

Invest NI Supported Business Performance (2018)

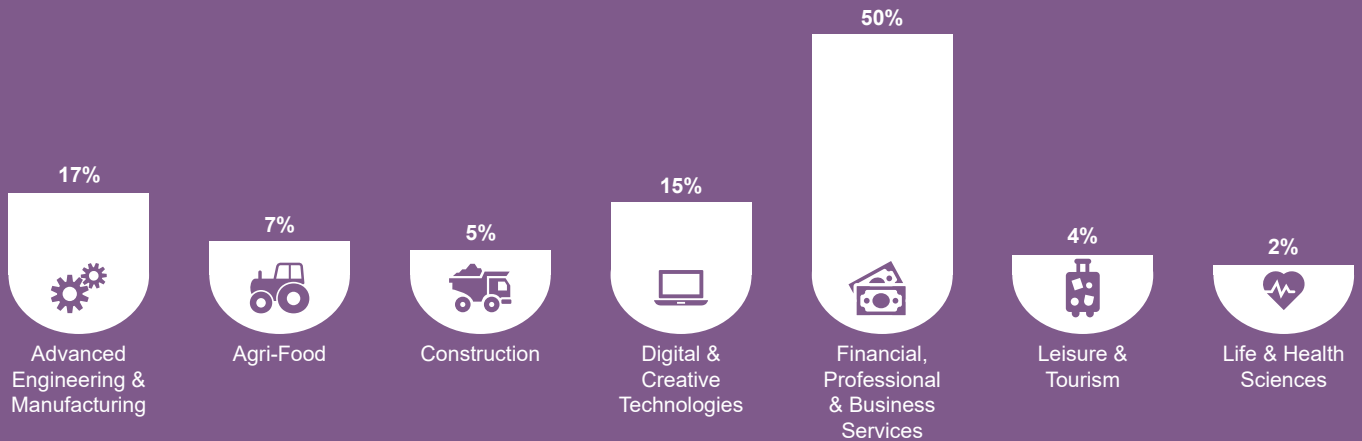
Key Performance Indicators (KPIs) are collected from a sub-set of Invest NI businesses who are significant contributors to the NI economy. KPIs are geographically assigned based on the HQ location of the business.

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.

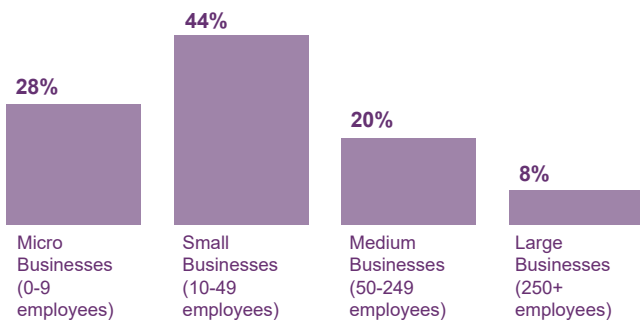
Businesses are classified according to Invest NI's sector reporting structure which is based on their main product and/or service within Northern Ireland.



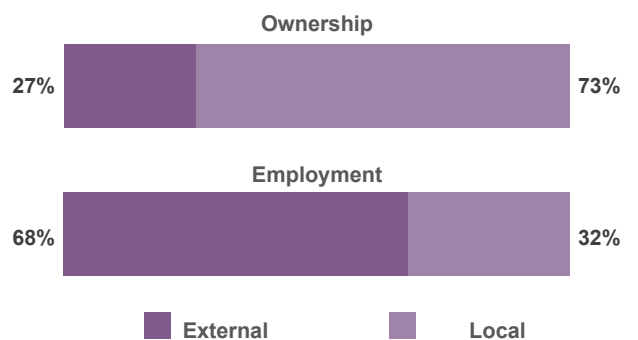
Employment by Sector



Businesses by Size



Business by Ownership



Whilst externally-owned businesses represent 27% of the total they account for 68% of employment.

Sales by Sector



Sales by Destination



Note: Individual amounts may not add to the total figure due to an unassigned amount of £30.0m (0.7%)

Sales by Trade Territory

