

OVER HALF OF BRITS WON'T USE PROTECTION THIS VALENTINE'S DAY

New research from SquareTrade reveals 57% Brits fail to protect their smartphones against damage

Despite it being the most romantic day of the year, a quarter of Brits have admitted they would rather spend the night in bed with their smartphone, tablet or laptop than with their partner, a new study by protection plan provider SquareTrade reveals.

A staggering 1 in 4 (22%) of Brits in relationships claim they would be more distraught by dropping their phone down the toilet than they would be breaking up with their partner. Despite this, however, over half (57%) of smartphone owners don't protect their smartphones against accidental damage.

Married people are the least likely to use protection, with only 39% protecting their smartphone against damage, despite the fact that almost one in five (18%) of them have had an accident with their smartphone in the past 12 months.

Those in a relationship are the clumsiest Brits, with almost a quarter (23%) having had a smartphone accident in the last year. However, those who are coupled-up are the most likely to use protection, with over half (52%) having smartphone insurance.

Singletons need to up their game, with less than half (42%) using protection when it comes to their phones, and one in five (21%) having damaged their device within the last 12 months.

With a fifth (21%) of Brits revealing they have damaged a smartphone during the last 12 months, SquareTrade's European Managing Director Kevin Gillan is urging the UK to put a protection plan in place:

"Nobody likes a nasty surprise. Accidental damage is by far the most common claim in the UK, so it's important to have protection in place for when things go wrong.

"Lots of warranty providers weasel out of paying accidental damage claims, but we offer a plan that covers against any type of accidental damage with no loopholes, to make sure breakages don't pose a problem this Valentine's Day."

SquareTrade protects mobile devices, laptops and tablets, and other consumer electronics and appliances from malfunctions, accidental damage and life's frequent mishaps. Unlike old-fashioned warranties, SquareTrade is designed for today's consumer and uses innovative technology to deliver a zero hassle claims process. You can find SquareTrade at Tesco stores, or for more information, go to www.squaretrade.co.uk.

-ENDS-

**For further information please contact the SquareTrade press office at Frank PR:
Chloe Jervis / Sarah May Kershaw
0207 693 6999/ squaretrade@frankpr.it**



-ENDS-

Notes to Editors:

About SquareTrade:

SquareTrade is the #1 rated protection plan trusted by millions of happy customers for its fast and exceptional service. SquareTrade protects mobile devices, laptops and tablets, and other consumer electronics and appliances from malfunctions, accidental damage and life's frequent mishaps. Unlike old-fashioned warranties, SquareTrade is designed for today's consumer and uses innovative technology to deliver a zero hassle claims process. SquareTrade has more than 200,000 fans on Facebook, consistently wins industry awards and receives thousands of 5-star reviews for its customer service. Top retailers around the world offer SquareTrade, achieving a 200% increase in sales on average and happier customers. SquareTrade's rapid transformation of the warranty industry attracted one of the largest private capital raises in 2012, with a \$238 million round led by Bain Capital and Bain Capital Ventures. Headquartered in San Francisco and London, SquareTrade is privately held. For more information, go to www.squaretrade.com.

Methodology and Data Sources:

1. SquareTrade's 2014 UK Valentine's Day Survey conducted in January 2014 using Google Consumer Surveys. Feedback was collected from a total of 507 online consumers.
2. SquareTrade's 2014 UK Protection Pulse Survey conducted in January 2014 with Censuswide. Feedback was collected from a total of 2,050 online respondents, 1,418 of whom were smartphone owners.