Congressional District Small Business Profiles

2026

NEW HAMPSHIRE

The Office of Advocacy at the Small Business Administration was created by Congress in 1976 and provides an independent voice for small business within the executive branch. Appointed by the President and confirmed by the Senate, Chief Counsel Casey Mulligan directs the office. Chief Counsel Mulligan advances the views, concerns, and interests of small business before Congress, the White House, federal agencies, federal courts, and state policy makers. Regional advocates and an office in Washington, DC, support his efforts.

The statutory mission of the Office of Advocacy includes examining the role of small business in the economy. The Office of Economic Research accomplishes this objective by publishing small business research products and sponsoring and disseminating small business data and statistics. This report uses the latest government data to profile the small businesses in the congressional districts of New Hampshire. It was prepared by Research Economist Daniel Wilmoth with editorial support by Editor Akira Loring, Senior Editor M. B. Humphrey, and Director of the Office of Information David Tokarz.

This report is part of a series that shows the important roles that small businesses play in congressional districts across the nation. District 1 of Montana, located in the western part of the state, led the nation in small business share of employment, at 70.4 percent. District 12 of New York, located in Manhattan, had the most small businesses with employees, at 51,317. District 32 of California, which includes Malibu and parts of Los Angeles, had the highest self-employment rate, at 19.2 percent. Readers are invited to compare congressional districts to the nation, states, rural areas, and metropolitan areas.

The Office of Advocacy regularly releases other research products, ranging from short fact sheets that use new data to show emerging trends to lengthy reports that use sophisticated statistical techniques to explore complex issues. To learn more about small businesses, regulatory issues, and the Office of Advocacy, visit advocacy.sba.gov.

February 2026

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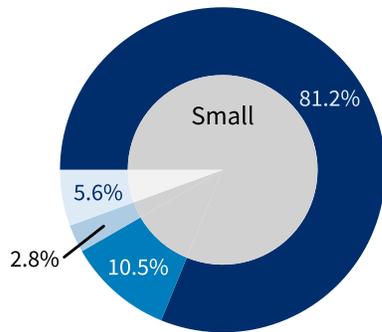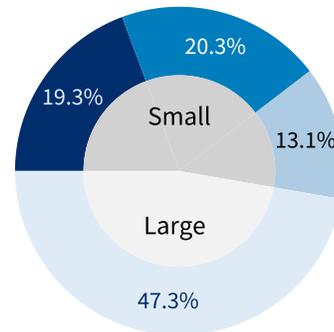
New Hampshire Congressional District 1

15,777 small businesses with employees
94.4 percent of district employers

158,475 employees of small businesses
52.7 percent of district employees

81.2%

5.6%

2.8%

10.5%

Small

Employers by size

20.3%

19.3%

13.1%

47.3%

Small

Large

Employment by size

Employer size

■ Less than 20 ■ 20 to 99 ■ 100 to 499 ■ 500 or more employees

Source: Statistics of U.S. Businesses, 2022 (Census)

Employer count by size and industry

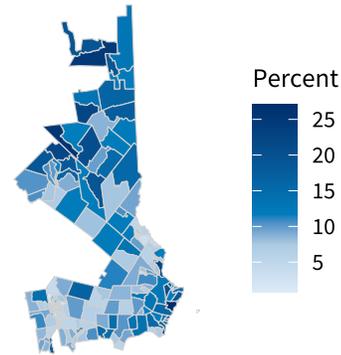| Industry	1–19 employees	20–99 employees	100–499 employees	500+ employees
Construction	2,246	145	26	20
Other Services (except Public Administration)	1,759	96	14	37
Professional, Scientific, and Technical Services	1,601	151	56	70
Retail Trade	1,521	199	47	229
Accommodation and Food Services	1,278	374	34	62
Health Care and Social Assistance	1,010	203	68	80
Administrative, Support, and Waste Management	1,068	100	24	64
Manufacturing	531	144	45	78
Wholesale Trade	528	99	57	108
Real Estate and Rental and Leasing	551	37	14	43
Finance and Insurance	375	49	40	107
Arts, Entertainment, and Recreation	369	50	8	12
Transportation and Warehousing	269	51	17	48
Educational Services	242	47	10	10
Information	148	23	11	49
Management of Companies and Enterprises	10	12	15	50
Agriculture, Forestry, Fishing and Hunting	34	0	0	0
Utilities	11	4	4	9
Industries not classified	13	0	0	0
Mining, Quarrying, and Oil and Gas Extraction	9	*	*	0
All industries	13,563	1,751	463	931

