	15%	13%	16%	12%	13%	18%	13%	14%	16%	13%	18%	16%	12%	19%	13%	16%	15%	14%	14%	13%	13%	16%	17%	14%	13%	13%	18%	12%	14%	14%	16%	-	13%	12%
						DE					*			M																				
Don't know	43	18	25	29	8	7	6	13	3	13	-	8	23	20	15	28	5	38	14	5	8	6	12	18	5	3	2	2	2	3	5	-	6	-
	2%	2%	2%	4%	1%	1%	1%	2%	1%	4%	-	4%	2%	3%	1%	3%	1%	3%	5%	1%	2%	1%	5%	1%	1%	1%	1%	1%	1%	0%	1%	-	1%	-
				EF						GI	*	GI				O		Q	TUV				X											

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ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e,f,g/h Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e,f,g/h Minimum Base: 30(**) Small Base: 100(*)

25-061766-47 - 18 november - 23 november

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Bond 007

Adults 16-75 in Great Britain

JB2. 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?

Adults 16-75 in Great Britain

		Gender		Age			Bond franchise fan	Robert Pattinson - a good or bad choice to play James Bond	
	Total	MAN	WOMAN	16-34	35-54	55-75	Yes	Good choice	Bad choice
	(A)	(B)	(C)	(D)	(E)	(F)	(f)	(g)	(h)
Unweighted base	2180	1053	1105	681	778	721	875	974	321
Weighted base	2180	1066	1092	708	764	708	848	926	343
Very good choice (2)	300 14%	148 14%	148 14%	135 19% EF	86 11%	78 11%	179 21%	300 32% h	- -
Fairly good choice (1)	626 29%	334 31% C	289 26%	243 34% F	224 29% F	159 22%	321 38%	626 68% h	- -
Neither good nor bad choice (0)	487 22%	213 20%	268 25% B	148 21%	180 24%	158 22%	145 17%	- -	- -
Fairly bad choice (-1)	238 11%	101 10%	136 12%	59 8%	103 13% D	75 11%	106 13%	- -	238 69% g
Very bad choice (-2)	105 5%	49 5%	56 5%	32 4%	42 5%	32 5%	34 4%	- -	105 31% g
Don't know	179 8%	87 8%	87 8%	40 6%	57 7%	82 12% DE	33 4%	- -	- -
I don't know who Robert Pattinson is	246 11%	134 13%	108 10%	51 7%	72 9%	123 17% DE	29 3%	- -	- -
NET: Good choice	926 42%	482 45% C	437 40%	379 53% EF	310 41% F	237 33%	500 59%	926 100% h	- -
NET: Bad choice	343 16%	151 14%	192 18%	91 13%	145 19% D	107 15%	141 17%	- -	343 100% g
Mean	0.44	0.51 C	0.38	0.63 EF	0.33	0.35	0.64	1.32 h	-1.31

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ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e,f,g/h Minimum Base: 30(**) Small Base: 100(*)

25-061766-47 - 18 november - 23 november
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Bond 007
Adults 16-75 in Great Britain

JB3. And which of the following actors do you think was the best James Bond?

