



JUNGLEDRUMS MAGAZINE
SURVEY 2010

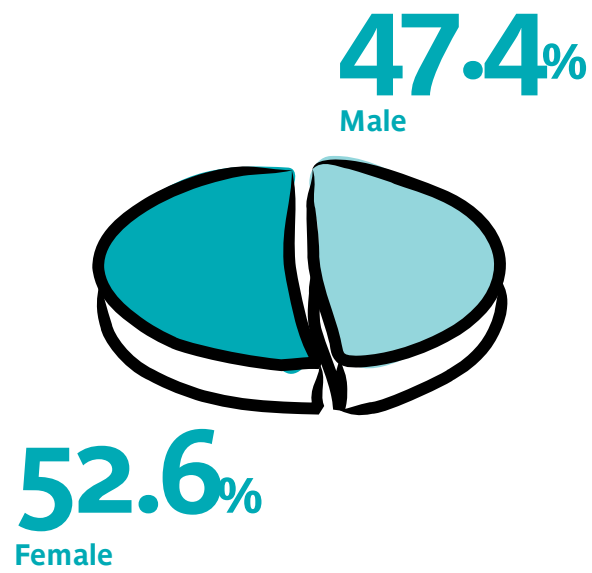
THE RESEARCH

A representative sample of 664 people took part in the survey between 1st January - 28th February 2010 and each person took an average of 13 minutes to complete it. The sample comprised of people over 16 years of age, from a range of different nationalities, who read **JungleDrums** magazine.

The main purpose of the research was to gain a deep understanding of our public so we can continue to work towards improving the services we offer and the results have been split and arranged into different categories throughout this presentation in order to provide you with a clear insight into our readers.

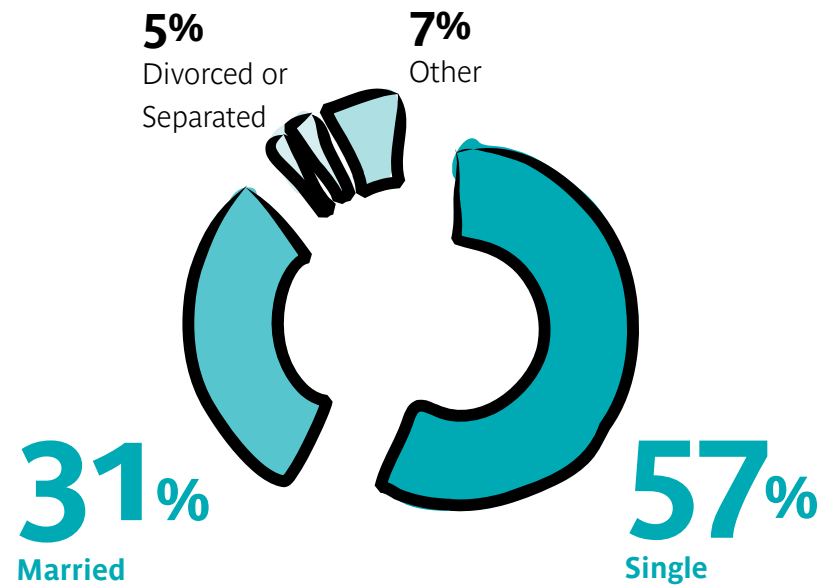
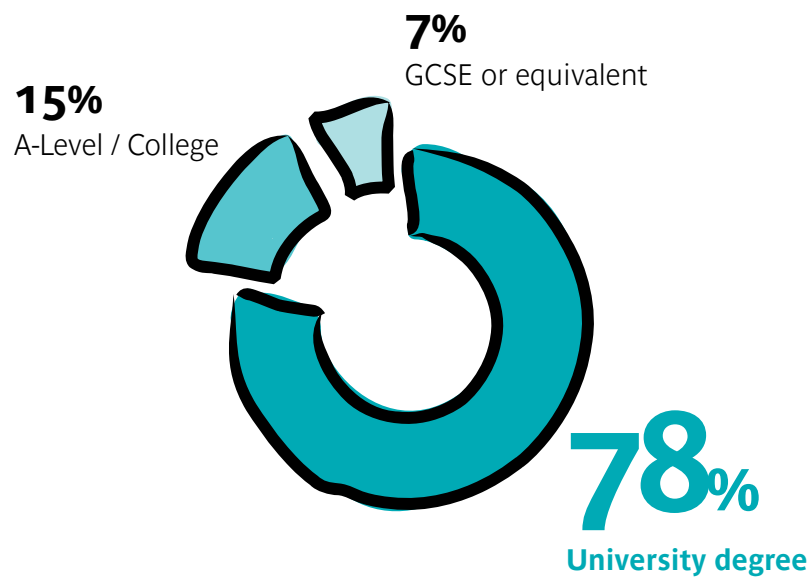
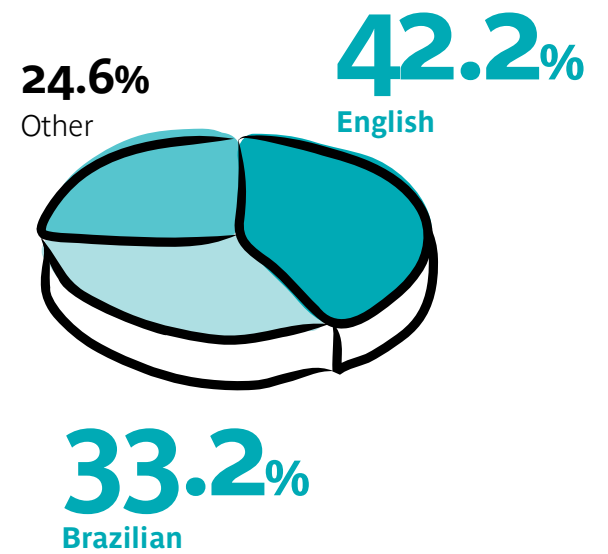


