

ANNUAL HOLIDAY DEBATES

## **No, 'Die Hard' Isn't a Christmas Movie, Most People Say**

One-quarter in poll say the Bruce Willis flick is a holiday film; 62% say it isn't

**BY JOANNA PIACENZA**

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- 25% of U.S. adults say “Die Hard” is a Christmas movie, including 32% of men and 20% of women.
  - At 37%, those ages 30-44 were most likely to label the film as a holiday movie compared to other age groups.
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Welcome to the party, poll! Yes, it's that time of year, when the American public weighs in on one of popular culture's most heated disputes: Is “Die Hard” a Christmas movie?

A Morning Consult/Hollywood Reporter survey found one-quarter of the population said the film, which was released in July 1988 but is set during the holiday season, is a Christmas movie; 62 percent disagreed.

Men were slightly more likely than women to call “Die Hard” a Christmas film (32 percent vs. 20 percent), and those in the 30-44 age group, many of whom came of age when the movie premiered or during the “Die Hard” series' popularity in the 1990s, were the most likely to say it was a holiday movie.

The [survey](#) was conducted among 2,200 U.S. adults Nov. 15-18, 2018, with a margin of error of 2 percentage points.

The five movies in the “Die Hard” franchise have grossed more than \$500 million overall (unadjusted for inflation), according to Box Office Mojo. The original film earned \$83.5 million domestically in its lifetime and was the seventh-most successful movie of 1988 in the United States.

The Christmas debate has percolated for years. In 2016, The British film magazine Empire [crowned](#) “Die Hard” the best Christmas film ever, beating out holiday classics such as “It's A Wonderful Life” (second), “Home Alone” (12th) and “Miracle On 34th Street” (17th). In its film [categorization](#), Box Office Mojo lists the film's genre as “Christmas – Setting Only,” along with

“It's a Christmas Movie.”

Even those directly involved in the film have engaged in the debate. One of the movie's screenwriters, Steven E. de Souza, [tweeted](#) last year that the film is indeed a Christmas flick. And earlier this year, the star of the series himself, Bruce Willis, weighed in when speaking at a Comedy Central [roast](#) of himself.

“‘Die Hard’ is not a Christmas movie!” he said. “It is a goddamn Bruce Willis movie.”

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[Joanna Piacenza](#) Joanna Piacenza leads industry intelligence at Morning Consult.

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