



NEW HAMPSHIRE

CEDRs REGIONAL PROFILES



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INTRODUCTION

Emerging from the global pandemic, and to encourage collaboration among its partners and stakeholders, New Hampshire's Department of Business and Economic Affairs (BEA) completed an Economic Recovery and Expansion Strategy (ERES). The outcome established four Collaborative Economic Development Regions (CEDRs), which are defined largely by county

The regions are defined as:

- South-Western CEDR – Cheshire and Sullivan Counties
- Central-Southern CEDR – Hillsborough and Merrimack Counties
- Northern CEDR – Belknap, Carroll, Coos, and Grafton Counties
- Seacoast CEDR - Rockingham and Strafford Counties

The following report provides key economic indicators for each of the four CEDRs, including:

- Demographics
- Economy
- Labor force
- Occupational gap analysis
- Regional development resources

This report provides information regarding existing conditions around New Hampshire to use as a basis for identifying and capitalizing on regional opportunities. The conclusion includes recommendations on how regions can approach business attraction in coordination with state level activities.

Unless otherwise noted, all data within this report is for 2022 and sourced from Lightcast (formerly Emsi).

SOUTH-WESTERN CEDR: CHESHIRE & SULLIVAN COUNTIES

Key Takeaways

Demographics

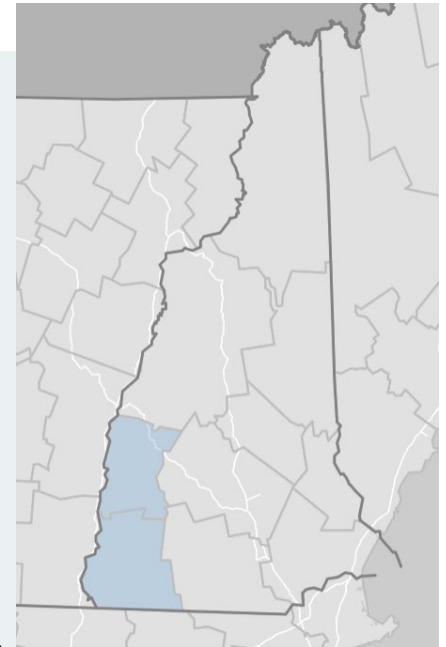
- The South-Western CEDR's population grew over the last five years and is projected to continue that growth over the next five years.
- The region's population is older than the state and national averages.
- There are fewer millennials and a higher retirement risk than the national average.
- Racial diversity is lower than expected for an area of this size.
- Educational attainment is lower than the state average.
- Poverty levels are higher than the state average, but lower than the national average.
- Median household income levels are lower than the state average.
- In-migration since 2017 contribute to the region's increased population.

Economy

- More jobs will be created over the next five years.
- Average earnings have increased but are lower than state and national averages.
- The region's top industries measured by the number of new jobs are: All Other Miscellaneous General Purpose Machinery Manufacturing; Colleges, Universities, and Professional Schools; Landscaping Services; Home Centers, and Residential Remodelers.

Labor Force

- Labor force participation has not attained pre-pandemic levels and is lower than state and national averages.
- The unemployment rate is below the national average.
- The needs of the employers, who need more basic skills, is not aligned with the population, which is higher skilled.
- Post-high school education enrollments decreased between 2017 and 2021, while certificate completions increased during the same time.
- Most commuters have a lower commute time compared to state and national averages.
- The region has a larger proportion of older workers compared to the state average.
- The South-Western region's workforce is less racially and ethnically diverse than the state and the nation.
- The following demographics have higher rates of unemployment compared to the rest of the population: 45 to 54 years (20.7% of the state's unemployed population), and 35 to 44 years (20.3% of the state's unemployed population).
- Other demographic groups with relatively high rates of unemployment include Caucasian individuals, males, and non-Hispanic or Latino individuals.



South-Western: Demographics



Population
121,980

- 8.7% of New Hampshire's population
- **Increased by 2,865** over the last 5 years (2.4%, compared to 4.0% for the State and 2.8% for the US)
- **Projected to increase by 4,014** over the next 5 years (3.3%, compared to 4.5% for the State and 2.6% for the US)



Median Age
Cheshire: 43.1
Sullivan: 46.5

- **Both counties are older** than the State's median age of 43.0, and the Nation's median age of 38.4
- **Fewer millennials than expected** for an area this size (21,742 compared to 24,688)
- **High retirement risk** for an area this size (45,558 aged 55+ compared to 35,925 for the US), and higher than the State's risk



Racial & Ethnic Diversity
6.6%*

- **Increased by 1,469** over the last 5 years (+22.4% compared to +18.9% for the State and +7.8% for the US)
- **Expected to increase by an additional 1,962** over the next 5 years (+24.5% compared to +18.0% for State and +7.5% for the US)
- **Racial diversity is low** for an area this size (7,599 racially diverse people compared to 49,183)

*Share of the population that does not identify as White, Non-Hispanic, Lightcast Population Demographics



Educational Attainment
32.6%
Bachelor's Degree +

- The region's educational attainment is 6.3% lower than the State's rate of 38.9%, and 1.5% lower than the national rate of 34.1%
- The high school graduation rate in the State of New Hampshire is 87.7%
- This high school dropout rate in the State of New Hampshire is 3.4%

2021-2022 Cohort Graduation and Dropout Rate, New Hampshire Department of Education



Household Income
Cheshire: \$55,155
Sullivan: \$54,463

- **The region's median household income is lower than the State (\$64,916)**
- Cheshire County's poverty rate (9.8%) is lower than Sullivan County's (12.5%). Both counties are higher than the State (7.4%)
- The poverty rate in Sullivan County is in line with the national rate of 12.6%, while Cheshire County is below the national rate

Household income, American Community Survey 5-year estimates



Average Net Migration
626
2017-2020

- The region is a **net importer of population** with an annual average of 4,564 migrating out of the region and 5,191 migrating in per year
- In 2020, top originating counties included: Hillsborough County, NH (14.6%), Grafton County, NH (6.2%), and Merrimack County, NH (5.4%)
- In 2020, top destination counties included: Hillsborough County, NH (11.2%), Merrimack County, NH (7.1%), Windsor County, VT (6.2%)

South-Western: Economy



Jobs
51,957

- 6.9% of the State's jobs
- **Decreased by 1,042** over the last 5 years (-2.0% compared to 1.7% in the State and 3.8% in the US)
- **Projected to increase by 966** over the next 5 years (1.9% compared to 4.5% in the State and 7.0% in the US)



Average Earnings
\$64,286

- Earnings are similar between Cheshire County (\$64,980) and Sullivan County (\$62,724)
- \$18,386 lower than the State's average (\$82,673) and \$16,543 lower than the national average (\$80,830)
- **Average earnings have increased by 22.5% since 2017** (compared to 28.9% for the State and 24.9% for the US)



Gross regional Product
\$6.4 B

- 5.9% of the State's GRP, which is lower than region's share of the population (8.7%) and slightly lower compared to the its share of the State's jobs (6.9%)
- **Productivity is at \$102,338 per worker**, which is \$38,107 lower than the State and \$50,336 below the Nation



Competitiveness*

*The region is **LOSING** jobs due to local factors*

Most Competitive Industries:

- All Other Miscellaneous General Purpose Machinery Manufacturing: +166 jobs
- Metal Crown, Closure, and Other Metal Stamping (except Automotive): +134
- Small Arms, Ordnance, and Ordnance Accessories Manufacturing: +115
- Computer Systems Design Services: +112
- Department Stores: +103

* i.e., job growth or decline that cannot be explained by national or industry growth



High Concentration* Industries

- Small Arms, Ordnance, and Ordnance Accessories Manufacturing: 125.8
- All Other Miscellaneous General Purpose Machinery Manufacturing: 94.6
- Commercial, Industrial, and Institutional Electric Lighting Fixture Manufacturing: 93.9
- Fabric Coating Mills: 43.6
- Broom, Brush, and Mop Manufacturing: 36.4

* Compares an industry's share of regional employment with its share at the national level. A concentration of 2.5 would mean the industry is 2.5x more concentrated in the region than the typical region.



