Methodology
Wales

Method of analysis

837,242 Wales job ads have been analysed and matched to 7,199 of the skills in Pearson's proprietary ontology. Using this monthly skills data from January 2020 to July 2023, 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 South East Wales are those which currently appear in the highest percentage of South East Wales job ads.

Regional boundaries

Within Wales, 22 council areas (2022) correspond to 4 NUTS 3 regions. The council areas are aggregated to regions as follows:

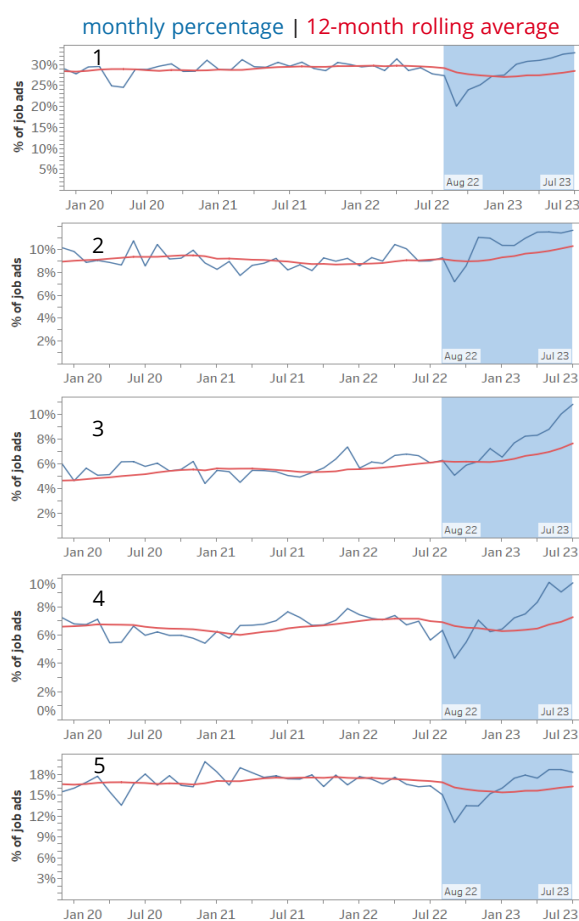| Regions	South East Wales	South West Wales	Mid Wales	North Wales
Council areas	Monmouthshire	Rhondda Cynon Taf	Carmarthenshire	Denbighshire
	Vale of Glamorgan	Bridgend	Ceredigion	Gwynedd
	Blaenau Gwent	Merthyr Tydfil	Pembrokeshire	Conwy
	Caerphilly	Neath Port Talbot	Powys	Flintshire
	Cardiff	Swansea		Wrexham
	Newport			Isle of Anglesey
	Torfaen			

South East Wales: overview

Overall trending skills

Across South East Wales, the following skills experienced the greatest upwards trend in the year to July 2023:

1. Communication Skills
2. Leadership
3. Collaboration
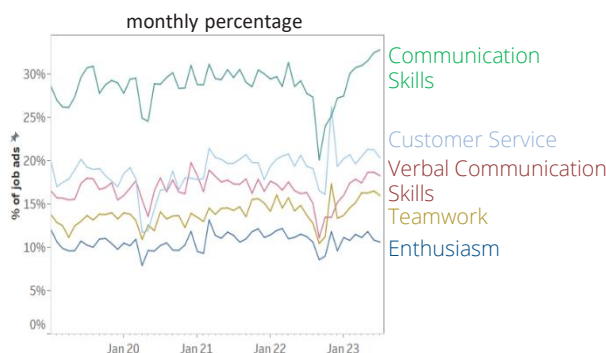4. Social Skills
5. Verbal Communication Skills

monthly percentage | 12-month rolling average

Popular skills

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

monthly percentage

Communication Skills
Customer Service
Verbal Communication Skills
Teamwork
Enthusiasm

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.

