

# 2019 Small Business Profile

## New Hampshire

**134,760** Small Businesses  
**99.0%** of New Hampshire Businesses

**295,895** Small Business Employees  
**49.8%** of New Hampshire Employees



**EMPLOYMENT**  
**9,239**  
net new jobs



**DIVERSITY**  
**11,868**  
minority-owned  
business employees



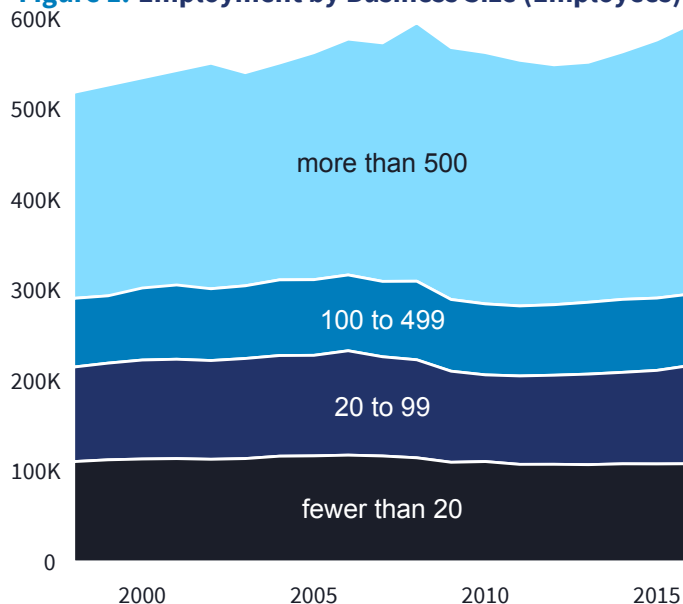
**TRADE**  
**2,099**  
small business  
exporters

### Overall New Hampshire Economy

- In the third quarter of 2018, New Hampshire grew at an annual rate of **3.7%**, which was faster than the overall US growth rate of **3.4%**. New Hampshire's 2017 growth rate of **2.5%** was up from the 2016 rate of **1.9%**. (Source: [BEA](#))
- In February 2019, the unemployment rate was **2.4%**, down from **2.7%** in February 2018. This was below the February 2019 national unemployment rate of **3.8%**. (Source: [CPS](#))

### Employment

**Figure 1: Employment by Business Size (Employees)**



- New Hampshire small businesses employed **295,895** people, or **49.8%** of the private workforce, in 2016. (Source: [SUSB](#))
- Firms with fewer than 100 employees have the largest share of small business employment. Figure 1 provides further details on firms with employees. (Source: [SUSB](#))
- Private-sector employment increased **1.2%** during the 12-month period ending in February 2019. This was above the increase of **1.0%** during the prior 12-month period. (Source: [CPS](#))
- The number of proprietors increased in 2017 by **2.0%** relative to the previous year. (Source: [BEA](#))
- Small businesses created **9,239** net jobs in 2016. Firms employing fewer than 20 employees experienced the largest gains, adding **5,764** net jobs. The smallest gains were in firms employing 100 to 499 employees, which added **1,121** net jobs. (Source: [SUSB](#))

The Small Business Profiles are produced by the US Small Business Administration's Office of Advocacy (<http://advocacy.sba.gov>). Each report incorporates the most up-to-date government data to present a unique snapshot of small businesses. Small businesses are defined for this profile as firms employing fewer than 500 employees. Net small business job change, employees of minority-owned businesses, and exporter share statistics are based on the 2016 Statistics of US Businesses (SUSB), 2016 Annual Survey of Entrepreneurs (ASE), and 2016 International Trade Administration (ITA) data, respectively.

## Income and Finance

- The number of banks decreased by **1** between June 2016 and June 2017 to **18** banks. (Source: [FDIC](#))
- In 2017, **26,883** loans under \$100,000 (valued at **\$380.3 million**) were issued by New Hampshire lending institutions reporting under the Community Reinvestment Act. (Source: [FFIEC](#))
- The median income for individuals self-employed at their own incorporated businesses was **\$50,829** in 2017. For individuals self-employed at their own unincorporated firms, this figure was **\$31,577**. (Source: [ACS](#))

