



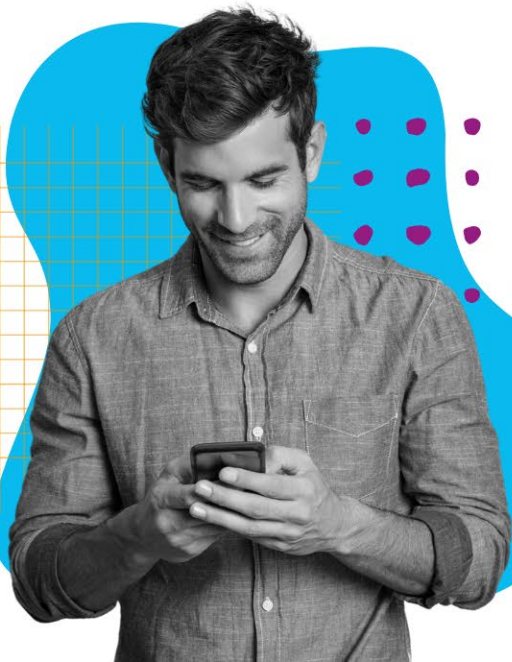
Founding Supporter:



Campaign Overview

4-8 November 2024

Let's get equal on gender and numeracy

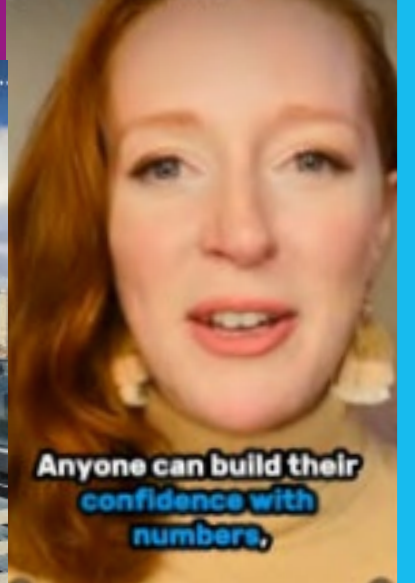
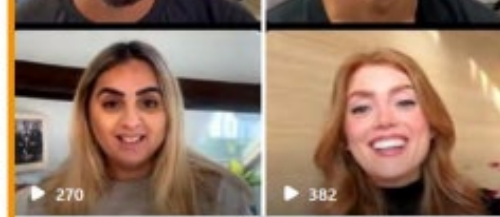


Number Confidence Week: the story so far

Since the campaign began in 2020, Number Confidence Week has inspired more than a quarter of a million actions to improve confidence with numbers across the UK.

With your support, we hope to inspire many thousands more.





Numeracy for Equality

Numeracy is a driver of social mobility
and gender equality

Numeracy + gender

National Numeracy's research reveals:

- Women display lower levels of confidence as compared to men
- Women have more negative maths experiences at school than men, linked to lower levels of number confidence
- Women face more career challenges than men resulting from a lack of a maths qualification, particularly in terms of their earnings
- In addition, recent Teach First research found that 54% of British girls don't feel confident learning maths, compared to 41% of boys

Shocking stats

- Confidence is the single best predictor of numeracy skills...But women are twice as anxious as men about using maths and numbers, even when they have a high skill level. Almost quarter of women – 24% – said maths and numbers made them nervous, compared to 12% of men
- 40% of women said they don't think they are a numbers person, compared to 23% of men
- 35% of young women aged 18 to 21 aren't confident making financial decisions (*The Confidence Gap: Women and Number Confidence, National Numeracy*)
- 33% of women said if a job they were interested in listed "using numbers and data" as a requirement, it would put them off applying, compared to 20% of men
- Lower attainment and number confidence is linked to greater negative career impact, such as earnings, career choices and progression ([Number Confidence and Social Mobility, National Numeracy 2023](#))
- Girls are leaving school lacking number confidence – the lowest confidence with numbers is among those who have just exited the education system ([Number Confidence and Social Mobility, National Numeracy 2023](#))

Campaign mission

To inspire and empower people to build number confidence, leading to stronger numeracy skills that unlock new opportunities.

This year's campaign

Number Confidence Week 4-8 November 2024

- Focus on closing the gender number confidence gap
- BUT this will be an inclusive campaign – we will talk about the barriers men face and about allyship
- For adults, and children, with more resources this year for teachers, families and the adults that support children
- New confidence boosting resources and activities for adults on our website, via email, plus the National Numeracy Challenge
- Celebrity ambassador involvement

How can you get involved?

- Volunteering – an opportunity to visit schools
- The Big Number Natter for staff / networks
- Customer engagement via emails lists, apps and social
- Media opportunities and thought leadership
- Partner toolkit available from October
- Our Head of Comms Cass Lawrence is happy to chat to your comms teams



Timeline

Number Confidence Week 4-8 November 2024

- **4th October** – Your toolkit will be online with some early resources for you to work with. Start planning your activities!
- **7th October** – From 7th October we will be announcing and tagging supporters on social media
- **11th October** – Your toolkit will be complete with all resources
- **Throughout October** – Throughout October you can help promote schools, organisations and individuals to sign up for the campaign <https://www.nationalnumeracy.org.uk/news/join-us-number-confidence-week-2024#signup>
- **4th November** – Number Confidence Week begins!