

Case study



National Numeracy

Creating the UK Numeracy Index (UKNI)

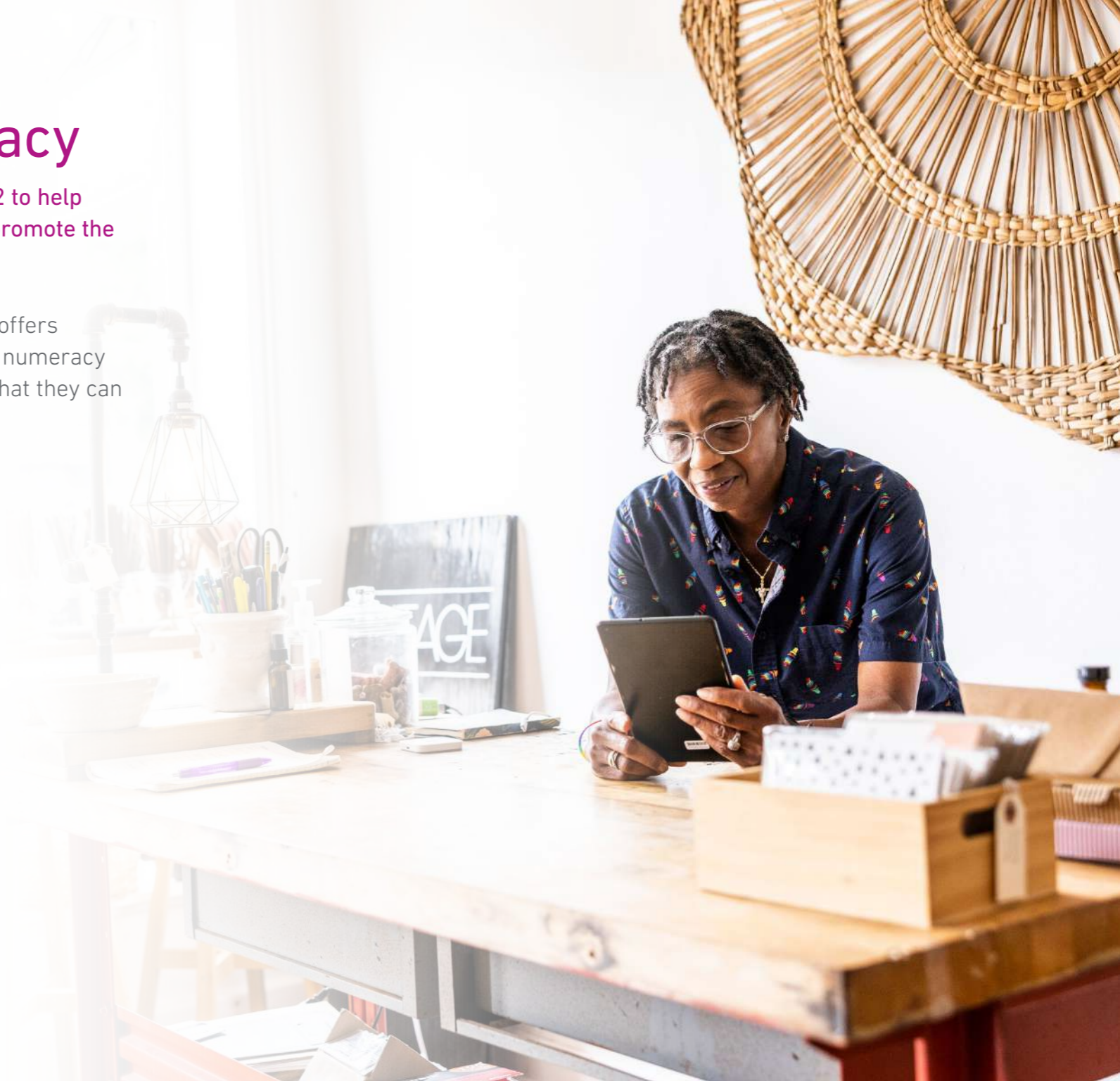


Overview of National Numeracy

National Numeracy was established as an independent charity in 2012 to help raise low levels of numeracy among both adults and children and to promote the importance of everyday maths skills.

