

# Ards & North Down Council Briefing

October 2021

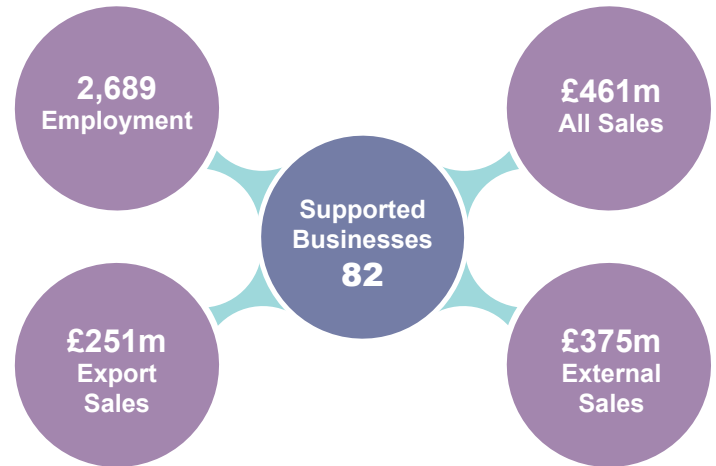


# Invest NI Supported Business Performance (2020)

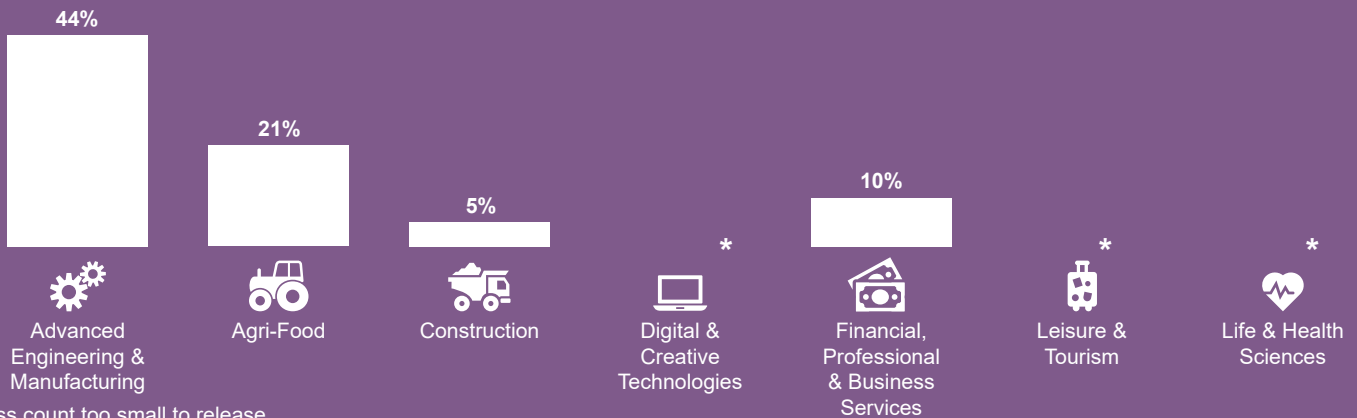
Key Performance Indicators (KPIs) are collected from a sub-set of Invest NI businesses who are significant contributors to the NI economy. KPIs are geographically assigned based on the HQ location of the business.

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.

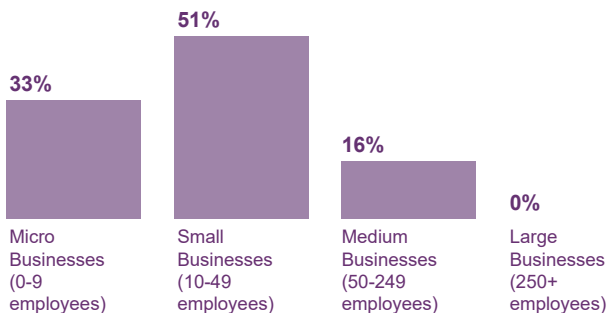
Businesses are classified according to Invest NI's sector reporting structure which is based on their main product and/or service within Northern Ireland.



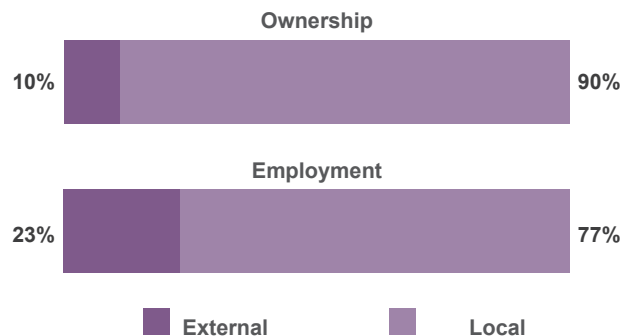
## Employment by Sector



## Businesses by Size



## Business by Ownership

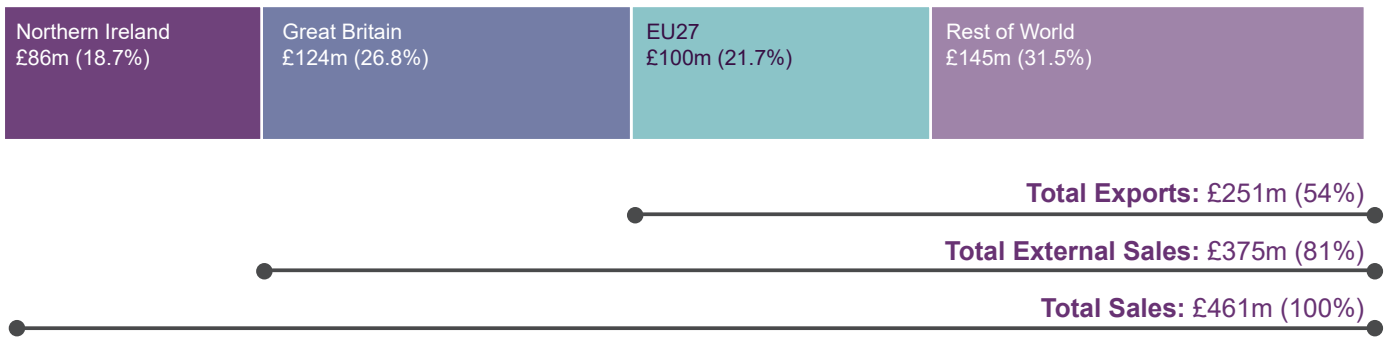


Whilst externally-owned businesses represent 10% of the total they account for 23% of employment.

## Sales by Sector

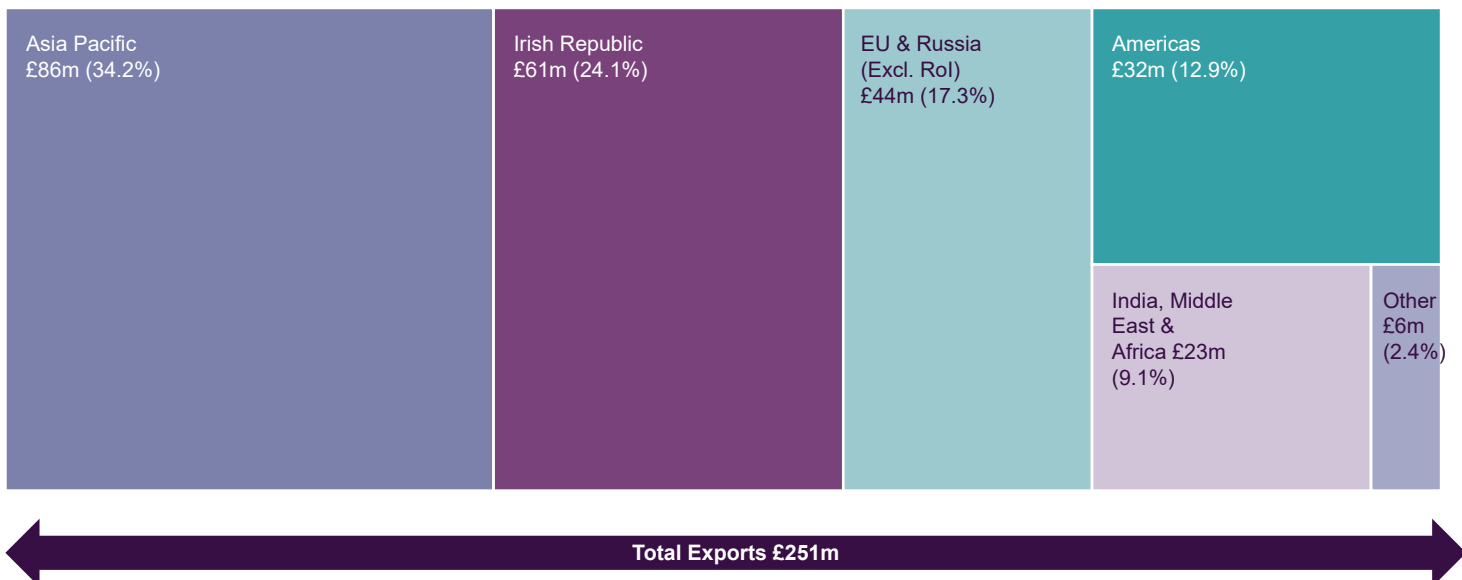


## Sales by Destination



Note: Individual amounts may not add to the total figure due to an unassigned amount of £6m (1.3%)

## Sales by Trade Territory



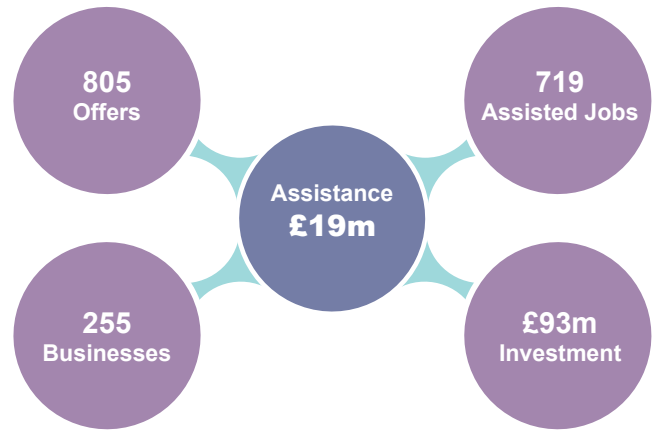
# Invest NI Activity (2016-17 to 2020-21)

Activity is based on those projects brought forward by Invest NI customers over the past 5 years that have been approved for an offer of support.

