



Demographic and Economic Snapshot

Greater Nashua Region



Demographics & Socio-economics

The Nashua Region offers:

- Transitional mix between Boston Metro & rest of NH
- Boston Metro Salary
- New Hampshire Living

Trends:

- Lack of Housing
- Commuting workers



Nashua NH-MA
NECTA

Total Population	296,913
Total Households	113,968
Total Housing Units	118,730



Person per
square feet

Nashua NH-MA NECTA	617.7
Boston-Worcester- Providence CSA	854.2
New Hampshire	151.9



Percent
minorities,
excludes Hispanics
who identify as white

Nashua NH-MA NECTA	14%
Boston-Worcester- Providence CSA	21%
New Hampshire	10%



Foreign-Born

Nashua NH-MA NECTA	8.0%
Boston-Worcester- Providence CSA	19.2%
New Hampshire	6.4%



Education
(bachelor's or
higher)

Nashua NH-MA NECTA	40.4%
Boston-Worcester- Providence CSA	49.3%
New Hampshire	37.6%



Median HH
Income

Nashua NH-MA NECTA	\$94,041
Boston-Worcester- Providence CSA	\$94,430
New Hampshire	\$77,933



Poverty Rate

Nashua NH-MA NECTA	4.9%
Boston-Worcester- Providence CSA	8.6%
New Hampshire	7.3%



Housing unit per
household

Nashua NH-MA NECTA	1.04
Boston-Worcester- Providence CSA	1.07
New Hampshire	1.19



Median Value of
Owner-occupied
Housing

Nashua NH-MA NECTA	\$320,800
Boston-Worcester- Providence CSA	\$482,700
New Hampshire	\$281,400

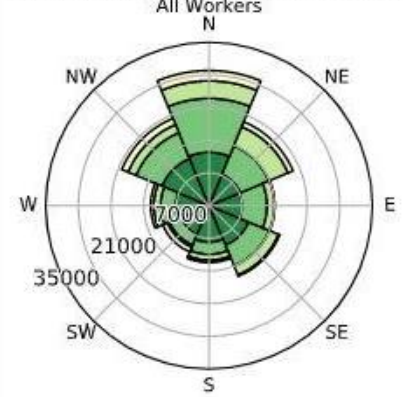


Vacancy Rate,
Both owner- and
renter-occupied
housing

Nashua NH-MA NECTA	4%
Boston-Worcester- Providence CSA	7%
New Hampshire	16%

Home/Work Locations & Commute Pattern

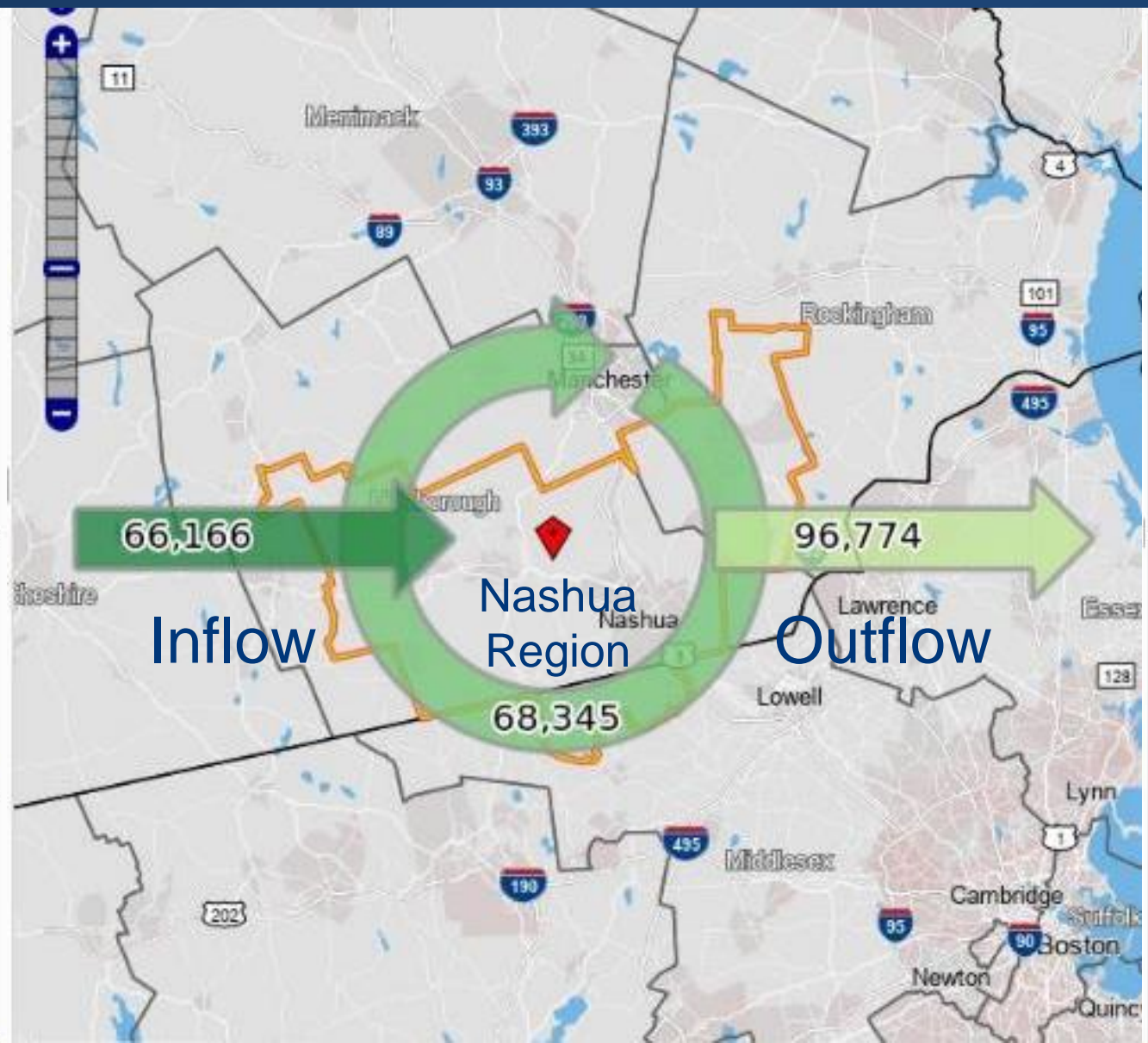
Job Counts by Distance/Direction in 2018
All Workers



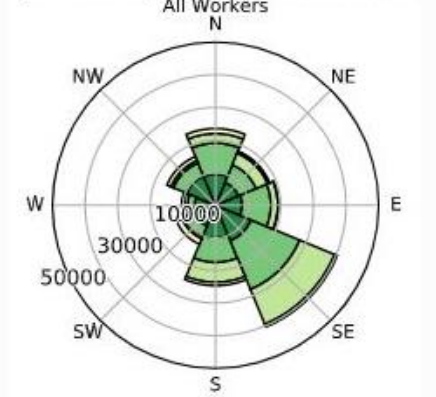
Jobs by Distance - Work Census Block to Home Census Block

	2018	
	Count	Share
Total All Jobs	134,511	100.0%
Less than 10 miles	67,536	50.2%
10 to 24 miles	42,736	31.8%
25 to 50 miles	16,930	12.6%
Greater than 50 miles	7,309	5.4%

Home
Location



Job Counts by Distance/Direction in 2018
All Workers



Jobs by Distance - Home Census Block to Work Census Block

	2018	
	Count	Share
Total All Jobs	165,119	100.0%
Less than 10 miles	69,983	42.4%
10 to 24 miles	57,762	35.0%
25 to 50 miles	29,383	17.8%
Greater than 50 miles	7,991	4.8%

Work
Location

Migration Pattern

Census Flows Mapper

Search for a county or click on the map

Hillsborough County, New Hampshire

Choose a dataset

2014-2018

Choose a type of migration flow

☒ Net ☐ Outbound ☐ Inbound

Choose a characteristic

Total

Choose a color palette

Orange/Blue

Choose a classification type

Natural Breaks

Select flow by number of movers

Range: -385 to 2,752

[View County Statistics](#)

