



## NH Small Business Development Center New Hampshire Small Businesses Survey - 2022

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**Survey Center**

The UNH Survey Center is an independent, non-partisan academic survey research organization and division of the UNH College of Liberal Arts.

The Survey Center conducts telephone, mail, web, and intercept surveys, as well as focus groups and other qualitative research for university researchers, government agencies, public non-profit organizations, private businesses and media clients.

Our senior staff have over 50 years experience in designing and conducting custom research on a broad range of political, social, health care, and other public policy issues.

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The NH Small Business Development Center (NH SBDC) is the leading resource for business advising and education for small businesses in the Granite State. SBDC's team of certified business advisors provides highly individualized, confidential advising, at no charge to NH enterprises. Whether a company is just getting started, seeking capital, bringing new products to market, or improving operations, SBDC's team can help them achieve their goals.

NH SBDC is funded in part through a Cooperative Agreement with the U.S. Small Business Administration (SBA) and through assistance provided by the State of NH. NH SBDC is an outreach program of the UNH Peter T. Paul College of Business and Economics in conjunction with SBA, the State of NH (BEA), the University of NH, and the private sector.

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## Executive Summary

The University of New Hampshire Survey Center conducted the first annual New Hampshire Small Business Survey on behalf of the NH Small Business Development Center (SBDC) to assess the needs and challenges of businesses throughout the state.

Fifty-seven business organizations partnered with the NH SBDC by sending an open-link email invitation to participate in the survey to their member businesses. The survey partners represented a wide range of industries, business associations, and regions. They were encouraged to send periodic reminders to potential respondents. In addition, the SBDC sent a postcard inviting businesses to participate and posted an open-link on social media. The vast majority of responses were collected through direct invitations sent by partner organizations.

Overall, eight hundred twenty-nine (829) participants from 157 towns and cities completed the survey between August 30 and September 30, 2022.

The following figures display survey results including any demographic differences. Due to rounding, percentages may not sum to 100%.

### Key Findings

#### Respondent Demographics

A majority of respondents are between fifty and sixty-nine years old and are roughly evenly split between men and women. The vast majority identify as Caucasian/White, while 2% each identify as African American/Black/Caribbean American or as Latin/Hispanic. Most respondents say that they are the owner or proprietor of their business while one in six are part of their business's senior management.

#### Business Demographics

More than one-third of respondents say that their business is located in the Seacoast region of New Hampshire, while businesses from Northern NH represent the second largest group. Nearly four in ten respondents say their business has been operating in the state for twenty years or more while three in ten say their business has been operating in the state for less than five years. Most say their business is for-profit and open year-round. Respondents were most likely to say that their business is in the arts, entertainment, and recreation, the retail trade, or the professional, scientific, and technical services industries.

#### Staffing Needs

Respondents indicate that their businesses employ very slightly more people currently than they did a year ago. Four in ten expect their staffing needs to increase in the next year, particularly large businesses and those in the manufacturing industry. Very few expect their staffing needs to decrease. Most say that they struggled a lot or some to hire employees in the past six months, and many who did struggle say that they tried to help their hiring by offering increased compensation or flexible hours.

#### Employee Well-Being

Most respondents say that their business offers paid vacations to full-time employees, but less than half provided other benefits such as medical insurance or paid sick leave. Nearly half of respondents say that their business has at least some of their employees working remotely at least one day a week on average. Most respondents think that their employees find it difficult to access affordable housing and many believe their employees struggle to access childcare. The vast majority believe that their employees are satisfied with their work schedule, their compensation, and their benefits.

More than three-quarters of respondents say that they are very or somewhat concerned about their business being able to find new employees and paying their current employees competitive wages. Majorities are also concerned about being able to retain their current employees and offering competitive benefits. To help with retaining employees, about four in ten say their business increased compensation and three in ten offered flexible hours to their employees.

#### Supply Chain Issues

Nearly three-quarters of respondents say their business has been affected a lot or some by supply chain issues in 2022, particularly accommodation and food services, manufacturing, and retail trade businesses. A majority have experienced increased costs of goods and delays in sourcing from domestic suppliers.

## **Resiliency**

Just under half of respondents say that their business has a resiliency or continuity plan. Among those who do, a majority say they created their plan in the past three years. Half or more say that their plan includes a plan for disruptive events, a list of alternative suppliers and logistics, and a list of potential threats to business operations, but less than half have other components such as a plan for the unexpected death or incapacitation of the business's owner or their retirement, employee training to implement the plan, and cybersecurity protocols. Larger businesses tend to be more likely to have a plan at all and for their plans to have a greater number of components.

## **Business's Financial Health**

The vast majority of respondents are very or somewhat concerned about the effect of inflation and energy costs on their business, while more than two-thirds are also worried about maintaining sales/revenue, supply chain disruptions, and maintaining customers. Few are concerned about being forced to lay off or furlough employees or defaulting on existing loans. Respondents are considerably less worried about a resurgence in COVID-19 cases than were respondents to the SBDC's business resiliency survey in September 2021.

Just over a third say their business is better off than a year ago while one-fifth say they are worse off. Respondents are slightly more optimistic when projecting into the future, as four in ten expect their business will be better off in a year and only one-tenth expect to be worse off. Those under the age of forty and those whose business is in the health care and social assistance or the manufacturing industries are particularly optimistic about their business's outlook.

## **State Business Environment**

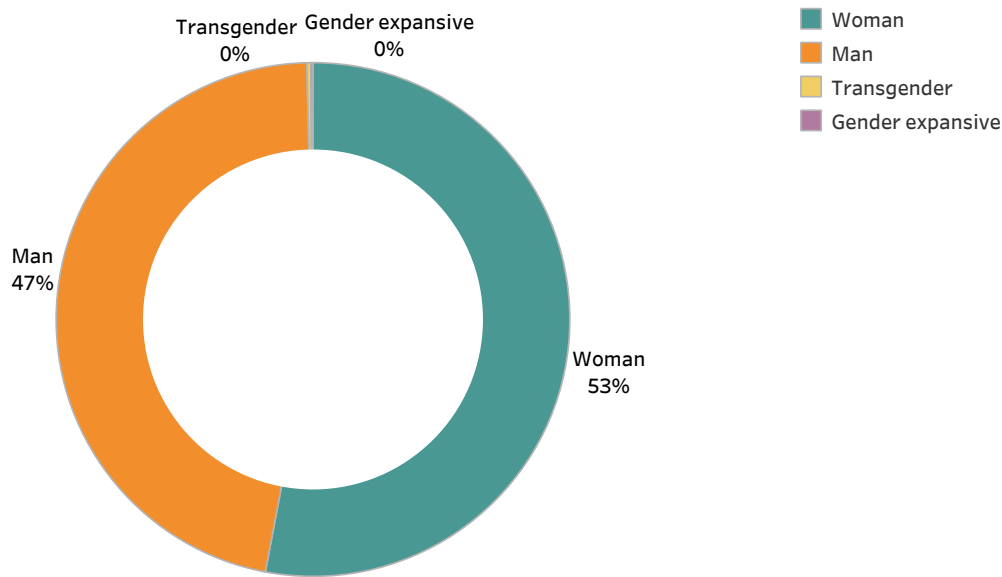
Respondents are about evenly divided in their expectations for the business environment in the state over the next twelve months, with a majority expecting some good and some bad conditions. However, respondents are less optimistic about the state economy than respondents to the SBDC's business resiliency survey in September 2021 were.

When asked what they consider to be the most important problem facing the business community in New Hampshire, respondents most frequently mention the labor shortage or labor costs, inflation, or housing availability or costs. When asked for one positive thing about the New Hampshire business environment, respondents most frequently mention a lack of sales or income tax, a supportive business community, an overall good business environment, the quality of life, low taxes overall, and a plethora of resources for businesses.

Respondent Demographics

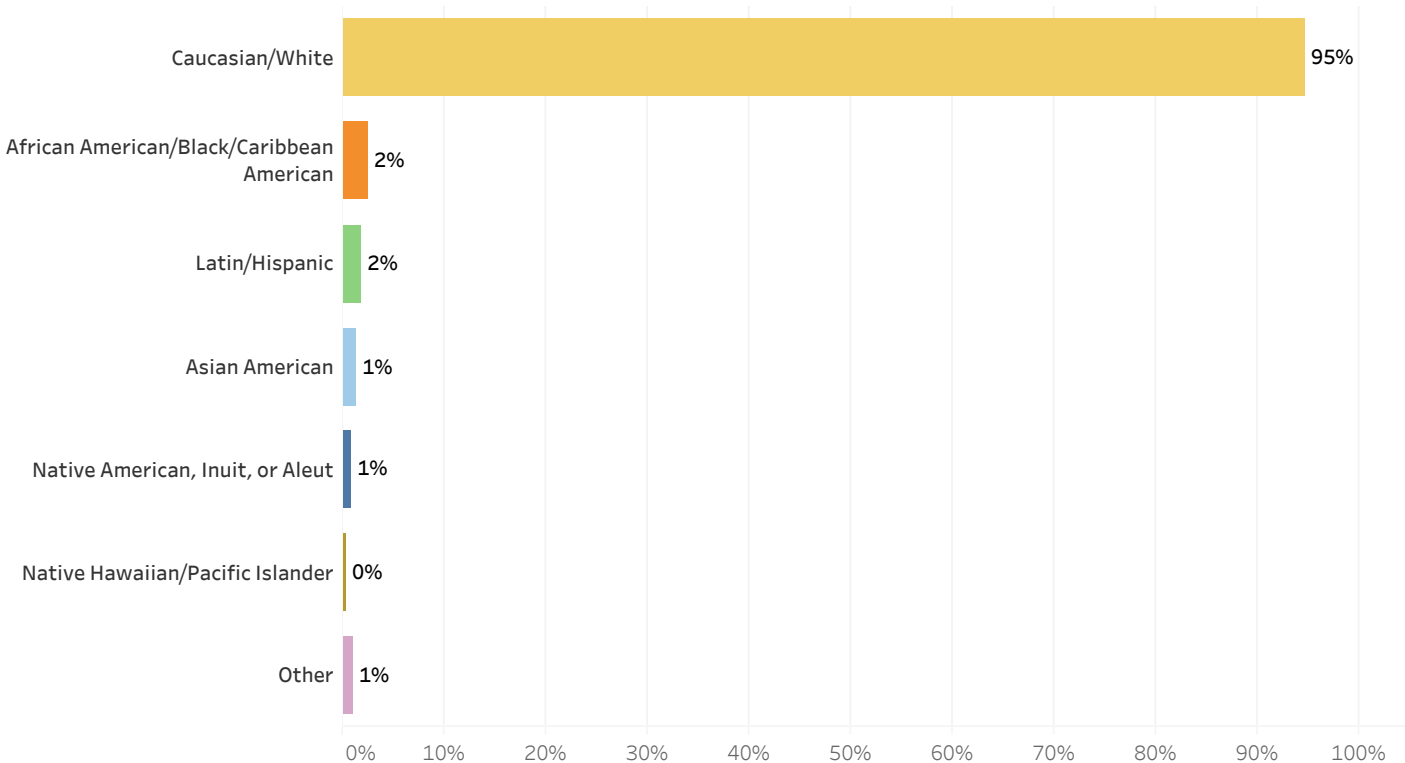
Just over half of respondents (53%) identify as women, 47% identify as men, and less than 1% identify as transgender or gender expansive.

Figure 1: Which of the following best describes your gender? - 2022



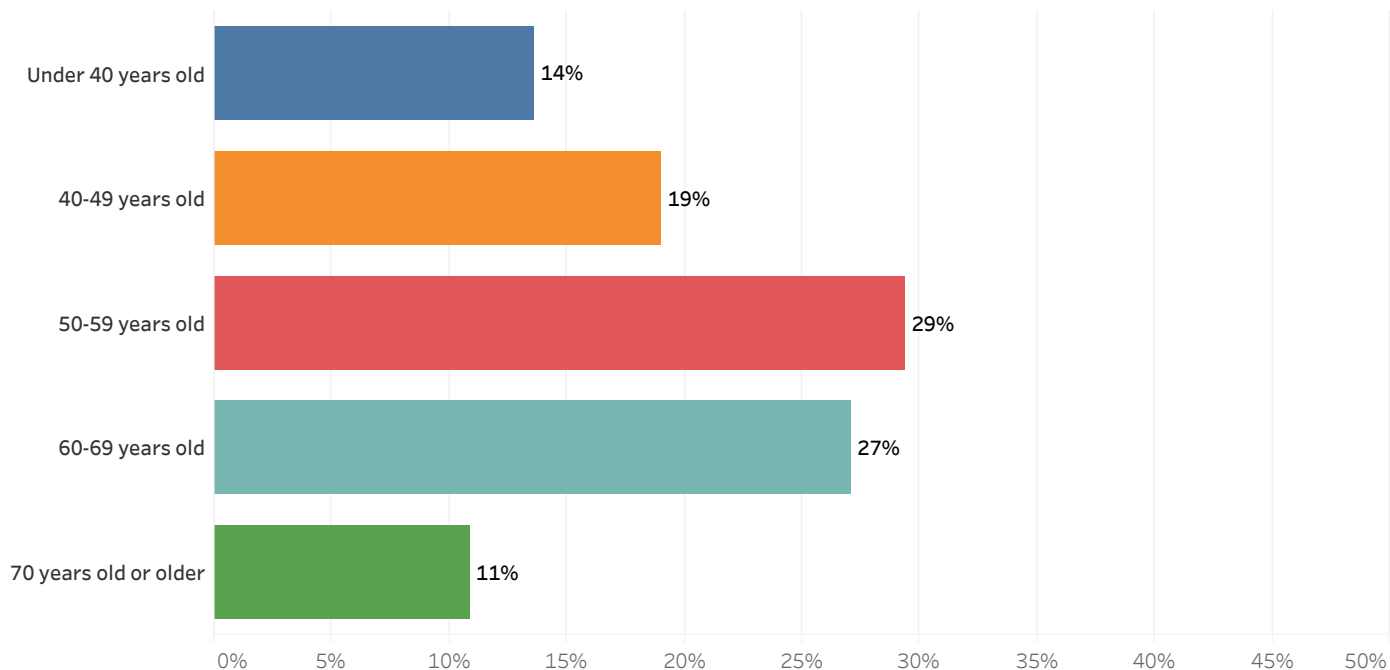
Ninety-five percent of respondents identify as Caucasian/White, 2% each identify as African American/Black/Caribbean American or as Latin/Hispanic, 1% each identify as Asian American or identify as Native American, Inuit, or Aleut, less than 1% identify as Native Hawaiian/Pacific Islander, and 1% identify as another race or ethnicity.

Figure 2: Which of the following ethnic or racial groups do you identify with? (Please select all that apply) - 2022



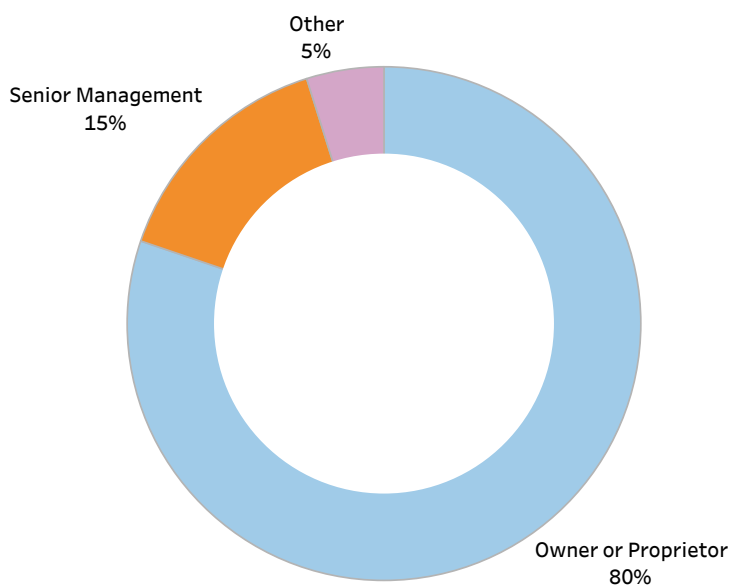
Fourteen percent of respondents are under the age of forty, 19% are 40-49 years old, 29% are 50-59 years old, 27% are 60-69 years old, and 11% are aged seventy or older.

Figure 3: And what is your current age? - 2022



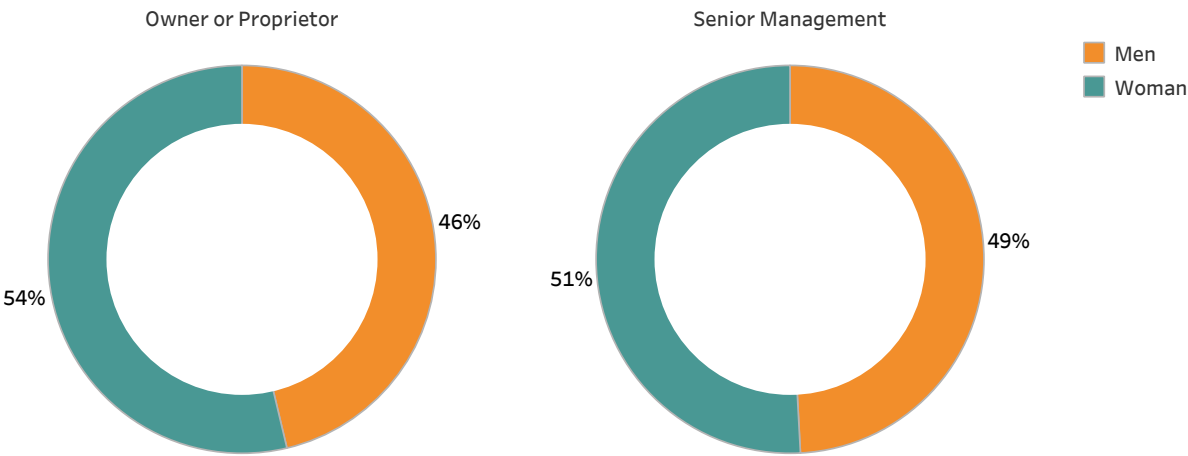
Four in five (80%) respondents say that they are the owner or proprietor of their business, 15% say they are part of their business's senior management, and 5% say they have a different role at their business.

Figure 4: Which of the following best describes your role at your business? - 2022

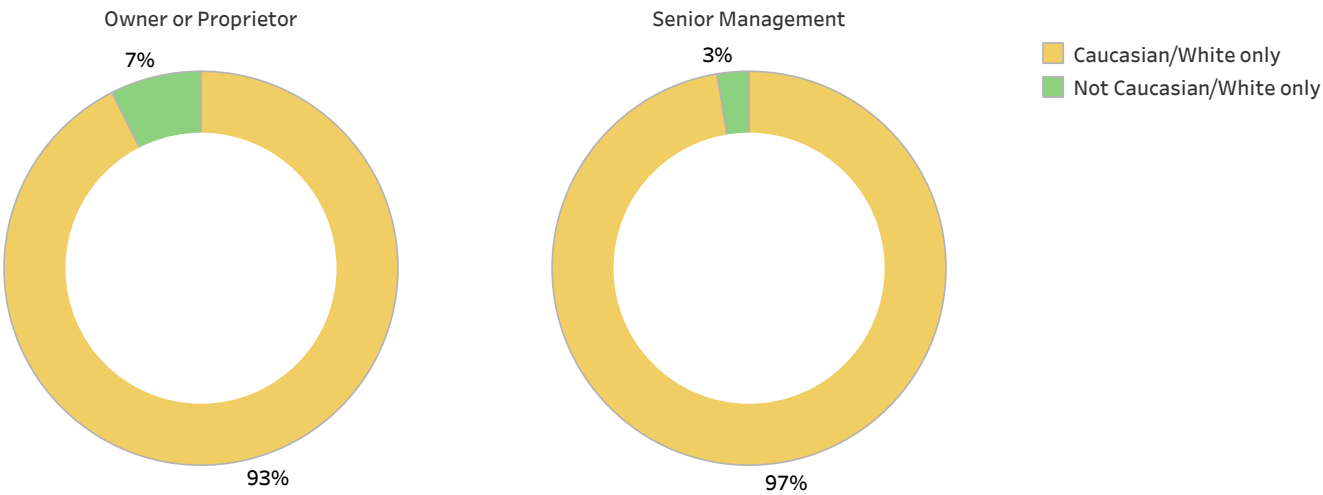


Just over half (54%) of owners or proprietors of responding businesses are women while 46% are men.

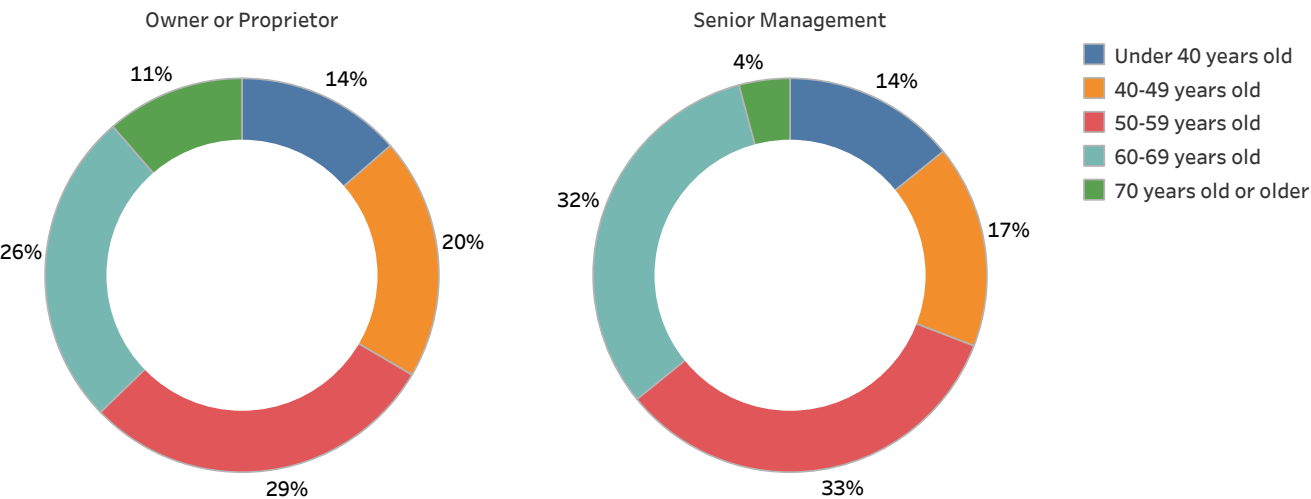
Figure 5: Which of the following best describes your role at your business? - 2022 - By Gender, Race/Ethnicity, and Age



Ninety-three percent of owners or proprietors of responding businesses identify as Caucasian or White only while 7% do not identify as Caucasian or White only.



