

11/06

## **BRITISH KIDS ARE TOYING WITH A FORTUNE**

British youngsters are the proud owners of £28 billion worth of high-tech equipment in their own bedrooms, according to research by home experts **Lloyds TSB Insurance**. While a third of youngsters own gadgets, entertainment and high-tech equipment worth up to £2,000 in their bedrooms, as many as 1 in 10 children have up to £5,000 worth behind closed doors.

The survey into kid's bedroom technology shows how easily the huge price tag is wracked up, with over 7 in 10 kids owning TV's in their bedrooms, almost 6 in 10 owning a games console and over half owning a DVD player / recorder.

In addition, the following items made it onto the kid's bedroom must-have list:

- 51% have a hi-fi system in their bedroom
- 40% have a video player in their bedroom
- 34% have an iPod or mp3 player in their bedroom
- 32% have a PC in their bedroom
- 13% have digital TV or Sky TV in their bedroom
- 10% have broadband connection

The survey reveals that almost 9 in 10 children (88%) were given high tech items as gifts, as opposed to purchasing items themselves with money earned from jobs (only 8%) or pocket money (only 5%). Despite the huge amount of gift-giving, less than 1 in 10 parents (9%) thought that buying children high-tech items as gifts spoils them. Half of parents (50%) felt their children deserved or needed the items and almost a quarter (22%) said they thought these items kept kids entertained and out of trouble. Significantly, 1 in 20 parents (5%) said children's bedrooms now hold more valuables than any other room in the house.

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Phil Loney, Managing Director Lloyds TSB Insurance said: “It may surprise some parents, but our survey shows that British youngsters are quite literally, sleeping on a gold mine. As new technology increases, so to does the value of British kid’s bedrooms, with many kids owning seven or eight individual high-priced items.”

“With high tech trends set to continue, it’s important that parents ensure their home contents insurance is updated to include the ever increasing value of their kid’s bedrooms.”

For more information on Lloyds TSB Home Insurance or a quote visit your local branch, log onto [www.insurance.co.uk](http://www.insurance.co.uk) or telephone 0800 056 0114. Save up to 15 per cent off normal premiums when you buy online.

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**Notes to Editors:**

- . Research conducted by Tickbox.net in January 2005. Sample size of 1312
- . Population figures provided by the Office of National Statistics, as of December 2005, there were 13,221.4 million under 18 year olds.

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