



# Anderson Township

## 2025 BUSINESS RETENTION & EXPANSION SURVEY RESULTS

# Introduction

- Research has demonstrated that most new jobs are created by existing businesses.
- According the State of Ohio, more than 70% of job growth comes from existing businesses.
- A key to community development is to grow and retain the existing business structure through a Business Retention and Expansion Program. These programs typically involve partnerships among public and private organizations that assess the assets and opportunities of individual businesses through periodic surveys, interviews, and visitation.
- In the survey process, information is used to strengthen existing companies, establish early warning systems to flag at-risk businesses that require assistance, and ensure that public programs meet local business needs. Also, effort to continue questions from prior surveys to track trends.

# Anderson Business Survey Participation

- Surveys sent to **875** businesses (*In 2023 - 938, 2019 – 737, and in 2010 - 560*)
- Chamber Email reminder to businesses
- Total Responses: **59** (*In 2023 – 74, 2019 - 104*)
  - Online responses: **27** (*In 2023 – 51, 2019 – 80*)
  - Mailed responses: **32** (*In 2023 – 23, 2019 – 24*)
  - Returned mailings: **125**
- Response rate: **7.9%** (*In 2023 – 9.8%, 2019 – 16.5%*)
- **8 responses were from businesses NOT in Anderson, but these are included in results**

# Question Categories

## 1. **Business Demographic**

- The purpose of collecting demographic data is to ask factual questions for studying trends.

## 2. **Work Force Issues**

- Workers are the core of the work place and perform the various tasks and duties required in attaining business goals.
- Questions such as residence of employees and future employment trends are not summarized in this report; rather, they may be helpful tools for individual follow up.

## 3. **Industry Outlook**

- Based on their sales activity and expansion plans, the information in this section provides insight on short-term activity in the local economy and how it may affect the local employment base.

## 4. **Community Services Issues**

- In this section we explore external influences in Anderson Township that have a strong impact on its businesses.

# Business Demographic

## Place of Operation

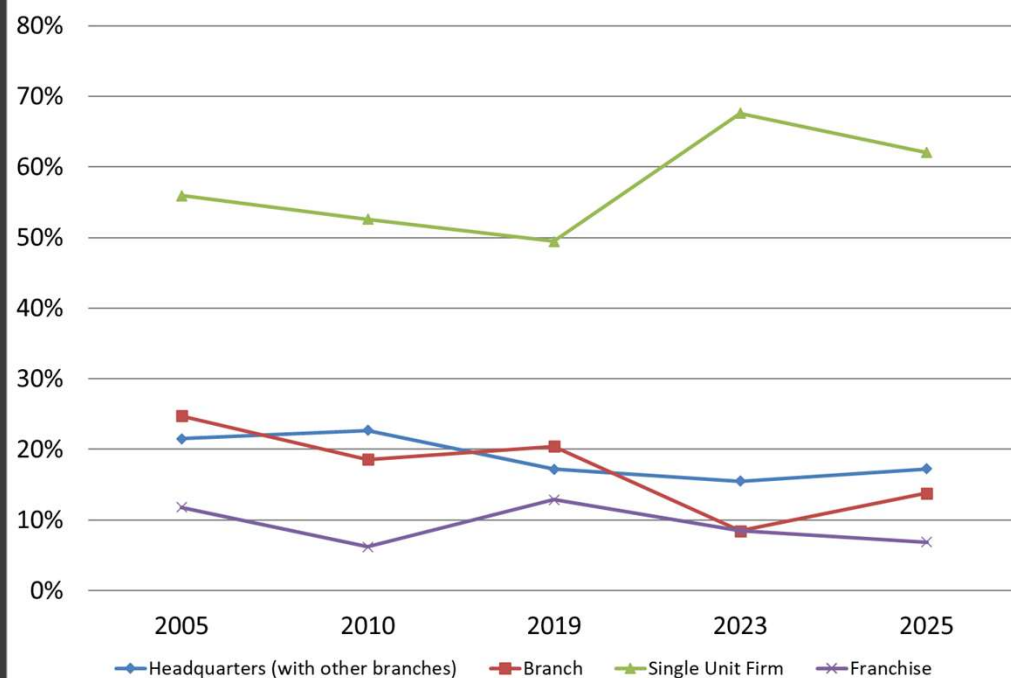
- Most of the businesses who responded, as in the past, are single unit firms.
- Fairly consistent share of responses by business type over the years
- Responses by single unit firms, which were decreasing, over the years, greatly increased in recent years.

### 2025 Anderson Twp. Business Survey

This place of operation is a (please check one):

Answer Choices	Responses	
Headquarters (with other branches)	17.24%	10
Branch	13.79%	8
Single Unit Firm	62.07%	36
Franchise	6.90%	4
Answered		58

