

TWO-THIRDS OF BRITISH MEN WOULD PREFER TO PLAY NEW VIDEOGAMES THAN HAVE NIGHT OF PASSION WITH THEIR PARTNER

Submitted by: 10 Yetis PR and Marketing

Thursday, 2 April 2009

Research from the UK's only specialist PS3 price comparison site has found that 1 in 3 British men would prefer to play videogames than sleep with their partner, citing women as being 'hard to please', with 72% claiming they'd give a night with the missus a miss to play a 'new game release'.

In a study of 1,130 British men, of those in relationships, 32% said they would prefer to play videogames than sleep with their partner, with the reasons for this ranging from their "partner being hard to please" through to "not as much fun".

Specialist PlayStation3 site, www.PS3pricecompare.co.uk recently launched and no allegiance to any retailer, means it ensures that consumers find the cheapest new consoles and games available no matter which big name brand that happens to be. As part of the launch, the site commissioned research into gaming habits.

When asked "Which would you prefer; sex with your partner or an evening playing videogames?" 32% of men said they'd prefer to sit down and play by themselves.

However, that number increased when the question changed to include "new videogames", with 72% of men in relationships claiming they'd forego a night of passion to spend an evening playing a newly released game.

When asked to validate their response to the previous questions, nearly half of those who claimed they'd prefer to spend a night with a game as opposed to with their partner said that this was because their partner was 'hard to please'. Nearly a quarter of all respondents said that thought a night of passion is "not as much fun as a night playing videogames".

In response to the question, "If you were given £50, what would you be most likely to spend it on?" the majority, 41%, said they'd spend it on 'a videogame', 19% said 'clothes' and just 3% said 'bills'.

Mike Elsmore, developer of PS3PriceCompare.co.uk said,

"I, like many other men, am an avid gamer, but even I find these results startling. I'm not sure my partner would appreciate me ignoring her for any old game... now, Resident Evil 5... that's a different matter!

"My hope is that consumers will use PS3PriceCompare as the one-stop shop for comparing all retailer's prices online before making their choice as to console or their next game purchase, and given that there is so much difference in pricing and some great deals out there, I'm pretty sure that's a possibility."

ENDS

For more information, please feel free to get in touch with Rich Leigh, 10 Yetis Public Relations (<http://www.10yetis.co.uk>) Agency, on 01452 348 211 or rich@10yetis.co.uk. Alternatively, find me on Twitter @RichLeighSmith (<http://www.twitter.com/richleighsmith>)

EDITORS NOTES

PS3PriceCompare.co.uk is a site that brings together all the best deals from retailers such as Game, Gamestation, Play.com, Gamesseek, Dixons, PC World, Currys and more, ensuring that users can view the best deals before making their choice.