

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%
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***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