### This place of operation is a (please check one):

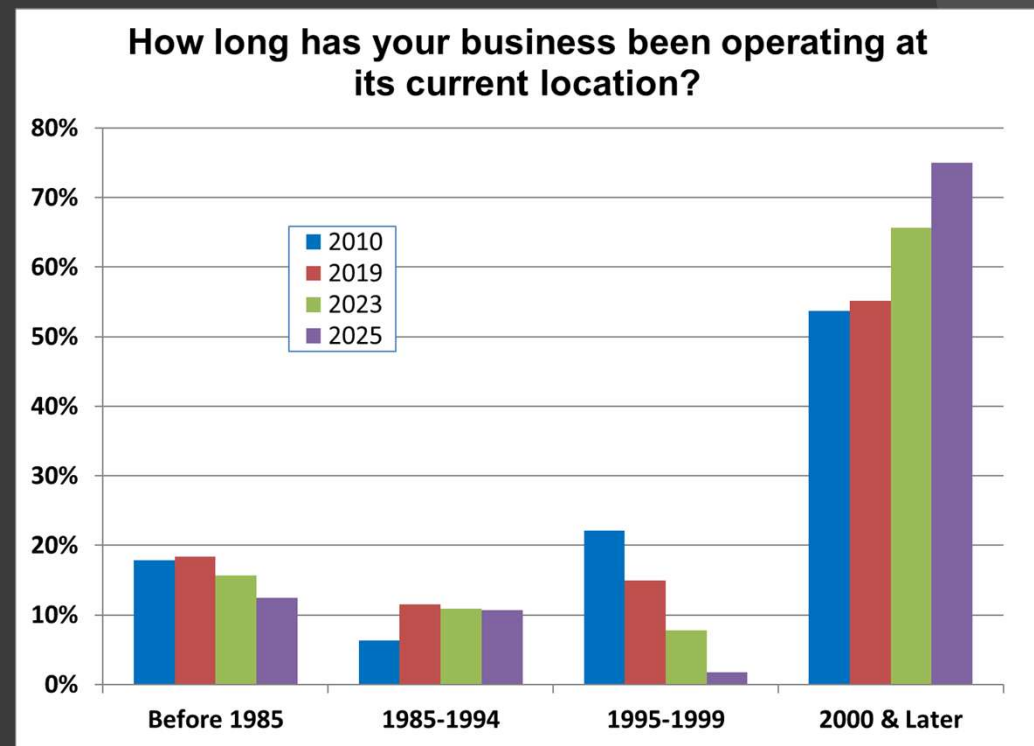


# Business Demographic

## Years in Current Location

- Most businesses who take part continue to be new (50%), but note that “new” includes those that may have opened up 30 years ago, so this category could stay consistent with 2010.
- Solid participation in survey of longtime businesses.
- Like in recent surveys, about 20% of respondents were in business 5 years or less, and nearly 33%, 10 years or less.

Anderson Township Business Survey- 2025								
How long has your business been operating at its current location?								
		2010		2019		2023		2025
Before 1985	17	17.9%	16	18.4%	10	15.6%	7	12.5%
1985-1994	6	6.3%	10	11.5%	7	10.9%	6	10.7%
1995-1999	21	22.1%	13	14.9%	5	7.8%	1	1.8%
2000 & Later	51	53.7%	48	55.2%	42	65.6%	42	75.0%
Total Responses	95		87		64		56	



# Business Demographic

## Ownership of Business Space

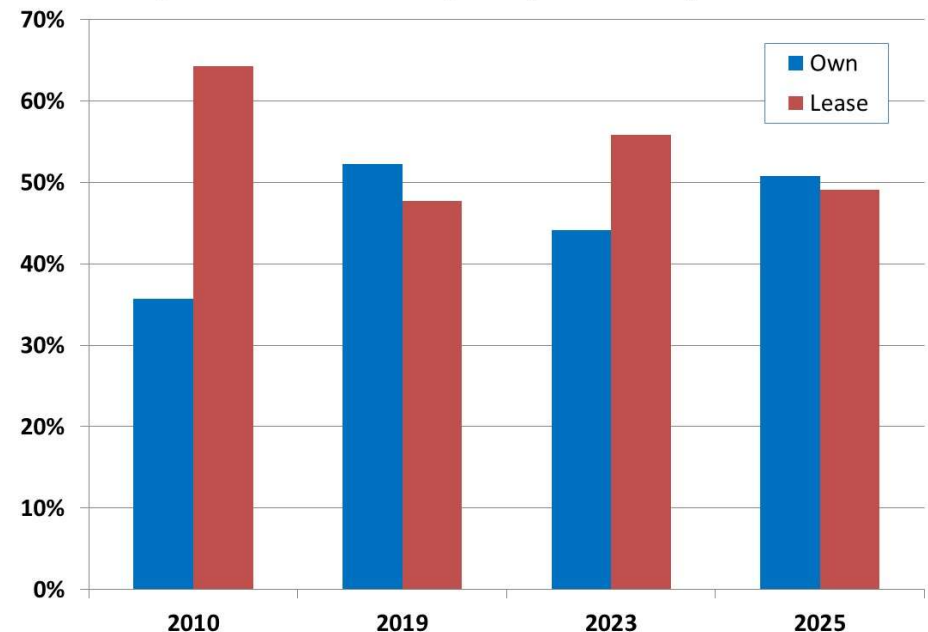
- Owning or leasing the place of operation evened out from 2010, which was a large shift.
- In 2010, about 1/3 of respondents owned their place of operation.
- In recent years the responses have been similar.

### 2025 Anderson Twp. Business Survey

Do you own or lease your place of operation?

Answer Choices	Responses	
Own	50.88%	29
Lease	49.12%	28
Answered		57

### Do you own or lease your place of operation?



# Business Demographic

## Current Space

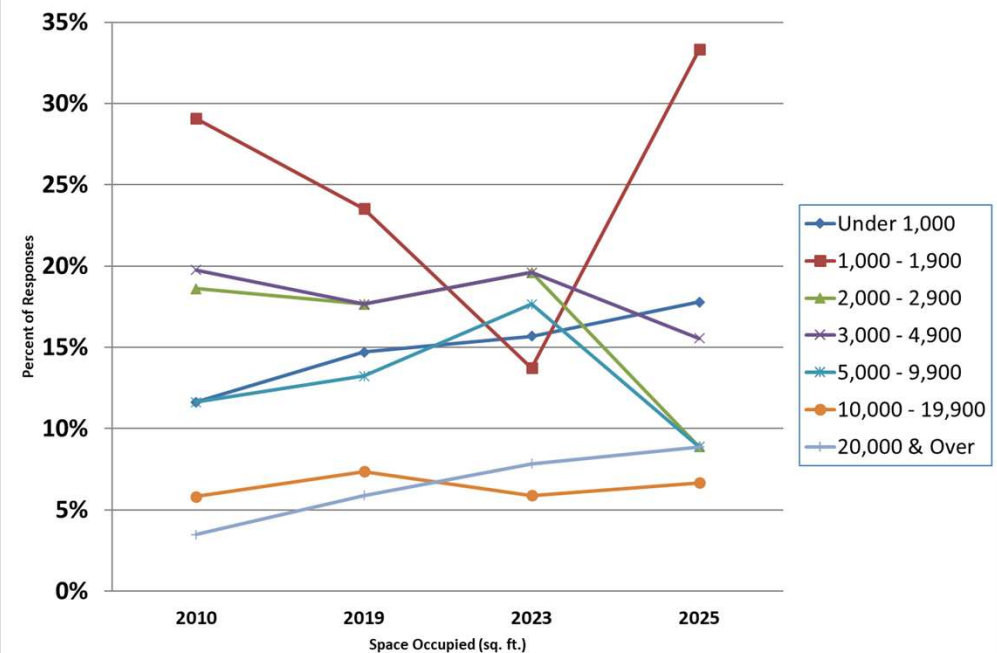
- Fairly even distribution of responses for the lower five categories, with the peak being in the 1,000 – 1,999 sq. ft. range.
- Large drop in responses of businesses with 1,000 – 1,900 sq. ft. from 2010 to 2023, but respondents in this category represented the largest share in 2025.

