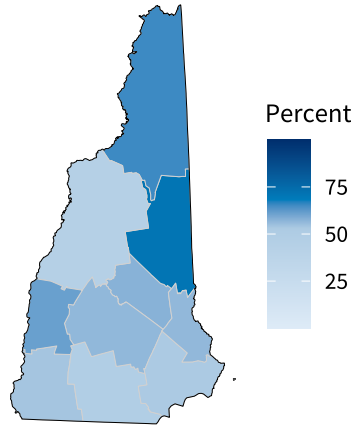


## New Hampshire

**138,199** small businesses  
**99.0 percent** of New Hampshire businesses

**308,296** small business employees  
**49.7 percent** of New Hampshire employees



### Share of employees working at small businesses by county

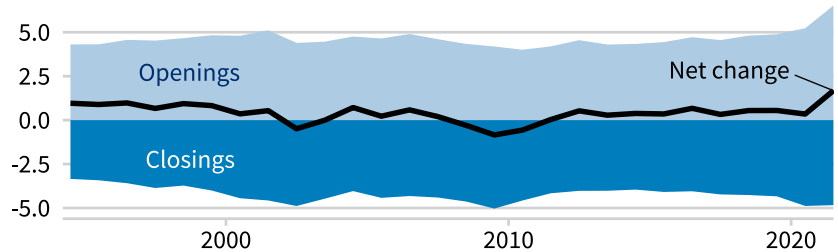
Source of data: [Statistics of US Businesses](#) (Census)

### Business dynamics

#### Establishments

Between March 2020 and March 2021, 6,515 New Hampshire establishments opened and 4,837 closed, for a net increase of 1,678. Employment expanded at 10,003 establishments and contracted at 12,427. Small businesses accounted for 5,978 openings and 4,404 closings.

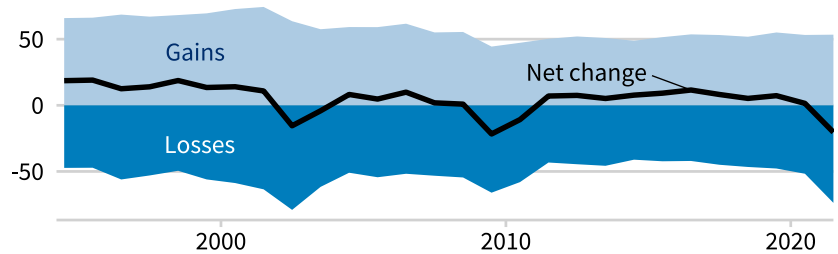
Thousands of establishments



#### Employment

Opening and expanding New Hampshire establishments added 53,392 jobs, while closing and contracting establishments lost 73,763, for a net decrease of 20,371 jobs. Small businesses gained 40,054 jobs and lost 52,695, for a net decrease of 12,641 jobs.

Thousands of jobs



Counts include temporary closures and reopenings

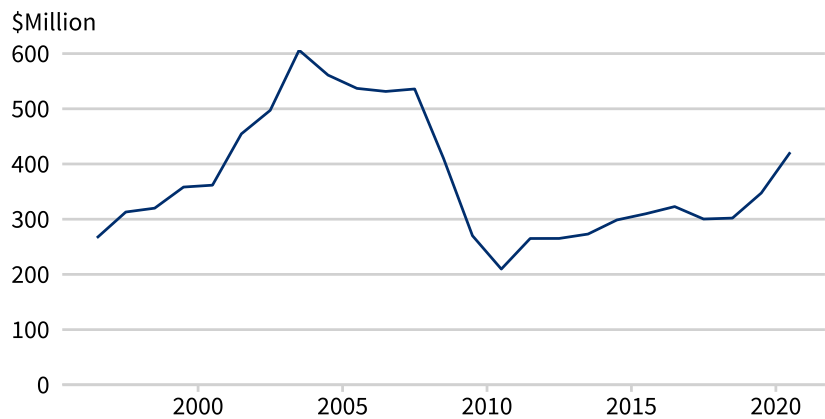
Source: [Business Employment Dynamics](#) (BLS)

## Small business loans





The Community Reinvestment Act requires large banks to report new small business loans. In 2020, reporting banks issued \$421.2 million in loans to New Hampshire businesses with revenues of \$1 million or less. Total reported new lending to businesses through loans of \$100,000 or less was \$605.6 million. Total reported new lending to businesses through loans of \$1 million or less was \$1.8 billion.