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

## Employer Business Owner Demographics

**Figure 2: New Hampshire Employees per Business by Owner's Demographic, 2016**

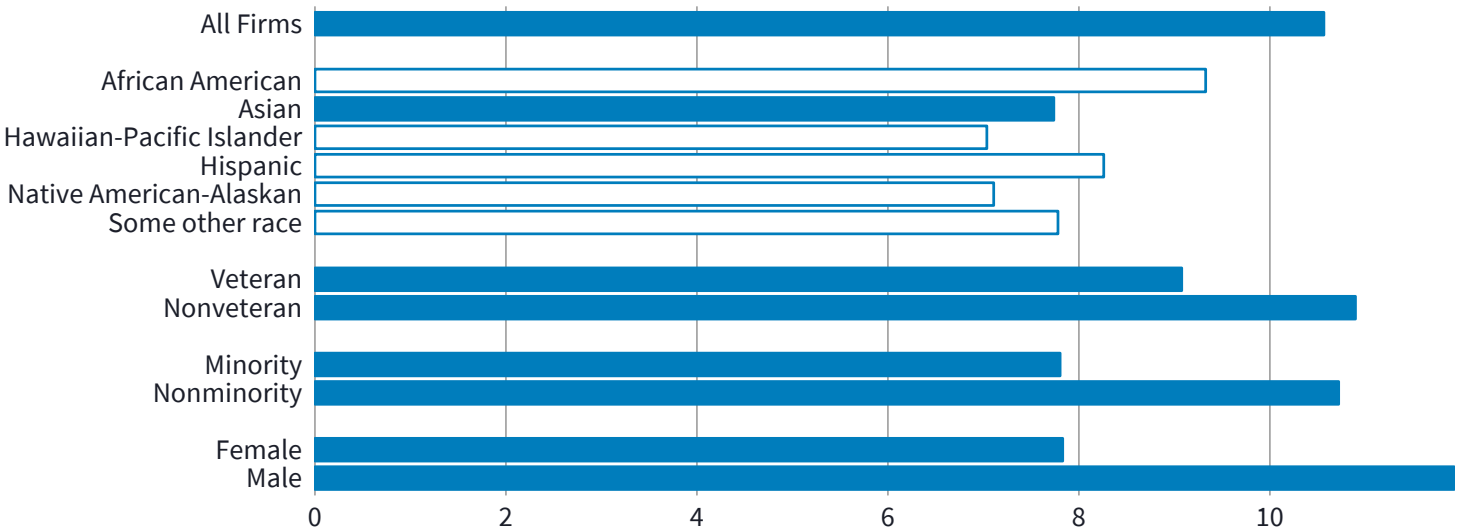
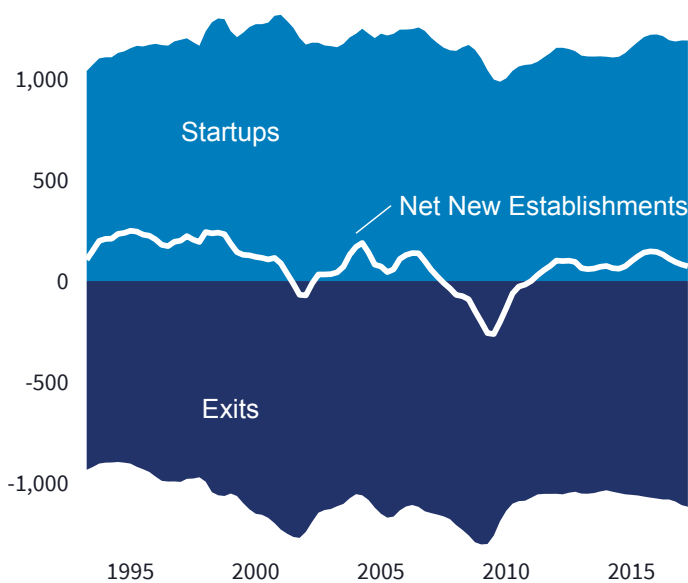


Figure 2 shows the average number of employees per employer business by owner's demographic group according to the 2016 Annual Survey of Entrepreneurs (ASE). Unshaded bars display US values; data were withheld because they do not meet Census Bureau publication standards or could disclose information regarding individual businesses.

## Turnover among Establishments with Employees

**Figure 3: New Hampshire Quarterly Startups and Exits**



- In the third quarter of 2017, **1,170** establishments started up, generating **2,943** new jobs in New Hampshire. Startups are counted when business establishments hire at least one employee for the first time. (Source: [BDM](#))
- In the same period, **1,160** establishments exited resulting in **2,869** jobs lost. Exits occur when establishments go from having at least one employee to having none, and then remain closed for at least one year. (Source: [BDM](#))
- Figure 3 displays quarterly startups and exits from 1993 to 2017. Each series is smoothed across multiple quarters to highlight long-run trends. (Source: [BDM](#))

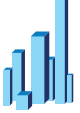



The BLS data covers only business establishments with employees. BLS refers to startups as births and exits as deaths. These terms are distinct from the BLS openings and closings categories. Openings include seasonal re-openings and closings include seasonal shutterings. Quarterly startup and exit values may not align with Figure 3 due to smoothing.