[View Data Table](#)

[About This Map](#)

[FAQ](#)

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Total Net Migration Flows for Hillsborough County, New Hampshire

County Statistics (2014-2018)

Hillsborough County, New Hampshire

Population (1 yr and over): 406,742

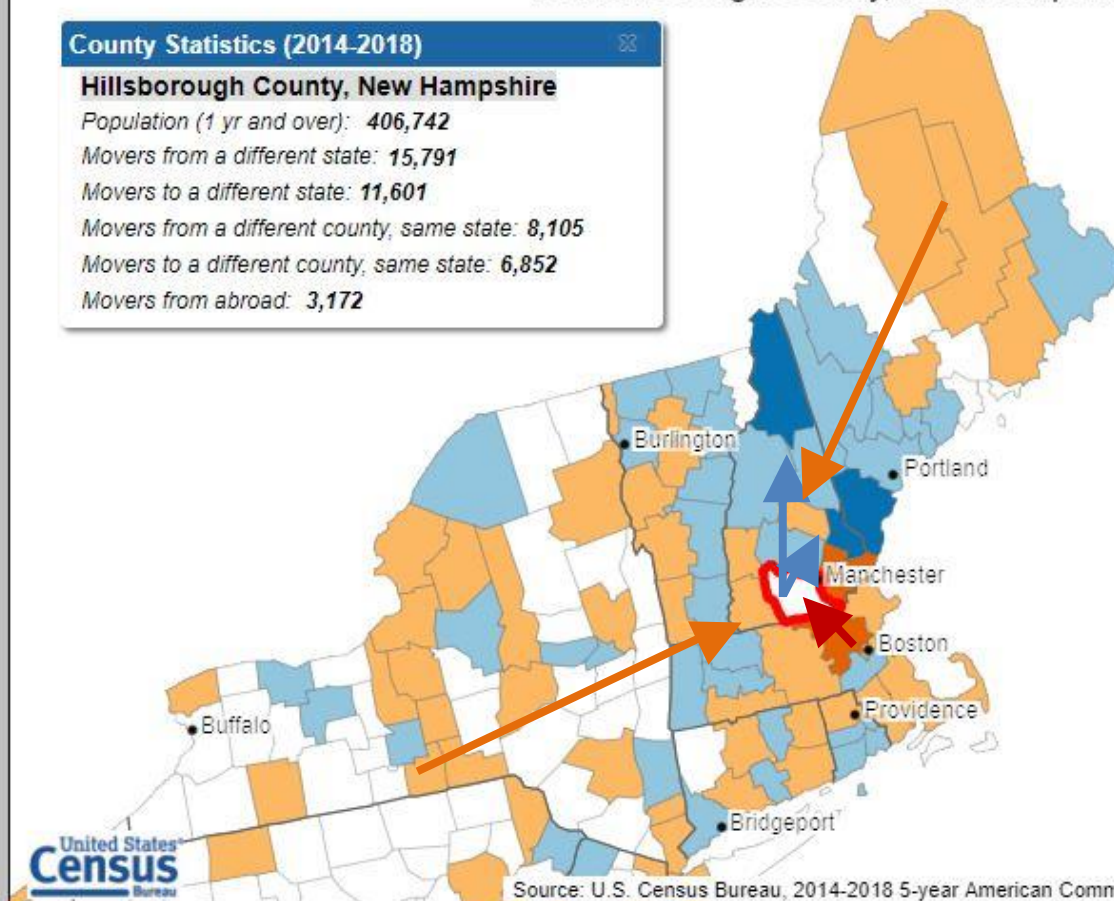
Movers from a different state: 15,791

Movers to a different state: 11,601

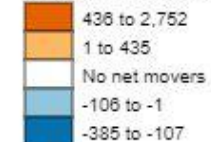
Movers from a different county, same state: 8,105

Movers to a different county, same state: 6,852

Movers from abroad: 3,172



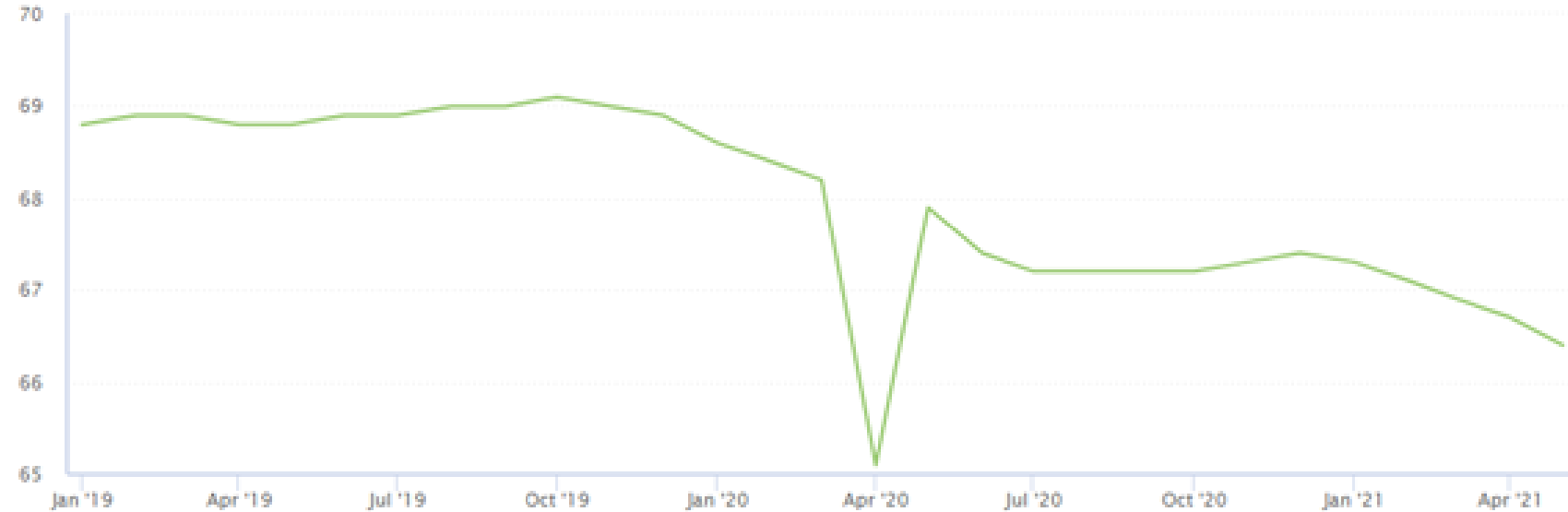
Migration by County



Workforce & Unemployment

- Recent trends began in Dec '19
- Big dip/spike in Apr '20 – Stay-at-Home Order, which was lifted in most state by the end of May'20
- Workforce Participation keeps declining
- Unemployment dips below pre-pandemic level

