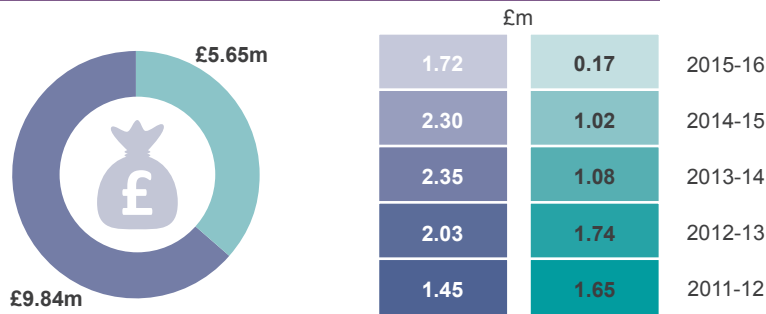


Invest NI Support (2011-12 to 2015-16)

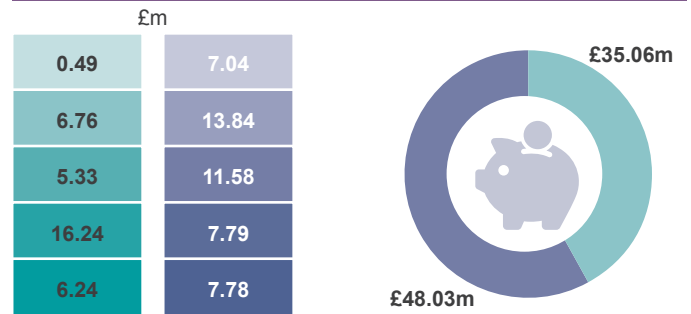
● Locally Owned Businesses

● Externally Owned Businesses

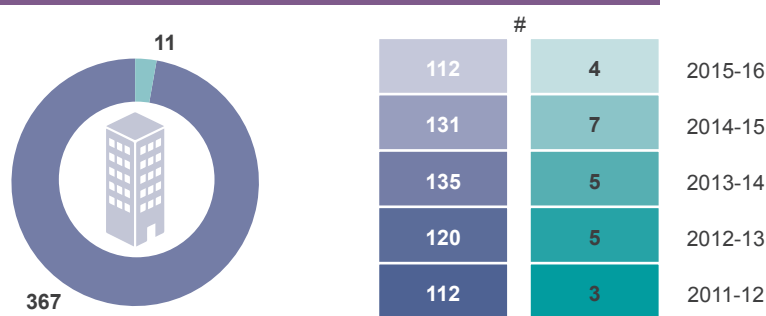
¹Total Support = £15.49m



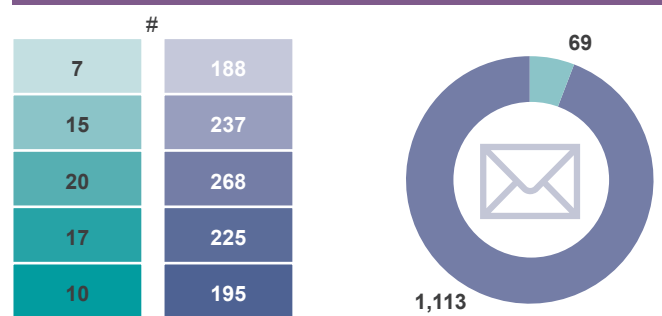
Total Investment = £83.09m



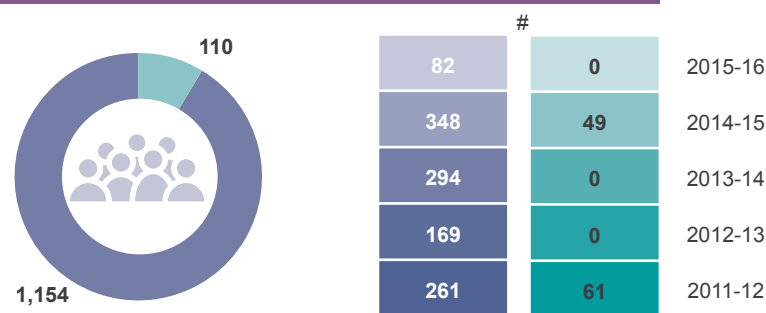
²No. of Businesses = 377



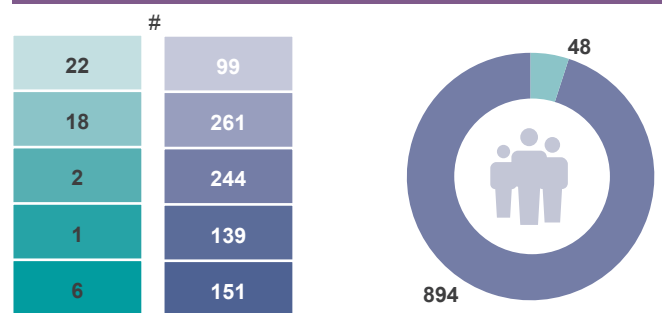
Offers = 1,182



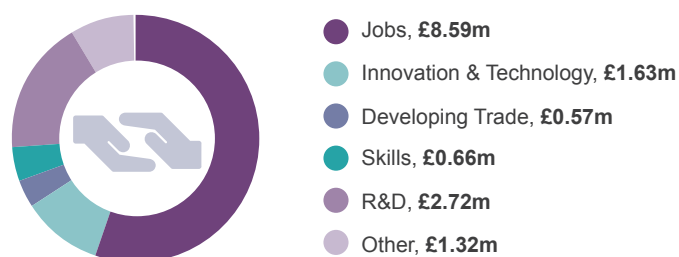
³Jobs Promoted = 1,264



³Jobs Created = 942



Type of Support



Notes

