Finding Your Audience at Brighton Fringe
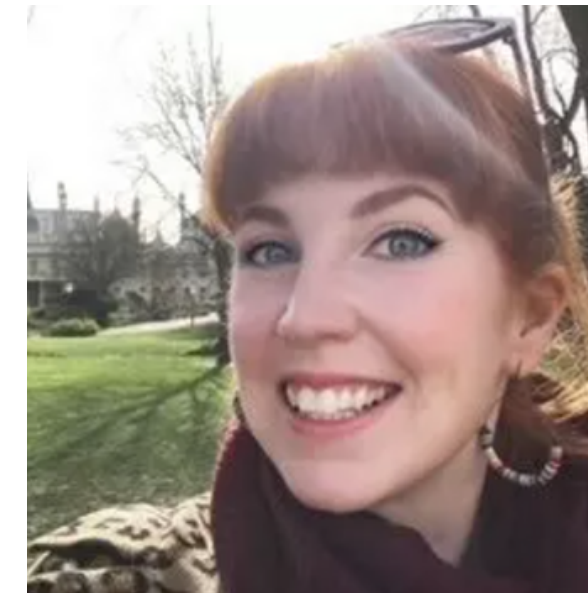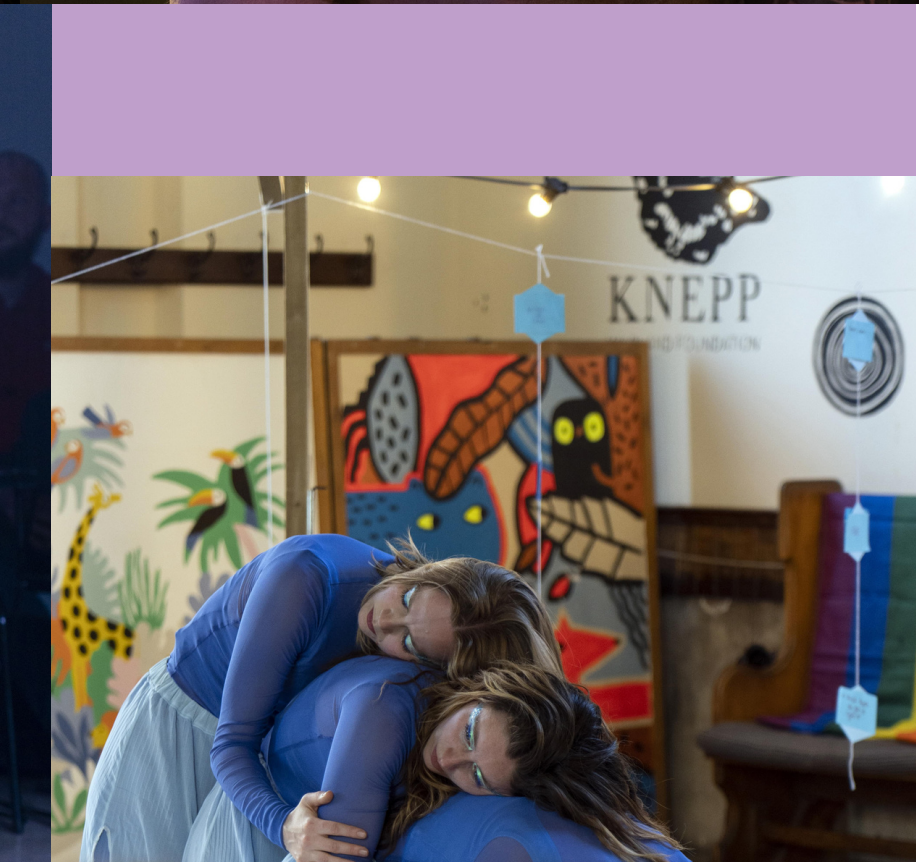
BRIGHTON FRINGE.

Welcome to Brighton Fringe!

3 May - 2 June 2024

Brighton Fringe was established in the seaside town of Brighton in the South East of England in 1967.