“Assistance” is offered at the start of a project based on a company commitment to undertake a business development project, such as job creation, R&D, skills development.

Invest NI’s Assistance is then combined with investment from the company to form the project “Investment”.

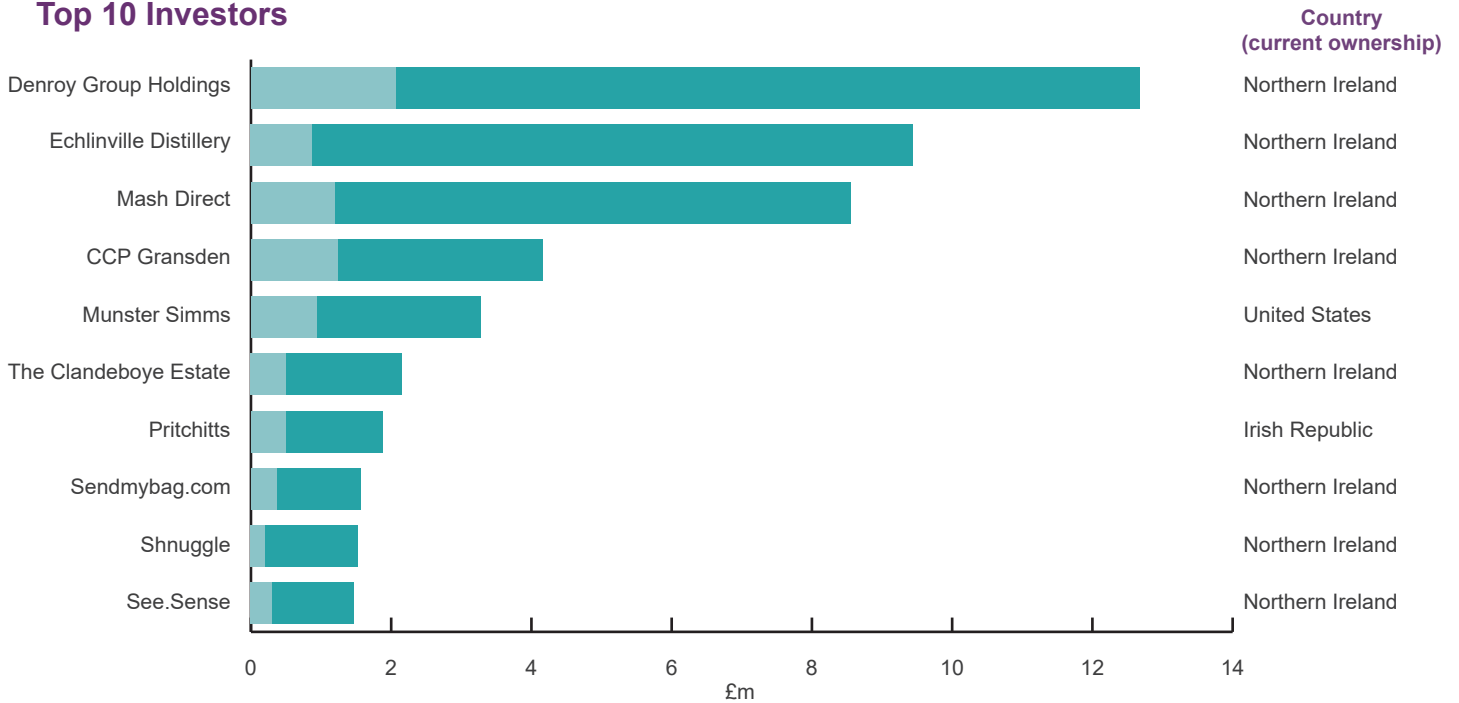
The project is then delivered over an agreed period of time meaning there is a lag between Assistance and Investment and the delivery by customers on the ground.



Assistance - Local (86%) External (14%)

Assisted Jobs - Local (95%) External (5%)

## Top 10 Investors



Note: Excludes Venture Capital funding

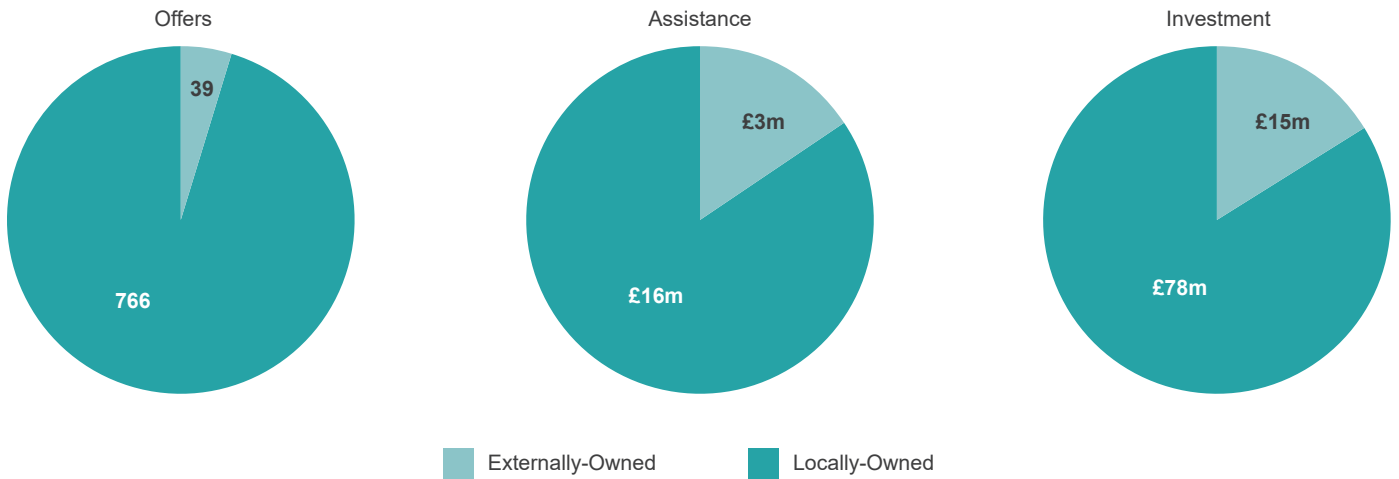
Invest NI Assistance

Company Investment

## Investment by Type of Offer



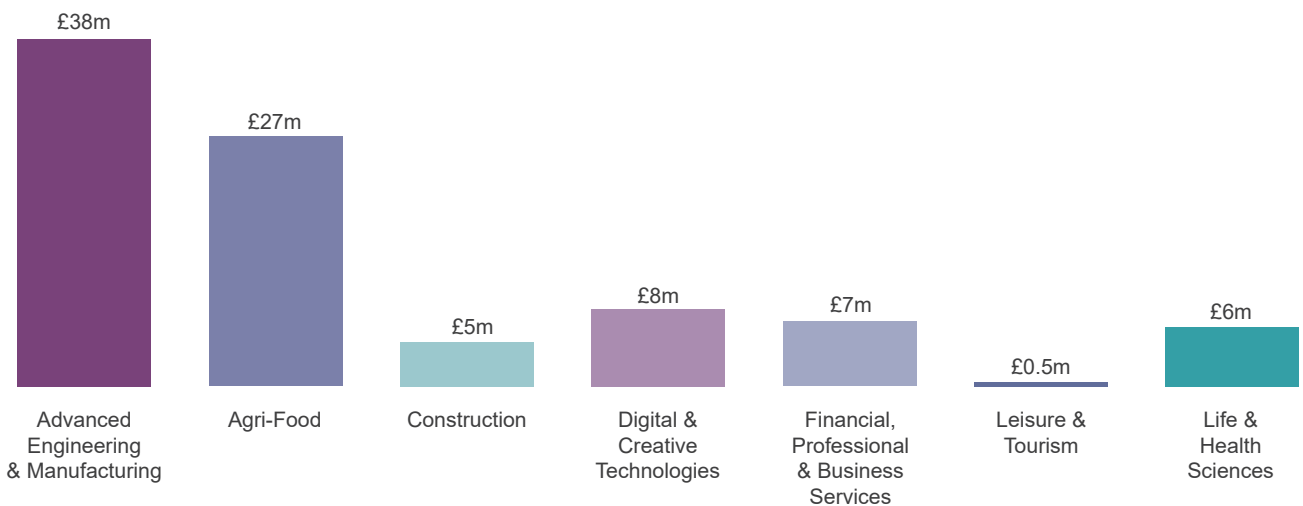
## Support by Ownership



## External Investment by Country of Origin



## Investment by Sector



Note: Investment by sector does not include £1.27m of investment that cannot be allocated at council level.

