

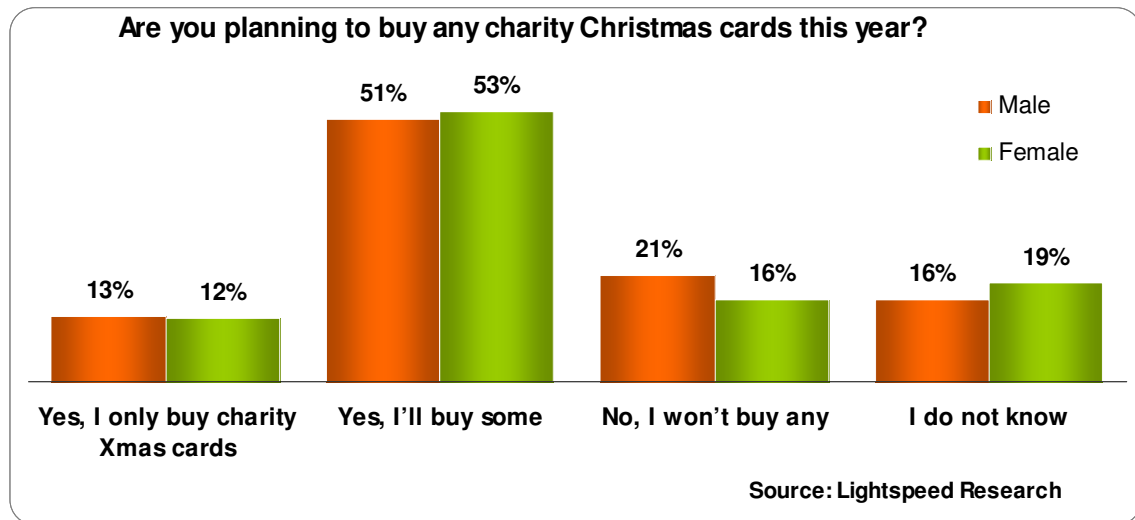
## Charity begins at Christmas

*Survey shows Britons are doing their bit for charity this festive season*

**London 14th December 2007:** The latest survey by Lightspeed Research, a leading global online research provider, shows how British consumers are making charitable contributions this Christmas and in particular to the Third World.

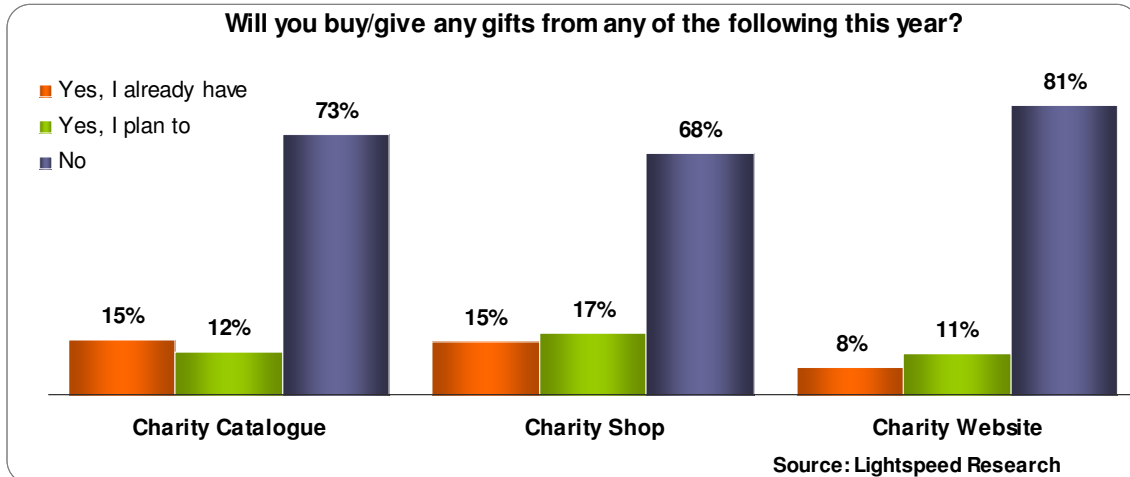
### With every Christmas card I write

In a survey of 1000 people carried out during December, 13% of respondents told us they only bought charity Christmas cards, and over half (52%) said they'd be buying at least some this year. As the chart below shows, there isn't much difference in buying behaviour between the genders, with women buying only slightly more charity cards than men.

