

# Business Retention and Expansion Report

## Village of Ripley

### Brown County, Ohio

### 2022

**Sponsored By:**

Amanda Perkins, Program Assistant, Ohio State University Extension Brown County

Trevor Corboy, Extension Educator, Agriculture and Natural Resources & Community Development, Ohio State University Extension Brown County

James Morris, Extension Educator, Agriculture and Natural Resources & Community Development, Ohio State University Extension Highland County



**[brown.osu.edu](http://brown.osu.edu)**

*— We Sustain Life —*

CFAES provides research and related educational programs to clientele on a nondiscriminatory basis. For more information, visit [cfaesdiversity.osu.edu](http://cfaesdiversity.osu.edu). For an accessible format of this publication, visit [cfaes.osu.edu/accessibility](http://cfaes.osu.edu/accessibility).

Table of Contents	Page
Introduction.....	5
Community, Economic and Demographic Overview.....	6
2022 Business Retention and Expansion Survey Results.....	15

## **Introduction**

Retaining and expanding existing businesses has become an effective local economic development strategy in many communities. Although attracting new businesses from outside the community is a common economic development strategy, research indicates that about 80 percent of all changes in a community's industrial base occur in its existing businesses in the community rather than in new businesses. According to Morse (2004), already existing businesses in a community account for up to 80% of all net change in local employment, and up to 90% in rural area.

According to Morse and Hager (1986), strategies designed to retain and expand existing businesses differ significantly from those designed to attract businesses to the community, the two complement each other. Efforts to support and develop existing businesses may indicate to new businesses that the community is dedicated to assisting its business become more competitive. These pro-businesses attitudes can only add to the attractiveness of the community as an excellent environment for new businesses.

The Village of Ripley Business Retention and Expansion Program (BR&E) is an all-inclusive community approach to assist local firms in achieving their growth objectives and to improve the overall business environment in the community and its environs. Visiting existing businesses and learning about their concerns is the start of the process. The BR&E program builds awareness in the community of issues that face businesses and builds capacity for the community to address these issues.

The Village of Ripley Business Retention and Expansion Program is sponsored by Ohio State University Extension Brown County. The program received formal approval of support from the local business community and the Brown Chamber of Commerce.

### **BRE Program Objectives**

The objectives of the Village of Ripley BRE Program are:

- To demonstrate the community's pro-business attitude and appreciation of the business economic contribution
- To assist businesses in solving local problems and working with local governments
- To assist businesses in using state and federal development programs
- To develop a data base for local economic strategic planning to improve the community's climate for growth and
- To establish an early-warning system for plant closures, allowing the community to prevent or ease such situations when possible.

### **BRE Program Methodology: Business Selection**

An invitational approach was used. 39 businesses were approached via email or by mail. Each business received a letter from The Ohio State University Extension Office Brown County explaining the benefits of participating in the survey along with a flyer with additional background information about other communities utilizing BRE surveys. A direct link, QR code and website with additional information was also provided within the invitation explaining where business representatives should go to participate. The letter also indicated that a paper copy would be available upon request. Of the 39 businesses that were approached, 17 business representatives contributed to the results found below. Participants participated completely anonymously but were provided a chance to provide their contact information for follow up by one of the BRE Committee members.

### **Community, Economic and Demographic Overview – Ripley, Ohio 45167**

A profile of Ripley economy and demographics was prepared for the research report. The profile contains statistics on population, employment, income, commuting and labor sheds, occupations, and education attainment.

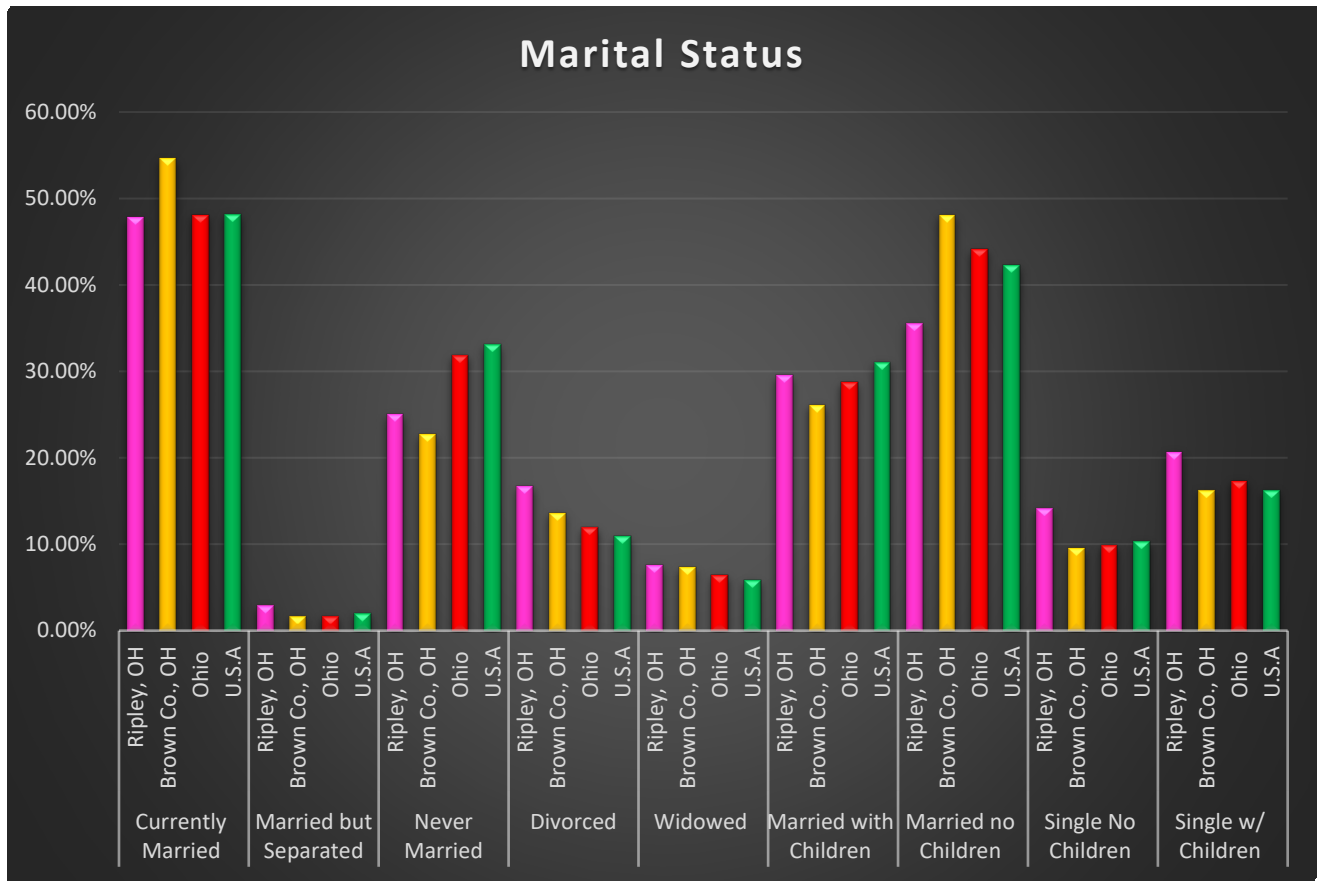
## **People**

Ripley has a current population of approximately 1,696 people of the nearly 43,414 people in Brown County, OH. Additional statistics of Ripley's population statistics can be found later in the report along with population statistics regarding Brown County, OH, Ohio State and the United States of America. The median age in Ripley, OH is 45.7. Brown County currently has a median age of 41.6. Ripley and Brown County have an older median age compared to the state of Ohio and the United State of America. The state of Ohio has a median age of 39.1 and the United States of America has a median age of 37.4.

Table 1: Showing population estimates in Ripley, OH, Brown County, OH, the state of Ohio and the United States of America.

People	Ripley, OH	Brown County, OH	Ohio, OH	United States
Population	1,696	43,414	11,693,217	329,484,123
Pop. Density	852.7	88.6	286.2	93.3
Median Age	42.5	41.6	39.1	37.4
Households	1,049	20,205	5,202,304	137,428,986
Household Size	2.3	2.7	2.5	2.6
Male Population	48.7%	49.5%	49.0%	49.2%
Female Population	51.3%	50.5%	51.0%	50.8%
Married Population	50.7%	56.9%	49.8%	50.0%
Currently Married	47.8%	54.6%	48.1%	48.2%
Married but separated	2.9%	1.7%	1.7%	2.0%
Never Married	25.0%	22.7%	31.9%	33.1%
Divorced	16.7%	13.6%	11.9%	10.9%
Widowed	7.6%	7.3%	6.4%	5.8%
Married w/ Children	29.5%	26.1%	28.7%	31.1%
Married No Children	35.6%	48.1%	44.1%	42.3%
Single No Children	14.2%	9.5%	9.9%	10.3%
Single w/ Children	20.7%	16.3%	17.3%	16.3%

**Chart 1:** Marital status percentages in Ripley, OH, Brown County OH, the State of Ohio and the United States of America.



**Table 2:** Showing family demographics.

Family Demographics	Ripley, OH	Brown County, OH	Ohio, OH	United States
Married Population	50.7%	56.4%	49.8%	50.2%
Currently Married	47.8%	54.6%	48.1%	48.2%
Married but separated	2.90%	1.70%	1.70%	2.00%
Single Population	49.3%	43.6%		49.8%
Never Married	25.0%	22.7%	31.90%	33.1%
Divorced	16.7%	13.6%	11.90%	10.9%
Widowed	7.60%	7.30%	6.40%	5.80%
Married with Children	29.5%	26.1%	28.70%	31.1%
Married with no Children	35.6%	48.1%	44.10%	42.3%
Single with Children	20.7%	16.3%	17.30%	16.3%
Single with no Children	14.2%	9.50%	9.90%	10.3%

**Table 3:** Showing the percentage of each race in Ripley OH, Brown County OH, the State of Ohio and the United States of America.

Race	Ripley, OH	Brown County, OH	Ohio, OH	United States
White	93.3%	96.6%	79.6%	61.5%
Black	4.5%	0.8%	12.1%	12.3%
Asian	0.4%	0.3%	2.0%	5.3%
Native American	0.0%	0.1%	0.1%	0.7%
Hawaiian, Pacific Islander	0.0%	0.0%	0.0%	0.2%
Other Race	0.0%	0.0%	0.1%	0.2%
Two or More Races	1.8%	1.3%	2.3%	2.3%
Hispanic	0.0%	0.9%	3.6%	17.6%

### **Housing**

The average household size in Ripley is 2.3 people. This is slightly smaller than Brown County's 2.7 average people. The State of Ohio has an average household of 2.5. The United States of America has an average of 2.63 people per household.

The median Ripley home costs \$106,300 based on home appreciation increasing by 7.0%. Ripley's median cost is lower than Brown County's median home cost of \$150,00. Brown County's home appreciation has increased by 9.0% over the past year.

