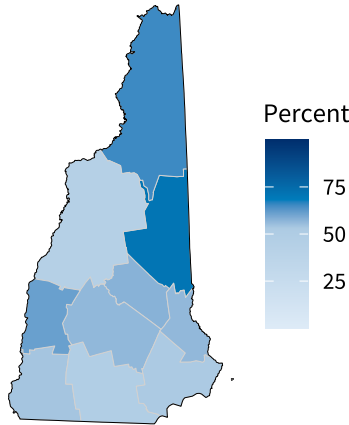


## New Hampshire

**136,506** small businesses  
**98.9 percent** of New Hampshire businesses

**305,738** small business employees  
**49.2 percent** of New Hampshire employees



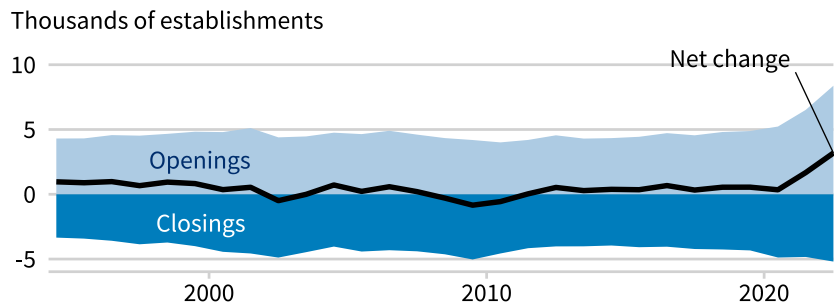
### Share of employees working at small businesses by county

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

### Business dynamics

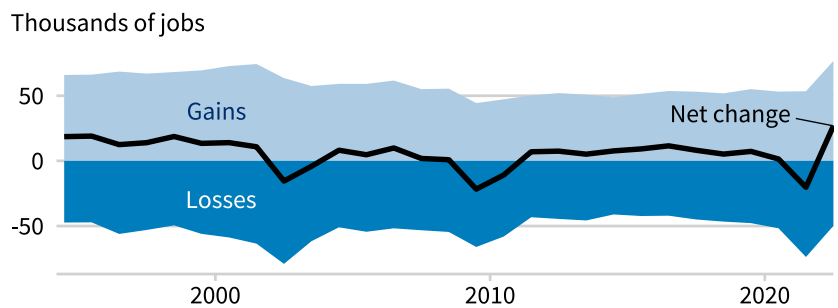
#### Establishments

Between March 2021 and March 2022, 8,378 New Hampshire establishments opened and 5,194 closed, for a net increase of 3,184. Employment expanded at 13,343 establishments and contracted at 9,809. Small businesses accounted for 7,732 openings and 4,735 closings.



#### Employment

Opening and expanding New Hampshire establishments added 76,736 jobs, while closing and contracting establishments lost 49,848, for a net increase of 26,888 jobs. Small businesses contributed a net increase of 22,919 jobs, or 85.2 percent of that total.



Counts include temporary closures and reopenings

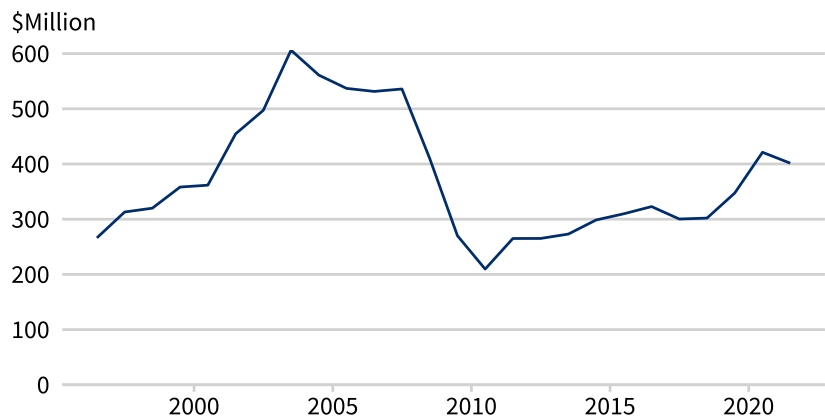
Source: [Business Employment Dynamics](#) (BLS)

## Small business loans

The Community Reinvestment Act requires large banks to report new small business loans. In 2021, reporting banks issued \$401.4 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 \$520.2 million. Total reported new lending to businesses through loans of \$1 million or less was \$1.4 billion.