High Growth Industries

2017 - 2022

- All Other Miscellaneous General Purpose Machinery Manufacturing: +582 (74.1%)
- Colleges, Universities, and Professional Schools: +190 (34.2%)
- Landscaping Services: +171 (30.6%)
- Home Centers: +125 (24.5%)
- Residential Remodelers: +113 (32.3%)

South-Western: Labor Force



Labor Force
61,032

April 2023

- 8.1% of the State's labor force
- **Labor force participation rate of 59.4%**, which is 4.6% lower than the State (64.0%) and 3.8% lower than the Nation (62.5%)
- **Participation rates have been on a long-term decline in keeping with State trends**, and have not yet recovered to the pre-pandemic rate of 65.1% (2019)
- 41,707 civilian, non-institutionalized residents 16 years + are not participating in the labor force, which accounts for 9.8% of the State's total



Unemployment
1.1%

April 2023

- **679 workers are unemployed**, which is 8% of the State's total
- Unemployment is equal to the State's rate, but is 2.0% less than the Nation's (3.1%)
- Unemployment has fallen by 1.4% over the last five years
- **Unemployment rates are down from their peak of 5.9% during 2020**



Underemployment*
23.9%

- Roughly one quarter of the population is overqualified for the types of jobs employers are offering. This indicates a misalignment between what employers need (low-skill workers) and the population (high-skills)
- Underemployment is slightly lower than the State (27.3%) and the Nation (26.8%)
- There are 7.7% more people with Some College, Non-Degree Awards than required by employers; 8.2% more with an Associate's Degree; and 8.1% more with a Graduate Degree or Higher than there are jobs at those levels

* Underemployment = Population at Educational Level – Jobs Requiring Educational Level



Average Annual College Completions
1,944

2017 - 2021

- 5 higher education institutions operating within the region in this time period
- 1,732 completions in 2021
- Declining enrollment: 6,711 enrollments in 2021 (a 14.7% decrease since 2017)
- **16.1% of completions in 2021 were in distance programs** (up from 13.1% in 2017)
- **10.4% of completions were for certificates** with 201 certificates awarded in 2021, up from 6.2% in 2017



Top Skills

Based on
profile analytics *

2017 - 2023

Specialized:

- Marketing (6.7%)
- Project Management (6.1%)
- Event Planning (4.2%)
- Sales Management (3.3%)
- Process Improvements (3.2%)

Common:

- Customer Service (16.4%)
- Sales (12.5%)
- Management (11.4%)
- Microsoft Office (10.4%)
- Leadership (9.2%)

* Profile analytics mine data from the 38,816 online resumes that list the region as the place of residence (74.7% of all jobs in the region).



Net Commuters
-10,521

2022

- **The region is a net exporter of workers** with approximately 15,174 inbound commuters and 25,694 outbound
- **Top inbound counties:** Hillsborough County, NH (24.0%), Merrimack County, NH (12.3%), and Windham County, VT (9.6%)
- **Top outbound counties:** Hillsborough County, NH (22.5%), Grafton County, NH (15.5%), and Merrimack County, NH (12.3%)
- The mean commute time ranges from 22.9 minutes (Cheshire County) to 25.6 minutes (Sullivan County), compared to 27.1 minutes for the State and 26.8 minutes for the Nation

Top Occupations with the Largest Projected Employment Gaps

Top Occupations with the Largest Projected Employment Gaps in the South-Western CEDR, 2022–2032

SOC	Description	2022 Employment	2022–2032 Openings	2022–2032 Labor Force	Projected Gap
11-1021	General and Operations Managers	862	739	(22)	(761)
41-1011	First-Line Supervisors of Retail Sales Workers	633	658	(15)	(673)
53-3032	Heavy and Tractor-Trailer Truck Drivers	538	611	(14)	(625)
47-2031	Carpenters	533	505	(13)	(518)
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	472	482	(12)	(494)
43-1011	First-Line Supervisors of Office and Administrative Support Workers	480	452	(11)	(464)
51-9161	Computer Numerically Controlled Tool Operators	435	450	(10)	(460)
29-1141	Registered Nurses	705	389	(18)	(407)
49-9071	Maintenance and Repair Workers, General	379	375	(10)	(385)
13-2011	Accountants and Auditors	382	341	(10)	(351)
51-1011	First-Line Supervisors of Production and Operating Workers	324	315	(8)	(323)
51-9061	Inspectors, Testers, Sorters, Samplers, and Weighers	279	308	(6)	(314)
11-9198	Personal Service Managers, All Other; Entmt. and Rec. Managers; and Managers, All Other	355	293	(10)	(303)
47-2111	Electricians	229	248	(6)	(254)
41-3091	Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	199	241	(5)	(247)
47-1011	First-Line Supervisors of Construction Trades and Extraction Workers	249	234	(6)	(240)
15-1256	Software Developers and Software Quality Assurance Analysts and Testers	261	220	(7)	(228)
49-9041	Industrial Machinery Mechanics	204	208	(6)	(213)
13-1198	Project Management Specialists and Business Operations Specialists, All Other	265	205	(7)	(212)
39-9031	Exercise Trainers and Group Fitness Instructors	86	191	(3)	(194)
11-9021	Construction Managers	231	188	(6)	(194)
11-3031	Financial Managers	252	183	(6)	(190)
13-1071	Human Resources Specialists	184	181	(5)	(186)
13-1111	Management Analysts	196	178	(5)	(183)
17-2141	Mechanical Engineers	241	170	(7)	(177)
13-1161	Market Research Analysts and Marketing Specialists	152	172	(4)	(176)
25-3021	Self-Enrichment Teachers	132	171	(4)	(174)
13-1028	Buyers and Purchasing Agents	181	167	(4)	(172)
49-1011	First-Line Supervisors of Mechanics, Installers, and Repairers	161	151	(4)	(155)
47-2152	Plumbers, Pipefitters, and Steamfitters	137	138	(3)	(142)
49-9021	Heating, Air Conditioning, and Refrigeration Mechanics and Installers	143	133	(3)	(137)
31-9091	Dental Assistants	96	133	(3)	(136)
29-2061	Licensed Practical and Licensed Vocational Nurses	141	126	(4)	(130)
11-9111	Medical and Health Services Managers	119	122	(4)	(125)
17-2112	Industrial Engineers	158	114	(4)	(118)
47-2073	Operating Engineers and Other Construction Equipment Operators	102	105	(2)	(108)
15-1232	Computer User Support Specialists	135	100	(3)	(104)
11-2022	Sales Managers	115	100	(3)	(103)
Total		13,168	12,098	(335)	(12,433)

Source: Emsi and Camoin Associates

Economic Development Resources for the South-Western CEDR

The following is a list of some of the key economic development organizations in the region:

- **Chambers of Commerce (multiple):** Promotes business economic and community development, and the region's quality of life.
- **Community College System of New Hampshire:** River Valley Community College in Claremont, NH.
- **Hannah Grimes Center for Entrepreneurship:** Provides support, resources, and mentoring for startups and small businesses, including business planning and educational programs.
- **Greater Monadnock Collaborative:** Volunteer-based organization providing networking, educational, marketing, and community service programs.
- **Monadnock Economic Development Corporation (MEDC):** Private, non-profit economic development organization offering business assistance, financing options, and resources for entrepreneurs; serving Cheshire County and the surrounding region.
- **New Hampshire Business Finance Authority (BFA):** State resource providing financing programs for New Hampshire businesses.
- **NH Manufacturing Extension Partnership (NH MEP):** Assisting manufacturers to improve productivity, competitiveness, and innovation.
- **SCORE:** SCORE is a national nonprofit organization that provides free mentoring and counseling to small businesses and entrepreneurs.
- **Small Business Development Center (SBDC):** Offers free or low-cost counseling, workshops, and resources to help small businesses start, grow, and succeed in the region.
- **Southwest Region Planning Commission & Upper Valley Lake Sunapee Regional Planning Commission:** Regional planning commission focused on land use planning, transportation, and economic development.
- **Sullivan County Economic Development Office:** Resource organization for businesses looking to establish or expand in the county, providing information on incentives, workforce development, and available properties.
- **University of New Hampshire Extension Office:** Offering research partnerships and business development programs throughout the state.
- **University System of New Hampshire - Keene State College:** Located in Keene, NH.

