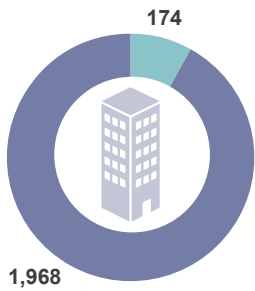


### Invest NI Activity (2012-13 to 2016-17)

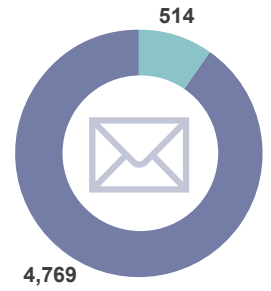
■ Locally-Owned Businesses  
■ Externally-Owned Businesses

#### No. of Businesses = 2,142



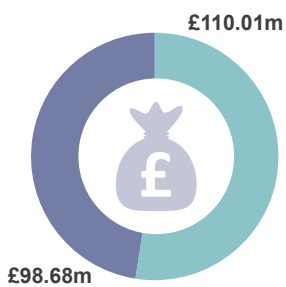
2016-17	379	40
2015-16	505	56
2014-15	779	79
2013-14	704	63
2012-13	541	65

#### No. of Offers = 5,283



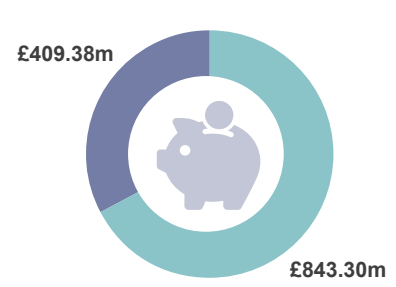
2016-17	766	71
2015-16	800	89
2014-15	1,137	143
2013-14	1,117	98
2012-13	949	113

#### Total Support = £208.69m



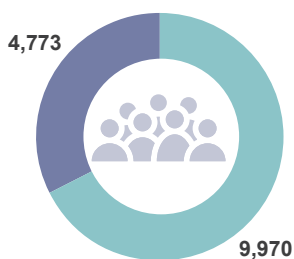
	£m	
2016-17	23.58	10.78
2015-16	13.11	8.07
2014-15	23.23	47.00
2013-14	23.88	26.76
2012-13	14.89	17.40

#### Total Investment = £1,252.68m



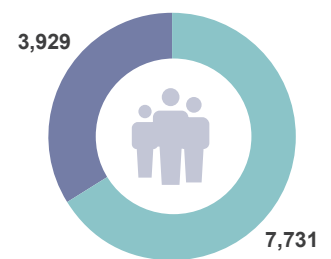
	£m	
2016-17	89.12	65.56
2015-16	48.16	61.93
2014-15	112.75	326.87
2013-14	110.92	258.58
2012-13	48.43	130.36

#### Jobs Promoted = 14,743



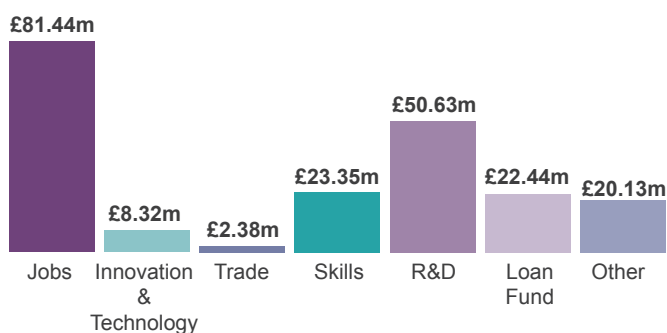
2016-17	571	693
2015-16	433	805
2014-15	1,716	4,042
2013-14	1,373	3,181
2012-13	680	1,249

#### Jobs Created = 11,660



2016-17	711	1,332
2015-16	406	2,458
2014-15	1,232	1,467
2013-14	938	1,151
2012-13	642	1,323