### Anderson Township Business Survey- 2023

#### How much space do you occupy? (square feet)

		2010		2019		2023		2025
Under 1,000	10	11.6%	10	14.7%	8	15.7%	8	17.8%
1,000 - 1,900	25	29.1%	16	23.5%	7	13.7%	15	33.3%
2,000 - 2,900	16	18.6%	12	17.6%	10	19.6%	4	8.9%
3,000 - 4,900	17	19.8%	12	17.6%	10	19.6%	7	15.6%
5,000 - 9,900	10	11.6%	9	13.2%	9	17.6%	4	8.9%
10,000 - 19,900	5	5.8%	5	7.4%	3	5.9%	3	6.7%
20,000 & Over	3	3.5%	4	5.9%	4	7.8%	4	8.9%
<b>Total Responses</b>	<b>86</b>		<b>68</b>		<b>51</b>		<b>45</b>	

#### How much space do you occupy?





# Business Demographic

## Adequacy of Space

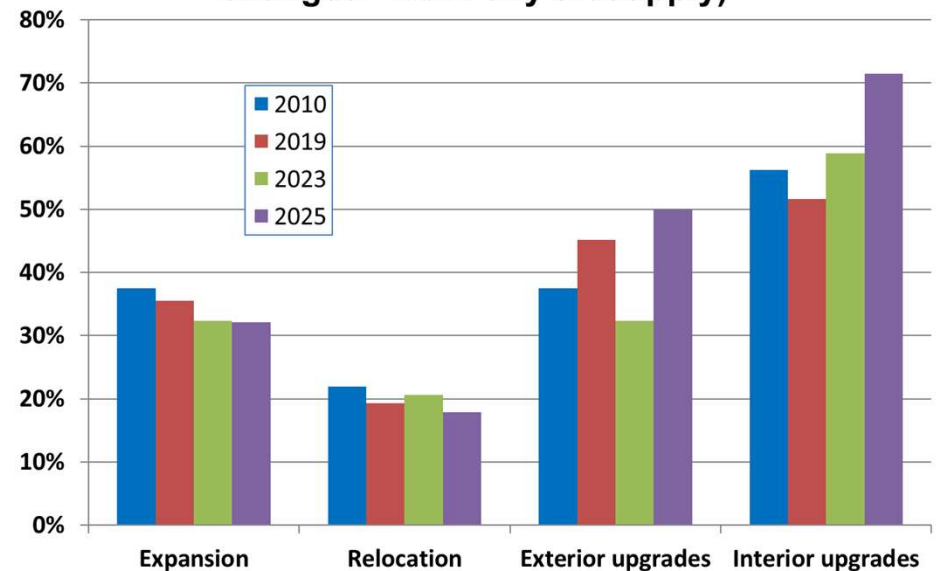
- Most respondents who are planning changes, continue to be focusing on interior or exterior modifications, a growing increase over the years.
- The percentage of businesses looking to expand or relocate has been slowly, and steadily, declining.

### 2025 Anderson Twp. Business Survey

Are you planning any of the following within the next 2 years? (mark any that apply)

Answer Choices	Responses	
Expansion	32.14%	9
Relocation	17.86%	5
Exterior upgrades	50.00%	14
Interior upgrades	71.43%	20
Answered		28

Are you planning any of the following within the next 2 years? (Percent of those planning changes - mark any that apply)



# Business Demographic

## Planned Space Changes

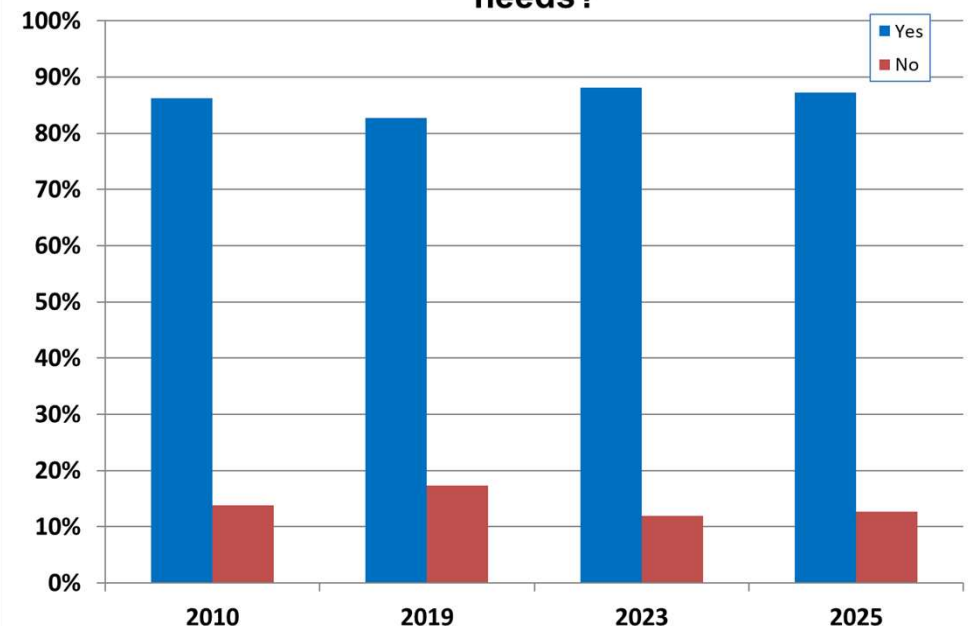
- Very similar responses over the years.
- Nearly 90%, continue to be comfortable with existing space.

### 2025 Anderson Twp. Business Survey

Is this amount of space adequate for your needs?

