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The Data Matrix is an online tool providing easier access to the latest Labour Market Information (LMI).

The Data Matrix is hosted on Skills Development Scotland's corporate website and can be accessed using the link below:

<https://www.skillsdevelopmentscotland.co.uk/what-we-do/skills-planning/regional-skills-assessments/>

Full Screen Mode

To enable full functionality, please open the Data Matrix in full screen mode.

To do this, click on the expandable arrow icon in the bottom right hand corner (highlighted by the red circle).

Skills Development Scotland

Data Matrix: Theme selection page

Choose a Theme

Skills Supply

Skills Supply refers to the supply of people within the labour market.

Topics include:

- **Population:** number of people in the selected area, broken down by age;
- **Participation rate:** the proportion of young people aged 16-19 in employment, education or training; and
- **Employment rate:** the proportion of people in the selected area who are in employment.

The data used in this theme includes:

- Employment, Unemployment and Economic inactivity rates;
- Population Estimates; and
- Scotland's Annual Participation Measure

Skills Demand

Skills Demand refers to the demand for skills within the labour market.

Topics include:

- **Economic Output:** measured by Gross Value Added (GVA);
- **Business Base:** the number of businesses in selected area, including business survival rates; and
- **Employment Projections:** projected employment levels in the future, based on forecast data.

The data used in this theme includes:

- Oxford Economics;
- GVA by sector; and
- Number of businesses and business survival rates.

Skills Mismatch

Skills Mismatches occur when there is a gap between the demand and the supply of skills within the labour market.

Topics include:

- **Skills gaps:** when an employee does not have the skills necessary to do their job;
- **Skills shortages:** when employers struggle to recruit people with the right skills; and
- **Skills under-utilisation and upskilling:** where employers report staff are under-utilised and anticipate a need to upskill.

The data used in this theme includes:

- The percentage of businesses reporting skills gaps and/or skills shortages; and
- The percentage of employers anticipating a need to upskill existing staff.

Data only available for regions.

Microsoft Power BI

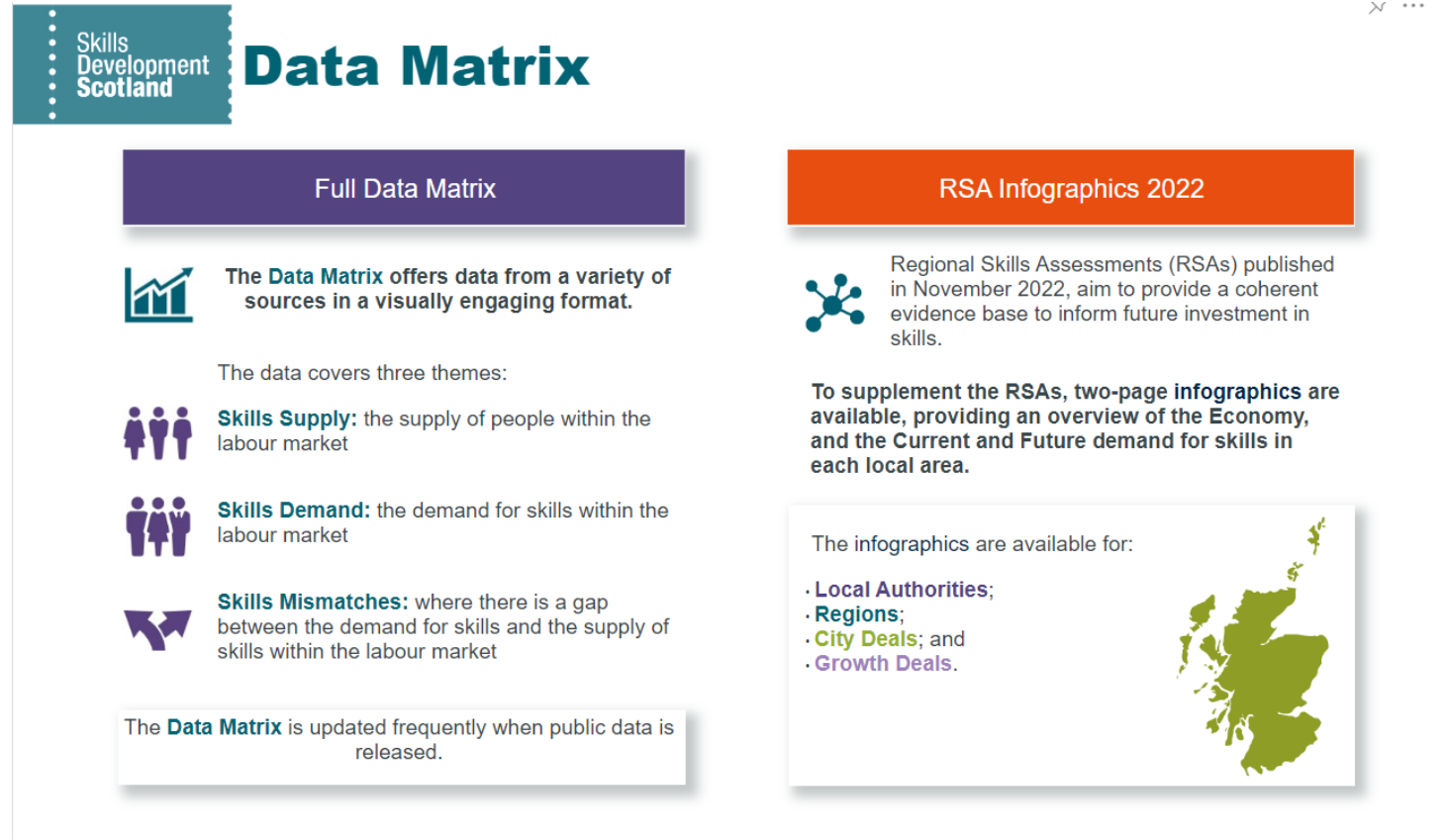
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Landing Page

