

## 2009 Downtown Nashville Employee Survey Results

**1,860 surveys** received from downtown employees in 2009  
*compared to 431 surveys received from downtown businesses in 2008*

### FUN STUFF

93% of employees surveyed agree or strongly agree that downtown is a FUN place to work!

### SURVEY RESPONDENTS PERSONAL PROFILE & DEMOGRAPHICS\*

*\*2008 answered for the entire business; 2009 answered for self only*

#### LENGTH OF TIME WORKING DOWNTOWN

	<b>2009</b>
0 - 4 years	43%
5 - 9 years	22%
10 - 14 years	15%
15 - 19 years	6%
20+ years	14%

#### AGE DISTRIBUTION

	<b>2009</b>	<b>2008</b>
Under 28 = Gen Y	16%	21%
29 - 44 = Gen X	42%	33%
45 - 62 = Baby Boomers	36%	41%
63 + = Great Generation	6%	6%

*\*2008 answered for the entire business; 2009 answered for self only*

#### GENDER DISTRIBUTION

	<b>2009</b>	<b>2008</b>
Female	70%	51%
Male	30%	49%

*Significantly more female survey respondents vs. male survey respondents*

*\*2008 answered for the entire business; 2009 answered for self only*

#### WHERE DOWNTOWN EMPLOYEES LIVE

	<b>2009</b>	<b>2008</b>	<b>2007</b>
Davidson County	53%	54%	60%
Downtown	9%	5%	4%
Williamson County	10%	11%	12%
Sumner County	9%	7%	6%
Rutherford County	5%	6%	5%
Wilson County	5%	6%	4%
Various Other Counties	5%	5%	4%
Robertson County	3%	4%	3%
Montgomery County	1%	2%	2%

*decrease in Davidson County, increase in downtown (attributable to our database of email addresses)*

*\*2008 and 2007 answered for the entire business; 2009 answered for self only*

#### TRANSPORTATION

	<b>2009</b>	<b>2008</b>	<b>2007</b>
Drive Alone	85%	84.7%	85.4%
Carpool/Vanpool	7%	7%	7%
Bus	4%	6%	5%
Walk	3%	1%	2%
Music City Star Commuter Train	1.4%	0.7%	0.3%
Bike	0.2%	0.28%	0.25%

*\*2008 and 2007 answered for the entire business; 2009 answered for self only*

<b>PARKING</b>	<b>2009</b>	<b>2008</b>	<b>2007</b>
Garage/Lot paid for or owned by company	59%	77%	82%
Garage/Lot NOT paid for by company	<b>34%</b>	<b>20%</b>	<b>15%</b>
On the Street	2%	3%	3%
Walk/Public Transportation	5%		

*\*2008 and 2007 answered for the entire business; 2009 answered for self only*

**14% of respondents use the LP Field Option; 64% of those say the service is good/excellent**

<b>ANNUAL SALARIES</b>	<b>2009</b>	<b>2008</b>	<b>2007</b>
Under \$20,000	3%	16%	11%
\$20,000 to \$39,999	23%	34%	30%
\$40,000 to \$59,999	38%	22%	29%
\$60,000 to \$79,999	16%	12%	13%
\$80,000 to \$99,999	6%	6%	5%
\$100,000 to \$129,999	6%	4%	5%
Over \$130,000	8%	6%	7%

*\*2008 and 2007 answered for the entire business; 2009 answered for self only*

## **DOWNTOWN ENVIRONMENT**

<b>CLEANLINESS</b>	<b>2009</b>	<b>2008</b>	<b>2007</b>
Very Clean	8%	3%	4%
Clean	69%	49%	51%
Needs Improvement	22%	36%	38%
Not Clean	1%	12%	7%

<b>SAFETY</b>	<b>2009</b>	<b>2008</b>	<b>2007</b>
Very Safe	6%	5%	4%
Safe	61%	59%	50%
Needs Improvement	30%	33%	41%
Not Safe	3%	3%	5%

<b>TRANSIENTS &amp; INEBRIATES</b>	<b>2009</b>	<b>2008</b>	<b>2007</b>
Not at All	6%	4%	3%
Hardly	27%	20%	17%
Somewhat	49%	50%	46%
Very Much	<b>18%</b>	26%	34%