Two skills were emerging in South East Wales as of July 2023:
1. Bartending
2. Drawings Interpretation

monthly percentage | 12-month rolling average

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 July 2023 in South East Wales:

Rank	Skill name	Specialised to job family
1	Budgeting	Executive
2	Food Safety	Personal Services
3	Progress Monitoring	Education
4	Risk Assessment	Financial
5	Cooking	Personal Services

South East Wales: towns & cities

Overall trending skills, current popularity by top 5 most populous settlements

Looking at the overall top 5 trending skills from across South East Wales, the maps below show the variation in demand for each skill by settlement, with reference to the regional average:

Communication Skills — Regional average: 26.9%
- Brynmawr 24.6%
- Ystrad Mynach 23.9%
- Chepstow 32.2%
- Cardiff 29.0%
- Barry 24.8%

Leadership — Regional average: 9.7%
- Brynmawr 14.2%
- Ystrad Mynach 6.0%
- Chepstow 9.7%
- Cardiff 10.4%
- Barry 8.3%

Collaboration — Regional average: 6.4%
- Ystrad Mynach 6.0%
- Chepstow 6.4%
- Cardiff 8.7%
- Barry 4.4%

Social Skills — Regional average: 6.6%
- Ystrad Mynach 5.6%
- Chepstow 6.6%
- Cardiff 7.4%
- Barry 6.7%

Verbal Communication Skills — Regional average: 16%
- Ystrad Mynach 13.0%
- Chepstow 19.4%
- Cardiff 16.0%
- Barry 15.7%

High % popularity

Low % popularity

Top trending skill, comparison of skill trends since Dec 2019 by top 5 settlements

Looking at Communication Skills, the top trending skill for South East Wales, it is currently especially popular in Chepstow relative to other major settlements in the region.

Communication Skills — 12-month rolling average

Chepstow
Cardiff
Barry
Brynmawr
Ystrad Mynach

South West Wales: overview

PEARSON

Overall trending skills

Across South West Wales, the following skills experienced the greatest upwards trend in the year to July 2023:

1. Leadership
2. Liaising
3. Collaboration
4. Attention to Detail
5. Problem Solving

monthly percentage | 12-month rolling average

Popular skills

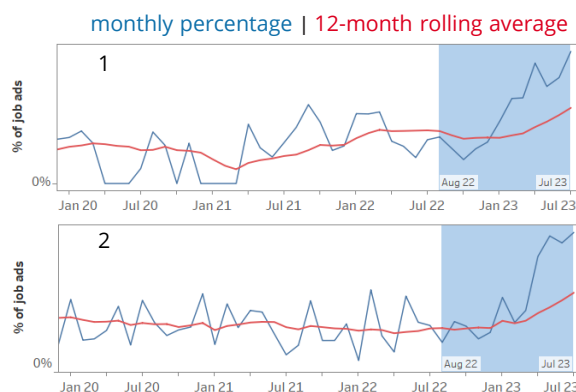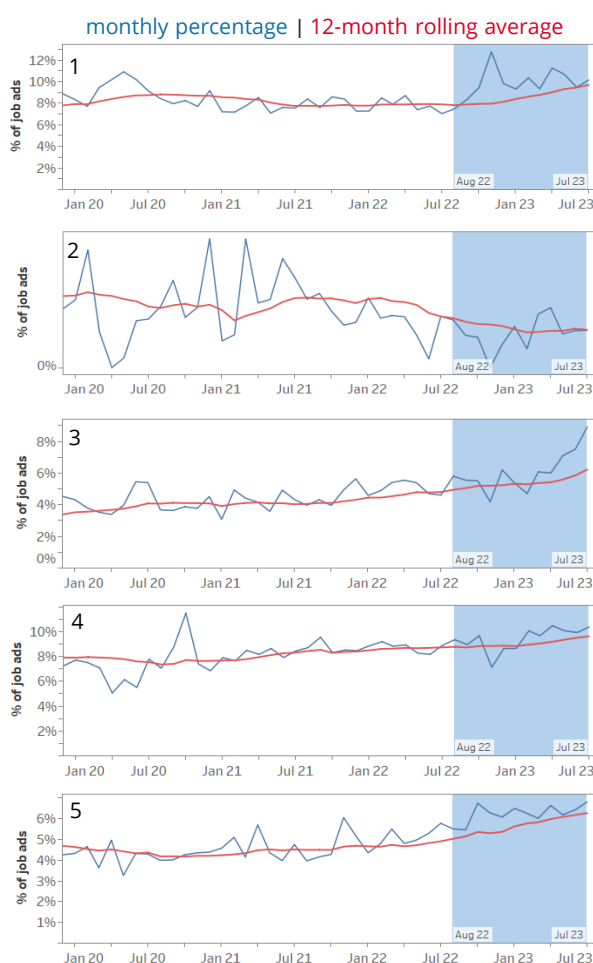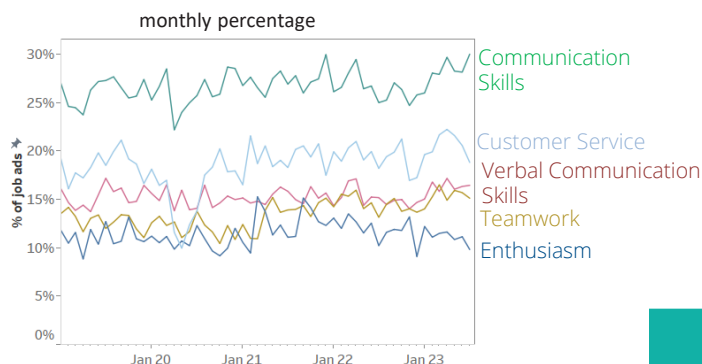The following skills were the most popular, measured by which skills appear in the highest percentage of job ads in South West Wales:

