

# Making Life Easier

## Survey: Computer Crashes Scarier Than Death And Taxes

(NAPSA)— Like it or not, computers are an integral part of most Americans' lives. They help us manage our bills, keep in contact with family and friends, and share digital photos with one another. They also crash from time to time, which, according to a new survey, is the source of much fear among Americans. In fact, more Americans report that they fear losing everything on their computers more than they do death, an IRS audit or public speaking.

The survey also reports that about 40 percent of Americans say, after family and friends, their computers would be either "first" or "among the first" things they would save in a fire, which begs the question, "How did people form such strong attachments to their computers?"

Robert Stephens, founder and chief inspector of Geek Squad, a 24-hour computer support task force, says, "When people talk about the things they save on their computer, it's never 'my files' or 'my data'—it's 'my family photos' or 'my favorite songs.' People use computers to save their memories, which, if lost, feel impossible to replace."

According to the survey, nine out of 10 Americans agree that although technology has made their lives easier, they still experience computer problems, frustrations and fears.

### Free Education Program

To help people peacefully coexist with their technology and dispel these fears, Geek Squad has introduced a free, national consumer education program called the Technology User's Bill of Rights.



**The Geek Squad has lots to do. A survey shows Americans have strong attachment to computers.**

The Geek Squad Technology User's Bill of Rights, which gives helpful tips about how civilians can pursue and acquire life enhancements such as Wi-Fi security, virus protection, spyware prevention, digital photography and gaming networking, is available at Best Buy stores nationwide on an interactive CD-ROM (while supplies last) and online at [www.geeksquad.com](http://www.geeksquad.com).

"When people say they worry more about losing their Word documents than they do death and taxes, that's a clear indicator that computers have become more central than ever to people's lives," said Stephens. "Owning technology these days is as much a part of life as liberty and the pursuit of happiness, and civilians desperately need help to protect the ability to live with their machines."

Geek Squad Precincts are available in all Best Buy stores across the country, online or at 1-800-GEEKSQUAD. With 24-hour, rapid in-home deployment, agents can set up, fix or maintain anything that plugs into a computer or a network no matter the make, manufacturer or place of purchase.