Invest Northern Ireland




# Derry & Strabane

## Council Briefing

**July 2019**

information for strategic thinking

# Invest NI Supported Business Performance (2018)

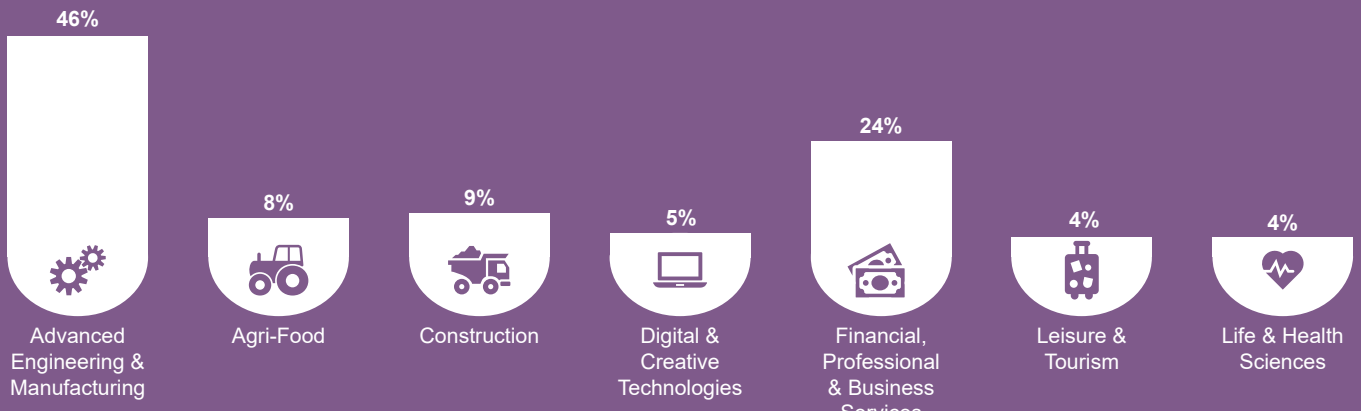
Key Performance Indicators (KPIs) are collected from a sub-set of Invest NI businesses who are significant contributors to the NI economy. KPIs are geographically assigned based on the HQ location of the business.

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.

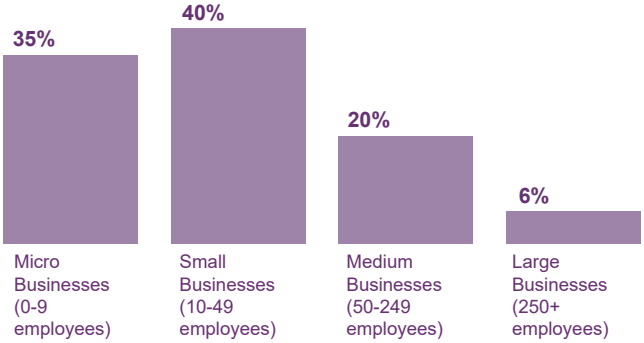



## Employment by Sector




* Business count too small to release

## Businesses by Size

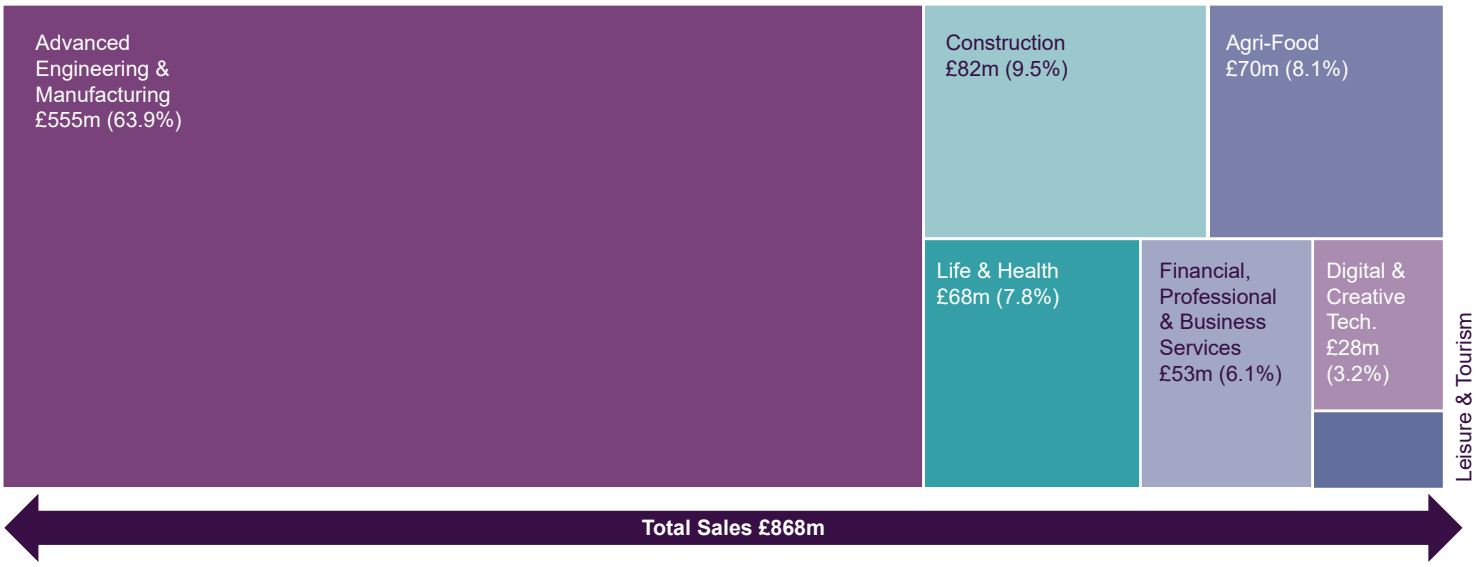



## Business by Ownership

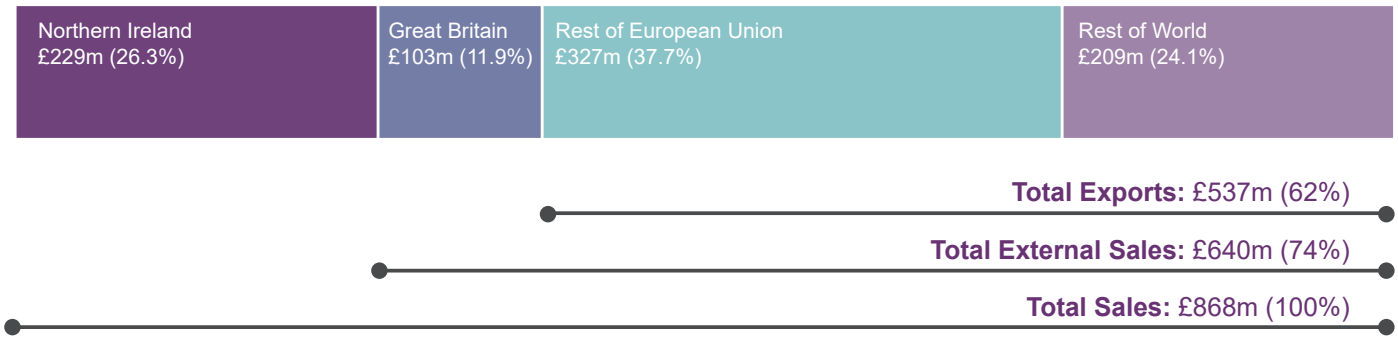



Whilst externally-owned businesses represent 14% of the total they account for 46% of employment.

