



Methodology

Scotland

Method of analysis

1,783,681 Scottish job ads have been analysed and matched to 8,190 of the skills in Pearson’s proprietary ontology. Using this monthly skills data from January 2020 to March 2024, skills fitting the following criteria have been identified:

- **Popular skills:** Skills which currently appear in the highest percentage of job ads; popularity is defined as the percentage of job ads the skill appears in.
- **Trending skills:** Skills which have experienced the greatest increase in popularity across the last year.
- **Emerging skills:** Skills which are expected to trend soon – skills which have historically been unpopular but show the early signs of future popularity.

Where a skill is flagged as specialised, either to a job or job family, this is because TF-IDF analysis has identified the skill as particularly important to this job/job family compared to all jobs, across all job families.

To find popular, trending and emerging skills by region, ads have been geocoded and mapped to a region. Each piece of analysis is by region – for example, popular skills in the Highlands and Islands are those which currently appear in the highest percentage of Highlands and Islands job ads.

Regional boundaries

Within Scotland, 32 council areas (1996) correspond to 4 NUTS 3 regions. The council areas are aggregated to regions as follows:

Regions	Eastern Scotland	Highlands and Islands	North Eastern Scotland	South Western Scotland
<i>Council areas</i>	City of Edinburgh	Shetland Islands	Aberdeen City	Glasgow City
	Falkirk	Argyll and Bute	Aberdeenshire	Dumfries and Galloway
	Fife	Na h-Eileanan Siar		East Ayrshire
	Angus	Orkney Islands		East Dunbartonshire
	Clackmannanshire	Highland		East Renfrewshire
	East Lothian	Moray		Inverclyde
	West Lothian			North Ayrshire
	Dundee City			Renfrewshire
	Scottish Borders			South Ayrshire
	Midlothian			North Lanarkshire
	Perth and Kinross			South Lanarkshire
	Stirling			West Dunbartonshire

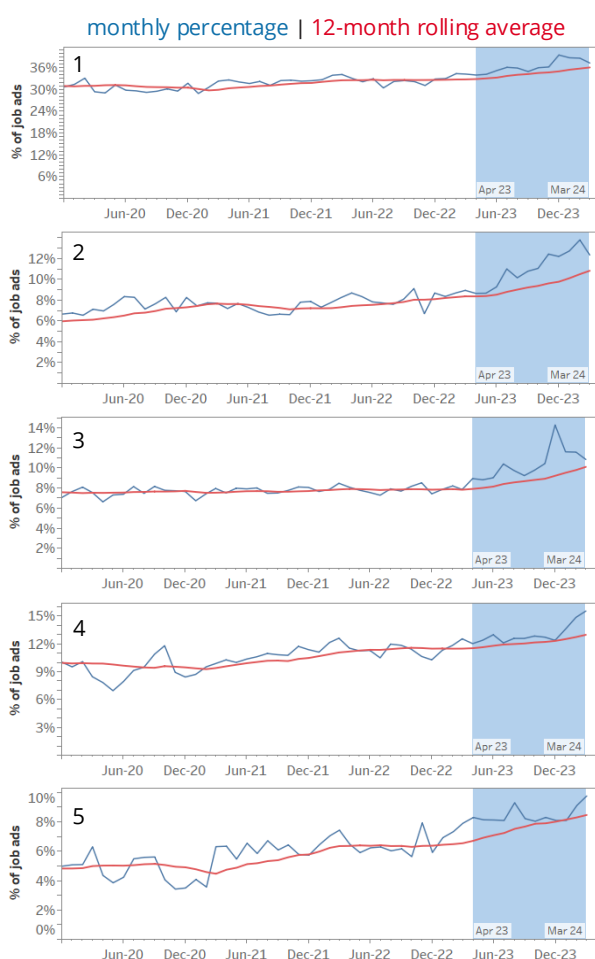


Eastern Scotland

Overall trending skills

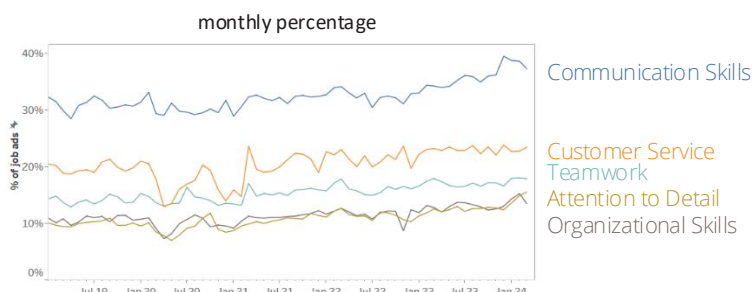
Across Eastern Scotland, the following skills experienced the greatest upwards trend in the year to March 2024:

1. Communication Skills
2. Collaboration
3. Interpersonal Skills
4. Attention to Detail
5. Maintaining Cleanliness



Popular skills

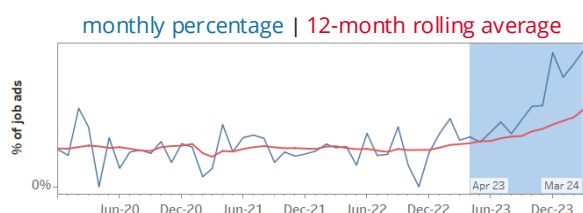
The following skills were the most popular, measured by which skills appear in the highest percentage of job ads in Eastern Scotland:



Emerging skills

Emerging skills are those which are expected to trend soon – skills which have historically been unpopular but show the early signs of future popularity.

The top emerging skill in Eastern Scotland was Alarm Systems:



Key

- Specialised to a specific job or jobs
- Specialised to a job family or families

Trending specialised skills

Looking only at skills which are specialised to either a specific job or job family, the following skills experienced the greatest upward trend in the year to March 2024 in <region name>:

Rank	Skill name	Specialised to
1	Cleaning	Maintenance and Repair
2	Safety Standards	Dredge Operators, Product Safety Engineers
3	Inventory Control	Pharmacy Aides, Supermarket Managers
4	Order Processing	Sales Processors, Order Fillers
5	Food Preparation	Personal Services

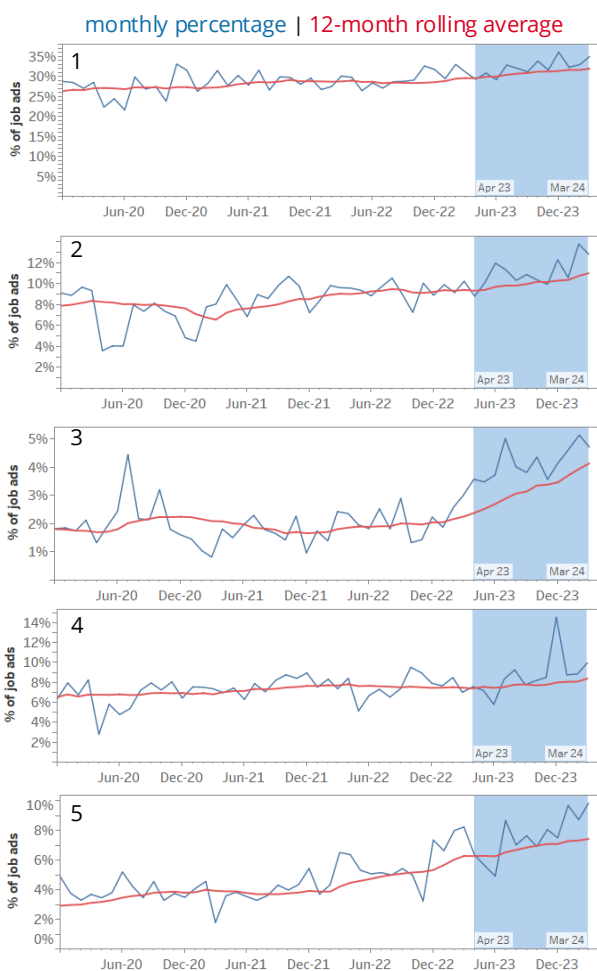


Highlands and Islands

Overall trending skills

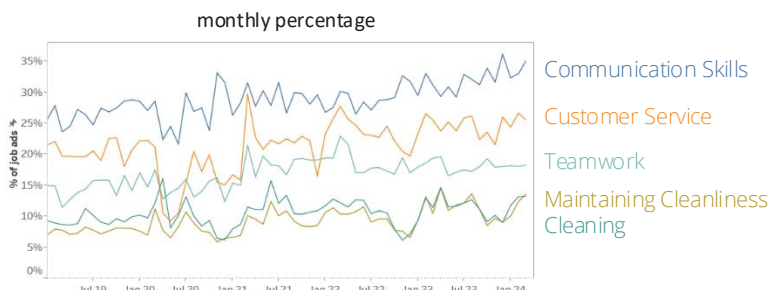
Across Highlands and Islands, the following skills experienced the greatest upwards trend in the year to March 2024:

1. Communication Skills
2. Attention to Detail
3. Safety Standards
4. Interpersonal Skills
5. Collaboration



Popular skills

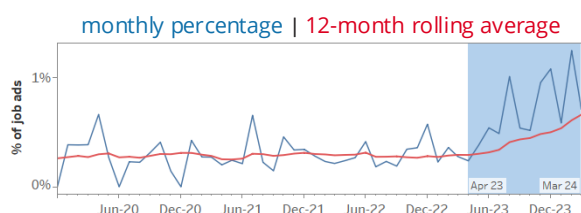
The following skills were the most popular, measured by which skills appear in the highest percentage of job ads in Highlands and Islands:



Emerging skills

Emerging skills are those which are expected to trend soon – skills which have historically been unpopular but show the early signs of future popularity.

