

## 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.

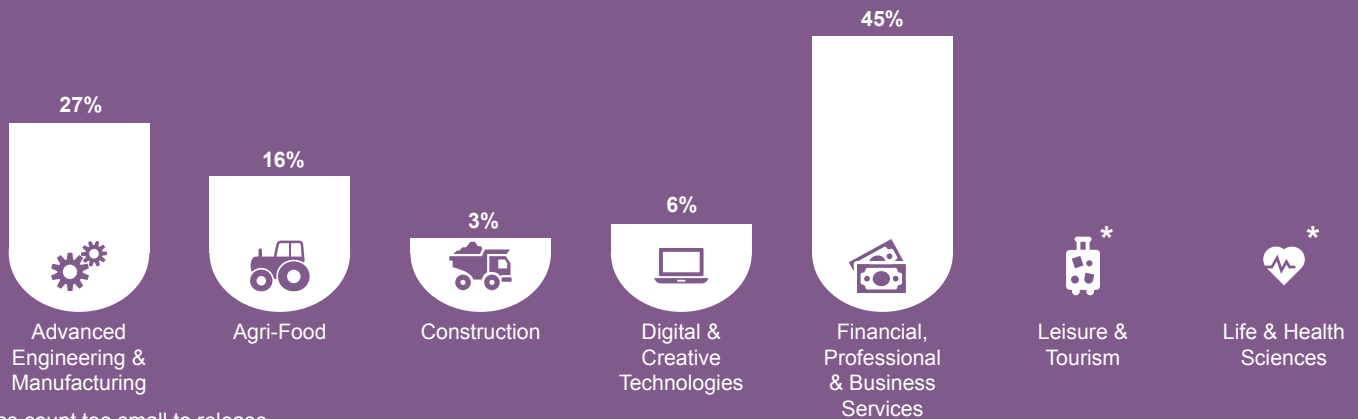
Businesses are classified according to Invest NI's sector reporting structure which is based on their main product and/or service within Northern Ireland.

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

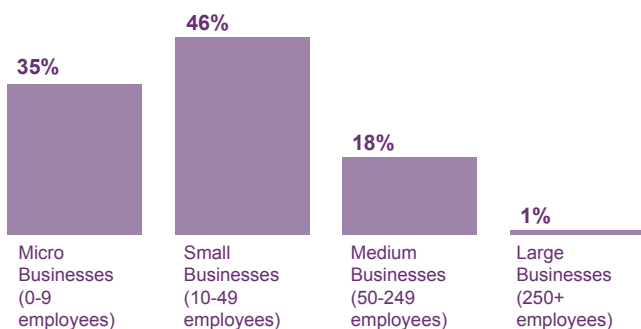


Of the 10,970 additional jobs created between 2016-2017, 240 of these were in this council area.

