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Book of tables

James Bond

Results of the "James Bond" survey
Duration: November 2006 until February 2007

Which of the following actors is your favourite Bond?

	TOTAL	gender		age					
	.	female	male	younger than 18 years	19 to 24 years	25 to 29 years	30 to 39 years	40 to 49 years	older than 50 years
Sir Sean Connery	48,9%	48,6%	49,6%	44,4%	30,5%	54,8%	41,5%	54,1%	72,7%
George Lazenby	1,3%	,7%	1,8%	2,2%	1,0%	1,2%	2,6%		,9%
Sir Roger Moore	10,9%	10,4%	11,3%	8,9%	9,5%	10,7%	17,0%	8,8%	4,5%
Timothy Dalton	3,8%	1,4%	5,3%	4,4%	4,8%	2,4%	4,4%	4,1%	1,8%
Pierce Brosnan	14,2%	18,6%	11,3%	2,2%	19,0%	15,5%	17,5%	13,5%	6,4%
Daniel Craig	18,0%	17,1%	18,2%	37,8%	29,5%	11,9%	14,8%	15,3%	13,6%
I haven't got a favourite Bond actor.	2,9%	3,2%	2,4%		5,7%	3,6%	2,2%	4,1%	
TOTAL	783	280	450	45	105	84	229	170	110
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Results of the "James Bond" survey
Duration: November 2006 until February 2007

Which of the (official) James Bond films do you consider to be the best James Bond films of all time?

	TOTAL	gender		age					
	.	female	male	younger than 18 years	19 to 24 years	25 to 29 years	30 to 39 years	40 to 49 years	older than 50 years
Dr. No (1962)	10,6%	9,2%	11,4%	7,1%	11,5%	5,0%	7,4%	13,5%	16,7%
From Russia with Love (1963)	22,4%	10,7%	30,4%	50,0%	26,9%	23,8%	18,3%	17,5%	24,1%
Goldfinger (1964)	31,4%	27,2%	33,5%	31,0%	34,6%	30,0%	28,7%	30,4%	38,0%
Thunderball (1965)	7,1%	2,9%	8,9%	7,1%	6,7%	8,8%	3,9%	7,6%	10,2%
You Only Live Twice (1967)	8,5%	7,0%	9,6%	4,8%	1,9%	7,5%	7,4%	11,7%	13,9%
On Her Majesty's Secret Service (1969)	11,5%	5,1%	15,6%	26,2%	22,1%	10,0%	9,6%	8,8%	6,5%
Diamonds Are Forever (1971)	5,9%	7,7%	5,1%	2,4%	1,9%	8,8%	5,7%	7,0%	9,3%
Live and Let Die (1973)	10,1%	9,9%	10,9%		4,8%	12,5%	13,5%	14,0%	5,6%
The Man with the Golden Gun (1974)	4,2%	4,0%	4,7%	2,4%	1,9%	5,0%	5,7%	4,7%	3,7%
The Spy Who Loved Me (1977)	7,6%	4,4%	10,0%	14,3%	7,7%	5,0%	14,3%	4,1%	
Moonraker (1979)	3,5%	3,7%	3,6%	2,4%		2,5%	6,1%	3,5%	2,8%
For Your Eyes Only (1981)	7,4%	7,4%	7,8%	4,8%	1,9%	10,0%	10,9%	7,6%	6,5%
Octopussy (1983)	4,0%	6,6%	2,7%	2,4%	3,8%	10,0%	4,3%	2,9%	1,9%
A View to a Kill (1985)	4,4%	6,6%	3,3%	7,1%	3,8%	3,8%	7,0%	4,1%	,9%
The Living Daylights (1987)	7,6%	4,4%	9,8%	11,9%	18,3%	2,5%	7,8%	5,8%	1,9%
Licence to Kill (1989)	6,8%	3,7%	8,9%	16,7%	14,4%	3,8%	4,3%	5,8%	4,6%
GoldenEye (1995)	17,2%	14,7%	19,2%	33,3%	30,8%	15,0%	14,8%	14,6%	10,2%
Tomorrow Never Dies (1997)	4,7%	5,5%	4,0%	7,1%	5,8%	5,0%	3,5%	3,5%	5,6%
The World Is Not Enough (1999)	6,3%	8,1%	5,4%	19,0%	8,7%	5,0%	5,7%	5,3%	2,8%
Die Another Day (2002)	7,3%	11,4%	4,0%	4,8%	4,8%	7,5%	7,8%	8,8%	3,7%
They're all much of a muchness.	8,2%	11,8%	5,1%		7,7%	7,5%	9,6%	5,8%	13,0%
TOTAL	780	272	448	42	104	80	230	171	108
	197%	172%	214%	255%	220%	189%	196%	187%	181%

