



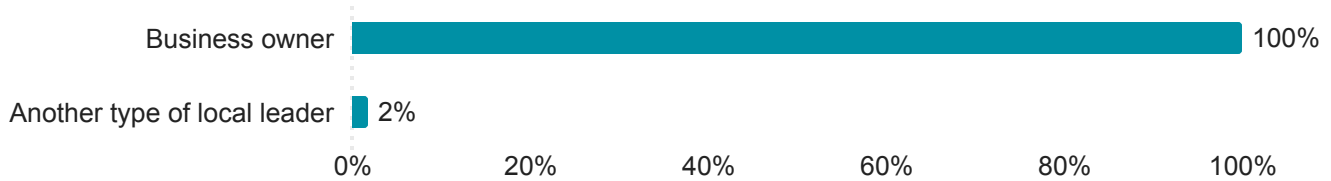
# Spring 2025 Small Business Profiles Survey Oregon Results Report

Total responses from business owners: **116**

## Q1 - Are you a business owner or another type of local leader?

(Please select all that apply.)

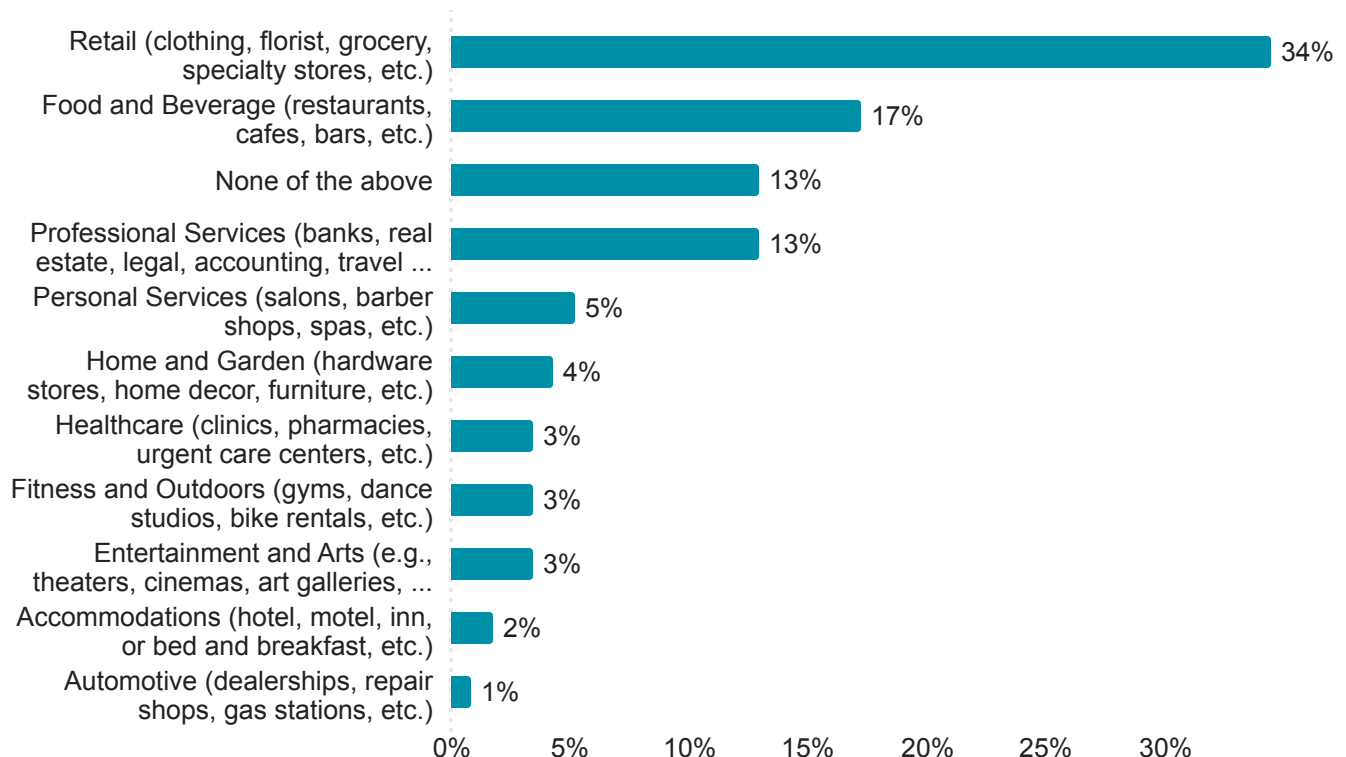
116 Responses



## Q2 - What is the current location of your business? (See closing pages)

## Q3 - Which of the following categories best describes your business? If your exact business type is not listed, please choose the closest category.

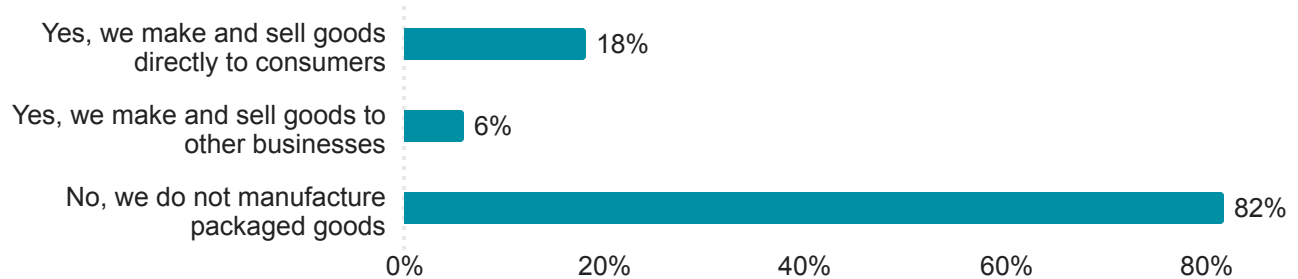
116 Responses



## Q4 - Does your business manufacture, make, or produce packaged goods that you sell?

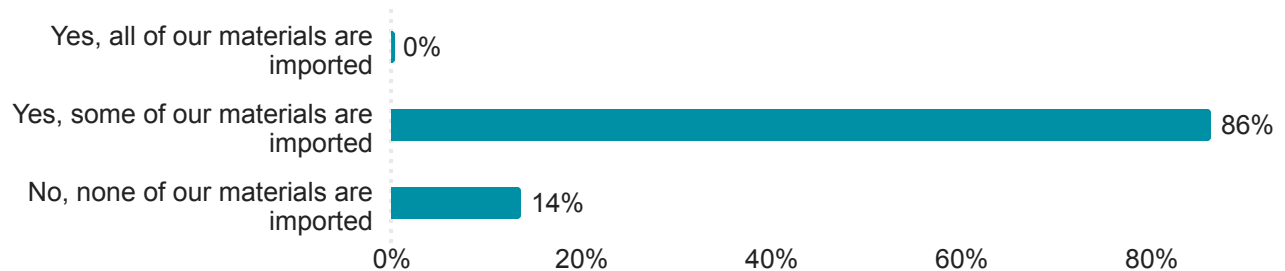
(Please select all that apply.)

116 Responses



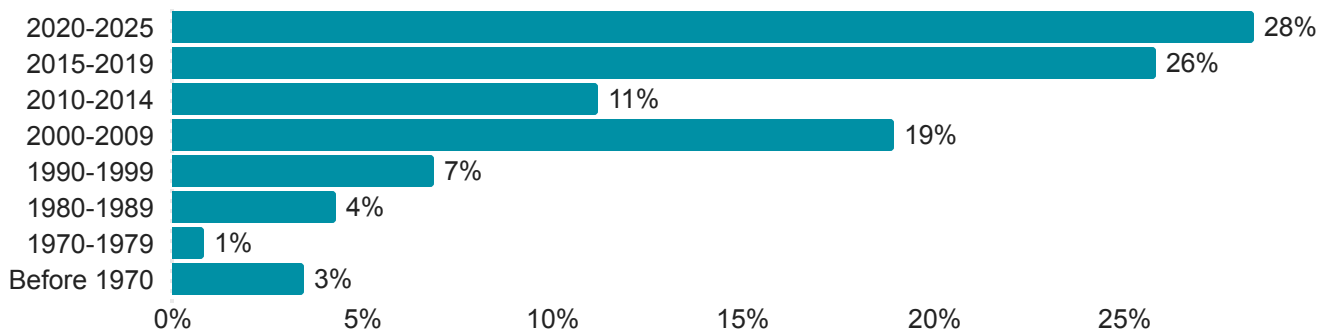
## Q5 - Do you rely on imported goods or materials to make or manufacture your packaged goods?

