

# Being HUMAN

A festival of the humanities

## 2016

### Key stats

Estimated total audience of **33,000** (57% increase on 2015)

**7 regional hubs:** Dundee, Exeter, Leeds, Liverpool, London, Nottingham and Swansea

**263 events** in **45 towns and cities** covering all 11 UK regions of the UK

**1st international event** in Paris

**221** local and cultural partners

**653** staff and students involved

**£261,000** leveraged in funding and in-kind support

### Press and digital



**95** national and regional press mentions

**41,506,063** total media impressions

Partnership with **BBC Radio 3's Free Thinking** resulting in 3 broadcasts on the festival and a total reach of **5.7 million**

**285,754** Being Human web page views

**6,214** twitter followers (59% increase on 2015)

### Organiser experience

Central support rated positively by **89%** of organisers

Participants' experiences rated positively by **95%**

**86%** of participants would take part again in Being Human

"Being part of a national festival, and the publicity and promotional support it provided, gave a feeling of being part of a celebration of the humanities"

### Audience experience

#### Satisfaction

**95%** rated events good or excellent

**81%** would recommend Being Human



#### Demographics

**60%** aged under 45 and **23%** aged under 24

**51%** did not have a humanities degree



#### Learning

**85%** increased their understanding of the humanities

**84%** wanted to find out more about the humanities

**74%** were made more aware of the festival's sponsors

