

New Hampshire ECONOMIC CONDITIONS

March 2020

The Impact of Outdoor Recreation on New Hampshire's Economy

Outdoor recreation is a large part of New Hampshire's identity. The state's lakes, mountains, forests and beaches are enjoyed by residents and visitors during all four seasons. Enjoying these natural features helped New Hampshire draw 10.9 million overnight visitors in 2017.¹ The U.S. Bureau of Economic Analysis (BEA) recently released data on the impact of outdoor recreation activities on the Gross Domestic Product (GDP) of every state in the U.S. This report illustrated the importance of outdoor recreation to New Hampshire's economy. According to BEA's data, outdoor recreation contributed \$2.7 billion to New Hampshire's GDP in 2017, 3.3 percent of the state's total GDP.

Among all 50 states, New Hampshire had the eighth highest share of GDP generated from outdoor recreational activities, tied with Colorado and

Utah. Maine and Vermont both ranked ahead of New Hampshire, at third and fourth, respectively. Outdoor recreation accounted for 4.8 percent of Maine's GDP, and 4.5 percent of Vermont's GDP. Hawaii had the largest share of GDP from outdoor recreational activities, 5.4 percent.

Outdoor recreation's contributions to New Hampshire's GDP increased by over \$100 million from 2016 to 2017, an increase of 4.2 percent. This outpaced New Hampshire's total GDP growth of 1.8 percent that year. The largest annual growth occurred from 2014 to 2015, when outdoor recreation increased by 9.4 percent, adding over \$200 million in value. Over the five-year period from 2012 to 2017, outdoor recreation's contributions to GDP grew by 17.8 percent, while New Hampshire's total GDP grew 9.5 percent.

Employment and Compensation

Outdoor recreation provided employment for 37,800 New Hampshire workers in 2017, accounting for 5.5 percent of total employment. This was the 7th highest percentage among all states in the U.S. Compensation earned by outdoor recreation workers was only 2.9% of total worker compensation in New Hampshire, which ranked the state 11th nationwide. This disparity between the percent of total employment and the percent of total compensation existed in all 50 states. Outdoor recreation accounted for 3.4 percent of total U.S. employment, but accounted for only 2.1 percent of total compensation, indicating that wages for these workers are generally below average.

Much of this is a reflection of the industries that employ the most outdoor recreation workers. At a national level, 77 percent of workers employed at outdoor recreation-related businesses are employed in *Retail trade, Arts,*

Outdoor Recreation Value Added, Employment, and Compensation as a Percent of Total GDP, 2017

State	Percent of Total Value Added	Percent of Total Employment	Percent of Total Compensation
United States	2.2%	3.4%	2.1%
Connecticut	1.4%	2.8%	1.4%
Maine	4.8%	6.4%	3.8%
Massachusetts	1.7%	3.0%	1.6%
New Hampshire	3.3%	5.5%	2.9%
Rhode Island	2.3%	4.3%	2.2%
Vermont	4.5%	5.3%	3.2%

Source: U.S. Bureau of Economic Analysis

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¹ Dean Runyan Associates, New Hampshire Travel Impacts, July 2018. <https://www.visitnh.gov/getmedia/c30143e8-49ac-4c37-86d3-6eeb61c75823/NHImpact2011-2017.pdf>.

entertainment, and recreation or *Accommodations and food service*, three of the five industries with the lowest average weekly wages. Many occupations in these industries typically earn low wages, and are also more likely to be either part-time or seasonal jobs.

In New Hampshire, the disparity between share of employment and share of compensation in outdoor recreation is greater than in most other states. This is why New Hampshire has the 7th highest percentage of employment, but only the 11th highest proportion of total compensation. Eighty-five percent of outdoor recreation workers are employed in these three lower-wage industries, which helps explain why the discrepancy in New Hampshire is particularly high.

Outdoor Recreation Value Added by Activity

Core outdoor recreation activities contributed \$1.4 billion to New Hampshire's economy, slightly over half of all value added. Supporting activities contributed \$1.25 billion, and government expenditure contributed \$64 million.

Of the core activities, the largest contribution to New Hampshire's GDP came from Multi-use Apparel and Accessories, which added \$264 million of value in 2017. This category includes items that can be used for a variety of outdoor activities, including backpacks, bug spray, coolers,

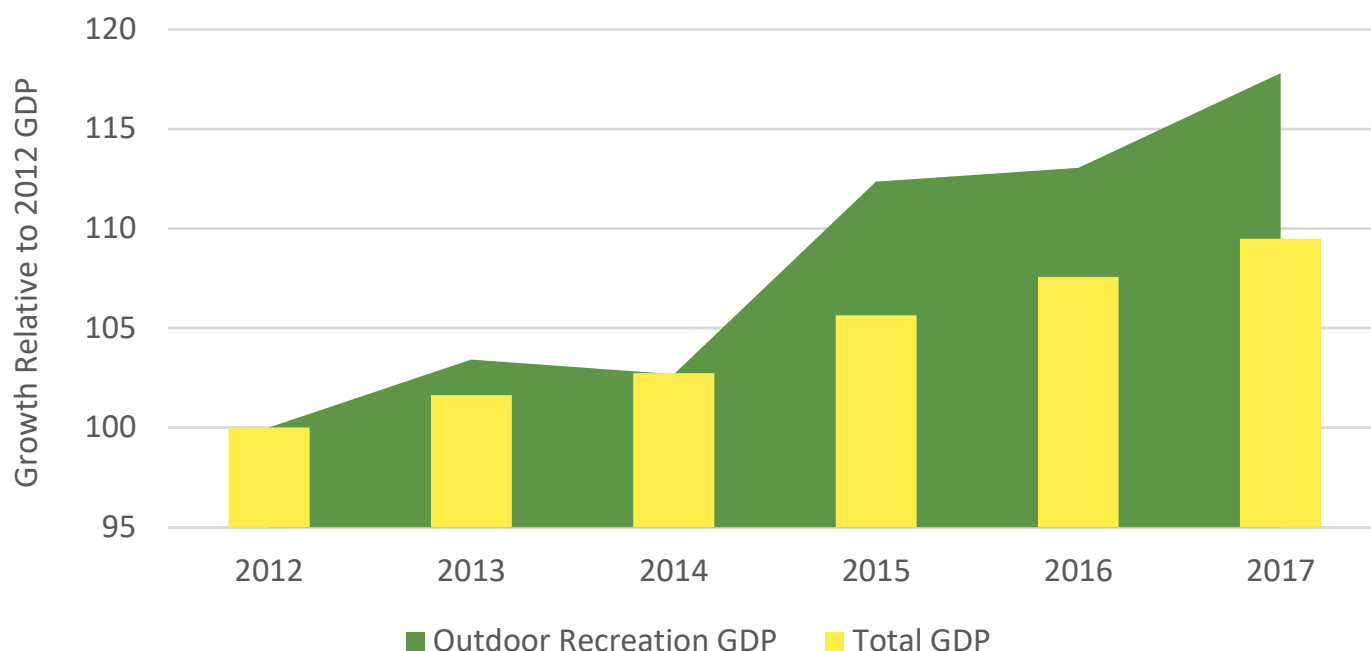
general outdoor clothing, GPS equipment, hydration equipment, lighting, sports racks, sunscreen, watches, and other miscellaneous gear and equipment. This accounted for 9.7 percent of all value added by outdoor recreation. Multi-use Apparel and Accessories was the largest contributor to national GDP as well, contributing 12.3 percent of total US outdoor recreation value

