



Invest Northern Ireland Key Performance Indicators

Background Information

About the Invest NI Key Performance Indicators

The KPIs provide information on the value of employment and economic activity generated by Invest NI account managed and entry businesses as well as associated expenditure across the main industry sectors supported.

The KPIs provide high level indicators of economic activity among Invest NI supported businesses such as the total value of sales and work completed by businesses (sales), external sales and exports, full time equivalent employment and total employment costs. The contribution of different industries and councils are also assessed.

The KPIs are collected on an annual basis and are timed for inclusion in the Invest NI annual report.

Coverage

The KPI sample is a census of all Invest NI account managed and entry businesses. Businesses that receive support from Invest NI are classified as account managed through Invest NI's CRM system. Those businesses that are account managed are selected for the KPI survey. The survey is a census of all these businesses and aims to achieve a response rate of 100%. Approximately 15% of non-responding businesses are estimated for each year.

Other Sources

Invest NI KPI outputs (sales, external sales and employment) are also collected by a number of National Statistics surveys conducted by the Northern Ireland Statistics and Research Agency (NISRA), the Office for National Statistics (ONS) and other public bodies. These surveys are designed to create estimates for all or specified parts of the NI economy. By contrast, the KPIs are designed to capture a specific population of businesses relevant only to Invest NI and are therefore not considered directly comparable to these surveys. While it can be instructive to compare change over time and per head measures between different outputs, total values from the KPIs should not be compared to these external outputs.



If you would like further information regarding this report please contact:

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