2010 Downtown Nashville Employee Survey Results

1,885 surveys received from downtown employees in 2010 (1817 surveys received in 2009)

FUN STUFF

93% 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

	2010	2009
0 - 4 years	37%	43%
5 - 9 years	25%	22%
10 - 14 years	17%	15%
15 - 19 years	6%	6%
20+ years	15%	14%

AGE DISTRIBUTION

	2010	2009
Under 28 = Gen Y	13%	16%
29 - 44 = Gen X	40%	42%
45 - 62 = Baby Boomers	40%	36%
63 + = Great Generation	7%	6%

GENDER DISTRIBUTION

	2010	2009
Female	73%	70%
Male	27%	30%

Significantly more female survey respondents vs. male survey respondents

WHERE DOWNTOWN EMPLOYEES LIVE	2010	2009
Davidson County	52%	53%
Downtown	11%	9%
Williamson County	9%	10%
Sumner County	8%	9%
Rutherford County	6%	5%
Wilson County	4%	5%
Various Other Counties	6%	5%
Robertson County	3%	3%
Montgomery County	1%	1%

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

TRANSPORTATION	2010	2009
Drive Alone	82%	85%
Carpool/Vanpool	7%	7%
Bus	6%	4%
Walk	3%	3%
Music City Star Commuter Train	1.6%	1.4%
Bike	0.5%	0.2%

PARKING	2010	2009
Garage/Lot paid for or owned by company	62%	53%
Garage/Lot NOT paid for by company	20%	26%
On the Street	2%	2%
Walk/Public Transportation	6%	5%
LP Field Parking Option/shuttle pass paid for by employer	4%	5%
LP Field Parking Option/shuttle pass NOT paid for by employer	6%	9%

ANNUAL SALARIES	2010	2009
Under $20,000	2%	3%
$20,000 to $39,999	28%	23%
$40,000 to $59,999	37%	38%
$60,000 to $79,999	15%	16%
$80,000 to $99,999	6%	6%
$100,000 to $129,999	6%	6%
Over $130,000	6%	8%

DOWNTOWN ENVIRONMENT

CLEANLINESS	2010	2009
Very Clean	10%	8%
Clean	66%	69%
Needs Improvement	22%	22%
Not Clean	2%	1%

SAFETY	2010	2009
Very Safe	9%	6%
Safe	65%	61%
Needs Improvement	24%	30%
Not Safe	2%	3%

TRANSIENTS & INEBRIATES	2010	2009
Not at All	7%	6%
Hardly	26%	27%
Somewhat	49%	49%
Very Much	18%	18%

GRAFFITI & VANDALISM	2010	2009
Not at All	18%	16%
Hardly	43%	43%
Somewhat	33%	36%
Very Much	6%	5%

Public Space Operations AWARENESS	Clean Team	Safety Ambassadors
Yes	78%	77%
No	22%	23%

Quality of Service RATING	Clean Team	Safety Ambassadors
Excellent	25%	25%
Above Average	48%	41%
Average	25%	31%
Below Average	2%	3%
Poor	0%	0%

Quality of Hanging Flower Baskets and Flower Towers	2010	2009
Excellent	37%	34%
Above Average	33%	33%
Average	13%	15%
Below Average	1%	0.8%
Poor	0%	0.2%
Not aware of the flower baskets	16%	17%