#### Type of Support



#### Notes

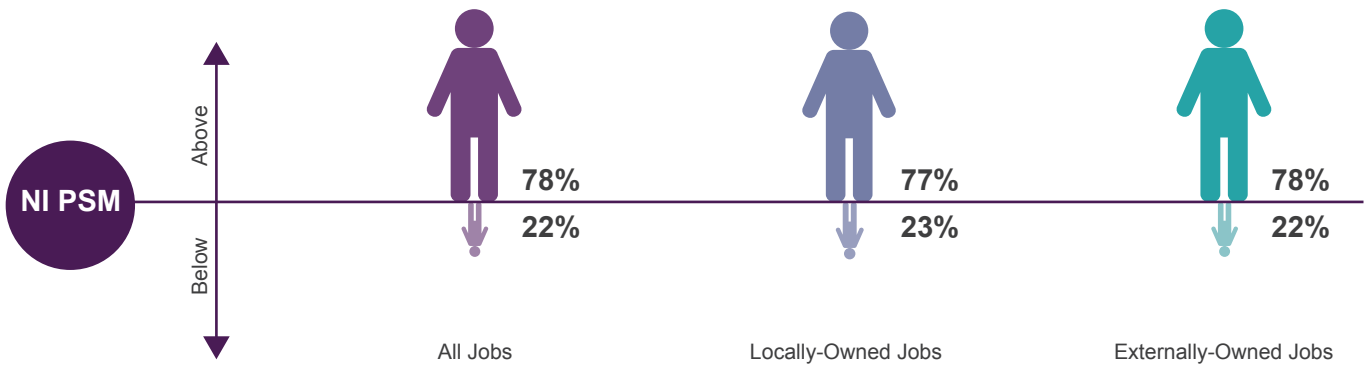
- Business totals may not add as a business can be supported in more than one year and can move from local to externally-owned during the 5 year period.

- Does not include £110.22m of support to External Delivery Organisations or universities, which contributes towards £368.39m of investment, as this benefits businesses across all of Northern Ireland.

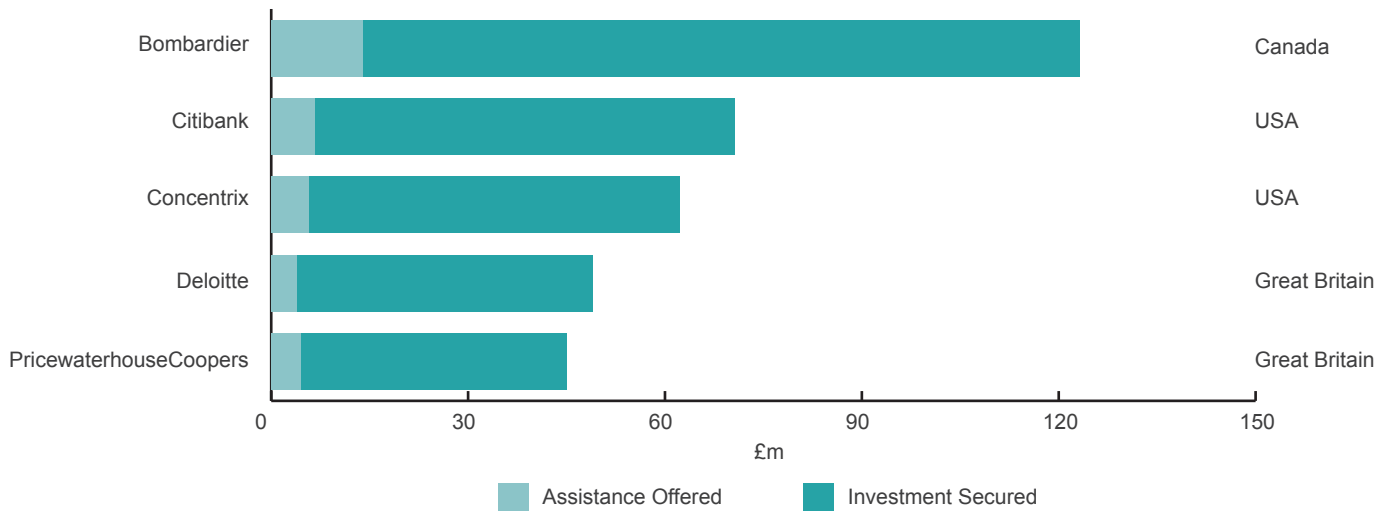
- 'Jobs Promoted' are those which are expected as a result of the implementation of a business plan. As this happens, they become 'Jobs Created'.

