

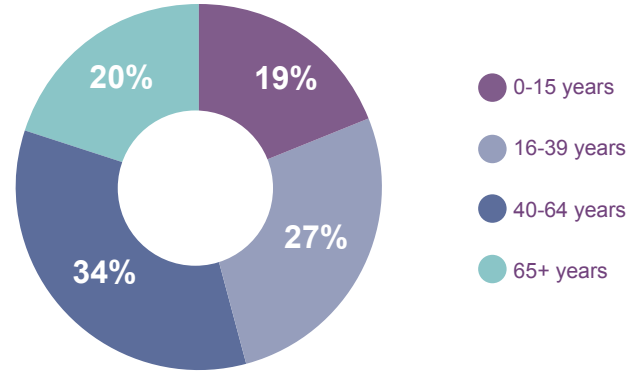
## Population (2014)

Total  
Population  
**157,931**



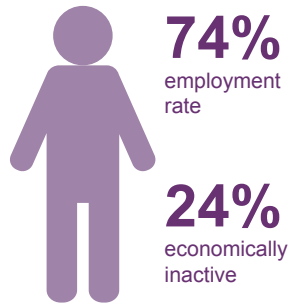
**9% of total  
NI population**

## Population by Age



## Labour Market (2014)

Ards & North Down

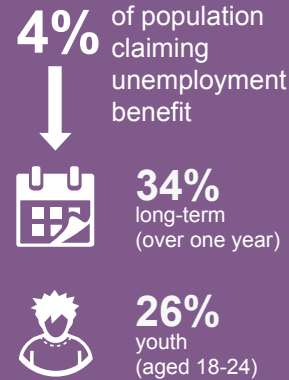


Northern Ireland

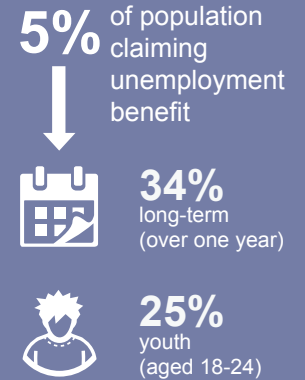


Labour market is composed of Economically Inactive and Economically Active (latter includes those in employment AND those seeking work)

Ards & North Down



Northern Ireland



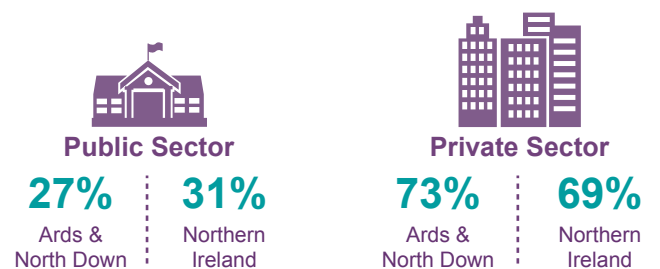
## Jobs (2013)

**37,044** employee jobs\*



\*These figures do not include the self-employed or agricultural labour

## Public/Private Sector Employment



## Earnings (2014)

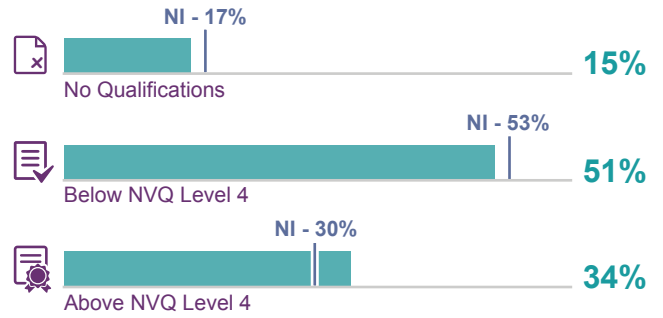


**£22,000** Ards & North Down

**£21,345** Northern Ireland

Median gross annual earnings by place of work for full-time private sector employees

