



# 2011 Employer and Employee Survey Key Findings



# Part 1: getDowntown Employer Survey

A total of 260 Employers completed the online Employer Survey.

The employers included:

Authentic Art Tattoo Studio  
Arbormoon Software  
Olson Law Group  
Five Guys Burgers  
Mobiata  
Resonant Venture Partners  
Ragstock  
revive + replenish  
Chinese Acupuncture  
Dickinson Wright PLLC  
Google  
Lecturers Employee Organization LEO  
Clean Water Action  
Vault of Midnight  
State Theater  
Gratzi / Chop House  
Menlo Innovations  
Monahan's Seafood Market  
Gold Bond Cleaners  
Campus Inn  
Butzel Long  
Café Felix  
Hobbs + Black Associates

Top 3 Industry Categories:

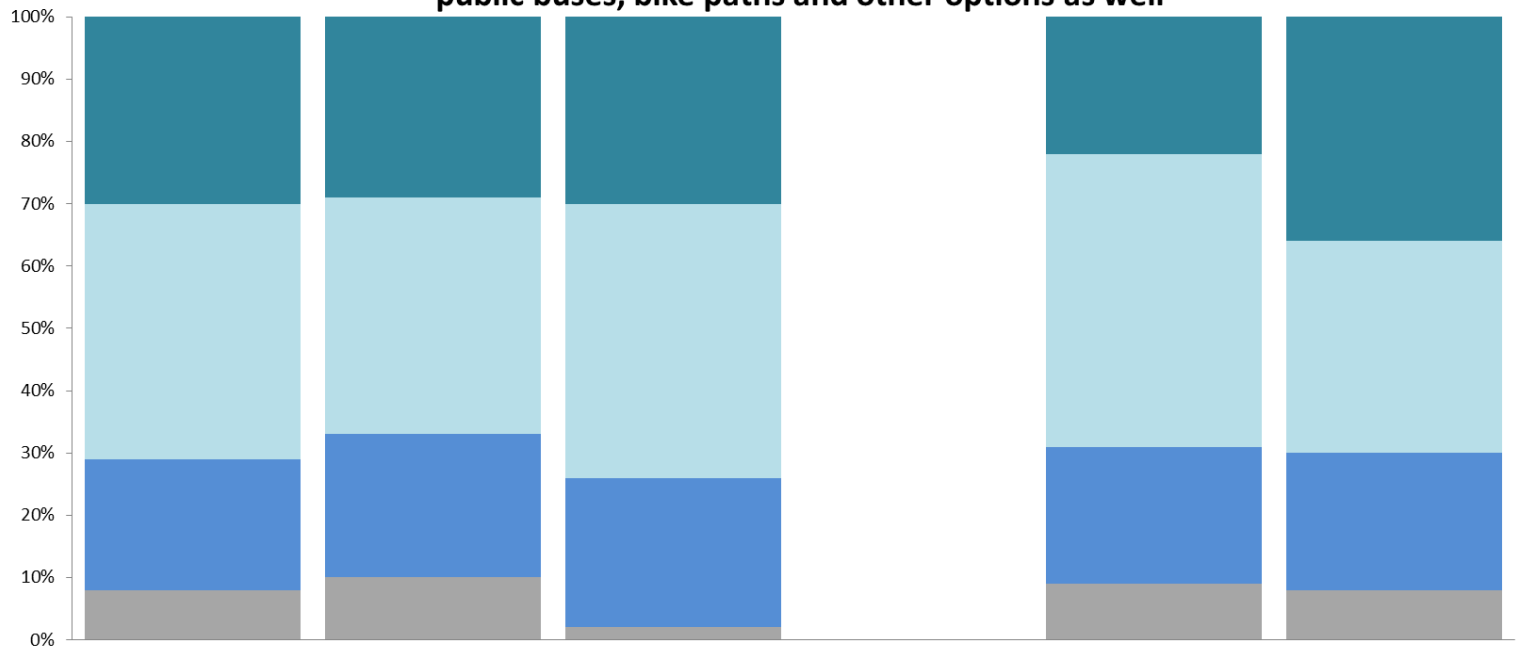
37% Professional/Managerial/Technical

18% Retail

10% Food Related Service

# For Recruiting Workers, How Important Are Transportation Options?

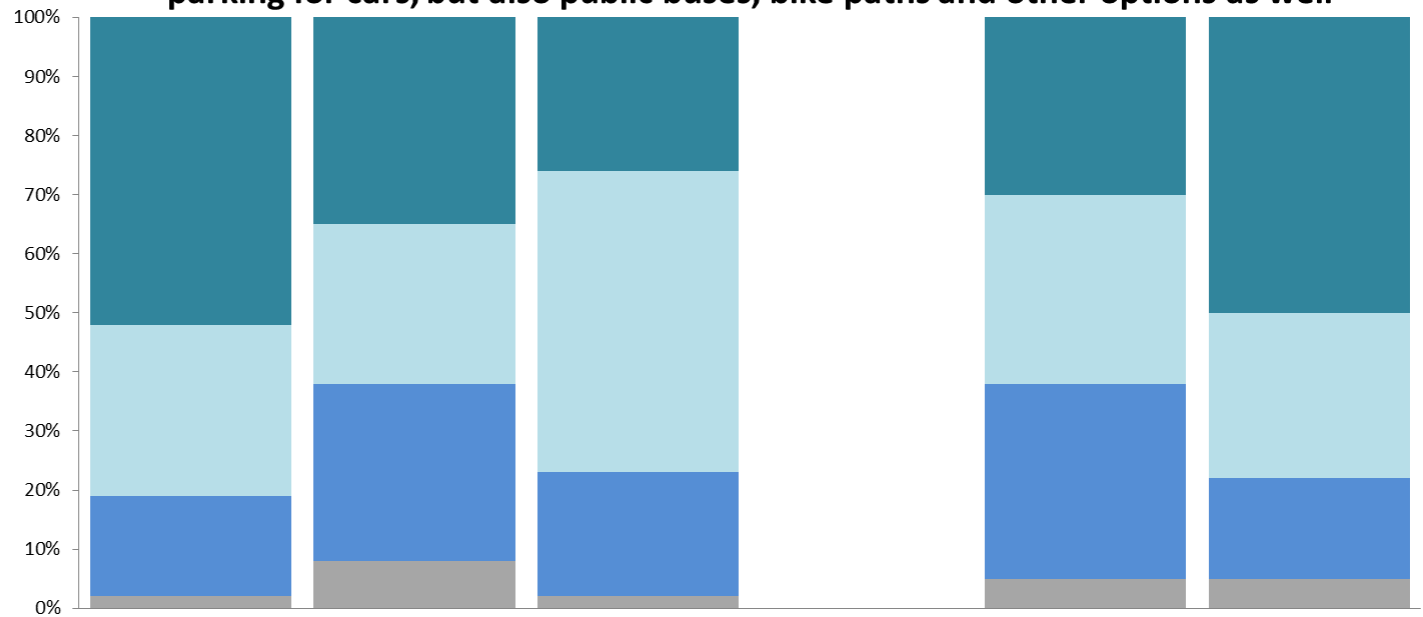
For attracting high quality workers to your business or organization, how important is it for them to have a choice among a variety of transportation options including not only parking for cars, but also public buses, bike paths and other options as well



