

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



PARTNERS



We welcomed four new partners to increase our partnerships to

15

University of Salford
Bangor University
Cardiff University
University of Edinburgh

£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)



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

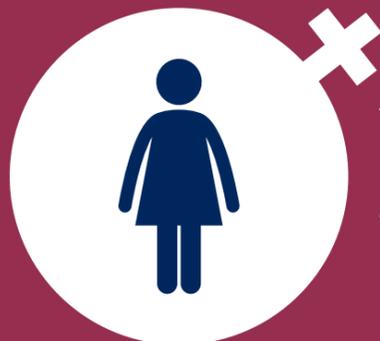


ATTENDANCE



29,500 PEOPLE

attended the 2016 Festival; a 16% increase on 2015



The Festival attracted significantly more **WOMEN (60%)**

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)

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

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

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

MEDIA



Twitter statistics for the period 1 January to 30 November 2016 showed significant increases compared to 2015 across potential reach (70%), potential impressions (133%), contributors (65%) and mentions (29%)



Facebook advertising reached 219,209 people and resulted in 8,610 visits to our website

229 MEDIA HITS

across the following channels:



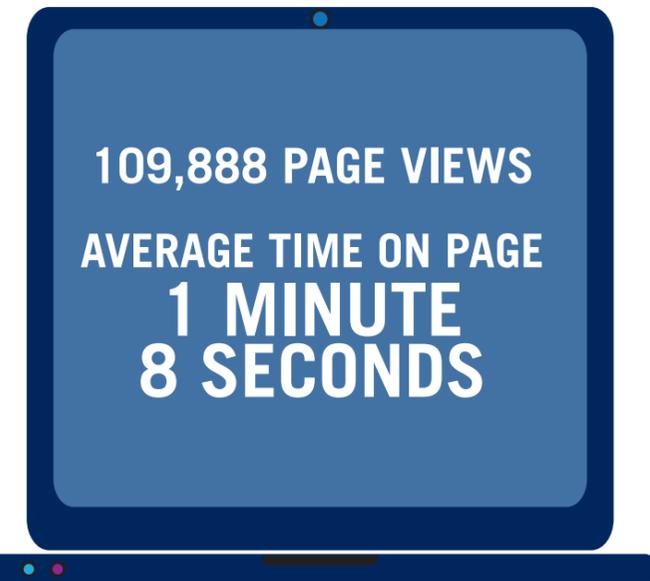
Online **206**



Print **15**



Broadcast **8**



109,888 PAGE VIEWS
AVERAGE TIME ON PAGE
1 MINUTE
8 SECONDS

67% ↑

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

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



Website traffic – **109,888** page views



Twitter and Facebook reach – **4,819,209** (71% increase on last year)



Publications and promotional materials – **34,400** copies