Polls are collections of public opinions gathered by Georgetown Institute for Consumer Research to shed light on issues relevant to consumers.

If a friend was going to spend a set amount of money on you for your birthday, what would you most like to receive?

Men were far more likely to prefer receiving cash as a present compared to receiving a gift or a gift card. However, women were more evenly split. A little more than half the women respondents said they would prefer a gift or a gift card, and a little under half the respondents said they would prefer cash.