2020 Small Business Profile

U.S. SMALL BUSINESS ADMINISTRATION
OFFICE OF ADVOCACY
REGULATION • RESEARCH • OUTREACH

Oregon

387,819 Small Businesses
99.4% of Oregon Businesses

871,241 Small Business Employees
54.6% of Oregon Employees

EMPLOYMENT
17,795
net new jobs

DIVERSITY
42,869
self–employed minorities

TRADE
5,231
small business exporters

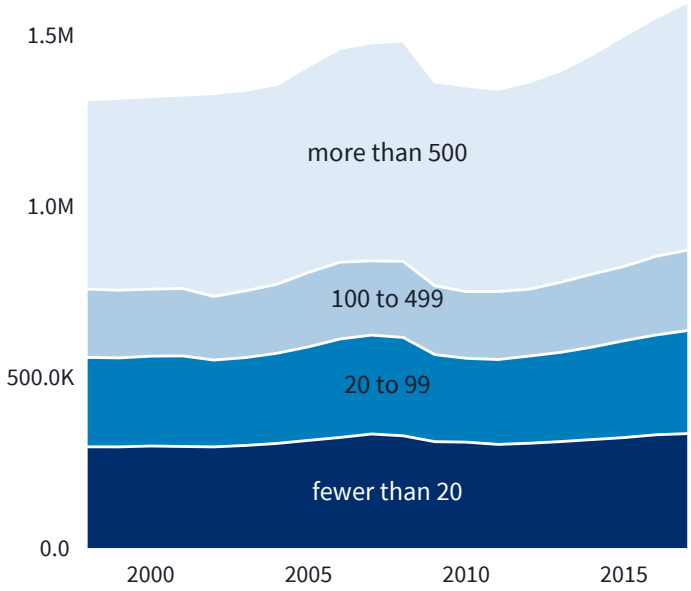
A note on COVID–19: This report uses the most up-to-date government data to present a unique snapshot of small businesses. The BLS employment estimates capture the early stages of the pandemic. All other sources reflect data collected prior to the pandemic.

Overall Economy

- In the fourth quarter of 2019, Oregon grew at an annual rate of 2.4%, which was faster than the overall US growth rate of 2.1%. Oregon's 2019 overall growth rate of 2.7% was down from the 2018 rate of 3.8%. (Source: BEA)
- In April 2020, the unemployment rate was 14.2%, up from 4.0% in April 2019. This was below the April 2020 national unemployment rate of 14.7%. (Source: CPS)

Employment

Figure 1: Oregon Employment by Business Size (Employees)



- Oregon small businesses employed 871,241 people, or 54.6% of the private workforce, in 2017. (Source: SUSB)
- Firms with fewer than 20 employees have the largest share of small business employment. Figure 1 provides further details on firms with employees. (Source: SUSB)
- Private-sector employment decreased 14.4% during the 12-month period ending in April 2020. This was below the increase of 1.7% during the prior 12-month period. (Source: CES)
- The number of proprietors increased in 2018 by 2.9% relative to the previous year. (Source: BEA)
- Small businesses created 17,795 net jobs in 2019. Firms employing fewer than 20 employees experienced the largest gains, adding 14,145 net jobs. The smallest gains were in firms employing 20 to 99 employees, which added 668 net jobs. (Source: BDM)

The Small Business Profiles are produced by the US Small Business Administration's Office of Advocacy (http://advocacy.sba.gov). These profiles define small businesses as firms with fewer than 500 employees. Net small business job change, self–employed minorities, and exporter share statistics are based on 2019 Business Employment Dynamics (BDM), 2018 American Community Survey (ACS), and 2018 International Trade Administration (ITA) data, respectively.

