

Embargoed until 5th December 2012: Stocking study reveals 64% won't be hanging them up this Christmas

Submitted by: Latest Free Stuff

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*** EMBARGOED until public launch of Latestfreestuff.co.uk 5th December 2012 ***

A stocking study from Latest Free Stuff (<http://latestfreestuff.co.uk>) reveals 64% of Brits won't be hanging up Christmas stockings this year because they can't afford the gifts.

The study has been published to mark the official launch of Latest Free Stuff, the UK's fastest growing freebie website.

The stocking study also revealed:

- 71% would rather save their money for a big, single present
- 60% would be comfortable giving a freebie in a stocking
- 35% say deodorant is the most disappointing stocking gift
- Socks are the most commonly received stocking gift (41%)
- An average of 22 presents are given in a Christmas stocking

As Christmas stockings need a large number of presents to fill them up, they're expensive and time consuming. Purse-strings being tight this year, people are turning to freebies and samples more than ever before. And this isn't just for kids; eight out of ten respondents said Christmas stockings should be for everyone.

Until today, Latest Free Stuff has been in a trial period ('beta'), and it has quickly become the UK's fastest growing freebie site; over 165,000 visitors and 30,000 samples being given out each month.

Deepak Tailor, CEO, said "People are feeling the pinch this Christmas because of the recession. Instead of buying gifts for stockings, they're saving their money and concentrating on the bigger gifts under the tree. But what many don't know is that a whole range of companies give thousands of samples away for free; small gifts, perfect for stocking fillers. We put all of these freebies in one place, making it easy for people to find what they want and fill stockings again."

Products being given away for free include: anti-wrinkle cream, tea, chocolate, aftershave, music download vouchers, books, gym passes, magazines, days out and more. There are some stranger freebies too such as a pea recipe book and a guide to immigrating to Australia.

Today, the website is officially launching to the public with over 400 active freebies available (<http://latestfreestuff.co.uk>).

- Ends -

For more information please contact Thomas Church at thomas.church@me.com, or 07988 328 451

Notes to editors

- Latestfreestuff.co.uk officially launches to the public 5th December 2012
- Pictures of freebies can be downloaded from www.latestfreestuff.co.uk/press

All figures, unless otherwise stated, are from 99Research.com. Total sample size was 1000 adults. Fieldwork was undertaken between 25th – 28th November 2012. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).