1. Does not include £0.62m of support to External Delivery Organisations or universities, which contributes towards £1.16m of investment, as this benefits businesses across all of NI.

2. Totals may not add as a business can be supported in more than one year and can move from local to externally-owned during the 5 year period.

3. Jobs Promoted are jobs that businesses plan to create in coming years. Jobs Created are already in place. It is not possible to directly compare the two.

Statistical Context

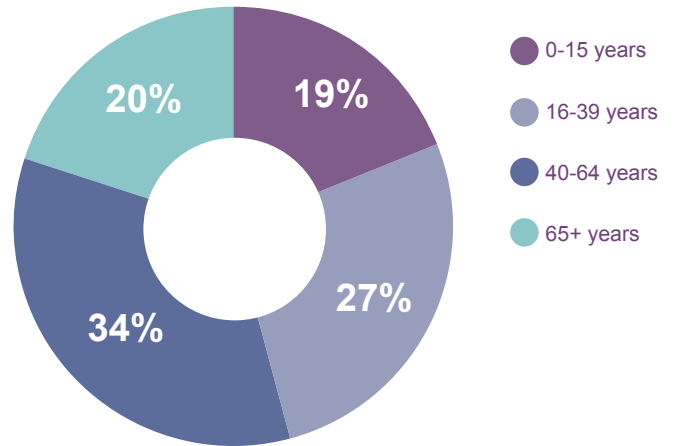
Population (2014)

Total Population
157,931



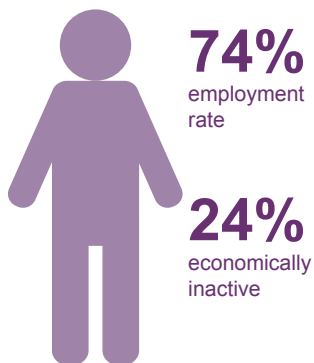
9% of total NI population

Population by Age

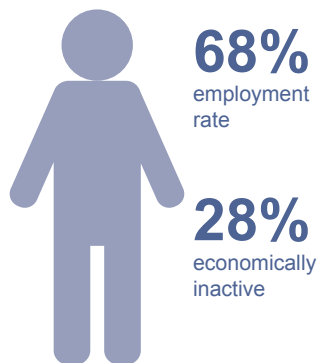


Labour Market (2014)