The charity challenges negative attitudes, influences public policy and offers practical ways to help adults and children across the UK improve their numeracy to become confident and competent with using numbers and data, so that they can make good decisions in their daily lives.

For more information, please visit
www.nationalnumeracy.org.uk



Objective

Combining knowledge, expertise and datasets, the two companies set out to build the first UK Numeracy Index (UKNI) which models and ranks areas of the UK by (1) numeracy skills; and (2) numeracy confidence.

The Index would reveal fresh insight into numeracy issues across ward, local authority and regional levels. The ambition was to use this unique and valuable data for good to actively change people's lives for the better; allowing policymakers, organisations and local communities to focus numeracy improvement efforts thus boosting social mobility and empowering people for positive change allowing better opportunities and brighter futures.



The solution

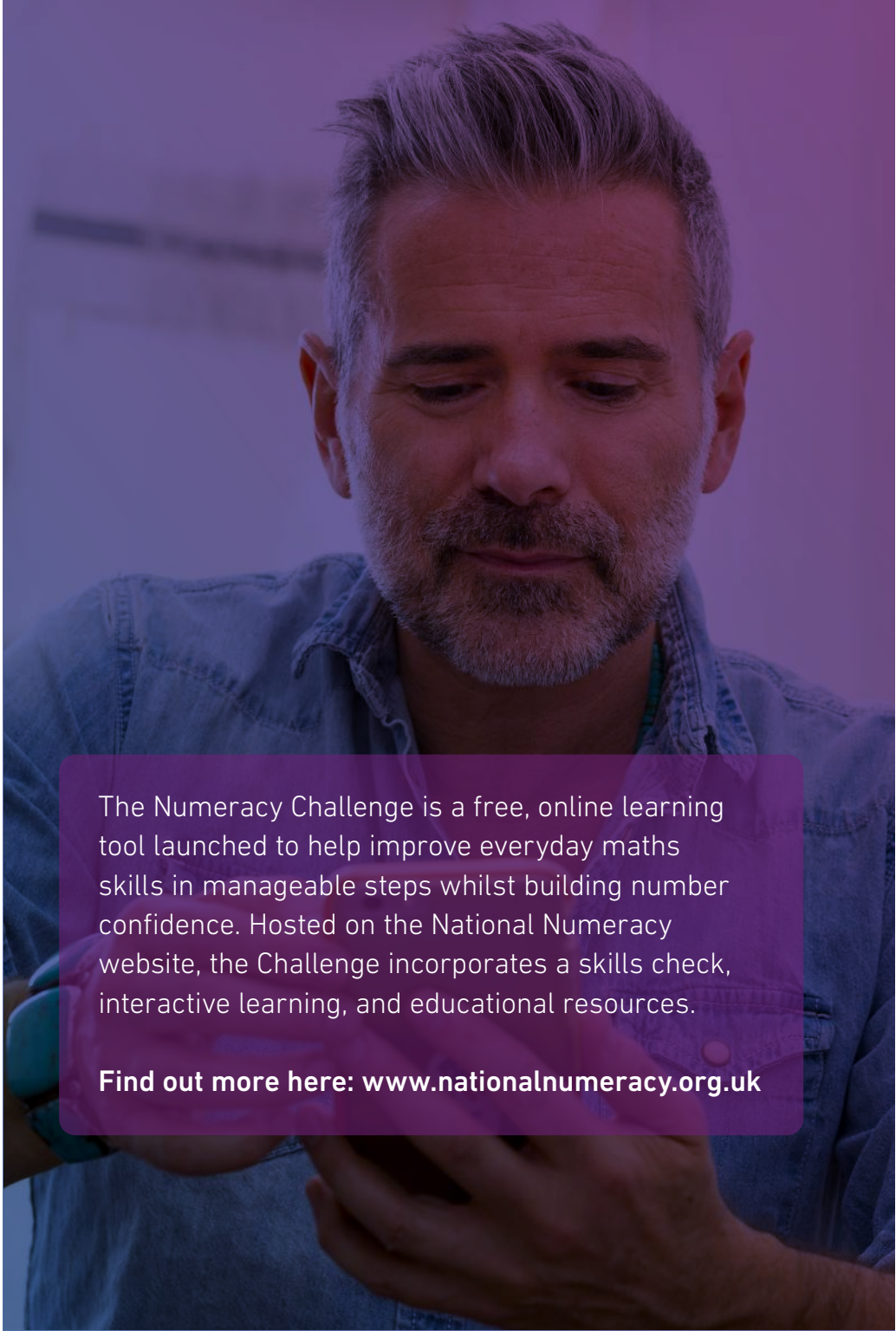
The UKNI was created from numeracy data (confidence and skills) and several consumer attributes from Experian.