22 Responses



## Q6 - When did your business open?

116 Responses



## Q7 - How many people does your business currently employ, including yourself?

(Note: Statistics below do not account for responses left blank, indicating 0.)

MSA analysis accounting for blanks that indicate zero:

Full-time (OR): avg = 3.1; median = 2.0; 20% have 0; 52% have 1-2; 96% have < 10; 97% have < 20

Part-time (OR): avg = 2.7; median = 1.0; 42% have 0; 23% have 1-2; 92% have < 10; 99% have < 20

Seasonal/temp (OR): avg = 0.3; median = 0; 91% have 0

Combined (OR): avg = 6.0; median = 3.0; 32% have 1-2; 81% have < 10; 95% have < 20

Full-time (MSA all): avg = 3.3; median = 1; 17% have 0; 52% have 1-2; 93% have < 10; 98% have < 20

Part-time (MSA all): avg = 3.5; median = 1; 39% have 0; 26% have 1-2; 91% have < 10; 97% have < 20

Seasonal/temp (MSA all): avg = 0.3; median = 0; 89% have 0

Combined (MSA all): avg = 7.2; median = 4.0; 32% have 1-2; 80% have < 10; 93% have < 20

### Q7\_1 - Full-time employees

101 Responses

Field	Min	Max	Mean	Median	Standard Deviation	Responses
Full-time employees	0.0	45.0	3.5	2.0	6.5	101

### Q7\_2 - Part-time employees

79 Responses

Field	Min	Max	Mean	Median	Standard Deviation	Responses
Part-time employees	0.0	23.0	4.0	3.0	4.2	79

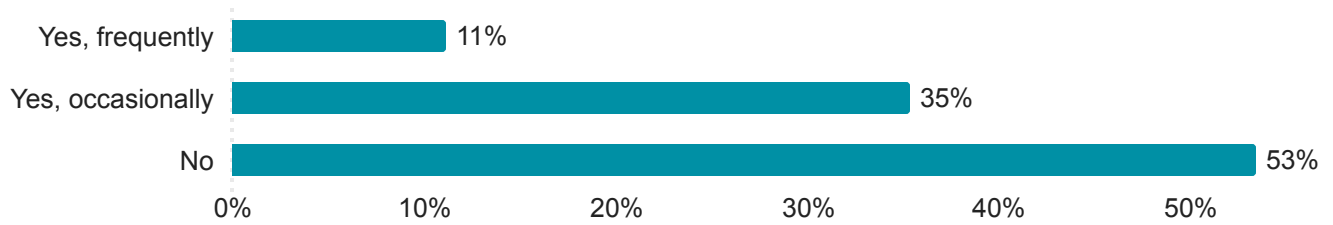
### Q7\_3 - Temporary employees

26 Responses

Field	Min	Max	Mean	Median	Standard Deviation	Responses
Temporary employees	0.0	8.0	1.1	0.0	1.8	26

## Q8 - Do your family or friends ever help staff your business on an unpaid basis?

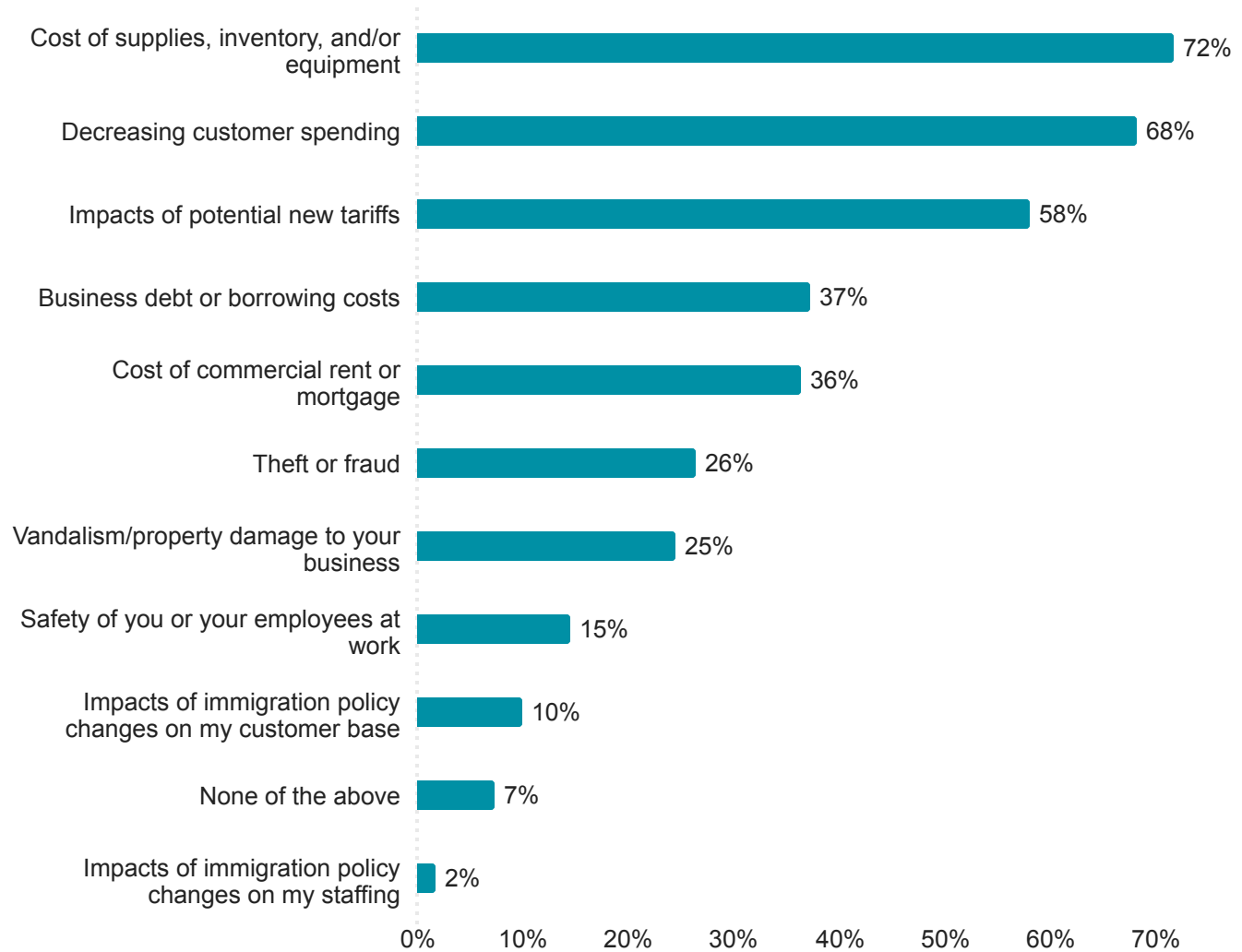
116 Responses



## Q9 - Are any of the following options concerns for you as a business owner?

(Please select all that apply.)

