



Advanced Numerical Skills in the Workplace - Protect Pure Maths February 2024

Methodology: Whitestone Insight 502 GB businesses from 26th-28th February 2024. Whitestone Insight is a member of the British Polling Council and abides by its rules.

All press releases or other publications must be checked with Whitestone Insight before use. Whitestone Insight requires 48 hours to check a press release unless otherwise agreed.

For information about commissioning research please contact hello@whitestoneinsight.com or call +44 (0)7971 209 995.

To register for regular commentary and insight from the Whitestone Insight team, please visit www.whitestoneinsight.com

Business Omnibus

ONLINE Fieldwork: 26th - 28th February 2024

Absolutes/col percents

Table 1

Q1. Below are a list of skills identified by recruiters, employers and government as particularly important in the modern workplace. Which of the following skills do you/your business consider most important when hiring a candidate? Please select up to three
Base: All respondents

	Size of Company										Seniority				Gender		Age						
	Total	Sole Traders	Micro (1-9 employees)	Small (10-49 employees)	Medium (50-249 employees)	0-5 employees	6-249 employees	6-49 employees	50-249 employees	0-9 employees	10+ employees	Owner or proprietor	Managing Director or Partner	Board level Director or partner	Director - not board level	Male	Female	Under 25	25-34	35-44	45-54	55-64	65+
Base	502	198	125	77	102	297	205	103	102	323	179	353	54	62	33	289	213	28	82	86	103	115	88
Teamwork and collaboration	239	83	74	41	41	141	98	57	41	157	82	158	28	39	14	137	102	13	33	38	49	63	43
Written and oral communication	207	93	57	28	29	142	65	36	29	150	57	150	19	25	13	110	97	4	30	29	44	59	41
Analytical and problem-solving skills	195	73	49	36	37	110	85	48	37	122	73	130	21	25	19	112	83	7	31	36	47	47	27
Sales and business development	101	47	24	16	14	64	37	23	14	71	30	79	9	8	5	62	39	4	16	15	28	21	17
Quantitative and numerical skills	98	29	28	12	29	49	49	20	29	57	41	62	10	18	8	62	36	5	14	20	17	18	24
Commercial awareness	90	23	34	12	21	53	37	16	21	57	33	59	13	12	6	63	27	4	10	18	10	25	23
Project management	74	26	17	16	15	40	34	19	15	43	31	48	7	11	8	48	26	4	20	10	17	13	10
Leadership and management	72	16	14	18	24	24	48	24	24	30	42	43	11	13	5	42	30	5	25	8	15	10	9
Digital programming	47	9	8	9	21	11	36	15	21	17	30	30	7	4	6	36	11	5	13	13	5	6	5
Data management	37	7	7	9	14	13	24	10	14	14	23	25	4	4	4	22	15	8	12	2	5	3	7
Auditing and accounting	29	5	7	5	12	10	19	7	12	12	17	13	7	8	1	18	11	4	4	7	7	5	2
Artificial intelligence familiarity	23	3	4	5	11	5	18	7	11	7	16	12	3	7	1	16	7	4	6	4	5	1	3
Other	51	36	9	5	1	44	7	6	1	45	6	46	2	1	2	20	31	-	3	14	12	12	10

Business Omnibus

ONLINE Fieldwork: 26th - 28th February 2024

Absolutes/col percents

Table 1

Q1. Below are a list of skills identified by recruiters, employers and government as particularly important in the modern workplace. Which of the following skills do you/your business consider most important when hiring a candidate? Please select up to three
Base: All respondents

	Region													Industry														
	Total	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland	Manufac-turing	Constru-ction	Wholesale and Retail Trade, Repairs of motor vehicles & motor cycles	Transport & Storage	Accommodation & food services activities	Information & Communication	Financial and insurance activities	Real Estate Activities	Professional, Scientific and Technical Services	Administrative and Support Services	Education	Human health and Social Work	Arts, entertainment & recreation	Other service activities	Other
Base	502	35	21	60	39	48	31	31	50	74	64	43	6	36	33	49	11	17	57	18	25	71	17	21	20	57	38	23
Teamwork and collaboration	239 48%	21 60%	11 52%	26 43%	17 44%	22 46%	18 58%	17 55%	18 36%	34 46%	29 45%	21 49%	5 83%	16 44%	20 61%	21 43%	9 82%	6 35%	24 42%	7 39%	11 44%	27 38%	10 59%	11 52%	7 35%	30 53%	23 61%	11 48%
Written and oral communication	207 41%	17 49%	8 38%	22 37%	25 64%	11 23%	15 48%	13 42%	28 56%	23 31%	24 38%	19 44%	2 33%	8 22%	5 15%	15 31%	3 27%	5 29%	23 40%	5 28%	12 48%	34 48%	9 53%	15 71%	12 60%	28 49%	22 58%	7 30%
Analytical and problem-solving skills	195 39%	14 40%	7 33%	20 33%	11 28%	24 50%	14 45%	12 39%	16 32%	35 47%	22 34%	19 44%	1 17%	10 28%	13 39%	9 18%	4 36%	3 18%	23 40%	5 28%	14 56%	37 52%	9 53%	9 43%	6 30%	25 44%	19 50%	7 30%
Sales and business development	101 20%	9 26%	4 19%	17 28%	10 26%	7 15%	7 23%	4 13%	14 28%	14 19%	11 17%	4 9%	-	10 28%	5 15%	22 45%	2 18%	4 24%	8 14%	2 11%	8 32%	8 11%	4 24%	1 5%	2 10%	11 19%	8 21%	5 22%
Quantitative and numerical skills	98 20%	5 14%	4 19%	16 27%	10 26%	8 17%	2 6%	6 19%	13 26%	13 18%	11 17%	8 19%	2 33%	9 25%	5 15%	12 24%	5 45%	1 6%	10 18%	8 44%	4 16%	13 18%	4 24%	4 19%	2 10%	8 14%	8 21%	3 13%
Commercial awareness	90 18%	5 14%	4 19%	11 18%	8 21%	8 17%	7 23%	3 10%	9 18%	14 19%	11 17%	9 21%	1 17%	9 25%	2 6%	11 22%	2 18%	5 29%	13 23%	5 28%	8 32%	14 20%	3 18%	-	2 10%	6 11%	4 11%	3 13%
Project management	74 15%	5 14%	-	11 18%	3 8%	8 8%	7 23%	6 19%	6 12%	17 23%	5 8%	7 16%	3 50%	3 8%	11 33%	8 16%	1 9%	1 6%	9 16%	1 6%	4 16%	15 21%	2 12%	2 10%	1 5%	8 14%	4 11%	3 13%
Leadership and management	72 14%	7 20%	5 24%	6 10%	3 8%	6 13%	1 3%	2 6%	3 6%	17 23%	15 23%	5 12%	2 33%	7 19%	9 27%	6 12%	2 18%	2 12%	10 18%	3 17%	4 16%	7 10%	1 6%	1 5%	7 35%	4 7%	4 11%	2 9%
Digital programming	47 9%	1 3%	2 10%	5 8%	2 5%	9 19%	3 10%	2 6%	6 12%	10 14%	5 8%	2 5%	-	6 17%	2 6%	4 8%	1 9%	1 6%	14 25%	4 22%	-	5 7%	1 6%	-	2 10%	6 11%	-	1 4%
Data management	37 7%	2 6%	1 5%	3 5%	3 8%	5 10%	1 3%	3 10%	3 6%	7 9%	8 13%	1 2%	-	6 17%	1 3%	3 6%	-	2 12%	6 11%	3 17%	1 4%	4 6%	1 6%	-	4 20%	4 7%	-	2 9%
Auditing and accounting	29 6%	-	1 5%	2 3%	3 8%	4 8%	-	1 3%	3 6%	9 12%	2 3%	2 5%	2 33%	2 6%	3 9%	3 6%	-	-	1 2%	6 33%	1 4%	8 11%	3 18%	-	1 5%	1 2%	-	-
Artificial intelligence familiarity	23 5%	2 6%	1 5%	1 2%	-	5 10%	-	-	4 8%	6 8%	3 5%	1 2%	-	4 11%	-	3 6%	-	-	6 11%	-	-	5 7%	-	1 5%	1 5%	2 4%	1 3%	-
Other	51 10%	2 6%	4 19%	8 13%	3 8%	3 6%	2 6%	3 10%	7 14%	1 1%	9 14%	9 21%	-	2 6%	1 3%	5 10%	-	5 29%	2 4%	-	2 8%	12 17%	-	2 10%	2 10%	10 18%	3 8%	4 17%

Business Omnibus

ONLINE Fieldwork: 26th - 28th February 2024

Absolutes/col percents

Table 2
Q2. Which of the following skills are most in demand in your industry ? Please select up to three
Base: All respondents

	Size of Company										Seniority				Gender		Age						
	Total	Sole Traders	Micro (1-9 employees)	Small (10-49 employees)	Medium (50-249 employees)	0-5 employees	6-249 employees	6-49 employees	50-249 employees	0-9 employees	10+ employees	Owner or proprietor	Managing Director or Managing Partner	Board level Director or partner	Director - not board level	Male	Female	Under 25	25-34	35-44	45-54	55-64	65+
Base	502	198	125	77	102	297	205	103	102	323	179	353	54	62	33	289	213	28	82	86	103	115	88
Written and oral communication	180	89	52	18	21	132	48	27	21	141	39	139	15	20	6	82	98	8	19	31	46	38	38
Teamwork and collaboration	163	58	56	22	27	102	61	34	27	114	49	115	20	19	9	100	63	6	25	20	35	45	32
Analytical and problem-solving skills	156	59	36	29	32	88	68	36	32	95	61	103	17	20	16	91	65	5	22	30	39	38	22
Sales and business development	100	44	27	14	15	68	32	17	15	71	29	73	12	11	4	60	40	2	12	21	24	24	17
Project management	91	31	24	16	20	50	41	21	20	55	36	57	12	16	6	54	37	2	20	22	18	14	15
Quantitative and numerical skills	87	26	23	12	26	44	43	17	26	49	38	54	10	16	7	54	33	6	10	19	14	21	17
Commercial awareness	80	29	22	15	14	45	35	21	14	51	29	55	9	10	6	53	27	3	9	11	14	23	20
Leadership and management	74	18	19	12	25	32	42	17	25	37	37	45	9	14	6	41	33	7	20	7	13	17	10
Digital programming	51	10	9	12	20	15	36	16	20	19	32	31	8	2	10	37	14	8	11	9	9	8	6
Data management	50	9	11	8	22	18	32	10	22	20	30	28	7	9	6	33	17	4	14	12	3	9	8
Auditing and accounting	38	10	9	8	11	16	22	11	11	19	19	23	5	8	2	23	15	2	8	7	9	7	5
Artificial intelligence familiarity	38	9	5	9	15	12	26	11	15	14	24	25	4	6	3	27	11	4	10	10	7	2	5
Other	34	20	8	5	1	27	7	6	1	28	6	30	2	2	-	15	19	-	3	7	8	9	7

Business Omnibus

ONLINE Fieldwork: 26th - 28th February 2024

Absolutes/col percents

Table 2
Q2. Which of the following skills are most in demand in your industry ? Please select up to three
Base: All respondents

	Region													Industry														
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland	Manufacturing	Construction	Wholesale and Retail Trade, Repairs of motor vehicles & motorcycles	Transport & Storage	Accommodation & food services activities	Information & Communication	Financial and insurance activities	Real Estate Activities	Professional and Technical activities	Administrative and Support Services	Education	Human health and Social Work	Arts, entertainment & recreation	Other service activities	Other
Base	502	35	21	60	39	48	31	31	50	74	64	43	6	36	33	49	11	17	57	18	25	71	17	21	20	57	38	23
Written and oral communication	180 36%	14 40%	7 33%	16 27%	22 56%	12 25%	12 39%	11 35%	19 38%	21 28%	23 36%	23 53%	-	8 22%	1 3%	15 31%	4 36%	6 35%	17 30%	3 17%	8 32%	34 48%	8 47%	16 76%	11 55%	26 46%	13 34%	8 35%
Teamwork and collaboration	163 32%	11 31%	8 38%	20 33%	13 33%	16 33%	11 35%	13 42%	11 22%	25 34%	19 30%	11 26%	5 83%	11 31%	17 52%	11 22%	5 45%	4 24%	16 28%	3 17%	10 40%	15 21%	9 53%	7 33%	35 35%	22 39%	18 47%	2 9%
Analytical and problem-solving skills	156 31%	16 46%	7 33%	15 25%	11 28%	16 33%	8 26%	8 26%	13 26%	29 39%	17 27%	14 33%	2 33%	7 19%	10 30%	8 16%	5 45%	1 6%	22 39%	2 11%	7 28%	37 52%	6 35%	5 24%	8 40%	19 33%	12 32%	6 26%
Sales and business development	100 20%	10 29%	5 24%	18 30%	10 26%	9 19%	4 13%	-	17 34%	13 18%	10 16%	3 7%	1 17%	9 25%	4 12%	22 45%	1 9%	4 24%	11 19%	3 17%	6 24%	6 8%	2 12%	2 10%	1 5%	15 26%	6 16%	6 26%
Project management	91 18%	4 11%	3 14%	12 20%	2 5%	4 8%	7 23%	9 29%	6 12%	24 32%	9 14%	8 19%	3 50%	4 11%	11 33%	8 16%	2 18%	1 6%	9 16%	4 22%	11 44%	19 27%	1 6%	2 10%	1 5%	11 19%	4 11%	1 4%
Quantitative and numerical skills	87 17%	5 14%	3 14%	11 18%	6 15%	13 27%	3 10%	6 19%	11 22%	15 20%	7 11%	6 14%	1 17%	9 25%	4 12%	6 12%	3 27%	2 12%	9 16%	8 44%	5 20%	13 18%	4 24%	7 33%	-	4 7%	7 18%	5 22%
Commercial awareness	80 16%	3 9%	3 14%	10 17%	10 26%	8 17%	4 13%	3 10%	5 10%	15 20%	9 14%	9 21%	1 17%	6 17%	4 12%	10 20%	2 18%	4 24%	11 19%	2 11%	8 32%	7 10%	2 12%	1 5%	-	10 18%	3 8%	6 26%
Leadership and management	74 15%	6 17%	6 29%	5 8%	3 8%	10 21%	3 10%	6 19%	7 14%	10 14%	11 17%	6 14%	1 17%	8 22%	7 21%	9 18%	3 27%	1 6%	7 12%	1 6%	3 12%	9 13%	1 6%	3 14%	5 25%	5 9%	6 16%	3 13%
Digital programming	51 10%	1 3%	2 10%	6 10%	3 8%	5 10%	5 16%	2 6%	4 8%	10 14%	9 14%	4 9%	-	5 14%	2 6%	3 6%	1 9%	-	18 32%	2 11%	-	7 10%	2 12%	1 5%	3 15%	5 9%	2 5%	-
Data management	50 10%	3 9%	2 10%	3 5%	4 10%	5 10%	3 10%	3 10%	4 8%	13 18%	7 11%	3 7%	-	4 11%	5 15%	6 12%	1 9%	2 12%	7 12%	6 33%	-	7 10%	1 6%	1 5%	2 10%	5 9%	1 3%	2 9%
Auditing and accounting	38 8%	3 9%	1 5%	5 8%	2 5%	3 6%	-	2 6%	3 6%	7 9%	4 6%	7 16%	1 17%	4 11%	1 3%	6 12%	-	3 18%	2 4%	8 44%	1 4%	8 11%	1 6%	-	-	1 2%	3 8%	-
Artificial intelligence familiarity	38 8%	4 11%	1 5%	4 7%	-	3 6%	4 13%	1 3%	4 8%	7 9%	9 14%	1 2%	-	3 8%	2 6%	3 6%	-	-	12 21%	1 6%	-	10 14%	2 12%	-	1 5%	4 7%	-	-
Other	34 7%	2 6%	2 10%	8 13%	2 5%	2 4%	1 3%	1 3%	5 10%	1 1%	6 9%	4 9%	-	2 6%	1 3%	2 4%	-	3 18%	1 2%	-	-	5 7%	-	1 5%	3 15%	9 16%	3 8%	4 17%