## Jobs above NI Private Sector Median (PSM)

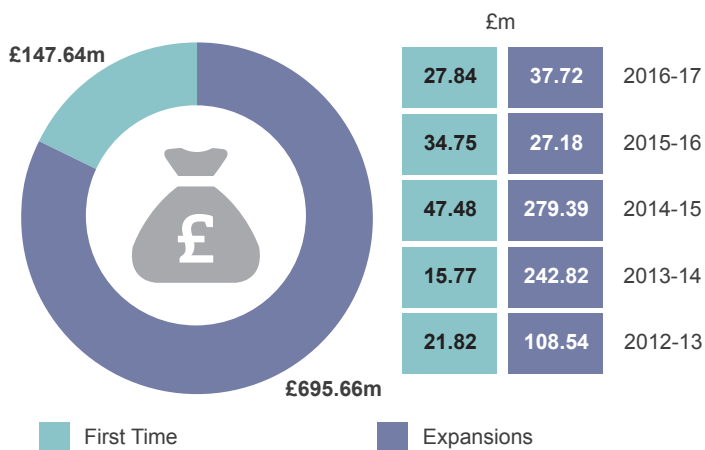
For specific projects Invest NI measures the quality of the jobs by the proportion of those jobs that attract salaries above the Northern Ireland PSM wage - the average annual wage for the private sector, which is **£20,800** for 2016.



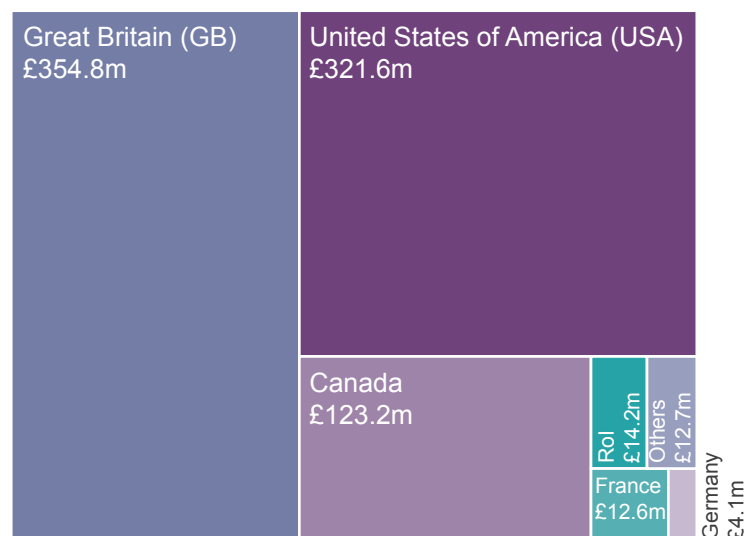
## Top 5 Investors



## Externally-Owned First Time Investment vs Existing Expansions



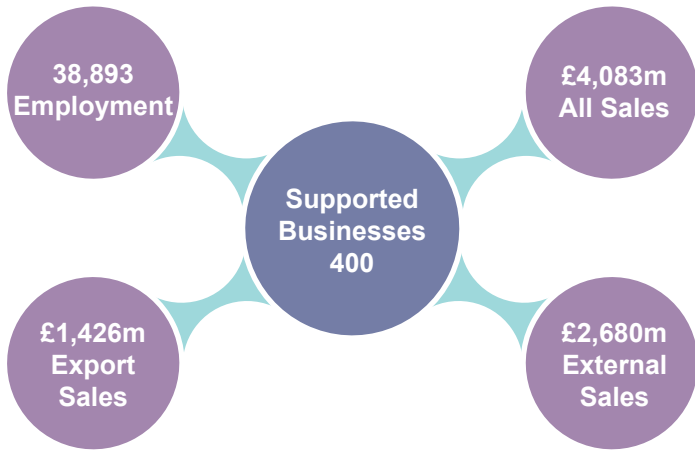
## Externally-Owned Investment by Country



Total externally-owned investment secured was **£843.30m**. This is defined as investment in the area by businesses where at least 50% of ownership is based outside Northern Ireland. The figures include the support that Invest NI offers these businesses.