### Employment by Sector



### Businesses by Size

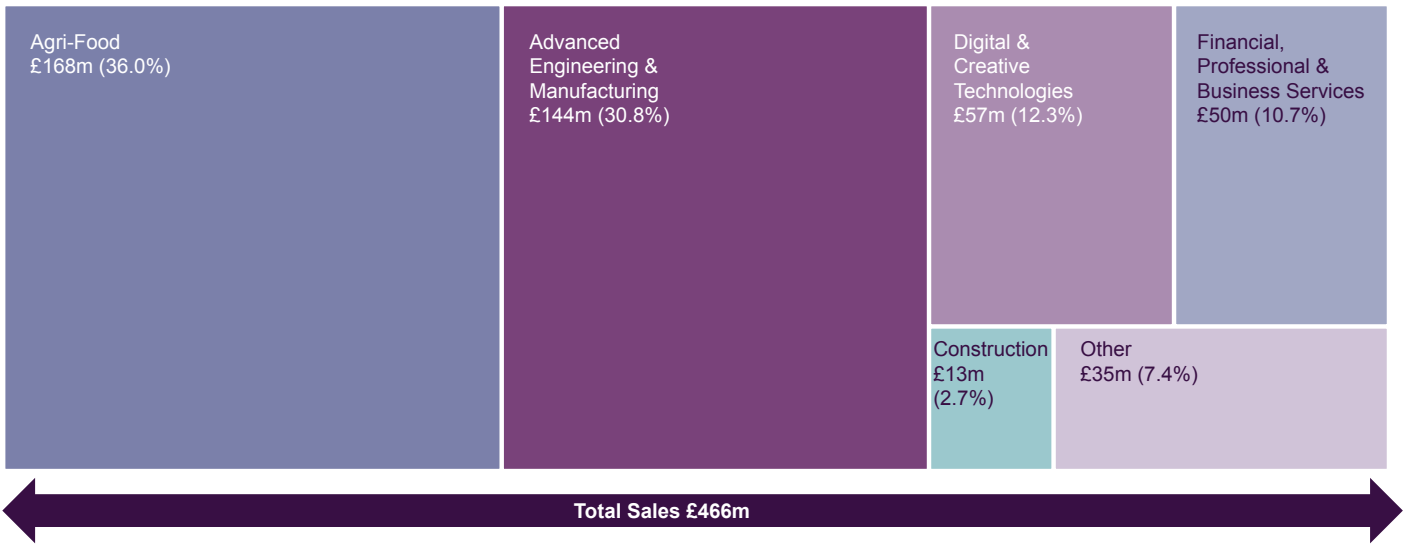


### Business by Ownership

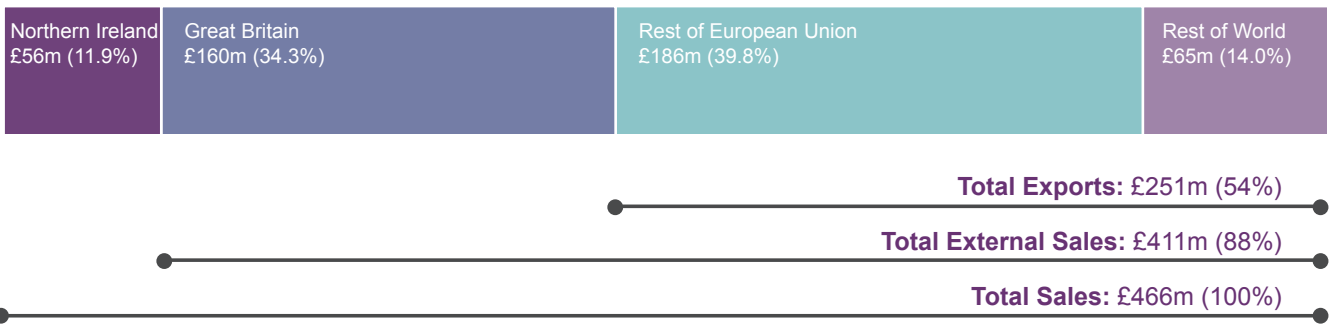


Whilst externally-owned businesses represent 11% of the total they account for 57% of employment.

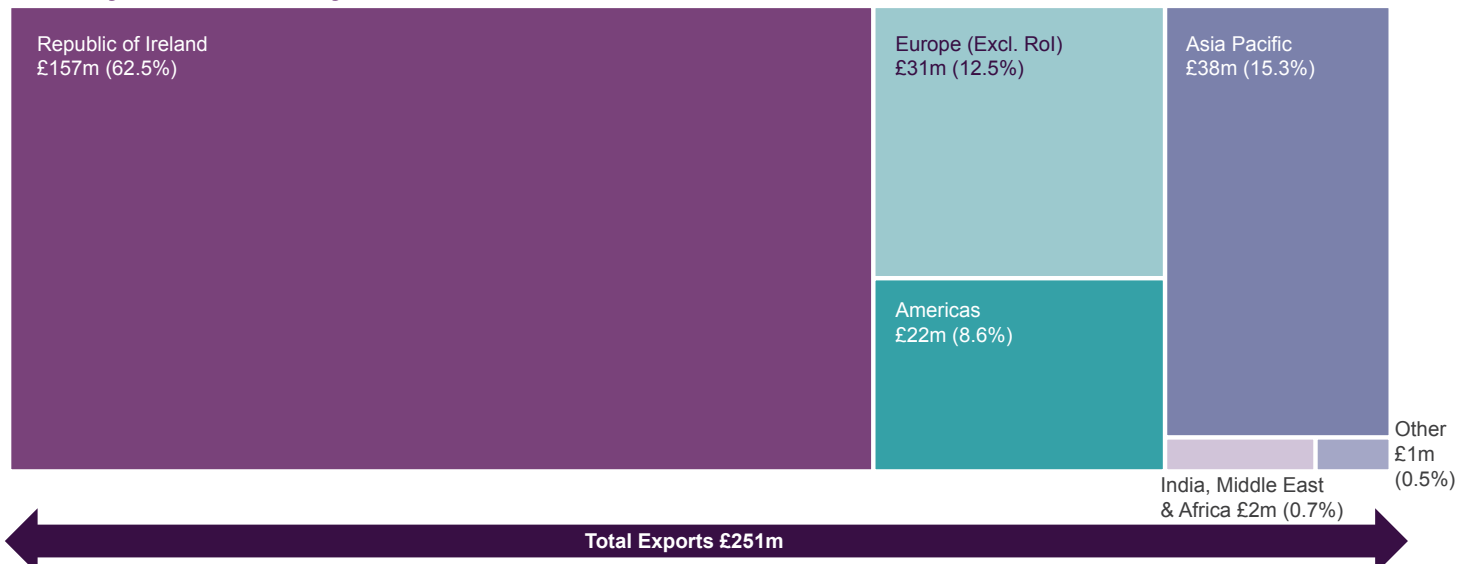
## Sales by Sector



## Sales by Destination



## Sales by Trade Territory



# Economic Profile

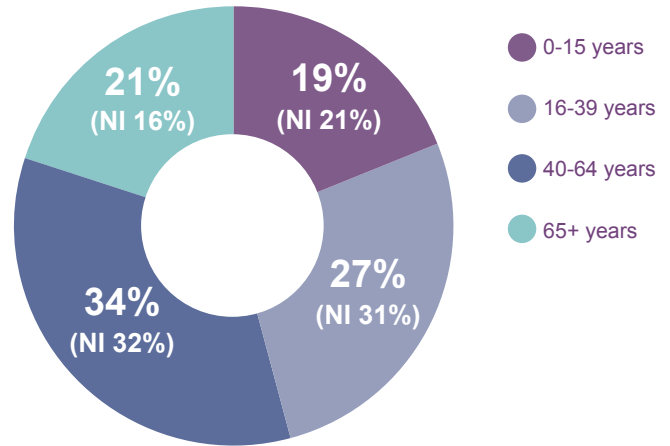
## Population (2017)

Total Population  
**160,098**



**9% of total NI population**

## Population by Age



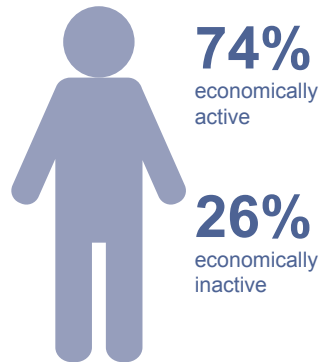
Source: Mid Year Population Estimates, NISRA