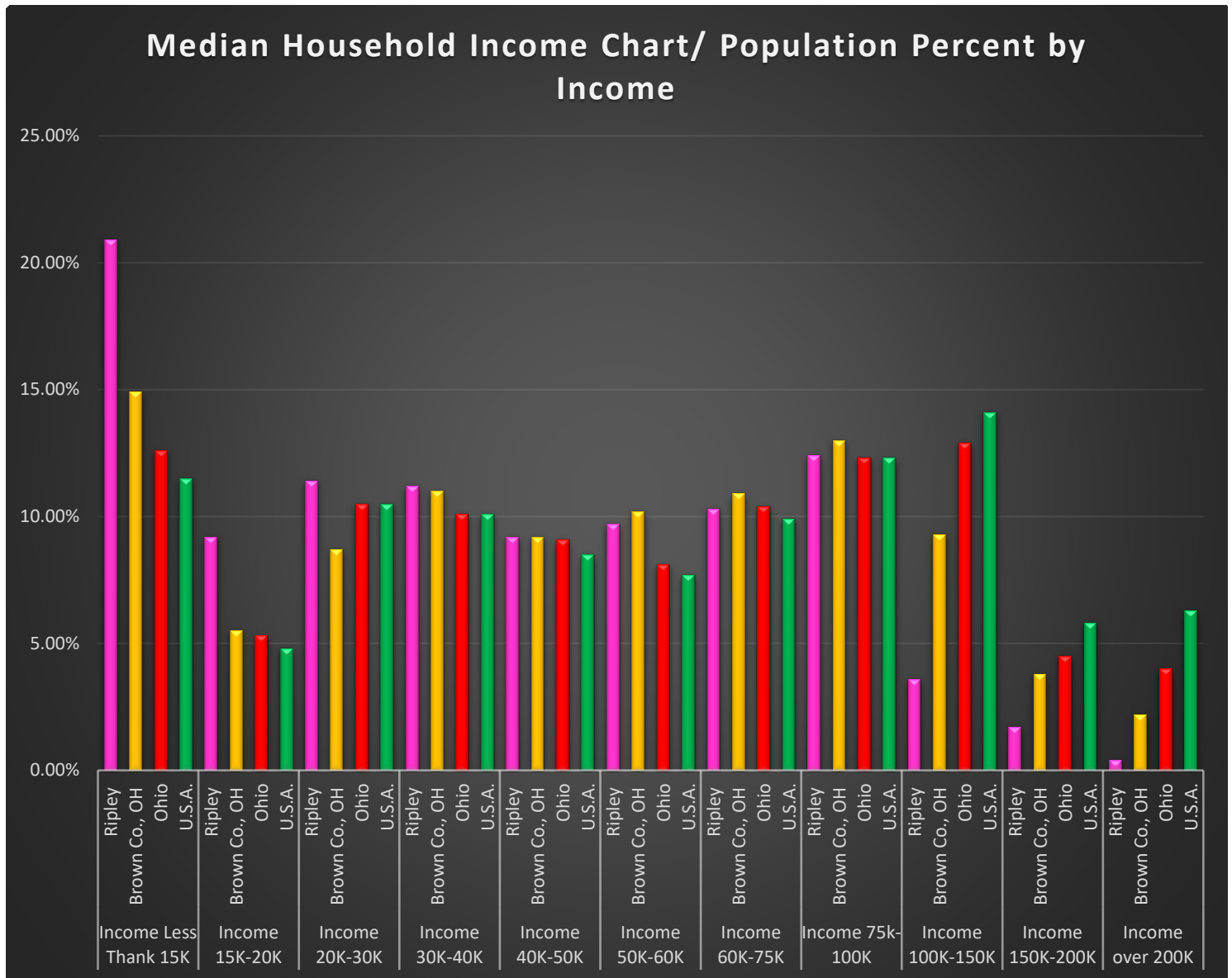
The cost of living is based on a national average of 100. Rates above 100 indicate a more expensive place to live. Rates below 100 indicate cheaper places to live. Ripley has a cost of living of 78.1 which is lower compared to Brown County's cost of living of 85.3. Brown County's cost of living is slightly more than the state of Ohio's cost of living of 82.6.

**Table 4:** Showing basic housing statistics in Ripley OH, Brown County OH, the State of Ohio and the United States of America.

Housing	Ripley, OH	Brown County, OH	Ohio	United States
Median Home Age	66 Years Old	36 Years Old	51 Years Old	41 Years Old
Median Home Cost	\$106,300	\$150,100	\$179,700	\$291, 700
Home Appr. (Last 12 Months)	7.0%	9.6%	14.4%	15.0%
Home Appr. (Last 5 Years)	23.7	34.8%		42.4%
Home Appr. (Last 10 Years)	32.6	49.9%		77.0%
Homes Owned	25.0%	63.9%	59.2%	56.2%
Housing Vacant	26.9%	11.8%	10.1%	12.1%
Homes Rented	38.1%	24.4%	30.5%	31.6%
Property Tax Rate	\$10.01	\$10.01	\$15.59	\$11.36
Property Taxes Paid	\$768			\$2,724
OWNER-OCCUPIED HOUSING UNITS BY VALUE	Ripley, OH	Brown County, OH	Ohio	United States
Less Than \$20,000	11.2%	4.5%	3.1%	2.7%
\$20,000 to \$39,999	4.9%	3.3%	3.2%	2.7%
\$40,000 to \$59,999	6.8%	4.2%	5.2%	3.4%
\$60,000 to \$79,999	23.4%	7.5%	8.5%	4.7%
\$80,000 to \$99,999	13.6%	13.0%	10.1%	5.5%
\$100,000 to \$149,999	15.5%	26.8%	21.6%	13.3%
\$150,000 to \$199,999	11.7%	19.0%	17.6%	14.0%
\$200,000 to \$299,999	4.6%	12.9%	17.4%	19.6%
\$300,000 to \$399,999	5.7%	5.3%	7.0%	12.2%
\$400,000 to \$499,999	1.6%	1.5%	2.8%	7.1%
\$500,000 to \$749,999	0.0%	1.6%	2.2%	8.2%
\$750,000 to \$999,999	0.8%	0.2%	0.6%	3.2%
\$1,000,000 to \$1,499,999	0.0%	0.2%	0.3%	1.8%
\$1,500,000 to \$1,999,999	0.0%	0.0%	0.1%	0.7%
\$2,000,000 and over	0.0%	0.1%	0.1%	0.9%
HOUSING UNITS BY YEAR STRUCTURE BUILT	Ripley, OH	Brown County, OH	Ohio	United States
2014 and newer	1.1%	2.0%	1.4%	2.5%
2010 to 2013	0.0%	1.3%	1.6%	2.7%
2000 to 2009	7.4%	16.2%	9.5%	14.0%
1990 to 1999	5.3%	20.4%	11.8%	13.9%
1980 to 1989	5.5%	13.8%	9.0%	13.4%
1970 to 1979	8.6%	13.6%	14.3%	15.2%

1960 to 1969	5.3%	20.4%	11.8%	13.9%
1950 to 1959	20.7%	8.3%	14.1%	10.3%
1940 to 1949	4.7%	2.9%	6.1%	4.9%
1939 or Earlier	38.8%	14.4%	20.1%	12.6%

Chart 2: Showing the median household income by the population percent by income.



## Economy:

**Table 5:** Table showing the economy, population percent by income, and population by occupation in Ripley OH, Brown County OH, the State of Ohio and the United States.

Economy	Ripley, OH	Brown County, OH	Ohio	United States
Unemployment Rate	4.9%	4.9%	4.9%	6.0%
Recent Job Growth	-4.44%	-4.44%	-5.60%	-6.2%
Future Job Growth	26.4%	26.43%	26.89%	33.51%
Sales Taxes	7.3%	7.3%	7.3%	6.2%
Income Taxes	4.5%	3.5%	4.6%	4.6%
Income per Cap.	\$19,313	\$24,525	\$29,011	\$31,177
Household Income	\$48,889	\$49,188	\$52,407	\$57,652
Family Median Income	\$48,889	\$56,713		\$70,850
Population Percent by Income	Ripley, OH	Brown County, OH	Ohio	United States
Income Less Than 15K	20.9%	14.9%	12.6%	11.5%
Income between 15K and 20K	9.2%	5.5%	5.3%	4.8%
Income between 20K and 30K	11.4%	8.7%	10.5%	10.5%
Income between 30K and 40K	11.2%	11%	10.1%	10.1%
Income between 40K and 50K	9.2%	10.4%	9.1%	8.5%
Income between 50K and 60K	9.7%	10.2%	8.1%	7.7%
Income between 60K and 75K	10.3%	10.9%	10.4%	9.9%
Income between 75K and 100K	12.4%	13%	12.3%	12.3%
Income between 100K and 150K	3.6%	9.3%	12.9%	14.1%
Income between 150K and 200K	1.7%	3.8%	4.5%	5.8%
Income over 200k	0.4%	2.2%	4%	6.3%
POPULATION BY OCCUPATION	Ripley, OH	Brown County, OH	Ohio	United States
Agriculture, forestry, fishing, hunting	0.0%	1.2%	0.8%	1.3%
Mining, quarrying, oil and gas extraction	0.0%	0.4%	0.3%	0.6%
Construction	5.4%	7.7%	5.1%	6.2%
Manufacturing	10.9%	17.8%	15.5%	10.4%
Wholesale trade	8.5%	2.4%	2.7%	2.7%
Retail Trade	10.4%	10.2%	11.6%	11.6%
Transportation and warehousing	4.6%	3.8%	4.0%	4.1%

Utilities	1.7%	1.7%	0.8%	0.9%
Information	4.2%	1.4%	1.7%	2.1%
Finance and insurance	1.6%	4.4%	4.9%	4.7%
<b>POPULATION BY OCCUPATION</b>	<b>Ripley, OH</b>	<b>Brown County, OH</b>	<b>Ohio</b>	<b>United States</b>
Real estate, rental, leasing	0.0%	1.8%	1.5%	1.9%
Professional, scientific, technical services	0.9%	3.5%	5.4%	6.7%
Administrative, support, waste mgt. svcs.	2.2%	4.5%	3.9%	4.3%
Educational Services	8.3%	6.3%	8.7%	9.3%
Health care and social assistance	21.9%	16.6%	15.5%	13.8%
Arts, entertainment, recreation	1.2%	1.2%	1.7%	2.2%
Accommodation, food services	7.9%	6.5%	7.4%	7.4%
Other services	2.1%	4.9%	4.5%	4.9%
Public Administration	8.4%	3.9%	3.9%	4.8%

Ripley, OH has the same unemployment rate of Brown County and the state of Ohio at 4.9%. The national unemployment rate is 6.0%.

Both Ripley, OH and Brown County, OH have seen job growth decrease by 4.44%. Within recent years the state of Ohio has also seen job growth decrease by 5.60%. The United States of America's job growth has decreased by 6.18%.

Even though job growth over the past couple of years has decreased at all levels we can expect job growth to increase in the coming years. More specifically Ripley, OH and Brown County OH is expected to have a job growth of 26.4% in coming years. The United States of America is expected to have a 33.5% job growth over the next 10 years.

Ripley, OH has 22.5% of people below the poverty line. Brown County has 16% of people below the poverty line. The state of Ohio has 13.4% of people below the poverty line. Ripley, Brown County and Ohio all have higher rates of poverty compared to the United States of America's 12.8% of people below the poverty line.

### **Education**

Schools that are currently operating in Ripley, OH include Ripley Union Lewis Huntington Elementary and High School and St. Michael School (K-12). Ripley, OH spends approximately \$10,481 per student. Brown County public schools spend \$9,690. Ripley and Brown County spend less on their students than the state of Ohio and the United States spend on their students. The state of Ohio spends \$12,417 and the United States of America spends \$12,383 per student.

Ripley, OH has 16 pupils per teacher, 512 students per librarian and 512 children per counselor. These ratios can be compared to Brown County, OH ratios of 20 students per teachers, 478 students per librarian and 478 children per counselor. The state of Ohio's ratios are 18 students per teacher, 491 students per librarian and 478 children per counselor. The national ratios are 17 students per teacher, 539 students per librarian, and 404 students per counselor.

### **Health**

92.2% of Brown County, OH has health coverage. 48.5% are employee plans. 19.2% are Medicaid, 13.8% are on Medicare. 8.74% are on non-group plans. 1.99% are military or VA plans. Primary care physicians see 3634 patients per year on average. Dentists see 6205 patients per year. Mental health providers see 1357 patients per year.

Ripley, OH has the same ratio of physicians per 100,000 people in Brown County. There are 53 physicians per 100,00 people. In Ohio there are 217 physicians per 100,000. The United States has a ratio of 210 physicians per 100,000 people.

**Table 6:** Showing the health index in Ripley, Brown County, the State of Ohio and the United States of America.

Health	Ripley, OH	Brown County, OH	Ohio	United States
Air Quality (100=best)	77	75	61	58
Water Quality (100=best)	20	20	35	55
Superfund Sites (100=best)	97	97	88	87
Physicians per 100k	53	53	217	210

The ratings above are based on a scale of 100. 100 being the national average.

The lower the rating the better the quality is. The higher the rating the worse the quality is. \*Water quality rating is based on watershed and not water from the faucet.

### **2022 Village of Ripley – Business Retention Expansion Survey**

The following is a summary of the 2022 Village of Ripley Business Retention and Expansion Survey.

Survey participants were business owners or managers of businesses within the Village of Ripley limits. Survey questions were answered anonymously with the opportunity to indicate if they would like a member of the Village of Ripley Business Retention and Expansion Survey Committee to follow up with the participant.

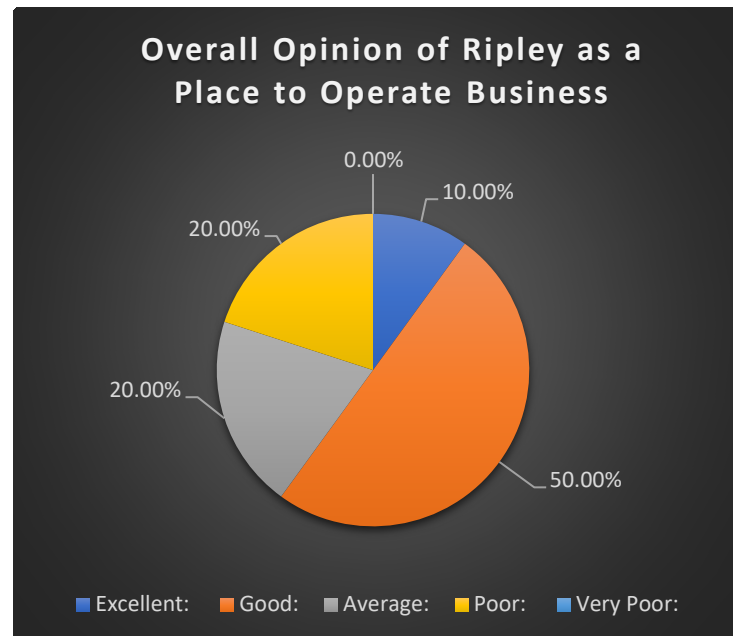
16 businesses received an email invitation along with a link directly to the survey. 9 additional business were mailed a letter of invitation with a QR code linked directly to the survey. In addition to the invitation businesses also received additional information regarding Ohio State University Extension's Business Retention and Expansion Survey. Of the 25 businesses invited to participate in the Village of Ripley's Business Retention and Expansion Survey 17 responded providing a 68% response rate.

