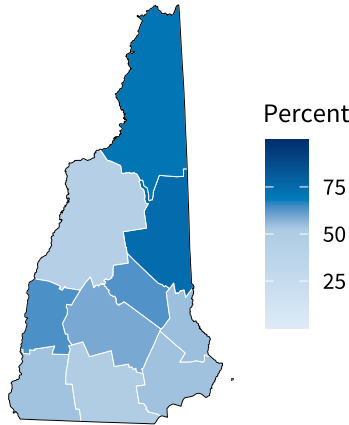


New Hampshire

142,626 small businesses
99.0 percent of New Hampshire businesses

294,022 small business employees
50.1 percent of New Hampshire employees



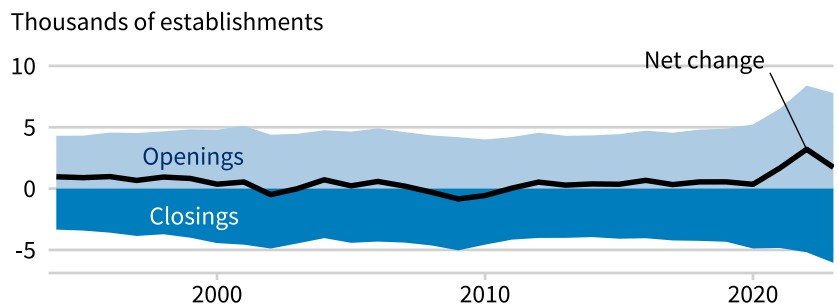
Share of employees working at small businesses by county

Sources of original data: [Nonemployer Statistics](#) (Census), [Statistics of U.S. Businesses](#) (Census)

Employer and employment dynamics

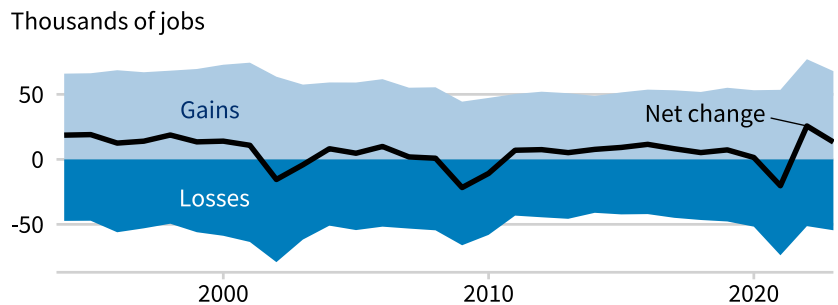
Establishments

Between March 2022 and March 2023, 7,783 New Hampshire establishments opened and 6,052 closed, for a net increase of 1,731. Employment expanded at 12,775 establishments and contracted at 11,199. Small businesses accounted for 7,191 openings and 5,575 closings.



Employment

Opening and expanding New Hampshire establishments added 67,873 jobs, while closing and contracting establishments lost 54,534, for a net increase of 13,339 jobs. Small businesses contributed a net increase of 10,469 jobs, or 78.5 percent of that total.



Counts include temporary closures and reopenings.

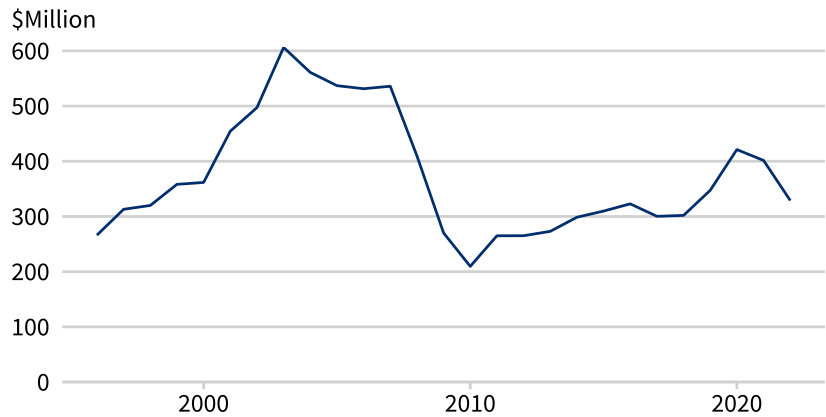
Source: [Business Employment Dynamics](#) (Bureau of Labor Statistics)

Small business loans

The Community Reinvestment Act requires large banks to report new small business loans. In 2022, reporting banks issued \$329.0 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 \$430.0 million. Total reported new lending to businesses through loans of \$1 million or less was \$965.8 million.

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	18,588	2,923	326	21,837
Construction	15,844	4,346	323	20,513
Real Estate and Rental and Leasing	14,715	1,070	82	15,867
Other Services (except Public Administration)	9,721	3,405	163	13,289
Retail Trade	9,539	2,949	408	12,896
Administrative, Support, and Waste Management	8,272	2,026	188	10,486
Health Care and Social Assistance	6,875	1,979	467	9,321
Transportation and Warehousing	7,382	572	124	8,078
Arts, Entertainment, and Recreation	7,008	688	94	7,790
Accommodation and Food Services	1,536	2,450	609	4,595
Educational Services	3,806	479	119	4,404
Manufacturing	1,960	1,101	411	3,472
Finance and Insurance	2,588	718	135	3,441
Wholesale Trade	1,605	1,049	271	2,925
Information	1,515	311	67	1,893
Agriculture, Forestry, Fishing and Hunting	1,536	128	8	1,672
Utilities	76	23	13	112
Management of Companies and Enterprises	*	23	62	85
Mining, Quarrying, and Oil and Gas Extraction	51	23	7	81
Industries not classified	*	48	0	48
All industries	112,617	26,283	3,726	142,626

* Not reported by the Census Bureau

Sources: [Nonemployer Statistics](#), 2021 (Census); [Statistics of U.S. Businesses](#), 2021 (Census)



Small business exports

A total of 2,443 identified firms exported goods worth \$6.7 billion from New Hampshire in 2022. Of those exporters, 2,091—or 85.6 percent—were small. Exports by small firms reached \$2.5 billion, making up 37.6 percent of exports by identified firms.

