

Internal Die-hard re-run

GB Sample: 5th - 6th December 2017



Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

CSWD_1. Do you think that Die Hard is a Christmas film? If you have not heard of the film "Die Hard", please choose the Don't know option.

Unweighted base	2040	880	1160	233	191	227	374	1015
Base: All GB adults	2040	989	1051	235	315	313	378	800
Yes, I do	30%	38%	22%	28%	44%	42%	34%	18%
No, I don't	52%	49%	56%	52%	37%	47%	56%	59%
Don't know	18%	14%	22%	21%	19%	11%	10%	23%

Cell Contents (Column Percentages)