	One employee	Two through twenty employees	Twenty-one or more employees	Professional and other mind-work	Rote or manual work
Very important	30%	29%	30%	22%	36%
Somewhat important	41%	38%	44%	47%	34%
Not at all important	21%	23%	24%	22%	22%
Don't know	8%	10%	2%	9%	8%

# For Attracting Customers, How Important Are Transportation Options?

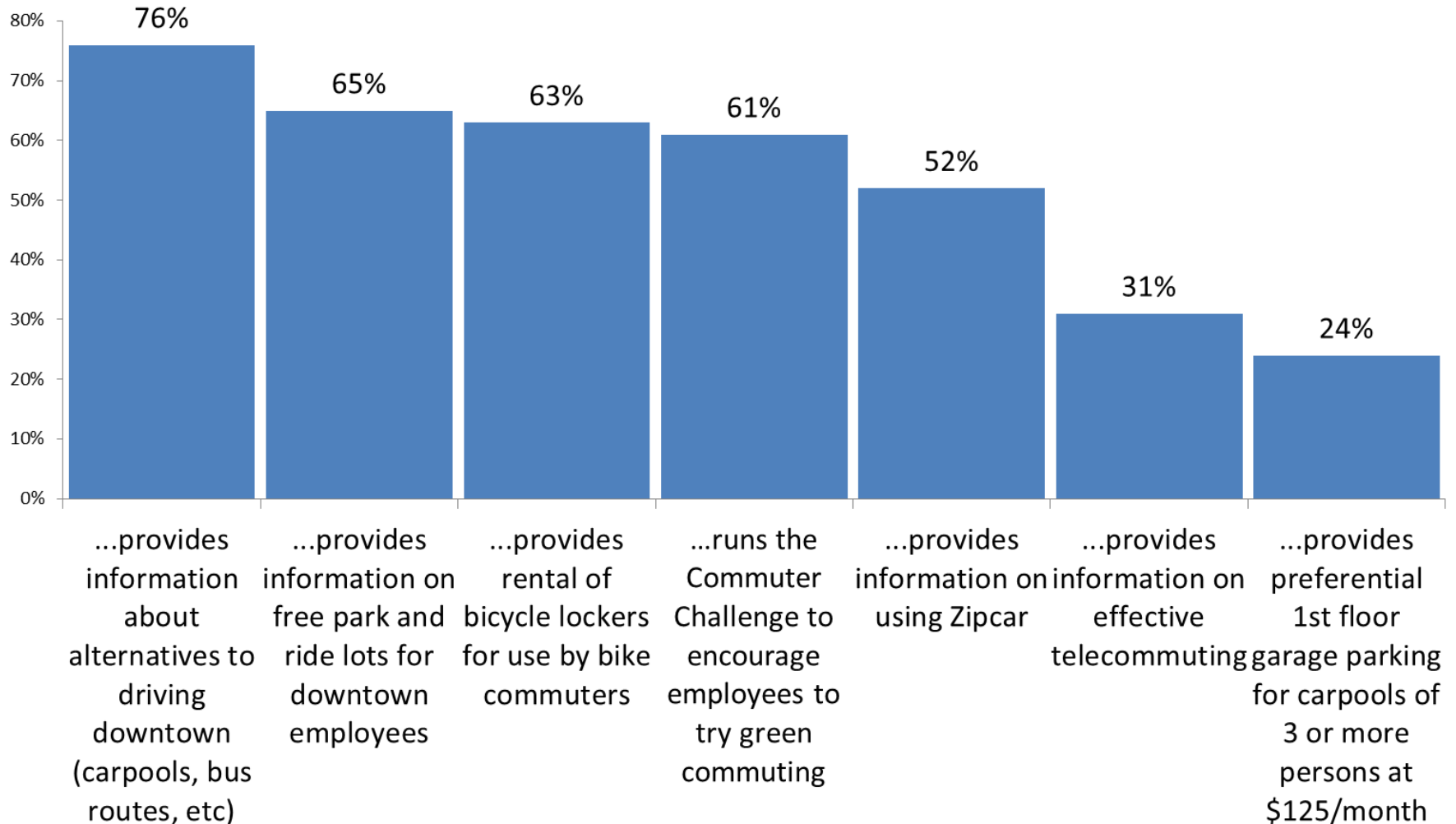
For attracting customers and clients to your business or organization, how important is it for them to have a choice among a variety of transportation options including not only parking for cars, but also public buses, bike paths and other options as well



