



Summary Downtown Worker Survey Results

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Downtown Norfolk Council





Downtown Worker Survey

Three Goals of Survey

- To update employee demographic profiles
- To update downtown employee fiscal impact of employees
- To measure on-going employee satisfaction with downtown Norfolk as a job location



Downtown Worker Survey

- 2010 was a web-based survey – Previously done as an Intercept Survey
 - 391 Surveys Completed

Location of Employment

Main Street/Plume Street/Financial District	57%
Granby Street District	12%
City Hall/Government/Courts Complex	9%
Monticello Ave. Corridor	6%
North Brambleton/Opera District	4%
MacArthur Center Area	3%
Other Areas	9%





Downtown Worker Survey

▪ Demographic Profile per 2010 Survey

- Average age of all workers surveyed is 37.9 years. 75% of all downtown employees are between the ages of 30 and 59
 - Note: People in this age range spend more on apparel and home furnishings than consumers in younger or older age groups
- Average household income of downtown workers is \$90,000. Median HHI is \$77,777
- 52% of downtown employees have household incomes exceeding \$75,000.
 - Note: This is a critical threshold for upscale retailers and restaurants when seeking new locations





Downtown Worker Survey

- Place of Residence of Downtown Workers
 - 42% reside in Norfolk
 - 28% reside in Virginia Beach
 - 32% reside in Chesapeake, Portsmouth, Suffolk or the Peninsula





Downtown Worker Survey

- Employment Description of respondents in 2010 Survey
 - 25% Customer Service, Computer Operator, System Analysts
 - 21% Upper Management, Professional, Business Owner
 - 17% Middle Management
 - 14% Clerical/Office Administration
 - 23% Other





Downtown Worker Survey

- **Fiscal Impact per 2010 Survey**
 - Downtown Workers reported purchasing an average of 11 lunches per 20 work days
 - Average annual at-work expenditure was \$2,784 (including food/beverage, retail goods and personal services).
 - Annual employee expenditure in downtown Norfolk is higher than ICSC's national average of \$2,500 per downtown employee/per year





Downtown Worker Survey

- Perceptions of Downtown as a Place to Work
 - Employees gave downtown 3.6 rating (out of 5) for overall satisfaction.
 - 70% said they would be “likely or extremely likely” to recommend downtown as place to work.
 - Affluent workers are more satisfied than lower income workers.
 - Long tenure workers are more satisfied than new workers.

