Live Insider Session

The State of Data & AI Literacy in 2026

Meet the team

Today's session is led by the team behind the 2026 State of Data & AI Literacy Report. We worked directly with YouGov to survey 517 enterprise leaders across the US and UK, analyzed the data firsthand, and authored the insights you'll see today

We'll walk you through what stood out, what surprised us, and what it means for you right now.

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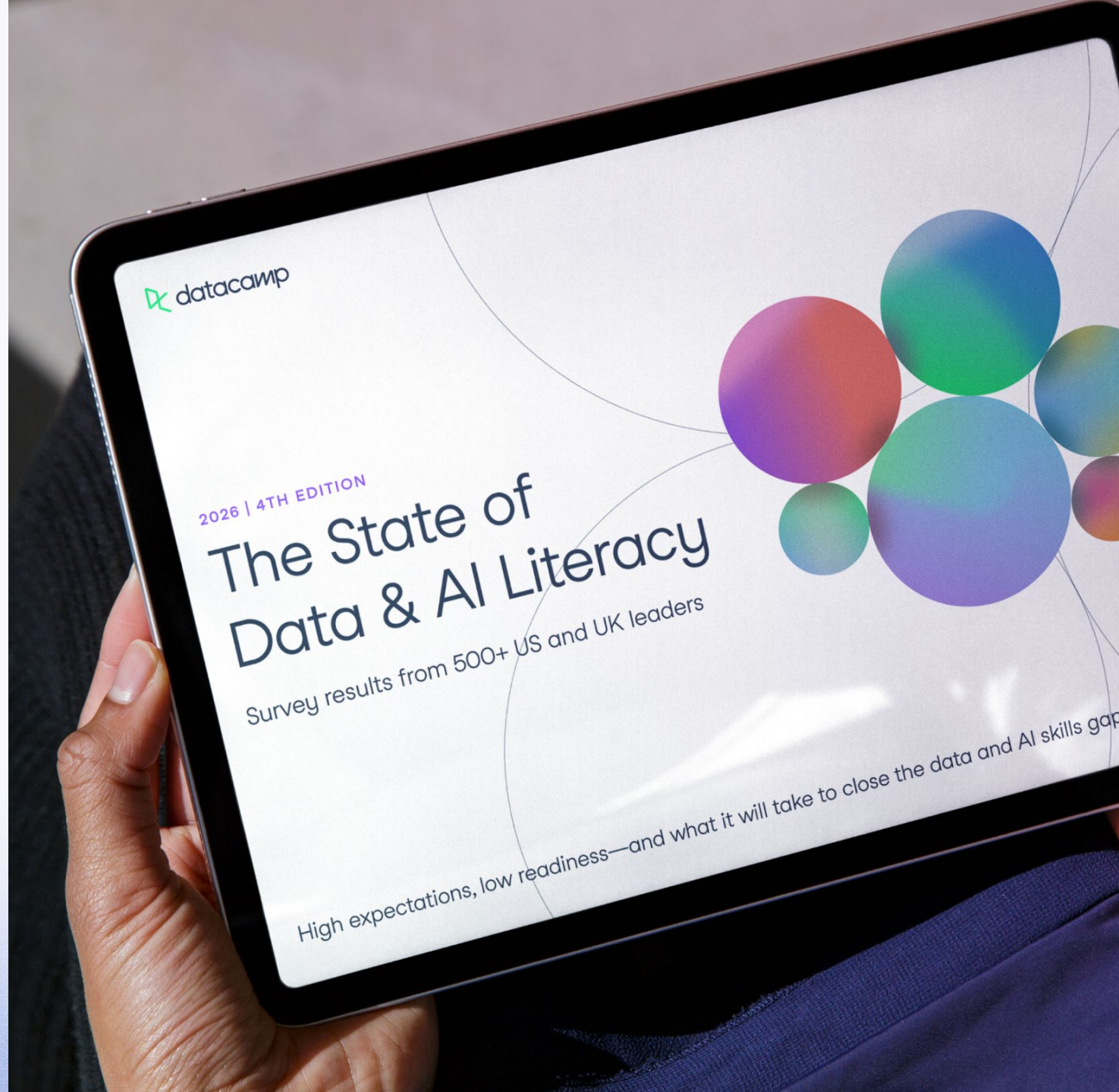
Agenda

1. About the survey
2. Top survey insights
3. Recommendations
4. Q&A



1

About the survey

Survey methodology

Why?

Yearly barometer on data and AI upskilling (this is our 4th edition).

When?

Research conducted from December 2025-early February 2026.

Who?

