



## **T'IS THE SEASON TO WAIT FOR A SALE**

### **Brits forgo Christmas presents to seek out bargain gadgets in the sales**

Two thirds of Brits are prepared to forfeit a Christmas present to get a tech bargain in the January sales, according to research commissioned by Geek Squad, the 24 hour tech support service. Penny watching shoppers are most likely to annoy the lady in their life if they select this option and not share a present on Christmas Day.

A poll of 3,000 Christmas shoppers revealed men were the most willing to forgo a Christmas present in the hope of purchasing a bargain in the sales, despite more than half admitting they start their Christmas list at least 3 months prior to the big day.

A quarter of those receiving gadgets on Christmas day admit to losing interest by New Year's Eve, highlighting a potential problem for anyone considering spending hundreds of pounds on a surprise present for their child or partner. Boys are the most likely to lose interest. One in three admits to pushing them to one side within a week and more than a half of all males confess to being bored within 3 months.

"Gadget fatigue is a common Christmas condition," confirms Geek Squad Agent Martin Dix. "Anticipation can sometimes be so great it's difficult to sustain interest once the product has been used for the first time. Often the gadget isn't used to its full potential which intensifies the fall off in excitement experienced."

This Christmas two out of three shoppers will research their chosen product on-line.

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#### **Notes to Editors:**

Statistics collated from One Poll research of 3,000 UK respondents, December 2009

#### **For more information please contact the press office:**

George Leney T: 0207 611 3741 E: [George.leney@ketchumpleon.com](mailto:George.leney@ketchumpleon.com)

Natalie Harris T: 0207 611 3728 E: [Natalie.harris@ketchumpleon.com](mailto:Natalie.harris@ketchumpleon.com)

Geek Squad is a 24/7 technology support service helping you get the most out of your gadgets. They read the manuals so you don't have to. Fix, repair or run faster, your tech works better with Geek Squad's help.

You can speak to an Agent by calling 0800 049 3046. Alternatively, log on to [geeksquad.co.uk](http://geeksquad.co.uk) to learn more about Geek Squad's services and view tech tips. Prices start from £6.99 per month.

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