The survey was divided into 4 blocks. Each block contained questions specific to each block. Block 1 consisted of 8 questions regarding the local business environment. Block 2 was 9 questions about employment and training. Block 3 had

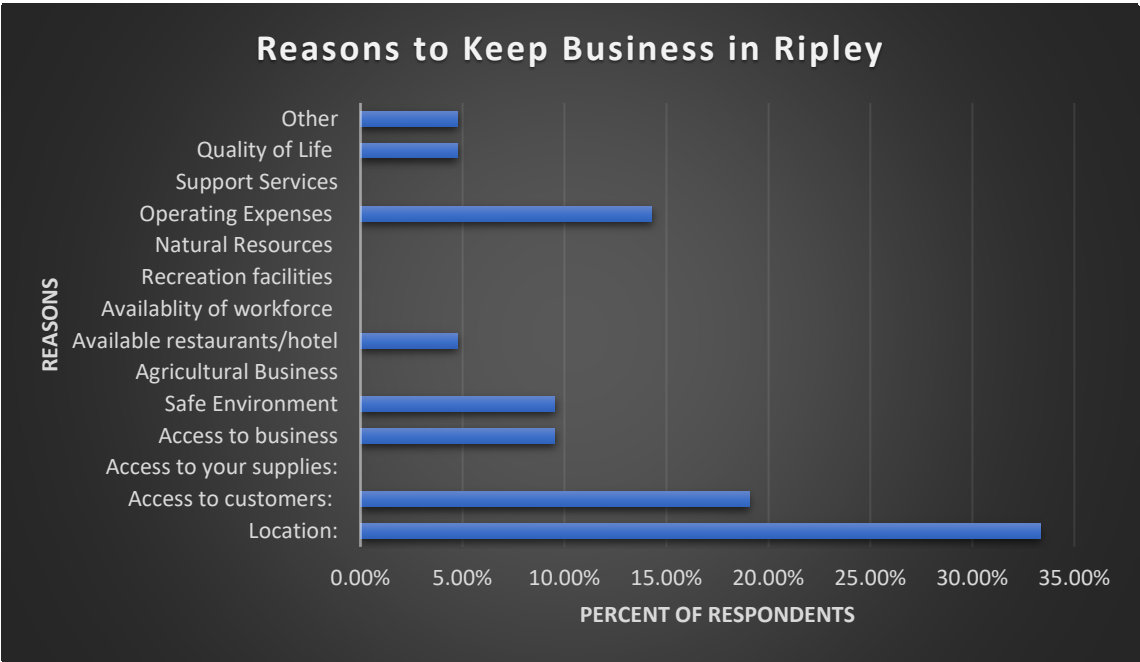
13 questions about the business' future. The survey wrapped up with Block 4 consisting of 13 questions focusing on general information.

### **Block 1: Local Business Environment**

Participants were asked to rate Ripley as an overall place to operate their business. Rating options included Excellent, Good, Average, Poor and Very Poor. 10% rated that Ripley was an Excellent place to operate their business. 50% rated Ripley as a good place to operate their business. 20% rated Ripley as an average and poor place to operate their business. 0% rated Ripley as a very poor place to operate their business.



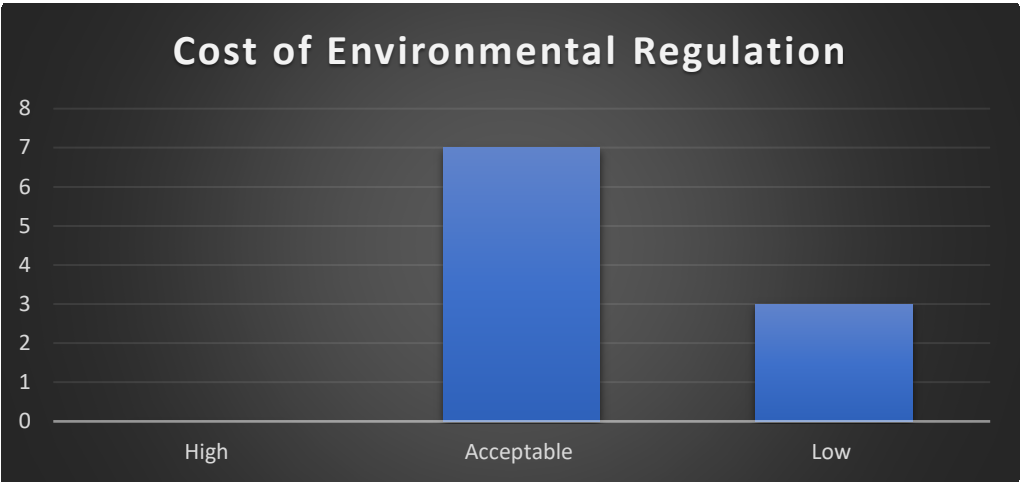
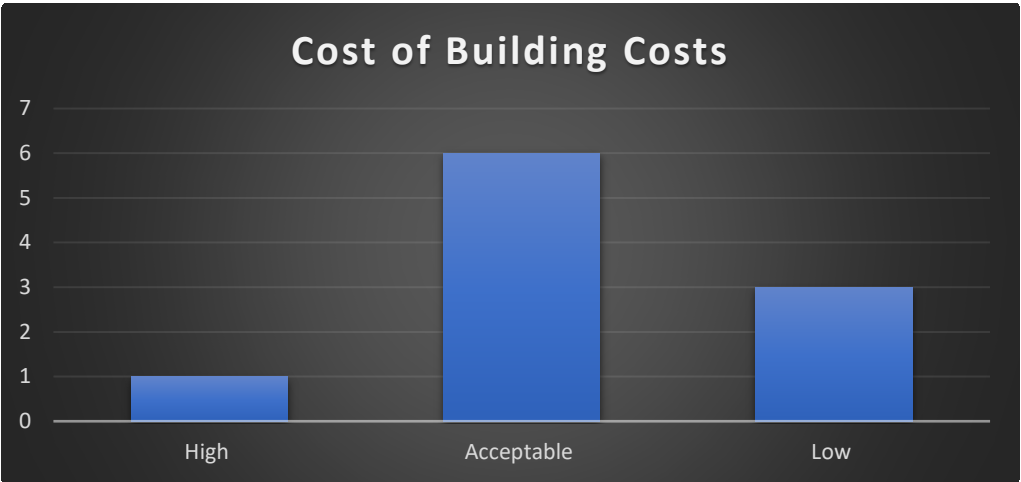
Participants were asked to give their top 3 reasons for keeping their business in Ripley. 33% said that their businesses' location is the top reason for keeping their business in Ripley. 19.05% indicated that their access to customers is the 2<sup>nd</sup> reason why participants are keeping their business in Ripley. 14.9% indicated that their operating expenses are their reason for staying in Ripley. See chart below for full reasons business are staying in Ripley.

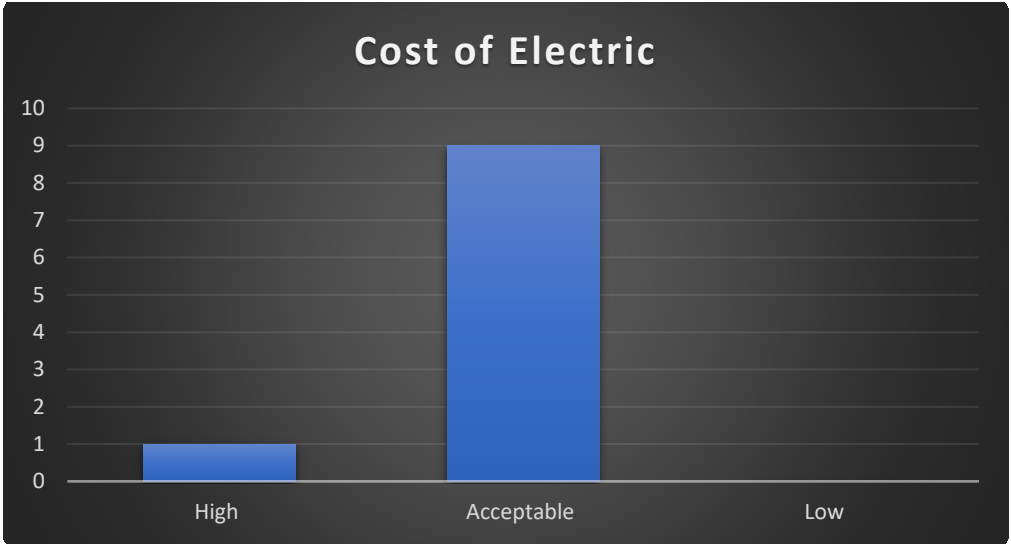
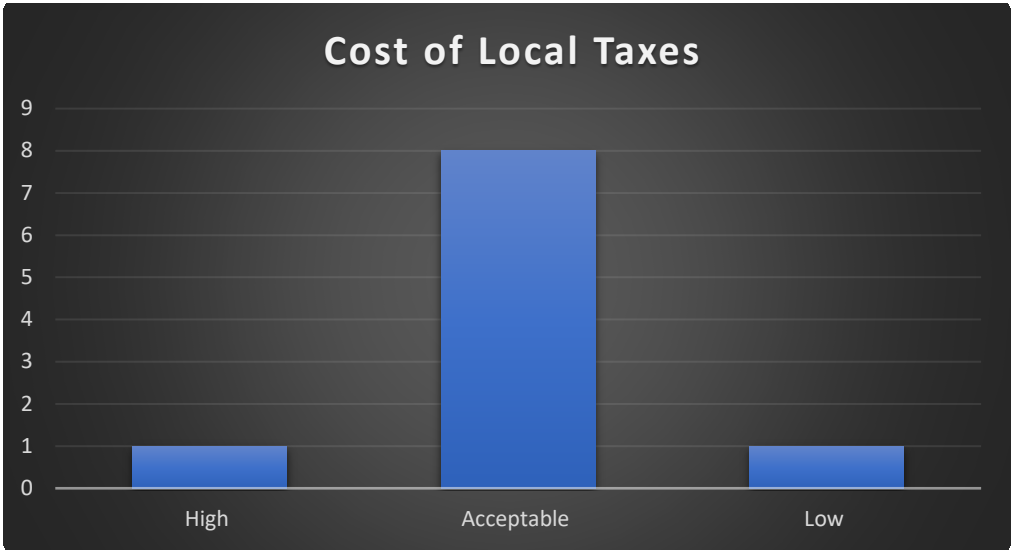
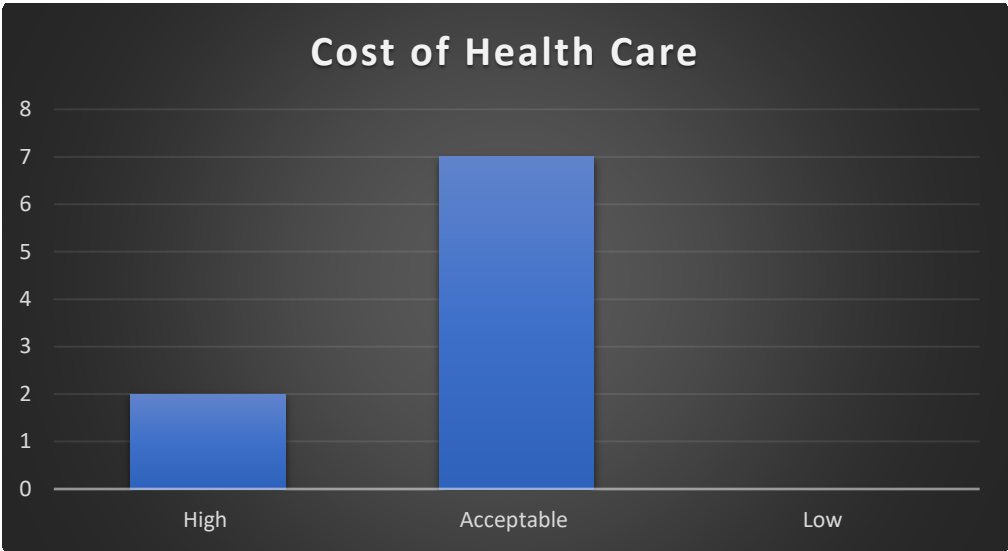


