

Business Dynamics

KEY FACTS



Business births, deaths per 1000 population and survival rates

Area	Births 2015	AGR 2010-2015 (%)	Deaths 2015	AGR 2010-2015 (%)	1-year survival rate 2010 (%)	1-year survival rate 2014 (%)
UK	5.88	11.36	3.87	-0.45	86.7	92.2
North West	5.09	11.52	3.59	-0.7	87.4	92.8
Greater Manchester	5.78	13.03	4	0.1	86.1	92.1
West Midlands	5.1	11.88	3.3	-2.35	87.1	92.2
WMCA	5.46	16.64	3.24	-1.64	85.9	91.5
London	11.64	15.6	6.55	2.09	84.6	90.9

Source: ONS Business Demography

5.46 firms per thousand inhabitants are born in WMCA just short of the average of **5.88** for the country. The significant average growth rate over 2010-2015 point to convergence in the next few years and survival rates are improving.

Similar to the employment shares, the most important sectors in firm populations are **manufacturing; wholesale and retail trade; transportation and storage; and human health.**

Percentage of total firms - total

