

## All I Don't Want For Christmas.....

*LoveGeist, the definitive guide to love in the UK reveals what your other half doesn't want to find under the Christmas tree*

**LONDON, November 2011:** With Christmas fast approaching comes the age-old conundrum of what to buy your loved ones, and it seems as a nation it's a choice we often get wrong. New research from match, the company behind dating and relationship sites match.com and matchaffinity.com, has revealed that 60% of Britons who have been in a long-term relationship have received a Christmas present from their partner that they didn't want or like.

match's LoveGeist Report 2011-12, which tracks changing attitudes towards love and relationships in the UK, has found that duff presents are all too common during the season of good will, with the most common festive *faux pas* presents including undesirable items of clothing, household products such as an iron or a Hoover and DIY kit. Sadly, also included on the *faux pas* list, is no present at all – 10% of those polled claimed not to have received a present at all from their loved one.

When it comes to misguided gifts, it appears that it's not just socks and bobble hats that barely leave their wrapping paper before being destined for the bin. The presents that were deemed unacceptable gifts from partners ranged from the bizarre, to the stingy, to the plain unbelievable. 21% of those polled complained their partner had given them impersonal gifts such as shower gel, a phone charger, a flannel and even a wheelbarrow. And out of these unwanted gifts, 29% said the present did not match their taste; quite literally in one case where one respondent received food from their partner which they were allergic to.

Gifts that were deemed useless and ones that the receiver did not need were also common, with 13% of those polled receiving the likes of ironing boards, wellingtons, and in one case, a door.

In response to the news, Kate Taylor, resident relationship expert for match.com commented: "The secret to buying a great Christmas present has to be to start early. Leaving it until 4pm on Christmas Eve (you know who you are) will never end in tears of joy and gratitude, just resentment and sulking. So buy your partner's gift first, before you're sick of shopping or strapped for cash. Shop online if Christmas crowds make you stressed out."

The secret to a successful gift may not be as far away as some fearful gift foragers may think though, as Taylor continues: "You don't have to spend much – research by match has shown that thoughtful

presents rank much higher than extravagant ones. Put yourself in your partner's place: what do they love doing, eating, reading, watching or wearing? Don't try to impose your own taste – the perfect Christmas gift is one that celebrates your partner as they are. Watch out for hints, too: most of us leave clues lying around the house, so if you tripped over a catalogue this morning, it wasn't an accident. But most of all, don't believe a word of it when your partner says, 'You don't have to get me anything.' We all need to feel cherished and adored, and especially at Christmas. Use the present as a way of reminding your partner that you love to see them smile."

The Top Ten Christmas Gift Blunders:

- A top which was originally bought for their ex
- A pair of wellington boots
- Food the recipient was allergic to
- An axe
- A door
- An ironing board
- A garlic bread-making kit
- A flannel and soap
- A wheelbarrow
- A photograph of themselves

The LoveGeist Report is published by match, the company behind the UK's best-known dating and relationship sites – match.com and matchaffinity.com.

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**Notes to Editors:**

Since 2009, match's definitive annual LoveGeist study has tracked changing attitudes towards love and relationships in the UK and Ireland, taking into account the views and attitudes of over 200,000 people. The report has built up a unique picture of what people really care about when it comes to love and relationships, providing an insight into current and emerging trends.

Research into Christmas gifts undertaken by YouGov Plc; interpretation by Brands2Life. Total sample size was 2084 adults. Fieldwork was undertaken between 5th-7th September 2011. The survey was

carried out online. The figures have been weighted and are representative of all UK adults (aged 18+). Gift blunders provided as individual anecdotal answers within the survey.

**About match:**

match is the UK's best-known brand in love and relationships and since 2005, millions of members have joined our sites to start their very own love stories. Based in London's Leicester Square, match is part of MEETIC, Europe's dating leader.

match understands that everyone likes to search for love in different ways which is why match has two sites in the UK; [match.com](https://www.match.com) and [matchaffinity.com](https://www.matchaffinity.com). On match.com you can search for your matches yourself, whilst matchaffinity.com suggests compatible matches based on the results of your in-depth affinity questionnaire.

We are dedicated to investing time to understand what makes love and relationships work in the UK and Ireland so we can help people find their match.

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