READER PROFILE



The vast majority of our readers are between

25 and 44 years old



WHO READS JUNGLE?

Our readers come from diverse backgrounds and have a very wide range of interests. There isn't such a thing as the typical **JungleDrums** reader, however we have identified typical qualities and behavioural traits that appear to fit the majority of our readers, and we hope that you find this information useful when considering the magazine as part of your Marketing campaign over the next year.

British people constitute the majority of our readership, followed by Brazilians and a mixture of people from other nationalities. They are mostly single and between 25-34 years old. And almost 80% of them have a university-level qualification.



GOING OUT HABITS



THE MAJORITY

- Go to the **cinema** at least once a month
- Attend art **exhibitions** at least once every 6 months
- Go to the **theatre** every other month
- Go shopping at least once every two weeks

- Go to gigs of **Brazilian** artists every 6 months but also attend other gigs every other month

- **Dine out** at least once a month
- Visit a **Brazilian and a Latin** restaurant or bar every other month
- Go to a **pub** or **bar** 1-2 times a week

WHAT MAKES THEM TICK

Culture is a big part of **JungleDrums** and its reader's lives. Our readers enjoy nights outs in the cinema, restaurants, bars clubs, and specially pubs and bars. They attend exhibitions on a regular basis and go out to dinner at least once a month. They know how to enjoy their free time and are constantly on the look out for suggestions and ideas of new things to do and places to visit in London.



SPENDING HABITS

Extremely **brand** loyal

80%

spend average of
on a **night out** **£30**

- Buy **clothes, music, books** and **magazines** at least once a month
- Purchase an **electronic gadgets** at least once every six months
- The vast majority shop for **food** once or twice a week

19.9%

own their own **property**

26.4%

share a **flat/house**

16.2%

live **alone**

14.1%

live with **family**



READERS WITH DEEP POCKETS

When asking our readers about their spending habits, one of the most significant things we discovered is how brand-loyal they are, the great majority would rather not buy a product or service they initially set out to buy, if their chosen brand was unavailable at time of purchase.

