# Dunfermline named UK’s surprising Jedi hotspot with 300% spike in Jediism searches



In a recent analysis produced by AttractionTickets.com, the Scottish city of Dunfermline has been designated as the "surprising Jedi hotspot" ahead of Star Wars Day, which falls on May 4 each year. This day celebrates the iconic Star Wars franchise, originally created by George Lucas, and derives its name from the well-known phrase, "May the force be with you."

According to AttractionTickets.com’s research, a notable 300 per cent increase in searches for ‘Jediism’ has been observed across the UK during the past month. This surge in interest prompted the experts to identify cities with significant engagement in Jedi culture, which encompasses fandom related to the beloved sci-fi universe.

Dunfermline, Scotland's newest city, not only leads the nation in Jedi enthusiasm but also ranks third in the UK overall, with an estimated 0.02 per cent of its population identifying as Jedis. Despite this percentage appearing relatively modest, the findings reflect a "measurable level of sustained interest," as stated by Chris Bradshaw, the Marketing Director at AttractionTickets.com, who attributed the growth of interest to the ongoing cultural relevance of the Star Wars series, especially through platforms like Disney+.

Following Dunfermline, Aberdeen is noted as the second-largest city in Scotland regarding Jedi engagement, with about 0.004 per cent of its population showing interest in Jediism. Edinburgh and Glasgow follow, displaying even smaller proportions, with just under 0.002 per cent and around 0.0015 per cent of residents respectively identifying with the Jedi lifestyle.

In terms of broader UK rankings, Truro emerges as the top Jedi city in England, where 0.05 per cent of the population has expressed interest in Jediism, highlighting a significantly more substantial presence than in other regions. Meanwhile, Swansea leads in Wales with a similar figure of approximately 0.004 per cent, while Northern Ireland did not record any notable interest in Jediism.

The analysis conducted included scrutinising search volume data for the term 'Jediism' across over 70 major cities in the UK, correlating these figures with the latest population statistics to estimate the proportions of interested residents.

Bradshaw remarked on the lasting influence of the Star Wars franchise, stating, "From a pop culture perspective, the influence of the Star Wars franchise remains incredibly strong, evidenced further by the growing popularity of Star Wars rides at Disney parks, such as Star Wars Hyperspace Mountain at Disneyland Paris."

As fans prepare to celebrate Star Wars Day, the findings present an intriguing glimpse into the cultural impact of one of the most enduring franchises in cinematic history and highlight Dunfermline's unexpected position within this fandom landscape.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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