Adults 16-75 in Great Britain

		Gender		Age			Region						Working Status		Social grade		Education		Income				Ethnicity		Election 2024					Referendum 2016		Bond franchise fan	Robert Pattinson - a good or bad choice to play James Bond	
	Total	MAN	WOMAN	16-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUATES	NON GRADUATES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY	WHITE ETHNIC	LABOUR	CONSERVATIVE	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	Yes	Good choice	Bad choice
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted base	2180	1053	1105	681	778	721	518	574	484	315	105	184	1386	794	1419	761	1200	980	294	453	497	750	296	1825	654	268	180	212	252	931	542	875	974	321
Weighted base	2180	1066	1092	708	764	708	515	566	494	315	104	186	1448	732	1235	945	757	1423	296	485	531	686	251	1873	598	275	158	275	222	819	606	848	926	343
Sean Connery (1962 -1971)	546 25%	284 27%	259 24%	55 8%	207 27% D	284 40% DE	129 25%	134 24%	109 22%	72 23%	34 33% I*	67 36% GHIJ	330 23%	216 29% M	273 22%	273 29% O	172 23%	374 26%	72 24%	124 26%	160 30% V	145 21%	34 13%	505 27% W	164 27%	69 25%	30 19%	117 43% YZac	62 28%	210 26%	221 37% d	201 24%	221 24%	92 27%
George Lazenby (1969)	16 1%	11 1%	5 0%	7 1%	5 1%	4 1%	3 1%	5 1%	- -	5 2% I	1 1% I*	1 1%	13 1%	3 0%	9 1%	7 1%	6 1%	10 1%	4 1%	2 0%	3 1%	7 1%	4 1%	12 1%	5 1%	5 2%	- -	1 0%	3 1%	6 1%	4 1%	11 1%	10 1%	1 0%
Roger Moore (1973-1985)	285 13%	150 14%	132 12%	38 5%	115 15% D	132 19% D	62 12%	77 14% L	84 17% KL	40 13% L	8 8% *	12 6%	186 13%	99 13%	164 13%	120 13%	71 9%	214 15% Q	43 15%	83 17% V	75 14%	67 10%	33 13%	246 13%	73 12%	48 17%	36 23% Y	43 16%	31 14%	127 15%	114 19%	110 13%	104 11%	60 17% g
Timothy Dalton (1987-1989)	52 2%	36 3% C	16 1%	25 4% F	17 2%	9 1%	8 2%	20 4% L	14 3%	7 2%	2 2% *	* 0%	29 2%	23 3%	30 2%	22 2%	14 2%	38 3%	10 4%	13 3%	11 2%	13 2%	5 2%	45 2%	10 2%	2 1%	3 2%	8 3%	7 3%	14 2%	12 2%	30 4%	26 3%	8 2%
Pierce Brosnan (1995-2002)	282 13%	130 12%	150 14%	118 17% F	117 15% F	48 7%	61 12%	80 14%	61 12%	46 15%	13 12% *	21 11%	219 15% N	63 9%	172 14%	110 12%	117 16% R	165 12%	31 11%	53 11%	66 12%	109 16% T	34 14%	242 13%	84 14% a	36 13%	11 7%	26 9%	25 11%	112 14%	63 10%	127 15%	147 16%	50 15%
Daniel Craig (2006-2021)	665 30%	339 32%	320 29%	307 43% EF	193 25%	164 23%	168 33%	160 28%	164 33%	92 29%	32 30% *	48 26%	462 32%	202 28%	419 34% P	245 26%	261 34% R	404 28%	72 24%	137 28%	161 30%	241 35% ST	90 36%	565 30%	197 33% bc	87 32% b	56 36% bc	58 21%	55 25%	245 30% e	142 23%	348 41%	334 36%	118 34%
Don't know	334 15%	117 11%	210 19% B	158 22% EF	109 14% F	67 9%	83 16%	88 16%	61 12%	53 17%	13 13% *	36 19% I	208 14%	127 17%	166 13%	168 18% O	116 15%	219 15%	63 21% UV	73 15%	55 10%	103 15%	52 21% X	258 14%	65 11%	28 10%	21 14%	22 8%	38 17% YZb	105 13% e	49 8%	20 2%	84 9% h	14 4%

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Bond 007
Adults 16-75 in Great Britain

JB4. And which, if any, of the following do you think is the best Bond film?
Adults 16-75 in Great Britain