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

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



## Small business count by size and industry

Industry	Without employees	1–19 employees	20–499 employees	All small businesses
Professional, Scientific, and Technical Services	17,729	2,906	309	20,944
Construction	16,086	4,070	324	20,480
Real Estate and Rental and Leasing	14,215	1,056	86	15,357
Other Services (except Public Administration)	9,600	3,336	183	13,119
Retail Trade	9,305	2,877	423	12,605
Administrative, Support, and Waste Management	8,147	1,929	190	10,266
Health Care and Social Assistance	6,496	1,974	466	8,936
Arts, Entertainment, and Recreation	6,024	647	126	6,797
Transportation and Warehousing	5,711	564	108	6,383
Accommodation and Food Services	1,289	2,291	715	4,295
Educational Services	3,472	476	120	4,068
Manufacturing	1,961	1,122	414	3,497
Finance and Insurance	2,470	719	132	3,321
Wholesale Trade	1,651	1,021	276	2,948
Information	1,295	316	72	1,683
Agriculture, Forestry, Fishing and Hunting	1,520	127	7	1,654
Utilities	82	26	12	120
Management of Companies and Enterprises	*	16	65	81
Mining, Quarrying, and Oil and Gas Extraction	45	26	6	77
Industries not classified	*	47	0	47
<b>Total</b>	<b>107,098</b>	<b>25,527</b>	<b>3,881</b>	<b>136,506</b>

\* Not reported by the Census Bureau

Sources: [Nonemployer Statistics](#), 2020 (Census); [Statistics of US Businesses](#), 2020 (Census)



### Small business exports

A total of 2,497 identified firms exported goods worth \$6.1 billion from New Hampshire in 2021. Of those exporters, 2,159—or 86.5 percent—were small. Exports by small firms reached \$2.3 billion, making up 37.5 percent of exports by identified firms.

Source: [A profile of US importing and exporting companies, 2020-2021](#) (Census)

## Business ownership share by demographic group

### Women



Women made up 47.6 percent of workers and owned 39.6 percent of businesses.

### Veterans



Veterans made up 5.5 percent of workers and owned 8.9 percent of businesses.

### Hispanics



Hispanics made up 3.4 percent of workers and owned 2.3 percent of businesses.

### Racial minorities



Racial minorities made up 6.5 percent of workers and owned 4.0 percent of businesses.

Ownership shares include equal and majority ownership

Sources of original data: [American Community Survey, 2019 5-Year Data \(Census\)](#); [Annual Business Survey, 2019 \(Census\)](#); [Nonemployer Statistics by Demographics, 2019 \(Census\)](#)