Business Omnibus

ONLINE Fieldwork: 26th - 28th February 2024

Absolutes/col percents

Table 3
Q3. Which of the following university degrees do you consider the most 'employable' for your business and industry needs? Please select up to three
Base: All respondents

	Size of Company											Seniority				Gender		Age					
	Total	Sole Traders	Micro (1-9 employees)	Small (10-49 employees)	Medium (50-249 employees)	0-5 employees	6-249 employees	6-49 employees	50-249 employees	0-9 employees	10+ employees	Owner or proprietor	Managing Director or Partner	Board level Director or partner	Director - not board level	Male	Female	Under 25	25-34	35-44	45-54	55-64	65+
Base	502	198	125	77	102	297	205	103	102	323	179	353	54	62	33	289	213	28	82	86	103	115	88
Business studies (including MBAs)	165	70	42	28	25	102	63	38	25	112	53	113	15	22	15	89	76	3	23	32	38	41	28
	33%	35%	34%	36%	25%	34%	31%	37%	25%	35%	30%	32%	28%	35%	45%	31%	36%	11%	28%	37%	37%	36%	32%
Computer science	99	27	27	19	26	47	52	26	26	54	45	56	13	16	14	73	26	3	14	19	17	25	21
	20%	14%	22%	25%	16%	25%	25%	25%	17%	25%	16%	24%	26%	42%	25%	12%	11%	17%	22%	17%	22%	22%	24%
Humanities (e.g., English, History, Philosophy)	96	45	26	11	14	64	32	18	14	71	25	70	11	11	4	44	52	5	15	21	19	20	16
	19%	23%	21%	14%	14%	22%	16%	17%	14%	22%	14%	20%	20%	18%	12%	15%	24%	18%	18%	24%	18%	17%	18%
Engineering	89	17	23	21	28	34	55	27	28	40	49	52	13	18	6	70	19	6	19	13	17	19	15
	18%	9%	18%	27%	27%	11%	27%	26%	27%	12%	27%	15%	24%	29%	18%	24%	9%	21%	23%	15%	17%	17%	17%
Economics	76	27	21	13	15	42	34	19	15	48	28	48	7	15	6	51	25	3	15	13	15	20	10
	15%	14%	17%	17%	15%	14%	17%	18%	15%	15%	16%	14%	13%	24%	18%	18%	12%	11%	18%	15%	17%	17%	11%
Mathematics	76	24	14	10	28	34	42	14	28	38	38	49	8	15	4	53	23	6	15	17	5	22	11
	15%	12%	11%	13%	27%	11%	20%	14%	27%	12%	21%	14%	15%	24%	12%	18%	11%	21%	18%	20%	5%	19%	13%
Data science	64	11	14	13	26	21	43	17	26	25	39	32	9	12	11	37	27	6	15	12	14	7	10
	13%	6%	11%	17%	25%	7%	21%	17%	25%	8%	22%	9%	17%	19%	33%	13%	13%	21%	18%	14%	14%	6%	11%
Artificial intelligence and machine learning	48	15	12	10	11	23	25	14	11	27	21	32	8	7	1	30	18	3	11	9	12	6	7
	10%	8%	10%	13%	11%	8%	12%	14%	11%	8%	12%	9%	15%	11%	3%	10%	8%	11%	13%	10%	12%	5%	8%
Social sciences (e.g., Geography, Politics)	45	19	9	8	9	28	17	8	9	28	17	28	2	8	7	25	20	2	4	8	12	10	9
	9%	10%	7%	10%	9%	9%	8%	8%	9%	9%	9%	8%	4%	13%	21%	9%	9%	7%	5%	9%	12%	9%	10%
Bioscience and medicine	30	10	6	6	8	15	15	7	8	16	14	17	6	3	4	11	19	3	8	6	6	3	4
	6%	5%	5%	8%	8%	5%	7%	7%	8%	5%	8%	5%	11%	5%	12%	4%	9%	11%	10%	7%	6%	3%	5%
Music	28	13	8	4	3	20	8	5	3	21	7	22	4	1	1	17	11	1	5	3	3	7	9
	6%	7%	6%	5%	3%	7%	4%	5%	3%	7%	4%	6%	7%	2%	3%	6%	5%	4%	6%	3%	3%	6%	10%
Chemistry	17	1	6	3	7	5	12	5	7	7	10	9	3	3	2	11	6	3	2	3	3	4	2
	3%	1%	5%	4%	7%	2%	6%	5%	7%	2%	6%	3%	6%	5%	6%	4%	3%	11%	2%	3%	3%	3%	2%
Physics	16	4	2	2	8	6	10	2	8	6	10	10	4	1	1	11	5	-	6	3	3	2	2
	3%	2%	2%	3%	8%	2%	5%	2%	8%	2%	6%	3%	7%	2%	3%	4%	2%	-	7%	3%	3%	2%	2%

Business Omnibus

ONLINE Fieldwork: 26th - 28th February 2024

Absolutes/col percents

Table 3
Q3. Which of the following university degrees do you consider the most 'employable' for your business and industry needs? Please select up to three
Base: All respondents

	Size of Company										Seniority			Gender		Age							
	Total	Sole Traders	Micro (1-9 employ-ees)	Small (10-49 employ-ees)	Medium (50-249 employ-ees)	0-5 employ-ees	6-249 employ-ees	6-49 employ-ees	50-249 employ-ees	0-9 employ-ees	10+ employ-ees	Owner or proprietor	Managing Director or Partner	Board level Director or partner	Director - not board level	Male	Female	Under 25	25-34	35-44	45-54	55-64	65+
Base	502	198	125	77	102	297	205	103	102	323	179	353	54	62	33	289	213	28	82	86	103	115	88
Other	82	42	22	12	6	62	20	14	6	64	18	65	6	6	5	36	46	1	7	15	17	23	19
	16%	21%	18%	16%	6%	21%	10%	14%	6%	20%	10%	18%	11%	10%	15%	12%	22%	4%	9%	17%	17%	20%	22%

Business Omnibus

ONLINE Fieldwork: 26th - 28th February 2024

Absolutes/col percents

Table 3

Q3. Which of the following university degrees do you consider the most 'employable' for your business and industry needs? Please select up to three
Base: All respondents

	Region													Industry														
	Total	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland	Manuf acturing	Constru ction	Wholesale and Retail Trade, Repairs of motor vehicles & motor cycles	Transp ort & Storage	Accomm odatio n & food services activities	Inform ation & Commun ication	Financ ial and insura nce activities	Real Estate Activitie s	Profes sional Scientific and Techni cal activities	Admini strative and Support Services	Educat ion	Human health and Social Work	Arts, entert ainment & recrea tion	Other service activities	Other
Base	502	35	21	60	39	48	31	31	50	74	64	43	6	36	33	49	11	17	57	18	25	71	17	21	20	57	38	23
Business studies (including MBAs)	165 33%	16 46%	6 29%	18 30%	13 33%	9 19%	11 35%	5 16%	20 40%	26 35%	20 31%	17 40%	4 67%	7 19%	5 15%	29 59%	6 55%	10 59%	14 25%	6 33%	14 56%	19 27%	10 59%	1 5%	3 15%	20 35%	13 34%	5 22%
Computer science	99 20%	4 11%	2 10%	13 22%	7 18%	8 17%	9 29%	3 10%	10 20%	24 32%	13 20%	5 12%	1 17%	4 11%	4 12%	7 14%	1 9%	-	35 61%	5 28%	-	20 28%	6 35%	-	1 5%	10 18%	4 11%	2 9%
Humanities (e.g., English, History, Philosophy)	96 19%	7 20%	4 19%	12 20%	12 31%	4 8%	3 10%	8 26%	10 20%	14 19%	13 20%	9 21%	-	2 6%	-	5 10%	4 36%	2 12%	9 16%	2 11%	4 16%	14 20%	4 24%	11 52%	5 25%	24 42%	5 13%	4 17%
Engineering	89 18%	6 17%	4 19%	12 20%	4 10%	15 31%	8 26%	2 6%	7 14%	14 19%	8 13%	6 14%	3 50%	12 33%	25 76%	4 8%	3 27%	2 12%	7 12%	4 22%	4 16%	15 21%	-	1 5%	1 5%	3 5%	4 11%	2 9%
Economics	76 15%	5 14%	3 14%	11 18%	4 10%	6 13%	6 19%	5 16%	9 18%	13 18%	8 13%	6 14%	-	3 8%	2 6%	11 22%	4 36%	1 6%	7 12%	9 50%	7 28%	12 17%	4 24%	2 10%	1 5%	4 7%	7 18%	1 4%
Mathematics	76 15%	4 11%	2 10%	7 12%	8 21%	9 19%	5 16%	9 29%	9 18%	10 14%	10 16%	3 7%	-	8 22%	11 33%	7 14%	1 9%	1 6%	11 19%	9 50%	2 8%	9 13%	3 18%	5 24%	1 5%	2 4%	2 5%	4 17%
Data science	64 13%	4 11%	2 10%	6 10%	1 3%	5 10%	4 13%	3 10%	5 10%	16 22%	14 22%	4 9%	-	3 8%	1 3%	4 8%	1 9%	-	22 39%	2 11%	1 4%	18 25%	1 6%	-	4 20%	3 5%	1 3%	3 13%
Artificial intelligence and machine learning	48 10%	5 14%	1 5%	3 5%	1 3%	3 6%	7 23%	2 6%	6 12%	9 12%	9 14%	2 5%	-	3 8%	3 9%	5 10%	2 18%	-	12 21%	3 17%	-	6 8%	1 6%	1 5%	1 5%	5 9%	2 5%	4 17%
Social sciences (e.g., Geography, Politics)	45 9%	2 6%	-	2 3%	10 26%	4 8%	1 3%	5 16%	5 10%	9 12%	4 6%	3 7%	-	-	-	4 8%	2 18%	1 6%	3 5%	-	4 16%	10 14%	4 24%	3 14%	1 5%	6 11%	5 13%	2 9%
Bioscience and medicine	30 6%	2 6%	3 14%	2 3%	3 8%	-	1 3%	1 3%	3 6%	8 11%	4 6%	2 5%	1 17%	1 3%	-	-	1 9%	-	3 5%	-	-	5 7%	2 12%	-	12 60%	-	2 5%	2 9%
Music	28 6%	3 9%	-	5 8%	2 5%	1 2%	1 3%	2 6%	2 4%	8 11%	2 3%	2 5%	-	1 3%	-	1 2%	-	-	-	2 11%	1 4%	2 3%	-	5 24%	1 5%	13 23%	-	1 4%
Chemistry	17 3%	-	-	2 3%	-	2 4%	2 6%	-	1 2%	3 4%	4 6%	3 7%	-	3 8%	1 3%	-	1 9%	1 6%	2 4%	-	-	4 6%	-	-	3 15%	-	1 3%	-
Physics	16 3%	-	-	-	1 3%	3 6%	-	1 3%	4 8%	2 3%	3 5%	2 5%	-	3 8%	-	-	-	1 6%	2 4%	2 11%	-	5 7%	-	1 5%	1 5%	-	1 3%	-

Business Omnibus

ONLINE Fieldwork: 26th - 28th February 2024

Absolutes/col percents

Table 3

Q3. Which of the following university degrees do you consider the most 'employable' for your business and industry needs? Please select up to three
Base: All respondents

	Region														Industry													
	Total	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland	Manufac-turing	Constr-uction	Wholes-ale and Retail Trade, Repair-s of motor vehicl-es & motor cycles	Transp-ort & Storage	Accomm-odatio-n & food servic-es activi-ties	Inform-ation & Commun-ication	Financ-ial and insura-nce activi-ties	Real Estate Activi-ties	Profes-sional, Scientific and Techni-cal activi-ties	Admini-strative and Support Services	Educat-ion	Human health and Social Work	Arts, entert-ainment & recrea-tion	Other servic-e activi-ties	Other
Base	502	35	21	60	39	48	31	31	50	74	64	43	6	36	33	49	11	17	57	18	25	71	17	21	20	57	38	23
Other	82	5	5	11	5	7	3	8	9	7	11	11	-	4	-	5	-	5	3	-	2	15	1	4	4	16	12	6
	16%	14%	24%	18%	13%	15%	10%	26%	18%	9%	17%	26%	-	11%	-	10%	-	29%	5%	-	8%	21%	6%	19%	20%	28%	32%	26%

Business Omnibus

ONLINE Fieldwork: 26th - 28th February 2024

Absolutes/col percents

Table 4

Q4. According to Times Higher Education , "mathematics graduates have advanced numerical skills, including statistics, probability, algorithms, economics and data analysis."Given these skills, to what extent do you agree or disagree that mathematics graduates (and related degrees teaching advanced numerical skills) will contribute to innovation or competitive advantage within your industry or sector?

Base: All respondents

	Size of Company											Seniority			Gender		Age						
	Total	Sole Traders	Micro (1-9 employ-ees)	Small (10-49 employ-ees)	Medium (50-249 employ-ees)	0-5 employ-ees	6-249 employ-ees	6-49 employ-ees	50-249 employ-ees	0-9 employ-ees	10+ employ-ees	Owner or proprietor	Man-aging Dir-ector or Part-ner	Board level Dir-ector or part-ner	Dir-ector - not board level	Male	Female	Under					
																		25	25-34	35-44	45-54	55-64	65+
Base	502	198	125	77	102	297	205	103	102	323	179	353	54	62	33	289	213	28	82	86	103	115	88
NET: Agree	341 68%	110 56%	84 67%	54 70%	93 91%	173 58%	168 82%	75 73%	93 91%	194 60%	147 82%	219 62%	45 83%	48 77%	29 88%	218 75%	123 58%	26 93%	65 79%	61 71%	64 62%	70 61%	55 63%
Strongly agree	(4) 117 23%	32 16%	21 17%	20 26%	44 43%	50 17%	67 33%	23 22%	44 43%	53 16%	64 36%	70 20%	20 37%	16 26%	11 33%	75 26%	42 20%	15 54%	34 41%	18 21%	17 17%	15 13%	18 20%
Somewhat agree	(3) 224 45%	78 39%	63 50%	34 44%	49 48%	123 41%	101 49%	52 50%	49 48%	141 44%	83 46%	149 42%	25 46%	32 52%	18 55%	143 49%	81 38%	11 39%	31 38%	43 50%	47 46%	55 48%	37 42%
Somewhat disagree	(2) 79 16%	37 19%	20 16%	15 19%	7 7%	53 18%	26 13%	19 18%	7 7%	57 18%	22 12%	60 17%	8 15%	9 15%	2 6%	37 13%	42 20%	1 4%	8 10%	8 9%	22 21%	20 17%	20 23%
Strongly disagree	(1) 34 7%	24 12%	8 6%	2 3%	- -	32 11%	2 1%	2 2%	- -	32 10%	2 1%	32 9%	- -	1 2%	1 3%	14 5%	20 9%	- -	4 5%	7 8%	8 8%	11 10%	4 5%
NET: Disagree	113 23%	61 31%	28 22%	17 22%	7 7%	85 29%	28 14%	21 20%	7 7%	89 28%	24 13%	92 26%	8 15%	10 16%	3 9%	51 18%	62 29%	1 4%	12 15%	15 17%	30 29%	31 27%	24 27%
Don't know or prefer not to say	48 10%	27 14%	13 10%	6 8%	2 2%	39 13%	9 4%	7 7%	2 2%	40 12%	8 4%	42 12%	1 2%	4 6%	1 3%	20 7%	28 13%	1 4%	5 6%	10 12%	9 9%	14 12%	9 10%
Mean	2.93	2.69	2.87	3.01	3.37	2.74	3.19	3.00	3.37	2.76	3.22	2.83	3.23	3.09	3.22	3.04	2.78	3.52	3.23	2.95	2.78	2.73	2.87
Standard deviation	0.85	0.93	0.80	0.78	0.61	0.91	0.69	0.73	0.61	0.89	0.71	0.90	0.70	0.71	0.71	0.79	0.92	0.58	0.84	0.85	0.84	0.85	0.82
Standard error	0.04	0.07	0.08	0.09	0.06	0.06	0.05	0.07	0.06	0.05	0.05	0.05	0.10	0.09	0.12	0.05	0.07	0.11	0.10	0.10	0.09	0.08	0.09

Business Omnibus

ONLINE Fieldwork: 26th - 28th February 2024

Absolutes/col percents

Table 4

Q4. According to Times Higher Education , "mathematics graduates have advanced numerical skills, including statistics, probability, algorithms, economics and data analysis." Given these skills, to what extent do you agree or disagree that mathematics graduates (and related degrees teaching advanced numerical skills) will contribute to innovation or competitive advantage within your industry or sector?