New Hampshire Workforce Participation Rate



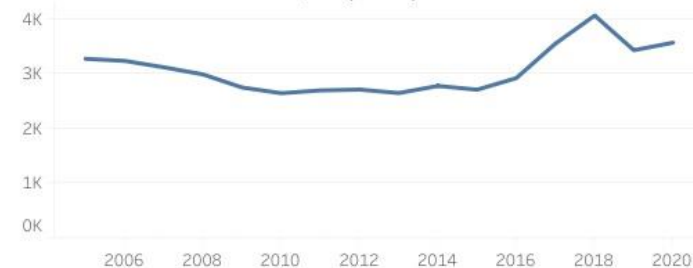
New Hampshire Unemployment Rate



Business Conditions

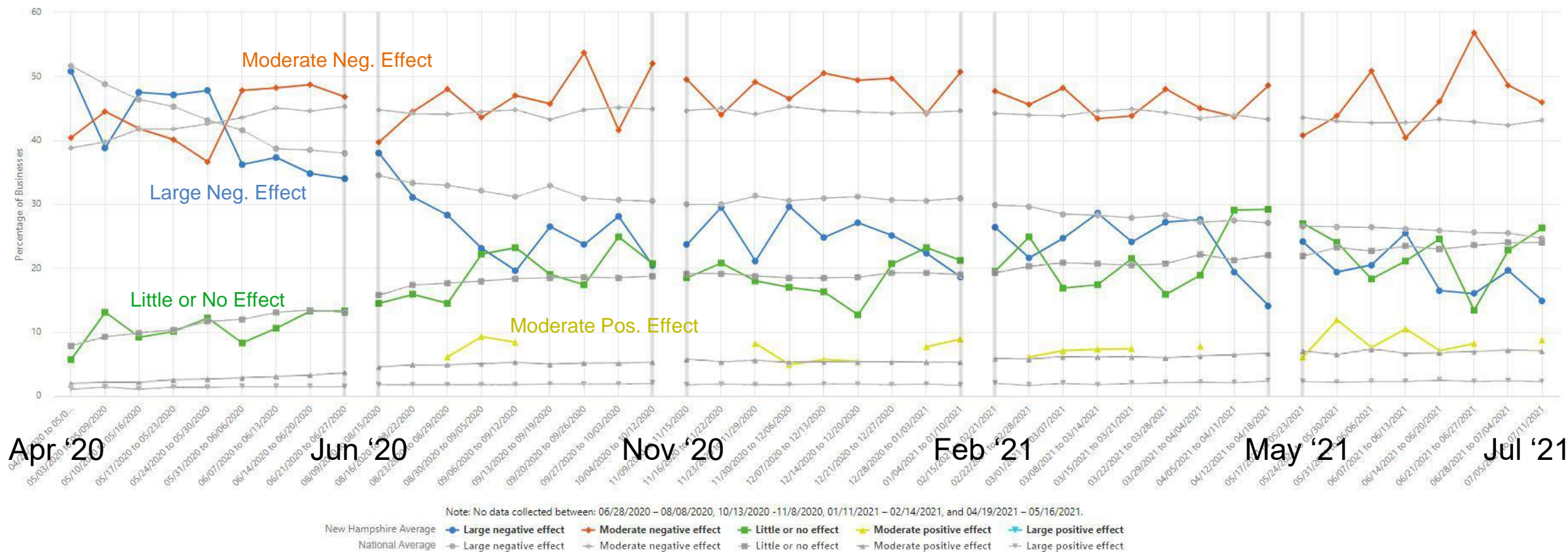
US Census Bureau Small Business Pulse Survey (SBPS)

Hillsborough County New Business Applications



Note: The Census Bureau's reference date for geographic entity boundaries in all geographic and statistical data products is January 1 of the reference year (e.g., January 1, 2020).

Overall, how has this business been affected by the Coronavirus pandemic?

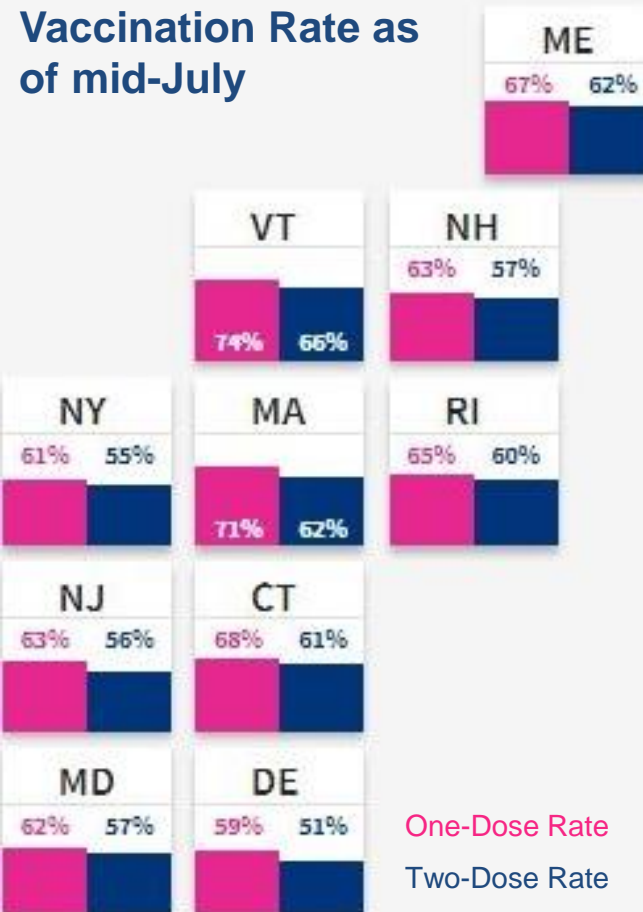


Economic Competitiveness

2020 Kauffman Early-Stage Entrepreneurship (KESE) Index

							ME 2.58
						VT 0.94	NH -0.99
ND 2.08	MN -5.10	IL -1.57	WI -2.30	MI -4.38	NY 1.82	RI -5.12	MA -2.45
SD -1.11	IA 0.15	IN -2.27	OH -2.83	PA -2.94	NJ 2.03	CT -2.56	
NE -0.34	MO 0.09	KY -1.52	WV -4.01	VA -2.65	MD -2.64	DE -0.53	

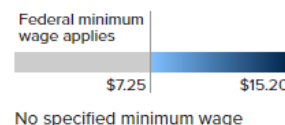
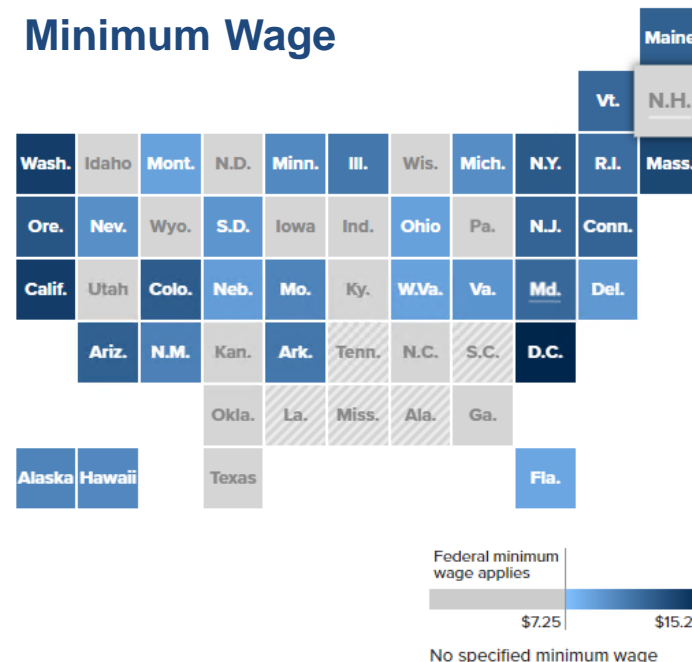
Vaccination Rate as of mid-July



One-Dose Rate

Two-Dose Rate

Minimum Wage



New Hampshire

Minimum wage
\$7.25
Tipped wage
\$3.26

Most recent increase
n/a

Most recent major change to minimum wage law
2011, by legislation

Upcoming increases
n/a

Indexing
n/a

Notes
In 2011, the New Hampshire legislature eliminated the minimum wage established by the state, setting it equal to the value set by the federal minimum wage.