They go out for their weekly food shopping, and the majority, at least once a month, buy clothes or accessories, music, books and magazines. They are also acquiring the latest electronic gadgets every 6 months. As well as that, our readers enjoy a good night out and spend an average of £30 every time they go out.

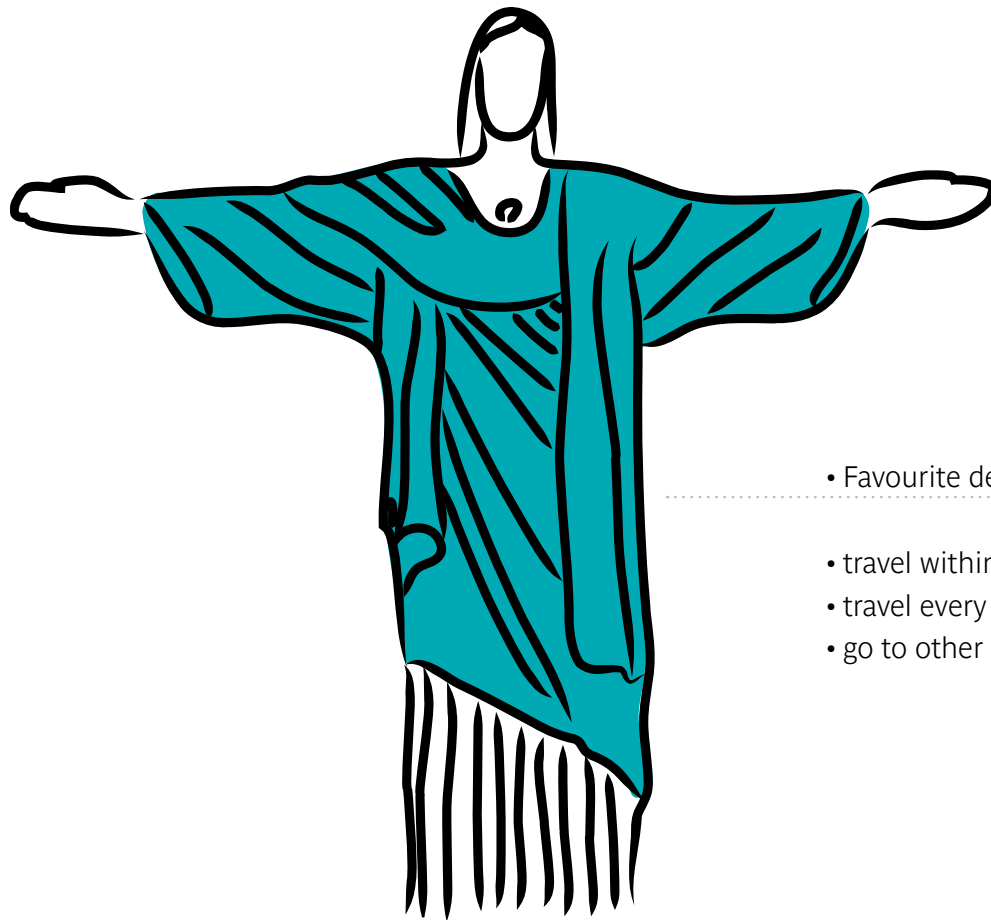
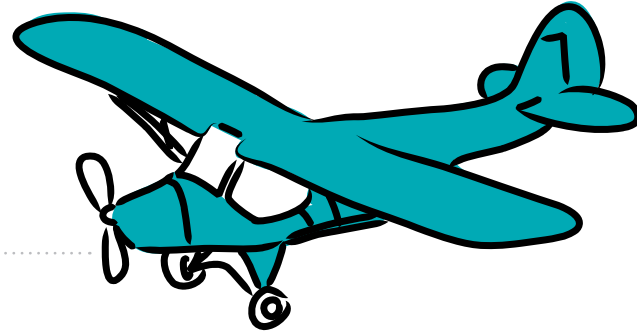