# Economic Profile

## Population (2020)

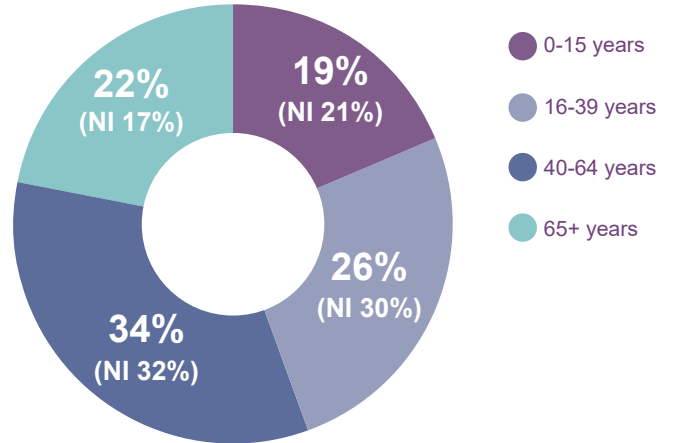
Total Population  
**162,056**



**9% of total NI population**

Source: Mid Year Population Estimates, NISRA

## Population by Age

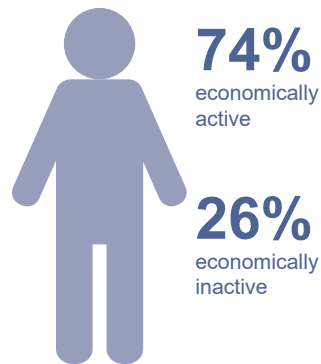


## Labour Market Structure (2019)

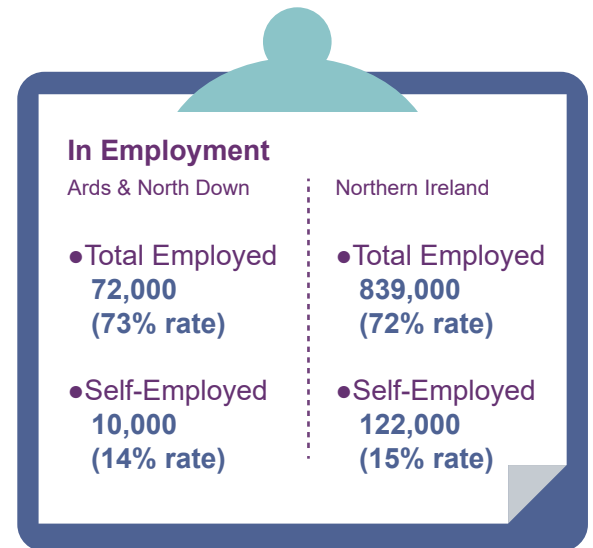
Ards & North Down



Northern Ireland



Source: Labour Force Survey, NISRA



## Unemployment Claimants (2020)



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.**

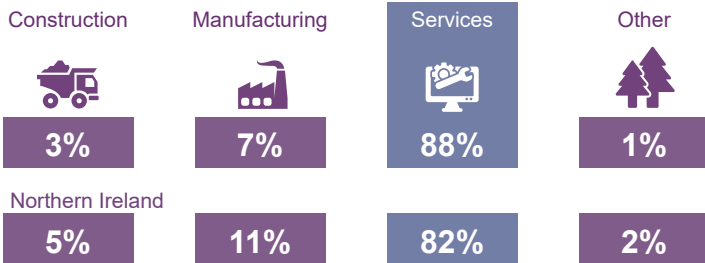
Unemployment annual averages data is derived from the Claimant Count as LFS figures fall below suppression thresholds. This is an administrative data source based on the numbers claiming unemployment-related benefits. It uses a different definition of unemployment to the LFS.

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

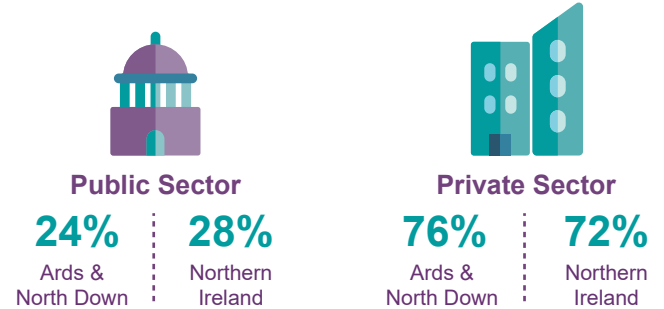
## Employee Jobs (2020)

**40,051** 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 (2020)

The median annual earnings for Northern Ireland are **£24,081**

### Place of Residence

Median annual earnings based on people living in the area -

**£25,214**



### Place of Work

Median annual earnings based on people working in the area -

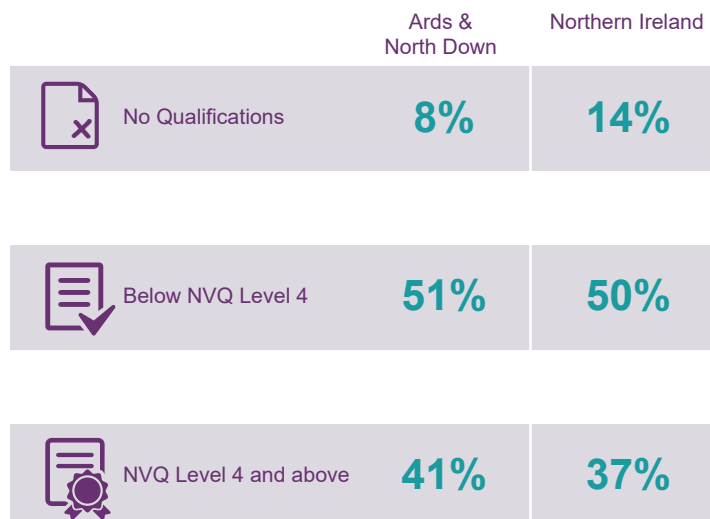
**£23,567**



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 (2019)



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

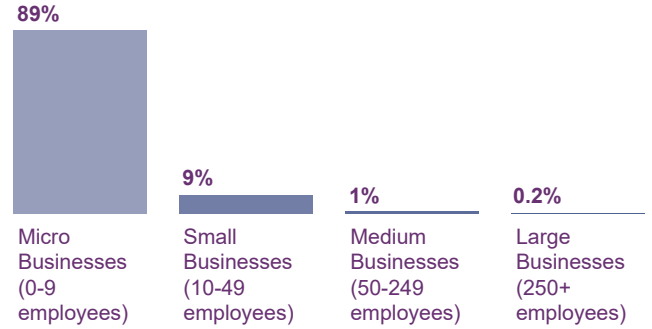
## Business Base (2021)

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.

