

## 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.

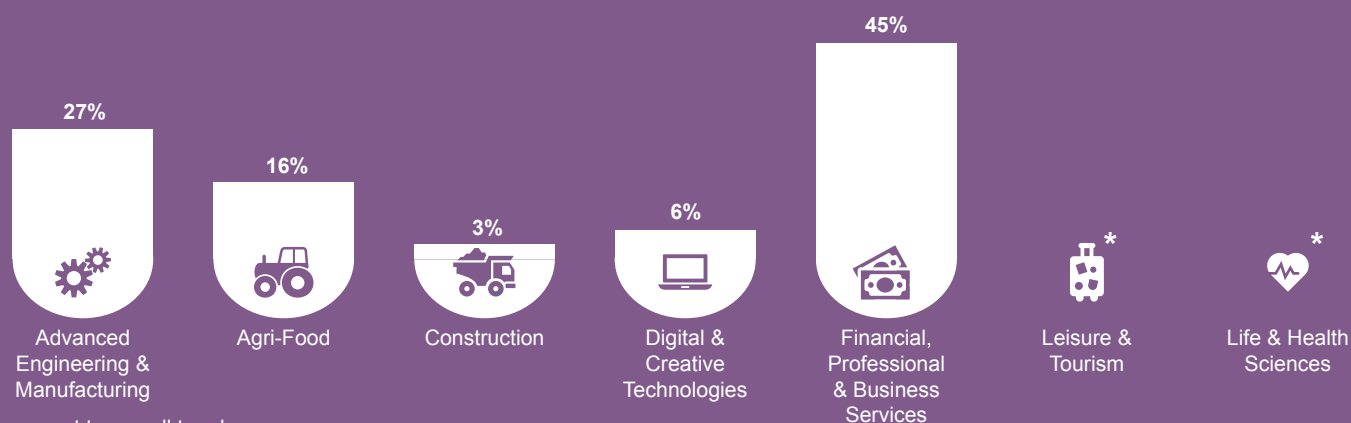
Businesses are classified according to Invest NI's sector reporting structure which is based on their main product and/or service within Northern Ireland.

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

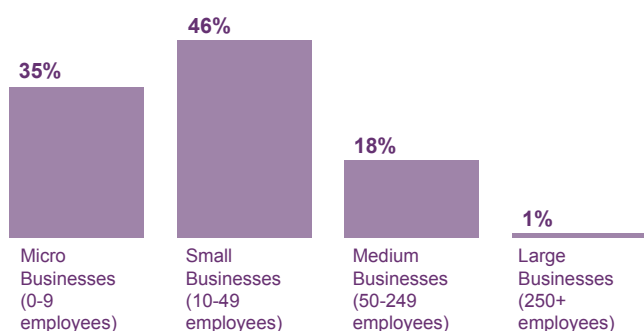


Of the 10,970 additional jobs created between 2016-2017, 240 of these were in this council area.

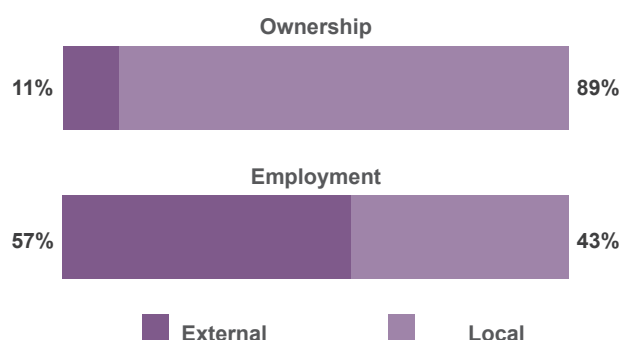
### Employment by Sector



### Businesses by Size

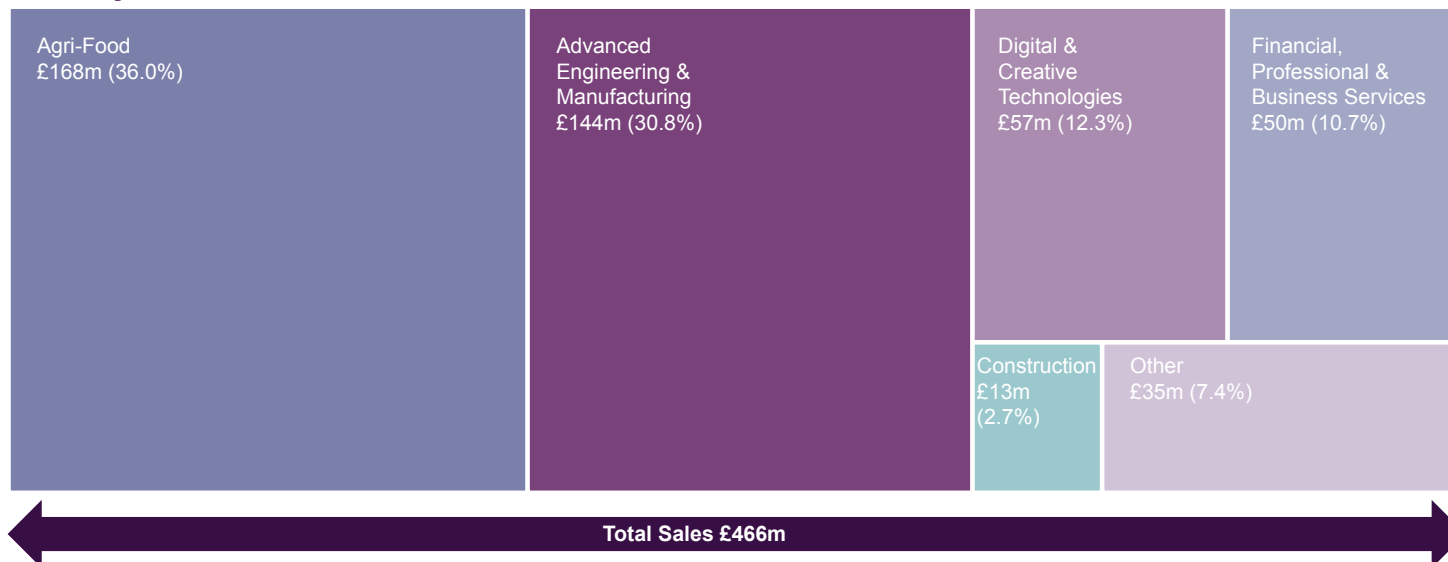


### Business by Ownership



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

## Sales by Sector



## Sales by Destination



**Total Exports: £251m (54%)**

**Total External Sales: £411m (88%)**

**Total Sales: £466m (100%)**

## Sales by Trade Territory