## Labour Market Structure (2016)

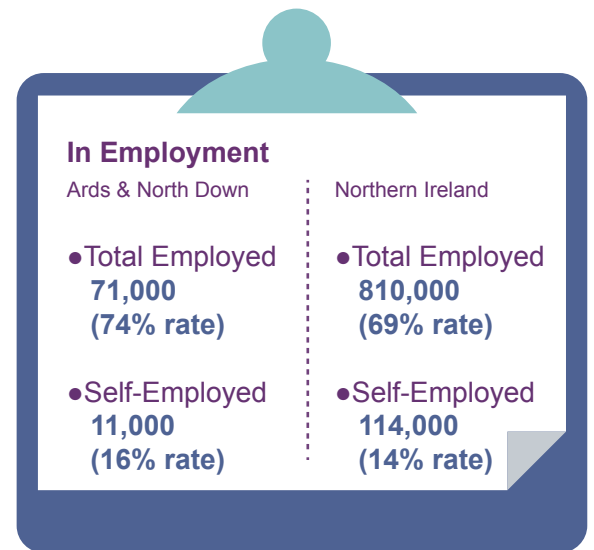
Ards & North Down



Northern Ireland



Source: Labour Force Survey, NISRA



## Unemployment Claimants

Ards & North Down

**2%** of population claiming unemployment benefit and of this number

**34%** are long-term (over one year)

**23%** are youth (aged 18-24)

Northern Ireland

**3%** of population claiming unemployment benefit and of this number

**36%** are long-term (over one year)

**25%** are youth (aged 18-24)

Source: Claimant Count, NISRA

The labour market structure is composed of the economically active (people in employment and seeking work) and inactive (not seeking nor available for work). This data is provided through the Labour Force Survey (LFS), the largest regular household sample survey in Northern Ireland. **Total numbers in employment do not equate to total jobs as a person can have more than one job.**

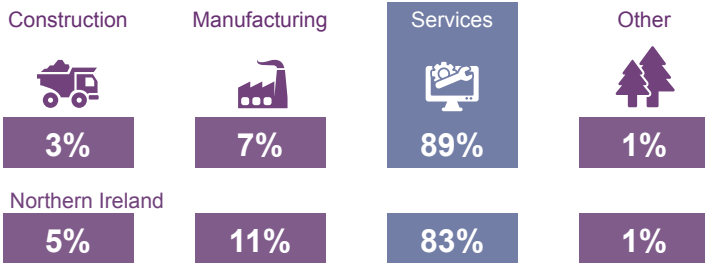
Unemployment annual averages data is derived from the Claimant Count as LFS figures fall below suppression thresholds. This is an administrative data source based on the numbers claiming unemployment-related benefits. It uses a different definition of unemployment to the LFS.

Both measures of the labour market are based on the working-age (16-64) population.

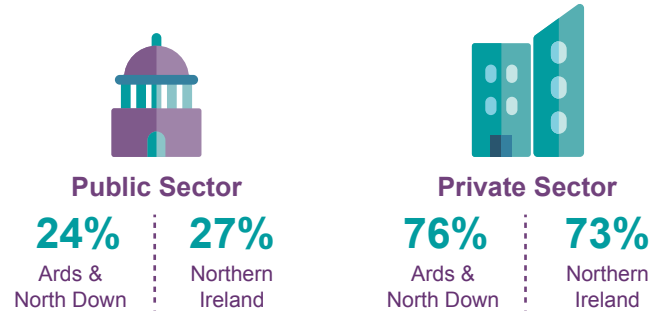
## Employee Jobs (2016)

**37,898** jobs within the region (5% of the Northern Ireland total)

### Industry Sector



### Public/Private Sector



The Business Register and Employment Survey is a business census which provides employee jobs estimates. **This is based on the location and number of jobs rather than the number of persons with a job; therefore someone with two jobs will be counted twice.** It excludes agriculture employee jobs and self-employed (not on a PAYE system).

Source: Business Register and Employment Survey, NISRA

## Earnings (2017)

The median annual earnings for Northern Ireland are **£21,159**

### Place of Residence

Median annual earnings based on people living in the area -

**£22,729**



### Place of Work

Median annual earnings based on people working in the area -

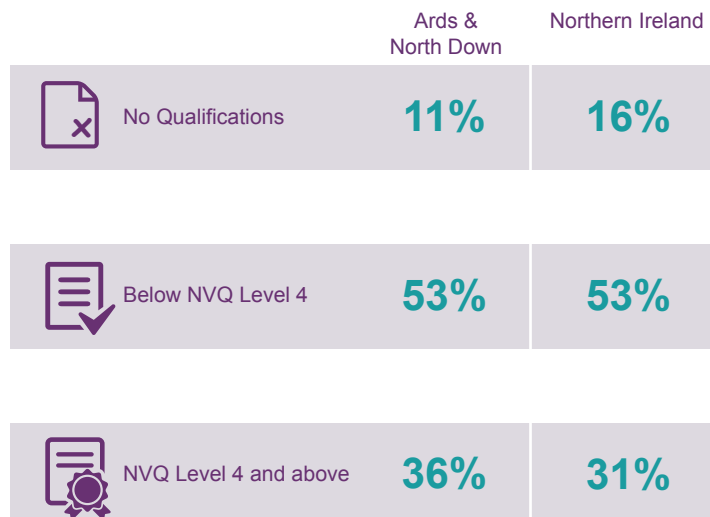
**£20,592**



Based on median, annual, basic and other earnings for full-time employees (more than 30 hours per week) in the private sector.