Base: All respondents

	Region														Industry														
	Total	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland	Manuf acturing	Constr uction	Wholes ale and Retail Trade, Repair s of motor vehicl es & motor cycles	Transp ort & Storag e	Accomm odatio n & food servic es activiti es	Inform ation & Commun icatio n	Financ ial and insura nce activiti es	Real Estate Activiti es	Profes sional	Scient ific and Techni cal activiti es	Admini strat ive and Suppor t Servic es	Educat ion	Human health and Social Work	Arts, entert ainmen t & recrea tion	Other servic e activiti es	Other
Base	502	35	21	60	39	48	31	31	50	74	64	43	6	36	33	49	11	17	57	18	25	71	17	21	20	57	38	23	
NET: Agree	341	22	12	49	25	40	21	21	34	55	37	21	4	31	24	34	11	6	48	17	15	48	11	14	11	32	22	13	
	68%	63%	57%	82%	64%	83%	68%	68%	68%	74%	58%	49%	67%	86%	73%	69%	100%	35%	84%	94%	60%	68%	65%	67%	55%	56%	58%	57%	
Strongly agree	(4)	117	7	4	11	5	16	9	5	11	31	15	3	-	13	16	9	3	1	19	9	2	17	1	5	6	6	6	4
	23%	20%	19%	18%	13%	33%	29%	16%	22%	42%	23%	7%	-	36%	48%	18%	27%	6%	33%	50%	8%	24%	6%	24%	30%	11%	16%	17%	
Somewhat agree	(3)	224	15	8	38	20	24	12	16	23	24	22	18	4	18	8	25	8	5	29	8	13	31	10	9	5	26	16	9
	45%	43%	38%	63%	51%	50%	39%	52%	46%	32%	34%	42%	67%	50%	24%	51%	73%	29%	51%	44%	52%	44%	59%	43%	25%	46%	42%	39%	
Somewhat disagree	(2)	79	6	4	8	6	5	4	3	6	8	19	9	1	4	6	7	-	3	4	-	5	14	3	2	6	9	10	4
	16%	17%	19%	13%	15%	10%	13%	10%	12%	11%	30%	21%	17%	11%	18%	14%	-	18%	7%	-	20%	20%	18%	10%	30%	16%	26%	17%	
Strongly disagree	(1)	34	4	4	2	2	-	2	3	4	5	4	3	1	-	2	-	-	2	-	-	2	4	1	2	2	12	4	1
	7%	11%	19%	3%	5%	-	6%	10%	8%	7%	6%	7%	17%	-	6%	-	-	12%	-	-	8%	6%	6%	10%	10%	21%	11%	4%	
NET: Disagree	113	10	8	10	8	5	6	6	10	13	23	12	2	4	8	7	-	5	4	-	7	18	4	4	8	21	14	5	
	23%	29%	38%	17%	21%	10%	19%	19%	20%	18%	36%	28%	33%	11%	24%	14%	-	29%	7%	-	28%	25%	24%	19%	40%	37%	37%	22%	
Don't know or prefer not to say	48	3	1	1	6	3	4	4	6	6	4	10	-	1	1	8	-	6	5	1	3	5	2	3	1	4	2	5	
	10%	9%	5%	2%	15%	6%	13%	13%	12%	8%	6%	23%	-	3%	3%	16%	-	35%	9%	6%	12%	7%	12%	14%	5%	7%	5%	22%	
Mean	2.93	2.78	2.60	2.98	2.85	3.24	3.04	2.85	2.93	3.19	2.80	2.64	2.50	3.26	3.19	3.05	3.27	2.45	3.29	3.53	2.68	2.92	2.73	2.94	2.79	2.49	2.67	2.89	
Standard deviation	0.85	0.94	1.05	0.68	0.76	0.65	0.90	0.86	0.87	0.92	0.90	0.78	0.84	0.66	0.97	0.63	0.47	0.93	0.61	0.51	0.78	0.85	0.70	0.94	1.03	0.97	0.89	0.83	
Standard error	0.04	0.17	0.23	0.09	0.13	0.10	0.17	0.17	0.13	0.11	0.12	0.14	0.34	0.11	0.17	0.10	0.14	0.28	0.08	0.12	0.17	0.10	0.18	0.22	0.24	0.13	0.15	0.20	

Business Omnibus

ONLINE Fieldwork: 26th - 28th February 2024

Absolutes/col percents

Table 5
Q5. How important is it for your company to have employees who possess advanced numerical skills?
 Base: All respondents

	Size of Company											Seniority			Gender		Age						
	Total	Sole Traders	Micro (1-9 employees)	Small (10-49 employees)	Medium (50-249 employees)	0-5 employees	6-249 employees	6-49 employees	50-249 employees	0-9 employees	10+ employees	Owner or proprietor	Managing Director or Partner	Board level Director or partner	Director - not board level	Male	Female	Under 25	25-34	35-44	45-54	55-64	65+
Base	502	198	125	77	102	297	205	103	102	323	179	353	54	62	33	289	213	28	82	86	103	115	88
NET: Important	310	93	69	59	89	146	164	75	89	162	148	190	46	46	28	205	105	24	60	60	61	60	45
	62%	47%	55%	77%	87%	49%	80%	73%	87%	50%	83%	54%	85%	74%	85%	71%	49%	86%	73%	70%	59%	52%	51%
Very important	(4)	103	20	14	21	48	32	71	23	48	34	69	51	23	18	11	70	33	15	26	19	14	13
	21%	10%	11%	27%	47%	11%	35%	22%	47%	11%	39%	14%	43%	29%	33%	24%	15%	54%	32%	22%	14%	11%	18%
Somewhat important	(3)	207	73	55	38	41	114	93	52	41	128	79	139	23	28	17	135	72	9	34	41	47	29
	41%	37%	44%	49%	40%	38%	45%	50%	40%	44%	39%	43%	45%	52%	47%	34%	32%	41%	48%	46%	41%	33%	
Somewhat unimportant	(2)	122	58	41	13	10	89	33	23	10	99	23	99	5	13	5	62	60	3	15	15	26	33
	24%	29%	33%	17%	10%	30%	16%	22%	10%	31%	13%	28%	9%	21%	15%	21%	28%	11%	18%	17%	25%	29%	34%
Very unimportant	(1)	54	36	12	5	1	48	6	5	1	48	6	50	3	1	-	16	38	1	5	7	14	16
	11%	18%	10%	6%	1%	16%	3%	5%	1%	15%	3%	14%	6%	2%	-	6%	18%	4%	6%	8%	14%	14%	13%
NET: Unimportant	176	94	53	18	11	137	39	28	11	147	29	149	8	14	5	78	98	4	20	22	40	49	
	35%	47%	42%	23%	11%	46%	19%	27%	11%	46%	16%	42%	15%	23%	15%	27%	46%	14%	24%	26%	39%	43%	47%
Don't know/Prefer not to say	16	11	3	-	2	14	2	-	2	14	2	14	-	2	-	6	10	-	2	4	2	6	2
	3%	6%	2%	-	2%	5%	1%	-	2%	4%	1%	4%	-	3%	-	2%	5%	-	2%	5%	2%	5%	2%
Mean	2.74	2.41	2.58	2.97	3.36	2.46	3.13	2.90	3.36	2.48	3.19	2.56	3.22	3.05	3.18	2.92	2.49	3.36	3.01	2.88	2.60	2.52	2.58
Standard deviation	0.92	0.92	0.82	0.84	0.70	0.90	0.79	0.80	0.70	0.88	0.79	0.92	0.84	0.77	0.68	0.83	0.98	0.83	0.88	0.87	0.90	0.89	0.94
Standard error	0.04	0.07	0.07	0.10	0.07	0.05	0.06	0.08	0.07	0.05	0.06	0.05	0.11	0.10	0.12	0.05	0.07	0.16	0.10	0.10	0.09	0.09	0.10

Business Omnibus

ONLINE Fieldwork: 26th - 28th February 2024

Absolutes/col percents

Table 5
Q5. How important is it for your company to have employees who possess advanced numerical skills?
 Base: All respondents

	Region														Industry													
	Total	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland	Manufacturing	Construction	Wholesale and Retail Trade, Repairs of motor vehicles & motor cycles	Transport & Storage	Accommodation & food services activities	Information & Communication	Financial and insurance activities	Real Estate Activities	Professional and Technical activities	Administrative and Support Services	Education	Human health and Social Work	Arts, entertainment & recreation	Other service activities	Other
Base	502	35	21	60	39	48	31	31	50	74	64	43	6	36	33	49	11	17	57	18	25	71	17	21	20	57	38	23
NET: Important	310 62%	23 66%	11 52%	38 63%	22 56%	34 71%	17 55%	15 48%	31 62%	55 74%	42 66%	18 42%	4 67%	23 64%	26 79%	29 59%	9 82%	8 47%	45 79%	16 89%	16 64%	49 69%	11 65%	11 52%	11 55%	29 51%	15 39%	9 39%
Very important	(4) 103 21%	7 20%	2 10%	7 12%	4 10%	17 35%	7 23%	8 26%	8 16%	24 32%	14 22%	5 12%	-	13 36%	11 33%	9 18%	3 27%	-	15 26%	9 50%	3 12%	18 25%	2 12%	5 24%	5 25%	4 7%	4 11%	2 9%
Somewhat important	(3) 207 41%	16 46%	9 43%	31 52%	18 46%	17 35%	10 32%	7 23%	23 46%	31 42%	28 44%	13 30%	4 67%	10 28%	15 45%	20 41%	6 55%	8 47%	30 53%	7 39%	13 52%	31 44%	9 53%	6 29%	6 30%	25 44%	11 29%	7 30%
Somewhat unimportant	(2) 122 24%	10 29%	8 38%	15 25%	8 21%	12 25%	10 32%	7 23%	12 24%	14 19%	12 19%	13 30%	1	11 31%	4 12%	16 33%	2 18%	5 29%	6 11%	2 11%	7 28%	12 17%	4 24%	6 29%	2 10%	16 28%	18 47%	7 30%
Very unimportant	(1) 54 11%	2 6%	2 10%	5 8%	3 8%	1 2%	3 10%	7 23%	6 12%	5 7%	9 14%	10 23%	1	2 6%	3 9%	3 6%	-	3 18%	2 4%	-	2 8%	7 10%	1 6%	2 10%	7 35%	11 19%	5 13%	5 22%
NET: Unimportant	176 35%	12 34%	10 48%	20 33%	11 28%	13 27%	13 42%	14 45%	18 36%	19 26%	21 33%	23 53%	2 33%	13 36%	7 21%	19 39%	2 18%	8 47%	8 14%	2 11%	9 36%	19 27%	5 29%	8 38%	9 45%	27 47%	23 61%	12 52%
Don't know/Prefer not to say	16 3%	-	-	2 3%	6 15%	1 2%	1 3%	2 6%	1 2%	-	1 2%	2 5%	-	-	-	1 2%	-	1 6%	4 7%	-	-	3 4%	1 6%	2 10%	-	1 2%	-	2 9%
Mean	2.74	2.80	2.52	2.69	2.70	3.06	2.70	2.55	2.67	3.00	2.75	2.32	2.50	2.94	3.03	2.73	3.09	2.31	3.09	3.39	2.68	2.88	2.75	2.74	2.45	2.39	2.37	2.29
Standard deviation	0.92	0.83	0.81	0.80	0.81	0.84	0.95	1.15	0.90	0.89	0.97	0.99	0.84	0.95	0.92	0.84	0.70	0.79	0.74	0.70	0.80	0.92	0.77	0.99	1.23	0.89	0.85	0.96
Standard error	0.04	0.14	0.18	0.10	0.14	0.12	0.17	0.21	0.13	0.10	0.12	0.15	0.34	0.16	0.16	0.12	0.21	0.20	0.10	0.16	0.16	0.11	0.19	0.23	0.28	0.12	0.14	0.21

Business Omnibus

ONLINE Fieldwork: 26th - 28th February 2024

Absolutes/col percents

Table 6
Q6. In the last 3-5 years has your demand for employees with advanced numerical skills:
Base: All respondents

	Size of Company											Seniority			Gender		Age						
	Total	Sole Traders	Micro (1-9 employees)	Small (10-49 employees)	Medium (50-249 employees)	0-5 employees	6-249 employees	6-49 employees	50-249 employees	0-9 employees	10+ employees	Owner or proprietor	Managing Director or Managing Partner	Board level Director or partner	Director - not board level	Male	Female	Under 25	25-34	35-44	45-54	55-64	65+
Base	502	198	125	77	102	297	205	103	102	323	179	353	54	62	33	289	213	28	82	86	103	115	88
NET: Increased	108	12	19	24	53	27	81	28	53	31	77	54	25	17	12	77	31	16	33	26	14	9	10
	22%	6%	15%	31%	52%	9%	40%	27%	52%	10%	43%	15%	46%	27%	36%	27%	15%	57%	40%	30%	14%	8%	11%
Increased significantly	33	4	4	5	20	7	26	6	20	8	25	17	9	2	5	23	10	6	16	2	3	2	4
	7%	2%	3%	6%	20%	2%	13%	6%	20%	2%	14%	5%	17%	3%	15%	8%	5%	21%	20%	2%	3%	2%	5%
Increased somewhat	75	8	15	19	33	20	55	22	33	23	52	37	16	15	7	54	21	10	17	24	11	7	6
	15%	4%	12%	25%	32%	7%	27%	21%	32%	7%	29%	10%	30%	24%	21%	19%	10%	36%	21%	28%	11%	6%	7%
Stayed the same	352	160	99	50	43	238	114	71	43	259	93	265	26	41	20	193	159	11	40	52	80	98	71
	70%	81%	79%	65%	42%	80%	56%	69%	42%	80%	52%	75%	48%	66%	61%	67%	75%	39%	49%	60%	78%	85%	81%
Decreased somewhat	5	-	2	2	1	2	3	2	1	2	3	2	1	2	-	5	-	-	2	-	2	1	-
	1%	-	2%	3%	1%	1%	1%	2%	1%	1%	2%	1%	2%	3%	-	2%	-	-	2%	-	2%	1%	-
Decreased significantly	3	1	1	-	1	2	1	-	1	2	1	2	1	-	-	2	1	-	1	-	-	1	1
	1%	1%	1%	-	1%	1%	*	-	1%	1%	1%	1%	2%	-	-	1%	*	-	1%	-	-	1%	1%
NET: Decreased	8	1	3	2	2	4	4	2	2	4	4	4	2	2	-	7	1	-	3	-	2	2	1
	2%	1%	2%	3%	2%	1%	2%	2%	2%	1%	2%	1%	4%	3%	-	2%	*	-	4%	-	2%	2%	1%
Don't know/Prefer not to say	34	25	4	1	4	28	6	2	4	29	5	30	1	2	1	12	22	1	6	8	7	6	6
	7%	13%	3%	1%	4%	9%	3%	2%	4%	9%	3%	8%	2%	3%	3%	4%	10%	4%	7%	9%	7%	5%	7%

Business Omnibus

ONLINE Fieldwork: 26th - 28th February 2024

Absolutes/col percents

Table 6
Q6. In the last 3-5 years has your demand for employees with advanced numerical skills:
Base: All respondents