		Gender		Age			Region						Workine Status		Social arade		Education		Income				Ethnicity		Election 2024					Referendum 2016		Bond franchise fan	Robert Pattinson - a good or bad choice to play James Bond	
	Total	MAN	WOMAN	16-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUAT ES	NON GRADUAT ES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERV ATIVE	LIBERAL DEMOCRA TS	REFORM UK	OTHER	REMAIN	LEAVE	Yes	Good choice	Bad choice
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Unweighted base	2180	1053	1105	681	778	721	518	574	484	315	105	184	1386	794	1419	761	1200	980	294	453	497	750	296	1825	654	268	180	212	252	931	542	875	974	321
Weighted base	2180	1066	1092	708	764	708	515	566	494	315	104	186	1448	732	1235	945	757	1423	296	485	531	686	251	1873	598	275	158	275	222	819	606	848	926	343
Dr. No	39 2%	27 3% C	11 1%	3 0%	11 1%	24 3% DE	16 3%	7 1%	5 1%	7 2%	2 2% *	1 1%	21 1%	18 2%	9 1%	29 3% O	10 1%	28 2%	4 1%	16 3% V	14 3% V	4 1%	2 1%	35 2%	5 1%	2 1%	5 3%	15 6% YZ	3 2%	8 1%	22 4% d	21 3%	16 2%	8 2%
From Russia with Love	38 2%	19 2%	19 2%	5 1%	10 1%	22 3% DE	4 1%	14 2%	8 2%	6 2%	3 3% *	4 2%	23 2%	15 2%	25 2%	13 1%	15 2%	23 2%	7 2%	8 2%	9 2%	11 2%	3 1%	35 2%	15 2%	3 1%	* 0%	6 2%	5 2%	16 2%	14 2%	19 2%	23 2%	4 1%
Goldfinger	152 7%	92 9% C	59 5%	34 5%	56 7%	62 9% D	28 5%	38 7%	33 7%	24 8%	13 12% GI*	15 8%	98 7%	54 7%	67 5%	85 9% O	42 6%	109 8%	19 7%	34 7%	40 8%	48 7%	12 5%	136 7%	40 7%	17 6%	12 7%	38 14% YZc	14 6%	60 7%	64 11%	62 7%	75 8%	26 7%
Thunderball	24 1%	19 2% C	5 0%	9 1%	9 1%	6 1%	9 2%	3 1%	3 1%	7 2% H	- - *	1 0%	13 1%	11 2%	19 2%	5 1%	8 1%	16 1%	4 1%	10 2%	4 1%	5 1%	7 3% X	17 1%	7 1%	4 1%	8 5% Wx	2 1%	- -	11 1%	8 1%	13 2%	13 1%	3 1%
You Only Live Twice	30 1%	18 2%	11 1%	6 1%	10 1%	13 2%	1 0%	6 1%	8 2%	7 2% G	5 5% GHI*	2 1%	15 1%	15 2%	18 1%	11 1%	12 2%	17 1%	1 0%	11 2%	8 1%	9 1%	7 3%	22 1%	8 1%	3 1%	1 1%	3 1%	4 2%	13 2%	5 1%	9 1%	9 1%	5 1%
On Her Majesty's Secret Service	37 2%	14 1%	23 2%	8 1%	10 1%	19 3%	5 1%	10 2%	4 1%	9 3% I	4 4% I*	6 3% I	18 1%	19 3%	17 1%	20 2%	12 2%	25 2%	8 3%	5 1%	10 2%	9 1%	4 1%	33 2%	10 2%	3 1%	1 0%	8 3%	10 4% YZa	20 2%	11 2%	14 2%	19 2%	5 1%
Diamonds Are Forever	44 2%	23 2%	19 2%	16 2%	7 1%	21 3% E	8 2%	10 2%	10 2%	5 2%	4 4% *	7 4%	35 2%	9 1%	25 2%	19 2%	16 2%	29 2%	4 1%	14 3%	13 2%	8 1%	3 1%	40 2%	7 1%	8 3%	3 2%	6 2%	8 4% Y	18 2%	9 2%	22 3%	13 1%	10 3%