The numeracy data was obtained from an anonymised sample of the National Numeracy Challenge in which participants were asked to rate or self-assess their numeracy confidence; whereas the result of the Challenge provided an actual score which was used as a measurement of numeracy skills. The National Numeracy privacy notice was updated to ensure transparency and enable the use of the Challenge data for this purpose.

The modelling of the confidence and skills predictors used several consumer attributes including Gender; Affluence; Age; and Employment Status. Experian matched the numeracy data using the email addresses supplied as part of registration for the challenge. Experian analysts ran initial profiling on the data, showing directional trends for several demographics. These then formed the backbone of the modelling and were

used to enrich the matched records. All records were anonymised so that personal data could not be seen by anyone involved in the process.

Two numeracy models were created: one for confidence and one for skills with an average score calculated for each, based on the number of households within each area. This allowed comparable areas of the UK to be ranked by percentile. A single UKNI from the models. The index has been made available via a public Tableau dashboard for ease of access and another more detailed version was published to be used internally for further analysis.

A photograph of a middle-aged man with grey hair and a beard, wearing a blue denim shirt. He is looking down at a smartphone he is holding in his hands. The background is a blurred indoor setting. The image is overlaid with a semi-transparent purple box containing text.

The Numeracy Challenge is a free, online learning tool launched to help improve everyday maths skills in manageable steps whilst building number confidence. Hosted on the National Numeracy website, the Challenge incorporates a skills check, interactive learning, and educational resources.

Find out more here: www.nationalnumeracy.org.uk

Results

Local authority areas identified as having the greatest need for support to boost low numeracy levels were Merthyr Tydfil, Kingston Upon Hull and Blaenau Gwent, while regionally the Northeast was found to have the greatest need for support. However, low numeracy is an issue across the whole country. Most local authorities (93%) contain at least one ward with below-average numeracy skills, indicating the widespread nature of the problem.

Since its launch, the UKNI has been used by approximately **50 local authorities** to support understanding the numeracy landscape in their area, right down to ward level, **to target interventions** as part of the Government's £560M Multiply Adult Numeracy initiative.

The partnership between National Numeracy and Experian is an important collaboration that has already demonstrated tremendous impact by identifying and helping individuals become more financially literate and confident with numbers.



“At National Numeracy, we are delighted with the incredible impact of our partnership with Experian and the United for Financial Health programme. Experian have been providing transformative support to the charity, particularly to develop the UK Numeracy Index, which has already proven to be a powerful tool in helping to address the issue of low numeracy across the country.