	Region													Industry														
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland	Manufacturing	Construction	Wholesale and Retail Trade, Repairs of motor vehicles & motor cycles	Transport & Storage	Accommodation & food services activities	Information & Communication	Financial and insurance activities	Real Estate Activities	Professional, Scientific and Technical activities	Administrative and Support Services	Education	Human health and Social Work	Arts, entertainment & recreation	Other service activities	Other
Base	502	35	21	60	39	48	31	31	50	74	64	43	6	36	33	49	11	17	57	18	25	71	17	21	20	57	38	23
NET: Increased	108	7	5	7	3	17	5	6	5	28	19	6	-	11	15	4	4	2	27	10	3	16	-	1	4	3	7	1
	22%	20%	24%	12%	8%	35%	16%	19%	10%	38%	30%	14%	-	31%	45%	8%	36%	12%	47%	56%	12%	23%	-	5%	20%	5%	18%	4%
Increased significantly	33	1	-	1	1	7	3	2	1	11	5	1	-	6	6	1	1	-	6	4	2	1	-	-	2	-	3	1
	7%	3%	-	2%	3%	15%	10%	6%	2%	15%	8%	2%	-	17%	18%	2%	9%	-	11%	22%	8%	1%	-	-	10%	-	8%	4%
Increased somewhat	75	6	5	6	2	10	2	4	4	17	14	5	-	5	9	3	3	2	21	6	1	15	-	1	2	3	4	-
	15%	17%	24%	10%	5%	21%	6%	13%	8%	23%	22%	12%	-	14%	27%	6%	27%	12%	37%	33%	4%	21%	-	5%	10%	5%	11%	-
Stayed the same	352	26	15	49	32	26	24	21	41	40	41	32	5	23	17	42	7	10	24	8	21	53	17	17	15	47	26	17
	70%	74%	71%	82%	82%	54%	77%	68%	82%	54%	64%	74%	83%	64%	52%	86%	64%	59%	42%	44%	84%	75%	100%	81%	75%	82%	68%	74%
Decreased somewhat	5	1	-	-	1	-	-	-	-	2	-	-	1	-	1	1	-	-	2	-	-	-	-	-	-	1	-	-
	1%	3%	-	-	3%	-	-	-	-	3%	-	-	17%	-	3%	2%	-	-	4%	-	-	-	-	-	-	2%	-	-
Decreased significantly	3	-	-	-	-	1	-	-	1	-	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	1	1	-
	1%	-	-	-	-	3%	-	-	1%	-	2%	-	-	-	-	-	-	-	2%	-	-	-	-	-	-	2%	3%	-
NET: Decreased	8	1	-	-	1	-	1	-	3	-	1	1	-	1	1	-	-	-	3	-	-	-	-	-	-	2	1	-
	2%	3%	-	-	3%	-	3%	-	4%	-	2%	17%	-	3%	2%	-	-	-	5%	-	-	-	-	-	-	4%	3%	-
Don't know/Prefer not to say	34	1	1	4	3	5	1	4	4	3	4	4	-	2	-	2	-	5	3	-	1	2	-	3	1	5	4	5
	7%	3%	5%	7%	8%	10%	3%	13%	8%	4%	6%	9%	-	6%	-	4%	-	29%	5%	-	4%	3%	-	14%	5%	9%	11%	22%

Business Omnibus

ONLINE Fieldwork: 26th - 28th February 2024

Absolutes/col percents

Table 7

Q7. When recruiting for new positions in the last 3-5 years, has your company identified a shortage of graduates with advanced numerical skills?

Base: All respondents

	Size of Company											Seniority			Gender		Age						
	Total	Sole Traders	Micro (1-9 employees)	Small (10-49 employees)	Medium (50-249 employees)	0-5 employees	6-249 employees	6-49 employees	50-249 employees	0-9 employees	10+ employees	Owner or proprietor	Managing Director or Partner	Board level Director or partner	Director - not board level	Male	Female	Under 25	25-34	35-44	45-54	55-64	65+
Base	502	198	125	77	102	297	205	103	102	323	179	353	54	62	33	289	213	28	82	86	103	115	88
NET: Yes	130	10	23	34	63	29	101	38	63	33	97	60	26	29	15	87	43	17	36	32	19	13	13
	26%	5%	18%	44%	62%	10%	49%	37%	62%	10%	54%	17%	48%	47%	45%	30%	20%	61%	44%	37%	18%	11%	15%
Yes, significantly	39	2	4	12	21	6	33	12	21	6	33	17	10	9	3	27	12	5	14	5	7	3	5
	8%	1%	3%	16%	21%	2%	16%	12%	21%	2%	18%	5%	19%	15%	9%	9%	6%	18%	17%	6%	7%	3%	6%
Yes, slightly	91	8	19	22	42	23	68	26	42	27	64	43	16	20	12	60	31	12	22	27	12	10	8
	18%	4%	15%	29%	41%	8%	33%	25%	41%	8%	36%	12%	30%	32%	36%	21%	15%	43%	27%	31%	12%	9%	9%
No	289	132	84	39	34	196	93	59	34	216	73	221	24	27	17	170	119	10	32	38	66	86	57
	58%	67%	67%	51%	33%	66%	45%	57%	33%	67%	41%	63%	44%	44%	52%	59%	56%	36%	39%	44%	64%	75%	65%
Not currently, but we expect to	13	6	4	1	2	10	3	1	2	10	3	10	1	2	-	8	5	-	4	1	3	2	3
	3%	3%	3%	1%	2%	3%	1%	1%	2%	3%	2%	3%	2%	3%	-	3%	2%	-	5%	1%	3%	2%	3%
Don't know/Prefer not to say	70	50	14	3	3	62	8	5	3	64	6	62	3	4	1	24	46	1	10	15	15	14	15
	14%	25%	11%	4%	3%	21%	4%	5%	3%	20%	3%	18%	6%	6%	3%	8%	22%	4%	12%	17%	15%	12%	17%

Business Omnibus

ONLINE Fieldwork: 26th - 28th February 2024

Absolutes/col percents

Table 7

Q7. When recruiting for new positions in the last 3-5 years, has your company identified a shortage of graduates with advanced numerical skills?

Base: All respondents

	Region													Industry														
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland	Manufacturing	Construction	Wholesale and Retail Trade, Repairs of motor vehicles & motor cycles	Transport & Storage	Accommodation & food services activities	Information & Communication	Financial and insurance activities	Real Estate Activities	Professional, Scientific and Technical activities	Administrative and Support Services	Education	Human health and Social Work	Arts, entertainment & recreation	Other service activities	Other
Base	502	35	21	60	39	48	31	31	50	74	64	43	6	36	33	49	11	17	57	18	25	71	17	21	20	57	38	23
NET: Yes	130	6	3	12	5	22	7	7	6	33	22	7	-	16	16	8	6	3	28	12	4	16	1	5	3	5	5	-
	26%	17%	14%	20%	13%	46%	23%	23%	12%	45%	34%	16%	-	44%	48%	16%	55%	18%	49%	67%	16%	23%	6%	24%	15%	9%	13%	-
Yes, significantly	39	2	-	2	1	9	4	2	1	13	4	1	-	9	6	2	2	-	7	5	1	4	-	-	1	-	1	-
	8%	6%	-	3%	3%	19%	13%	6%	2%	18%	6%	2%	-	25%	18%	4%	18%	-	12%	28%	4%	6%	-	-	5%	-	3%	-
Yes, slightly	91	4	3	10	4	13	3	5	5	20	18	6	-	7	10	6	4	3	21	7	3	12	1	5	2	5	4	-
	18%	11%	14%	17%	10%	27%	10%	16%	10%	27%	28%	14%	-	19%	30%	12%	36%	18%	37%	39%	12%	17%	6%	24%	10%	9%	11%	-
No	289	22	14	36	26	22	18	17	35	33	37	24	5	16	13	32	5	10	24	6	15	38	11	15	13	43	26	17
	58%	63%	67%	60%	67%	46%	58%	55%	70%	45%	58%	56%	83%	44%	39%	65%	45%	59%	42%	33%	60%	54%	65%	71%	65%	75%	68%	74%
Not currently, but we expect to	13	-	2	2	1	-	1	2	1	1	2	-	1	1	3	-	-	-	-	-	2	3	1	-	2	-	1	-
	3%	-	10%	3%	3%	-	3%	6%	2%	1%	3%	-	17%	3%	9%	-	-	-	-	-	8%	4%	6%	-	10%	-	3%	-
Don't know/Prefer not to say	70	7	2	10	7	4	5	5	8	7	3	12	-	3	1	9	-	4	5	-	4	14	4	1	2	9	6	6
	14%	20%	10%	17%	18%	8%	16%	16%	16%	9%	5%	28%	-	8%	3%	18%	-	24%	9%	-	16%	20%	24%	5%	10%	16%	16%	26%

Business Omnibus
ONLINE Fieldwork: 26th - 28th February 2024

Absolutes/col percents

Table 8

Q8. To what extent do you agree or disagree with the following statements:**Summary Table****Base: All respondents**

	Statement						
	My business would benefit from more employees with advanced numerical skills	Most of the training and development needs in my business focus on digital skills and automation	I still use mathematical skills I learned at school in my job today	It is good for children to learn mathematics to 18	Businesses would benefit from more mathematics graduates entering the workforce	I would worry if some UK universities closed, or shrunk, their maths department	The government should do more to incentivise degrees with advanced numerical skills
Base	502	502	502	502	502	502	502
NET: Agree	247 49%	251 50%	396 79%	404 80%	360 72%	374 75%	343 68%
Strongly agree (4)	69 14%	82 16%	204 41%	239 48%	117 23%	166 33%	117 23%
Somewhat agree (3)	178 35%	169 34%	192 38%	165 33%	243 48%	208 41%	226 45%
Somewhat disagree (2)	128 25%	120 24%	64 13%	59 12%	54 11%	54 11%	69 14%
Strongly disagree (1)	70 14%	96 19%	39 8%	20 4%	12 2%	28 6%	20 4%
NET: Disagree	198 39%	216 43%	103 21%	79 16%	66 13%	82 16%	89 18%
Don't know or prefer not to say	57 11%	35 7%	3 1%	19 4%	76 15%	46 9%	70 14%
Mean	2.55	2.51	3.12	3.29	3.09	3.12	3.02
Standard deviation	0.93	1.01	0.91	0.84	0.71	0.85	0.79
Standard error	0.04	0.05	0.04	0.04	0.03	0.04	0.04

Business Omnibus

ONLINE Fieldwork: 26th - 28th February 2024

Absolutes/col percents

Table 9

Q8. To what extent do you agree or disagree with the following statements:
My business would benefit from more employees with advanced numerical skills
Base: All respondents

	Size of Company										Seniority			Gender		Age								
	Total	Sole Traders	Micro (1-9 employees)	Small (10-49 employees)	Medium (50-249 employees)	0-5 employees	6-249 employees	6-49 employees	50-249 employees	0-9 employees	10+ employees	Owner or proprietor	Managing Director or Partner	Board level Director or partner	Director - not board level	Male	Female	Under 25	25-34	35-44	45-54	55-64	65+	
Base	502	198	125	77	102	297	205	103	102	323	179	353	54	62	33	289	213	28	82	86	103	115	88	
NET: Agree	247	60	51	51	85	97	150	65	85	111	136	141	40	43	23	169	78	23	54	50	42	39	39	
	49%	30%	41%	66%	83%	33%	73%	63%	83%	34%	76%	40%	74%	69%	70%	58%	37%	82%	66%	58%	41%	34%	44%	
Strongly agree	(4)	69	14	10	14	31	22	47	16	31	24	45	39	13	10	7	46	23	9	22	12	10	6	10
		14%	7%	8%	18%	30%	7%	23%	16%	30%	7%	25%	11%	24%	16%	21%	16%	11%	32%	27%	14%	10%	5%	11%
Somewhat agree	(3)	178	46	41	37	54	75	103	49	54	87	91	102	27	33	16	123	55	14	32	38	32	29	
		35%	23%	33%	48%	53%	25%	50%	48%	53%	27%	51%	29%	50%	53%	48%	43%	26%	50%	39%	44%	31%	29%	33%
Somewhat disagree	(2)	128	55	43	18	12	88	40	28	12	98	30	98	10	13	7	65	63	2	15	16	28	39	28
		25%	28%	34%	23%	12%	30%	20%	27%	12%	30%	17%	28%	19%	21%	21%	22%	30%	7%	18%	19%	27%	34%	32%
Strongly disagree	(1)	70	45	20	4	1	63	7	6	1	65	5	64	3	3	-	29	41	2	8	12	17	22	9
		14%	23%	16%	5%	1%	21%	3%	6%	1%	20%	3%	18%	6%	5%	-	10%	19%	7%	10%	14%	17%	19%	10%
NET: Disagree		198	100	63	22	13	151	47	34	13	163	35	162	13	16	7	94	104	4	23	28	45	61	37
		39%	51%	50%	29%	13%	51%	23%	33%	13%	50%	20%	46%	24%	26%	21%	33%	49%	14%	28%	33%	44%	53%	42%
Don't know or prefer not to say		57	38	11	4	4	49	8	4	4	49	8	50	1	3	3	26	31	1	5	8	16	15	12
		11%	19%	9%	5%	4%	16%	4%	4%	4%	15%	4%	14%	2%	5%	9%	9%	15%	4%	6%	9%	16%	13%	14%
Mean		2.55	2.18	2.36	2.84	3.17	2.23	2.96	2.76	3.17	2.26	3.03	2.38	2.94	2.85	3.00	2.71	2.33	3.11	2.88	2.64	2.40	2.23	2.53
Standard deviation		0.93	0.94	0.87	0.80	0.67	0.93	0.77	0.80	0.67	0.92	0.75	0.96	0.82	0.76	0.69	0.88	0.96	0.85	0.95	0.93	0.86	0.86	0.87
Standard error		0.04	0.07	0.08	0.09	0.07	0.06	0.05	0.08	0.07	0.06	0.06	0.11	0.10	0.13	0.05	0.07	0.16	0.11	0.10	0.10	0.09	0.10	

Business Omnibus

ONLINE Fieldwork: 26th - 28th February 2024

Absolutes/col percents

Table 9

Q8. To what extent do you agree or disagree with the following statements:
My business would benefit from more employees with advanced numerical skills
Base: All respondents

	Region														Industry													
	Total	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland	Manu- facturing	Constru- ction	Wholes- ale and Retail Trade, Repairs of motor vehicles & motor cycles	Transp- ort & Storage	Accomm- odation & food services activities	Inform- ation & Communica- tion	Financ- ial and insur- ance activi- ties	Real Estate Activi- ties	Profes- sional	Scient- ific and Techni- cal Serv- ices	Admini- strative and Support	Educat- ion	Human health and Social Work	Arts, entertainmen- t & recrea- tion	Other service activities
Base	502	35	21	60	39	48	31	31	50	74	64	43	6	36	33	49	11	17	57	18	25	71	17	21	20	57	38	23
NET: Agree	247	16	8	26	17	35	16	14	21	47	35	10	2	25	24	26	7	5	40	16	7	39	4	7	10	16	12	8
	49%	46%	38%	43%	44%	73%	52%	45%	42%	64%	55%	23%	33%	69%	73%	53%	64%	29%	70%	89%	28%	55%	24%	33%	50%	28%	32%	35%
Strongly agree	(4) 69	6	4	3	3	10	3	7	6	16	9	2	-	9	7	6	4	1	12	7	2	6	-	1	5	4	4	1
	14%	17%	19%	5%	8%	21%	10%	23%	12%	22%	14%	5%	-	25%	21%	12%	36%	6%	21%	39%	8%	8%	-	5%	25%	7%	11%	4%
Somewhat agree	(3) 178	10	4	23	14	25	13	7	15	31	26	8	2	16	17	20	3	4	28	9	5	33	4	6	5	12	8	7
	35%	29%	19%	38%	36%	52%	42%	23%	30%	42%	41%	19%	33%	44%	52%	41%	27%	24%	49%	50%	20%	46%	24%	29%	25%	21%	21%	30%
Somewhat disagree	(2) 128	9	6	19	9	8	12	5	14	17	14	13	2	7	3	16	4	2	9	-	10	14	7	7	4	18	13	9
	25%	26%	29%	32%	23%	17%	39%	16%	28%	23%	22%	30%	33%	19%	9%	33%	36%	12%	16%	-	40%	20%	41%	33%	20%	32%	34%	39%
Strongly disagree	(1) 70	4	4	7	6	4	2	6	10	7	9	10	1	1	4	2	-	8	2	1	2	9	2	5	5	17	9	2
	14%	11%	19%	12%	15%	8%	6%	19%	20%	9%	14%	23%	17%	3%	12%	4%	-	47%	4%	6%	8%	13%	12%	24%	25%	30%	24%	9%
NET: Disagree	198	13	10	26	15	12	14	11	24	24	23	23	3	8	7	18	4	10	11	1	12	23	9	12	9	35	22	11
	39%	37%	48%	43%	38%	25%	45%	35%	48%	32%	36%	53%	50%	22%	21%	37%	36%	59%	19%	6%	48%	32%	53%	57%	45%	61%	58%	48%
Don't know or prefer not to say	57	6	3	8	7	1	1	6	5	3	6	10	1	3	2	5	-	2	6	1	6	9	4	2	1	6	4	4
	11%	17%	14%	13%	18%	2%	3%	19%	10%	4%	9%	23%	17%	8%	6%	10%	-	12%	11%	6%	24%	13%	4	10%	5%	11%	11%	17%
Mean	2.55	2.62	2.44	2.42	2.44	2.87	2.57	2.60	2.38	2.79	2.60	2.06	2.20	3.00	2.87	2.68	3.00	1.87	2.98	3.29	2.37	2.58	2.15	2.16	2.53	2.06	2.21	2.37
Standard deviation	0.93	0.98	1.10	0.80	0.91	0.85	0.77	1.15	0.98	0.91	0.94	0.90	0.84	0.79	0.92	0.77	0.89	1.06	0.76	0.77	0.83	0.86	0.69	0.90	1.17	0.95	0.98	0.76
Standard error	0.04	0.18	0.26	0.11	0.16	0.12	0.14	0.23	0.15	0.11	0.12	0.16	0.37	0.14	0.17	0.12	0.27	0.27	0.11	0.19	0.19	0.11	0.19	0.21	0.27	0.13	0.17	0.17