## International Trade

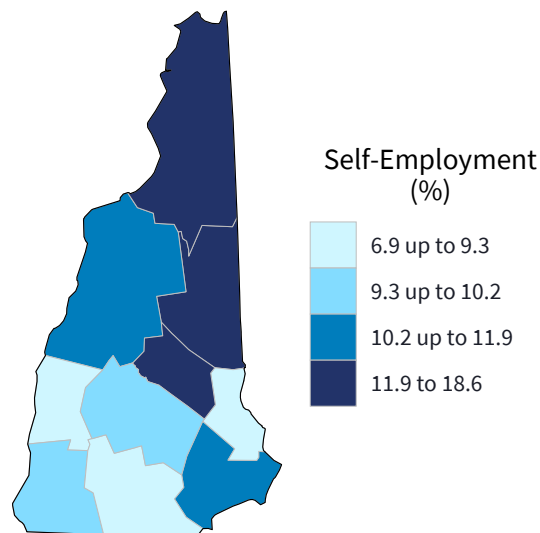
- A total of 2,457 companies exported goods from New Hampshire in 2016. Of these, 2,099, or 85.4%, were small firms; they generated 35.4% of New Hampshire's \$3.9 billion in total exports. (Source: ITA)

## Small Business Employment by Industry and Self-Employment by County






**Table 1: New Hampshire Employment by Industry, 2016**

 Industry	 Small Business Employment	 Total Private Employment	 Small Business Employment Share
Health Care and Social Assistance	42,699	91,765	46.5
Accommodation and Food Services	42,624	57,495	74.1
Retail Trade	32,787	100,563	32.6
Manufacturing	29,861	68,645	43.5
Construction	24,690	26,207	94.2
Professional, Scientific, and Technical Services	22,305	32,287	69.1
Other Services (except Public Administration)	19,829	22,486	88.2
Administrative, Support, and Waste Management	16,805	55,763	30.1
Wholesale Trade	14,491	24,052	60.2
Educational Services	9,498	25,839	36.8
Finance and Insurance	9,083	28,757	31.6
Arts, Entertainment, and Recreation	8,916	12,331	72.3
Transportation and Warehousing	7,115	13,870	51.3
Real Estate and Rental and Leasing	6,050	7,321	82.6
Information	5,771	14,148	40.8
Management of Companies and Enterprises	1,939	8,809	22.0
Agriculture, Forestry, and Fishing and Hunting	590	633	93.2
Utilities	558	2,971	18.8
Mining, Quarrying, and Oil and Gas Extraction	213	230	92.6
Industries not classified	71	71	100.0
<b>Total</b>	<b>295,895</b>	<b>594,243</b>	<b>49.8</b>

**Figure 4: New Hampshire Self-Employment Rates by County, 2017**



**Table 2: New Hampshire Small Businesses by Industry and Firm Size, 2016**

				
Industry	1-499 Employees	1-19 Employees	Nonemployer Firms	Total Small Firms
Professional, Scientific, and Technical Services	3,321	3,008	17,438	20,759
Construction	3,959	3,669	16,378	20,337
Other Services (except Public Administration)	3,464	3,272	12,760	16,224
Real Estate and Rental and Leasing	1,115	1,045	12,964	14,079
Retail Trade	3,522	3,079	8,697	12,219
Administrative, Support, and Waste Management	2,013	1,823	7,243	9,256
Health Care and Social Assistance	2,500	2,059	6,124	8,624
Arts, Entertainment, and Recreation	746	621	6,482	7,228
Accommodation and Food Services	2,982	2,304	1,254	4,236
Educational Services	557	432	3,516	4,073
Manufacturing	1,592	1,172	2,160	3,752
Transportation and Warehousing	660	569	2,997	3,657
Finance and Insurance	881	762	2,435	3,316
Wholesale Trade	1,392	1,100	1,816	3,208
Information	361	281	1,448	1,809
Agriculture, Forestry, and Fishing and Hunting	139	135	1,634	1,773
Utilities	31	20	114	145
Mining, Quarrying, and Oil and Gas Extraction	44	38	43	87
<b>Total</b>	<b>29,257</b>	<b>25,445</b>	<b>105,503</b>	<b>134,760</b>

Tables 1 and 2 display data from the 2016 SUSB. Table 2 includes additional data from the 2016 Nonemployer Statistics (NES). Figure 4 provides estimates of the rate of self-employment among employed civilians, 16 years and over, including both incorporated and unincorporated businesses, from the 2017 American Community Survey (ACS).

**References**

The Small Business Profiles, source data, and methodology are available at <https://go.usa.gov/xmb5R>.

- ACS** American Community Survey, US Census Bureau
- ASE** Annual Survey of Entrepreneurs, US Census Bureau
- BEA** Bureau of Economic Analysis, US Department of Commerce
- BDM** Business Employment Dynamics, BLS
- BLS** Bureau of Labor Statistics, US Department of Labor
- CPS** Current Population Survey, BLS
- FDIC** Call Reports, Federal Deposit Insurance Corporation
- FFIEC** Federal Financial Institutions Examination Council
- ITA** International Trade Administration, US Department of Commerce
- NES** Nonemployer Statistics, US Census Bureau
- SUSB** Statistics of US Businesses, US Census Bureau