One-third (34%) of owners or proprietors of responding businesses are under the age of fifty, 29% are aged 50-59, and 37% are aged sixty or older.





## Business Demographics

Overall, businesses from one hundred fifty-seven towns and cities in New Hampshire responded to the survey. Thirty-six percent of these respondents say their business is located in the Seacoast region, 21% are located in Northern NH, 18% are located in Hillsborough County, 18% are located in the Central/Lakes Region, and 7% are located in Western NH.

Figure 6: Town where business is located - 2022

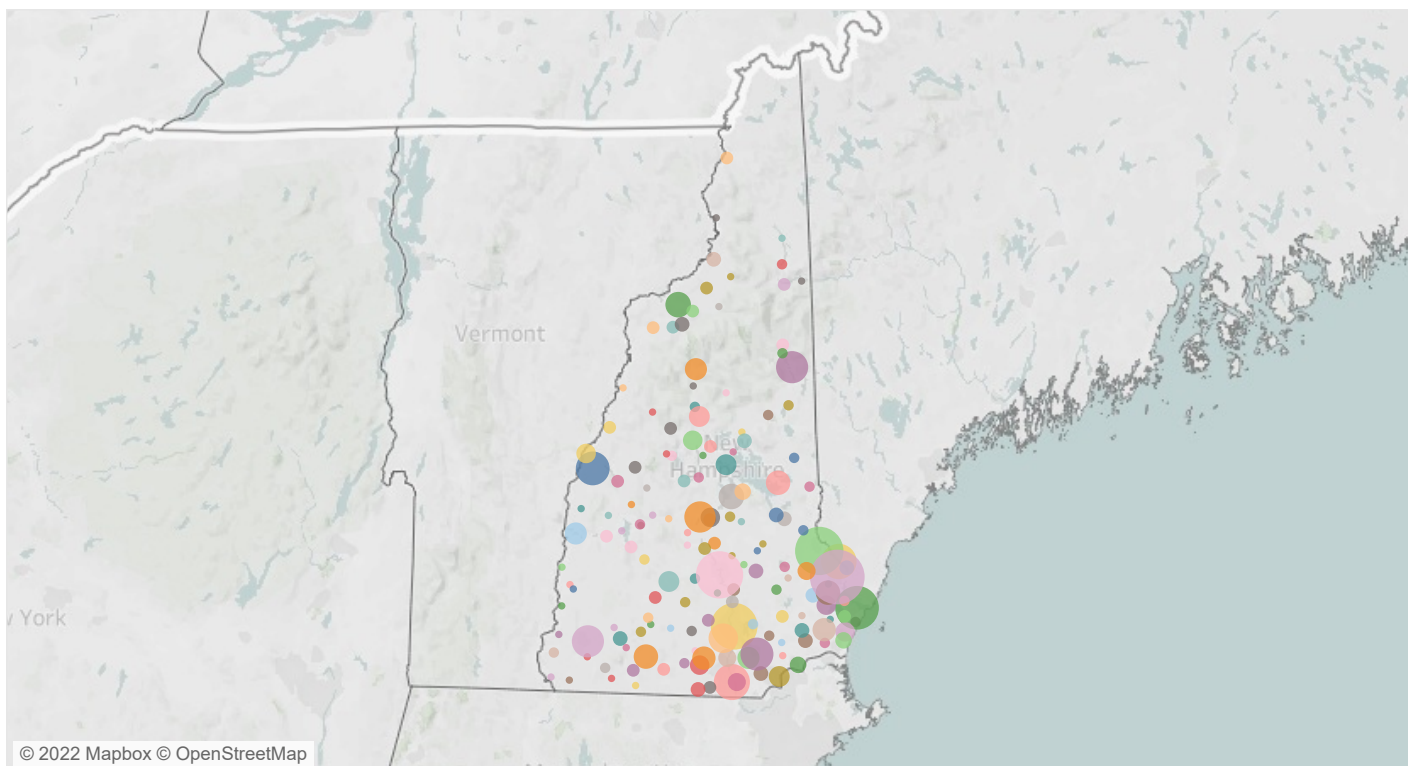
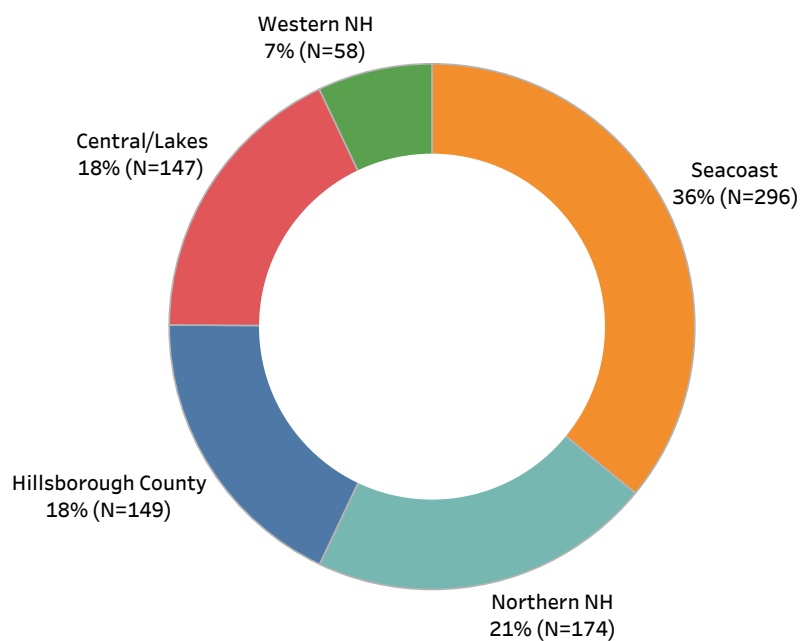
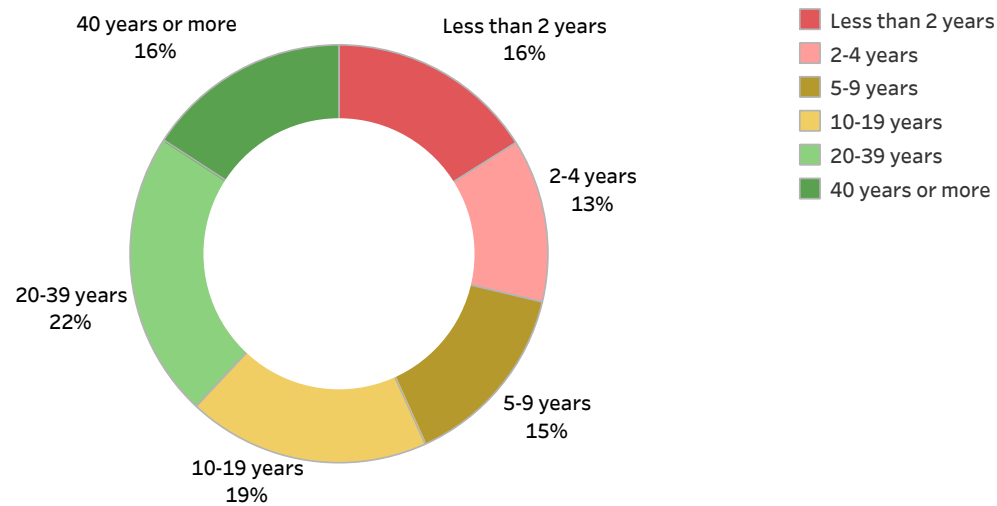


Figure 7: Region where business is located - 2022



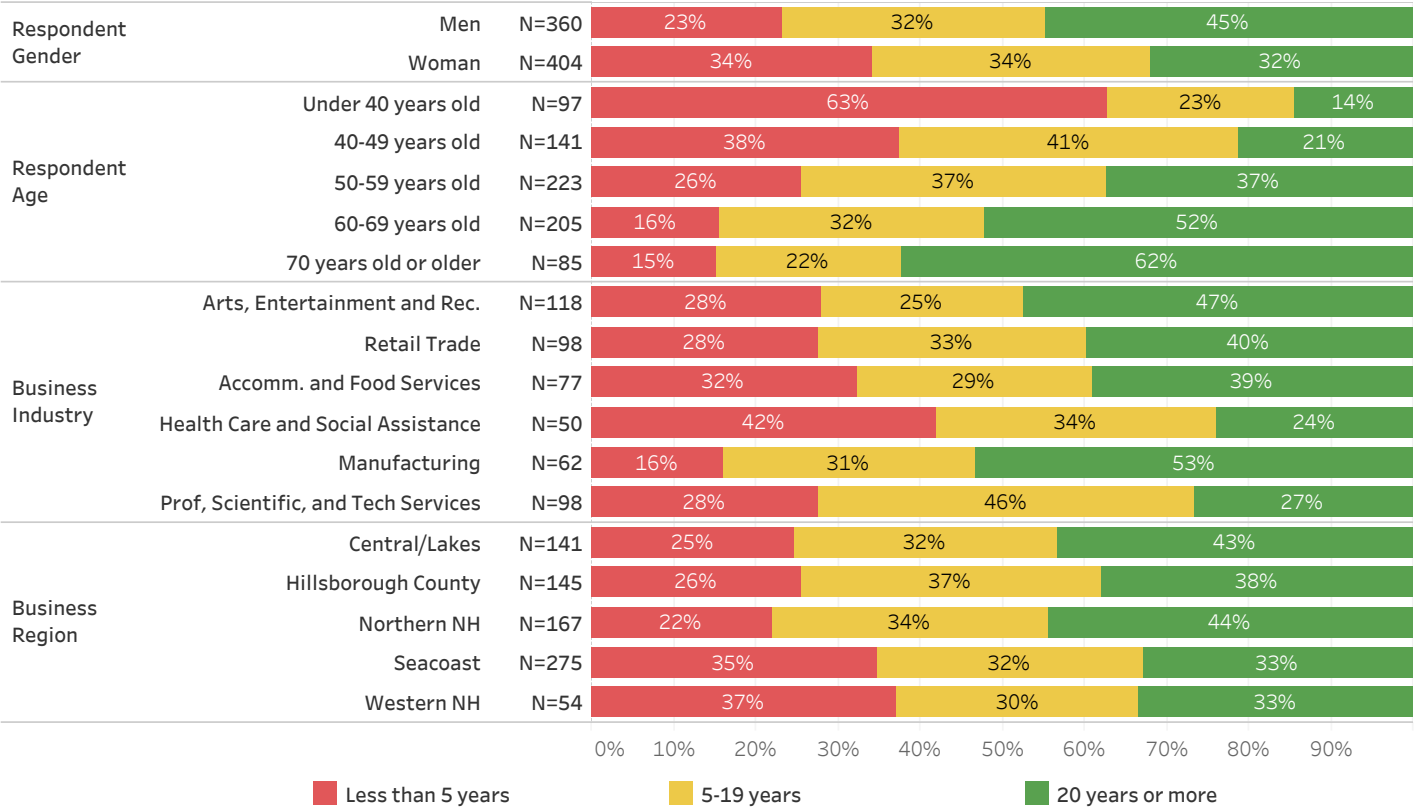
Sixteen percent of respondents say their business has been operating in New Hampshire for less than two years, 13% have been operating for 2-4 years, 15% have been operating for 5-9 years, 19% have been operating for 10-19 years, 22% have been operating for 20-39 years, and 16% have been operating for forty years or more.

Figure 8a: For about how long has your business been operating in New Hampshire? - 2022



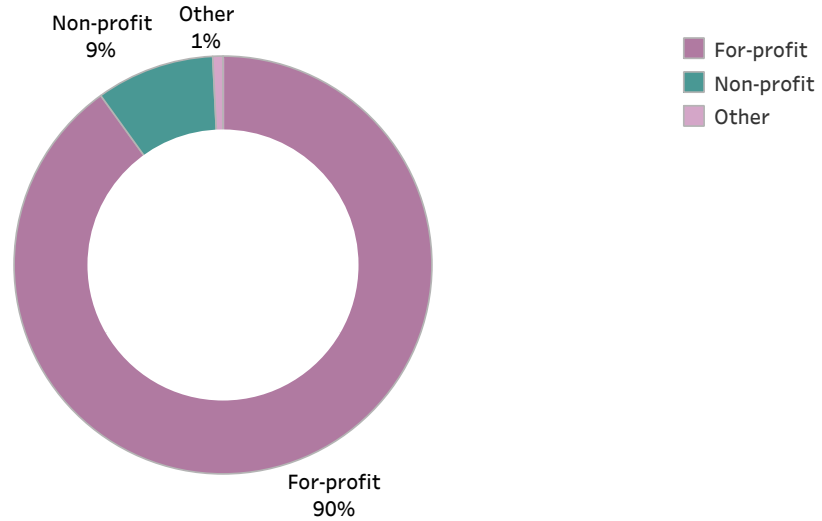
Women indicate that their businesses have been operating in New Hampshire for a shorter amount of time than men. Similarly, younger respondents tend to have businesses which have been operating for a shorter amount of time: more than half under the age of forty say their business has been operating for less than five years while only one in seven aged seventy or older say the same. Respondents indicate that businesses in the health care and social assistance industry and those located on the Seacoast or in Western NH tend to have been operating in New Hampshire for a relatively short amount of time, while those in the manufacturing industry and those in Northern NH and the Central/Lakes Region have been operating for a longer amount of time.

Figure 8b: Years operating in NH - by Select Demographics - 2022



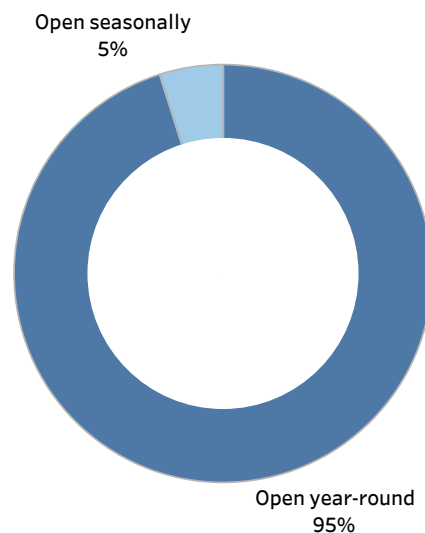
Respondents indicate that 90% of their businesses are for-profit, 9% are non-profits, and 1% describe their business in another way.

Figure 9: And is your business a for-profit or non-profit business? - 2022



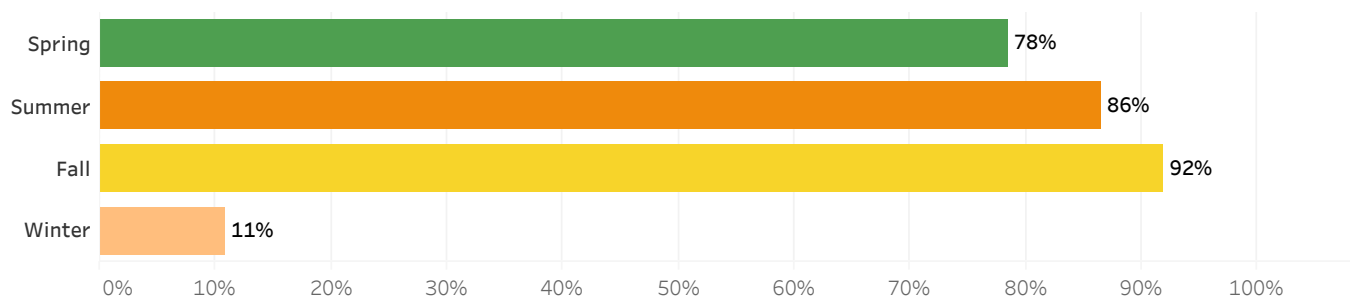
Respondents indicate that nearly all of their businesses (95%) are open year-round while 5% are open seasonally.

Figure 10: Is your business open year-round or is it open seasonally? - 2022



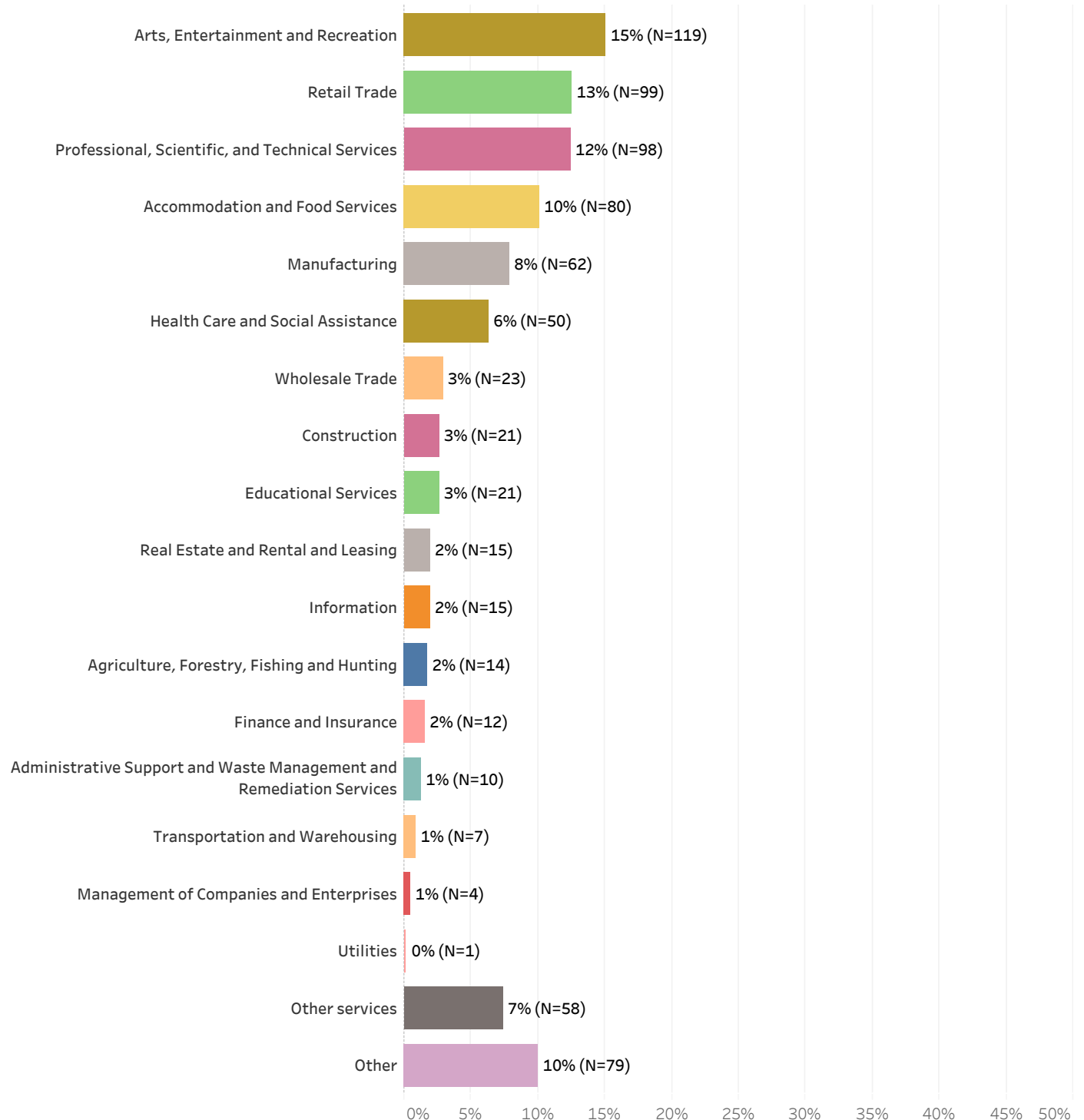
Among businesses which are open seasonally (N=37), 78% are open in the spring, 86% are open during the summer, 92% are open during the fall, and 11% are open in the winter.

Figure 11: In which season(s) is your business typically open? (Please select all that apply) - 2022



Fifteen percent of respondents say that their business is in the arts, entertainment, or recreation industry, 13% are in the retail trade industry, and 12% are in the professional, scientific, and technical services industry. Ten percent are in the accommodation and food services industry, 8% are in the manufacturing industry, and 6% are in the health care and social assistance industry. Fewer respondents say that their business is in the wholesale trade (5%), the construction (3%), or the educational services (3%) industries, while 2% or less say their business is in the real estate and rental and leasing (2%), the information (2%), the agriculture, forestry, fishing, and hunting (2%), the finance and insurance (2%), the administrative support and waste management and remediation services (1%), the transportation and warehousing (1%), the management of companies and enterprises (1%), or the utilities (<1%) industries. Seven percent say their business is in the other services industry while 10% say theirs is another type of business.

Figure 12: Which one of the following best describes your organization's primary industry? - 2022



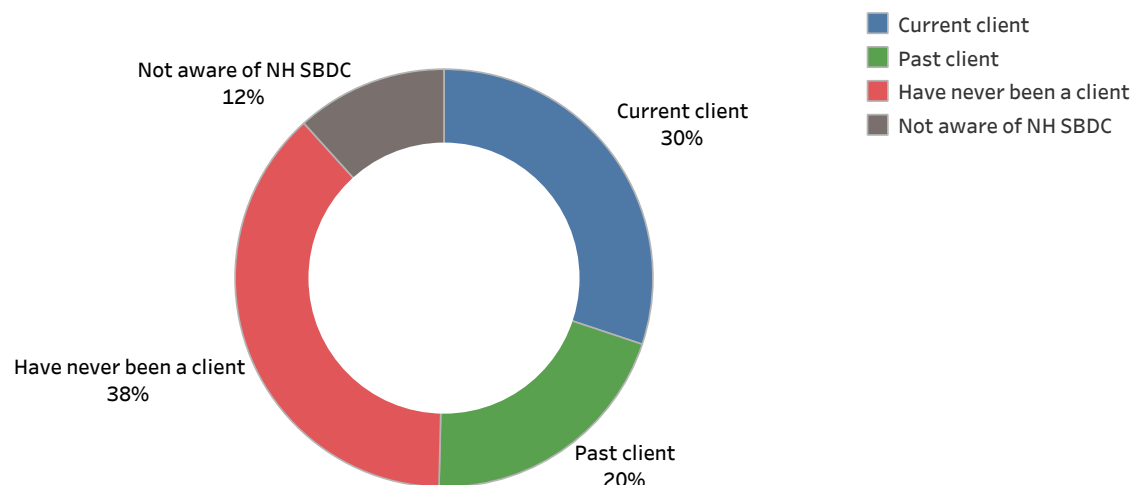
Among the various survey partners, respondents most frequently mention affiliation with the NH SBA (17%), the League of NH Craftsmen (9%), the NH State Council on the Arts (5%), the Center for Women and Enterprise (5%), and the NH Lodging & Restaurant Association (5%). Nearly one-third (32%) say that they are not affiliated with any of these organizations.