Entrepreneurship Rankings

2019 *Forbes.com* article “The Best and Worst State for Entrepreneurs in 2020”

- New Hampshire **44th** out of the 50 states
- Declining working-age population

2019 *WalletNews* article “Best & Worst States to Start a Business”

- New Hampshire **48th** out of the 50 states
- Business Environment **46th**
- Access to Resource **46th**
- Business Cost **39th**
- Availability of Human Capital **49th**
- Spending on incentives as %GDP **48th**



2019 Small Business & Entrepreneurship Council Report

- Public Policy favorable to Small Businesses: NH **27th** out of the 50 states
- Tax System favorable to Small Businesses: NH **25th** out of the 50 states

Cost of Undergraduate Education

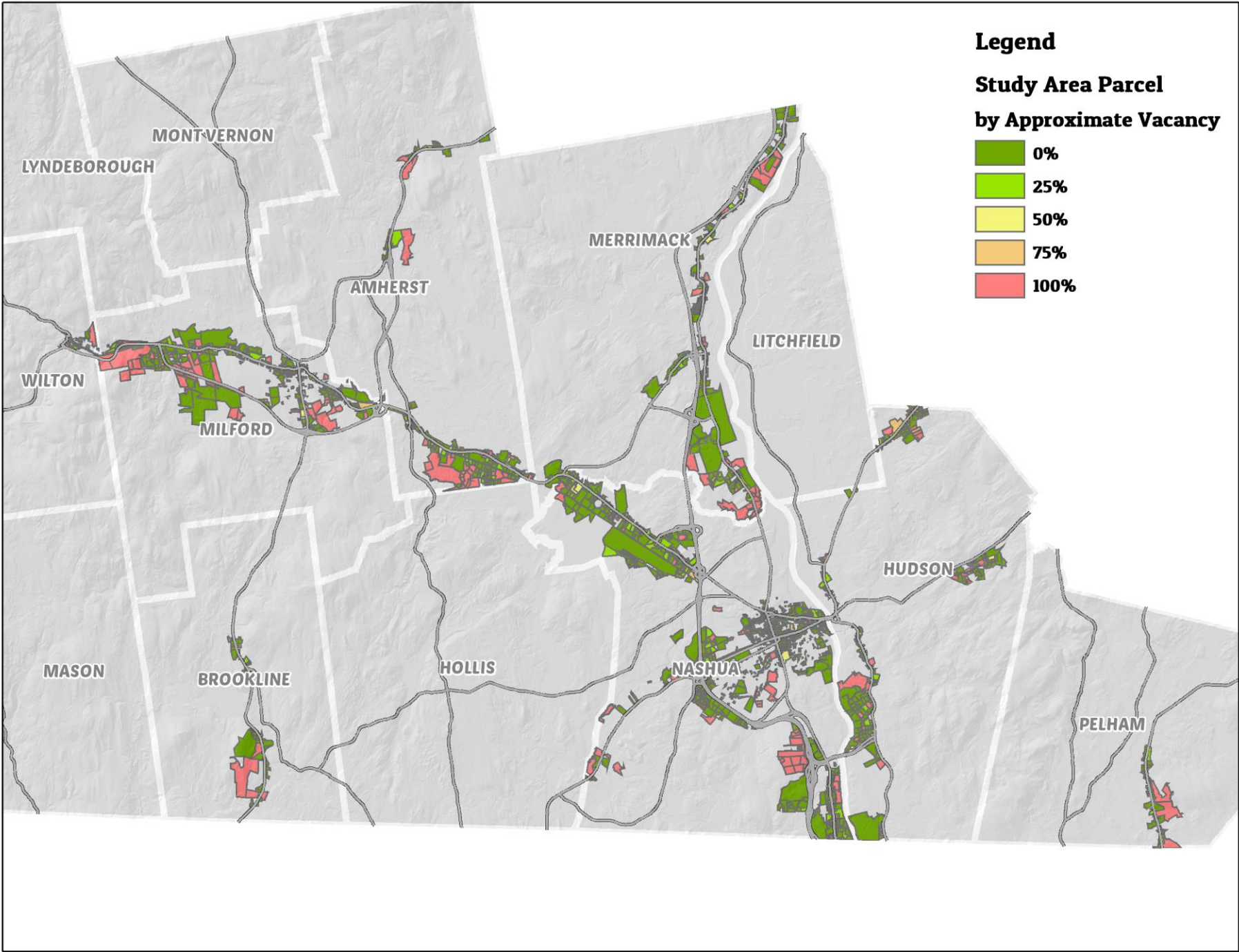
EducationData.org Ranking

- NH **2nd highest** in-state tuition (w/ fees)
- NH \$28,989 vs. Nat. Avg. \$21,216
- NH **13th** highest out-of-state tuition (w/ fees)



Mapping of Vacancy Rates Greater Nashua Region

Vacancy Rate





UNH Small Business Development Center Business Resiliency Survey Results

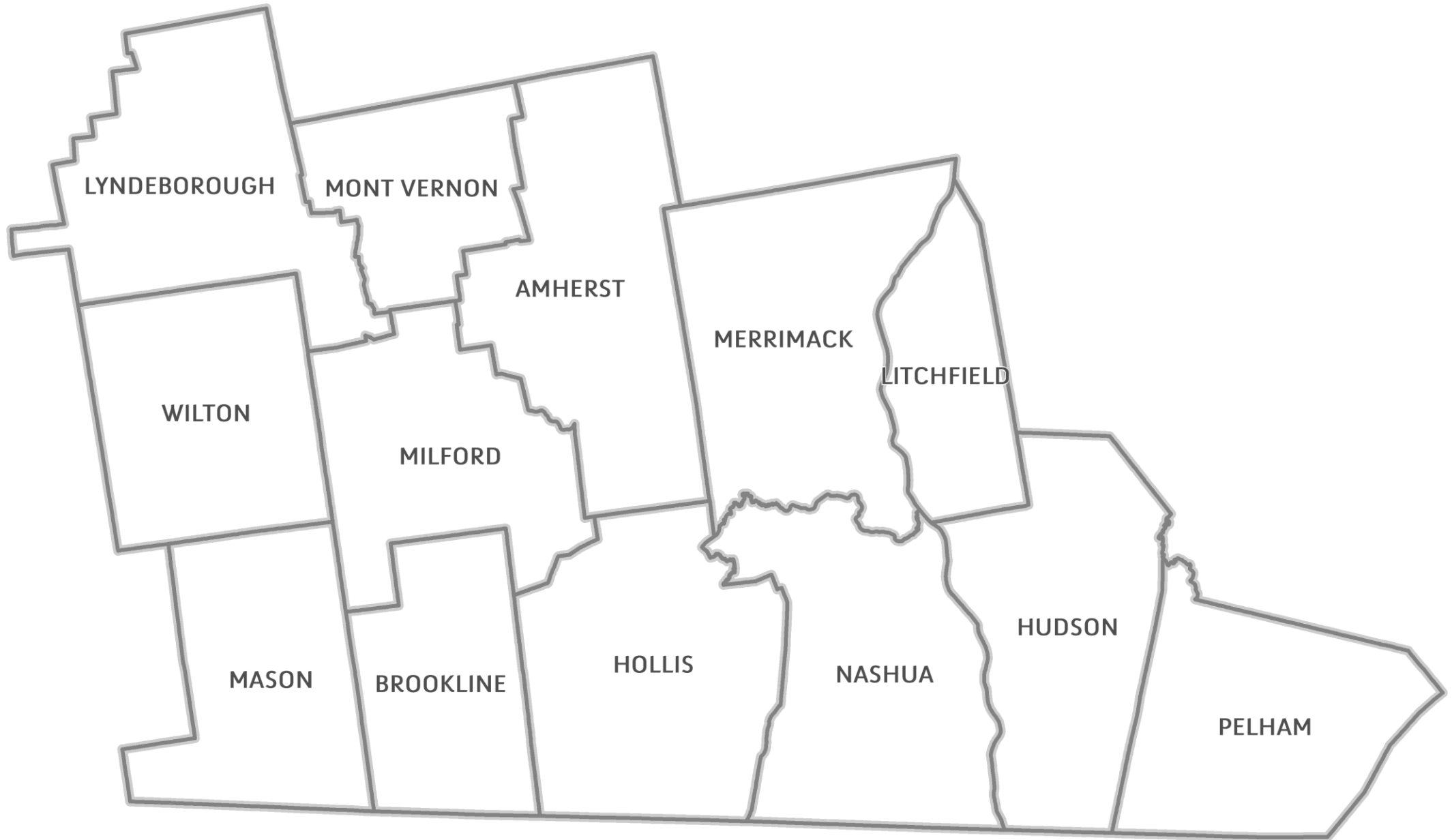
February 2021

Greater Nashua Region



Overview

- Phase 1 conducted - June 2020; Phase 2 February 2021
- Goal – to assess the impact of Covid-19 on small businesses
- Partnered with 56 business organizations to distribute the survey.
- Statewide 1,611 responses from 174 communities
- Nashua Region 131 responses from 12 communities
- Region: Amherst, Brookline, Hollis, Hudson, Litchfield, Lyndeborough, Mason, Merrimack, Milford, Mont Vernon, Nashua, Pelham, Wilton.



