



A GAMES CONSOLE, MOBILE PHONE AND CLOTHES Kids select perfect gifts for baby Jesus

Forget gold, frankincense and myrrh, 85% of UK children believe baby Jesus would prefer to receive a games console, a mobile phone and a set of clothes, a study by Geek Squad, the IT specialists, reveals. Six to fifteen year olds were asked to nominate gifts they believed would be most cherished.

For many children, Christmas has undergone a technical revolution – a huge 40% of all kids now compile their Christmas list by searching online, compared with only 16% who still write a traditional letter to Santa.

This year, almost a third (31%) of all households across the UK will play a games console such as Wii Sports, with the family on Christmas day, replacing old-time classics like Charades and Trivia Pursuit. Sadly, 34% of all kids say they don't play a family game at all on Christmas day.

Amongst opening presents and stockings, favourite things to do on Christmas day include eating chocolate, watching films and TV, and playing computer games.

The study also reveals that a third (33%) of children believe Christmas is over as soon as they've unwrapped their presents and the same number again (35%) believe Christmas finishes on Boxing Day – all completely unaware that the festive season lasts until 6th January.

Geek Squad agent David Greaves says: "It's a shame that children don't seem to be aware of the real meaning of Christmas but our research shows that as a nation we're increasingly fascinated by technology, and its value in our everyday lives. Without technology Christmas would be a humdrum affair. After all, a little technology at Christmas helps to bring people together."

- Ends -

Notes to Editors:

Statistics collated from Young Poll research of 350 UK respondents, aged 6-15yrs, Dec 2009

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