



For release - Monday 19 November 2007

A BRAND NEW FREE WEBSITE - LOOKATMYLIST.COM REVEALS TONY BLAIR AND PETE DOHERTY ARE THE UK'S WORST PRESENT BUYERS.

lookatmylist.com, which launched on Wednesday, thinks that Tony Blair and Pete Doherty have something in common: Participants in our survey reckoned that they would be the worst celebrity present buyers. Despite being described as dour, our current PM Gordon Brown is considered to be slightly better at the art of present buying and only scored 16%, while at 4% David Cameron is practically a Personal Shopper!

Big Brother's Davina McCall is thought to have present buying prowess and was nominated top UK celebrity present buyer. She is closely followed by Jonathan Ross, who takes 13% of the vote. The UK is undecided about Katie Price, aka Jordan, who came 4th as the worst buyer but was also thought to be the 3rd best present buyer in the UK.











Who would buy the worst present?

Tony Blair	22%
Pete Doherty	22%
Gordon Brown	16%
Katie Price	9%
Terry Wogan	8%








.....and who would buy the best present?

Davina McCall	17%
Jonathan Ross	13%
Katie Price	13%
Chris Moyles	13%
Charlotte Church	11%




The survey also asked about the worst presents received and gained some surprising results. Here's the Top 10.....

-  "4 tins of tuna"
-  "A cow that yodelled and flashed its udders which wiggled"
-  "Cream for my eczema"
-  "Bible related socks"
-  "Chocolates. (As) it is widely known in my family that I have an eating disorder"
-  "A Fire Blanket"
-  "A toy from Ann Summers that I opened in front of my dad"
-  "A lump of wood"
-  "A £2 postal order"
-  "Bubble Bath that I was allergic to. I spent Boxing Day in hospital"

The purpose of the survey was to finally answer the question, “Is it wrong to ask for what you want?”





-  *Two-thirds of us (65%) often struggle to know what to buy people.*
-  *73% of gift buyers prefer it when they are told exactly what to buy.*
-  *Nearly half of us (49%) would like to spend less time looking for presents*
-  *Over three-quarters of people (76%) have said they have tried to give the impression they are happy with a present when they're not.*
-  *Nearly half of people (44%) have received the same present twice.*
-  *Nearly a third (32%) of people have passed on an unwanted present to someone else.*
-  *Nearly half (48%) said when they don't know what to buy they compensate by spending more.*

We all know there aren't enough hours in a day and, when you've got a present to buy, searching for that bit of inspiration can sometimes be another stress you could do without. Also, in a time when we're thinking of our carbon footprint, it's important that we reduce the amount of our unnecessary items. So the most obvious thing to do is to ask for what we REALLY want. There's always something we need, so what's wrong with just asking for it? And if you're the one buying the present, you don't want to traipse around the shops with no idea what to buy and then, in desperation, overspend on something your friend pretends to like when in reality they don't want it. Or even worse, you commit the ultimate uncreative and boring crime....you buy a gift voucher!

-  *Nearly half of people (47%) feel overwhelmed by the number of presents they have to buy.*
-  *On average across the UK we waste 5 days a year looking for presents.*
-  *51% of people said they found purchasing presents a chore*

With all these depressing facts and figures, it seems Father Christmas could do with a helping hand this year. Well great news, because from **Wednesday 21 November** a brand new website, lookatmylist.com will be his new best friend....and yours too! The website is all about encouraging people to ask for what they REALLY want, making both the “giver” and “receiver” happy.

lookatmylist.com is a simple, friendly, personable and easy to use website which allows people to create a list of presents they want. This list is then automatically sent to their friends and family where they can visit a personal “list page” to claim presents and see what other people have bought. This means the ‘receiver’ won't get the same present twice and it creates an on-line community for the friends and family. The great thing is, it's still a big surprise, as the list maker never gets to see their own list!