## Sales by Sector




## Sales by Destination




Note: Individual amounts may not add to the total figure due to an unassigned amount £0.3m (0.04%)

## Sales by Trade Territory



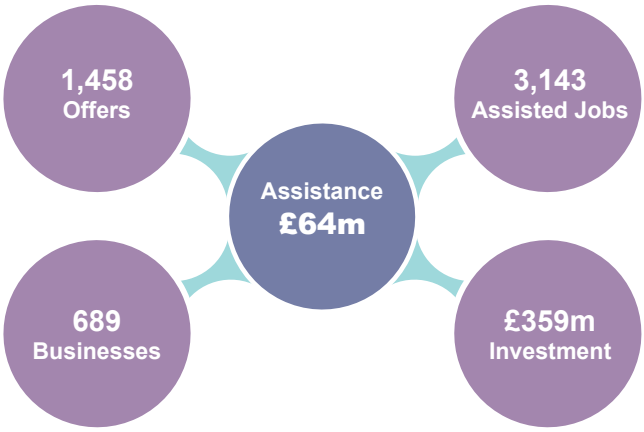
# Invest NI Activity (2014-15 to 2018-19)

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".

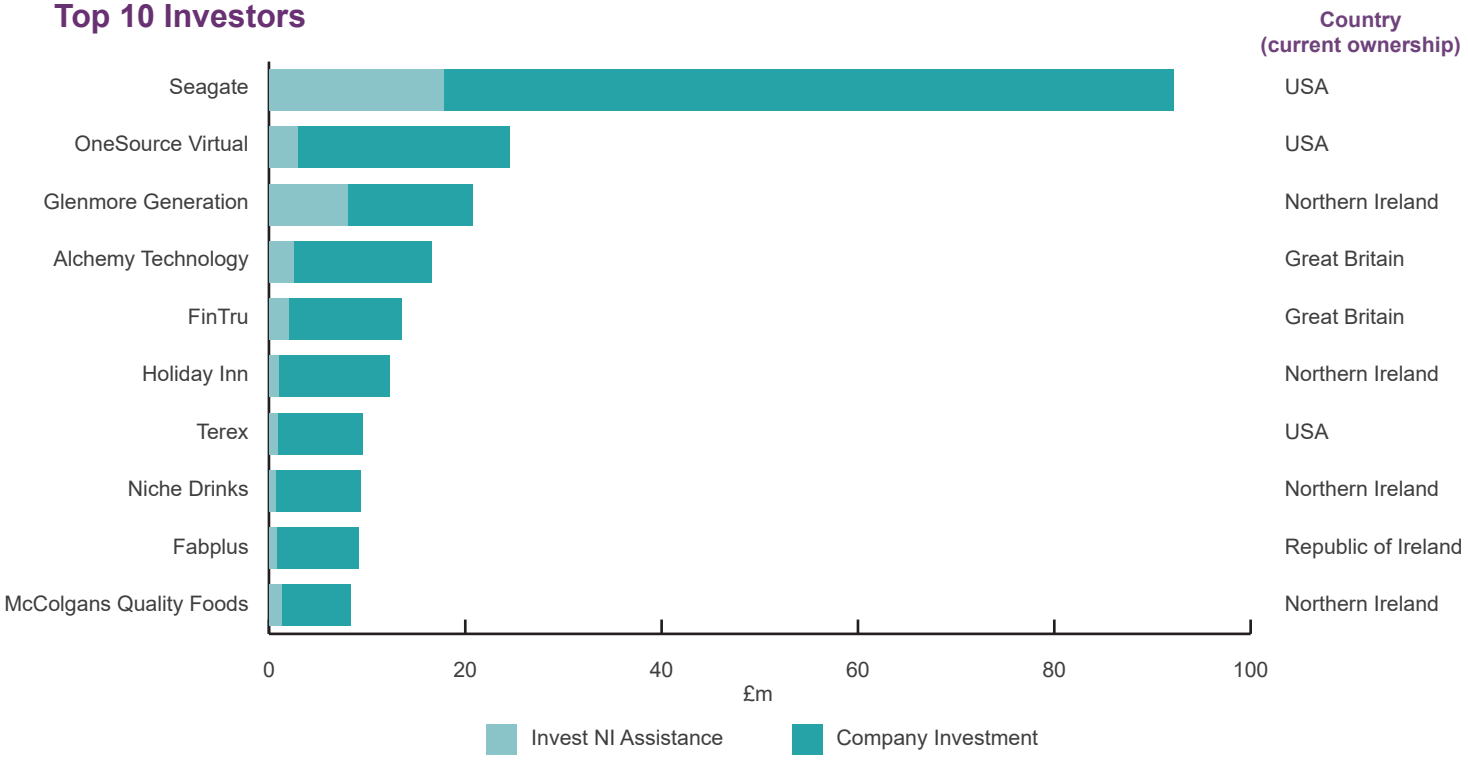
The project is then delivered over an agreed period of time meaning there is a lag between Assistance and Investment and the delivery by customers on the ground.




**Assistance - Local (51%) External (49%)**

**Assisted Jobs - Local (46%) External (54%)**

## Top 10 Investors




## External Investment by Country of Origin




Note: Country reflects ownership at the time of offer.

# Economic Profile

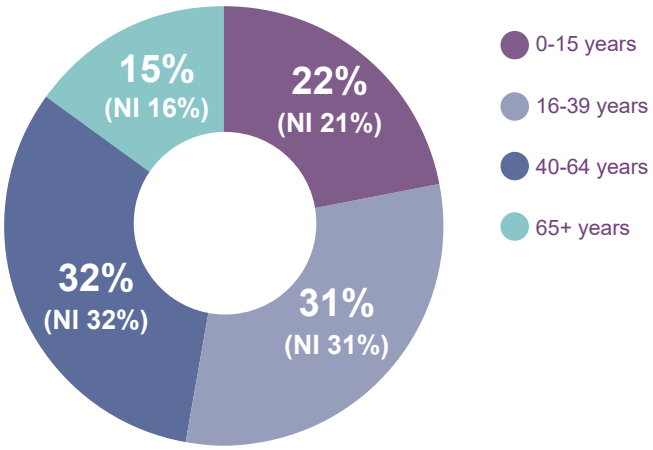
## Population (2018)

