

## 2015 Downtown Nashville Employee Survey Results

**1,285 surveys** received from downtown employees in 2015 (1,678 surveys received in 2014)

### FUN STUFF

90% of employees surveyed agree or strongly agree that downtown is a FUN place to work!

95% 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

	2015	2014
0 - 4 years	42%	44%
5 - 9 years	19%	19%
10 - 14 years	13%	14%
15 - 19 years	10%	8%
20+ years	16%	15%

#### AGE DISTRIBUTION

	2015	2014
34 or under = Gen Y	28%	27%
35 - 50 = Gen X	34%	36%
51 - 68 = Baby Boomers	37%	36%
69 + = Great Generation	1%	1%

#### GENDER DISTRIBUTION

	2015	2014
Female	72%	72%
Male	28%	28%

*Significantly more females than males were survey respondents*

#### WHERE DOWNTOWN EMPLOYEES LIVE

	2015	2014
Davidson County	54%	52%
Downtown	12%	12%
Williamson County	7%	8%
Sumner County	7%	7%
Wilson County	6%	5%
Rutherford County	5%	6%
Robertson County	3%	2%
Various Other Counties	2%	3%
Cheatham County	2%	2%
Dickson County	1%	2%
Montgomery County	1%	1%

#### TRANSPORTATION

	2015	2014
Drive Alone	80%	79%
Carpool/Vanpool	5%	7%
Bus	7%	7%
Walk	3%	2.50%
Music City Star Commuter Train	3%	2.50%
Bike	1%	1.10%
Motorcycle/Scooter	1%	0.50%

#### EMPLOYEE PARKING OPTIONS

	2015	2014
Garage/Lot paid for by employer	51%	51%
Garage/Lot NOT paid for by employer	25%	25%
On the Street	3%	2%
Garage/Lot owned by employer	11%	13%
Nissan Stadium Parking Option/shuttle pass paid for by employer	6%	5%
Nissan Stadium Parking Option/shuttle pass NOT paid for by employer	4%	4%

**ANNUAL SALARIES**

Less than \$30,000	8%
\$30,000 to \$49,999	33%
\$50,000 to \$69,999	30%
\$70,000 to \$89,999	11%
\$90,000 to \$109,999	7%
\$110,000 to \$139,999	4%
\$140,000 to \$175,000	2%
More than \$175,000	5%

**DOWNTOWN ENVIRONMENT****DOWNTOWN CLEANLINESS***compared with other areas in Davidson County*

	2015	2014
Much cleaner	27%	32%
About the same	45%	47%
Somewhat less clean	19%	14%
Much less clean	7%	4%
Not sure	2%	3%

**HOW OFTEN DO YOU SEE THE NDP CLEAN TEAM WORKING**

	2015	2014
Often	23%	29%
Occasionally	52%	47%
Never	20%	19%
Not sure	5%	5%

**TOP THREE CHANGES TO MAKE DOWNTOWN CLEANER/MORE ATTRACTIVE**

	2015
Pick up more trash/litter on the streets	#1
Improve lighting in public areas	#2
More flowers/greenery	#3

**SAFETY**

	2015	2014
Always feel safe in downtown Nashville	11%	15%
Feel safe most of the time in downtown Nashville	63%	65%
Occasionally feel downtown Nashville is unsafe	20%	17%
Often feel unsafe in downtown Nashville	5%	3%

**HOW OFTEN DO YOU SEE NDP SAFETY AMBASSADORS**

	2015	2014
Often	23%	25.5%
Occasionally	52%	59.5%
Never	20%	12.5%
Not sure	5%	2.5%

**TOP THREE CHANGES TO MAKE DOWNTOWN FEEL SAFER**

	2015	2014
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**

	2015	2014
Not at All	10%	11%
Hardly	25%	26%
Somewhat	43%	44%
Very Much	22%	19%

<b>GRAFFITI &amp; VANDALISM</b>	<b>2015</b>	<b>2014</b>
Not at All	35%	32%
Hardly	36%	40%
Somewhat	23%	22%
Very Much	6%	6%

<b>POSITIVE &amp; ENERGETIC ATMOSPHERE</b> (e.g. shopping, dining, appearance, safety, events)	<b>2015</b>	<b>2014</b>
Agree	61%	59%
Strongly Agree	34%	37%
Disagree	5%	4%
Strongly Disagree	<1%	0%

## **AWARENESS OF ONLINE INITIATIVES**

<b>WEBSITES</b>	<b>2015</b>	<b>2014</b>
<b>nashvilledowntown.com</b>		
Use the site	64%	62%
<b>parkitdowntown.com</b>		
Use the site	39%	33%
<b><i>Downtown Details</i> newsletter</b>		
Receive e-newsletter	76%	69%
Find the e-newsletter informative	98%	97%

<b>TOP POSITIVE ATTRIBUTES ABOUT WORKING DOWNTOWN/TOP ELEMENTS FOR BUSINESS BEING DOWNTOWN</b>	<b>2015</b>	<b>2014 Rank</b>
Downtown Energy/Excitement	1	1
Dining Options	2 (tie)	2
Central Location/Interstate & Airport Access	2 (tie)	3
Special Events	3	5
Nightlife & Entertainment Options	4	4
Arts & Cultural Events	5	