Brighton Fringe runs for four weeks from the first Friday in May to the first Sunday in June, while three other significant festivals also take place in the city in May: Brighton Festival, Artist Open Houses and The Great Escape festival.
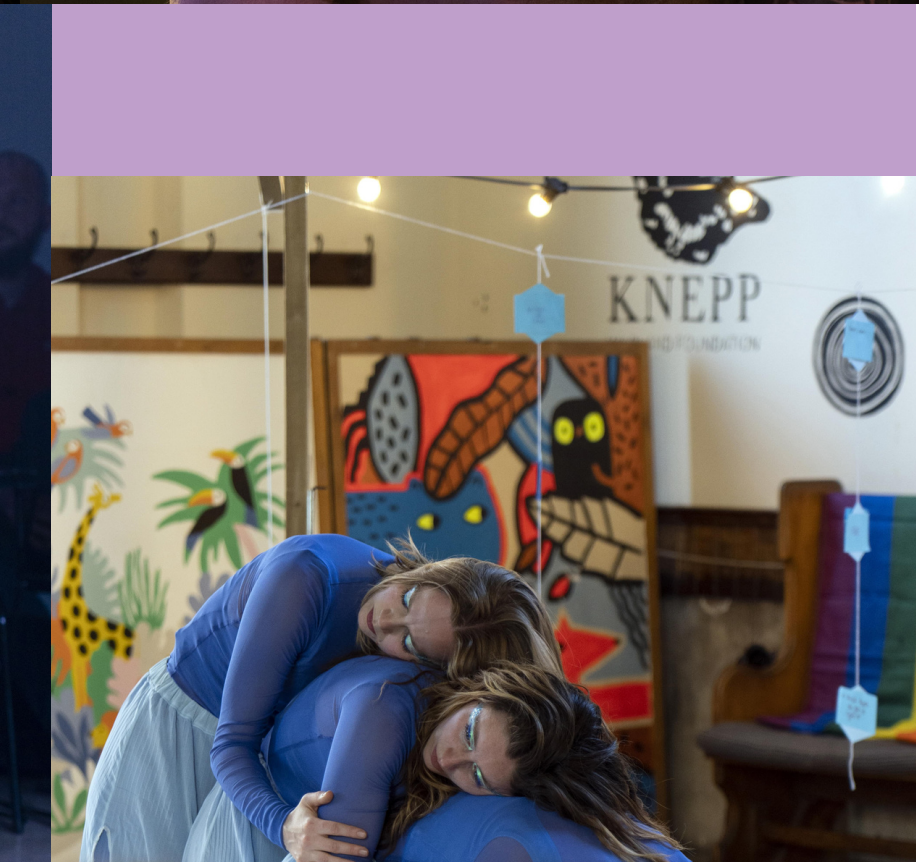

**Sarah
Artist Services
(she/her)**

**Maddie
Artist Services
& Marketing
(they/them)**

**Rhiannon
Artist Services
& Marketing
(she/her)**

Brighton Fringe.

How to Find an Audience

Things to Consider...

Age: How old do you think the people who would enjoy your event are?

Gender: Do you think men, women or both might enjoy your event? Do you think your event may appeal to non-binary people? What are the themes?

Occupation: Does your event appeal to people with a certain job?

Marital status: Does your event appeal to themes around marital status?

Income level: Can you price your tickets at a level that works for you AND your audience?

Things to Consider...

Geographic location: Your event is more likely to appeal to those within a certain georgraphic area of your venue? Or is it likely to appeal to certain locations?

Ethnic background: Does your event appeal to those of a certain background? Does it discuss themes of your identiy?

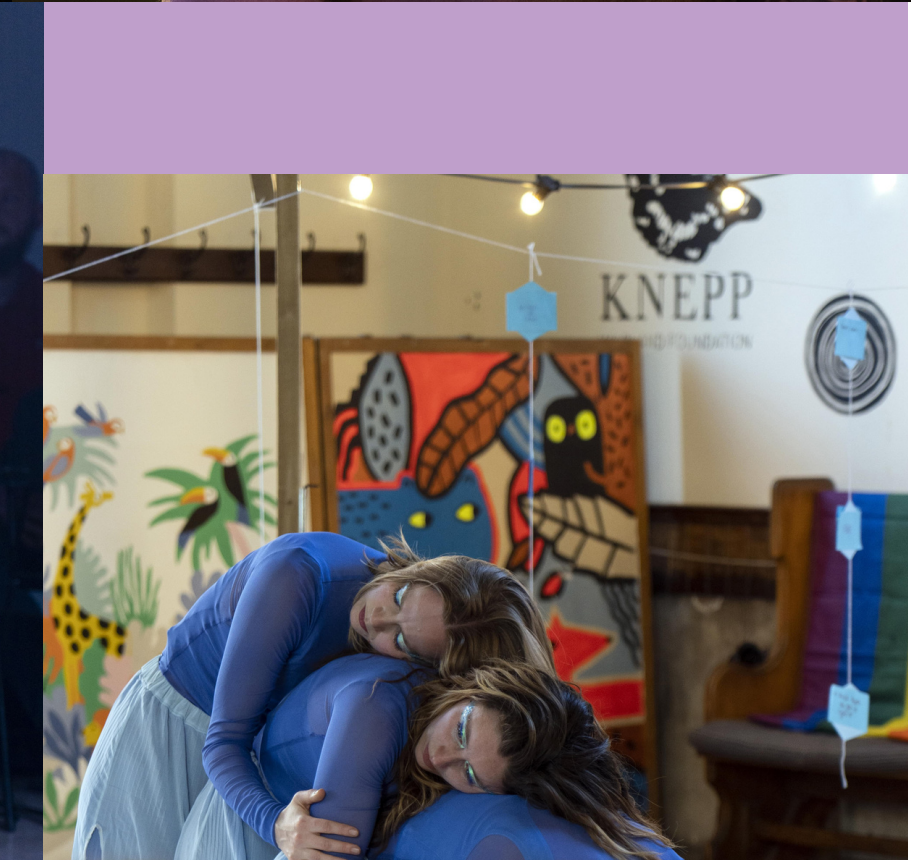Religious beliefs: Does your event appeal to people with certain religious beliefs?

Hobbies: Does your event appeal to those with a certain hobby?

Technological knowledge: Does your event require some technical knowledge or understanding? Or a certain skill?

Shaping Your Plan

1. Think about your past audience

If you have previously performed this event, what information do you have about your audience?

Were they a similar age? Were they families? Did they share something in common with you?

Better yet, if you are performing before Brighton Fringe 2024 why not leave a short survey on your audience's chairs and ask who they are and what they do?