- 517 US 🇺🇸 & UK 🇬🇧 leaders
- FSI, manufacturing, healthcare/harma, and tech industries
- 20% c-suite, 51% director+
- 500+ employees (39% come from 5k+ employee orgs)
- Across a range of functions (including IT, HR/L&D, data…)

How? YouGov

Research conducted by trusted market research and analytics firm.

What?

44 questions across a range of topics are the backbone of the report.

2

Top survey insights

The state of AI ROI

The State of Data & AI Literacy

	Overall	For those that said "We have a mature, organization- wide **data literacy upskilling program** for all employees"	For those that said "We have a mature, organization- wide **AI literacy upskilling program** for all employees"
We have not seen a positive ROI from our AI investments so far	17%	11%	11%
We've seen moderate positive ROI from our AI investments so far	42%	39%	42%
We've seen significant positive ROI from our AI investments so far	21%	42%	42%

%s for "I don't know" and "Not applicable" make up the rest, and have been excluded here.

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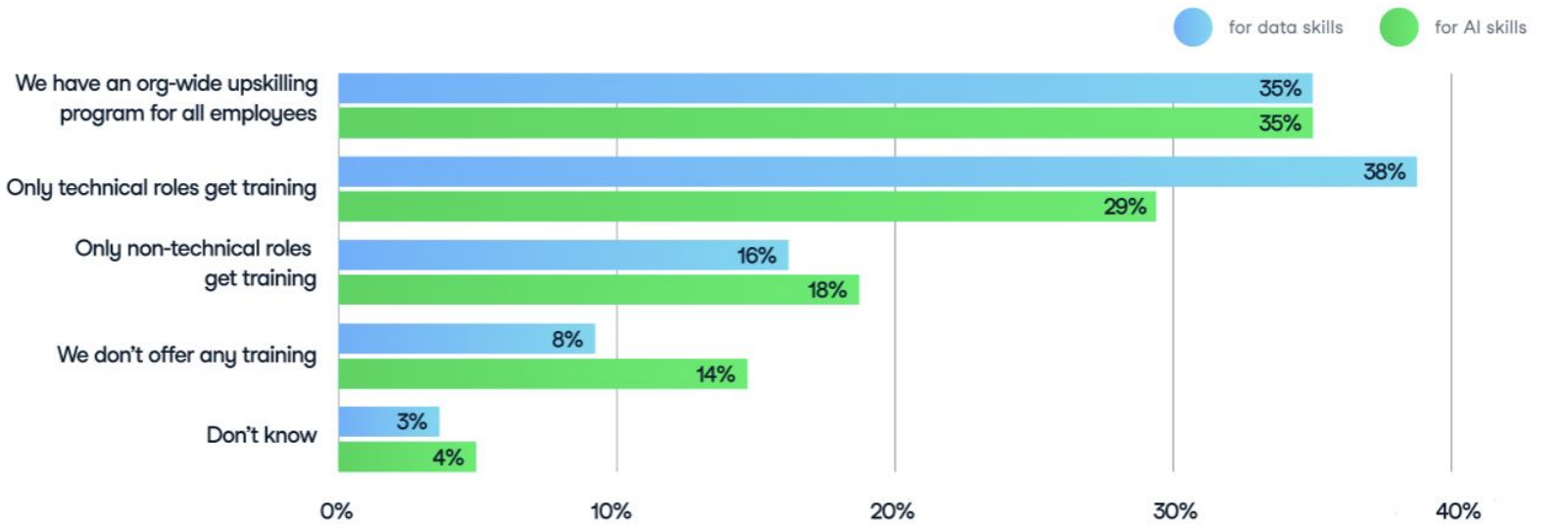
AI ROI is a workforce capability story.

The state of data and AI training

The State of Data & AI Literacy



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76%

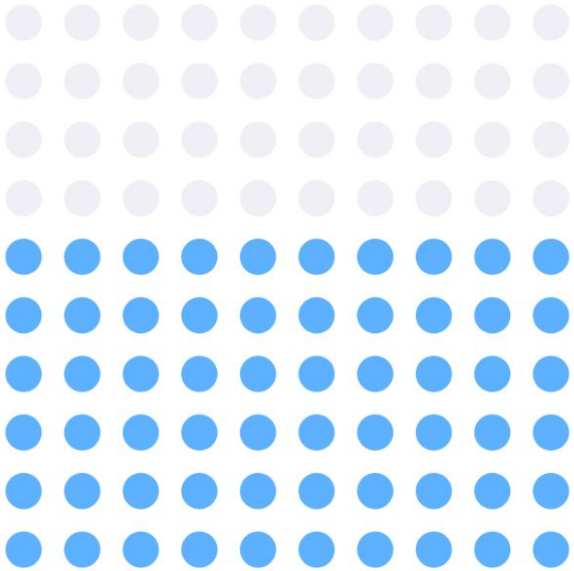
of leaders agreed their employees have resources to learn about data.