# Invest NI Supported Businesses' Performance (2015)

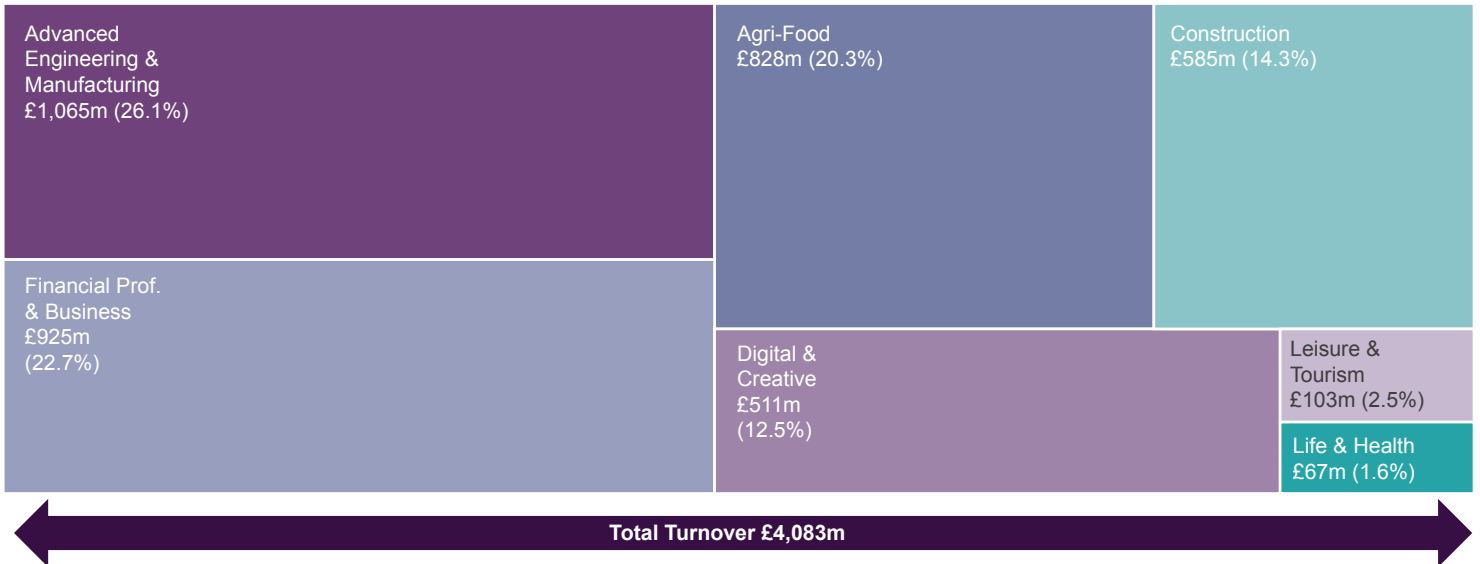
Key Performance Indicators (KPIs) are collected from a sub-set of Invest NI supported businesses with potential for growth through external markets. KPIs are geographically assigned based on the business' HQ location. These include all sales, external sales, exports and employment.



