

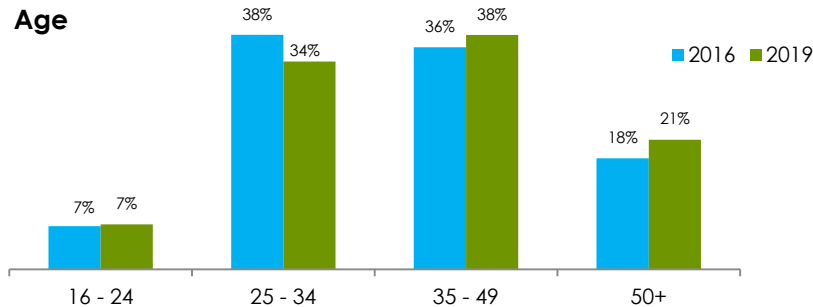
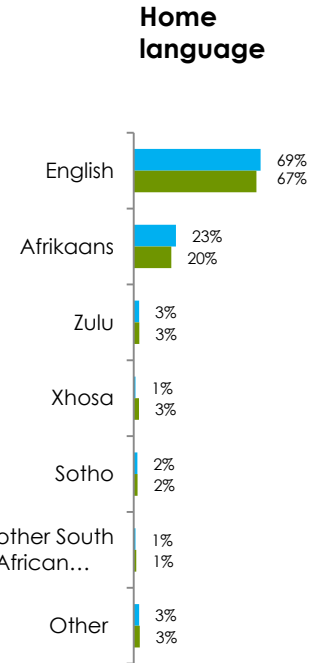
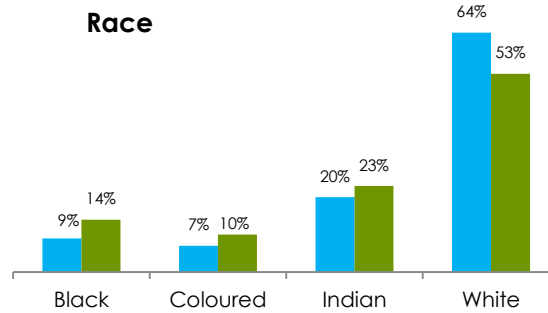
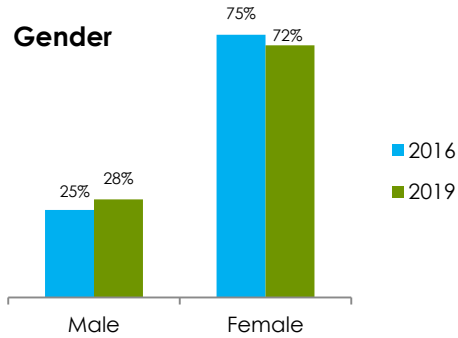


khuluma

Online Survey Results

May / June 2019

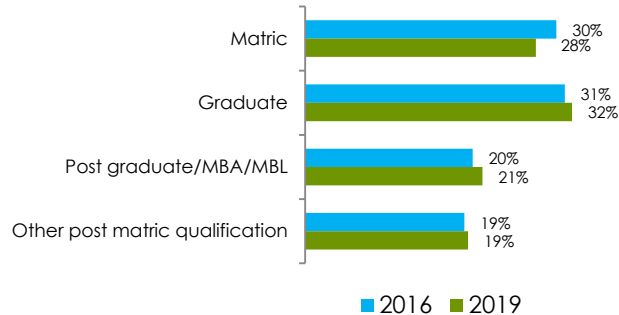
Details of the Sample



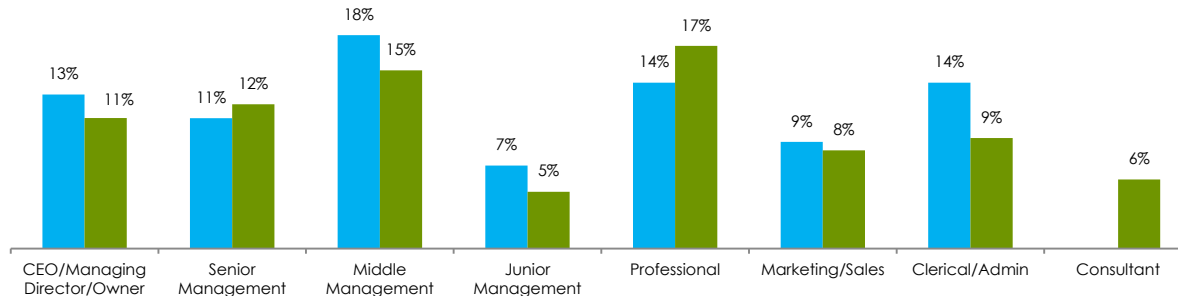
Similar to the 2016 survey, respondents are mainly female, white, aged 25-49 and English speaking