LYNDEBOROUGH

MONT VERNON

AMHERST

MERRIMACK

LITCHFIELD

WILTON

MILFORD

HOLLIS

NASHUA

HUDSON

MASON

BROOKLINE

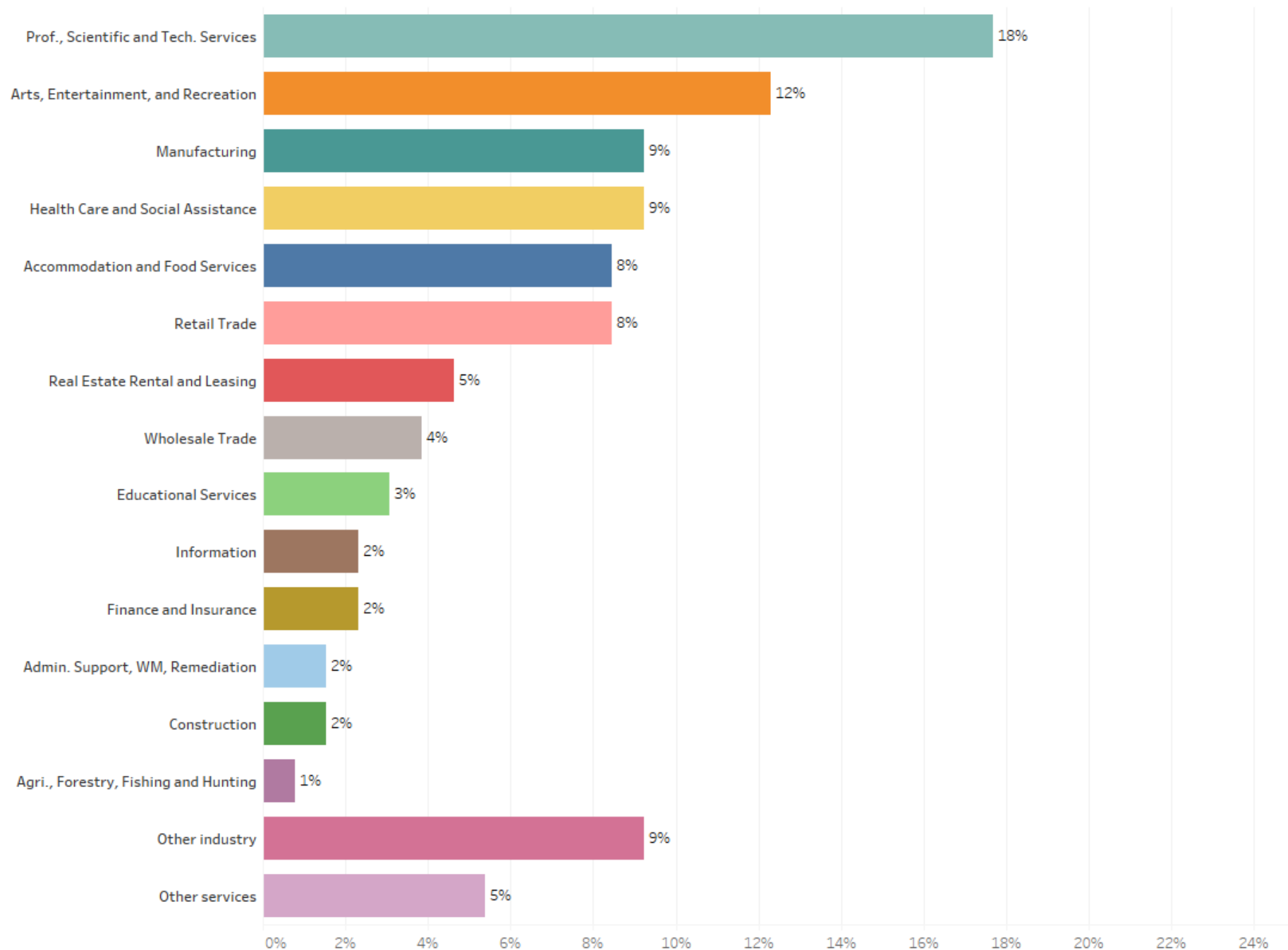
PELHAM

Demographics

Top Industries Responding:

- Professional, Scientific and Technical Services
- Arts, Entertainment and Recreation
- Manufacturing
- Health Care and Social Services

Figure 2: Industry - Greater Nashua Area - February 2021



Open Status

Employees

Number of Employees
February 2020 versus
February 2021

- 13% of businesses have more employees
- 43% have the same number
- 43% have less

Figure 4b: Which of the following has happened to your business since February 15, 2020? (Please select all that apply) - By Region - February 2021



Finances

- More businesses expressed a revenue decrease in the Nashua Region compared with outside of the region.

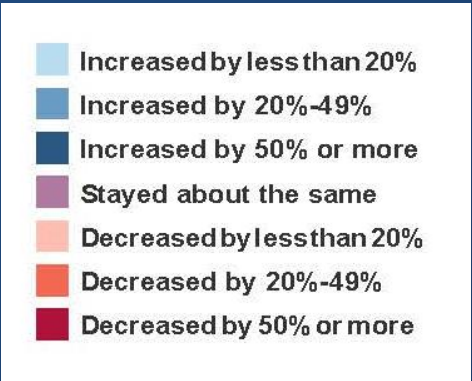
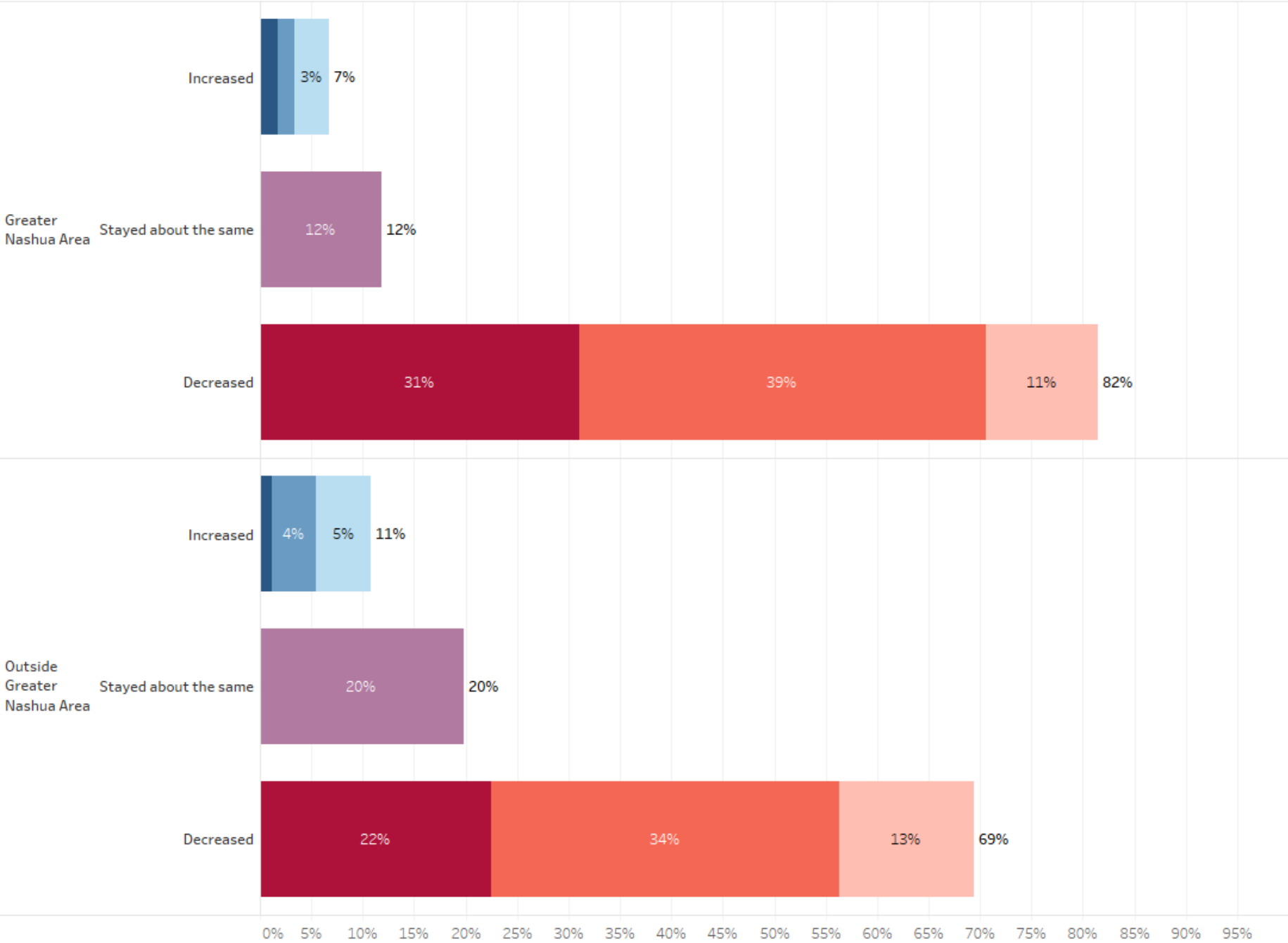