CENTRAL-SOUTHERN CEDR: HILLSBOROUGH & MERRIMACK COUNTIES

Key Takeaways

Demographics

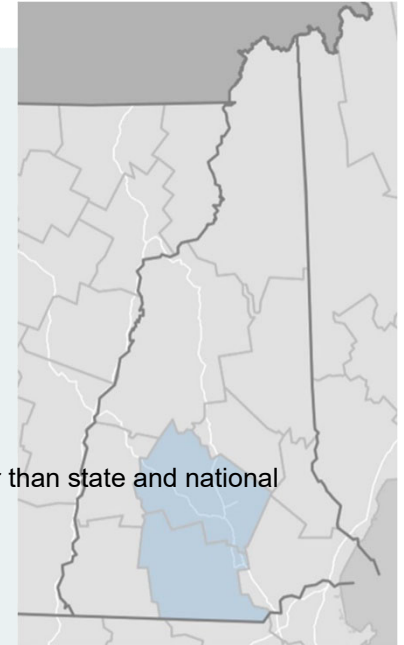
- The Central-Southern CEDR's population grew over the last five years and will continue to grow over the next five years.
- The region's median age aligns with the state average but is older than the national average.
- The proportion of the population that are millennials and overall retirement risk align with the national average.
- Racial diversity is low for an area of this size.
- Educational attainment is lower than the state average.
- Poverty levels are lower than state and the national averages.
- Median household income is higher than the state average.

Economy

- More jobs will be created over the next five years. Average earnings increased over the last five years and are higher than state and national averages.
- In-migration since 2017 contributes to the region's increased population.
- The region's share of state GRP is high relative to its share of population and jobs.
- The region's top industries measured by the number of new jobs are Search, Detection, Navigation, Guidance, Aeronautical, and Nautical System and Instrument Manufacturing; Computer Systems Design Services; Snack and Nonalcoholic Beverage Bars; Couriers and Express Delivery Services; and Engineering Services.

Labor Force

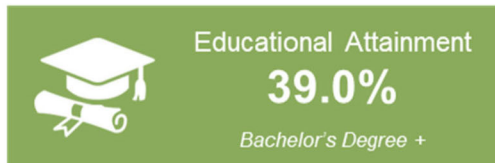
- Labor force participation is higher than state and national averages but has not attained pre-pandemic levels.
- The unemployment rate is below the national average. The needs of the employers, who need more basic skills, is not aligned with the population, which is higher skilled.
- Post-high school education enrollments and completions from post-high school educational institutions increased between 2017 and 2022.
- Most commuters have an average commute time.
- The region has a smaller proportion of older workers compared to the state average.
- The region's workforce is more racially and ethnically diverse than the state average, but less racially and ethnically diverse compared to the national average.
- The following demographics have higher rates of unemployment compared to the rest of the population: 45 to 54 years (21.4% of the state's unemployed population), and 35 to 44 years (20.4% of the state's unemployed population)
- The demographic groups that would offer the greatest impact in terms of expanding the workforce due to their size include Caucasian, males, 45-55 years, not Hispanic or Latino.



Central-Southern: Demographics

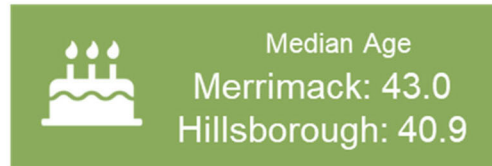


- 41.6% of New Hampshire's population
- **Increased by 21,223** over the last 5 years (3.8%, compared to 4.0% for the State and 2.8% for the US)
- **Projected to increase by 22,610** over the next 5 years (3.9%, compared to 4.5% for the State and 2.6% for the US)

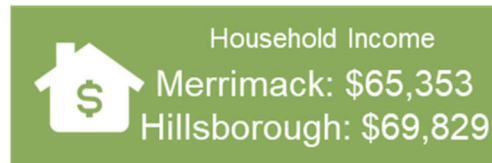


- The region's educational attainment is slightly above the State's rate of 38.9%, and 4.9% higher than the national rate of 34.1%
- The high school graduation rate in the State of New Hampshire is 87.7%
- This high school dropout rate in the State of New Hampshire is 3.4%

2021-2022 Cohort Graduation and Dropout Rate, New Hampshire Department of Education

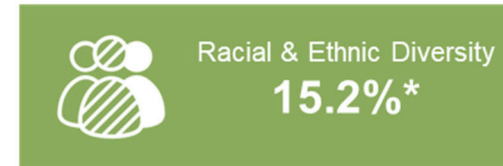


- **Hillsborough is younger** compared to the State's median age (43.0) while Merrimack is in line with the State. Both counties are older compared to the Nation's median age (38.4)
- **Approximately the expected number of millennials** for an area this size (118,492 compared to 118,334)
- **Average retirement risk** for an area this size (188,442 aged 55+ compared to 172,194 for the US), and its lower than the State's risk



- **The region's median household income is higher than the State (\$64,916)**
- Merrimack County's poverty rate (7.0%) is about the same as Hillsborough County (7.2%). Both counties have less poverty than the State (7.4%)
- Both counties have less poverty than the nation (12.6%)

Household income, American Community Survey 5-year estimates



- **Increased by 13,706 over the last 5 years** (18.2% compared to 18.9% for the State and 7.5% for the US)
- **Expected to increase by an additional 14,184 over the next 5 years** (15.9% compared to 18.0% for State and 7.5% for the US)
- **Racial diversity is low** for an area this size (86,040 racially diverse people compared to 235,746)

**Share of the population that does not identify as White, Non-Hispanic, Lightcast Population Demographics*



- The region is a **net importer of population** with an annual average of 21,407 migrating out of the region and 22,321 migrating in per year
- In 2020, top originating counties included: Middlesex County, MA (18.2%), Rockingham County, NH (16.3%), and Essex County, MA (5.9%)
- In 2020, top destination counties included: Rockingham County, NH (16.5%), Middlesex County, MA (8.4%), and Belknap County, NH (6.5%)

Central-Southern: Economy



Jobs
306,469

- 40.8% of the State's jobs
- **Decreased by 5,000** over the last 5 years (-1.6% compared to 1.7% in the State and 3.8% in the US)
- **Projected to increase by 5,680** over the next 5 years (1.9% compared to 4.5% in the State and 7.0% in the US)



Average Earnings
\$84,096

- Earnings are significantly higher in Hillsborough County (\$87,086) than in Merrimack County (\$76,314)
- \$1,423 higher than the State's average (\$82,673) and \$3,266 above the national average (\$80,830)
- **Average earnings have increased by 25.3% since 2017** (compared to 28.9% for the State and 24.9% for the US)



Gross regional Product
\$49.6 B

- 46.0% of the State's GRP, which is high compared to the State's population (41.6%) and high compared to the its share of the State's jobs (40.8%)
- **Productivity is at \$153,070 per worker**, which is \$12,625 higher than the State and \$396 higher than the Nation



Competitiveness*
*The region is **LOSING** jobs due to local factors*

Most Competitive Industries:

- Specialty (except Psychiatric and Substance Abuse) Hospitals: +601
- Search, Detection, Navigation, Guidance, Aeronautical, and Nautical System and Instrument Manufacturing: +424
- Engineering Services: +360
- Corporate, Subsidiary, and Regional Managing Offices: +245
- Temporary Help Services: +245

* i.e., job growth or decline that cannot be explained by national or industry trends



High Concentration*
Industries

- Fastener, Button, Needle, and Pin Manufacturing: 48.8
- Steel Investment Foundries: 31.1
- Search, Detection, Navigation, Guidance, Aeronautical, and Nautical System and Instrument Manufacturing: 30.2
- Other Metal Valve and Pipe Fitting Manufacturing: 23.6
- Fabric Coating Mills: 23.1

* Compares an industry's share of regional employment with its share at the national level. A concentration of 2.5 would mean the industry is 2.5x more concentrated in the region than the typical region.