Live and Let Die	96 4%	45 4%	50 5%	17 2%	34 4%	45 6% D	18 3%	24 4%	33 7%	12 4%	3 3% *	6 3%	61 4%	36 5%	56 5%	41 4%	31 4%	66 5%	12 4%	22 4%	25 5%	32 5%	11 5%	85 5%	31 5%	10 4%	6 4%	18 7%	13 6%	40 5%	36 6%	47 6%	46 5%	17 5%
The Man with the Golden Gun	33 2%	21 2%	12 1%	5 1%	11 1%	17 2% D	6 1%	16 3% L	7 1%	3 1%	1 1% *	- - *	22 2%	11 2%	20 2%	14 1%	11 1%	22 2%	7 2%	9 2%	9 2%	9 1%	5 2%	28 1%	9 2%	11 4%	3 2%	3 1%	2 1%	10 1%	16 3%	18 2%	18 2%	7 2%
The Spy Who Loved Me	48 2%	28 3%	20 2%	21 3%	12 2%	15 2%	9 2%	10 2%	14 3%	5 2%	2 2% *	7 4%	39 3%	9 1%	27 2%	21 2%	11 1%	37 3%	10 3%	16 3%	6 1%	12 2%	9 4%	37 2%	15 3%	9 3%	4 2%	10 4%	5 2%	13 2%	16 3%	28 3%	27 3%	7 2%
Moonraker	34 2%	24 2% C	10 1%	1 0%	18 2% D	15 2% D	10 2%	15 3%	5 1%	3 1%	1 1% *	1 1%	19 1%	14 2%	23 2%	11 1%	9 1%	25 2%	9 3% T	3 1%	12 2%	7 1%	2 1%	31 2%	8 1%	4 1%	2 1%	7 3%	6 3%	9 1%	19 3% d	16 2%	8 1%	7 2%
For Your Eyes Only	8 0%	6 1%	2 0%	4 1%	2 0%	3 0%	1 0%	3 1%	- -	3 1%	1 1% *	- -	4 0%	4 1%	4 0%	4 0%	4 1%	4 0%	1 0%	4 1%	1 0%	2 0%	2 1%	6 0%	3 1%	2 1%	- -	- -	1 1%	4 1%	3 0%	4 0%	2 0%	- -
Octopussy	25 1%	17 2%	8 1%	8 1%	6 1%	10 1%	1 0%	15 3% GL	4 1%	5 2%	- - *	- -	17 1%	7 1%	14 1%	11 1%	4 1%	21 1%	1 0%	4 1%	12 2%	6 1%	3 1%	22 1%	8 1%	1 1%	- -	3 1%	- -	6 1%	5 1%	9 1%	14 1%	2 1%
A View to a Kill	26 1%	16 1%	9 1%	8 1%	13 2%	5 1%	1 0%	7 1%	8 2%	10 3% GL	- - *	- -	20 1%	6 1%	14 1%	12 1%	7 1%	19 1%	3 1%	5 1%	10 2%	7 1%	6 2%	20 1%	6 1%	5 2%	2 1%	2 1%	4 2%	10 1%	9 1%	18 2%	9 1%	9 3%
The Living Daylights	14 1%	7 1%	7 1%	1 0%	7 1%	6 1%	3 1%	2 0%	7 1%	1 0%	2 2% *	- -	8 1%	6 1%	11 1%	3 0%	4 0%	11 1%	1 0%	4 1%	3 1%	5 1%	1 0%	13 1%	3 0%	3 1%	1 0%	3 1%	1 1%	9 1%	3 0%	8 1%	10 1%	2 1%
Licence to Kill	19 1%	12 1%	7 1%	8 1% F	10 1% F	1 0%	4 1%	4 1%	5 1%	2 1%	2 2% *	1 1%	14 1%	4 1%	11 1%	8 1%	12 2% R	7 0%	3 1%	1 0%	8 2%	3 0%	5 2% X	12 1%	4 1%	2 1%	* 0%	3 1%	1 0%	8 1%	4 1%	8 1%	8 1%	7 2%
GoldenEye	61 3%	43 4% C	17 2%	23 3% E	36 5% F	2 0%	16 3%	17 3%	14 3%	9 3%	1 1% *	4 2%	47 3%	14 2%	45 4% P	16 2%	33 4% R	27 2%	7 2%	9 2%	9 2%	27 4%	9 3%	49 3%	16 3%	6 2%	4 3%	4 2%	10 5%	24 3%	13 2%	37 4%	35 4%	9 3%
Tomorrow Never Dies	31 1%	22 2% C	9 1%	16 2%	8 1%	7 1%	6 1%	10 2%	5 1%	4 1%	2 2% *	4 2%	23 2%	8 1%	19 2%	12 1%	14 2%	17 1%	5 2%	7 2%	9 2%	6 1%	9 4% X	22 1%	8 1%	1 0%	1 1%	1 0%	3 1%	13 2%	8 1%	20 2%	16 2%	7 2%
The World Is Not Enough	20 1%	10 1%	9 1%	8 1%	7 1%	5 1%	2 0%	5 1%	7 1%	1 0%	1 1% *	4 2%	19 1% N	1 0%	12 1%	8 1%	7 1%	13 1%	4 1%	6 1%	5 1%	4 1%	1 1%	18 1%	3 1%	6 2%	1 0%	2 1%	3 1%	6 1%	7 1%	6 1%	6 1%	3 1%