Answer Choices	Responses	
Yes	87.27%	48
No	12.73%	7
Answered		55

### Is this amount of space adequate for your needs?



# Industry Outlook

## Business Sales Trends

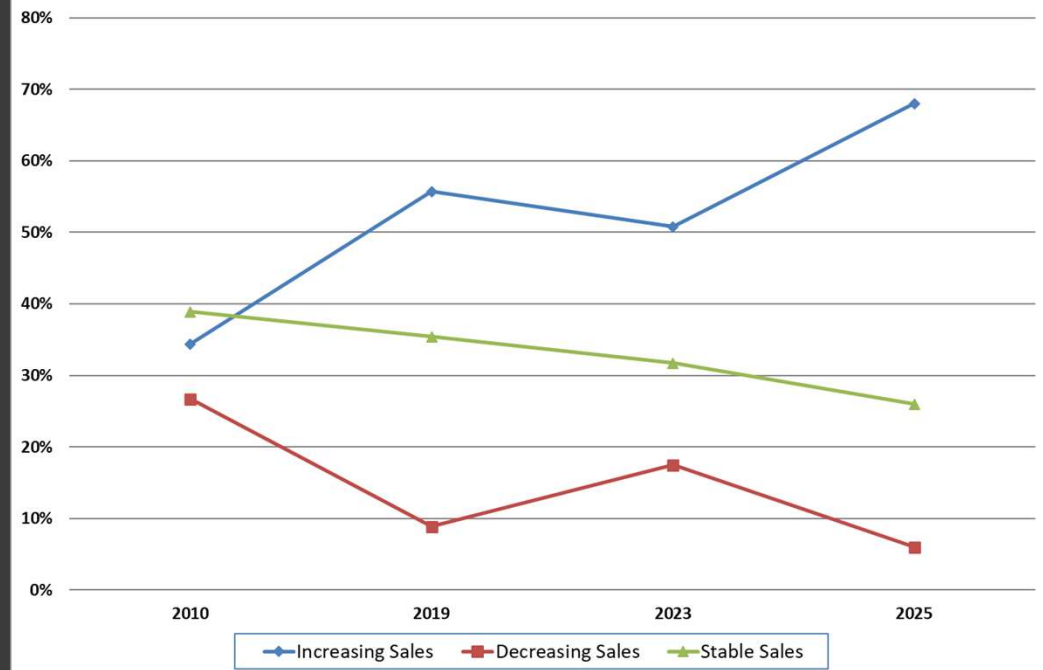
- Nearly 70% feel that sales have increased, with only about 25% indicating a decrease.
- Dramatic swing back, and high response of positive situation compared with 2023.
- Much better outlook than back in 2010.

### 2025 Anderson Twp. Business Survey

If your business has been in operation for 3 or more years, please choose the below statement that is true:

Answer Choices	Responses	
Business has experienced increasing sales	68.00%	34
Business has experienced decreasing sales	6.00%	3
Business sales have stayed about the same	26.00%	13
Answered		50

If your business has been in operation for 3 or more years, please choose the below statement that is true:



# Community Service Issues

## Benefits of Anderson Location

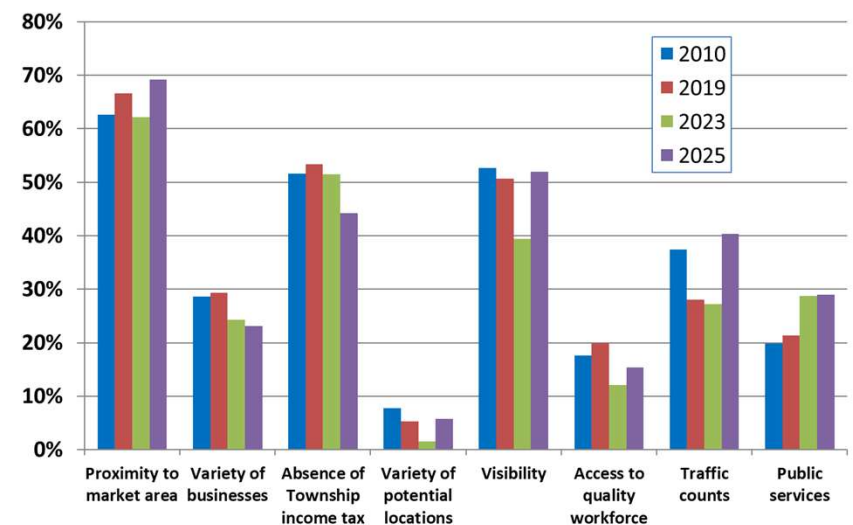
- Very similar responses to prior surveys, with most areas showing highest ever figures in 2025.
- Greatest benefits including proximity to market, absence of income tax, and visibility.
- Visibility, workforce, and traffic counts have rebounded as benefit.
- Steady increase over the years in respondents noting the benefit of public services.

### 2025 Anderson Twp. Business Survey

What do you consider as the greatest benefits of being located in Anderson? (check all that apply)

Answer Choices	Responses	
Proximity to market area	69.23%	36
Variety of businesses	23.08%	12
Absence of Township income tax	44.23%	23
Variety of potential locations	5.77%	3
Visibility	51.92%	27
Access to quality workforce	15.38%	8
Traffic counts	40.38%	21
Public services	28.95%	15
Answered		52

### What do you consider as the greatest benefits of being located in Anderson? (check all that apply)



# Community Service Issues

## Obstacles to Business Operations in Anderson

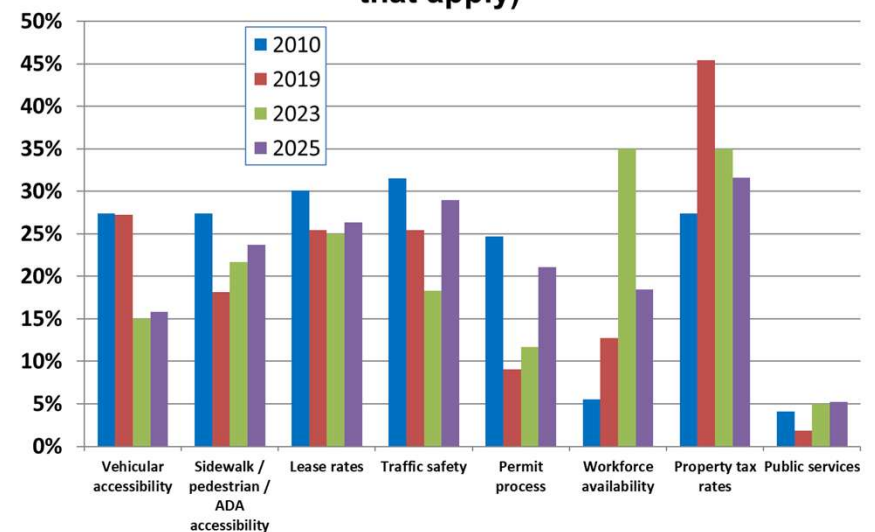
- Based on responses, businesses noted improvements over the years in vehicular accessibility, sidewalks, lease rates, traffic safety and permit process, though a few identified as greater obstacles than 2019.
- Dramatic increase in concerns with workforce in 2023, equaling property tax rates, but both dropped in 2025.
- Several other categories rose, with regards to potential obstacles (though slightly), led by traffic safety and the permitting process.