110 Responses

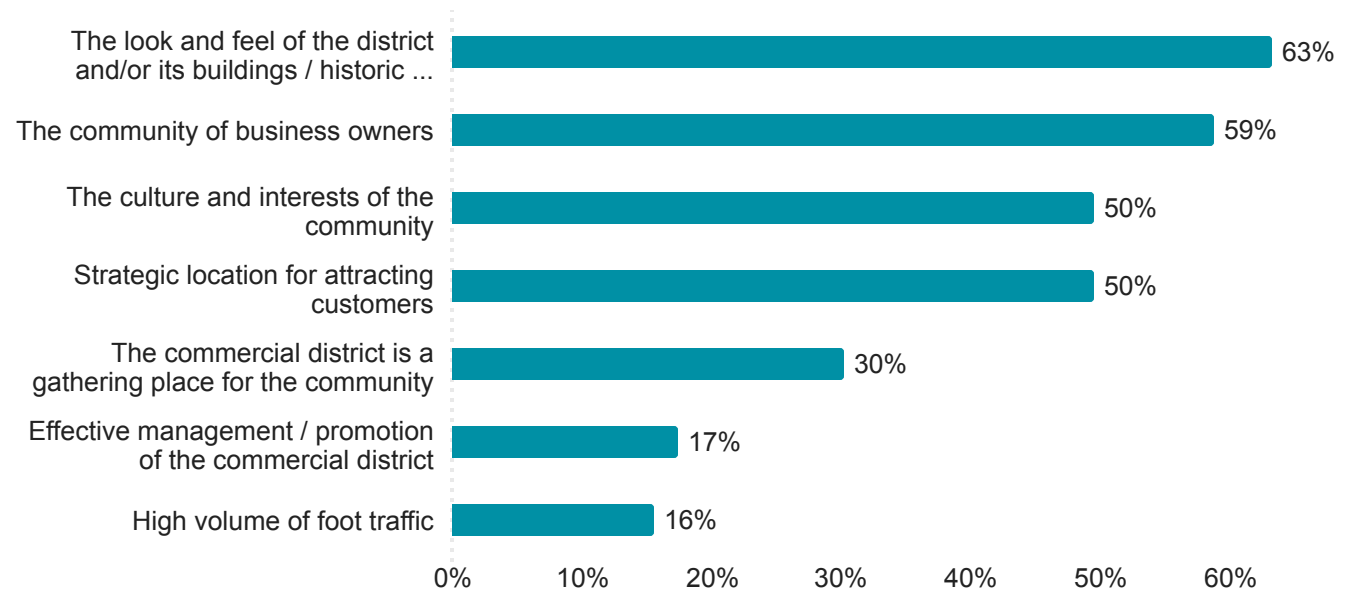


Q10 - Please briefly describe any significant concerns or challenges you're facing as a business owner, whether or not they were captured in the question above. (See closing pages)

## Q11 - What do you like about the community or district where your business is located?

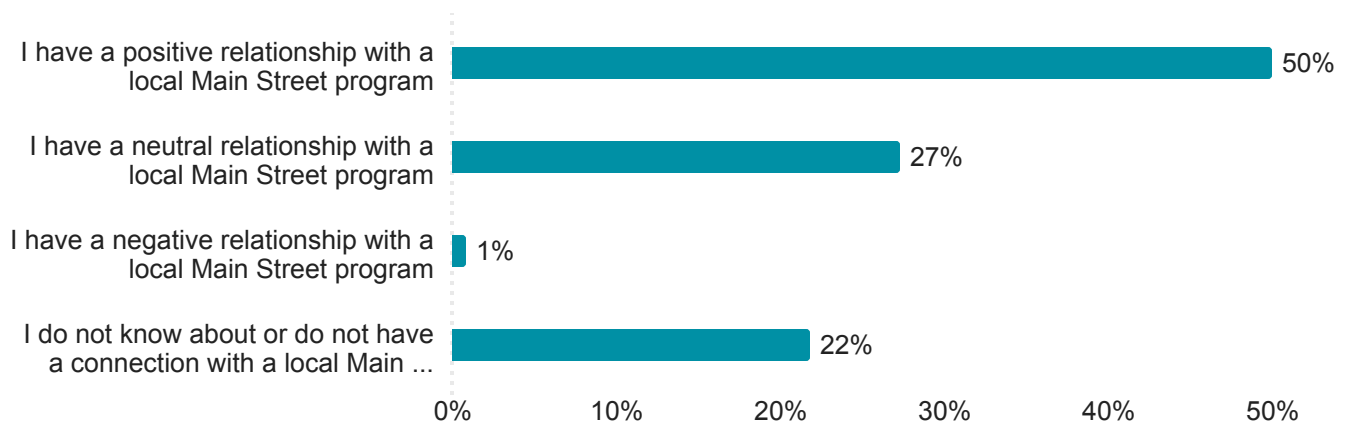
(Please select all that apply.)

