

2019 Downtown Nashville Employee Survey Results

1,972 surveys received from downtown employees in 2019 (2,159 surveys received in 2018)

FUN STUFF

90% 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

	2019	2018
0 - 4 years	54%	57%
5 - 9 years	19%	17%
10 - 14 years	8%	8%
15 - 19 years	6%	7%
20+ years	13%	11%

AGE DISTRIBUTION

	2019	2018
22 or under	--	0.25%
23-38 = Gen Y	41%	42%
39-54 = Gen X	34.5%	34.5%
55-72 = Baby Boomers	24%	23%
73+ = Silent Generation	0.50%	0.25%

GENDER DISTRIBUTION

	2019	2018
Female	64%	65%
Male	36%	35%

Significantly more females than males were survey respondents

WHERE DOWNTOWN EMPLOYEES LIVE

	2019	2018
Davidson County	50%	50%
Downtown	13%	13%
Williamson County	9%	8%
Sumner County	8%	6%
Wilson County	7%	7%
Rutherford County	5%	6%
Robertson County	2%	2%
Cheatham County	1%	3%
Montgomery County	2%	2%
Various Other Counties	1%	1%
Dickson County	2%	2%

TRANSPORTATION

	2019	2018
Drive Alone	81%	81%
Carpool/Vanpool	5.25%	5%
Bus/WeGo (MTA)/RTA	4.25%	6%
Walk	4%	3%
Music City Star Commuter Train	3%	3%
Uber/Lyft/Hytch*	1%	1%
Bike	1%	1%
Motorcycle/Moped/Motor Scooter	0.25%	0.25%
Dockless Scooter/Bikeshare	0.25%	0.25%

**new answer option*

EMPLOYEE PARKING OPTIONS

	2019	2018
Garage/Lot paid for by employer	51%	47%
Garage/Lot NOT paid for by employer	21%	17%
On the Street	2%	2%
Garage/Lot owned by employer	11%	17%
Nissan Stadium Parking Option/shuttle pass paid for by employer	10%	15%
Nissan Stadium Parking Option/shuttle pass NOT paid for by employer	5%	8%

ANNUAL SALARIES	2019	2018
Less than \$30,000	3%	5%
\$30,000 to \$49,999	23%	32%
\$50,000 to \$69,999	31%	30%
\$70,000 to \$89,999	17%	13%
\$90,000 to \$109,999	11%	9%
\$110,000 to \$139,999	7%	5%
\$140,000 to \$175,000	3%	3%
More than \$175,000	5%	3%

DOWNTOWN ENVIRONMENT

DOWNTOWN CLEANLINESS	2019	2018
<i>compared with other areas in Davidson County</i>		
Much cleaner	16%	20%
About the same	41%	43%
Somewhat less clean	25%	21%
Much less clean	17%	13%
Not sure	1%	3%

HOW OFTEN DO YOU SEE THE NDP CLEAN TEAM WORKING	2019	2018
Often	18%	19%
Occasionally	45%	39%
Never	31%	34%
Not sure	6%	8%

TOP THREE CHANGES TO MAKE DOWNTOWN CLEANER/MORE ATTRACTIVE	2019	2018
Pick up more trash/litter on the streets	#1	#2
More flowers/greenery	#2	#1
Improve lighting in public areas	#3	#3

SAFETY	2019	2018
Always feel safe in downtown Nashville	7%	9%
Feel safe most of the time in downtown Nashville	53%	55%
Occasionally feel downtown Nashville is unsafe	29%	27%
Often feel unsafe in downtown Nashville	11%	9%

HOW OFTEN DO YOU SEE NDP SAFETY AMBASSADORS	2019	2018
Often	20%	24%
Occasionally	58%	54%
Never	18%	18%
Not sure	4%	4%

TOP THREE CHANGES TO MAKE DOWNTOWN FEEL SAFER	2019	2018
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	2019	2018
Not at All	10%	11%
Hardly	18%	22%
Somewhat	41%	42%
Very Much	31%	25%

GRAFFITI & VANDALISM	2019	2018
Not at All	36%	39%
Hardly	36%	35%
Somewhat	23%	20%
Very Much	5%	6%

POSITIVE & ENERGETIC ATMOSPHERE (e.g. shopping, dining, appearance, safety, events)	2019	2018
Agree	66%	65%
Strongly Agree	24%	27%
Disagree	9%	7%
Strongly Disagree	1%	1%

AWARENESS OF ONLINE INITIATIVES

WEBSITES	2019	2018
nashvilledowntown.com		
Use the site	63%	71%
parkitdowntown.com		
Use the site	46%	63%
<i>Downtown Details</i> newsletter		
Receive e-newsletter	79%	84%
Find the e-newsletter informative	95%	98%

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

	2019	2018
Dining Options	1	2
Downtown Energy/Excitement	2	1
Central Location	3	3
Special Events	4	4
Nightlife & Entertainment Options	5	5