Income and Finance

- The median income for self–employed individuals at their own incorporated businesses was $51,240 in 2018. For self–employed individuals at their own unincorporated firms, median income was $24,693. (Source: ACS)
- The total number of banks decreased by 2 between June 2018 and June 2019 to 16 banks. During the same period, the number of banks with assets under $1 billion decreased by 2 to 15 banks. (Source: FDIC)
- In 2018, Oregon lending institutions reporting under the Community Reinvestment Act issued 84,999 loans under $100,000, a total value of $1.2 billion. (Source: FFIEC)

Median income represents earnings from all sources. Unincorporated self–employment income includes unpaid family workers, a very small percent of the unincorporated self-employed.

Self–Employment Demographics

Figure 2: Oregon Self–Employment Rates by Gender & Demographic, 2018

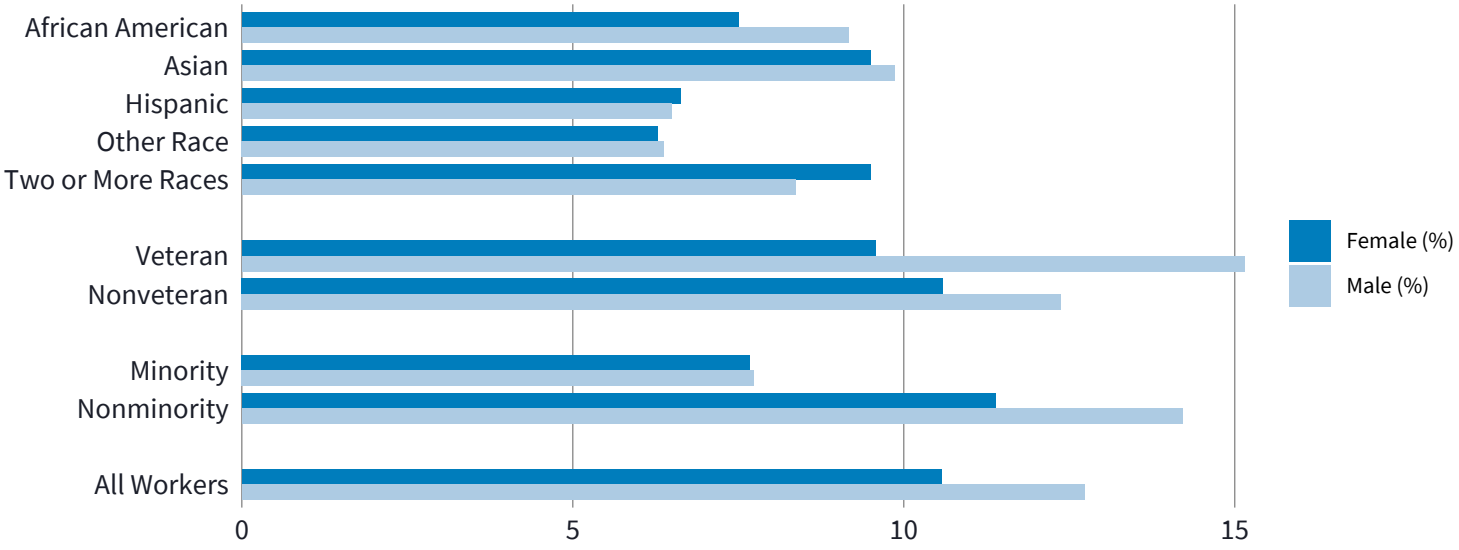
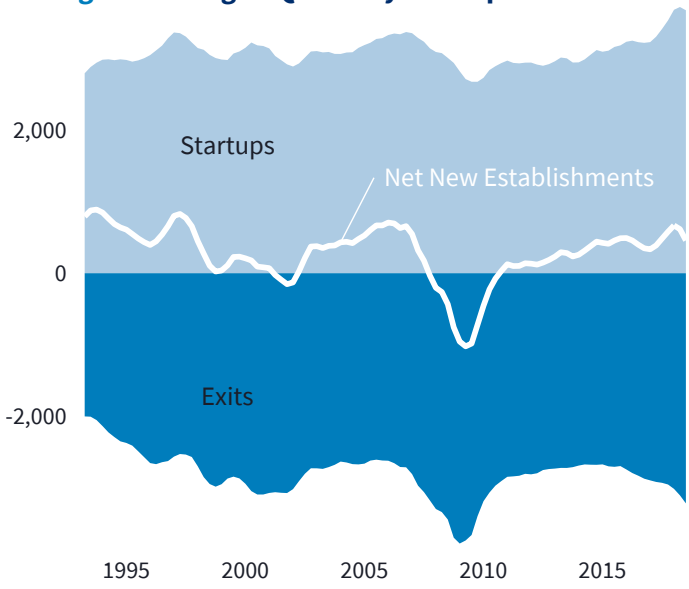