109 Responses



## Q12 - Does your business have a connection with a local Main Street program?

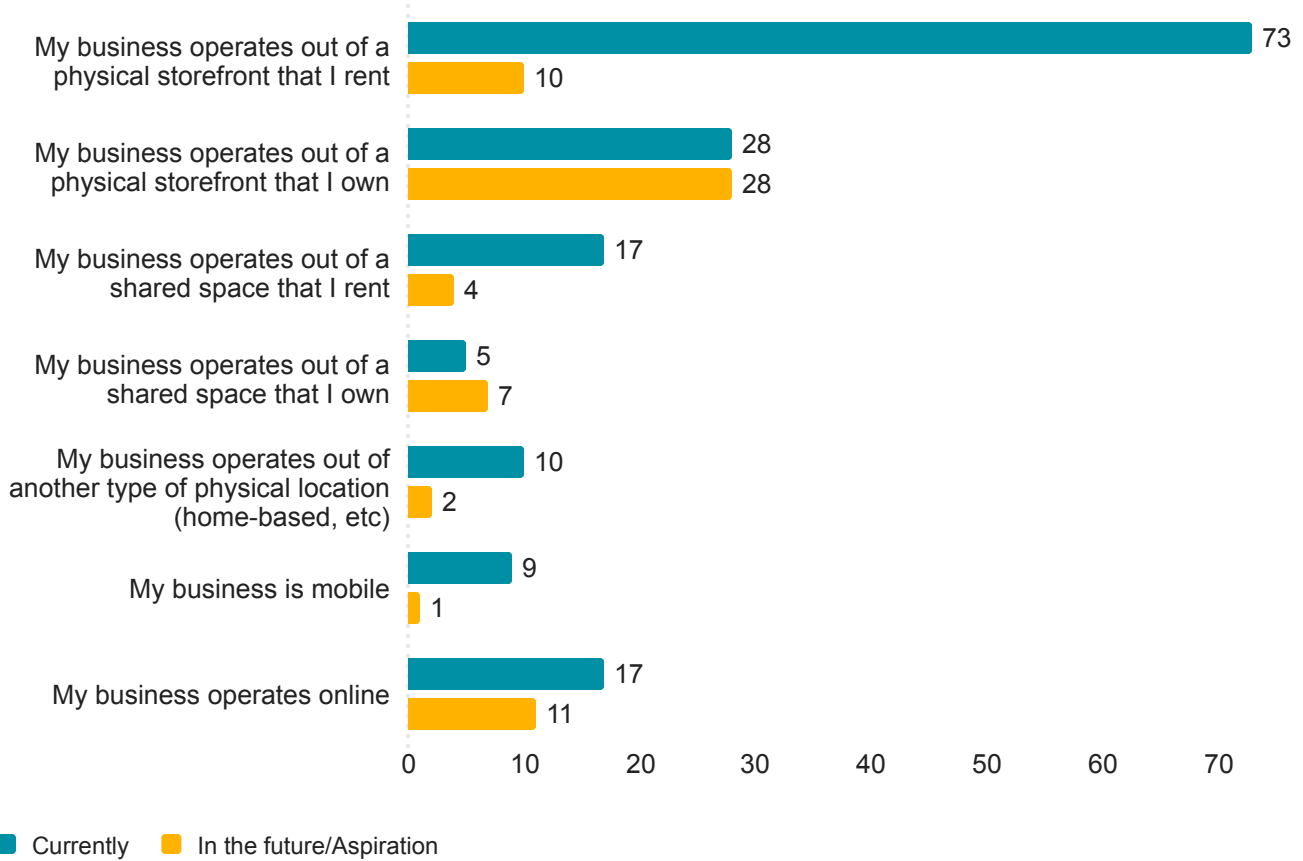
110 Responses



## Q13 - Please select the responses that best describe your current business location.

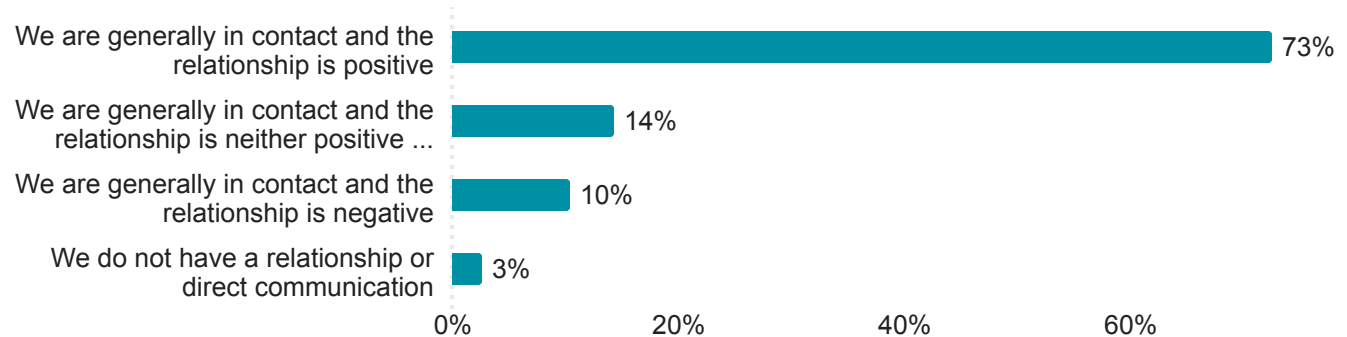
(Please select all that apply.)

110 Responses



## Q14 - As a renter, how would you describe your relationship with the owner of your business location?

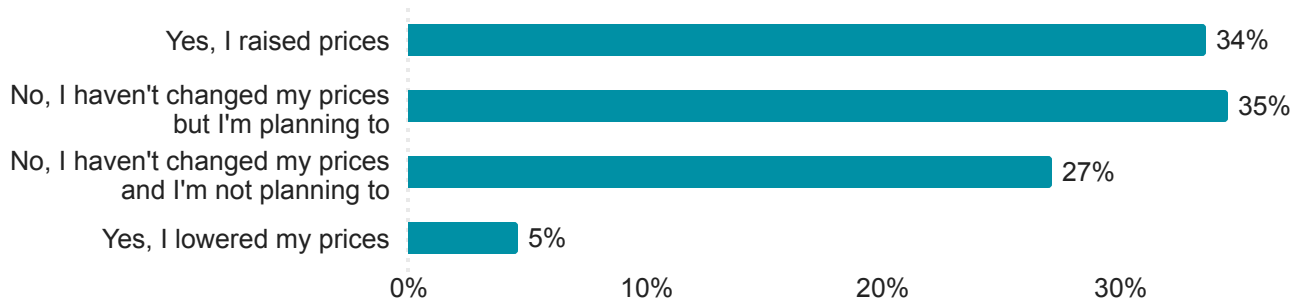
77 Responses





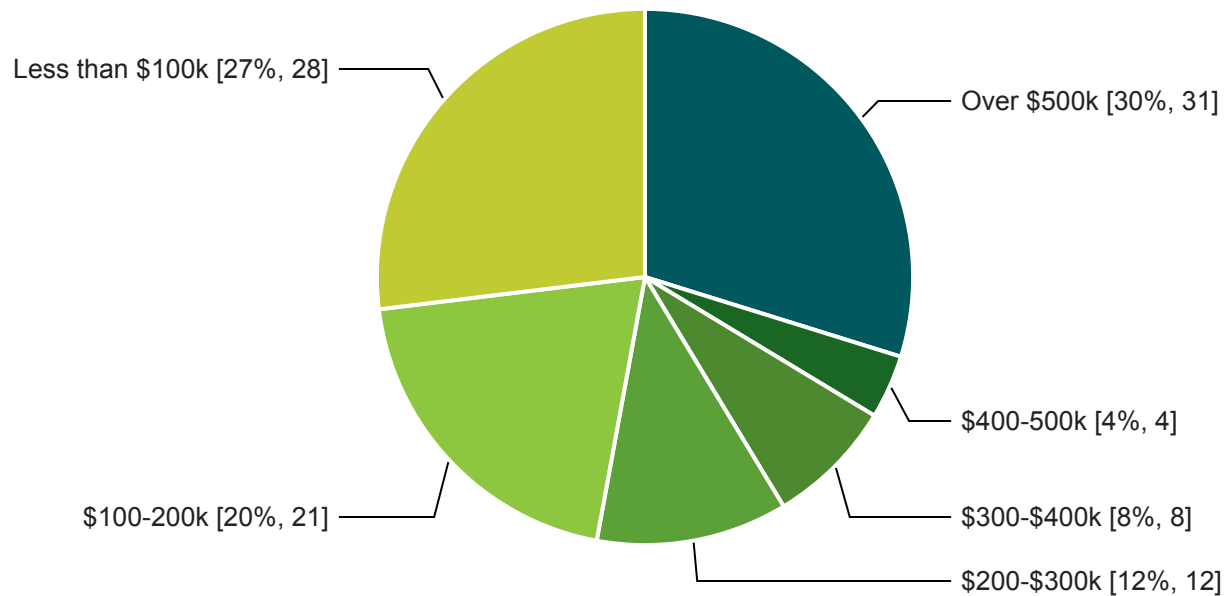
### Q15 - Did you change your pricing in the first quarter of 2025?

107 Responses



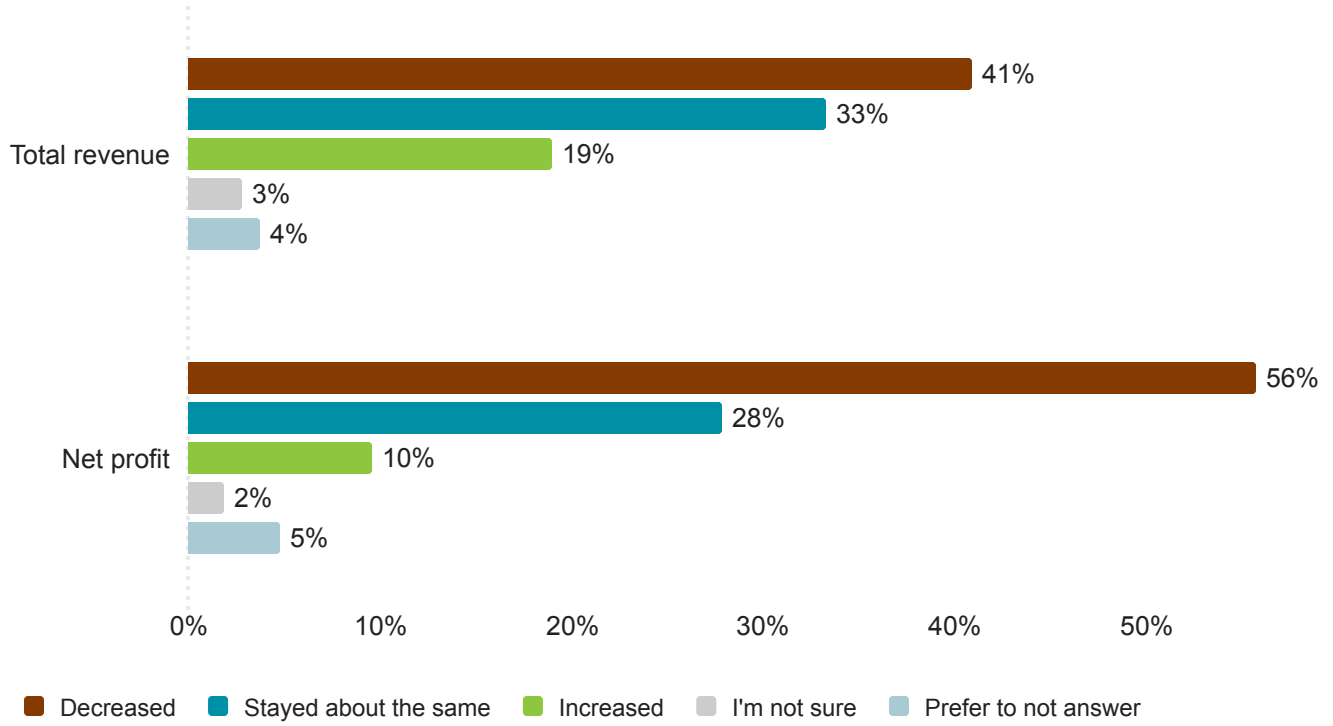
### Q16 - What was the approximate gross revenue of your business in 2024?

