

## YouGov - Christmas films

GB Sample: 2nd - 5th December 2022

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Which, if any, of the following films do you consider to be a "Christmas film"? (Please select one option on each row. If you are unfamiliar with a particular film, please select the "Not applicable" option)

### Die Hard

	Unweighted base	2053	959	1094	196	297	393	325	842	1225	828
	<b>Base: All GB adults</b>	2053	996	1057	228	295	388	328	814	1170	883
I consider this is to be a Christmas film		37%	45%	29%	34%	45%	53%	47%	23%	39%	34%
I don't consider this to be a Christmas film		46%	42%	49%	28%	36%	36%	44%	60%	44%	47%
Don't know		8%	7%	9%	12%	11%	6%	7%	7%	7%	9%
N/A - I am not familiar with this film		10%	6%	13%	27%	7%	6%	3%	10%	10%	10%

### Die Hard 2

	Unweighted base	2053	959	1094	196	297	393	325	842	1225	828
	<b>Base: All GB adults</b>	2053	996	1057	228	295	388	328	814	1170	883
I consider this is to be a Christmas film		19%	25%	14%	15%	19%	28%	27%	13%	19%	20%
I don't consider this to be a Christmas film		54%	53%	55%	30%	53%	49%	54%	64%	54%	55%
Don't know		14%	14%	14%	24%	16%	14%	14%	10%	14%	14%
N/A - I am not familiar with this film		13%	8%	17%	32%	12%	8%	5%	12%	13%	12%

### Home Alone

	Unweighted base	2053	959	1094	196	297	393	325	842	1225	828
	<b>Base: All GB adults</b>	2053	996	1057	228	295	388	328	814	1170	883
I consider this is to be a Christmas film		82%	80%	84%	87%	90%	91%	87%	72%	82%	82%
I don't consider this to be a Christmas film		8%	10%	7%	3%	5%	5%	6%	14%	9%	8%
Don't know		5%	6%	4%	4%	2%	3%	5%	7%	5%	5%
N/A - I am not familiar with this film		4%	4%	5%	5%	3%	1%	3%	7%	4%	5%

### Home Alone 2

	Unweighted base	2053	959	1094	196	297	393	325	842	1225	828
	<b>Base: All GB adults</b>	2053	996	1057	228	295	388	328	814	1170	883
I consider this is to be a Christmas film		68%	65%	70%	83%	76%	77%	65%	57%	67%	68%
I don't consider this to be a Christmas film		12%	15%	10%	7%	9%	10%	12%	16%	12%	13%
Don't know		11%	11%	10%	3%	8%	9%	15%	13%	12%	10%
N/A - I am not familiar with this film		9%	8%	10%	7%	8%	5%	8%	14%	9%	9%

## YouGov - Christmas films

GB Sample: 2nd - 5th December 2022

Total	Region							
	North	Midlands	East	London	South	England	Wales	Scotland

Which, if any, of the following films do you consider to be a "Christmas film"? (Please select one option on each row. If you are unfamiliar with a particular film, please select the "Not applicable" option)

### Die Hard

<b>Unweighted base</b>	2053	497	340	209	262	469	1777	105	171
<b>Base: All GB adults</b>	2053	491	339	206	277	461	1774	101	179
I consider this is to be a Christmas film	37%	39%	40%	38%	29%	36%	37%	38%	37%
I don't consider this to be a Christmas film	46%	42%	45%	45%	54%	43%	45%	51%	49%
Don't know	8%	8%	8%	8%	9%	9%	8%	5%	5%
N/A - I am not familiar with this film	10%	11%	7%	9%	8%	12%	10%	7%	9%

### Die Hard 2

<b>Unweighted base</b>	2053	497	340	209	262	469	1777	105	171
<b>Base: All GB adults</b>	2053	491	339	206	277	461	1774	101	179
I consider this is to be a Christmas film	19%	20%	23%	20%	15%	16%	19%	22%	19%
I don't consider this to be a Christmas film	54%	52%	53%	55%	59%	53%	54%	55%	59%
Don't know	14%	14%	14%	14%	15%	15%	14%	11%	11%
N/A - I am not familiar with this film	13%	14%	11%	10%	11%	16%	13%	12%	11%

### Home Alone

<b>Unweighted base</b>	2053	497	340	209	262	469	1777	105	171
<b>Base: All GB adults</b>	2053	491	339	206	277	461	1774	101	179
I consider this is to be a Christmas film	82%	84%	81%	84%	81%	81%	82%	79%	85%
I don't consider this to be a Christmas film	8%	8%	7%	8%	9%	8%	8%	14%	8%
Don't know	5%	4%	5%	4%	7%	5%	5%	3%	3%
N/A - I am not familiar with this film	4%	4%	6%	4%	4%	5%	4%	3%	4%