**Total Population**
**150,679**



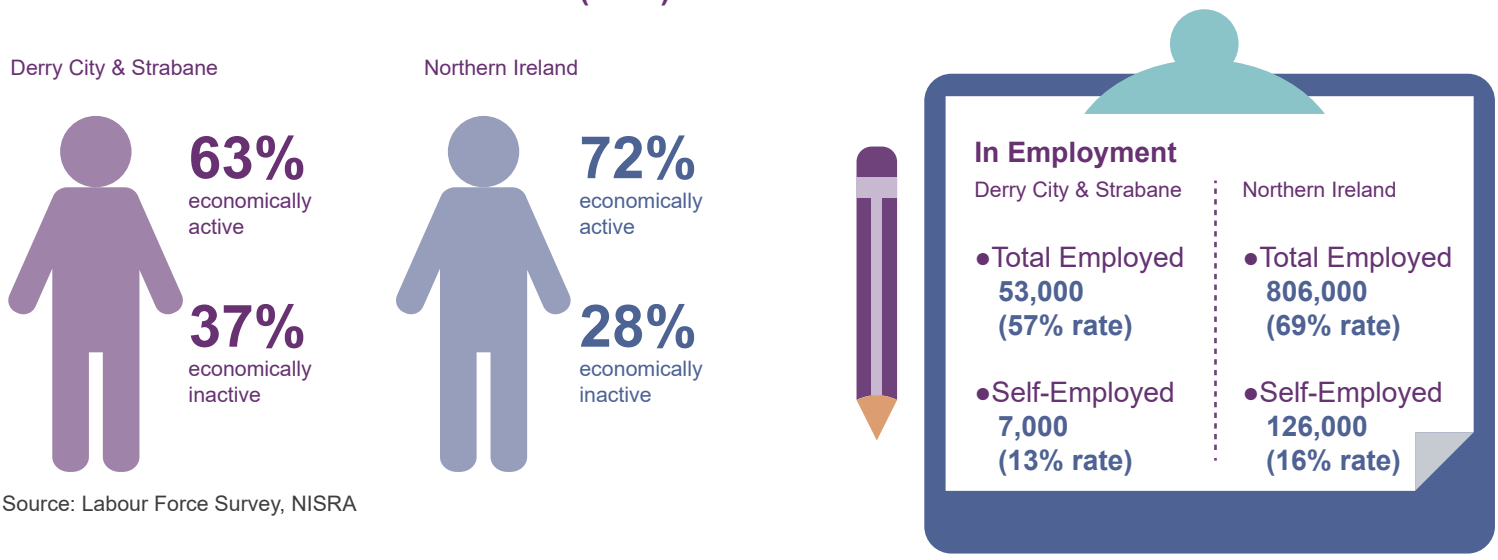
**8% of total NI population**

### Population by Age



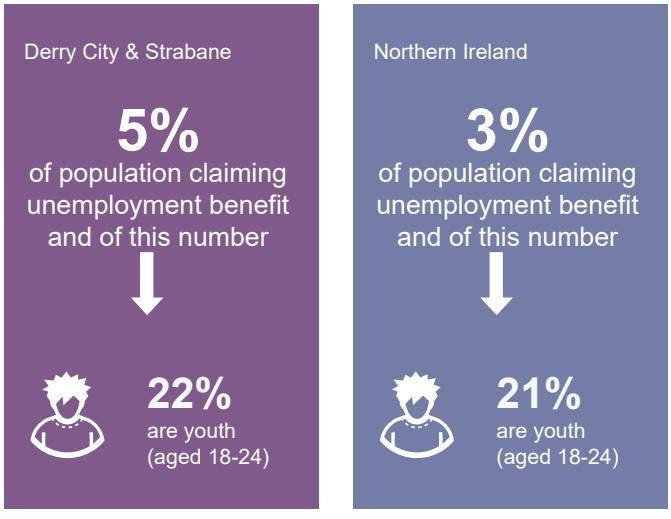

Source: Mid Year Population Estimates, NISRA

## Labour Market Structure (2017)




Source: Labour Force Survey, NISRA

### Unemployment Claimants (2018)




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.**

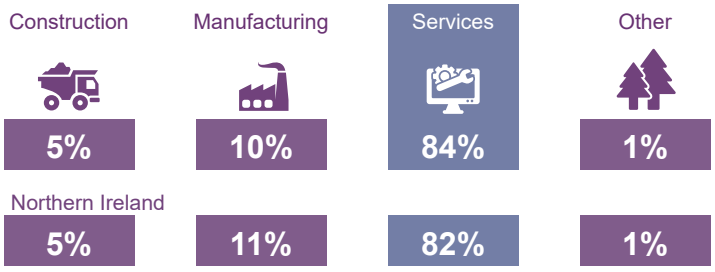
Unemployment annual averages data is derived from the Claimant Count as LFS figures fall below suppression thresholds. This is an administrative data source based on the numbers claiming unemployment-related benefits. It uses a different definition of unemployment to the LFS.

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

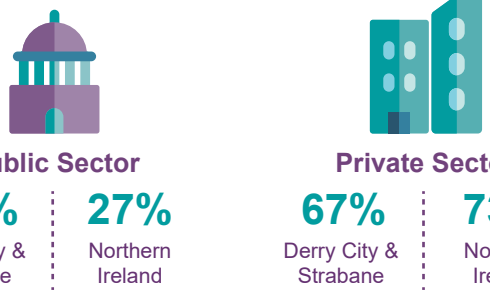
# Employee Jobs (2018)

**58,196 jobs within the region (8% 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 (2018)

**The median annual earnings for Northern Ireland are £21,923**

## Place of Residence

Median annual earnings based on people living in the area -

**£18,564**

## Place of Work

Median annual earnings based on people working in the area -

**£19,760**

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 (2017)

| | Derry City & Strabane | Northern Ireland |
|---|---|---|
| No Qualifications | 17% | 17% |
| Below NVQ Level 4 | 55% | 51% |
| NVQ Level 4 and above | 27% | 32% |

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

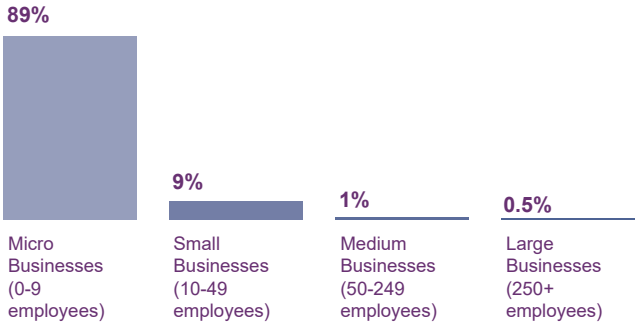
# Business Base (2019)

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.

