

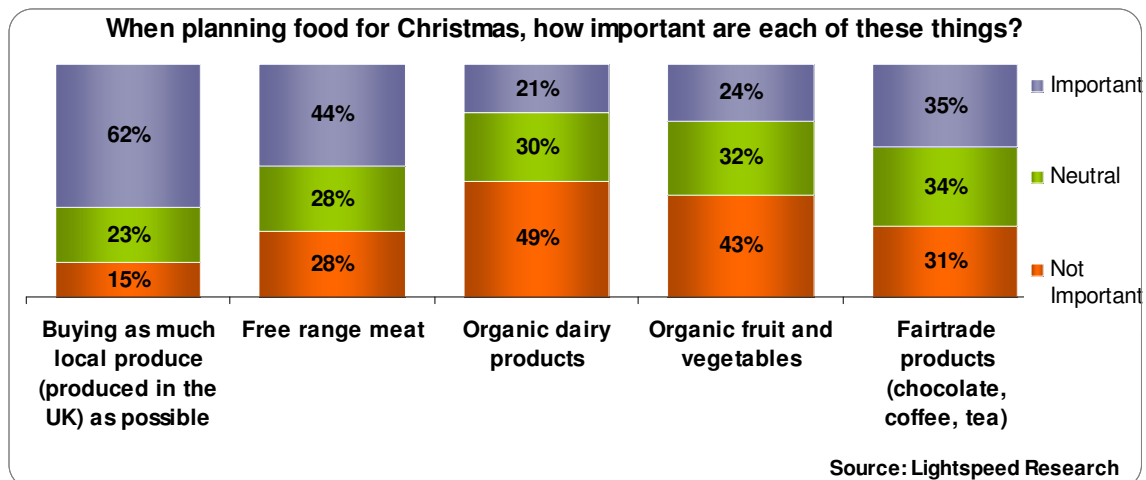
Britons dreaming of a Green Christmas

Survey shows Britons are making real changes this Christmas to be 'green'

London 17th December 2007: The latest survey by Lightspeed Research, a leading global online research provider, shows how British consumers are making changes in their purchasing behaviour this Christmas in response to environmental and ethical concerns.

Talking Turkey

There are signs of a small but significant revolution when it comes to what Briton's will be eating for Christmas lunch this year. According to our findings, 62% of respondents consider it important that the food they buy this Christmas is produced locally in the UK, and 44% of people are going to be choosing free range meat, with Fairtrade products coming in just behind at 35%. Three quarters of us will be doing our shopping in a supermarket and 15% on the high street. Only 8% will be buying at farmers markets, direct from the local producer or from speciality producers. This will put pressure on the major supermarkets to provide more locally produced groceries to meet this huge demand.

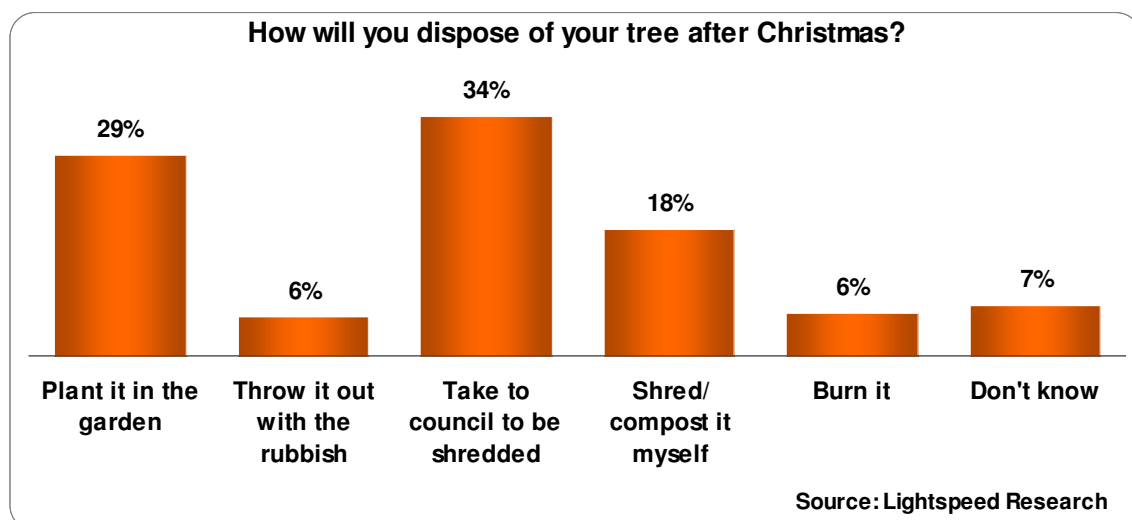


Not my bag

The message about carrier bags is definitely getting through – but it seems it's the human memory that is the problem. Whilst half of respondents said they would be using reusable bags for their grocery shopping, more than a third (39%) say they will if they remember. Only a hardcore of 11% of respondents are still not making the effort to take their own bags.

Recycling round the Christmas tree

More than two thirds (68%) of our respondents will have an artificial tree this year, with only 12% having a real cut tree and 6% with a living tree in a pot. 14% of respondents said they would not have a tree indoors this year. It seems the fate of these real trees differs after twelfth night, with the vast majority (81%) disposing of the tree in an environmentally responsible way. Only 6% will throw it out with the rubbish.



And to decorate the tree? Just over a third (39%) of respondents said that compared to last year they will be reducing their use of Christmas lights this year. Whilst the main reason given was because of environmental concerns at 49%, 38% of people are doing it to reduce their power bill.

To card or not to card

According to Friends of the Earth, 744 million Christmas cards were sent last year. Whilst the majority (64%) of people will only send paper cards this year, there are changes happening. Almost a third (31%) will send both paper and electronic cards and 1% will be sending only e-cards. 91% of those surveyed will be recycling their cards and wrapping

paper after Christmas, with 12% making a special trip to a recycling centre to do it and the remainder putting them in with their regular recycling. Only 9% say they won't recycle their old cards and used wrapping paper.

David Day, CEO Europe said, "There is no doubt that British consumers are responding to concerns about climate change and the environment by changing their habits this Christmas. In particular, the findings on Christmas food suggest a significant shift in behaviour that all grocery retailers need to respond to."

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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