The Data Matrix landing page offers access to:

- the two-page infographics from RSA reports
- the full data matrix covering three themes



The screenshot shows the Skills Development Scotland Data Matrix landing page. At the top left is the Skills Development Scotland logo. The main heading is 'Data Matrix'. There are two main sections: 'Full Data Matrix' and 'RSA Infographics 2022'. The 'Full Data Matrix' section includes a bar chart icon and text stating it offers data from various sources in a visually engaging format. It lists three themes: Skills Supply, Skills Demand, and Skills Mismatches, each with a corresponding icon. A note at the bottom states the matrix is updated frequently. The 'RSA Infographics 2022' section includes a network icon and text explaining that Regional Skills Assessments (RSAs) published in November 2022 aim to provide a coherent evidence base. It mentions that two-page infographics are available to supplement the RSAs, providing an overview of the economy, current and future demand for skills in each local area. A list of available areas includes Local Authorities, Regions, City Deals, and Growth Deals, accompanied by a map of Scotland.

Skills Development Scotland

Data Matrix

Full Data Matrix

The **Data Matrix** offers data from a variety of sources in a visually engaging format.

The data covers three themes:

- Skills Supply:** the supply of people within the labour market
- Skills Demand:** the demand for skills within the labour market
- Skills Mismatches:** where there is a gap between the demand for skills and the supply of skills within the labour market

The **Data Matrix** is updated frequently when public data is released.

RSA Infographics 2022

Regional Skills Assessments (RSAs) published in November 2022, aim to provide a coherent evidence base to inform future investment in skills.

To supplement the RSAs, two-page infographics are available, providing an overview of the Economy, and the Current and Future demand for skills in each local area.

The infographics are available for:

- Local Authorities;
- Regions;
- City Deals; and
- Growth Deals.

Area Selection page

There are four area types available in the Data Matrix:

- Local Authority;
- Region (based on Regional Outcome Agreement (ROA) regions);
- City Deals; and
- Growth Deals.

You can hover your cursor over the buttons to see which Local Authorities are included in each area.

To select a region, click on the relevant button.

Data for Rural Scotland can be accessed using the 'Rural Local Authorities' button. This is based on the Scottish Government's Rural and Environment Science and Analytical Services (RESAS) classification of rural areas.

Choose a Region (Regional Outcome Agreement)

Aberdeen City and Aberdeenshire	Glasgow
Ayrshire	Highlands and Islands
Borders	Lanarkshire
Dumfries and Galloway	Tayside
Edinburgh, East and Midlothian	South of Scotland
Fife	West Lothian
Forth Valley	West

Clackmannanshire, Falkirk and Stirling

Theme Selection page

After an area has been selected, the theme selection page will open automatically.

There are three themes available and a description of each is provided:

- Skills Supply;
- Skills Demand; and
- Skills Mismatch.

To select a theme, click on the relevant button.



Data Matrix: Theme selection page

Choose a Theme

Skills Supply

Skills Supply refers to the supply of people within the labour market.

Topics include:

- **Population:** number of people in the selected area, broken down by age;
- **Participation rate:** the proportion of young people aged 16-19 in employment, education or training; and
- **Employment rate:** the proportion of people in the selected area who are in employment.