Figure 2 shows the self–employment rate for each demographic group by gender according to the 2018 American Community Survey (ACS). Other Race includes those who selected Alaska Native, American Indian, Native Hawaiian, Pacific Islander, or Some Other Race.

Turnover among Establishments with Employees

Figure 3: Oregon Quarterly Startups and Exits



- In the fourth quarter of 2018, 3,358 establishments started up, generating 10,502 new jobs in Oregon. Startups are counted when business establishments hire at least one employee for the first time. (Source: BDM)
- In the same period, 3,235 establishments exited, resulting in 9,203 jobs lost. Exits occur when establishments go from having at least one employee to having none, and then remain closed for at least one year. (Source: BDM)
- Figure 3 displays quarterly startups and exits from 1993 to 2018. Each series is smoothed across multiple quarters to highlight long-run trends. (Source: BDM)

The BDM data covers only business establishments with employees. BDM refers to startups as births and exits as deaths. These terms are distinct from the BDM openings and closings categories. Openings include seasonal re-openings and closings include seasonal shutterings. Quarterly startup and exit values may not align with Figure 3 due to smoothing.

International Trade

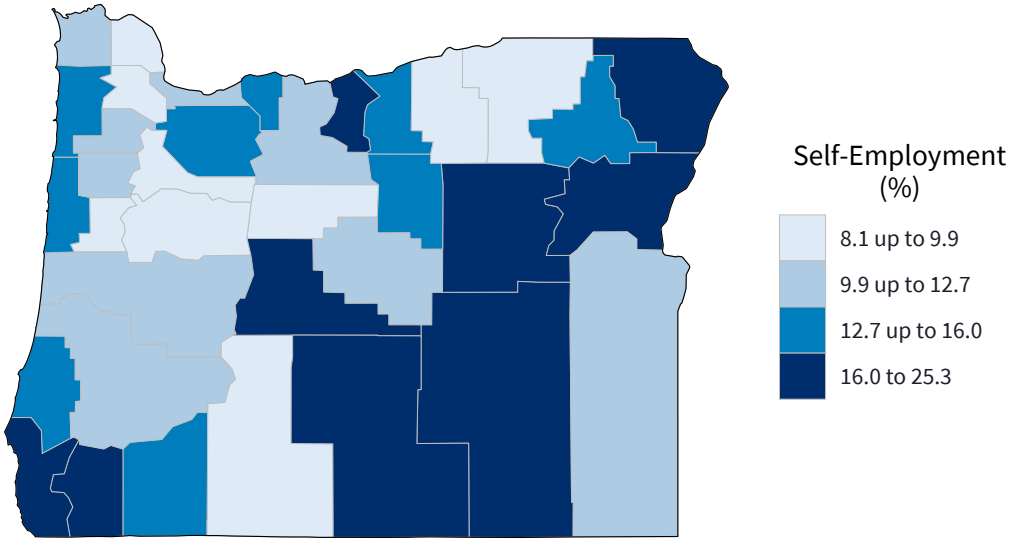
- A total of 5,936 firms exported goods from Oregon in 2018. Of these, 5,231, or 88.1%, were small firms, which generated 24.0% of Oregon's $21.3 billion in total exports. (Source: ITA)

