

## West Virginia

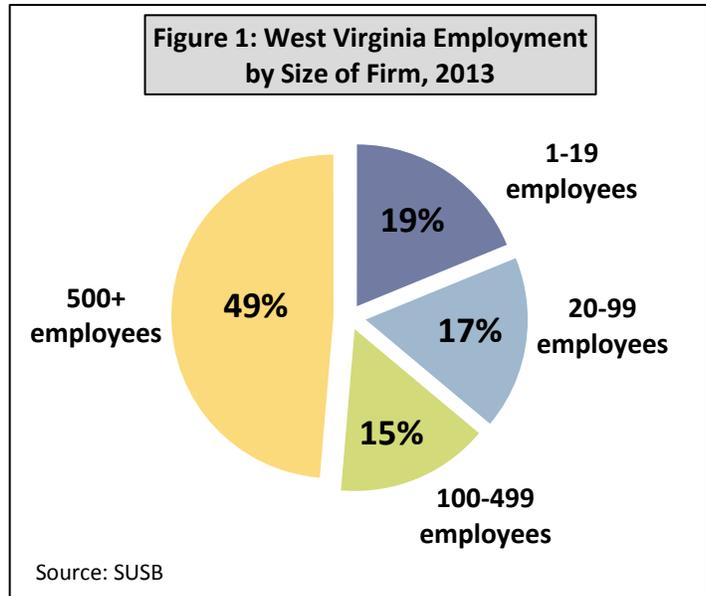
- 116,599** Small Businesses
- 27,386** Small Businesses with Employees
- 89,213** Small Businesses without Employees (Nonemployers)
- 297,588** Workers Employed by Small Businesses

### State Economy Overall

- West Virginia's economy grew at a faster rate than the United States in 2013. West Virginia's real gross state product increased by **5.1 percent** compared to **2.2 percent** for U.S. gross domestic product. (Source: BEA)
- The employment picture in West Virginia has weakened. The unemployment rate in West Virginia increased from **6.3 percent** in October 2013 to **6.5 percent** in October 2014. This is above the national average of **5.8 percent** for the same time period. (Source: BLS)

### Employment

- West Virginia's small businesses employed over half or **297,588** of the state's private workforce in 2012. (Source: SUSB)
- Almost all firms with employees are small. They make up **95.7 percent** of all employers in the state. (Source: SUSB)
- Firms with fewer than 100 employees have the largest share of small business employment. **Figure 1** offers further detail.
- In West Virginia, small businesses created **10,527** net new jobs in 2012. The biggest gain was in the smallest firm size category of 100-499 employees. (Source: BDS)
- The number of people who were primarily self-employed in 2013 increased by **6.3 percent** relative to the previous year.
- The state's private-sector employment growth increased by **2.1 percent** over the 12-month period ending in October 2014; this was below the national average growth rate of **2.3 percent**. (Source: BLS)



The *Small Business State and Territory Profiles* report on the economic status of small business from 2007 to 2014. They include information on the number of firms, employment, demographics and other topics using the most recently available government data. They are a reference tool for researchers, policymakers, and small entities who are interested in how small firms are performing regionally or nationally. *Note that this report defines small businesses as firms with fewer than 500 employees.*

## Income and Finance

- The number of banks reported in the Call Reports between June 2013 and June 2014 declined. (Source: FDIC)
- In 2012, **20,325** loans under \$100,000 (and valued at **\$251.1 million**) were issued by Community Reinvestment Act lending institutions in West Virginia. (Source: FFIEC)
- The median income for individuals who are self-employed at their own incorporated businesses for the past 12 months was **\$48,919** in 2013. For individuals self-employed at their own unincorporated firms, this figure was **\$18,591**. (Source: ACS)

Note: Median income represents earnings from all sources. Unincorporated self-employment income includes unpaid family workers, a very small percent of the unincorporated self-employed.

## Business Owner Demographics

- Table 1** shows the top industry for nine business owner demographics. For example, **37.6 percent** of female-owned businesses were in the retail trade industry, and female-owned firms made up **18.0 percent** of this industry.