## Business count by owner demographic group

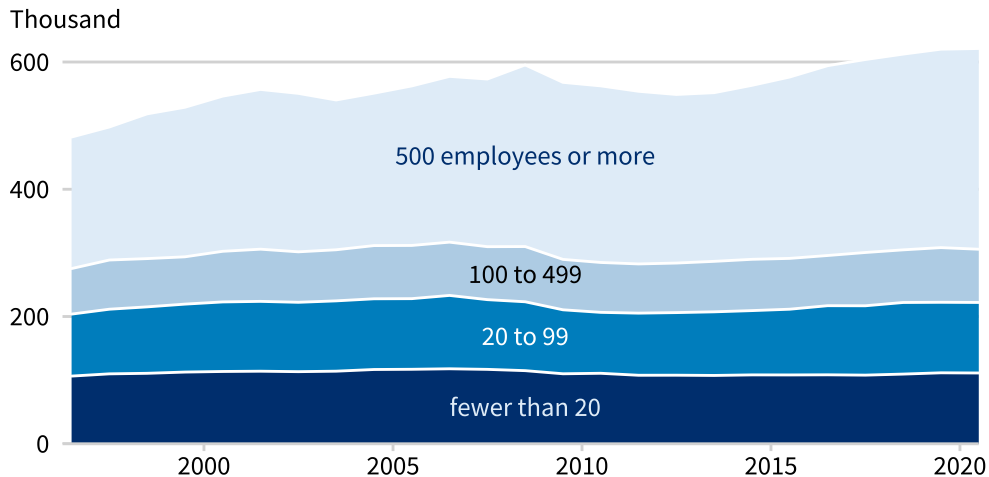
Ownership	Without employees	With employees	Total businesses
Female	41,500	4,742	46,242
Male	61,500	19,121	80,621
Owned equally by both groups	3,300	3,413	6,713
Veteran	7,500	2,753	10,253
Not Veteran	98,000	23,609	121,609
Owned equally by both groups	700	*	*
Hispanic	2,700	238	2,938
Not Hispanic	103,000	26,970	129,970
Owned equally by both groups	100	*	*
American Indian and Alaska Native	600	20	620
Asian	2,600	1,162	3,762
Black or African American	1,600	112	1,712
Native Hawaiian and Other Pacific Islander	60	*	*
White	102,000	25,982	127,982
Hispanic or Racial Minority	7,200	1,535	8,735
White and Not Hispanic	99,000	25,639	124,639
Owned equally by both groups	250	99	349

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

Sources: [Annual Business Survey, 2019 \(Census\)](#); [Nonemployer Statistics by Demographics, 2019 \(Census\)](#)

## Total New Hampshire employment by business size

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



Small businesses accounted for 49.2 percent of New Hampshire employment in 2020, which exceeded the national small business employment share.

## Small business employment and payroll by industry

Industry	Employers		Employees		Payroll (\$1,000s)	
	Small	%	Small	%	Small	%
Construction	4,394	99.4	29,055	94.3	1,972,938	92.8
Other Services (except Public Administration)	3,519	98.2	20,576	88.4	693,879	88.5
Retail Trade	3,300	92.3	31,146	32.0	1,359,044	44.0
Professional, Scientific, and Technical Services	3,215	94.7	22,013	61.6	1,859,459	57.5
Accommodation and Food Services	3,006	97.3	45,155	72.7	881,669	74.1
Health Care and Social Assistance	2,440	95.8	45,275	46.1	2,082,568	37.2
Administrative, Support, and Waste Management	2,119	94.3	16,131	26.9	778,787	25.6
Manufacturing	1,536	92.0	30,468	46.1	1,722,419	41.8
Wholesale Trade	1,297	84.9	13,642	56.7	1,030,342	50.4
Real Estate and Rental and Leasing	1,142	96.0	6,955	82.9	367,048	84.9
Finance and Insurance	851	83.8	9,348	32.3	819,607	28.1
Arts, Entertainment, and Recreation	773	97.6	9,734	72.1	222,500	78.3
Transportation and Warehousing	672	91.9	7,315	46.7	341,718	49.4
Educational Services	596	96.1	10,034	35.9	334,134	28.4
Information	388	79.3	5,307	32.7	384,717	25.9
Agriculture, Forestry, Fishing and Hunting	134	99.3	607	94.4	33,622	93.5
Management of Companies and Enterprises	81	52.6	1,984	22.8	168,425	20.6
Industries not classified	47	100.0	59	100.0	1,917	100.0
Utilities	38	73.1	718	22.3	55,789	15.5
Mining, Quarrying, and Oil and Gas Extraction	32	94.1	216	90.8	15,848	90.1
<b>Total</b>	<b>29,408</b>	<b>95.3</b>	<b>305,738</b>	<b>49.2</b>	<b>15,126,430</b>	<b>45.2</b>

Source: [Statistics of US Businesses](#), 2020 (Census)

### About this profile

Small businesses are generally defined here as firms with fewer than 500 employees. Figures or statistics may involve approximations because of missing or problematic data. Where notes identify the source of “original data,” a value is approximate in at least one profile. The Technical Notes provide details on data, methods, and definitions. Electronic versions of this and other [geographic profiles](#) are available online. Visit [advocacy.sba.gov](http://advocacy.sba.gov) for additional resources.