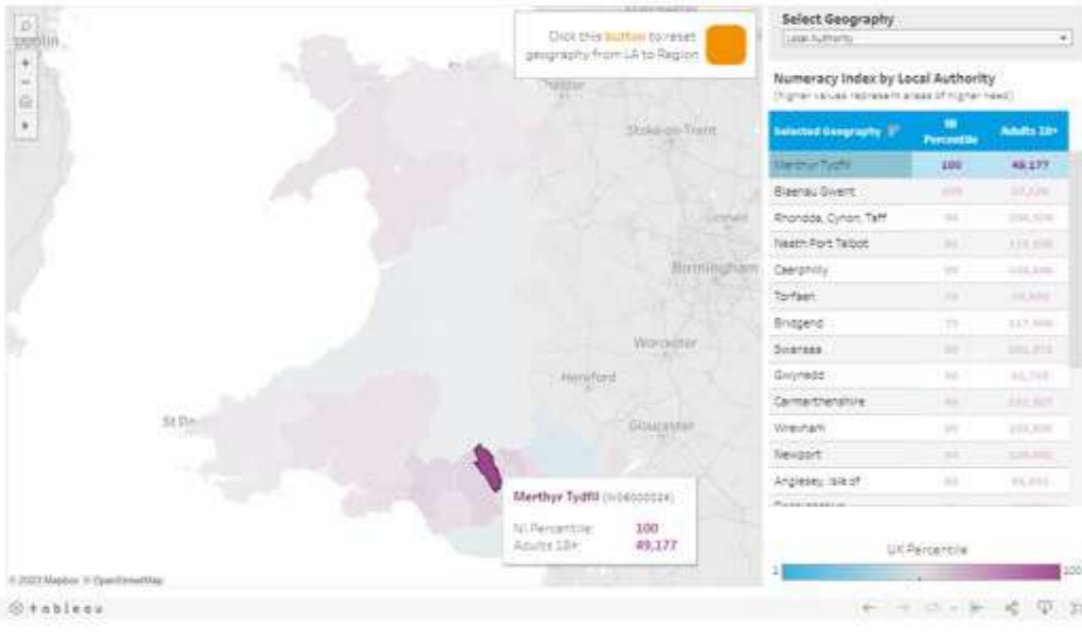
Our partnership is enabling deeper, more targeted impact by empowering people with low numeracy in communities across the UK to take the all-important steps to improve their numeracy and financial health, helping in turn to spark brighter futures. We are very proud of what our partnership with Experian has achieved and tremendously grateful for insight, passion, drive of the Experian team in helping to improve the numeracy of the nation.”

Samuel Sims, CEO, National Numeracy

Explore the UK Numeracy Index

UK Numeracy Index | Multi-Geography Map

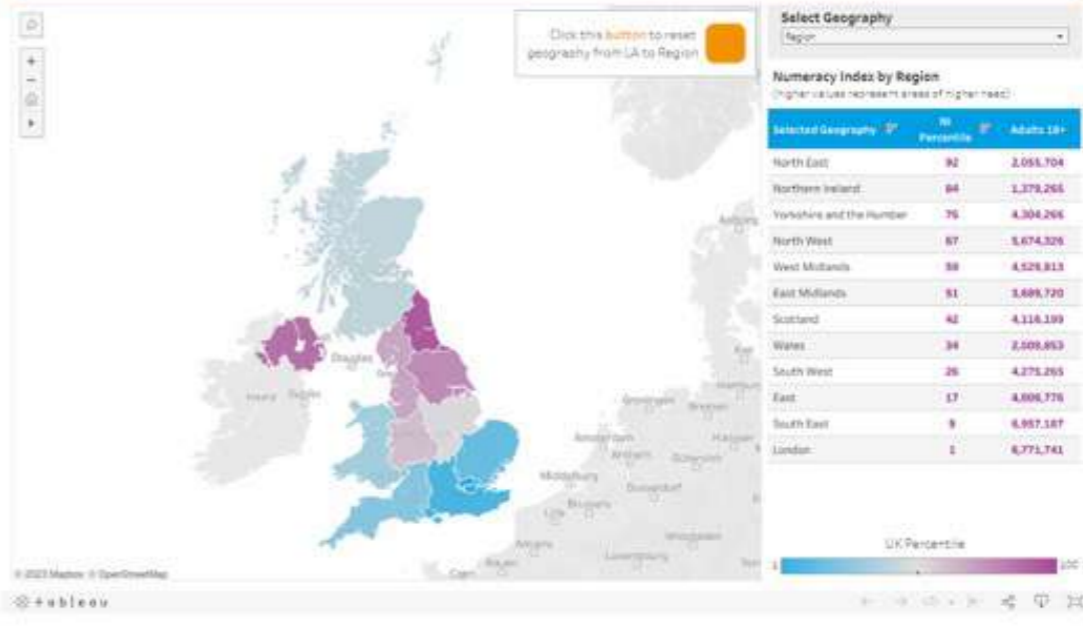
Click on a map area to drill down from Region to Local Authority level or select geography at the UK view.



Explore the UK Numeracy Index

UK Numeracy Index | Multi-Geography Map

Click on a map area to drill down from Region to Local Authority level or select geography at the UK view.



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Understanding and communicating with the right consumers with the right message is critical for the growth and success of any organisation. Experian insight enables organisations have more meaningful interactions with relevant audiences, consistently, across a range of offline and digital marketing channels.

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