Business Omnibus

ONLINE Fieldwork: 26th - 28th February 2024

Absolutes/col percents

Table 10
Q8. To what extent do you agree or disagree with the following statements:
Most of the training and development needs in my business focus on digital skills and automation
Base: All respondents

	Size of Company											Seniority			Gender		Age							
	Total	Sole Traders	Micro (1-9 employees)	Small (10-49 employees)	Medium (50-249 employees)	0-5 employees	6-249 employees	6-49 employees	50-249 employees	0-9 employees	10+ employees	Owner or proprietor	Managing Director or Partner	Board level Director or partner	Director - not board level	Male	Female	Under 25	25-34	35-44	45-54	55-64	65+	
Base	502	198	125	77	102	297	205	103	102	323	179	353	54	62	33	289	213	28	82	86	103	115	88	
NET: Agree	251	77	51	45	78	115	136	58	78	128	123	165	34	33	19	164	87	26	53	55	44	39	34	
	50%	39%	41%	58%	76%	39%	66%	56%	76%	40%	69%	47%	63%	53%	58%	57%	41%	93%	65%	64%	43%	34%	39%	
Strongly agree	(4)	82	20	12	15	35	28	54	19	35	32	50	18	9	5	51	31	13	25	18	10	7	9	
		16%	10%	10%	19%	34%	9%	26%	18%	34%	10%	28%	14%	15%	15%	18%	15%	46%	30%	21%	10%	6%	10%	
Somewhat agree	(3)	169	57	39	30	43	87	82	39	43	96	73	115	16	24	14	113	56	13	28	37	34	32	25
		34%	29%	31%	39%	42%	29%	40%	38%	42%	30%	41%	33%	30%	39%	42%	39%	26%	46%	34%	43%	33%	28%	28%
Somewhat disagree	(2)	120	47	41	17	15	78	42	27	15	88	32	83	10	19	8	72	48	2	13	11	32	37	25
		24%	24%	33%	22%	15%	26%	20%	26%	15%	27%	18%	24%	19%	31%	24%	25%	23%	7%	16%	13%	31%	32%	28%
Strongly disagree	(1)	96	50	26	14	6	73	23	17	6	76	20	75	10	7	4	40	56	-	10	8	24	33	21
		19%	25%	21%	18%	6%	25%	11%	17%	6%	24%	11%	21%	19%	11%	12%	14%	26%	-	12%	9%	23%	29%	24%
NET: Disagree		216	97	67	31	21	151	65	44	21	164	52	158	20	26	12	112	104	2	23	19	56	70	46
		43%	49%	54%	40%	21%	51%	32%	43%	21%	51%	29%	45%	37%	42%	36%	39%	49%	7%	28%	22%	54%	61%	52%
Don't know or prefer not to say		35	24	7	1	3	31	4	1	3	31	4	30	-	3	2	13	22	-	6	12	3	6	8
		7%	12%	6%	1%	3%	10%	2%	1%	3%	10%	2%	8%	-	5%	6%	4%	10%	-	7%	14%	3%	5%	9%
Mean		2.51	2.27	2.31	2.61	3.08	2.26	2.83	2.59	3.08	2.29	2.87	2.43	2.78	2.59	2.65	2.63	2.32	3.39	2.89	2.88	2.30	2.12	2.28
Standard deviation		1.01	1.00	0.93	1.01	0.87	0.98	0.95	0.98	0.87	0.97	0.96	1.01	1.11	0.89	0.91	0.95	1.07	0.63	1.01	0.91	0.95	0.92	0.98
Standard error		0.05	0.08	0.09	0.12	0.09	0.06	0.07	0.10	0.09	0.06	0.07	0.06	0.15	0.12	0.16	0.06	0.08	0.12	0.12	0.11	0.09	0.09	0.11

Business Omnibus

ONLINE Fieldwork: 26th - 28th February 2024

Absolutes/col percents

Table 10
Q8. To what extent do you agree or disagree with the following statements:
Most of the training and development needs in my business focus on digital skills and automation
Base: All respondents

	Region													Industry														
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland	Manufacturing	Construction	Wholesale and Retail Trade, Repairs of motor vehicles & motorcycles	Transport & Storage	Accommodation & food services activities	Information & Communication	Financial and insurance activities	Real Estate Activities	Professional	Administrative and Support Services	Education	Human health and Social Work	Arts, entertainment & recreation	Other service activities	Other
Base	502	35	21	60	39	48	31	31	50	74	64	43	6	36	33	49	11	17	57	18	25	71	17	21	20	57	38	23
NET: Agree	251 50%	18 51%	11 52%	28 47%	18 46%	29 60%	14 45%	14 45%	20 40%	44 59%	35 55%	17 40%	3 50%	25 69%	18 55%	32 65%	7 64%	5 29%	46 81%	13 72%	5 20%	36 51%	5 29%	5 24%	10 50%	21 37%	14 37%	9 39%
Strongly agree	(4) 82 16%	6 17%	5 24%	7 12%	4 10%	14 29%	7 23%	5 16%	5 10%	16 22%	9 14%	4 9%	- -	12 33%	9 27%	10 20%	3 27%	2 12%	14 25%	4 22%	1 4%	10 14%	- -	2 10%	5 25%	7 12%	2 5%	1 4%
Somewhat agree	(3) 169 34%	12 34%	6 29%	21 35%	14 36%	15 31%	7 23%	9 29%	15 30%	28 38%	26 41%	13 30%	3 50%	13 36%	9 27%	22 45%	4 36%	3 18%	32 56%	9 50%	4 16%	26 37%	5 29%	3 14%	5 25%	14 25%	12 32%	8 35%
Somewhat disagree	(2) 120 24%	9 26%	3 14%	15 25%	9 23%	9 19%	12 39%	9 29%	17 30%	17 23%	13 20%	8 19%	1 17%	4 11%	10 30%	9 18%	4 36%	2 12%	6 11%	3 17%	9 36%	16 23%	5 29%	7 33%	4 20%	15 26%	15 39%	6 26%
Strongly disagree	(1) 96 19%	6 17%	6 29%	13 22%	7 18%	5 10%	5 16%	4 13%	12 24%	10 14%	12 19%	14 33%	2 33%	5 14%	4 12%	7 14%	- -	4 24%	2 4%	1 6%	8 32%	16 23%	6 35%	8 38%	5 25%	16 28%	7 18%	4 17%
NET: Disagree	216 43%	15 43%	9 43%	28 47%	16 41%	14 29%	17 55%	13 42%	27 54%	27 36%	25 39%	22 51%	3 50%	9 25%	14 42%	16 33%	4 36%	6 35%	8 14%	4 22%	17 68%	32 45%	11 65%	15 71%	9 45%	31 54%	22 58%	10 43%
Don't know or prefer not to say	35 7%	2 6%	1 5%	4 7%	5 13%	5 10%	- -	4 13%	3 6%	3 4%	4 6%	4 9%	- -	2 6%	1 3%	1 2%	- -	6 35%	3 5%	1 6%	3 12%	3 4%	1 6%	1 5%	1 5%	5 9%	2 5%	4 17%
Mean	2.51	2.55	2.50	2.39	2.44	2.88	2.52	2.56	2.28	2.70	2.53	2.18	2.17	2.94	2.72	2.73	2.91	2.27	3.07	2.94	1.91	2.44	1.94	1.95	2.53	2.23	2.25	2.32
Standard deviation	1.01	1.00	1.19	0.98	0.96	1.00	1.03	0.97	0.97	0.98	0.98	1.05	0.98	1.04	1.02	0.96	0.83	1.19	0.72	0.83	0.87	1.01	0.85	1.00	1.17	1.04	0.84	0.89
Standard error	0.05	0.17	0.27	0.13	0.16	0.15	0.18	0.19	0.14	0.12	0.13	0.17	0.40	0.18	0.18	0.14	0.25	0.36	0.10	0.20	0.19	0.12	0.21	0.22	0.27	0.14	0.14	0.20

Business Omnibus

ONLINE Fieldwork: 26th - 28th February 2024

Absolutes/col percents

Table 11
Q8. To what extent do you agree or disagree with the following statements:
I still use mathematical skills I learned at school in my job today
Base: All respondents

	Size of Company										Seniority			Gender		Age								
	Total	Sole Traders	Micro (1-9 employees)	Small (10-49 employees)	Medium (50-249 employees)	0-5 employees	6-249 employees	6-49 employees	50-249 employees	0-9 employees	10+ employees	Owner or proprietor	Managing Director or Partner	Board level Director or partner	Director - not board level	Male	Female	Under 25	25-34	35-44	45-54	55-64	65+	
Base	502	198	125	77	102	297	205	103	102	323	179	353	54	62	33	289	213	28	82	86	103	115	88	
NET: Agree	396	149	102	54	91	230	166	75	91	251	145	277	46	48	25	244	152	21	65	59	76	100	75	
	79%	75%	82%	70%	89%	77%	81%	73%	89%	78%	81%	78%	85%	77%	76%	84%	71%	75%	79%	69%	74%	87%	85%	
Strongly agree	(4)	204	65	59	30	50	113	91	41	50	124	80	138	22	31	13	134	70	13	32	24	35	50	50
		41%	33%	47%	39%	49%	38%	44%	40%	49%	38%	45%	39%	41%	50%	39%	46%	33%	46%	39%	28%	34%	43%	57%
Somewhat agree	(3)	192	84	43	24	41	117	75	34	41	127	65	139	24	17	12	110	82	8	33	35	41	50	25
		38%	42%	34%	31%	40%	39%	37%	33%	40%	39%	36%	39%	44%	27%	36%	38%	29%	40%	41%	40%	43%	28%	
Somewhat disagree	(2)	64	28	13	15	8	39	25	17	8	41	23	43	6	10	5	29	35	4	11	16	14	10	9
		13%	14%	10%	19%	8%	13%	12%	17%	8%	13%	13%	12%	11%	16%	15%	10%	16%	14%	13%	19%	14%	9%	10%
Strongly disagree	(1)	39	19	10	8	2	26	13	11	2	29	10	30	2	4	3	14	25	3	5	11	12	5	3
		8%	10%	8%	10%	2%	9%	6%	11%	2%	9%	6%	8%	4%	6%	9%	5%	12%	11%	6%	13%	12%	4%	3%
NET: Disagree		103	47	23	23	10	65	38	28	10	70	33	73	8	14	8	43	60	7	16	27	26	15	12
		21%	24%	18%	30%	10%	22%	19%	27%	10%	22%	18%	21%	15%	23%	24%	15%	28%	25%	20%	31%	25%	13%	14%
Don't know or prefer not to say		3	2	-	-	1	2	1	-	1	2	1	3	-	-	-	2	1	-	1	-	1	-	1
		1%	1%	-	-	1%	1%	*	-	1%	1%	1%	-	-	-	1%	*	-	1%	-	1%	-	1%	
Mean		3.12	2.99	3.21	2.99	3.38	3.07	3.20	3.02	3.38	3.08	3.21	3.10	3.22	3.21	3.06	3.27	2.93	3.11	3.14	2.84	2.97	3.26	3.40
Standard deviation		0.91	0.93	0.93	1.01	0.72	0.93	0.89	1.00	0.72	0.93	0.87	0.92	0.79	0.94	0.97	0.83	0.98	1.03	0.88	0.98	0.98	0.80	0.81
Standard error		0.04	0.07	0.08	0.11	0.07	0.05	0.06	0.10	0.07	0.05	0.07	0.05	0.11	0.12	0.17	0.05	0.07	0.19	0.10	0.10	0.10	0.07	0.09

Business Omnibus

ONLINE Fieldwork: 26th - 28th February 2024

Absolutes/col percents

Table 11
Q8. To what extent do you agree or disagree with the following statements:
I still use mathematical skills I learned at school in my job today
Base: All respondents

	Region													Industry														
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland	Manufacturing	Construction	Wholesale and Retail Trade, Repairs of motor vehicles & motorcycles	Transport & Storage	Accommodation & food services activities	Information & Communication	Financial and insurance activities	Real Estate Activities	Professional	Administrative and Support Services	Education	Human health and Social Work	Arts, entertainment & recreation	Other service activities	Other
Base	502	35	21	60	39	48	31	31	50	74	64	43	6	36	33	49	11	17	57	18	25	71	17	21	20	57	38	23
NET: Agree	396	30	15	47	33	40	27	22	39	56	52	30	5	32	30	40	10	15	49	14	20	55	9	17	14	36	27	19
	79%	86%	71%	78%	85%	83%	87%	71%	78%	76%	81%	70%	83%	89%	91%	82%	91%	88%	86%	78%	80%	77%	53%	81%	70%	63%	71%	83%
Strongly agree	(4) 204	19	10	24	15	20	12	11	24	32	23	11	3	17	19	25	4	6	25	12	10	30	4	6	6	20	8	10
	41%	54%	48%	40%	38%	42%	39%	35%	48%	43%	36%	26%	50%	47%	58%	51%	36%	35%	44%	67%	40%	42%	24%	29%	30%	35%	21%	43%
Somewhat agree	(3) 192	11	5	23	18	20	15	11	15	24	29	19	2	15	11	15	6	9	24	2	10	25	5	11	8	16	19	9
	38%	31%	24%	38%	46%	42%	48%	35%	30%	32%	45%	44%	33%	42%	33%	31%	55%	53%	42%	11%	40%	35%	29%	52%	40%	28%	50%	39%
Somewhat disagree	(2) 64	3	2	9	4	4	-	4	6	12	10	9	1	3	2	7	1	2	6	3	1	7	6	1	6	13	5	1
	13%	9%	10%	15%	10%	8%	-	13%	12%	16%	16%	21%	17%	8%	6%	14%	9%	12%	11%	17%	4%	10%	35%	5%	30%	23%	13%	4%
Strongly disagree	(1) 39	2	3	2	2	4	4	5	5	6	2	4	-	1	1	1	-	-	1	1	4	9	2	3	-	8	6	2
	8%	6%	14%	3%	5%	8%	13%	16%	10%	8%	3%	9%	-	3%	3%	2%	-	-	2%	6%	16%	13%	12%	14%	-	14%	16%	9%
NET: Disagree	103	5	5	11	6	8	4	9	11	18	12	13	1	4	3	8	1	2	7	4	5	16	8	4	6	21	11	3
	21%	14%	24%	18%	15%	17%	13%	29%	22%	24%	19%	30%	17%	11%	9%	16%	9%	12%	12%	22%	20%	23%	47%	19%	30%	37%	29%	13%
Don't know or prefer not to say	3	-	1	2	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	1
	1%	-	5%	3%	-	-	-	-	-	-	-	-	-	-	-	2%	-	-	2%	-	-	-	-	-	-	-	-	4%
Mean	3.12	3.34	3.10	3.19	3.18	3.17	3.13	2.90	3.16	3.11	3.14	2.86	3.33	3.33	3.45	3.33	3.27	3.24	3.30	3.39	3.04	3.07	2.65	2.95	3.00	2.84	2.76	3.23
Standard deviation	0.91	0.87	1.12	0.83	0.82	0.91	0.96	1.08	1.00	0.96	0.79	0.91	0.82	0.76	0.75	0.81	0.65	0.66	0.74	0.98	1.06	1.02	1.00	0.97	0.79	1.07	0.97	0.92
Standard error	0.04	0.15	0.25	0.11	0.13	0.13	0.17	0.19	0.14	0.11	0.10	0.14	0.33	0.13	0.13	0.12	0.19	0.16	0.10	0.23	0.21	0.12	0.24	0.21	0.18	0.14	0.16	0.20