**Results of the "James Bond" survey
Duration: November 2006 until February 2007**

007 is played by Daniel Craig in the new film "Casino Royale". What do you think about the casting of Daniel Craig for this role?

	TOTAL	gender		age					
	.	female	male	younger than 18 years	19 to 24 years	25 to 29 years	30 to 39 years	40 to 49 years	older than 50 years
Excellent	47,2%	37,2%	53,3%	83,7%	65,1%	48,0%	40,8%	41,0%	33,7%
Good	33,9%	37,2%	32,0%	7,0%	24,5%	32,0%	41,2%	35,9%	39,4%
Not bad	13,5%	19,2%	10,2%	7,0%	6,6%	13,3%	14,7%	14,7%	19,2%
Quite sad really	3,7%	4,2%	3,3%		2,8%	6,7%	2,4%	3,2%	7,7%
Disastrous	1,7%	2,3%	1,2%	2,3%	,9%		,9%	5,1%	
TOTAL	726	261	422	43	106	75	211	156	104
	100%	100%	100%	100%	100%	100%	100%	100%	100%
mean	1,79	1,97	1,67	1,30	1,50	1,79	1,82	1,96	2,01

Results of the "James Bond" survey
Duration: November 2006 until February 2007

The casting of the new James Bond led to heated discussion. Who would have been your first choice for the James Bond in "Casino Royale"?

	TOTAL	gender		age					
	.	female	male	younger than 18 years	19 to 24 years	25 to 29 years	30 to 39 years	40 to 49 years	older than 50 years
Adrian Paul	1,4%	1,9%	1,2%		1,9%	1,3%	1,4%	1,9%	1,0%
Christian Bale	4,5%	4,9%	3,9%	4,9%	3,8%	6,3%	3,4%	3,8%	6,2%
Clive Owen	24,3%	18,4%	26,9%	22,0%	26,9%	19,0%	27,1%	21,9%	18,6%
Colin Farrell	6,1%	10,9%	3,2%	9,8%	3,8%	6,3%	4,8%	5,0%	12,4%
Colin Salmon	1,5%	,7%	2,0%		1,0%		1,0%	2,5%	3,1%
Daniel Craig	32,4%	23,2%	38,1%	43,9%	44,2%	31,6%	30,0%	30,0%	25,8%
Ewan McGregor	7,5%	9,4%	6,6%	7,3%	4,8%	7,6%	6,8%	10,0%	9,3%
Rupert Everett	,6%	1,5%				1,3%	1,0%	,6%	
Jude Law	2,1%	4,1%	1,0%	2,4%	1,0%	2,5%	2,9%	1,9%	2,1%
Orlando Bloom	1,3%	2,6%	,5%		1,0%	1,3%	1,4%	1,9%	1,0%
Ralph Fiennes	5,9%	6,4%	5,6%	2,4%	1,0%	7,6%	8,7%	3,1%	9,3%
Robbie Williams	3,8%	8,6%	1,0%	2,4%	1,9%	5,1%	3,9%	6,9%	1,0%
Jonathan Rhys-Meyers	,8%	1,1%	,7%	2,4%	1,0%		1,4%	,6%	
Other actor	5,6%	5,2%	6,1%	2,4%	4,8%	8,9%	5,3%	6,9%	5,2%
None	2,2%	1,1%	3,2%		2,9%	1,3%	1,0%	3,1%	5,2%
TOTAL	716	267	409	41	104	79	207	160	97
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Results of the "James Bond" survey
Duration: November 2006 until February 2007

What is it about James Bond films that makes them to something special?

