

## **Australia's crappiest Christmas present revealed: THE EMOJI POO PILLOW**

- Nationally representative survey sees smiling poo-shaped pillow sink
- Santa urged to avoid novelty and stick to quality

**Wednesday 7 December 2016:** A pillow shaped like the infamous smiling poo emoji has been voted Australia's stupidest Christmas present, followed closely by The No Button and toast-shaped USB plug-in hand warmers, in a nationally representative survey by Mozo.com.au.

The financial comparison site scoured the Christmas catalogues and Christmas sections of the nation's leading retailers and online gift sites to compile a shortlist of gifts that are a waste of money, useless or just downright silly.

"A great novelty gift can have the recipient ho ho ho-ing with laughter, but give the wrong person a pillow with the smiling poo emoji emblazoned on it and Grandma might say no no," warns Mozo Director Kirsty Lamont.

"And while it might sound funny to give your dad a customisable barbeque branding iron to sear his name on his steak, the reality is these novelty gifts often get stuffed away in a shed and you may as well have chucked your \$25 on the barbie."

Mozo says stupid gifts are currently on sale from a wide range of sellers keen to attract Christmas dollars, from Target and Kmart to David Jones and Myer, as well as online gift specialists like Yellow Octopus, Peters of Kensington and e-tail giant Kogan.

Mozo predicts Aussies will slap a record \$28.2 billion on their credit cards this December, resulting in an average credit card debt over \$4,200 once the silly season ends, and is urging shoppers to think carefully about whether a novelty gift that may never be used is really worth the gag value.

"We did see some differences of opinion as to what makes a stupid Christmas gift, with many more women than men voting the emoji poo pillow as a stinker, while the toast-shaped USB hand warmers were the hot favourite among men as the stupidest present," says Lamont.

"Close to half of over 55s voted the emoji poo pillow as the stupidest Christmas present, while less than 3 in 10 millennials put it on the naughty list. Interestingly, we saw the reverse with the social media shower curtain which was rejected by nearly half of under 25s, while over 55s were much less inclined to give it a thumbs down."

"And perhaps unsurprisingly, just 13% of Tasmanians thought microwavable slippers were a silly gift, compared with nearly four in ten Northern Territorians."

Mozo says USB plug in novelties are on the increase this Christmas, with a tiny plug in refrigerator that holds a can of drink charging into the top 10 stupidest gifts, joining the toast-shaped hand warmers.

“While USB plug in gifts got sleigh-ed in our survey, we were surprised that more votes didn’t flow in for novelty kitchen items like chocolate fountains and slushie makers that are destined to be relegated to an unreachable cupboard,” says Lamont.

“Likewise, a couple of personal care gifts that our in-house Grinches thought would clean up the votes, such as twelve miniature shower gels for the twelve days of Christmas and a facial sauna, didn’t make the nation’s top 10 stupidest gifts.”

**Australia’s 10 stupidest Christmas gifts**

Ranking	Gift	Price
1	<b>Emoji poo pillow</b> <i>A pillow shaped like the smiling poo emoji</i>	\$19
2	<b>The No Button</b> <i>A button that says “no” when pressed</i>	\$16.95
3	<b>Toast plug-in hand warmers</b> <i>Hand warmers shaped like pieces of toast that plug in to a USB port</i>	\$49.99
4	<b>Social media shower curtain</b> <i>A shower curtain printed with a social media profile including a space where the profile picture would be for the showering person’s head</i>	\$15
5	<b>Gold-plated playing cards</b> <i>A deck of playing cards plated with 24 carat gold</i>	\$36.99
6	<b>Custom barbeque branding iron</b> <i>Comes with set of 52 letters so a name or message can be branded onto barbequed meat</i>	\$24.99
7	<b>Bunch o Balloons</b> <i>A bunch of 100 water balloons that can all be filled up at once from a hose</i>	\$10
8	<b>The Wine Bottle Glass</b> <i>A wine bottle with a glass on top that has the capacity to be filled with an entire bottle of wine</i>	\$21.95
9	<b>Heat Feet Microwavable slippers</b> <i>With silicone inserts that can be microwaved and placed in pouches in the slippers to keep feet warm</i>	\$36.99
10	<b>USB can cooler</b> <i>A tiny fridge that can hold a single can of drink that plugs into a USB port</i>	\$15

Source: Mozo.com.au

**-ENDS-**

Notes on calculations: Nationally representative survey of 1,001 Australians aged 18 years and above conducted by Pureprofile between 17 and 21 November 2016. Christmas credit card spend and total debt calculations based on RBA Credit Card Statistics C01. Average debt based on 7,515,000 credit cardholders according to based on Roy Morgan Research 12 month average June 2016.

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