

2014 Downtown Nashville Employee Survey Results

1,678 surveys received from downtown employees in 2014 (1,428 surveys received in 2013)

FUN STUFF

92% 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

	2014	2013
0 - 4 years	44%	44%
5 - 9 years	19%	19%
10 - 14 years	14%	16%
15 - 19 years	8%	8%
20+ years	15%	13%

AGE DISTRIBUTION

	2014	2013
33 or under = Gen Y	27%	29%
34 - 49 = Gen X	36%	35%
50 - 67 = Baby Boomers	36%	34%
68 + = Great Generation	1%	2%

GENDER DISTRIBUTION

	2014	2013
Female	72%	71%
Male	28%	29%

Significantly more females than males were survey respondents

WHERE DOWNTOWN EMPLOYEES LIVE

	2014	2013
Davidson County	52%	55%
Downtown	12%	12%
Williamson County	8%	8%
Sumner County	7%	7%
Rutherford County	6%	5%
Wilson County	5%	5%
Various Other Counties	3%	2%
Cheatham County	2%	2%
Dickson County	2%	1%
Robertson County	2%	2%
Montgomery County	1%	1%

TRANSPORTATION

	2014	2013
Drive Alone	79%	80.5%
Carpool/Vanpool	7%	7%
Bus	7%	7%
Walk	2.50%	2.60%
Music City Star Commuter Train	2.50%	2%
Bike	1.10%	0.20%
Motorcycle/Scooter	0.50%	0.70%

EMPLOYEE PARKING OPTIONS

	2014	2013
Garage/Lot paid for by employer	51%	49%
Garage/Lot NOT paid for by employer	25%	23%
On the Street	2%	2%
Garage/Lot owned by employer	13%	14%
LP Field Parking Option/shuttle pass paid for by employer	5%	5%
LP Field Parking Option/shuttle pass NOT paid for by employer	4%	7%

ANNUAL SALARIES	2014	2013
Under \$20,000	2%	2%
\$20,000 to \$39,999	22%	28%
\$40,000 to \$59,999	33%	32%
\$60,000 to \$79,999	21%	19%
\$80,000 to \$99,999	7%	7%
\$100,000 to \$129,999	6%	5%
Over \$130,000	9%	7%

DOWNTOWN ENVIRONMENT

DOWNTOWN CLEANLINESS <i>compared with other areas in Davidson County</i>	2014	2013
Much cleaner	32%	35%
About the same	47%	47%
Somewhat less clean	14%	13%
Much less clean	4%	3%
Not sure	3%	2%

HOW OFTEN DO YOU SEE THE NDP CLEAN TEAM WORKING	2014	2013
Often	29%	33%
Occasionally	47%	47%
Never	19%	16%
Not sure	5%	4%

TOP THREE CHANGES TO MAKE DOWNTOWN CLEANER/MORE ATTRACTIVE	2014	2013
Filling vacant storefront windows	#1	#1
Improve storefronts and building facades	#2	#2
More flowers/greenery	#3	#3

SAFETY	2014	2013
Always feel safe in downtown Nashville	15%	14%
Feel safe most of the time in downtown Nashville	65%	65%
Occasionally feel downtown Nashville is unsafe	17%	18%
Often feel unsafe in downtown Nashville	3%	3%

HOW OFTEN DO YOU SEE NDP SAFETY AMBASSADORS	2014	2013
Often	25.5%	32%
Occasionally	59.5%	54%
Never	12.5%	12%
Not sure	2.5%	2%

TOP THREE CHANGES TO MAKE DOWNTOWN FEEL SAFER	2014	2013
Reduce the number of aggressive panhandlers	#1	#1
Increase the visibility of safety personnel	#2	#2
Continue highly visible police deployment	#3	#3

TRANSIENTS, INEBRIATES, VAGRANTS	2014	2013
Not at All	11%	11%
Hardly	26%	27%
Somewhat	44%	42%
Very Much	19%	20%

GRAFFITI & VANDALISM	2014	2013
Not at All	32%	33%
Hardly	40%	38%
Somewhat	22%	23%
Very Much	6%	6%

POSITIVE & ENERGETIC ATMOSPHERE (e.g. shopping, dining, appearance, safety, events)	2014	2013
Agree	59%	62%
Strongly Agree	37%	34%
Disagree	4%	4%
Strongly Disagree	0%	0%

AWARENESS OF ONLINE INITIATIVES

WEBSITES	2014	2013
nashvilledowntown.com		
Use the site	62%	60%
parkitdowntown.com		
Use the site	33%	35%
<i>Downtown Details</i> newsletter		
Receive e-newsletter	69%	67%
Find the e-newsletter informative	97%	98%

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

	2014 Rank	2013 Rank
Downtown Energy/Excitement	1	1
Dining Options	2	2
Central Location/Interstate & Airport Access	3	3
Nightlife & Entertainment Options	4	4
Special Events	5	5
Ease of Commute/Access	6	6