monthly percentage

Communication Skills
Customer Service
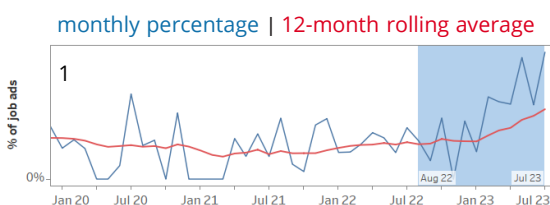Verbal Communication Skills
Teamwork
Enthusiasm

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.

One skills were emerging in South West Wales as of July 2023:
1. Bartending

monthly percentage | 12-month rolling average

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 July 2023 in South West Wales:

Rank	Skill name	Specialised to job family
1	Liaising	Marketing & Design
2	Budgeting	Executive
3	Technical Support	Engineering, Information, Communications & Technology
4	Food Safety	Personal Services
5	Cleaning	Maintenance & Repair

South West Wales: towns & cities

Overall trending skills, current popularity by top 5 most populous settlements

Looking at the overall top 5 trending skills from across South West Wales, the maps below show the variation in demand for each skill by settlement, with reference to the regional average:

Leadership — Regional average: 9.8%
- Merthyr Tydfil 10.4%
- Aberdare 12.1%
- Tonypandy 8.1%
- Swansea 9.9%
- Bridgend 8.3%

Liaising — Regional average: 6.2%
- Merthyr Tydfil 7.6%
- Aberdare 5.0%
- Tonypandy 5.2%
- Swansea 6.5%
- Bridgend 6.6%

Collaboration — Regional average: 5.8%
- Merthyr Tydfil 5.1%
- Aberdare 5.1%
- Tonypandy 5.8%
- Swansea 6.8%
- Bridgend 6.2%

Attention to Detail — Regional average: 8.8%
- Merthyr Tydfil 9.6%
- Aberdare 9.6%
- Tonypandy 4.4%
- Swansea 10.0%
- Bridgend 10.4%

Problem Solving — Regional average: 6%
- Merthyr Tydfil 6.2%
- Aberdare 6.6%
- Tonypandy 4.4%
- Swansea 7.0%
- Bridgend 5.8%

High % popularity

Low % popularity

Top trending skill, comparison of skill trends since Dec 2019 by top 5 settlements

Looking at Leadership, the top trending skill for South West Wales, it is currently especially popular in Aberdare relative to other major settlements in the region.