104 Responses



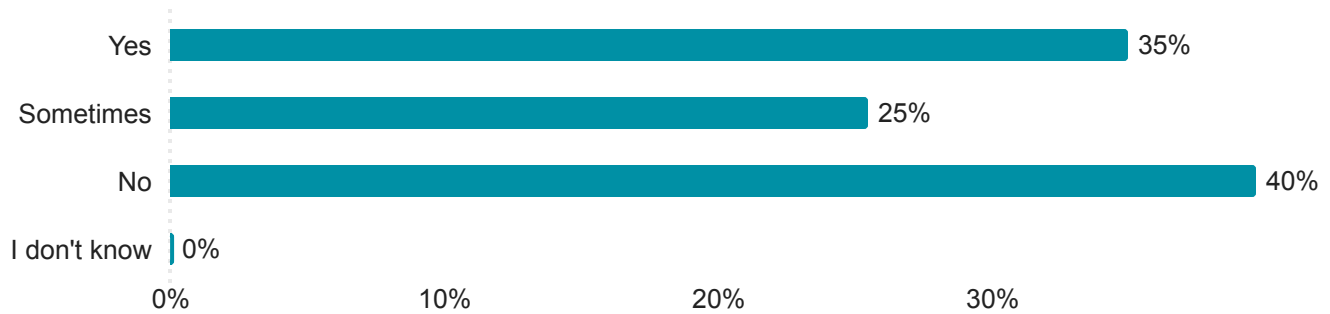
# Q17 - Please indicate how your business finances have changed over the last three months.

107 Responses



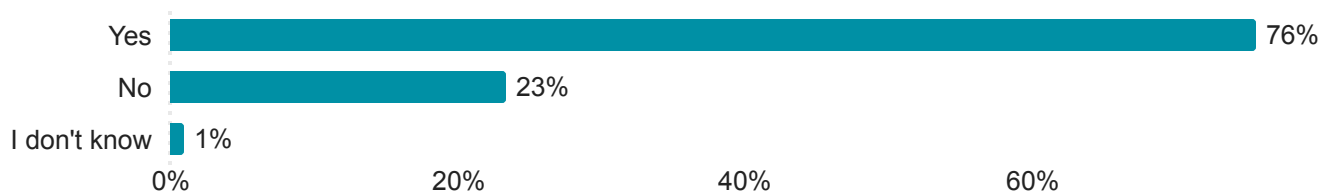
**Q18 - As the business owner, do you earn an income from your business (as a wage or otherwise) that is sufficient to cover basic living expenses in your area?**

106 Responses



**Q19 - Does your household wellbeing depend on the profitability of your business?**

107 Responses



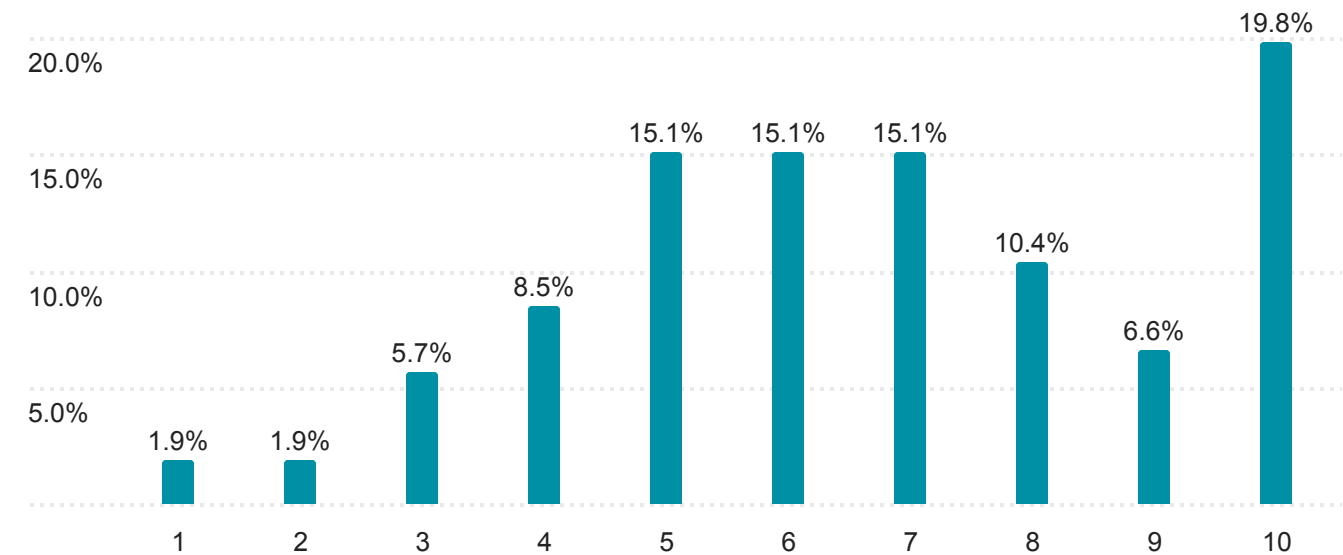
Q20\_1 - Confidence - All

106 Responses

Field	Min	Max	Mean	Median	Standard Deviation	Responses
Confidence	1.0	10.0	6.7	7.0	2.4	106

Q20\_1 - Confidence

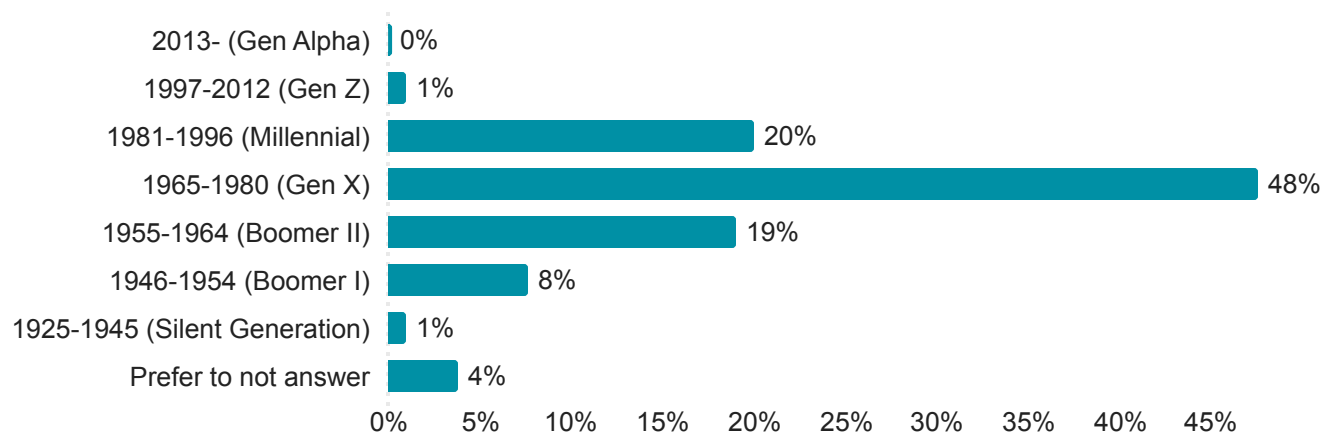
106 Responses



Q21 - Please briefly explain the confidence rating you chose in the question above. What is making you more or less confident about your business success in the upcoming months? (See closing pages)