The only emerging skill in the Highlands and Islands was Task Management:



Trending specialised skills

Looking only at skills which are specialised to either a specific job or job family, the following skills experienced the greatest upward trend in the year to March 2024 in <region name>:

Rank	Skill name	Specialised to
1	Safety Standards	Dredge Operators, Product Safety Engineers
2	Engineering	Engineering
3	Occupational Safety and Health	Occupational Health & Safety Specialists
4	Safety Assurance	Industrial Health & Safety Engineers
5	Risk Assessment	Financial

Key

- Specialised to a specific job or jobs
- Specialised to a job family or families

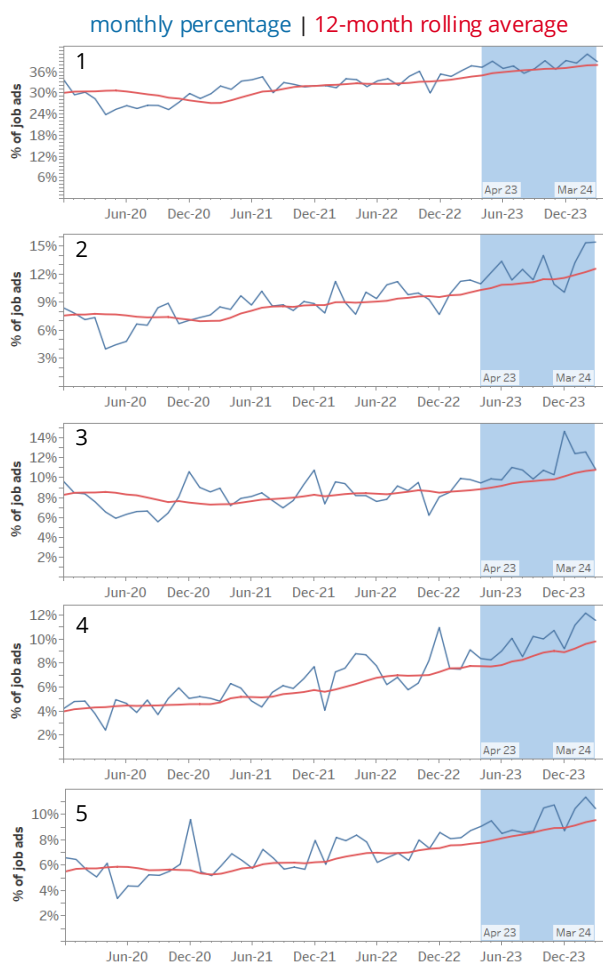


North Eastern Scotland

Overall trending skills

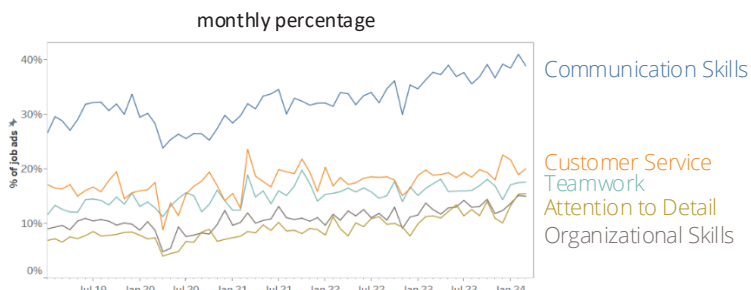
Across North Eastern Scotland, the following skills experienced the greatest upwards trend in the year to March 2024:

1. Communication Skills
2. Attention to Detail
3. Interpersonal Skills
4. Collaboration
5. Problem Solving



Popular skills

The following skills were the most popular, measured by which skills appear in the highest percentage of job ads in North Eastern Scotland:



Emerging skills

Emerging skills are those which are expected to trend soon – skills which have historically been unpopular but show the early signs of future popularity.

No skills were emerging in North Eastern Scotland as of March 2024.