<b>GRAFFITI &amp; VANDALISM</b>	<b>2009</b>	<b>2008</b>	<b>2007</b>
Not at All	16%	14%	12%
Hardly	43%	41%	39%
Somewhat	36%	31%	33%
Very Much	5%	14%	16%

<b>Public Space Operations AWARENESS</b>	<b>Clean Team</b>	<b>Safety Ambassadors</b>
Yes	73%	75%
No	27%	25%

<b>Quality of Service RATING</b>	<b>Clean Team</b>	<b>Safety Ambassadors</b>
Excellent	19%	18%
Above Average	53%	43%
Average	26%	35%
Below Average	2%	3%
Poor	0%	1%

### **Aware of Hanging Flower Baskets and Flower Towers**

Yes	83%
No	17%

### **Quality of Hanging Flower Baskets and Flower Towers**

Excellent	41%
Above Average	40%
Average	18%
Below Average	1%
Poor	0%

## **AWARENESS OF ONLINE INITIATIVES**

### **WEBSITES**

#### **nashvilledowntown.com**

Use the site often	5%
Use the site occasionally	41%
Never use the site	54%

Very Informative	13%
Informative	77%
Needs Improvement	9%
Not Informative	1%

#### **parkitdowntown.com**

Use the site often	1%
Use the site occasionally	28%
Never use the site	71%

Very Informative	11%
Informative	78%
Needs Improvement	9%
Not Informative	2%

#### ***Downtown Details* newsletter**

Receive the weekly email newsletter	52%
Do not receive	48%

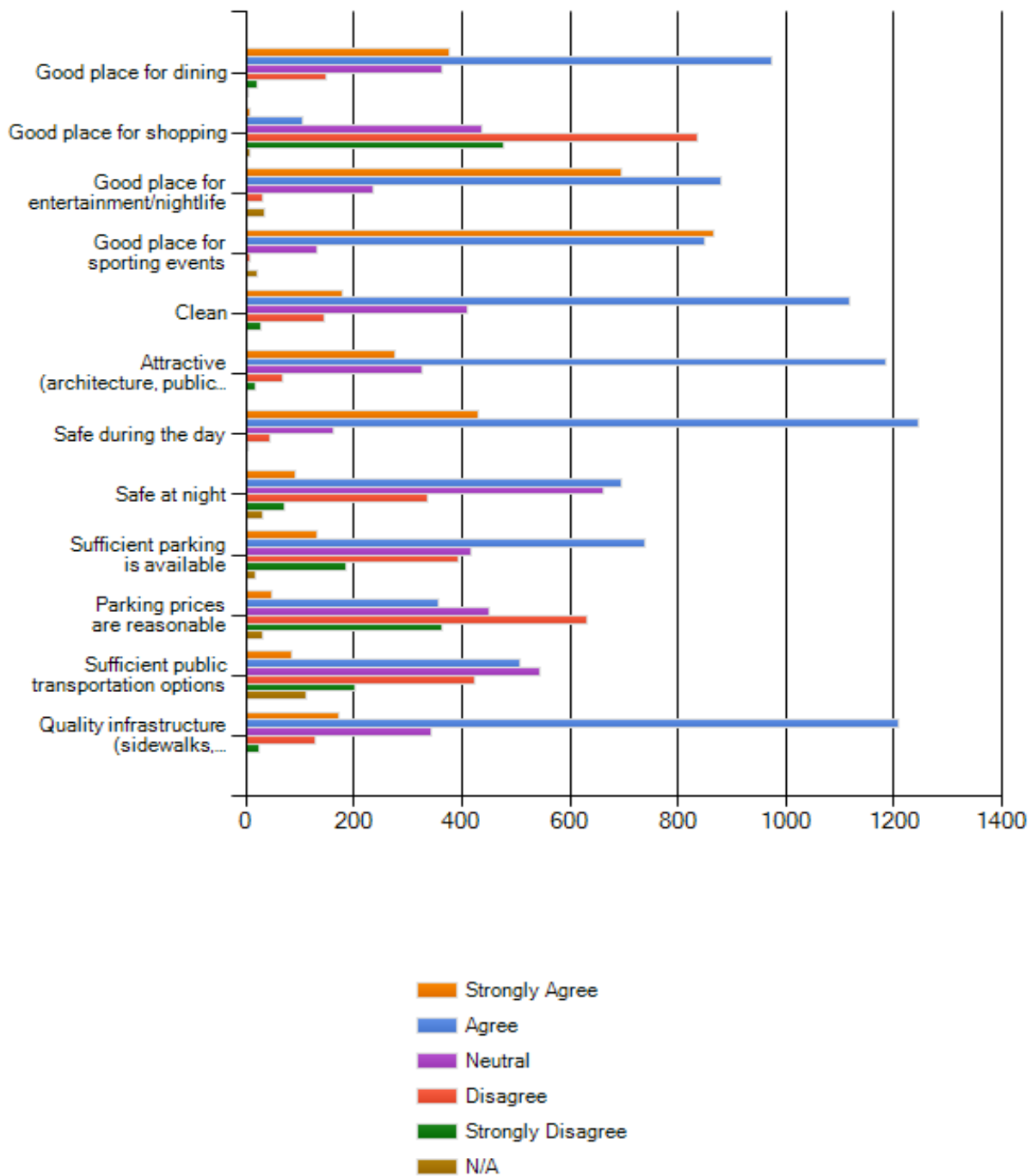
Very Informative	43%
Informative	54%
Needs Improvement	2%
Not Informative	1%