**Table 1: Top Industry by Demographic Group in West Virginia, 2007**

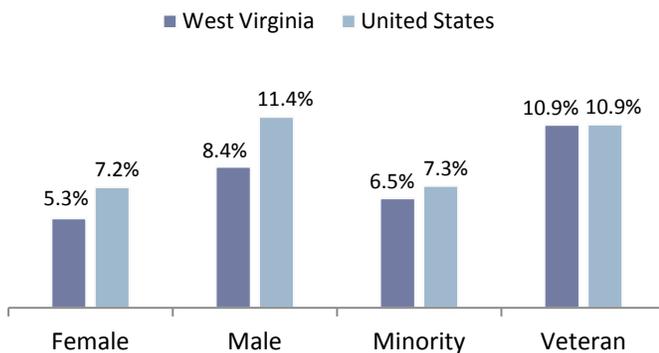
Demographic Group of Business Owners	Most Common Industry	% of Industry in Demographic Group	% of Demographic Group in Industry
Female	Retail trade	37.6	18.0
Male	Construction	77.7	18.6
American Indian and Alaska Native	*	*	*
Asian	Health care & social assistance	4.5	33.4
Black or African American	*	*	*
Native Hawaiian and Other Pacific Islander	*	*	*
White	Retail trade	94.8	13.7
Hispanic	*	*	*
Veteran	Construction	15.9	15.7

\*Indicates that the sample size was too small to be representative of the population. For more detailed information on businesses in your state, see [www.sba.gov/advocacy/847/841921](http://www.sba.gov/advocacy/847/841921).

Source: U.S. Department of Commerce, Census Bureau, 2007 Survey of Business Owners via American FactFinder.

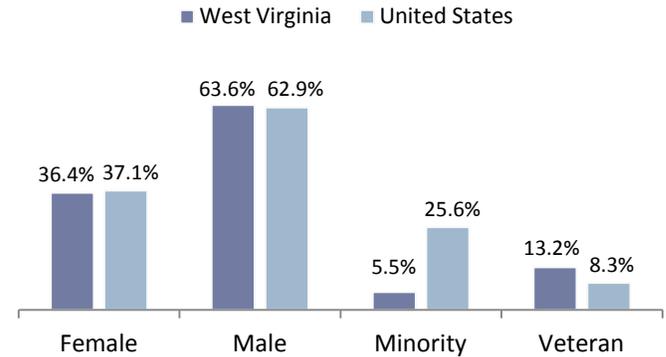
- Figures **2a** and **2b** show the demographic makeup of the self-employed in four demographic groups. For example, **Figure 2a** shows that **5.3 percent** of females were self-employed, and **Figure 2b** shows that **36.4 percent** of all self-employed people were female.

**Figure 2a: What percent of each demographic group are self-employed in West Virginia?**



Source: ACS

**Figure 2b: What percent of self-employed individuals in West Virginia are in each demographic group?**



Source: ACS

## Business Turnover

- In 2010, **2,340** establishments opened in West Virginia, and **70.5 percent** survived through 2012. In 2013, **2,497** establishments opened, and **76.4 percent** survived through 2014. (Source: BLS, BED)
- In the 1st quarter of 2014, **1,527** establishments opened and **1,588** closed in the state of West Virginia. (Source: BED)
- Business bankruptcies declined from 2010 to 2014, signaling a stronger state economy. (Source: U.S. Courts)

## International Trade

- A total of **1,119** companies exported goods from the state in 2012. Of these, **861** or **76.9 percent** were small firms; they generated over a third (**35.4 percent**) of the state's total known export value. (Source: ITA)

## Small Businesses and Employment by Industry

- **Table 2** ranks the state's industries by the number of small employer firms. For comparison, the three most common industries for small employer firms across the United States are professional, scientific, and technical services; other services (except public administration); and retail trade.

Industry	Employer Firms With 1-499 Employees	Employer Firms With 1-19 Employees	Nonemployer Firms	Total Small Firms
Other services (except public admin.)	4,119	3,896	15,046	19,165
Retail trade	3,513	3,054	10,697	14,210
Health care & social assistance	3,321	2,740	7,460	10,781
Construction	3,297	3,053	9,130	12,427
Accommodation & food services	2,547	1,990	1,276	3,823
Professional, scientific, & tech. svcs.	2,542	2,286	9,410	11,952
Admin., supp., waste mgt., remed. svcs.	1,177	1,017	7,548	8,725
Real estate & rental & leasing	1,082	1,026	8,202	9,284
Finance & insurance	1,041	925	2,229	3,270
Manufacturing	1,034	737	1,295	2,329
Wholesale trade	1,025	752	1,312	2,337
Transportation & warehousing	985	851	3,571	4,556
Arts, entertainment, & recreation	659	577	4,055	4,714
Mining, quarrying, and oil & gas extrac.	457	334	3,282	3,739
Educational services	245	185	2,381	2,626
Forestry, etc. & agriculture support	223	218	1,278	1,501
Information	214	170	937	1,151
Management of comp. & enterprises	101	16	*	101
Utilities	45	36	104	149
Unclassified	23	23	*	23
<b>Total</b>	<b>27,386</b>	<b>23,860</b>	<b>89,213</b>	<b>116,599</b>

Source: SUSB and Nonemployer Statistics. \*Data for nonemployers not collected in these two categories.

