

# Forget blondes, Brummies have most fun!

Submitted by: 10 Yetis PR and Marketing

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Nationwide research by one of the UK's leading gifting sites [www.prezzybox.com](http://www.prezzybox.com) has found that people in the North of England take life less seriously than their Southern counterparts, with Birmingham home to the most fun-loving people in Britain and Northern cities completing the top 5.

As well as being full of some of the best fun gifts and gadgets known to man, [www.prezzybox.com](http://www.prezzybox.com) has discovered that Birmingham is home to the most fun-loving people in the UK. Just three out of the top 10 'most fun places in the UK' were from the South, with light-hearted Northerners leading the way.

Birmingham has been named the Most Fun Place to Live 2009, with residents topping the chart by fulfilling a number of fun criteria as set by Prezzybox, including how many times residents laughed a day, how often they'd buy fun gifts and more.

Research was commissioned by the site to group respondents by city, attracting 2410 UK responses. The question "on a scale of 1-10, how stressful would you say your life was?" resulted in 39% of Londoners answering to life being 'very stressful', whilst just 9% of Brummies agreed.

When asked "How often do you laugh a day?" Brummies came out top, with over half, 53%, claiming to laugh more than 20 times a day. The national average is 17 times a day, something just 23% of people in the English capital claimed to surpass.

Glasgow was the only non-English city to appear in the top 10. London placed 17th.

Sales data from [www.Prezzybox.com](http://www.Prezzybox.com) confirmed that Northerners and in particular people from Manchester and Liverpool buy more fun gifts than people in the South of the UK, backed up by the fact that Manchester and Liverpool placed second and third respectively in the study results.

Here is the full top 10 'most fun places to live':

1. Birmingham
2. Manchester
3. Liverpool
4. Newcastle
5. Leeds
6. Bristol
7. Sheffield
8. Glasgow
9. Exeter
10. Blackpool

Zak Edwards, founder of [prezzybox.com](http://prezzybox.com), which attracts more than 300,000 unique visits per month from fun-loving Brits had the following to say,

“Given the economy, we hoped to be able to show that Brits are still keeping their chins up and being from Birmingham myself, I totally agree that Brummies have more fun!

“The research showed that people living in Southern cities take life more seriously than their Northern cousins and could maybe do with a bit more fun in their lives.

“Prezzybox is an obvious solution, with fun affordable gifts and gadgets for him and her, personalised gifts, experience days and more on offer, all intended to raise a smile. From home pole dancing kits to driving battle tanks, we guarantee to put a bit more fun into the British summer!”

ENDS

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Notes to editors:

Prezzybox was founded in 2000 by Zak Edwards. From a tiny rented office in an Industrial Estate in Leicestershire the team - Zak, Mom, Dad and Girlfriend busily began creating a gift site which was full of delightful products together with a number of features to make gift buying a breeze.

The site launched in 2001 with a raft of gift ideas and features – such as the gift wizard, wish list feature and referrals scheme – and has gone from strength to strength.

The site has enjoyed a 37% growth in visitors from last year and shows no sign of slowing down.

Having won the 'Choice of Merchant' and 'Affiliate Manager of the Year' awards in 2007 with an Honourable mention in 'Innovation in Affiliate Marketing' against Amazon.com, Prezzybox.com have continued to provide outstanding innovation and creativity in their online service.

Prezzybox.com also won 'Best Use of Creative' and 'Best Merchant Innovation' awards in 2008 with Zak Edwards being highly commended in the 'Affiliate manager of the year' award.

Prezzybox have also won 'Innovative Merchant of the Year' 2009 and Winners of Customer Service 'WOW' Awards 2007-2009.