

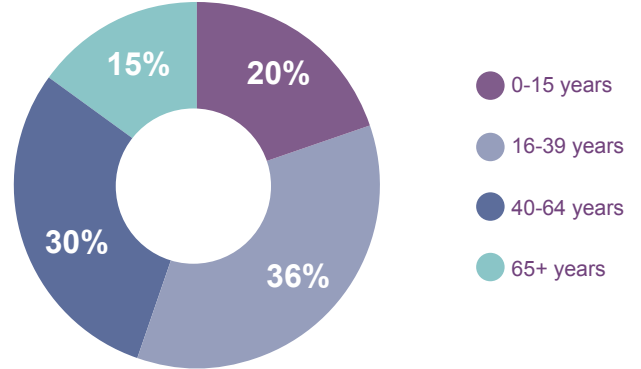
### Population (2014)

Total  
Population  
**336,830**



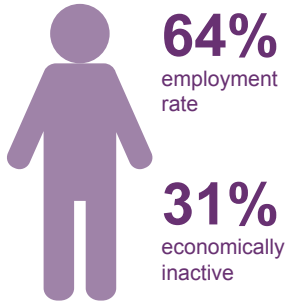
**18% of total  
NI population**

### Population by Age

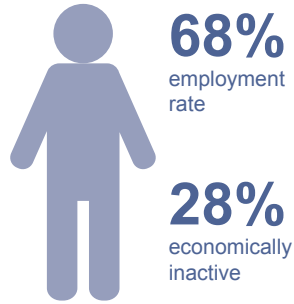


### Labour Market (2014)

Belfast

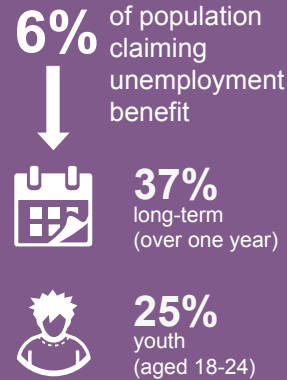


Northern Ireland

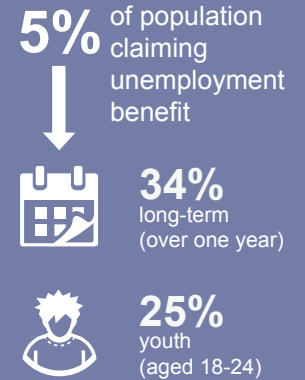


Labour market is composed of Economically Inactive and Economically Active (latter includes those in employment AND those seeking work)