TRAVEL

71.20%

have been to **Brazil** at least once

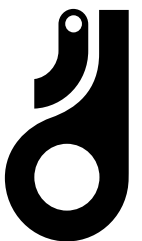
Almost **1/3**
go to **Brazil** once a year



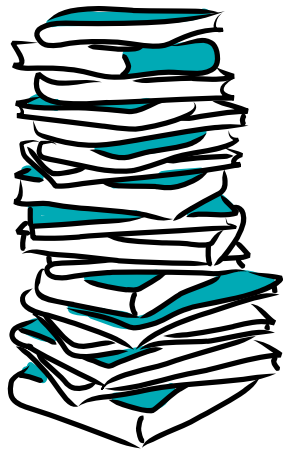
- Favourite destinations are **Rio**, **Salvador** and **São Paulo**
- travel within **Europe** 1-2 times a year
- travel every other month within the **UK**
- go to other parts of the **world** at least 1-2 a year

BORN TRIPPY

Travelling is an important component of our readers' lifestyle. Over 70% of all our readers have travelled to Brazil at least once and almost 1/3 do so at least once a year. Almost half travel to other countries in Europe once or twice a year and one fourth like to travel within the UK.



GENERAL HABITS & INTERESTS

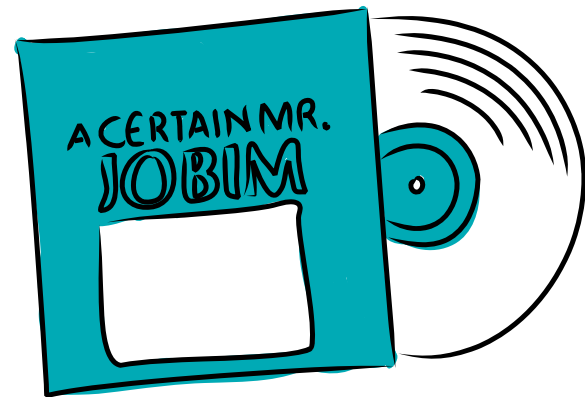


Over

50%

read **JungleDrums** very often and like to be kept up to date with all **Brazilian** and **Latin** events happening in **London**

- Almost half read **newspapers**: guardian / times / the independent



85.7%

like **Brazilian Music**
Including: bossa nova / samba / mpb / rock

Sports:

30.9%

like **capoeira**

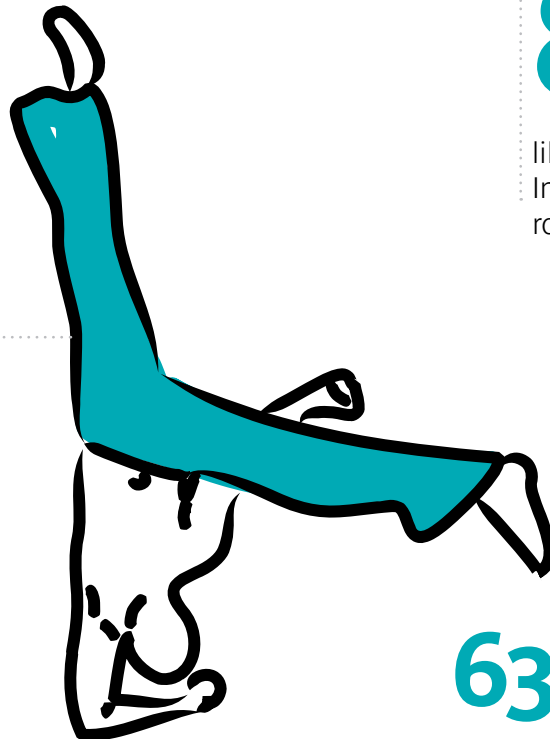
41.9%

play or watch **football**

35.3%

practice **swimming**

Playing **tennis**, and **cycling** are also of high interest to our readers



Just over **75%** enjoy **European** and **Brazilian Cinema**

55%

 listen to other types of **Latin** music

63%

 watch other **Latin American** movies

80%

 watch **Documentaries**

WHAT KEEPS THEM AMUSED?