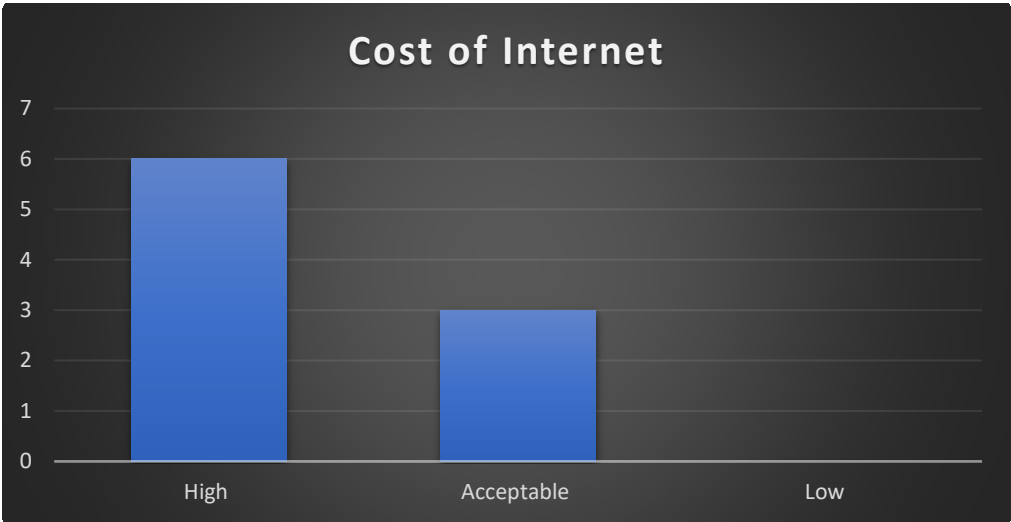
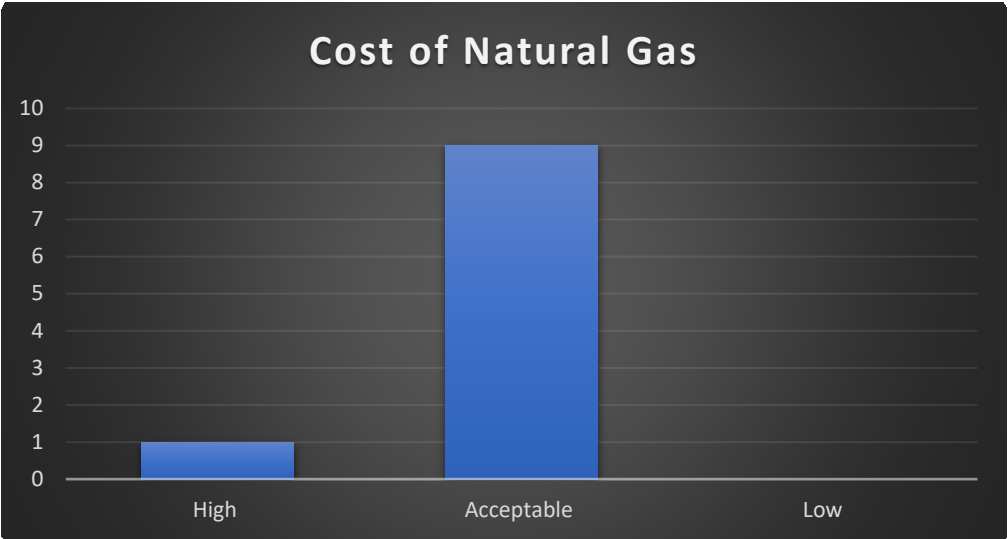
The survey requested participants to indicate if they would recommend another business locating to Ripley. 88.89% of people indicated that they would recommend another business coming to Ripley. 11.11% would not recommend another business coming to Ripley.



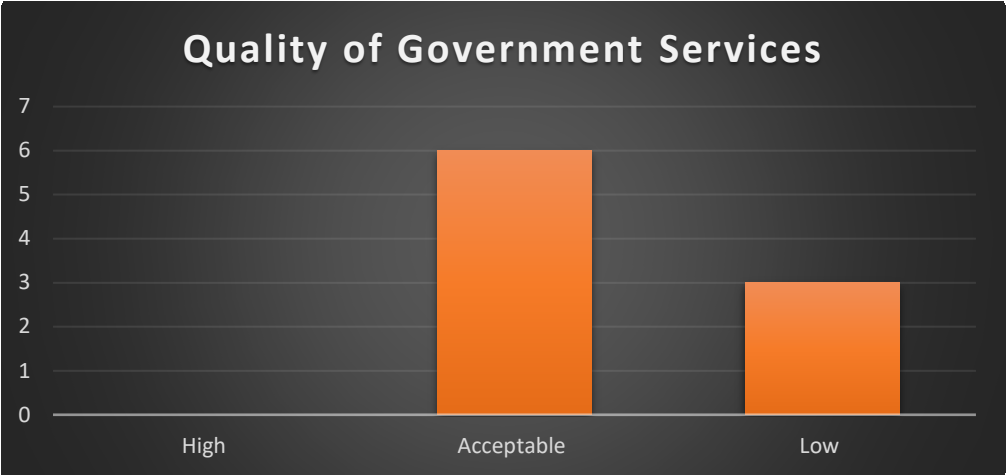
Participants were asked to rate the cost of building costs, environmental regulation, healthcare costs, local taxes, electric, natural gas, and internet. Participants could rate costs: high, acceptable, or low. The graphs below display each category's ratings. The numbers in the graphs are based off the number of responses and not percentages.

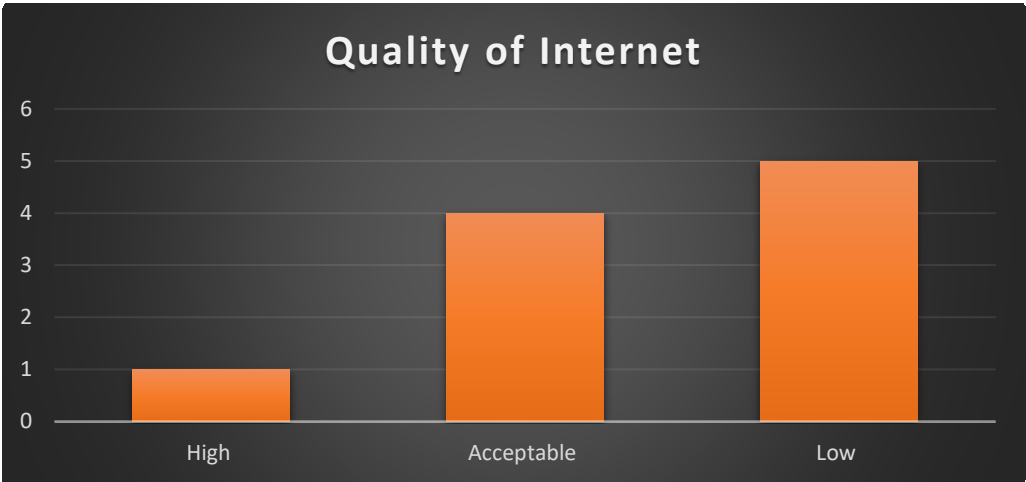
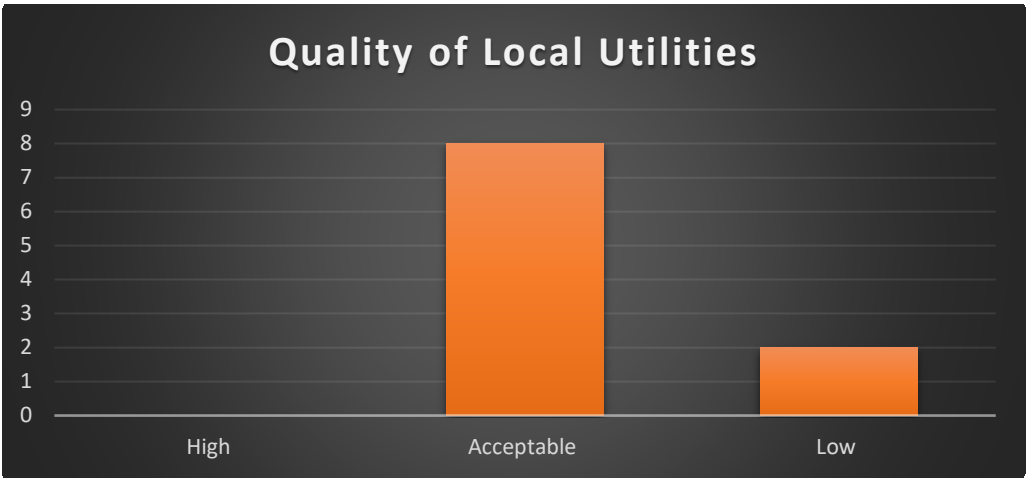
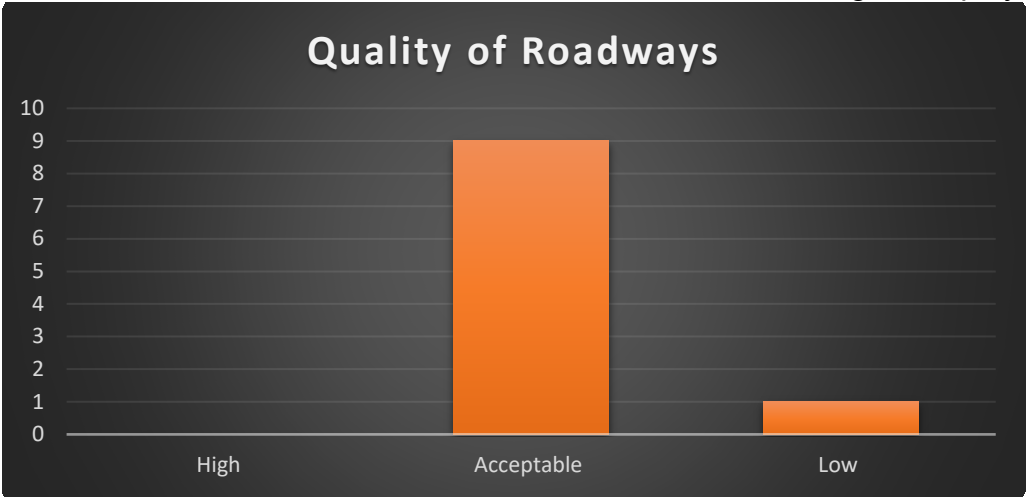




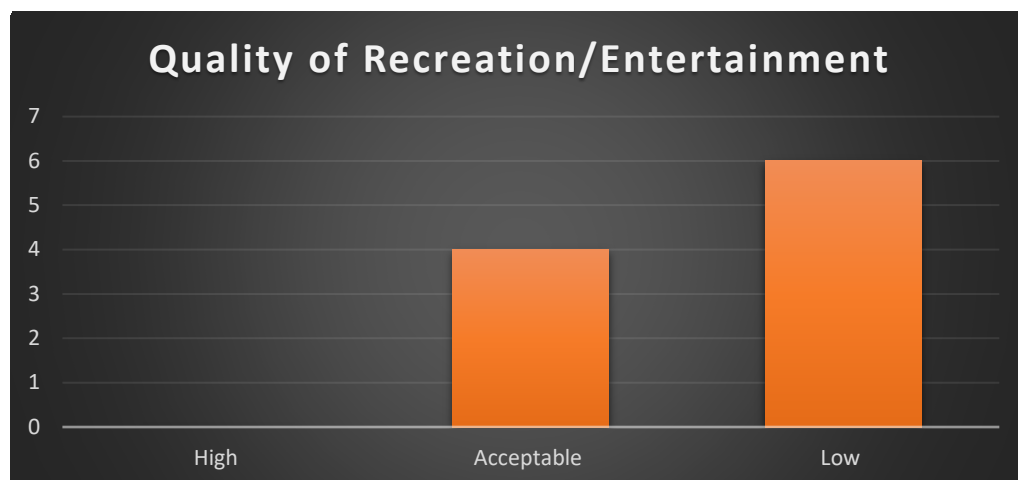
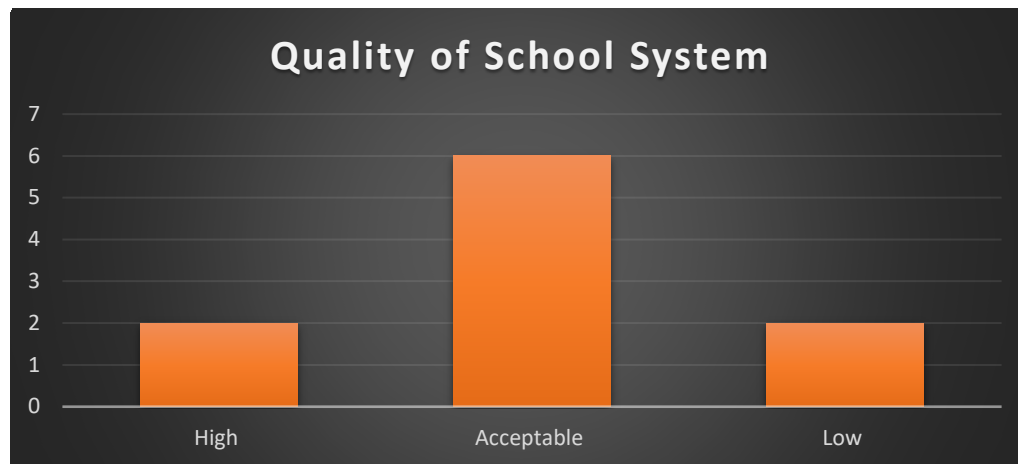


Participants were asked to rate the quality of Buildings, Government Services, Roadways, Local Utilities, Internet, Restaurants, shopping, childcare services, school system and recreation/entertainment. The quality could be rated as high, acceptable, or low. The numbers in the graphs below are based on the number of participants and not the percentage for each response.









