



Why eBay loves those unwanted gifts

In Britain alone, it is estimated that £652 million was spent by consumers on unwanted Christmas presents. Despite the significant amount of money spent, with the average person spending up to £258 on friends and family, Brits dislike every one in every 11 gifts received. It's perhaps unsurprising then that as many as one in ten plan to sell unwanted items to finance their Christmas gift expenses.

The study, conducted by TNS Omnibus on behalf of eBay, measures trends and behaviours around Christmas in nine countries and speaks to more than 9,200 people across Europe. For the past two years, the study has been run using Ncompass OnLine and is turned around in just a couple of weeks. Our research findings showed key Christmas trends from across the world and appeared all over the international media – read the Austrian Independent's take [here](#) and some other interesting articles from the [UK](#) and [Canada](#).

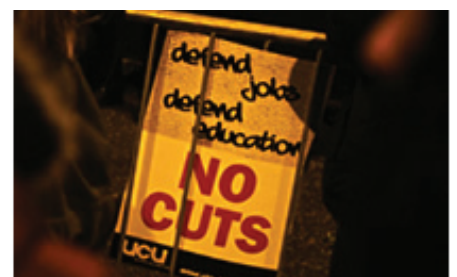


What does the British citizen want?

At a recent event attended by senior representatives from the government and public sector, the IIPS* presented findings from its 'What the Citizen Wants' study – which looks at the values, attitudes and aspirations of the British Public.

Using TNS Omnibus data for the quantitative study, we surveyed more than 1,000 people through face-to-face and telephone interviews and asked them a number of questions about their community and the wider society. [Click here for the full report.](#)

*The IIPS was established to drive the use of citizen insight to enhance public services, a partnership between TNS-BMRB and The Futures Company.





Travellers concern for air safety

TNS Omnibus often works closely with its Travel & Tourism colleagues to better understand the issues and concerns facing Britain's holiday market. Due to its speedy turnaround our OnLineBus is able to very quickly gauge reactions to recent events in the travel industry. In this case we evaluated public opinion of comments made by BA Chairman Martin Broughton about security checks that he deemed to be redundant. Hot on the heels of this explosive devices were found in cargo planes – one of which in East Midlands Airport. TNS was able to trend how people's perceptions of security change when they have been exposed to security incidents reported in the media. The results of this study featured in the [TNS Travel Talks](#) newsletter.



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