Hunting/Shooting/Trapping was the core activity with the second largest contribution to New Hampshire's GDP, adding \$226 million of value. New Hampshire had the highest percentage of outdoor recreation value added by hunting, shooting and trapping, with 8.3 percent, compared to a national average of 2.1 percent.

Snow activities (skiing, snowboarding, snowmobiling, snowshoeing, and more) contributed \$152 million to New Hampshire's economy. This accounted for 5.6 percent of all value added by outdoor recreation. Nationwide, snow activities accounted for only 1.3 percent of value added. Only Colorado (13.6 percent), Vermont (12.0 percent) and Utah (10.0 percent) received a greater share of GDP from snow activities.

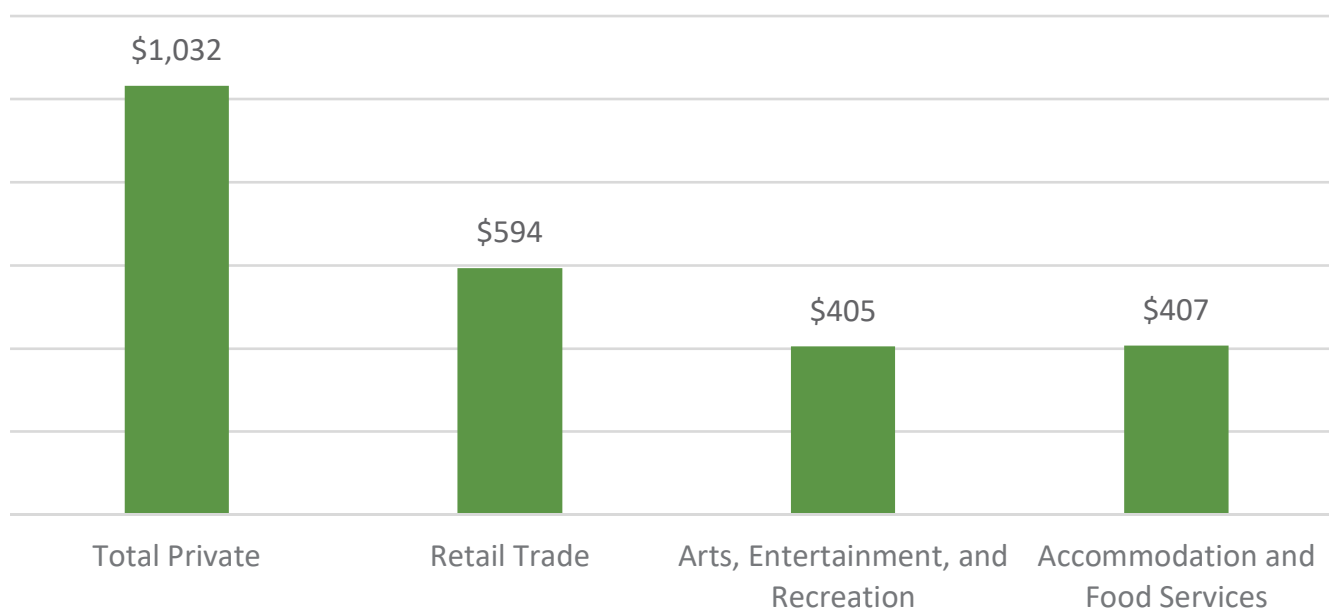
Boating/Fishing, RVing and Game Areas (tennis courts, golf courses) each added over \$100 million of value to New Hampshire's outdoor recreation GDP as well.

New Hampshire GDP Growth Index, 2012-2017



Source: U.S. Bureau of Economic Analysis

New Hampshire Average Weekly Wages, By Industry, 2017 Q3



Source: Covered Employment and Wages, New Hampshire Employment Security

So what exactly is considered "Outdoor Recreation?"

For these statistics, the U.S. Bureau of Economic Analysis has defined outdoor recreation as "all recreational activities undertaken for pleasure that occur outdoors." This includes activities that are traditionally considered outdoor recreation, such as hiking, camping, skiing, biking, fishing and hunting. It also includes many other outdoor activities, such as gardening, beekeeping, outdoor festivals, amusement parks, hot air balloons, and drone-flying.

The economic impact of these activities includes the value of goods and services directly related to outdoor recreation ("core" goods and services), as well as the value of goods and services that support access to outdoor recreation ("supporting" goods and services).