Very important	52%	35%	26%	30%	50%
Somewhat important	29%	27%	51%	32%	28%
Not at all important	17%	30%	21%	33%	17%
Don't know	2%	8%	2%	5%	5%

# How Aware Are Employers of getDowntown Programs?

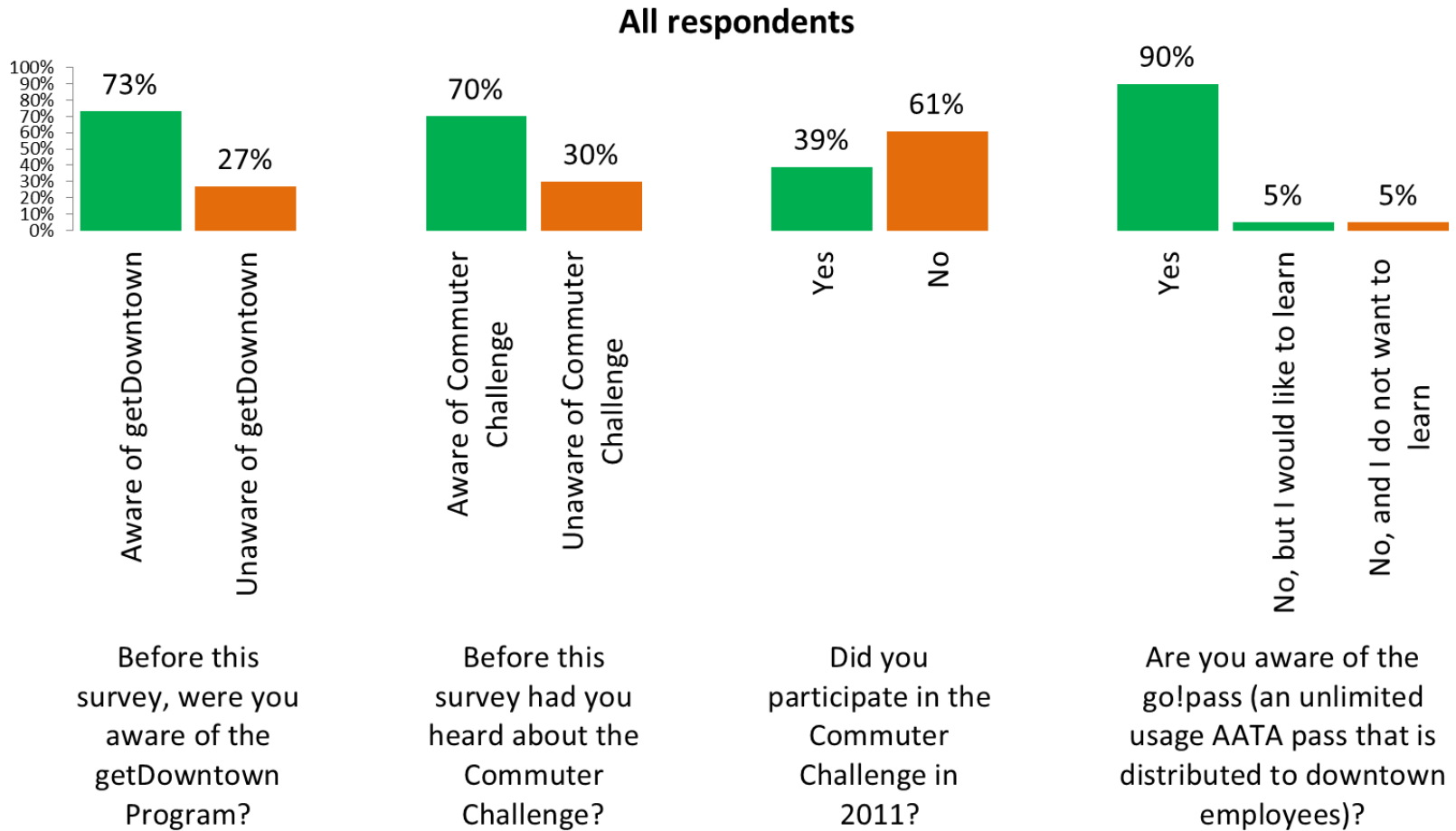
**Awareness of getDowntown programs**  
**Before this survey, were you aware that getDowntown...**



# Part 2: The Employee Survey

- A total of 279 employees from eleven employers responded online or on paper.
- The employers included:
  - Ann Arbor District Library
  - AnnArbor.Com
  - ApplEcon LLC
  - Bank of Ann Arbor
  - Conor O'Neills
  - Digital Ops
  - First United Methodist Church Ann Arbor
  - NovoDynamics, Inc.
  - People's Food Coop
  - Seva Restaurant
  - Zingerman's Deli