Small Business Employment by Industry and Self–Employment by County

Table 1: Oregon Employment by Industry, 2017

Industry	Small Business Employment	Total Private Employment	Small Business Employment Share
Accommodation and Food Services	132,202	182,550	72.4
Health Care and Social Assistance	120,773	261,317	46.2
Retail Trade	87,750	207,345	42.3
Manufacturing	84,635	174,693	48.4
Construction	80,218	94,574	84.8
Professional, Scientific, and Technical Services	63,635	93,164	68.3
Other Services (except Public Administration)	59,138	67,755	87.3
Administrative, Support, and Waste Management	50,442	105,483	47.8
Wholesale Trade	44,031	77,547	56.8
Transportation and Warehousing	23,694	58,815	40.3
Real Estate and Rental and Leasing	22,360	29,703	75.3
Educational Services	22,195	37,424	59.3
Arts, Entertainment, and Recreation	21,272	28,306	75.2
Finance and Insurance	21,160	62,100	34.1
Information	15,959	40,096	39.8
Agriculture, Forestry, and Fishing and Hunting	12,068	12,773	94.5
Management of Companies and Enterprises	7,542	53,538	14.1
Utilities	1,166	8,034	14.5
Mining, Quarrying, and Oil and Gas Extraction	835	1,254	66.6
Industries Not Classified	166	166	100.0
Total	**871,241**	**1,596,637**	**54.6**

Figure 4: Oregon Self–Employment Rates by County, 2018



Small Businesses by Industry

Table 2: Oregon Small Businesses by Industry and Firm Size, 2017

Industry	1–19 Employees	1–499 Employees	Nonemployer Firms	Total Small Firms
Professional, Scientific, and Technical Services	10,814	11,633	49,719	61,352
Other Services (except Public Administration)	8,621	9,214	34,640	43,854
Real Estate and Rental and Leasing	4,962	5,229	34,772	40,001
Retail Trade	8,191	9,266	26,468	35,734
Construction	11,833	12,666	21,566	34,232
Health Care and Social Assistance	8,943	10,173	23,816	33,989
Arts, Entertainment, and Recreation	1,526	1,791	22,253	24,044
Administrative, Support, and Waste Management	4,479	5,074	17,910	22,984
Transportation and Warehousing	2,214	2,576	19,301	21,877
Accommodation and Food Services	7,198	9,121	5,114	14,235
Manufacturing	3,826	4,905	7,293	12,198
Educational Services	1,143	1,448	9,273	10,721
Finance and Insurance	2,896	3,160	6,373	9,533
Wholesale Trade	3,073	3,894	4,694	8,588
Agriculture, Forestry, and Fishing and Hunting	1,173	1,329	6,405	7,734
Information	1,098	1,315	5,228	6,543
Utilities	90	114	156	270
Mining, Quarrying, and Oil and Gas Extraction	80	97	146	243
Total	**82,255**	**92,692**	**295,127**	**387,819**

Tables 1 and 2 display data from the 2017 Statistics of U.S. Businesses (SUSB). Table 2 includes additional data from the 2017 Nonemployer Statistics (NES). Figure 4 provides estimates of the rate of self–employment among employed civilians, 16 years and over, including both incorporated and unincorporated businesses, from the 2018 American Community Survey (ACS).

References

The Small Business Profiles, source data, and methodology are available at https://go.usa.gov/xvSPA.

ACS American Community Survey, US Census Bureau
BEA Bureau of Economic Analysis, US Department of Commerce
BDM Business Employment Dynamics, BLS
BLS Bureau of Labor Statistics, US Department of Labor
CES Current Employment Statistics, BLS
CPS Current Population Survey, BLS
FDIC Federal Deposit Insurance Corporation
FFIEC Federal Financial Institutions Examination Council
ITA International Trade Administration, US Department of Commerce
NES Nonemployer Statistics, US Census Bureau
SUSB Statistics of US Businesses, US Census Bureau