

NOT ON THE HIGH ST.

Not On The High Street is Coming to the Rescue of Forgotten December Birthdays

Research finds that December babies receive 160 fewer birthday presents in their lifetime



29th November 2022, London, UK: Not On The High Street, online marketplace and small business champion, is coming to the aid of Sagittarians and Capricorns across the UK, with the launch of its 'Forgotten Birthday Exchange' from 1st December, following new research which reveals that people with December birthdays receive 160 fewer presents than others in their lifetime*.

It's official: December is the worst month to have a birthday, with December babies receiving an average of four birthday presents a year – two fewer than those born in other months – with three quarters (75 percent) having admitted to receiving joint birthday and Christmas presents. In fact, almost one in four (18 percent) of people polled admitted to having entirely forgotten their friend or family member's December birthday.

And it's of no surprise to December babies, with over a third (39 percent) having admitted to receiving birthday presents wrapped in festive themed paper, and half (55 percent) confessing to feeling underwhelmed when their birthday gifts are in short supply. In fact, a quarter (23 percent) of those polled have had to wait until the post-Christmas sales to receive their birthday gift, as family and friends hold out for a bargain.

Presents aside, the research also found that more than a third (34 percent) of people born during the festive period have had to cancel a birthday party, because people dropped out at the last minute or had other plans, with one in six (16 percent) admitting to having thrown a joint birthday and Christmas party in a bid to get people to turn up.

This year, Not On The High Street is bringing joy to festive season birthdays, inviting people to exchange their worst forgotten birthday stories on social media to be in with a chance of receiving a free gift from its newly curated 'Forgotten Birthday Edit'. Featuring personalised brownies and star sign prints to quirky cocktail glasses and birthday cards, the epic product range is all from the UK's best small businesses.

Lorna Brown, Creative and Brand Director at Not On The High Street, who conducted the research, said: *"Amid the festive season chaos, those with December birthdays are easily forgotten, with their special day often arranged at the last minute. This year, we're encouraging everyone to look out for those with December birthdays, as even small gestures can go a long way. At Not On The High Street, to help bring joy to the Sagittarians and Capricorns of Great Britain, we're launching our Forgotten Birthday Exchange, where December babies can swap their birthday stories for free gifts from our newly curated Forgotten Birthday Edit"*.

The Forgotten Birthday Exchange will go live from 1st December, for 12 days, during which Sagittarians and Capricorns can share their forgotten birthday sob stories on Not On The High Street's Instagram using the #ForgottenBirthdayExchange.

For more information and to shop the edit go to <http://notonthehighstreet.com/campaign/forgottenbirthdayedit>

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Notes to Editors

For more information contact: noths@itsprettygreen.com

Top 10 most disappointing December birthday presents according to research

1. A box or tub of festive themed chocolates (37%)
2. A festive themed beauty gift (27%)
3. Christmas socks (21%)
4. Toiletries with a festive smell e.g., bath bubbles with gingerbread scent (19%)
5. A bottle of a Christmas drink e.g., sherry, Bailey's etc (18%)
6. Something which was clearly bought in the Boxing Day or end of year sales (15%)
7. A Christmas or festive themed candle (15%)
8. A Christmas jumper (13%)
9. Christmas themed sweets like candy canes (12%)
10. A DVD or video of a festive themed film (10%)

**Average life expectancy (80) x present difference (2) = 160 fewer presents over a lifetime*

This research of 2,000 Brits was commissioned by Not On The High Street and conducted by [Perspectus Global](#) during November 2022.

Terms & Conditions

1. Open to UK entrants aged 18+ years. 2. Forgotten Birthday Exchange will run Thursday 1st December (9:00am GMT) to Tuesday 13th December (9:00am GMT) via the Not On The High Street Instagram page: <https://www.instagram.com/notonthehighstreet/?hl=en> 3. Once entrants share their story via the comments section of the Forgotten Birthday Exchange Instagram post, they will go in an entrant pool whereby 200 entrants will be randomly selected to receive one gift from The Forgotten Birthday Edit (selected by the Not On The High Street team): www.notonthehighstreet.com/campaign/forgottenbirthdayedit (full T&Cs apply - see <https://www.notonthehighstreet.com/campaign/forgotten-birthday-exchange-competition-2022-terms-and-conditions>) 4. Promoter: Notonthehighstreet Enterprises Ltd t/a Not On The High Street. NOTHS House, 63 Kew Road, Richmond, Surrey, TW9 2NQ.

About Not On The High Street

Founded in Richmond, London in 2006, Not On The High Street helps people celebrate life's big and small moments with a huge range of epic gifts. It's a curated marketplace that connects the best small creative businesses with the world. Bringing together 5.2 million customers with over 5,500 small creative businesses selling more than 300,000 products, Not On The High Street offers an extensive selection of joyful designs, affordable gifts and inspiring edits. Selling through Not On The High Street offers small businesses access to an engaged customer base, expert business support and a ready-made tech and data infrastructure.