Ask them to fill in a form anonymously and see what you discover.

Ask them who they thing the event might appeal to.

TOP TIP: Always ask where they heard about your event!

2. Think about your competition

Have you seen a similar event being advertised in your local area? Why not go along and chat with other audience members and find out why they came along and how they heard about the event?

Network with other Brighton Fringe performers who share your audience or venue (or both!) and see how you can support one another.

- Mailer shoutouts
- Exit Flyering
- Ticket Offers

Is there someone who shares your audience you admire?

- How do they promote on social media (and which platforms)?
- What kind of content are they using (blogs, images, video, or audio)?
- What kind of comments and engagement are they receiving?

3. Make a Plan

Now you know who your audience is, where are you going to find them?

Do you have knowledge and understanding of Brighton?

Research organisations that may be able to support you who share the same values as your event.

Research the geographical area your attendees may live in e.g. Hanover is a popular family area, Lewes Road is popular with students and young professionals.

Generate word of mouth! Opt-in for Friends of Fringe on opening night, ask your audience to spread the word, ask friends to invite friends and family.

Choosing Your Venue

Brighton Fringe

Things to Consider

- What other programming does this venue host?

- Is it in a relevant geographical location?

- Does your audience frequent this venue?

- Is there an area you can advertise your event? Via posters and flyers or by chatting to patrons?

- What support does your venue offer?

- Do they offer mixed bill/Pick of the Fringe style events you can join in with?

- Is there a network of artists performing at this venue you can tap into?

BRIGHTON FRINGE.

2023 Audience Summary

Brighton Fringe 2023

880 events took place across the city at 126 venues.

162,000

Estimated audiences were 490,000 and a total of 162k tickets were sold during the festival.

£691K ticket value was processed through the Brighton Fringe box office.

£9.38

Our average ticket price in 2023 was £9.38 a ticket.

This was 5p cheaper than 2022.

Our audiences buy an average of three tickets per person.

57.13%

57.13% of our audience identified as female.

33.62% identified as male.

3.28% identified as non-binary or genderqueer.

Around 70% of our audience is from the local area.

24.66%

24.66% of our audiences are aged 55 - 64.

21.77% are aged 45 - 54.

19.75% are aged 35 - 44.

14.64% are aged 25 - 44.

14.45% are aged 65+

2.8% are aged 16 - 24.

369

Our largest genre was comedy with 369 events.

Theatre events 163.

Music & Nightlife 85.

Cabaret & Variety 73.

Children & Youth 48.

Circus, Dance & Physical Theatre 30.

Workshops 27.

Literature & Spoken Word 24.

Exhibitions 22.

Tours 20.

Events & Films 19.

BRIGHTON FRINGE 2023 BY CATEGORY

CABARET & VARIETY 73 events

CHILDREN & YOUTH 48 events

COMEDY 369 events

CIRCUS, DANCE & PHYSICAL THEATRE 30 events

EVENTS & FILM 19 events

EXHIBITIONS 22 events

LITERATURE & SPOKEN WORD 24 events

MUSIC & NIGHTLIFE 85 events

THEATRE 163 events

TOURS 20 events

WORKSHOPS 27 events

OUR AUDIENCES

All statistics, unless otherwise noted, are derived from our 2022 Audience Survey, conducted online.

WHO ARE THEY?

33.62% Male

57.13% Female

3.28% Non-binary / Genderqueer

*5.97% prefer not to say or prefer to self describe

Age

Age	%
65+	14.45%
55-64	24.66%
45-54	21.77%
35-44	19.75%
25-34	14.64%
20-24	1.93%
16-19	0.87%