Die Another Day	41 2%	25 2%	14 1%	22 3% F	12 2%	8 1%	10 2%	13 2%	9 2%	5 2%	1 1% *	3 2%	31 2%	10 1%	24 2%	17 2%	20 3%	21 2%	3 1%	9 2%	4 1%	22 3% U	2 1%	39 2%	14 2%	7 3%	2 1%	4 2%	5 2%	15 2%	9 1%	20 2%	21 2%	10 3%
Casino Royale	182 8%	107 10% C	73 7%	76 11% F	65 9%	42 6%	43 8%	40 7%	50 10%	30 10%	9 8% *	10 5%	137 9% N	46 6%	114 9%	69 7%	82 11% R	101 7%	16 5%	38 8%	44 8%	73 11% S	19 8%	158 8%	56 9%	27 10%	20 13% c	20 7%	13 6%	78 10%	45 7%	125 15%	100 11%	33 10%
Quantum of Solace	36 2%	25 2% C	11 1%	6 1%	14 2%	16 2%	8 1%	11 2%	8 2%	5 2%	3 3% *	2 1%	21 1%	14 2%	23 2%	12 1%	14 2%	21 1%	6 2%	7 1%	9 2%	14 2%	6 3%	29 2%	12 2%	3 1%	4 2%	3 1%	2 1%	15 2%	13 2%	27 3%	16 2%	7 2%
Skyfall	328 15%	148 14%	178 16%	139 20% EF	97 13%	92 13%	95 18%	77 14%	75 15%	45 14%	13 13% *	23 12%	222 15%	106 14%	202 16%	126 13%	124 16%	304 14%	32 11%	55 11%	97 18% ST	114 17% T	46 18%	279 15%	108 18% Zbc	32 12%	29 18%	30 11%	25 11%	130 18% #	56 9%	173 20%	171 19%	57 17%
Spectre	45 2%	27 3%	18 2%	17 2%	15 2%	12 2%	10 2%	11 2%	9 2%	4 1%	3 2% *	7 4%	40 3% N	5 1%	29 2%	16 2%	17 2%	27 2%	2 1%	3 1%	16 3% T	21 3% T	5 2%	39 2%	19 3% c	9 3% c	4 2% c	6 2%	- -	22 3%	9 1%	32 4%	26 3%	10 3%
No Time to Die	67 3%	23 2%	44 4% B	32 5% F	21 3%	14 2%	8 2%	18 3%	16 3%	13 4%	2 2% *	10 5% G	48 3%	18 3%	45 4%	22 2%	26 3%	41 3%	6 2%	12 2%	17 3%	24 4%	11 4%	52 3%	14 2%	16 6% Yb	3 2%	3 1%	7 3%	21 3%	14 2%	33 4%	33 4%	8 2%
None of these	109 5%	38 4%	72 7% B	25 4%	43 6%	42 6%	32 6%	18 3%	24 5%	17 5%	3 3% *	16 9% H	57 4%	52 7% M	58 5%	52 5%	16 2%	93 7% Q	27 9% UV	29 6% V	21 4%	20 3%	10 4%	96 5%	23 4%	9 3%	5 3%	11 4%	12 5%	37 5%	35 6%	2 0%	23 2%	14 4%
Don't know	595 27%	209 20%	375 34% B	190 27%	219 29%	186 26%	160 31% J	162 29%	124 25%	71 22%	25 24% *	54 29%	374 26%	221 30%	305 25%	291 31% O	195 26%	400 28%	93 32% U	144 30% U	115 22%	184 27%	51 20%	519 28% W	147 25%	70 26%	39 24%	62 23%	66 30%	203 25%	155 26%	57 7%	166 18%	68 20%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Column Proportions (5%): A,B/C,D/E/F,G/H,I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X/Y/Z,Za/b/c,d/e,f,g/h Minimum Base: 30(**) Small Base: 100(*)

Column Means (5%): A,B/C,D/E/F,G/H,I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X/Y/Z,Za/b/c,d/e,f,g/h Minimum Base: 30(**) Small Base: 100(*)