According to BEA, "core outdoor recreation goods and services include gear, equipment, fuel, concessions, maintenance, repair, and fees related to outdoor recreation activities. Supporting goods and services includes travel and tourism [defined as trips more than 50 miles from home], as well as local trips [less than 50 miles from home], construction, and government expenditures." For more information about how BEA defines the value of outdoor recreation activity, see the following link:

https://www.bea.gov/system/files/methodologies/Outdoor%20Recreation%20Satellite%20Account%20Methodology_0.pdf

BEA uses the concept of "Value Added" to determine the size of the Outdoor Recreation sector. Value added is defined as the difference between an industry's gross output (sales or receipts plus other operating income and inventory change) and its intermediate inputs (goods and services that are used in the production of other goods and services).

Outdoor Recreation Value Added by Industry

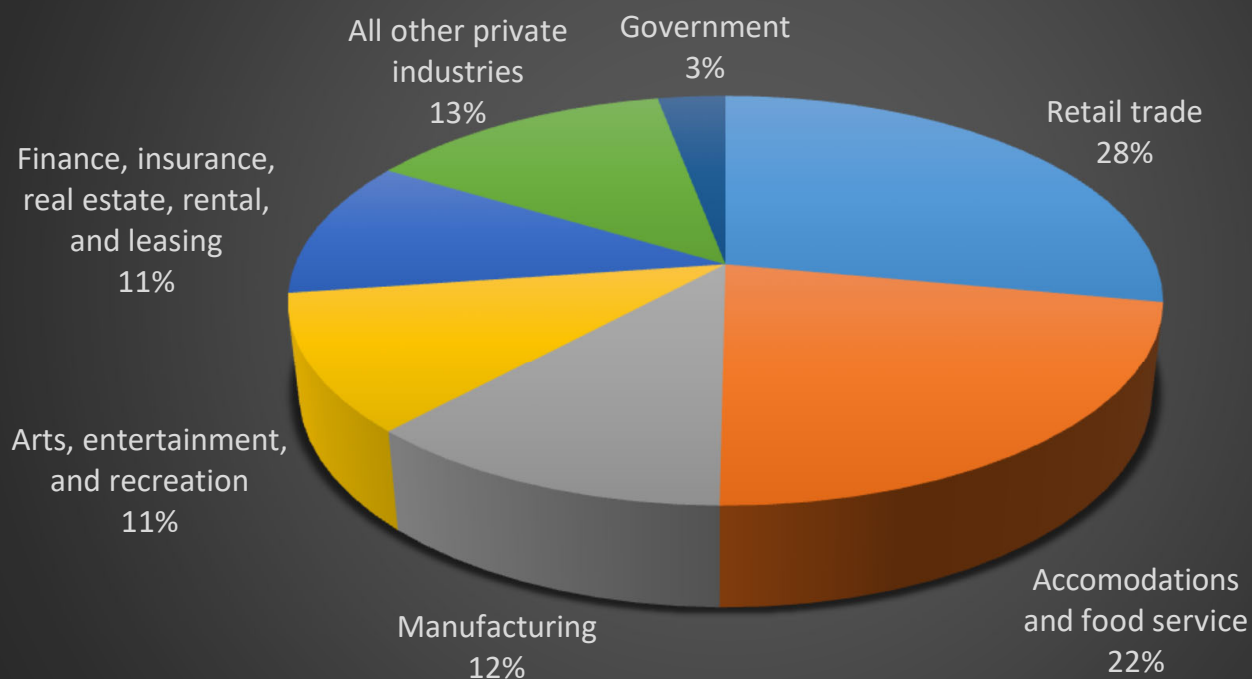
The industry that added the most value to New Hampshire's outdoor recreation GDP was *Retail trade*, which added \$757 million of value to outdoor recreation GDP in 2017. This accounted for 27.9 percent of outdoor recreation GDP. *Accommodations and food service* added \$603 million (22.2 percent), followed by *Manufacturing*, which added \$317 million (11.7 percent).

Nationwide, *Retail trade* and *Accommodations and food service* contributed the most value to outdoor recreation GDP. However, they contributed a smaller share of total value added in the U.S. overall, where they accounted for 36 percent of outdoor recreation GDP.

All other private industries accounted for 27 percent of outdoor recreation GDP in the U.S. overall, a much larger share than the 13 percent these industries contributed in New Hampshire. *Government* contributed six percent of value added nationwide, while it contributed only three percent of value added in New Hampshire.

- Greg David, Economist

New Hampshire Outdoor Recreation Value Added By Industry, 2017

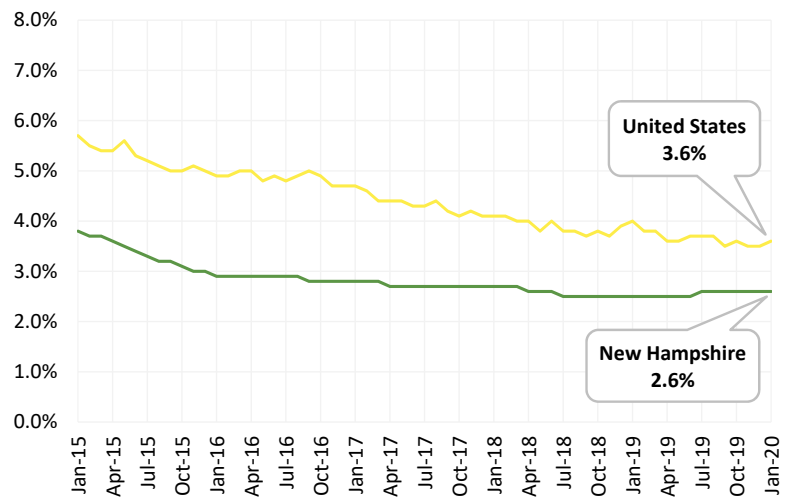


Source: U.S. Bureau of Economic Analysis

SEASONALLY ADJUSTED ESTIMATES

Unemployment Estimates by Region

Seasonally Adjusted	Jan-20	Dec-19	Jan-19
United States	3.6%	3.5%	4.0%
Northeast	3.8%	3.8%	3.8%
New England	3.0%	3.0%	3.2%
Connecticut	3.7%	3.8%	3.8%
Maine	3.1%	3.0%	3.2%
Massachusetts	2.8%	2.8%	3.1%
New Hampshire	2.6%	2.6%	2.5%
Rhode Island	3.4%	3.5%	3.7%
Vermont	2.4%	2.4%	2.4%
Mid Atlantic	4.1%	4.1%	4.0%
New Jersey	3.8%	3.7%	3.7%
New York	3.8%	3.9%	4.0%
Pennsylvania	4.7%	4.6%	4.1%