Visitors 29.4%

Brighton Residents 70.6%
*Based on ticket buyers postcodes
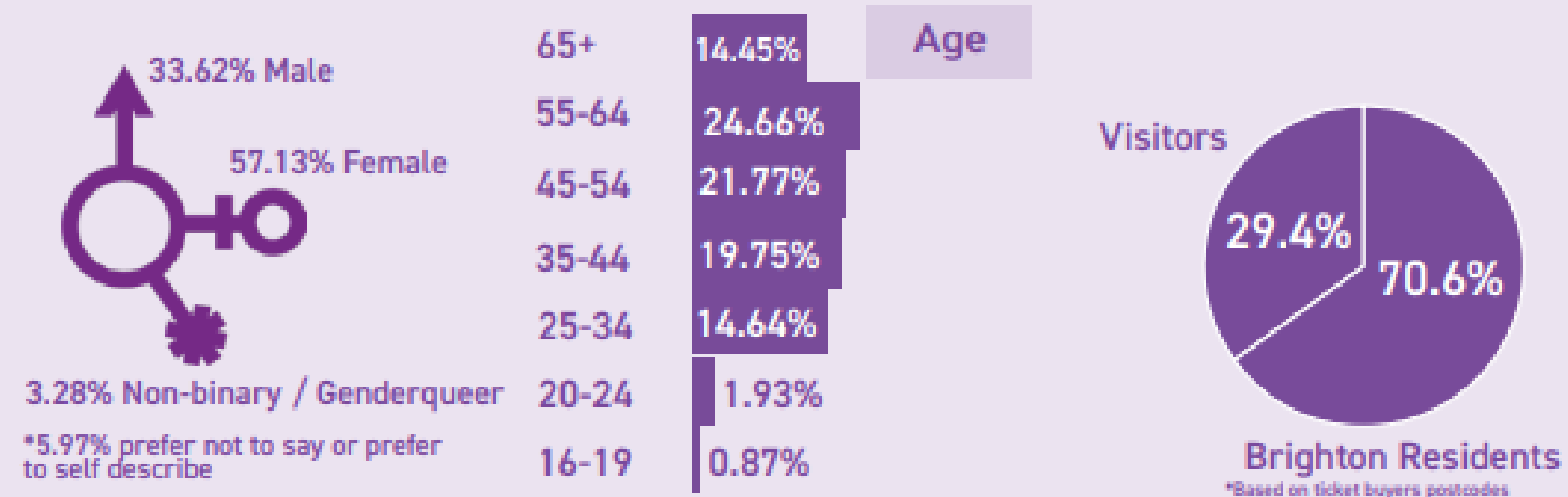
HOW DO THEY BEHAVE?
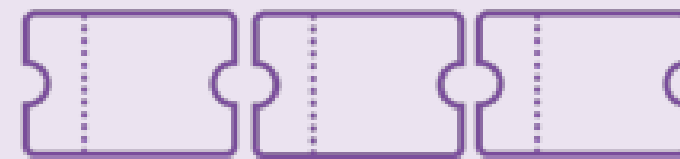
Average of 3 shows per audience member
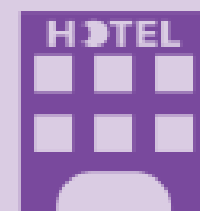
HOTEL — 30.09% of our audience who stayed in Brighton paid for accommodation
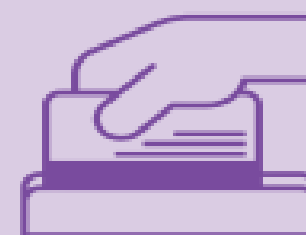
34.43% of our audience spent over £50 per person on food, drink and travel

80.26% of visitors spent 1-3 days in the city
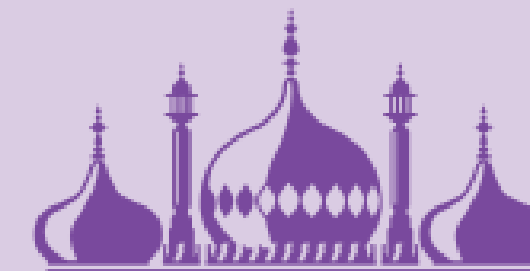
11.33% of visitors spent 4-7 days in the city

9.83%

OF OUR AUDIENCES CONSIDER

THEMSELVES TO HAVE A DISABILITY

+3%

AN INCREASE SINCE 2022 OF

OUR AUDIENCES CONSIDERING

THEMSELVES TO HAVE A DISABILITY

8.5%

OF OUR AUDIENCES ARE NON-WHITE

+1%

AN INCREASE OF 1% SINCE 2022

RAISED IN THE LOCAL

ECONOMY

AUDIENCE SIZE

Brighton Fringe 2023 managed to reach nearly half a million people across the festival.

Year	Audience
2014	250K
2015	405K
2016	535K
2017	555K
2018	573K
2019	604K
2021	170K
2022	370K
	490K
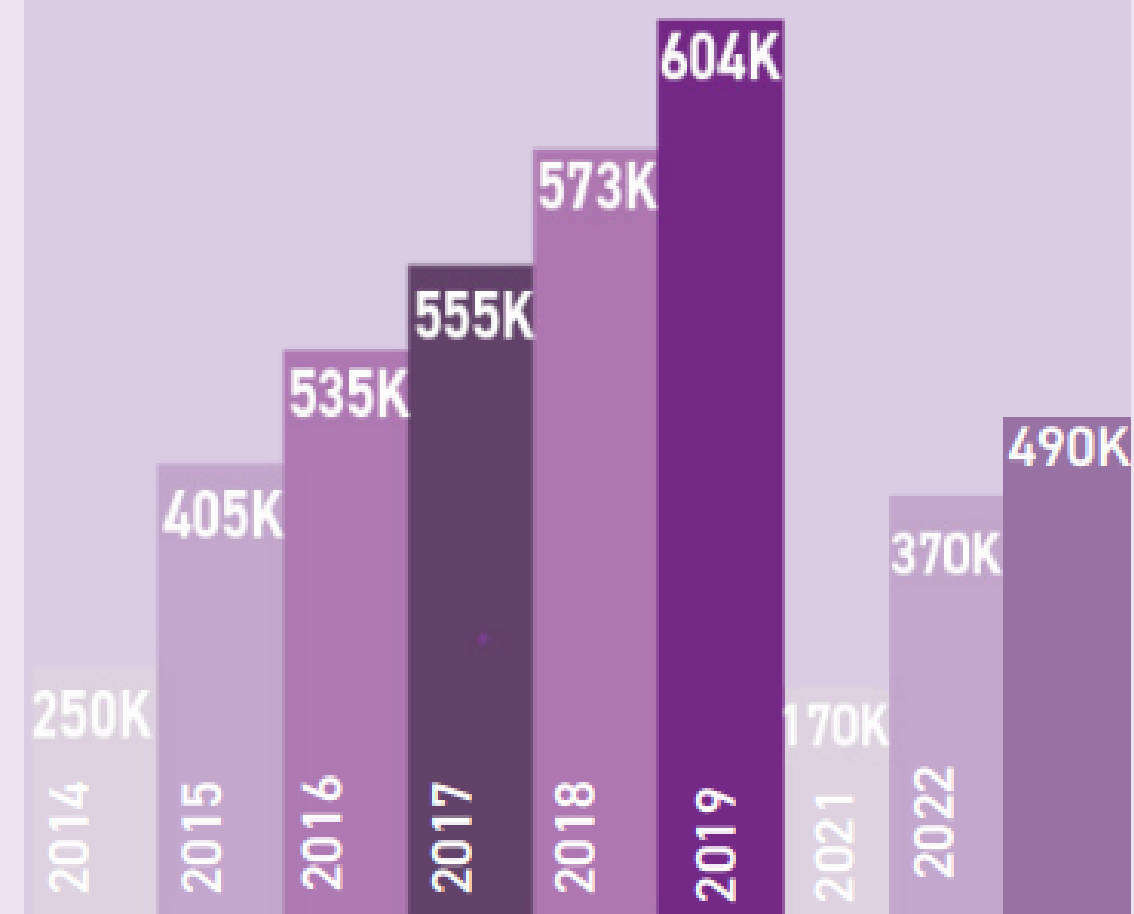
*This includes tickets purchased through the Brighton Fringe Box Office, venue Box Offices, free events and outdoor venue attendances.

