

# Gizmos and Gadgets - are your kids covered?

Mobile phones, iPods and PSP's. They love their gadgets, but when did you last tally up the value of your kid's "must-have" equipment?

Many of today's youngsters are technologically advanced and materially rich beyond their years, largely as a result of persuasive marketing ploys, and of course, good old 'pester power'. But what happens when the number of gadgets start to grow or worse, get taken to school, college or even university? Are you and your family properly covered? On Christmas Day, my daughter was delighted with her iPod Shuffle MP3 player. Her brother has a Gameboy Advance, so you could say that my kids are children of the digital age. They may sound pampered but they don't have any more hi-tech gadgets than their friends.

Today's youth live in a trend-aware, gadget-filled world where board games are no longer enough. "The obvious aspirational areas for kids at the moment seem to be very technology driven," says Dave Lawrence, Planning Director at children's marketing agency Logistix. "It is just much

more available than in the past. We have an iPod generation and it is not just the domain of the 16-pluses. It is mainstream youth currency now."

Brothers James and Finn Buchanan, 15 and 13, have each got mobile phones, MP3 players and share a Sony PlayStation. They also share the use of a home computer and enjoy surfing the web. "I sometimes feel the boys' rooms are like a branch of Dixons," says mum Helen.

According to Childwise Monitor Research\*, most 13-16 year-olds now have access to a computer at home - with half having their own PC or laptop. Almost all access the internet, with half doing so daily, for homework, MSN, email, games, downloading music and information. One in three

go online in their own room, and one in five have their own website. The majority have visited eBay, and a third have sold items online.

“The older kids are, the more valuable their belongings tend to be.”

## Our kids research found:

**90%**

of teenagers own a television

**51%**

have a hi-fi system in their bedroom

**40%**

have a video player in their bedroom

**34%**

have their own iPod or MP3 player

**32%**

have a PC in their bedroom

Research conducted by Tickbox.net on behalf of Lloyds TSB Insurance

## Electronic gold mine

Mobile phone	£30 – £150
MP3 speakers	£60 – £250
Desktop computer	£600 – £1,200
Games console	£200 – £300
Television	£70 – £300
DVD player	£25 – £100
Video recorder	£30 – £90
Mini fridge	£60 – £100

## High value

Technology is not cheap. Lloyds TSB Insurance commissioned research which found that British youngsters have £28 billion worth of expensive gadgets in their bedrooms. A third of them have entertainment and high-tech equipment in their bedrooms worth up to £2,000. But a privileged 10% keep £5,000 worth of goods stored behind their bedroom doors.

The older the kids are, the more valuable their belongings tend to be. By the time they hit their teens, having the right gear - from gizmos to clothes - becomes imperative. At that age, few things are worse than appearing 'uncool' among your friends. One in six of this age group have their own fridge, and 90% own a mobile phone. According to toy market research specialist NPD, in the UK we spend a whopping £2 billion a year on buying toys.

Unfortunately, many parents are leaving themselves under-insured by failing to take into account the value of their playthings. Lloyds TSB Contents Insurance customers can be confident that they are properly insured for accidental damage to TV, audio, video and PC equipment. If your child has professionally installed satellite equipment in their bedroom, that would be covered too.

The monetary value of your belongings can add up to an unexpectedly high amount making it even more worthwhile checking you have sufficient insurance for your family's valuables.

Having sufficient home insurance cover makes it a lot easier to replace prized items. Kids will always want the latest and greatest, and we want them to enjoy the best we can afford within reason. With adequate home insurance cover - there's one less thing to worry about.

Visit us at [www.lloydstsb.com](http://www.lloydstsb.com) to see what great cover you can get for your money.

**Are you and your family properly covered?**

\*Childwise Monitor Trends Report 2005. An annual sample of approximately 1200 children aged 5-16 years, face-to-face individual interviews, geographical coverage across England via 60 schools from the ChildWise pa.