Local Area Unemployment Statistics (LAUS)
Unemployment Rate, NH and US

Current Employment Statistics (CES) by Place of Establishment

	Number of Jobs			Change From Previous	
	Jan-20	Dec-19	Jan-19	Month	Year
Total Nonfarm	690,300	685,600	684,600	4,700	5,700
Total Private	600,100	595,600	594,200	4,500	5,900
Mining and Logging	1,000	900	1,000	100	0
Construction	29,200	28,200	27,600	1,000	1,600
Manufacturing	71,100	70,900	71,900	200	-800
Durable Goods	53,500	53,200	53,700	300	-200
Non-Durable Goods	17,600	17,700	18,200	-100	-600
Trade, Transportation, and Utilities	139,400	138,800	140,700	600	-1,300
Wholesale Trade	28,200	28,400	28,200	-200	0
Retail Trade	93,500	92,800	95,400	700	-1,900
Transportation, Warehousing, and Utilities	17,700	17,600	17,100	100	600
Information	12,400	12,400	12,500	0	-100
Financial Activities	34,300	34,600	34,800	-300	-500
Financial and Insurance	27,400	27,600	27,700	-200	-300
Real Estate and Rental and Leasing	6,900	7,000	7,100	-100	-200
Professional and Business Services	84,700	84,500	83,000	200	1,700
Professional, Scientific, and Technical Services	39,700	39,500	38,300	200	1,400
Management of Companies and Enterprises	9,500	9,400	9,300	100	200
Administrative and Support and Waste Management and Remediation Services	35,500	35,600	35,400	-100	100
Education and Health Services	126,500	124,800	124,200	1,700	2,300
Educational Services	31,900	30,500	30,900	1,400	1,000
Health Care and Social Assistance	94,600	94,300	93,300	300	1,300
Leisure and Hospitality	74,000	73,400	73,400	600	600
Arts, Entertainment, and Recreation	12,600	12,500	13,000	100	-400
Accommodation and Food Services	61,400	60,900	60,400	500	1,000
Other Services	27,500	27,100	25,100	400	2,400
Government	90,200	90,000	90,400	200	-200
Federal Government	8,100	8,000	7,800	100	300
State Government	24,300	24,500	24,500	-200	-200
Local Government	57,800	57,500	58,100	300	-300

*Current month
is preliminary;
past months
are revised*

Prior data and area data are available on our website at: www.nhes.nh.gov/elmi/statistics/ces-htm

NOT SEASONALLY ADJUSTED ESTIMATES BY PLACE OF RESIDENCE

Labor Force Estimates

New Hampshire	Jan-20	Dec-19	Jan-19
Total Civilian Labor Force	780,930	773,040	766,920
Employed	757,020	755,470	743,750
Unemployed	23,910	17,570	23,170
Unemployment Rate	3.1%	2.3%	3.0%

United States (# in thousands)	Jan-20	Dec-19	Jan-19
Total Civilian Labor Force	163,497	164,007	162,104
Employed	156,994	158,504	154,964
Unemployed	6,504	5,503	7,140
Unemployment Rate	4.0%	3.4%	4.4%

Unemployment Rates by Area

Counties	Jan-20	Dec-19	Jan-19
Belknap	3.2%	2.2%	3.3%
Carroll	3.2%	2.2%	3.3%
Cheshire	3.2%	2.1%	3.0%
Coös	4.1%	2.8%	4.4%
Grafton	2.6%	1.8%	2.5%
Hillsborough	3.1%	2.2%	3.3%
Merrimack	2.7%	1.8%	2.8%
Rockingham	3.3%	2.3%	3.5%
Strafford	2.7%	1.9%	2.8%
Sullivan	2.9%	1.8%	2.6%

Map Key	Labor Market Areas	Jan-20	Dec-19	Jan-19
1	Colebrook, NH-VT LMA, NH Portion	3.8%	2.5%	4.4%
2	Littleton, NH-VT LMA, NH Portion	3.1%	2.2%	3.1%
3	Berlin NH Micropolitan NECTA	4.7%	3.2%	5.1%
4	Haverhill, NH LMA	3.4%	2.1%	3.6%
5	Conway, NH-ME LMA, NH Portion	2.9%	2.1%	2.9%
6	Plymouth, NH LMA	2.6%	1.8%	2.4%
7	Lebanon, NH-VT Micropolitan NECTA, NH Portion	2.3%	1.7%	2.2%
8	Meredith, NH LMA	3.0%	1.9%	3.3%
9	Wolfeboro, NH LMA	3.5%	2.4%	3.9%
10	Franklin, NH LMA	3.3%	2.2%	3.6%
11	Laconia, NH Micropolitan NECTA	3.2%	2.4%	3.3%
12	Expanded Claremont, NH estimating area	3.0%	1.8%	2.8%
13	New London, NH LMA	2.6%	1.8%	2.5%
14	Concord, NH Micropolitan NECTA	2.6%	1.8%	2.6%
15	Belmont, NH LMA	3.3%	2.1%	3.5%
16	Dover-Durham, NH-ME Metropolitan NECTA, NH Portion	2.7%	1.9%	2.8%
17	Charlestown, NH LMA	3.0%	1.9%	2.5%
18	Hillsborough, NH LMA	2.7%	1.9%	2.8%
19	Raymond, NH LMA	3.2%	2.0%	3.1%
20	Manchester, NH Metropolitan NECTA	2.8%	2.0%	3.0%
21	Portsmouth, NH-ME Metropolitan NECTA, NH Portion	2.8%	1.9%	2.9%
22	Keene, NH Micropolitan NECTA	3.1%	2.1%	2.9%
23	Peterborough, NH LMA	3.0%	2.0%	3.1%
24	Nashua, NH-MA NECTA Division, NH Portion	3.3%	2.3%	3.5%
25	Seabrook-Hampstead Area, NH Portion, Haverhill-Newburyport-Amesbury MA-NH NECTA Division	3.8%	2.7%	4.2%
26	Hinsdale Town, NH Portion, Brattleboro, VT-NH LMA	4.5%	3.2%	4.4%
27	Pelham Town, NH Portion, Lowell-Billerica-Chelmsford, MA-NH NECTA Division	4.2%	2.9%	4.4%
28	Salem Town, NH Portion, Lawrence-Methuen-Salem, MA-NH NECTA Division	4.0%	2.7%	4.0%