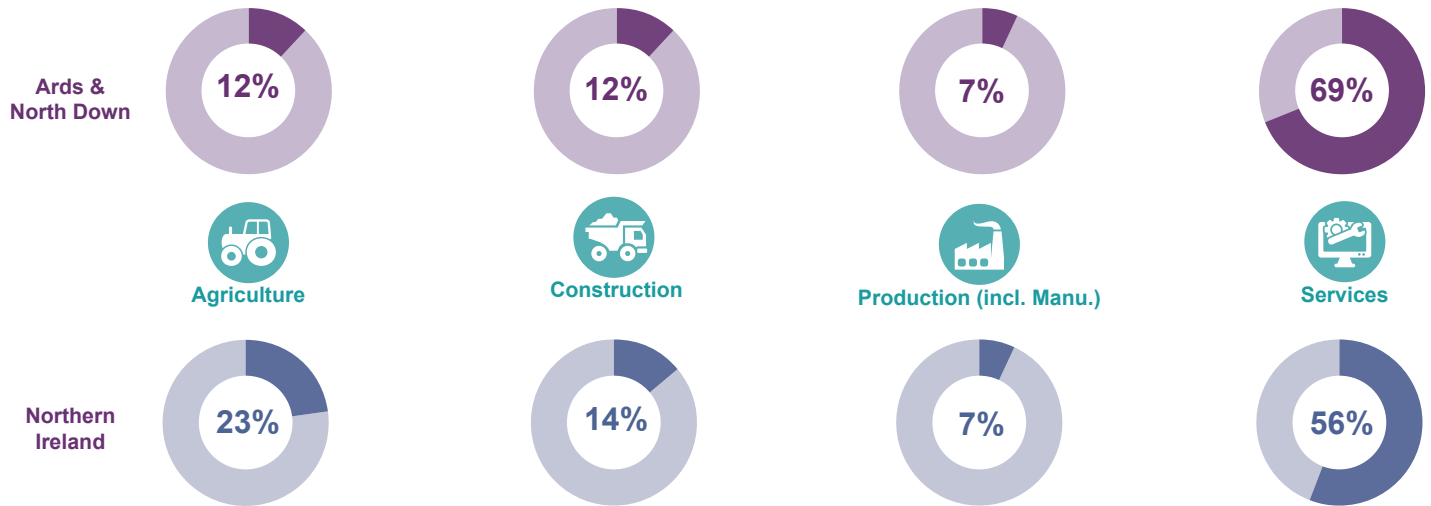
### Number of Registered Businesses



### Businesses by Size



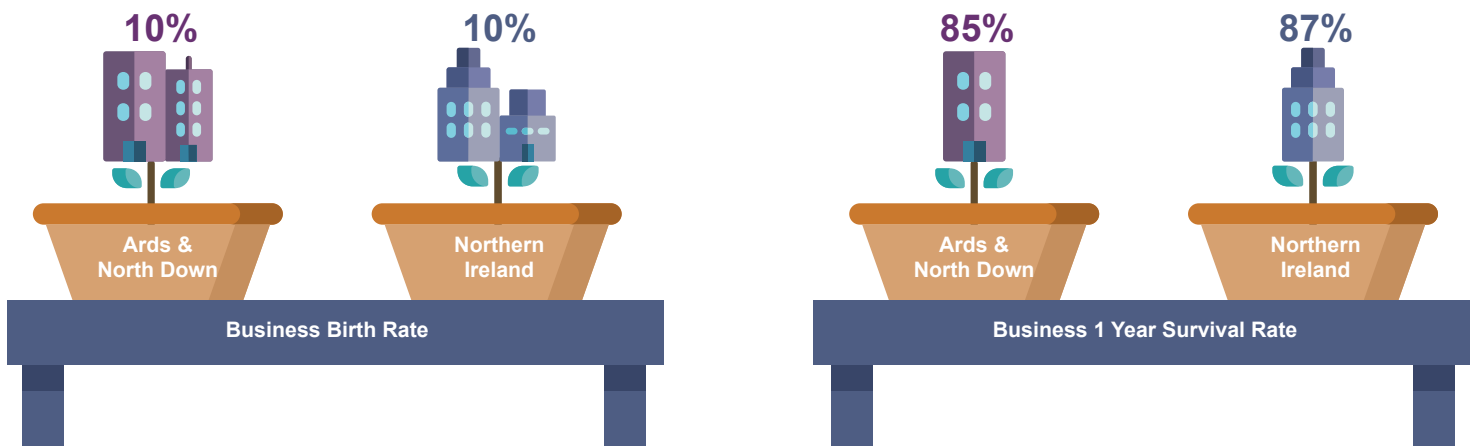
### Businesses by Sector



Source: Inter Departmental Business Register, NISRA

## Business Demography (2019)

A business birth is identified as a business who was present in the active business population dataset for 2019, but not in the two previous years. A business is deemed to have survived for one year if having been a birth in 2017, it is active in terms of employment and/or turnover in any part of 2018. Rates are expressed as a percentage of total active businesses.



Source: Inter Departmental Business Register, ONS



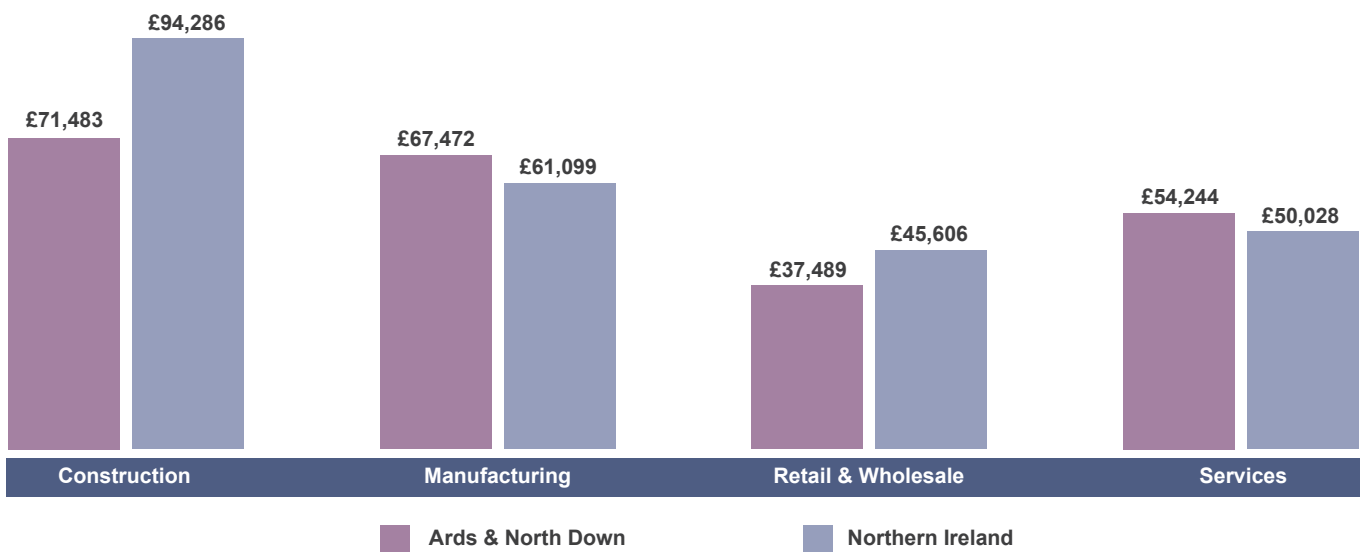
# Productivity Work-Place Based (2019)

Productivity is based on the Regional Gross Value Added (Balanced) in Current Prices (£). Regional GVA is the value generated by any unit engaged in the production of goods and services.

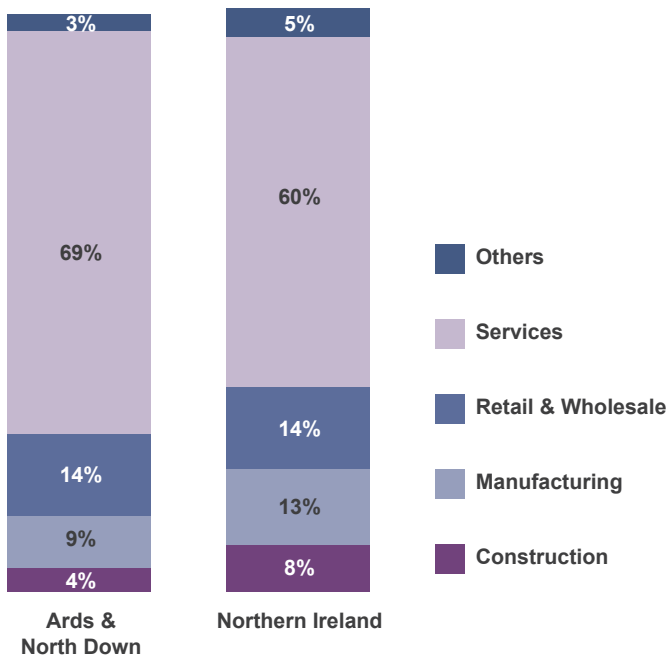
Per head calculations are made using employee jobs, rather than the resident population as this can be subject to distortion (due to the effects of commuting and variations in age distribution).



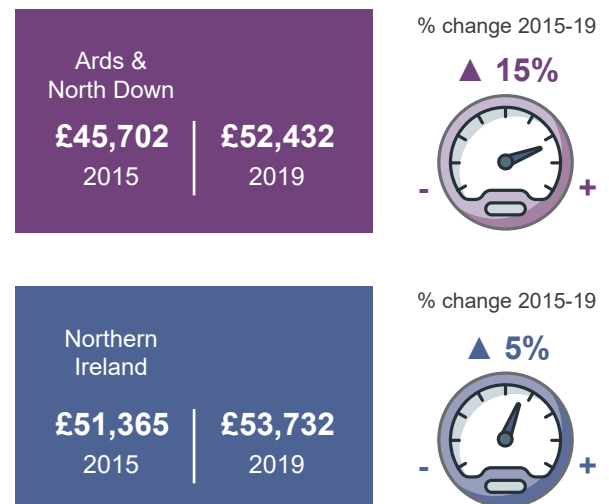
## GVA per Head by Industry



## Percentage of GVA by Industry



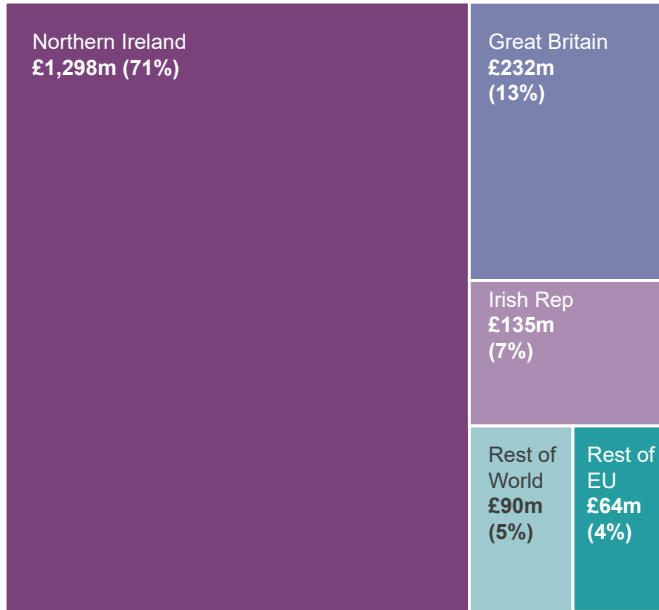
## GVA per Head (2015 - 2019)