Participants were asked to explain their reasoning for ranking the above as low. Reasoning includes:

- Spotty and expensive internet
- Logistics for local shopping can be difficult to manage.
- Little to no choice in these items
- Buildings – Older buildings have the space for potential but need to be taken down to allow for these opportunities
- Govt. Services – Currently non-existent
- Roadways – constantly hitting potholes along with constant construction on US52.
- Restaurants – little to no options

- Local Utilities – wanting the lowest possible option.
- Internet – need improvement.
- Shopping – the more the better
- Child Care Services/Schools – there needs to be a focus but believes that providing more attractions will bring in the revenue needed
- Believe that Ripley has a lot to showcase and potential growth.
- Lack of restaurants and shopping options
- Repairing fire hydrants
- Enforcing trash pick-up
- Repairing sidewalk damage
- Restaurants staying open after 9pm (other than McDonalds and Subway)
- Limited restaurant and shopping options. No healthy restaurant options
- No grocery store
- No accredited childcare options
- High speed internet is critical
- The village doesn't have resources to focus on economic development

The survey also provided the opportunity for business representatives to describe their immediate business needs or concerns that could be addressed by local government or local private entities. Concerns that were mentioned include:

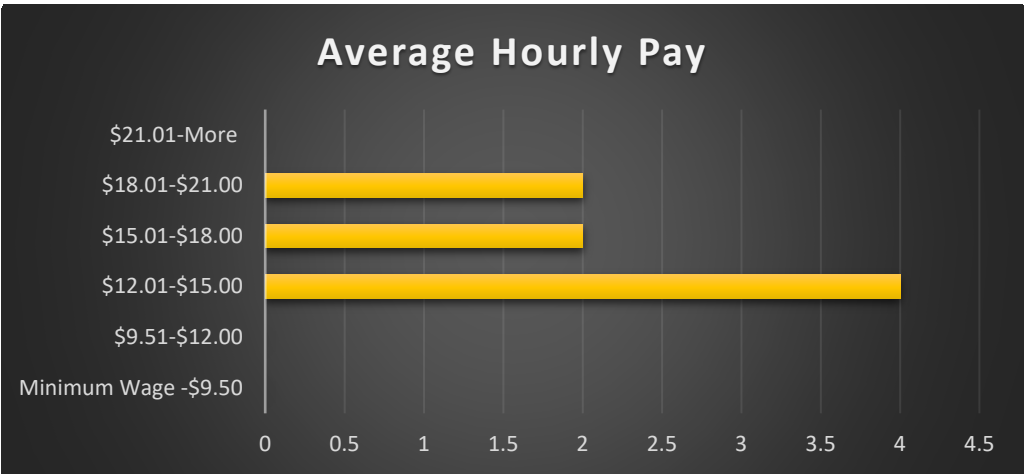
- High Speed internet county wide
- Access to capital that is fair and focused on business growth
- Consideration of our business in terms of events, shared responsibilities such as infrastructure
- Lack of grocery availability
- More reliable electric
- Creating a place which is attractive to the educated workforce required by businesses.

In addition, for businesses giving their immediate need participants were also asked to provide their long-term business needs or concerns. The long-term concerns include:

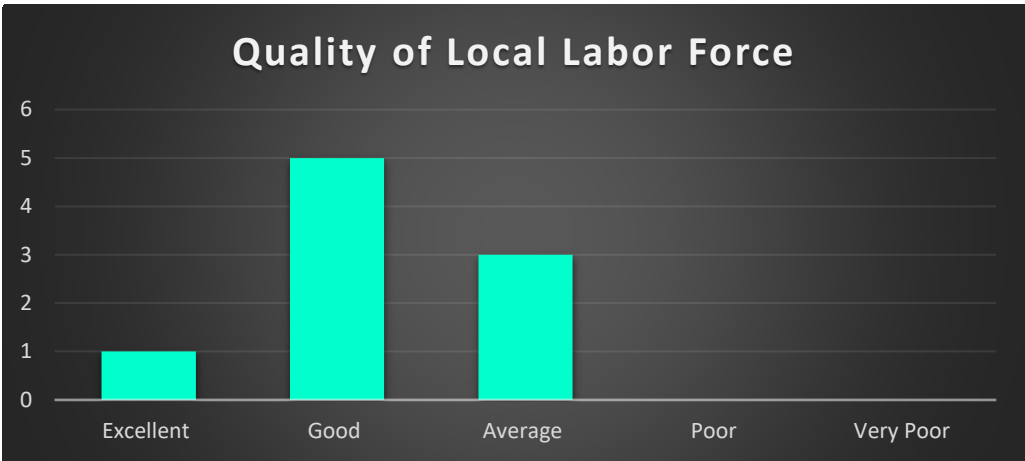
- Staff development and retention of workforce locally
- Building size for growth
- Expanding on their market to go online.
- Increasing internet speed while keeping the cost down
- Not seeing action taken
- Incentives attracting more businesses.
- Building new homes
- Old buildings needing renovated or taken down
- Vibrant downtown encouraging more restaurants and facilities encouraging business to come to Ripley

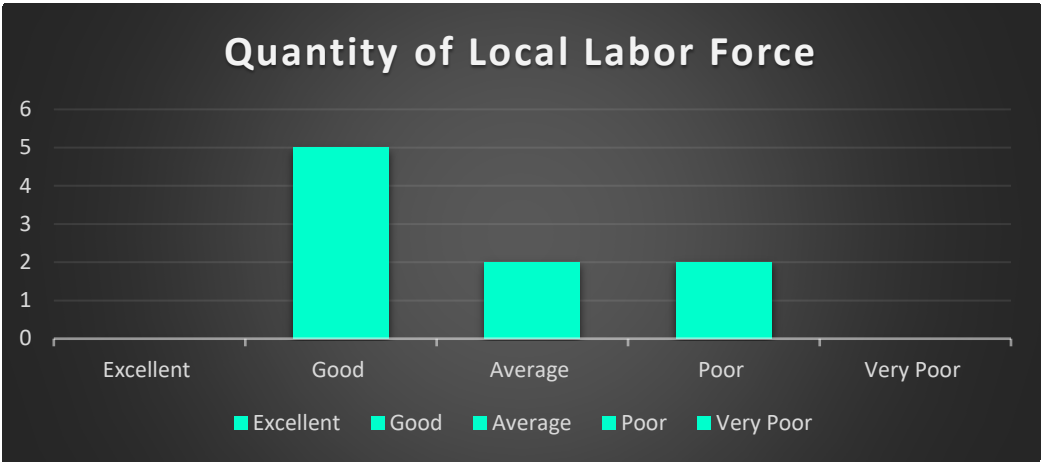
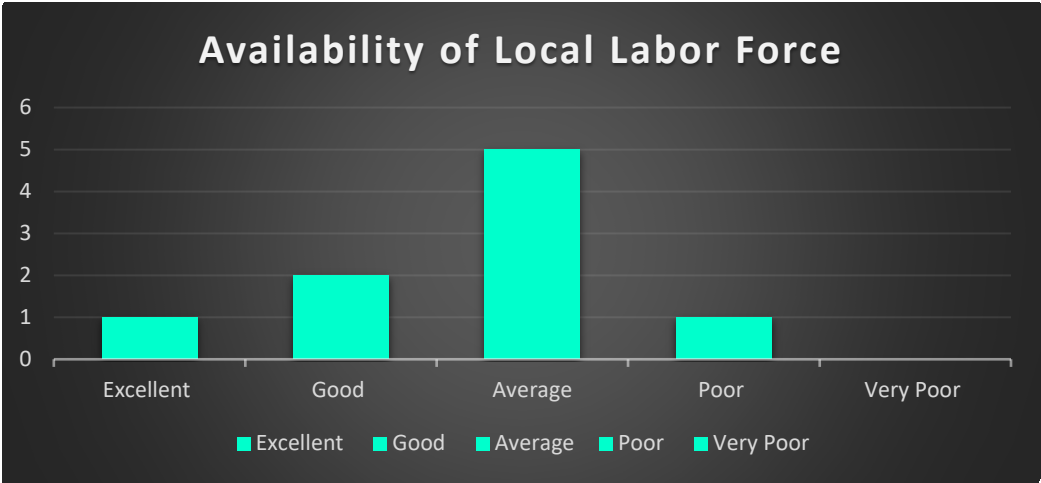
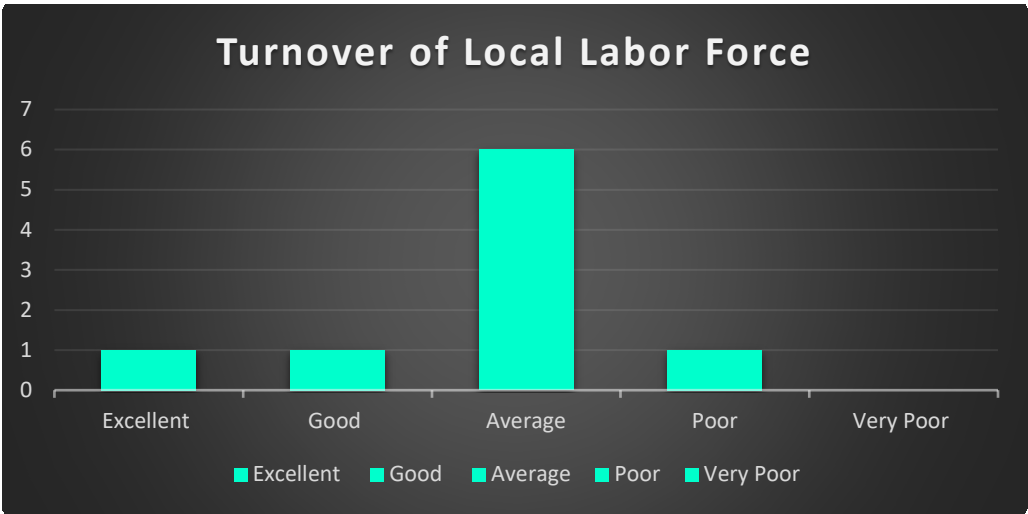
**Block 2 Employment & Training:**

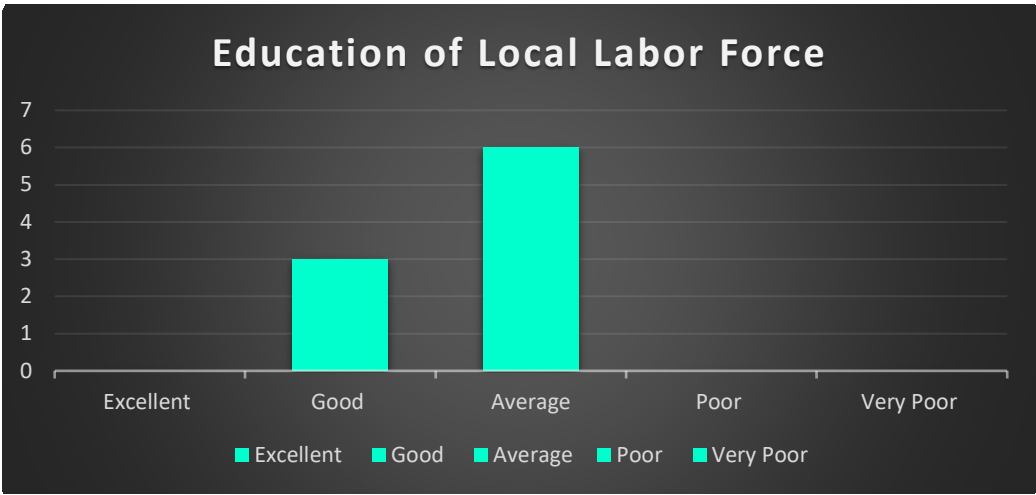
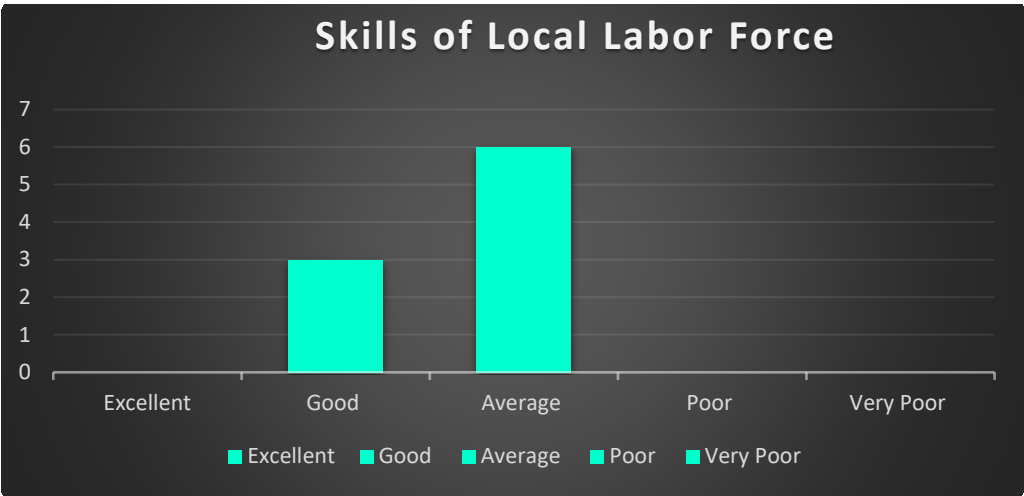
Participants were asked to indicate what their average hourly pay range for their employees. The chart below indicates what the ranges were and also the responses.