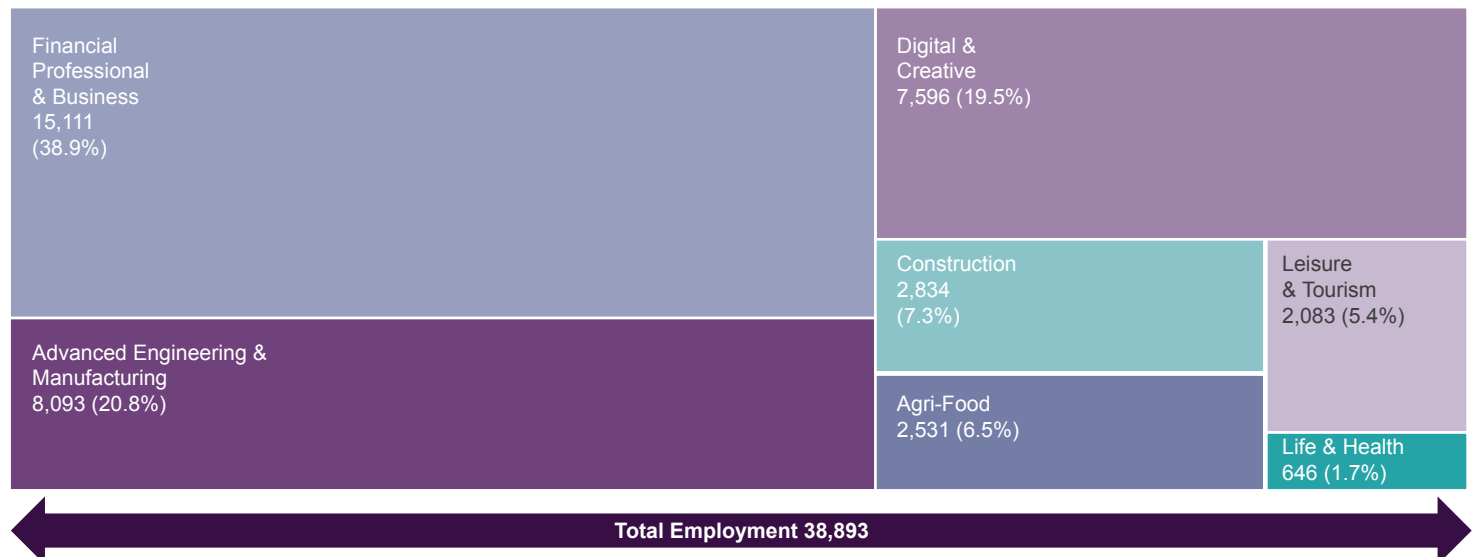
Per Employee Ratios		
	Belfast	All Invest NI Businesses
Sales per Employee	£104,978	£146,156
External Sales per Employee (Outside NI)	£68,913	£109,714
Export Sales per Employee (Outside UK)	£36,668	£52,704

Per employee ratios are provided to enable comparisons across all businesses in the Invest NI portfolio.

## Turnover by Sector



## Employment by Sector



Sectors are classified according to Invest NI's sector reporting structure which is based on supported businesses' main product/service within Northern Ireland.

# Economic Profile

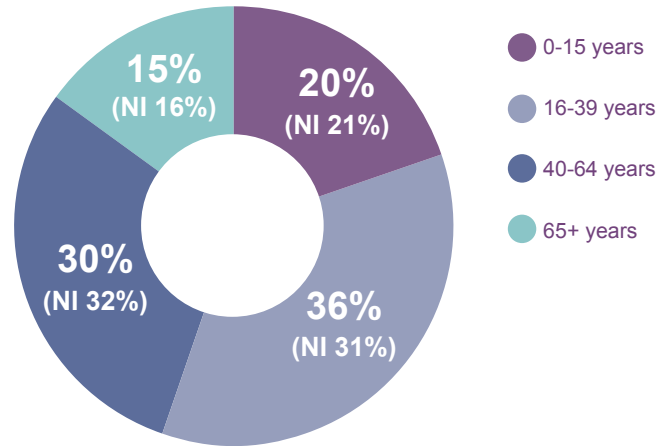
## Population (2015)