68%

of leaders agreed their employees have resources to learn about AI.

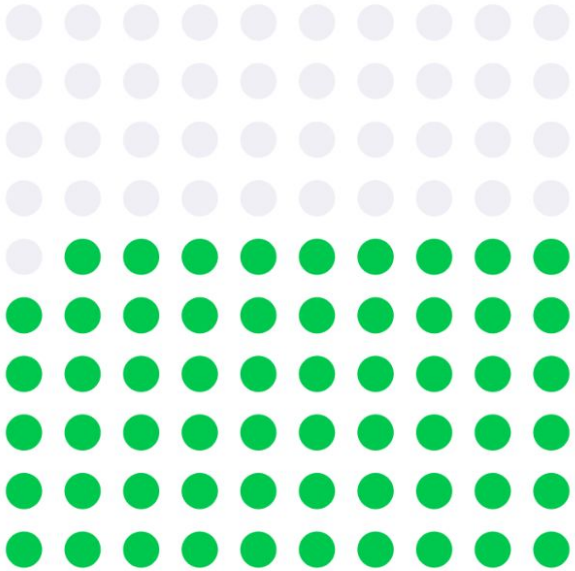
The data and AI skills gap persists

The State of Data & AI Literacy



60%

of leaders believe there is a data skills gap



59%

of leaders believe there is an AI skills gap

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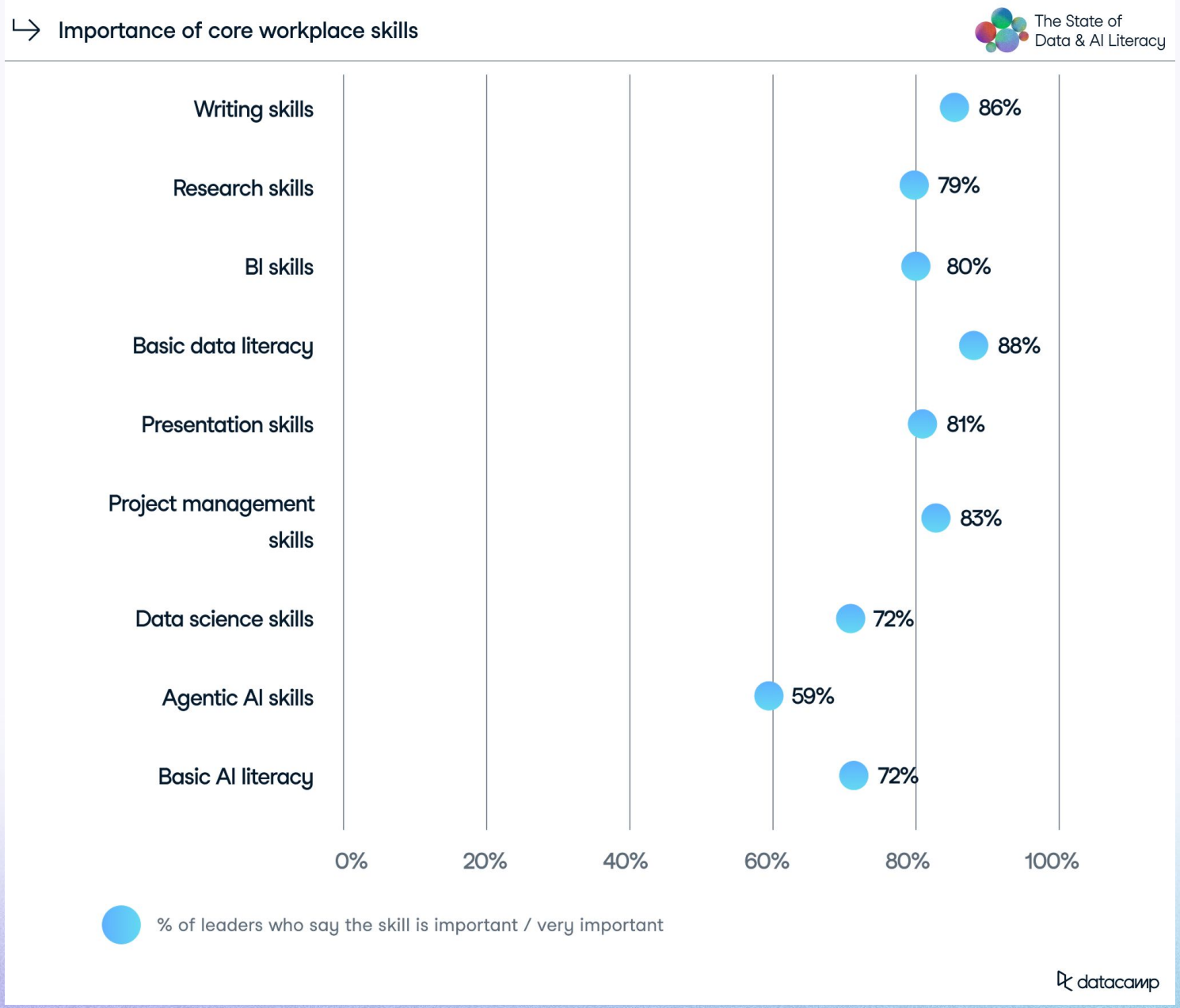
Importance of core workplace skills
The State of Data & AI Literacy