AWARENESS OF ONLINE INITIATIVES

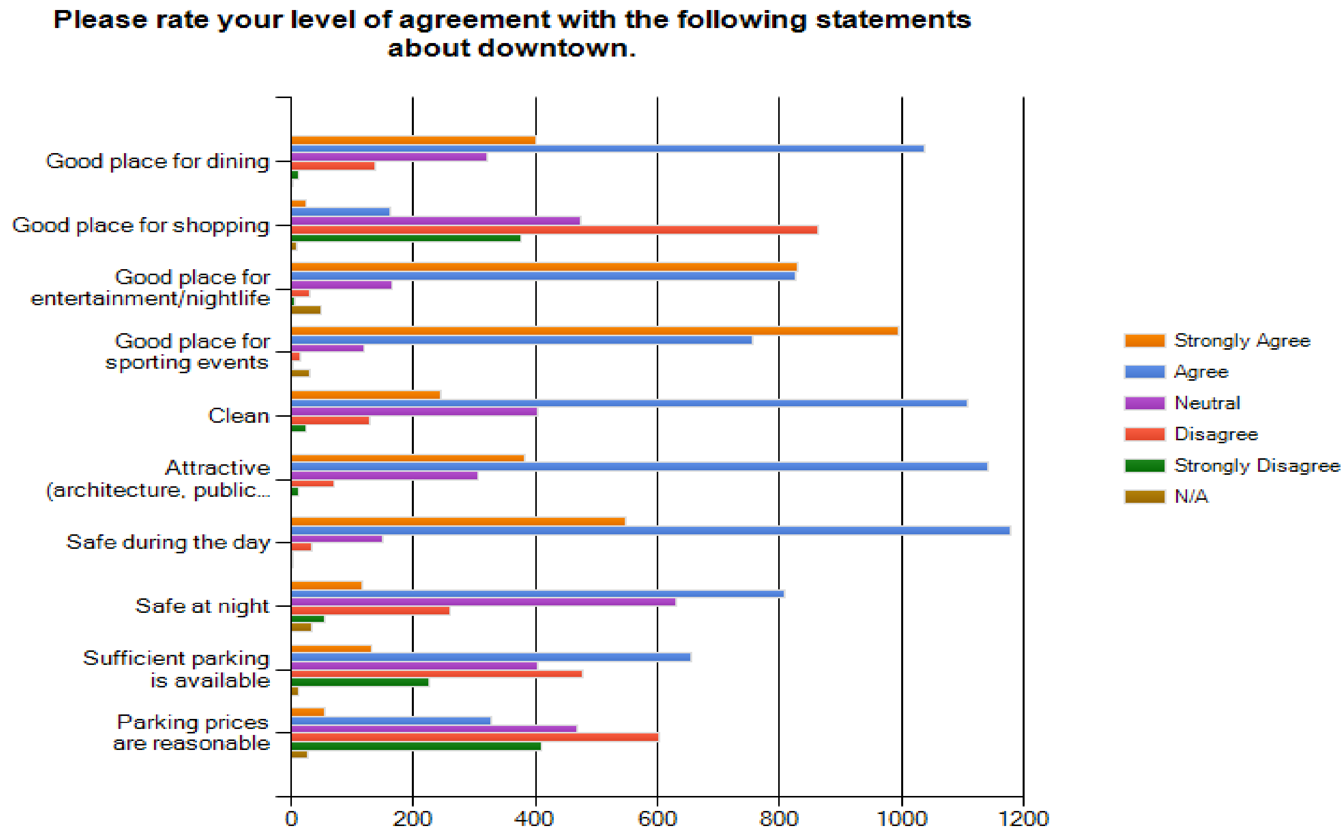
WEBSITES

nashvilledowntown.com	**2010**	**2009**
Use the site often	6%	5%
Use the site occasionally	48%	41%
Never use the site	46%	54%
Very Informative	11%	13%
Informative	42%	77%
Needs Improvement	3%	9%
Not Informative	0%	1%
Never use the site	44%	
parkitdowntown.com		
Use the site often	2%	1%
Use the site occasionally	33%	28%
Never use the site	65%	71%
Very Informative	5%	11%
Informative	28%	78%
Needs Improvement	2%	9%
Not Informative	0%	2%
Never use the site	65%	
***Downtown Details* newsletter**		
Receive the weekly email newsletter	66%	52%
Do not receive	34%	48%
Very Informative	32%	43%
Informative	35%	54%
Needs Improvement	2%	2%
Not Informative	0%	1%
Do not receive the e-newsletter	31%	
SOCIAL MEDIA - Awareness		
Twitter account	14%	10%
Facebook fan page	18%	11%