Source: Annual Survey of Hours and Earnings, NISRA

## Qualifications (2016)



This data is provided through the Labour Force Survey (LFS) which is a household survey and includes a measure of qualifications, based on the working-age population (16-64), using the following classification:

- No Qualifications
- Below NVQ Level 4 (Level 1 to Level 3)
- NVQ Level 4 and above (degree level and above)

Source: Labour Force Survey, NISRA

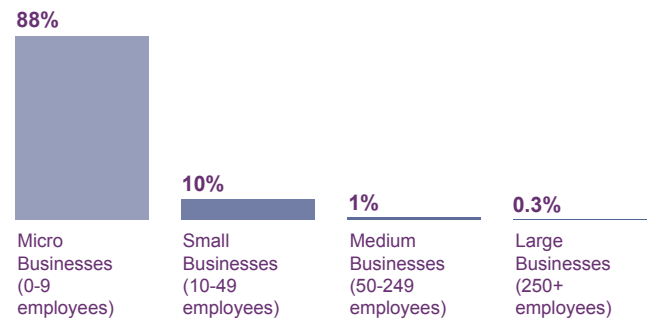
## Business Base (2017)

The business population is defined here by the Inter Departmental Business Register which excludes smaller businesses and the self-employed who fall below the VAT registered/PAYE thresholds.

