

## 2010 SUBSCRIBER LIFESTYLE AND TECHNOLOGY SURVEY HIGHLIGHTS

How online are we? Very!

### SMARTPHONES FOR SMART GALS

**60%** of our readers use smartphones: BlackBerry (**31%**) and iPhone (**24%**) are the top choices.

### MORE TECH TIME

But by next year, the tables turn, with a further **38%** planning on converting to iPhone and **13%** to BlackBerry.

### FACEBOOK FRIENDS

**81%** are on Facebook (**30%** higher than the national average)

### CONNECTED, AT WORK AND AT PLAY

**39%** are on LinkedIn, and **30%** are on Twitter.

### E-MAIL ADDICTS

**64%** read their Vitamin Daily before they've had their first cup of coffee and **43%** check their email more than 10 times a day.

### BEAUTY AND BRAINS

Over **90%** of our readers love the way daily dose looks on their gadget of choice.

### DAILY DOSE ON THE GO? WE NEED AN APP FOR THAT

**62%** of our readers would like to see a VitaminDaily.com app.