

2017 Downtown Nashville Employee Survey Results

1,593 surveys received from downtown employees in 2017 (1,442 surveys received in 2016)

FUN STUFF

85% of employees surveyed agree or strongly agree that downtown is a FUN place to work!

93% 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

	2017	2016
0 - 4 years	49%	44%
5 - 9 years	16%	20%
10 - 14 years	12%	13%
15 - 19 years	8%	9%
20+ years	15%	14%

AGE DISTRIBUTION

	2017	2016
36 or under = Gen Y	32%	33%
37 - 52 = Gen X	38%	35%
53 - 70 = Baby Boomers	29%	31%
70 + = Great Generation	1%	1%

GENDER DISTRIBUTION

	2017	2016
Female	66%	68.5%
Male	34%	31.5%

Significantly more females than males were survey respondents

WHERE DOWNTOWN EMPLOYEES LIVE

	2017	2016
Davidson County	52%	51%
Downtown	11%	11%
Williamson County	9%	9%
Sumner County	7%	8%
Wilson County	8%	6%
Rutherford County	4.5%	6%
Robertson County	3%	3%
Cheatham County	2%	2%
Montgomery County	1.5%	1%
Various Other Counties	1%	2%
Dickson County	1%	1%

TRANSPORTATION

	2017	2016
Drive Alone	84%	82%
Carpool/Vanpool	4%	5%
Bus	4%	5%
Walk	3%	4%
Music City Star Commuter Train	3.5%	3%
Uber/Lyft/Hytch*	0.5%	
Bike	0.5%	0.5%
Motorcycle/Scooter	0.5%	0.5%

**new answer option*

EMPLOYEE PARKING OPTIONS

	2017	2016
Garage/Lot paid for by employer	56%	50%
Garage/Lot NOT paid for by employer	20%	23%
On the Street	2.5%	1%
Garage/Lot owned by employer	12%	8%
Nissan Stadium Parking Option/shuttle pass paid for by employer	5.5%	10%
Nissan Stadium Parking Option/shuttle pass NOT paid for by employer	3.5%	8%

ANNUAL SALARIES	2017	2016
Less than \$30,000	7%	7%
\$30,000 to \$49,999	28%	29.5%
\$50,000 to \$69,999	25%	29%
\$70,000 to \$89,999	15%	13%
\$90,000 to \$109,999	9%	8%
\$110,000 to \$139,999	7%	5.5%
\$140,000 to \$175,000	4%	3%
More than \$175,000	5%	5%

DOWNTOWN ENVIRONMENT

DOWNTOWN CLEANLINESS	2017	2016
<i>compared with other areas in Davidson County</i>		
Much cleaner	20%	23%
About the same	45%	42%
Somewhat less clean	21%	22%
Much less clean	12%	11%
Not sure	2%	2%

HOW OFTEN DO YOU SEE THE NDP CLEAN TEAM WORKING	2017	2016
Often	20%	24%
Occasionally	42%	51%
Never	31%	20%
Not sure	7%	5%

TOP THREE CHANGES TO MAKE DOWNTOWN CLEANER/MORE ATTRACTIVE	2017	2016
Pick up more trash/litter on the streets	#1	#1
More flowers/greenery	#2	#2
Improve lighting in public areas	#3	#3

SAFETY	2017	2016
Always feel safe in downtown Nashville	9%	9.5%
Feel safe most of the time in downtown Nashville	56%	59.5%
Occasionally feel downtown Nashville is unsafe	27%	24.5%
Often feel unsafe in downtown Nashville	8%	6.5%

HOW OFTEN DO YOU SEE NDP SAFETY AMBASSADORS	2017	2016
Often	20%	22%
Occasionally	58%	61%
Never	18%	15%
Not sure	4%	2%

TOP THREE CHANGES TO MAKE DOWNTOWN FEEL SAFER	2017	2016
Reduce the number of aggressive panhandlers	#1	#1
Continue highly visible police deployment	#2	#2
Increase the visibility of safety personnel	#3	#3

TRANSIENTS, INEBRIATES, VAGRANTS	2017	2016
Not at All	9%	11%
Hardly	22%	24%
Somewhat	45%	45%
Very Much	24%	20%

GRAFFITI & VANDALISM	2017	2016
Not at All	36%	34%
Hardly	38%	40%
Somewhat	20%	21%
Very Much	6%	5%

POSITIVE & ENERGETIC ATMOSPHERE (e.g. shopping, dining, appearance, safety, events)	2017	2016
Agree	64.5%	66%
Strongly Agree	29%	26%
Disagree	6%	7%
Strongly Disagree	0.5%	1%

AWARENESS OF ONLINE INITIATIVES

WEBSITES	2017	2016
nashvilledowntown.com		
Use the site	68%	65%
parkitdowntown.com		
Use the site	75%	50%
<i>Downtown Details</i> newsletter		
Receive e-newsletter	84%	83%
Find the e-newsletter informative	97%	96%

TOP POSITIVE ATTRIBUTES ABOUT WORKING DOWNTOWN/TOP ELEMENTS FOR BUSINESS BEING DOWNTOWN	2017	2016
Downtown Energy/Excitement	1	2
Dining Options	2	1
Central Location	3	3
Special Events	4	5
Nightlife & Entertainment Options	5	4