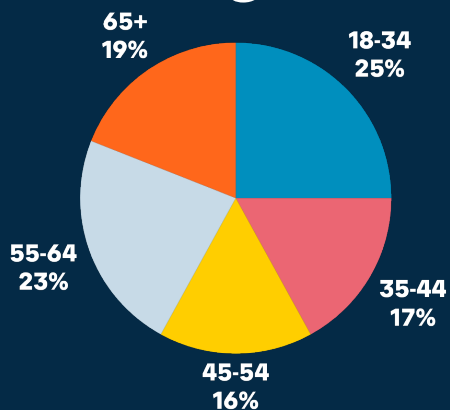


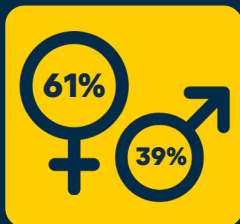
Fringe audiences 2025

- 2.6 million tickets issued.
- 750,000 estimated unique audience members.
- edfringe.com has approx. 3Mn users each year and 37.5Mn page views.
- 124,000 app downloads.

Age



Gender



Origin



Edinburgh	27%
Rest of Scotland	32%
Rest of UK	25%
International	16%

Top edfringe.com audience interests (from GA4):

- Travel/Travel Buffs
- News & Politics/Avid News Readers/Entertainment News Enthusiasts
- Sports & Fitness/Sports Fans/Soccer Fans
- News & Politics/Avid News Readers
- Food & Dining/Cooking Enthusiasts/Aspiring Chefs
- Media & Entertainment/Movie Lovers
- Media & Entertainment/Music Lovers
- Lifestyles & Hobbies/Frequently Attends Live Events

Target audience interests used for Fringe Society digital marketing:

- Culture & History, Live Events, Dance, Music, Other Culture & Art, Comedy, Other Variety Shows, Theatre & Stage.

Fringe audiences – Mosaic segmentation

Find out more about Mosaic segmentation groups (experian.co.uk)