## Qualifications (2014)



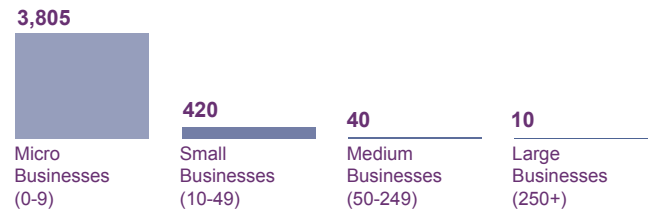
## Business Base (2014)

### Number of Registered Businesses



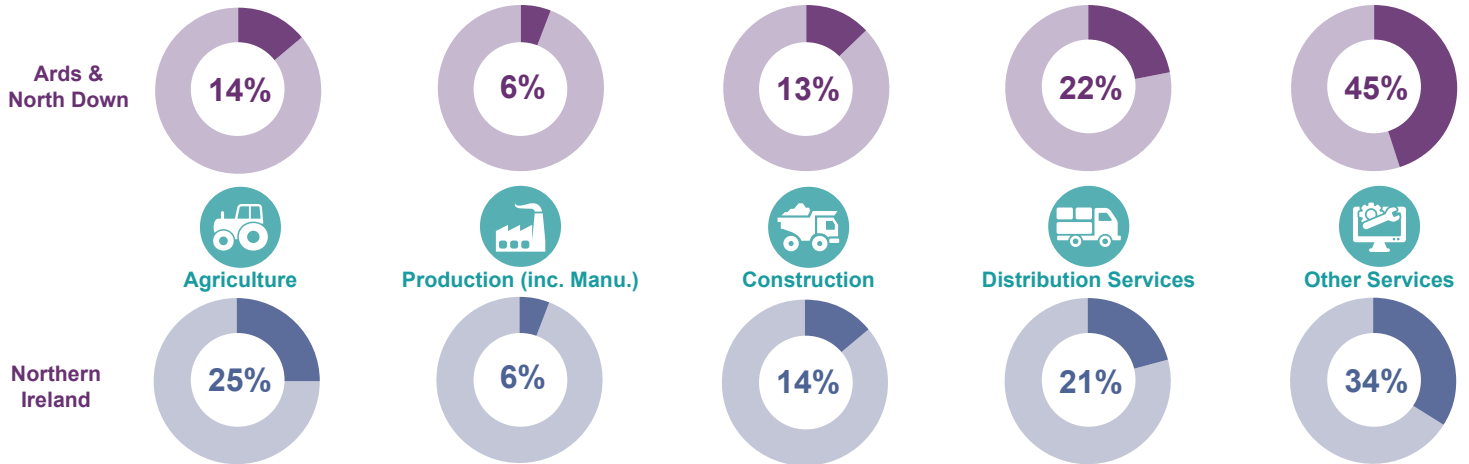
(This accounts for **6%** of all the businesses in Northern Ireland)

