

New Research Shows Australians are Still Dud Gift Givers

Australians are still dud gift givers, wasting a whopping \$707 million on unwanted Christmas gifts this year* - up \$22 million on the amount wasted on unwanted gifts in 2004 and \$201 million on the amount wasted in 2003!

Research released today by eBay shows Australians received at least one Christmas present each yesterday that they simply don't want.

Not only are these presents wasting money, they're also wasting space – eBay's research shows that 76% of these unwanted gifts are likely to end up sitting unused in a cupboard or other storage space!

Angie Cursley, eBay Australia spokesperson says, "Australians planning on stashing this year's pile of unwanted Christmas presents in a cupboard to collect dust are missing an enormous opportunity to sell them on eBay to earn some extra cash.

"eBay is the perfect way to quickly turn that third blender, the book you've already read or the t-shirt that's three sizes too small into cash to either alleviate the Christmas credit card debt or buy the Christmas gift you really want."

Unwanted gifts don't just include socks and jocks or useless items such as electric ice-shavers.

eBay says everyday items which people may have received more than one of are among the most popular unwanted gifts appearing on eBay after Christmas.

eBay's picks include the latest releases by coveted authors such as Bryce Courtney, Desperate Housewives DVDs or the latest fashions.

The top ten unwanted Christmas gifts on eBay include:

1. Cosmetics
2. Clothing
3. Ice cream makers
4. Best selling novels
5. Blenders
6. Ties
7. Hand held mixers
8. CDs
9. Manchester
10. DVDs

Victorian Monty Hamilton is one Australian who prefers to make money at Christmas rather than spend it.

"What you don't want, someone else does. Chances are someone is searching for your unwanted Christmas present right now on eBay. My best Christmas sale was a pair of too big Diesel jeans, which sold for \$100 on eBay. I definitely intend to sell all the gifts I don't want this year on eBay," says Monty.

As well a great time to make extra cash, Boxing Day marks a great opportunity to buy yourself the gifts you didn't receive yet really wanted for Christmas!

With an influx of brand new items for auction or for sale by fixed price flooding eBay following Christmas, eBay is the easy place to buy any one of 60 million great value items ranging from cars to computers, furniture to fashion and sporting goods to shoes.

With the convenience of paying for items on eBay with PayPal, the safest way to pay online, buying on eBay has never been easier.

Angie Cursley says, "eBay is the best place to go for Aussies looking to snap up some brand new bargains post Christmas and an easy way for disappointed receivers to take the edge off their Christmas debt by making extra cash."

Additional Research findings

- Australians received 13.3 million unwanted gifts, or almost 1 unwanted gift each yesterday, compared with 22.4 million unwanted gifts, or 1.6 unwanted gifts each, in 2004. Australians have improved a little over the last year at their gift giving, but they're still not getting it quite right
- Australians increased the overall dollar figure wasted on unwanted gifts by spending approximately \$22 more per gift in 2005 than they spent in 2004
- South Australians spent the most on Christmas presents yesterday with an average of \$60 per gift – more than the Australian average of \$53 per gift
- West Australians spent the least amount on gifts yesterday with an average spend of \$43 per gift
- Nine out of ten West Australians will stash their unwanted gifts in a cupboard to collect dust compared to only seven out of ten NSW residents
- Three in five Australians say they re-gift their unwanted gifts each year compared with one in five Australians who say they make money from their unwanted Christmas gifts
- Australians over 50 years old are more likely to re-gift their unwanted presents than any other age group
- 25 – 34 year olds are more likely to sell their unwanted gifts on a site like eBay to make money

- Ends -

** Galaxy Research December 2005 eBay Christmas Gift Study*

ABOUT EBAY

eBay (www.eBay.com.au) is Australia's leading online marketplace. Founded in 1995, eBay created a powerful marketplace for the sale of goods and services by a passionate community of individuals and businesses. Today, eBay has more than 168 million registered users listing millions of items across more than 50,000 categories. As the place to buy and sell practically anything, eBay enables trade on a local, national and international basis with items ranging from handbags to home décor, PCs to pottery, cars to cosmetics, baby clothes to books, and much more. For a safe, secure and fun online shopping experience, eBay advises members review and follow the Safe Trading Guidelines by clicking on the Security Centre on the home page.

eBay Australia safe trading tips

eBay is committed to educating Australians on how they can protect themselves when shopping online and to making members' eBay experiences safe and fun. Three key things that Australians should remember when shopping on eBay.com.au are:

1. Get to know your seller

- Review the seller's Feedback Rating – this is their online reputation
- Check pictures and descriptions closely and review the seller's other items
- Ask the seller questions about their item and sales policies before you bid or Buy It Now!

2. Pay smart!

- Use PayPal.com.au, an online payment service that keeps your account information hidden from your trading partner
- PayPal has a Buyer Protection Program that covers qualified transactions on eBay.com.au up to \$1,500
- Cash and instant wire transfer systems like Western Union and MoneyGram should not be used for online payments

3. Follow eBay's Safe Trading Guidelines

- Our online Security Centre is packed with useful safe shopping tips and information – visit eBay.com.au/securitycentre

For regular information on eBay facts and figures, safe trading information or to view eBay Australia media releases visit the eBay Australia Media Centre at: <http://pages.ebay.com.au/aboutebay/media.html>