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Online Retailer Of The Year 2017 & 2018  
DRINKS RETAILING AWARDS



# Topline Results of Virgin Wines Christmas Survey conducted on 13/10/2021.

## 1) Do you drink red wine?

1) Do you drink red wine?	All
1) Yes	98%
2) No	2%
N	2000

1) Do you drink red wine? 	Count
1) Yes	1,959
2) No	41
N	2,000

## 2) Would you consider yourself to be a red wine connoisseur?

2) Would you consider yourself to be a red wine connoisseur?	All
1) Yes, I'm very knowledgeable about red wine.	12%
2) No, I know nothing about red wine.	11%
3) Somewhat, I'm not an expert but know enough to get by.	77%
N	2000

### 2) Would you consider yourself to be a red wine connoisseur?

	Count
1) Yes, I'm very knowledgeable about red wine.	234
2) No, I know nothing about red wine.	227
3) Somewhat, I'm not an expert but know enough to get by.	1,539
N	2,000

3) What is your favourite type of red wine (grape variety, blend or region) to drink over Christmas? (You can only select one)

3) What is your favourite type of red wine (grape variety, blend or region) to drink over Christmas? (You can only select one)	All
1) Merlot	16%
2) Malbec	19%
3) Cabernet Sauvignon	7%
4) Pinot Noir	6%
5) Shiraz/Syrah	11%
6) Chianti/Sangiovese	1%
7) Nebbiolo	1%
8) Grenache/Garnacha	1%
9) Carménère	1%
10) Rioja	12%
11) Châteauneuf-du-Pape	7%
12) Côtes du Rhône	2%
13) Bordeaux	4%
14) Burgundy	2%

3) What is your favourite type of red wine (grape variety, blend or region) to drink over Christmas? (You can only select one)

3) What is your favourite type of red wine (grape variety, blend or region) to drink over Christmas? (You can only select one)	All
15) Zinfandel/Primitivo	2%
16) Montepulciano d'Abruzzo	2%
17) Beaujolais	2%
Not sure/Other	4%
N	2000

### 3) What is your favourite type of red wine (grape variety, blend or region) to drink over Christmas? (You can only select one)

Count

1) Merlot	313
2) Malbec	381
3) Cabernet Sauvignon	148
4) Pinot Noir	125
5) Shiraz / Syrah	222
6) Chianti / Sangiovese	29
7) Nebbiolo	11
8) Grenache / Garnacha	27
9) Carménère	17

10) Rioja	248
11) Châteauneuf-du-Pape	143
12) Côtes du Rhône	42
13) Bordeaux	77
14) Burgundy	30
15) Zinfandel / Primitivo	36
16) Montepulciano d'Abruzzo	43
17) Beaujolais	30
Not sure / Other	78
N	2,000

4) Do you drink that type of red wine all year round or is it specifically for Christmas?

4) Do you drink that type of red wine all year round or is it specifically for Christmas?	All
1) Yes, all year round.	91%
2) No, only at Christmas.	6%
Not sure/Other	3%
N	2000

4) Do you drink that type of red wine all year round or is it specifically for Christmas?	Count
1) Yes, all year round.	1,821
2) No, only at Christmas.	126
Not sure / Other	53
N	2,000

5) When you buy red wines for the festive period, do you consciously select them to pair with specific meals/food (e.g. you buy a Pinot Noir to have with the roast turkey) or do you buy purely for general drinking enjoyment?

**5) When you buy red wines for the festive period, do you consciously select them to pair with specific meals/food (e.g. you buy a Pinot Noir to have with the roast turkey) or do you buy purely for general drinking enjoyment?**

	All
1) I pair my wines with Christmas food.	8%
2) I buy my wines purely for drinking enjoyment.	68%
3) I do both.	22%
Not sure/Other	2%
N	2000



5) When you buy red wines for the festive period, do you consciously select them to pair with specific meals/food (e.g. you buy a Pinot Noir to have with the roast turkey) or do you buy purely for general drinking enjoyment?

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	Count
1) I pair my wines with Christmas food.	164
2) I buy my wines purely for drinking enjoyment.	1,360
3) I do both.	442
Not sure / Other	34
N	2,000

## 6) Are you likely to spend more on a bottle of red wine at Christmas?

6) Are you likely to spend more on a bottle of red wine at Christmas?	All
1) Yes, I buy more expensive wines for Christmas.	46%
2) No, I spend the same on wine all year round.	51%
Not sure/Other	2%
N	2000

### 6) Are you likely to spend more on a bottle of red wine at Christmas?

	Count
1) Yes, I buy more expensive wines for Christmas.	930
2) No, I spend the same on wine all year round.	1,028
Not sure / Other	42
N	2,000

## 7) After last year's restrictions, are you planning to celebrate more this Christmas?

### 7) After last year's restrictions, are you planning to celebrate more this Christmas?

All

1) Yes, lots of celebrations this year.

22%

2) No, I will be celebrating the same amount as before.

72%

Not sure/Other

6%

N

2000

### 7) After last year's restrictions, are you planning to celebrate more this Christmas?

Count

1) Yes, lots of celebrations this year.

433

2) No, I will be celebrating the same amount as before.

1,439

Not sure / Other

128

N

2,000

8) Are you worried that there will be an issue with wine supply in the UK this Christmas?

8) Are you worried that there will be an issue with wine supply in the UK this Christmas?

All

1) Yes

16%

2) No

75%

Not sure/Other

10%

N

2000

8) Are you worried that there will be an issue with wine supply in the UK this Christmas? ✓

Count

1) Yes

310

2) No

1,492

Not sure / Other

198

N

2,000

9) Are you planning to buy wines for Christmas earlier than usual this year as a result?

9) Are you planning to buy wines for Christmas earlier than usual this year as a result?	All
1) Yes, I will be starting earlier than usual.	20%
2) No, I will not be buying wines earlier than usual.	74%
Not sure/Other	6%
N	2000

9) Are you planning to buy wines for Christmas earlier than usual this year as a result?

	Count
1) Yes, I will be starting earlier than usual.	408
2) No, I will not be buying wines earlier than usual.	1,471
Not sure / Other	121
N	2,000