



Wave 03 2010 highlights

Here is the latest instalment of information on Urbanites, brought to you by Metro's award winning research panel, Urban Life.

Skiing / Snowboarding

8% of Urbanites have been on a ski/snowboard holiday in the last 12 months, and 31% have ever been on one.

France is where Urbanites are most likely to be shoop-shooping...is it down to the mountains, the food, the vicinity to the UK or the good looking instructors?!

Who knows, but they can't get enough!