# Awareness of getDowntown

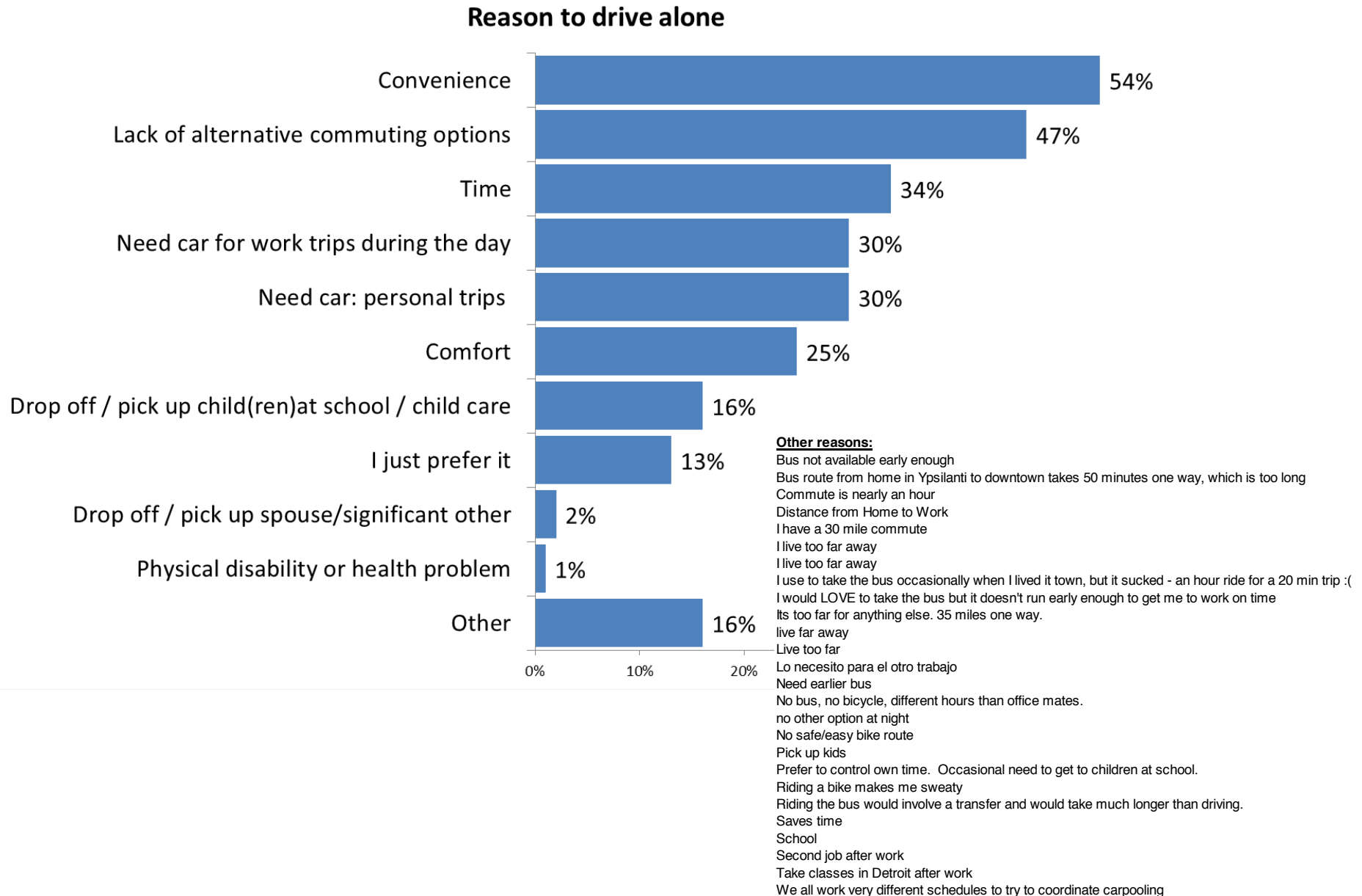


# How Employees Commute to Work

Mode to work	2011 Survey	2009 Survey	2000 Census
Drive Alone	57%	61%	65%
Public Transit	18%	15%	8%
Walk	13%	14%	17%
Rideshare	3%	6%	7%
Bicycle	6%	2%	2%
Other	3%	1%	1%

