The ESRC Festival of Social Science is an annual, week-long, series of events, held across the UK for the last 14 years. The 2016 ESRC Festival of Social Science took place from 5-12 November 2016, with 274 separately timetabled events held across 51 different UK towns and cities, attracting nearly 29,500 people.

274 events were held – an increase of 25% on 2015’s programme of 219 events

25% EVENTS WERE HELD ACROSS THE UK, IN 51 TOWNS AND CITIES, AND ONLINE

29,500 PEOPLE attended the 2016 Festival; a 16% increase on 2015

The Festival attracted significantly more WOMEN (60%) than MEN (34%) (5% gave no answer and 1% described their gender as ‘other’)

25% of attendees said they were members of the general public

32% described themselves as professionals

whilst 39% said they were school or college students

(4% gave no answer)

75% of attendees will use the knowledge gained in their work or study

80% improved their knowledge of the social sciences and its benefit to society

ATTENDANCE

“...I feel really fortunate to have learnt about all this stuff before finalising my choice of university course”

A very positive way of educating people regarding issues society is faced with and potential solutions

PARTNERS

£408,675

The total resources made available to the 2016 Festival (including the estimated amount of additional funds leveraged by participating organisations and other sponsors)

We welcomed four new partners to increase our partnerships to 15

University of Salford

Bangor University

Cardiff University

University of Edinburgh

24% INCREASE

on 2015’s leveraged funding of £330,033

PARTICIPATION

Social Science researchers involved in events rose from 645 in 2015 to 1,400 in 2016 – a 117% increase

60% increase in number of events held in Wales

44% increase in social media contributors from 1,508 in 2015 to 2,172 in 2016

MEDIA

229 MEDIA HITS across the following channels:

Online 206

Print 15

Broadcast 8

109,888 PAGE VIEWS

Twitter and Facebook reach – 4,812,209 (71% increase on last year)

Website traffic – 109,888 page views

The estimated total reach via marketing and promotional activities, was 4,963,497 and included:

Print 34,400 copies

67% The increase in page views in 2016, compared with data for same time period in 2015