## Q25 - Please select the time period in which you were born:

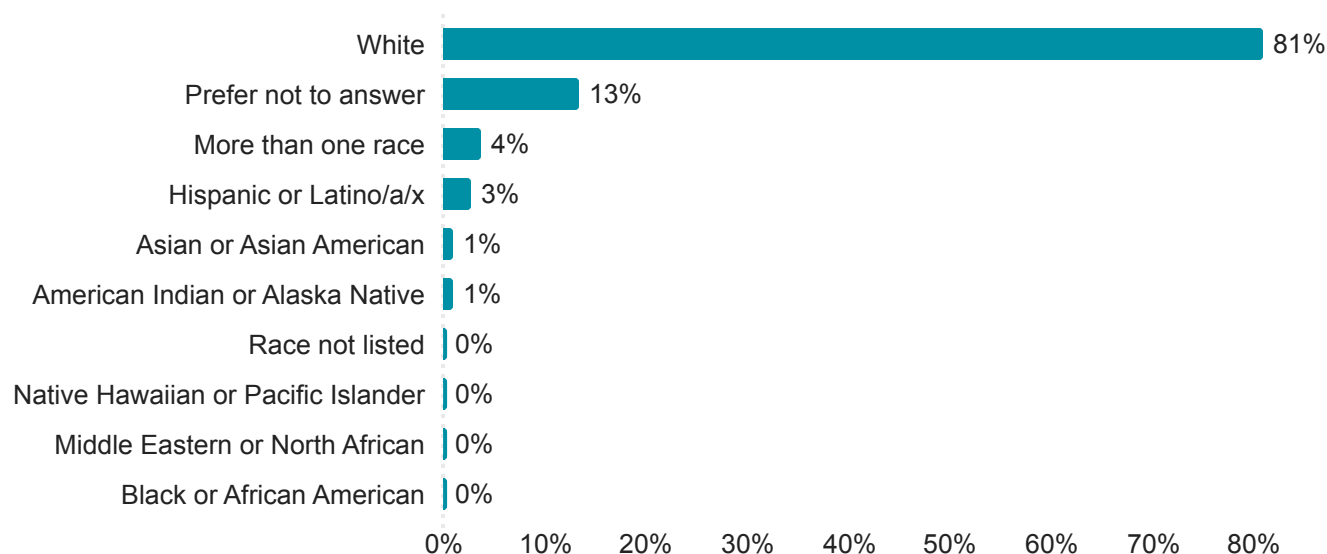
105 Responses



## Q26 - Please select your ethnicity and/or race:

*(Please select all that apply.)*

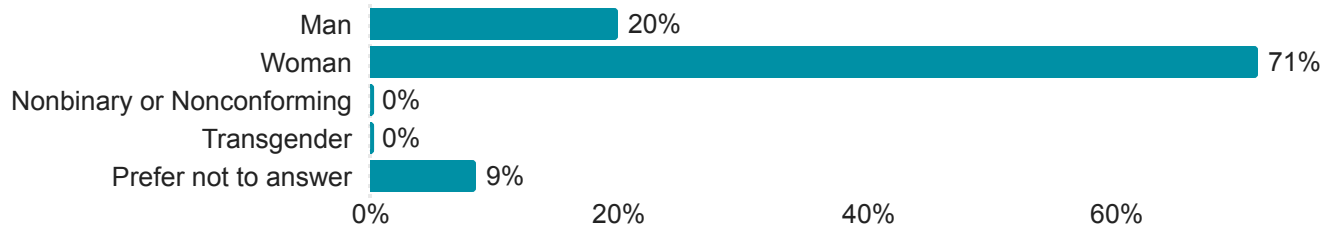
105 Responses



## Q27 - Please select your gender:

(Please select all that apply.)

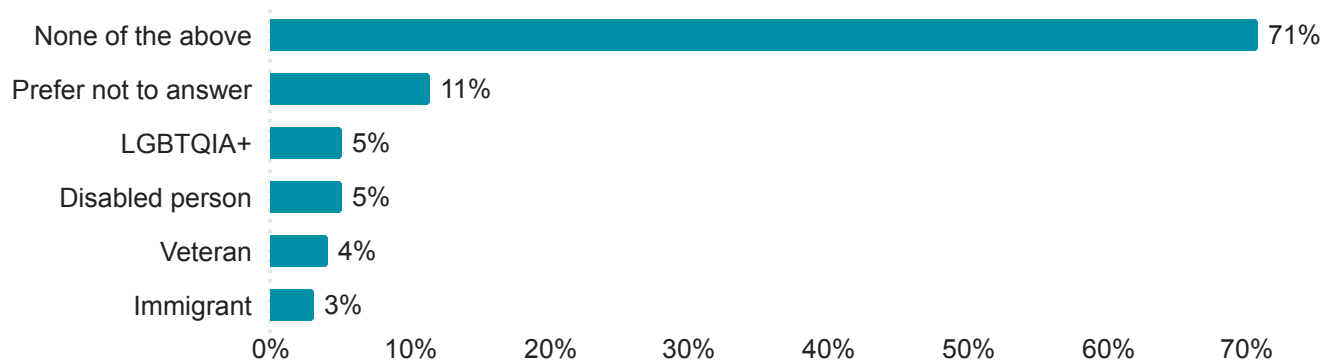
105 Responses



## Q28 - Are there other aspects of your identity that you're open to sharing from the options below?

(Please select all that apply.)

96 Responses



## Q2\_1 - City

116 Responses

City	State
ALBANY	OR
ALBANY	OR
Albany	Oregon
Albany	Oregon
Albany	OR
Albany	OR
Albany	OR
Albany	Oregon
Albany	Oregon
Albany	OR
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Albany	OR
Albany	Oregon
Albany	OR
Albany	Or
Albany	OR
Albany	Oregon
Albany	Or
Amity	OR
Astoria	Oregon
Astoria	OR
Baker City	Oregon

Bandon	OR
Bandon	OR
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Bandon	Oregon
Bandon	OR
Bandon	Oregon
Bandon	Oregon
Canby	OR
Carlton	OR
Carlton	OR
Coos Bay	Oregon
Cottage Grov	Oregon
ESTACADA	OR
ESTACADA	OR
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Estacada	OR
Estacada	OR
Estacada	Or
Estacada	Oregon
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Hillsboro	Oregon
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Hillsboro	Or
Hissboro	Oregon
Independence	Oregon
Klamath Falls	Oregon
La Grande	OR
Lebanon	Oregon
McMinnville	Oregon
McMinnville	Oregon
McMinnville	OR
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McMinnville	OR
McMinnville	OR
McMinnville	OR
McMinnville, OR	OR
Medford	Oregon
Pendleton	oregon
Portland	OR
Prineville	Oregon
Rockaway Beach	Oregon
Rockaway Beach	Oregon
Rockaway Beach	OR
Rockaway Beach	Oregon

Rockaway Beach	OR
Stayton	OR
West Linn	OR
hillsboro	oregon
oregon city	oregon
portland	oregon

**Q10 - Please briefly describe any significant concerns or challenges you're facing as a business owner, whether or not they were captured in the question above.**

76 Responses

Access to affordable capital to expand

Accessing capital for an early stage small business

As jewelers, we use parts manufactured overseas. Gold isn't just found in the U.S. Gemstones can't only be harvested in the U.S. Costs are going up, and we live in a small tight knit community space. Our customers come to us because they want to and they have the means. Our seasonal migrant customers who work legally to harvest grapes/hazelnuts would come in every year for gifts or repair services, and now we don't know that they will be able to safely work in the U.S. . Prices will increase for a luxury good. Our sales staff rely on us to keep the doors open and keep customer flow consistent. We want to provide competitive Healthcare, decent wages, and a healthy environment to thrive within.