Business Omnibus

ONLINE Fieldwork: 26th - 28th February 2024

Absolutes/col percents

Table 12
Q8. To what extent do you agree or disagree with the following statements:
It is good for children to learn mathematics to 18
Base: All respondents

	Size of Company											Seniority			Gender		Age							
	Total	Sole Traders	Micro (1-9 employees)	Small (10-49 employees)	Medium (50-249 employees)	0-5 employees	6-249 employees	6-49 employees	50-249 employees	0-9 employees	10+ employees	Owner or proprietor	Managing Director or Partner	Board level Director or partner	Director - not board level	Male	Female	Under 25	25-34	35-44	45-54	55-64	65+	
Base	502	198	125	77	102	297	205	103	102	323	179	353	54	62	33	289	213	28	82	86	103	115	88	
NET: Agree	404	148	104	63	89	230	174	85	89	252	152	283	45	51	25	244	160	24	67	67	77	93	76	
	80%	75%	83%	82%	87%	77%	85%	83%	87%	78%	85%	80%	83%	82%	76%	84%	75%	86%	82%	78%	75%	81%	86%	
Strongly agree	(4)	239	82	60	45	52	132	107	55	52	142	97	162	34	31	12	153	86	15	41	37	47	45	54
		48%	41%	48%	58%	51%	44%	52%	53%	51%	44%	54%	46%	63%	50%	36%	53%	40%	54%	50%	43%	46%	39%	61%
Somewhat agree	(3)	165	66	44	18	37	98	67	30	37	110	55	121	11	20	13	91	74	9	26	30	30	48	22
		33%	33%	35%	23%	36%	33%	33%	29%	36%	34%	31%	34%	20%	32%	39%	31%	35%	32%	32%	35%	29%	42%	25%
Somewhat disagree	(2)	59	26	16	6	11	39	20	9	11	42	17	39	7	6	27	32	3	8	12	18	12	6	
		12%	13%	13%	8%	11%	13%	10%	9%	11%	13%	9%	11%	13%	11%	18%	9%	15%	11%	10%	14%	17%	10%	7%
Strongly disagree	(1)	20	9	3	7	1	12	8	7	1	12	8	15	-	4	1	10	10	1	3	4	4	4	4
		4%	5%	2%	9%	1%	4%	4%	7%	1%	4%	4%	4%	-	6%	3%	3%	5%	4%	4%	5%	4%	3%	5%
NET: Disagree		79	35	19	13	12	51	28	16	12	54	25	54	7	11	7	37	42	4	11	16	22	16	10
		16%	18%	15%	17%	12%	17%	14%	16%	12%	17%	14%	15%	13%	18%	21%	13%	20%	14%	13%	19%	21%	14%	11%
Don't know or prefer not to say		19	15	2	1	1	16	3	2	1	17	2	16	2	-	1	8	11	-	4	3	4	6	2
		4%	8%	2%	1%	1%	5%	1%	2%	1%	5%	1%	5%	4%	-	3%	3%	5%	-	5%	3%	4%	5%	2%
Mean		3.29	3.21	3.31	3.33	3.39	3.25	3.35	3.32	3.39	3.25	3.36	3.28	3.52	3.26	3.13	3.38	3.17	3.36	3.35	3.20	3.21	3.23	3.47
Standard deviation		0.84	0.86	0.79	0.97	0.72	0.85	0.82	0.90	0.72	0.84	0.84	0.73	0.90	0.83	0.80	0.87	0.83	0.82	0.87	0.88	0.79	0.82	0.82
Standard error		0.04	0.06	0.07	0.11	0.07	0.05	0.06	0.09	0.07	0.05	0.06	0.05	0.10	0.11	0.15	0.05	0.06	0.16	0.09	0.10	0.09	0.08	0.09

Business Omnibus

ONLINE Fieldwork: 26th - 28th February 2024

Absolutes/col percents

Table 12
Q8. To what extent do you agree or disagree with the following statements:
It is good for children to learn mathematics to 18
Base: All respondents

	Region														Industry													
	Total	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland	Manu- facturing	Constr uction	Wholes ale and Retail Trade, Repairs of motor vehicles & motor cycles	Transp ort & Storage	Accomm odation & food services activities	Inform ation & Communica- tion	Financ ial and insur- ance activities	Real Estate Activi- ties	Profes sional	Scient ific and Techni- cal Services	Admini- strative and Support	Educat ion	Human health and Social Work	Arts, entertainmen t & recrea- tion	Other service activities
Base	502	35	21	60	39	48	31	31	50	74	64	43	6	36	33	49	11	17	57	18	25	71	17	21	20	57	38	23
NET: Agree	404	29	16	50	29	41	27	24	38	60	55	31	4	33	29	38	10	13	52	13	20	54	15	11	19	39	33	18
	80%	83%	76%	83%	74%	85%	87%	77%	76%	81%	86%	72%	67%	92%	88%	78%	91%	76%	91%	72%	80%	76%	88%	52%	95%	68%	87%	78%
Strongly agree	(4) 239	16	14	29	15	23	14	9	26	39	34	17	3	22	20	22	7	8	26	9	10	37	7	5	11	22	20	8
	48%	46%	67%	48%	38%	48%	45%	29%	52%	53%	53%	40%	50%	61%	61%	45%	64%	47%	46%	50%	40%	52%	41%	24%	55%	39%	53%	35%
Somewhat agree	(3) 165	13	2	21	14	18	13	15	12	21	21	14	1	11	9	16	3	5	26	4	10	17	8	6	8	17	13	10
	33%	37%	10%	35%	36%	38%	42%	48%	24%	28%	33%	33%	17%	31%	27%	33%	27%	29%	46%	22%	40%	24%	47%	29%	40%	30%	34%	43%
Somewhat disagree	(2) 59	5	3	5	5	4	4	4	5	9	8	6	1	2	2	7	1	3	3	4	4	8	2	5	-	10	3	3
	12%	14%	14%	8%	13%	8%	13%	13%	10%	12%	13%	14%	17%	6%	6%	14%	9%	18%	5%	22%	16%	11%	12%	24%	-	18%	8%	13%
Strongly disagree	(1) 20	-	-	4	1	1	-	2	2	3	1	5	1	-	2	-	-	-	-	-	1	6	-	4	-	5	1	1
	4%	-	-	7%	3%	2%	-	6%	4%	4%	2%	12%	17%	-	6%	-	-	-	-	-	4%	8%	-	19%	-	9%	3%	4%
NET: Disagree	79	5	3	9	6	5	4	6	7	12	9	11	2	2	4	7	1	3	3	4	5	14	2	9	-	15	4	4
	16%	14%	14%	15%	15%	10%	13%	19%	14%	16%	14%	26%	33%	6%	12%	14%	9%	18%	5%	22%	20%	20%	12%	43%	-	26%	11%	17%
Don't know or prefer not to say	19	1	2	1	4	2	-	1	5	2	-	1	-	1	-	4	-	1	2	1	-	3	-	1	1	3	1	1
	4%	3%	10%	2%	10%	4%	-	3%	10%	3%	-	2%	-	3%	-	8%	-	6%	4%	6%	-	4%	-	5%	5%	5%	3%	4%
Mean	3.29	3.32	3.58	3.27	3.23	3.37	3.32	3.03	3.38	3.33	3.38	3.02	3.00	3.57	3.42	3.33	3.55	3.31	3.42	3.29	3.16	3.25	3.29	2.60	3.58	3.04	3.41	3.14
Standard deviation	0.84	0.73	0.77	0.89	0.81	0.74	0.70	0.85	0.86	0.86	0.77	1.02	1.26	0.61	0.87	0.74	0.69	0.79	0.60	0.85	0.85	0.98	0.69	1.10	0.51	0.99	0.76	0.83
Standard error	0.04	0.12	0.18	0.12	0.14	0.11	0.13	0.16	0.13	0.10	0.10	0.16	0.52	0.10	0.15	0.11	0.21	0.20	0.08	0.21	0.17	0.12	0.17	0.24	0.12	0.13	0.13	0.18

Business Omnibus

ONLINE Fieldwork: 26th - 28th February 2024

Absolutes/col percents

Table 13
Q8. To what extent do you agree or disagree with the following statements:
Businesses would benefit from more mathematics graduates entering the workforce
Base: All respondents

	Size of Company											Seniority			Gender		Age						
	Total	Sole Traders	Micro (1-9 employ-ees)	Small (10-49 employ-ees)	Medium (50-249 employ-ees)	0-5 employ-ees	6-249 employ-ees	6-49 employ-ees	50-249 employ-ees	0-9 employ-ees	10+ employ-ees	Owner or proprietor	Man-aging Dir-ector or Part-ner	Board level Dir-ector or part-ner	Dir-ector - not board level	Male	Female	Under 25	25-34	35-44	45-54	55-64	65+
Base	502	198	125	77	102	297	205	103	102	323	179	353	54	62	33	289	213	28	82	86	103	115	88
NET: Agree	360 72%	119 60%	90 72%	60 78%	91 89%	189 64%	171 83%	80 78%	91 89%	209 65%	151 84%	236 67%	43 80%	53 85%	28 85%	223 77%	137 64%	23 82%	64 78%	60 70%	66 64%	83 72%	64 73%
Strongly agree	(4) 117 23%	30 15%	28 22%	21 27%	38 37%	53 18%	64 31%	26 25%	38 37%	58 18%	59 33%	76 22%	16 30%	18 29%	7 21%	80 28%	37 17%	10 36%	28 34%	17 20%	18 17%	15 13%	29 33%
Somewhat agree	(3) 243 48%	89 45%	62 50%	39 51%	53 52%	136 46%	107 52%	54 52%	53 52%	151 47%	92 51%	160 45%	27 50%	35 56%	21 64%	143 49%	100 47%	13 46%	36 44%	43 50%	48 47%	68 59%	35 40%
Somewhat disagree	(2) 54 11%	24 12%	12 10%	8 10%	10 10%	34 11%	20 10%	10 10%	10 10%	36 11%	18 10%	38 11%	8 15%	4 6%	4 12%	27 9%	27 13%	3 11%	8 10%	10 12%	12 12%	15 13%	6 7%
Strongly disagree	(1) 12 2%	6 3%	5 4%	1 1%	- -	11 4%	1 *	1 1%	- -	11 3%	1 1%	10 3%	1 2%	1 2%	- -	4 1%	8 4%	- -	2 2%	2 2%	3 3%	2 2%	3 3%
NET: Disagree	66 13%	30 15%	17 14%	9 12%	10 10%	45 15%	21 10%	11 11%	10 10%	47 15%	19 11%	48 14%	9 17%	5 8%	4 12%	31 11%	35 16%	3 11%	10 12%	12 14%	15 15%	17 15%	9 10%
Don't know or prefer not to say	76 15%	49 25%	18 14%	8 10%	1 1%	63 21%	13 6%	12 12%	1 1%	67 21%	9 5%	69 20%	2 4%	4 6%	1 3%	35 12%	41 19%	2 7%	8 10%	14 16%	22 21%	15 13%	15 17%
Mean	3.09	2.96	3.06	3.16	3.28	2.99	3.22	3.15	3.28	3.00	3.23	3.06	3.12	3.21	3.09	3.18	2.97	3.27	3.22	3.04	3.00	2.96	3.23
Standard deviation	0.71	0.72	0.75	0.68	0.63	0.75	0.64	0.65	0.63	0.74	0.65	0.73	0.73	0.64	0.59	0.67	0.75	0.67	0.75	0.70	0.72	0.62	0.77
Standard error	0.03	0.06	0.07	0.08	0.06	0.05	0.05	0.07	0.06	0.05	0.05	0.04	0.10	0.08	0.10	0.04	0.06	0.13	0.09	0.08	0.08	0.06	0.09

Business Omnibus

ONLINE Fieldwork: 26th - 28th February 2024

Absolutes/col percents

Table 13
Q8. To what extent do you agree or disagree with the following statements:
Businesses would benefit from more mathematics graduates entering the workforce
Base: All respondents

	Region														Industry														
	Total	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland	Manufac-turing	Construc-tion	Wholesale and Retail Trade, Repairs of motor vehicles & motor cycles	Transport & Storage	Accommodation & food services activities	Information & Communication	Financial and insurance activities	Real Estate Activities	Professional	Administrative and Support Services	Education	Human health and Social Work	Arts, entertainment & recreation	Other service activities	Other	
Base	502	35	21	60	39	48	31	31	50	74	64	43	6	36	33	49	11	17	57	18	25	71	17	21	20	57	38	23	
NET: Agree	360	26	15	42	27	40	23	18	32	55	48	29	5	28	27	37	9	11	48	16	18	54	11	12	14	30	25	14	
	72%	74%	71%	70%	69%	83%	74%	58%	64%	74%	75%	67%	83%	78%	82%	76%	82%	65%	84%	89%	72%	76%	65%	57%	70%	53%	66%	61%	
Strongly agree	(4)	117	11	5	10	6	15	6	4	13	21	20	6	-	15	12	9	4	2	18	6	5	16	1	4	4	11	7	2
		23%	31%	24%	17%	15%	31%	19%	13%	26%	28%	31%	14%	-	42%	36%	18%	36%	12%	32%	33%	20%	23%	6%	19%	20%	19%	18%	9%
Somewhat agree	(3)	243	15	10	32	21	25	17	14	19	34	28	23	5	13	15	28	5	9	30	10	13	38	10	8	10	19	18	12
		48%	43%	48%	53%	54%	52%	55%	45%	38%	46%	44%	53%	83%	36%	45%	57%	45%	53%	53%	56%	52%	54%	59%	38%	50%	33%	47%	52%
Somewhat disagree	(2)	54	-	1	7	5	3	4	5	6	11	8	4	-	4	2	3	1	1	4	1	2	7	3	5	1	9	6	4
		11%	-	5%	12%	13%	6%	13%	16%	12%	15%	13%	9%	-	11%	6%	6%	9%	6%	7%	6%	8%	10%	18%	24%	5%	16%	16%	17%
Strongly disagree	(1)	12	4	-	1	-	-	2	1	1	-	2	-	-	1	3	-	1	-	-	1	1	-	1	2	2	-	-	
		2%	11%	-	2%	-	-	6%	3%	2%	1%	-	5%	-	3%	6%	-	6%	-	-	4%	1%	-	5%	10%	4%	-	-	
NET: Disagree		66	4	1	8	5	3	6	6	7	12	8	6	-	4	3	6	1	2	4	1	3	8	3	6	3	11	6	4
		13%	11%	5%	13%	13%	6%	19%	19%	14%	16%	13%	14%	-	11%	9%	12%	9%	12%	7%	6%	12%	11%	18%	29%	15%	19%	16%	17%
Don't know or prefer not to say		76	5	5	10	7	5	2	7	11	7	8	8	1	4	3	6	1	4	5	1	4	9	3	3	3	16	7	5
		15%	14%	24%	17%	18%	10%	6%	23%	22%	9%	13%	19%	17%	11%	9%	12%	9%	24%	9%	6%	16%	13%	14%	15%	28%	18%	22%	
Mean		3.09	3.10	3.25	3.02	3.03	3.28	2.93	2.88	3.13	3.12	3.21	2.94	3.00	3.34	3.27	3.00	3.30	2.92	3.27	3.29	3.05	3.11	2.86	2.83	2.94	2.95	3.03	2.89
Standard deviation		0.71	0.96	0.58	0.65	0.59	0.59	0.80	0.74	0.77	0.73	0.68	0.73	0.00	0.70	0.74	0.76	0.67	0.76	0.60	0.59	0.74	0.66	0.53	0.86	0.90	0.84	0.66	0.58
Standard error		0.03	0.18	0.14	0.09	0.11	0.09	0.15	0.15	0.12	0.09	0.09	0.12	0.00	0.12	0.14	0.12	0.21	0.21	0.08	0.14	0.16	0.08	0.14	0.20	0.22	0.13	0.12	0.14