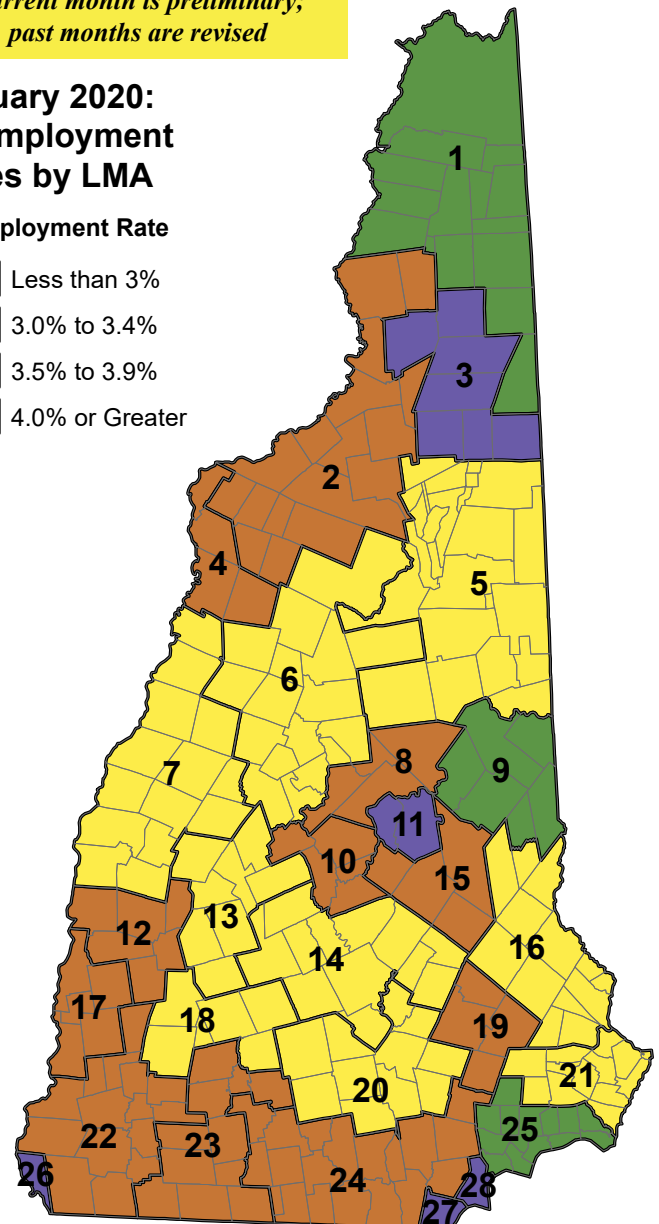
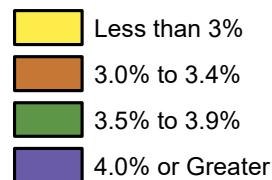
Unemployment Rates by Region

Not Seasonally Adjusted	Jan-20	Dec-19	Jan-19
United States	4.0%	3.4%	4.4%
Northeast	4.3%	3.6%	4.4%
New England	3.7%	2.7%	3.9%
Connecticut	4.4%	3.2%	4.6%
Maine	4.1%	2.9%	4.1%
Massachusetts	3.4%	2.4%	3.7%
New Hampshire	3.1%	2.3%	3.0%
Rhode Island	4.0%	3.2%	4.6%
Vermont	3.0%	2.1%	2.9%
Mid Atlantic	4.5%	3.9%	4.6%
New Jersey	4.4%	3.6%	4.3%
New York	4.1%	3.7%	4.8%
Pennsylvania	5.1%	4.5%	4.6%

*Current month is preliminary;
past months are revised*

January 2020:
Unemployment
Rates by LMA

Unemployment Rate



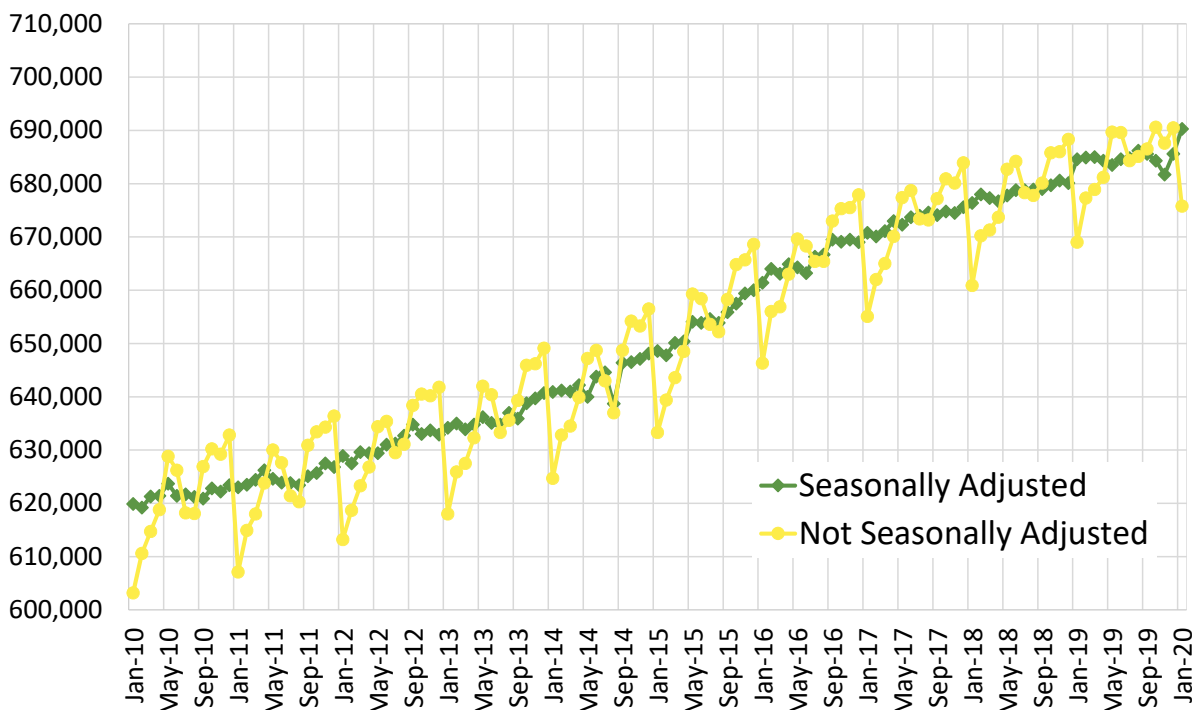
MONTHLY ESTIMATES BY PLACE OF ESTABLISHMENT