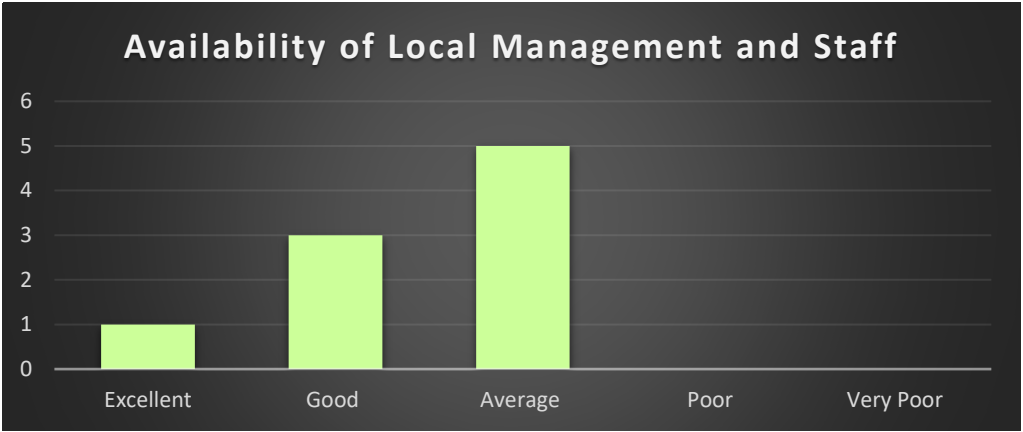
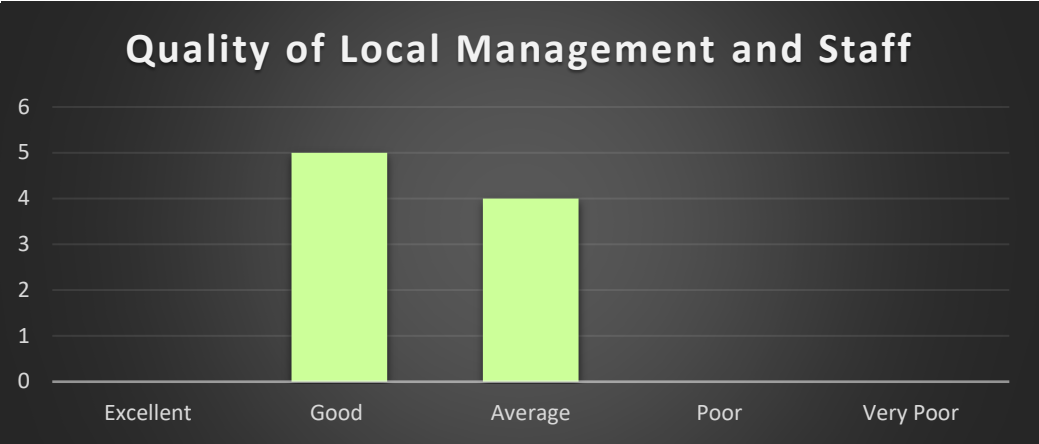
Survey respondents were asked to rate the quality, quantity, availability, turnover, skills and education of the local labor force. Each category had the opportunity to be rated excellent, good, average, poor or very poor. The graphs below show how each characteristic was rated.

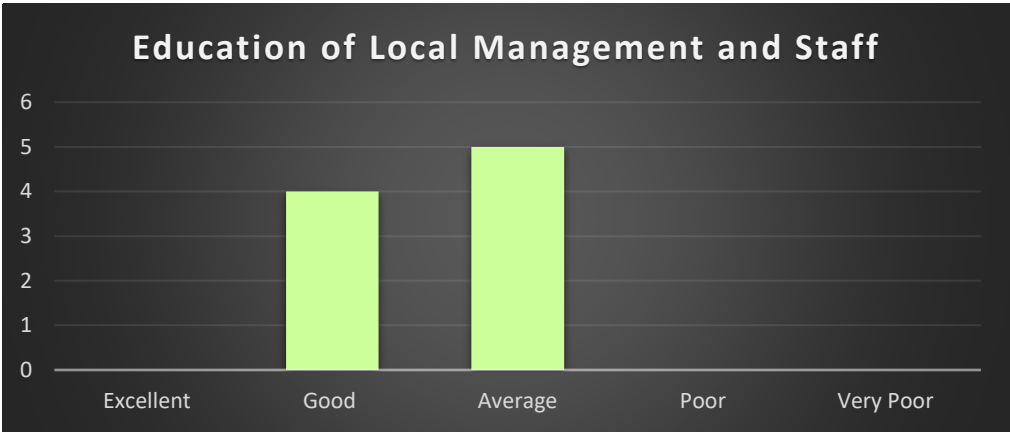




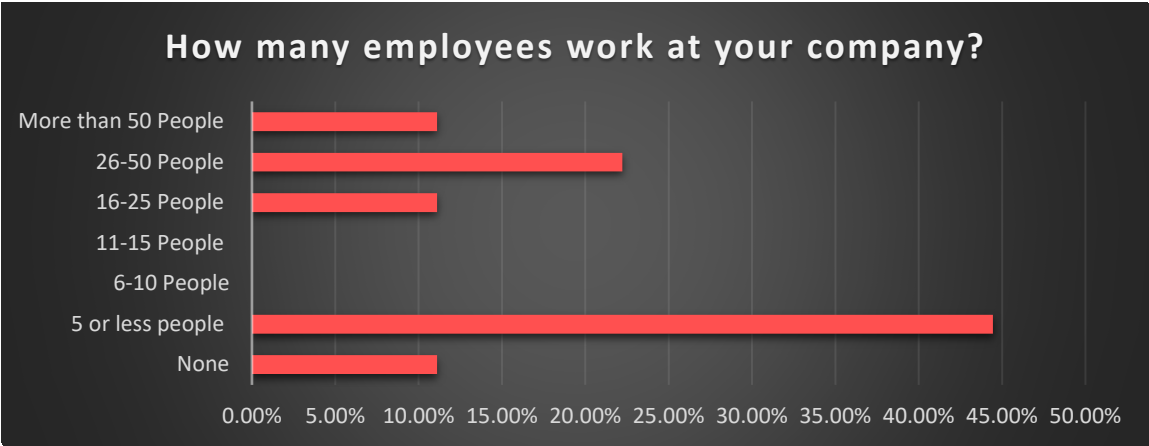


In addition to rating the local labor force, survey takers were also asked to rate the quality, quantity, availability, turnover, skills, and education of the local management and staff. Please see the following graphs for visual representations of responses.

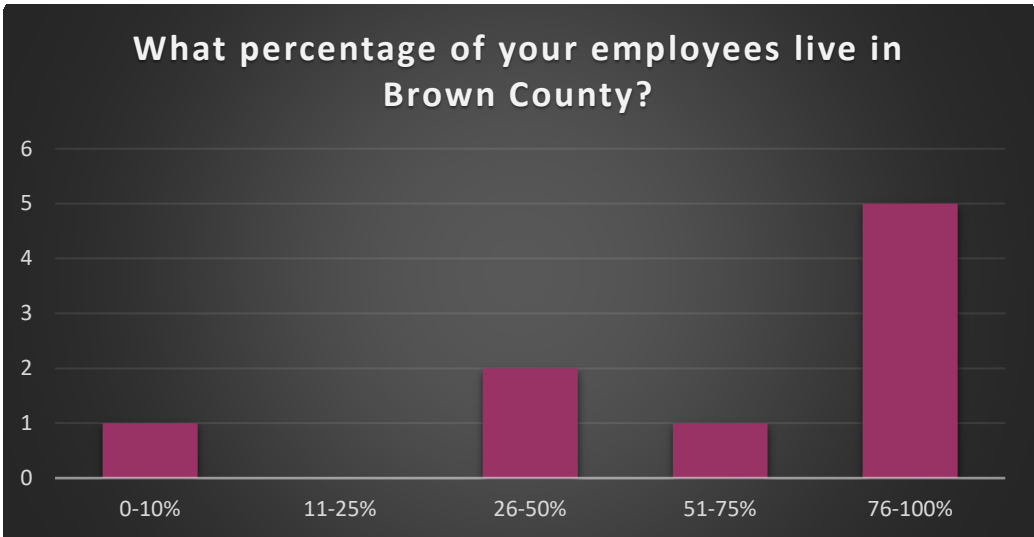




Business representatives were also asked to indicate how many employees that their business employs. Exact numbers were not given, participants were asked to indicate the range of employees their business employs. See the graph below for the results.



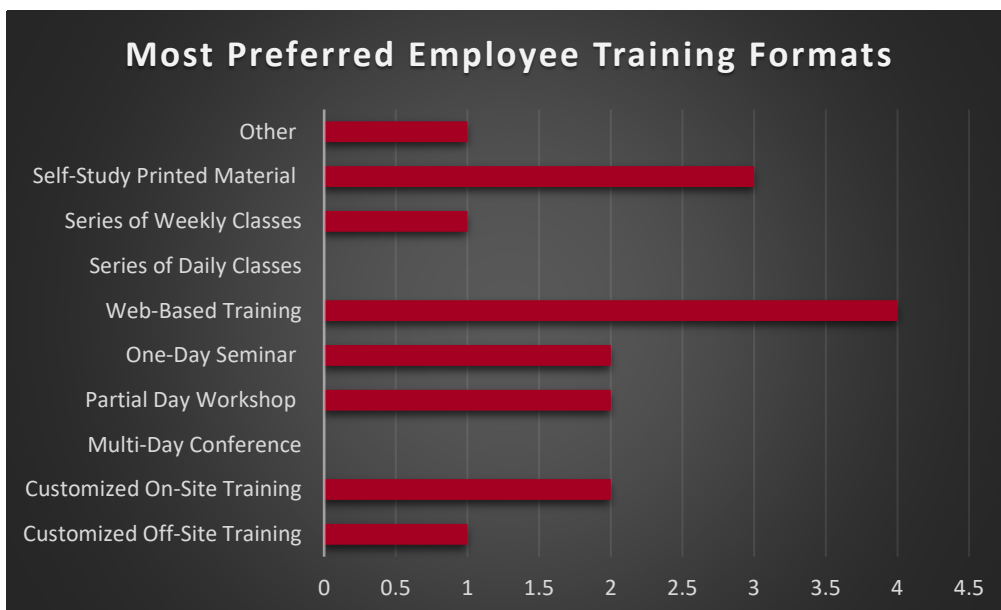
Participants were asked to indicate what percentage of their employees live in Brown County. The graph below shows the visual representation of the results.



Employers were also asked to indicate what additional training areas their employees need. See the graph below for the results.

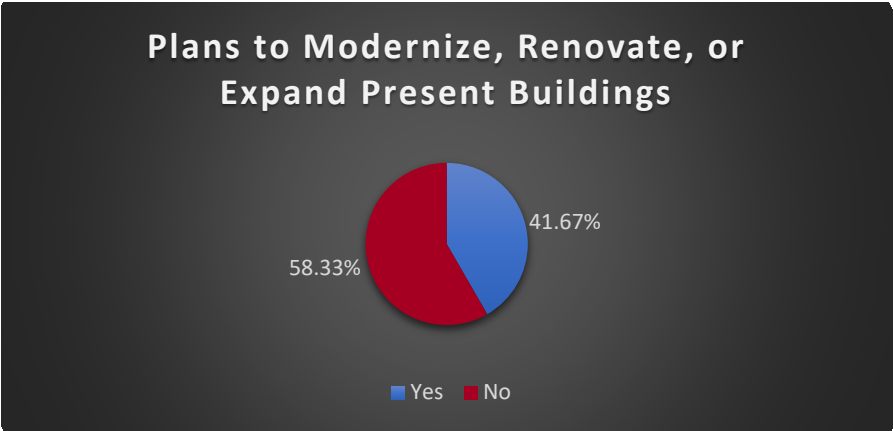


In addition to indicating what areas of training their employees need, survey takers were also asked to indicate that their top 3 preferred formats of employee training are. Participants indicated that the most preferred method of employee training is web-based training. The second preferred method of training is self-study printed material. One-day seminar, partial day workshop and customized on-site training are tied as the third most preferred method of training. The graph below shows full results.