### Home Alone 2

<b>Unweighted base</b>	2053	497	340	209	262	469	1777	105	171
<b>Base: All GB adults</b>	2053	491	339	206	277	461	1774	101	179
I consider this is to be a Christmas film	68%	69%	67%	70%	67%	64%	67%	69%	69%
I don't consider this to be a Christmas film	12%	12%	11%	14%	12%	13%	12%	15%	12%
Don't know	11%	11%	13%	10%	12%	11%	11%	7%	8%
N/A - I am not familiar with this film	9%	8%	9%	7%	10%	12%	9%	9%	11%

## YouGov - Christmas films

GB Sample: 2nd - 5th December 2022

	Total	Gender		Age					Social Grade	
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
<b>About a Boy</b>										
Unweighted base	2053	959	1094	196	297	393	325	842	1225	828
Base: All GB adults	2053	996	1057	228	295	388	328	814	1170	883
I consider this is to be a Christmas film	8%	6%	10%	4%	9%	8%	7%	9%	8%	8%
I don't consider this to be a Christmas film	43%	38%	48%	16%	48%	52%	49%	42%	44%	42%
Don't know	17%	20%	15%	14%	12%	17%	19%	19%	17%	18%
N/A - I am not familiar with this film	32%	36%	28%	66%	31%	23%	25%	30%	32%	33%
<b>Bad Santa</b>										
Unweighted base	2053	959	1094	196	297	393	325	842	1225	828
Base: All GB adults	2053	996	1057	228	295	388	328	814	1170	883
I consider this is to be a Christmas film	62%	63%	62%	58%	69%	71%	71%	54%	61%	64%
I don't consider this to be a Christmas film	7%	8%	6%	4%	7%	8%	6%	7%	6%	8%
Don't know	7%	8%	7%	7%	5%	6%	6%	10%	7%	8%
N/A - I am not familiar with this film	23%	22%	25%	31%	20%	15%	17%	29%	25%	21%
<b>Batman Returns</b>										
Unweighted base	2053	959	1094	196	297	393	325	842	1225	828
Base: All GB adults	2053	996	1057	228	295	388	328	814	1170	883
I consider this is to be a Christmas film	6%	9%	4%	8%	6%	9%	6%	5%	6%	7%
I don't consider this to be a Christmas film	69%	68%	70%	59%	69%	74%	78%	66%	69%	69%
Don't know	9%	9%	10%	9%	10%	9%	7%	10%	10%	9%
N/A - I am not familiar with this film	15%	14%	16%	24%	16%	7%	9%	19%	16%	15%
<b>Bridget Jones's Diary</b>										
Unweighted base	2053	959	1094	196	297	393	325	842	1225	828
Base: All GB adults	2053	996	1057	228	295	388	328	814	1170	883
I consider this is to be a Christmas film	18%	14%	22%	14%	14%	15%	15%	23%	19%	17%
I don't consider this to be a Christmas film	58%	53%	63%	33%	59%	67%	66%	57%	58%	58%
Don't know	11%	15%	8%	15%	12%	10%	10%	11%	11%	11%
N/A - I am not familiar with this film	13%	18%	8%	37%	15%	8%	9%	9%	12%	14%
<b>Edward Scissorhands</b>										
Unweighted base	2053	959	1094	196	297	393	325	842	1225	828
Base: All GB adults	2053	996	1057	228	295	388	328	814	1170	883
I consider this is to be a Christmas film	8%	8%	8%	11%	11%	11%	7%	4%	8%	7%
I don't consider this to be a Christmas film	69%	66%	72%	49%	68%	71%	77%	71%	68%	70%
Don't know	11%	13%	10%	14%	11%	11%	9%	12%	11%	12%
N/A - I am not familiar with this film	12%	13%	10%	26%	11%	8%	6%	12%	12%	11%

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GB Sample: 2nd - 5th December 2022