Basic economic strain that has not been relieved since Covid

Change is consumer behavior. Ie.. less in-store visits, fewer under 40yr old visiting.

Cost of Goods rising and less customer spending has taken a great impact on our daily sales.

Covid marked a major shift in purchasing patterns among customers making shopping online and at major box store retailers (cheaply made) goods. Manufacturers followed suit with direct to consumer selling and directly competing with retailers making it almost impossible to compete in today's economy. The newest challenge comes in the form of the recent tariffs imposed by the Trump administration, which will undoubtedly seal the coffin for many small business owners.

Currently street repairs going on for over 8 months. Causes extreme noise, unsightly trash of old construction material, behind schedule, street closures, all which drives customers away. Contractor does not communicate when working in area nor seem to care if it affects business profits.

Customer traffic has dropped each year for the past 3 years, which is very concerning. Before that, I was used to seeing it increase each year.

Another concern is that street parking has become very difficult for my customers/clients. I continue to hear about it frequently. It will be difficult to keep or make downtown Hillsboro a destination spot if people have such a hard time finding parking.

Decrease in business due to Trumps Tariffs worrying customers spending. Increased costs of goods and availability of products and supplies.

Decreasing clients because of DIY

Discretionary spending is way down and that hits hard as a retail resale business.

Economy, need to get more money in the economy. People like to spend but spending is difficult when money is tight.

Exposure to the area that we exists. We are located just off the main restaurant row.

Finding licensed and qualified staffing is our biggest concern.

Graffiti is epidemic, and could be easily addressed. Provide us the supplies, and we'll donate the labor to cover much of the tagging on our 300 block of 3rd Street.

Higher interest rate

Hiring qualified employees

Homeless population

I have concerns about supply chain costs. I am a screen printer and sell promotional products. Much of the clothing and other goods are imported. I try to source locally (Oregon) as much as possible but on the southern Oregon coast it can be challenging to find quality products that will sell.

I have general concerns about the economy and consumer's ability to pay for my services.

If a recession occurs, people will cut back on non-essential spending. Also future pandemic threats that are not being taken seriously by the current administration, e.i. bird flu and measles, etc.

Increases in tourism taxes

Increasing prices, primarily due to tariffs.

Inflation has driven costs, folks are shifting their buying patterns. Uncertainty about the future is causing market constriction.

I'm worried that my customers will spend less because they are unsure about what the future will bring. My inventory cost are going up every day.

My STR has only rented once this year. Bookings are down across the map and now the county is trying to raise taxes even more. I'm close friends with local storefront owners who are seeing the impacts of less tourism in their own businesses too.

My business relies on tourism for a significant part of our sales. The uncertainty in the future regarding taxes, income, tariffs, etc. has affected walk in customer numbers and increased shipping costs as well as large companies "free shipping" has affected our online sales.

My goods come primarily from overseas and the potential tariff could drive my prices above what my customer base is willing to pay.

No significant concerns at this time.

None

One large concern is people not spending money locally which is affecting our gross income for the store

Online shopping takes away from my business.

Also my shop is not in the old town section of our tourist town so sometimes representation and inclusion doesn't happen.

Our biggest issue is a rent that is too high in a building that needs a lot of updates. Customer traffic and spending is an issue but if that were increased we'd still be burdened with the lease & building maintenance.

Our clients are made up of both local and tourists visiting the region. With tariffs impacting both buying power for the store, and purchasing power for our clients we expect a significant downturn in revenue this year, as well as decrease in foot traffic.

Payroll taxes, business taxes, new fees and regulations

Political paranoia. Reduced spending.

Presence of Homelessness in my parking lot; drop in enrollment due to rising costs brought on by present administration

Qualified and quality employees

Raising Costs in products, due to tariffs or otherwise, require an increase in product, especially in the coffee industry, at a rate which may not be sustainable for the industry at large.

Since we opened in 2018 we've had to endure the shutdowns/pandemic, no funds granted to our small business, vandalism, high rent and theft. It's been a true test of hustle and community to help us survive. Honestly, if my husband did not have a full time job, we would be out of business a long time ago. It truly is scary, and every week we are looking at sales declining and will probably close down soon.

Slow down on consumer spending

## State of Oregon regulations and taxation!

### Tariffs

Tariffs may make it difficult to keep inventory in stock, as manufacturers consider not bringing products into the US until prices/tariffs make sense.

Tariffs will increase the cost of my goods, which is a big concern. Outside of the above mentioned, I do have many clients that complain about parking availability.

Tariffs are a major concern as is the upheaval in this country and the effect on people traveling and spending

The cost of everything is going up and as a small ice cream shop I'm worried we will become a luxury item. If you have to pay more for everything you will find extra's and cut them out.

The cost of power has been a big impact on our business in the last six months. Also the cost of goods has made an effect.

The cost of the rent in the building that I currently lease. The landlord doubled my rent in October 2024. Now 60% of what I meant goes to cover rent costs leaving me alone 40% to feed my family and cover my own mortgage expenses at home.

The current conduct of government officials flouting the rule of law and due process. This will eventually lead to the same at all levels of our society.

The current tariff situation has significantly impacted our business and our vendors.

The homeless population and the mess they leave behind is a huge negative to our area.

The impact of homeless people near my business; affordability of academic tutoring services or enrichment classes when the cost of goods and other services are on the rise;

The lack of support and out right stifling of business signage and advertisement. The signage rules in and around the city are outrageous! We need people to know about us and know we are local. Stop making it so difficult to advertise. There also is zero support for business that do not manufacture or have a store front. Yet we are providing local jobs, spending money here and supporting the community events, sponsoring sports teams etc. Start supporting local construction/trade companies and our efforts to work locally.

The new tariffs are having an immediate impact on the price of goods we purchase from our vendors and we will have to raise our prices which will impact our customer's ability to support us.

The potential increase of the tourism tax in Tillamook County. It would put us at the highest rate in the state.

There are just so many unknowns up in the air currently - cost of goods, tariffs, people being deported, cost of insurance. Customers are not feeling like they have much disposable/frivolous income to spend.

Utility charges keep going up!

Waiting to see if my wholesale Apparel prices and availability are affected by the current tariffs

We are bridal boutique and the tariffs are already impacting us in a huge way - even though they've been "paused" the majority of wedding gowns are manufactured in China, so our designers have already implemented the tariffs. We also need more customers, especially local. We tend to have more brides that are outside a 25 mile radius.

We are seeing increased pricing in water/sewer, electricity, gas, software & internet, while also seeing a decrease in sales over the last few months. We are unsure how to pivot our business model to become profitable and are worried that we will need to close to not go into debt.

We have seen a marked drop in Sales. The business has accumulated debt that will take years to pay off, especially at the current state of Sales.

We want to expand but don't feel we can afford the labor to accommodate a bigger spot and it's difficult to find a better space for our business in our town (that has the same exposure we have now)

With all the uncertainty over the economy and the strained relations with Canada, not only is our foot traffic down, but also the amount of spending that visitors do is way down as well.

Worried that the cost of supplies will start to make services out of reach

Would love for small town business to come together as a community instead of working against each other

as a healthcare/therapy office the potential impact of insurance company coverage/payout and recent damage/limits/cancellation of grant funding from a federal level has had a significant impact

cultural division, recreational rage fueled by social media algorithms

having the funds to keep the doors open through these challenging times

labor cost

n/a

na

overall health of wine tourism

tariffs affect everything

the cost of employees. With minimum wage, payroll taxes, payroll services and slow business, I cannot afford to be open if I am not able to open the shop myself.

## Q21 - Please briefly explain the confidence rating you chose in the question above. What is making you more or less confident about your business success in the upcoming months?

89 Responses

A lack of bookings is leading me to go backwards financially.

Always busiest in summer

Appointments that have been scheduled and the need for the types of products that we sell.

Based on my experience our busy season begins in May. It's my hope that tourism will remain strong in our little coastal town and that customers will continue to feel confident enough in the economy to spend.

Because we are a tourist destination we can get support from locals and travelers, and we expect we will still see some stable level of tourism to our area.