Leadership — 12-month rolling average

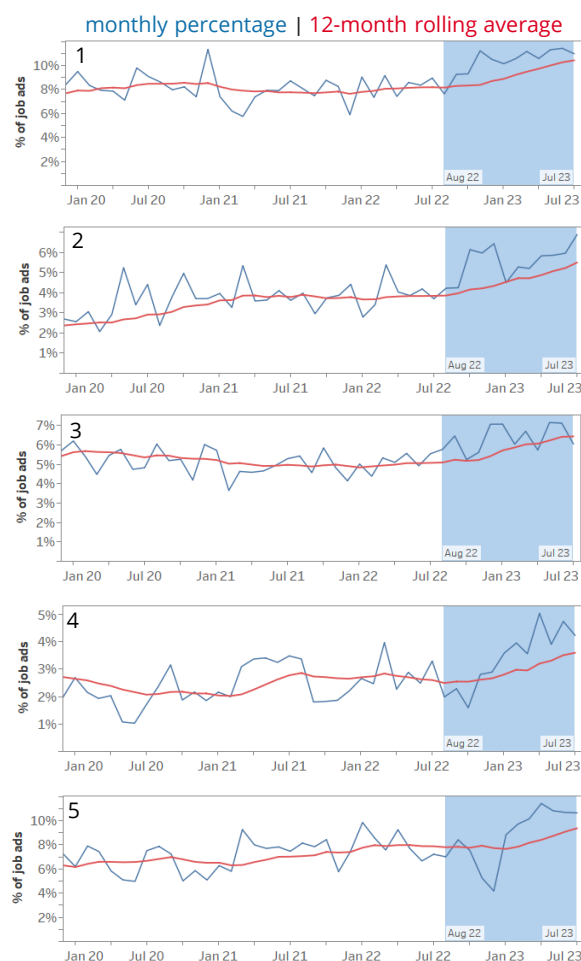Aberdare
Merthyr Tydfil
Swansea
Bridgend
Tonypandy

Mid Wales: overview
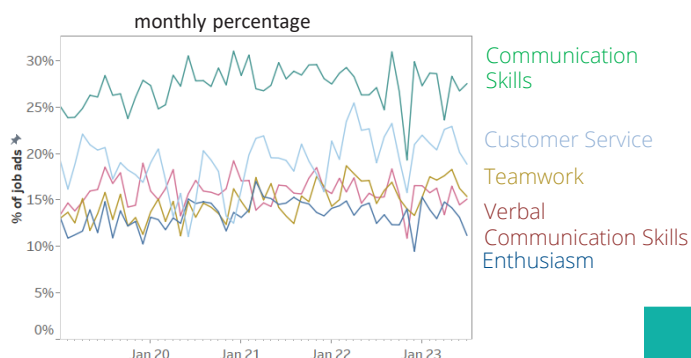
Overall trending skills

Across Mid Wales, the following skills experienced the greatest upwards trend in the year to July 2023:

1. Leadership
2. Collaboration
3. Team Management
4. Cooking
5. Maintaining Cleanliness

monthly percentage | 12-month rolling average

Popular skills

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

monthly percentage

Communication Skills

Customer Service

Teamwork

Verbal Communication Skills

Enthusiasm

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 Mid Wales as of July 2023.

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 July 2023 in Mid Wales:

Rank	Skill name	Specialised to job family
1	Cooking	Personal Services
2	Liaising	Marketing & Design
3	Cleaning	Maintenance & Repair
4	Food Service Industry	Personal Services
5	Kitchen Safety	Personal Services