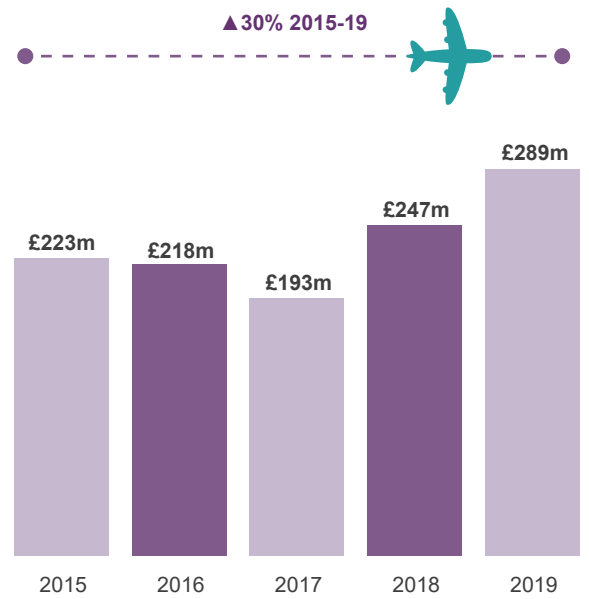
Source: Regional GVA (Balanced), ONS and Business Register Employment Survey, NISRA

# Exports (2019)

## Sales by Destination



## Exports 2015-2019



Note: Where a business has a head office outside NI the value has been categorised as "Unassigned". This accounts for approx. 7% of NI exports.

Source: Broad Economy Sales and Exports Statistics, NISRA

# Tourism (2019)

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



## Availability of Accommodation



## Tourism Jobs



## Visitor Attractions



The most popular visitor attractions in 2019 were:-

Pickie Fun Park	393,651
Mount Stewart House & Gardens	239,392
Ulster Folk & Transport Museum	172,712

Note: BRES are unable to provide 2020 tourism jobs due to disclosure issues.

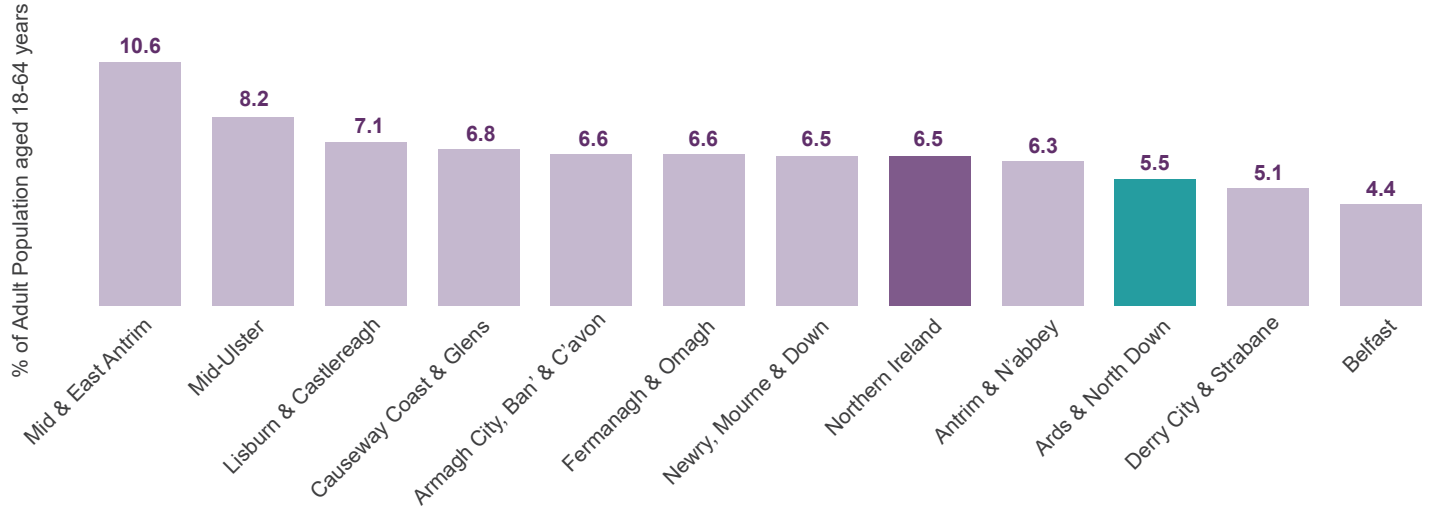
Source: Tourism Statistics, NISRA

# Entrepreneurship (2019)

Total Early-stage Entrepreneurial Activity (TEA) represents the percentage of the population aged 18-64 who are either nascent (in process of starting a business) or new entrepreneurs (running a business not older than 42 months).

Entrepreneurial activity is based on average TEA rates recorded over 2017-2019, which are grouped due to small sample sizes.

## Average TEA Rates across Council Areas (2017-2019)

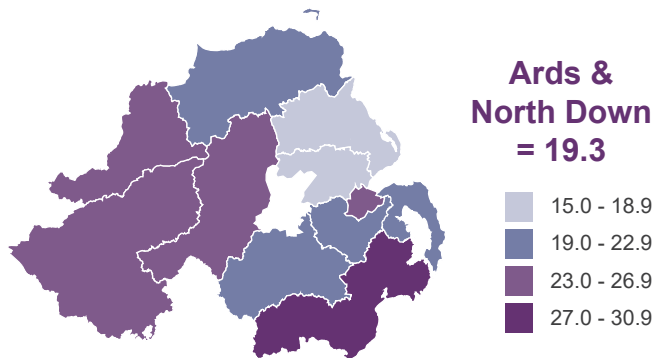


Source: Global Entrepreneurship Monitor (UK), Enterprise Research Centre

# Business Growth (2019)

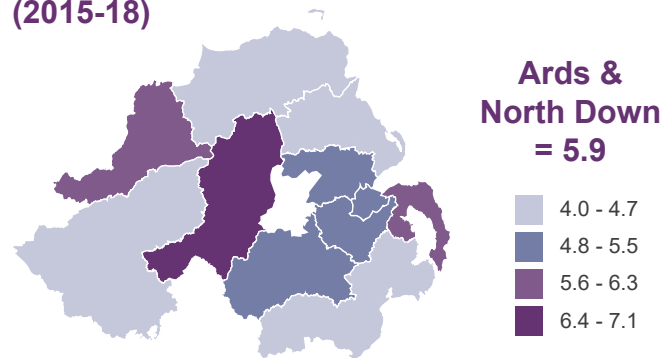
The NI Local Growth Dashboard presents a set of growth metrics for start-ups and existing firms based on the Office for National Statistics' Business Structure Database at Council Level.

## Start-ups per 10,000 Population



Number of start-ups can be seen as a headline metric of "entrepreneurial ability" and show variation across NI.

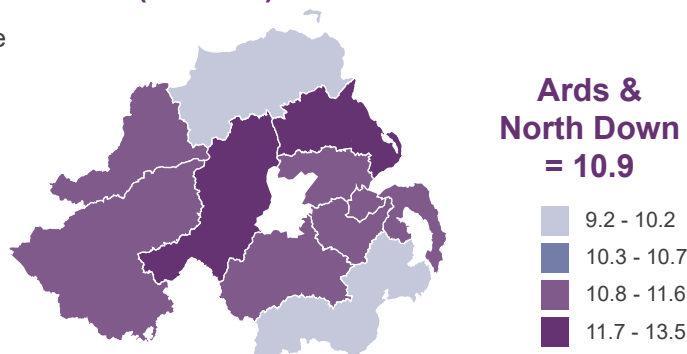
## High-Growth Incidence Rate, 20% threshold (2015-18)



High-Growth Firms are defined here as businesses with annual average employment growth of 20% or more over a three year period.

## Positive Productivity Incidence Rate (2015-18)

Positive productivity growth is where turnover and employment both increased, turnover at a faster rate.



