

2018 Downtown Nashville Employee Survey Results

2,159 surveys received from downtown employees in 2017 (1,593 surveys received in 2017)

FUN STUFF

82% 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

	2018	2017
0 - 4 years	57%	49%
5 - 9 years	17%	16%
10 - 14 years	8%	12%
15 - 19 years	7%	8%
20+ years	11%	15%

AGE DISTRIBUTION

	2018	2017
21 or under	0.25%	
22-37 = Gen Y	42%	32%
38 - 53 = Gen X	34.50%	38%
54 - 71 = Baby Boomers	23%	29%
72+ = Great Generation	0.25%	1%

GENDER DISTRIBUTION

	2018	2017
Female	65%	66%
Male	35%	34%

Significantly more females than males were survey respondents

WHERE DOWNTOWN EMPLOYEES LIVE

	2018	2017
Davidson County	50%	52%
Downtown	13%	11%
Williamson County	8%	9%
Sumner County	6%	7%
Wilson County	7%	8%
Rutherford County	6%	4.5%
Robertson County	2%	3%
Cheatham County	3%	2%
Montgomery County	2%	1.5%
Various Other Counties	1%	1%
Dickson County	2%	1%

TRANSPORTATION

	2018	2017
Drive Alone	81%	84%
Carpool/Vanpool	5%	4%
Bus/WeGo (MTA)/RTA	6%	4%
Walk	3%	3%
Music City Star Commuter Train	3	3.5%
Uber/Lyft/Hytch*	1	0.5%
Bike	1	0.5%
Motorcycle/Moped/Motor Scooter	0.25%	0.5%
Dockless Scooter/Bikeshare	0.25%	

**new answer option*

EMPLOYEE PARKING OPTIONS

	2018	2017
Garage/Lot paid for by employer	47%	56%
Garage/Lot NOT paid for by employer	17%	20%
On the Street	2%	2.5%
Garage/Lot owned by employer	17%	12%

Nissan Stadium Parking Option/shuttle pass paid for by employer	15%	5.5%
Nissan Stadium Parking Option/shuttle pass NOT paid for by employer	8%	3.5%
ANNUAL SALARIES	2018	2017
Less than \$30,000	5%	7%
\$30,000 to \$49,999	32%	28%
\$50,000 to \$69,999	30%	25%
\$70,000 to \$89,999	13%	15%
\$90,000 to \$109,999	9%	9%
\$110,000 to \$139,999	5%	7%
\$140,000 to \$175,000	3%	4%
More than \$175,000	3%	5%

DOWNTOWN ENVIRONMENT

DOWNTOWN CLEANLINESS	2018	2017
<i>compared with other areas in Davidson County</i>		
Much cleaner	20%	20%
About the same	43%	45%
Somewhat less clean	21%	21%
Much less clean	13%	12%
Not sure	3%	2%

HOW OFTEN DO YOU SEE THE NDP CLEAN TEAM WORKING	2018	2017
Often	19%	20%
Occasionally	39%	42%
Never	34%	31%
Not sure	8%	7%

TOP THREE CHANGES TO MAKE DOWNTOWN CLEANER/MORE ATTRACTIVE	2018	2017
More flowers/greenery	#1	#2
Pick up more trash/litter on the streets	#2	#1
Improve lighting in public areas	#3	#3

SAFETY	2018	2017
Always feel safe in downtown Nashville	9%	9%
Feel safe most of the time in downtown Nashville	55%	56%
Occasionally feel downtown Nashville is unsafe	27%	27%
Often feel unsafe in downtown Nashville	9%	8%

HOW OFTEN DO YOU SEE NDP SAFETY AMBASSADORS	2018	2017
Often	24%	20%
Occasionally	54%	58%
Never	18%	18%
Not sure	4%	4%

TOP THREE CHANGES TO MAKE DOWNTOWN FEEL SAFER	2018	2017
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	2018	2017
Not at All	11%	9%
Hardly	22%	22%
Somewhat	42%	45%
Very Much	25%	24%

GRAFFITI & VANDALISM	2018	2017
Not at All	39%	36%
Hardly	35%	38%
Somewhat	20%	20%
Very Much	6%	6%

POSITIVE & ENERGETIC ATMOSPHERE (e.g. shopping, dining, appearance, safety, events)	2018	2017
Agree	65%	64.5%
Strongly Agree	27%	29%
Disagree	7%	6%
Strongly Disagree	1%	0.5%

AWARENESS OF ONLINE INITIATIVES

WEBSITES	2018	2017
nashvilledowntown.com		
Use the site	71%	68%
parkitdowntown.com		
Use the site	63%	75%
<i>Downtown Details</i> newsletter		
Receive e-newsletter	84%	84%
Find the e-newsletter informative	98%	97%

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

	2018	2017
Downtown Energy/Excitement	1	1
Dining Options	2	2
Central Location	3	3
Special Events	4	4
Nightlife & Entertainment Options	5	5