

SMALL BUSINESS PROFILE

U.S. SMALL BUSINESS ADMINISTRATION

OFFICE OF ADVOCACY

REGULATION • RESEARCH • OUTREACH

NEW HAMPSHIRE



130,939
95.8% Small Businesses
of New Hampshire Businesses

286,708
52.0% Small Business Employees
of New Hampshire Employees

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52.0% Small Business Employees
of New Hampshire Employees



EMPLOYMENT
3,063
net new jobs¹



DIVERSITY
26.3%
increase in minority
ownership²



TRADE
86.9%
of New Hampshire
exporters³

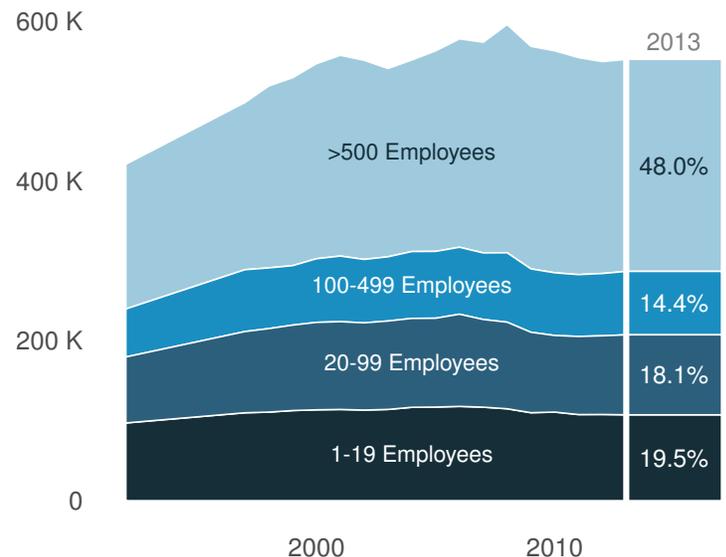
OVERALL NEW HAMPSHIRE ECONOMY

- In the third quarter of 2015, New Hampshire grew at an annual rate of 1.7% which was slower than the overall US growth rate of 1.9%. By comparison, New Hampshire's 2014 growth of 4.3% was up from the 2013 level of 1.6%. (Source: BEA)
- The employment situation in New Hampshire improved. At the close of 2015, unemployment was 3.1%, down from 3.9% at the close of 2014. This was below the national unemployment rate of 5.0%. (Source: CPS)

EMPLOYMENT

- New Hampshire small businesses employed **286,708** people, or **52.0%** of the private workforce, in 2013. (Source: SUSB)
- Firms with fewer than 100 employees have the largest share of small business employment. See Figure 1 for further details on firms with employees. (Source: SUSB)
- Private-sector employment increased **1.0%** in 2015. This was below the previous year's increase of **1.6%**. (Source: CES)
- The number of proprietors increased in 2014 by **1.4%** relative to the previous year. (Source: BEA)
- Small businesses created **3,063** net jobs in 2013. Among the seven BDS size-classes, firms employing 250 to 499 employees experienced the largest gains, adding **1,144** net jobs. The largest losses were in firms employing 50 to 99 employees which lost **421** net jobs. (Source: BDS)

Figure 1: New Hampshire Employment by Firm Size



The Small Business Profiles are produced by the US Small Business Administration's Office of Advocacy. Each report incorporates the most up-to-date government data to present a unique snapshot of small businesses. **Small businesses are defined as firms employing fewer than 500 employees.** Hyperlinks to data sources and report generation information are provided in Table 3.

^{1,3} Net small business jobs change and exporter share are based on newly released 2013 BDS and 2012 ITA data.

² Diversity statistic tracks changes between 2007 and 2012 based on the Survey of Business Owners (SBO) 2015 release.

