

TEN MILLION PEOPLE TO SELL UNWANTED CHRISTMAS PRESENTS ON ONLINE

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New research from magazine subscriptions web site magazinesbymail.net has revealed that although the nation's gifts have now been shared with family and friends they may not have reached their final destination, with one in five UK adults (21 per cent) heading to their pcs to place unwanted gifts on online auction sites.

People in the West Midlands are most likely to sell their unwanted gifts online with 29 per cent of people admitting to disposing of unwanted presents in this way, though only 16 per cent of people in Scotland admit to recycling gifts in this manner.

A magazinesbymail.net survey of over 7000 magazine subscribers also revealed that the top five gifts most likely to appear on online auction sites are:

1. Clothing (in particular jumpers and shirts)
2. CDs/DVDs
3. Ceramic ornaments
4. Books
5. Electrical manicure items such as nasal hair and moustache trimmers

People aged between 18 to 35 are most likely to sell gifts online with over a third (34 per cent) of people in this age group admitting to this habit, while only one in ten (nine per cent) of the over 55s dispose of presents in this way.

Nicola Rowe of magazinesbymail.net commented: "Sadly not all gifts were gratefully received this Christmas with many of us now heading to our PC's to place unwanted Christmas presents on online auction sites, rather than leaving them to gather dust at the back of a cupboard. From cds and dvds that don't fit peoples musical tastes to vases that just don't match the décor, millions of gifts are already being repackaged for sale online."

Nicola Rowe continued: "One gift which always gets a welcome reception is a magazine subscription, the magazine's regular arrival through the letterbox making it a gift that lasts throughout the year too."

There are thousands of titles to choose from so there's a magazine to suit all interests and hobbies. From homes to horses and football to food, it's easy to find the right magazine for even the most hard to buy for individuals, whether they be your grandma or granddaughter, fiancé or father.

It's never been easier to buy a magazine subscription as a gift or as a post Christmas present to yourself. A visit to www.magazinesbymail.net will give access you access to a wide range of great value titles.

Ends

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2,062 adults. Fieldwork was undertaken between 6th to 9th June 2008. The survey estimate calculated using the number of UK adults aged over 20 in mid-2007 = 46,238,500 (the latest available data from the Office of National Statistics).

Regional statistics for the percentage of people set to sell Christmas gifts online as follows:

North East - 18 per cent
North West - 23 per cent
Yorkshire - 24 per cent
East Midlands - 19 per cent
West Midlands - 29 per cent
East of England - 21 per cent
London - 20 per cent
South East - 19 per cent
South West - 18 per cent
Wales - 20 per cent
Scotland - 16 per cent
Northern Ireland - 25 per cent

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