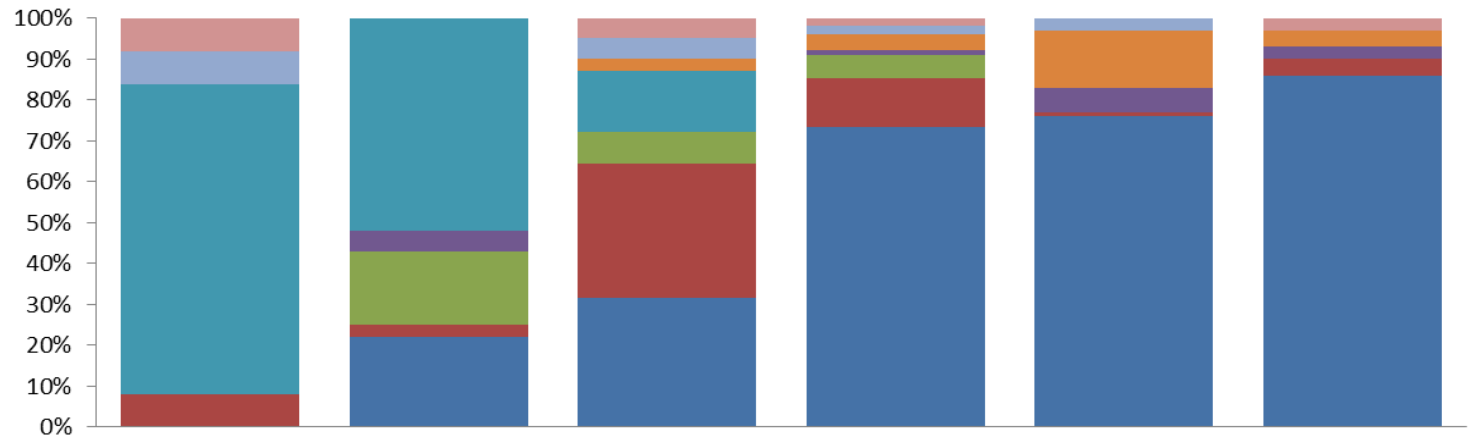


# Why Do Employees Say They Drive Alone to Work?

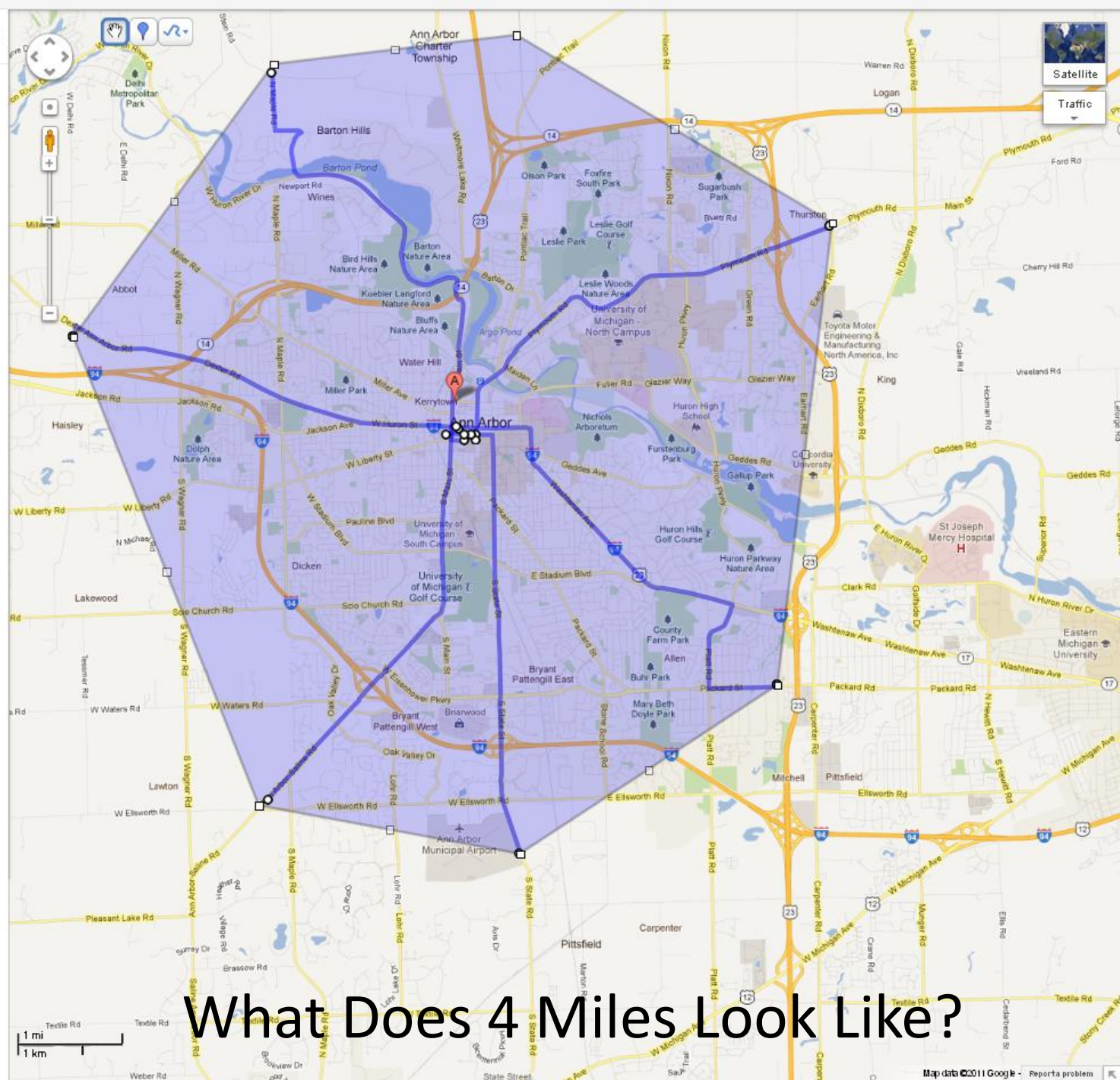


# How Does Mode to Work Vary with Distance to Work?

Mode to work by distance from home to work

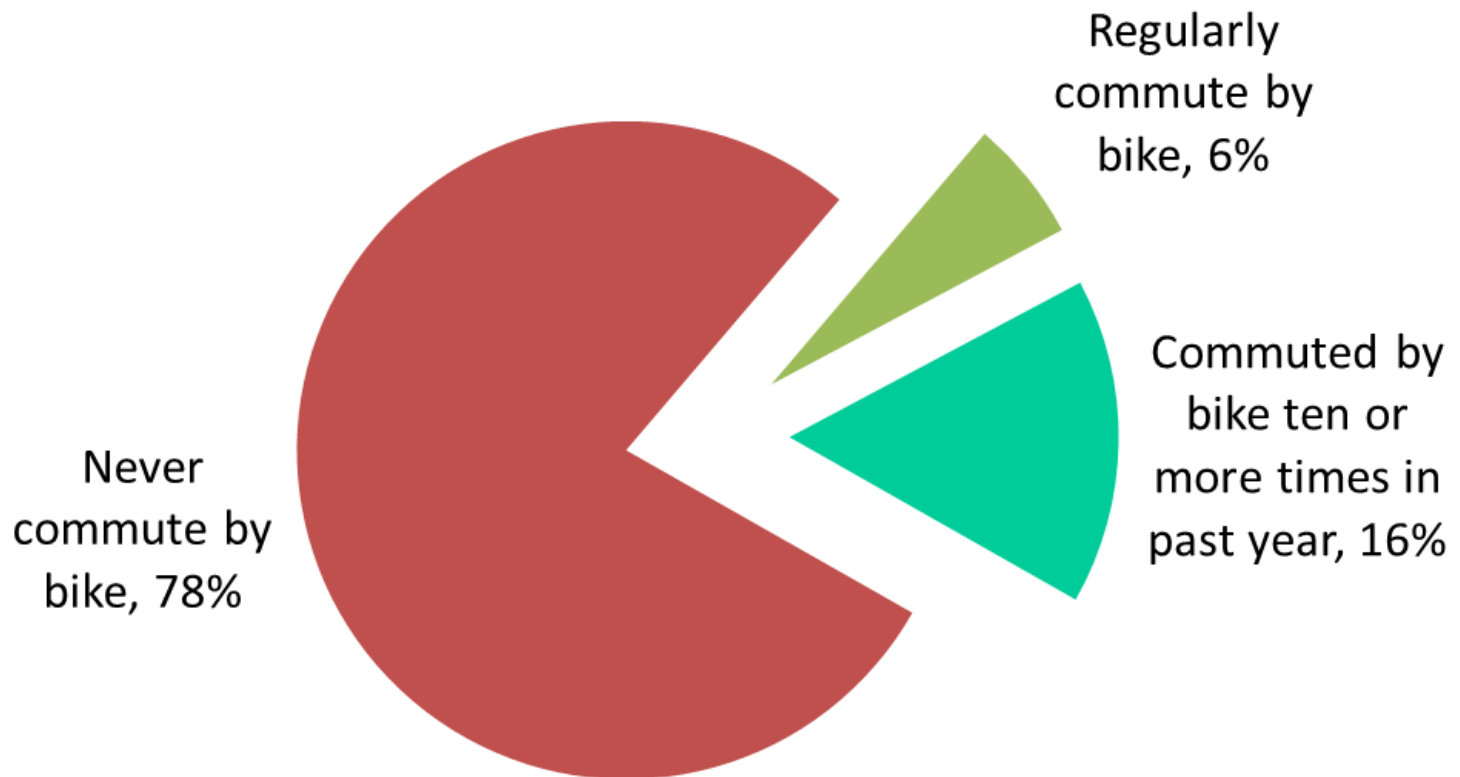


Use another mix	8%	0%	5%	2%	0%	3%
Bike and take the bus	8%	0%	5%	2%	3%	0%
Drive and take the bus	0%	0%	3%	4%	14%	4%
Walk all the way	75%	52%	15%	0%	0%	0%
Carpool	0%	5%	0%	1%	6%	3%
Bicycle all the way	0%	18%	8%	6%	0%	0%
Take a bus all the way	8%	3%	33%	12%	1%	4%
Drive alone all the way	0%	22%	32%	74%	76%	86%