OUR AUDIENCES

UNITED KINGDOM

This heat map demostrates where in the UK our ticket buyers reside by percentage of total ticket sales.

Of 23,475 ticket buyers 84.97% provided a UK postcode when purchasing tickets.

Brighton Fringe Audience Data

1   14643

Town/City	Count	Percentage
Brighton	13671	68.70%
West Sussex	1504	7.56%
London	1123	5.64%
East Sussex	972	4.88%
Redhill	627	3.15%
Tonbridge	239	1.20%
Portsmouth	138	0.69%
Guilford	91	0.46%
Kingston	77	0.39%
Bristol	60	0.30%
Oxford	59	0.30%
Reading	59	0.30%
Southampton	56	0.28%
Bromley	55	0.28%
Twickenham	54	0.27%
Croydon	45	0.23%
Chelmsford	43	0.22%
Cambridge	39	0.20%
Medway	37	0.19%
Hemel	35	0.18%
Canterbury	33	0.17%
Dartford	32	0.16%
Slough	32	0.16%
Bournemouth	29	0.15%
Sutton	29	0.15%
Enfield	28	0.14%
Harrow	28	0.14%
Stevenage	28	0.14%
Manchester	27	0.14%
Coventry	26	0.13%
Milton Keynes	25	0.13%
Southend	25	0.13%