Source: [CRA Aggregate Data](#) (FFIEC)

### New lending to businesses with revenues under \$1 million



## Small business count by size and industry

Industry				
	No employees	1–19 employees	20–499 employees	All small businesses
Professional, Scientific, and Technical Services	18,382	2,853	333	21,568
Construction	15,833	4,011	312	20,156
Real Estate and Rental and Leasing	14,111	1,057	82	15,250
Other Services (except Public Administration)	9,668	3,337	186	13,191
Retail Trade	8,778	2,952	433	12,163
Administrative, Support, and Waste Management	8,413	1,919	189	10,521
Health Care and Social Assistance	6,396	2,012	461	8,869
Arts, Entertainment, and Recreation	7,126	679	124	7,929
Transportation and Warehousing	5,050	570	96	5,716
Educational Services	4,257	474	131	4,862
Accommodation and Food Services	1,397	2,342	719	4,458
Manufacturing	1,979	1,121	419	3,519
Finance and Insurance	2,529	724	134	3,387
Wholesale Trade	1,655	1,065	281	3,001
Information	1,417	313	69	1,799
Agriculture, Forestry, Fishing and Hunting	1,537	125	7	1,669
Utilities	79	25	13	117
Mining, Quarrying, and Oil and Gas Extraction	48	25	5	78
Management of Companies and Enterprises	*	14	62	76
Industries not classified	*	43	0	43
<b>Total</b>	<b>108,655</b>	<b>25,641</b>	<b>3,903</b>	<b>138,199</b>

\* Not reported by the Census Bureau

Sources: [Nonemployer Statistics](#), 2019 (Census); [Statistics of US Businesses](#), 2019 (Census)



### Small business exports

A total of 2,477 identified firms exported goods worth \$5.3 billion from New Hampshire in 2020. Of those exporters, 2,126—or 85.8 percent—were small. Exports by small firms reached \$1.7 billion, making up 33.0 percent of exports by identified firms.

Source: [A profile of US importing and exporting companies, 2019-2020](#) (Census)

## Business ownership share by demographic group

### Women



Women made up 47.6 percent of workers and owned 40.3 percent of businesses.

### Veterans



Veterans made up 6.2 percent of workers and owned 8.5 percent of businesses.

### Hispanics



Hispanics made up 3.5 percent of workers and owned 2.1 percent of businesses.

### Racial minorities



Racial minorities made up 5.1 percent of workers and owned 3.8 percent of businesses.

Ownership shares include equal and majority ownership

Sources of data: [American Community Survey, 2018](#) (Census and IPUMS); [Annual Business Survey, 2018](#) (Census); [Nonemployer Statistics by Demographics, 2018](#) (Census)