Source: Queen's University Belfast & Enterprise Research Centre

# Data Tables

## Invest NI Key Performance Indicators, 2020

Council or Region	No of businesses	Full Time Staff	Sales £m	External Sales £m	Export Sales £m	Externally Owned - % of Businesses	Locally Owned - % of Businesses	Externally Owned - Employment %	Locally Owned - Employment %	Northern Ireland Sales £m	Great Britain Sales £m	EU27 Sales £m	Rest of World (excl EU27) Sales £m	Other (unassigned) Sales £m
Antrim & Newtownabbey	89	7,586	1,654	1,314	577	9%	91%	24%	76%	340	736	276	240	62
Ards & North Down	82	2,689	461	375	251	10%	90%	23%	77%	86	124	100	145	6
Armagh, Banbridge & Craigavon	186	18,107	3,103	2,653	1,126	9%	91%	51%	49%	450	1,526	729	389	9
Belfast	471	42,441	4,960	3,581	1,623	26%	74%	70%	30%	1,380	1,957	513	1,074	36
Causeway Coast & Glens	82	4,049	983	689	394	7%	93%	30%	70%	294	295	292	96	7
Derry & Strabane	113	7,826	787	510	393	12%	88%	46%	54%	276	118	196	197	0.01
Fermanagh & Omagh	124	6,736	1,369	1,112	479	9%	91%	27%	73%	257	633	394	85	0.01
Lisburn & Castlereagh	134	6,741	1,710	1,224	318	10%	90%	20%	80%	486	905	228	90	0.04
Mid & East Antrim	72	5,241	1,060	891	516	12.5%	87.5%	40%	60%	169	375	256	257	3
Mid Ulster	224	17,073	3,776	2,944	1,024	6%	94%	32%	68%	831	1,920	681	341	3
Newry, Mourne & Down	137	10,375	1,599	1,323	857	4%	96%	26%	74%	275	466	416	428	13
Eastern	471	42,441	4,960	3,581	1,623	26%	74%	70%	30%	1,380	1,957	513	1,074	36
North Eastern	161	12,827	2,714	2,205	1,093	11%	89%	30%	70%	509	1,112	531	497	65
North Western	195	11,875	1,770	1,200	787	10%	90%	41%	59%	570	413	487	293	7
Southern	353	19,806	3,770	2,922	1,427	8%	92%	24%	76%	848	1,495	744	664	19
Western	534	41,916	8,248	6,709	2,629	8%	92%	39%	61%	1,539	4,080	1,803	814	12
<b>NI</b>	<b>1,714</b>	<b>128,865</b>	<b>21,462</b>	<b>16,616</b>	<b>7,559</b>	<b>13%</b>	<b>87%</b>	<b>46%</b>	<b>54%</b>	<b>4,845</b>	<b>9,057</b>	<b>4,079</b>	<b>3,342</b>	<b>139</b>

## Invest NI Activity by District Council Area, 2016-17 to 2020-21

Council or Region	Externally-Owned					Locally-Owned					Total				
	No of businesses	No of Offers	Assistance £m	Investment £m	Assisted Jobs	No of businesses	No of Offers	Assistance £m	Investment £m	Assisted Jobs	No of businesses	No of Offers	Assistance £m	Investment £m	Assisted Jobs
Antrim & Newtownabbey	11	44	8.76	38.27	79	220	673	39.91	134.85	824	231	717	48.67	173.13	903
Ards & North Down	13	39	2.60	14.82	35	242	766	16.05	78.33	684	255	805	18.65	93.15	719
Armagh, Banbridge & Craigavon	18	100	9.72	37.20	20	491	1,649	48.29	214.60	1,441	509	1,749	58.01	251.80	1,461
Belfast	154	433	85.90	677.79	6,674	919	3,766	126.34	551.73	3,237	1,073	4,199	212.24	1,229.53	9,911
Causeway Coast & Glens	6	28	1.96	10.47	32	287	791	19.15	94.45	1,118	293	819	21.11	104.92	1,150
Derry & Strabane	18	67	21.13	141.88	1,219	317	946	29.39	132.81	967	335	1,013	50.52	274.69	2,186
Fermanagh & Omagh	13	53	1.98	12.91	89	278	825	16.15	81.32	911	291	878	18.13	94.23	1,000
Lisburn & Castlereagh	24	89	2.83	28.48	261	360	1,353	34.57	147.34	955	384	1,442	37.40	175.82	1,216
Mid & East Antrim	14	35	8.30	34.04	35	190	646	15.76	80.34	518	204	681	24.06	114.39	553
Mid Ulster	17	144	3.81	20.65	190	518	1,851	44.40	277.95	2,263	535	1,995	48.20	298.60	2,453
Newry, Mourne & Down	14	43	0.87	5.30	79	423	1,359	37.30	204.62	1,705	437	1,402	38.18	209.93	1,784
Eastern	154	433	85.90	677.79	6,674	919	3,766	126.34	551.73	3,237	1,073	4,199	212.24	1,229.53	9,911
North Eastern	25	79	17.06	72.32	114	410	1,319	55.67	215.20	1,342	435	1,398	72.72	287.51	1,456
North Western	24	95	23.10	152.35	1,251	604	1,737	48.54	227.26	2,084	628	1,832	71.63	379.61	3,335
Southern	51	171	6.30	48.60	375	1,025	3,478	87.93	430.29	3,344	1,076	3,649	94.22	478.90	3,719
Western	48	297	15.51	70.76	299	1,287	4,325	108.84	573.87	4,615	1,335	4,622	124.35	644.63	4,914
<b>NI</b>	<b>330</b>	<b>1,114</b>	<b>154.50</b>	<b>1,084.35</b>	<b>9,809</b>	<b>4,245</b>	<b>14,854</b>	<b>460.15</b>	<b>2,077.49</b>	<b>14,640</b>	<b>4,575</b>	<b>15,968</b>	<b>614.65</b>	<b>3,161.84</b>	<b>24,449</b>

NI total assistance includes an additional £34.37m which is not allocated at council level, as it benefits businesses across the whole of NI, and a further £5.11m offered to projects that have not yet settled on a location or are multi-locational.

## Population, 2020

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	29,838	21%	42,372	29%	47,025	33%	24,521	17%	143,756	8%
Ards & North Down	29,999	19%	42,442	26%	54,518	34%	35,097	22%	162,056	9%
Armagh, Banbridge & Craigavon	48,872	22%	64,936	30%	69,257	32%	34,167	16%	217,232	11%
Belfast	68,191	20%	120,943	35%	102,176	30%	51,250	15%	342,560	18%
Causeway Coast & Glens	28,606	20%	41,163	28%	48,084	33%	27,090	19%	144,943	8%
Derry & Strabane	32,738	22%	45,878	30%	49,065	32%	23,428	16%	151,109	8%
Fermanagh & Omagh	25,408	22%	33,128	28%	38,292	33%	20,509	17%	117,337	6%
Lisburn & Castlereagh	29,565	20%	42,576	29%	48,464	33%	25,847	18%	146,452	8%
Mid & East Antrim	26,827	19%	38,758	28%	46,934	34%	26,924	19%	139,443	7%
Mid Ulster	34,800	23%	45,952	31%	46,209	31%	21,992	15%	148,953	8%
Newry, Mourne & Down	40,972	23%	53,608	30%	57,965	32%	29,124	16%	181,669	10%
Eastern	68,191	20%	120,943	35%	102,176	30%	51,250	15%	342,560	18%
North Eastern	56,665	20%	81,130	29%	93,959	33%	51,445	18%	283,199	15%
North Western	61,344	21%	87,041	29%	97,149	33%	50,518	17%	296,052	16%
Southern	100,536	21%	138,626	28%	160,947	33%	90,068	18%	490,177	26%
Western	109,080	23%	144,016	30%	153,758	32%	76,668	16%	483,522	26%
<b>NI</b>	<b>395,816</b>	<b>21%</b>	<b>571,756</b>	<b>30%</b>	<b>607,989</b>	<b>32%</b>	<b>319,949</b>	<b>17%</b>	<b>1,895,510</b>	<b>100%</b>

## Labour Market Structure, 2019 (16-64 Working-Age Population) and Claimant Count, 2020

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)
Antrim & Newtownabbey	73,000	79%	19,000	21%	71,000	77%	7,000	10%	3,315	4%	750	23%
Ards & North Down	73,000	75%	25,000	25%	72,000	73%	10,000	14%	3,960	4%	845	21%
Armagh, Banbridge & Craigavon	98,000	74%	34,000	26%	96,000	72%	14,000	14%	5,120	4%	1,085	21%
Belfast	152,000	70%	67,000	31%	148,000	68%	15,000	10%	12,575	6%	2,535	20%
Causeway Coast & Glens	57,000	70%	25,000	30%	55,000	68%	11,000	19%	4,205	5%	955	23%
Derry & Strabane	66,000	70%	29,000	30%	65,000	68%	10,000	16%	6,100	6%	1,355	22%
Fermanagh & Omagh	48,000	67%	24,000	33%	47,000	65%	9,000	19%	2,605	4%	565	22%
Lisburn & Castlereagh	74,000	83%	16,000	17%	73,000	81%	10,000	14%	2,815	3%	590	21%
Mid & East Antrim	63,000	76%	20,000	24%	62,000	74%	9,000	15%	3,580	4%	730	20%
Mid Ulster	73,000	78%	21,000	22%	71,000	75%	13,000	18%	3,305	4%	725	22%
Newry, Mourne & Down	83,000	76%	27,000	24%	81,000	74%	15,000	18%	5,105	5%	1,170	23%
Eastern	152,000	70%	67,000	31%	148,000	68%	15,000	10%	12,575	6%	2,535	20%
North Eastern	136,000	78%	39,000	22%	133,000	76%	16,000	12%	6,895	4%	1,480	21%
North Western	123,000	69%	54,000	31%	120,000	68%	21,000	17%	10,305	6%	2,310	22%
Southern	230,000	77%	68,000	23%	226,000	76%	35,000	15%	11,880	4%	2,605	22%
Western	219,000	73%	79,000	27%	214,000	71%	36,000	17%	11,030	4%	2,375	22%
<b>NI</b>	<b>862,000</b>	<b>74%</b>	<b>306,000</b>	<b>26%</b>	<b>839,000</b>	<b>72%</b>	<b>122,000</b>	<b>15%</b>	<b>52,680</b>	<b>5%</b>	<b>11,305</b>	<b>21%</b>