INCOME AND FINANCE

- The number of banks reported in the Call Reports between June 2014 and June 2015 declined. (Source: FDIC)
- In 2014, 23,174 loans under \$100,000 (and valued at \$323.1 million) were issued by New Hampshire lending institutions reporting under the Community Reinvestment Act. (Source: FFIEC)
- The median income⁴ for individuals who were self-employed at their own incorporated businesses was \$52,273 in 2014. For individuals self-employed at their own unincorporated firms, this figure was \$26,510. (Source: ACS)

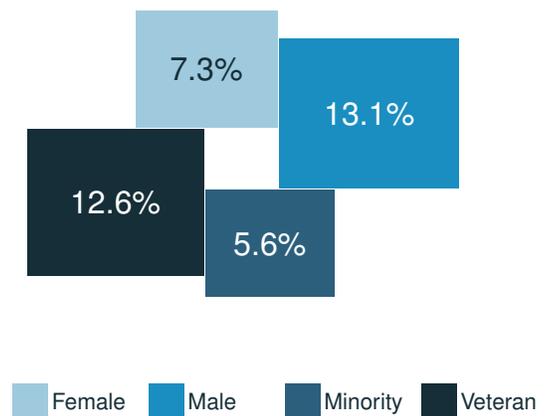
⁴ Median income represents earnings from all sources. Unincorporated self-employment income includes unpaid family workers, a very small percent of the unincorporated self-employed.

BUSINESS OWNER DEMOGRAPHICS

Figure 2: New Hampshire Changes in Business Ownership by Demographic Group

African American-owned	•	8.8%
Asian-owned	•	24.3%
Hawaiian/Pacific Islander-owned	●	104.3%
Hispanic-owned	•	32.8%
Native American/Alaskan-owned		-
Minority-owned	•	26.3%
Nonminority-owned	•	-4.5%

Figure 3: New Hampshire Self-Employment within Demographic Group



- Figure 2 displays the change in overall firm ownership for each demographic group from 2007 to 2012 based on the Survey of Business Owners (SBO) for New Hampshire, released in December 2015.
- Figure 3 displays the percent of each demographic group identified as self-employed according to the 2014 American Community Survey (ACS) 5-year estimates.

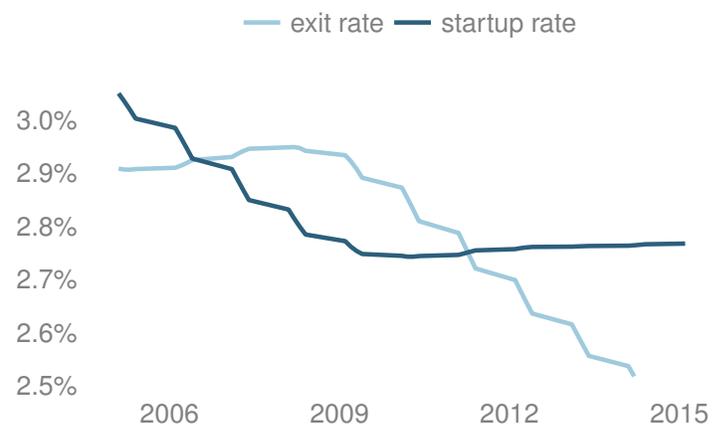
BUSINESS TURNOVER

- In the second quarter of 2014, 1,107 establishments started up⁵ in New Hampshire and 1,104 exited.⁶ Startups generated 2,800 new jobs while exits caused 3,239 job losses. (Source: BDM)
- Figure 4 displays startup and exit rates from 2005 to 2015. Each series is smoothed across multiple quarters to highlight long-run trends. (Source: BDM)

⁵ **STARTUPS** are counted when business establishments hire at least one employee for the first time. The BLS terms these **births**, as distinct from the BLS **openings** category which includes seasonal re-openings.

⁶ **EXITS** occur when establishments go from having at least one employee to having none, and then remain closed for at least a year. The BLS terms these events **deaths**, as distinct from the **closings** category which includes seasonal shutterings.

Figure 4: New Hampshire Private Startup and Exit Rates



- A total of 2,625 companies exported goods from New Hampshire in 2013. Among these, 2,282, or 86.9%, were small firms; they generated 35.9% of New Hampshire's total known export value. (Source: ITA)

SMALL BUSINESSES BY INDUSTRY

Table 1: New Hampshire Small Firms by Industry, 2013
(sorted by small employer firms)