	TOTAL	gender		age					
	.	female	male	younger than 18 years	19 to 24 years	25 to 29 years	30 to 39 years	40 to 49 years	older than 50 years
Action	68,3%	66,9%	68,9%	64,4%	70,5%	75,6%	65,2%	69,2%	68,2%
Story	25,6%	14,5%	32,4%	51,1%	38,1%	25,6%	19,8%	20,7%	22,4%
Humour	27,4%	31,6%	25,5%	17,8%	24,8%	23,2%	33,0%	21,9%	35,5%
Recurring elements (eg. "Martini shaken not stirred")	12,9%	18,9%	9,2%	15,6%	12,4%	18,3%	14,5%	8,9%	9,3%
Recurring characters (eg. Miss Money Penny)	10,6%	13,8%	8,7%	4,4%	6,7%	9,8%	12,3%	10,1%	15,0%
Bond Girls	23,2%	11,6%	30,6%	31,1%	23,8%	19,5%	27,8%	19,5%	17,8%
Villains	28,6%	28,0%	28,9%	31,1%	26,7%	28,0%	26,4%	32,0%	28,0%
English tradition / Elegance	31,3%	30,9%	32,2%	28,9%	32,4%	34,1%	30,4%	33,1%	29,9%
Inventions and gimmicks	26,7%	33,8%	23,5%	11,1%	15,2%	26,8%	24,7%	33,1%	41,1%
Cars	14,7%	16,4%	13,4%	8,9%	16,2%	9,8%	18,5%	16,6%	8,4%
Soundtrack	11,3%	11,6%	11,0%	17,8%	11,4%	11,0%	10,1%	13,0%	8,4%
Other	2,8%	1,5%	3,8%	6,7%	3,8%	1,2%	3,1%	3,0%	,9%
TOTAL	753	275	447	45	105	82	227	169	107
	283%	280%	288%	289%	282%	283%	286%	281%	285%

Results of the "James Bond" survey
Duration: November 2006 until February 2007

In the last Bond film "Die Another Day" twenty companies paid in total approx. £44m to see their products on the big screen. What do you think about product placement in Bond films?										
		TOTAL	gender		age					
		.	female	male	younger than 18 years	19 to 24 years	25 to 29 years	30 to 39 years	40 to 49 years	older than 50 years
	It's very annoying.	10,0%	8,2%	10,9%	7,0%	8,7%	13,8%	9,3%	10,8%	9,4%
	It bothers me.	14,8%	11,9%	17,2%	16,3%	15,5%	21,3%	14,5%	15,7%	8,5%
	I don't really mind it.	65,1%	69,1%	62,7%	60,5%	67,0%	53,8%	67,0%	65,1%	69,8%
	I find it quite good.	6,1%	7,4%	4,8%	9,3%	3,9%	8,8%	5,7%	4,8%	7,5%
	It's brilliant.	4,0%	3,3%	4,5%	7,0%	4,9%	2,5%	3,5%	3,6%	4,7%
TOTAL		742	269	442	43	103	80	227	166	106
		100%	100%	100%	100%	100%	100%	100%	100%	100%
	mean	2,79	2,86	2,75	2,93	2,81	2,65	2,80	2,75	2,90