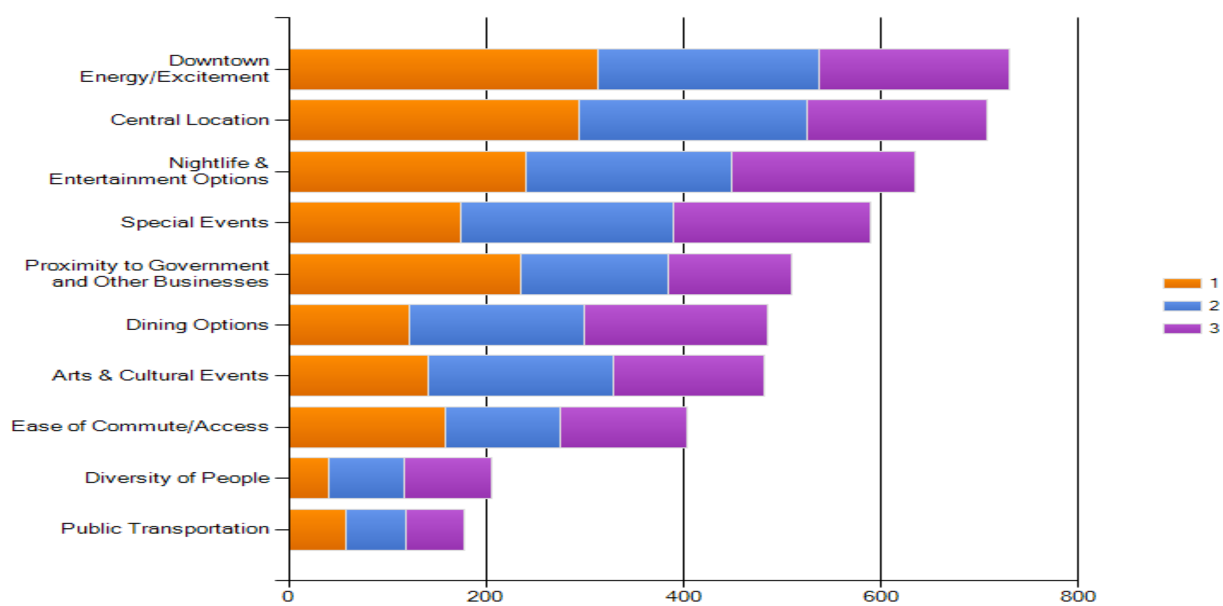
DOWNTOWN BUSINESS HEALTH

Improvement of Company Business		
Improved	42%	35%
Stayed the same	40%	43%
Declined	18%	22%