* Not available; Source of original data: Statistics of U.S. Businesses, 2022 (Census)

Self-employment

In 2024, 8.9 percent of private workers in the congressional district were self-employed, below the national rate of 9.9 percent. The percent of district workers who were self-employed included 3.2 percent of private workers who paid themselves through corporations they owned. The median income of the incorporated self-employed was $80,363, while the median income of the unincorporated self-employed was $66,159. The median income for all workers in the district was $69,250.

Share of workers self-employed by Census tract
Source: American Community Survey (Census)

Percent
25
20
15
10
5

Small business employment and payroll by industry

Industry	Employers		Employees		Payroll ($1,000s)	
	Small	%	Small	%	Small	%
Construction	2,417	99.2	15,680	93.6	1,220,913	92.6
Other Services (except Public Administration)	1,869	98.1	10,729	91.7	454,752	92.8
Professional, Scientific, and Technical Services	1,808	96.3	13,972	68.6	1,277,026	63.5
Retail Trade	1,767	88.5	14,641	30.8	808,682	44.2
Accommodation and Food Services	1,686	96.5	24,611	76.2	712,540	79.3
Health Care and Social Assistance	1,281	94.1	22,611	49.0	1,215,446	40.2
Administrative, Support, and Waste Management	1,192	94.9	9,875	61.5	612,744	67.0
Manufacturing	720	90.2	13,594	41.0	924,409	35.8
Wholesale Trade	684	86.4	7,244	61.0	582,572	57.5
Real Estate and Rental and Leasing	602	93.3	3,435	69.8	190,722	59.4
Finance and Insurance	464	81.3	5,078	26.2	498,438	21.3
Arts, Entertainment, and Recreation	427	97.3	4,077	66.1	125,135	71.2
Transportation and Warehousing	337	87.5	4,672	42.9	271,361	46.8
Educational Services	299	96.8	4,246	54.1	173,286	47.5
Information	182	78.8	2,649	34.0	206,851	22.9
Management of Companies and Enterprises	37	42.5	903	16.1	92,957	13.2
Agriculture, Forestry, Fishing and Hunting	34	100.0	123	100.0	5,683	100.0
Utilities	19	67.9	241	13.0	23,792	10.4
Industries not classified	13	100.0	16	100.0	581	100.0
Mining, Quarrying, and Oil and Gas Extraction	11	100.0	78	100.0	7,987	100.0
All industries	15,777	94.4	158,475	52.7	9,405,877	47.7

Percentages were calculated by dividing industry totals for small employers by industry totals for all employers.
Source: Statistics of U.S. Businesses, 2022 (Census)
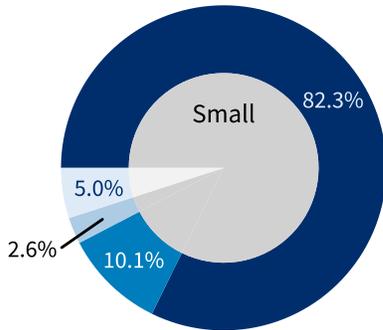
About this profile
Small businesses are defined here as firms with fewer than 500 employees. Congressional district boundaries correspond to the 119th Congress. Statistics of U.S. Businesses are produced through a partnership between the Office of Advocacy and the Census Bureau. Where notes refer to the "source of original data," values shown may have been approximated because of missing values in the original data. Electronic versions of this and other geographic profiles are available online, along with technical notes about data, methods, and definitions. Visit advocacy.sba.gov for additional resources.
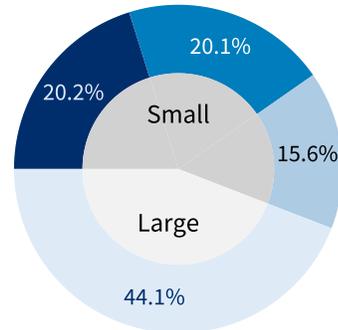
2026 Small Business Profile

