

2016 Downtown Nashville Employee Survey Results

1,442 surveys received from downtown employees in 2016 (1,285 surveys received in 2015)

FUN STUFF

84% of employees surveyed agree or strongly agree that downtown is a FUN place to work!

92% 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

	2016	2015
0 - 4 years	44%	42%
5 - 9 years	20%	19%
10 - 14 years	13%	13%
15 - 19 years	9%	10%
20+ years	14%	16%

AGE DISTRIBUTION

	2016	2015
35 or under = Gen Y	33%	28%
36 - 51 = Gen X	35%	34%
52 - 69 = Baby Boomers	31%	37%
70 + = Great Generation	1%	1%

GENDER DISTRIBUTION

	2016	2015
Female	68.5%	72%
Male	31.5%	28%

Significantly more females than males were survey respondents

WHERE DOWNTOWN EMPLOYEES LIVE

	2016	2015
Davidson County	51%	54%
Downtown	11%	12%
Williamson County	9%	7%
Sumner County	8%	7%
Wilson County	6%	6%
Rutherford County	6%	5%
Robertson County	3%	3%
Various Other Counties	2%	2%
Cheatham County	2%	2%
Dickson County	1%	1%
Montgomery County	1%	1%

TRANSPORTATION

	2016	2015
Drive Alone	82%	80%
Carpool/Vanpool	5%	5%
Bus	5%	7%
Walk	4%	3%
Music City Star Commuter Train	3%	3%
Bike	0.5%	1%
Motorcycle/Scooter	0.5%	1%

EMPLOYEE PARKING OPTIONS

	2016	2015
Garage/Lot paid for by employer	50%	51%
Garage/Lot NOT paid for by employer	23%	25%
On the Street	1%	3%
Garage/Lot owned by employer	8%	11%
Nissan Stadium Parking Option/shuttle pass paid for by employer	10%	6%
Nissan Stadium Parking Option/shuttle pass NOT paid for by employer	8%	4%

ANNUAL SALARIES	2016	2015
Less than \$30,000	7%	8%
\$30,000 to \$49,999	29.5%	33%
\$50,000 to \$69,999	29%	30%
\$70,000 to \$89,999	13%	11%
\$90,000 to \$109,999	8%	7%
\$110,000 to \$139,999	5.5%	4%
\$140,000 to \$175,000	3%	2%
More than \$175,000	5%	5%

DOWNTOWN ENVIRONMENT

DOWNTOWN CLEANLINESS <i>compared with other areas in Davidson County</i>	2016	2015
Much cleaner	23%	27%
About the same	42%	45%
Somewhat less clean	22%	19%
Much less clean	11%	7%
Not sure	2%	2%

HOW OFTEN DO YOU SEE THE NDP CLEAN TEAM WORKING	2016	2015
Often	24%	23%
Occasionally	51%	52%
Never	20%	20%
Not sure	5%	5%

TOP THREE CHANGES TO MAKE DOWNTOWN CLEANER/MORE ATTRACTIVE	2016	2015
Pick up more trash/litter on the streets	#1	#1
More flowers/greenery	#2	#3
Improve lighting in public areas	#3	#2

SAFETY	2016	2015
Always feel safe in downtown Nashville	9.5%	11%
Feel safe most of the time in downtown Nashville	59.5%	63%
Occasionally feel downtown Nashville is unsafe	24.5%	20%
Often feel unsafe in downtown Nashville	6.5%	5%

HOW OFTEN DO YOU SEE NDP SAFETY AMBASSADORS	2016	2015
Often	22%	23%
Occasionally	61%	52%
Never	15%	20%
Not sure	2%	5%

TOP THREE CHANGES TO MAKE DOWNTOWN FEEL SAFER	2016	2015
Reduce the number of aggressive panhandlers	#1	#1
Continue highly visible police deployment	#2	#3
Increase the visibility of safety personnel	#3	#2

TRANSIENTS, INEBRIATES, VAGRANTS	2016	2015
Not at All	11%	10%
Hardly	24%	25%
Somewhat	45%	43%
Very Much	20%	22%

GRAFFITI & VANDALISM	2016	2015
Not at All	34%	35%
Hardly	40%	36%
Somewhat	21%	23%
Very Much	5%	6%

POSITIVE & ENERGETIC ATMOSPHERE (e.g. shopping, dining, appearance, safety, events)	2016	2015
Agree	66%	61%
Strongly Agree	26%	34%
Disagree	7%	5%
Strongly Disagree	1%	<1%

AWARENESS OF ONLINE INITIATIVES

WEBSITES	2016	2015
nashvilledowntown.com		
Use the site	65%	64%
parkitdowntown.com		
Use the site	50%	39%
<i>Downtown Details</i> newsletter		
Receive e-newsletter	83%	76%
Find the e-newsletter informative	96%	98%

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

	2016	2015
Dining Options	1	2 (tie)
Downtown Energy/Excitement	2	1
Central Location	3	2 (tie)
Nightlife & Entertainment Options	4	4
Special Events	5	3