Figure 10b: To the best of your knowledge, how has your monthly revenue been affected by the COVID-19 pandemic? - By Region

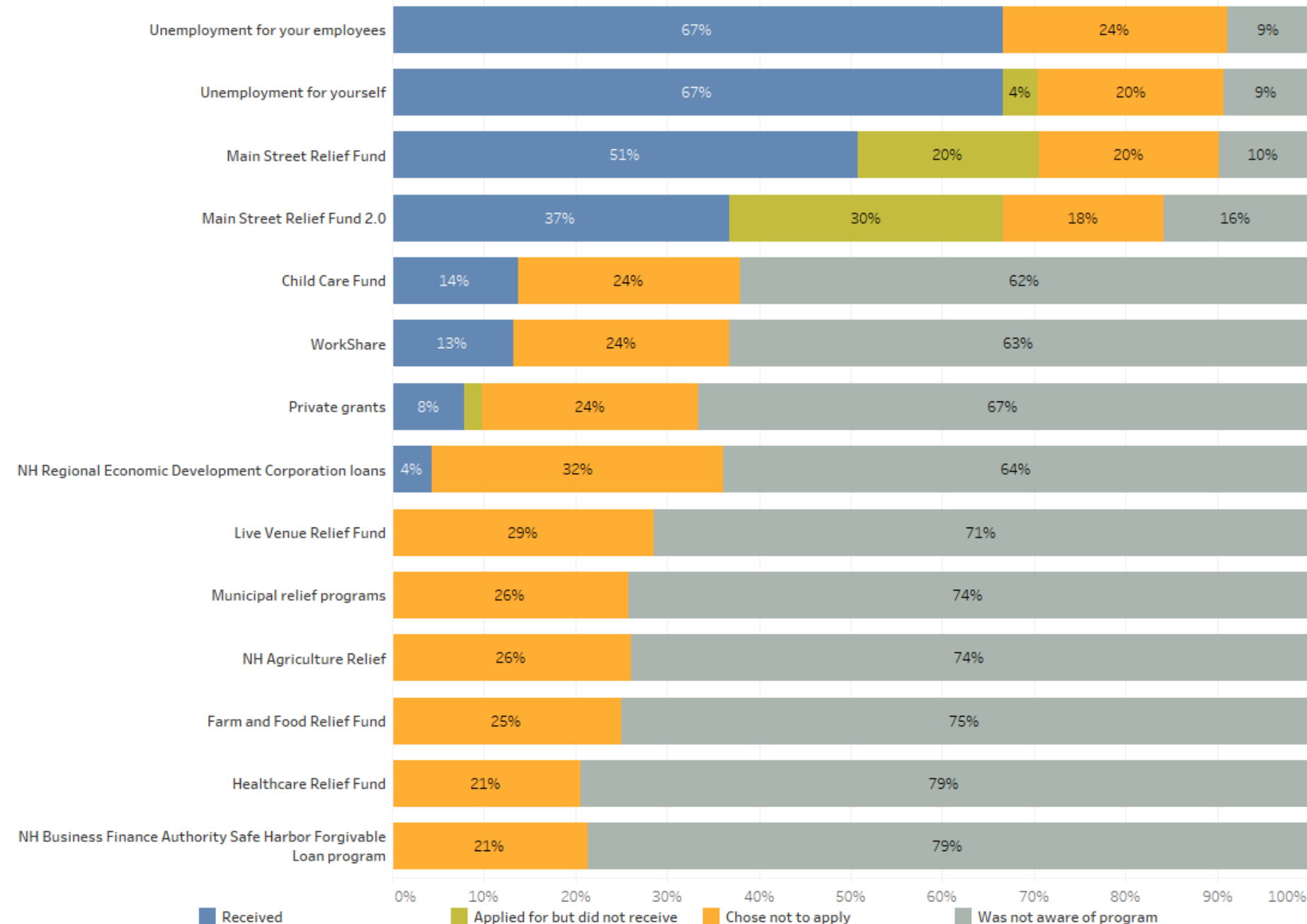


Relief Programs

- Applied for aid in 2020 and intend to in 2021

75% of businesses applied for aid in the Greater Nashua area vs. 61% outside of Nashua

Figure 21a: What did your business do with regard to the following state, municipal, or private relief programs in 2020? - Greater Nashua Area - February 2021 - Applicable businesses



Business Management

- Purchased PPE
- PPP to maintain or bring employees back
- Changes to protect employees
- Health and safety training

Figure 24a: How have you managed your business's workforce as a result of the COVID-19 pandemic? - Greater Nashua Area - February 2021