Writing skills
86%
Research skills
79%
BI skills
80%
Basic data literacy
88%
Presentation skills
81%
Project management skills
83%
Data science skills
72%
Agentic AI skills
59%
Basic AI literacy
72%
0%
20%
40%
60%
80%
100%
% of leaders who say the skill is important / very important
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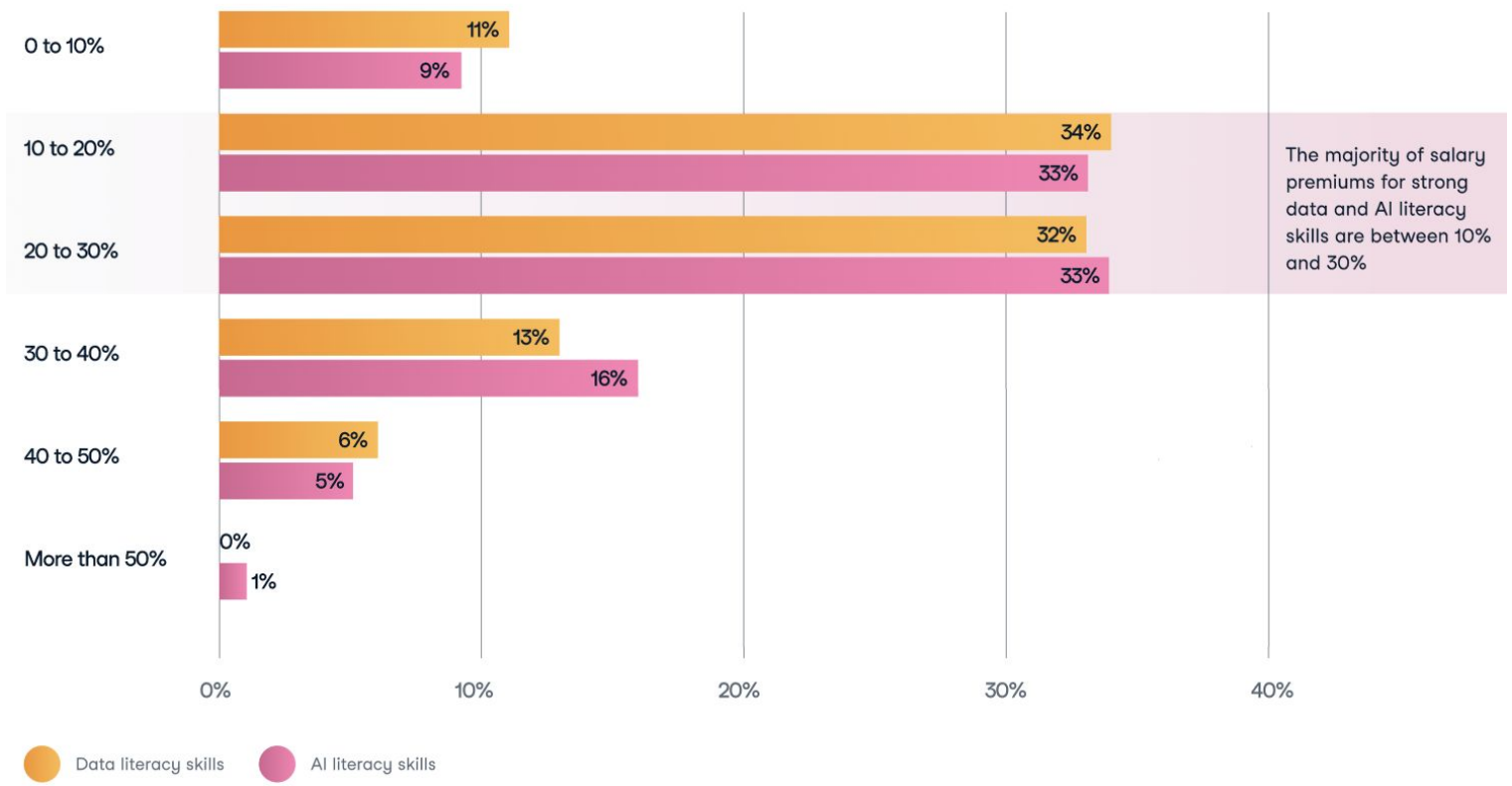
Salary premiums leaders say they're willing to pay for strong data and AI skills