### 2025 Anderson Twp. Business Survey

What so you consider as the greatest obstacles to business in Anderson? (Check all that apply)

Answer Choices	Responses	
Vehicular accessibility	15.79%	6
Sidewalk/pedestrian/ADA access	23.68%	9
Lease rates	26.32%	10
Traffic safety	28.95%	11
Permit process	21.05%	8
Workforce availability	18.42%	7
Property tax rates	31.58%	12
Public services	5.26%	2
Answered		38

### What do you consider as the greatest obstacles to business in Anderson? (Check all that apply)

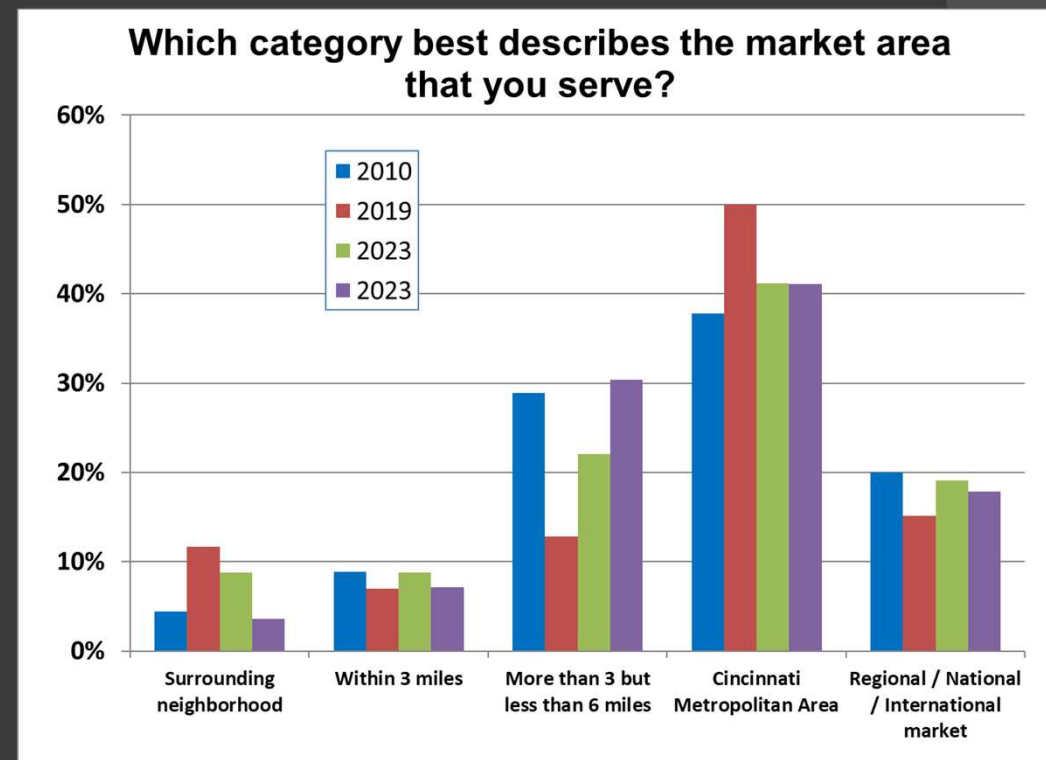


# Work Force Demographic

## Market Area

- Despite the majority of Anderson businesses being single-unit firms, 41% serve the Cincinnati Metropolitan Area (same as 2023).
- Rebound in responses having a market focus in the 3-6 mile range.

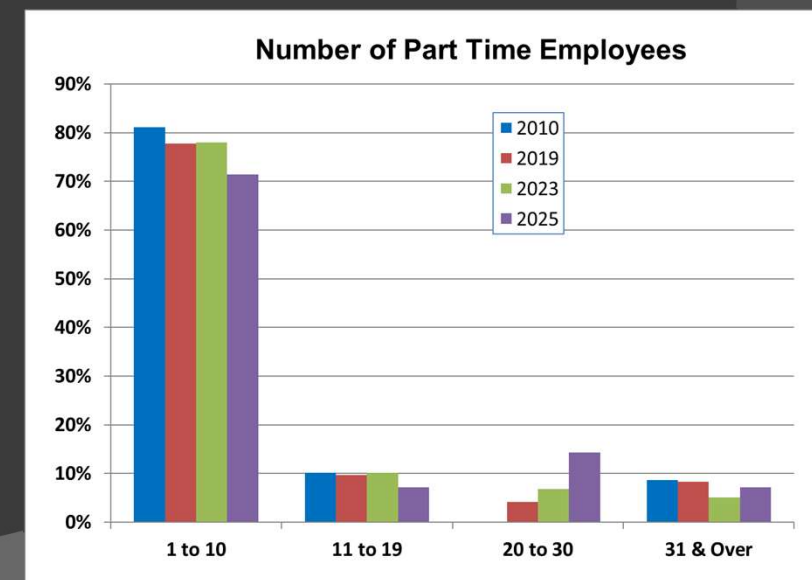
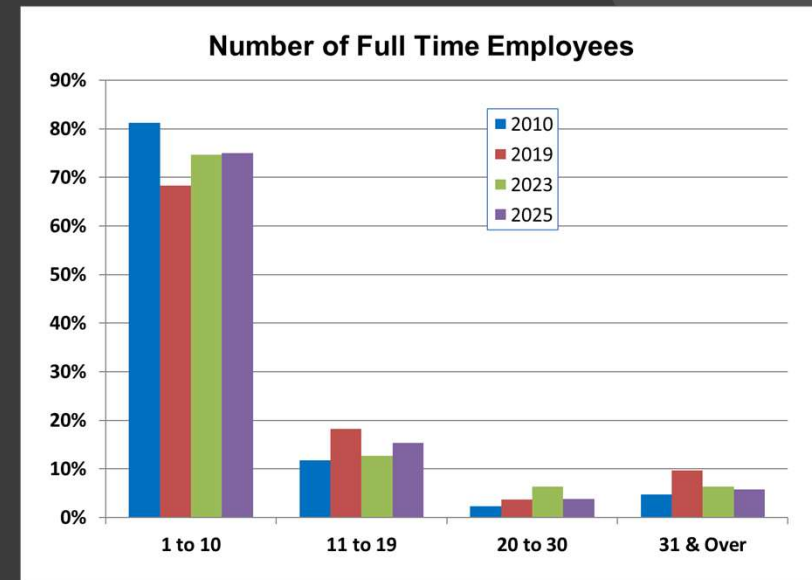
2025 Anderson Twp. Business Survey		
Which category best describes the market area that you serve?		
Answer Choices	Responses	
Surrounding neighborhood	3.57%	2
Within 3 miles	7.14%	4
More than 3 but less than 6	30.36%	17
Cincinnati Metropolitan Area	41.07%	23
Regional/National/International market	17.86%	10
	Answered	56



# Work Force Issues

## Number & Type of Employees

- Smaller businesses (under 10 employees, especially full-time positions), continue to be the largest category.
- About 20% of respondents had a single (or no) full-time employee.
- Less than 20% of respondents had 0 or 1 part-time employees, down from 40% in 2019, and 25% in 2023.



