



The Prized And The Despised: New Ebay Survey Reveals This Holiday Season's Most Wanted And Least Wanted Gifts

Mothers-in-law Not the Worst Gift Givers, Survey Finds

SAN JOSE, Calif., TK - Wave goodbye to dad's old standby gift this holiday season. According to a survey conducted by Opinion Research Corporation on behalf of eBay Inc., neckties are the gift people most dread this holiday season, with 24 percent of respondents ranking them as their least wanted holiday gift.

The survey also revealed that contrary to popular belief, mothers-in-law aren't usually the bearers of the worst holiday gifts: over one-third of all respondents (32 percent) reported that an immediate family member (spouse/significant other, sibling, parent or child) is most likely to give them the gift they least want this year.

So what's the most desired gift this holiday season? It's the one people choose themselves. More than two-thirds of respondents (64 percent) ranked gift cards at the top of their wish list.

Consumer electronics are also highly coveted. And for men, bigger is still better—more men than women reported that they would prefer to receive bigger personal electronics items this holiday season such as a HDTV (20 percent), LCD TV (10 percent) and Blu-ray DVD player (7 percent). More women said they favor compact gadgets like a digital or video camera (26 percent) or iPod (9 percent).

"It's time that we 'just say no' to the necktie and say hello to giving our friends and loved ones the gifts that will truly bring cheer to their holiday," said Karen Bard, eBay Pop Culture Expert. "With millions of the most desired holiday items available on eBay for prices at 30 percent below retail¹, and with gift cards now available for purchase on the site, there's no reason that anyone's gifts should wind up being stuffed in the back of the closet this holiday season!"

Gift Guide

Most Wanted: Clothes and shoes join gift cards and personal electronics as the most wanted types of gifts this holiday season. Nearly half (48 percent) of respondents said they would most like to receive apparel, with jeans and a blouse/shirt at the very top of fashion fanatics' holiday lists. Additionally, of those respondents who indicated they most wanted personal electronics this year, 26 percent said they wanted a laptop.

Gamers: Sorry Sony, but Nintendo's got more game. Of those respondents who indicated they most want a gaming system for the holidays, 44 percent want a Nintendo system (with 43 percent wanting a Wii), while only 33 percent want a Sony system (with 31 percent wanting a PS3). Of those who chose video games as their most wanted holiday gift category, most plan to exhaust their fingers with Guitar Hero (14 percent), Wii Fit (13 percent), and Rock Band 2 (8 percent). Dance Dance Revolution Hottest Party II was the least desired video game, with only 2 percent of respondents indicating they would most want to receive it this holiday season.

Totally Cellular: Overall, the Apple iPhone is the Smartphone of choice for those who indicated they would most like to receive one this holiday season (35 percent). The Blackberry is also a favorite among women (47 percent of women would most like to receive one compared to just 11 percent of men).

A Passion for Fashion: Shopping for men is always hard, but you won't go wrong if you buy the man in your life a nice pair of jeans. That's right, more men than women want jeans this holiday season (24 percent of men vs. 16 percent of women).

Dream Big: If money were no object, a new home is the top gift people would choose to give themselves this holiday season (as indicated by nearly a quarter of respondents).

Slim Down: Women are ready to get a head start on their New Year's resolution this holiday season. Of those respondents who said they would most like to receive videogames and accessories this holiday, one in four (24 percent) women said they wanted a Wii Fit, while only one in ten (9 percent) of men responded similarly.

Least Wanted: Save the flowers and candles for Valentine's Day. Aside from neckties (24 percent), these gifts ended up on the least wanted list for both sexes at 12 percent and 8 percent respectively.

About the Survey

The findings are from a survey conducted online Oct. 6-7, 9-10 and 13-14, 2008 among a national sample of 3,307 adults 18 years of age and older. The online omnibus study is conducted twice a week among a U.S. sample of 1,000 adults 18 and older. Respondents were selected from among those who volunteered to participate in online surveys and polls. The data have been weighted to reflect the demographic composition of the 18+ population. Because the sample is based on those who initially self-selected for participation, no estimates of sampling error can be calculated. All sample surveys and polls may be subject to multiple sources of error, including, but not limited to sampling error, coverage error, error associated with non-response, error associated with question wording and response options, and post-survey weighting and adjustments.

About eBay Inc.

Founded in 1995, eBay Inc. connects hundreds of millions of people around the world every day, empowering them to explore new opportunities and innovate together. eBay Inc. does this by providing the Internet platforms of choice for global commerce, payments and communications. Since its inception, eBay Inc. has expanded to include some of the strongest brands in the world, including eBay, PayPal, Skype, StubHub, Shopping.com and others. eBay Inc. is headquartered in San Jose, California.

About Opinion Research Corporation

Opinion Research Corporation, an info Group company, has offered innovative solutions to the toughest market research challenges of clients worldwide since 1938. Since the 1960s, ORC has conducted CARAVAN[®], the USA's longest continuously running consumer omnibus. In addition, the firm has been conducting national, speech reaction, state and flash/overnight polls for CNN since April 2006. To learn more, visit www.opinionresearch.com.

¹Price comparisons based on the average selling price on eBay for 15 new and in-demand items during a three-month period from August to October 2008. Average selling price on eBay was compared to the MSRP (manufacturer's suggested retail price) and the difference was calculated to show the savings percentage. As this is based on average eBay selling price and suggested retail price, the price difference may vary at any time. Shipping and handling charges are not included in this calculation. No representation is made that a specific item will be available at a particular price. All items are subject to availability.