Total Population  
338,907



18% of total NI population

## Population by Age



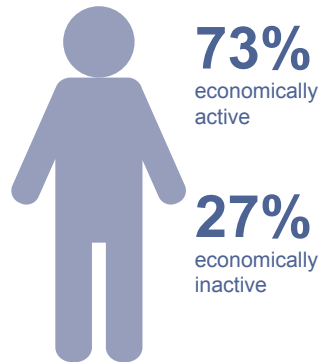
Source: Mid Year Population Estimates, NISRA

## Labour Market Structure (2015)

Belfast



Northern Ireland



Source: Labour Force Survey, NISRA



## Unemployment Claimants

Belfast



Northern Ireland



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.**

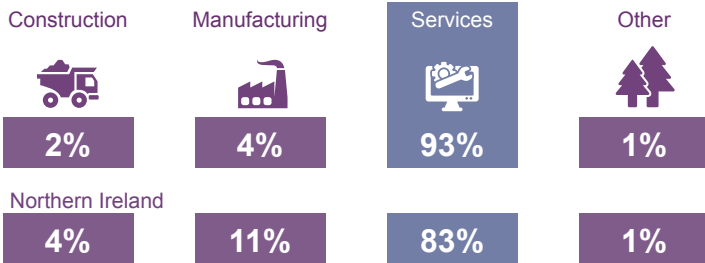
Unemployment annual averages data is derived from the Claimant Count as LFS figures fall below suppression thresholds. This is an administrative data source based on the numbers claiming unemployment-related benefits. It uses a different definition of unemployment to the LFS.

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

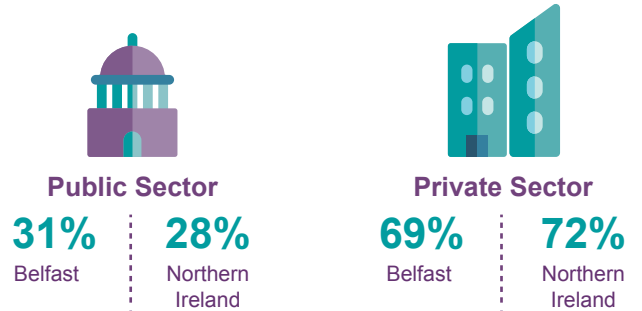
## Employee Jobs (2015)

**220,190** jobs within the region (31% 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 (2015)

The median weekly earnings for Northern Ireland are **£389.8**

### Place of Residence

Median weekly earnings based on people living in the area -

**£420.6**



### Place of Work

Median weekly earnings based on people working in the area -

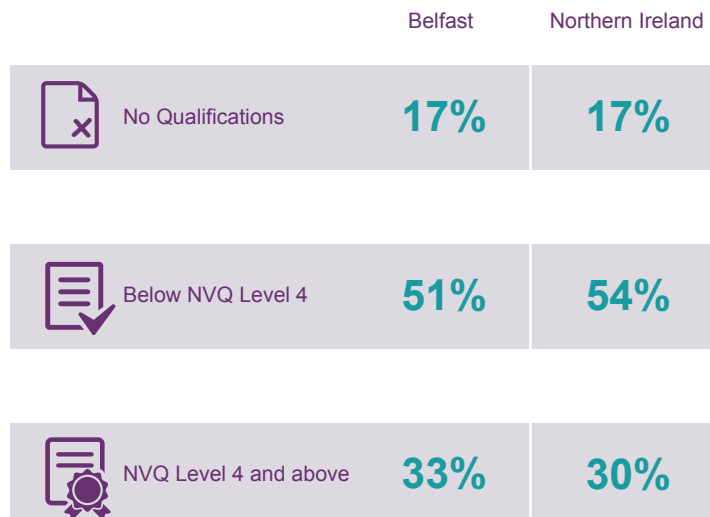
**£471.7**



Based on median, weekly, 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 (2015)



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

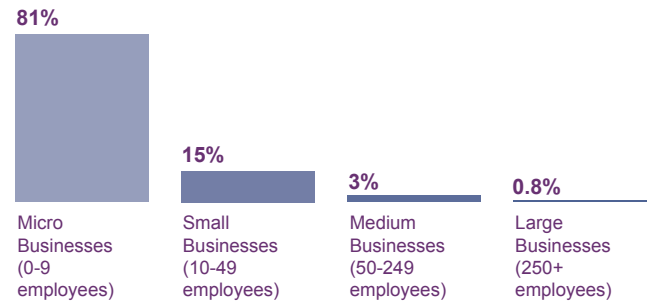
# Business Base (2015)

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.