# Bicycling to Work

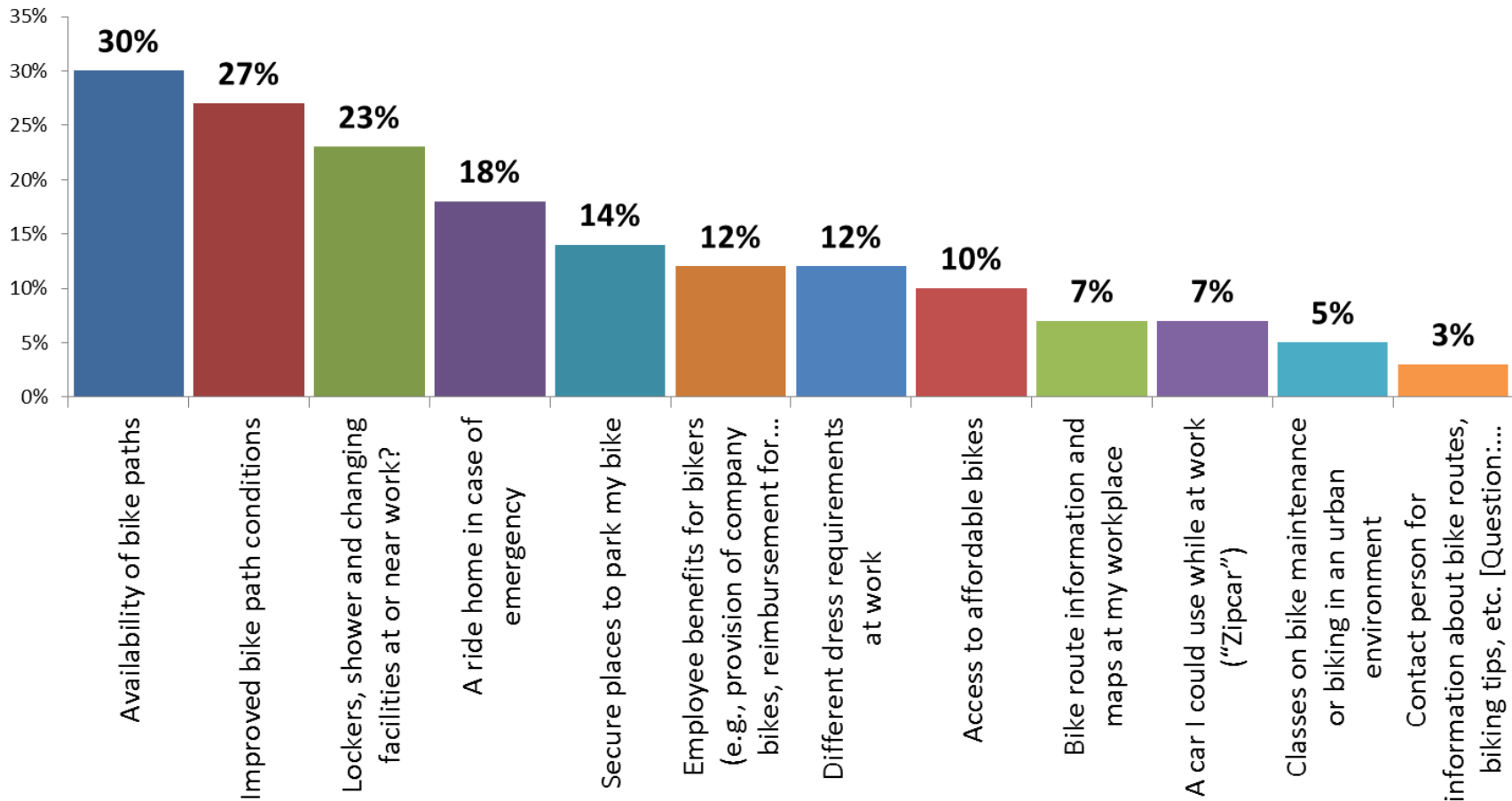
## Use of bicycle to commute



# How to Promote Bicycling

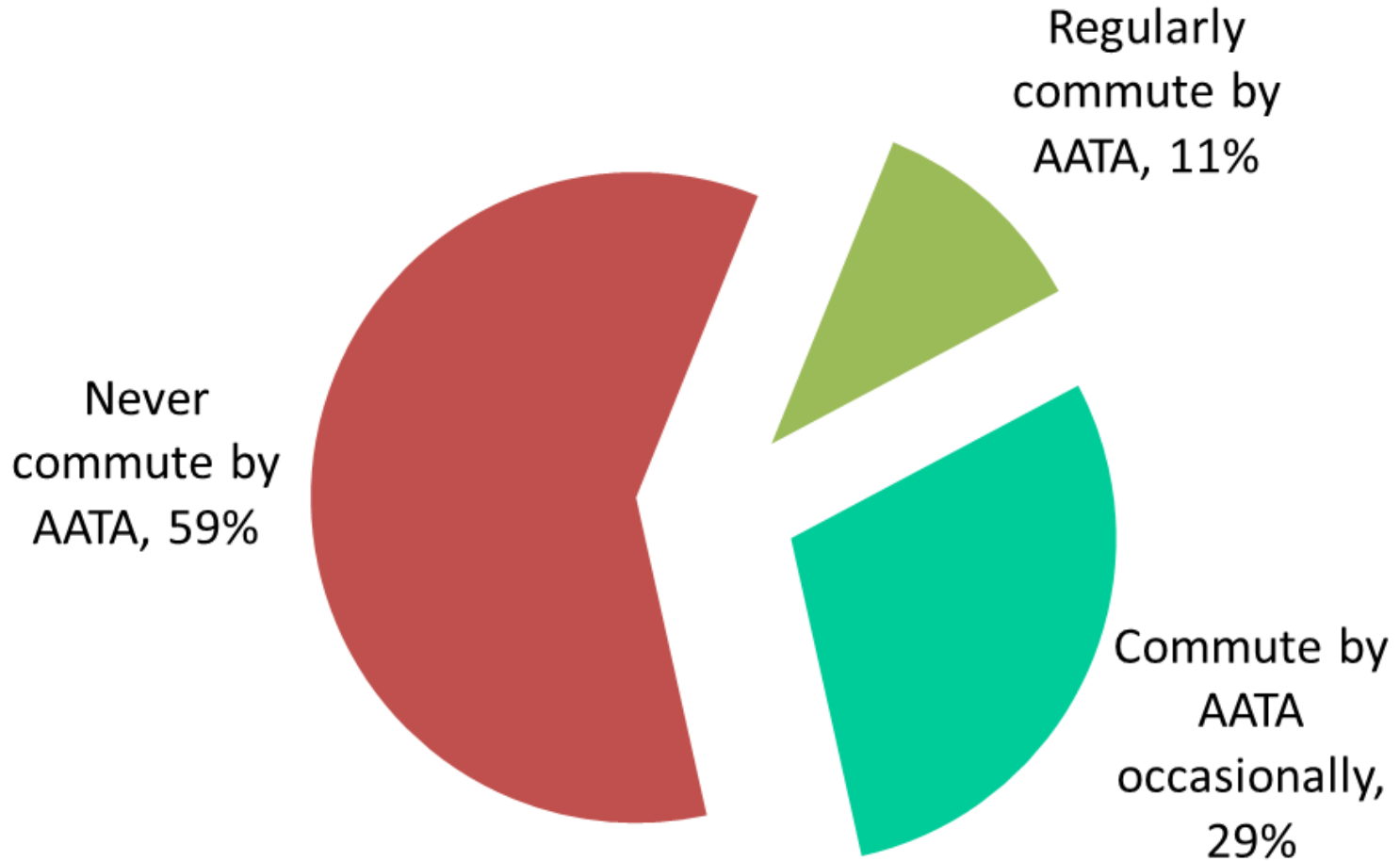
**What would make it more realistic for you to bike to or from work more often?**

(Asked of those whose primary mode is other than bicycling to work. n=259)