Belfast



Northern Ireland



### Jobs (2013)

**210,424** employee jobs\*

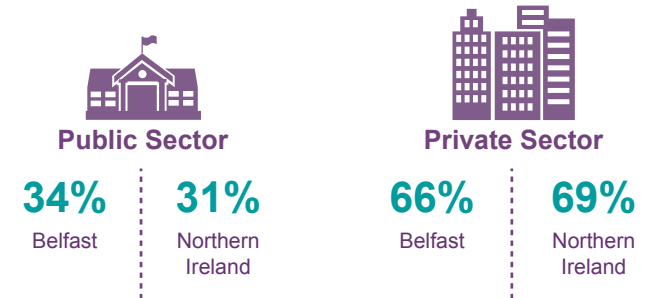


Northern Ireland



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

### Public/Private Sector Employment



## Earnings (2014)

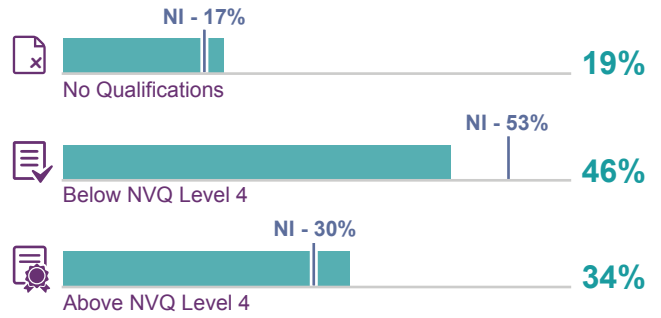


**£25,650** Belfast

**£21,345** Northern Ireland

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

## Qualifications (2014)



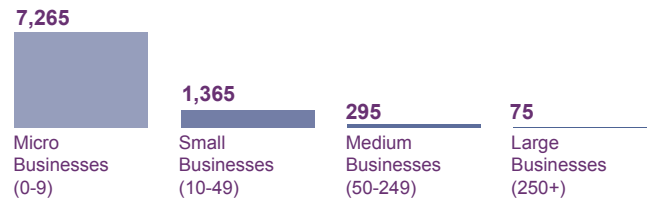
## Business Base (2014)

### Number of Registered Businesses



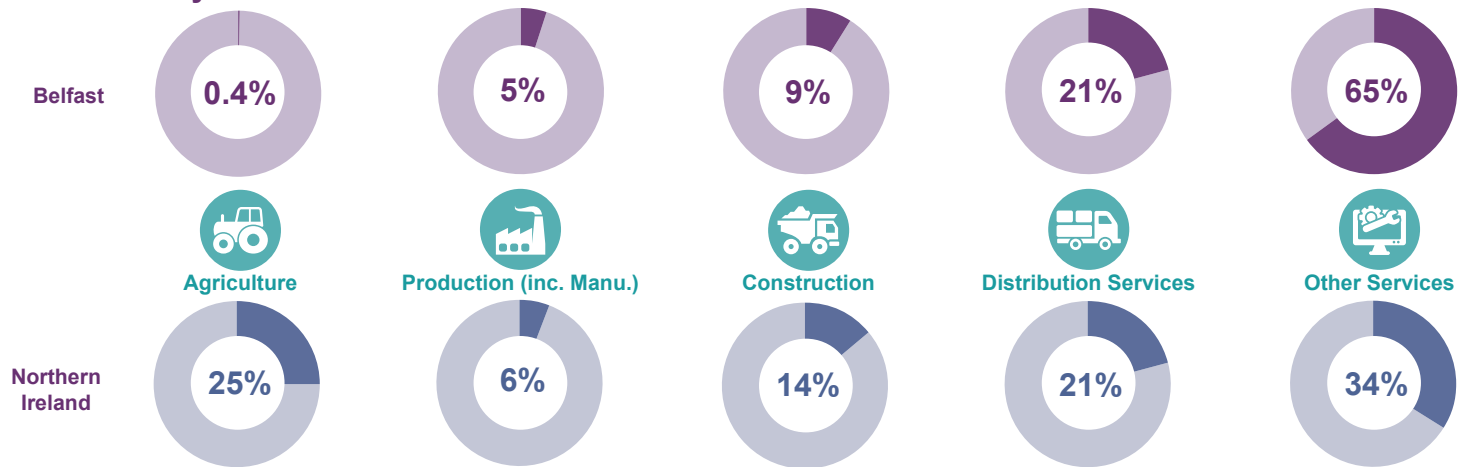
(This accounts for **13%** of all the businesses in Northern Ireland)