New Hampshire Nonfarm Employment Statewide
Not Seasonally Adjusted

*Current month
is preliminary;
past months
are revised*

	Number of Jobs			Change From Previous	
	Jan-20	Dec-19	Jan-19	Month	Year
Total Nonfarm	675,800	690,500	669,000	-14,700	6,800
Total Private	586,000	596,100	579,900	-10,100	6,100
Mining and Logging	900	900	900	0	0
Construction	27,600	27,700	25,900	-100	1,700
Manufacturing	71,000	71,100	71,600	-100	-600
Durable Goods	53,400	53,300	53,500	100	-100
Non-Durable Goods	17,600	17,800	18,100	-200	-500
Trade, Transportation, and Utilities	138,600	141,800	139,900	-3,200	-1,300
Wholesale Trade	28,100	28,400	28,000	-300	100
Retail Trade	93,000	94,900	94,900	-1,900	-1,900
Transportation, Warehousing, and Utilities	17,500	18,500	17,000	-1,000	500
Information	12,400	12,400	12,400	0	0
Financial Activities	33,900	34,700	34,400	-800	-500
Professional and Business Services	82,700	84,400	80,900	-1,700	1,800
Education and Health Services	122,900	127,800	120,200	-4,900	2,700
Leisure and Hospitality	68,500	68,300	69,000	200	-500
Other Services	27,500	27,000	24,700	500	2,800
Government	89,800	94,400	89,100	-4,600	700
Federal Government	8,000	8,100	7,700	-100	300
State Government	21,800	26,300	21,500	-4,500	300
Local Government	60,000	60,000	59,900	0	100

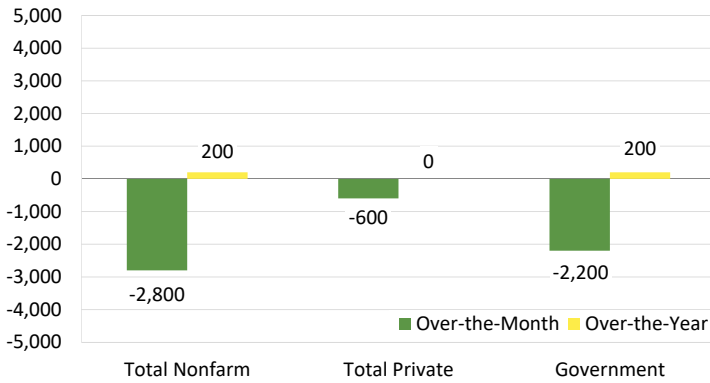
Total Nonfarm Employment Trend Through January 2020



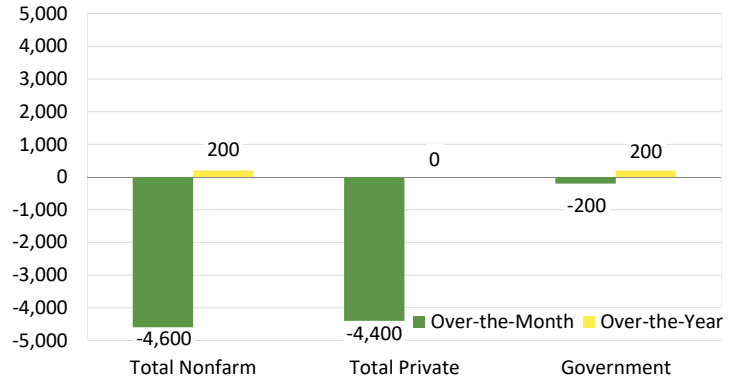
MONTHLY ESTIMATES BY PLACE OF ESTABLISHMENT

