

The ESRC Festival of Social Science is an annual, week-long, series of events, held across the UK for the last 15 years. The 2017 ESRC Festival of Social Science took place from 4-11 November 2017, with 309 separately timetabled events held across 57 different UK towns and cities, attracting nearly 37,400 people involving 1,348 social scientists.



PARTNERS



our 15 partner HEI's managed 196 events

196

Total resources available

£622,279



↑ **34% increase** on 2016's leveraged funding of £408,675

PARTICIPATION

1348

social science researchers

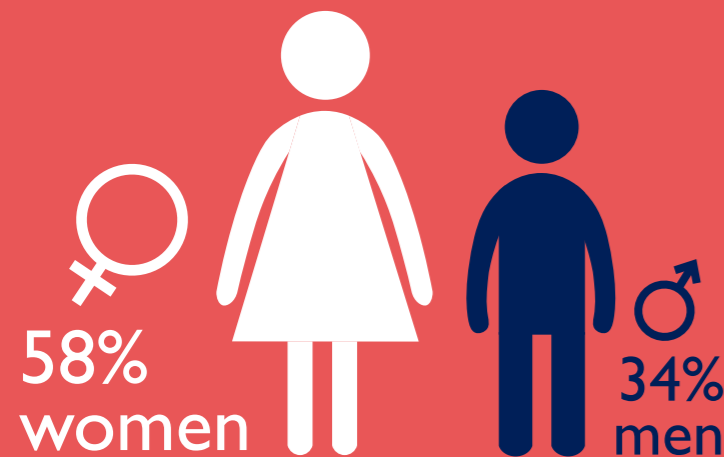
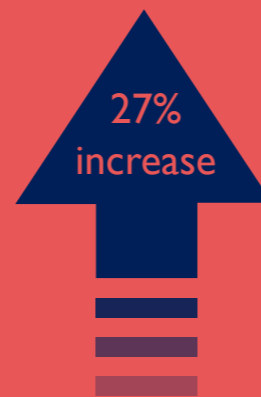
90

Early Career Researchers organised events



ATTENDANCE

37,400



- 29% members of the public
- 33% professional/work related
- 34% school or college student
- 4% did not answer

73% I am inspired to learn more about this area of social science

70% I will use things learned at this event in my work/studies

TWITTER STATS

1 Jan - 1 Nov
#esrcfestival



Potential reach **6.2 million**

Potential impressions **43.1 million**

Contributors **4,532**

Mentions **13,538**

MEDIA

38,951,800



4 national press articles



30 regional publications



4 consumer magazines



29 radio interviews

WEB



88,837 page views

1 minute 6 seconds average time on page

Estimated total reach of marketing and promotional activities

6,311,837

ESRC publications and promotional materials reach

23,000

Corporate event live streaming viewed by

1,065

Hashtag for corporate event #fossimpact reach

417,545

Impressions **2.6 million**