-  *Scotland is NOT the tightest region, spending on average £33 per present. London is the highest with £42. And the lowest were the South West, North East, and Yorkshire & Humberside all at £26.*
-  *We must be a smelly nation as 66% of men receive deodorant sets and 78% of women receive bath and shower products.*
-  *Over a quarter of males (26%) are likely to receive a 'funny' present they don't find funny.*
-  *Over a quarter (27%) of people are bashful when opening presents and don't like people watching.*

Some people may think asking for what you want is rude or ungrateful, but the creators of lookatmylist.com feel very passionate about the philosophy behind the site and the research shows they're not alone. Their mission is to get rid of unwanted presents forever!

The two people behind lookatmylist.com are Dave Payne and Gavin Inskip, both in their twenties, who work in the television and radio industry as broadcasters. They are best friends who met working for Five, where Dave is a presenter of the children's programme *milkshake!* and Gavin is a continuity announcer for the channel.

"It was an idea we felt very excited about, so we both decided to get up and do it! Look at Google and Facebook; they were all just simple ideas which have now turned into household names" says Dave.

"Initially we wanted to make the website just because we were excited about the idea and knew us and our friends would love to use it for ourselves" recalls Gavin. "But then once friends told friends, everyone seemed to love it and the idea just grew and grew so we quickly realised this could be big! Business today is all about ideas and creativity, and you need to act on your ideas once you get them, we've learnt a lot from this and it's been great"

The idea came from Gavin's birthday last year.

"No-one knew what to get me for my birthday so I emailed all my friends with a list of stuff I wanted" explains Gavin.

Then on the night of his birthday meal, "I received 3 copies of Jaws on DVD and 2 copies of The Da Vinci Code."

"We all blamed Gav for this, as he had sent out the same email to *everyone!*" recalls Dave, "The next day, Gav and I got together and discussed the moral issue of people asking for what they want. And that's when the idea of lookatmylist.com was born".

They have a group on **Facebook** (*What On Earth Were They Thinking When They Bought Me This Rubbish Present*) where members can submit their worst ever presents through photos, videos and wall posts. Also they have a **Myspace** page <http://www.myspace.com/lookatmylist> which features their progress through a blog.

"We're really looking forward to Christmas this year, and yes, our lists have already been made" says Gavin

"So if anyone fancies getting me a present, just let me know and I'll send you the link!" adds Dave.

"Can't believe you said that Dave – seriously, he really does need the extra friends"

Happy Christmas and we hope this year it's even more special for you if you use lookatmylist.com and get what you REALLY want!

[Lookatmylist.com](http://lookatmylist.com) has launched just in time for Christmas 2007 and the best news is it's completely free to use! It will revolutionise the way you buy gifts. Why not have a quick try now yourself? You never know, we might just have Christmas sorted for you before your next meeting! The website aims to constantly improve and update itself with new features as it develops. There is more information about the story behind lookatmylist.com on the website under the "ABOUT" section

PRESS RELEASE ENDS – EDITOR NOTES CONTINUE

NOTE TO EDITORS:

Please feel free to broadcast any of these results or information from this press release but not before MONDAY 19 NOVEMBER 2007




We would kindly ask that you credit lookatmylist.com (a new website).

Dave and Gav have plenty to say and are available for interviews about the research and lookatmylist.com.

Contact: press@lookatmylist.com

THE RESEARCH MAKES A GREAT TALKING POINT FOR PRINT/TV/RADIO INTERACTION.

MORE INFORMATION IS AVAILABLE BY GOING TO:

-  The website itself: www.lookatmylist.com (for the full story)
-  Their **myspace** page: <http://www.myspace.com/lookatmylist>
-  Or by joining their **Facebook** group (What On Earth Were They Thinking When They Bought Me This Rubbish Present)

FULL TABLES FROM THE RESEARCH ARE AVAILABLE ON REQUEST

-  Please contact press@lookatmylist.com for more information or to request an interview
-  The study was conducted with 501 respondents aged 16-35 with an online survey by QRS Market Research Ltd, an independent fieldwork and research agency who are members of the Market Research Society.
-  For further details about QRS go to www.qrs-research.co.uk

Beaver Design are a web and graphic design agency who designed and will maintain the website. For more details about Beaver go to www.beaver-group.com