Results of the "James Bond" survey
Duration: November 2006 until February 2007

Where would James Bond be without his adversaries! Who are your favourite Bond villains?										
		TOTAL	gender		age					
		.	female	male	younger than 18 years	19 to 24 years	25 to 29 years	30 to 39 years	40 to 49 years	older than 50 years
	Dr. Julius No - Dr. No	13,5%	11,9%	14,8%	20,5%	15,2%	12,8%	9,0%	14,0%	18,8%
	Rosa Klebb - From Russia with Love	13,1%	11,5%	13,9%	9,1%	7,6%	9,0%	9,5%	18,7%	20,8%
	Auric Goldfinger - Goldfinger	43,5%	29,1%	52,1%	38,6%	48,6%	38,5%	41,0%	40,9%	56,4%
	Emilio Largo - Thunderball	10,4%	7,7%	11,4%	18,2%	5,7%	7,7%	7,2%	15,2%	11,9%
	Ernst Stavro Blofeld – You only live twice	50,0%	44,8%	54,1%	50,0%	43,8%	51,3%	51,8%	52,6%	49,5%
	Kananga/Mr. Big - Live and Let Die	11,4%	13,0%	11,2%	6,8%	9,5%	11,5%	16,2%	11,7%	5,9%
	Francisco Scaramanga – The Man with the Golden Gun	24,7%	24,5%	25,1%	34,1%	20,0%	26,9%	25,7%	28,1%	17,8%
	Karl Stromberg – The Spy Who Loved Me	6,5%	6,5%	6,5%	4,5%	3,8%	2,6%	10,4%	7,6%	4,0%
	Hugo Drax - Moonraker	8,7%	8,4%	9,4%	2,3%	5,7%	3,8%	11,7%	8,8%	12,9%
	Aristotle Kristatos – For Your Eyes Only	2,7%	3,8%	2,0%		3,8%	6,4%	3,2%	1,8%	1,0%
	Kamal Khan - Octopussy	3,5%	4,2%	3,4%	6,8%	4,8%	5,1%	4,1%	,6%	4,0%
	Max Zorin - A View to a Kill	14,9%	16,1%	14,3%	11,4%	17,1%	16,7%	15,8%	15,8%	8,9%
	Brad Whitaker - The Living Daylights	,3%	,8%					,9%		
	Franz Sanchez - Licence to Kill	7,2%	4,6%	8,7%	11,4%	11,4%	9,0%	5,0%	6,4%	5,0%
	Alec Trevelyan/006 - GoldenEye	19,9%	20,7%	19,0%	36,4%	41,9%	14,1%	15,3%	16,4%	8,9%
	Elliot Carver - Tomorrow Never Dies	5,2%	6,9%	4,0%	4,5%	8,6%	5,1%	2,7%	5,8%	5,9%
	Viktor Zokas/Renard – The World Is Not Enough	7,4%	8,0%	6,9%	6,8%	5,7%	5,1%	9,0%	10,5%	3,0%
	Gustav Graves - Die Another Day	5,4%	6,5%	4,9%	6,8%	2,9%	7,7%	5,4%	6,4%	4,0%
	Other	2,6%	2,3%	2,9%	6,8%	2,9%	6,4%	2,3%	1,2%	1,0%
TOTAL		734	261	447	44	105	78	222	171	101
		251%	231%	265%	275%	259%	240%	246%	263%	240%