The State of Data & AI Literacy



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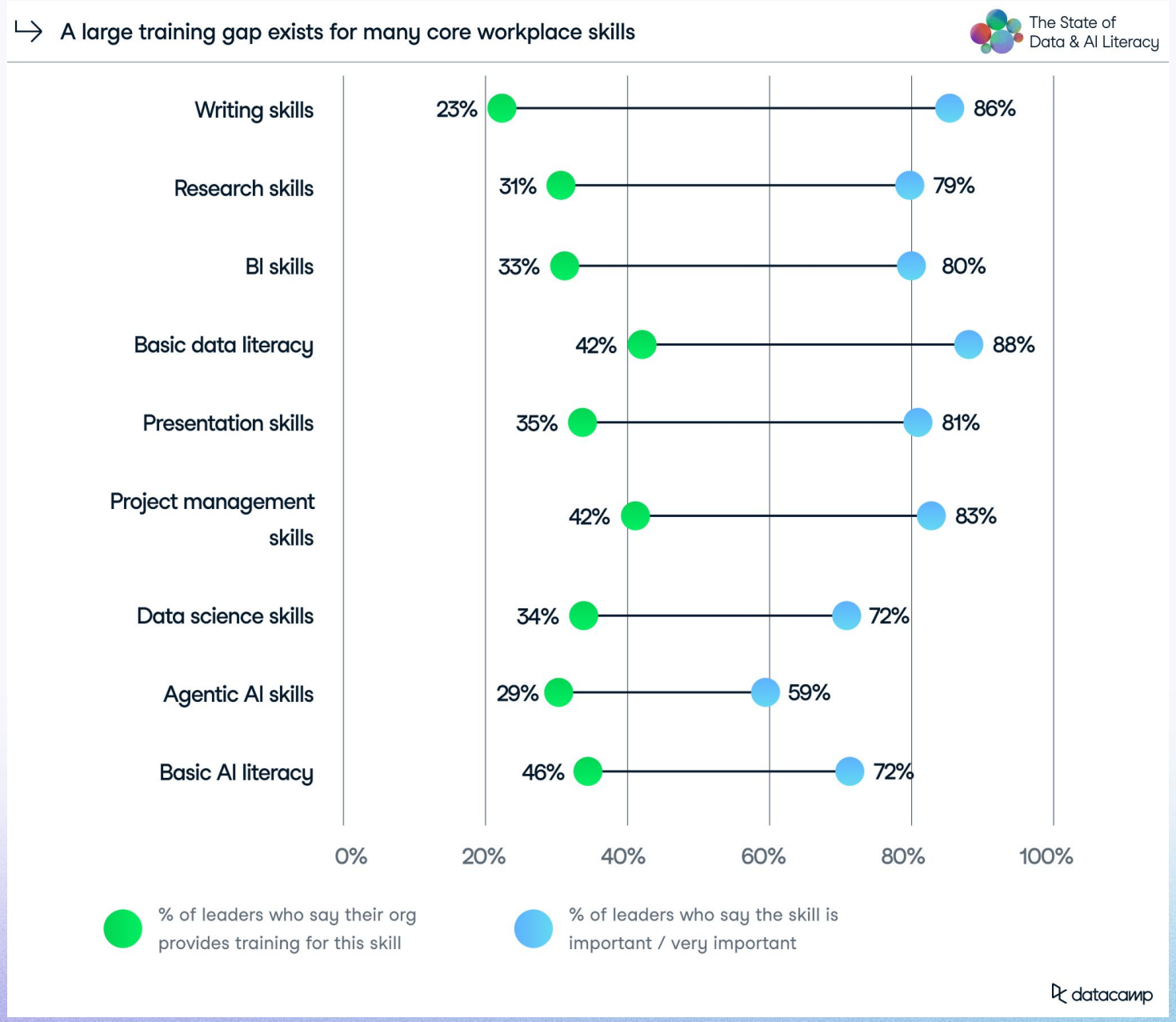
A large training gap exists for many core workplace skills
The State of Data & AI Literacy
Writing skills
23%
86%
Research skills
31%
79%
BI skills
33%
80%
Basic data literacy
42%
88%
Presentation skills
35%
81%
Project management skills
42%
83%
Data science skills
34%
72%
Agentic AI skills
29%
59%
Basic AI literacy
46%
72%
0%
20%
40%
60%
80%
100%
% of leaders who say their org provides training for this skill
% of leaders who say the skill is important / very important
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The data and AI skills paradox

AKA: We know it's important, yet we know people aren't really prepared, and whatever we've done so far to fix it, for most people, hasn't really worked.