Details of the Sample

Level of education



Position (If working)

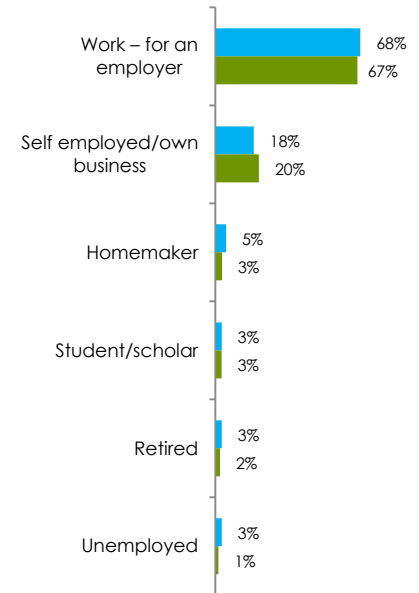


The 2019 sample compares very well with the 2016 sample.

Respondents work for an employer with middle management and professionals being the highest.

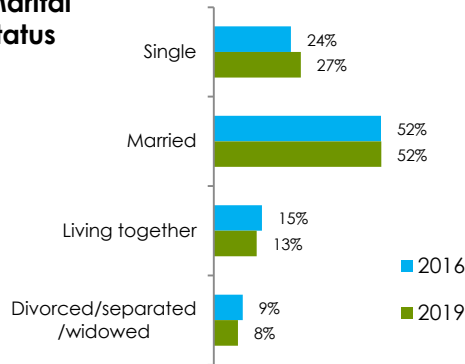
Respondents are married and in the upper income brackets of personal and household incomes.

Employment status

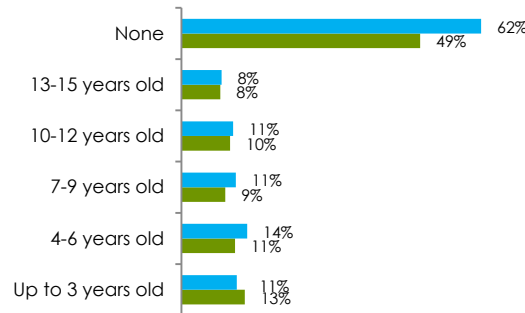


Details of the Sample

Marital status



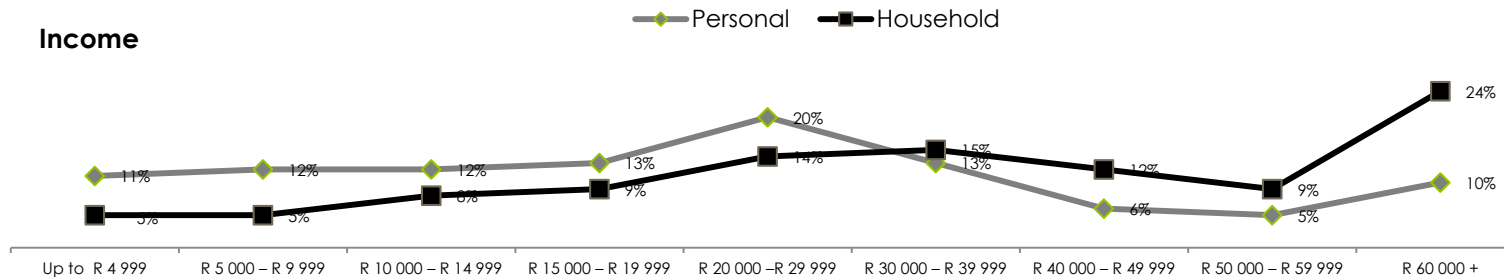
Children under the age of 15



Average income

	Household	Personal
2016	R38,561	R24,849
2019	R41,038	R27,160

Income



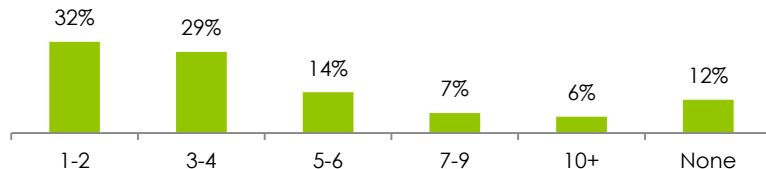
khuluma.com
khuluma



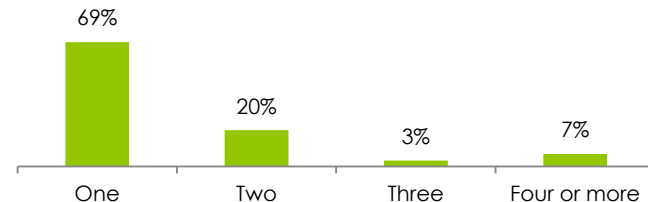
Survey Results

Number of issues read in the past 12 months / Number of flights taken

The number read will greatly depend on the number of flights taken in the last 12 months. 32% of respondents read 1-2 issues, 61% read up to 4 issues in the past year.