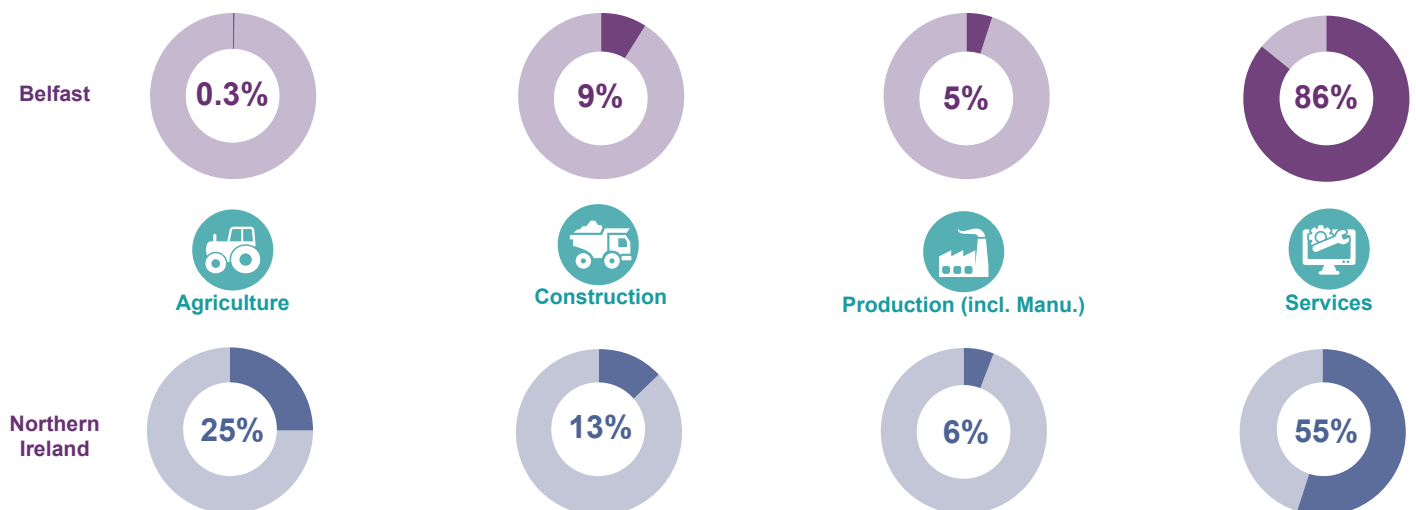
## Number of Registered Businesses



## Businesses by Size

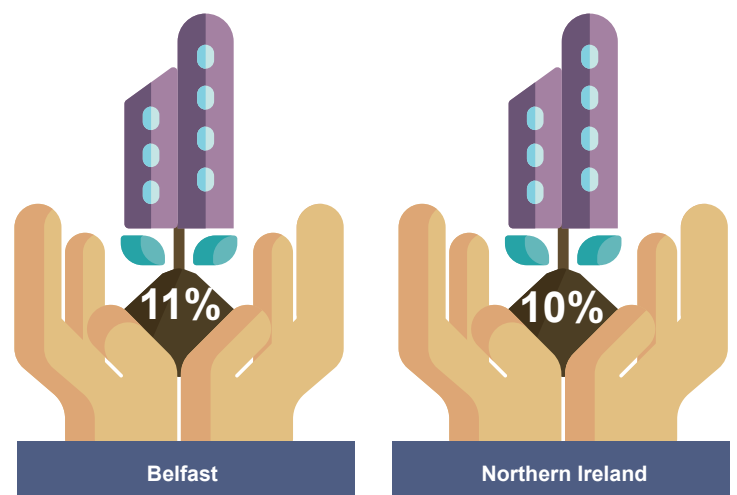


## Businesses by Sector



## Business Births

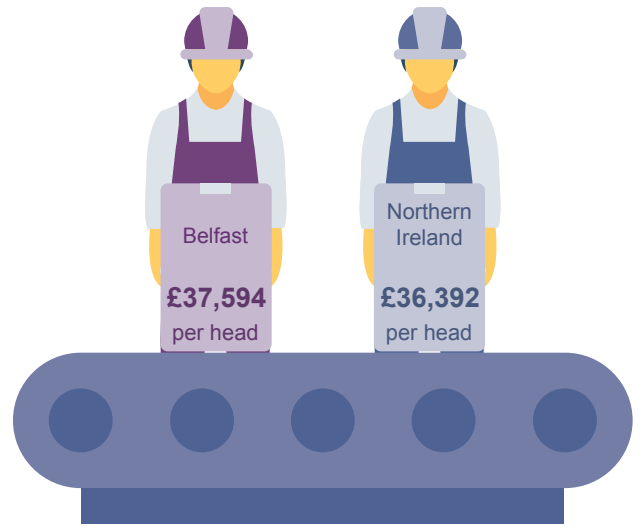
A business birth is identified as a business that was present in the latest annual active business population dataset, but not the two previous ones. The birth rate is expressed as a percentage of total active enterprises in the current year. Business demography data excludes the agriculture sector.



## Productivity Work-Place Based (2014)

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).

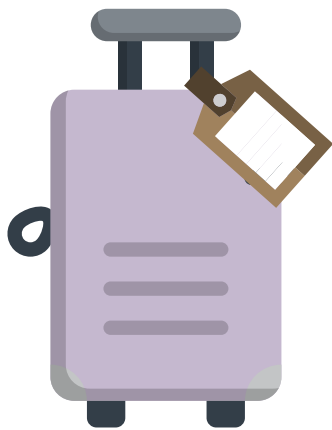


Source: Northern Ireland Annual Business Inquiry, NISRA