### **SOCIAL MEDIA**

	<b>Aware</b>
Twitter account	10%
Facebook fan page	11%

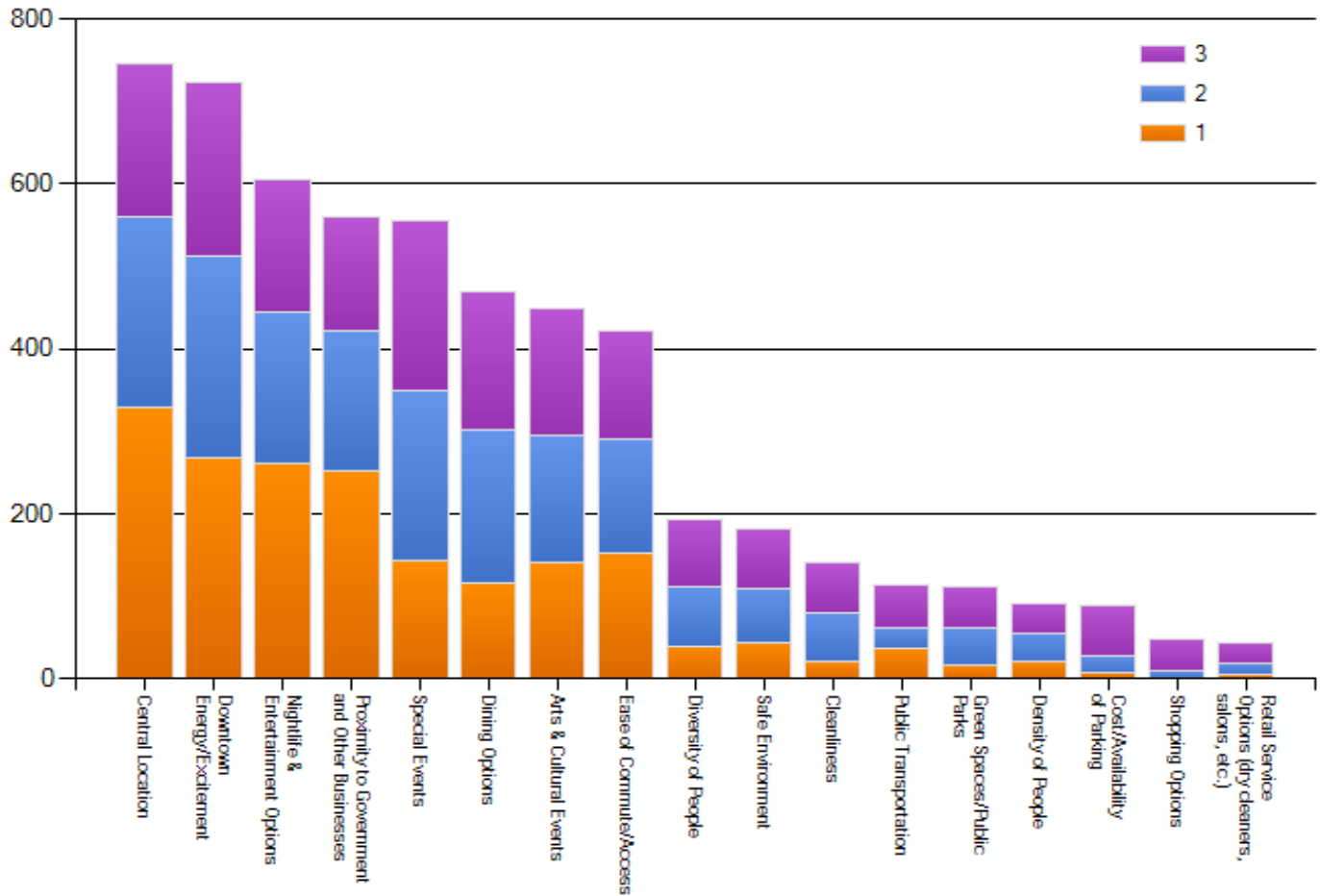
## RANKINGS AND MOST/LEAST POSITIVE ATTRIBUTES