The data used in this theme includes:

- Employment, Unemployment and Economic inactivity rates;
- Population Estimates; and
- Scotland's Annual Participation Measure

Skills Demand

Skills Demand refers to the demand for skills within the labour market.

Topics include:

- **Economic Output:** measured by Gross Value Added (GVA);
- **Business Base:** the number of businesses in selected area, including business survival rates; and
- **Employment Projections:** projected employment levels in the future, based on forecast data.

The data used in this theme includes:

- Oxford Economics;
- GVA by sector; and
- Number of businesses and business survival rates.

Skills Mismatch

Skills Mismatches occur when there is a gap between the demand and the supply of skills within the labour market.

Topics include:

- **Skills gaps:** when an employee does not have the skills necessary to do their job;
- **Skills shortages:** when employers struggle to recruit people with the right skills; and
- **Skills under-utilisation and upskilling:** where employers report staff are under-utilised and anticipate a need to upskill.

The data used in this theme includes:

- The percentage of businesses reporting skills gaps and/or skills shortages; and
- The percentage of employers anticipating a need to upskill existing staff.

Data only available for regions.

Topic Selection page

After a theme has been selected, the relevant topic selection page will open automatically.

There are numerous topics available for each theme.

To select a topic, click on the relevant button.

Choose a Topic

Population by Age

Population Projections and Dependency Ratios

Net Migration and Secondary Schools

Annual Participation Measure

School Leaver Destinations

Employment 16-64 and 16-24

Unemployment 16-64 and 16-24

Part-time and Self-Employment

Non-Permanent and Zero Hours Employment

Employment and Unemployment by Disability Status

Employment and Unemployment by Gender and Ethnicity

Economic Inactivity

Universal Credit and Claimant Count

Travel to Work

Hours Worked and Weekly Pay

Housing and Households

Scottish Index of Multiple Deprivation (SIMD)

Page Layout

This page shows the key features of a page within the Data Matrix. On the following pages we provide more information on each feature.

The screenshot displays a web interface for 'Skills Development Scotland'. On the left is a vertical 'Information Panel' containing navigation options: 'Area Selection Page', 'Theme Selection Page', 'Topic Selection Page', 'Skills Supply', 'Selected Region' (Aberdeen & Aberdeenshire (ROA)), and 'Selected Area' (Aberdeenshire, Aberdeen City). Below this is a 'Navigation panel'. The main content area is split into two columns. The left column is titled 'Data Sources' and shows 'Employment 16-64' data for 2019. The right column is titled 'Topic' and shows 'Employment 16-24' data for 2019. Both columns include a table of employment rates and numbers for Scotland, ROA, Aberdeen City, and Aberdeenshire, along with line charts showing trends from 2009 to 2019. Annotations with arrows point to various features: 'Data Sources' and 'Topic' point to their respective column headers; 'Data Considerations' points to warning icons; 'Key Figures' points to the 18,100 figure; and 'Return to Contents' is a link at the bottom right. A page number '11 of 38' is at the bottom center.

Information Panel

- Skills Development Scotland
- Area Selection Page
- Theme Selection Page
- Topic Selection Page
- Skills Supply
- Selected Region: Aberdeen & Aberdeenshire (ROA)
- Selected Area: Aberdeenshire, Aberdeen City

Data Sources

Employment Rate 16-64 2019	No. of employed people aged 16-64 2019
Scotland: 75%	Scotland: 2,564,400
Aberdeen and Aberdeenshire (ROA): 78%	252,600
Aberdeen City: 76%	120,100
Aberdeenshire: 81%	132,500

Employment Rate 16-64 by Year

Year	Aberdeen and Aberdeenshire (ROA)	Aberdeen City	Aberdeenshire	Scotland
2009	79%	79%	79%	79%
2010	79%	79%	79%	79%
2011	79%	79%	79%	79%
2012	77%	77%	77%	77%
2013	79%	79%	79%	79%
2014	77%	77%	77%	77%
2015	79%	79%	79%	79%
2016	79%	79%	79%	79%
2017	76%	76%	76%	76%
2018	78%	78%	78%	78%
2019	78%	78%	78%	78%

Topic

Employment Rate 16-24 2019	No. of employed people aged 16-24 2019
Scotland: 58%	Scotland: 335,100
Aberdeen and Aberdeenshire (ROA): 65%	34,400
Aberdeen City: 63%	18,100
Aberdeenshire: 68%	16,300