## Employee Jobs, 2020

Council or Region	All Jobs	% of All Northern Ireland Jobs	Construction	Construction %	Manufacturing	Manufacturing %	Services	Services %	Other	Other %	Public Sector	Private Sector
Antrim & Newtownabbey	59,715	8%	3,033	5%	7,001	12%	48,408	81%	1,272	2%	13,938 (23%)	45,777 (77%)
Ards & North Down	40,051	5%	1,359	3%	2,867	7%	35,302	88%	522	1%	9,652 (24%)	30,399 (76%)
Armagh, Banbridge & Craigavon	78,056	10%	3,840	5%	13,304	17%	59,765	77%	1,147	1%	19,957 (26%)	58,099 (74%)
Belfast	226,559	30%	4,739	2%	9,252	4%	210,211	93%	2,357	1%	69,274 (31%)	157,285 (69%)
Causeway Coast & Glens	41,437	5%	2,368	6%	4,396	11%	34,009	82%	664	2%	10,772 (26%)	30,665 (74%)
Derry & Strabane	59,085	8%	3,137	5%	6,061	10%	49,076	83%	810	1%	19,730 (33%)	39,355 (67%)
Fermanagh & Omagh	43,029	6%	3,276	8%	6,239	14%	32,431	75%	1,082	3%	13,403 (31%)	29,626 (69%)
Lisburn & Castlereagh	58,582	8%	3,265	6%	5,683	10%	48,889	83%	744	1%	20,014 (34%)	38,568 (66%)
Mid & East Antrim	43,583	6%	2,106	5%	6,823	16%	33,894	78%	761	2%	10,875 (25%)	32,708 (75%)
Mid Ulster	57,954	8%	5,586	10%	16,284	28%	34,878	60%	1,205	2%	10,722 (19%)	47,232 (81%)
Newry, Mourne & Down	59,018	8%	4,158	7%	7,478	13%	45,867	78%	1,515	3%	14,666 (25%)	44,352 (75%)
Eastern	226,559	30%	4,739	2%	9,252	4%	210,211	93%	2,357	1%	69,274 (31%)	157,285 (69%)
North Eastern	103,298	13%	5,139	5%	13,824	13%	82,302	80%	2,033	2%	24,813 (24%)	78,485 (76%)
North Western	100,522	13%	5,505	5%	10,457	10%	83,085	83%	1,474	1%	30,502 (30%)	70,020 (70%)
Southern	157,651	21%	8,782	6%	16,028	10%	130,058	82%	2,781	2%	44,332 (28%)	113,319 (72%)
Western	179,039	23%	12,702	7%	35,827	20%	127,074	71%	3,434	2%	40,082 (25%)	134,957 (75%)
<b>NI</b>	<b>767,070</b>	<b>100%</b>	<b>36,867</b>	<b>5%</b>	<b>85,391</b>	<b>11%</b>	<b>632,731</b>	<b>82%</b>	<b>12,081</b>	<b>2%</b>	<b>213,003 (28%)</b>	<b>554,067 (72%)</b>



## Earnings (Basic and Other, Full-Time, Private Sector), 2020 and Qualifications, 2019

Council or Region	Median Annual Earnings Place of Residence	Median Annual Earnings Place of Work	No Qualifications	No Qualifications %	Qualifications Below NVQ Level 4	Qualifications Below NVQ Level 4 %	Qualifications NVQ Level 4 and above	Qualifications NVQ Level 4 and above %
Antrim & Newtownabbey	24,001	24,055	9,000	10%	48,000	53%	34,000	38%
Ards & North Down	25,214	23,567	8,000	8%	50,000	51%	40,000	41%
Armagh, Banbridge & Craigavon	24,868	24,205	16,000	12%	71,000	55%	43,000	33%
Belfast	24,038	27,973	39,000	18%	98,000	46%	76,000	36%
Causeway Coast & Glens	22,205	21,394	14,000	18%	38,000	47%	28,000	35%
Derry & Strabane	22,651	23,238	16,000	18%	45,000	48%	31,000	34%
Fermanagh & Omagh	22,672	21,632	13,000	19%	36,000	51%	21,000	30%
Lisburn & Castlereagh	28,402	21,208	5,000	5%	38,000	44%	45,000	51%
Mid & East Antrim	23,755	23,420	8,000	10%	40,000	49%	33,000	41%
Mid Ulster	22,921	23,160	16,000	17%	45,000	49%	31,000	34%
Newry, Mourne & Down	23,920	24,718	14,000	13%	57,000	53%	37,000	34%
Eastern	24,038	27,973	39,000	18%	98,000	46%	76,000	36%
North Eastern	23,918	23,594	17,000	10%	88,000	51%	67,000	39%
North Western	22,419	22,226	30,000	18%	83,000	48%	59,000	35%
Southern	25,111	23,296	27,000	9%	145,000	49%	122,000	41%
Western	23,911	23,299	45,000	15%	152,000	52%	95,000	33%
<b>NI</b>	<b>24,081</b>	<b>24,081</b>	<b>158,000</b>	<b>14%</b>	<b>566,000</b>	<b>50%</b>	<b>420,000</b>	<b>37%</b>

## Business Base, 2021

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	4,360	6%	3,790	87%	430	10%	105	2%	25	1%
Ards & North Down	4,790	6%	4,285	89%	430	9%	65	1%	10	0.2%
Armagh, Banbridge & Craigavon	8,930	12%	8,080	90%	675	8%	145	2%	30	0.3%
Belfast	11,300	15%	9,080	80%	1,635	14%	440	4%	140	1%
Causeway Coast & Glens	6,085	8%	5,575	92%	420	7%	75	1%	15	0.2%
Derry & Strabane	5,410	7%	4,865	90%	460	9%	65	1%	20	0.4%
Fermanagh & Omagh	8,285	11%	7,800	94%	395	5%	70	1%	15	0.2%
Lisburn & Castlereagh	5,170	7%	4,510	87%	535	10%	90	2%	30	1%
Mid & East Antrim	5,040	6%	4,595	91%	365	7%	60	1%	10	0.2%
Mid Ulster	9,220	12%	8,470	92%	600	7%	135	1%	20	0.2%
Newry, Mourne & Down	9,045	12%	8,295	92%	625	7%	110	1%	15	0.2%
Eastern	11,300	15%	9,080	80%	1,635	14%	440	4%	140	1%
North Eastern	9,400	12%	8,385	89%	795	8%	165	2%	35	0.4%
North Western	11,495	15%	10,440	91%	880	8%	140	1%	35	0.3%
Southern	19,005	24%	17,090	90%	1,590	8%	265	1%	55	0.3%
Western	26,435	34%	24,350	92%	1,670	6%	350	1%	65	0.2%
<b>NI</b>	<b>77,640</b>	<b>100%</b>	<b>69,350</b>	<b>89%</b>	<b>6,575</b>	<b>8%</b>	<b>1,375</b>	<b>2%</b>	<b>335</b>	<b>0.4%</b>

## Business Base, 2021 and Business Demography, 2019

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	710	16%	570	13%	335	8%	2,745	63%	340	9%	290	92%
Ards & North Down	575	12%	580	12%	335	7%	3,295	69%	440	10%	340	85%
Armagh, Banbridge & Craigavon	2,385	27%	1,245	14%	685	8%	4,620	52%	660	10%	555	89%
Belfast	45	0.4%	860	8%	610	5%	9,790	87%	1,495	12%	980	81%
Causeway Coast & Glens	1,920	32%	1,035	17%	345	6%	2,790	46%	390	9%	340	87%
Derry & Strabane	1,260	23%	880	16%	370	7%	2,900	54%	465	10%	450	91%
Fermanagh & Omagh	3,710	45%	1,140	14%	470	6%	2,970	36%	430	9%	375	92%
Lisburn & Castlereagh	630	12%	670	13%	425	8%	3,440	67%	550	12%	370	88%
Mid & East Antrim	1,405	28%	655	13%	385	8%	2,590	51%	385	10%	345	90%
Mid Ulster	3,225	35%	1,575	17%	855	9%	3,560	39%	515	8%	475	90%
Newry, Mourne & Down	2,350	26%	1,620	18%	650	7%	4,420	49%	955	13%	630	87%
Eastern	45	0.4%	860	8%	610	5%	9,790	87%	1,495	12%	980	81%
North Eastern	2,115	23%	1,225	13%	720	8%	5,335	57%	725	9%	635	91%
North Western	3,180	28%	1,915	17%	715	6%	5,690	49%	855	9%	790	89%
Southern	3,555	19%	2,870	15%	1,410	7%	11,155	59%	1,945	12%	1,340	87%
Western	9,320	35%	3,960	15%	2,010	8%	11,150	42%	1,605	9%	1,405	90%
<b>NI</b>	<b>18,215</b>	<b>23%</b>	<b>10,830</b>	<b>14%</b>	<b>5,460</b>	<b>7%</b>	<b>43,135</b>	<b>56%</b>	<b>6,625</b>	<b>10%</b>	<b>5,150</b>	<b>87%</b>