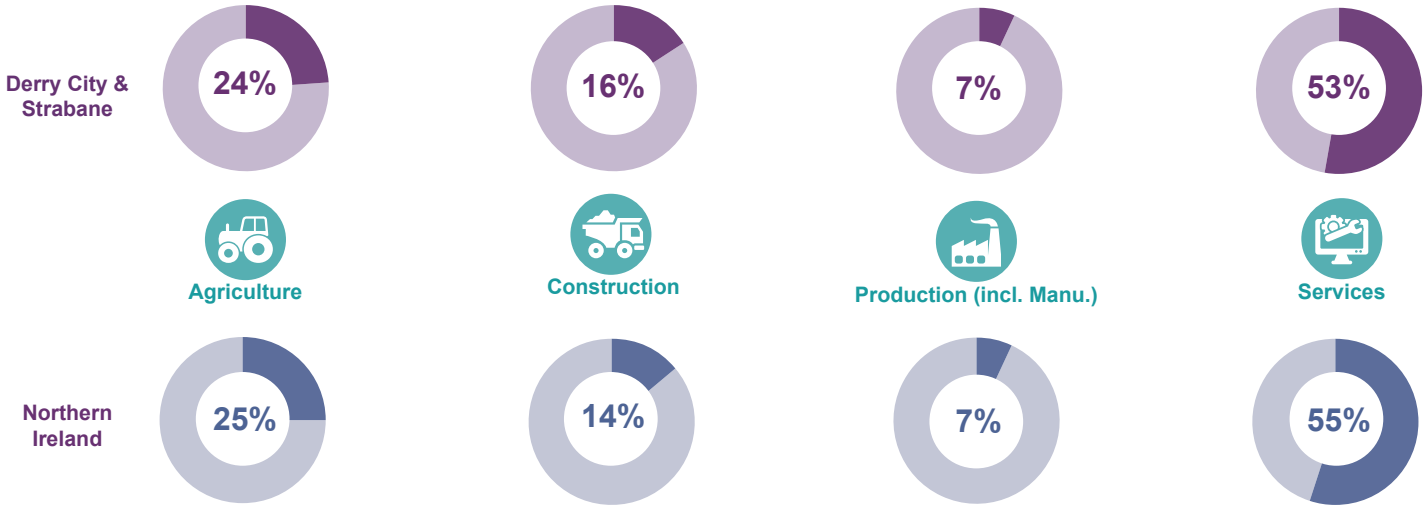
## Number of Registered Businesses




## Businesses by Size



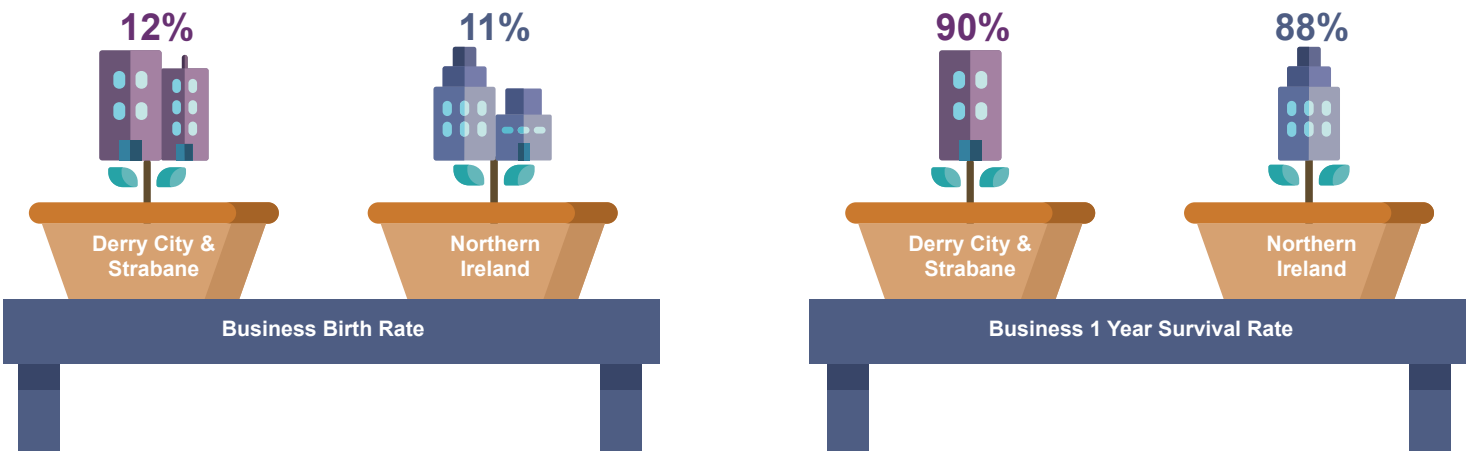

## Businesses by Sector




Source: Inter Departmental Business Register, NISRA

# Business Demography (2017)

A business birth is identified as a business who was present in the active business population dataset for 2017, but not in the two previous years. A business is deemed to have survived for one year if having been a birth in 2016, it is active in terms of employment and/or turnover in any part of 2017. Rates are expressed as a percentage of total active businesses.

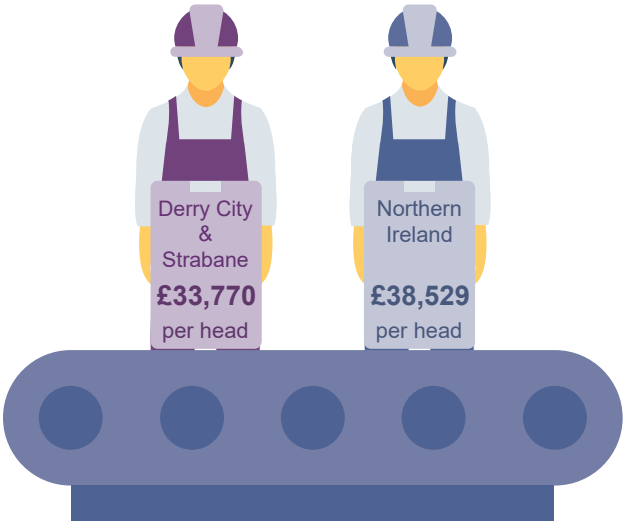



Source: Inter Departmental Business Register, ONS

# Productivity Work-Place Based (2016)

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).

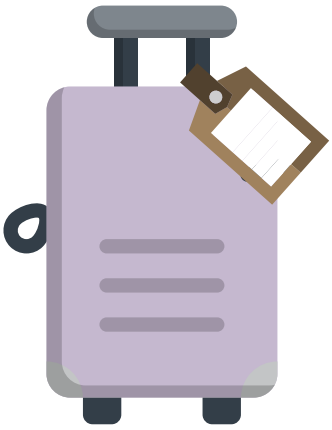



Source: Northern Ireland Annual Business Inquiry, NISRA

# Tourism (2018)

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



**0.3m**
overnight trips to Derry City & Strabane (7% of NI total) resulting in

**£55m**
expenditure (6% of NI total)

## Availability of Accommodation



**3,602** beds available (6% of NI total)



**8%** in Hotels
**10%** in B&Bs
**3%** in Self-catering

(percentage of Northern Ireland total)

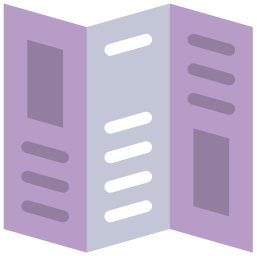
## Tourism Jobs (2017)




**4,770** tourism jobs

**9%** of all jobs in Northern Ireland are within the tourist industry

## Visitor Attractions



**2.3m**
visits to visitor attractions

The most popular visitor attractions in 2018 were:-

| | |
|---|---|
| Peace Bridge | 970,900 |
| Derry's Walls | 423,999 |
| The Guildhall | 370,486 |

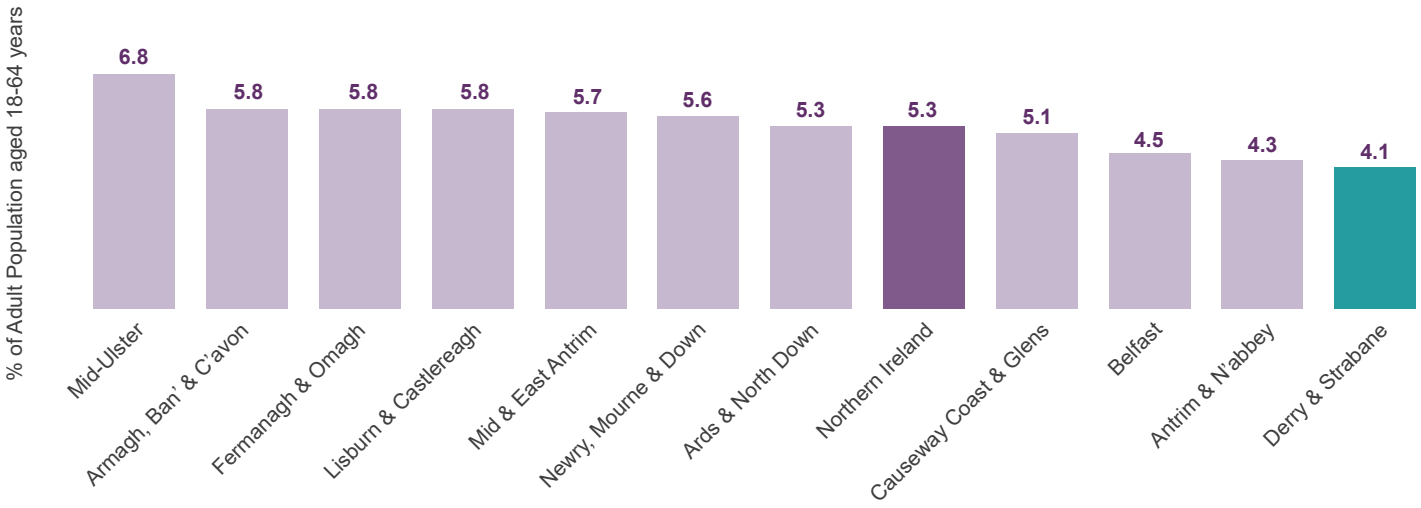
Source: Tourism Statistics, NISRA

# Entrepreneurship (2018)

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 2003-2017, which are grouped due to small sample sizes.