New Hampshire Congressional District 2

14,898 small businesses with employees
95.0 percent of district employers

150,451 employees of small businesses
55.9 percent of district employees

Small — 82.3%
5.0%
2.6%
10.1%

Employers by size

20.1%
20.2%
Small
15.6%
Large
44.1%

Employment by size

Employer size

■ Less than 20   ■ 20 to 99   ■ 100 to 499   ■ 500 or more employees

Source: Statistics of U.S. Businesses, 2022 (Census)

Employer count by size and industry

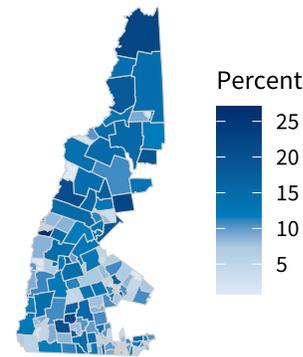| Industry	1–19 employees	20–99 employees	100–499 employees	500+ employees
Construction	2,264	146	18	12
Other Services (except Public Administration)	1,691	75	20	30
Retail Trade	1,432	201	54	194
Professional, Scientific, and Technical Services	1,331	117	36	67
Accommodation and Food Services	1,124	292	34	55
Health Care and Social Assistance	992	208	70	78
Administrative, Support, and Waste Management	1,006	66	14	55
Manufacturing	560	189	63	73
Wholesale Trade	487	81	41	93
Real Estate and Rental and Leasing	520	25	15	28
Finance and Insurance	318	35	26	75
Arts, Entertainment, and Recreation	323	42	8	11
Transportation and Warehousing	309	40	13	28
Educational Services	260	51	16	11
Information	165	25	8	40
Agriculture, Forestry, Fishing and Hunting	86	6	1	0
Management of Companies and Enterprises	6	4	26	28
Utilities	14	3	4	10
Mining, Quarrying, and Oil and Gas Extraction	14	*	*	0
Industries not classified	14	0	0	0
All industries	12,903	1,583	412	785

* Not available; Source of original data: Statistics of U.S. Businesses, 2022 (Census)

Self-employment

In 2024, 9.9 percent of private workers in the congressional district were self-employed, which is about the same as the national rate. The percent of district workers who were self-employed included 3.1 percent of private workers who paid themselves through corporations they owned. The median income of the incorporated self-employed was $82,038, while the median income of the unincorporated self-employed was $50,379. The median income for all workers in the district was $69,296.

Share of workers self-employed by Census tract
Source: American Community Survey (Census)