Nonfarm Employment by Metropolitan Statistical Areas - January 2020

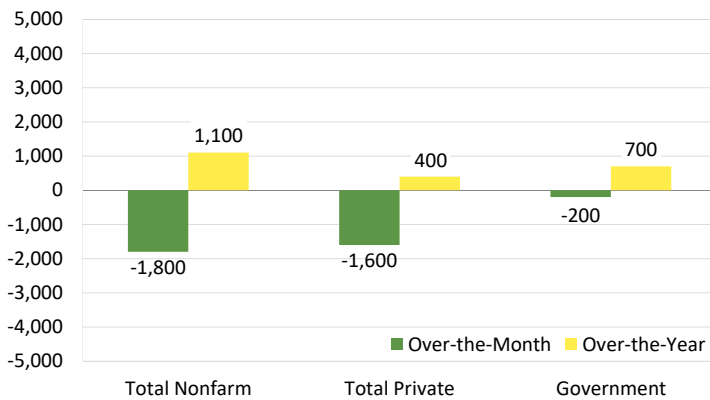
Dover-Durham NH-ME Metro NECTA



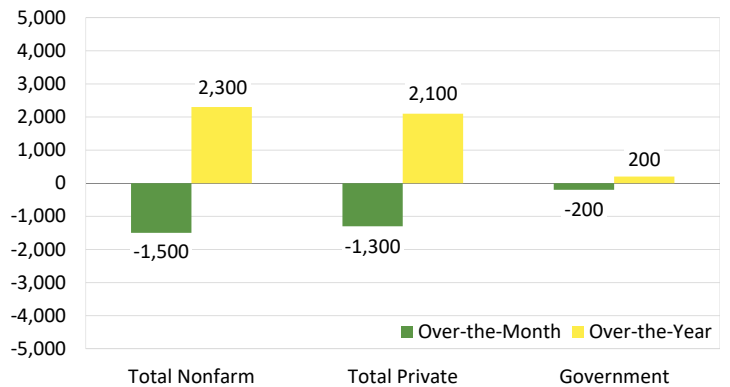
Manchester Metro NECTA



Portsmouth NH-ME Metro NECTA

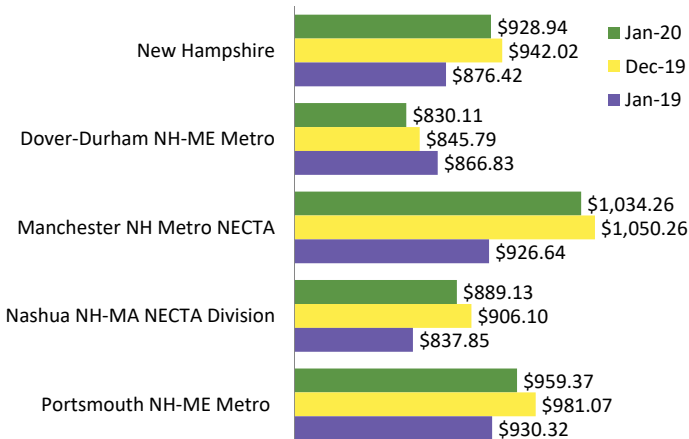


Nashua NH-MA NECTA Division

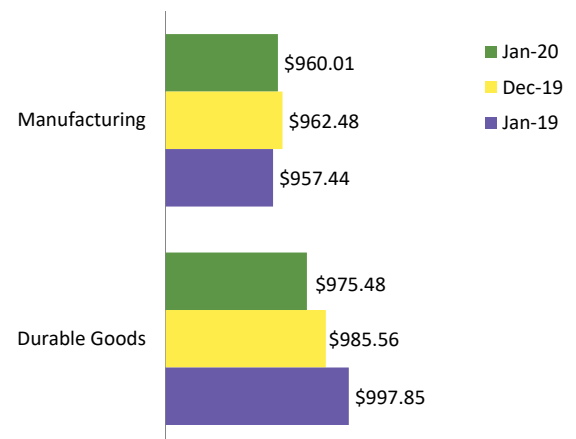


Total Private Average Weekly Earnings Data

All Employee Average Weekly Earnings



Production Workers Average Weekly Earnings

Sector data for the four areas and hours earnings data are available on our website: www.nhes.nh.gov/elmi/statistics/ces-data.htm

MONTHLY ANALYSIS OF CURRENT EMPLOYMENT STATISTICS (CES)

Seasonally Adjusted

Total Nonfarm employment increased by 4,700 jobs in January, according to preliminary seasonally adjusted estimates. Eight private industry supersectors experienced over-the-month employment gains in January, one experienced an over-the-month employment loss, and one supersector was unchanged. *Private Education and Health Services* expanded by 1,700 positions and *Construction* added 1,000 jobs. *Trade, Transportation, and Utilities* and *Leisure and Hospitality* each increased payrolls by 600 jobs over-the-month. *Other Services* added 400 positions, while *Manufacturing* and *Professional and Business Services* each gained 200 jobs. *Mining and Logging* increased by 100 jobs; *Information* was unchanged from December; and *Financial Activities* declined by 300 positions over the month. *Government* employment increased by 200 jobs from December to January.

Total seasonally adjusted Nonfarm employment increased by 5,700 jobs from January 2019 to January 2020. *Other Services* expanded payrolls by 2,400 and *Private Education and Health Services* added 2,300 positions. *Professional and Business Services* gained 1,700 jobs, while *Construction* increased by 1,600 jobs. *Leisure and Hospitality* added 600 jobs over-the-year.

Four supersectors experienced over-the-year employment losses. *Trade, Transportation, and Utilities* cut payrolls by 1,300 positions, while *Manufacturing* shed 800 jobs. *Financial Activities* cut 500 positions and *Information* trimmed 100 jobs. *Government* employment decreased by 200 jobs over-the-year.

Not Seasonally Adjusted

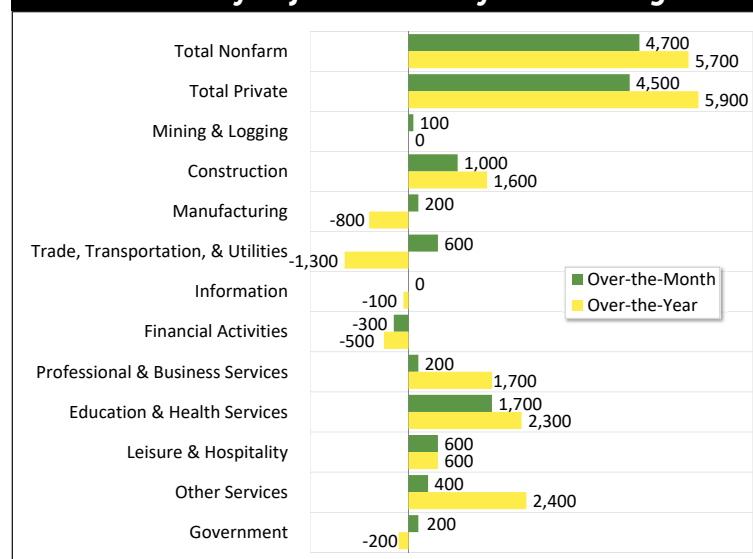
Preliminary unadjusted estimates for January show that *Total Nonfarm* employment increased by 6,800 jobs over-the-year. *Other Services* gained 2,800 positions and *Private Education and Health Services* increased payrolls by 2,700 jobs. *Professional and Business Services* added 1,800 positions, while *Construction* gained 1,700 jobs. *Mining and Logging* and *Information* were unchanged. *Government* employment increased by 700 from January 2019 to January 2020.