Source: [A profile of U.S. importing and exporting companies, 2021-2022](#) (Census)

Business ownership share by demographic group

Women



Women made up 47.2 percent of workers and owned 41.3 percent of businesses.

Veterans



Veterans made up 5.2 percent of workers and owned 7.7 percent of businesses.

Hispanics



Hispanics made up 3.8 percent of workers and owned 3.3 percent of businesses.

Racial minorities



Racial minorities made up 8.3 percent of workers and owned 4.7 percent of businesses.

Ownership shares include equal and majority ownership.

Sources of original data: [American Community Survey, 2021 5-Year Data \(Census\)](#); [Annual Business Survey, 2021 \(Census\)](#); [Nonemployer Statistics by Demographics, 2021 \(Census\)](#)

Business count by owner demographic group

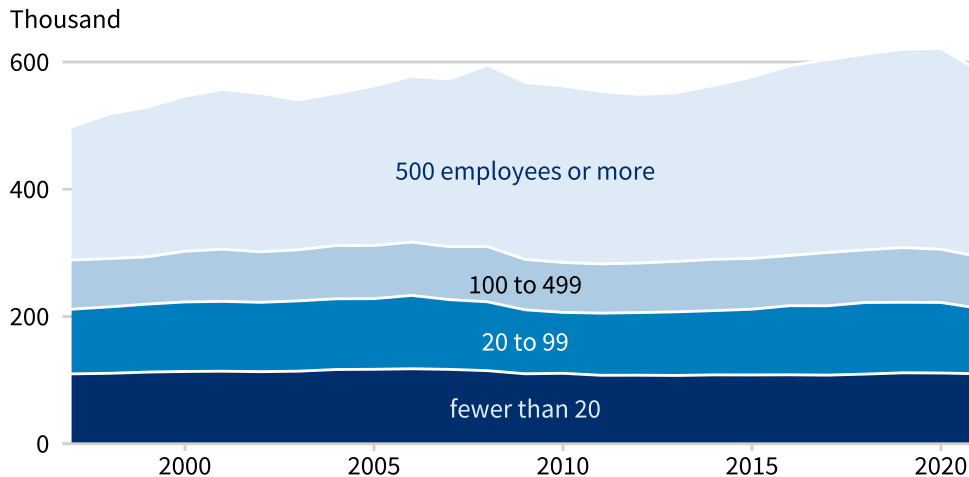
Ownership	Without employees	With employees	Total businesses
Female	45,000	5,016	50,016
Male	61,500	18,873	80,373
Owned equally by both groups	3,100	3,358	6,458
Veteran	7,100	2,159	9,259
Not Veteran	102,000	24,455	126,455
Owned equally by both groups	600	636	1,236
Hispanic	3,500	337	3,837
Not Hispanic	106,000	26,702	132,702
Owned equally by both groups	100	*	*
American Indian and Alaska Native	700	68	768
Asian	3,100	1,168	4,268
Black or African American	2,100	209	2,309
Native Hawaiian and Other Pacific Islander	70	3	73
White	105,000	25,800	130,800
Hispanic or Racial Minority	8,900	1,808	10,708
White and Not Hispanic	100,000	25,148	125,148
Owned equally by both groups	300	294	594

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

Sources: [Annual Business Survey, 2021 \(Census\)](#); [Nonemployer Statistics by Demographics, 2021 \(Census\)](#)

Total New Hampshire employment by business size

Source of original data: [Statistics of U.S. Businesses](#) (Census)



Small businesses accounted for 50.1 percent of New Hampshire employment in 2021, 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	4,669	99.4	29,812	95.1	2,168,053	94.1
Other Services (except Public Administration)	3,568	98.4	18,581	88.5	756,385	89.1
Retail Trade	3,357	92.7	30,411	33.3	1,664,063	48.7
Professional, Scientific, and Technical Services	3,249	95.1	22,973	66.8	2,053,754	57.1
Accommodation and Food Services	3,059	97.7	38,373	73.3	1,099,506	77.5
Health Care and Social Assistance	2,446	95.9	45,276	48.2	2,279,489	39.0
Administrative, Support, and Waste Management	2,214	94.5	15,675	26.9	874,577	25.2
Manufacturing	1,512	91.7	29,805	45.8	1,891,168	40.8
Wholesale Trade	1,320	85.1	13,448	55.7	1,136,480	50.2
Real Estate and Rental and Leasing	1,152	96.1	6,743	84.4	402,258	84.4
Finance and Insurance	853	83.6	9,189	32.1	875,647	25.8
Arts, Entertainment, and Recreation	782	97.6	7,512	68.0	269,186	80.7
Transportation and Warehousing	696	91.8	8,137	49.7	393,564	50.7
Educational Services	598	96.0	9,567	38.7	367,098	31.2
Information	378	78.4	5,067	35.3	445,858	28.7
Agriculture, Forestry, Fishing and Hunting	136	99.3	622	94.5	33,768	93.4
Management of Companies and Enterprises	85	53.5	1,851	23.4	203,540	24.2
Industries not classified	48	100.0	46	100.0	1,948	100.0
Utilities	36	72.0	744	24.9	65,954	19.7
Mining, Quarrying, and Oil and Gas Extraction	30	93.8	190	91.3	16,416	91.0
All industries	30,009	95.4	294,022	50.1	16,998,712	46.3

Source: [Statistics of U.S. Businesses](#), 2021 (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 for additional resources.