	Total	Region							
		North	Midlands	East	London	South	England	Wales	Scotland
<b>About a Boy</b>									
Unweighted base	2053	497	340	209	262	469	1777	105	171
Base: All GB adults	2053	491	339	206	277	461	1774	101	179
I consider this is to be a Christmas film	8%	7%	9%	8%	11%	6%	8%	8%	7%
I don't consider this to be a Christmas film	43%	46%	45%	42%	41%	43%	44%	39%	36%
Don't know	17%	17%	15%	17%	23%	16%	17%	17%	17%
N/A - I am not familiar with this film	32%	29%	31%	34%	25%	35%	31%	36%	40%
<b>Bad Santa</b>									
Unweighted base	2053	497	340	209	262	469	1777	105	171
Base: All GB adults	2053	491	339	206	277	461	1774	101	179
I consider this is to be a Christmas film	62%	64%	65%	65%	63%	60%	63%	57%	60%
I don't consider this to be a Christmas film	7%	9%	6%	4%	9%	6%	7%	7%	4%
Don't know	7%	9%	6%	8%	7%	7%	8%	9%	7%
N/A - I am not familiar with this film	23%	18%	23%	24%	21%	26%	22%	27%	29%
<b>Batman Returns</b>									
Unweighted base	2053	497	340	209	262	469	1777	105	171
Base: All GB adults	2053	491	339	206	277	461	1774	101	179
I consider this is to be a Christmas film	6%	6%	7%	8%	8%	4%	7%	5%	5%
I don't consider this to be a Christmas film	69%	69%	70%	68%	67%	67%	68%	73%	75%
Don't know	9%	10%	11%	8%	11%	8%	10%	8%	7%
N/A - I am not familiar with this film	15%	15%	12%	16%	14%	20%	16%	13%	13%
<b>Bridget Jones's Diary</b>									
Unweighted base	2053	497	340	209	262	469	1777	105	171
Base: All GB adults	2053	491	339	206	277	461	1774	101	179
I consider this is to be a Christmas film	18%	16%	15%	19%	25%	19%	18%	14%	20%
I don't consider this to be a Christmas film	58%	61%	60%	57%	51%	58%	58%	66%	53%
Don't know	11%	12%	9%	10%	15%	9%	11%	11%	12%
N/A - I am not familiar with this film	13%	12%	15%	14%	9%	14%	13%	9%	15%
<b>Edward Scissorhands</b>									
Unweighted base	2053	497	340	209	262	469	1777	105	171
Base: All GB adults	2053	491	339	206	277	461	1774	101	179
I consider this is to be a Christmas film	8%	8%	11%	6%	11%	6%	8%	6%	6%
I don't consider this to be a Christmas film	69%	70%	67%	70%	64%	70%	68%	75%	71%
Don't know	11%	12%	11%	10%	15%	10%	12%	8%	13%
N/A - I am not familiar with this film	12%	10%	11%	14%	11%	15%	12%	11%	10%

## YouGov - Christmas films

GB Sample: 2nd - 5th December 2022

	Total	Gender		Age					Social Grade	
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
<b>Gremlins</b>										
Unweighted base	2053	959	1094	196	297	393	325	842	1225	828
Base: All GB adults	2053	996	1057	228	295	388	328	814	1170	883
I consider this is to be a Christmas film	31%	36%	26%	30%	28%	39%	39%	25%	32%	30%
I don't consider this to be a Christmas film	42%	38%	45%	20%	34%	42%	47%	48%	39%	45%
Don't know	12%	12%	12%	17%	15%	10%	11%	12%	13%	11%
N/A - I am not familiar with this film	15%	14%	16%	33%	23%	9%	3%	15%	16%	13%
<b>It's a Wonderful Life</b>										
Unweighted base	2053	959	1094	196	297	393	325	842	1225	828
Base: All GB adults	2053	996	1057	228	295	388	328	814	1170	883
I consider this is to be a Christmas film	64%	62%	66%	28%	47%	63%	75%	76%	66%	60%
I don't consider this to be a Christmas film	7%	9%	6%	7%	8%	8%	7%	7%	6%	8%
Don't know	9%	8%	9%	13%	10%	7%	8%	8%	8%	9%
N/A - I am not familiar with this film	21%	22%	20%	52%	35%	22%	11%	10%	19%	22%
<b>Love Actually</b>										
Unweighted base	2053	959	1094	196	297	393	325	842	1225	828
Base: All GB adults	2053	996	1057	228	295	388	328	814	1170	883
I consider this is to be a Christmas film	54%	45%	63%	55%	68%	59%	56%	47%	59%	49%
I don't consider this to be a Christmas film	23%	26%	21%	12%	14%	23%	22%	30%	21%	26%
Don't know	10%	12%	8%	11%	7%	8%	11%	11%	9%	11%
N/A - I am not familiar with this film	12%	17%	8%	22%	10%	10%	11%	12%	11%	14%
<b>The Holiday</b>										
Unweighted base	2053	959	1094	196	297	393	325	842	1225	828
Base: All GB adults	2053	996	1057	228	295	388	328	814	1170	883
I consider this is to be a Christmas film	40%	28%	51%	39%	54%	47%	46%	30%	43%	36%
I don't consider this to be a Christmas film	10%	12%	9%	7%	9%	13%	7%	12%	10%	11%
Don't know	13%	15%	11%	10%	9%	11%	12%	16%	11%	15%
N/A - I am not familiar with this film	37%	45%	29%	44%	29%	30%	35%	42%	36%	39%
<b>Trading Places</b>										
Unweighted base	2053	959	1094	196	297	393	325	842	1225	828
Base: All GB adults	2053	996	1057	228	295	388	328	814	1170	883
I consider this is to be a Christmas film	14%	17%	11%	6%	6%	15%	27%	14%	14%	14%
I don't consider this to be a Christmas film	37%	37%	36%	9%	22%	33%	45%	48%	35%	38%
Don't know	15%	15%	15%	15%	14%	15%	15%	16%	15%	16%
N/A - I am not familiar with this film	34%	30%	38%	70%	59%	36%	13%	22%	35%	32%
<b>While You Were Sleeping</b>										
Unweighted base	2053	959	1094	196	297	393	325	842	1225	828
Base: All GB adults	2053	996	1057	228	295	388	328	814	1170	883
I consider this is to be a Christmas film	5%	5%	6%	6%	4%	8%	6%	4%	5%	5%
I don't consider this to be a Christmas film	30%	26%	33%	12%	16%	33%	42%	33%	28%	32%
Don't know	17%	18%	15%	12%	14%	14%	17%	20%	17%	16%
N/A - I am not familiar with this film	48%	51%	46%	71%	65%	45%	35%	43%	49%	47%

