

## **UNSENTIMENTAL BRITS TREASURE GADGETS MORE THAN HEIRLOOMS**

The 'digital revolution' is breeding a nation of Brits obsessed with computers and TVs and devoid of emotional attachment to more sentimental possessions, according to new research<sup>1</sup> from **Lloyds TSB Insurance**. The survey shows that more than a quarter of the population (28 per cent) would miss their PC more than anything, if it were stolen or damaged, while only six per cent would feel a similar sense of loss for a family heirloom.

Almost one in ten admitted that losing their TV would leave the biggest emotional vacuum in their lives, while many irreplaceable belongings would apparently not be missed at all. Although photographs, for their nostalgic value, would be missed by a quarter of the population (28 per cent), other 'sentimental' possessions featured much lower on the list.

Only two per cent said they would miss their children's creative efforts, such as paintings, or feel loss for a stolen or damaged diary or address book. A mere four per cent said they would care if they lost their entire music collection, while just one per cent would be upset by the loss of antique belongings.

The country's obsession with hi-tech gadgets is reflected in the fact that ninety per cent of homeowners remember to include these in their home insurance. However, four in ten people (41 per cent) forget to arrange cover for their expensive record collections, almost half ignore valuable ornaments and antiques (48 per cent), and 65 per cent overlook the wealth of belongings hidden in cupboards, lofts and beneath the stairs. Ten per cent confessed they did not have any form of contents cover whatsoever, while a fifth of the population admitted they had no idea how much their property was worth.

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Phil Loney, managing director, Lloyds TSB Insurance, said: “Computers and gadgets seem to be taking over our hearts as well as our homes. Technology has always played its part in improving our lives, but we’re now witnessing technological advances on such a scale that our attachment to the simpler things in life is being diminished.

Phil Loney continued: “Home computers now double up as photo albums, record collections and diaries, making their loss harder to deal with. Nevertheless, the population’s lack of sentimentality is surprising, as is the lack of knowledge among Britain’s homeowners about their possessions, and whether they are covered by insurance.”

The survey also showed that one in ten have even moved home leaving behind belongings they’d squirreled away in lofts and cupboards. This is despite the fact that the country’s attics and stairwells, harbour a whole host of treasures, from old books (38 per cent) and toys (35 per cent) to furniture (16 per cent) and antiques (6 per cent).

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### **Notes to editors:**

<sup>1</sup> Research carried out by Tickbox.net, July 2004. Sample size, 1740.

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