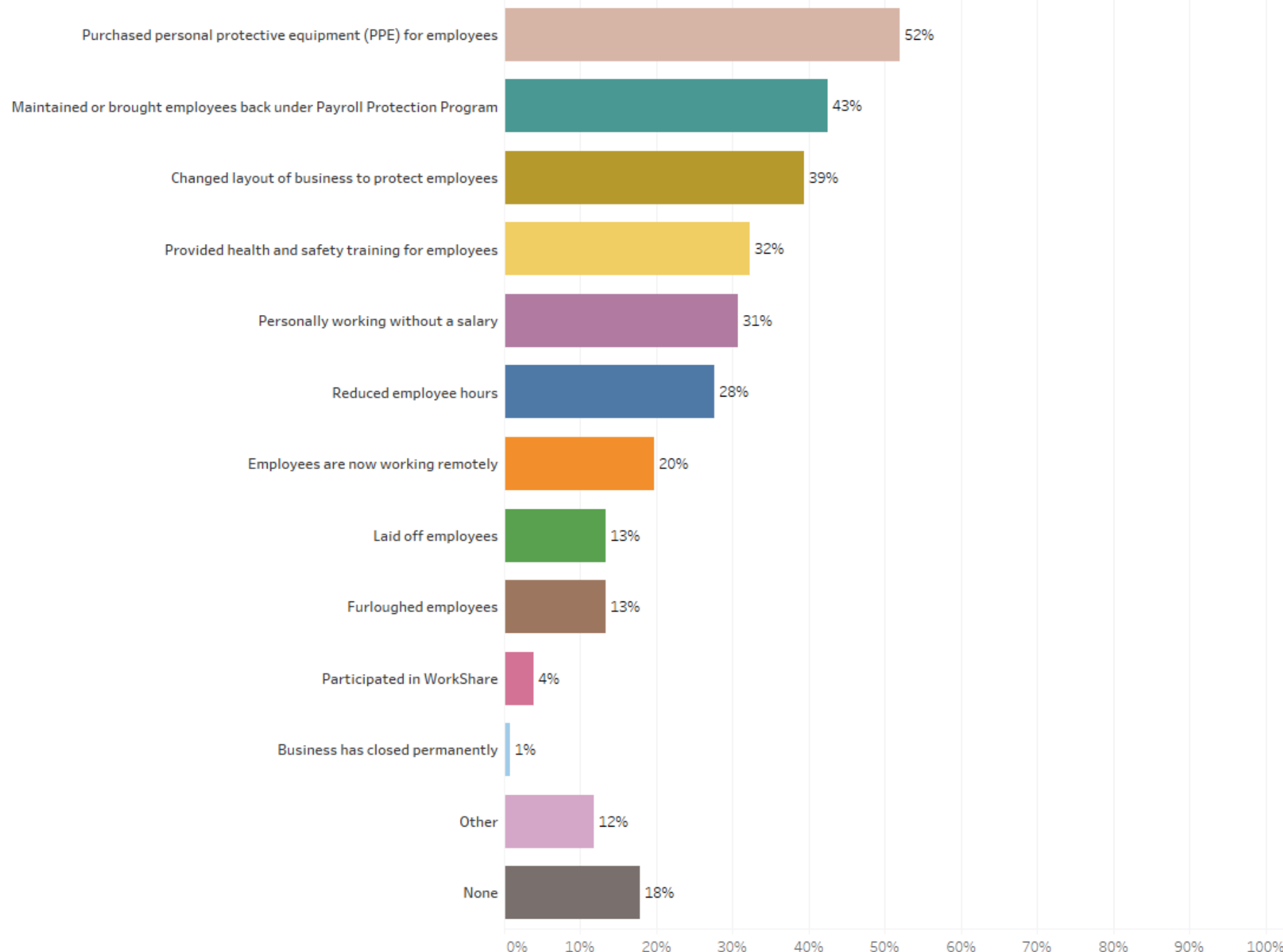
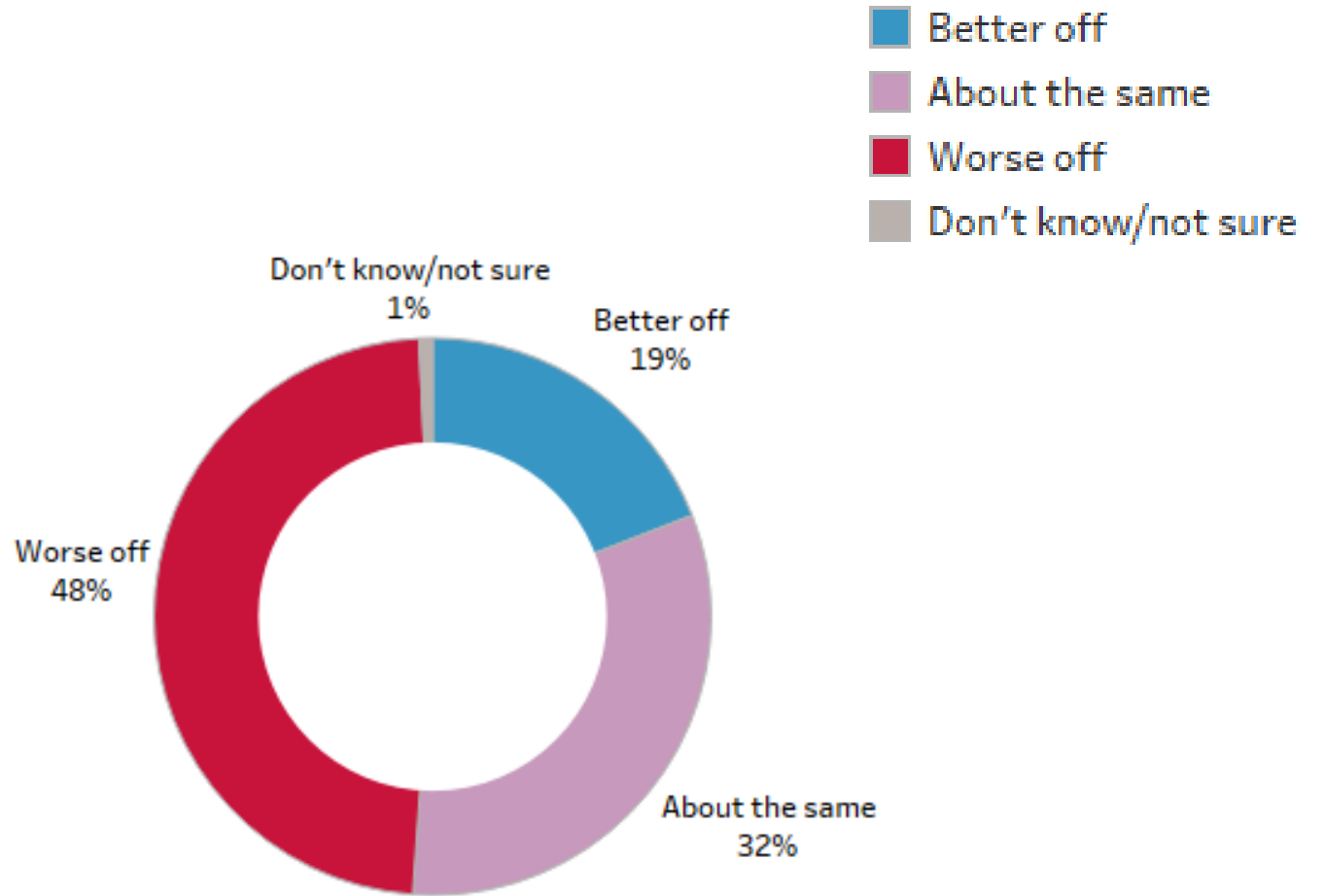


Figure 28a: Would you say that you and your business are better off or worse off financially than you were in June 2020? - Greater Nashua Area - February 2021

