The ESRC Festival of Social Science is an annual, week-long series of events, held across the UK for the last 13 years and has grown in strength year-on-year. In 2015 it ran between 7-14 November.

- **219** named events (some held on more than one day) giving a total of **243** separate events, a **6%** increase on 2014, run by **62** different organisations.
- Events were held in ten regions of the UK, and across **38 towns and cities**.
- **ESRC collected data from 3,711 festival attendees and 115 event organisers**.

**ATTENDANCE**

- The Festival reached an estimated audience of **25,500** - a **27%** increase on 2014.
- **67%** of the audience was aged under 40, **40%** aged 20-40.
- **Attendees aged 20 and under increased significantly from 7% in 2014, to 27% in 2015**.

**General attendees described festival events as:**

"Interesting, informative, excellent, enjoyable, useful, brilliant, different, engaging, well organised relevant and accessible."

- **61%** of general attendees considered the event part of the ESRC Festival.

**MEDIA**

- **The total potential reach of the 2015 Festival was 16.6 MILLION**
- **Social media - 7,903 Twitter mentions from January to November 2015, of which 4,816 were retweets, an increase of 104% since 2014**
- **ESRC publications (47,096)**
- **ESRC website traffic (65,862)**
- **Twitter reach (2.7 million)**
- **Press and media coverage (13.8 million)**

**PARTNERSHIPS**

- **£287,938** leveraged by the 11 HEI partners as cash or in-kind resources.
- The number of festival partners funded through block grants has risen from seven in 2014, to **11** in 2015.

- University of Birmingham, Sheffield Hallam University, University of Sheffield, Queen’s University Belfast, Manchester Metropolitan University, University of Exeter, University of Bristol, Bournemouth University, University of Aberdeen, University of Manchester, Plymouth University

**ORGANISERS**

- At least **645** social science researchers engaged with non-academic audiences via participation in running events.

- **99%** of organisers responding to the survey would consider running another Festival event.

- The potential overall reach of @esrc is estimated to be around 2.7 MILLION Twitter reach (2.7 million) and 2,467 contributors each sending an average of 3.2 tweets each

- Media coverage - the 2015 Festival had at least 161 media mentions credited to the Festival generally, or to specific event titles