Trending specialised skills

Looking only at skills which are specialised to either a specific job or job family, the following skills experienced the greatest upward trend in the year to March 2024 in <region name>:

Rank	Skill name	Specialised to
1	Safety Standards	Dredge Operators, Product Safety Engineers
2	Occupational Safety and Health	Occupational Health & Safety Specialists
3	Loading and Unloading	Transport
4	Cleaning	Maintenance and Repair
5	Inventory Control	Pharmacy Aides, Supermarket Managers

Key

- Specialised to a specific job or jobs
- Specialised to a job family or families

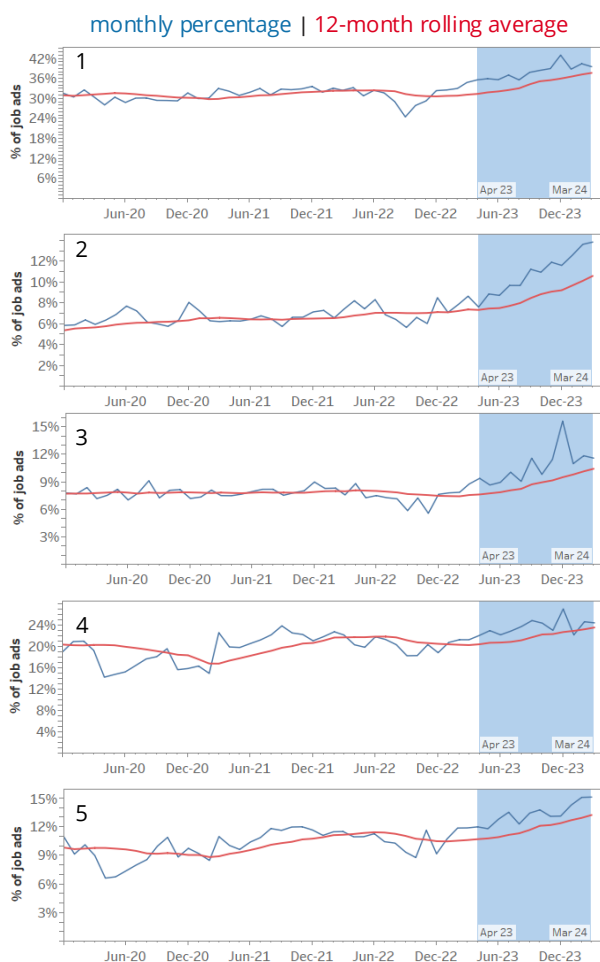


South Western Scotland

Overall trending skills

Across South Western Scotland, the following skills experienced the greatest upwards trend in the year to March 2024:

1. Communication Skills
2. Collaboration
3. Interpersonal Skills
4. Customer Service
5. Attention to Detail



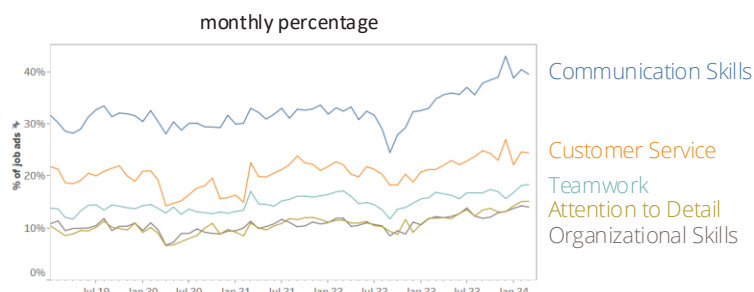
Trending specialised skills

Looking only at skills which are specialised to either a specific job or job family, the following skills experienced the greatest upward trend in the year to March 2024 in <region name>:

Rank	Skill name	Specialised to
1	Cleaning	Maintenance and Repair
2	Safety Standards	Dredge Operators, Product Safety Engineers
3	Occupational Safety and Health	Occupational Health & Safety Specialists
4	Justice	Legal, Social Services
5	Inventory Control	Pharmacy Aides, Supermarket Managers

Popular skills

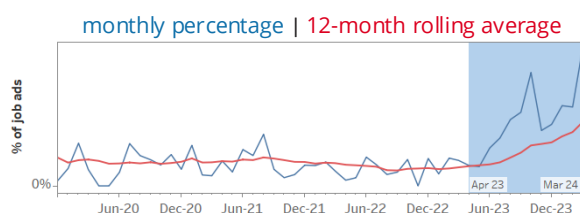
The following skills were the most popular, measured by which skills appear in the highest percentage of job ads in South Western Scotland:



Emerging skills

Emerging skills are those which are expected to trend soon – skills which have historically been unpopular but show the early signs of future popularity.

The top emerging skill in South Western Scotland was Basic Mathematics:



Key

- Specialised to a specific job or jobs
- Specialised to a job family or families