Recovery

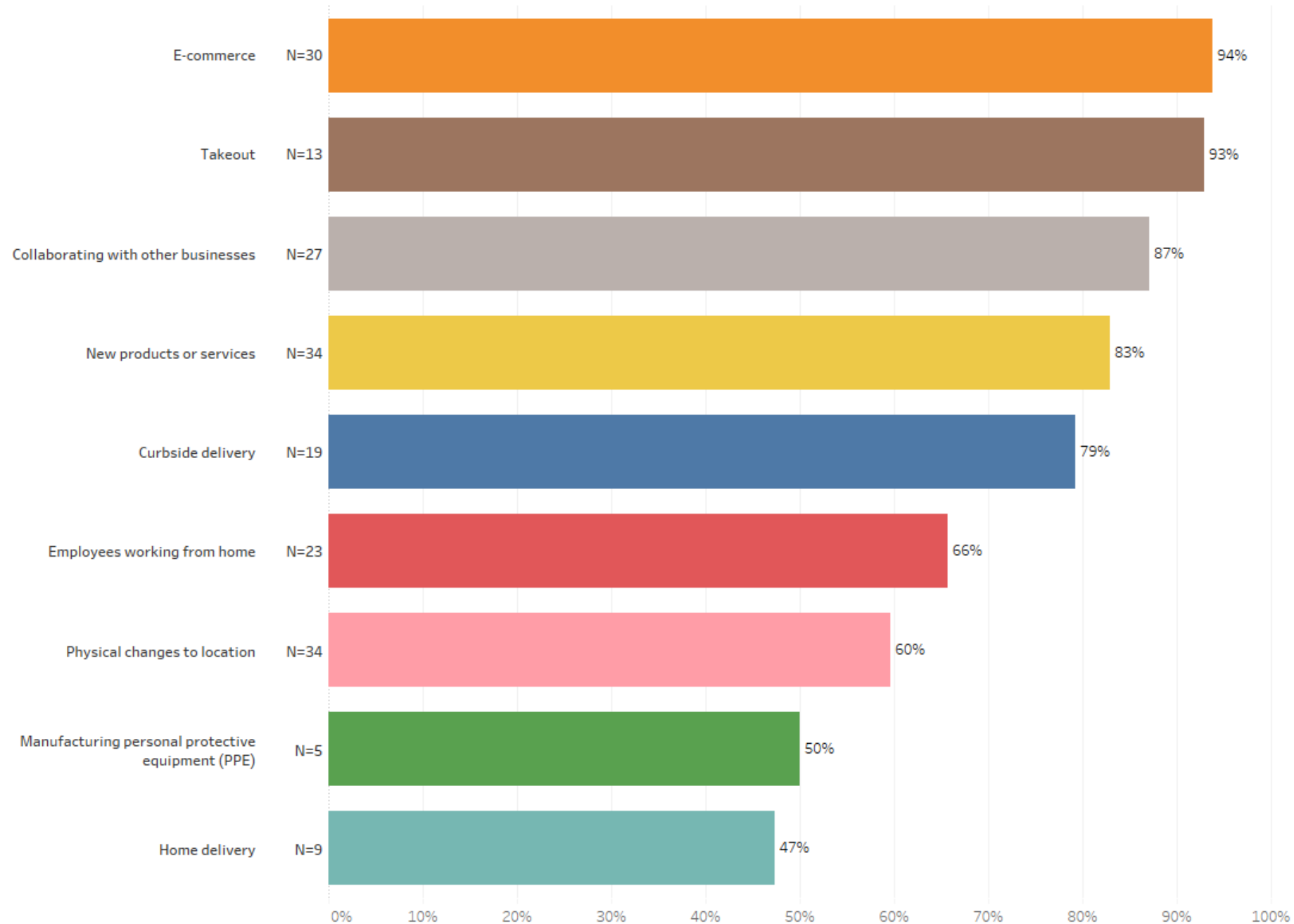
- Business modifications from June 2020 to February 2021
- Made physical changes to location
- E-Commerce
- Curbside Delivery
- Home Delivery
- Takeout



Going Forward

- E-Commerce
- Takeout
- Collaborating with other businesses
- New products /services
- Curbside delivery

Figure 31a: Which of these innovations or modifications do you think your business will continue after the COVID-19 pandemic has passed? - Greater Nashua Area - February 2021



Focus Groups

Entrepreneurship

- Manufacturing
- Technology
- Woman and Minority Businesses

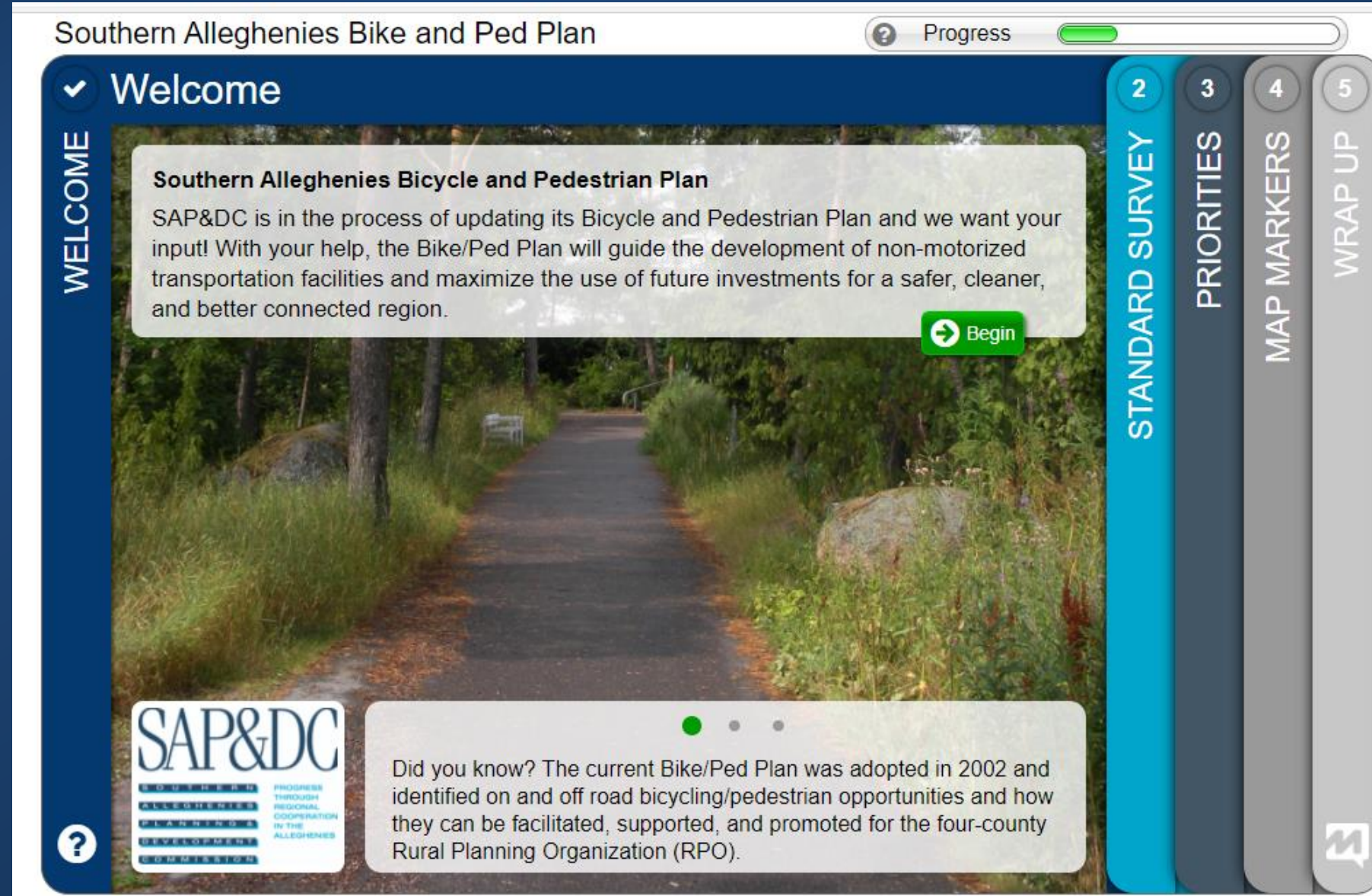
Hospitality, Retail, Restaurants

- Restaurants
- Women and Minority Businesses

Workforce

- Focus on expanding the pool of workers, training and housing.

MetroQuest – Survey Software



MetroQuest – Survey Software

Southern Alleghenies Bike and Ped Plan

Progress

1

2

3

4

5

WELCOME

STANDARD SURVEY

PRIORITIES

MAP MARKERS

WRAP UP

Improvement Strategies

What to do

Next Task

Order your top 5 items
↑ above this line ↑

Improved Facilities

New Recreational Trails

Safety Initiatives

Facility Maintenance

Signage

Activities and Events

Education

Land Use Management

How can we best improve bicycling and walking in the region? Select your top 3 preferred strategies and provide additional feedback with the "Comment" option.

Please drag 5 of the items above the line in your preferred order.

Suggest another item

Help

Privacy

About MetroQuest

Next Steps

- Survey Development
- Focus Groups
- Marketing Consultant
- Meeting Monthly – 2nd Tuesday of each month through February 2022
- New Branding

Connect. Grow. Prosper.

“Opportunities for a thriving economy in the Nashua Region”

Camille Pattison
Special Projects Manager
camillep@nashuarpc.org