## Business count by owner demographic group

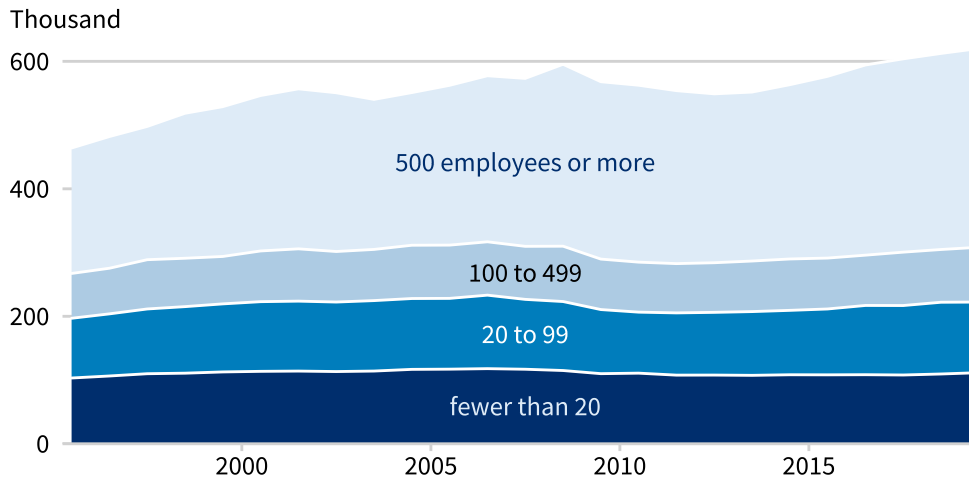
	Without employees	With employees	Total businesses
Ownership			
Female	41,500	5,274	46,774
Male	61,500	17,676	79,176
Owned equally by both groups	3,200	3,470	6,670
Veteran	7,700	2,237	9,937
Not Veteran	97,500	23,535	121,035
Owned equally by both groups	700	*	*
Hispanic	2,300	361	2,661
Not Hispanic	104,000	26,013	130,013
Owned equally by both groups	90	50	140
American Indian and Alaska Native	100	17	117
Asian	2,300	931	3,231
Black or African American	1,200	*	*
Native Hawaiian and Other Pacific Islander	20	*	*
White	102,000	25,432	127,432
Hispanic or Racial Minority	5,700	1,444	7,144
White and Not Hispanic	100,000	24,897	124,897
Owned equally by both groups	200	80	280

\* Not reported by the Census Bureau; counts include only businesses classifiable by owner demographic group

Sources: [Annual Business Survey, 2018](#) (Census); [Nonemployer Statistics by Demographics, 2018](#) (Census)

## Total New Hampshire employment by business size

Source of data: [Statistics of US Businesses](#) (Census)



Small businesses accounted for 49.7 percent of New Hampshire employment in 2019, which exceeded the national share.

## Small business employment and payroll by industry

Industry	Employers		Employees		Payroll (\$1,000s)	
	Small	%	Small	%	Small	%
Construction	4,323	99.4	28,041	94.3	1,917,510	93.1
Other Services (except Public Administration)	3,523	98.3	20,621	88.3	724,952	88.4
Retail Trade	3,385	92.4	32,597	33.2	1,344,117	45.1
Professional, Scientific, and Technical Services	3,186	94.9	21,936	62.1	1,757,863	58.1
Accommodation and Food Services	3,061	97.4	45,987	72.4	1,025,498	74.4
Health Care and Social Assistance	2,473	96.0	45,899	47.5	2,068,807	38.3
Administrative, Support, and Waste Management	2,108	94.3	16,720	28.4	791,989	27.0
Manufacturing	1,540	91.9	30,248	44.5	1,719,688	39.3
Wholesale Trade	1,346	85.4	14,355	57.2	1,165,129	55.7
Real Estate and Rental and Leasing	1,139	95.9	6,814	84.5	342,776	84.2
Finance and Insurance	858	84.1	9,429	32.6	754,456	27.4
Arts, Entertainment, and Recreation	803	97.6	9,686	73.0	259,878	80.9
Transportation and Warehousing	666	92.0	7,123	47.6	332,730	50.2
Educational Services	605	96.3	9,920	36.4	337,213	29.1
Information	382	79.4	5,335	33.1	365,550	25.4
Agriculture, Forestry, Fishing and Hunting	132	99.2	619	92.8	32,840	95.4
Management of Companies and Enterprises	76	49.0	2,044	24.1	161,360	19.2
Industries not classified	43	100.0	45	100.0	1,548	100.0
Utilities	38	73.1	699	20.4	55,270	15.7
Mining, Quarrying, and Oil and Gas Extraction	30	93.8	178	71.5	15,251	78.8
<b>Total</b>	<b>29,544</b>	<b>95.4</b>	<b>308,296</b>	<b>49.7</b>	<b>15,174,425</b>	<b>45.9</b>

Source: [Statistics of US Businesses](#), 2019 (Census)

### About this profile

Small businesses are defined here as firms with fewer than 500 employees. Figures and statistics may incorporate approximations because of missing or problematic data. Data analyzed here largely predate the COVID-19 pandemic, which has had [impacts on businesses](#) that have differed by industry, geography, and demographic group. Electronic versions of this and other [geographic profiles](#) are available online. Visit [advocacy.sba.gov](http://advocacy.sba.gov) for additional resources.