

## 2012 Downtown Nashville Employee Survey Results

**1,713 surveys** received from downtown employees in 2012 (1,931 surveys received in 2011)

### FUN STUFF

91% 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

	2012	2011
0 - 4 years	45%	42%
5 - 9 years	20%	23%
10 - 14 years	15%	14%
15 - 19 years	8%	8%
20+ years	12%	13%

#### AGE DISTRIBUTION

	2012	2011
31 or under = Gen Y	30%	19%
32 - 47 = Gen X	33%	39%
48 - 65 = Baby Boomers	34%	39%
66 + = Great Generation	3%	3%

#### GENDER DISTRIBUTION

	2012	2011
Female	63%	70%
Male	37%	30%

*Significantly more females than males were survey respondents*

#### WHERE DOWNTOWN EMPLOYEES LIVE

	2012	2011
Davidson County	54%	50%
Downtown	11%	12%
Williamson County	9%	8%
Sumner County	5%	8%
Rutherford County	6%	6%
Wilson County	6%	6%
Various Other Counties	5%	6%
Robertson County	3%	3%
Montgomery County	1%	1%

#### TRANSPORTATION

	2012	2011
Drive Alone	81%	79%
Carpool/Vanpool	8%	7%
Bus	6%	8%
Walk	2.5%	3%
Music City Star Commuter Train	1%	2.5%
Bike	1%	0.5%
Motorcycle/Scooter	0.5%	

#### EMPLOYEE PARKING OPTIONS

	2012	2011
Garage/Lot paid for by employer	47%	47%
Garage/Lot NOT paid for by employer	30%	22%
On the Street	1%	2%
Garage/Lot owned by employer	11%	15%
LP Field Parking Option/shuttle pass paid for by employer	4%	7%
LP Field Parking Option/shuttle pass NOT paid for by employer	6%	7%

<b>ANNUAL SALARIES</b>	<b>2012</b>	<b>2011</b>
Under \$20,000	3%	3%
\$20,000 to \$39,999	28%	28%
\$40,000 to \$59,999	33%	34%
\$60,000 to \$79,999	17%	17%
\$80,000 to \$99,999	6%	7%
\$100,000 to \$129,999	6%	5%
Over \$130,000	7%	6%

## **DOWNTOWN ENVIRONMENT**

*New questions added in 2011\**

<b>DOWNTOWN CLEANLINESS*</b>	<b>2012</b>	<b>2011</b>
<i>compared with other areas in Davidson County</i>		
Much cleaner	35%	38%
About the same	49%	46%
Somewhat less clean	11%	11%
Much less clean	2%	3%
Not sure	3%	2%

<b>HOW OFTEN DO YOU SEE THE NDP CLEAN TEAM WORKING*</b>	<b>2012</b>	<b>2011</b>
Often	51%	51%
Infrequently	34%	35%
Never	11%	10%
Not sure	4%	3%

<b>TOP THREE CHANGES TO MAKE DOWNTOWN CLEANER/MORE ATTRACTIVE*</b>	<b>2012</b>	<b>2011</b>
Filling vacant storefront windows	#1	#1
Improve storefronts and building facades	#2	#2
More flowers/greenery	#3	#3

<b>SAFETY*</b>	<b>2012</b>	<b>2011</b>
Always feel safe in downtown Nashville	16%	15%
Feel safe most of the time in downtown Nashville	65%	62%
Occasionally feel downtown Nashville is unsafe	15%	19%
Often feel unsafe in downtown Nashville	3%	4%

<b>HOW OFTEN DO YOU SEE NDP SAFETY AMBASSADORS*</b>	<b>2012</b>	<b>2011</b>
Often	53%	52%
Infrequently	40%	40%
Never	5%	6%
Not sure	2%	3%

<b>TOP THREE CHANGES TO MAKE DOWNTOWN FEEL SAFER*</b>	<b>2012</b>	<b>2011</b>
Reduce the number of aggressive panhandlers	#1	#2
Continue highly visible police deployment	#2	#1
Increase the visibility of safety personnel	#3	#3

<b>TRANSIENTS, INEBRIATES, VAGRANTS</b>	<b>2012</b>	<b>2011</b>
Not at All	15%	14%
Hardly	33%	31%
Somewhat	37%	38%
Very Much	15%	17%

**GRAFFITI & VANDALISM**

	<b>2012</b>	<b>2011</b>
Not at All	36%	32%
Hardly	36%	38%
Somewhat	21%	23%
Very Much	7%	7%

**POSITIVE & ENERGETIC ATMOSPHERE\***

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

	<b>2012</b>	<b>2011</b>
Agree	66%	68%
Strongly Agree	28%	25%
Disagree	6%	7%
Strongly Disagree	0%	1%

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

	<b>2012</b>	<b>2011</b>
Use the site	47%	59%

**parkitdowntown.com**

Use the site	33%	39%
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***Downtown Details* newsletter**

Receive e-newsletter	60%	77%
Find the e-newsletter informative	96%	96%

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

	<b>2012 Rank</b>	<b>2011 Rank</b>
Downtown Energy/Excitement	1	2
Central Location/Interstate & Airport Access	2	1
Dining Options	3	3
Special Events	4	4
Nightlife & Entertainment Options	5	5
Proximity to Government and Other Businesses	6	6