We thought we'd ask our dearest readers a little bit more about their general habits, in order to get a better feel for what their interests are. We believe that by understanding our readers interests a little better we are not only able to offer them the most relevant editorial content, but also talk to potential advertisers we believe would be relevant to them.



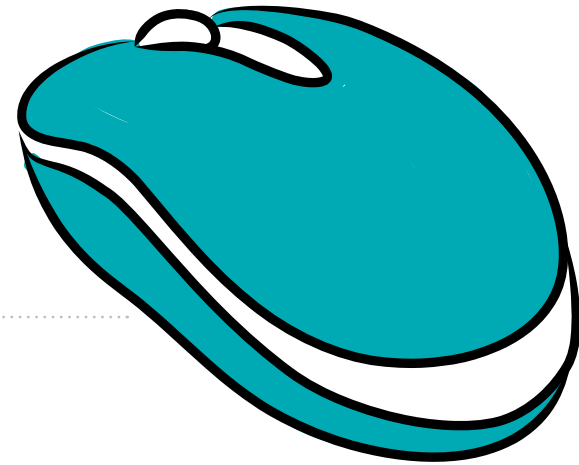
ONLINE PROFILE

Over

50%

of our readers visit the **JD** website very often

- to keep up to date with stories about **Brazil**
- to learn about **events**
- to enter **competitions**
- to read about **tourism**
- to see reviews of **venues**
- to see review of **events**
- to see the restaurant and bars **guide**



facebook!

80%

- **Facebook**
- Almost 1/3 **Orkut**

52.3%

- spend more than 3h a day **online**

36.7%

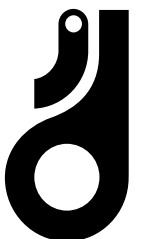
- spend between 1-2 h a day **online**

SURFING IN THE JUNGLE

The internet is, without a doubt, the most important and relevant communication medium nowadays, and our readers are avid users of the medium.

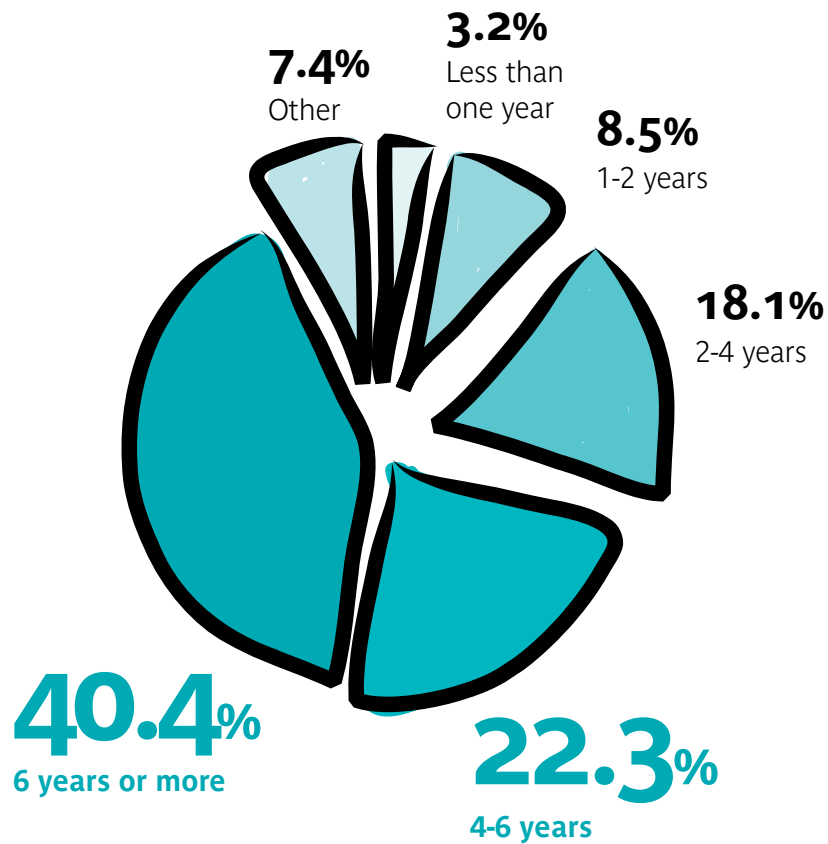
Over 80% are on Facebook and the vast majority spend over 3h a day online, during which they often visit the JungleDrums website for latest news and articles that cannot be found in the magazine.

