

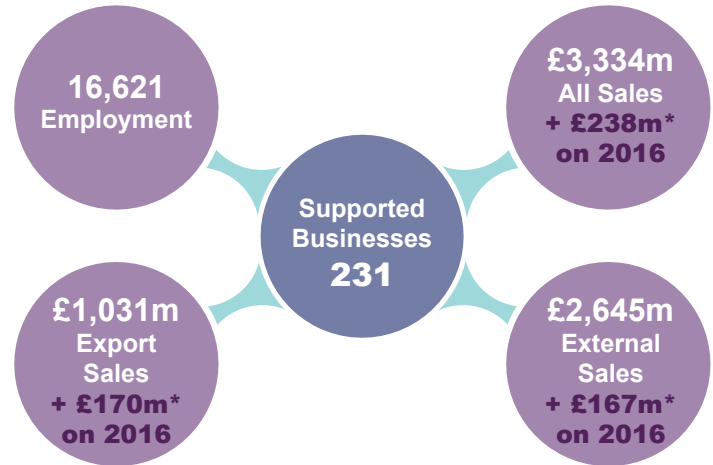
Invest NI Supported Business Performance (2017)

Key Performance Indicators (KPIs) are collected from a sub-set of Invest NI businesses who are significant contributors to the NI economy. KPIs are geographically assigned based on the HQ location of the business.

Key metrics include all sales, external sales outside NI, export sales outside UK and employment (based on Full-Time Equivalent). All data is provisional and subject to further revision.

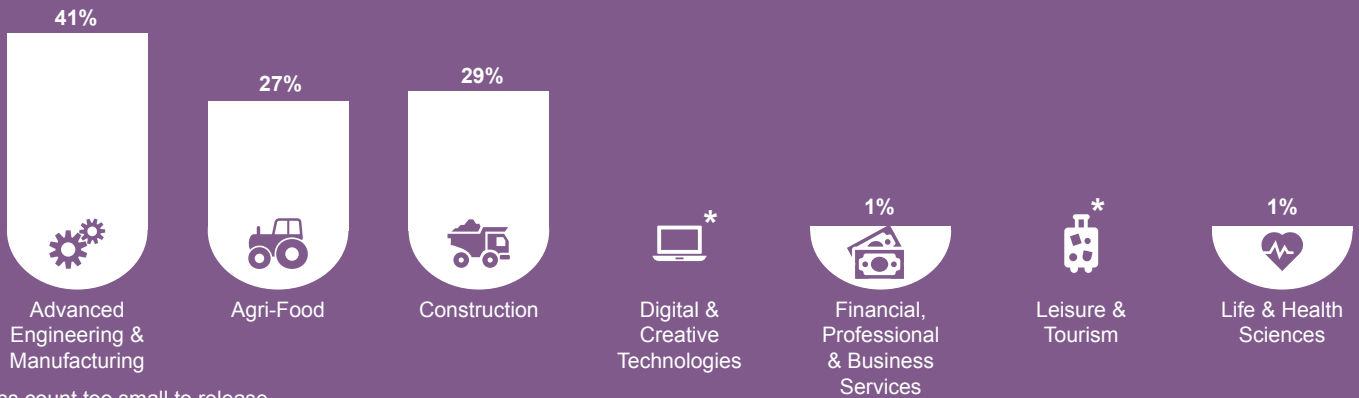
Businesses are classified according to Invest NI's sector reporting structure which is based on their main product and/or service within Northern Ireland.

* Sales change is based on those businesses for which we have data in each of the years of analysis.

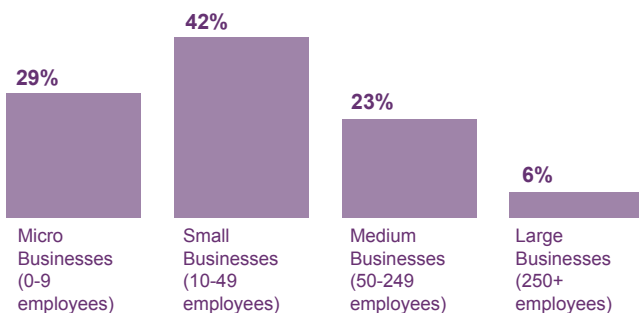


Of the 10,970 additional jobs created between 2016-2017, 1,562 of these were in this council area.

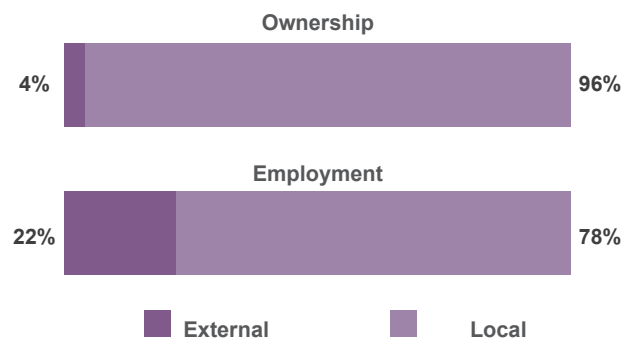
Employment by Sector



Businesses by Size



Business by Ownership

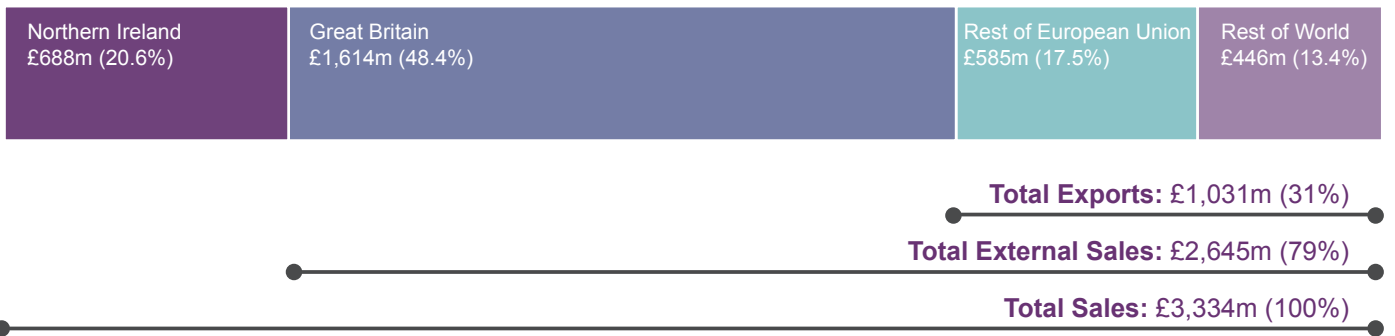


Whilst externally-owned businesses represent 4% of the total they account for 22% of employment.

Sales by Sector



Sales by Destination



Sales by Trade Territory