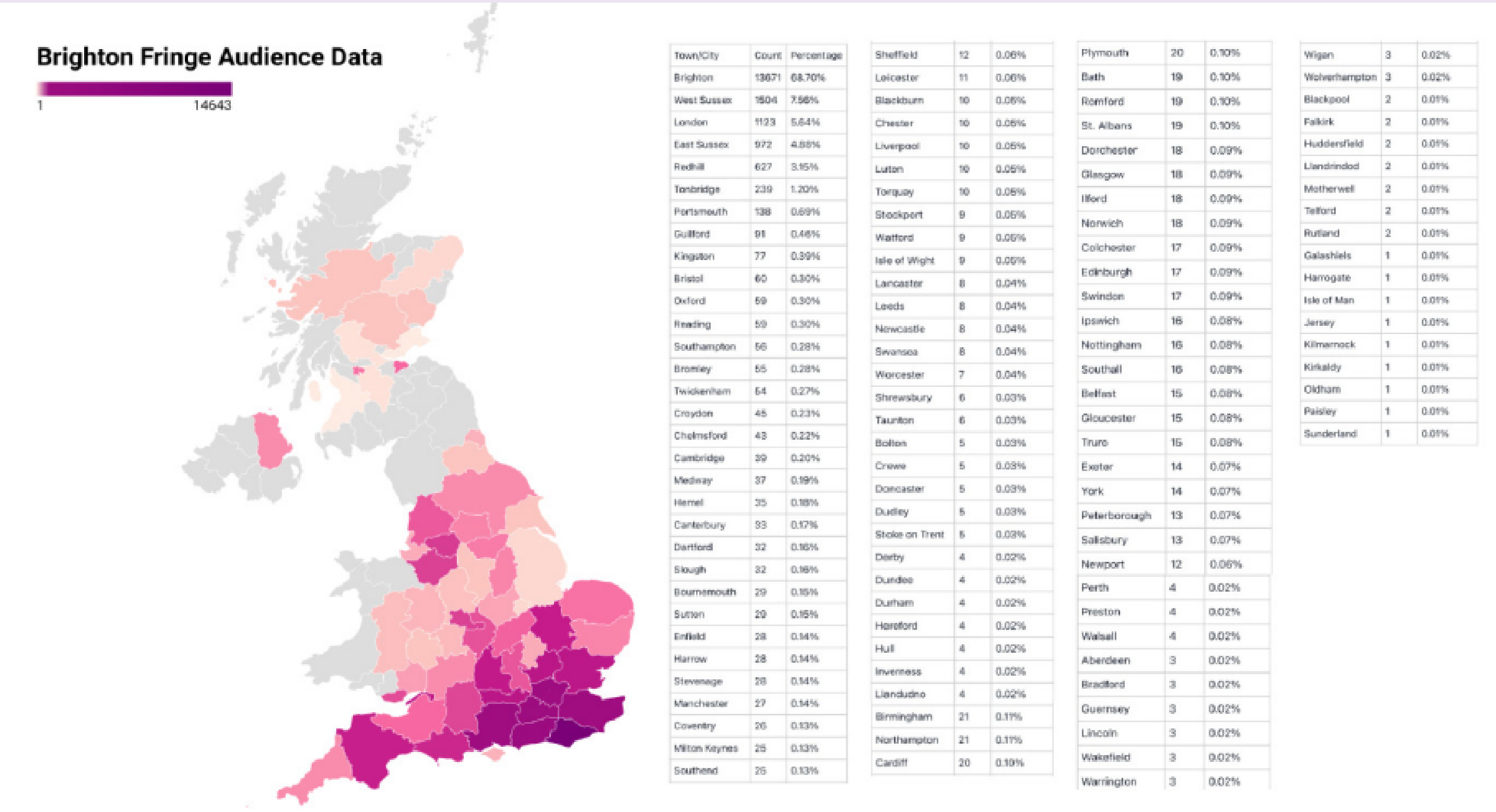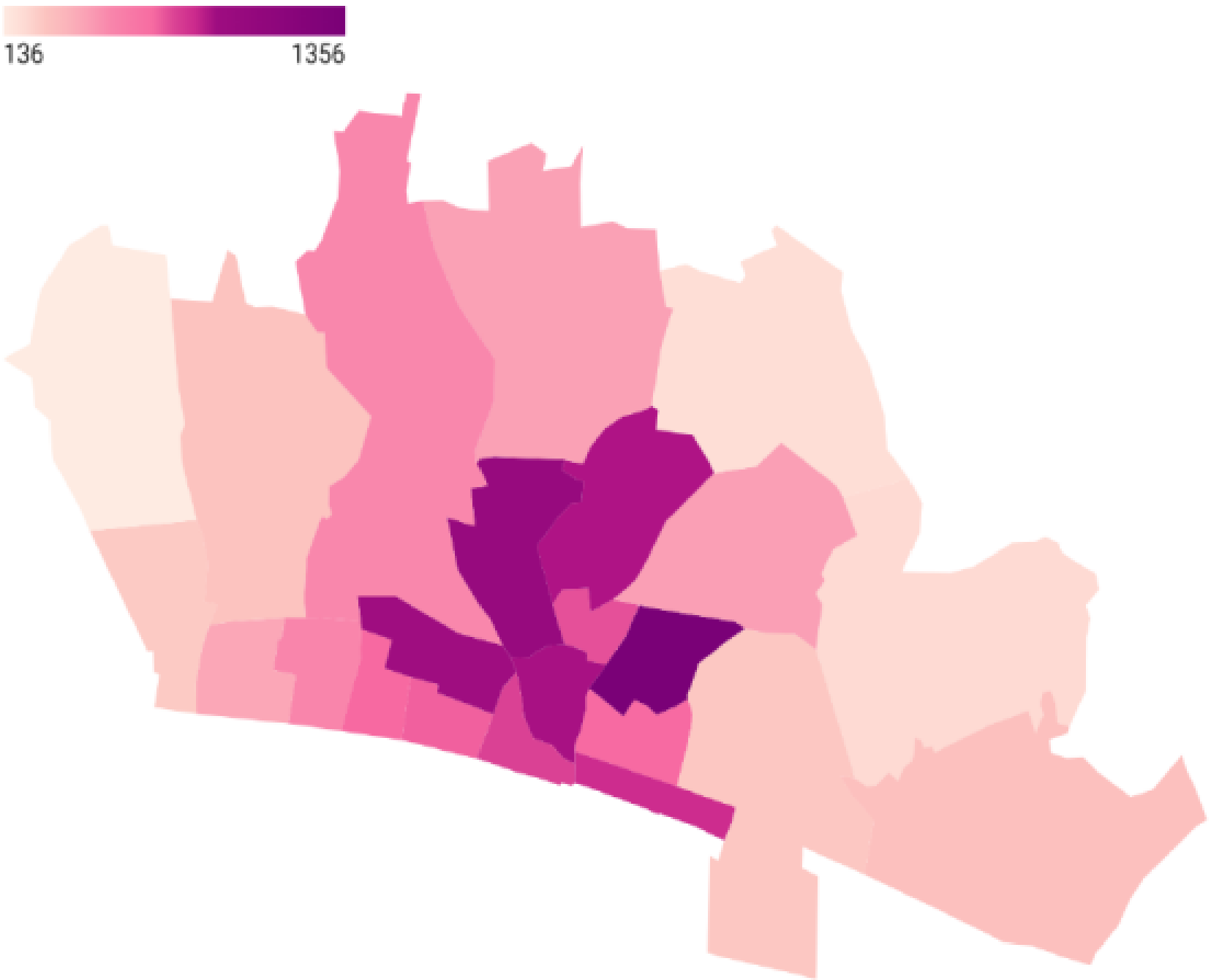| Town/City	Count	Percentage
Sheffield	12	0.06%
Leicester	11	0.06%
Blackburn	10	0.05%
Chester	10	0.05%
Liverpool	10	0.05%
Luton	10	0.05%
Torquay	10	0.05%
Stockport	9	0.05%
Watford	9	0.05%
Isle of Wight	9	0.05%
Lancaster	8	0.04%
Leeds	8	0.04%
Newcastle	8	0.04%
Swansea	8	0.04%
Worcester	7	0.04%
Shrewsbury	6	0.03%
Taunton	6	0.03%
Bolton	5	0.03%
Crewe	5	0.03%
Doncaster	5	0.03%
Dudley	5	0.03%
Stoke on Trent	5	0.03%
Derby	4	0.02%
Dundee	4	0.02%
Durham	4	0.02%
Hereford	4	0.02%
Hull	4	0.02%
Inverness	4	0.02%
Llandudno	4	0.02%
Birmingham	21	0.11%
Northampton	21	0.11%
Cardiff	20	0.10%

