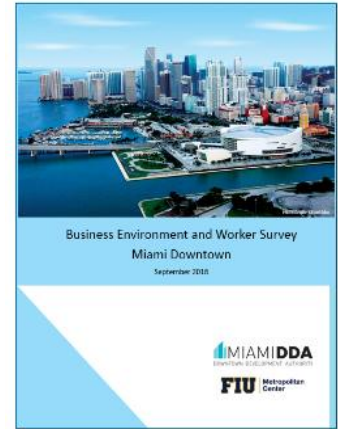


## Business Environment and Worker Survey Miami Downtown

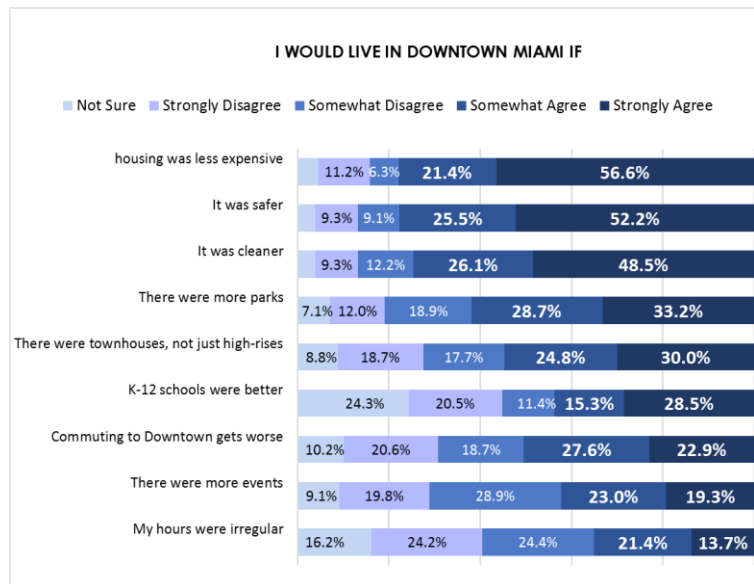
The Miami Downtown Development Authority (Miami DDA), an independent agency of the City of Miami, contracted the Metropolitan Center (FIU/MC), a think-tank within Florida International University, to complete a report examining employees of Downtown Miami’s business sectors. The DDA’s main objective was to gain a deeper knowledge of the downtown employee population focusing on their commute, perception of downtown’s amenities, and overall satisfaction with Downtown Miami. To that end, the MC utilized publicly and privately available statistics and data, and conducted a comprehensive in-person and online survey with over 400 respondents.



The report includes three main sections, focusing on Business Characteristics, Worker Characteristics and Attitudinal Survey Data. Some of the main findings of these sections are summarized below.

To gain deeper knowledge of the Downtown Miami worker, the analysis relied on data from the US Census Bureau and their analytical tool, On the Map. The results showed that Downtown’s workers are well educated and have incomes higher than those of workers overall in the county. The analysis also showed a population that primarily commutes to work in downtown, while the majority who live in downtown work outside of it.

While descriptive, secondary data is integral in knowing who the Downtown Miami workers and businesses are, primary data collected through surveys reveals what motivates survey



respondents and what is important to them, and gather meaningful opinions, comments, and feedback.

There were a total of 423 completed surveys - 117 in person and 306 online. General staff (42.7%) were the largest worker representation, while there was also considerable participation by executives, partners, or principals (25.3%), and managers (21.7%).