## Average TEA Rates across Council Areas (2003-2017)

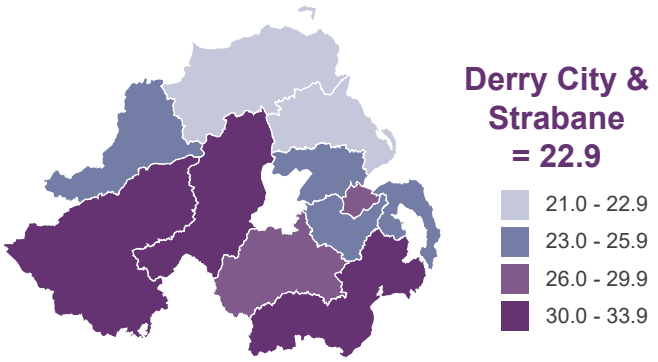



Source: Global Entrepreneurship Monitor (UK), Enterprise Research Centre

# Business Growth (2017)

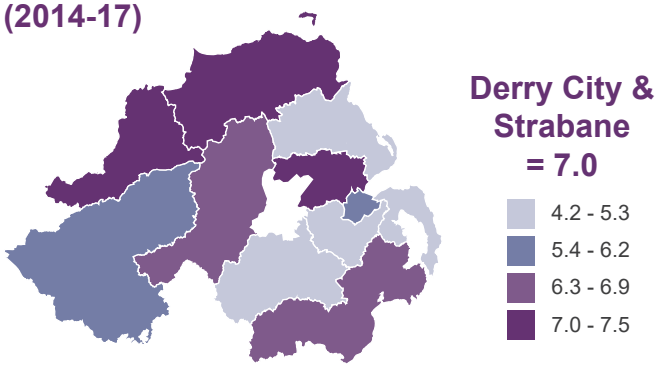
The NI Local Growth Dashboard presents a set of growth metrics for start-ups and existing firms based on the Office for National Statistics' Business Structure Database at Council Level.

## 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.

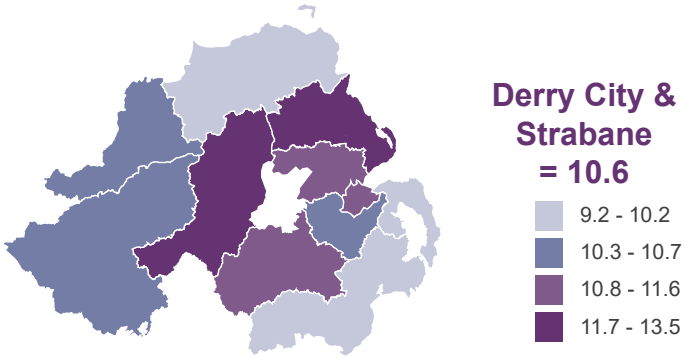
## High-Growth Incidence Rate, 20% threshold (2014-17)




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 (2014-17)

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




Source: Queen's University Belfast & Entreprise Research Centre

# Data Tables

## Invest NI Key Performance Indicators, 2018

| 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 | EU28 (excl UK) Sales £m | Rest of World (excl EU28) Sales £m | Other (unassigned) Sales £m |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Antrim & Newtownabbey | 81 | 7,487 | 1,429 | 1,100 | 669 | 9% | 91% | 26% | 74% | 328 | 432 | 260 | 403 | 6 |
| Ards & North Down | 79 | 3,899 | 511 | 429 | 282 | 10% | 90% | 51% | 49% | 82 | 147 | 211 | 71 | 0 |
| Armagh, Banbridge & Craigavon | 176 | 18,344 | 3,163 | 2,634 | 1,127 | 12% | 88% | 50% | 50% | 529 | 1,507 | 718 | 403 | 6 |
| Belfast | 415 | 41,230 | 4,453 | 3,391 | 1,759 | 27% | 73% | 68% | 32% | 1,062 | 1,632 | 513 | 1,216 | 30 |
| Causeway Coast & Glens | 73 | 3,839 | 915 | 719 | 394 | 8% | 92% | 26% | 74% | 197 | 325 | 349 | 43 | 1 |
| Derry & Strabane | 106 | 7,417 | 868 | 640 | 537 | 14% | 86% | 46% | 54% | 229 | 103 | 327 | 209 | 0 |
| Fermanagh & Omagh | 100 | 5,067 | 851 | 672 | 252 | 12% | 88% | 42% | 58% | 179 | 420 | 204 | 48 | 0 |
| Lisburn & Castlereagh | 121 | 6,474 | 1,691 | 1,295 | 331 | 12% | 88% | 25% | 75% | 395 | 965 | 246 | 78 | 6 |
| Mid & East Antrim | 68 | 6,422 | 1,256 | 1,101 | 599 | 10% | 90% | 33% | 67% | 155 | 502 | 268 | 324 | 7 |
| Mid Ulster | 205 | 16,100 | 3,475 | 2,775 | 1,156 | 5% | 95% | 28% | 72% | 699 | 1,619 | 625 | 507 | 24 |
| Newry, Mourne & Down | 114 | 8,186 | 1,580 | 1,341 | 1,022 | 6% | 94% | 14% | 86% | 239 | 319 | 319 | 682 | 21 |
| Eastern | 415 | 41,230 | 4,453 | 3,391 | 1,759 | 27% | 73% | 68% | 32% | 1,062 | 1,632 | 513 | 1,216 | 30 |
| North Eastern | 149 | 13,909 | 2,685 | 2,202 | 1,268 | 9% | 91% | 29% | 71% | 484 | 934 | 528 | 726 | 13 |
| North Western | 179 | 11,256 | 1,784 | 1,358 | 930 | 12% | 88% | 40% | 60% | 425 | 428 | 676 | 253 | 2 |
| Southern | 314 | 18,558 | 3,782 | 3,066 | 1,635 | 9% | 91% | 25% | 75% | 716 | 1,431 | 776 | 831 | 27 |
| Western | 481 | 39,510 | 7,489 | 6,082 | 2,535 | 9% | 91% | 40% | 60% | 1,407 | 3,546 | 1,548 | 957 | 30 |
| NI | 1,538 | 124,462 | 20,193 | 16,099 | 8,127 | 14% | 86% | 46% | 54% | 4,094 | 7,971 | 4,042 | 3,984 | 102 |

## Invest NI Activity by District Council Area, 2014-15 to 2018-19

| 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 | 14 | 56 | 14.90 | 79.44 | 168 | 277 | 928 | 42.78 | 185.22 | 1,354 | 291 | 984 | 57.68 | 264.66 | 1,522 |
| Ards & North Down | 16 | 46 | 3.43 | 21.23 | 151 | 309 | 961 | 12.79 | 51.63 | 664 | 325 | 1,007 | 16.22 | 72.86 | 815 |
| Armagh, Banbridge & Craigavon | 19 | 132 | 16.40 | 215.88 | 1,027 | 583 | 1,875 | 45.98 | 259.78 | 1,982 | 602 | 2,007 | 62.39 | 475.66 | 3,009 |
| Belfast | 181 | 503 | 109.49 | 838.30 | 8,630 | 1,504 | 4,257 | 103.85 | 462.25 | 3,975 | 1,685 | 4,760 | 213.34 | 1,300.55 | 12,605 |
| Causeway Coast & Glens | 8 | 26 | 1.79 | 9.68 | 32 | 358 | 940 | 16.81 | 82.70 | 1,199 | 366 | 966 | 18.60 | 92.38 | 1,231 |
| Derry & Strabane | 24 | 82 | 31.48 | 203.59 | 1,684 | 665 | 1,376 | 32.18 | 155.49 | 1,459 | 689 | 1,458 | 63.66 | 359.08 | 3,143 |
| Fermanagh & Omagh | 17 | 63 | 3.56 | 29.03 | 124 | 403 | 1,028 | 14.29 | 66.04 | 1,054 | 420 | 1,091 | 17.85 | 95.07 | 1,178 |
| Lisburn & Castlereagh | 30 | 97 | 3.31 | 29.86 | 274 | 397 | 1,537 | 38.50 | 162.07 | 1,574 | 427 | 1,634 | 41.81 | 191.93 | 1,848 |
| Mid & East Antrim | 15 | 48 | 8.39 | 28.11 | 4 | 254 | 817 | 16.58 | 80.57 | 746 | 269 | 865 | 24.97 | 108.67 | 750 |
| Mid Ulster | 13 | 145 | 4.69 | 26.67 | 229 | 627 | 2,371 | 56.39 | 372.58 | 3,359 | 640 | 2,516 | 61.08 | 399.24 | 3,588 |
| Newry, Mourne & Down | 12 | 45 | 2.09 | 29.35 | 143 | 502 | 1,595 | 38.95 | 234.58 | 2,207 | 514 | 1,640 | 41.04 | 263.92 | 2,350 |
| Eastern | 181 | 503 | 109.49 | 838.30 | 8,630 | 1,504 | 4,257 | 103.85 | 462.25 | 3,975 | 1,685 | 4,760 | 213.34 | 1,300.55 | 12,605 |
| North Eastern | 29 | 104 | 23.29 | 107.55 | 172 | 531 | 1,745 | 59.36 | 265.78 | 2,100 | 560 | 1,849 | 82.65 | 373.33 | 2,272 |
| North Western | 32 | 108 | 33.27 | 213.27 | 1,716 | 1,023 | 2,316 | 48.99 | 238.19 | 2,658 | 1,055 | 2,424 | 82.26 | 451.46 | 4,374 |
| Southern | 58 | 188 | 8.83 | 80.44 | 568 | 1,208 | 4,093 | 90.24 | 448.27 | 4,445 | 1,266 | 4,281 | 99.07 | 528.72 | 5,013 |
| Western | 49 | 340 | 24.65 | 271.58 | 1,380 | 1,613 | 5,274 | 116.67 | 698.40 | 6,395 | 1,662 | 5,614 | 141.32 | 969.98 | 7,775 |
| NI | 368 | 1,279 | 203.63 | 1,536.38 | 12,969 | 5,879 | 18,032 | 478.21 | 2,239.57 | 19,608 | 6,247 | 19,311 | 681.85 | 3,775.94 | 32,577 |