### Businesses by Size

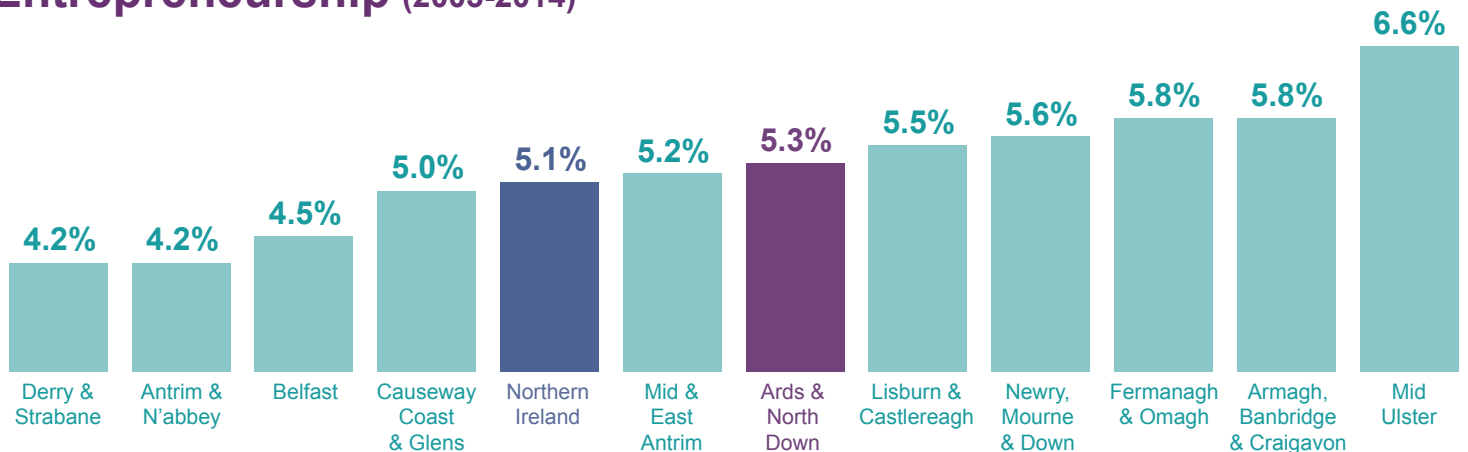


Sub-totals based on rounded data

### Businesses by Sector



## Entrepreneurship (2003-2014)



Based on the percentage of the population who have started or are in the process of starting a business

# Invest NI Support (2010-11 to 2014-15)

Support Provided by Invest NI

Total support = £15m



Business Investment Secured

Total investment = £82m



- Externally Owned Businesses
- Locally Owned Businesses

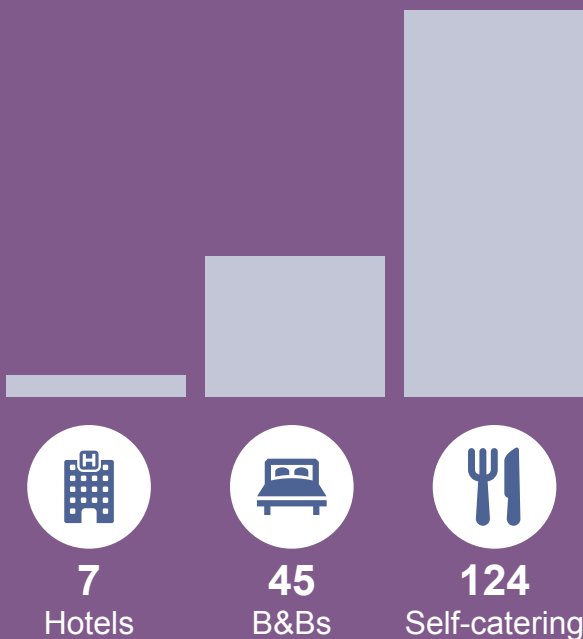
## Tourism

### Tourism Jobs (2013)



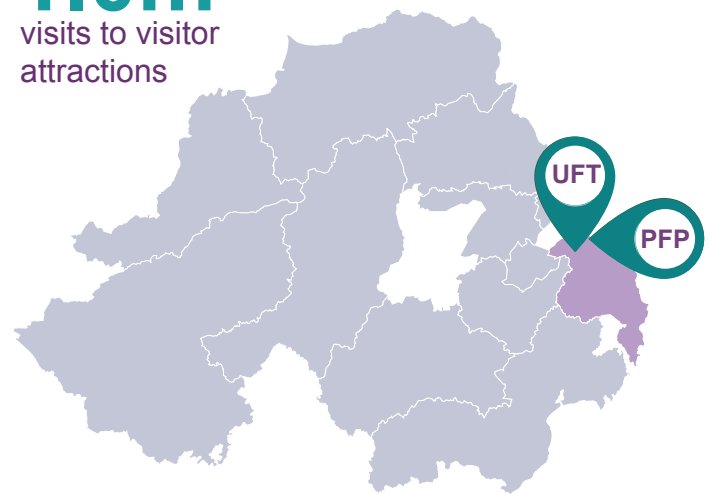
↳ **4,595** tourism jobs ✈️  
 (8% of all jobs in Northern Ireland are within the tourist industry)

### Accommodation (2014)



### Visitor Attractions (2014)

**1.0m**  
 visits to visitor attractions



Pickie Fun Park and the Ulster Folk and Transport Museum were the most popular visitor attractions in 2014

Find out more about Tourism NI