**Figure 13: With which of the following survey partners are you currently affiliated? (Please select all that apply) - 2022**



Thirty percent of respondents say that they are current clients of the New Hampshire Small Business Development Center (SBDC), 20% are past clients, 38% have never been a client, and 12% are not aware of the NH SBDC.

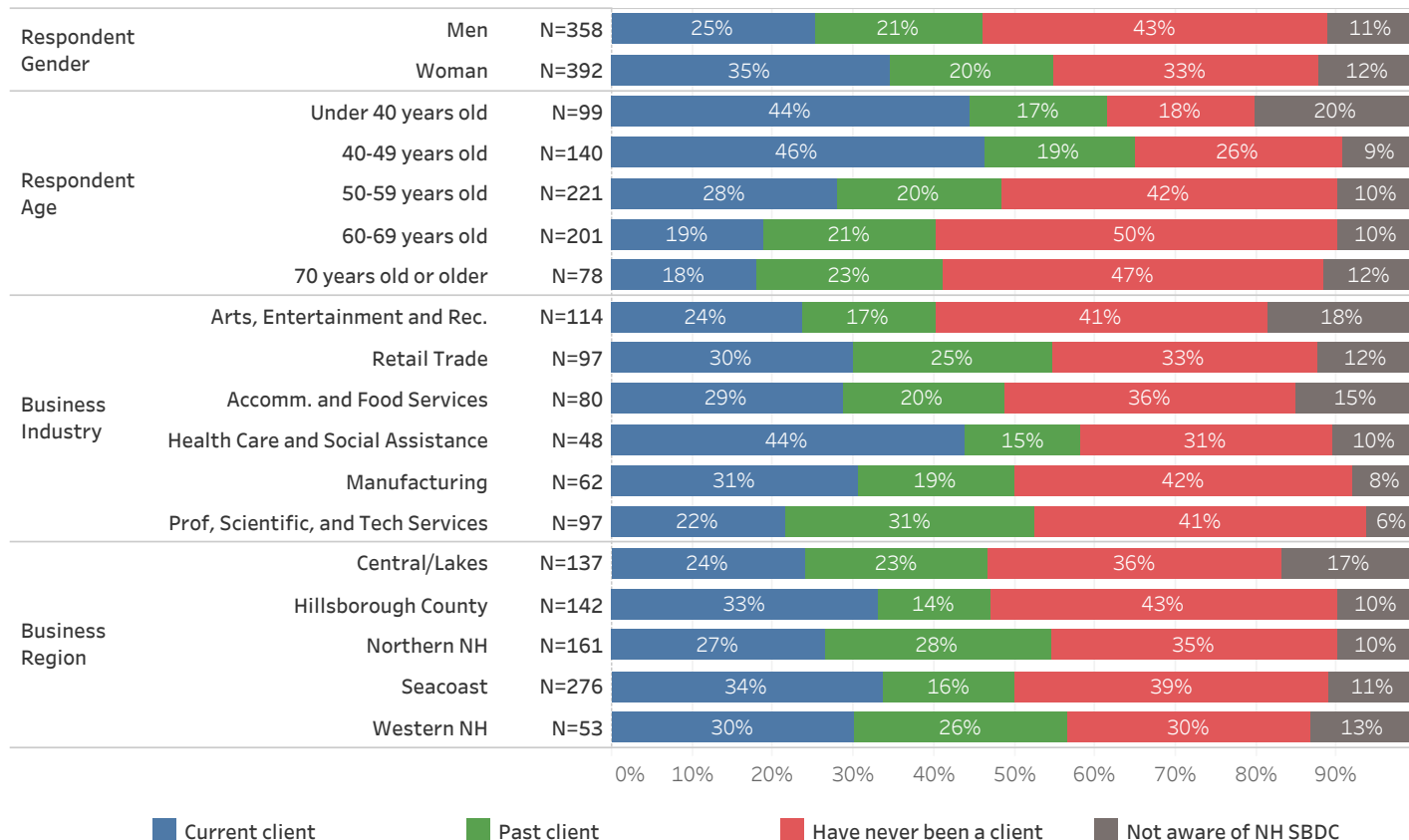
**Figure 14a: Below, please indicate your affiliation with the New Hampshire Small Business Development Center (SBDC) - 2022**



Respondents under the age of fifty and women are more likely than older respondents and men to be current or past clients of the SBDC, but one-fifth of those under forty were not previously aware of the NH SBDC.

Respondents whose business is in the health care and social assistance or the retail trade industries and those located in Northern NH and Western NH are more likely to be current or past clients of the SBDC.

**Figure 14b: SBDC affiliation - by Select Demographics - 2022**

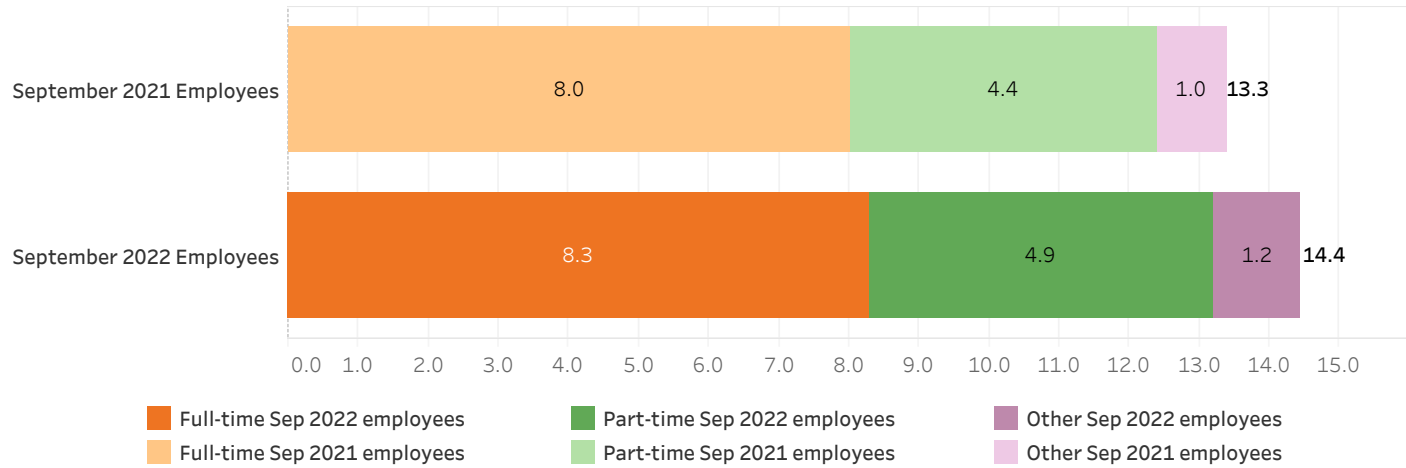


Staffing Needs

Respondents report that on September 1, 2021, their businesses on average employed 13.4 people in the state of New Hampshire; on average they had 8.0 full-time employees, 4.4 part-time employees, and 1.0 other types of employees at that time.

On September 1, 2022, respondents say their businesses employed an average of 14.4 people in New Hampshire; on average they have 8.3 full-time employees, 4.9 part-time employees, and 1.2 other types of employees.

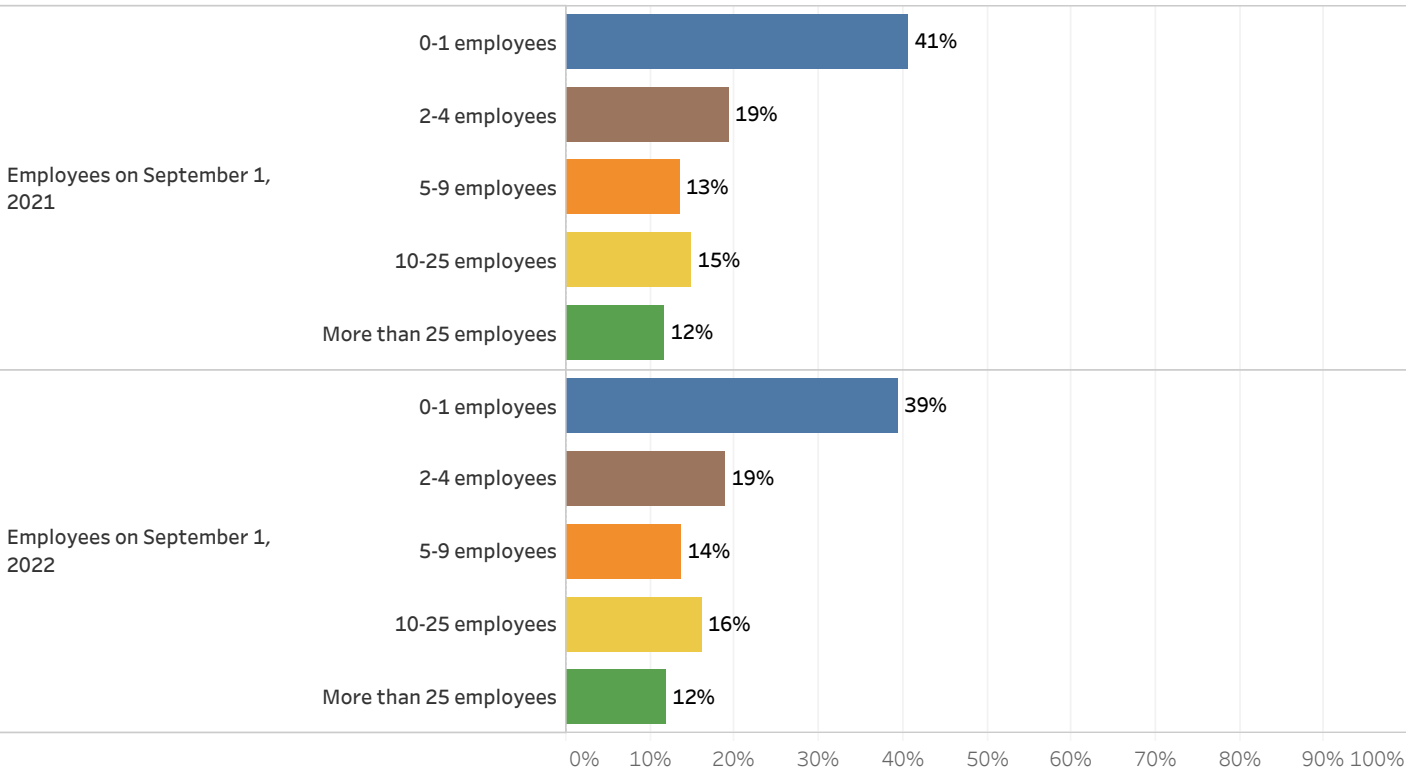
Figure 15a: Number and type of employees



On September 1st, 2021, 41% report their business employed one person or no one, 19% say they employed 2-4 people, 13% employed 5-9 people, 15% employed 10-25 people, and 12% had more than 25 employees.

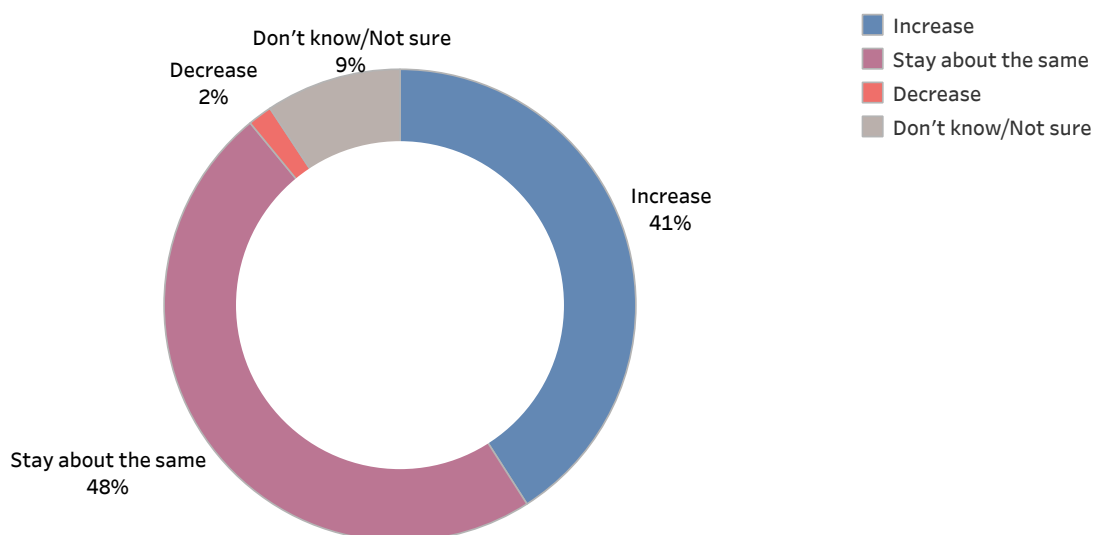
Currently, 39% of respondents say their business employs one person or no one, 19% employ 2-4 people, 14% employ 5-9 people, 16% employ 10-25 people, and 12% have more than 25 employees.

Figure 15b: Number of employees (grouped)



Four in ten respondents (41%) expect their staffing needs to increase over the next twelve months while 48% expect their staffing needs to stay about the same over that time. Only 2% expect their staffing needs to decrease over the next twelve months while 9% don't know or are unsure.

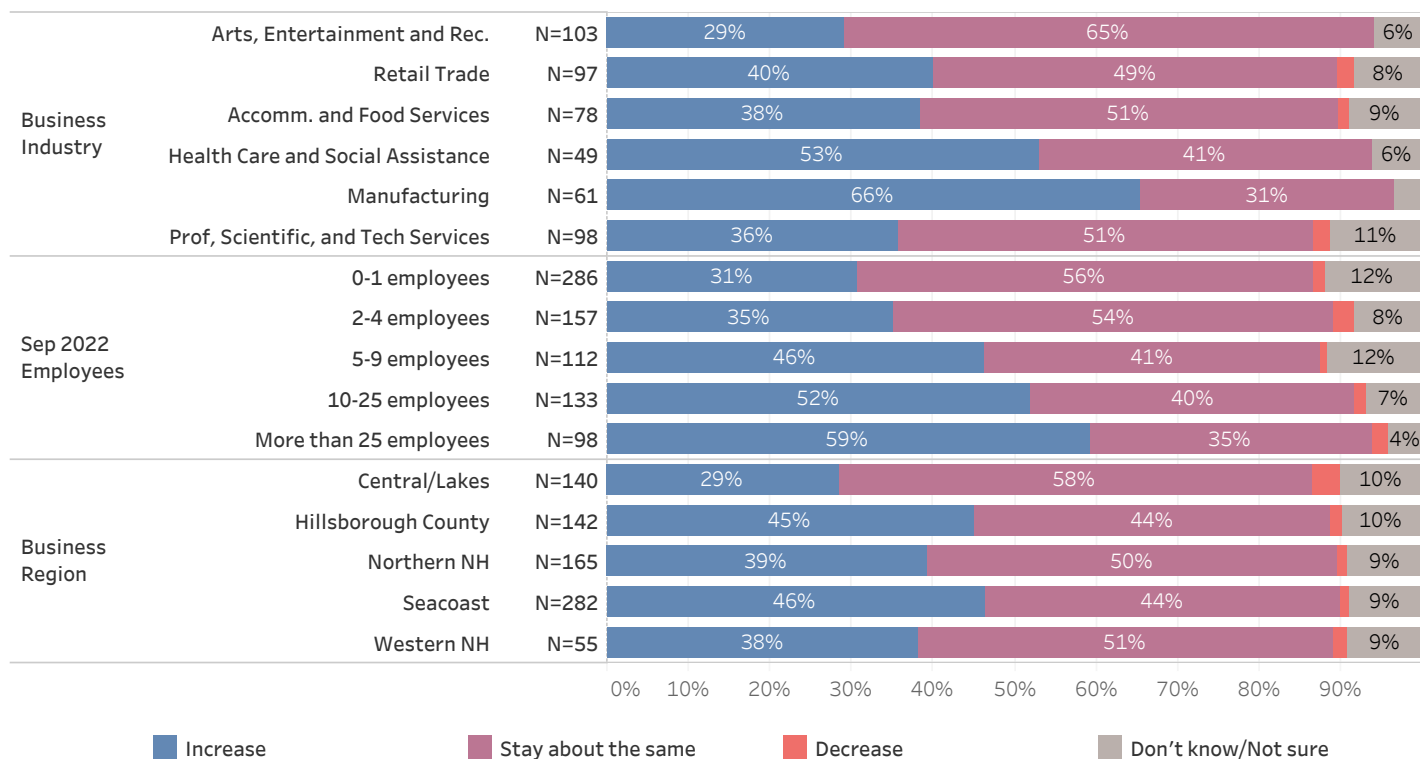
**Figure 16a: Do you expect your staffing needs to increase, decrease, or stay the same over the next 12 months? - 2022**



A majority of respondents in the manufacturing and the health care and social assistance industries expect their staffing needs to increase over the next twelve months but less than one-third of those in the arts, entertainment, and recreation industry expect their needs to increase.

Most respondents whose business has fewer than five employees expect their staffing needs to stay about the same over the next twelve months, but a majority of those with ten or more employees expect their staff needs to increase over that time.

**Figure 16b: Expected change in staffing needs over next year - by Select Demographics - 2022**

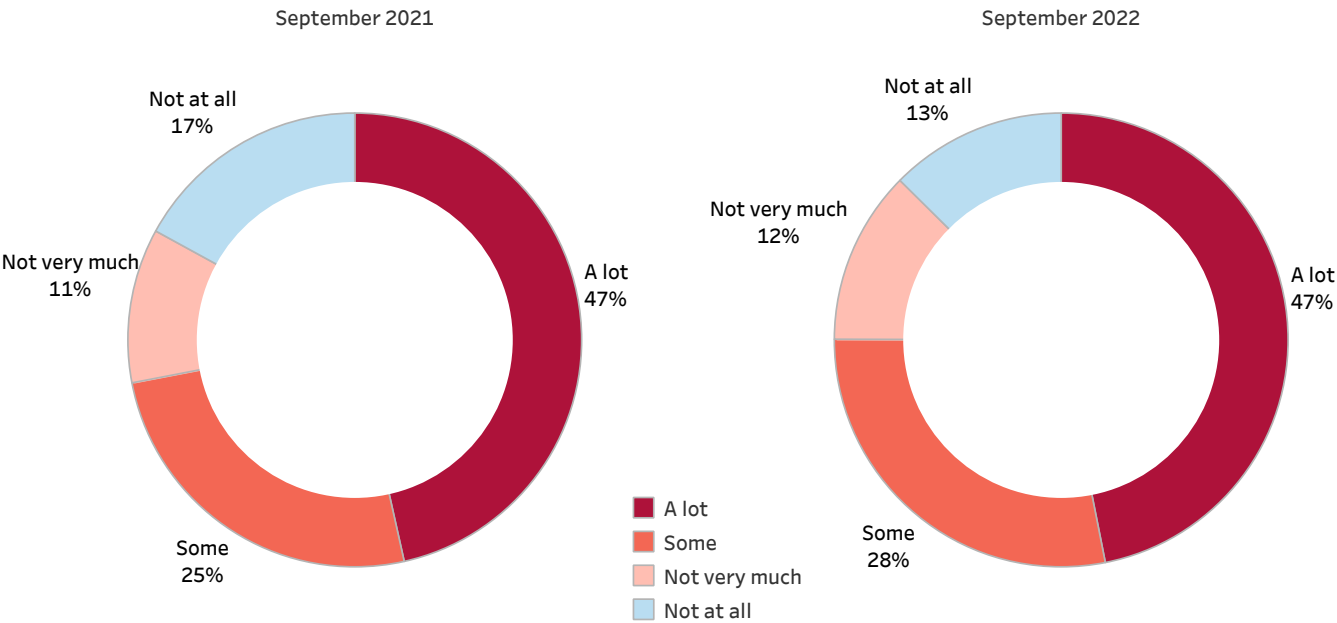




Among respondents who have hired or tried to hire employees in the past six months (N=469), nearly half (47%) say that they struggled a lot to do so, 28% struggled some, 12% struggled not very much, and only 13% did not struggle at all hiring employees in the past six months.

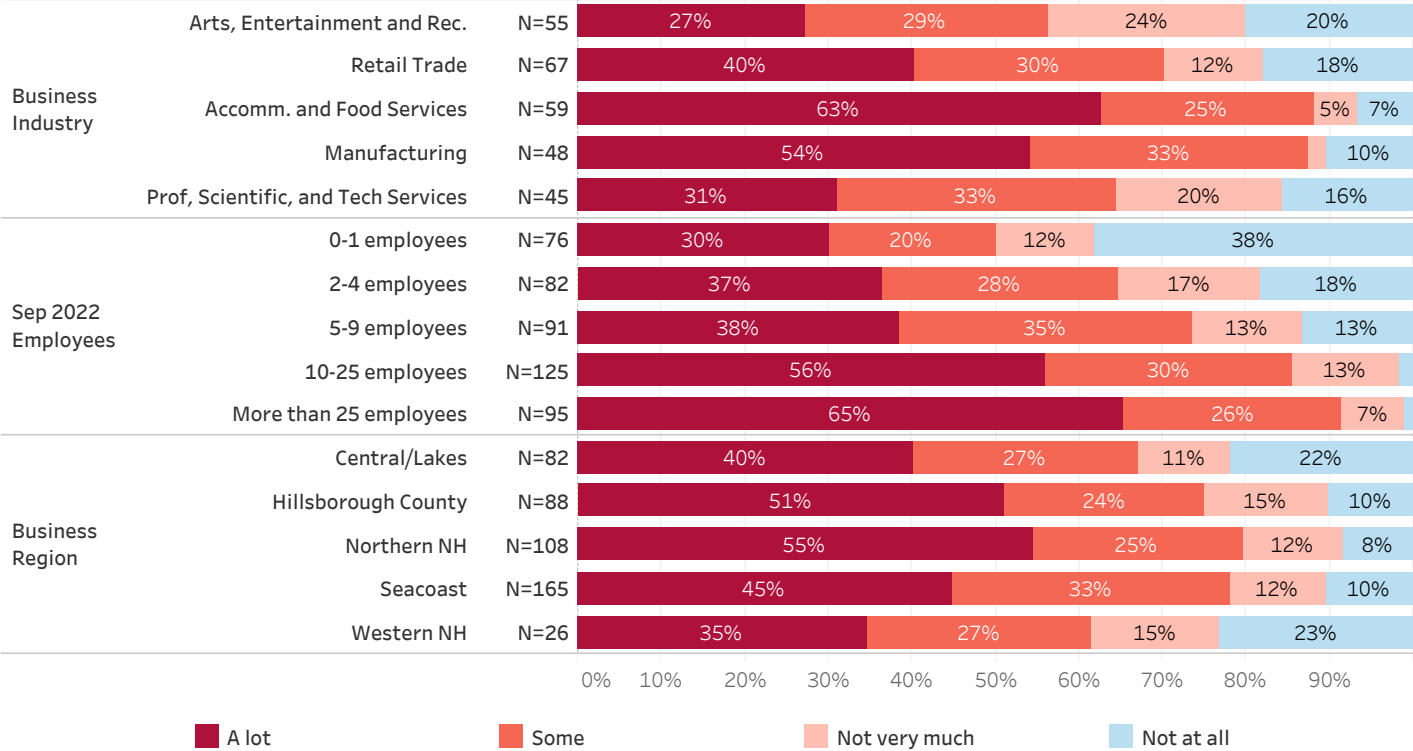
Respondents to the SBDC's Business Resilience survey in September 2021 gave very similar responses to this question.