Town/City	Count	Percentage
Plymouth	20	0.10%
Bath	19	0.10%
Romford	19	0.10%
St. Albans	19	0.10%
Dorchester	18	0.09%
Glasgow	18	0.09%
Ilford	18	0.09%
Norwich	18	0.09%
Colchester	17	0.09%
Edinburgh	17	0.09%
Swindon	17	0.09%
Ipswich	16	0.08%
Nottingham	16	0.08%
Southall	16	0.08%
Belfast	15	0.08%
Gloucester	15	0.08%
Truro	15	0.08%
Exeter	14	0.07%
York	14	0.07%
Peterborough	13	0.07%
Salisbury	13	0.07%
Newport	12	0.06%
Perth	4	0.02%
Preston	4	0.02%
Walsall	4	0.02%
Aberdeen	3	0.02%
Bradford	3	0.02%
Guernsey	3	0.02%
Lincoln	3	0.02%
Wakefield	3	0.02%
Warrington	3	0.02%

Town/City	Count	Percentage
Wigan	3	0.02%
Wolverhampton	3	0.02%
Blackpool	2	0.01%
Falkirk	2	0.01%
Huddersfield	2	0.01%
Llandrindod	2	0.01%
Motherwell	2	0.01%
Telford	2	0.01%
Rutland	2	0.01%
Galashiels	1	0.01%
Harrogate	1	0.01%
Isle of Man	1	0.01%
Jersey	1	0.01%
Kilmarnock	1	0.01%
Kirkaldy	1	0.01%
Oldham	1	0.01%
Paisley	1	0.01%
Sunderland	1	0.01%

BRIGHTON & HOVE

This heat map demostrates where in the Brighton & Hove areas our ticket buyers reside by percentage of Brighton & Hove ticket sales.

Of 23,475 ticket buyers 57.11% live in the Brighton postcodes.

Brighton Fringe Audience Data for Brighton & Hove

136   1356

Wards	Total	Percentage
Hanover & Elm Grove	1356	10%
Preston Park	977	7%
Goldsmid	901	7%
West Hill & North Laine	888	7%
Hollingdean & Fiveways	880	7%
Kemptown	817	6%
Regency	753	6%
Round Hill	724	5%
Brunswick & Adelaide	703	5%
Central Hove	689	5%
Queen's Park	682	5%
Westbourne & Poets' Corner	524	4%
Westdene & Hove Park	518	4%
Moulsecoomb & Bevendean	443	3%
Patcham & Hollingbury	436	3%
Wish	412	3%
Rottingdean & West Saltdean	310	2%
Hangleton & Knoll	294	2%
Whitehawk & Marina	279	2%
South Portslade	270	2%
Woodingdean	216	2%
Coldean & Stanmer	200	1%
North Portslade	136	1%
Grand Total	13408	1

Genre Sales

BRIGHTON FRINGE

Comedy

Average comedy sales per event were £512.01.

22,000+ tickets issued

Children & Youth

There is a high demand for children's events at Brighton Fringe with average sales of £1,797.32.

11,000+ tickets issued

Cabaret & Variety

The average sales for cabaret events are £1,713.16

8,000+ tickets issued

Circus, Dance & Physical Theatre

This was the highest sales category with an average sales per event at £2,255.53

5000+ tickets issued

Theatre

The average sales per event for theatre events was £798.41

This is our second-largest category for events.

