

## **B&A Wins Online Urban Life Panel contract 2010**

Behaviour & Attitudes are delighted to have been awarded the prestigious Urban Life Online Panel contract for Metro Herald.

Urban Life is an online community of up to 1,500 young Urbanites who live and work in the capital. The main purpose of the survey is to understand they think and act, as young professionals, living and working in Dublin. We harness their views across a wide range of topics; from opinion on the latest news, feedback on the newspaper, to what they get up to in their spare time and to which brands and products they use.