



CHRISTMAS PRESENT SURVEY - DECEMBER 2000

ICM Research interviewed a random sample of 1,002 adults aged 18+ by telephone between 1st-3rd December 2000. Interviews were conducted across the country and the results have been weighted to the profile of all adults.

Q1. Thinking about presents you've received for Christmas in the past, have you always been happy with the presents you've received?

Yes	82%
No	18%

Q2. What do you tend to do with an unwanted Christmas gift?

Put it in a draw and forget about it and eventually throw or give it away	33%
Give it to a charity shop/jumble sale so that a good cause can benefit	21%
Take it back to the store to get a refund	16%
Try and use it even though you don't actually like it	13%
Give/throw it away immediately.	6%
Give it to family/friends	3%
Tell the person that gave it to you that you don't like it and return it directly to them	2%
Other/don't know	5%

Q3. Which of the following statements most closely resembles your reaction when you receive a gift you don't want?

I always pretend I like the present whether or not I do	52%
It depends on who its from - if its from my partner I pretend I like it but otherwise I'm honest about not liking it	17%
I don't say anything either good or bad about	16%

the present	
I'm always honest and say that I don't like it	9%
None of them	5%

Q4. Which one of the following would be the most ideal Christmas present for you?	
Money so I can buy what I want	36%
A weekend away with my partner	19%
A whole new wardrobe of clothes	16%
A weekend away with friends	6%
Digital camera	5%
Playstation 2	4%
Ferrari track day	4%
Jewelry	3%
A new stereo	3%
A new suit	2%
Socks	1%
Other	1%

Q5. Have you received any of the following for Christmas or as a present?	
Money to buy what you want	65%
Jewelry	54%
Socks	50%
Soap on a rope	22%
A new stereo	21%
A whole new wardrobe of clothes	10%
A weekend away with your partner	9%
A weekend away with your friends	6%
Playstation 2	1%