## Tourism

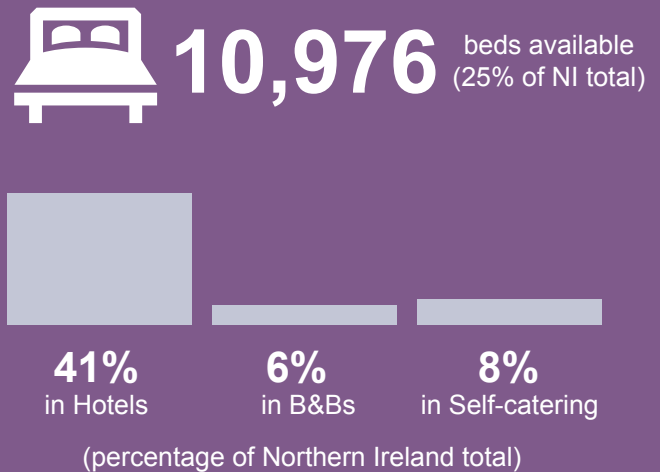
A variety of statistics are used to provide a picture of tourism. These include: passenger and household surveys which measure the number of overnight trips and associated expenditure; occupancy surveys of local hotels and commercial accommodation and the Visitor Attraction Survey.

### Overnight Trips & Associated Spend (2015)



**1.4m**  
overnight trips  
to Belfast  
(29% of NI total)  
resulting in  
**£278m**  
expenditure  
(37% of NI total)

### Availability of Accommodation (2015)



### Tourism Jobs (2015)



### Visitor Attractions (2015)



The most popular visitor attractions in 2015 were:-

Lagan Valley Regional Park	1,285,963
Titanic Belfast	621,521
Ulster Museum	464,762

Source: Tourism Statistics, NISRA