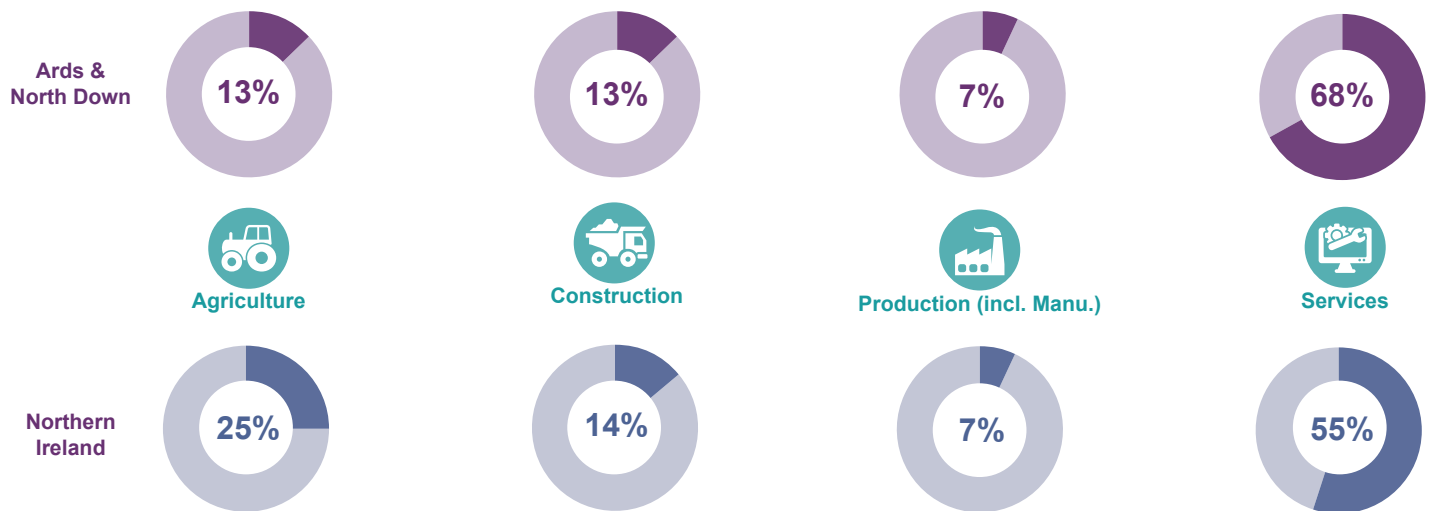
### Number of Registered Businesses



### Businesses by Size



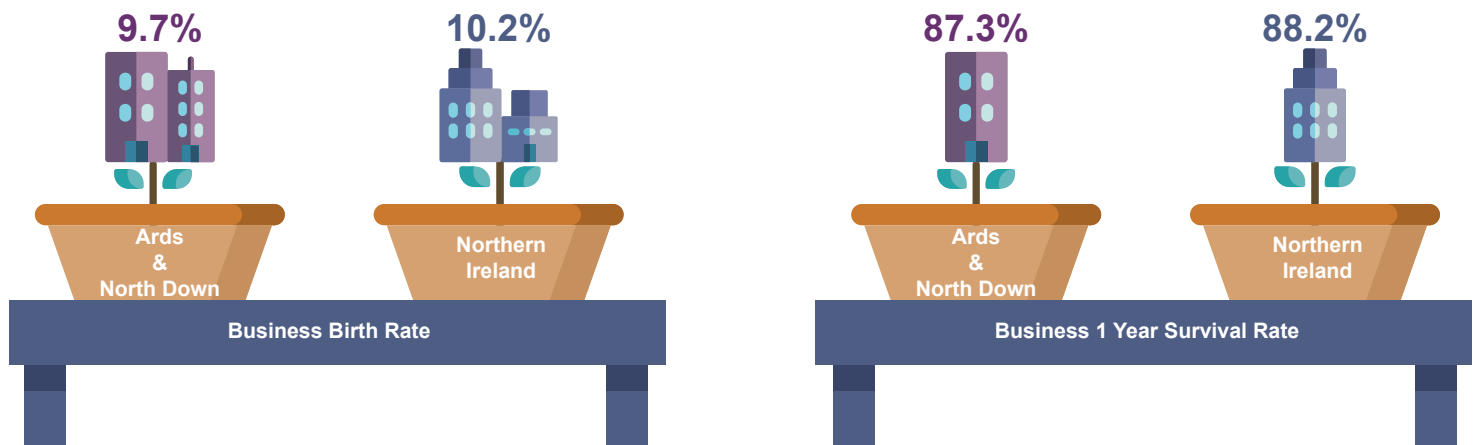
### Businesses by Sector



Source: Inter Departmental Business Register, NISRA

## Business Demography (2016)

A business birth is identified as a business who was present in the active business population dataset for 2016, but not in the two previous years. A business is deemed to have survived for one year if having been a birth in 2015, it is active in terms of employment and/or turnover in any part of 2016. Rates are expressed as a percentage of total active businesses.

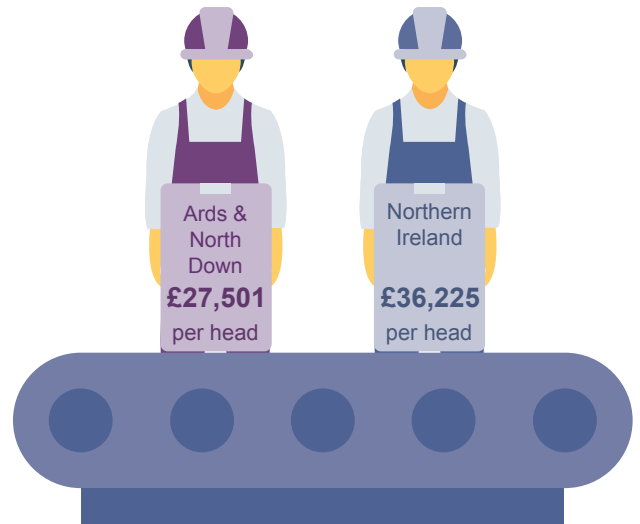


Source: Inter Departmental Business Register, ONS

## Productivity Work-Place Based (2015)

Productivity is based on the approximate Gross Value Added (aGVA) generated by the non-financial business economy (and excludes public sector). This is measured by the Northern Ireland Annual Business Inquiry based on income, less cost of goods and services used to create this income.

Per head calculations are made using total in employment, rather than the resident population as this can be subject to distortion (due to the effects of commuting and variations in age distribution).

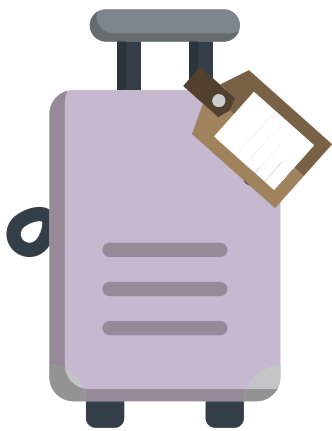


Source: Northern Ireland Annual Business Inquiry, NISRA

## Tourism (2017)

A variety of statistics are used to provide a picture of tourism. These include: passenger and household surveys which measure the number of overnight trips and associated expenditure; occupancy surveys of local hotels and commercial accommodation and the Visitor Attraction Survey.

### Overnight Trips & Associated Spend



**0.3m**  
overnight trips  
to Ards &  
North Down  
(6% of NI total)  
resulting in

**£46m**  
expenditure  
(5% of NI total)

### Availability of Accommodation



**1,991**

beds available  
(4% of NI total)



3%  
in Hotels

6%  
in B&Bs

5%  
in Self-catering

(percentage of Northern Ireland total)

### Tourism Jobs (2015)

← Total jobs in Ards & North Down →



**4,954** tourism jobs

**9%** of all jobs in Northern Ireland are within the tourist industry

### Visitor Attractions



**1.5m**

visits to visitor  
attractions

The most popular visitor attractions in 2017 were:-

Crawfordsburn Country Park	652,371
Pickie Fun Park	235,359
Mount Stewart House & Gardens	217,221

Source: Tourism Statistics, NISRA

# Data Tables

## Population, 2017

Council or Region	Age Band 0-15	Age Band 0-15 %	Age Band 16-39	Age Band 16-39 %	Age Band 40-64	Age Band 40-64 %	Age Band 65+	Age Band 65+ %	All Population	All (% NI Population)
Antrim & Newtownabbey	29,718	21%	42,806	30%	45,994	32%	23,179	16%	141,697	8%
Ards & North Down	30,117	19%	42,844	27%	54,035	34%	33,102	21%	160,098	9%
Armagh, Banbridge & Craigavon	47,372	22%	65,427	31%	66,834	32%	32,265	15%	211,898	11%
Belfast	67,512	20%	121,910	36%	100,951	30%	49,847	15%	340,220	18%
Causeway Coast & Glens	28,461	20%	42,088	29%	47,846	33%	25,525	18%	143,920	8%
Derry & Strabane	32,813	22%	47,139	31%	48,570	32%	21,975	15%	150,497	8%
Fermanagh & Omagh	25,138	22%	34,275	29%	37,774	32%	19,102	16%	116,289	6%
Lisburn & Castlereagh	28,596	20%	42,110	30%	47,466	33%	24,468	17%	142,640	8%
Mid & East Antrim	26,524	19%	39,318	28%	46,607	34%	25,703	19%	138,152	7%
Mid Ulster	33,946	23%	47,274	32%	44,616	30%	20,591	14%	146,427	8%
Newry, Mourne & Down	40,487	23%	54,591	30%	56,700	32%	27,218	15%	178,996	10%
Eastern	67,512	20%	121,910	36%	100,951	30%	49,847	15%	340,220	18%
North Eastern	56,242	20%	82,124	29%	92,601	33%	48,882	17%	279,849	15%
North Western	61,274	21%	89,227	30%	96,416	33%	47,500	16%	294,417	16%
Southern	99,200	21%	139,545	29%	158,201	33%	84,788	18%	481,734	26%
Western	106,456	22%	146,976	31%	149,224	31%	71,958	15%	474,614	25%
NI	390,684	21%	579,782	31%	597,393	32%	302,975	16%	1,870,834	100%