Employment Rate 16-24 by Year

Year	Aberdeen and Aberdeenshire (ROA)	Aberdeen City	Aberdeenshire	Scotland
2009	73%	70%	72%	56%
2010	70%	68%	70%	56%
2011	72%	70%	72%	56%
2012	64%	58%	64%	58%
2013	72%	64%	72%	54%
2014	65%	62%	65%	52%
2015	67%	64%	67%	54%
2016	64%	60%	64%	56%
2017	69%	66%	69%	58%
2018	62%	58%	62%	50%
2019	65%	63%	65%	58%

Data Considerations

Key Figures

[Return to Contents](#)

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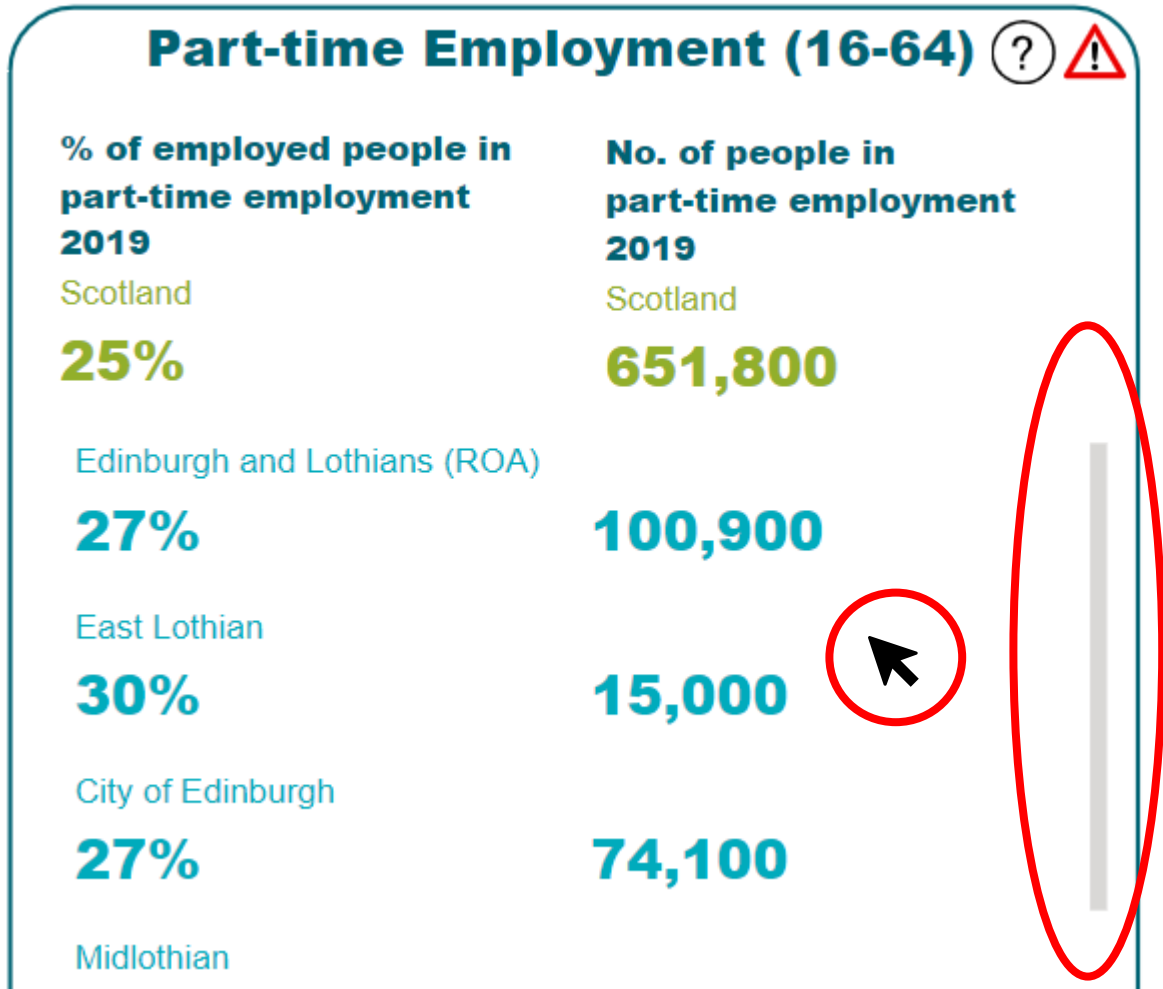
Page Layout: Information Panel



Each page in Data Matrix has an Information Panel on the left which includes buttons and relevant information, as indicated below:

1. Allows you to go back to Area Selection page.
2. Allows you to go back to Theme Selection page.
3. Allows you to go back to Topic Selection page for selected theme.
4. Shows you the theme of the current page.
5. Shows you the selected area.
6. Shows you the selected Local Authority.

