

## Small Business Profile: NEW HAMPSHIRE

In New Hampshire, small businesses are vital to the financial well-being of the state's economy. Their contribution is essential for economic growth since they make up almost all employer firms in the state. As entrepreneurs and innovators, small business owners represented a diverse group in 2004 and continued to keep the state's economy productive. The *Small Business Profile* provides information on the performance of small businesses in the state using the most current federal data available.

**Number of Businesses.** There were an estimated 133,052 small businesses in New Hampshire in 2004.<sup>1</sup> Of the 40,151 firms with employees, an estimated 96.7 percent, or 38,820, were small firms. In 2004, the estimated number of employer businesses increased by 1.6 percent. The number of self-employed persons (including incorporated) decreased overall by 2.0 percent, from 78,350 in 2003 to 76,817 in 2004. Non-employer businesses numbered 94,232 in 2002, an increase of 4.3 percent since 2001, based on the most recent data available. (Sources: U.S. Dept. of Labor, Employment and Training Administration; U.S. Dept. of Commerce, Census Bureau; U.S. Dept. of Labor, Bureau of Labor Statistics.)

**Women-Owned Businesses.** In 2002 women-owned firms totaled 31,031, an increase of 14 percent from 1997, and generated \$4.8 billion in revenues. Firms owned jointly by women and men numbered 13,886 with revenues of \$4.7 billion. Women represented 34.3 percent of the self-employed persons in the state. (Sources: U.S. Dept. of Labor, Bureau of Labor Statistics; U.S. Dept. of Commerce, Census Bureau.)

**Minority-Owned Businesses.** In 2002, Hispanic-owned firms numbered 929, an increase of 26 percent from 1997. Black-owned firms numbered 470, an increase of 44 percent; Asian-owned firms numbered 1,528, an increase of 37 percent; American Indian and Alaska Native-owned firms numbered 535, a decrease of 48 percent; and there were 18 Native Hawaiian and other Pacific Islander-owned businesses.<sup>2</sup> (Source: U.S. Dept. of Commerce, Census Bureau.)

<sup>1</sup> The Office of Advocacy's estimate of the total number of state small businesses is based on the percent of small businesses (2002 Census Bureau firm size data) multiplied by the total number of employer businesses in 2004 (Employment and Training Administration). To this total is added the 2002 number of non-employer firms (Census Bureau). See *Business Estimates from the Office of Advocacy*, [www.sba.gov/advo/research/rs258tot.pdf](http://www.sba.gov/advo/research/rs258tot.pdf).

<sup>2</sup> Minority owners may be in more than one minority group.

**Business Turnover.** There were an estimated 4,865 new employer businesses in 2004, 4.6 percent more than the previous year. Business terminations numbered 5,401 in 2004, an increase of 17.5 percent. Business bankruptcies decreased by 11.2 percent and totaled 158 in 2004. (Sources: U.S. Dept. of Labor, Employment and Training Administration; Administrative Office of the U.S. Courts; U.S. Dept. of Commerce, Census Bureau.)

**Employment.** Small firms with fewer than 500 employees numbered 31,209 in 2002 and employed 301,661 individuals, or 54.8 percent of the state's non-farm private sector (Table 1).<sup>3</sup> Net job gains among firms with fewer than 20 employees totaled 3,165, while large firms with 500 or more employees lost 4,253 jobs between 2001 and 2002 (Table 2). (Source: U.S. Dept. of Commerce, Census Bureau, Statistics of U.S. Businesses.)

**Small Business Income.** Non-farm proprietors' income, a partial measure of small business income, increased by 5.4 percent, from \$3.6 billion in 2002 to \$3.8 billion in 2003. (Source: U.S. Dept. of Commerce.)

**Finance.** Commercial bank lenders are an important source of small business loans, and small firms usually rely on them for financing. Over the last 10 years the number of banks in New Hampshire has declined (Table 3). The Office of Advocacy has identified banks in each state that make the most loans to small businesses. This information is available in its banking studies at [www.sba.gov/advo/research/lending.html](http://www.sba.gov/advo/research/lending.html).

---

To learn more about the Office of Advocacy's data and analyses of small business, visit [www.sba.gov/advo/research](http://www.sba.gov/advo/research), call (202) 205-6533 or email [advocacy@sba.gov](mailto:advocacy@sba.gov).

Sign up at <http://web.sba.gov/list> for email delivery of:

- Advocacy Newsletter
- Advocacy Press
- Advocacy Regulatory News
- Advocacy Research

For Really Simply Syndicated (RSS) feeds, visit [www.sba.gov/advo/rsslibrary.html](http://www.sba.gov/advo/rsslibrary.html).

---

<sup>3</sup> The number of employers in Table 1 is not directly comparable to the figures in the *Number of Businesses* section due to different data sources.