Figure 17a: How much, if at all, would you say you have struggled to hire employees in the past six months?



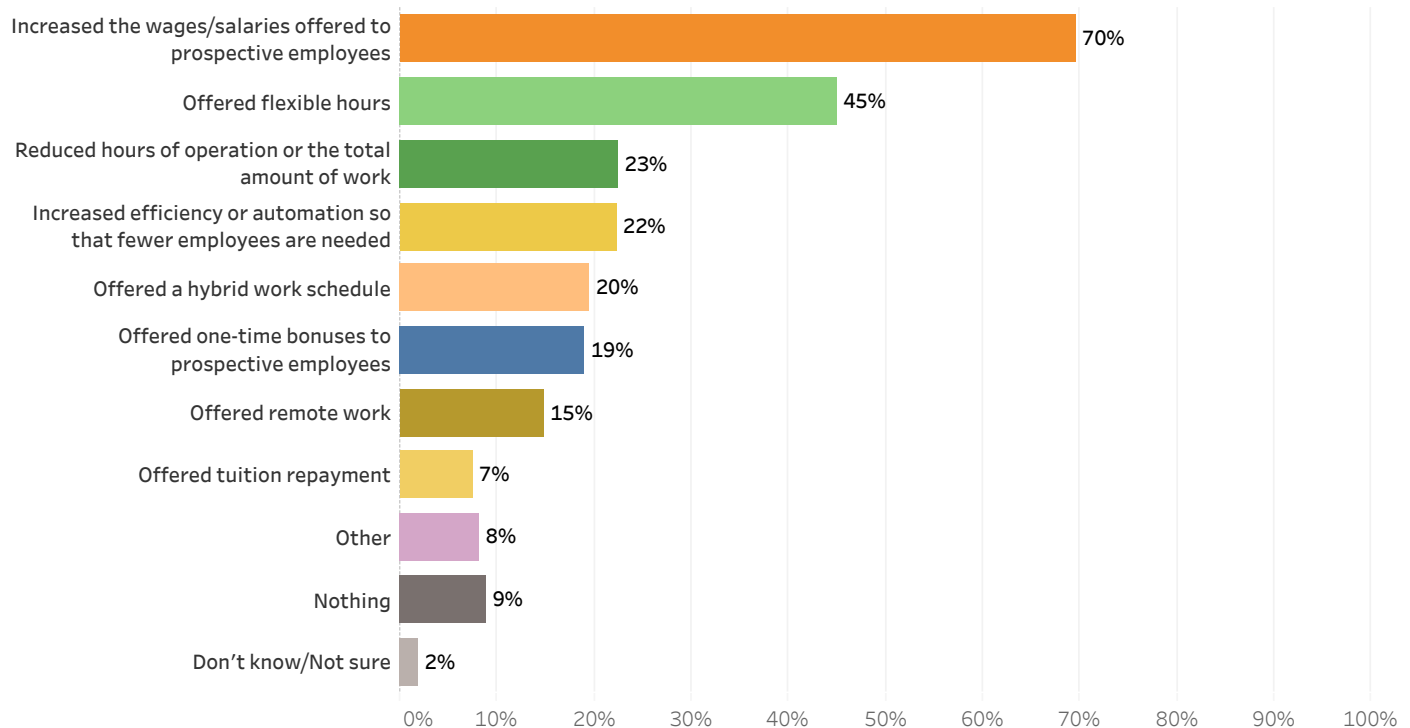
Respondents whose business has more than ten employees and those in the accommodation and food services and the manufacturing industries are particularly likely to say that they struggled to hire employees in the past six months.

Figure 17b: How much struggled to hire new employees in past six months - by Select Demographics - 2022



Among those who struggled at least a little to hire employees (N=404), seven in ten (70%) increased the wages or salaries offered to prospective employees, while 45% offered flexible hours. Fewer respondents say that their business has reduced hours of operation or the total amount of work (23%), increased efficiency or automation so that fewer employees were needed (22%), offered a hybrid work schedule (20%), offered one-time bonuses to prospective employees (19%), offered remote work (15%), offered tuition repayment (7%), or did something else (8%). Nine percent say that they did nothing in 2022 to help with hiring while 2% don't know or are unsure.

**Figure 18a: Which of the following, if anything, has your business done in 2022 to try to help with hiring new employees? (Please select all that apply) - 2022**



Respondents indicate that the largest businesses did more of these things to help with hiring new employees in 2022; nearly all increased the wages or salaries offered to prospective employees while many others offered flexible hours or offered one-time bonuses to prospective employees. By contrast, among the smallest companies only about half offered increased compensation and one in three offered flexible hours while few did anything else to help with hiring.

**Figure 18b: Done to help with hiring in 2022 - 2022 - By business size**

|   | 4 employees or fewer | 5-9 employees | 10-25 employees | More than 25 employees |
|---|----------------------|---------------|-----------------|------------------------|
| Increased the wages/salaries offered to prospective employees         | 48%                  | 61%           | 78%             | 91%                    |
| Offered flexible hours  | 35%                  | 48%           | 50%             | 47%                    |
| Reduced hours of operation or the total amount of work                | 16%                  | 24%           | 26%             | 24%                    |
| Increased efficiency or automation so that fewer employees are needed | 14%                  | 25%           | 21%             | 31%                    |
| Offered a hybrid work schedule  | 14%                  | 16%           | 22%             | 26%                    |
| Offered one-time bonuses to prospective employees                     | 9%                   | 14%           | 14%             | 41%                    |
| Offered remote work   | 15%                  | 11%           | 15%             | 17%                    |
| Offered tuition repayment   | 3%                   | 4%            | 11%             | 12%                    |

The vast majority of those whose business is in the manufacturing, the retail trade, and the health care and social assistance industries increased wages or salaries offered to prospective employees in 2022 and many took at least one other step as well. By contrast, only a little over half of those in the arts, entertainment, and recreation and the professional, scientific, and technical services industries offered increased wages or salaries to prospective employees, though businesses in these two industries were more likely to have offered a hybrid work schedule.

Figure 18c: Done to help with hiring in 2022 - 2022 - By industry

|   | Arts,<br>Entertainment<br>and Rec. | Health Care and<br>Social<br>Assistance | Manufacturing | Prof, Scientific,<br>and Tech<br>Services | Retail Trade | Accomm. and<br>Food Services |
|---|------------------------------------|---|---------------|---|--------------|------------------------------|
| Increased the wages/salaries offered to prospective employees         | 53%                                | 81%                                     | 86%           | 59%                                       | 81%          | 75%                          |
| Offered flexible hours  | 51%                                | 67%                                     | 40%           | 46%                                       | 39%          | 58%                          |
| Reduced hours of operation or the total amount of work                | 21%                                | 19%                                     | 9%            | 11%                                       | 37%          | 45%                          |
| Increased efficiency or automation so that fewer employees are needed | 14%                                | 5%                                      | 42%           | 24%                                       | 22%          | 25%                          |
| Offered a hybrid work schedule  | 33%                                | 19%                                     | 23%           | 46%                                       | 7%           | 4%                           |
| Offered one-time bonuses to prospective employees                     | 12%                                | 33%                                     | 23%           | 11%                                       | 17%          | 24%                          |
| Offered remote work   | 16%                                | 19%                                     | 21%           | 43%                                       | 4%           |                              |
| Offered tuition repayment   | 2%                                 | 19%                                     | 9%            | 5%  | 7%           | 4%                           |

Respondents indicate Seacoast businesses are more likely than others to have done these things to help with hiring in 2022, and seven in ten increased compensation and more than half offered flexible hours.

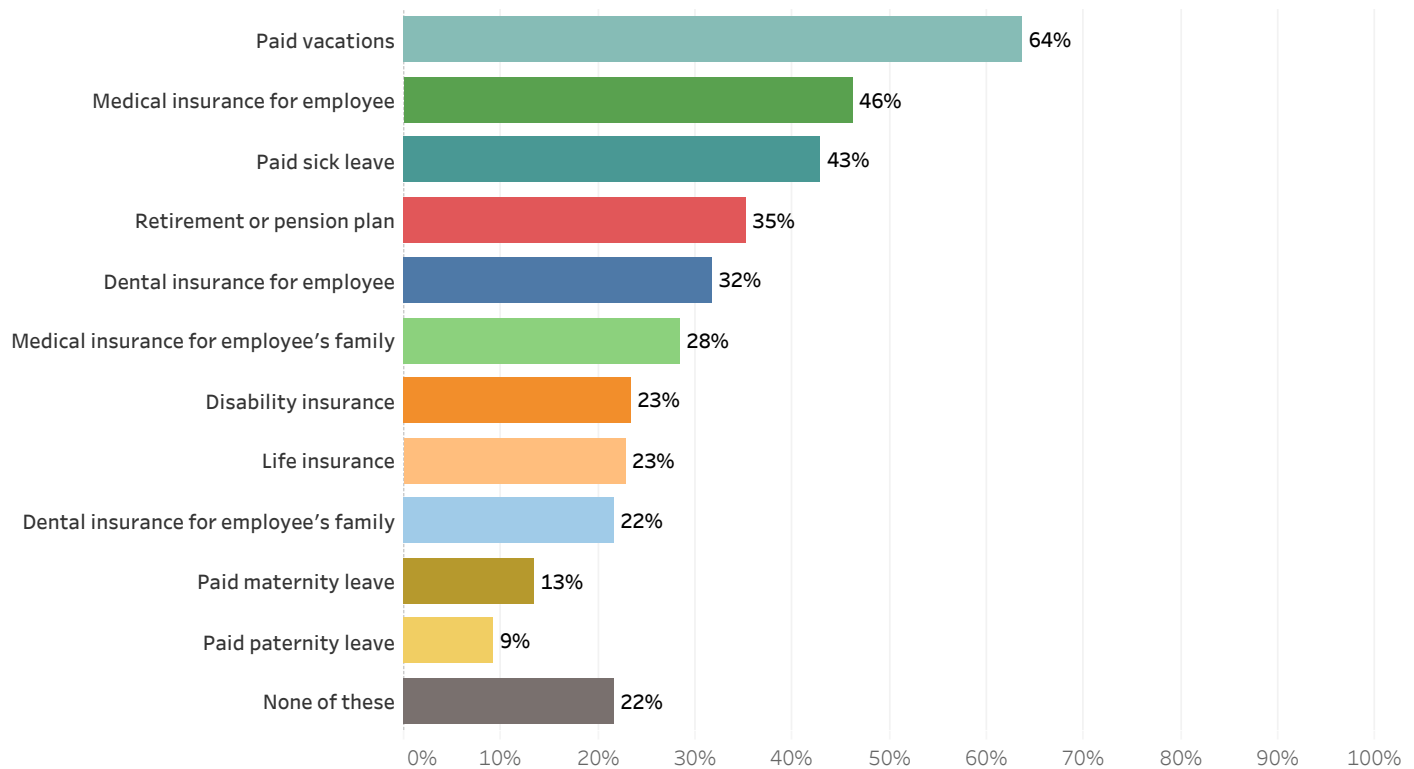
Figure 18d: Done to help with hiring in 2022 - 2022 - By region

|   | Central/Lakes | Hillsborough<br>County | Northern NH | Seacoast | Western NH |
|---|---------------|------------------------|-------------|----------|------------|
| Increased the wages/salaries offered to prospective employees         | 72%           | 68%                    | 68%         | 71%      | 60%        |
| Offered flexible hours  | 39%           | 42%                    | 44%         | 52%      | 35%        |
| Reduced hours of operation or the total amount of work                | 28%           | 8%                     | 34%         | 20%      | 25%        |
| Increased efficiency or automation so that fewer employees are needed | 31%           | 15%                    | 16%         | 26%      | 25%        |
| Offered a hybrid work schedule  | 17%           | 25%                    | 13%         | 21%      | 25%        |
| Offered one-time bonuses to prospective employees                     | 19%           | 15%                    | 18%         | 23%      | 10%        |
| Offered remote work   | 11%           | 18%                    | 8%          | 20%      | 15%        |
| Offered tuition repayment   | 6%            | 8%                     | 4%          | 10%      | 5%         |

## Employee Well-Being

Nearly two-thirds of respondents (64%) say that their business offers paid vacations to their full-time employees, while less than half offer medical insurance for their employees (46%) and paid sick leave (43%). Thirty-five percent offer a retirement or pension plan, 32% offer dental insurance for employees, and 28% offer medical insurance for employees' families. Less than one-quarter of respondents say that their business offers disability insurance (23%), life insurance (23%), dental insurance for employee's families (22%), or paid maternity (13%) or paternity leave (9%). Twenty-two percent of respondents say that they offer none of these benefits to full-time employees.

**Figure 19a: Which of the following benefits does your business offer to full-time employees? (Please select all that apply) - 2022**



Respondents indicate that few businesses which employ 2-4 people offer these benefits to full-time employees; 38% offer paid vacations but few offer anything else while one-third (33%) offer no benefits at all. By contrast, a majority of businesses with more than twenty-five employees offer each of these benefits apart from paid maternity and paternity leave and only 6% do not offer benefits at all.

**Figure 19b: Benefits offered to full-time employees - 2022 - By business size**

|   | 2-4 employees | 5-9 employees | 10-25 employees | More than 25 employees |
|---|---------------|---------------|-----------------|------------------------|
| Paid vacations                          | 38%           | 62%           | 72%             | 86%                    |
| Medical insurance for employee          | 21%           | 34%           | 55%             | 80%                    |
| Paid sick leave                         | 21%           | 42%           | 45%             | 68%                    |
| Retirement or pension plan              | 16%           | 21%           | 42%             | 67%                    |
| Dental insurance for employee           | 11%           | 17%           | 40%             | 65%                    |
| Medical insurance for employee's family | 7%            | 13%           | 36%             | 64%                    |
| Disability insurance                    | 3%            | 9%            | 26%             | 62%                    |
| Life insurance                          | 5%            | 11%           | 24%             | 59%                    |
| Dental insurance for employee's family  | 2%            | 9%            | 29%             | 50%                    |
| Paid maternity leave                    | 5%            | 6%            | 18%             | 27%                    |
| Paid paternity leave                    | 2%            | 4%            | 11%             | 22%                    |
| None of these                           | 33%           | 22%           | 22%             | 6%                     |

Respondents indicate that businesses in the manufacturing and the health care and social assistance industries offer most of these benefits to their full-time employees while few businesses in the accommodation and food services and the arts, entertainment, and recreation industries offer these benefits to their full-time employees.

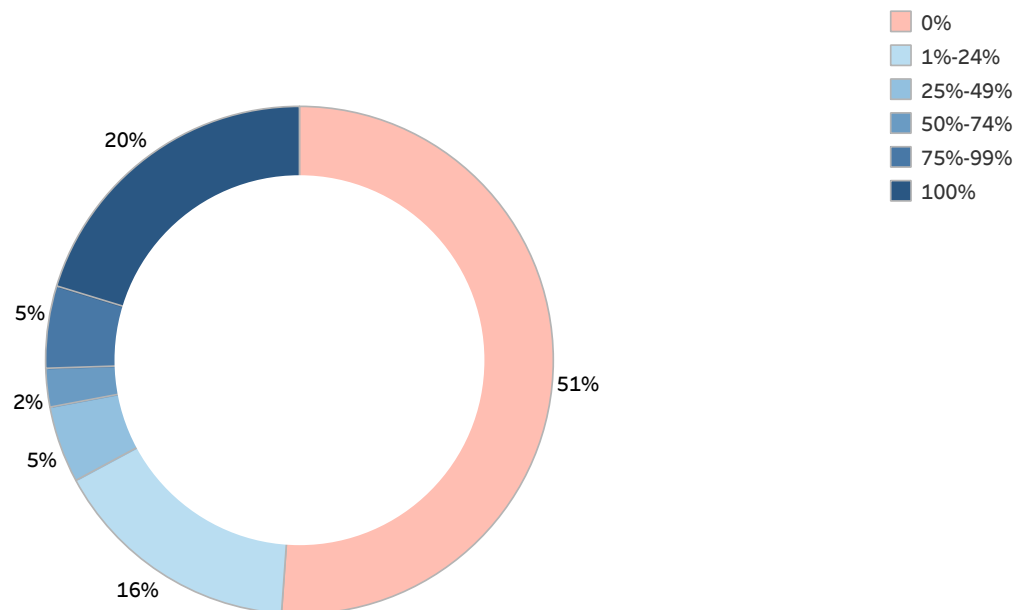
**Figure 19c: Benefits offered to full-time employees - 2022 - By business size**

|   | Arts,<br>Entertainment<br>and Rec. | Health Care and<br>Social<br>Assistance | Manufacturing | Prof, Scientific,<br>and Tech<br>Services | Retail Trade | Accomm. and<br>Food Services |
|---|------------------------------------|---|---------------|---|--------------|------------------------------|
| Paid vacations                          | 47%                                | 75%                                     | 90%           | 65%                                       | 60%          | 44%                          |
| Medical insurance for employee          | 36%                                | 61%                                     | 77%           | 56%                                       | 29%          | 29%                          |
| Paid sick leave                         | 32%                                | 36%                                     | 69%           | 54%                                       | 34%          | 23%                          |
| Retirement or pension plan              | 19%                                | 54%                                     | 69%           | 40%                                       | 26%          | 19%                          |
| Dental insurance for employee           | 15%                                | 46%                                     | 65%           | 35%                                       | 24%          | 16%                          |
| Medical insurance for employee's family | 21%                                | 36%                                     | 65%           | 33%                                       | 18%          | 6%                           |
| Disability insurance                    | 9%                                 | 25%                                     | 58%           | 19%                                       | 13%          | 10%                          |
| Life insurance                          | 6%                                 | 29%                                     | 54%           | 31%                                       | 15%          | 11%                          |
| Dental insurance for employee's family  | 9%                                 | 36%                                     | 50%           | 23%                                       | 13%          | 5%                           |
| Paid maternity leave                    | 9%                                 | 4%                                      | 29%           | 25%                                       | 11%          | 6%                           |
| Paid paternity leave                    | 6%                                 |   | 21%           | 15%                                       | 6%           | 6%                           |
| None of these                           | 32%                                | 14%                                     | 8%            | 17%                                       | 26%          | 35%                          |

Half of respondents (51%) say that none of their employees are working remotely, 16% say that 1-24% of their employees are working remotely at least one day a week, 5% say that 25%-49% are working remotely, 2% say that 50%-74% are working remotely, 5% say that 75%-99% are working remotely, and 20% say that all of their employees are working remotely at least one day a week.

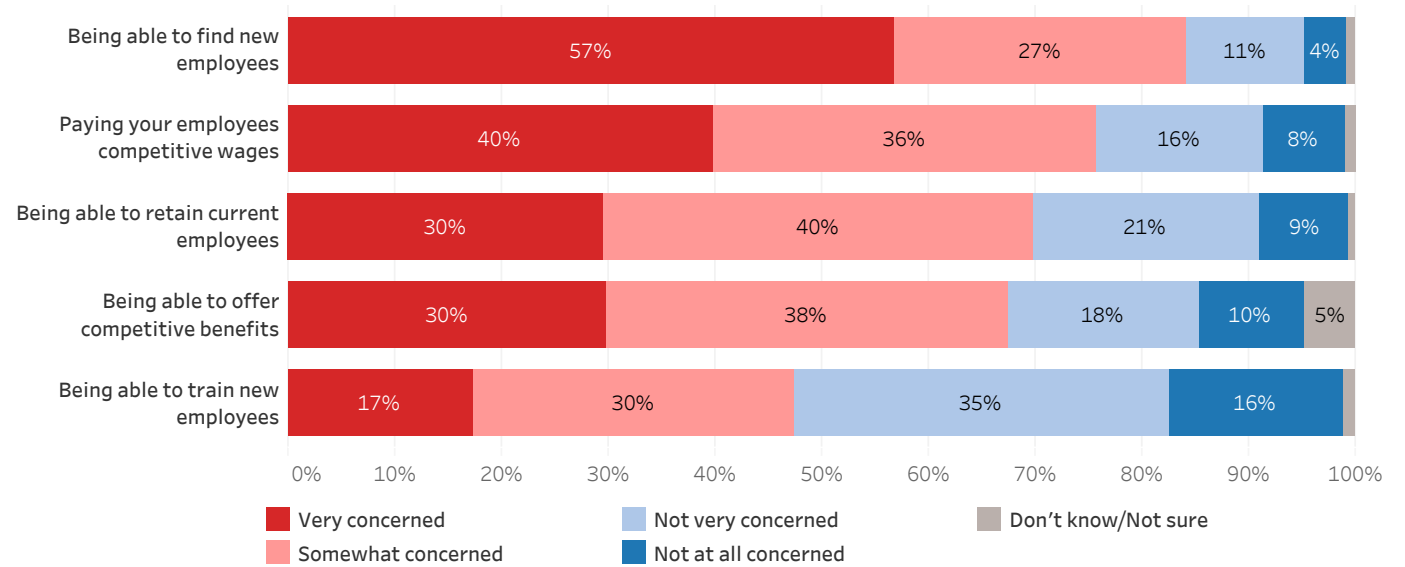
More than four-fifths of those whose business in the professional, scientific, and technical services industry say that at least some of their employees work remotely at least one day a week but few businesses in the accommodation and food services or the retail trade industries have any employees working remotely.