**Results of the "James Bond" survey
Duration: November 2006 until February 2007**

Who is the perfect Bond Girl for 007?										
		TOTAL	gender		age					
		.	female	male	younger than 18 years	19 to 24 years	25 to 29 years	30 to 39 years	40 to 49 years	older than 50 years
	Ursula Andress as Honey	36,0%	41,8%	32,7%	32,6%	26,0%	40,7%	30,0%	39,9%	48,6%
	Daniela Bianchi as Tatjana Romanova	10,5%	3,4%	14,3%	23,3%	19,2%	11,1%	7,4%	6,5%	7,6%
	Honor Blackman as Pussy Galore	30,6%	41,1%	24,3%	27,9%	19,2%	32,1%	30,9%	36,3%	31,4%
	Claudine Auger as Dominique "Domino" Derval	9,8%	3,0%	13,8%	23,3%	19,2%	8,6%	8,8%	7,1%	1,0%
	Mie Hama as Kissy Suzuki	1,2%	,4%	1,8%	4,7%		1,2%	,9%	2,4%	
	Diana Rigg as Tracy Bond (nee Draco)	23,0%	17,1%	25,6%	34,9%	25,0%	17,3%	19,4%	22,6%	27,6%
	Jill St.John as Tiffany Case	5,0%	4,2%	5,4%	7,0%	1,9%	2,5%	3,2%	6,0%	11,4%
	Jane Seymour as Solitaire	16,8%	15,2%	18,4%	11,6%	19,2%	17,3%	15,2%	19,0%	17,1%
	Britt Ekland as Mary Goodnight	13,2%	16,0%	11,6%	2,3%	6,7%	11,1%	18,9%	14,9%	12,4%
	Barbara Bach as Major Anya Amasova	15,8%	9,9%	20,0%	25,6%	15,4%	7,4%	18,0%	15,5%	16,2%
	Lois Chiles as Dr. Holly Goodhead	3,6%	3,4%	3,6%	4,7%	2,9%		3,7%	4,2%	5,7%
	Carole Bouquet as Melina Havelock	4,4%	5,3%	3,6%	2,3%	2,9%	6,2%	6,0%	3,6%	1,9%
	Maud Adams as Octopussy	7,2%	7,6%	7,3%		8,7%	11,1%	7,4%	4,8%	9,5%
	Tanja Roberts as Stacey Sutton	5,9%	3,8%	7,0%	4,7%	6,7%	4,9%	7,4%	5,4%	4,8%
	Maryam d'Abo as Kara Milowy	3,9%	1,1%	5,2%	7,0%	3,8%	3,7%	3,7%	5,4%	1,0%
	Cary Lowell as Pam Bouvier	5,9%	2,3%	8,4%	7,0%	7,7%	8,6%	6,9%	3,6%	3,8%
	Izabella Scorupco as Natalya Simonova	10,7%	6,1%	13,8%	7,0%	15,4%	14,8%	13,8%	6,5%	5,7%
	Michelle Yeoh as Wai Lin	9,4%	10,3%	9,3%	11,6%	8,7%	4,9%	9,7%	11,9%	8,6%
	Sophie Marceau as Elektra King	10,1%	3,8%	13,6%	18,6%	22,1%	8,6%	9,7%	6,0%	2,9%
	Halle Berry as Jinx	23,1%	28,1%	20,0%	16,3%	18,3%	22,2%	25,3%	26,2%	22,9%
	Other	2,1%	,4%	3,2%	4,7%	4,8%	2,5%	1,4%	1,2%	1,0%
TOTAL		726	263	441	43	104	81	217	168	105
		248%	224%	263%	277%	254%	237%	247%	249%	241%

