

## 2011 SUBSCRIBER SURVEY HIGHLIGHTS

### FEMALE AND FABULOUS

**98%** of our subscribers are female;  
**56%** are 25-45.

### LIVING THE GOOD LIFE

**36%** have household incomes between \$100K and \$200K. Another **8%** bring home over \$200K.

### HOLDING THE (PRADA) PURSE STRINGS

More than **75%** of subscribers report that they purchase the travel, dining, entertainment, home decor, groceries, toiletries and beauty products for their household.

### HITTING THE BOOKS

**80%** hold a college or university degree while **13%** completed grad school. A full **62%** would consider going back to school.

### WIRED WOMEN

**82%** buy event tickets online; **82%** book flights online; **68%** buy books and music online; **67%** buy fashion items.

### MOVING ON UP

**42%** are hoping to purchase a new home in the next two years, while **61%** are shopping for a new set of wheels.

### JET SETTERS

**67%** will be taking more than three trips this year, New York City being the top choice.

### THELMA, MEET LOUISE

**44%** are planning a group getaway this year.  
**64%** have Europe on their itinerary.

### MS. ENTREPRENEURS

**35%** have launched or expect to launch their own business.

### FASHION FORWARD

**68%** spend \$1,000-\$5,000 on fashion items per year, while **18%** spend \$5,000+.

### PAMPERING IS A NECESSITY

**79%** go to the spa up to 10 times a year; **13%** go more than 10 times.

### TRUE ROMANTICS

**57%** are married or in a common law relationship. Almost 1 in 10 is engaged and **22%** more hope to be within 2 years.

### YUMMY MUMMIES

**29%** have children living at home.

### THEY SEND TO A FRIEND

**77%** forward their favourite daily doses to their friends.

### SOCIAL SHOPPERS

**61%** have made purchases on group buying sites.

### MORE TECH TIME

**44%** of our readers use iPhone, **33%** BlackBerry and by next year, **45%** plan on a new iPad.

### CONNECTED AT WORK AND PLAY

**82%** are on Facebook, **43%** are on LinkedIn and **30%** are on Twitter.

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