

Draft 1

PRESS RELEASE

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Lower Income Leads to Greater Generosity at Christmas

According to research from BigFatBalloons.co.uk, the helium filled balloon and gift website, the less you earn the more generous you are when it comes to buying gifts for family and friends at Christmas.

In a recent survey, over 40% (41.3%) of respondents who earn less than £20,000 per year admitted to spending over £30 on an average gift for family and friends. Yet only a quarter (25.6%) of those who earn between £21,000 and £40,000 will spend over £30 per gift.

And it seems the more you earn the less generous you become, with less than a quarter (23%) of respondents who earn between £41,000 and £60,000 admitting to spending over £30 each on their friends and family.

It's only when earnings rise above £60,000 that generosity starts to increase again – but only just - with 42.5% of respondents admitting to spending over £30 per gift for friends and family. Yet, as expected, this sector did see the biggest overall spenders with 17.5% anticipating that they will spend over £50 on an average gift for their friends or family.

BigFatBalloons.co.uk offers a range of balloons and gifts for all budgets, whether you're looking for a low cost but exciting gift this Christmas or looking to splash out a bit more on your loved ones. All balloons and gifts can be delivered in time for Christmas.

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