RANKINGS AND MOST/LEAST POSITIVE ATTRIBUTES

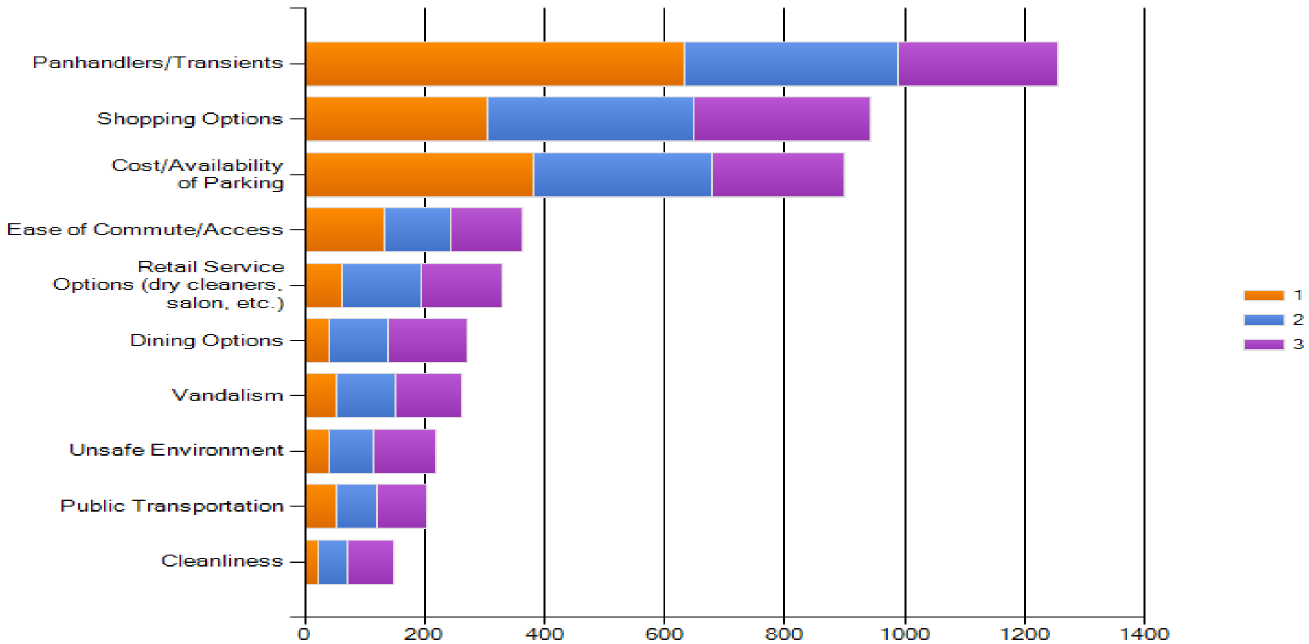


TOP POSITIVE ATTRIBUTES ABOUT WORKING DOWNTOWN/TOP ELEMENTS FOR BUSINESS BEING DOWNTOWN



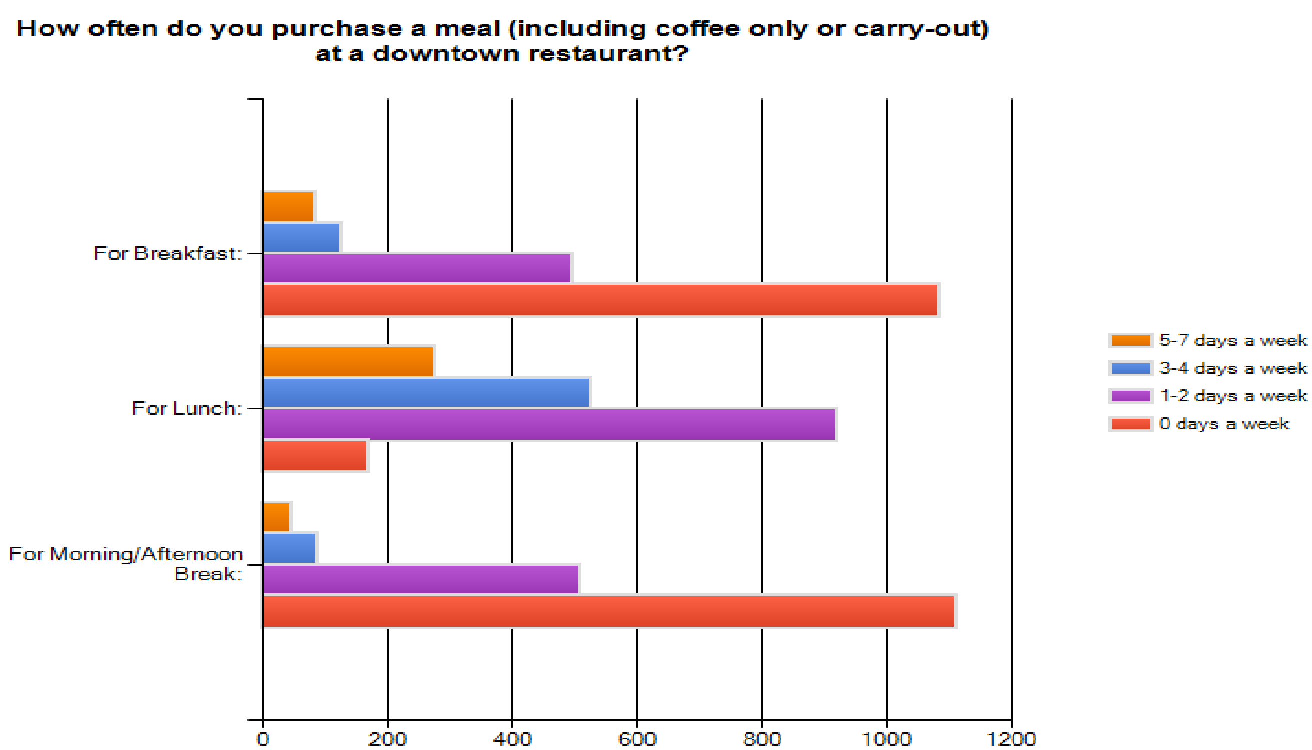
	2010 Rank	2009 Rank
Downtown Energy/Excitement	1	2
Central Location/Interstate & Airport Access	2	1
Nightlife & Entertainment Options	3	3
Special Events	4	5
Proximity to Government and Other Businesses	5	4
Dining Options	6	6

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



	2010 Rank	2009 Rank
Panhandlers/Transients	1	1
Shopping Options	2	3
Cost/Availability of Parking	3	2
Ease of Commute/Access	4	
Retail Service Options	5	4
Dining Options	6	
Vandalism		*5*
Public Transportation		*6*

DOWNTOWN ACTIVITY/USAGE



How often do you participate in the following downtown activities?