See [www.sba.gov/advocacy/additional-data-state-profiles](http://www.sba.gov/advocacy/additional-data-state-profiles) for more detailed data.

- **Table 3** shows small firm employment by industry. The three West Virginia industries with the most small business employment were: health care and social assistance; accommodation and food services; and retail trade (**Table 3**).

**Table 3: Employment in West Virginia by Industry and Firm Size, 2012  
(ranked by small firm employment)**

Industry	Employment		Small Firm % of Industry Employment
	Small Firms	Total Firms	
Health care & social assistance	59,437	131,989	45.0
Accommodation & food services	40,018	62,188	64.4
Retail trade	34,424	85,794	40.1
Other services (except public admin.)	23,276	25,683	90.6
Construction	23,158	25,464	90.9
Manufacturing	20,103	50,132	40.1
Professional, scientific, & tech. svcs.	18,885	24,634	76.7
Admin., supp., waste mgt., remed. svcs.	15,408	33,303	46.3
Wholesale trade	12,258	20,521	59.7
Mining, quarrying, and oil & gas extraction	9,905	36,657	27.0
Finance & insurance	9,035	18,093	49.9
Transportation & warehousing	7,785	14,729	52.9
Arts, entertainment, & recreation	6,692	12,264	54.6
Educational services	6,421	10,516	61.1
Real estate & rental & leasing	4,574	6,071	75.3
Information	2,946	10,549	27.9
Management of comp. & enterprises	1,480	4,726	31.3
Utilities	947	D	D
Forestry, etc. & agriculture support	808	816	99.0
Unclassified	28	28	100.0
<b>Total</b>	<b>297,588</b>	<b>579,583</b>	<b>51.3</b>

Source: SUSB. (D) indicates data suppressed to protect the confidentiality of individual firms.

For more detailed information on businesses in your state, see [www.sba.gov/advocacy/847/841921](http://www.sba.gov/advocacy/847/841921).

## Abbreviations and Resources

ACS	American Community Survey, U.S. Census Bureau, <a href="http://www.census.gov/acs">www.census.gov/acs</a> .
BEA	Bureau of Economic Analysis, U.S. Department of Commerce, <a href="http://www.bea.gov">www.bea.gov</a> .
BED	Business Employment Dynamics, U.S. Department of Labor, Bureau of Labor Statistics, <a href="http://www.bls.gov/bdm">www.bls.gov/bdm</a> .
BDS	Business Dynamics Statistics, U.S. Census Bureau, <a href="http://www.census.gov/ces/dataproducts/bds">www.census.gov/ces/dataproducts/bds</a> .
BLS	Bureau of Labor Statistics, U.S. Department of Labor, <a href="http://www.bls.gov">www.bls.gov</a> .
CEA	Council of Economic Advisers, <a href="http://www.whitehouse.gov/administration/eop/cea">www.whitehouse.gov/administration/eop/cea</a> .
FDIC	Federal Deposit Insurance Corporation, <a href="http://www.fdic.gov">www.fdic.gov</a> .
FFIEC	Federal Financial Institutions Examination Council, <a href="http://www.ffiec.gov">www.ffiec.gov</a> .
ITA	International Trade Administration, U.S. Department of Commerce, <a href="http://www.trade.gov">www.trade.gov</a> .
Nonemployer Statistics	Nonemployer Statistics, U.S. Census Bureau, <a href="http://www.census.gov/econ/nonemployer">www.census.gov/econ/nonemployer</a> .
SUSB	Statistics of U.S. Businesses, U.S. Census Bureau, <a href="http://www.census.gov/econ/susb">www.census.gov/econ/susb</a> .
U.S. Courts	Administrative Office of the U.S. Courts, <a href="http://www.uscourts.gov">www.uscourts.gov</a> .