1. Expectations for data and AI skills are high

Leaders overwhelmingly agree that data and AI skills are no longer optional. They see—and expect—tangible performance and productivity gains when these skills are present.

2. Readiness is low

Despite high expectations and clear benefits, leaders report persistent capability gaps. The challenge is less about advanced specialization and more foundational fluency at scale.

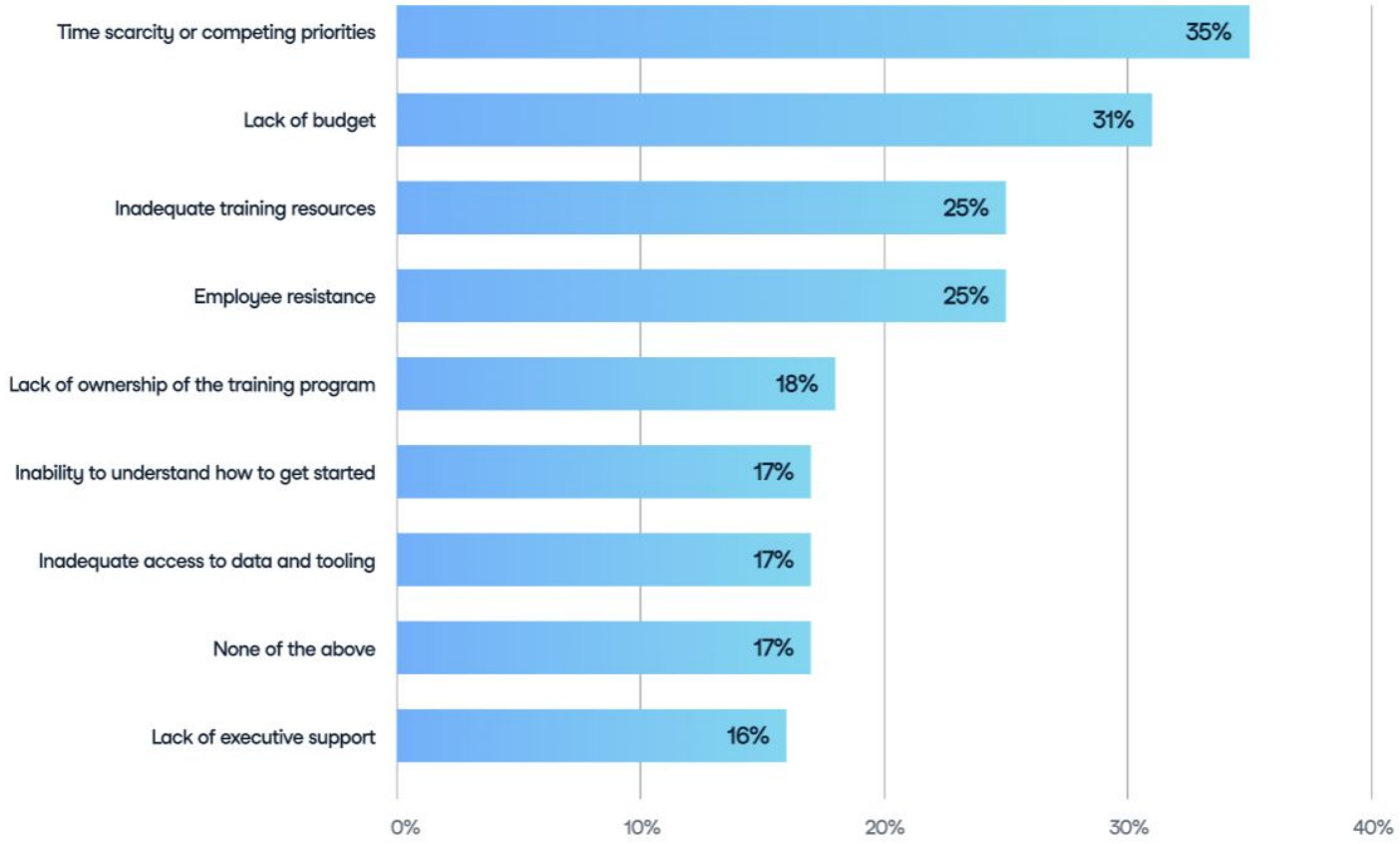
3. Learning has not translated into capability at scale.