**Figure 20: Approximately what percentage of your employees are currently working remotely at least one day a week on average? - 2022**



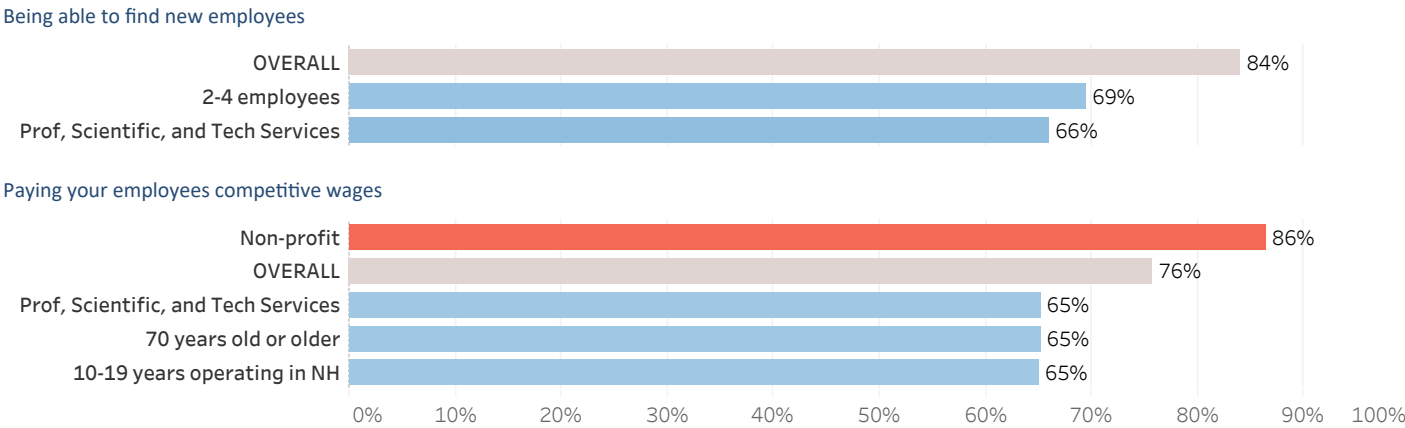
More than three-quarters of respondents say that they are very or somewhat concerned about being able to find new employees (84%) and paying their employees competitive wages (76%), while two-thirds or more are very or somewhat concerned about being able to retain their current employees (70%) and being able to offer competitive benefits (67%). Less than half (47%) are very or somewhat concerned about being able to train new employees.

Figure 21a: How concerned are you about the following things regarding your business’s employees? - 2022



- Respondents whose business is in the professional, scientific, and technical services industry and those with 2-4 employees are less likely than others to say they are very or somewhat concerned about being able to find new employees.
- Non-profit businesses are more likely than others to say that they are very or somewhat concerned about paying their employees competitive wages. Those whose business has been operating in New Hampshire for 10-19 years, those aged seventy or older, and those in the professional, scientific, and technical services industry are less likely to be very or somewhat concerned about this.

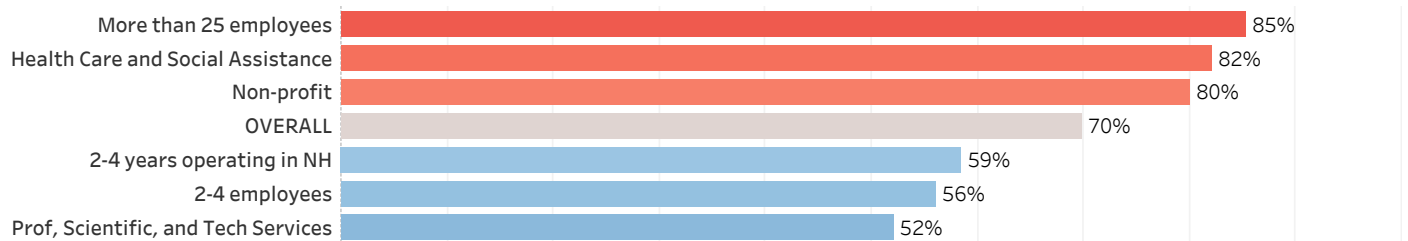
Figure 21b: Very or somewhat concerned - by Select Demographics - 2022



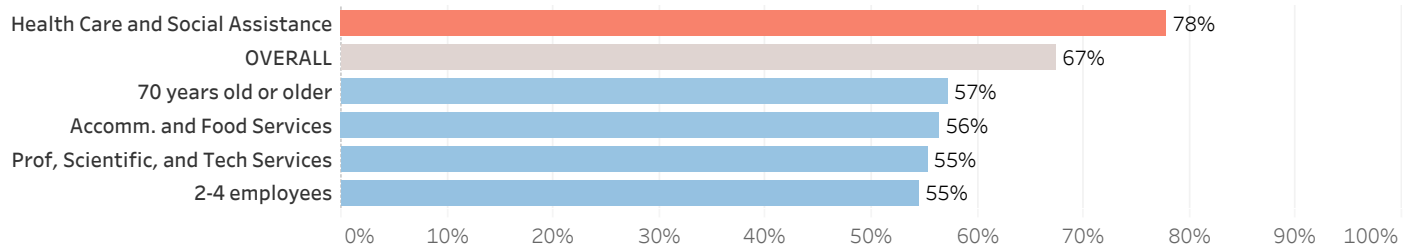
- Respondents whose business has more than twenty-five employees, those whose business is in the health care and social assistance industry, and non-profits are more likely than others to say they are very or somewhat concerned about being able to retain current employees. Those in the professional, scientific, and technical services industry, those with 2-4 employees, and those whose business has been operating in New Hampshire for 2-4 years are less likely to be very or somewhat concerned about this.
- Respondents whose business is in the health care and social assistance industry are more likely than others to be very or somewhat concerned about being able to offer competitive benefits. Those with 2-4 employees, those in the professional, scientific, and technical services or the accommodation and food services industries and those aged seventy or older are less likely to be very or somewhat concerned about this.

**Figure 21c: Very or somewhat concerned - by Select Demographics - 2022**

Being able to retain current employees

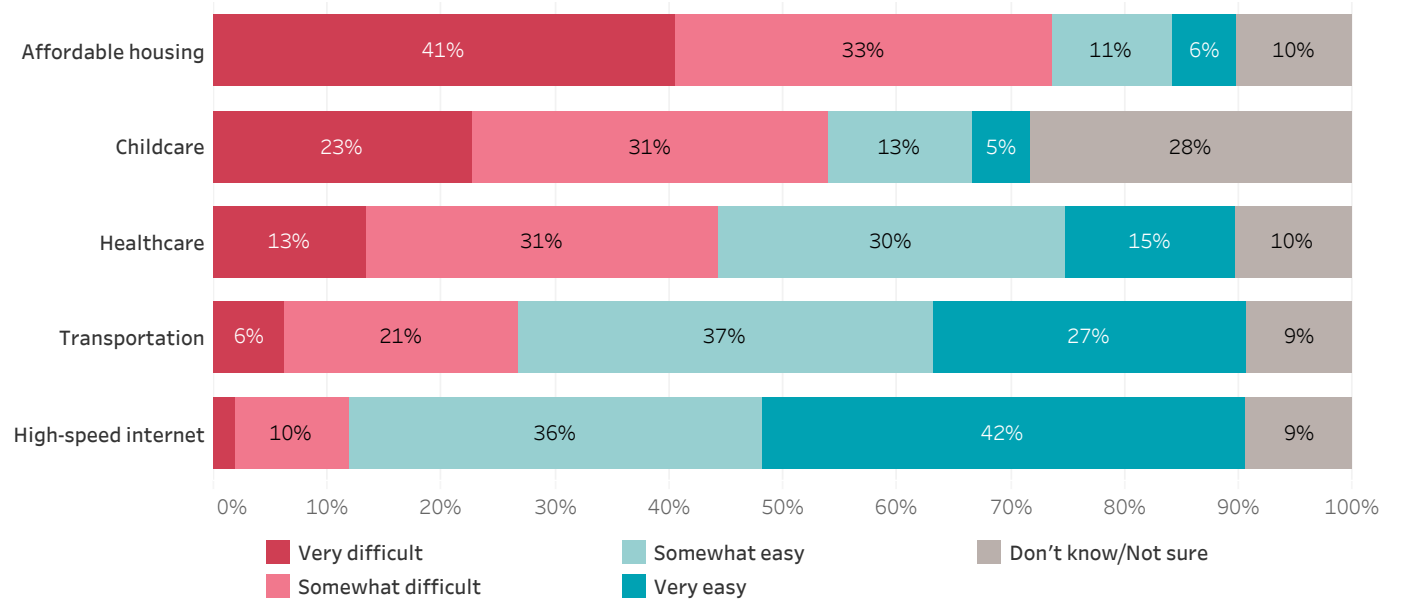


Being able to offer competitive benefits



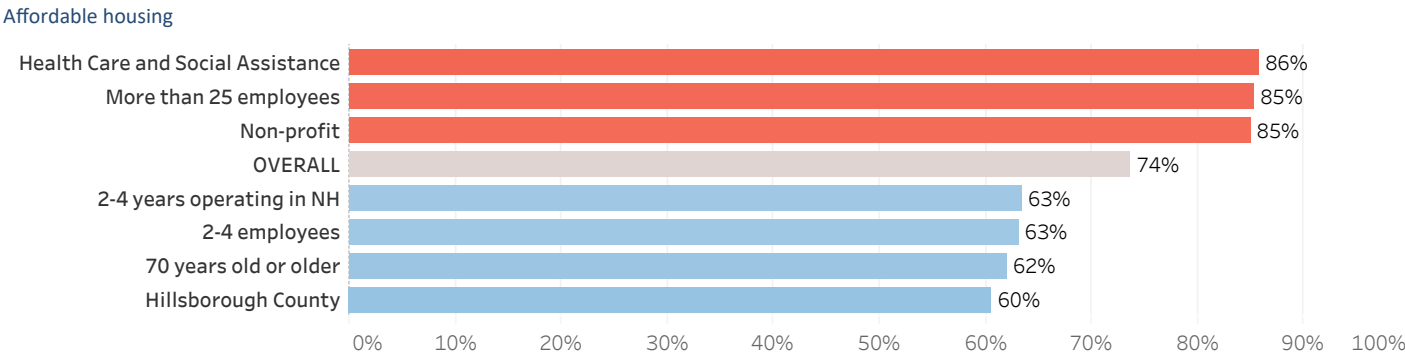
Nearly three-quarters (74%) of respondents think it is very or somewhat difficult for their employees to access affordable housing, while about half think it is very or somewhat difficult for their employees to access childcare (54%) and healthcare (44%). Less than one-third think it is very or somewhat difficult for their employees to access transportation (27%) or high-speed internet (12%).

Figure 22a: To the best of your knowledge, how easy or difficult do you think it is for your employees to access the following things? - 2022



- Respondents whose business is in the health care and social assistance industry, those with more than twenty-five employees, and non-profits are more likely than others to think it is very or somewhat difficult for their employees to access affordable housing. Those whose business is located in Hillsborough County, those seventy years old or older, those with 2-4 employees, and those who have been operating in New Hampshire for 2-4 years are less likely to think this is very or somewhat difficult for their employees to access.

Figure 22b: Very or somewhat difficult for employees to access - by Select Demographics - 2022

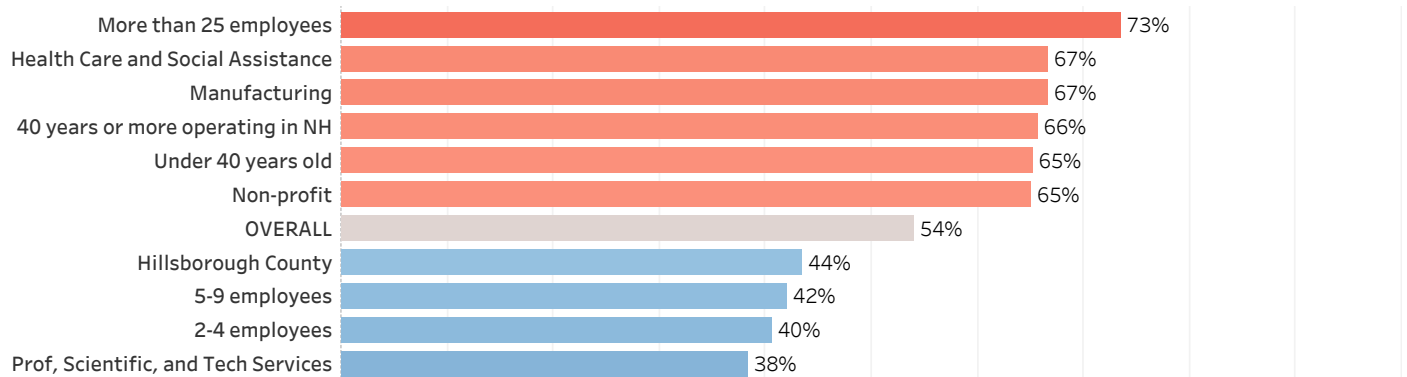




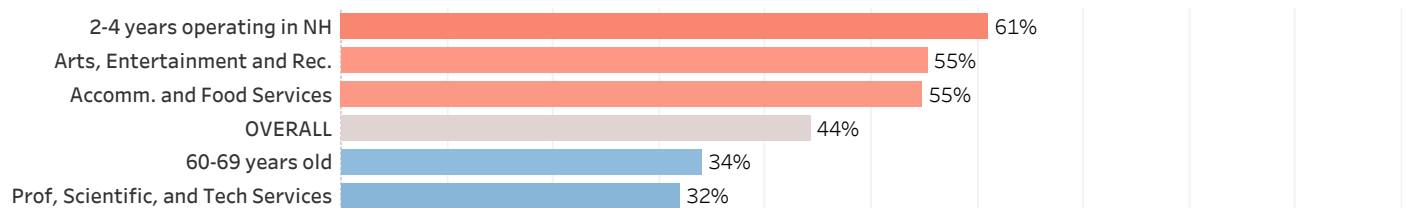
- Respondents with more than twenty-five employees, those in the health care and social assistance or the manufacturing industries, those whose business has been operating in New Hampshire for forty years or more, those under the age of forty, and non-profits are more likely than others to think it is very or somewhat difficult for their employees to access childcare. Those whose business is in the professional, scientific, and technical services industry, those with 2-9 employees, and those whose business is located in Hillsborough County are less likely to think this is very or somewhat difficult for their employees to access.
- Respondents whose business has been operating in New Hampshire for 2-4 years and those in the arts, entertainment, and recreation or the accommodation and food services industries are more likely than others to think it is very or somewhat difficult for their employees to access healthcare. Those whose business is in the professional, scientific, and technical services industry and those aged 60-69 are less likely to think this is very or somewhat difficult for their employees to access.
- Respondents with more than twenty-five employees and those whose business is in the manufacturing or the accommodation and food services industries are more likely than others to think it is very or somewhat difficult for their employees to access transportation.
- Respondents whose business is in the manufacturing industry are more likely than others to think it is very or somewhat difficult for their employees to access high-speed internet.

**Figure 22c: Very or somewhat difficult for employees to access - by Select Demographics - 2022**

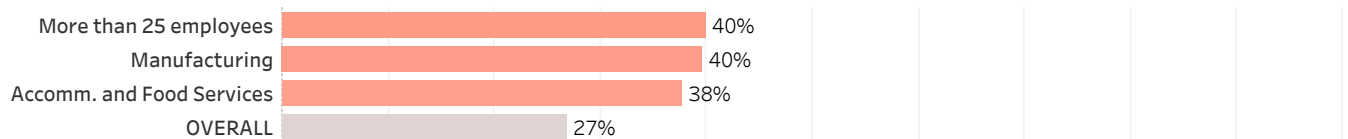
Childcare



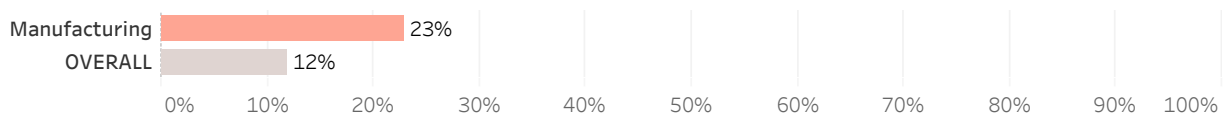
Healthcare



Transportation

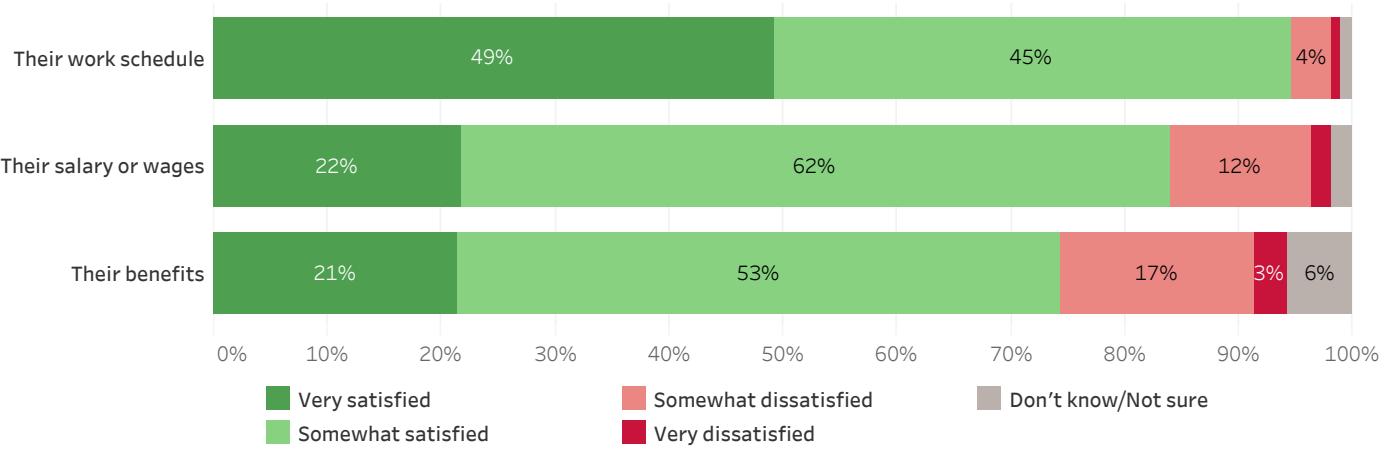


High-speed internet



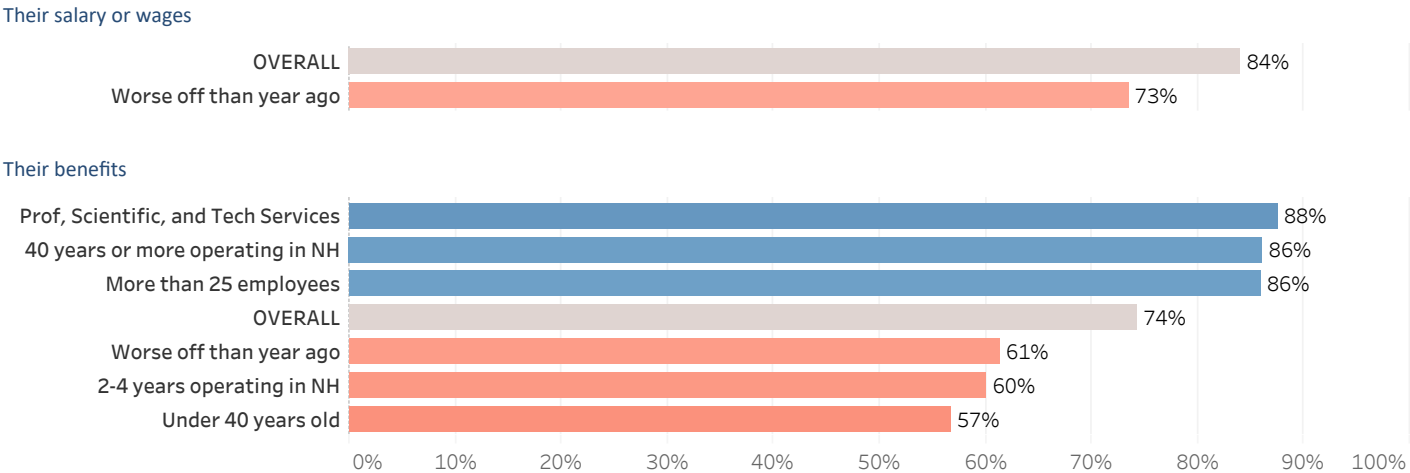
The vast majority of respondents think that their employees are very or somewhat satisfied with the work schedule (95%) while large majorities also believe their employees are satisfied with their salary or wages (84%) and their benefits (74%).

Figure 23a: To the best of your knowledge, how satisfied do you think your employees are with the following? - 2022



- Respondents who believe their business is worse off than a year ago are less likely than others to think that their employees are very or somewhat satisfied with their salary or wages.
- Respondents whose business is in the professional, scientific, and technical services industry, those whose business has been operating in New Hampshire for forty years or more, and those with more than twenty-five employees are more likely than others to think that their employees are very or somewhat satisfied with their benefits. Those under the age of forty, those whose business has been operating in New Hampshire for 2-4 years, and those who are worse off than a year ago are less likely to think their employees are satisfied with their benefits.

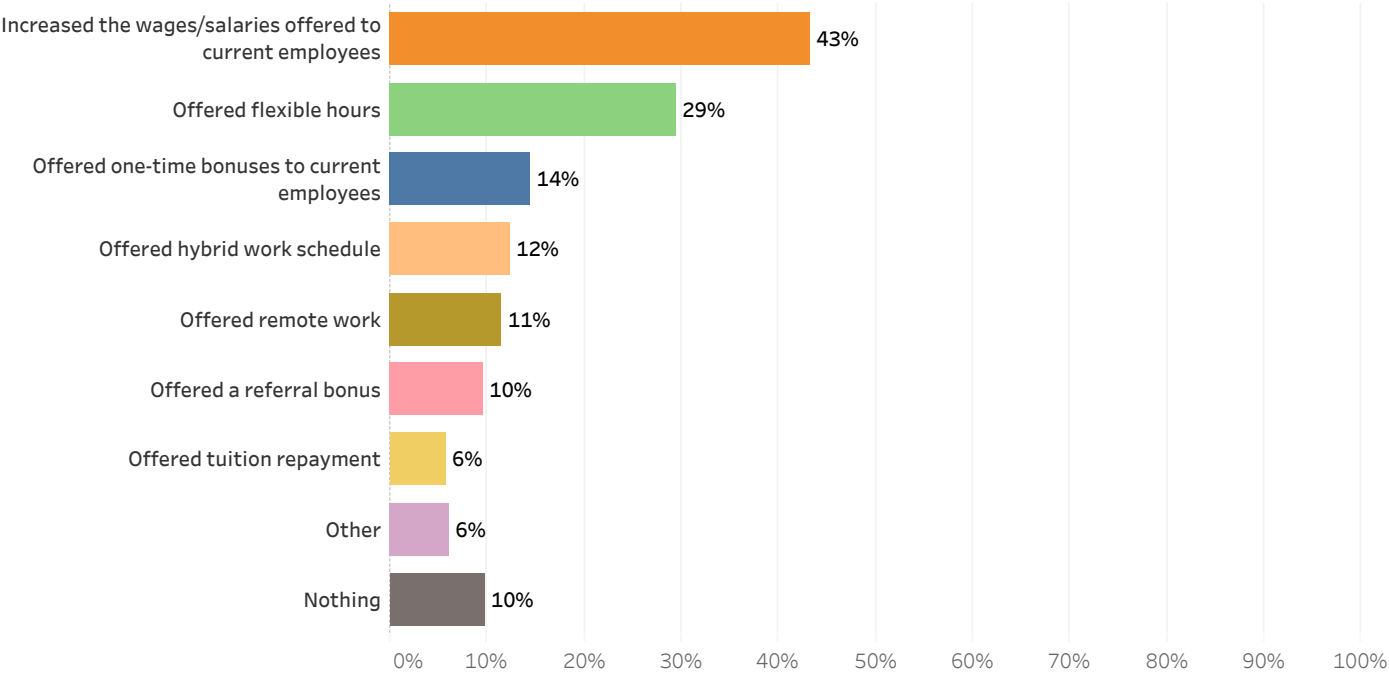
Figure 23b: Believe employees are very or somewhat satisfied - by Select Demographics - 2022



Forty-three percent of respondents say that their business increased the wages or salaries offered to current employees to help with retaining employees while 29% say they offered flexible hours. Fewer say their business offered one-time bonuses to current employees (14%), offered a hybrid work schedule (12%), offered remote work (11%), offered a referral bonus (10%), offered tuition repayment (6%), or did something else (6%). Ten percent say that they did nothing in 2022 to help with retaining employees.