Results of the "James Bond" survey
Duration: November 2006 until February 2007

Which of the following title tracks belong to your absolute favourites?										
		TOTAL	gender		age					
		.	female	male	younger than 18 years	19 to 24 years	25 to 29 years	30 to 39 years	40 to 49 years	older than 50 years
	James Bond Theme ("Dr. No") – Monty Norman Orchestra	25,9%	10,5%	35,5%	45,5%	32,1%	26,2%	22,6%	19,3%	29,0%
	From Russia With Love - Matt Monro	7,8%	9,1%	7,1%		4,7%	7,1%	4,4%	9,9%	17,8%
	Goldfinger - Shirley Bassey	32,9%	38,4%	29,9%	20,5%	19,8%	28,6%	30,1%	43,9%	44,9%
	Thunderball - Tom Jones	4,6%	4,0%	5,1%	4,5%	3,8%	4,8%	4,0%	5,8%	4,7%
	You Only Live Twice - Nancy Sinatra	9,9%	5,8%	12,5%	4,5%	8,5%	13,1%	6,6%	14,6%	10,3%
	On her Majesty's Secret Service – John Barry Orchestra	10,5%	2,2%	15,8%	20,5%	21,7%	10,7%	10,2%	5,8%	3,7%
	Diamonds Are Forever - Shirley Bassey	20,9%	27,9%	16,7%	11,4%	9,4%	28,6%	18,6%	25,1%	29,0%
	Live and Let Die - Paul McCartney & Wings	27,7%	26,8%	29,0%	25,0%	27,4%	20,2%	31,0%	31,6%	21,5%
	The Man With the Golden Gun - Lulu	2,6%	2,5%	2,2%	2,3%	1,9%	2,4%	1,8%	2,9%	3,7%
	Nobody Does It Better ("The Spy who loved me") – Carly Simon	22,0%	23,6%	21,4%	22,7%	9,4%	14,3%	26,1%	28,7%	21,5%
	Moonraker - Shirley Bassey	1,5%	1,1%	1,8%		3,8%	1,2%	,9%	1,2%	1,9%
	For Your Eyes only - Sheena Easton	12,1%	16,7%	9,4%	4,5%	3,8%	11,9%	12,8%	17,5%	14,0%
	All Time High ("Octopussy") - Rita Coolidge	2,0%	1,1%	2,7%		1,9%		2,7%	2,3%	2,8%
	A View To A Kill - Duran Duran	18,4%	20,7%	16,7%	9,1%	15,1%	23,8%	24,8%	16,4%	10,3%
	The Living Daylights - a-ha	11,4%	11,2%	10,7%	6,8%	15,1%	9,5%	16,8%	5,8%	7,5%
	Licence To Kill - Gladys Knight	7,8%	8,0%	7,4%	4,5%	5,7%	8,3%	8,8%	10,5%	2,8%
	Goldeneye - Tina Turner	10,1%	12,0%	8,9%	9,1%	16,0%	15,5%	7,5%	5,8%	12,1%
	Tomorrow Never Dies - Sheryl Crow	5,5%	5,1%	5,4%	9,1%	8,5%	7,1%	4,4%	2,3%	5,6%
	The World Is Not Enough - Garbage	8,5%	6,9%	8,9%	11,4%	16,0%	7,1%	8,0%	7,0%	2,8%
	Die Another Day - Madonna	6,6%	10,1%	4,2%	9,1%	3,8%	7,1%	8,0%	5,3%	6,5%
	You Know My Name – Chris Cornell ("Casino Royale")	11,4%	5,1%	15,6%	50,0%	30,2%	7,1%	6,6%	3,5%	3,7%
TOTAL		745	276	448	44	106	84	226	171	107
		260%	249%	267%	270%	258%	255%	257%	265%	256%

Results of the "James Bond" survey
Duration: November 2006 until February 2007

Have you ever read any of his James Bond novels?										
	TOTAL	gender		age						
		female	male	younger than 18 years	19 to 24 years	25 to 29 years	30 to 39 years	40 to 49 years	Older than 50 years	
Yes, I've read all of them.	15,3%	5,3%	21,3%	22,2%	15,0%	16,5%	12,2%	10,5%	25,5%	
Yes, I've read a few.	28,6%	23,8%	31,7%	26,7%	26,2%	18,8%	21,4%	35,7%	42,7%	
Yes, I've read one of his books.	11,6%	11,0%	11,8%	20,0%	12,1%	9,4%	10,9%	12,3%	9,1%	
I've never read the books but I'm planning on reading some.	20,3%	27,0%	16,6%	24,4%	29,9%	22,4%	26,2%	14,0%	6,4%	
I've never read any of his books and I'm not planning on reading any.	24,2%	33,0%	18,6%	6,7%	16,8%	32,9%	29,3%	27,5%	16,4%	
TOTAL	752	282	451	45	107	85	229	171	110	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	

**Results of the "James Bond" survey
Duration: November 2006 until February 2007**

Have you already seen the new Bond film "Casino Royale"?									
	TOTAL	gender		age					
		female	male	younger than 18 years	19 to 24 years	25 to 29 years	30 to 39 years	40 to 49 years	older than 50 years
Yes.	44,1%	33,7%	50,7%	63,0%	47,6%	51,2%	44,9%	39,5%	32,1%
No, but I definitely intend to.	51,7%	59,4%	47,3%	37,0%	49,5%	43,9%	53,3%	53,5%	60,6%
No, and I don't intend on doing so either.	4,2%	6,9%	2,0%		2,9%	4,9%	1,8%	7,0%	7,3%
TOTAL	744	276	448	46	105	82	225	172	109
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Please rate "Casino Royale"?