Page Layout: Key Figures



Most topics in the Data Matrix have key figures at the top of the page. The key figures are colour coded for selected area (**Light Blue**) and Scotland (**Green**).

You may need use the scroll bar (highlighted in red) to display all data for your selected area.

To do so, use your cursor to hover over the key figures for selected areas till the scroll bar appears on the right hand side.

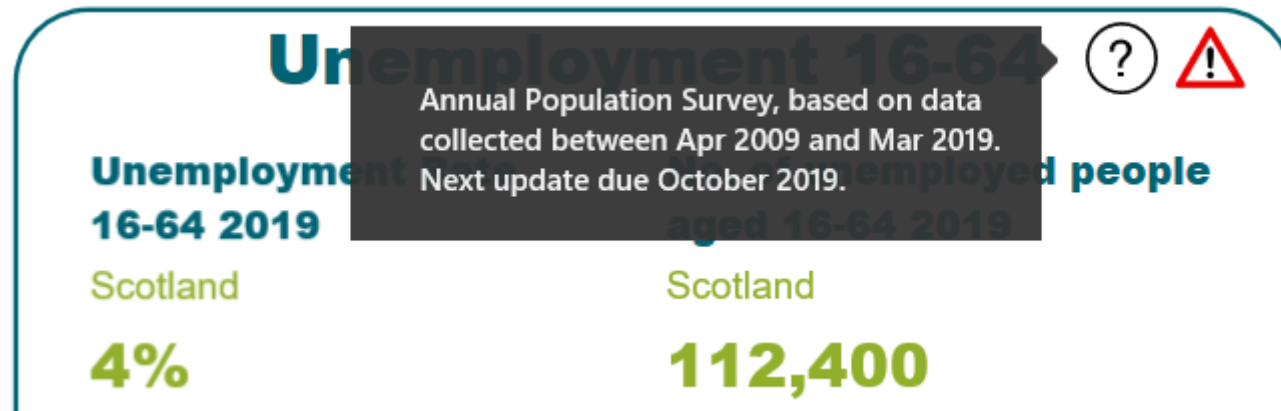
Or you can view it in full-screen (see [here](#)).

Page Layout: Data Sources

Each topic in the Data Matrix has a Source Icon indicated by question mark



Use your cursor to hover over the Source Icon to display the data source and the relevant time period.



Page Layout: Data considerations

If data is missing (!), it is deemed unreliable. This may be due to small numbers, small sample sizes or unreliable confidence intervals.



Use your cursor to hover over the Data Consideration Icon  for more information.

Moray

17%

2,100

Orkney Islands

!

!

Shetland Islands

!

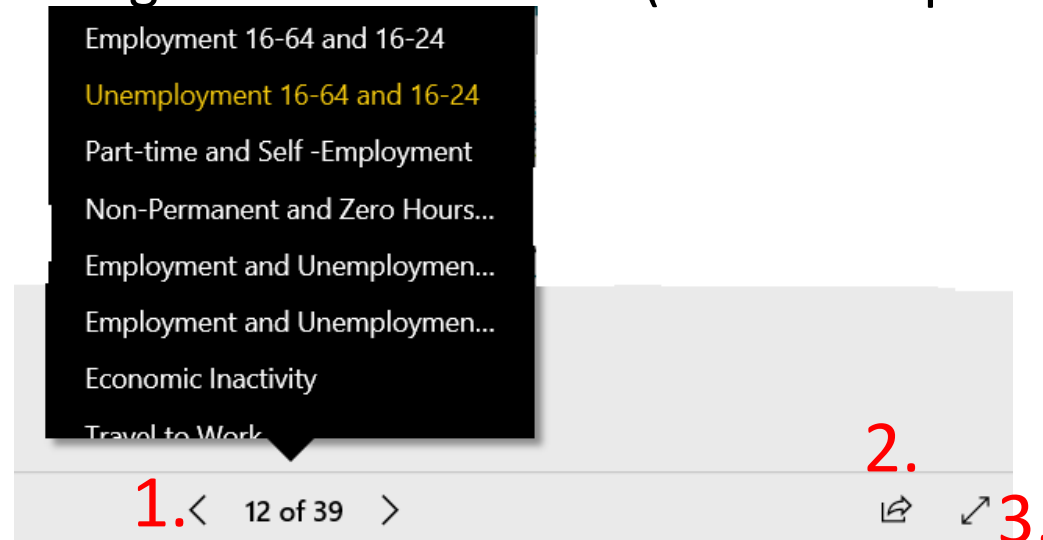
!

If data appears as an exclamation mark - ! , it is deemed unreliable. This may be due to small numbers, small sample sizes or unreliable confidence intervals.