Business Omnibus

ONLINE Fieldwork: 26th - 28th February 2024

Absolutes/col percents

Table 14

Q8. To what extent do you agree or disagree with the following statements:
I would worry if some UK universities closed, or shrunk, their maths department
Base: All respondents

	Size of Company										Seniority			Gender		Age								
	Total	Sole Traders	Micro (1-9 employ-ees)	Small (10-49 employ-ees)	Medium (50-249 employ-ees)	0-5 employ-ees	6-249 employ-ees	6-49 employ-ees	50-249 employ-ees	0-9 employ-ees	10+ employ-ees	Owner or proprietor	Mana-ging Dir-ector or Part-ner	Board level Dir-ector or part-ner	Dir-ector - not board level	Male	Female	Under 25	25-34	35-44	45-54	55-64	65+	
Base	502	198	125	77	102	297	205	103	102	323	179	353	54	62	33	289	213	28	82	86	103	115	88	
NET: Agree	374	137	90	60	87	209	165	78	87	227	147	253	46	49	26	233	141	22	60	62	77	84	69	
	75%	69%	72%	78%	85%	70%	80%	76%	85%	70%	82%	72%	85%	79%	79%	81%	66%	79%	73%	72%	75%	73%	78%	
Strongly agree	(4)	166	56	43	30	37	91	75	38	37	99	67	118	20	20	8	110	56	12	26	22	33	36	37
		33%	28%	34%	39%	36%	31%	37%	37%	36%	31%	37%	33%	37%	32%	24%	38%	26%	43%	32%	26%	32%	31%	42%
Somewhat agree	(3)	208	81	47	30	50	118	90	40	50	128	80	135	26	29	18	123	85	10	34	40	44	48	32
		41%	41%	38%	39%	49%	40%	44%	39%	49%	40%	45%	38%	48%	47%	55%	43%	40%	36%	41%	47%	43%	42%	36%
Somewhat disagree	(2)	54	21	15	8	10	31	23	13	10	36	18	41	4	4	5	25	29	4	13	8	11	11	7
		11%	11%	12%	10%	10%	10%	11%	13%	10%	11%	10%	12%	7%	6%	15%	9%	14%	14%	16%	9%	11%	10%	8%
Strongly disagree	(1)	28	12	10	6	-	20	8	8	-	22	6	24	1	3	-	13	15	1	3	9	7	5	3
		6%	6%	8%	8%	-	7%	4%	8%	-	7%	3%	7%	2%	5%	-	4%	7%	4%	4%	10%	7%	4%	3%
NET: Disagree		82	33	25	14	10	51	31	21	10	58	24	65	5	7	5	38	44	5	16	17	18	16	10
		16%	17%	20%	18%	10%	17%	15%	20%	10%	18%	13%	18%	9%	11%	15%	13%	21%	18%	20%	20%	17%	14%	11%
Don't know or prefer not to say		46	28	10	3	5	37	9	4	5	38	8	35	3	6	2	18	28	1	6	7	8	15	9
		9%	14%	8%	4%	5%	12%	4%	4%	5%	12%	4%	10%	6%	10%	6%	6%	13%	4%	7%	8%	8%	13%	10%
Mean		3.12	3.06	3.07	3.14	3.28	3.08	3.18	3.09	3.28	3.07	3.22	3.09	3.27	3.18	3.10	3.22	2.98	3.22	3.09	2.95	3.08	3.15	3.30
Standard deviation		0.85	0.86	0.92	0.91	0.64	0.88	0.80	0.92	0.64	0.88	0.77	0.89	0.70	0.79	0.65	0.80	0.89	0.85	0.82	0.92	0.87	0.81	0.79
Standard error		0.04	0.07	0.09	0.11	0.07	0.05	0.06	0.09	0.07	0.05	0.06	0.05	0.10	0.11	0.12	0.05	0.07	0.16	0.09	0.10	0.09	0.08	0.09

Business Omnibus

ONLINE Fieldwork: 26th - 28th February 2024

Absolutes/col percents

Table 14
Q8. To what extent do you agree or disagree with the following statements:
I would worry if some UK universities closed, or shrunk, their maths department
Base: All respondents

	Region														Industry													
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland	Manufacturing	Construction	Wholesale and Retail Trade, Repairs of motor vehicles & motorcycles	Transport & Storage	Accommodation & food services activities	Information & Communication	Financial and insurance activities	Real Estate Activities	Professional	Administrative and Support Services	Education	Human health and Social Work	Arts, entertainment & recreation	Other service activities	Other
Base	502	35	21	60	39	48	31	31	50	74	64	43	6	36	33	49	11	17	57	18	25	71	17	21	20	57	38	23
NET: Agree	374	25	17	48	25	40	22	22	37	56	46	30	6	29	26	35	9	9	47	14	18	59	13	16	12	43	26	12
	75%	71%	81%	80%	64%	83%	71%	71%	74%	76%	72%	70%	100%	81%	79%	71%	82%	53%	82%	78%	72%	83%	76%	76%	60%	75%	68%	52%
Strongly agree	(4) 166	15	9	23	9	16	13	7	15	21	24	13	1	13	12	13	5	5	22	9	7	23	6	6	5	21	10	6
	33%	43%	43%	38%	23%	33%	42%	23%	30%	28%	38%	30%	17%	36%	36%	27%	45%	29%	39%	50%	28%	32%	35%	29%	25%	37%	26%	26%
Somewhat agree	(3) 208	10	8	25	16	24	9	15	22	35	22	17	5	16	14	22	4	4	25	5	11	36	7	10	7	22	16	6
	41%	29%	38%	42%	41%	50%	29%	48%	44%	47%	34%	40%	83%	44%	42%	45%	36%	24%	44%	28%	44%	51%	41%	48%	35%	39%	42%	26%
Somewhat disagree	(2) 54	5	-	5	7	1	4	3	6	8	8	7	-	5	-	6	2	3	5	2	1	6	2	1	3	6	7	3
	11%	14%	-	8%	18%	2%	13%	10%	12%	11%	13%	16%	-	14%	-	12%	18%	18%	9%	11%	4%	8%	12%	5%	15%	11%	18%	13%
Strongly disagree	(1) 28	2	1	1	2	1	3	2	3	7	2	4	-	1	5	2	-	-	1	-	3	2	1	2	3	5	1	2
	6%	6%	5%	2%	5%	2%	10%	6%	6%	9%	3%	9%	-	3%	15%	4%	-	-	2%	-	12%	3%	6%	10%	15%	9%	3%	9%
NET: Disagree	82	7	1	6	9	2	7	5	9	15	10	11	-	6	5	8	2	3	6	2	4	8	3	3	6	11	8	5
	16%	20%	5%	10%	23%	4%	23%	16%	18%	20%	16%	26%	-	17%	15%	16%	18%	18%	11%	11%	16%	11%	18%	14%	30%	19%	21%	22%
Don't know or prefer not to say	46	3	3	6	5	6	2	4	4	3	8	2	-	1	2	6	-	5	4	2	3	4	1	2	2	3	4	6
	9%	9%	14%	10%	13%	13%	6%	13%	8%	4%	13%	5%	-	3%	6%	12%	-	29%	7%	11%	12%	6%	6%	10%	10%	5%	14%	26%
Mean	3.12	3.19	3.39	3.30	2.94	3.31	3.10	3.00	3.07	2.99	3.21	2.95	3.17	3.17	3.06	3.07	3.27	3.17	3.28	3.44	3.00	3.19	3.13	3.05	2.78	3.09	3.03	2.94
Standard deviation	0.85	0.93	0.78	0.72	0.85	0.64	1.01	0.83	0.85	0.90	0.82	0.95	0.41	0.79	1.03	0.80	0.79	0.83	0.72	0.73	0.98	0.72	0.89	0.91	1.06	0.94	0.80	1.03
Standard error	0.04	0.16	0.18	0.10	0.15	0.10	0.19	0.16	0.13	0.11	0.11	0.15	0.17	0.13	0.19	0.12	0.24	0.24	0.10	0.18	0.21	0.09	0.22	0.21	0.25	0.13	0.14	0.25

Business Omnibus

ONLINE Fieldwork: 26th - 28th February 2024

Absolutes/col percents

Table 15

Q8. To what extent do you agree or disagree with the following statements:
The government should do more to incentivise degrees with advanced numerical skills
Base: All respondents

	Size of Company										Seniority			Gender		Age								
	Total	Sole Traders	Micro (1-9 employees)	Small (10-49 employees)	Medium (50-249 employees)	0-5 employees	6-249 employees	6-49 employees	50-249 employees	0-9 employees	10+ employees	Owner or proprietor	Managing Director or Partner	Board level Director or partner	Director - not board level	Male	Female	Under 25	25-34	35-44	45-54	55-64	65+	
Base	502	198	125	77	102	297	205	103	102	323	179	353	54	62	33	289	213	28	82	86	103	115	88	
NET: Agree	343	116	86	57	84	183	160	76	84	202	141	225	44	49	25	219	124	23	61	61	63	69	66	
	68%	59%	69%	74%	82%	62%	78%	74%	82%	63%	79%	64%	81%	79%	76%	76%	58%	82%	74%	71%	61%	60%	75%	
Strongly agree	(4)	117	32	30	20	35	61	26	35	62	55	75	21	11	10	78	39	12	28	16	23	15	23	
		23%	16%	24%	26%	34%	19%	30%	25%	34%	19%	31%	21%	39%	18%	30%	27%	18%	43%	34%	19%	22%	13%	26%
Somewhat agree	(3)	226	84	56	37	49	127	99	50	49	140	86	150	23	38	15	141	85	11	33	45	40	54	43
		45%	42%	45%	48%	48%	43%	48%	49%	48%	43%	48%	42%	43%	61%	45%	49%	40%	39%	40%	52%	39%	47%	49%
Somewhat disagree	(2)	69	30	14	12	13	41	28	15	13	44	25	50	6	8	5	35	34	5	14	6	21	14	9
		14%	15%	11%	16%	13%	14%	14%	15%	13%	14%	14%	14%	11%	13%	15%	12%	16%	18%	17%	7%	20%	12%	10%
Strongly disagree	(1)	20	10	6	4	-	15	5	5	-	16	4	16	2	2	-	8	12	-	2	5	2	10	1
		4%	5%	5%	5%	-	5%	2%	5%	-	5%	2%	5%	4%	3%	-	3%	6%	-	2%	6%	2%	9%	1%
NET: Disagree		89	40	20	16	13	56	33	20	13	60	29	66	8	10	5	43	46	5	16	11	23	24	10
		18%	20%	16%	21%	13%	19%	16%	19%	13%	19%	16%	19%	15%	16%	15%	15%	22%	18%	20%	13%	22%	21%	11%
Don't know or prefer not to say		70	42	19	4	5	58	12	7	5	61	9	62	2	3	3	27	43	-	5	14	17	22	12
		14%	21%	15%	5%	5%	20%	6%	7%	5%	19%	5%	18%	4%	5%	9%	9%	20%	-	6%	16%	17%	19%	14%
Mean		3.02	2.88	3.04	3.00	3.23	2.94	3.12	3.01	3.23	2.95	3.13	2.98	3.21	2.98	3.17	3.10	2.89	3.25	3.13	3.00	2.98	2.80	3.16
Standard deviation		0.79	0.80	0.80	0.82	0.67	0.81	0.74	0.80	0.67	0.81	0.74	0.81	0.80	0.68	0.70	0.74	0.84	0.75	0.80	0.77	0.78	0.84	0.67
Standard error		0.04	0.06	0.08	0.10	0.07	0.05	0.05	0.08	0.07	0.05	0.06	0.05	0.11	0.09	0.13	0.05	0.06	0.14	0.09	0.09	0.08	0.09	0.08

Business Omnibus

ONLINE Fieldwork: 26th - 28th February 2024

Absolutes/col percents

Table 15
Q8. To what extent do you agree or disagree with the following statements:
The government should do more to incentivise degrees with advanced numerical skills
Base: All respondents

	Region														Industry													
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland	Manufacturing	Construction	Wholesale and Retail Trade, Repairs of motor vehicles & motorcycles	Transport & Storage	Accommodation & food services activities	Information & Communication	Financial and insurance activities	Real Estate Activities	Professional	Administrative and Support Services	Education	Human health and Social Work	Arts, entertainment & recreation	Other service activities	Other
Base	502	35	21	60	39	48	31	31	50	74	64	43	6	36	33	49	11	17	57	18	25	71	17	21	20	57	38	23
NET: Agree	343	28	15	45	22	40	23	20	35	49	44	20	2	30	26	35	9	8	44	18	11	48	13	13	11	33	23	14
	68%	80%	71%	75%	56%	83%	74%	65%	70%	66%	69%	47%	33%	83%	79%	71%	82%	47%	77%	100%	44%	68%	76%	62%	55%	58%	61%	61%
Strongly agree	(4) 117	8	6	12	7	12	9	4	13	19	19	8	-	11	11	9	3	4	19	7	5	16	-	2	6	11	7	5
	23%	23%	29%	20%	18%	25%	29%	13%	26%	26%	30%	19%	-	31%	33%	18%	27%	24%	33%	39%	20%	23%	-	10%	30%	19%	18%	22%
Somewhat agree	(3) 226	20	9	33	15	28	14	16	22	30	25	12	2	19	15	26	6	4	25	11	6	32	13	11	5	22	16	9
	45%	57%	43%	55%	38%	58%	45%	52%	44%	41%	39%	28%	33%	53%	45%	53%	55%	24%	44%	61%	24%	45%	76%	52%	25%	39%	42%	39%
Somewhat disagree	(2) 69	1	2	4	5	2	5	6	5	17	8	12	2	3	5	5	1	2	7	-	5	10	2	5	3	10	7	3
	14%	3%	10%	7%	13%	4%	16%	19%	10%	23%	13%	28%	33%	8%	15%	10%	9%	12%	12%	-	20%	14%	12%	24%	15%	18%	18%	13%
Strongly disagree	(1) 20	3	2	3	1	-	1	1	2	3	2	2	-	-	1	1	-	2	1	-	3	2	1	2	1	6	-	-
	4%	9%	10%	5%	3%	-	3%	3%	4%	4%	3%	5%	-	-	3%	2%	-	12%	2%	-	12%	3%	6%	10%	5%	11%	-	-
NET: Disagree	89	4	4	7	6	2	6	7	7	20	10	14	2	3	6	6	1	4	8	-	8	12	3	7	4	16	7	3
	18%	11%	19%	12%	15%	4%	19%	23%	14%	27%	16%	33%	33%	8%	18%	12%	9%	24%	14%	-	32%	17%	18%	33%	20%	28%	18%	13%
Don't know or prefer not to say	70	3	2	8	11	6	2	4	8	5	10	9	2	3	1	8	1	5	5	-	6	11	1	1	5	8	8	6
	14%	9%	10%	13%	28%	13%	6%	13%	16%	7%	16%	21%	33%	8%	3%	16%	9%	29%	9%	-	24%	15%	6%	5%	25%	14%	21%	26%
Mean	3.02	3.03	3.00	3.04	3.00	3.24	3.07	2.85	3.10	2.94	3.13	2.76	2.50	3.24	3.13	3.05	3.20	2.83	3.19	3.39	2.68	3.03	2.75	2.65	3.07	2.78	3.00	3.12
Standard deviation	0.79	0.82	0.94	0.74	0.77	0.53	0.80	0.72	0.79	0.84	0.80	0.89	0.58	0.61	0.79	0.67	0.63	1.11	0.74	0.50	1.06	0.76	0.58	0.81	0.96	0.94	0.69	0.70
Standard error	0.04	0.15	0.22	0.10	0.15	0.08	0.15	0.14	0.12	0.10	0.11	0.15	0.29	0.11	0.14	0.10	0.20	0.32	0.10	0.12	0.24	0.10	0.14	0.18	0.25	0.13	0.13	0.17

