



10% of British workers admit to power napping at the PC

London 21 August 2007: Latest research from [Lightspeed Research](#), a global interactive data solutions provider, has revealed that one third of British workers admit to having taken a nap after lunch at work.

In the online survey of more than 11,000 people, 10% admitted to taking a nap in front of their PC, followed by 7% who doze off in the car park. Joint third at 4% each were the couch, and in the much less comfortable toilets. Company meeting rooms are the choice for a cat nap for 2% of workers, with 1% choosing snoozing under their desk.

Question: Have you ever taken a short nap at work after your lunch time?

In front of my PC	10%
In my car in the car park	7%
In the toilets	4%
On the couch	4%
In the meeting room	2%
Underneath my desk	1%
None of the above	8%
I have never taken a nap at work	64%

Source: Lightspeed Research Aug 2007

David Day, CEO Europe said, “Power napping has been mentioned as an approach to promoting productivity in the workplace. Our research shows that a

third of British workers are already converted to the idea and taking the opportunity to nap if they need to.”

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Note: This poll reflects the opinions of only those Internet users who have chosen to participate. The results cannot be assumed to represent the opinions of Internet users in general, nor the public as a whole.

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