### Businesses by Size

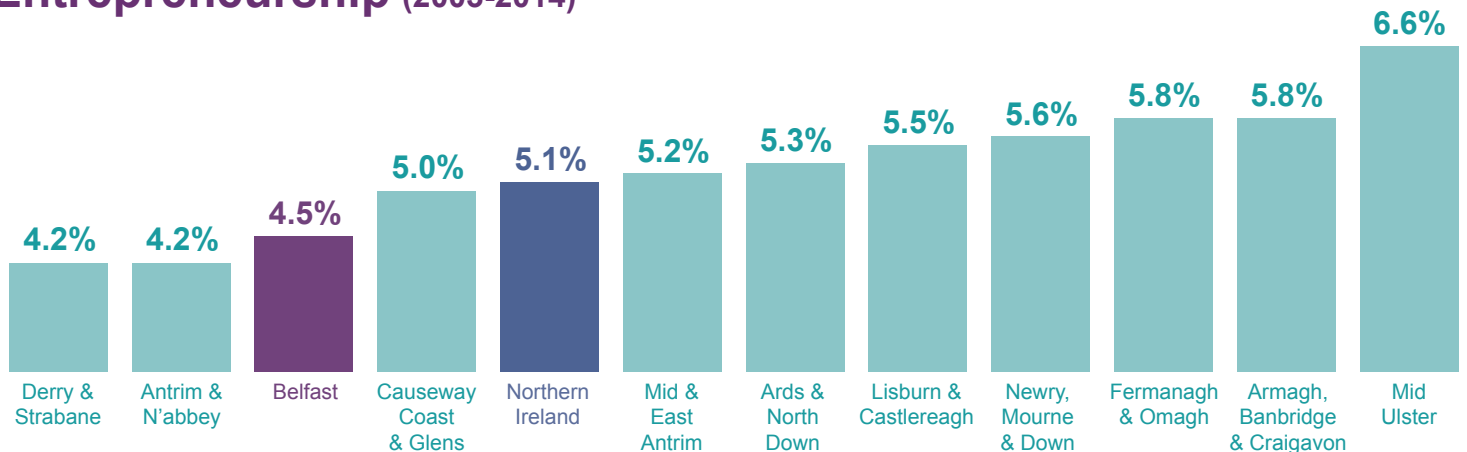


Sub-totals based on rounded data

### 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 = £330m

Business Investment Secured

Total investment = £1,699m



- Externally Owned Businesses
- Locally Owned Businesses

## Tourism

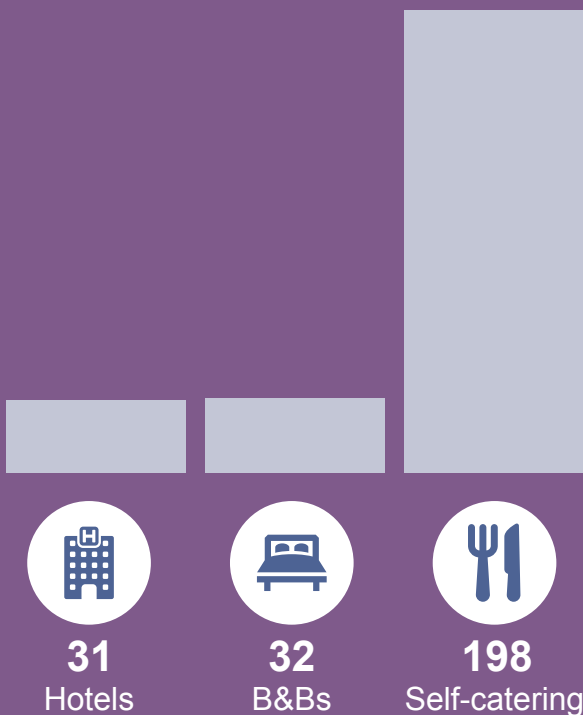
### Tourism Jobs (2013)



↳ **17,319** tourism jobs 

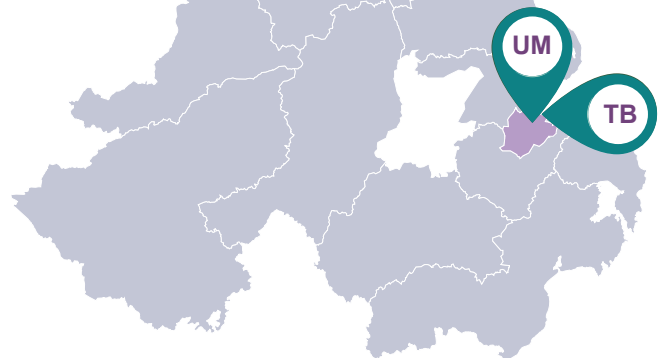
(8% of all jobs in Northern Ireland are within the tourist industry)

### Accommodation (2014)



### Visitor Attractions (2014)

**4.1m**  
visits to visitor attractions



Titanic Belfast and the Ulster Museum were the most popular visitor attractions in 2014

Find out more about Tourism NI