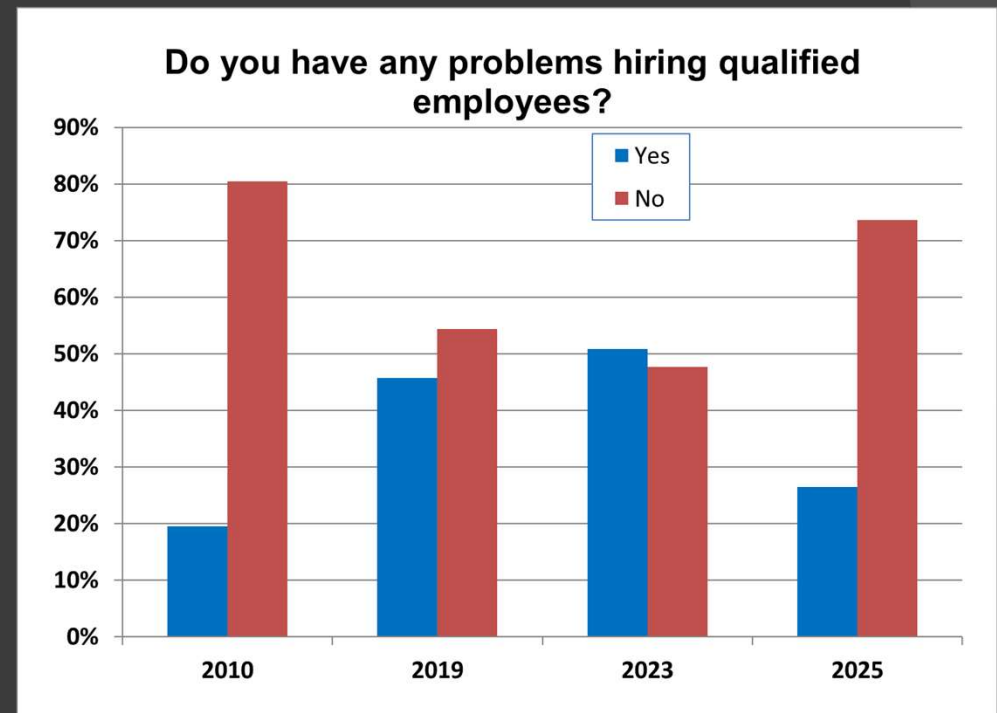


# Work Force Issues

## Employee Hiring Difficulties

- Dramatic change in this area between 2010 and 2019, from under 20% having difficulties to nearly 50%.
- Big swing back from 2019 and 2023, with less than 30% of respondents noting workforce issue.
- Comments for this response identified difficulties for a variety of fields/trades, but less than past surveys.

2025 Anderson Twp. Business Survey		
Do you have any problems hiring qualified employees?		
Answer Choices	Responses	
Yes	26.42%	14
No	73.58%	39
	Answered	53





# Community Services Information

## Services to Support Growth

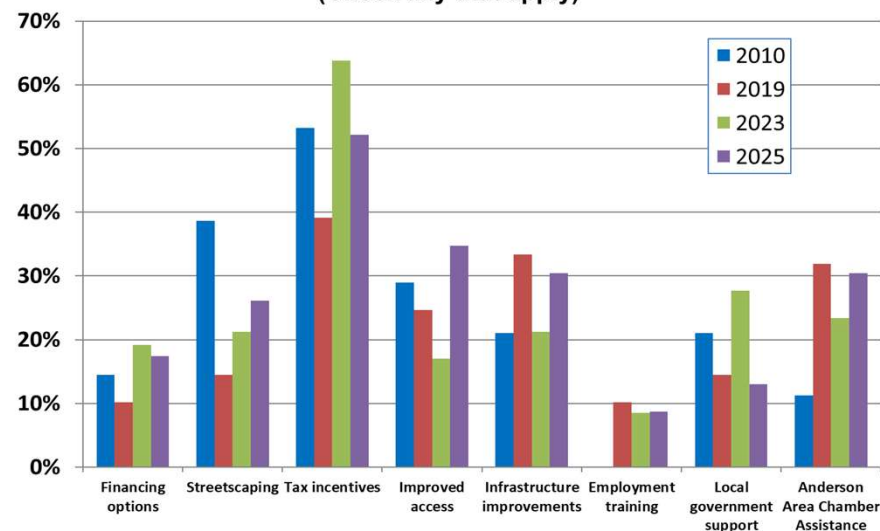
- Greatest reduction from 2010 to 2023 were physical changes, such as streetscaping, improved access or infrastructure improvements, but those popped back up this year.
- Spike in “support” areas in 2023, led by tax incentives (which has been the highest), but followed by local government support and financing, but those areas dropped this year.
- Training, a new area in 2019’s survey, continues to the lowest service – most others with similar responses.