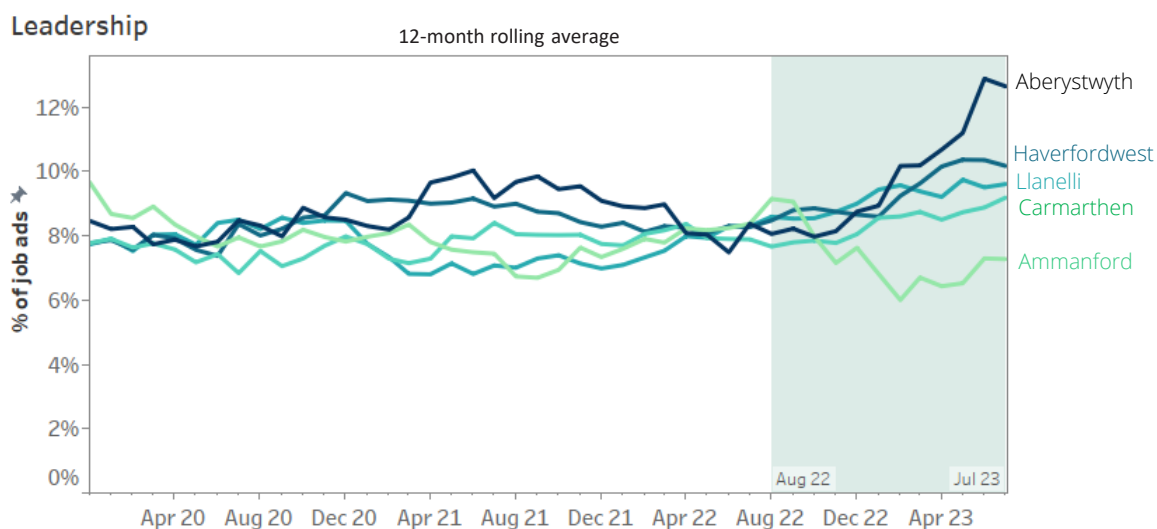# Mid Wales: towns & cities

Overall trending skills, current popularity by top 5 most populous settlements

Looking at the overall top 5 trending skills from across Mid Wales, the maps below show the variation in demand for each skill by settlement, with reference to the regional average:

Leadership — Regional average: 9.8%
Aberystwyth 12.6%
Carmarthen 9.2%
Ammanford 7.3%
Haverfordwest 10.2%
Llanelli 9.6%

Collaboration — Regional average: 5.1%
Aberystwyth 6.8%
Carmarthen 4.8%
Ammanford 4.2%
Haverfordwest 4.3%
Llanelli 5.3%

Team Management — Regional average: 5.4%
Aberystwyth 5.2%
Carmarthen 5.7%
Ammanford 3.6%
Haverfordwest 5.9%
Llanelli 6.7%

Cooking — Regional average: 2.6%
Aberystwyth 2.1%
Carmarthen 2.4%
Ammanford 1.9%
Haverfordwest 4.1%
Llanelli 2.7%

Maintaining Cleanliness — Regional average: 7.0%
Aberystwyth 6.7%
Carmarthen 6.0%
Ammanford 7.1%
Haverfordwest 7.8%
Llanelli 7.6%

High % popularity
Low % popularity

Top trending skill, comparison of skill trends since Dec 2019 by top 5 settlements

Looking at Leadership, the top trending skill for Mid Wales, it is currently especially popular in Aberystwyth relative to other major settlements in the region.
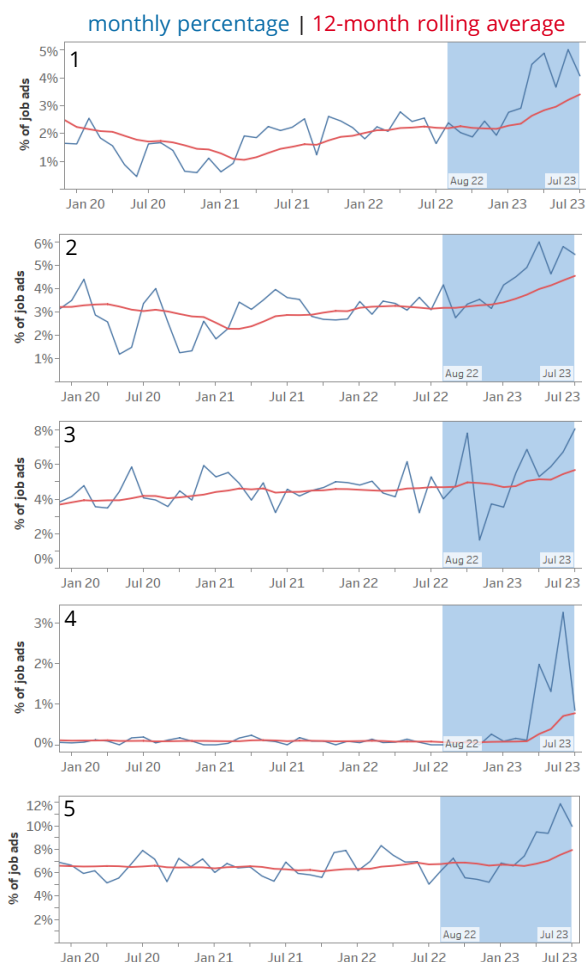
Leadership