11,000+ tickets issued

Literature & Spoken Word

Literature and spoken word events saw an average sales per event of £400.19

1200+ tickets issued

Music & Nightlife

The average sales per event for music and nightlife was £1,379.82

10,000+ tickets issued

Workshops

Workshops brought in average sales of £150.43 per event

400+ tickets issued

Exhibitions

An average of £155.04 sales per event for exhibitions, most of our exhibitions category is dominated by free events.
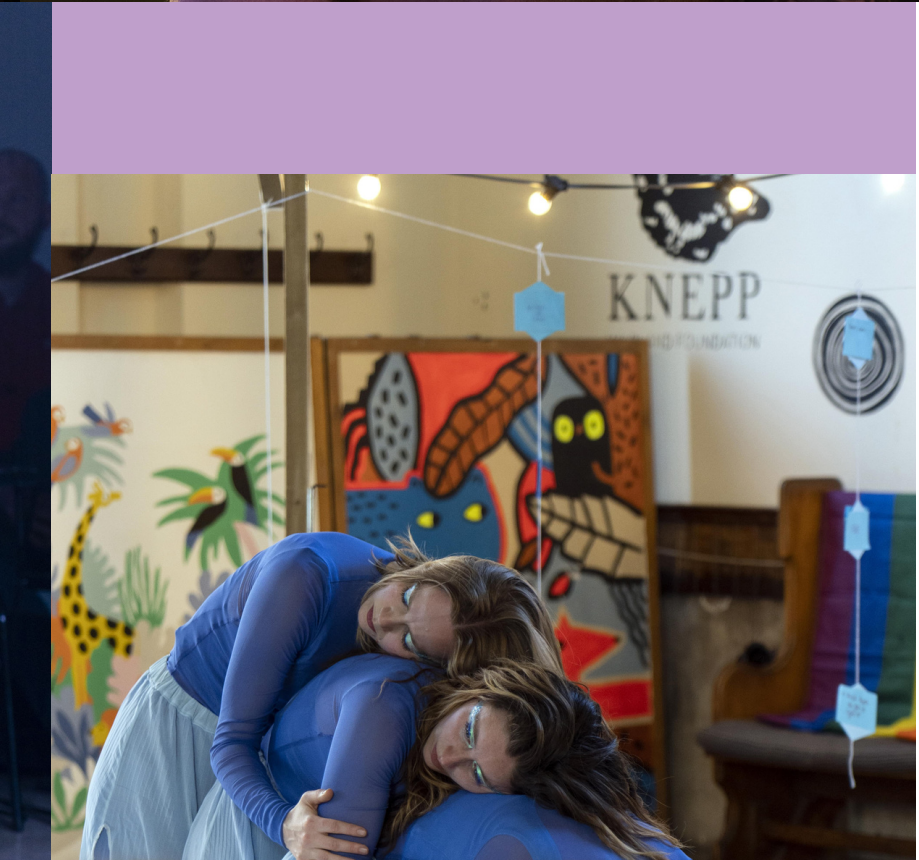
200 tickets issued

Tours

Tours brought in an average of £1,496.97 per event.

3000+ tickets issued

Conclusion

BRIGHTON FRINGE

Conclusion

Step 1
Find out as much information about your current and target audiences as you can.

Step 2
Choose an appropriate venue

Step 3
Make a plan! Where are you going to find these audiences? What are you going to use to contact them?
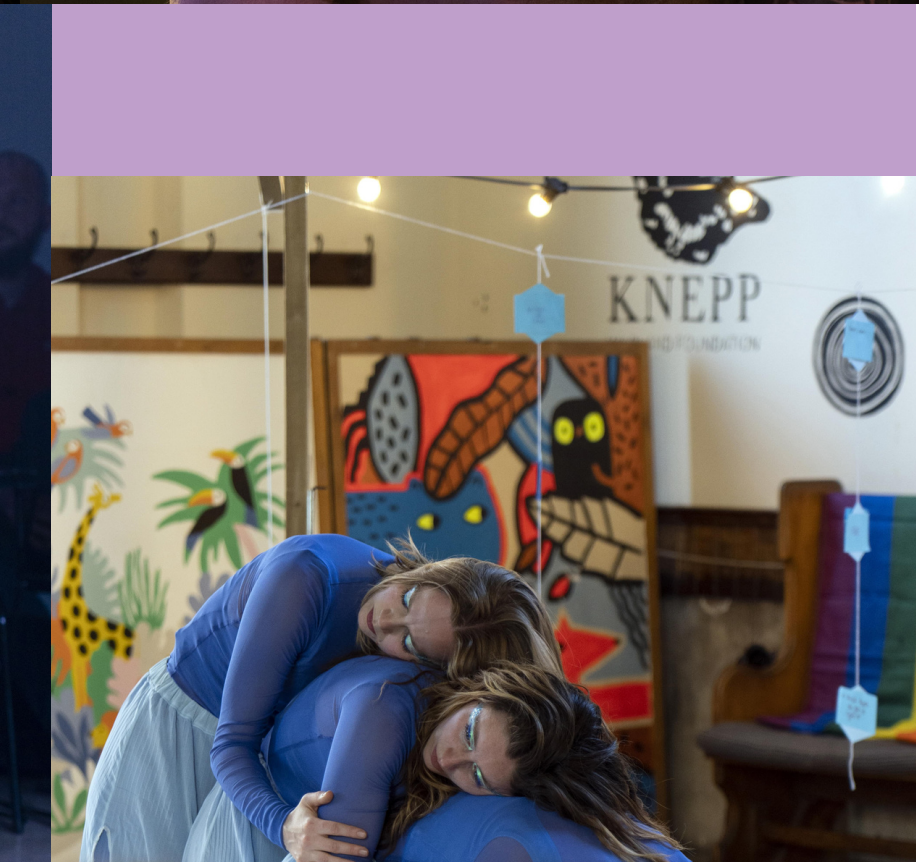
Step 4
Put on a great event! Tell people to spread the word!

Resources

**Brighton Fringe
Audience Statistics**

Linked In Articles

**Brighton Fringe
Team**

takepart@brightonfringe.org

Audience Answers