

## 2013 Downtown Nashville Employee Survey Results

**1,428 surveys** received from downtown employees in 2013 (1,713 surveys received in 2012)

### FUN STUFF

94% of employees surveyed agree or strongly agree that downtown is a FUN place to work!  
96% of employees surveyed agree or strongly agree that downtown has a positive and energetic atmosphere.

### SURVEY RESPONDENTS PERSONAL PROFILE & DEMOGRAPHICS

#### LENGTH OF TIME WORKING DOWNTOWN

	2013	2012
0 - 4 years	44%	45%
5 - 9 years	19%	20%
10 - 14 years	16%	15%
15 - 19 years	8%	8%
20+ years	13%	12%

#### AGE DISTRIBUTION

	2013	2012
32 or under = Gen Y	29%	30%
33 - 48 = Gen X	35%	33%
49 - 66 = Baby Boomers	34%	34%
67 + = Great Generation	2%	3%

#### GENDER DISTRIBUTION

	2013	2012
Female	71%	63%
Male	29%	37%

*Significantly more females than males were survey respondents*

#### WHERE DOWNTOWN EMPLOYEES LIVE

	2013	2012
Davidson County	55%	54%
Downtown	13%	11%
Williamson County	8%	9%
Sumner County	7%	5%
Rutherford County	5%	6%
Wilson County	5%	6%
Various Other Counties	4%	5%
Robertson County	2%	3%
Montgomery County	1%	1%

#### TRANSPORTATION

	2013	2012
Drive Alone	80.5%	81%
Carpool/Vanpool	7%	8%
Bus	7%	6%
Walk	2.60%	2.5%
Music City Star Commuter Train	2%	1%
Bike	0.20%	1%
Motorcycle/Scooter	0.70%	0.5%

#### EMPLOYEE PARKING OPTIONS

	2013	2012
Garage/Lot paid for by employer	49%	47%
Garage/Lot NOT paid for by employer	23%	30%
On the Street	2%	1%
Garage/Lot owned by employer	14%	11%
LP Field Parking Option/shuttle pass paid for by employer	5%	4%
LP Field Parking Option/shuttle pass NOT paid for by employer	7%	6%

<b>ANNUAL SALARIES</b>	<b>2013</b>	<b>2012</b>
Under \$20,000	2%	3%
\$20,000 to \$39,999	28%	28%
\$40,000 to \$59,999	32%	33%
\$60,000 to \$79,999	19%	17%
\$80,000 to \$99,999	7%	6%
\$100,000 to \$129,999	5%	6%
Over \$130,000	7%	7%

## **DOWNTOWN ENVIRONMENT**

*New questions added in 2011\**

<b>DOWNTOWN CLEANLINESS*</b>	<b>2013</b>	<b>2012</b>
<i>compared with other areas in Davidson County</i>		
Much cleaner	35%	35%
About the same	47%	49%
Somewhat less clean	13%	11%
Much less clean	3%	2%
Not sure	2%	3%

<b>HOW OFTEN DO YOU SEE THE NDP CLEAN TEAM WORKING*</b>	<b>2013</b>	<b>2012</b>
Often	33%	51%
Occasionally	47%	34%
Never	16%	11%
Not sure	4%	4%

<b>TOP THREE CHANGES TO MAKE DOWNTOWN CLEANER/MORE ATTRACTIVE*</b>	<b>2013</b>	<b>2012</b>
Filling vacant storefront windows	#1	#1
Improve storefronts and building facades	#2	#2
More flowers/greenery	#3	#3

<b>SAFETY*</b>	<b>2013</b>	<b>2012</b>
Always feel safe in downtown Nashville	14%	16%
Feel safe most of the time in downtown Nashville	65%	65%
Occasionally feel downtown Nashville is unsafe	18%	15%
Often feel unsafe in downtown Nashville	3%	3%

<b>HOW OFTEN DO YOU SEE NDP SAFETY AMBASSADORS*</b>	<b>2013</b>	<b>2012</b>
Often	32%	53%
Occasionally	54%	40%
Never	12%	5%
Not sure	2%	2%

<b>TOP THREE CHANGES TO MAKE DOWNTOWN FEEL SAFER*</b>	<b>2013</b>	<b>2012</b>
Reduce the number of aggressive panhandlers	#1	#1
Increase the visibility of safety personnel	#2	#3
Continue highly visible police deployment	#3	#2

<b>TRANSIENTS, INEBRIATES, VAGRANTS</b>	<b>2013</b>	<b>2012</b>
Not at All	11%	15%
Hardly	27%	33%
Somewhat	42%	37%
Very Much	20%	15%

**GRAFFITI & VANDALISM**

	<b>2013</b>	<b>2012</b>
Not at All	33%	36%
Hardly	38%	36%
Somewhat	23%	21%
Very Much	6%	7%

**POSITIVE & ENERGETIC ATMOSPHERE\***

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

	<b>2013</b>	<b>2012</b>
Agree	62%	66%
Strongly Agree	34%	28%
Disagree	4%	6%
Strongly Disagree	0%	0%

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

	<b>2013</b>	<b>2012</b>
Use the site	60%	47%

**parkitdowntown.com**

Use the site	35%	33%
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***Downtown Details* newsletter**

Receive e-newsletter	67%	60%
Find the e-newsletter informative	98%	96%

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

	<b>2013 Rank</b>	<b>2012 Rank</b>
Downtown Energy/Excitement	1	1
Dining Options	2	3
Central Location/Interstate & Airport Access	3	2
Nightlife & Entertainment Options	4	5
Special Events	5	4
Ease of Commute/Access	6	*
Proximity to Government and Other Businesses	*	6