

## 2020 Downtown Nashville Employee Survey Results

1,328 surveys received from downtown employees in 2020 (1,972 surveys received in 2019)

### FUN STUFF

92% of employees surveyed agree or strongly agree that downtown has a positive and energetic atmosphere.  
90% of employees surveyed agree or strongly agree that downtown is a fun place to work

### SURVEY RESPONDENTS PERSONAL PROFILE & DEMOGRAPHICS

#### LENGTH OF TIME WORKING DOWNTOWN

	2020	2019
0 - 4 years	42%	54%
5 - 9 years	24%	19%
10 - 14 years	10%	8%
15 - 19 years	8%	6%
20+ years	16%	13%

#### AGE DISTRIBUTION

	2020	2019
22 or under	--	--
23-38 = Gen Y	36%	41%
39-54 = Gen X	38%	34.5%
55-72 = Baby Boomers	25%	24%
73+ = Silent Generation	1%	0.50%

#### GENDER DISTRIBUTION

	2020	2019
Female	64%	64%
Male	36%	36%

#### WHERE DOWNTOWN EMPLOYEES LIVE

	2020	2019
Davidson County	52%	50%
Downtown	12%	13%
Williamson County	8%	9%
Sumner County	7%	8%
Wilson County	7%	7%
Rutherford County	4%	5%
Robertson County	3%	2%
Cheatham County	2%	1%
Montgomery County	2%	2%
Various Other Counties	2%	1%
Dickson County	1%	2%

#### TRANSPORTATION

	2020	2019
Drive Alone	86%	81%
Carpool/Vanpool	3%	5.25%
Bus/WeGo (MTA)/RTA	3%	4.25%
Walk	3%	4%
Music City Star Commuter Train	2%	3%
Uber/Lyft/Hytch*	1%	1%
Bike	1%	1%
Motorcycle/Moped/Motor Scooter	0.5%	0.25%
Dockless Scooter/Bikeshare	0.5%	0.25%

\*new answer option

<b>COVID-RELATED WORKFORCE SHIFTS</b>	<b>2020</b>
<i>*answers reflect current status, even if temporary</i>	
Working in office	28%
Working remotely	38.5%
Combination of working in office and remotely	33.5%

<b>IF YOU COME DOWNTOWN TO WORK, HOW MANY DAYS DO YOU AVERAGE IN THE OFFICE?</b>	<b>2020</b>
1	22%
2	14%
3	14%
4	9%
5	41%

<b>ANNUAL SALARIES</b>	<b>2020</b>	<b>2019</b>
Less than \$30,000	5.5%	3%
\$30,000 to \$49,999	20.5%	23%
\$50,000 to \$69,999	33%	31%
\$70,000 to \$89,999	15%	17%
\$90,000 to \$109,999	9%	11%
\$110,000 to \$139,999	6%	7%
\$140,000 to \$175,000	4%	3%
More than \$175,000	7%	5%

## **DOWNTOWN ENVIRONMENT**

<b>DOWNTOWN CLEANLINESS</b>	<b>2020</b>	<b>2019</b>
<i>compared with other areas in Davidson County</i>		
Much cleaner	18%	16%
About the same	43%	41%
Somewhat less clean	23%	25%
Much less clean	14%	17%
Not sure	2%	1%

<b>HOW OFTEN DO YOU SEE THE NDP CLEAN TEAM WORKING</b>	<b>2020</b>	<b>2019</b>
Often	18%	18%
Occasionally	50%	45%
Never	24%	31%
Not sure	8%	6%

<b>TOP THREE CHANGES TO MAKE DOWNTOWN CLEANER/MORE ATTRACTIVE</b>	<b>2020</b>	<b>2019</b>
Pick up more trash/litter on the streets	#1	#1
More flowers/greenery	#2	#2
Improve lighting in public areas	#3	#3

<b>SAFETY</b>	<b>2020</b>	<b>2019</b>
Always feel safe in downtown Nashville	6%	7%
Feel safe most of the time in downtown Nashville	53%	53%
Occasionally feel downtown Nashville is unsafe	29%	29%
Often feel unsafe in downtown Nashville	12%	11%

<b>HOW OFTEN DO YOU SEE NDP SAFETY AMBASSADORS</b>	<b>2020</b>	<b>2019</b>
Often	20%	20%
Occasionally	60%	58%
Never	16%	18%
Not sure	4%	4%

<b>TOP THREE CHANGES TO MAKE DOWNTOWN FEEL SAFER</b>	<b>2020</b>	<b>2019</b>
Reduce the number of aggressive panhandlers	#1	#1
Continue highly visible police deployment	#2	#2
Increase the visibility of safety personnel	#3	#3

<b>TRANSIENTS, INEBRIATES, VAGRANTS</b>	<b>2020</b>	<b>2019</b>
Not at All	7%	10%
Hardly	18%	18%
Somewhat	44%	41%
Very Much	32%	31%

<b>GRAFFITI &amp; VANDALISM</b>	<b>2020</b>	<b>2019</b>
Not at All	24%	36%
Hardly	34%	36%
Somewhat	31%	23%
Very Much	11%	5%

## **AWARENESS OF ONLINE INITIATIVES**

<b>WEBSITES</b>	<b>2020</b>	<b>2019</b>
<b>nashvilledowntown.com</b>		
Use the site	64%	63%
<b>parkitdowntown.com</b>		
Use the site	44%	46%
<b><i>Downtown Details</i> newsletter</b>		
Receive e-newsletter	82%	79%
Find the e-newsletter informative	96%	95%

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

	<b>2020</b>	<b>2019</b>
Downtown Energy/Excitement	1	2
Dining Options	2	1
Nightlife & Entertainment Options	3	5
Special Events	4	4
Central Location	5	3