### 2025 Anderson Twp. Business Survey

What is the most important service that could be provided to your business to support economic growth and development? (Check any that apply)

Answer Choices	Responses	
Financing options	17.39%	4
Streetscaping	26.09%	6
Tax incentives	52.17%	12
Improved access	34.78%	8
Infrastructure improvements	30.43%	7
Employment training	8.70%	2
Local government support	13.04%	3
Anderson Area Chamber assistance	30.43%	7
Answered		33

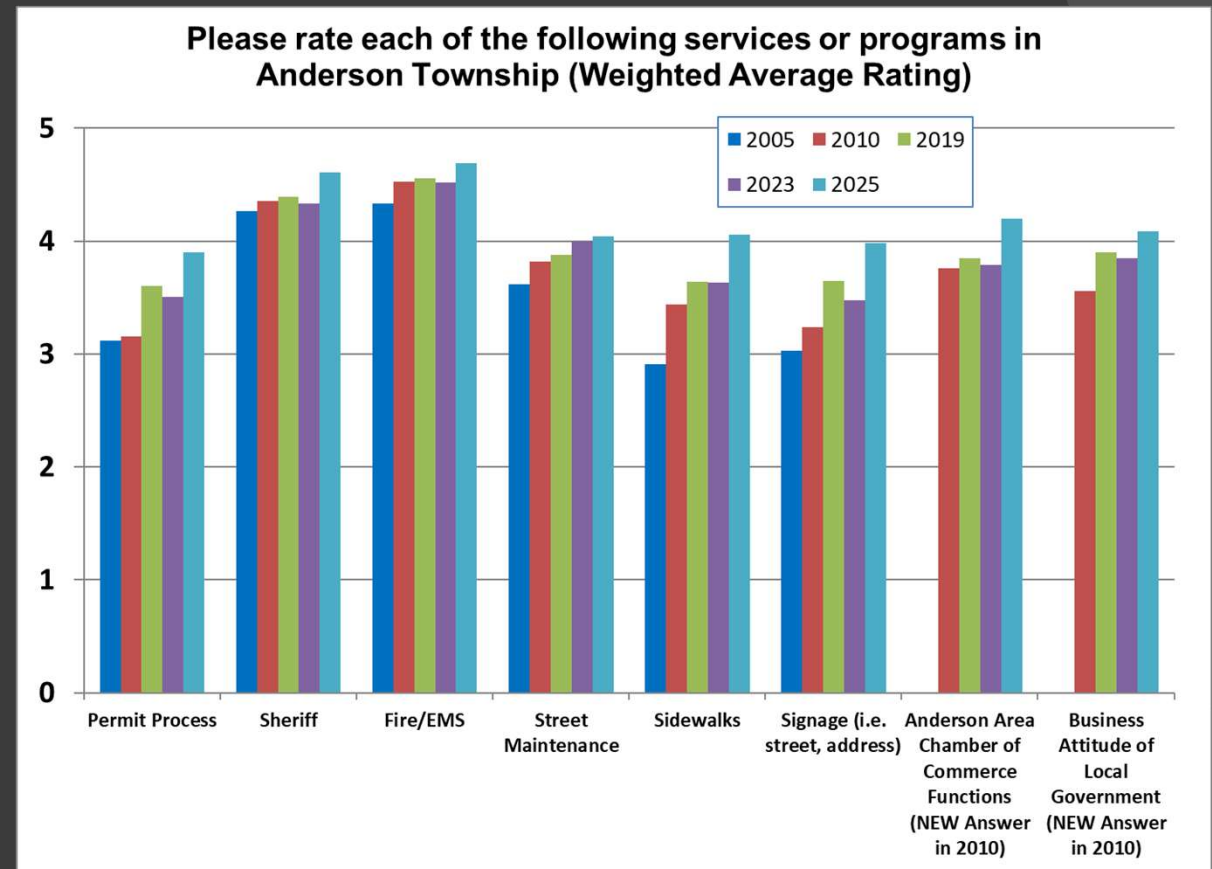
What is the most important service that could be provided to your business to support economic growth and development? (Check any that apply)



# Community Services Information

## Rating of Anderson Services / Programs

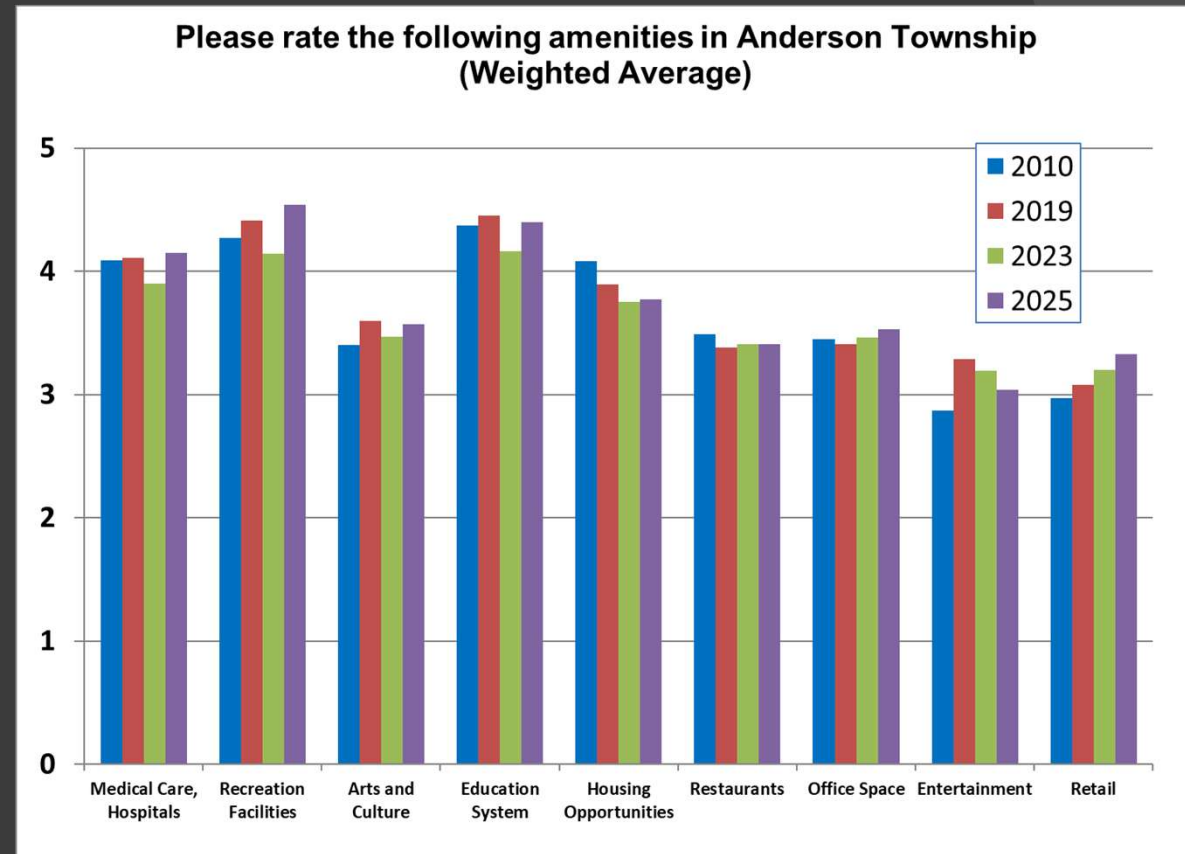
- Average responses from all areas have increased overall from 2005 to 2025!
- Strong support continues for Sheriff and Fire & Rescue.
- Most other areas had similar average ratings, and most have had steady increase in each survey.