Four private industry supersectors experienced an over-the-year employment loss. *Trade, Transportation, and Utilities* declined by 1,300 jobs over-the-year. *Manufacturing* shed 600 jobs, while *Financial Activities* and *Leisure and Hospitality* each trimmed payrolls by 500 positions.

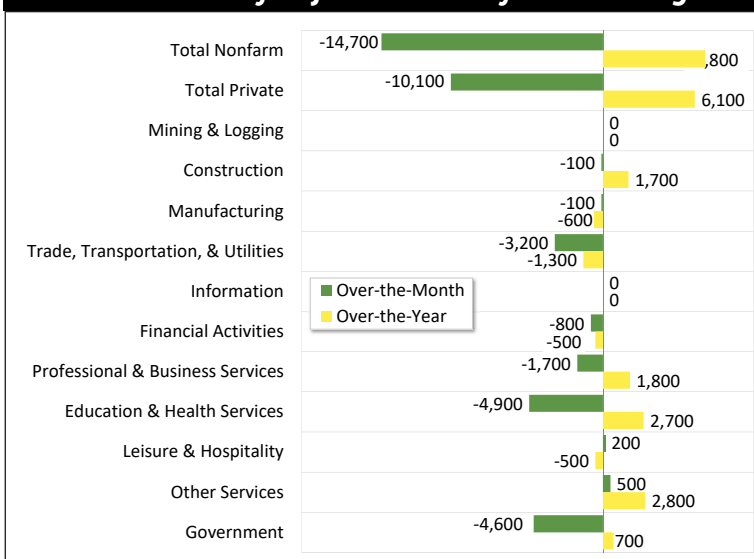
Unadjusted estimates provide a snapshot of the number of New Hampshire jobs by industry in any given month. However, over-the-month changes to unadjusted employment estimates reflect both changes in economic conditions and seasonal patterns of employment growth and decline. All industries experience seasonal changes to some degree, although these patterns tend to be more obvious in *Leisure and Hospitality*; *Trade, Transportation, and Utilities* and *Construction*. Over-the-month changes to unadjusted employment estimates should not be compared without consideration for the normal seasonal pattern of the appropriate industries. The most appropriate method for the comparison of unadjusted monthly data is to compare the estimates for the same month in different years; as this will minimize, but not eliminate, the effect of seasonal employment patterns on observed changes.

— Robert Cote, Research Analyst

Seasonally Adjusted January 2020 Change



Not Seasonally Adjusted January 2020 Change



Consumer Price Index

United States, All Urban Consumers

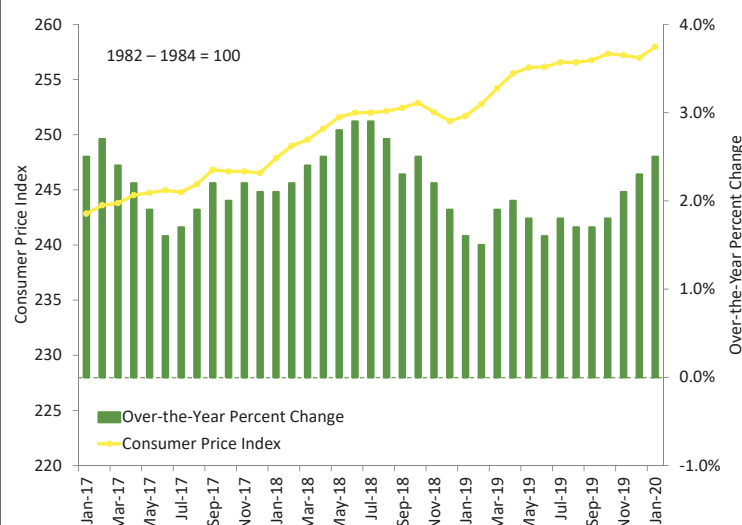
Not Seasonally Adjusted (CPI-U) (1982-1984=100)

			Change From Previous	
Jan-20	Dec-19	Jan-19	Month	Year
257.971	256.974	251.712	0.4%	2.5%

Northeast, All Urban Consumers

Not Seasonally Adjusted (CPI-U) (1982-1984=100)

			Change From Previous	
Jan-20	Dec-19	Jan-19	Month	Year
272.316	270.429	266.109	0.7%	2.3%

Consumer Price Index
United States, All Urban Consumers

Unemployment Compensation Claims Activity

	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20
Initial Claims	1,718	1,347	1,722	1,826	2,889	2,453
Continued Weeks Claimed	11,430	11,894	10,740	11,075	15,776	16,595
Average payment for a week of unemployment	\$327.39	\$350.50	\$355.87	\$346.83	\$337.03	\$333.42

New Hampshire Economic Conditions is published monthly in coordination with the Bureau of Labor Statistics and the Employment Training Administration of the U.S. Department of Labor.

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 NHES is an Equal Opportunity Employer and complies with the Americans with Disabilities Act.
 Auxiliary aids and services are available upon request to individuals with disabilities.

New Hampshire Employment Security
Local Offices

Berlin	752-5500	Claremont	543-3111
Concord	228-4100	Conway	447-5924
Keene	352-1904	Laconia	524-3960
Littleton	444-2971	Manchester	627-7841
Nashua	882-5177	Portsmouth	436-3702
Salem	893-9185	Somerset	742-3600

Claims calls: 1-800-266-2252

New Hampshire Employment Security
Economic and Labor Market Information Bureau

General Information	(603) 228-4124
	www.nhes.nh.gov/elmi
Research Unit	228-4173
Economist	229-4427
Covered Employment & Wages	228-4060
Current Employment Statistics	228-4175
Local Area Unemployment Statistics	228-4167
Occupational Employment Statistics	229-4315