Ards & North Down

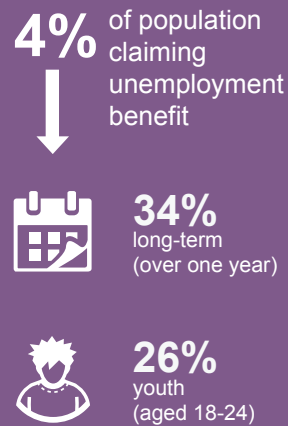


Northern Ireland

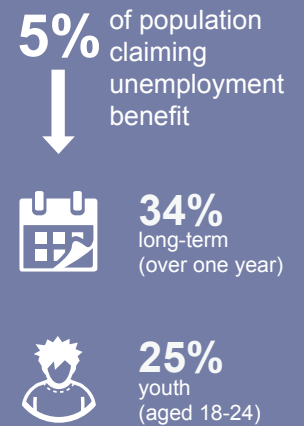


Labour market is composed of Economically Inactive and Economically Active (latter includes those in employment AND those seeking work)

Ards & North Down

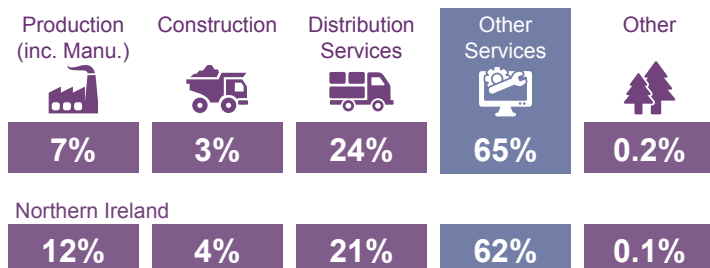


Northern Ireland



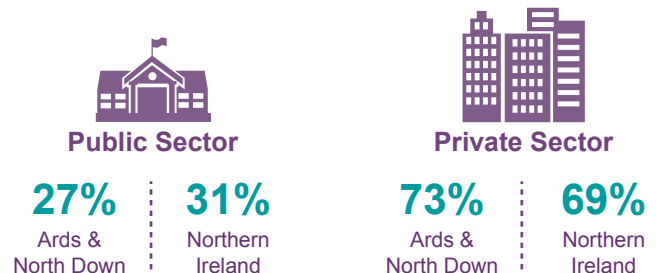
Jobs (2013)

37,044 employee jobs*



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

Public/Private Sector Employment



Earnings (2014)



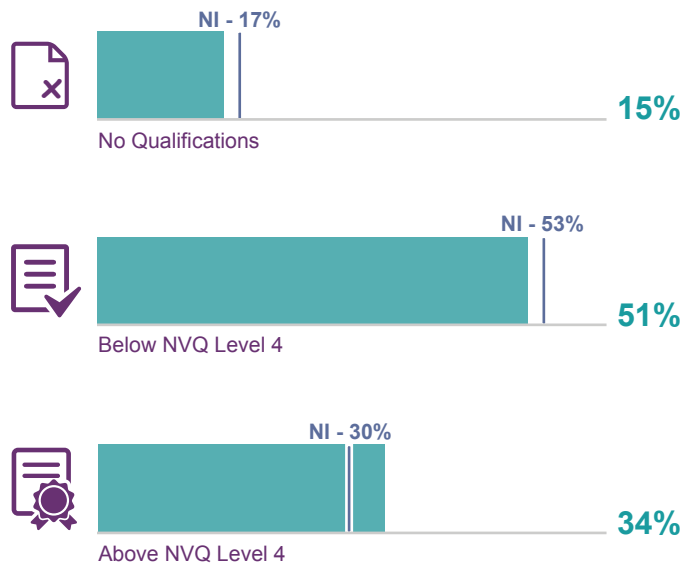
£22,000 Ards & North Down



£21,345 Northern Ireland

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

Qualifications (2014)