Candles are considered a "luxury" item. With current concerns about tariffs and budget cuts customers are tightening their belts.

Current political situation , caused by crazy leaders who look to their on profit and revenge for past faults of people who they claim wronged them , which their perception often is bast on false assumptions and lies.

Diplomatic answer:

We are experiencing instability at the highest levels of the U.S. Government...again. Fear of this unsettles our consumers, suppliers and staff. How does a business make operating projections riding this rollercoaster? We'll tend to play it safe and curtail growth plans which could slow the strong momentum we've built over the last three years.

Do

To raising cost may cause businesses to have a decrease in business

Doesn't matter about the economy, our business will still be needed

Due to the current economy, people are watching their spend, shopping online more and more.

During the summer months enrollment typically decreases;

Everything is dependent upon the tariffs and a possible recession

I am cautiously optimistic.

I am confident in my product, customers, and community, but not in the decisions being made on a national level that effect the cost of base my product, which may render the cost to be inaccessible for the average customer (un-roasted imported coffee beans have increased by 40% this year, for example)

I believe that the White House and Congress will turn our economy into a money making machine. It may take longer than three months, but I think it will be getting better soon.

I don't have confidence that things will settle down in politics or this country The man in the White House and those in Congress do not care about the small business owners.

I feel as the weather changed again we can possibly see an influx of customers and with the hopes of tariffs possibly not taking place

I have a fabulous and I am encouraged by their focus.

I hope that it will be profitable but I am going to implement a price increase and that always makes me nervous.

I live in a tourist community and I am concerned that there will be fewer people traveling this summer, which is our peak season. My business supports other businesses that rely on tourism dollars. I remain optimistic that business will be good this summer but so far this winter and spring are proving otherwise.

I want a hair salon and I have three stations available for rent so it'd be nice to get those rented out

I'm really not sure how things will go with the new tariffs and major changes in the government. Luckily we are a collective and have each others support and encouragement

Interest rates and high home prices. Buyer caution

It will be dependent on the customer base spending.

Long established business with secure client community. We may struggle, but we won't go out of business.

Love the area and have a good feeling about the future.

Most of my inventory for this season is already in the store at pre-tariff prices and business has been going a pretty good pace for the last 3 months.

My Store is new and Summer brings more foot traffic. I survived the winter, I'm optimistic the next 3 month will bring in more regular customers.

My business is not strongly tied to the economy or other fluctuating factors.

My business is up in the first quarter, however, the wine industry is still facing declines. Also, global travel and travel to the US may begin to decline.

My business relies on personal services like massage therapy and health/wellness/fitness.the market changes are impacting people and how much they can budget for these activities in a negative way.



My industry, craft beer brewing, is losing market share to other industries and costs are out of control.

NUNCA LO SABREMOS TODO DEPENDE DE LOS CAMBIOS POLITICOS QUE AFECTAN LOS NEGOCIOS PEQUENOS

Offices are full and several dedicated desks

Our business is a well-established one that does not completely rely on tourism.

Our business is very stable, we don't see any real fluctuations coming

Our community is very supportive, and we have a wonderful group of regular customers. Though I'm sure Tourism might be down a little bit, the summer months are typically a busy time for our location, and I believe we will still continue to see foot traffic.

Our lease will be up prior to the holiday season. Which means that we need to look at the last two years (since beginning our business) and decide if we can afford to renew. If we decide not to, then that will effectively mean we are beginning to shut down the business. If we decide to renew and try another year or two, we still aren't sure if it is financially viable without sinking our own personal monies into it.

People are eating out less.

People are spending less and it is harder to get quality products to work with because of tariffs among other things. Internet shopping really hurts us small business owners.

People will continue to get married, but it's a matter of how much they are willing to spend on a wedding dress.

Price changes combined with general political and economic uncertainty are worrisome

Repeat customers

So far my experience is that my client base has a steady need for my services.

Strong team in place, new processes in place

Summer enrollment in my tutoring business typically declines

Summer. people do projects and get out of the house.

Tariffs. Economic insecurity, transportation issues getting product to the store.

Tariffs will make our products more expensive to buy and we will have to pass that on to our clientele.

The city is growing

The current purchasing trends mixed with the political landscape, i.e. we are losing a good deal of business because of a loss in tourism because of Trump and his policies and tariffs.

The economic insecurity of our community will likely reduce gross sales and margins. Although I am optimistic that as a furniture and home decor reseller that my business model has some resiliency, It seems like the national politics have jammed a stick into the spokes of my business growth

The lack of foot traffic and spending tends to keep decreasing. Have been unable to predict future sales and ability to cover costs. Past trends in sales are no longer occurring as they used to, based on the season.

The rent increase I had at my last renewal has priced me out of making a profit.

The weather is getting better, more tourist travel, improvement of the direction the country is moving is creating a sense of moving forward again.

There are too many economic factors at play here that I have absolutely no control over.

This business has been here over 40 years. Our location is such that the train and tourist provide substantially more in the summer than winter.

Too many unknowns concerning tariffs, supply chains, customer confidence

Tourism had dried in our town. I'm hearing from many self-operated and third party managed STR owner's who have hardly rented this year, some not at all.

Trump decisions on US economy

Trump tanking the economy

We are a multi focused business and have strategically diversified our product lines. Our brewery is destination only which decreased overall costs and drives folks into our community to purchase our products. Our garden, home, fermentation and animal supplies are growing because of the desire for folks to do things for themselves.

We are a reseller of used items which becomes busier in a down economy.

We are a tourist town and get visitors as well as summer travelers that are repeat customers with me as a destination for their supplies

We are dedicated to supporting our local community and very active in everything happening in town.

We are growing.

We are in a small community and have a group of regular customers. During the summer months we see a decline in customers due to people vacationing

We are in a very good position to continue to be successful.

We are well liked but the economy is rough, can we make it through this fear of spending discretionary income?  
I'm  
Not certain but I hope so...

We continue to grow our business by expanding the services we provide.

We don't rely on Oregon, we ship all over the nation and continue to grow. Prices are coming down on goods and fuel.

We have a large event that is coming to our downtown area in May. It brings in a significant amount of guests. It stands far and above as the best sales days of the year.

We have a pretty decent, supportive local community and we are located in a pretty touristy area. I think we will survive, I just have hesitations about our profitability.

We have a remodel that we needed to finance through a more expensive loan than a SBA loan would have been. We were denied the SBA loan due to Trump's halt on government loans. Which means we will have to pay more per month than we would have liked. Our new face-lift and museum-like atmosphere makes me feel like we will get a lot of foot traffic. I worry about a reduced foot traffic from tourists. Though our repair shop will always have work, it will only pay the day-to-day bills (for the most part). We will not profit unless we have retail sales. Summer and Christmas are big deals for our yearly profits.

We have already decided to close in the next few months due to overwhelming debt, rent that is too high, and not enough customer traffic.

We have many potential jobs coming up and have made strategic maneuvers into new revenue streams. My biggest concern is the city and it's blockaid on allowable signage. We have been pleased to work along side of business who are located on main street and love supporting local partnerships.

We have solid people and solid systems in place, with a solid plan for future growth.

We thrive on the tourist season, which helps drastically sustain us through the quieter months

We've always been able to make ends meet but our business can be a bit volatile and the first quarter was a bit rough. Last year (2024) was our highest grossing year ever and the taxes killed us and the quarterly estimates for 2025 are really high and causing a bit of stress.

With the economic climates future changing day to day, it is very difficult to plan ahead. Stockpiling requires going into debt. Running lean on product disappoints customers. The balance is hard to maintain/predict. Very stressful, so why continue?

Worried about pricing increases

business recently moved location and is taking on new clientele

changes to federal healthcare systems, clients effected by immigration issues, clients not able to afford therapy/mental health

downtown portland is in bad shape

i have a lot of freedom of choice

it's slow for every local business right now, hoping for a good summer/fall

na

we are an ice cream shop and in the summer we always do better