

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

## HAVE YOUR SAY

### Footballers shouldn't behave badly

6 in 10 Urbanites think that as footballers are role models, their behaviour off the pitch should influence their eligibility to play for their country.

### The cost of going to university

With rising university tuition fees and graduates struggling to find work, 46% of Urbanites say they would 'think twice' about going to university in the current climate. However, 31% say they would go to university no matter what the situation, with the remaining 17% thinking it's not worthwhile going.



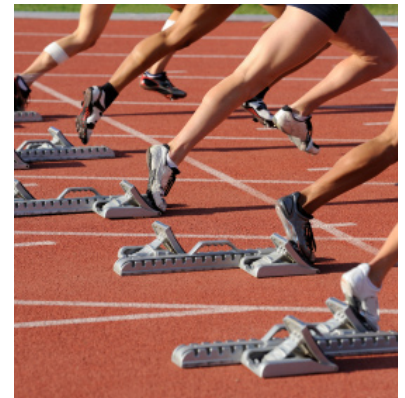
## URBAN LIFE

### London 2012 Olympics

8 in 10 Urbanites are happy that the 2012 Olympics are taking place in the UK. It's not just London Urbanites that are excited. Those outside of London are just as supportive of the 2012 Olympics, only slightly less happy than London-based counterparts (76% vs 82% in London).

4 in 10 Urbanites are planning to get tickets to Olympic events, with track & field and the opening ceremony the most popular events to see.

Urbanites' most important legacies of the 2012 Olympics are focused on economic and transport benefits, above sport. Keeping debt to a minimum, better transport infrastructure and the creation of more jobs are their top three legacies of London 2012.



### Online betting

13% of Urbanites have placed a bet online in the last month. Football and horse racing are by way the most popular events that Urbanites bet on. TV programmes like The X-Factor is the most popular topic to bet on outside of sports, which is fourth most popular overall, behind Formula 1.

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

## MEDIA & ENTS

### Mobile usage on the move

Listening to music, playing games and browsing Facebook are the things that Urbanites are most likely to do on their mobile phone whilst travelling on a train. However, whilst travelling on the Underground, London-based Urbanites are most likely to be using their mobile to play games.

### Location-based what?

4 in 10 Urbanites have heard of Facebook Places, 3 in 10 Foursquare and 4% have heard of Gowalla. These are all location-based social networking websites, which allow users to 'check in' to places and venues that they visit. Trying new things and keeping up to date with new trends are the main motives for Urbanites that use location-based social networks.



## BRANDS, PRODUCTS & SERVICES

### Three clients put their questions to Urbanites in the latest survey...

**118 118** - evaluating awareness and appeal of the 118 118/KGB Deals cartoon strip in Metro

**Cross Country Trains** - identifying frequency of train travel and methods and motives of buying train tickets

**Go Outdoors** - gauging interest in outdoor activities/hobbies and perceptions of outdoor retailers

If you'd like to ask our panel of Urbanites anything of interest (for free!) speak to your Metro rep or the Urban Life team.

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

## Urban rant

### The royal wedding

We asked Urbanites about their thoughts on this year's royal wedding between Prince William and Catherine Middleton. What are they excited about and what concerns they have?

### There are plenty of things that Urbanites are excited about...

*"Enjoying the atmosphere and build up to the event. Street party & 2 long weekends off!"*

*"Getting a day off next year. We need more bank holidays."*

*"Good positive feeling for the Royal family, which is good for tourism."*

*"Good to see him marrying a commoner!"*

*"Great news for a change, will hopefully bring the community together."*

*"Having 11 days holiday in exchange for 3 days annual leave!"*

*"I'm excited about the dress, the whole event, all the crowds, the day off."*

*"It's a great mood lift for the nation."*

*"I'm not a royalist but am pleased for William & Kate."*

*"Seeing Kate's dress. Seeing the mix of royalty, celebs and Kate's middle class family all at the ceremony."*

*"Witnessing the Royal wedding in London!"*

### But also, quite a lot of concerns about William & Catherine's big day...

*"Cost to the economy and myself as I don't get paid holidays."*

*"How madly busy London will become."*

*"Not being able to escape the constant and mind numbingly boring media coverage."*

*"Over-exposure in the media."*

*"People complaining about the cost without seeing the bigger picture."*

*"Security, and terror concerns."*

*"That the useless public transport workers will call a strike that day. Fire the lot of them!"*

*"The cost and media attention."*

*"Traffic, congestion, everything being more expensive."*

*"TV being full of nonsense about the wedding for ages."*