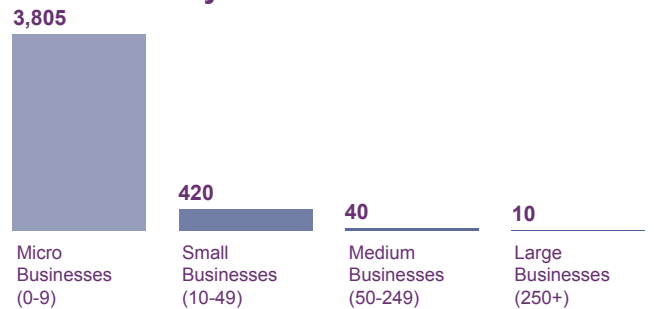
Business Base (2014)

Number of Registered Businesses



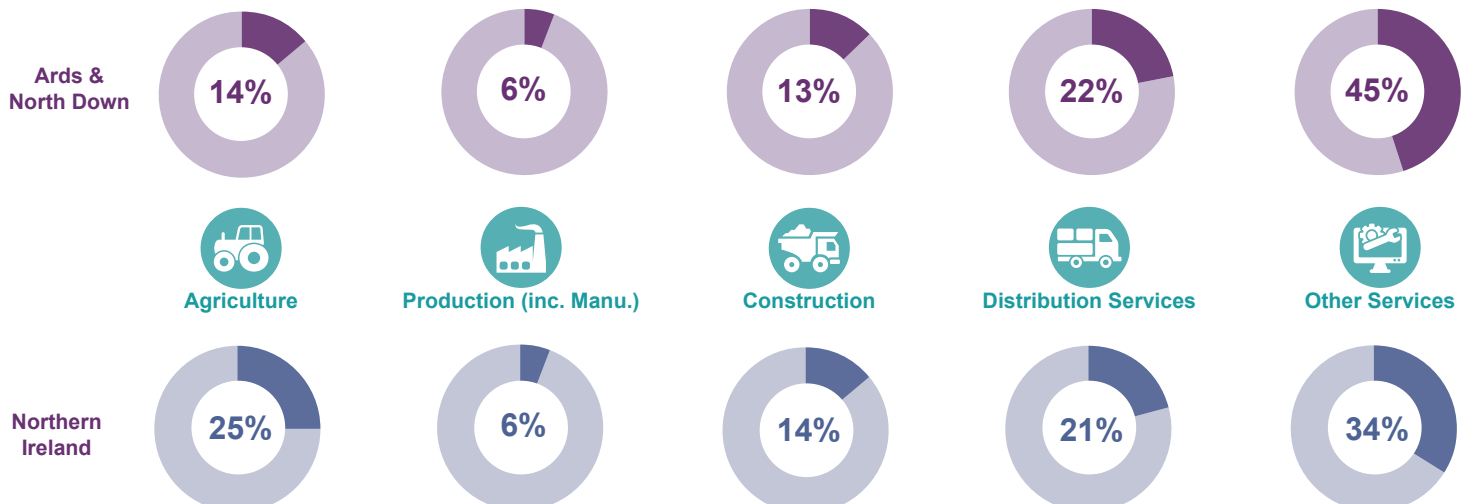
(This accounts for **6%** of all the businesses in Northern Ireland)