Percent
25
20
15
10
5

Small business employment and payroll by industry

Industry	Employers		Employees		Payroll ($1,000s)	
	Small	%	Small	%	Small	%
Construction	2,428	99.5	14,564	94.1	1,088,566	92.5
Other Services (except Public Administration)	1,786	98.3	9,163	90.2	378,097	87.3
Retail Trade	1,687	89.7	16,512	35.7	877,062	49.6
Professional, Scientific, and Technical Services	1,484	95.7	10,142	64.0	931,307	56.8
Accommodation and Food Services	1,450	96.3	19,440	71.9	528,869	72.9
Health Care and Social Assistance	1,270	94.2	23,441	46.2	1,144,736	36.4
Administrative, Support, and Waste Management	1,086	95.2	7,249	68.1	411,569	65.4
Manufacturing	812	91.8	17,837	51.9	1,106,996	46.1
Wholesale Trade	609	86.8	6,440	61.6	566,804	60.6
Real Estate and Rental and Leasing	560	95.2	2,822	85.8	164,953	86.4
Finance and Insurance	379	83.5	3,832	58.6	359,386	55.7
Arts, Entertainment, and Recreation	373	97.1	4,063	63.9	139,028	81.4
Transportation and Warehousing	362	92.8	3,552	56.7	172,058	58.9
Educational Services	327	96.7	6,583	42.5	255,534	32.8
Information	198	83.2	2,639	47.1	254,682	40.0
Agriculture, Forestry, Fishing and Hunting	93	100.0	461	100.0	27,494	100.0
Management of Companies and Enterprises	36	56.3	1,022	32.4	74,936	23.0
Utilities	21	67.7	565	60.0	55,522	56.7
Mining, Quarrying, and Oil and Gas Extraction	18	100.0	110	100.0	7,259	100.0
Industries not classified	14	100.0	14	100.0	544	100.0
All industries	14,898	95.0	150,451	55.9	8,545,402	53.3

Percentages were calculated by dividing industry totals for small employers by industry totals for all employers.
Source: Statistics of U.S. Businesses, 2022 (Census)

About this profile
Small businesses are defined here as firms with fewer than 500 employees. Congressional district boundaries correspond to the 119th Congress. Statistics of U.S. Businesses are produced through a partnership between the Office of Advocacy and the Census Bureau. Where notes refer to the "source of original data," values shown may have been approximated because of missing values in the original data. Electronic versions of this and other geographic profiles are available online, along with technical notes about data, methods, and definitions. Visit advocacy.sba.gov for additional resources.

Technical Notes

Classification of businesses

A single business may encompass multiple establishments if it operates at multiple locations. A business is classified as small in these profiles if it employs fewer than 500 employees across all establishments. Classification by industry is made at the establishment level, so a business encompassing multiple establishments may participate in multiple industries. A business participating in multiple industries would be included in the total for each industry, so the sum of businesses across industries may exceed the total number of businesses. Boundaries for congressional districts correspond to the 119th Congress, which began on January 3, 2025.

Data

All data used in these profiles are publicly available and published online. Data and associated technical documentation can be accessed using the hyperlinks in the source notes for each feature. Years indicated in source notes are the years the data describe, which may not match the naming convention used by the data publisher. Where no year is listed, data from multiple years were used.

Statistics from the American Community Survey describing self-employment represent the population age 16 years and over. Self-employment rates were estimated using values from Table B24080. The total numbers of private workers used in the calculations were the numbers of "private for-profit wage and salary workers" in the table. Median incomes are from Table S2419 and include only income from labor, called "earnings" in the table. Statistics in the text are from 2024 one-year data while values shown in the maps are from 2023 five-year data.

Values were imputed for some features when published data were missing or obviously erroneous. A source note that begins "Source:" indicates that statistics in a feature are as reported by the source, with no imputation. A source note that begins "Source of original data:" indicates that the feature includes an imputed value for at least one profile.

Software

The profiles were created using R with formatting through HTML and CSS. Data visualizations were primarily created using the ggplot2 package in R. Tables were primarily created using the knitr and gt packages. Elements were combined into an HTML document using the knitr package. A PDF document was created from the HTML document using Prince XML.

Rounding

Numbers in these profiles have been rounded if they include a decimal point, with the number of digits after the decimal point indicating the precision preserved under rounding. Numbers ending in 5 were rounded up. For example, 1.05 would be rounded to 1.1, while 1.04 would be rounded to 1.0.

Contact

Any additional information that may be helpful for interpreting or reproducing the analysis is available by request. The SBA Office of Advocacy can be contacted at advocacy@sba.gov.