High Growth Industries

2017 - 2022

- Engineering Services: +1,559 (81.6%)
- Search, Detection, Navigation, Guidance, Aeronautical, and Nautical System and Instrument Manufacturing: +1,041 (17.2%)
- Computer Systems Design Services: +915 (39.0%)
- Snack and Nonalcoholic Beverage Bars: +839 (44.6%)
- Couriers and Express Delivery Services: +547 (54.3%)

Central-Southern: Labor Force



- 42.6% of the State's labor force
- **Labor force participation rate of 66.4%**, which is 2.4% higher than the State (64.0%) and 3.9% higher than the Nation (62.5%)
- **Participation rates have been on a long-term decline in keeping with State trends**, and have not yet recovered to the pre-pandemic rate of 71.3% (2019)
- 162,602 civilian, non-institutionalized residents 16 years + are not participating in the labor force, which accounts for 38.3% of the State's total



- **3,745 workers are unemployed**, which is 42.3% of the State's total
- Unemployment is equal to the State's rate, but is 1.9% below the Nation's (3.1%)
- Unemployment has fallen by 1.4% over the last five years
- **Unemployment rates are down from their peak of 6.7% during 2020**



- More than one quarter of the population is overqualified for the types of jobs employers are offering. This indicates a misalignment between what employers need (low-skill workers) and the population (high-skills)
- Underemployment is slightly lower than the State (27.3%) and the Nation (26.8%)
- There are 8.5% more people with Some College, Non-Degree Awards than required by employers; 7.8% more with an Associate's Degree; and 10.3% more with a Graduate Degree or Higher than there are jobs at those levels

* Underemployment = Population at Educational Level – Jobs Requiring Educational Level



- 23 higher education institutions operating within the region during this time period
- 30,503 completions in 2021 (72.9%)
- Increasing enrollment: 164,434 enrollments in 2021 (a 47% increase since 2017)
- **87.1% of completions in 2021 were in distance programs** (this region is home to South New Hampshire University, a large, primarily online institution)
- **5.1% of completions were for certificates** with 1,546 certificates awarded in 2021, down from 8.9% in 2017



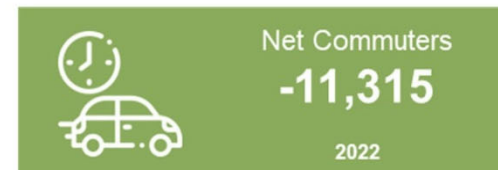
Specialized:

- Marketing (8.0%)
- Project Management (7.7%)
- Event Planning (4.1%)
- Sales Management (4.1%)
- Process Improvements (3.8%)

Common:

- Customer Service (18.1%)
- Sales (15.4%)
- Management (14.0%)
- Microsoft Office (11.1%)
- Leadership (10.9%)

* Profile analytics mine data from the 238,465 online resumes that list the region as the place of residence (77.8% of all jobs in the region).



- **The region is a net exporter of workers** with 91,479 inbound commuters and 102,795 outbound
- Top inbound counties: Rockingham County, NH (37.7%), Middlesex County, MA (12.1%), and Belknap County, NH (8.7%)
- Top outbound counties: Rockingham County, NH (28.9%), Middlesex County, MA (26.7%), and Essex County, MA (7.1%)
- The mean commute time ranges from 26.7 minutes (Merrimack County) to 27.7 minutes (Hillsborough County), compared to 27.1 minutes for the State and 26.8 minutes for the Nation.

Top Occupations with the Largest Projected Employment Gaps

Top Occupations with the Largest Projected Employment Gaps in the Central-Southern CEDR, 2022–2032

SOC	Description	2022 Employment	2022–2032 Openings	2022–2032 Labor Force	Projected Gap
11-1021	General and Operations Managers	5,593	4,809	245	(4,563)
15-1256	Software Developers and Software Quality Assurance Analysts and Testers	4,288	3,836	206	(3,631)
53-3032	Heavy and Tractor-Trailer Truck Drivers	3,027	3,451	132	(3,319)
29-1141	Registered Nurses	6,244	3,370	266	(3,105)
43-1011	First-Line Supervisors of Office and Administrative Support Workers	3,157	3,012	128	(2,885)
41-1011	First-Line Supervisors of Retail Sales Workers	2,869	2,871	111	(2,759)
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	2,644	2,519	108	(2,410)
13-2011	Accountants and Auditors	2,758	2,412	117	(2,295)
41-3091	Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	1,841	2,138	80	(2,058)
39-9031	Exercise Trainers and Group Fitness Instructors	826	1,987	54	(1,933)
49-9071	Maintenance and Repair Workers, General	2,042	1,953	88	(1,865)
47-2031	Carpenters	2,129	1,944	88	(1,856)
47-2111	Electricians	1,461	1,760	70	(1,690)
13-1111	Management Analysts	1,841	1,767	82	(1,685)
13-1198	Project Management Specialists and Business Operations Specialists, All Other	2,243	1,769	100	(1,668)
51-9061	Inspectors, Testers, Sorters, Samplers, and Weighers	1,453	1,610	54	(1,556)
11-3031	Financial Managers	1,953	1,527	88	(1,440)
13-1161	Market Research Analysts and Marketing Specialists	1,228	1,414	59	(1,355)
11-9198	Personal Service Managers, All Other; Entmt. and Rec. Managers; and Managers, All Other	1,706	1,408	78	(1,330)
13-1071	Human Resources Specialists	1,300	1,270	57	(1,214)
51-1011	First-Line Supervisors of Production and Operating Workers	1,231	1,185	51	(1,134)
47-1011	First-Line Supervisors of Construction Trades and Extraction Workers	1,186	1,154	50	(1,104)
47-2152	Plumbers, Pipefitters, and Steamfitters	1,002	1,074	44	(1,030)
49-9021	Heating, Air Conditioning, and Refrigeration Mechanics and Installers	1,089	1,063	47	(1,016)
51-9161	Computer Numerically Controlled Tool Operators	1,001	1,042	40	(1,003)
11-3021	Computer and Information Systems Managers	1,360	1,028	59	(969)
25-3021	Self-Enrichment Teachers	740	1,004	36	(968)
15-1232	Computer User Support Specialists	1,350	1,024	59	(965)
13-1028	Buyers and Purchasing Agents	1,086	999	43	(956)
11-9111	Medical and Health Services Managers	1,012	990	50	(940)
15-1211	Computer Systems Analysts	1,299	930	56	(875)
49-1011	First-Line Supervisors of Mechanics, Installers, and Repairers	976	893	43	(851)
49-9041	Industrial Machinery Mechanics	859	857	40	(817)
11-9021	Construction Managers	1,011	841	47	(794)
31-9091	Dental Assistants	622	804	29	(775)
29-2061	Licensed Practical and Licensed Vocational Nurses	1,008	794	44	(750)
Total		86,609	77,450	3,801	(73,649)

Source: Emsi and Camoin Associates

Economic Development Resources for the Central-Southern CEDR

The following is a list of some of the key economic development organizations in the region:

- **Central New Hampshire Regional Planning Commission & Southern New Hampshire Planning Commission:** Regional planning commissions providing planning and economic development support.
- **Chambers of Commerce (multiple):** Promotes business economic and community development, and the region's quality of life.
- **Community College System of New Hampshire:** Manchester Community College in Manchester, NH; Nashua Community College; NHTI Concord's Community College in Concord, NH.
- **Nashua Regional Planning Commission:** Regional planning commission serving Nashua and the surrounding communities in Hillsborough County, providing planning and economic development resources.
- **Nashua Technology Park:** Provides space and resources for technology-based companies and startups in the Nashua area.
- **New Hampshire High Tech Alliance:** Resource for technology-based across the state, providing networking opportunities, educational programs, and advocacy.
- **New Hampshire Business Finance Authority (BFA):** State resource providing financing programs for New Hampshire businesses.
- **NH Manufacturing Extension Partnership (NH MEP):** Assisting manufacturers to improve productivity, competitiveness, and innovation.
- **SCORE:** SCORE is a national nonprofit organization that provides free mentoring and counseling to small businesses and entrepreneurs.
- **Small Business Development Center (SBDC):** Offers free or low-cost counseling, workshops, and resources to help small businesses start, grow, and succeed in the region.
- **University System of New Hampshire – University of New Hampshire Franklin Pierce School of Law:** Located in Concord, NH.
- **University System of New Hampshire – University of New Hampshire Manchester:** Located in Manchester, NH.

