

Funding the Future

26 million, and the biggest month on this blog, ever

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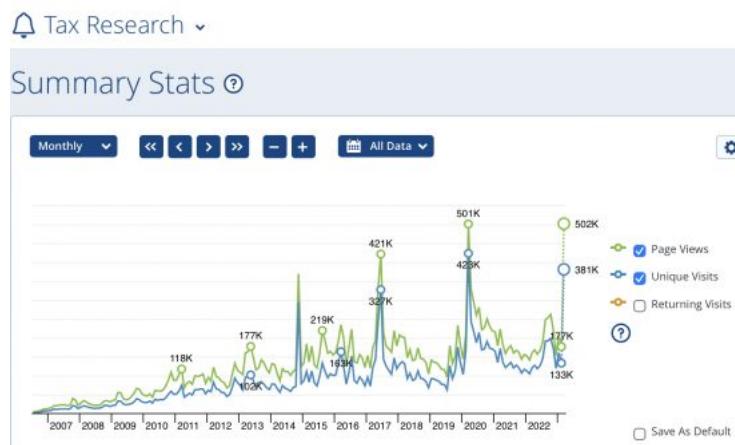
I am aware that I have posted a lot of blogs that focus on you, its reader, rather than on the topics the blog usually discusses over the last few weeks.

That has been the almost inevitable consequence of the work in redesigning and restructuring the blog, and then adding a lot of new features, such as the glossary at one level and 'likes' and polls on another. Now there have been discussions on renaming the blog.

It is important to note in that case that this effort is yielding quite surprising results.

I have noticed this morning (whilst also partaking in an academic conference) that March 2023 is now the record month in the

history of this blog. With more than a day and a half to go this is the data:



The oddity is that the previous peaks were also all specific event focused. It was Luxleaks in 2014, the election in 2017, and furlough in 2020. There was no such event this month. The paper Danny Blanchflower and I published created the biggest read of the month, but the traffic was persistently high once polls began - and we have checked the data, and by themselves they do not distort it. Single days or posts have

not created the peak this month: persistent readership has.

What has also been noticeable is the considerable increase in comments, many from new commentators.

The result has been record traffic that happened to also bring forward the 26 millionth read of the blog since it began in June 2006.

Thanks for reading. It is quite exciting to get the message out more widely.