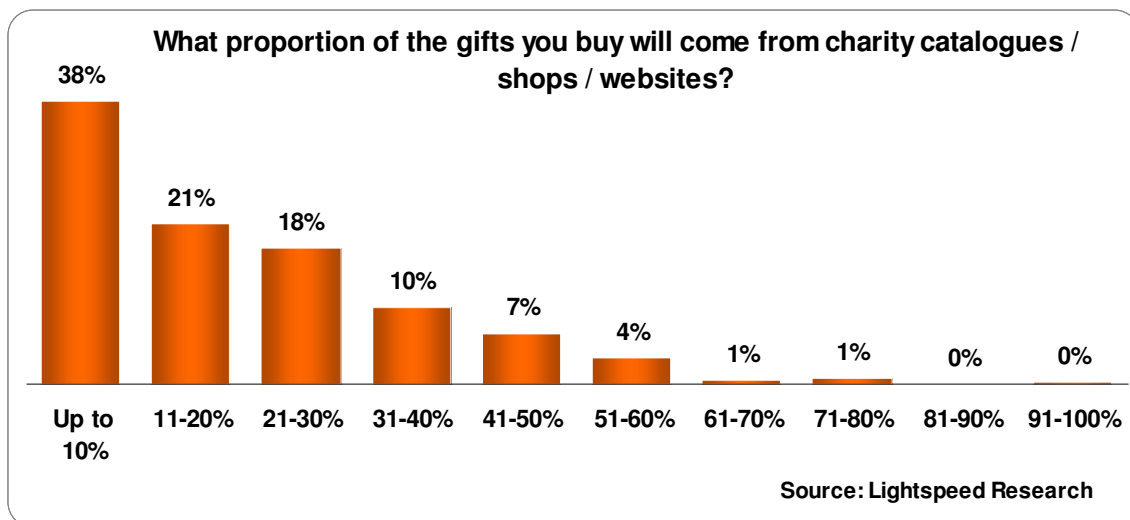


### Gifts Galore

We asked respondents if they planned to buy any of their Christmas presents from a charity catalogue, shop or website. Almost a third (32%) of respondents had either already purchased or planned to buy them from a charity shop, followed by catalogues at 27% and websites at 19%.



Just under half of our respondents (49%) say they'll be spending up to 20% of their total budget for gifts on charity products. The majority of respondents (38%) will be spending 10% of their total budget on charity gifts, with only 1% spending 71-80% of their budget in these destinations.



### Seeds, tools and animals make a popular gift choice

The survey revealed a large number of people aware of the kind of alternative gifts available to help people in the Third World, such as seeds, tools and animals. 18% of respondents had already purchased such gifts, with almost half (49%) saying they were thinking about it. 4% were planning to do this for the first time.

David Day, CEO Europe said “We were pleasantly surprised by the numbers of people that had given or were planning to give gifts that benefit others rather than the recipient. It is really heart-warming to see that despite all the consumerism, the spirit of charity at Christmas is still alive and well.”

-Ends-

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**About the survey**

Number of respondents: 1000. Survey only completed by people that celebrate Christmas.

**About Lightspeed Research**

Lightspeed Research is global interactive data solutions provider delivering market research results through global panels and products. Lightspeed Research provides access to household members across 34 countries in Europe, North America and Asia-Pacific.

Lightspeed Research's proprietary panels are recruited and maintained to ensure quality and representative sampling, supporting studies that range in scope and complexity across most industry sectors. These panels cover healthcare, financial services, automotive, B2B, telco, family and more. Lightspeed Research is a member of WPP (LSE: WPP) (NASDAQ: WPPGY), one of the world's leading communications services companies. For more information, please visit [www.lightspeedresearch.com](http://www.lightspeedresearch.com)