NORTHERN CEDR: BELKNAP, CARROLL, COOS, & GRAFTON COUNTIES

Key Takeaways

Demographics

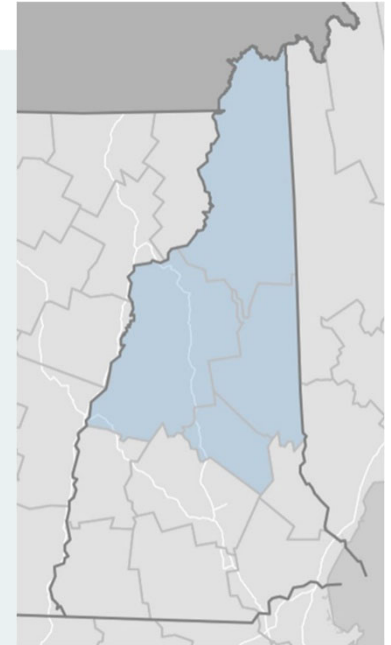
- The Northern CEDR's population grew over the last five years and is projected to continue that growth over the next five years.
- The region's population is older than the state and national averages. There are fewer millennials and a higher retirement risk than the national average.
- Racial diversity is lower than expected for an area of this size.
- Educational attainment is lower than the state average. Poverty levels are higher than the state average, but lower than the national average.
- In-migration since 2017 contribute to the region's increased population.

Economy

- More jobs will be created over the next five years. Average earnings have increased but are lower than state and national averages.
- The region's top industries measured by the number of new jobs are Offices of Physicians (except Mental Health Specialists); Snack and Nonalcoholic Beverage Bars; Elementary and Secondary Schools; Landscaping Services; and General Medical and Surgical Hospitals.

Labor Force

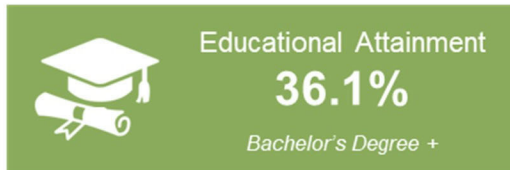
- Labor force participation has not attained pre-pandemic levels and is lower than state and national averages. The unemployment rate is below the national average. The needs of the employers, who need more basic skills, is not aligned with the population, which is higher skilled. Enrollments in and completions from post-high school educational institutions declined between 2017 and 2022.
- Most commuters have an average commute time.
- The region has a larger proportion of older workers compared to the state average.
- The workforce is less racially and ethnically diverse than the state and nation.
- The following demographics have higher rates of unemployment compared to the rest of the population: 45 to 54 years (20.8% of the state's unemployed population), and 35 to 44 years (19.8% of the state's unemployed population)
- The demographic groups that would offer the greatest impact in terms of expanding the workforce due to their size include Caucasian, males, 45-55 years, not Hispanic or Latino.



Northern: Demographics

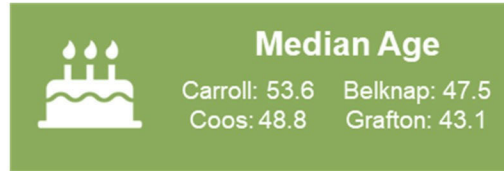


- 17.3% of New Hampshire's population
- **Increased by 12,614** over the last 5 years (5.5%, compared to 4.0% for the State and 2.8% for the US)
- **Projected to increase by 15,530** over the next 5 years (6.4%, compared to 4.5% for the State and 2.6% for the US)



- The region's educational attainment is 2.8% lower than the State's rate of 38.9% and 2.0% higher than the national rate of 34.1%
- The high school graduation rate in the State of New Hampshire is 87.7%
- This high school dropout rate in the State of New Hampshire is 3.4%

2021-2022 Cohort Graduation and Dropout Rate, New Hampshire Department of Education



- **All four counties are older** than the State's median age of 43.0, and the Nation's median age of 38.4
- **Fewer millennials than expected** for an area this size (39,701 compared to 48,911)
- **High retirement risk** for an area this size (98,882 aged 55+ compared to 71,173 for the nation), and higher than the State's risk



- **The region's median household income is lower than the State (\$64,916)**
- Carroll County's poverty rate (7.8%) is lower than Coos County (10.9%), Belknap County (8.0%) and Grafton County (9.4%). All four counties have higher rates compared to the State (7.4%)
- All four counties have less poverty than the nation (12.6%)

Household income, American Community Survey 5-year estimates



- **Increased by 2,925** over the last 5 years (+19.7% compared to +18.9% for the State and +7.8% for the US)
- **Expected to increase by an additional 3,781** over the next 5 years (+21.3% compared to +18.0% for State and +7.5% for the US)
- **Racial diversity is low** for an area this size (16,959 racially diverse people compared to 97,441)

**Share of the population that does not identify as White, Non-Hispanic, Lightcast Population Demographics*



- The region is a **net importer of population** with an annual average of 9,770 migrating out of the region and 11,377 migrating in per year
- In 2020, top originating counties included: Merrimack County, NH (11.4%), Hillsborough County, NH (7.7%), and Middlesex County, MA (6.8%)
- In 2020, top destination counties included: Merrimack County, NH (11.7%), Hillsborough County, NH (5.5%), and Strafford County, NH (5.5%).

Northern: Economy



Jobs
127,666

- 17.0% of the State's jobs
- **Decreased by 3,060** over the last 5 years (-2.3% compared to 1.7% in the State and 3.8% in the US)
- **Projected to increase by 3,733** over the next 5 years (2.9% compared to 4.5% in the State and 7.0% in the US)



Average Earnings
\$68,257

- Earnings are higher in Grafton County (\$77,042) than in Belknap County (\$61,753), Coos County (\$60,629), and Carroll County (\$57,368)
- \$14,416 lower than the State's average (\$82,673) and \$12,574 lower than the national average (\$80,830)
- **Average earnings have increased by 23.6% since 2017** (compared to 28.9% for the State and 24.9% for the US)



Gross regional Product
\$16.0 B

- 14.9% of the State's GRP, which is low compared to the region's share of the State's population (17.3%) and low compared to the its share of the State's jobs (17.0%)
- **Productivity is at \$135,937 per worker**, which is \$4,509 lower than the State and \$16,738 lower than the nation



Competitiveness*
*The region is **LOSING** jobs due to local factors*

Most Competitive Industries:

- Clothing and Clothing Accessories Retailers: +364
- Ball and Roller Bearing Manufacturing: +222
- Commercial and Service Industry Machinery Manufacturing: +152
- Food Service Contractors: +150
- Vocational Rehabilitation Services: +145

* i.e., job growth or decline that cannot be explained by national or industry growth.



High Concentration*
Industries

- Ball and Roller Bearing Manufacturing: 42.6
- Biomass Electric Power Generation: 40.8
- Recreational and Vacation Camps (except Campgrounds): 27.3
- Machine Tool Manufacturing: 26.5
- Bed-and-Breakfast Inns: 25.6

* Compares an industry's share of regional employment with its share at the national level. A concentration of 2.5 would mean the industry is 2.5x more concentrated in the region than the typical region.