**Table 1.** Firms and Employment in New Hampshire by Industry and Firm Size, 2002 (Thousands)

| Industry   | Non-employer firms | Employer firms |              |              | Employment    |               |               |
|--|--------------------|----------------|--------------|--------------|---------------|---------------|---------------|
|  |                    | Total          | < 100        | < 500        | Total         | < 100         | < 500         |
| <b>Total</b>   | <b>94.23</b>       | <b>32.28</b>   | <b>30.49</b> | <b>31.21</b> | <b>550.73</b> | <b>222.36</b> | <b>301.66</b> |
| Agriculture, forestry, fishing, and hunting                        | 1.79               | 0.20           | 0.20         | 0.20         | 1.00          | 0.99          | *             |
| Mining   | 0.06               | 0.05           | 0.04         | 0.04         | 0.51          | *             | *             |
| Utilities  | 0.11               | 0.05           | 0.03         | 0.03         | 3.28          | *             | 0.54          |
| Construction   | 17.54              | 4.35           | 4.32         | 4.34         | 27.29         | 23.07         | 26.15         |
| Manufacturing  | 2.07               | 2.10           | 1.85         | 1.97         | 86.98         | 25.06         | 40.5          |
| Wholesale trade  | 13.44              | 1.89           | 1.64         | 1.72         | 23.02         | 11.98         | 15.46         |
| Retail trade   | 9.13               | 4.76           | 4.38         | 4.49         | 93.98         | 33.88         | 42.24         |
| Transportation and warehousing                                     | 2.53               | 0.75           | 0.70         | 0.72         | 14.05         | 4.83          | 5.88          |
| Information  | 2.19               | 0.52           | 0.44         | 0.45         | 14.46         | 3.63          | 6.3           |
| Finance and insurance  | 2.49               | 1.00           | 0.84         | 0.88         | 26.42         | 5.61          | 8.79          |
| Real estate; rental and leasing                                    | 10.05              | 1.31           | 1.25         | 1.26         | 7.74          | 5.32          | 6.33          |
| Professional, scientific, and technical services                   | 14.8               | 3.86           | 3.71         | 3.77         | 26.02         | 17.88         | 20.95         |
| Management of companies and enterprises                            | N/A                | 0.15           | 0.05         | 0.08         | 7.47          | 0.26          | 1.19          |
| Admin., support, waste mgmt. and remed. svces.                     | 5.78               | 1.73           | 1.61         | 1.66         | 37.50         | 9.66          | 14.58         |
| Educational services   | 2.09               | 0.51           | 0.47         | 0.50         | 24.30         | 4.58          | 9.39          |
| Health care and social assistance                                  | 6.2                | 2.58           | 2.43         | 2.52         | 74.73         | 22.4          | 38.93         |
| Arts, entertainment, and recreation                                | 4.44               | 0.66           | 0.63         | 0.65         | 9.03          | 5.19          | 7.08          |
| Accommodation and food services                                    | 1.14               | 2.64           | 2.53         | 2.58         | 48.35         | 29.06         | 34.75         |
| Other services   | 10.97              | 3.45           | 3.37         | 3.41         | 22.49         | 18.38         | 20.82         |
| Auxiliary, except corp., subsidiary, and regional managing offices | N/A                | 0.04           | 0.01         | 0.02         | 2.07          | *             | 0.27          |
| Unclassified   | N/A                | 0.10           | 0.10         | 0.10         | 0.06          | 0.06          | 0.06          |

\*Data suppressed to protect the confidentiality of individual firms.

N/A= not available

Source: U.S. Department of Commerce, Census Bureau, Statistics of U.S. Businesses.

**Table 2.** Non-farm Establishment Job Gains and Losses by Firm Size in New Hampshire, 2001–2002 (Thousands)

|                                 | Firm size (number of employees) |             |              |              |
|---------------------------------|---------------------------------|-------------|--------------|--------------|
|                                 | Total                           | 1–19        | 1–499        | 500+         |
| Job gains:                      |                                 |             |              |              |
| New establishments              | 34.88                           | 8.48        | 18.09        | 16.79        |
| Expanding establishments        | 47.36                           | 15.23       | 30.42        | 16.95        |
| Job losses:                     |                                 |             |              |              |
| Downsized establishments        | -64.63                          | -11.73      | -35.47       | -29.16       |
| Closed establishments           | -26.46                          | -8.82       | -17.63       | -8.83        |
| <b>Net change in employment</b> | <b>-8.85</b>                    | <b>3.17</b> | <b>-4.60</b> | <b>-4.25</b> |

Source: U.S. Department of Commerce, Census Bureau, Statistics of U.S. Businesses.

**Table 3.** Number of Banks in New Hampshire by Asset Size, 1995–2004, Selected Years

| Number of banks per year |      |      |      |      | Number of banks by asset size, 2004 |               |             |            |            |
|--------------------------|------|------|------|------|-------------------------------------|---------------|-------------|------------|------------|
| 1995                     | 2001 | 2002 | 2003 | 2004 | Below \$100M                        | \$100M–\$500M | \$500M–\$1B | \$1B–\$10B | Over \$10B |
| 24                       | 15   | 14   | 15   | 13   | 4                                   | 8             | 0           | 0          | 1          |

Source: U.S. Small Business Administration, Office of Advocacy, from data collected by the Federal Reserve Board. The full list of small-business-friendly banks can be found on the Office of Advocacy website, [www.sba.gov/advo/research/lending](http://www.sba.gov/advo/research/lending).