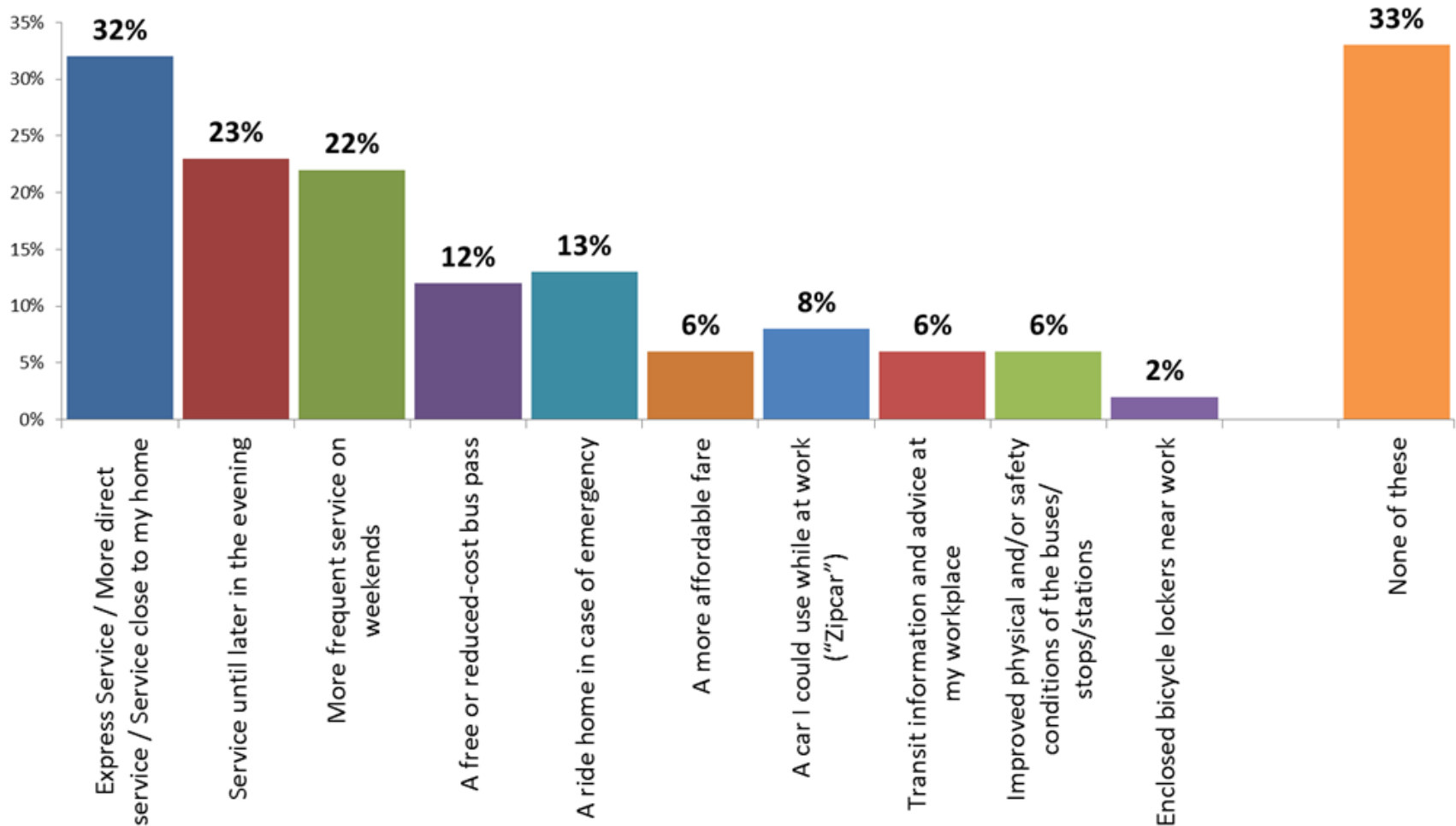
# Commuting *Via* AATA

## Use of AATA to commute



# Encouraging More Use of Transit

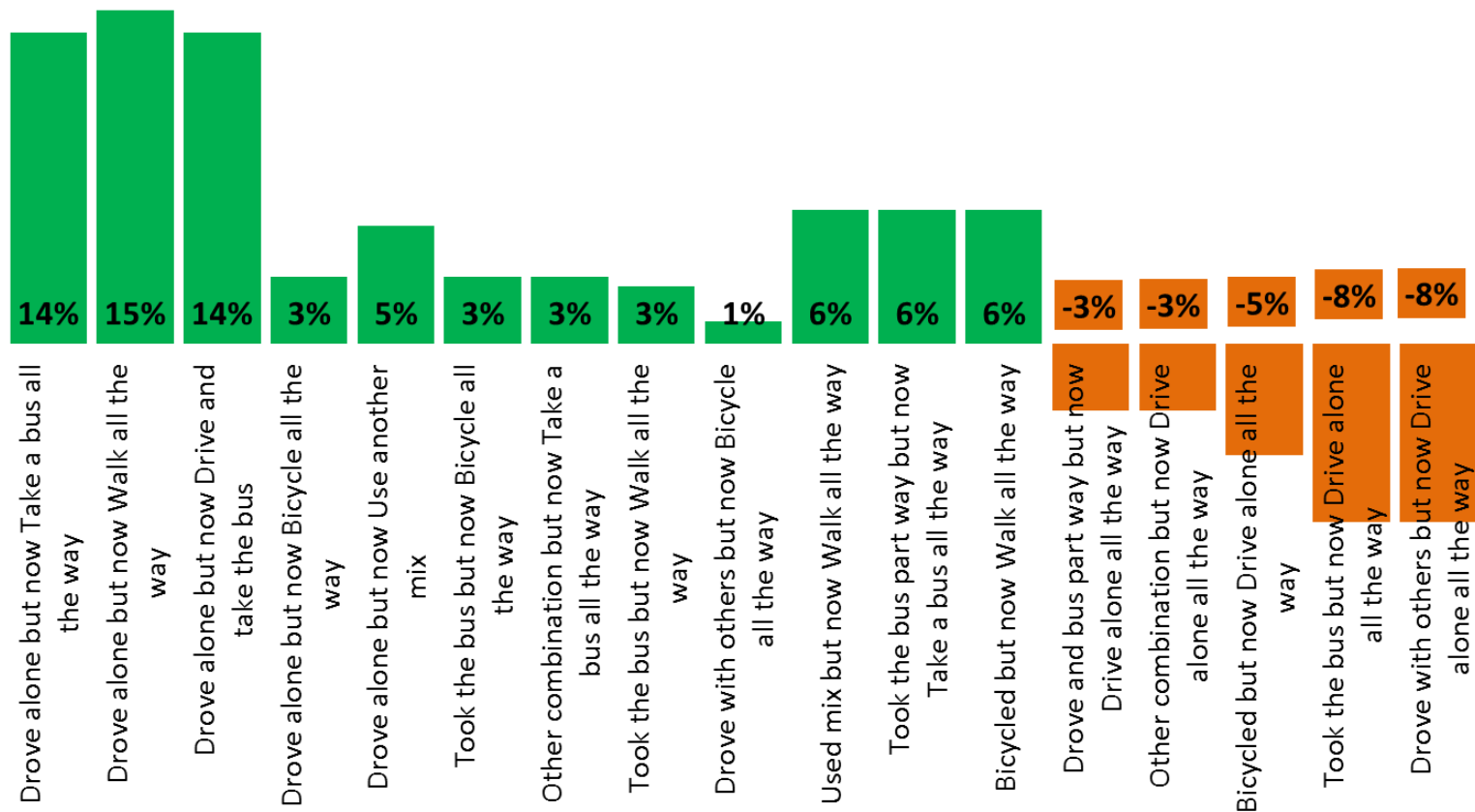
What would make it more realistic for you to take the bus to or from work or to take it more often?





# How Have Commuting Modes Changed?

Type of mode change  
(Net green-commute gain = 40% of the 14% changing, or 6% of all respondents)





# Why Do those Who Changed Modes Say they Changed?

## Reasons for change of mode

(Only those with a complete change of mode (n=43) were asked. Multiple responses allowed)