## GVA per Employee Job, 2019

Council or Region	Total	Construction	Manu.	Retail & Wholesale	Services	2015	2016	2017	2018	2019	Construction	Manu.	Retail & Wholesale	Services	Others
	GVA per Head					GVA per Head - Time Series					GVA % of Total Council				
Antrim & Newtownabbey	52,350	97,303	71,215	48,848	45,502	50,324	49,262	52,103	53,395	52,350	9%	15%	18%	54%	4%
Ards & North Down	52,432	71,483	67,472	37,489	54,244	45,702	49,923	50,870	51,242	52,432	4%	9%	14%	69%	3%
Armagh, Banbridge & Craigavon	49,833	82,487	56,607	40,872	46,697	47,531	48,830	49,913	48,887	49,833	8%	19%	15%	52%	6%
Belfast	57,659	130,023	64,848	50,808	54,349	50,911	54,358	55,882	57,502	57,659	5%	5%	11%	76%	4%
Causeway Coast & Glens	50,655	90,078	61,809	46,028	46,424	48,620	53,172	53,309	50,476	50,655	9%	12%	17%	56%	5%
Derry & Strabane	48,407	76,565	66,249	40,338	44,621	44,229	47,776	48,763	48,371	48,407	7%	14%	13%	62%	4%
Fermanagh & Omagh	51,525	65,217	62,865	52,001	45,749	48,065	50,431	50,881	50,694	51,525	9%	16%	18%	49%	8%
Lisburn & Castlereagh	53,192	132,785	55,803	39,105	49,552	50,137	51,613	51,993	53,258	53,192	13%	10%	14%	59%	3%
Mid & East Antrim	52,930	75,036	55,578	42,642	48,878	74,716	70,170	63,394	52,455	52,930	7%	17%	15%	52%	9%
Mid Ulster	57,188	99,699	57,518	52,109	46,448	57,859	57,492	57,560	56,884	57,188	15%	29%	17%	31%	7%
Newry, Mourne & Down	53,072	77,136	64,729	43,520	48,776	51,164	51,895	52,457	51,180	53,072	10%	16%	16%	52%	7%
Eastern	57,659	130,023	64,848	50,808	54,349	50,911	54,358	55,882	57,502	57,659	5%	5%	11%	76%	4%
North Eastern	52,594	88,059	63,021	46,244	46,832	60,995	57,956	56,859	52,992	52,594	8%	16%	17%	53%	6%
North Western	49,338	82,662	64,401	42,940	45,330	46,093	50,023	50,676	49,258	49,338	8%	13%	15%	59%	4%
Southern	52,957	97,142	62,043	40,315	50,559	49,338	51,283	51,877	51,962	52,957	10%	12%	15%	59%	5%
Western	52,638	85,640	58,032	47,131	46,381	50,907	51,964	52,593	51,909	52,638	11%	22%	17%	44%	6%
<b>NI</b>	<b>53,732</b>	<b>94,286</b>	<b>61,099</b>	<b>45,606</b>	<b>50,028</b>	<b>51,365</b>	<b>53,144</b>	<b>53,781</b>	<b>53,320</b>	<b>53,732</b>	<b>8%</b>	<b>13%</b>	<b>14%</b>	<b>60%</b>	<b>5%</b>

## Exports, 2019

Council or Region	NI Sales (£m)	GB Sales (£m)	Irish Rep. Exports (£m)	Rest of EU Exports (£m)	Rest of World Exports (£m)	NI Sales %	GB Sales %	Irish Rep. Exports %	Rest of EU Exports %	Rest of World Exports %	Exports 2015	Exports 2016	Exports 2017	Exports 2018	Exports 2019
Antrim & Newtownabbey	5,569	792	418	201	319	76%	11%	6%	3%	4%	730	845	778	851	938
Ards & North Down	1,298	232	135	64	90	71%	13%	7%	4%	5%	223	218	193	247	289
Armagh, Banbridge & Craigavon	3,318	1,658	634	494	670	49%	24%	9%	7%	10%	1,274	1,132	1,469	1,586	1,798
Belfast	11,885	2,078	557	389	1,511	72%	13%	3%	2%	9%	2,193	2,248	2,495	2,764	2,457
Causeway Coast & Glens	2,016	378	296	213	149	66%	12%	10%	7%	5%	248	369	497	604	658
Derry & Strabane	1,727	229	228	50	206	71%	9%	9%	2%	8%	647	611	496	463	484
Fermanagh & Omagh	1,853	714	386	73	74	60%	23%	12%	2%	2%	220	278	426	428	533
Lisburn & Castlereagh	3,412	936	377	80	149	69%	19%	8%	2%	3%	532	494	502	517	606
Mid & East Antrim	1,570	440	145	89	70	68%	19%	6%	4%	3%	330	273	259	264	303
Mid Ulster	4,236	1,286	575	393	281	63%	19%	8%	6%	4%	1,087	675	908	1,281	1,249
Newry, Mourne & Down	2,582	1,168	478	215	922	48%	22%	9%	4%	17%	949	1,116	1,432	1,728	1,615
Eastern	11,885	2,078	557	389	1,511	72%	13%	3%	2%	9%	2,193	2,248	2,495	2,764	2,457
North Eastern	7,139	1,232	562	290	389	74%	13%	6%	3%	4%	1,059	1,118	1,037	1,114	1,241
North Western	3,742	607	524	264	355	68%	11%	10%	5%	6%	895	980	993	1,066	1,142
Southern	7,293	2,336	990	360	1,160	60%	19%	8%	3%	10%	1,705	1,827	2,128	2,493	2,510
Western	9,406	3,658	1,595	961	1,025	57%	22%	10%	6%	6%	2,581	2,086	2,803	3,294	3,581
<b>NI</b>	<b>48,938</b>	<b>11,279</b>	<b>4,501</b>	<b>2,408</b>	<b>4,799</b>	<b>68%</b>	<b>16%</b>	<b>6%</b>	<b>3%</b>	<b>7%</b>	<b>9,440</b>	<b>9,638</b>	<b>10,323</b>	<b>11,662</b>	<b>11,708</b>

## Tourism, 2019 and Tourism Jobs, 2019

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 (2019)	Tourism Jobs (% All Jobs 2019)
Antrim & Newtownabbey	132,344	2%	24	2%	3,309	5%	6%	4%	1%	4,806	8%
Ards & North Down	311,718	6%	52	5%	2,393	4%	4%	5%	4%	5,506	14%
Armagh, Banbridge & Craigavon	181,477	3%	27	3%	1,430	2%	3%	6%	1%	5,352	7%
Belfast	1,875,068	34%	417	40%	17,174	28%	48%	9%	12%	21,863	9%
Causeway Coast & Glens	1,094,503	20%	192	18%	18,301	29%	9%	34%	54%	5,377	13%
Derry & Strabane	308,336	6%	71	7%	4,268	7%	9%	11%	3%	5,406	9%
Fermanagh & Omagh	427,568	8%	79	8%	4,460	7%	5%	7%	9%	3,832	9%
Lisburn & Castlereagh	194,860	4%	20	2%	1,367	2%	3%	3%	2%	4,816	8%
Mid & East Antrim	286,337	5%	57	5%	2,578	4%	6%	8%	3%	4,226	10%
Mid Ulster	146,964	3%	20	2%	1,781	3%	3%	4%	3%	3,722	6%
Newry, Mourne & Down	516,203	9%	84	8%	5,040	8%	6%	9%	8%	5,897	10%
Eastern	1,875,068	34%	417	40%	17,174	28%	48%	9%	12%	21,863	10%
North Eastern	418,681	8%	81	8%	5,887	9%	12%	12%	4%	9,032	9%
North Western	1,402,838	26%	263	25%	22,569	36%	18%	45%	57%	10,783	11%
Southern	1,022,780	19%	156	15%	8,800	14%	12%	17%	13%	16,219	10%
Western	756,009	14%	126	12%	7,671	12%	10%	17%	13%	12,906	7%
NI	5,475,376	100%	1,044	100%	62,101	100%	100%	100%	100%	70,803	9%

## Entrepreneurship, 2019 and Business Growth, 2019

Council or Region	Total Early-stage Entrepreneurial Activity	Start-ups per 10,000 Population	High-growth Incidence Rate, 20% threshold (2014-17)	Positive Productivity Incidence Rate (2014-17)
Antrim & Newtownabbey	6.3	17.0	5.1	11.1
Ards & North Down	5.5	19.3	5.9	10.9
Armagh, Banbridge & Craigavon	6.6	20.6	5.3	11.0
Belfast	4.4	25.3	4.9	11.3
Causeway Coast & Glens	6.8	22.0	4.5	9.9
Derry & Strabane	5.1	23.2	6.3	10.8
Fermanagh & Omagh	6.6	24.0	4.0	10.9
Lisburn & Castlereagh	7.1	21.1	5.0	11.2
Mid & East Antrim	10.6	16.2	4.1	11.8
Mid Ulster	8.2	23.7	6.9	12.8
Newry, Mourne & Down	6.5	27.6	4.1	10.0
<b>NI</b>	<b>6.5</b>	<b>22.3</b>	<b>5.1</b>	<b>11.1</b>



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