## Labour Market Structure, 2016 (16-64 Working-Age Population)

Council or Region	Economically Active Number	Economically Active Rate	Economically Inactive Number	Economically Inactive Rate	Employment Number	Employment Rate	Self-Employed Number	Self-Employed Rate	Claimant Count Number	Claimant Count Rate	Claimant Count 18-24	Claimant Count 18-24 (% of total)	Claimant Count Over One Year	Claimant Count Over One Year (% of total)
Antrim & Newtownabbey	71,000	81%	17,000	20%	66,000	75%	*	*	2,160	2%	580	27%	660	31%
Ards & North Down	74,000	78%	22,000	23%	71,000	74%	11,000	16%	2,560	2%	595	23%	880	34%
Armagh, Banbridge & Craigavon	100,000	75%	34,000	25%	95,000	71%	14,000	15%	3,040	2%	745	25%	930	31%
Belfast	162,000	74%	57,000	26%	151,000	69%	15,000	10%	9,035	3%	2,160	24%	3,000	33%
Causeway Coast & Glens	56,000	66%	29,000	34%	48,000	57%	10,000	21%	2,975	3%	780	26%	1,265	43%
Derry & Strabane	59,000	62%	36,000	38%	52,000	55%	7,000	13%	5,670	5%	1,525	27%	2,905	51%
Fermanagh & Omagh	52,000	70%	22,000	30%	49,000	66%	10,000	21%	2,030	2%	430	21%	705	35%
Lisburn & Castlereagh	75,000	80%	19,000	20%	71,000	75%	8,000	12%	1,710	2%	435	25%	480	28%
Mid & East Antrim	66,000	76%	21,000	24%	64,000	74%	9,000	14%	2,290	2%	580	25%	745	33%
Mid Ulster	67,000	76%	21,000	24%	64,000	73%	8,000	12%	1,705	2%	425	25%	450	26%
Newry, Mourne & Down	83,000	76%	27,000	24%	79,000	73%	16,000	20%	2,935	2%	705	24%	970	33%
Eastern	162,000	74%	57,000	26%	151,000	69%	15,000	10%	9,035	4%	2,160	24%	3,000	33%
North Eastern	136,000	78%	38,000	22%	129,000	74%	14,000	11%	4,450	3%	1,160	26%	1,405	32%
North Western	116,000	64%	65,000	36%	100,000	56%	17,000	17%	8,645	5%	2,305	27%	4,170	48%
Southern	232,000	78%	67,000	23%	221,000	74%	36,000	16%	7,205	2%	1,735	24%	2,330	32%
Western	219,000	74%	77,000	26%	208,000	70%	32,000	15%	6,775	2%	1,600	24%	2,085	31%
<b>NI</b>	<b>865,000</b>	<b>74%</b>	<b>305,000</b>	<b>26%</b>	<b>810,000</b>	<b>69%</b>	<b>114,000</b>	<b>14%</b>	<b>36,110</b>	<b>3%</b>	<b>8,965</b>	<b>25%</b>	<b>12,980</b>	<b>36%</b>

\*Sample size too small for a reliable estimate.



## Employee Jobs, 2016

Council or Region	All Jobs	% of All Northern Ireland Jobs	Construction	Construction %	Manufacturing	Manufacturing %	Services	Services %	Other	Other %	Public Sector	Private Sector
Antrim & Newtownabbey	60,188	8%	2,800	5%	7,315	12%	49,036	81%	1,037	2%	13,860 (23%)	46,328 (77%)
Ards & North Down	37,898	5%	1,176	3%	2,797	7%	33,638	89%	287	1%	9,028 (24%)	28,870 (76%)
Armagh, Banbridge & Craigavon	72,866	10%	3,643	5%	11,533	16%	56,570	78%	1,120	2%	18,791 (26%)	54,075 (74%)
Belfast	218,478	30%	4,476	2%	9,332	4%	202,421	93%	2,251	1%	66,988 (31%)	151,490 (69%)
Causeway Coast & Glens	39,250	5%	2,126	5%	3,426	9%	33,145	84%	554	1%	10,198 (26%)	29,052 (74%)
Derry & Strabane	54,986	8%	2,877	5%	5,365	10%	46,053	84%	691	1%	18,241 (33%)	36,745 (67%)
Fermanagh & Omagh	39,837	5%	2,853	7%	4,842	12%	31,286	79%	856	2%	12,069 (30%)	27,768 (70%)
Lisburn & Castlereagh	54,734	8%	2,643	5%	4,989	9%	46,503	85%	599	1%	17,365 (32%)	37,369 (68%)
Mid & East Antrim	42,839	6%	1,956	5%	8,640	20%	31,273	73%	969	2%	9,959 (23%)	32,880 (77%)
Mid Ulster	52,372	7%	4,691	9%	14,781	28%	31,871	61%	1,030	2%	9,379 (18%)	42,993 (82%)
Newry, Mourne & Down	54,668	8%	3,810	7%	7,428	14%	42,289	77%	1,141	2%	13,680 (25%)	40,988 (75%)
Eastern	218,478	30%	4,476	2%	9,332	4%	202,421	93%	2,251	1%	66,988 (31%)	151,490 (69%)
North Eastern	103,027	14%	4,756	5%	15,955	15%	80,310	78%	2,006	2%	23,819 (23%)	79,208 (77%)
North Western	94,236	13%	5,003	5%	8,791	9%	79,198	84%	1,245	1%	28,439 (30%)	65,797 (70%)
Southern	147,300	20%	7,629	5%	15,215	10%	122,430	83%	2,027	1%	40,073 (27%)	107,227 (73%)
Western	165,074	23%	11,186	7%	31,155	19%	119,727	73%	3,006	2%	40,239 (24%)	124,835 (76%)
<b>NI</b>	<b>728,116</b>	<b>100%</b>	<b>33,050</b>	<b>5%</b>	<b>80,446</b>	<b>11%</b>	<b>604,086</b>	<b>83%</b>	<b>10,535</b>	<b>1%</b>	<b>199,558 (27%)</b>	<b>528,558 (73%)</b>

