

# Driving New Hampshire's Economy

## Annual Contribution of New Hampshire's New-Car Dealers

Numbers reflect annual economic activity during 2021.



**129**  
**DEALERSHIPS**  
(new car)



**10,791**  
**TOTAL JOBS**  
(created by dealerships)  
Includes 6,307 direct jobs and  
4,485 indirect and induced jobs.



**49**  
**EMPLOYEES**  
(average per  
dealership)



**\$7.4B**  
**TOTAL SALES**  
(all dealerships)



**\$568M**  
**PAYROLL**

<b>\$90,025</b> Average Annual Earnings	<b>\$154M</b> State and Federal Income Taxes Paid
---	---

Includes income taxes paid for direct,  
indirect and induced jobs.



**0.6%**  
**REGISTRATIONS**  
New Hampshire's Share of Total  
U.S. New-Vehicle Registrations

**\$0**  
**STATE SALES  
TAX PAID**

Source: Center for Automotive Research,  
NADA Industry Analysis, IHS Markit,  
Taxfoundation.org, U.S. Bureau of Labor  
Statistics, U.S. Census Bureau



**NATIONAL AUTOMOBILE DEALERS ASSOCIATION**

NADA Industry Analysis | 8484 Westpark Drive, Suite 500, Tysons, VA 22102 | 800.557.6232 | [economics@nada.org](mailto:economics@nada.org)  
NADA Legislative Affairs | 412 First St. SE | Washington, DC 20003 | 202 547-5500 | [legislative@nada.org](mailto:legislative@nada.org)