Almost 70% also read **JungleDrums** magazine online, an unparalleled opportunity for increased exposure for the advertisers. They visit us very often mainly to learn about events happening in the city, as we specialize in gathering the best of all Latin events in one easy-to-find place. They also look for reviews, read about tourism in Brazil and use our guide to the very best Latin Restaurants and Bars in London.

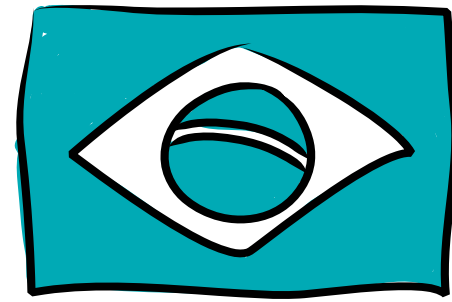


OUR BRAZILIANS READERS

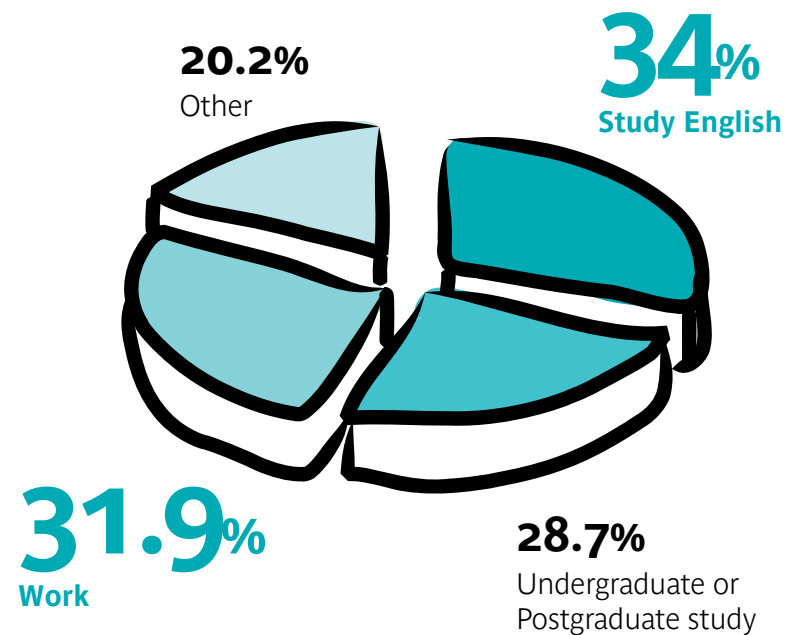
Time spent living in the UK:



- The majority already consider the UK their new **home**
- Just over **30%** plan on staying in the UK for at least another 2 years



Purpose for being here:



THE BRAZILIANS

The Brazilian community still make up a large part of our readership. The majority of them are people who have already settled in the country, they are workers and university students with a compelling buying power and a keen interest in staying in touch with their home culture; and a large proportion does not plan on going back.