## Earnings (Basic and Other, Full-Time, Private Sector), 2017 and Qualifications, 2016 and Productivity, 2015

Council or Region	Median Annual Earnings Place of Residence	Median Annual Earnings Place of Work	No Qualifications	Qualifications Below NVQ Level 4	Qualifications NVQ Level 4 and above	Productivity Gross Value Added per Head Workplace
Antrim & Newtownabbey	£22,438.00	£22,921.60	18,000 (21%)	43,000 (50%)	25,000 (29%)	£41,699
Ards & North Down	£22,729.20	£20,592.00	10,000 (11%)	50,000 (53%)	33,000 (36%)	£27,501
Armagh, Banbridge & Craigavon	£20,940.40	£20,384.00	23,000 (17%)	73,000 (55%)	37,000 (28%)	£34,288
Belfast	£22,401.60	£24,913.20	30,000 (14%)	110,000 (52%)	72,000 (34%)	£35,119
Causeway Coast & Glens	£18,959.20	£16,447.60	14,000 (17%)	52,000 (62%)	18,000 (22%)	£28,236
Derry & Strabane	£18,808.40	£19,734.00	22,000 (24%)	48,000 (51%)	24,000 (25%)	£33,338
Fermanagh & Omagh	£20,280.00	£19,141.20	10,000 (14%)	41,000 (56%)	22,000 (30%)	£31,443
Lisburn & Castlereagh	£22,921.60	£21,808.80	12,000 (13%)	46,000 (50%)	35,000 (38%)	£38,913
Mid & East Antrim	£22,583.60	£20,737.60	11,000 (13%)	47,000 (57%)	25,000 (30%)	£63,136
Mid Ulster	£19,999.20	£20,030.40	15,000 (18%)	46,000 (54%)	24,000 (28%)	£37,326
Newry, Mourne & Down	£20,800.00	£20,800.00	17,000 (16%)	53,000 (49%)	38,000 (35%)	£29,951
Eastern	£22,401.60	£24,913.20	30,000 (14%)	110,000 (52%)	72,000 (34%)	£35,119
North Eastern	£22,573.20	£21,840.00	29,000 (17%)	90,000 (53%)	50,000 (30%)	£50,389
North Western	£18,824.00	£18,215.60	36,000 (20%)	101,000 (56%)	42,000 (24%)	£30,856
Southern	£21,923.20	£21,028.80	39,000 (13%)	148,000 (51%)	106,000 (36%)	£32,515
Western	£20,384.00	£20,040.80	48,000 (17%)	160,000 (55%)	83,000 (29%)	£34,645
<b>NI</b>	<b>£21,158.80</b>	<b>£21,158.80</b>	<b>183,000 (16%)</b>	<b>608,000 (53%)</b>	<b>354,000 (31%)</b>	<b>£36,225</b>

## Business Base, 2017

Council or Region	Number of Businesses	All (% NI Population)	Micro (0-9 employees)	Micro (0-9 employees) %	Small (10-49 employees)	Small (10-49 employees) %	Medium (50-249 employees)	Medium (50-249 employees) %	Large (250+ employees)	Large (250+ employees) %
Antrim & Newtownabbey	4,020	6%	3,400	85%	500	13%	100	2%	25	0.6%
Ards & North Down	4,555	6%	4,005	88%	470	10%	65	1%	15	0.3%
Armagh, Banbridge & Craigavon	8,275	12%	7,410	90%	715	9%	125	2%	30	0.3%
Belfast	10,295	14%	8,060	78%	1,680	16%	430	4%	130	1.3%
Causeway Coast & Glens	5,760	8%	5,220	91%	465	8%	65	1%	5	0.1%
Derry & Strabane	4,945	7%	4,365	88%	485	10%	75	2%	20	0.4%
Fermanagh & Omagh	7,780	11%	7,280	94%	435	6%	60	1%	10	0.1%
Lisburn & Castlereagh	4,640	6%	3,985	86%	535	12%	95	2%	25	0.5%
Mid & East Antrim	4,735	7%	4,235	90%	420	9%	65	1%	10	0.2%
Mid Ulster	8,505	12%	7,755	91%	625	7%	115	1%	10	0.2%
Newry, Mourne & Down	8,110	11%	7,335	90%	670	8%	95	1%	10	0.2%
Eastern	10,295	14%	8,060	78%	1,680	16%	430	4%	130	1.3%
North Eastern	8,755	12%	7,635	87%	920	11%	165	2%	35	0.4%
North Western	10,705	15%	9,585	90%	950	9%	140	1%	25	0.2%
Southern	17,305	24%	15,325	89%	1,675	10%	255	1%	50	0.3%
Western	24,560	34%	22,445	91%	1,775	7%	300	1%	50	0.2%
<b>NI</b>	<b>71,615</b>	<b>100%</b>	<b>63,050</b>	<b>88%</b>	<b>6,990</b>	<b>10%</b>	<b>1,275</b>	<b>2%</b>	<b>305</b>	<b>0.4%</b>