High Growth Industries

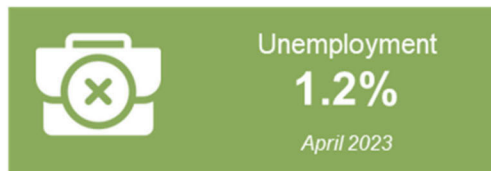
2017 - 2022

- Offices of Physicians (except Mental Health Specialists): +578 (17%)
- Snack and Nonalcoholic Beverage Bars: +464 (75%)
- Elementary and Secondary Schools: +464 (33%)
- Landscaping Services: +423 (28%)
- General Medical and Surgical Hospitals: +318 (4%)

Northern: Labor Force



- **14.9%** of the State's labor force
- **Labor force participation rate of 53.7%**, which is 10.3% lower than the State (64.0%) and 8.8% lower than the Nation (62.5%)
- **Participation rates have been on a long-term decline**, and have not yet recovered to the pre-pandemic rate of 62.3% (2019)
- 96,513 civilian, non-institutionalized residents 16 years + are not participating in the labor force, which accounts for 22.7% of the State's total



- **1,299 workers are unemployed**, which is 14.7% of the State's total
- Unemployment is nearly equal to the State's rate, but is 1.9% lower when compared to the Nation's (3.1%)
- The unemployment rate has decreased 1.4% during the last five years
- **Unemployment rates are down from their peak of 6.8% in 2020**



- More than one quarter of the population is overqualified for the types of jobs employers are offering. This indicates a misalignment between what employers need (low-skill workers) and the population (high-skills)
- Underemployment is slightly higher than the State (27.3%) and the Nation (26.8%)
- There are 9.5% more people with Some College, Non-Degree Awards than required by employers; 8.8% more with an Associate's Degree; and 10.1% more with a Graduate Degree or Higher than there are jobs at those levels

* Underemployment = Population at Educational Level – Jobs Requiring Educational Level



- Approximately 7 post-high school educational institutions operating within the region during this period
- 3,431 completions in 2021
- Declining enrollment: 12,442 enrollments in 2021 (5.7% decrease since 2017)
- **1.7% of completions in 2021 were in distance programs** (down from 4.2% in 2017)
- **10.4% of completions were for certificates** with 398 certificates awarded in 2021. This is in line with 2017 certificate completions



Specialized:

- Marketing (6.9%)
- Project Management (5.9%)
- Event Planning (4.2%)
- Community Outreach (3.1%)
- Sales Management (3.0%)

Common:

- Customer Service (14.2%)
- Research (11.8%)
- Sales (11.5%)
- Management (10.9%)
- Microsoft Office (9.6%)

* Profile analytics mine data from the 82,332 online resumes that list the region as the place of residence (64.5% of all jobs in the region).



- **The region is a net importer of workers** with approximately 38,077 inbound commuters and 36,861 outbound
- Top inbound counties: Merrimack County, NH (18.5%), Windsor County, VT (12.0%), Hillsborough County, NH (11.0%)
- Top outbound counties: Merrimack County, NH (26.2%), Hillsborough County, NH (14.4%), Rockingham County, NH (12.5%)
- In 2021, the mean commute time ranged from 27.9 minutes (Carroll County) to 22.1 minutes (Coos County), compared to 27.1 minutes for the State and 26.8 minutes for the Nation.

Top Occupations with the Largest Projected Employment Gaps

Top Occupations with the Largest Projected Employment Gaps in the Northern CEDR, 2022–2032

SOC	Description	2022 Employment	2022–2032 Openings	2022–2032 Labor Force	Projected Gap
29-1141	Registered Nurses	3,902	2,413	1.63	(2,412)
11-1021	General and Operations Managers	1,916	1,676	0.78	(1,675)
53-3032	Heavy and Tractor-Trailer Truck Drivers	1,248	1,416	0.49	(1,415)
41-1011	First-Line Supervisors of Retail Sales Workers	1,389	1,415	0.51	(1,415)
43-1011	First-Line Supervisors of Office and Administrative Support Workers	1,237	1,186	0.47	(1,185)
49-9071	Maintenance and Repair Workers, General	1,101	1,099	0.45	(1,098)
47-2031	Carpenters	1,155	1,058	0.44	(1,057)
11-9198	Personal Service Managers, All Other; Entmt. and Rec. Managers; and Managers, All Other	855	725	0.37	(724)
13-2011	Accountants and Auditors	796	720	0.32	(719)
15-1256	Software Developers and Software Quality Assurance Analysts and Testers	781	706	0.35	(706)
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	672	700	0.28	(700)
47-2111	Electricians	579	683	0.25	(683)
41-3091	Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	493	602	0.20	(602)
39-9031	Exercise Trainers and Group Fitness Instructors	292	562	0.14	(562)
13-1198	Project Management Specialists and Business Operations Specialists, All Other	703	556	0.29	(555)
11-9111	Medical and Health Services Managers	512	533	0.24	(533)
13-1111	Management Analysts	534	507	0.22	(507)
51-9161	Computer Numerically Controlled Tool Operators	472	505	0.18	(505)
47-1011	First-Line Supervisors of Construction Trades and Extraction Workers	533	503	0.20	(503)
25-3021	Self-Enrichment Teachers	336	492	0.16	(492)
11-9021	Construction Managers	572	475	0.24	(475)
51-9061	Inspectors, Testers, Sorters, Samplers, and Weighers	371	417	0.13	(417)
11-3031	Financial Managers	518	411	0.22	(411)
13-1071	Human Resources Specialists	409	402	0.17	(402)
51-1011	First-Line Supervisors of Production and Operating Workers	396	400	0.16	(400)
13-1161	Market Research Analysts and Marketing Specialists	344	395	0.15	(395)
49-9021	Heating, Air Conditioning, and Refrigeration Mechanics and Installers	379	381	0.15	(380)
47-2152	Plumbers, Pipefitters, and Steamfitters	340	378	0.14	(378)
11-9051	Food Service Managers	265	356	0.12	(356)
29-2061	Licensed Practical and Licensed Vocational Nurses	412	343	0.17	(342)
49-1011	First-Line Supervisors of Mechanics, Installers, and Repairers	365	342	0.15	(342)
47-2073	Operating Engineers and Other Construction Equipment Operators	293	323	0.12	(323)
29-1171	Nurse Practitioners	310	308	0.17	(308)
13-1028	Buyers and Purchasing Agents	317	294	0.12	(293)
15-1232	Computer User Support Specialists	378	279	0.15	(279)
31-9091	Dental Assistants	219	279	0.09	(279)
49-9041	Industrial Machinery Mechanics	245	258	0.11	(258)
Total		32,257	29,177	13	(29,164)

Source: Emsi and Camoin Associates

Economic Development Resources for the Northern CEDR

The following is a list of some of the key economic development organizations in the region:

- **Chambers of Commerce (multiple):** Promotes business economic and community development, and the region's quality of life.
- **Community College System of New Hampshire:** Lakes Region Community College in Laconia, NH; White Mountains Community College in Berlin, NH
- **Coos Economic Development Corp. (CEDC):** Serving Coos County by offering offer resources and support to businesses, including access to financing, workforce development, and assistance with permits and regulations.
- **Dartmouth Regional Technology Center (DRTC):** Supports technology-based startups and businesses.
- **Lakes Regional Planning Commission:** Regional planning commission focused on land use planning, transportation, and economic development.
- **New Hampshire Business Finance Authority (BFA):** State resource providing financing programs for New Hampshire businesses.
- **NH Manufacturing Extension Partnership (NH MEP):** Assisting manufacturers to improve productivity, competitiveness, and innovation.
- **Northern Borders Regional Commission (NBRC):** Federal-state partnership supporting economic and community development across six rural counties by providing funding and resources for projects promoting economic growth.
- **North Country Council:** The regional planning commission providing land use planning, transportation, and economic development initiatives.
- **SCORE:** SCORE is a national nonprofit organization that provides free mentoring and counseling to small businesses and entrepreneurs.
- **Small Business Development Center (SBDC):** Offers free or low-cost counseling, workshops, and resources to help small businesses start, grow, and succeed in the region.
- **University System of New Hampshire - Plymouth State University:** Located in Plymouth, NH.

SEACOAST CEDR: ROCKINGHAM & STRAFFORD COUNTIES

Key Takeaways

Demographics

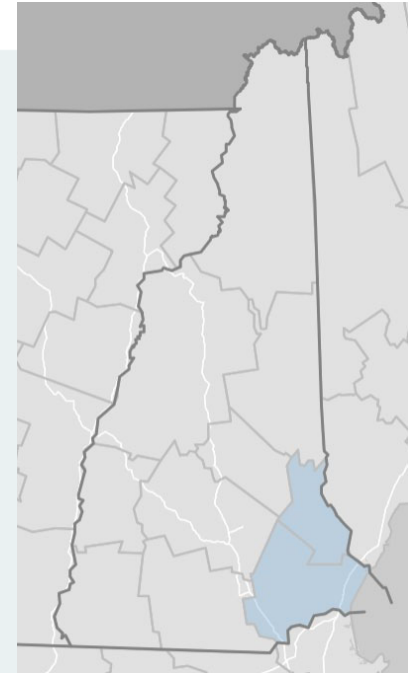
- The Seacoast CEDR's population grew over the last five years and is projected to continue that growth over the next five years.
- Portions of the region are younger compared to state and national averages, while the median age is higher than state and national averages in other areas of the region.
- There are fewer millennials and a higher retirement risk than the national average.
- Racial diversity is lower than expected for an area of this size.
- Educational attainment is higher than the state average.
- Poverty rates are lower than the national average; in portions of the region, the median household income is lower than the state average, while other parts of the region have a median household income above that average.
- In-migration since 2017 has contributed to the region's increased population.