NI total assistance includes an additional £60.6m which is not allocated at council level, as it benefits businesses across the whole of NI, and a further £2.6m offered to projects that have not yet settled on a location.

## Population, 2018

| 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 | 29,787 | 21% | 42,786 | 30% | 46,284 | 32% | 23,635 | 17% | 142,492 | 8% |
| Ards & North Down | 30,139 | 19% | 42,881 | 27% | 54,089 | 34% | 33,755 | 21% | 160,864 | 9% |
| Armagh, Banbridge & Craigavon | 48,166 | 22% | 65,515 | 31% | 67,598 | 32% | 32,811 | 15% | 214,090 | 11% |
| Belfast | 68,023 | 20% | 122,513 | 36% | 101,263 | 30% | 50,078 | 15% | 341,877 | 18% |
| Causeway Coast & Glens | 28,372 | 20% | 41,909 | 29% | 47,863 | 33% | 26,102 | 18% | 144,246 | 8% |
| Derry & Strabane | 32,807 | 22% | 46,794 | 31% | 48,701 | 32% | 22,377 | 15% | 150,679 | 8% |
| Fermanagh & Omagh | 25,356 | 22% | 33,949 | 29% | 37,953 | 32% | 19,577 | 17% | 116,835 | 6% |
| Lisburn & Castlereagh | 29,126 | 20% | 42,555 | 29% | 47,748 | 33% | 24,952 | 17% | 144,381 | 8% |
| Mid & East Antrim | 26,785 | 19% | 39,306 | 28% | 46,642 | 34% | 26,040 | 19% | 138,773 | 7% |
| Mid Ulster | 34,248 | 23% | 46,995 | 32% | 45,084 | 31% | 21,065 | 14% | 147,392 | 8% |
| Newry, Mourne & Down | 40,701 | 23% | 54,310 | 30% | 57,196 | 32% | 27,805 | 15% | 180,012 | 10% |
| Eastern | 68,023 | 20% | 122,513 | 36% | 101,263 | 30% | 50,078 | 15% | 341,877 | 18% |
| North Eastern | 56,572 | 20% | 82,092 | 29% | 92,926 | 33% | 49,675 | 18% | 281,265 | 15% |
| North Western | 61,179 | 21% | 88,703 | 30% | 96,564 | 33% | 48,479 | 16% | 294,925 | 16% |
| Southern | 99,966 | 21% | 139,746 | 29% | 159,033 | 33% | 86,512 | 18% | 485,257 | 26% |
| Western | 107,770 | 23% | 146,459 | 31% | 150,635 | 31% | 73,453 | 15% | 478,317 | 25% |
| **NI** | **393,510** | **21%** | **579,513** | **31%** | **600,421** | **32%** | **308,197** | **16%** | **1,881,641** | **100%** |

## Labour Market Structure, 2017 (16-64 Working-Age Population) and Claimant Count, 2018

| 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 | 72,000 | 81% | 17,000 | 19% | 68,000 | 76% | 11,000 | 16% | 1,730 | 2% | 385 | 22% |
| Ards & North Down | 79,000 | 78% | 22,000 | 22% | 77,000 | 76% | 9,000 | 11% | 2,090 | 2% | 440 | 21% |
| Armagh, Banbridge & Craigavon | 97,000 | 75% | 32,000 | 25% | 94,000 | 73% | 14,000 | 15% | 2,460 | 2% | 515 | 21% |
| Belfast | 151,000 | 69% | 67,000 | 31% | 142,000 | 65% | 14,000 | 10% | 6,855 | 3% | 1,410 | 21% |
| Causeway Coast & Glens | 54,000 | 66% | 27,000 | 34% | 49,000 | 61% | 13,000 | 26% | 2,620 | 3% | 575 | 22% |
| Derry & Strabane | 59,000 | 63% | 34,000 | 37% | 53,000 | 57% | 7,000 | 13% | 4,535 | 5% | 1,010 | 22% |
| Fermanagh & Omagh | 50,000 | 70% | 22,000 | 30% | 49,000 | 68% | 13,000 | 26% | 1,530 | 2% | 285 | 19% |
| Lisburn & Castlereagh | 70,000 | 78% | 20,000 | 22% | 69,000 | 76% | 10,000 | 14% | 1,265 | 1% | 270 | 21% |
| Mid & East Antrim | 65,000 | 74% | 23,000 | 26% | 63,000 | 71% | 10,000 | 15% | 1,955 | 2% | 405 | 21% |
| Mid Ulster | 68,000 | 77% | 21,000 | 23% | 66,000 | 75% | 13,000 | 19% | 1,495 | 2% | 290 | 19% |
| Newry, Mourne & Down | 79,000 | 68% | 37,000 | 32% | 76,000 | 66% | 14,000 | 18% | 2,305 | 2% | 450 | 20% |
| Eastern | 151,000 | 69% | 67,000 | 31% | 142,000 | 65% | 14,000 | 10% | 6,855 | 3% | 1,410 | 21% |
| North Eastern | 137,000 | 77% | 40,000 | 23% | 131,000 | 73% | 21,000 | 16% | 3,685 | 2% | 790 | 21% |
| North Western | 113,000 | 65% | 61,000 | 35% | 102,000 | 59% | 20,000 | 19% | 7,155 | 4% | 1,585 | 22% |
| Southern | 228,000 | 74% | 79,000 | 26% | 222,000 | 72% | 33,000 | 15% | 5,660 | 2% | 1,160 | 20% |
| Western | 215,000 | 74% | 75,000 | 26% | 209,000 | 72% | 40,000 | 19% | 5,485 | 2% | 1,090 | 20% |
| **NI** | **845,000** | **72%** | **323,000** | **28%** | **806,000** | **69%** | **126,000** | **16%** | **28,840** | **3%** | **6,040** | **21%** |