Businesses by Size

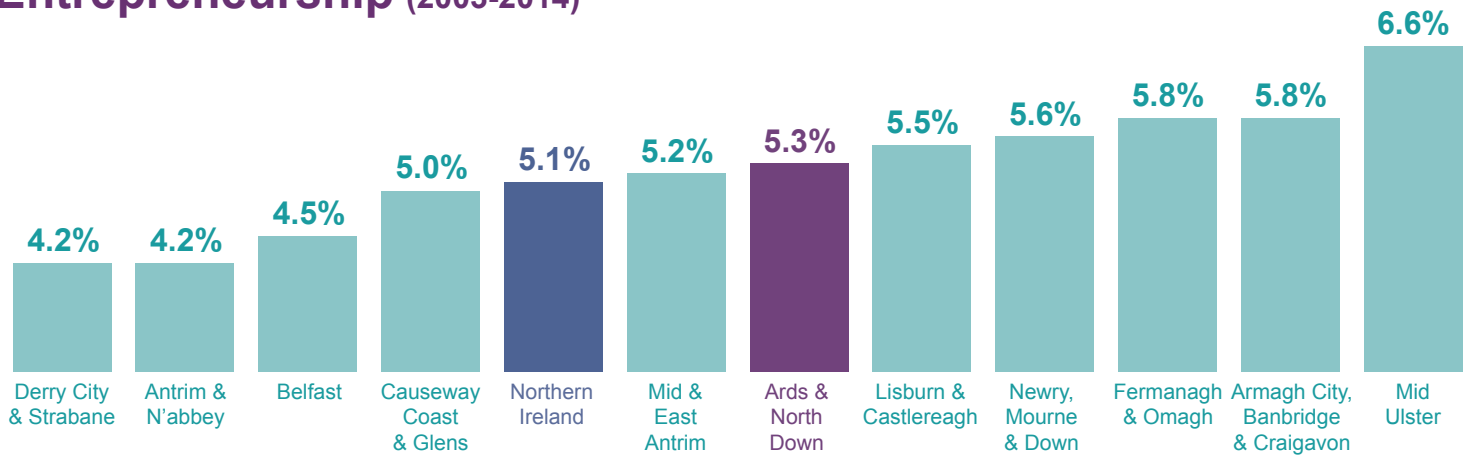


Sub-totals based on rounded data

Businesses by Sector



Entrepreneurship (2003-2014)



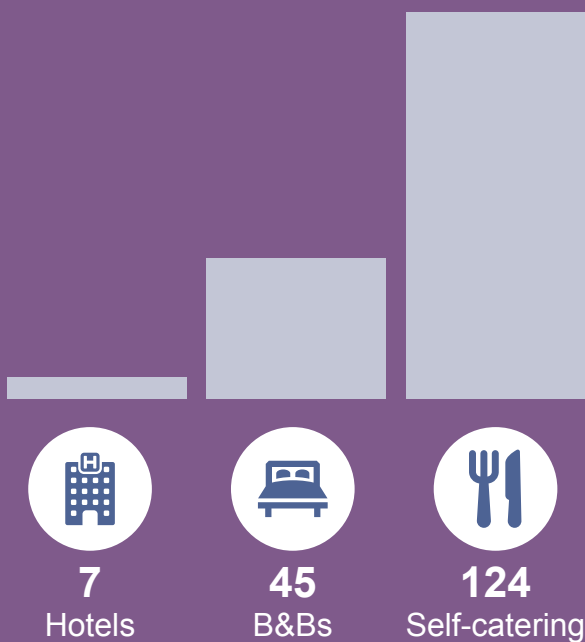
Based on the percentage of the population who have started or are in the process of starting a business

Tourism

Tourism Jobs (2013)

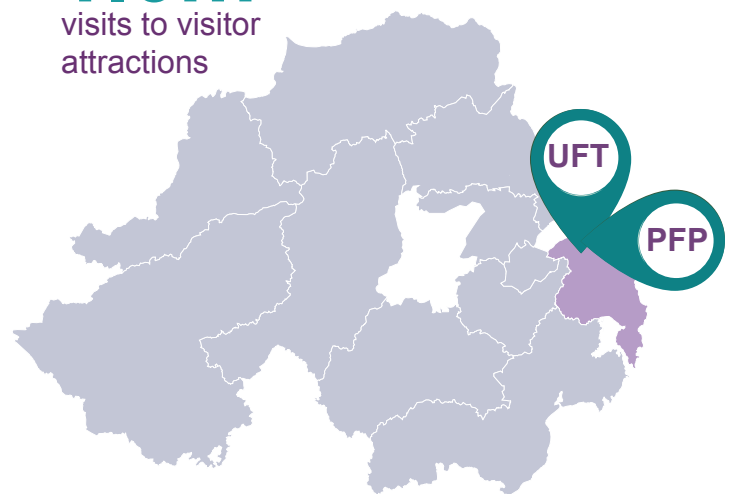


Accommodation (2014)



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