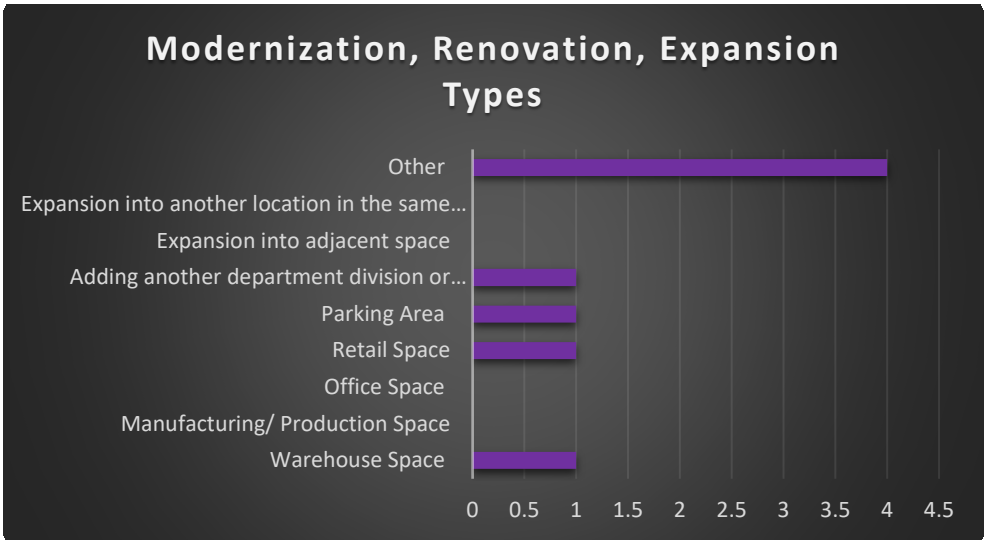


**Block 3 Future Plans**

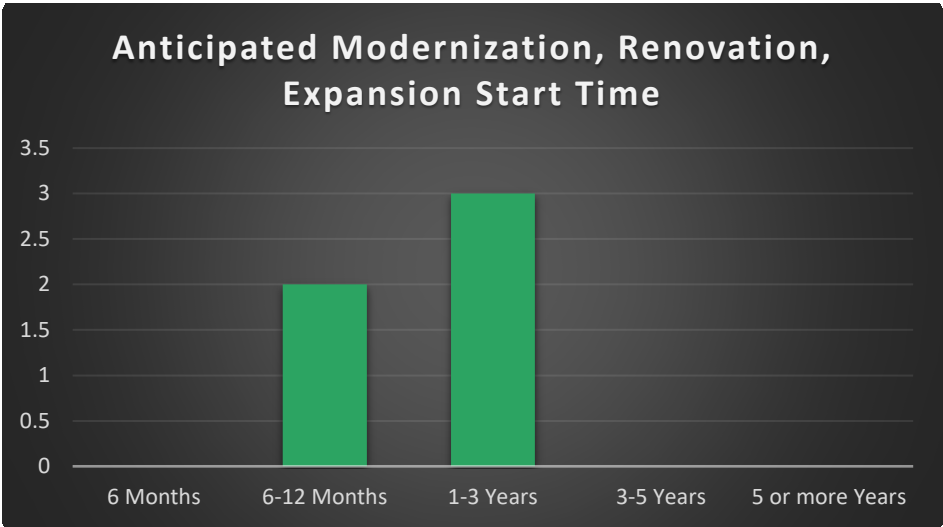
The block started off asking if the business had any current plans of modernizing, renovating, or expanding. If participants answered no, the survey then automatically took them to the next part of the survey allowing them to bypass questions regarding modernizing, renovating or expanding. The following graph shows how many businesses are planning on modernizing, renovating, or expanding.



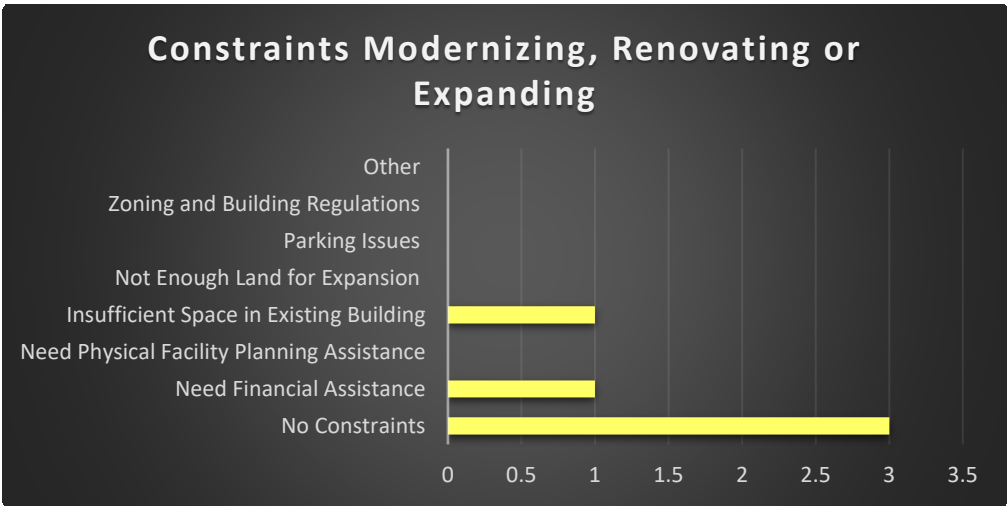
If participants answered yes to current plans of modernizing, renovating, or expanding the survey then inquired about what kinds of modernizing, renovating, or expanding their business is currently planning. Most businesses indicated that their plans are considered “Other” based on response options. If a participant selected the “Other” option, they were asked to also provide additional information. The information provided included upgrading/purchasing equipment and upgrading their current building and technology. The graph below shows the full number of responses and additional forms of modernizing, renovating, or expanding.



Additionally, participants were asked to indicate the anticipated time frame the modernizing, renovating, or expanding would take place. Participants could indicate 6 Months, 6-12 Months, 1-3 Years, 3-5 Years, or 5 or More Years. The graph below shows the expected time of modernizing, renovating, or expanding.

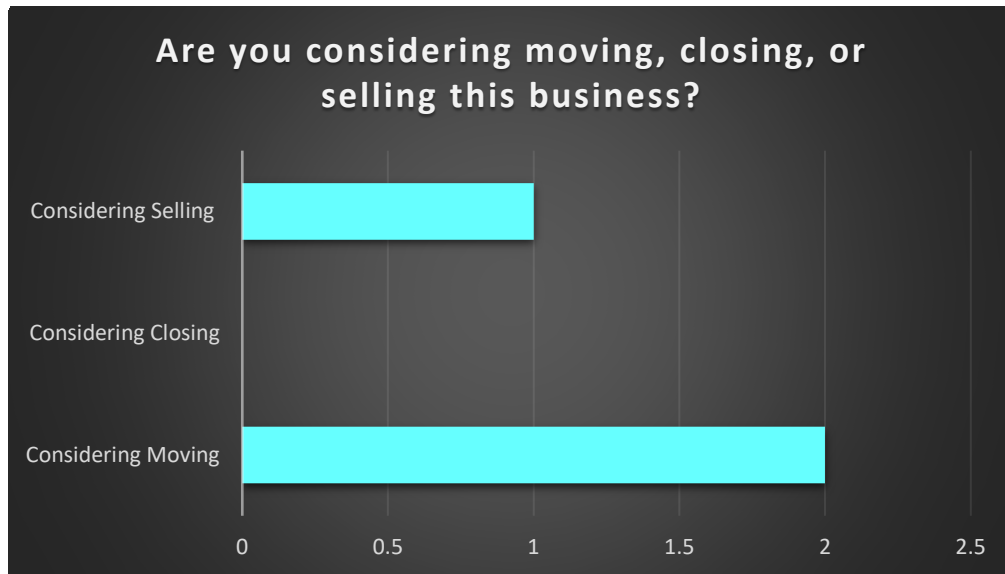


Participants were also asked if their business faced any constraints modernizing, renovating or expanding. Responses included no constraints, needing financial assistance, needing a physical facility planning assistance, insufficient space in existing buildings, parking issues, zoning and building regulations, or other. Most indicated that they did not face any constraints related to expanding, modernizing, or expanding. The 2 reasons that businesses indicated that they were facing constraints include insufficient building space and needing financial assistance. See the graph below.

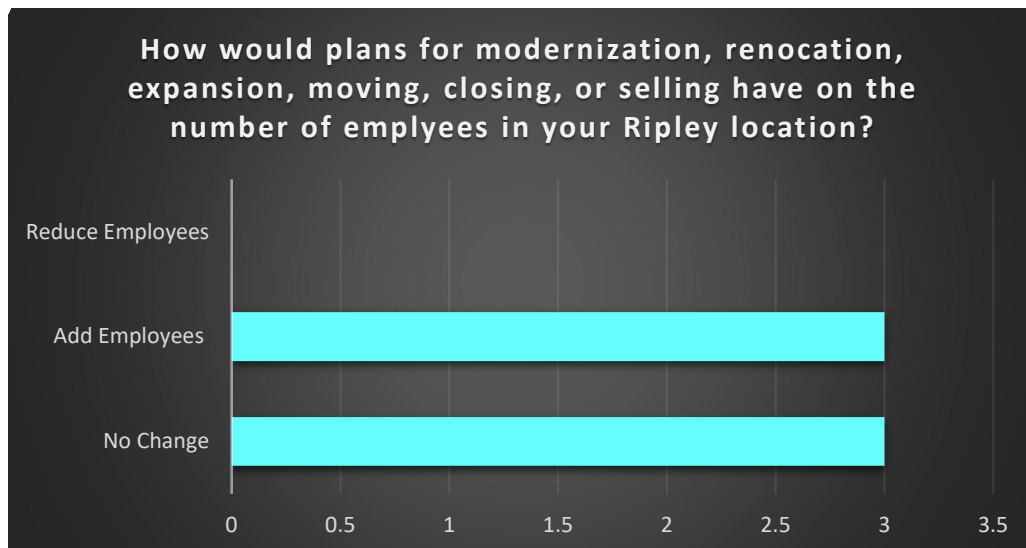


Survey takers were also asked to indicate if their business is considering opening another branch, plant, office, or store. 100% of respondents indicated that they were not planning on opening another branch, plant, office, or store.

Participants were also asked if they are considering moving, closing, or selling their business. The graph below shows the response options and the number of responses.

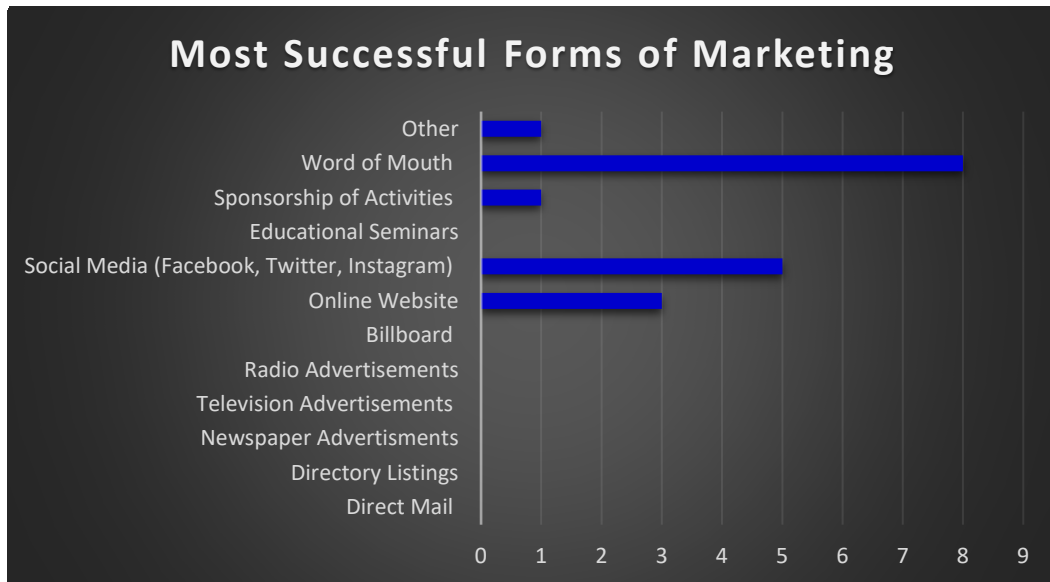


The survey also asked participants how their plans of modernization, renovation, expansion, moving, closing or selling would have on the number of employees at their Ripley location. The below shows the response options and the number of responses for each option.