Business Omnibus

ONLINE Fieldwork: 26th - 28th February 2024

Absolutes/col percents

Table 16

Q9. The government estimates the cost of the STEM skills gap to the UK economy is £1.5 billion, and this is expected to grow as AI and machine learning increasingly affects the workforce. Which of the following government policies would you predict to be most effective in addressing the need for graduates with advanced numerical skills? Please select up to three

Base: All respondents

	Size of Company											Seniority			Gender		Age						
	Total	Sole Traders	Micro (1-9 employees)	Small (10-49 employees)	Medium (50-249 employees)	0-5 employees	6-249 employees	6-49 employees	50-249 employees	0-9 employees	10+ employees	Owner or proprietor	Managing Director or Managing Partner	Board level Director or partner	Director - not board level	Male	Female	Under					
																25	25-34	35-44	45-54	55-64	65+		
Base	502	198	125	77	102	297	205	103	102	323	179	353	54	62	33	289	213	28	82	86	103	115	88
Incentives for students to study degrees which teach advanced numerical skills	179	80	39	26	34	108	71	37	34	119	60	124	18	25	12	94	85	8	21	35	46	35	34
Funding for mathematics departments at universities to grow	161	55	42	23	41	89	72	31	41	97	64	109	21	18	13	94	67	9	26	30	26	40	30
Funding for companies to upskill current employees	148	58	41	21	28	91	57	29	28	99	49	104	18	13	13	82	66	7	21	29	35	37	19
Funding to recruit new or re-train existing teachers to teach mathematics in schools	145	62	43	13	27	99	46	19	27	105	40	103	19	13	10	78	67	4	22	23	25	41	30
Support for collaboration between academia and businesses to enable R&D growth	128	50	31	23	24	70	58	34	24	81	47	81	19	16	12	72	56	8	20	22	27	31	20
A campaign to raise awareness of the shortage of graduates with advanced numerical skills	123	46	30	25	22	69	54	32	22	76	47	90	14	11	8	76	47	5	16	21	24	31	26
Review UK visa schemes to ensure talented mathematicians can work in the UK and fill these gaps	102	34	26	17	25	55	47	22	25	60	42	70	4	24	4	58	44	9	20	14	24	20	15

Business Omnibus

ONLINE Fieldwork: 26th - 28th February 2024

Absolutes/col percents

Table 16

Q9. The government estimates the cost of the STEM skills gap to the UK economy is £1.5 billion, and this is expected to grow as AI and machine learning increasingly affects the workforce. Which of the following government policies would you predict to be most effective in addressing the need for graduates with advanced numerical skills? Please select up to three

Base: All respondents

	Size of Company											Seniority			Gender		Age						
	Total	Sole Traders	Micro (1-9 employees)	Small (10-49 employees)	Medium (50-249 employees)	0-5 employees	6-249 employees	6-49 employees	50-249 employees	0-9 employees	10+ employees	Owner or proprietor	Managing Director or Partner	Board level Director or partner	Director - not board level	Male	Female	Under 25	25-34	35-44	45-54	55-64	65+
Base	502	198	125	77	102	297	205	103	102	323	179	353	54	62	33	289	213	28	82	86	103	115	88
Legislation to make it compulsory to study maths to age 18	92 18%	33 17%	18 14%	17 22%	24 24%	45 15%	47 23%	23 22%	24 24%	51 16%	41 23%	56 16%	11 20%	19 31%	6 18%	63 22%	29 14%	4 14%	19 23%	17 20%	15 15%	19 17%	18 20%
Nothing - the market will adjust to meet needs without government action	79 16%	29 15%	25 20%	10 13%	15 15%	50 17%	29 14%	14 14%	15 15%	54 17%	25 14%	58 16%	7 13%	10 16%	4 12%	45 16%	34 16%	5 18%	12 15%	14 16%	13 13%	15 13%	20 23%
Other	10 2%	7 4%	1 1%	1 1%	1 1%	8 3%	2 1%	1 1%	1 1%	8 2%	2 1%	9 3%	-	-	1 3%	7 2%	3 1%	-	1 1%	1 1%	2 2%	4 3%	2 2%

Business Omnibus

ONLINE Fieldwork: 26th - 28th February 2024

Absolutes/col percents

Table 16

Q9. The government estimates the cost of the STEM skills gap to the UK economy is £1.5 billion, and this is expected to grow as AI and machine learning increasingly affects the workforce. Which of the following government policies would you predict to be most effective in addressing the need for graduates with advanced numerical skills? Please select up to three

Base: All respondents

	Region														Industry													
	Total	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland	Manuf acturing	Constr uction	Wholes ale and Retail Trade, Repairs of motor vehicles & motor cycles	Transp ort & Storage	Accomm odation & food services activities	Inform ation & Commun ication	Financ ial and insura nce activities	Real Estate Activities	Profes sional Scientific and Techni cal activities	Admini strative and Support Services	Educat ion	Human health and Social Work	Arts, entertainmen t & recrea tion	Other servic e activities	Other
Base	502	35	21	60	39	48	31	31	50	74	64	43	6	36	33	49	11	17	57	18	25	71	17	21	20	57	38	23
Incentives for students to study degrees which teach advanced numerical skills	179	12	10	23	19	16	15	11	19	20	19	13	2	9	9	17	3	6	19	10	5	30	10	11	8	20	9	8
Funding for mathematics departments at universities to grow	161	12	6	19	12	18	11	13	13	27	15	13	2	10	9	17	1	6	21	8	8	25	5	7	5	19	10	9
Funding for companies to upskill current employees	148	13	6	12	9	13	10	15	9	23	25	10	3	5	12	14	6	3	16	2	10	22	5	6	4	25	11	4
Funding to recruit new or re-train existing teachers to teach mathematics in schools	145	8	8	21	11	11	8	8	10	17	26	16	1	8	4	14	4	7	20	4	8	19	4	13	5	16	11	6
Support for collaboration between academia and businesses to enable R&D growth	128	7	3	15	10	12	8	11	11	22	18	9	2	8	8	8	4	3	17	4	4	25	8	6	4	14	7	5
A campaign to raise awareness of the shortage of graduates with advanced numerical skills	123	8	3	15	8	10	10	7	18	15	17	11	1	11	6	13	4	6	19	3	7	14	3	3	7	11	13	1
Review UK visa schemes to ensure talented mathematicians can work in the UK and fill these gaps	102	11	5	15	5	4	2	5	12	21	13	9	-	4	4	10	1	4	15	9	1	17	2	4	3	12	9	4

Business Omnibus

ONLINE Fieldwork: 26th - 28th February 2024

Absolutes/col percents

Table 16

Q9. The government estimates the cost of the STEM skills gap to the UK economy is £1.5 billion, and this is expected to grow as AI and machine learning increasingly affects the workforce. Which of the following government policies would you predict to be most effective in addressing the need for graduates with advanced numerical skills? Please select up to three

Base: All respondents

	Region													Industry														
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland	Manufacturing	Construction	Wholesale and Retail Trade, Repairs of motor vehicles & motorcycles	Transport & Storage	Accommodation & food services	Information & Communication	Financial and insurance activities	Real Estate Activities	Professional, Scientific and Technical activities	Administrative and Support Services	Education	Human health and Social Work	Arts, entertainment & recreation	Other service activities	Other
Base	502	35	21	60	39	48	31	31	50	74	64	43	6	36	33	49	11	17	57	18	25	71	17	21	20	57	38	23
Legislation to make it compulsory to study maths to age 18	92 18%	9 26%	7 33%	8 13%	5 13%	8 17%	7 23%	2 6%	11 22%	18 24%	11 17%	6 14%	-	1 3%	7 21%	4 8%	5 45%	1 6%	13 23%	6 33%	7 28%	17 24%	2 12%	2 10%	6 30%	10 18%	11 29%	-
Nothing - the market will adjust to meet needs without government action	79 16%	5 14%	3 14%	7 12%	6 15%	9 19%	2 6%	6 19%	10 20%	12 16%	9 14%	9 21%	1 17%	13 36%	7 21%	10 20%	1 9%	3 18%	6 11%	1 6%	7 28%	7 10%	1 6%	3 14%	4 20%	8 14%	2 5%	4 17%
Other	10 2%	1 3%	1 5%	1 2%	-	-	1 3%	-	2 4%	1 1%	1 2%	2 5%	-	1 3%	-	-	-	-	1 2%	-	-	1 1%	-	-	1 5%	3 5%	2 5%	1 4%

Business Omnibus

ONLINE Fieldwork: 26th - 28th February 2024

Absolutes/col percents

Table 17
Q10. To what extent do you agree that trends such as AI and machine learning will heighten the importance of mathematics graduates in years to come?
Base: All respondents

	Size of Company											Seniority			Gender		Age							
	Total	Sole Traders	Micro (1-9 employ-ees)	Small (10-49 employ-ees)	Medium (50-249 employ-ees)	0-5 employ-ees	6-249 employ-ees	6-49 employ-ees	50-249 employ-ees	0-9 employ-ees	10+ employ-ees	Owner or proprietor	Man-aging Dir-ector or Man-aging Part-ner	Board level Dir-ector or part-ner	Dir-ector - not board level	Male	Female	Under						
																		25	25-34	35-44	45-54	55-64	65+	
Base	502	198	125	77	102	297	205	103	102	323	179	353	54	62	33	289	213	28	82	86	103	115	88	
NET: Agree	320	102	82	53	83	164	156	73	83	184	136	215	45	40	20	206	114	25	55	58	65	63	54	
	64%	52%	66%	69%	81%	55%	76%	71%	81%	57%	76%	61%	83%	65%	61%	71%	54%	89%	67%	67%	63%	55%	61%	
Strongly agree	(4)	106	25	26	20	35	47	59	24	35	51	55	69	15	11	11	68	38	12	24	16	21	17	16
		21%	13%	21%	26%	34%	16%	29%	23%	34%	16%	31%	20%	28%	18%	33%	24%	18%	43%	29%	19%	20%	15%	18%
Somewhat agree	(3)	214	77	56	33	48	117	97	49	48	133	81	146	30	29	9	138	76	13	31	42	44	46	38
		43%	39%	45%	43%	47%	39%	47%	48%	47%	41%	45%	41%	56%	47%	27%	48%	36%	46%	38%	49%	43%	40%	43%
Somewhat disagree	(2)	64	26	19	9	10	43	21	11	10	45	19	44	4	11	5	35	29	2	13	11	12	16	10
		13%	13%	15%	12%	10%	14%	10%	11%	10%	14%	11%	12%	7%	18%	15%	14%	7%	16%	13%	12%	14%	11%	
Strongly disagree	(1)	17	11	3	3	-	13	4	4	-	14	3	15	1	-	1	9	8	-	2	2	3	8	2
		3%	6%	2%	4%	-	4%	2%	4%	-	4%	2%	4%	2%	-	3%	3%	4%	-	2%	2%	3%	7%	2%
NET: Disagree		81	37	22	12	10	56	25	15	10	59	22	59	5	11	6	44	37	2	15	13	15	24	12
		16%	19%	18%	16%	10%	19%	12%	15%	10%	18%	12%	17%	9%	18%	18%	15%	17%	7%	18%	15%	15%	21%	14%
Don't know or prefer not to say		101	59	21	12	9	77	24	15	9	80	21	79	4	11	7	39	62	1	12	15	23	28	22
		20%	30%	17%	16%	9%	26%	12%	15%	9%	25%	12%	22%	7%	18%	21%	13%	29%	4%	15%	17%	22%	24%	25%
Mean		3.02	2.83	3.01	3.08	3.27	2.90	3.17	3.06	3.27	2.91	3.19	2.98	3.18	3.00	3.15	3.06	2.95	3.37	3.10	3.01	3.04	2.83	3.03
Standard deviation		0.77	0.81	0.74	0.80	0.65	0.80	0.71	0.76	0.65	0.79	0.72	0.80	0.66	0.66	0.88	0.74	0.81	0.63	0.80	0.71	0.75	0.85	0.72
Standard error		0.04	0.07	0.07	0.10	0.07	0.05	0.05	0.08	0.07	0.05	0.06	0.05	0.09	0.09	0.17	0.05	0.07	0.12	0.10	0.08	0.08	0.09	0.09

Business Omnibus

ONLINE Fieldwork: 26th - 28th February 2024

Absolutes/col percents

Table 17

Q10. To what extent do you agree that trends such as AI and machine learning will heighten the importance of mathematics graduates in years to come?

Base: All respondents

	Region														Industry													
	Total	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	East of England	London	South East	South West	Northern Ireland	Manuf acturing	Constr uction	Wholes ale and Retail Trade, Repairs of motor vehicles & motor cycles	Transp ort & Storage	Accomm odatio n & food services activities	Inform ation & Commun ication	Financ ial and insura nce activities	Real Estate Activi ties	Profes sional Scientific and Techni cal activities	Admini strati ve and Suppor t Services	Educat ion	Human health and Social Work	Arts, entert ainment & recrea tion	Other servic e activities	Other
Base	502	35	21	60	39	48	31	31	50	74	64	43	6	36	33	49	11	17	57	18	25	71	17	21	20	57	38	23
NET: Agree	320 64%	27 77%	13 62%	38 63%	23 59%	39 81%	21 68%	14 45%	30 60%	52 70%	40 63%	20 47%	3 50%	28 78%	20 61%	36 73%	9 82%	9 53%	43 75%	16 89%	13 52%	51 72%	10 59%	12 57%	10 50%	32 56%	21 55%	8 35%
Strongly agree	(4) 106 21%	8 23%	5 24%	10 17%	3 8%	14 29%	8 26%	5 16%	8 16%	24 32%	17 27%	4 9%	-	9 25%	8 24%	11 22%	3 27%	4 24%	15 26%	7 39%	5 20%	17 24%	2 12%	2 10%	5 25%	6 11%	9 24%	2 9%
Somewhat agree	(3) 214 43%	19 54%	8 38%	28 47%	20 51%	25 52%	13 42%	9 29%	22 44%	28 38%	23 36%	16 37%	3 50%	19 53%	12 36%	25 51%	6 55%	5 29%	28 49%	9 50%	8 32%	34 48%	8 47%	10 48%	5 25%	26 46%	12 32%	6 26%
Somewhat disagree	(2) 64 13%	4 11%	1 5%	8 13%	7 18%	1 2%	4 13%	7 23%	5 10%	9 12%	9 14%	7 16%	2 33%	3 8%	5 15%	4 8%	2 18%	1 6%	6 11%	-	2 8%	6 8%	1 6%	4 19%	2 10%	13 23%	8 21%	4 17%
Strongly disagree	(1) 17 3%	-	2 10%	2 3%	-	-	2 6%	2 6%	4 8%	1 1%	3 5%	1 2%	-	-	1 3%	-	-	1 6%	2 4%	1 6%	2 8%	2 3%	1 6%	1 5%	1 5%	1 2%	1 3%	3 13%
NET: Disagree	81 16%	4 11%	3 14%	10 17%	7 18%	1 2%	6 19%	9 29%	9 18%	10 14%	12 19%	8 19%	2 33%	3 8%	6 18%	4 8%	2 18%	2 12%	8 14%	1 6%	4 16%	8 11%	2 12%	5 24%	3 15%	14 25%	9 24%	7 30%
Don't know or prefer not to say	101 20%	4 11%	5 24%	12 20%	9 23%	8 17%	4 13%	8 26%	11 22%	12 16%	12 19%	15 35%	1 17%	5 14%	7 21%	9 18%	-	6 35%	6 11%	1 6%	8 32%	12 17%	5 29%	4 19%	7 35%	11 19%	8 21%	8 35%
Mean	3.02	3.13	3.00	2.96	2.87	3.33	3.00	2.74	2.87	3.21	3.04	2.82	2.60	3.19	3.04	3.17	3.09	3.09	3.10	3.29	2.94	3.12	2.92	2.76	3.08	2.80	2.97	2.47
Standard deviation	0.77	0.62	0.97	0.74	0.57	0.53	0.88	0.92	0.86	0.75	0.86	0.72	0.55	0.60	0.82	0.59	0.70	0.94	0.76	0.77	0.97	0.72	0.79	0.75	0.95	0.69	0.85	0.99
Standard error	0.04	0.11	0.24	0.11	0.10	0.08	0.17	0.19	0.14	0.10	0.12	0.14	0.24	0.11	0.16	0.09	0.21	0.28	0.11	0.19	0.23	0.09	0.23	0.18	0.26	0.10	0.16	0.26