				
Industry	1 – 499 Employees	1 – 19 Employees	Nonemployer Firms	Total Small Firms
Construction	3,793	3,553	16,469	20,262
Retail Trade	3,646	3,180	8,379	12,025
Professional, Scientific, and Technical Services	3,451	3,166	16,892	20,343
Other Services (except Public Administration)	3,351	3,175	12,212	15,563
Accommodation and Food Services	2,950	2,338	1,176	4,126
Health Care and Social Assistance	2,567	2,157	6,229	8,796
Administrative, Support, and Waste Management	1,963	1,775	7,338	9,301
Manufacturing	1,598	1,184	2,230	3,828
Wholesale Trade	1,448	1,146	1,846	3,294
Real Estate and Rental and Leasing	1,084	1,015	11,938	13,022
Finance and Insurance	872	732	2,399	3,271
Arts, Entertainment, and Recreation	675	568	5,997	6,672
Transportation and Warehousing	664	579	2,208	2,872
Educational Services	533	422	3,145	3,678
Information	383	295	1,482	1,865
Agriculture, Forestry, Fishing and Hunting	142	138	1,711	1,853
Mining, Quarrying, and Oil and Gas Extraction	36	32	56	92
Utilities	36	23	88	124
Total	29,192	25,478	101,795	130,987

Totals for Tables 1 and 2 differ from SUSB's statewide tallies due to firms with establishments in more than one industry and the omission of industry classifications not reported by NES. (Source: NES and SUSB)

s Indicates samples deemed too small to represent the population according to SUSB.

Table 2: New Hampshire Employment by Industry and Firm Size, 2013
(sorted by small firm employment)

Industry	Small Business Employment	Total Private Employment	Small Business Employment Share
Health Care and Social Assistance	41,975	87,050	48.2%
Accommodation and Food Services	38,669	53,756	71.9%
Retail Trade	33,777	97,039	34.8%
Manufacturing	29,201	67,915	43.0%
Construction	21,543	22,522	95.7%
Professional, Scientific, and Technical Services	21,388	30,621	69.8%
Other Services (except Public Administration)	18,736	21,156	88.6%
Administrative, Support, and Waste Management	16,902	45,070	37.5%
Wholesale Trade	14,717	23,774	61.9%
Finance and Insurance	10,035	24,348	41.2%
Educational Services	9,882	22,587	43.8%
Arts, Entertainment, and Recreation	8,205	11,280	72.7%
Transportation and Warehousing	6,710	12,309	54.5%
Real Estate and Rental and Leasing	5,931	7,043	84.2%
Information	5,765	13,984	41.2%
Utilities	1,102	3,507	31.4%
Agriculture, Forestry, Fishing and Hunting	539	583	92.5%
Mining, Quarrying, and Oil and Gas Extraction	204	220	92.7%
Total	285,281	544,764	52.4%

Figure 5: New Hampshire County-Level Job Changes, 2015 (CEW)

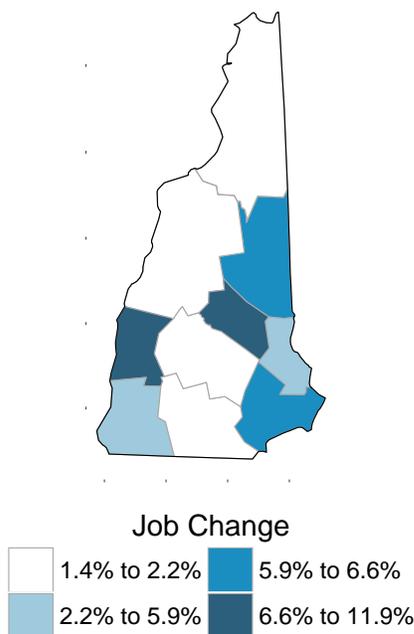


Table 3: Abbreviations and Resources

ACS	American Community Survey, US Census Bureau
BEA	Bureau of Economic Analysis
BDM	Business Employment Dynamics, BLS
BDS	Business Dynamics Statistics, US Census Bureau
BLS	Bureau of Labor Statistics, US Department of Labor
CES	Current Employment Statistics, BLS
CEW	Census of Employment and Wages, BLS
CPS	Current Population Survey, BLS
FDIC	Federal Deposit Insurance Corporation
FFIEC	Federal Financial Institutions Examination Council
ITA	International Trade Administration
NES	Nonemployer Statistics, US Census Bureau
SBO	Survey of Business Owners, US Census Bureau
SUSB	Statistics of US Businesses, US Census Bureau

All profiles, source data, methodology notes, and county-level employment statistics are available at <http://go.usa.gov/cfKMd>