## Employee Jobs, 2018

| Council or Region | All Jobs | % of All Northern Ireland Jobs | Construction | Construction % | Manufacturing | Manufacturing % | Services | Services % | Other | Other % | Public Sector | Private Sector |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Antrim & Newtownabbey | 59,129 | 8% | 2,670 | 5% | 7,139 | 12% | 48,360 | 82% | 961 | 2% | 13,330 (23%) | 45,799 (77%) |
| Ards & North Down | 39,294 | 5% | 1,574 | 4% | 2,898 | 7% | 34,440 | 88% | 383 | 1% | 9,519 (24%) | 29,775 (76%) |
| Armagh, Banbridge & Craigavon | 76,684 | 10% | 3,952 | 5% | 12,963 | 17% | 58,591 | 76% | 1,179 | 2% | 19,355 (25%) | 57,329 (75%) |
| Belfast | 226,045 | 30% | 5,371 | 2% | 9,616 | 4% | 208,850 | 92% | 2,207 | 1% | 68,284 (30%) | 157,761 (70%) |
| Causeway Coast & Glens | 41,733 | 5% | 2,634 | 6% | 4,446 | 11% | 33,964 | 81% | 689 | 2% | 10,556 (25%) | 31,177 (75%) |
| Derry & Strabane | 58,196 | 8% | 2,696 | 5% | 5,813 | 10% | 48,891 | 84% | 796 | 1% | 18,917 (33%) | 39,279 (67%) |
| Fermanagh & Omagh | 41,860 | 6% | 2,750 | 7% | 5,674 | 14% | 32,381 | 77% | 1,054 | 3% | 12,983 (31%) | 28,877 (69%) |
| Lisburn & Castlereagh | 57,888 | 8% | 3,196 | 6% | 6,054 | 10% | 47,854 | 83% | 784 | 1% | 18,508 (32%) | 39,380 (68%) |
| Mid & East Antrim | 43,949 | 6% | 2,085 | 5% | 7,609 | 17% | 33,341 | 76% | 913 | 2% | 10,595 (24%) | 33,354 (76%) |
| Mid Ulster | 56,963 | 8% | 4,931 | 9% | 16,768 | 29% | 34,193 | 60% | 1,070 | 2% | 10,255 (18%) | 46,708 (82%) |
| Newry, Mourne & Down | 57,618 | 8% | 3,639 | 6% | 7,540 | 13% | 45,102 | 78% | 1,337 | 2% | 14,159 (25%) | 43,459 (75%) |
| | | | | | | | | | | | | |
| Eastern | 226,045 | 30% | 5,371 | 2% | 9,616 | 4% | 208,850 | 92% | 2,207 | 1% | 68,284 (30%) | 157,761 (70%) |
| North Eastern | 103,078 | 14% | 4,755 | 5% | 14,748 | 14% | 81,701 | 79% | 1,874 | 2% | 23,925 (23%) | 79,153 (77%) |
| North Western | 99,929 | 13% | 5,330 | 5% | 10,259 | 10% | 82,855 | 83% | 1,485 | 1% | 29,473 (29%) | 70,456 (71%) |
| Southern | 154,800 | 20% | 8,409 | 5% | 16,492 | 11% | 127,396 | 82% | 2,504 | 2% | 42,186 (27%) | 112,614 (73%) |
| Western | 175,507 | 23% | 11,633 | 7% | 35,405 | 20% | 125,165 | 71% | 3,303 | 2% | 42,593 (24%) | 132,914 (76%) |
| | | | | | | | | | | | | |
| **NI** | **759,358** | **100%** | **35,498** | **5%** | **86,519** | **11%** | **625,967** | **82%** | **11,374** | **1%** | **206,461 (27%)** | **552,898 (73%)** |

## Earnings (Basic and Other, Full-Time, Private Sector), 2018 and Qualifications, 2017 and Productivity, 2016

| Council or Region | Median Annual Earnings Place of Residence | Median Annual Earnings Place of Work | No Qualifications | Qualifications Below NVQ Level 4 | Qualifications NVQ Level 4 and above | Productivity Gross Value Added per Head Workplace |
|---|---|---|---|---|---|---|
| Antrim & Newtownabbey | £23,062 | £22,516 | 10,000 (12%) | 48,000 (55%) | 30,000 (34%) | £37,168 |
| Ards & North Down | £23,457 | £21,575 | 15,000 (15%) | 50,000 (50%) | 35,000 (35%) | £31,382 |
| Armagh, Banbridge & Craigavon | £21,414 | £20,842 | 19,000 (15%) | 70,000 (54%) | 39,000 (31%) | £35,989 |
| Belfast | £22,422 | £25,912 | 40,000 (19%) | 98,000 (46%) | 76,000 (35%) | £36,374 |
| Causeway Coast & Glens | £19,900 | £19,240 | 13,000 (16%) | 45,000 (56%) | 22,000 (28%) | £29,215 |
| Derry & Strabane | £18,564 | £19,760 | 16,000 (17%) | 51,000 (55%) | 25,000 (27%) | £33,770 |
| Fermanagh & Omagh | £20,717 | £18,767 | 11,000 (16%) | 37,000 (52%) | 23,000 (32%) | £32,381 |
| Lisburn & Castlereagh | £24,934 | £23,109 | 9,000 (10%) | 43,000 (49%) | 36,000 (41%) | £42,678 |
| Mid & East Antrim | £22,324 | £19,651 | 13,000 (16%) | 46,000 (54%) | 26,000 (30%) | £65,183 |
| Mid Ulster | £20,930 | £20,259 | 17,000 (20%) | 42,000 (48%) | 28,000 (32%) | £38,832 |
| Newry, Mourne & Down | £21,840 | £21,720 | 25,000 (22%) | 56,000 (49%) | 33,000 (29%) | £37,976 |
| | | | | | | |
| Eastern | £22,422 | £25,912 | 40,000 (19%) | 98,000 (46%) | 76,000 (35%) | £36,374 |
| North Eastern | £22,532 | £21,590 | 23,000 (14%) | 94,000 (54%) | 56,000 (32%) | £48,694 |
| North Western | £19,282 | £19,282 | 29,000 (17%) | 96,000 (56%) | 47,000 (28%) | £31,613 |
| Southern | £23,379 | £21,840 | 49,000 (16%) | 149,000 (49%) | 104,000 (34%) | £37,898 |
| Western | £21,070 | £20,332 | 47,000 (17%) | 149,000 (52%) | 90,000 (31%) | £36,033 |
| | | | | | | |
| NI | **£21,923** | **£21,923** | **190,000 (17%)** | **586,000 (51%)** | **373,000 (32%)** | **£38,529** |

## Business Base, 2019

| 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 | 4,175 | 6% | 3,600 | 86% | 440 | 11% | 110 | 3% | 25 | 1% |
| Ards & North Down | 4,755 | 6% | 4,220 | 89% | 460 | 10% | 65 | 1% | 10 | 0.2% |
| Armagh, Banbridge & Craigavon | 8,715 | 12% | 7,890 | 91% | 665 | 8% | 130 | 1% | 30 | 0.3% |
| Belfast | 10,705 | 14% | 8,530 | 80% | 1,605 | 15% | 440 | 4% | 130 | 1% |
| Causeway Coast & Glens | 6,075 | 8% | 5,560 | 92% | 425 | 7% | 85 | 1% | 10 | 0.2% |
| Derry & Strabane | 5,260 | 7% | 4,700 | 89% | 465 | 9% | 70 | 1% | 25 | 0.5% |
| Fermanagh & Omagh | 8,200 | 11% | 7,715 | 94% | 415 | 5% | 60 | 1% | 10 | 0.1% |
| Lisburn & Castlereagh | 4,855 | 6% | 4,240 | 87% | 490 | 10% | 95 | 2% | 25 | 1% |
| Mid & East Antrim | 4,950 | 7% | 4,500 | 91% | 365 | 7% | 65 | 1% | 10 | 0.2% |
| Mid Ulster | 9,050 | 12% | 8,325 | 92% | 585 | 6% | 135 | 1% | 15 | 0.2% |
| Newry, Mourne & Down | 8,745 | 12% | 8,005 | 92% | 620 | 7% | 100 | 1% | 15 | 0.2% |
| Eastern | 10,705 | 14% | 8,530 | 80% | 1,605 | 15% | 440 | 4% | 130 | 1% |
| North Eastern | 9,125 | 12% | 8,100 | 89% | 805 | 9% | 175 | 2% | 35 | 0.4% |
| North Western | 11,335 | 15% | 10,260 | 91% | 890 | 8% | 155 | 1% | 35 | 0.3% |
| Southern | 18,355 | 24% | 16,465 | 90% | 1,570 | 9% | 260 | 1% | 50 | 0.3% |
| Western | 25,965 | 34% | 23,930 | 92% | 1,665 | 6% | 325 | 1% | 55 | 0.2% |
| **NI** | **75,490** | **100%** | **67,275** | **89%** | **6,530** | **9%** | **1,370** | **2%** | **310** | **0.4%** |

