



Audience

More than 190,000 people attended *The Age* 2006 Melbourne Fringe Festival.

Melbourne Fringe has a loyal audience – there is a strong likelihood (9/10 probability) that patrons will return and a 99% chance that they will recommend the Festival as an interesting and worthwhile pursuit.

Melbourne Fringe, by its very nature, attracts an eclectic crowd, representing a diverse and interesting demographic. Our key demographic is made up of lively and affluent 18-35 year olds with female skew - marketing literate, media savvy, young global adults with no family commitments and dynamic spending power.

18% male
79% female
91% of our audience have no children

67% of our audience are under 34 years old with half under 29
5% are 15-19 years old
23% are 20-24 years
21% are 25-29 years
18% are 30-34 years
13% are 35-39 years
10% are 40-49 years
8% are 50+

Media and marketing savvy
67% were able to correctly identify the Festival's presenting partner

Well educated, with successful careers
39% professional, administrative, management
27% artswriters
16% tertiary students
35% completed tertiary education (33% post-graduate)
26% earn \$55,000+
15% earn \$45,000 - \$54,999
13% earn \$35,000 - \$44,999

Culturally aware
69% go to live theatre at least several times a year, with 22% going 2-3 times a month
81% go to the movies at least several times a year, with 24% going 2-3 times a month
59% eat out at least once a week
65% go to the pub at least 2-3 times a month, with 14% going once a week or more
52% travel interstate at least several times a year
29% travel overseas at least once a year

*Market research performed by Deakin Business School during *The Age* 2006 Melbourne Fringe Festival