Economy

- More jobs will be created over the next five years. Average earnings have increased but are lower than state and national averages.
- The region's share of state GRP is in line with its share of population and high compared to its share of jobs; its workers are less productive than state and national levels.
- The region's top industries measured by the number of new jobs are General Medical and Surgical Hospitals; Corporate, Subsidiary, and Regional Managing Offices; Snack and Nonalcoholic Beverage Bars; Landscaping Services; and Offices of Physicians.

Labor Force

- Labor force participation has not attained pre-pandemic levels and is lower than state and national averages. The unemployment rate is below the national average. The needs of the employers, who need more basic skills, is not aligned with the population, which is higher skilled.
- Post-high school education enrollments decreased between 2017 and 2021, while certificate completions increased during the same time.
- The average commute times vary within the region.
- The region has a smaller proportion of older workers compared to the state average.
- The Seacoast region's workforce is more racially and ethnically diverse than the state average but less racially and ethnically diverse than the national average.
- The following demographics have higher rates of unemployment compared to the rest of the population: 45 to 54 years (21.6% of the state's unemployed population), and 35 to 44 years (21.1% of the state's unemployed population).
- The demographics that would offer the greatest impact in terms of expanding the workforce due to their size include Caucasian, males, 45-55 years, not Hispanic or Latino.



Seacoast: Demographics



Population
454,242

- 32.3% of New Hampshire's population
- **Increased by 17,238** over the last 5 years (3.9%, compared to 4.0% for the State and 2.8% for the US)
- **Projected to increase by 20,653** over the next 5 years (4.5%, compared to 4.5% for the State and 2.6% for the US)



Median Age
Strafford: 37.0
Rockingham: 44.6

- **Strafford County's median age is the lowest in the State and it is below the Nation's median age (38.4).** Rockingham County's median age is higher than the State's (43.0) and the Nation.
- **Fewer millennials than expected** for an area this size (85,677 compared to 91,789)
- **High retirement risk** for an area this size (153,598 aged 55+ compared to 133,567 for the Nation) and is in line with the State's risk



Diversity
34.4%

- **Increased by 6,868** over the last 5 years (19.6% compared to 18.9% for the State and 7.8% for the US)
- **Expected to increase by an additional 8,340** over the next 5 years (19.9% compared to 18.0% for State and 7.5% for the US)
- **Racial diversity is low** for an area this size (40,210 racially diverse people compared to 182,863)

*Share of the population that does not identify as White, Non-Hispanic, Lightcast Population Demographics



Educational Attainment
41.8%
Bachelor's Degree +

- The region's educational attainment is 3.0% higher than the State's rate of 38.9%, and 7.7% higher than the national rate of 34.1%
- The high school graduation rate in the State of New Hampshire is 87.7%
- This high school dropout rate in the State of New Hampshire is 3.4%

* 2021-2022 Cohort Graduation and Dropout Rate, New Hampshire Department of Education



Household Income
Strafford: \$58,825
Rockingham: \$77,348

- **Rockingham County's median household income is substantially higher than the State (\$64,916), while Strafford County's is lower.**
- Rockingham County's poverty rate (4.9%) is significantly lower than Strafford County's (9.2%) and lower than the State's (7.4%)
- Both counties have less poverty than the nation (12.6%)

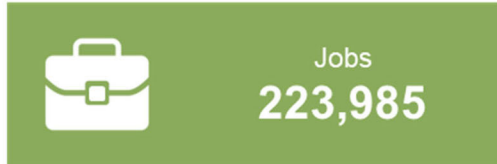
* Household income, American Community Survey 5-year estimates



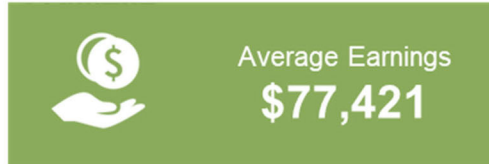
Average Net Migration
2,684
2017-2020

- The region is a **net importer of population** with an annual average of 9,770 migrating out of the region and 11,377 migrating in per year
- In 2020, top originating counties included: Essex County, MA (19.6), Hillsborough County, NH (16.1%), and Middlesex County, MA (10.3%)
- In 2020, top destination counties included: Hillsborough County, NH (16.3%), York County, ME (8.5%), and Essex County, MA (7.6%)

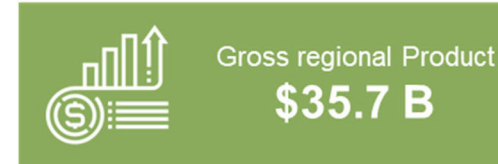
Seacoast: Economy



- 29.8% of the State's jobs
- **Increased by 639** over the last 5 years (0.3% compared to 1.7% in the State and 3.8% in the US)
- **Projected to increase by 966** over the next 5 years (1.9% compared to 4.5% in the State and 7.0% in the US)



- Earnings are higher in Rockingham County (\$79,376) than in Strafford County (\$71,354)
- \$5,251 lower than the State's average (\$82,673) and \$3,408 lower than the national average (\$80,830)
- **Average earnings have increased by 23.6% since 2017** (compared to 28.9% for the State and 24.9% for the Nation)



- 33.2% of the State's GRP, which is in line with the region's population (32.3%) and high compared to its share of the State's jobs (29.8%)
- **Productivity is at \$135,921 per worker**, which is \$4,524 lower than the State and \$16,753 lower than the nation



- General Medical and Surgical Hospitals: +316
- Rubber Product Manufacturing for Mechanical Use: +223
- Other Metal Valve and Pipe Fitting Manufacturing: +221
- Other Residential Care Facilities: +198
- Residential Intellectual and Developmental Disability Facilities: +166

*i.e., job growth or decline cannot be explained by national or industry growth



- Chocolate and Confectionery Manufacturing from Cacao Beans: 45.4
- Fiber Optic Cable Manufacturing: 31.3
- Small Arms, Ordnance, and Ordnance Accessories Manufacturing: 31.1
- Other Nonscheduled Air Transportation: 21.7
- Tire Retreading: 20.4

* Compares an industry's share of regional employment with its share at the national level. A concentration of 2.5 would mean the industry is 2.5x more concentrated in the region than the typical region.



- General Medical and Surgical Hospitals: +776 (14.8%)
- Corporate, Subsidiary, and Regional Managing Offices: +761 (37.3%)
- Snack and Nonalcoholic Beverage Bars: +663 (35.1%)
- Landscaping Services: +662 (35.7%)
- Offices of Physicians (except Mental Health Specialists): +470 (11.7%)

Seacoast: Labor Force



Labor Force
258,762

April 2023

- 34.4% of the State's labor force
- **Labor force participation rate of 67.7%**, which is 3.7% higher than the State (64.0%) and 5.3% higher than the Nation (62.5%)
- **Participation rates have been on a long-term decline in keeping with State trends**, and have not yet recovered to the pre-pandemic rate of 72.9% (2019)
- 123,256 civilian, non-institutionalized residents 16 years + are not participating in the labor force, which accounts for 29.1% of the State's total



Unemployment
1.2%

April 2023

- **3,134 workers are unemployed**, which is 35.4% of the State's total
- Unemployment is equal to the State's rate, but is 1.9% lower than the Nation's (3.1%)
- Unemployment has fallen by 1.5% over the last five years
- **Unemployment rates are down from their peak of 6.7% during 2020**