## Business Base, 2019 and Business Demography, 2017

| 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 | 725 | 17% | 555 | 13% | 335 | 8% | 2,555 | 61% | 370 | 10% | 325 | 89% |
| Ards & North Down | 595 | 13% | 630 | 13% | 325 | 7% | 3,205 | 67% | 500 | 11% | 385 | 92% |
| Armagh, Banbridge & Craigavon | 2,415 | 28% | 1,220 | 14% | 625 | 7% | 4,450 | 51% | 740 | 11% | 570 | 90% |
| Belfast | 40 | 0.4% | 855 | 8% | 580 | 5% | 9,225 | 86% | 1,315 | 12% | 1,070 | 85% |
| Causeway Coast & Glens | 1,980 | 33% | 1,005 | 17% | 340 | 6% | 2,750 | 45% | 530 | 12% | 330 | 90% |
| Derry & Strabane | 1,265 | 24% | 840 | 16% | 365 | 7% | 2,795 | 53% | 490 | 12% | 420 | 90% |
| Fermanagh & Omagh | 3,785 | 46% | 1,060 | 13% | 455 | 6% | 2,890 | 35% | 540 | 11% | 405 | 90% |
| Lisburn & Castlereagh | 655 | 13% | 660 | 14% | 405 | 8% | 3,130 | 64% | 475 | 11% | 360 | 88% |
| Mid & East Antrim | 1,415 | 29% | 650 | 13% | 375 | 8% | 2,505 | 51% | 400 | 11% | 295 | 91% |
| Mid Ulster | 3,275 | 36% | 1,510 | 17% | 825 | 9% | 3,450 | 38% | 665 | 11% | 475 | 87% |
| Newry, Mourne & Down | 2,380 | 27% | 1,535 | 18% | 600 | 7% | 4,235 | 48% | 830 | 12% | 615 | 89% |
| | | | | | | | | | | | | |
| Eastern | 40 | 0.4% | 855 | 8% | 580 | 5% | 9,225 | 86% | 1,315 | 12% | 1,070 | 85% |
| North Eastern | 2,140 | 23% | 1,205 | 13% | 710 | 8% | 5,060 | 55% | 770 | 10% | 620 | 90% |
| North Western | 3,245 | 29% | 1,845 | 16% | 705 | 6% | 5,545 | 49% | 1,020 | 12% | 750 | 90% |
| Southern | 3,630 | 20% | 2,825 | 15% | 1,330 | 7% | 10,570 | 58% | 1,805 | 11% | 1,360 | 89% |
| Western | 9,475 | 36% | 3,790 | 15% | 1,905 | 7% | 10,790 | 42% | 1,945 | 11% | 1,450 | 89% |
| | | | | | | | | | | | | |
| **NI** | **18,520** | **25%** | **10,515** | **14%** | **5,235** | **7%** | **41,215** | **55%** | **6,855** | **11%** | **5,250** | **88%** |

## Tourism, 2018 and Tourism Jobs, 2017

| 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 (2017) | Tourism Jobs (% All Jobs 2017) |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Antrim & Newtownabbey | 157,228 | 3% | £28 | 3% | 3,316 | 6% | 6% | 3% | 1% | 4,560 | 8% |
| Ards & North Down | 257,119 | 5% | £46 | 5% | 2,124 | 4% | 3% | 5% | 4% | 5,155 | 13% |
| Armagh, Banbridge & Craigavon | 188,551 | 4% | £26 | 3% | 1,404 | 3% | 3% | 7% | 2% | 4,731 | 6% |
| Belfast | 1,693,985 | 33% | £395 | 41% | 16,264 | 29% | 49% | 9% | 13% | 19,226 | 9% |
| Causeway Coast & Glens | 1,011,485 | 20% | £172 | 18% | 14,603 | 26% | 9% | 35% | 50% | 5,006 | 12% |
| Derry & Strabane | 334,874 | 7% | £55 | 6% | 3,602 | 6% | 8% | 10% | 3% | 4,770 | 8% |
| Fermanagh & Omagh | 403,904 | 8% | £73 | 8% | 4,360 | 8% | 5% | 8% | 11% | 3,841 | 9% |
| Lisburn & Castlereagh | 189,366 | 4% | £31 | 3% | 1,300 | 2% | 3% | 3% | 2% | 4,179 | 7% |
| Mid & East Antrim | 296,441 | 6% | £51 | 5% | 2,261 | 4% | 6% | 8% | 3% | 4,395 | 10% |
| Mid Ulster | 130,088 | 3% | £22 | 2% | 1,538 | 3% | 3% | 3% | 3% | 3,542 | 6% |
| Newry, Mourne & Down | 449,953 | 9% | £69 | 7% | 4,651 | 8% | 6% | 10% | 9% | 5,451 | 9% |
| Eastern | 1,693,985 | 33% | £395 | 41% | 16,264 | 29% | 49% | 9% | 13% | 19,226 | 9% |
| North Eastern | 453,669 | 9% | £78 | 8% | 5,577 | 10% | 12% | 11% | 4% | 8,955 | 8% |
| North Western | 1,346,359 | 26% | £228 | 24% | 18,205 | 33% | 17% | 45% | 54% | 9,776 | 10% |
| Southern | 896,438 | 18% | £146 | 15% | 8,075 | 15% | 12% | 18% | 15% | 14,785 | 10% |
| Western | 722,543 | 14% | £121 | 13% | 7,302 | 13% | 10% | 18% | 15% | 12,114 | 7% |
| **NI** | **5,112,993** | **100%** | **£968** | **100%** | **55,423** | **100%** | **100%** | **100%** | **100%** | **64,856** | **9%** |

## Entrepreneurship, 2018 and Business Growth, 2017

| 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 | 4.3 | 22.6 | 7.1 | 11.2 |
| Ards & North Down | 5.3 | 22.9 | 4.7 | 9.2 |
| Armagh, Banbridge & Craigavon | 5.8 | 25.8 | 5.1 | 11.6 |
| Belfast | 4.5 | 29.2 | 6.1 | 11.6 |
| Causeway Coast & Glens | 5.1 | 21.6 | 7.5 | 9.8 |
| Derry & Strabane | 4.1 | 22.9 | 7.0 | 10.6 |
| Fermanagh & Omagh | 5.8 | 32.3 | 5.4 | 10.7 |
| Lisburn & Castlereagh | 5.8 | 25.0 | 4.9 | 10.7 |
| Mid & East Antrim | 5.7 | 22.1 | 4.8 | 13.5 |
| Mid Ulster | 6.8 | 31.7 | 6.8 | 12.1 |
| Newry, Mourne & Down | 5.6 | 32.3 | 6.7 | 9.6 |
| **NI** | **5.3** | **26.5** | **6.0** | **11.0** |

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