The data and AI skills gap is not driven by lack of interest or awareness. Rather, it reflects a failure of learning design and delivery to build practical capability at the scale organizations now require.

The biggest skill gap is staying current … and being able to **accept changes in the way we do things**.

Top challenges in improving the workforce's data and AI skills

The State of Data & AI Literacy



Note: Respondents could select up to three responses

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3

Recommendations

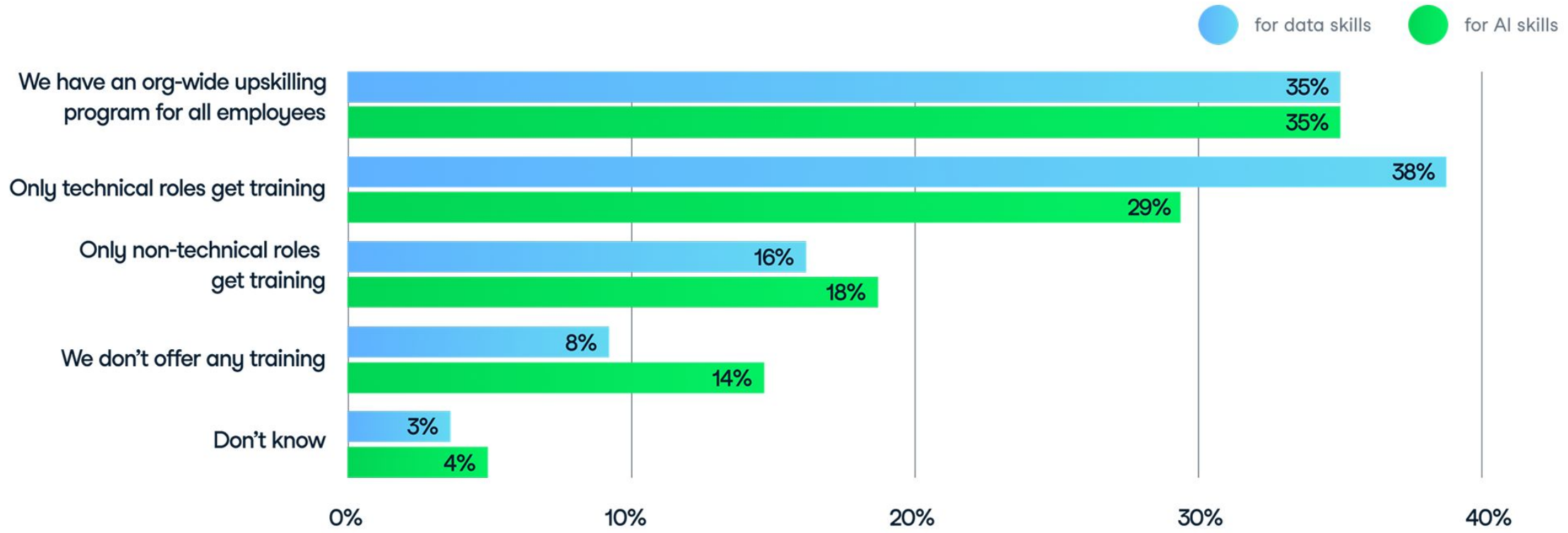
Effective capability building:

1. Scalable

Build foundational fluency across the workforce — not just specialists.