Underemployment *
28.1%

- More than one quarter of the population is overqualified for the types of jobs employers are offering. This indicates a misalignment between what employers need (low-skill workers) and the population (high-skills)
- Underemployment is higher than the State (27.3%) and the Nation (26.8%)
- There are 8.8% more people with Some College, Non-Degree Awards than required by employers; 8.3% more with an Associate's Degree; and 11.1% more with a Graduate Degree or Higher than there are jobs at those levels

* Underemployment = Population at Educational Level – Jobs Requiring Educational Level



Average Annual College Completions
4,510

2017- 2021

- 6 higher education institutions operating within the region in this time period
- 4,467 completions in 2021
- Declining enrollment: 15,790 enrollments in 2021 (a 9.6% decrease since 2017)
- **University of New Hampshire is the only institution in this region to offer distance education programs**
- **6.6% of completions were for certificates** with 314 certificates awarded in 2021, up from 5.3% in 2017



Top Skills

Based on
profile analytics *

2017 - 2023

Specialized:

- Marketing (8.9%)
- Project Management (8.3%)
- Sales Management (4.5%)
- Business Development (4.3%)
- Event Planning (4.1%)

Common:

- Customer Service (18.2%)
- Sales (16.4%)
- Management (14.7%)
- Leadership (11.4%)
- Microsoft Office (11.2%)

* Profile analytics mine data from the 476,770 online resumes that list the region as the place of residence (82.6% of all jobs in the region).



Net Commuters
-27,360

2022

- **The region is a net exporter of workers** with an approximately 78,443 inbound commuters and 105,803 outbound
- Top inbound counties: Hillsborough County, NH (32.7%), Essex County, MA (15.3%), and York County, ME (14.1%)
- Top outbound counties: Hillsborough County, NH (29.9%), Essex County, MA (20.1%), and Middlesex, MA (15.7%)
- The mean commute time ranges from 25.9 minutes (Strafford County) to 29.7 minutes (Rockingham County), compared to 27.1 minutes for the State and 26.8 minutes for the Nation.

Top Occupations with the Largest Projected Employment Gaps

Top Occupations with the Largest Projected Employment Gaps in the Seacoast CEDR, 2022–2032

SOC	Description	2022 Employment	2022–2032 Openings	2022–2032 Labor Force	Projected Gap
11-1021	General and Operations Managers	4,015	3,678	171	(3,507)
53-3032	Heavy and Tractor-Trailer Truck Drivers	2,849	3,326	119	(3,208)
15-1256	Software Developers and Software Quality Assurance Analysts and Testers	2,787	2,736	132	(2,604)
41-1011	First-Line Supervisors of Retail Sales Workers	2,622	2,664	97	(2,567)
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	2,119	2,255	90	(2,165)
43-1011	First-Line Supervisors of Office and Administrative Support Workers	2,238	2,159	86	(2,073)
29-1141	Registered Nurses	3,388	2,008	142	(1,865)
39-9031	Exercise Trainers and Group Fitness Instructors	687	1,781	45	(1,736)
41-3091	Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	1,435	1,775	61	(1,714)
13-2011	Accountants and Auditors	1,817	1,749	77	(1,672)
49-9071	Maintenance and Repair Workers, General	1,537	1,565	64	(1,501)
47-2031	Carpenters	1,668	1,563	65	(1,498)
13-1111	Management Analysts	1,252	1,264	53	(1,210)
51-9061	Inspectors, Testers, Sorters, Samplers, and Weighers	1,090	1,241	39	(1,201)
13-1198	Project Management Specialists and Business Operations Specialists, All Other	1,349	1,135	58	(1,077)
47-2111	Electricians	1,010	1,118	42	(1,076)
11-9198	Personal Service Managers, All Other; Entmt. and Rec. Managers; and Managers, All Other	1,321	1,131	58	(1,073)
51-1011	First-Line Supervisors of Production and Operating Workers	1,002	1,041	42	(999)
11-3031	Financial Managers	1,215	1,043	54	(989)
13-1161	Market Research Analysts and Marketing Specialists	829	997	38	(959)
51-9161	Computer Numerically Controlled Tool Operators	799	946	34	(912)
25-3021	Self-Enrichment Teachers	608	920	30	(890)
47-1011	First-Line Supervisors of Construction Trades and Extraction Workers	908	915	37	(879)
13-1071	Human Resources Specialists	856	872	36	(837)
47-2152	Plumbers, Pipefitters, and Steamfitters	756	842	32	(810)
49-9021	Heating, Air Conditioning, and Refrigeration Mechanics and Installers	827	833	34	(798)
15-1232	Computer User Support Specialists	984	821	42	(778)
49-9041	Industrial Machinery Mechanics	719	782	33	(748)
11-3021	Computer and Information Systems Managers	930	766	39	(726)
15-1211	Computer Systems Analysts	940	745	40	(705)
11-9021	Construction Managers	792	679	35	(644)
31-9091	Dental Assistants	463	625	21	(604)
11-9051	Food Service Managers	422	617	21	(596)
13-1028	Buyers and Purchasing Agents	660	618	25	(593)
49-1011	First-Line Supervisors of Mechanics, Installers, and Repairers	673	604	27	(577)
11-9111	Medical and Health Services Managers	568	601	27	(574)
47-2073	Operating Engineers and Other Construction Equipment Operators	495	541	20	(520)
Total		60,729	58,754	2,586	(56,168)

Source: Emsi and Camoin Associates

Economic Development Resources for the Seacoast CEDR

The following is a list of some of the key economic development organizations in the region:

- **Chambers of Commerce (multiple):** Promotes business economic and community development, and the region's quality of life.
- **Community College System of New Hampshire:** Great Bay Community College in Portsmouth, NH
- **New Hampshire Coastal Program:** Preserves and enhances the state's coastal resources while supporting sustainable economic development.
- **New Hampshire Business Finance Authority (BFA):** State resource providing financing programs for New Hampshire businesses.
- **NH Manufacturing Extension Partnership (NH MEP):** Assisting manufacturers to improve productivity, competitiveness, and innovation.
- **Pease Development Authority:** Manages the tradeport, which is home to world-class businesses, an airport, and recreational space.
- **Rockingham Economic Development Corporation (REDC):** Private, non-profit organization fostering economic development and job growth around the county.
- **SCORE:** SCORE is a national nonprofit organization that provides free mentoring and counseling to small businesses and entrepreneurs.
- **Seacoast Local:** Promotes the growth of locally owned and independent businesses in the Seacoast area.
- **Small Business Development Center (SBDC):** Offers free or low-cost counseling, workshops, and resources to help small businesses start, grow, and succeed in the region.
- **Strafford Regional Planning Commission & Rockingham Planning Commission:** Regional planning commission focused on land use planning, transportation, and economic development.
- **Strafford Economic Development Corp. (SEDC):** Non-profit organization promoting economic development around the county.
- **University System of New Hampshire – University of New Hampshire:** Located in Durham, NH

REGIONAL BUSINESS ATTRACTION STRATEGIES

Regions can play a role implementing the state-level strategy. Specifically, CEDRs may consider incorporating the following efforts into their work to align with state initiatives:

- Update economic development/municipal website content to highlight the value proposition of the state and region.
 - Focus on providing details about available land or properties.
 - Provide clarity on who to call with economic development or workforce related questions.
- Review the Geographic Competitiveness Assessment prepared as part of the Business Attraction Strategy to identify specific cluster opportunities and/or specific investments or infrastructure needed to be more attractive to opportunity clusters.
 - Identify infrastructure or programming improvements that can be made to be more attractive to certain clusters.
 - Coordinate efforts throughout the region to meet the workforce, space, infrastructure, and supply chain needs.
- Focus on streamlining any permitting requirements or processes to be clear and predictable.
 - Communicate with people who have gone through the process recently to identify areas for improvement.
 - Make sure process, information, resources, and frequently asked questions are all available on your website. Include multiple languages when possible.
 - Communicate with local officials and department heads to make sure there is consistency in process and protocol.
- Maintain regular communication with BEA to share information about potential projects, sites, and opportunities.
 - Attend and participate in statewide forums and events.
 - Maintain and nurture relationships with BEA to highlight available sites and get ahead of any concerns or opportunities.