Page Layout: Navigation Panel

The navigation panel can be found at the bottom of each page, the functions of this panel are listed below:

1. You can use the arrows to navigate through the pages. If you click on the numbers, you will be able to see a list of all pages in the report (the current page will be highlighted in yellow).
2. You can share the Data Matrix through different platforms (e.g. email, Twitter, LinkedIn).
3. You can use this icon to enlarge the view further (useful for presentations).



User Tips and Guidance: Side Panel Filtering

Example 1



Example 2



If you select a Region, City Deal or Growth Deal, as it can be seen in **Example 1**, the navigation panel can be used to filter the data to Local Authority level.

Click on the Local Authority name under the Selected Area heading to filter the data and graphs. As can be seen in **Example 2**, the selected Local Authority then becomes highlighted.

To deselect and return to your selected Region, click on the selected Local Authority again.

User Tips and Guidance: Additional Filtering

Some pages will require additional data filtering for the visuals to display optimally.

Data Type and Years



Use the buttons (as in the picture above) to select the data type or year of interest. Your selection will be highlighted in red.

Multiple selection is available for some visuals (where relevant). To use this feature, click on all the options you are interested in.

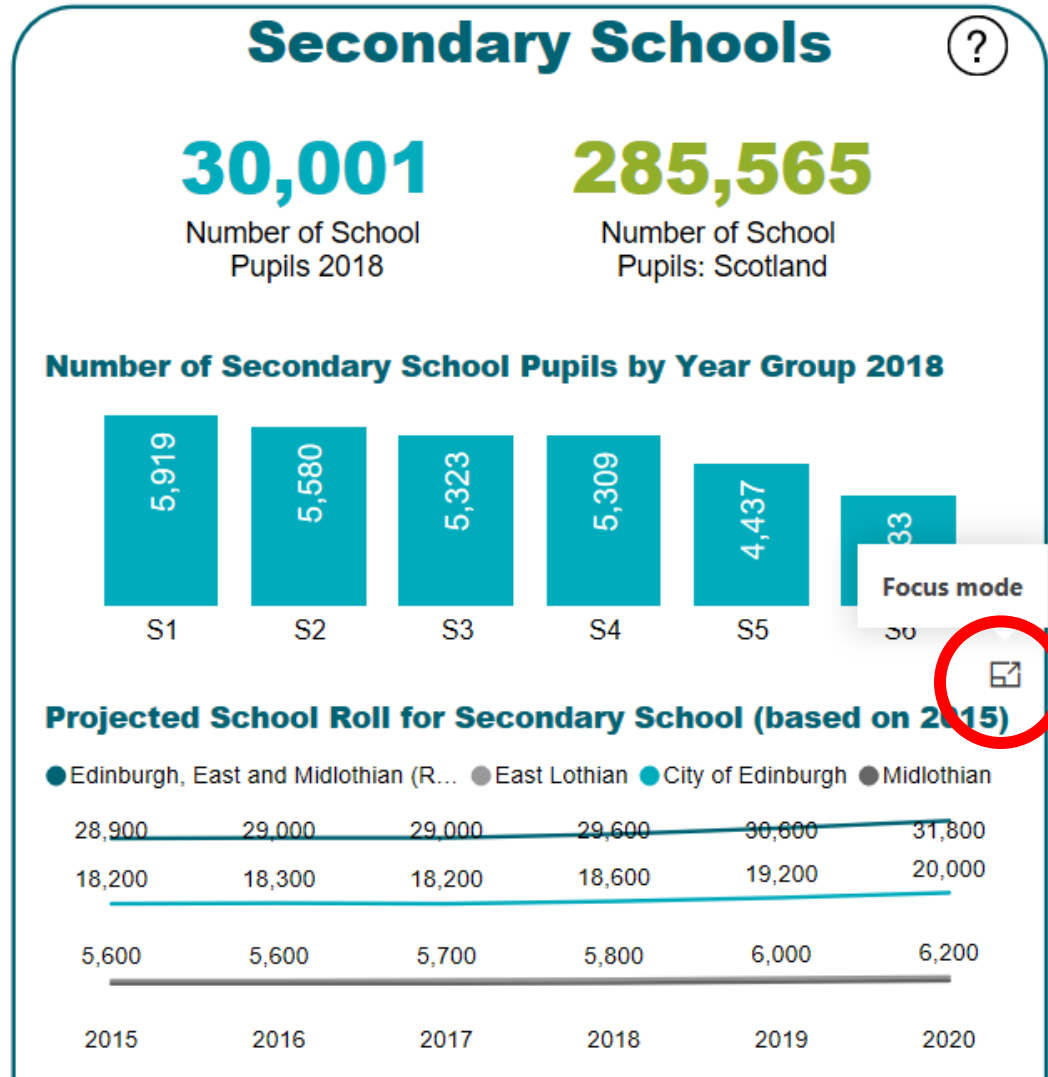
To deselect an option click on it again.