The state of data and AI training

The State of Data & AI Literacy



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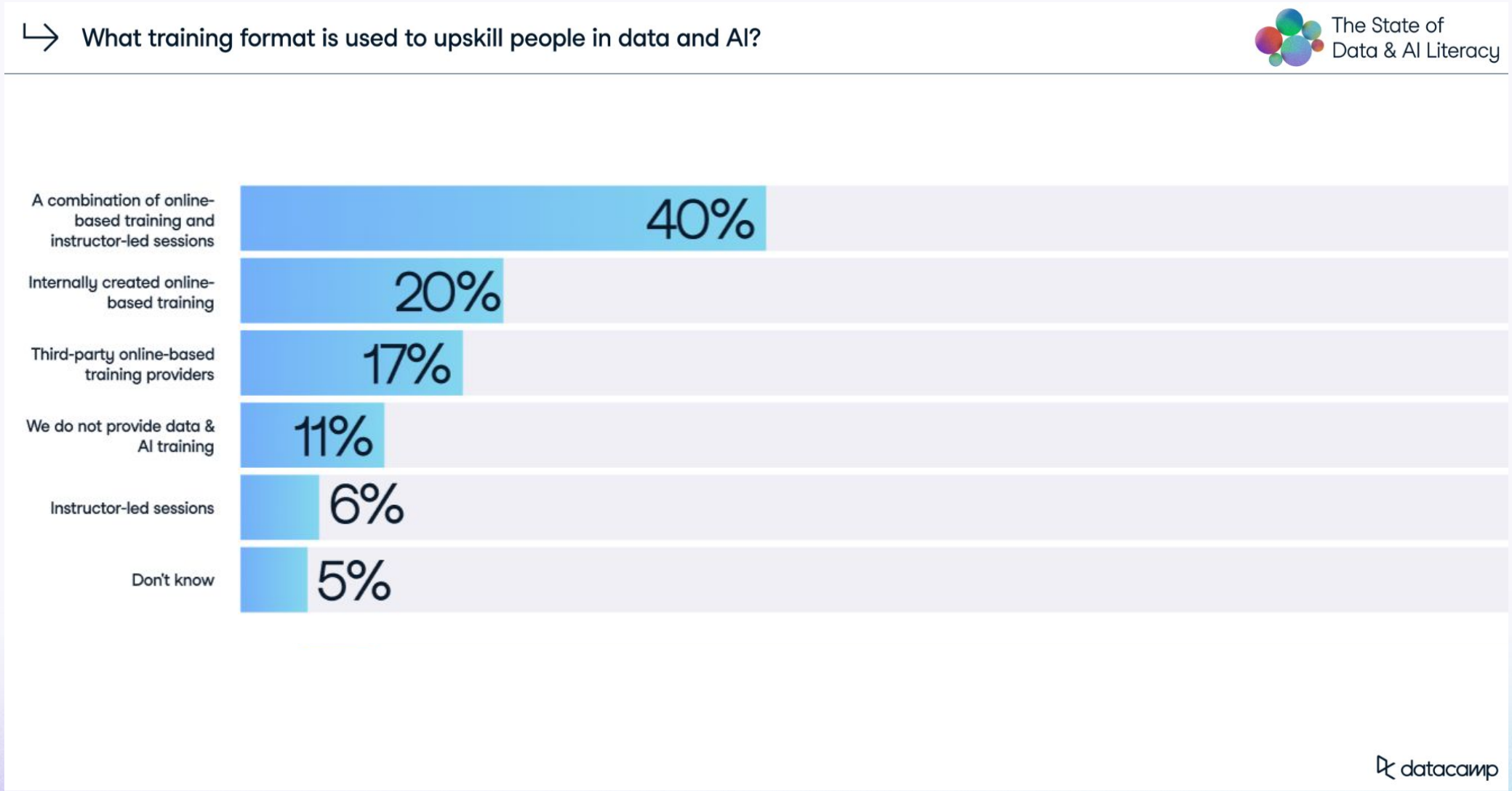
Effective capability building:

1. Scalable and role relevant

Build foundational fluency across the workforce — not just specialists.

2. Flexible

Adapting as tools, use cases, and the data and AI space at large evolve.


What training format is used to upskill people in data and AI?
The State of Data & AI Literacy
A combination of online-based training and instructor-led sessions
40%
Internally created online-based training
20%
Third-party online-based training providers
17%
We do not provide data & AI training
11%
Instructor-led sessions
6%
Don't know
5%
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Effective capability building:

1. Scalable

Build foundational fluency across the workforce — not just specialists.

2. Flexible

Adapting as tools, use cases, and the data and AI space at large evolve

3. Embedded (fits into work)

Make learning hands-on, bite-sized, and integrated into real workflows.

What challenges do you face with existing data and AI training?

The State of Data & AI Literacy

1 Passive learning

Video-based courses make it difficult to apply learned skills in the real world	23%
Not enough hands-on projects or labs	24%

2 Poor relevance

The skills people learn are not relevant to their roles	21%
Lack of role-tailored paths	23%
Out of date content	13%

3 Lack of guidance

Inability for employees to understand where to start learning	21%

4 No proof of impact

Lack of certifications for learners	15%
Difficulty reporting on the return on investment from training	26%

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Effective capability building:

1. Scalable

Build foundational fluency across the workforce — not just specialists.

2. Flexible

Adapting as tools, use cases, and the data and AI space at large evolve

3. Embedded (fits into work)

Make learning hands-on, bite-sized, and integrated into real workflows.

4. Continuous

Move beyond one-off training to continuous capability development.

4

Q&A

Download the report

(and stay on the lookout for future editions/cuts of the data, including breakdowns by industry, coming soon!)

Download Now

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Thank You