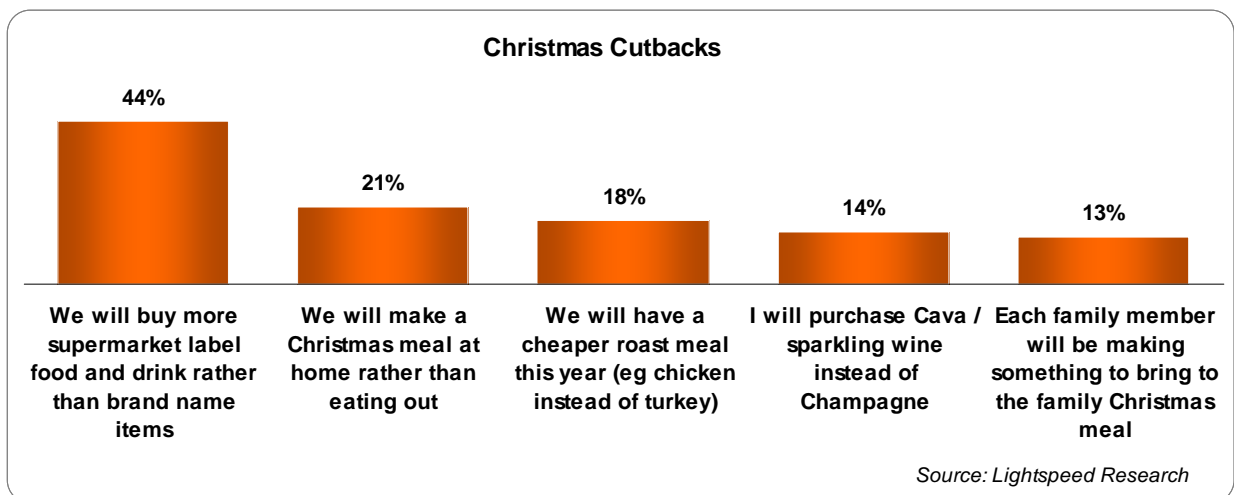


Supermarket own brands on the menu this Christmas

London 9th December 2008: More than a fifth of Britons (29%) will be spending less on their main Christmas meal this year, according to the latest survey by Lightspeed Research, a leading online market research company.

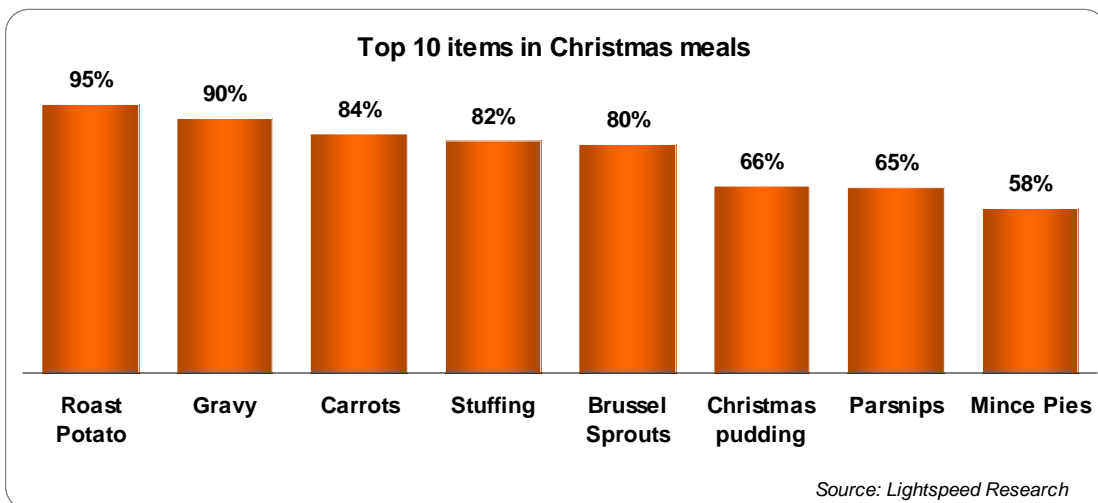
The main winners of the move to tighten belts at the time of year when people traditionally splash out on more expensive brands are supermarket own brands. Of those who were making cut backs on their Christmas meal spending, almost a half (44%) said they plan to buy more supermarket own brands this year. A fifth (21%) said they would be eating at home rather than dining out. Other festive cost-saving measures include choosing a cheaper cut of meat for the main roast, swapping Champagne for sparkling wine and asking guests to bring something to the Christmas table.



Nothing if not traditional

The roast potato is the most popular item on the Christmas plate – 95% of us will be served a roast spud or two. Three quarters of us will be eating turkey – with only 2% saying they’ll be eating a non-meat roast meal. There are regional variations in choice of favourite trimmings for the roast: cranberry sauce is most popular in the south, with pigs in blankets most likely to appear on northern tables alongside a Yorkshire pudding.

As for dessert, 66% of us will be looking for a lucky charm in our Christmas pudding, and 58% indulging in mince pies – with trifle and ice cream less popular. But don’t trifle with those living in the north of England: 41% will be tucking into one to end their meal, compared to only 27% in the south of England and 26% in the midlands. Of those surveyed three quarters said they would spend at least half a day preparing the Christmas meal, with 9% saying they would spend more than a day on it.



David Day, Lightspeed Research CEO Europe said, “These findings show that most people in Britain are determined to have a traditional Christmas dinner with all the trimmings in spite of hard times. With the amount of time most people plan to spend in the kitchen there may be more than a hint of nostalgia for earlier Christmases when money was short and had to go a lot further.”

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Note to editors

The survey was carried out by Lightspeed Research on their UK online panel in between the 25th and 29th July 2008. There were 1,000 respondents.

About Lightspeed Research

Lightspeed Research is a global interactive data solutions provider delivering market research results through global panels. 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. The company operates panels covering healthcare, financial services, automotive, B2B, telecommunications, family and more. Lightspeed Research is a member of Kantar and WPP (LSE: WPP) (NASDAQ: WPPGY), one of the world's leading communications services companies. For more information, please visit www.lightspeedresearch.com.