2 in 3 respondents take one flight per month (not necessarily using kulula) equalling 12 per year



38% took a copy of khuluma with them after the flight but 43% were unaware that it could be removed

Yes	38%
No	17%
Did not know I could take it	43%

Over half of respondents fly for non-business purposes.

Business / Both	41%
Pleasure	59%

Q.1 How many issues of khuluma, if any, have you read in the past year?

Q.21 Have you taken a copy of khuluma with you when departing from your flight?

Q.9 How many flights per month do you take?

Q.18 Do you mostly fly for business or pleasure?

Reacting on information

Ever acted on something read about in khuluma?

I've tried a restaurant I read about	59%
I've bought something I read about	32%
I've planned a holiday based on something I read	31%
I saw a show or attended a concert because of something read	29%
I've stayed in a hotel I read about	21%
Other	9%

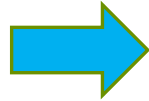
96% say they have learned something new by reading khuluma

High incidence of readers reacting positively to articles and reviews in the magazine.

The good response to events, restaurants and holidays are consistent with the findings that these sections are enjoyed the most.

Competitions

97% enjoy the competitions and giveaways in khuluma



Reason for not entering mainly because
"I never win anything"

"If it's in the magazine I tend to forget to enter. I don't like taking the magazine off the flight."

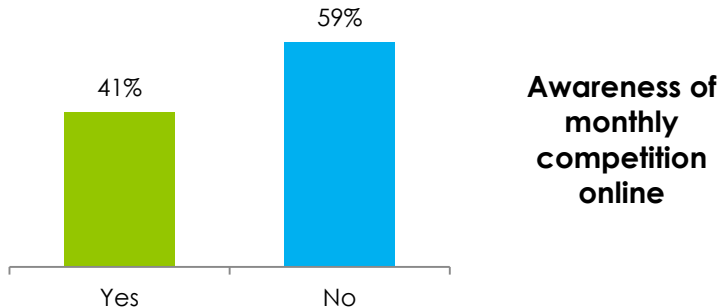
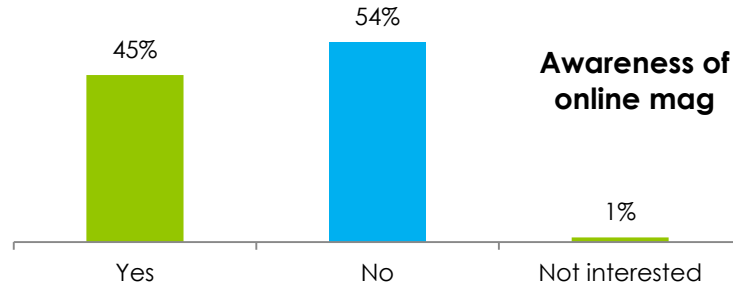
"Haven't been successful at winning, so have lost interest."

"I just don't win any of them or know anyone that has won them."

"Too much to fill in."

"I don't like giving out my number due to amount of spam calls I then get."

Online magazine



Awareness of the online site is relatively good with more opportunity to improve.

Access the Internet via:	Percentage
Desktop	28%
Laptop	58%
Smartphone	86%
iPad/tablet	23%



Q.15 Are you aware of the online magazine on www.khulumaonline.co.za?

Q.16. Are you aware you can enter on monthly competitions on www.khulumaonline.co.za. as directed on the "free stuff" pages in the magazine?

Q.14 How do you usually access the internet?

Areas

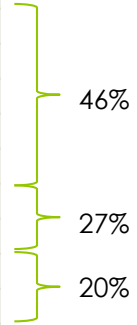
FLY FROM

OR Tambo - Johannesburg	53%
Cape Town International	39%
Lanseria - Johannesburg	34%
King Shaka - KZN	33%
George Airport	5%
East London Airport	4%



AREA LIVE IN

Johannesburg	25%
East Rand	5%
West Rand	4%
Pretoria	11%
Other area in Gauteng	1%
Cape Town	21%
Other area in Western Cape	6%
Durban	15%
Other area in Kwa-Zulu Natal	5%
Mpumalanga	2%
Port Elizabeth	2%
East London	1%
Other area in Eastern Cape	1%
North West	1%
Limpopo	1%
Bloemfontein	0%
Other area in Free State	1%
Northern Cape	0%



Q.17 When using kulula.com, which airport do you fly from?

Q.33 In which area do you live?



Thank you!