Selected Area


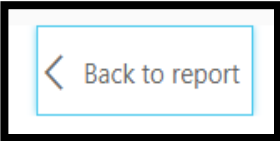


Use the buttons (as in the picture above) to select the area of interest. The selected area will be highlighted in red.

User Tips and Guidance: Focus mode

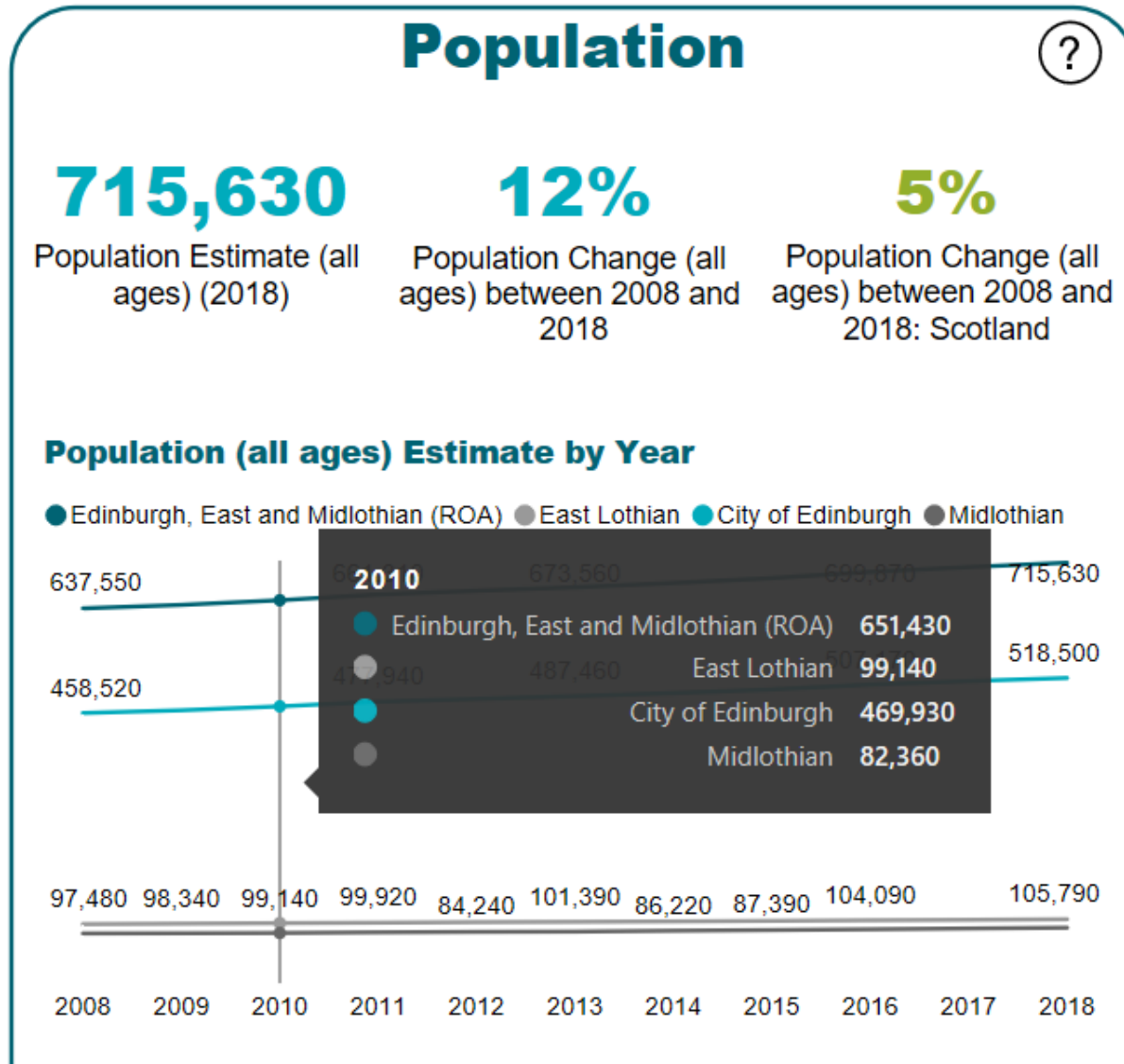


Each visualisation in the Data Matrix can be viewed in full-screen:

1. Hover over the visual if you would like to see more information.
2. Focus mode is available on the top right corner of every visual.
3. Click the icon and this will enlarge the visual to full screen. 
4. To return to the report, click on the button *Back to report* in the top left corner. 