	TOTAL	gender		age					
		female	male	younger than 18 years	19 to 24 years	25 to 29 years	30 to 39 years	40 to 49 years	older than 50 years
Excellent	73,7%	71,0%	74,4%	89,7%	84,0%	78,6%	66,3%	75,0%	57,1%
Good	20,8%	23,7%	19,8%		14,0%	16,7%	26,7%	22,1%	34,3%
OK	3,4%	4,3%	3,1%	6,9%			5,0%	1,5%	8,6%
Poor	1,2%	1,1%	1,3%	3,4%	2,0%	2,4%	1,0%		
Very poor	,9%		1,3%			2,4%	1,0%	1,5%	
TOTAL	327	93	227	29	50	42	101	68	35
	100%	100%	100%	100%	100%	100%	100%	100%	100%
mean	1,35	1,35	1,35	1,24	1,20	1,33	1,44	1,31	1,51

Results of the "James Bond" survey
Duration: November 2006 until February 2007

Thank you for taking part! Do you have any further comments?

	TOTAL	gender		age					
	.	female	male	younger than 18 years	19 to 24 years	25 to 29 years	30 to 39 years	40 to 49 years	older than 50 years
Excellent	31,6%	32,7%	31,4%	62,5%	24,7%	40,3%	25,1%	39,2%	22,0%
Good	57,1%	57,8%	56,8%	31,3%	63,6%	45,2%	63,4%	50,8%	65,9%
Average	6,9%	7,1%	6,3%	3,1%	5,2%	9,7%	7,7%	6,9%	6,1%
Okay	3,7%	2,4%	4,3%		6,5%	3,2%	2,7%	3,1%	6,1%
Poor	,7%		1,2%	3,1%		1,6%	1,1%		
TOTAL	566	211	347	32	77	62	183	130	82
	100%	100%	100%	100%	100%	100%	100%	100%	100%
mean	1,85	1,79	1,87	1,50	1,94	1,81	1,91	1,74	1,96

Results of the "James Bond" survey
Duration: November 2006 until February 2007

Which country do you live in?

	TOTAL	gender		age					
	.	female	male	younger than 18 years	19 to 24 years	25 to 29 years	30 to 39 years	40 to 49 years	older than 50 years
England	76,2%	82,7%	70,9%	42,6%	58,9%	75,9%	81,3%	83,2%	82,9%
Scotland	4,2%	4,6%	4,2%	8,5%	,9%	8,0%	4,3%	4,6%	1,8%
Wales	3,9%	6,4%	2,6%	2,1%	3,7%	5,7%	3,5%	4,6%	3,6%
Northern Ireland	1,0%	,7%	1,3%	4,3%	,9%	1,1%		1,2%	1,8%
Scotland	,5%		,9%	2,1%	,9%				1,8%
Republic of Ireland	,4%	1,1%			1,9%				,9%
USA	12,4%	3,9%	18,2%	40,4%	29,0%	8,0%	9,1%	5,8%	6,3%
Canada	1,4%	,7%	2,0%		3,7%	1,1%	1,7%	,6%	,9%
TOTAL	769	283	457	47	107	87	230	173	111
	100%	100%	100%	100%	100%	100%	100%	100%	100%
mean	2,03	1,53	2,40	3,77	3,24	1,79	1,78	1,56	1,70

What gender are you?

	TOTAL	age					
	.	younger than 18 years	19 to 24 years	25 to 29 years	30 to 39 years	40 to 49 years	older than 50 years
female	38,2%	14,9%	28,6%	42,4%	37,0%	49,7%	39,0%
male	61,8%	85,1%	71,4%	57,6%	63,0%	50,3%	61,0%
TOTAL	740	47	105	85	227	171	105
	100%	100%	100%	100%	100%	100%	100%
mean	1,62	1,85	1,71	1,58	1,63	1,50	1,61