Respondents indicate that their businesses were less likely to have offered increased compensation to retain current employees (43%) than they were to offer increased compensation to attract new employees (70%) and were similarly less likely to have offered flexible hours to current employees (29%) than new employees (45%).

Figure 24a: Which of the following, if anything, has your business done in 2022 to try to help with retaining your current employees? (Please select all that apply) - 2022



Respondents indicate that the largest businesses did more of these things to help with retaining employees in 2022; nearly all increased the wages or salaries offered to current employees while many offered a referral bonus, flexible hours, or one-time bonuses. By contrast, very few of the smallest companies did any of these things to retain their current employees.

Figure 24b: Done to help with retaining current employees in 2022 - 2022 - By business size

|   | 4 employees or fewer | 5-9 employees | 10-25 employees | More than 25 employees |
|---|----------------------|---------------|-----------------|------------------------|
| Increased the wages/salaries offered to current employees | 18%                  | 60%           | 86%             | 88%                    |
| Offered flexible hours                                    | 15%                  | 51%           | 53%             | 41%                    |
| Offered one-time bonuses to current employees             | 4%                   | 23%           | 27%             | 36%                    |
| Offered hybrid work schedule                              | 5%                   | 18%           | 22%             | 29%                    |
| Offered remote work                                       | 8%                   | 14%           | 16%             | 18%                    |
| Offered a referral bonus                                  | 1%                   | 5%            | 13%             | 48%                    |
| Offered tuition repayment                                 | 1%                   | 4%            | 13%             | 17%                    |

The vast majority of those whose business is in the manufacturing and accommodation and food services industries increased wages or salaries offered to prospective employees in 2022 and many in the health care and social assistance industry took other steps as well. Those in the arts, entertainment, and recreation industry are less likely than others to have done nearly all of these things.

Figure 24c: Done to help with retaining current employees in 2022 - 2022 - By industry

|   | Accomm. and Food Services | Arts, Entertainment and Rec. | Health Care and Social Assistance | Manufacturing | Prof, Scientific, and Tech Services | Retail Trade |
|---|---------------------------|------------------------------|-----------------------------------|---------------|-------------------------------------|--------------|
| Increased the wages/salaries offered to current employees | 65%                       | 26%                          | 50%                               | 69%           | 30%                                 | 53%          |
| Offered flexible hours                                    | 53%                       | 22%                          | 42%                               | 31%           | 30%                                 | 33%          |
| Offered one-time bonuses to current employees             | 20%                       | 7%                           | 28%                               | 16%           | 17%                                 | 16%          |
| Offered hybrid work schedule                              | 4%                        | 15%                          | 18%                               | 18%           | 21%                                 | 7%           |
| Offered remote work                                       |                           | 10%                          | 12%                               | 13%           | 27%                                 | 3%           |
| Offered a referral bonus                                  | 15%                       | 1%                           | 14%                               | 29%           | 7%                                  | 10%          |
| Offered tuition repayment                                 | 3%                        | 3%                           | 18%                               | 8%            | 3%                                  | 4%           |

Respondents indicate Northern NH businesses are slightly more likely than others to have done these things to help to retain their current employees while Western NH businesses are less likely to have done so.

Figure 24d: Done to help with retaining current employees in 2022 - 2022 - By region

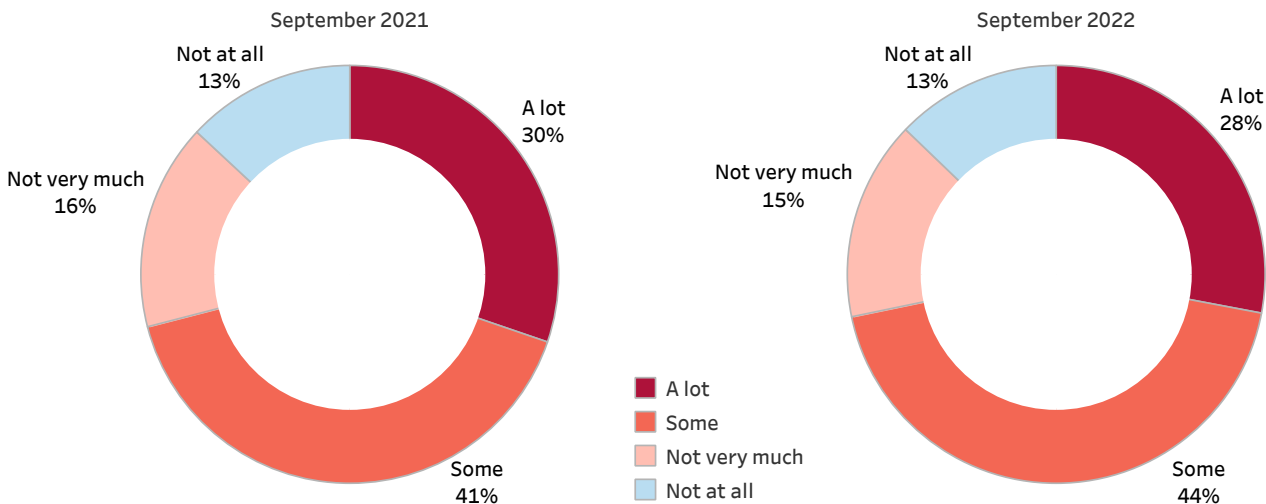
|   | Central/Lakes | Hillsborough County | Northern NH | Seacoast | Western NH |
|---|---------------|---------------------|-------------|----------|------------|
| Increased the wages/salaries offered to current employees | 40%           | 40%                 | 51%         | 44%      | 35%        |
| Offered flexible hours                                    | 28%           | 29%                 | 36%         | 29%      | 14%        |
| Offered one-time bonuses to current employees             | 14%           | 11%                 | 14%         | 17%      | 12%        |
| Offered hybrid work schedule                              | 10%           | 15%                 | 12%         | 13%      | 9%         |
| Offered remote work                                       | 10%           | 14%                 | 9%          | 12%      | 14%        |
| Offered a referral bonus                                  | 3%            | 8%                  | 8%          | 15%      | 4%         |
| Offered tuition repayment                                 | 5%            | 5%                  | 6%          | 6%       | 5%         |

Supply Chain Issues

Nearly three-quarters (72%) of respondents say that their business has been affected by a lot (28%) or some (44%) by various supply chain issues in 2022. Fifteen percent say they their business has not been affected very much by supply chain issues, while 13% say their business has not been affected at all.

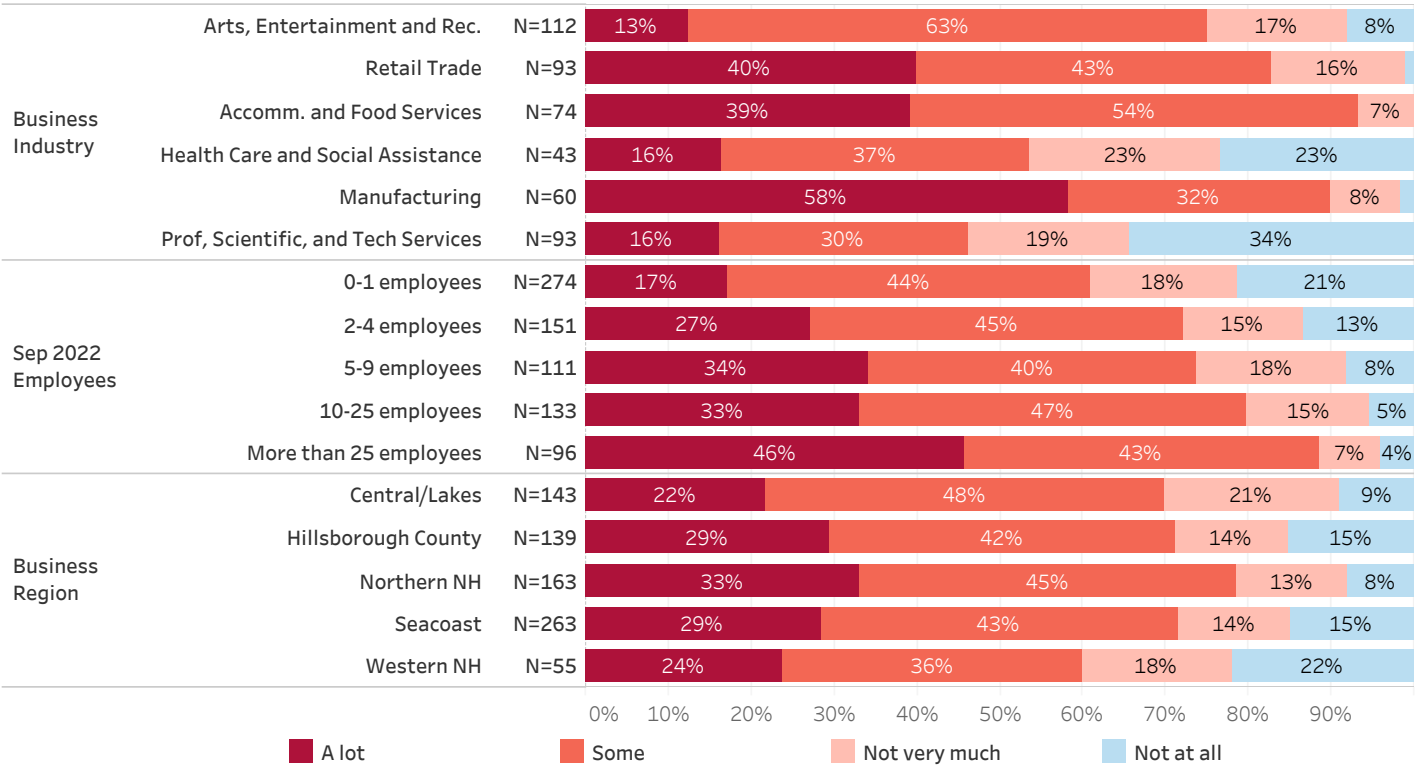
Respondents to the SBDC's Business Resilience survey in September 2021 gave very similar responses to this question when asked about how much they had been affected by supply chain issues in 2021.

Figure 25a: How much, if at all, has your business been affected by various supply chain issues in 2022?



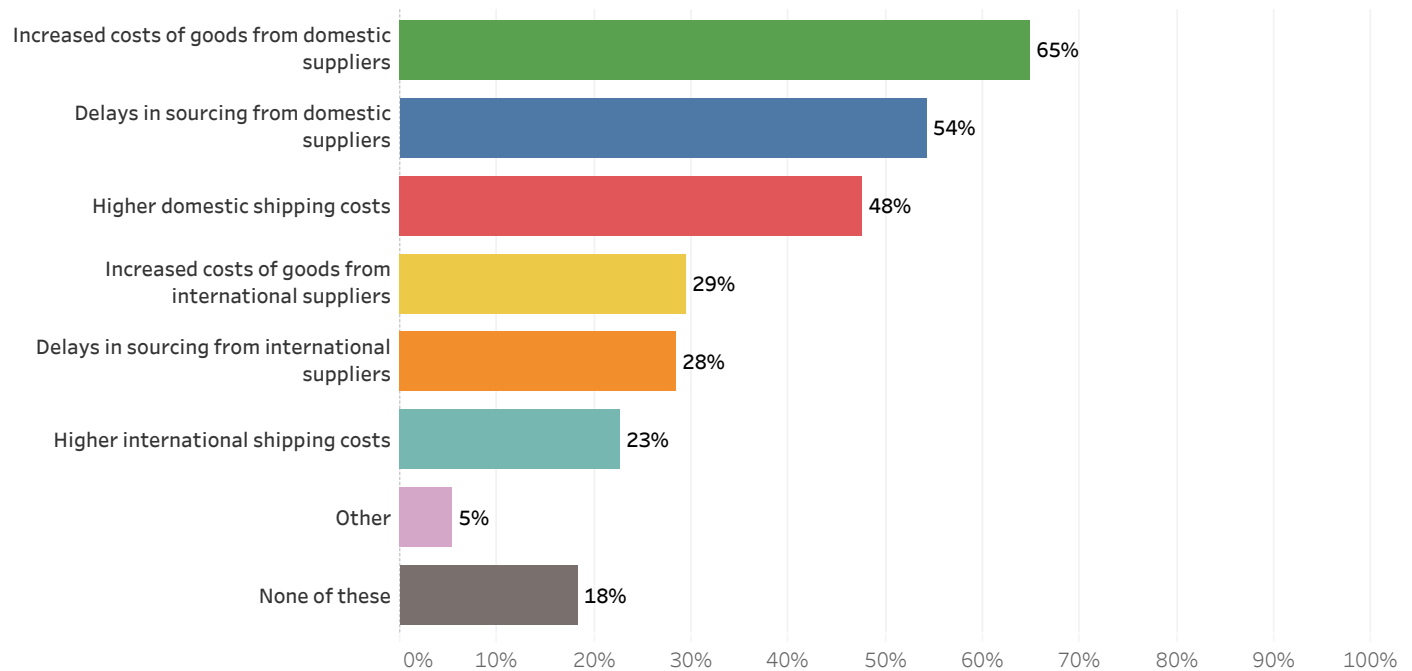
Respondents in the accommodation and food services, the manufacturing, and the retail trade industries are particularly likely to say that their business has been affected a lot or some by supply chain issues in 2022 while those in the health care and social assistance and the professional, scientific, and technical services industries have been less affected. Larger businesses are also more likely than smaller businesses to report being affected a lot by supply chain issues.

Figure 25b: How much business affected by supply chain issues - by Select Demographics - 2022



Nearly two-thirds of respondents (65%) say that their business has been affected by increased costs of goods from domestic suppliers, while about half have been affected by delays in sourcing from domestic suppliers (54%) and higher domestic shipping costs (48%). Less than a third of respondents say their business has been affected by increased costs of goods from international suppliers (29%), delays in sourcing from international suppliers (28%), higher international shipping costs (23%), or other supply chain issues (5%). Eighteen percent of respondents say that their business has been affected by none of these things.

**Figure 26a: In which of the following ways has your business been affected by supply chain issues in 2022? (Please select all that apply) - 2022**



Respondents indicate that significantly more larger businesses have been affected by each of these supply chain issues.

**Figure 26b: Types of supply chain issues affected business - 2022 - By business size**

|   | 0-1 employees | 2-4 employees | 5-9 employees | 10-25 employees | More than 25 employees |
|---|---------------|---------------|---------------|-----------------|------------------------|
| Increased costs of goods from domestic suppliers      | 50%           | 67%           | 69%           | 76%             | 88%                    |
| Delays in sourcing from domestic suppliers            | 38%           | 58%           | 63%           | 62%             | 81%                    |
| Higher domestic shipping costs                        | 34%           | 47%           | 47%           | 64%             | 69%                    |
| Increased costs of goods from international suppliers | 20%           | 28%           | 25%           | 40%             | 54%                    |
| Delays in sourcing from international suppliers       | 17%           | 28%           | 31%           | 33%             | 56%                    |
| Higher international shipping costs                   | 13%           | 24%           | 23%           | 28%             | 42%                    |

Respondents indicate that businesses located in Northern NH and the Central/Lakes Region were particularly likely to have been affected by these supply chain issues, while those located in Western NH were less likely to be affected by them.

**Figure 26c: Types of supply chain issues affected business - 2022 - By region**

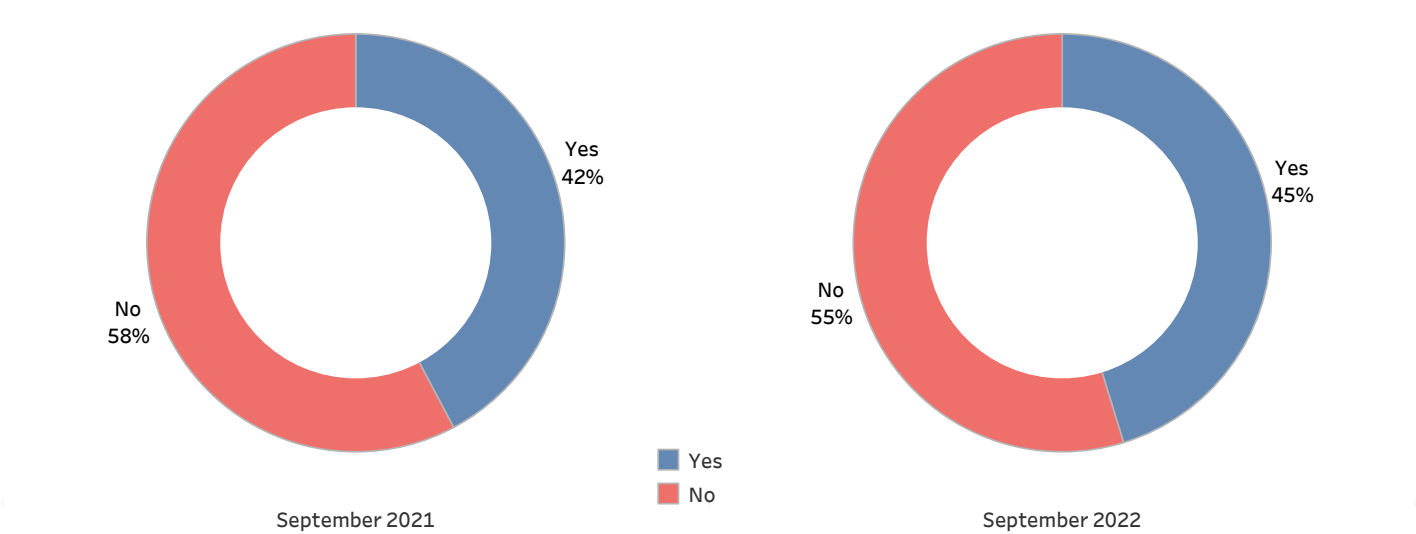
|   | Central/Lakes | Hillsborough County | Northern NH | Seacoast | Western NH |
|---|---------------|---------------------|-------------|----------|------------|
| Increased costs of goods from domestic suppliers      | 67%           | 65%                 | 74%         | 61%      | 50%        |
| Delays in sourcing from domestic suppliers            | 60%           | 53%                 | 60%         | 50%      | 47%        |
| Higher domestic shipping costs                        | 51%           | 44%                 | 53%         | 47%      | 34%        |
| Increased costs of goods from international suppliers | 31%           | 28%                 | 32%         | 30%      | 19%        |
| Delays in sourcing from international suppliers       | 33%           | 29%                 | 27%         | 29%      | 17%        |
| Higher international shipping costs                   | 23%           | 25%                 | 23%         | 23%      | 14%        |

Resiliency

Just under half (45%) of respondents say that their business has a resiliency or continuity plan in the event of an unexpected disruption in operations while 55% do not.

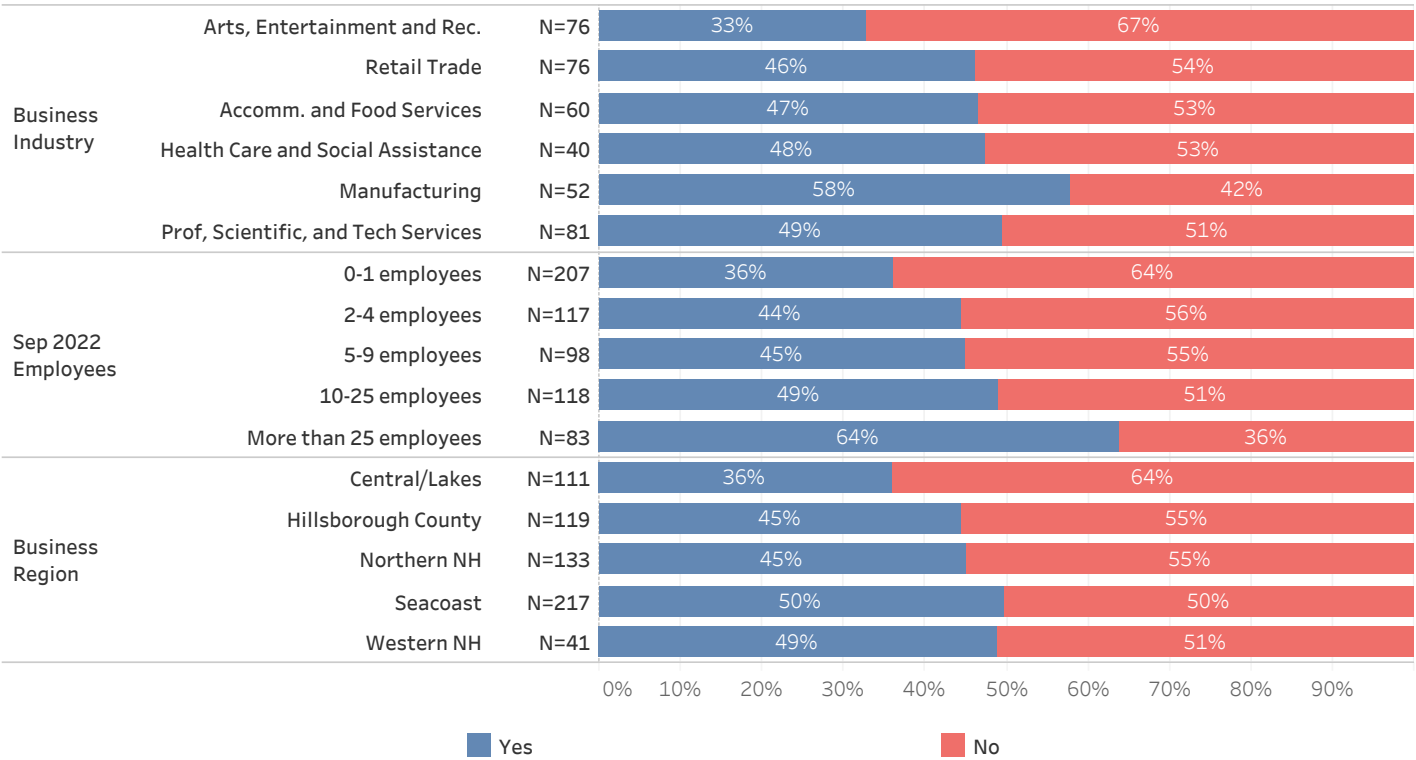
Respondents to the SBDC's Business Resilience survey in September 2021 gave very similar responses to this question.