Please do not use back button on the browser.

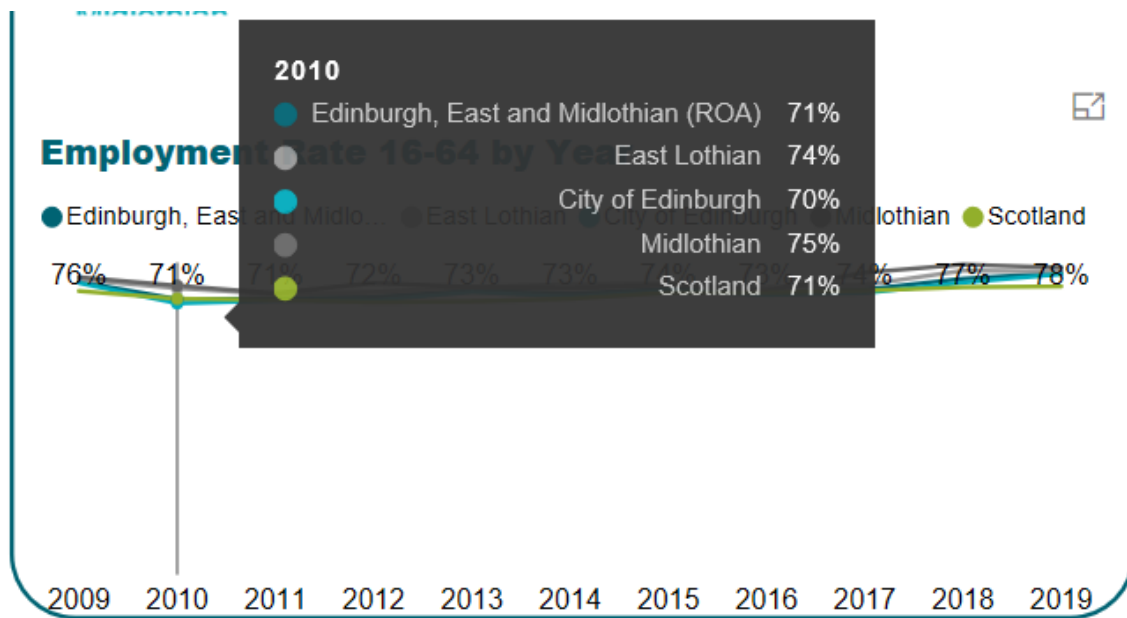
User Tips and Guidance: Additional Information



Some of the visuals have additional information available.

If information is available, it will appear when you hover over the visual, as seen in the image on the left (black box).

User Tips and Guidance: Data Labels



In some instances, there may not be enough space for all the data labels to be displayed. There are a few steps that can be taken to improve their visibility:

1. Hover over the visual and the selected data point, a black box will appear with relevant information (as seen in the image on the left).
2. Open the visual in focus mode, which makes the visual bigger (see [here](#)).

User Tips and Guidance: Copying visuals

The Data Matrix allows for visualisations to be easily copied and used in reports and presentations.

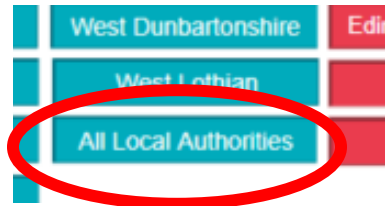
To do this, you can use either:

- The *Snipping Tool* programme on your device. This programme allows you to select the area of your screen that you wish to copy, you can then save, edit or email the image.
 - For Windows users, the snipping tool is located in Windows accessories.;
 - For Mac users, press Command-Shift-4;

or

- For Windows users, use the “*PrtSc*” function on your keyboard. This will capture the full screen, in order to crop the image to just desired visual, paste it into another application (e.g. Word, Excel, Paint).

User Tips and Guidance for Custom Area Creation: All Local Authorities



If you are interested in creating your own area from different Local Authorities, you can use the *All Local Authorities* button in the Area selection page.

Then using the information panel on the left in each page select the required Local Authorities (see image on left).

You need to hold *Ctrl* for multiple selection.

Please be aware:

- 1. Your Local Authority selection needs to be redone on every topic page; and**
- 2. Key figures in light blue will show the total for all 32 LAs until selection has been made.**

Thank you.

Any queries, please contact rsa@sds.co.uk