Please rate your level of agreement with the following statements about downtown.



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

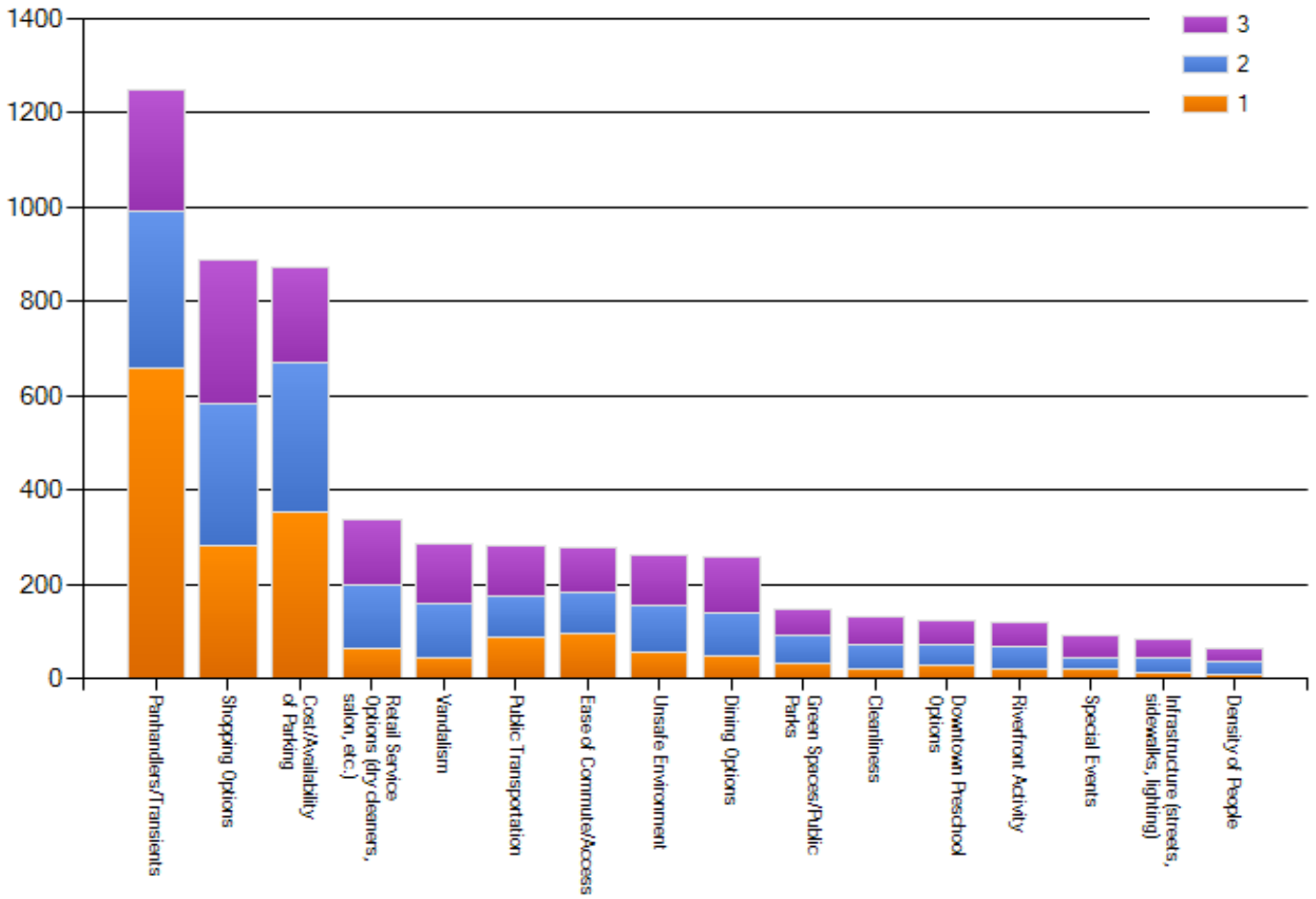
Select and rank the three MOST positive attributes about working downtown (with 1 being the most positive). You can only make ONE selection PER column. This is a forced rank question.