12-month rolling average

Aberystwyth
Haverfordwest
Llanelli
Carmarthen
Ammanford

% of job ads

Apr 20, Aug 20, Dec 20, Apr 21, Aug 21, Dec 21, Apr 22, Aug 22, Dec 22, Apr 23

Aug 22 — Jul 23
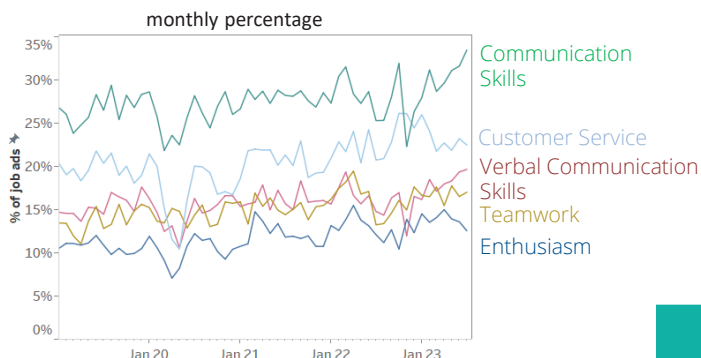
North Wales: overview

Overall trending skills

Across North Wales, the following skills experienced the greatest upwards trend in the year to July 2023:

1. Cooking
2. Food Preparation
3. English
4. Education Policy
5. Social Skills

monthly percentage | 12-month rolling average

Popular skills

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

monthly percentage

Communication Skills
Customer Service
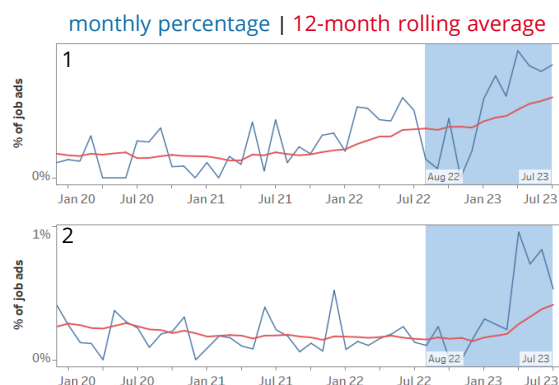Verbal Communication Skills
Teamwork
Enthusiasm

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.

Two skills were emerging in North Wales as of July 2023:
1. Bartending
2. Student Services