# Community Services Information

## Rating of Anderson Amenities

- Responses are pretty close across the board to 2023, but most have dipped slightly.
- Slight increase in restaurants continues, retail and office, consistent with new additions / redevelopment of these opportunities in Anderson.
- Slight decrease in entertainment, which may be reflective of shift in offerings in community.



# Business Demographic

## Chamber Membership

- Dip in number of respondents who were Chamber members from 2019 to 2023, but this rebounded.
- The majority of respondents are Chamber members, mirroring responses from 2019.

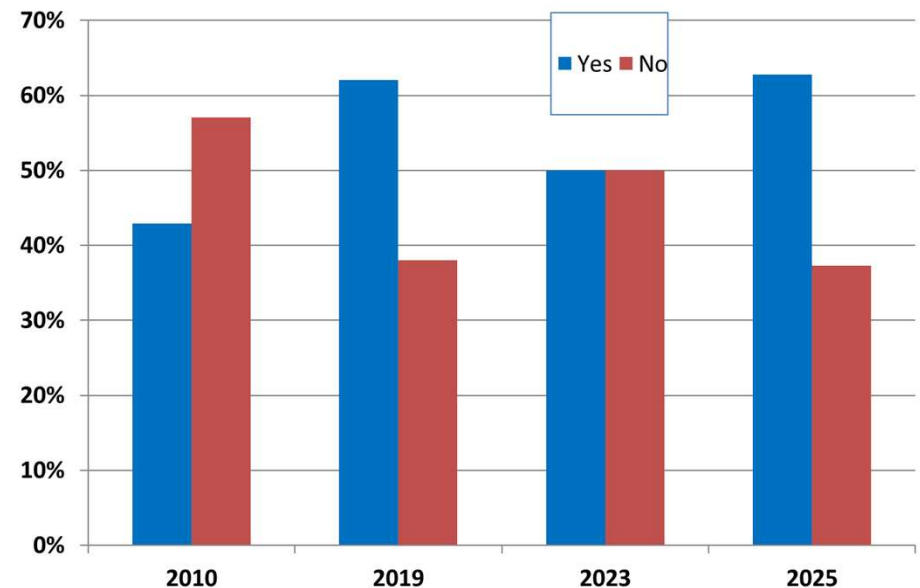
### 2025 Anderson Twp. Business Survey

Are you a member of the Anderson

Area Chamber of Commerce?

Answer Choices	Responses	
Yes	62.75%	32
No	37.25%	19
Answered		51

### Are you a member of the Anderson Area Chamber of Commerce?



# Business Demographic

## Chamber Non-Members

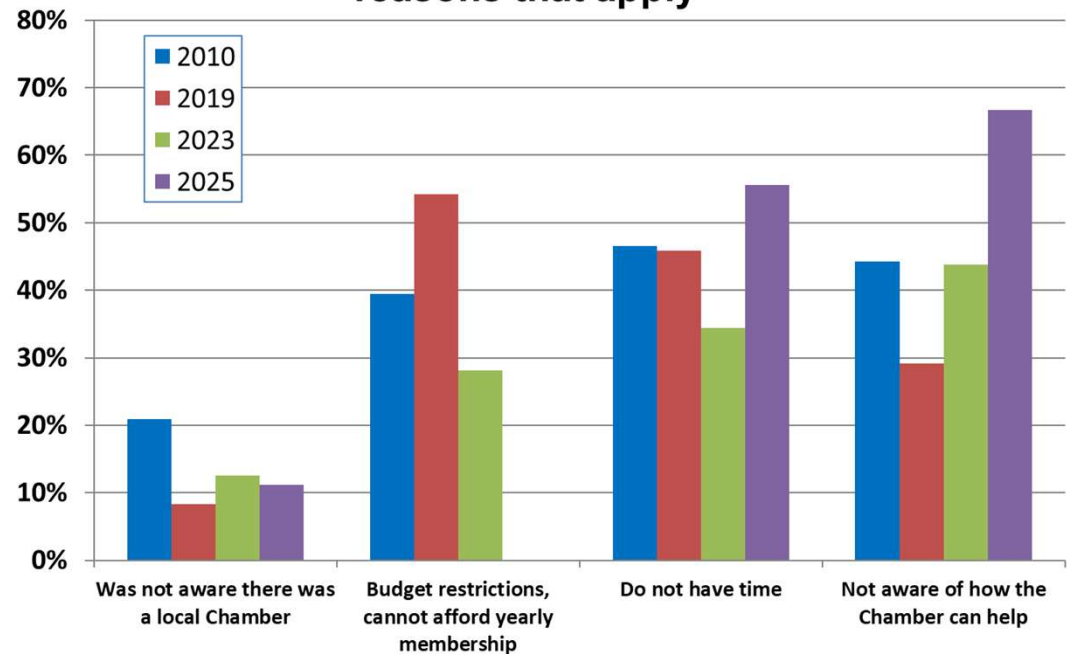
- Most participants continue to be aware of the local Chamber.
- Time is primary reason for lack of Chamber membership (none indicated budget restrictions, a big shift from 2019).

### 2025 Anderson Twp. Business Survey

If you are not a member, please select all reasons that apply:

Answer Choices	Responses	
Was not aware there was a local Chamber	11.11%	2
Budget restrictions, cannot afford yearly membership	0.00%	0
Do not have time	55.56%	10
Not aware of how the Chamber can help	66.67%	12
	Answered	18

### If you are not a member, please select all reasons that apply



# Next Steps

- Follow up results sent to requesting businesses and posted on Township website, with information in *Anderson Insights* and Facebook Post.
- Request to “Red Flag” businesses indicating desire to discuss individual needs and how Township can address concerns for future plans.
- Incorporation of results into forthcoming planning initiatives of staff, the Township’s Anderson Plan Implementation Committee, and partnership efforts with the Anderson Area Chamber of Commerce.
- Specific outreach and connection of businesses to the EDC’s Workforce subcommittee for analysis and possible invitation to Forest Hills Local School District community partnership program
- Engagement of interested businesses on future planning efforts.