Figure 27a: Does your business have a resiliency or continuity plan in the event of an unexpected disruption in operations?



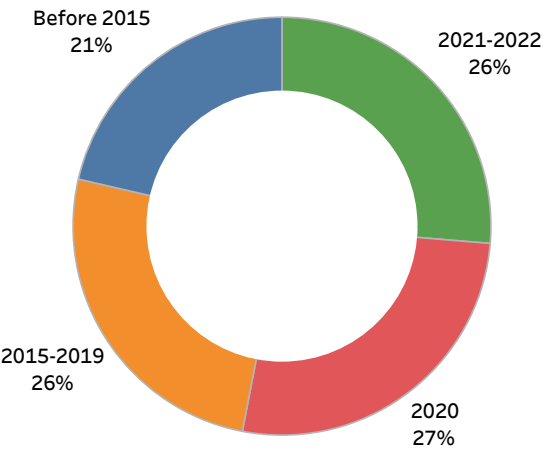
Respondents indicate that businesses in the manufacturing industry are most likely to have a resiliency or continuity plan while those in the arts, entertainment, and recreation industry are least likely to have one. Larger businesses and those located on the Seacoast and in Western NH are also more likely to have a resiliency or continuity plan while those with 0-1 employees and those located in the Central/Lakes Region are less likely to have one.

Figure 27b: Have resiliency plan - by Select Demographics - 2022



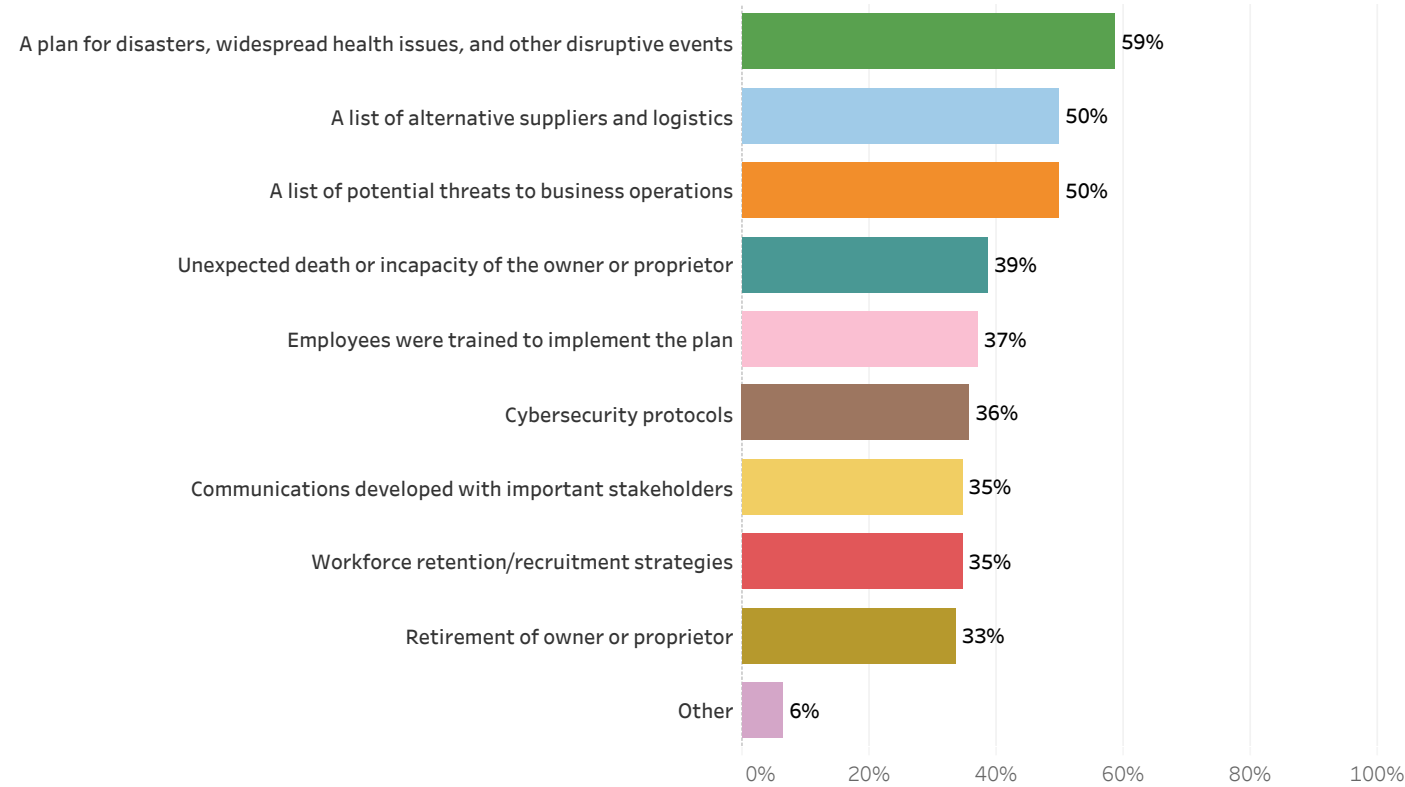
Among those with a resiliency or continuity plan (N=262), 26% say that their plan was created in 2021 or 2022, 27% say their plan was created in 2020, 26% say it was created between 2015 and 2019, and 21% say it was created before 2015.

Figure 28: Approximately when did your business create your resiliency or continuity plan? - 2022



Among those with a resiliency or continuity plan (N=269), a majority say that their plan includes a plan for disasters, widespread health issues, and other disruptive events (59%), while half say that their plan includes a list of alternative suppliers and logistics (50%) and a list of potential threats to business operations (50%). Slightly fewer respondents say that their plan includes provisions for the unexpected death or incapacity of the owner or proprietor (39%), provisions for employees to be trained to implement the plan (37%), cybersecurity protocols (36%), communications developed with important stakeholders (35%), workforce retention/recruitment strategies (35%), or provisions for retirement of the owner or proprietor (33%), while 6% say their plan includes another component.

Figure 29a: Which of the following components are included in your resiliency or continuity plan? (Please select all that apply) - 2022





Respondents indicate that smaller businesses tend to have fewer components in their resiliency or continuity plans. More than half of those with 0-1 employees have a plan for disasters, widespread health issues, and other disruptive events but less than half have any other type of component. By contrast, more than half of businesses with ten employees or more have most of these components.

**Figure 29b: Components of resiliency plan - 2022 - By business size**

|   | 0-1 employees | 2-4 employees | 5-9 employees | 10-25 employees | More than 25 employees |
|---|---------------|---------------|---------------|-----------------|------------------------|
| A plan for disasters, widespread health issues, and other disruptive events | 53%           | 52%           | 57%           | 62%             | 71%                    |
| A list of alternative suppliers and logistics                               | 44%           | 52%           | 48%           | 51%             | 56%                    |
| A list of potential threats to business operations                          | 43%           | 46%           | 39%           | 56%             | 65%                    |
| Unexpected death or incapacity of the owner or proprietor                   | 36%           | 43%           | 32%           | 51%             | 31%                    |
| Employees were trained to implement the plan                                | 17%           | 39%           | 43%           | 53%             | 42%                    |
| Cybersecurity protocols   | 26%           | 39%           | 27%           | 35%             | 54%                    |
| Communications developed with important stakeholders                        | 19%           | 26%           | 36%           | 49%             | 46%                    |
| Workforce retention/recruitment strategies                                  | 15%           | 22%           | 39%           | 53%             | 50%                    |
| Retirement of owner or proprietor   | 29%           | 33%           | 30%           | 45%             | 31%                    |

Respondents indicate that businesses located in the Central/Lakes Region tend to have a larger number of components in their resiliency or continuity plan while those located in Hillsborough County tend to have fewer of these components.

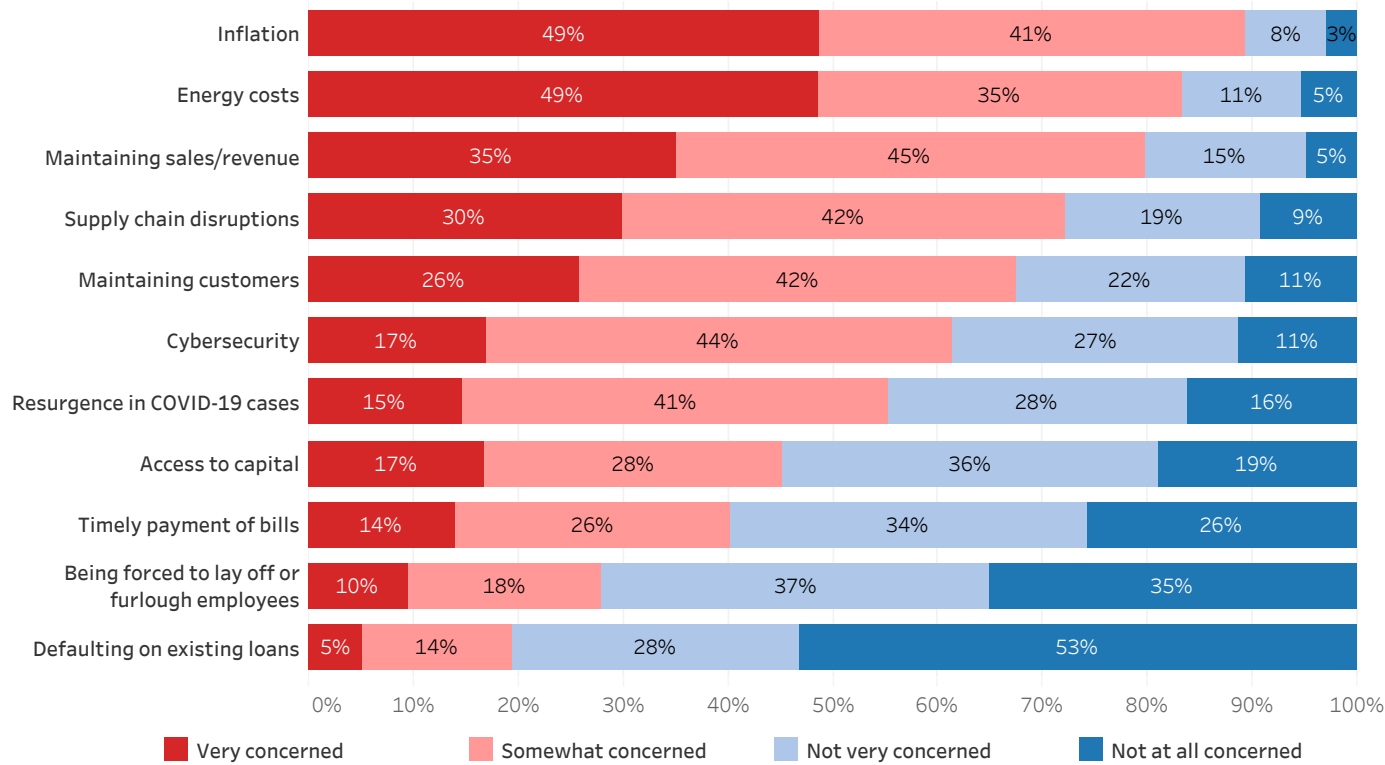
**Figure 29c: Components of resiliency plan - 2022 - By region**

|   | Central/Lakes | Hillsborough County | Northern NH | Seacoast | Western NH |
|---|---------------|---------------------|-------------|----------|------------|
| A plan for disasters, widespread health issues, and other disruptive events | 64%           | 54%                 | 64%         | 59%      | 50%        |
| A list of alternative suppliers and logistics                               | 54%           | 42%                 | 58%         | 48%      | 50%        |
| A list of potential threats to business operations                          | 46%           | 33%                 | 55%         | 56%      | 60%        |
| Unexpected death or incapacity of the owner or proprietor                   | 44%           | 38%                 | 42%         | 36%      | 35%        |
| Employees were trained to implement the plan                                | 44%           | 35%                 | 36%         | 42%      | 5%         |
| Cybersecurity protocols   | 38%           | 38%                 | 31%         | 34%      | 45%        |
| Communications developed with important stakeholders                        | 38%           | 33%                 | 25%         | 39%      | 35%        |
| Workforce retention/recruitment strategies                                  | 33%           | 33%                 | 33%         | 39%      | 25%        |
| Retirement of owner or proprietor   | 38%           | 33%                 | 35%         | 31%      | 35%        |

Business's Financial Health

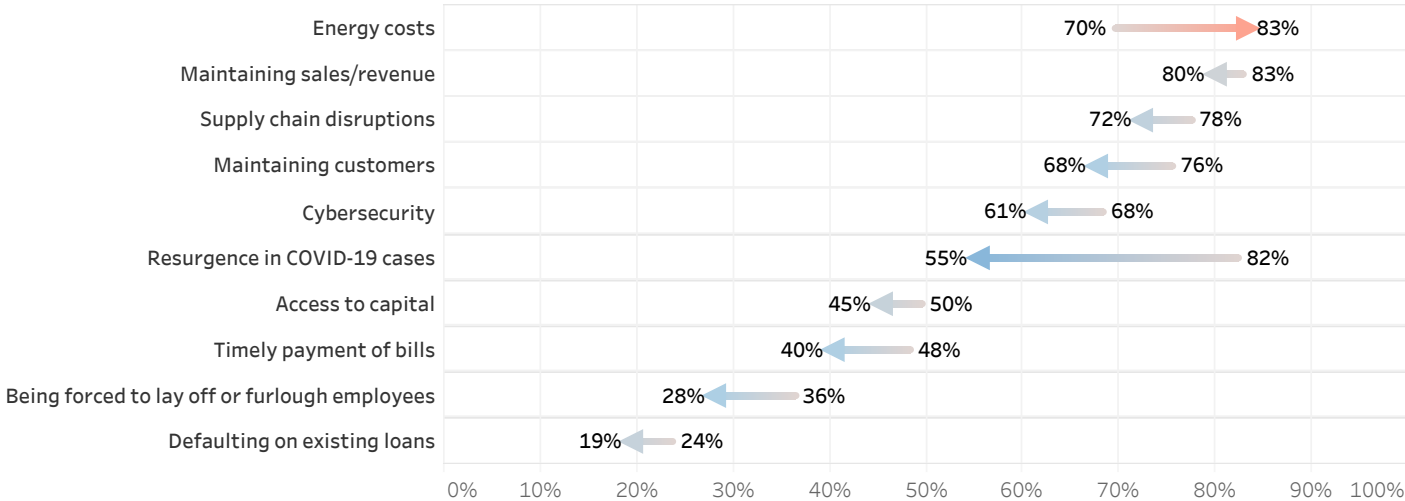
The vast majority of respondents (89%) say that they are very (49%) or somewhat (41%) concerned about inflation, while more than three-quarters are concerned about energy costs (83%) and maintaining sales or revenue (80%). More than two-thirds are concerned about supply chain disruptions (72%) and maintaining customers (68%), while more than half are concerned about cybersecurity (61%) or a resurgence in COVID-19 cases (55%). Less than half say they are very or somewhat concerned about access to capital (45%), timely payment of bills (40%), being forced to lay off or furlough employees (28%), or defaulting on existing loans (19%).

Figure 30a: How concerned are you about the following potential issues at your business? - 2022



Respondents are generally less concerned about these things than were respondents to the SBDC's Business Resilience survey in September 2021. In particular, respondents are far less concerned about a resurgence in COVID-19 cases. However, respondents are currently more concerned about energy costs than they were in September 2022.

Figure 30b: How concerned are you about the following potential issues at your business? - Change from September 2021 to September 2022



Respondents whose businesses have few employees tend to be slightly less concerned about these things than those with larger businesses, though even the vast majority of smaller businesses are concerned about inflation. Respondents with larger businesses tend to be more concerned about these things, particularly energy costs, supply chain disruptions, cybersecurity, and a resurgence in COVID-19 cases.

**Figure 30c: Concerned about following issues - 2022 - By business size**

|   | 2-4 employees | 5-9 employees | 10-25 employees | More than 25 employees |
|---|---------------|---------------|-----------------|------------------------|
| Inflation                                     | 89%           | 87%           | 92%             | 92%                    |
| Energy costs                                  | 81%           | 80%           | 91%             | 93%                    |
| Maintaining sales/revenue                     | 76%           | 76%           | 84%             | 75%                    |
| Supply chain disruptions                      | 70%           | 75%           | 74%             | 83%                    |
| Maintaining customers                         | 61%           | 69%           | 68%             | 65%                    |
| Cybersecurity                                 | 57%           | 57%           | 52%             | 78%                    |
| Resurgence in COVID-19 cases                  | 43%           | 58%           | 58%             | 65%                    |
| Access to capital                             | 41%           | 47%           | 43%             | 39%                    |
| Timely payment of bills                       | 44%           | 38%           | 31%             | 29%                    |
| Being forced to lay off or furlough employees | 23%           | 32%           | 32%             | 26%                    |
| Defaulting on existing loans                  | 14%           | 20%           | 15%             | 15%                    |

Respondents whose business is in the accommodation and food services and the retail trade industries are most likely to be concerned about these things, particularly inflation, energy costs, and access to capital. Those in the professional, scientific, and technical services industry are less likely to say they are concerned about these things.

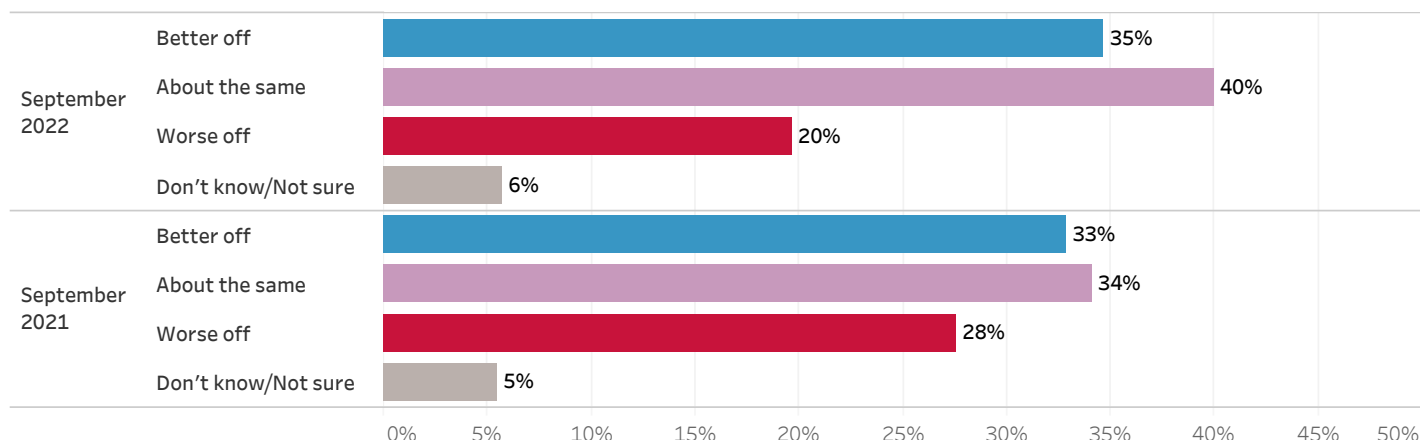
**Figure 30d: Concerned about following issues - 2022 - By industry**

|   | Arts, Entertainment and Rec. | Health Care and Social Assistance | Manufacturing | Prof, Scientific, and Tech Services | Retail Trade | Accomm. and Food Services |
|---|------------------------------|-----------------------------------|---------------|-------------------------------------|--------------|---------------------------|
| Inflation                                     | 84%                          | 84%                               | 88%           | 76%                                 | 95%          | 94%                       |
| Energy costs                                  | 73%                          | 76%                               | 85%           | 68%                                 | 87%          | 96%                       |
| Maintaining sales/revenue                     | 83%                          | 65%                               | 71%           | 76%                                 | 79%          | 80%                       |
| Supply chain disruptions                      | 68%                          | 45%                               | 88%           | 43%                                 | 86%          | 82%                       |
| Maintaining customers                         | 73%                          | 60%                               | 58%           | 65%                                 | 69%          | 60%                       |
| Cybersecurity                                 | 46%                          | 73%                               | 64%           | 72%                                 | 55%          | 51%                       |
| Resurgence in COVID-19 cases                  | 72%                          | 61%                               | 54%           | 40%                                 | 51%          | 62%                       |
| Access to capital                             | 28%                          | 56%                               | 41%           | 23%                                 | 42%          | 56%                       |
| Timely payment of bills                       | 28%                          | 37%                               | 33%           | 32%                                 | 40%          | 42%                       |
| Being forced to lay off or furlough employees | 12%                          | 9%                                | 29%           | 18%                                 | 21%          | 30%                       |
| Defaulting on existing loans                  | 7%                           | 18%                               | 8%            | 11%                                 | 12%          | 23%                       |

Just over one-third (35%) of respondents think that their business is better off financially than they were a year ago, 40% say their business is about the same financially, 20% say their business is worse off financially, and 6% don't know or are unsure.

Respondents are slightly less likely than respondents to the SBDC's Business Resilience survey in September 2021 to say that their business is worse off financially than a year ago.