monthly percentage | 12-month rolling average

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 July 2023 in North Wales:
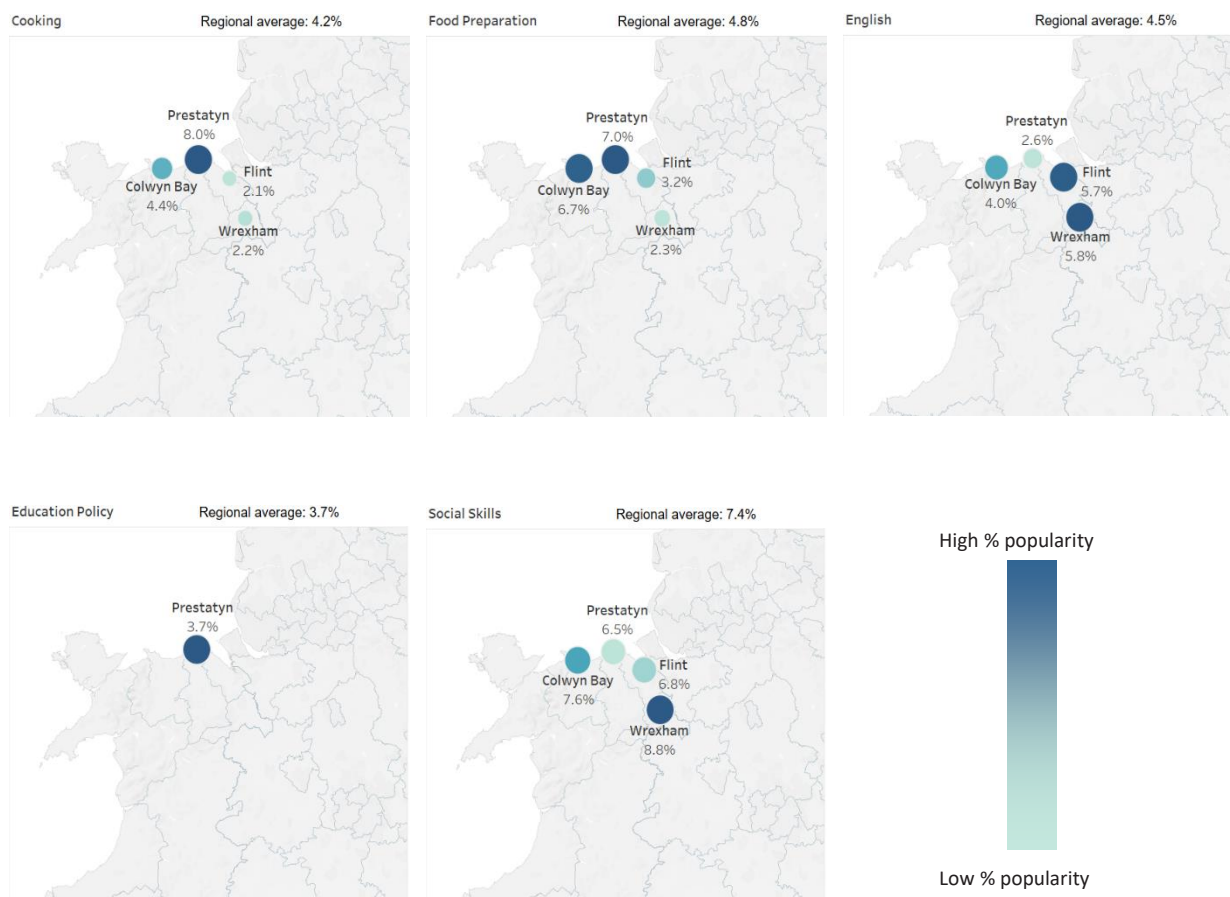
Rank	Skill name	Specialised to job family
1	Cooking	Personal Services
2	Food Preparation	Personal Services
3	Education Policy	Education
4	Food Safety	Personal Services
5	Housekeeping	Maintenance & Repair

North Wales: towns & cities

Overall trending skills, current popularity by top 5 most populous settlements

Looking at the overall top 5 trending skills from across North Wales, the maps below show the variation in demand for each skill by settlement, with reference to the regional average:

Cooking — Regional average: 4.2%
Prestatyn 8.0%
Flint 2.1%
Colwyn Bay 4.4%
Wrexham 2.2%

Food Preparation — Regional average: 4.8%
Prestatyn 7.0%
Flint 3.2%
Colwyn Bay 6.7%
Wrexham 2.3%

English — Regional average: 4.5%
Prestatyn 2.6%
Flint 5.7%
Colwyn Bay 4.0%
Wrexham 5.8%

Education Policy — Regional average: 3.7%
Prestatyn 3.7%

Social Skills — Regional average: 7.4%
Prestatyn 6.5%
Flint 6.8%
Colwyn Bay 7.6%
Wrexham 8.8%

High % popularity
Low % popularity

Top trending skill, comparison of skill trends since Dec 2019 by top 5 settlements

Looking at Cooking, the top trending skill for North Wales, it is currently especially popular in Prestatyn relative to other major settlements in the region.

Cooking

12-month rolling average

% of job ads

Prestatyn
Colwyn Bay
Wrexham
Flint

Aug 22   Jul 23

Apr 20   Aug 20   Dec 20   Apr 21   Aug 21   Dec 21   Apr 22   Aug 22   Dec 22   Apr 23