## Business Base, 2017 and Business Demography, 2016

Council or Region	Agriculture	Agriculture %	Construction	Construction %	Production (incl Manufacturing)	Production (incl Manufacturing) %	Services	Services %	Business Births	Business Birth Rate %	1-Year Survival	1-Year Survival Rate %
Antrim & Newtownabbey	695	17%	545	14%	325	8%	2,450	61%	365	10.4%	270	90.0%
Ards & North Down	580	13%	580	13%	325	7%	3,075	68%	420	9.7%	345	87.3%
Armagh, Banbridge & Craigavon	2,355	28%	1,145	14%	570	7%	4,200	51%	635	10.0%	545	90.1%
Belfast	40	0.4%	830	8%	560	5%	8,870	86%	1,265	11.6%	940	80.7%
Causeway Coast & Glens	1,950	34%	885	15%	325	6%	2,600	45%	365	8.9%	345	90.8%
Derry & Strabane	1,215	25%	745	15%	320	6%	2,670	54%	465	11.3%	415	91.2%
Fermanagh & Omagh	3,635	47%	980	13%	415	5%	2,745	35%	450	9.9%	355	91.0%
Lisburn & Castlereagh	645	14%	625	13%	375	8%	2,995	65%	410	9.5%	355	89.9%
Mid & East Antrim	1,370	29%	580	12%	365	8%	2,410	51%	325	9.0%	280	93.3%
Mid Ulster	3,140	37%	1,405	17%	775	9%	3,180	37%	545	9.3%	435	87.9%
Newry, Mourne & Down	2,220	27%	1,360	17%	515	6%	4,010	49%	690	10.8%	510	91.1%
Eastern	40	0.4%	830	8%	560	5%	8,870	86%	1,265	11.6%	940	80.7%
North Eastern	2,065	24%	1,125	13%	690	8%	4,860	56%	690	9.7%	550	91.7%
North Western	3,165	30%	1,630	15%	645	6%	5,270	49%	830	10.1%	760	91.0%
Southern	3,445	20%	2,565	15%	1,215	7%	10,080	58%	1,520	10.2%	1,210	89.6%
Western	9,130	37%	3,530	14%	1,760	7%	10,125	41%	1,630	9.7%	1,335	89.6%
<b>NI</b>	<b>17,845</b>	<b>25%</b>	<b>9,680</b>	<b>14%</b>	<b>4,870</b>	<b>7%</b>	<b>39,220</b>	<b>55%</b>	<b>5,935</b>	<b>10.2%</b>	<b>4,800</b>	<b>88.2%</b>

## Tourism, 2017

Council or Region	Overnight Trips	Overnight Trips (% of NI Total)	Associated Spend During Overnight Trips (£m)	Associated Spend During Overnight Trips (% of NI Total)	Total Number of Beds Available	Total Number of Beds Available %	Total Number of Hotel Beds %	Total Number of B&B Beds %	Total Number of Self-Catering Beds %	Tourism Jobs (2015)	Tourism Jobs (% All Jobs 2015)
Antrim & Newtownabbey	205,611	4%	£32.8	4%	3,408	7%	7%	3%	2%	4,197	8%
Ards & North Down	282,323	6%	£46.5	5%	1,991	4%	3%	6%	5%	4,954	13%
Armagh, Banbridge & Craigavon	228,595	5%	£32.4	3%	1,299	3%	3%	6%	2%	4,266	6%
Belfast	1,482,343	30%	£328.0	35%	12,474	26%	42%	9%	10%	18,607	8%
Causeway Coast & Glens	1,063,989	21%	£193.6	21%	11,369	24%	10%	33%	46%	4,823	12%
Derry & Strabane	270,408	5%	£55.8	6%	3,561	8%	9%	11%	4%	4,685	9%
Fermanagh & Omagh	342,847	7%	£56.7	6%	4,203	9%	6%	9%	14%	3,524	9%
Lisburn & Castlereagh	150,837	3%	£26.6	3%	1,130	2%	3%	3%	2%	3,806	7%
Mid & East Antrim	255,803	5%	£43.3	5%	2,105	4%	6%	8%	3%	3,959	9%
Mid Ulster	136,626	3%	£20.1	2%	1,403	3%	3%	3%	3%	3,489	7%
Newry, Mourne & Down	589,581	12%	£90.4	10%	4,494	9%	7%	10%	10%	4,953	9%
Eastern	1,482,343	30%	£328.0	35%	12,474	26%	42%	9%	10%	18,607	8%
North Eastern	461,413	9%	£76.0	8%	5,513	12%	13%	11%	5%	8,156	8%
North Western	1,334,397	27%	£249.4	27%	14,930	31%	20%	44%	50%	9,508	10%
Southern	1,022,742	20%	£163.5	18%	7,615	16%	13%	18%	17%	13,713	9%
Western	708,067	14%	£109.2	12%	6,905	15%	12%	18%	18%	11,279	7%
NI	5,008,962	100%	£926.1	100%	47,437	100%	100%	100%	100%	61,263	9%

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