**Figure 31a: Thinking about your business's overall financial health, would you say that your business is better or worse off financially than a year ago?**

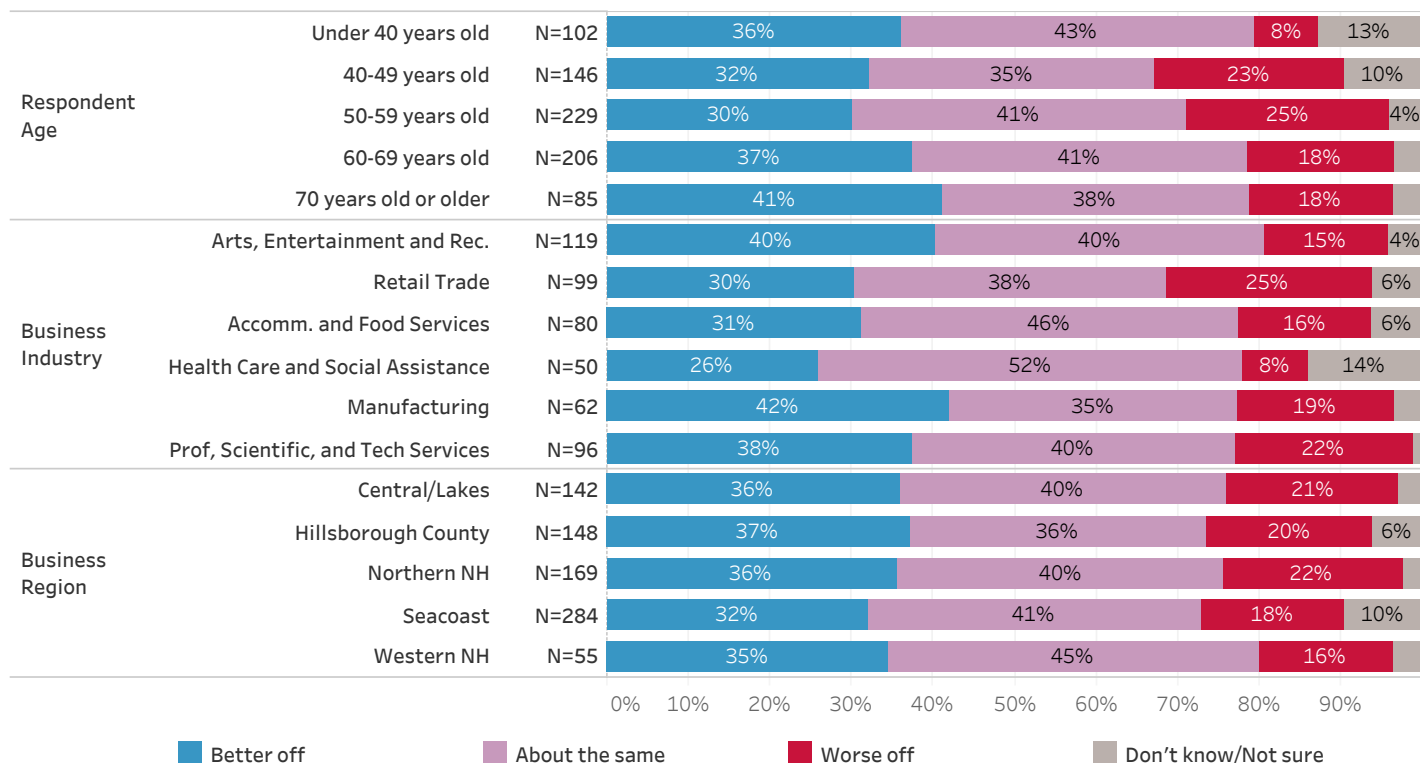


Respondents aged 40-59 are slightly more likely than others to say that their business is worse off than a year ago while those aged sixty and older are slightly more likely to say their business is better off.

Respondents whose business is in the manufacturing and the arts, entertainment, and recreation industries are more likely than businesses in other industries to say that their business is better off than a year ago, while those in the retail trade industry are more likely to say their business is worse off.

Respondent give relatively similar answers to this question regardless of where their business is located.

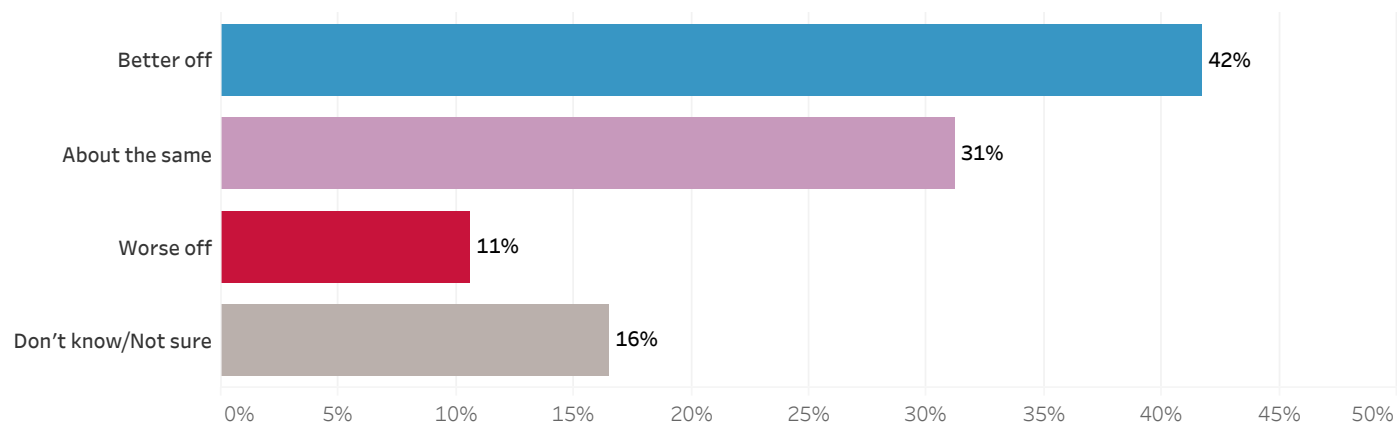
**Figure 31b: Better or worse off financially than a year ago - by Select Demographics - 2022**



Respondents are slightly more positive in their expectations for their business's financial health a year from now: 42% expect their business to be better off in a year, 31% expect to be doing about the same, 11% expect to be worse off, and 16% don't know or are unsure.

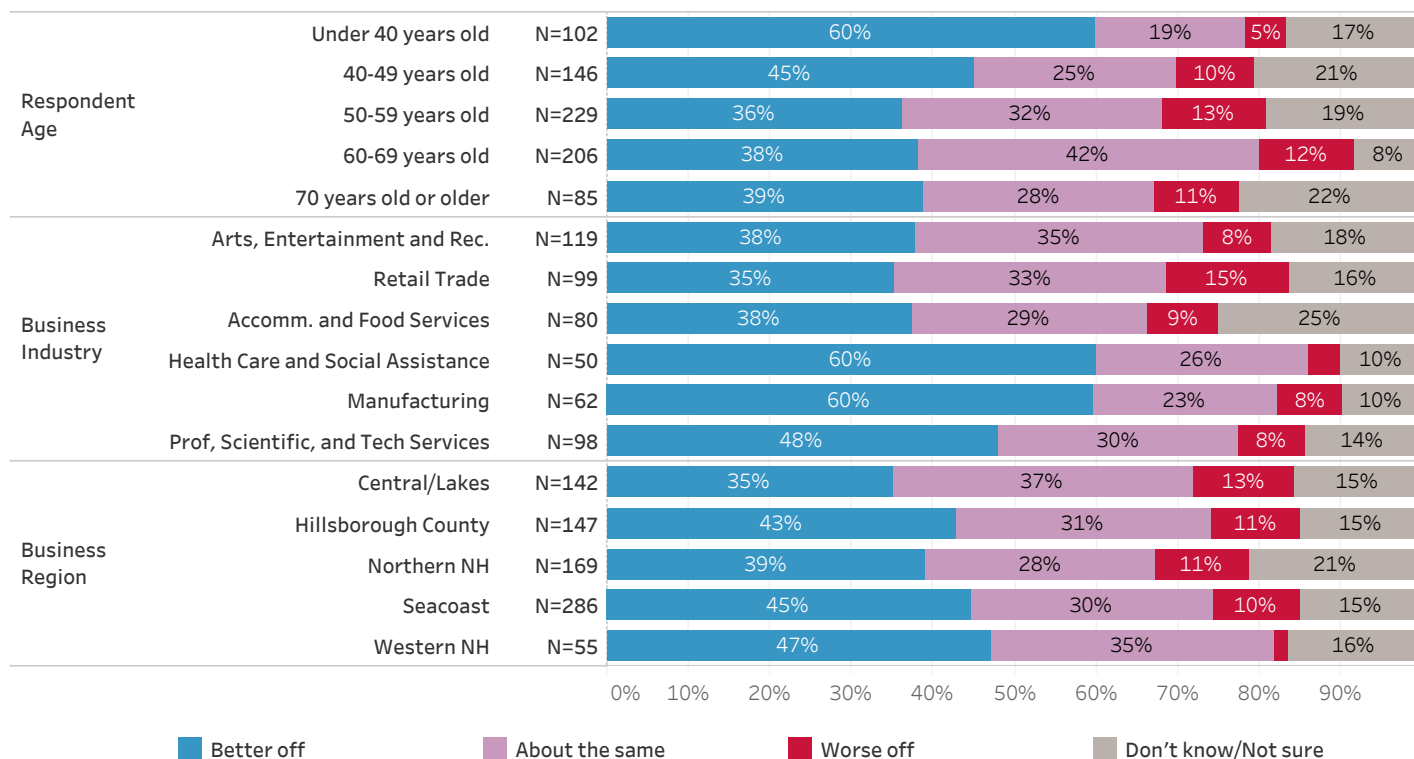
Among those who think their business is better off than a year ago (N=277), 59% expect to be even better off in a year while only 4% expect to be worse off than they are now. However, those who say their business is worse off financially than a year ago (N=157) are more mixed in their prediction, with 21% expecting to be better off in a year, 25% expecting to be worse off, 28% expecting to be about the same, and 25% unsure.

**Figure 32a: And do you think that your business's overall financial health will be better or worse off a year from now? - 2022**



Respondents under the age of fifty are far more optimistic than older respondents about their business's prospects a year from now. More than half of those whose business is in the health care and social assistance or the manufacturing industries expect their business will be better off in a year but less than four in ten in the arts, entertainment, and recreation, the accommodation and food services, and the retail trade industries feel that way. Those whose business is located in Western New Hampshire tend to be slightly more optimistic than those whose business is located in the Central/Lakes Region.

**Figure 32b: Expect to be better or worse off financially in a year - by Select Demographics - 2022**

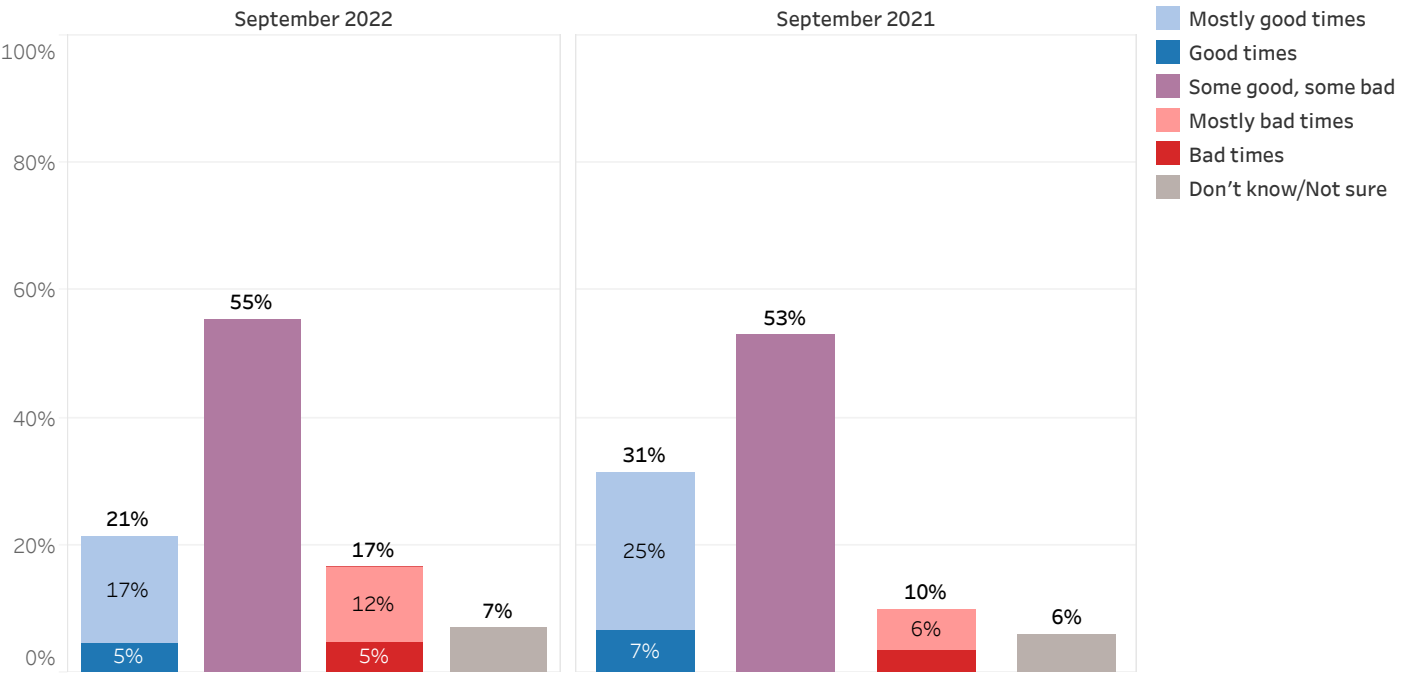


State Business Environment

Respondents have middling expectations for the overall business conditions in New Hampshire as whole over the next twelve months. Twenty-one percent expect good times (5%) or mostly good times (17%), 55% expect some good times and some bad, 17% expect bad times (5%) or mostly bad times (12%), and 7% don't know or are unsure.

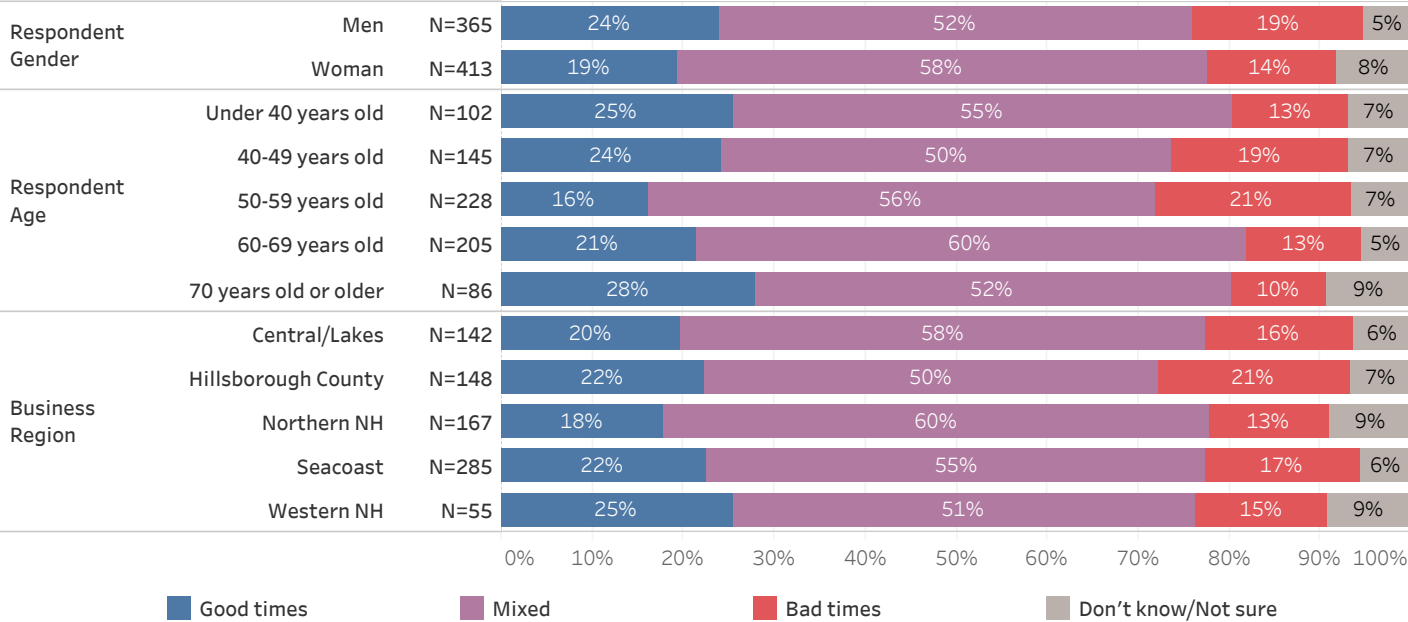
Respondents are less likely than respondents to the SBDC's Business Resilience survey in September 2021 to say that they expect good business conditions in New Hampshire over the next twelve months.

Figure 33a: Thinking about business conditions in New Hampshire as a whole, do you think that during the next twelve months we will have good times financially or bad times?



Respondents aged 50-59 are most pessimistic about business conditions in the state over the next twelve months while those aged seventy and older are most optimistic.

Figure 33b: Expected business conditions over next twelve months - by Select Demographics - 2022



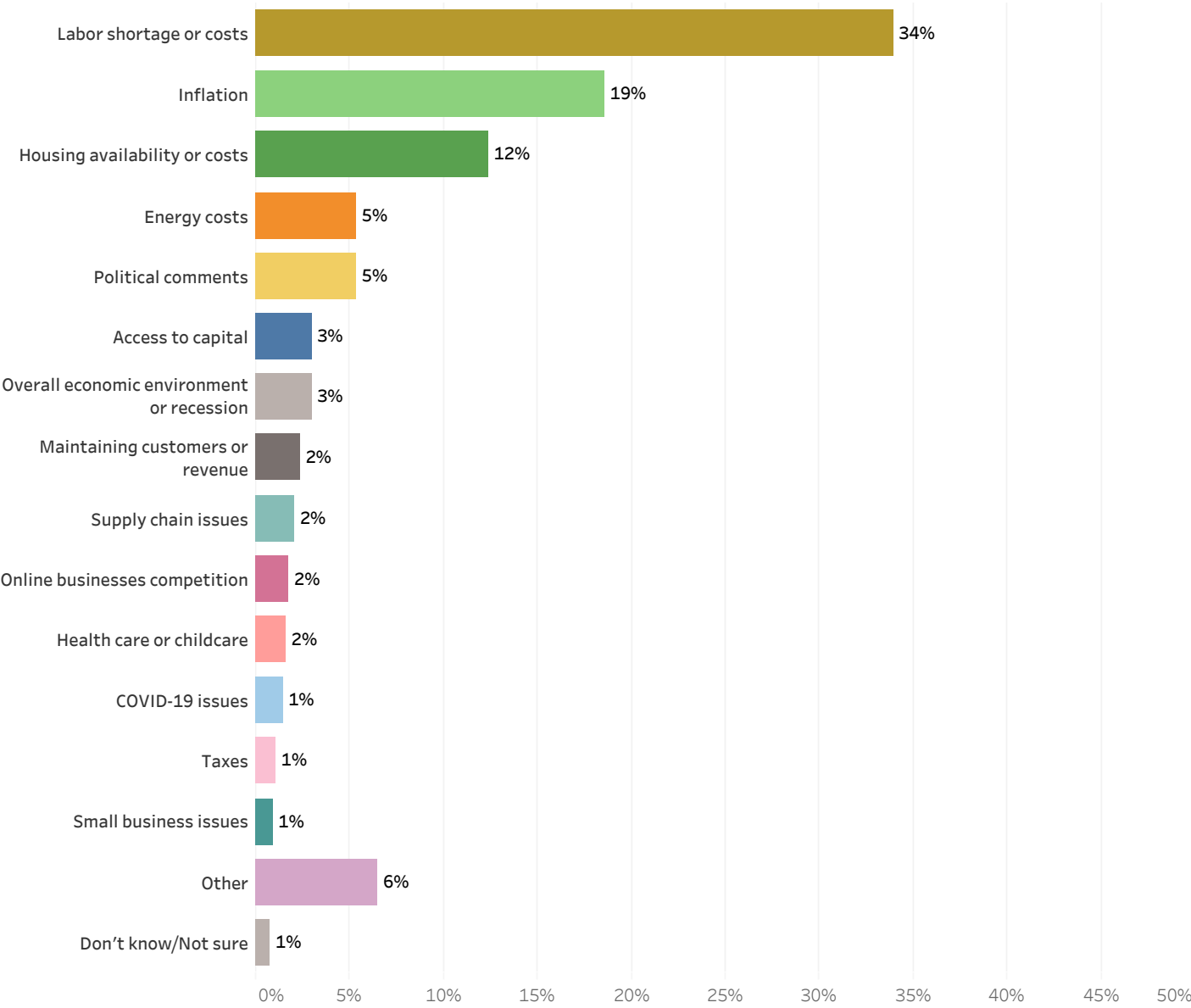
When asked what they believe is the most important problem facing the business community in New Hampshire, 34% mention the labor shortage or cost of labor, 19% mention general inflation, and 12% mention a lack of housing availability or the cost of housing. Fewer respondents mention energy costs (5%), something related to politics (5%), access to capital (3%), the overall business environment or recession (3%), maintaining customers or revenue (2%), supply chain issues (2%), online business competition (2%), health care or childcare issues (2%), COVID-19 issues (1%), taxes (1%), small business issues (1%), or something else (6%) as the most important problem facing the state's business community.

Respondents under the age of forty are far more likely than others to mention the labor shortage or housing availability as the most important problem while those aged 50-69 are more likely to mention the labor shortage or labor costs.

Respondents whose business is in the manufacturing, the healthcare and social assistance, and the accommodations and food services industries are more likely than others to cite the labor shortage or labor costs as the most important problem, but few in the arts, entertainment and recreation industry say the same.

Respondents whose business is located in Northern NH and in the Central/Lakes Region are particularly likely to cite housing availability as the most important problem while those in Western NH are particularly likely to mention inflation.

Figure 34: What do you think is the most important problem facing the business community in New Hampshire today? (coded) - by Select Demographics - 2022



When asked for one positive thing about New Hampshire as a business environment, 12% of respondents each mention a lack of sales or income tax or a supportive business community, 9% mention it being a good business environment, 7% each mention the quality of life, low taxes, or a plethora of resources for businesses, while 6% each mention a supportive government or the state being a growing area or having a strong economy. Less than 5% mention the area's natural beauty (4%), high-quality employees (4%), good customers (3%), tourism (3%), freedom (2%), it being easy to hire or retain staff (1%), or something positive about the handling of COVID-19 (<1%). Thirteen percent of respondents mention something else while 4% do not mention anything.

Respondents in the retail trade industry and those whose business is located in Western NH are slightly more likely than others to cite a lack of sales or income tax as a positive thing about the New Hampshire business environment. Those under the age of fifty and those who are in the accommodation and food services, the professional, scientific, and technical services, and the arts, entertainment, and recreation industries are slightly more likely to mention a supportive business community.

Figure 35: What is one positive thing you would mention about New Hampshire as a business environment? (coded) - 2022