## YouGov - Christmas films

GB Sample: 2nd - 5th December 2022

	Total	Region							
		North	Midlands	East	London	South	England	Wales	Scotland
<b>Gremlins</b>									
Unweighted base	2053	497	340	209	262	469	1777	105	171
Base: All GB adults	2053	491	339	206	277	461	1774	101	179
I consider this is to be a Christmas film	31%	29%	33%	35%	30%	31%	31%	31%	31%
I don't consider this to be a Christmas film	42%	44%	45%	38%	39%	40%	42%	46%	39%
Don't know	12%	12%	8%	12%	18%	13%	12%	12%	13%
N/A - I am not familiar with this film	15%	15%	15%	15%	14%	16%	15%	11%	17%
<b>It's a Wonderful Life</b>									
Unweighted base	2053	497	340	209	262	469	1777	105	171
Base: All GB adults	2053	491	339	206	277	461	1774	101	179
I consider this is to be a Christmas film	64%	66%	64%	58%	65%	59%	63%	68%	71%
I don't consider this to be a Christmas film	7%	7%	5%	12%	7%	7%	7%	7%	7%
Don't know	9%	8%	8%	9%	9%	9%	9%	6%	8%
N/A - I am not familiar with this film	21%	19%	23%	22%	18%	25%	22%	18%	14%
<b>Love Actually</b>									
Unweighted base	2053	497	340	209	262	469	1777	105	171
Base: All GB adults	2053	491	339	206	277	461	1774	101	179
I consider this is to be a Christmas film	54%	49%	52%	65%	60%	56%	55%	56%	51%
I don't consider this to be a Christmas film	23%	27%	25%	17%	18%	22%	23%	30%	25%
Don't know	10%	13%	11%	6%	10%	8%	10%	7%	10%
N/A - I am not familiar with this film	12%	12%	12%	12%	12%	13%	12%	7%	14%
<b>The Holiday</b>									
Unweighted base	2053	497	340	209	262	469	1777	105	171
Base: All GB adults	2053	491	339	206	277	461	1774	101	179
I consider this is to be a Christmas film	40%	37%	40%	41%	41%	42%	40%	41%	41%
I don't consider this to be a Christmas film	10%	12%	11%	8%	11%	9%	11%	14%	6%
Don't know	13%	14%	13%	10%	15%	12%	13%	11%	12%
N/A - I am not familiar with this film	37%	37%	36%	41%	32%	37%	36%	34%	42%
<b>Trading Places</b>									
Unweighted base	2053	497	340	209	262	469	1777	105	171
Base: All GB adults	2053	491	339	206	277	461	1774	101	179
I consider this is to be a Christmas film	14%	13%	16%	12%	21%	11%	14%	14%	13%
I don't consider this to be a Christmas film	37%	40%	41%	33%	33%	33%	37%	40%	35%
Don't know	15%	15%	13%	14%	19%	15%	15%	12%	15%
N/A - I am not familiar with this film	34%	31%	30%	41%	27%	41%	34%	34%	37%
<b>While You Were Sleeping</b>									
Unweighted base	2053	497	340	209	262	469	1777	105	171
Base: All GB adults	2053	491	339	206	277	461	1774	101	179
I consider this is to be a Christmas film	5%	4%	7%	5%	7%	4%	5%	4%	6%
I don't consider this to be a Christmas film	30%	32%	32%	29%	32%	26%	30%	33%	25%
Don't know	17%	17%	17%	16%	20%	15%	17%	15%	15%
N/A - I am not familiar with this film	48%	47%	44%	50%	41%	55%	48%	47%	54%