



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.

Brands, products & services

Four clients put their questions to Urbanites in the second survey of the year...

Centrepoint – Investigating Urbanites' contribution to charities and their preferred method of donating

McCain – Examining attitudes to frozen oven chips and determining consumption levels.

BA – Determining how many Urbanites have been on ski/snowboard holidays and understanding the planning process

Hyundai – Investigating the number of Urbanites who are aware of Hyundai and its sponsorship of the World Cup