

2011 Downtown Nashville Employee Survey Results

1,922 surveys received from downtown employees in 2011 (1,885 surveys received in 2010)

FUN STUFF

90% of employees surveyed agree or strongly agree that downtown is a FUN place to work!

SURVEY RESPONDENTS PERSONAL PROFILE & DEMOGRAPHICS

LENGTH OF TIME WORKING DOWNTOWN

| | 2011 | 2010 |
|---------------|------|------|
| 0 - 4 years | 42% | 37% |
| 5 - 9 years | 23% | 25% |
| 10 - 14 years | 14% | 17% |
| 15 - 19 years | 8% | 6% |
| 20+ years | 13% | 15% |

AGE DISTRIBUTION

| | 2011 | 2010 |
|-------------------------|------|------|
| 30 or under = Gen Y | 19% | 13% |
| 31 - 46 = Gen X | 39% | 40% |
| 47 - 64 = Baby Boomers | 39% | 40% |
| 65 + = Great Generation | 3% | 7% |

GENDER DISTRIBUTION

| | 2011 | 2010 |
|--------|------|------|
| Female | 70% | 73% |
| Male | 30% | 27% |

Significantly more females than males were survey respondents

WHERE DOWNTOWN EMPLOYEES LIVE

| | 2011 | 2010 |
|------------------------|------|------|
| Davidson County | 50% | 52% |
| Downtown | 12% | 11% |
| Williamson County | 8% | 9% |
| Sumner County | 8% | 8% |
| Rutherford County | 6% | 6% |
| Wilson County | 6% | 4% |
| Various Other Counties | 6% | 6% |
| Robertson County | 3% | 3% |
| Montgomery County | 1% | 1% |

TRANSPORTATION

| | 2011 | 2010 |
|--------------------------------|------|------|
| Drive Alone | 79% | 82% |
| Carpool/Vanpool | 7% | 7% |
| Bus | 8% | 6% |
| Walk | 3% | 3% |
| Music City Star Commuter Train | 2.5% | 1.6% |
| Bike | 0.5% | 0.5% |

EMPLOYEE PARKING OPTIONS

| | 2011 |
|---|------|
| Garage/Lot paid for by employer | 47% |
| Garage/Lot NOT paid for by employer | 22% |
| On the Street | 2% |
| Garage/Lot owned by employer | 15% |
| LP Field Parking Option/shuttle pass paid for by employer | 7% |
| LP Field Parking Option/shuttle pass NOT paid for by employer | 7% |

| ANNUAL SALARIES | 2011 | 2010 |
|------------------------|-------------|-------------|
| Under \$20,000 | 3% | 2% |
| \$20,000 to \$39,999 | 28% | 28% |
| \$40,000 to \$59,999 | 34% | 37% |
| \$60,000 to \$79,999 | 17% | 15% |
| \$80,000 to \$99,999 | 7% | 6% |
| \$100,000 to \$129,999 | 5% | 6% |
| Over \$130,000 | 6% | 6% |

DOWNTOWN ENVIRONMENT

*New questions added in 2011**

| DOWNTOWN CLEANLINESS* | 2011 |
|---|-------------|
| <i>compared with other areas in Davidson County</i> | |
| Much cleaner | 38% |
| About the same | 46% |
| Somewhat less clean | 11% |
| Much less clean | 3% |
| Not sure | 2% |

| HOW OFTEN DO YOU SEE THE NDP CLEAN TEAM WORKING* | 2011 |
|---|-------------|
| Often | 51% |
| Infrequently | 35% |
| Never | 10% |
| Not sure | 3% |

| TOP THREE CHANGES TO MAKE DOWNTOWN CLEANER/MORE ATTRACTIVE* | 2011 |
|--|-------------|
| Filling vacant storefront windows | #1 |
| Improve storefronts and building facades | #2 |
| More flowers/greenery | #3 |

| SAFETY* | 2011 |
|--|-------------|
| Always feel safe in downtown Nashville | 15% |
| Feel safe most of the time in downtown Nashville | 62% |
| Occasionally feel downtown Nashville is unsafe | 19% |
| Often feel unsafe in downtown Nashville | 4% |

| HOW OFTEN DO YOU SEE NDP SAFETY AMBASSADORS* | 2011 |
|---|-------------|
| Often | 52% |
| Infrequently | 40% |
| Never | 6% |
| Not sure | 3% |

| TOP THREE CHANGES TO MAKE DOWNTOWN FEEL SAFER* | 2011 |
|---|-------------|
| Continue highly visible police deployment | #1 |
| Reduce the number of aggressive panhandlers | #2 |
| Increase the visibility of safety personnel | #3 |

| TRANSIENTS, INEBRIATES, VAGRANTS | 2011 | 2010 |
|---|-------------|-------------|
| Not at All | 14% | 7% |
| Hardly | 31% | 26% |
| Somewhat | 38% | 49% |
| Very Much | 17% | 18% |

GRAFFITI & VANDALISM

| | 2011 | 2010 |
|------------|-------------|-------------|
| Not at All | 32% | 18% |
| Hardly | 38% | 43% |
| Somewhat | 23% | 33% |
| Very Much | 7% | 6% |

POSITIVE & ENERGETIC ATMOSPHERE*

(e.g. shopping, dining, appearance, safety, events)

| | 2011 |
|-------------------|-------------|
| Agree | 68% |
| Strongly Agree | 25% |
| Disagree | 7% |
| Strongly Disagree | 1% |

AWARENESS OF ONLINE INITIATIVES**WEBSITES****nashvilledowntown.com**

| | 2011 | 2010 |
|--------------|-------------|-------------|
| Use the site | 59% | 54% |

parkitdowntown.com

| | | |
|--------------|-----|-----|
| Use the site | 39% | 35% |
|--------------|-----|-----|

***Downtown Details* newsletter**

| | | |
|-----------------------------------|-----|-----|
| Receive e-newsletter | 77% | 69% |
| Find the e-newsletter informative | 75% | 67% |

TOP POSITIVE ATTRIBUTES ABOUT WORKING DOWNTOWN/TOP ELEMENTS FOR BUSINESS BEING DOWNTOWN

| | 2011 Rank | 2010 Rank |
|--|------------------|------------------|
| Central Location/Interstate & Airport Access | 1 | 2 |
| Downtown Energy/Excitement | 2 | 1 |
| Dining Options | 3 | 6 |
| Special Events | 4 | 4 |
| Nightlife & Entertainment Options | 5 | 3 |
| Proximity to Government and Other Businesses | 6 | 5 |