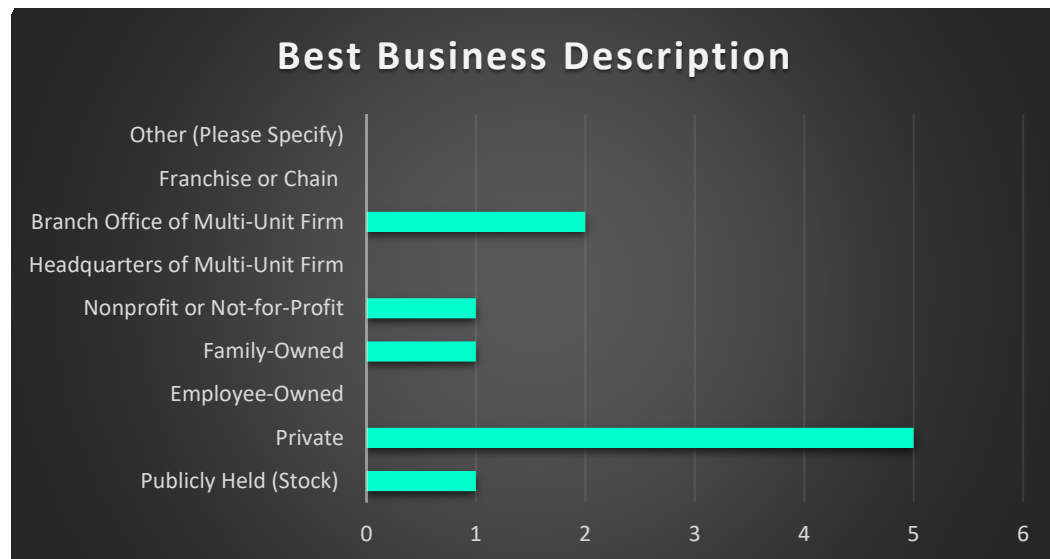


#### **Block 4 General Business Information:**

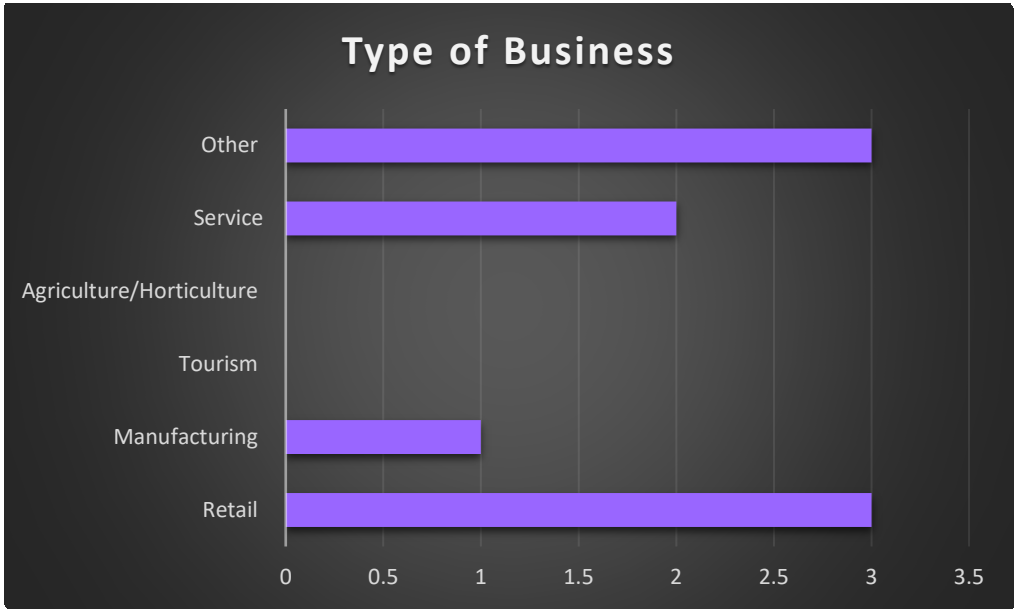
Businesses were asked to indicate their 2 most successful forms of marketing. The most successful form of marketing is word of mouth. The second most successful form of marketing is social media, followed by online website. The graph below shows all response options and the number of responses for each option.



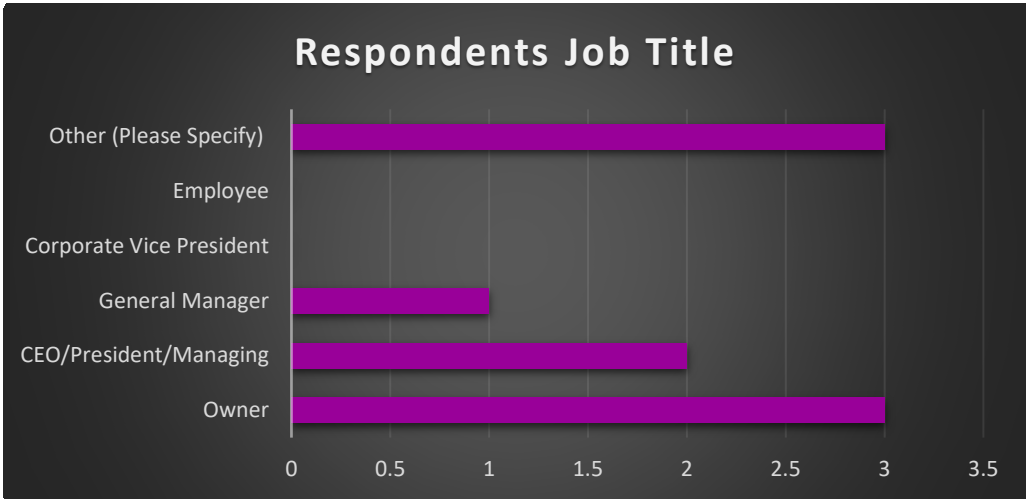
Business representatives were also asked to select the option that best describes their business. The graph below shows the descriptions businesses could use and the number of responses based on each description.



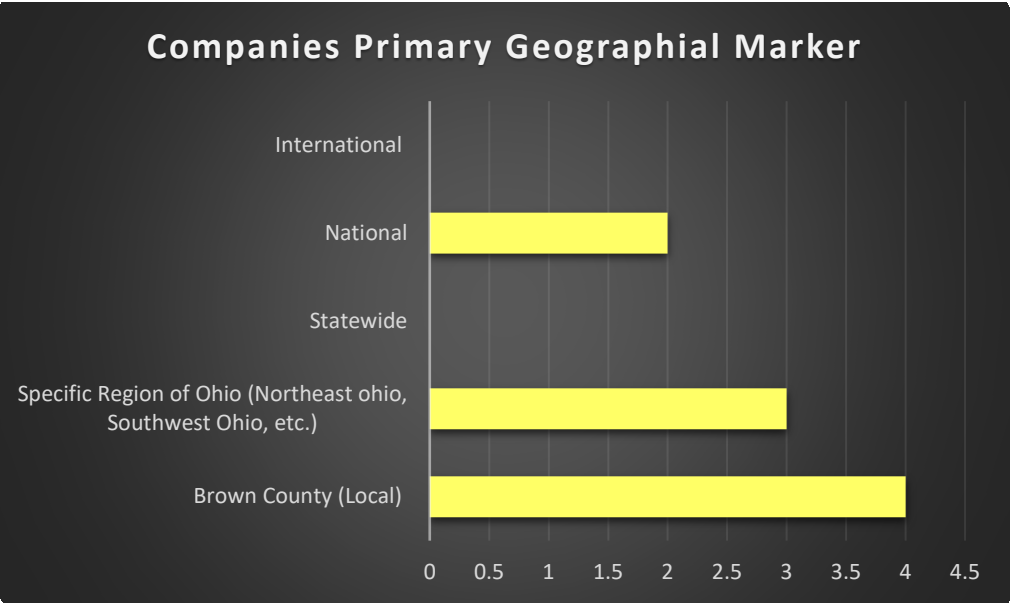
Business representatives were also asked how to categorize their business. If one of the options listed didn't fit with their business the survey taker could select the "other" option and then provide additional information. There were 3 responses that selected "Other" and indicated that they were in Healthcare, Medical/Massage, and Business Consulting. The graph below shows all the options and the full number of responses for each option.



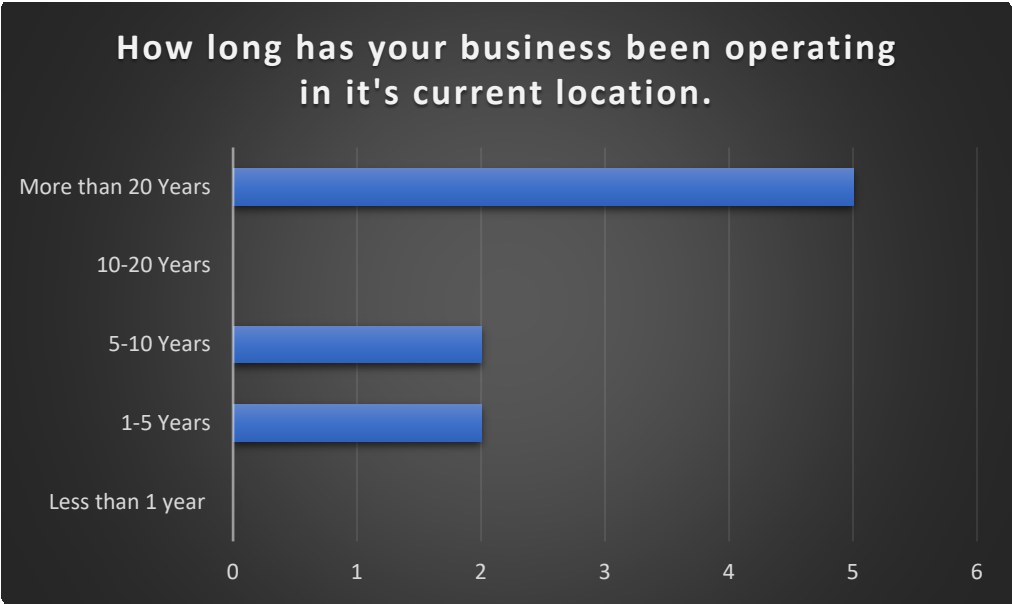
Survey takers were asked to indicate their official job titles within their business. Participants who selected "Other" indicated that a business administrator, office manager and director. The graph below shows all of the response options and number of responses for each option.



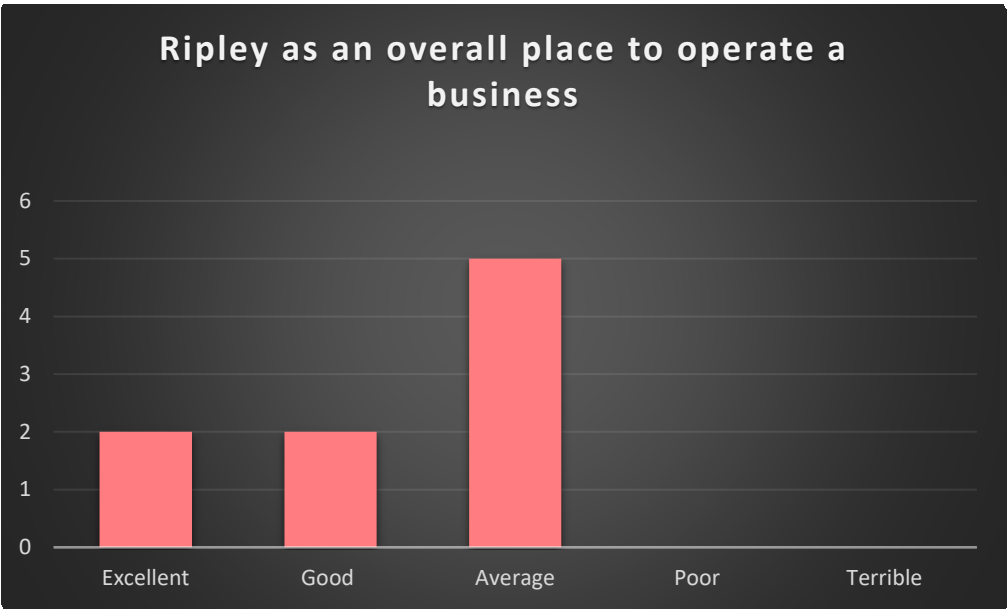
The graph below shows the company’s primary geographical marker.



The graph below shows how long the business has been operating in Ripley.



Participants were asked to rate Ripley as an overall place to do business. The following graph shows the number of responses on each rating.



Participants were also asked if they live in Ripley.