	<b>2009 Rank</b>	<b>2008 Rank</b>	
Central Location/Interstate & Airport Access	1	1	Cost/Availability of Parking
Downtown Energy/Excitement	2	2	Central Location/Access
Nightlife/Entertainment	3	3	Proximity to Govt & Businesses
Proximity to Government & Businesses	4	4	Downtown Energy/Excitement
Special Events	5	5 tie	Cleanliness
Dining Options	6	5 tie	Commercial Rental Rates

**LEAST POSITIVE ATTRIBUTES ABOUT WORKING DOWNTOWN/TOP FACTORS THAT NEED THE MOST IMPROVEMENT**

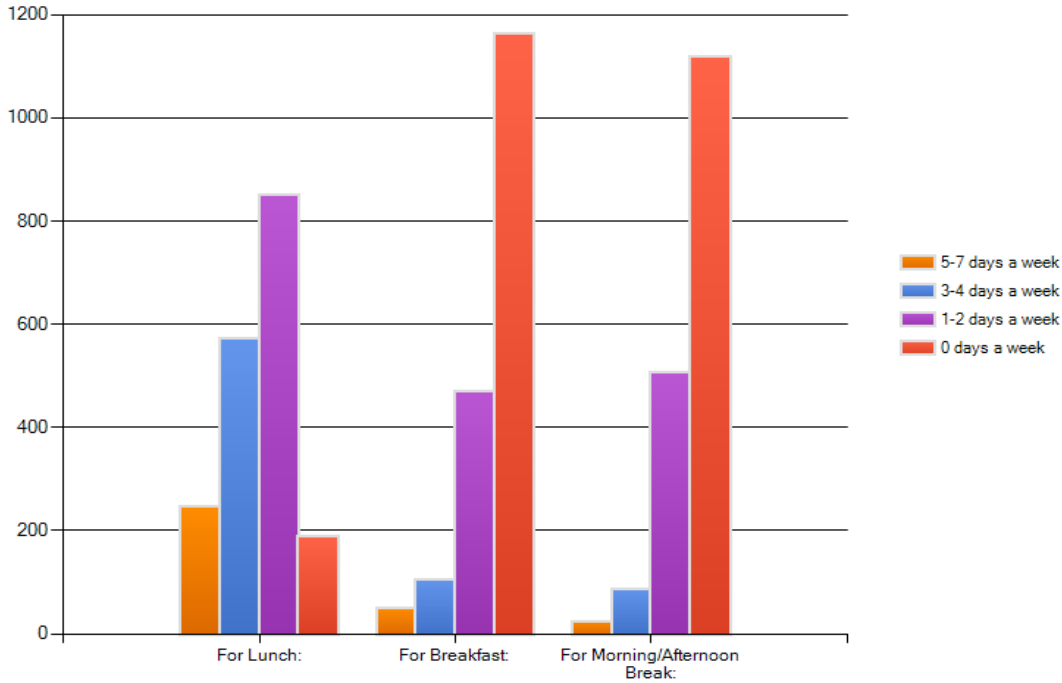
Select and rank the three **LEAST** positive attributes about working downtown (with 1 being the least positive). You can only make **ONE** selection **PER** column. This is a forced rank question.



	<b>2009 Rank</b>	<b>2008 Rank</b>	
Panhandlers/Transients	1	1	Panhandlers/Transients
Cost/Availability of Parking	2	2	Cost/Availability of Parking
Shopping Options	3	3	Shopping Options
Retail Service Options	4	4	Cleanliness
Vandalism	5	5	Public Transportation
Public Transportation	6	6	Safety

## DOWNTOWN ACTIVITY/USAGE

How often do you purchase a meal (including coffee only or carry-out) at a downtown restaurant?



How often do you participate in the following downtown activities?

