

RESIDENTIAL SURVEY RESULTS

Downtown Nashville

July 2021

The Nashville Downtown Partnership distributed 6,300 survey forms in May 2021 to homeowners and renters by direct email and through building and condo managers. The survey focused on residents who live in Nashville's greater downtown area defined by these boundaries: Jefferson Street on the north, Cumberland River on the east, and the interstate loop on the south and west.

Nashville Downtown Partnership received 526 completed surveys (8% response rate).

		2021	2020	2019
Gender of respondents	Males	41%	42%	43%
	Females	59%	58%	57%
Age of respondents	24 and under (Generation Z)	10%	2%	<1%
	25-40 (Generation Y)	33%	25%	39%
	41-56 (Generation X)	25%	35%	30%
	57-75 (Baby Boomers)	31%	36%	30%
	76 plus (Veterans)	1%	2%	<1%
Marital status	Single	49%	40%	42%
	Married	36%	43%	42%
	Separated/Divorced	10%	9%	11%
	Domestic Partner	5%	8%	5%
Average number of residents per unit		1.6	1.6	1.6
Annual HH salary range	Less than 20,000	3%	1%	1%
	\$20,000-\$39,999	6%	3%	4%
	\$40,000-\$59,999	9%	6%	12%
	\$60,000-\$79,999	11%	16%	14%
	\$80,000-\$99,999	14%	10%	9%
	\$100,000-\$150,000	24%	24%	22%
	More than \$150,000	33%	40%	38%
Workplace	Employed outside of home	41%	30%	65%
Where residents work	Downtown	46%	50%	47%
		54%	50%	53%

		2021	2020
Where downtown residents moved from	Nashville	29%	28%
	Out of State	41%	38%
	Nashville MSA	15%	18%
	Downtown	11%	8%
	TN – not Metro Nashville	4%	8%
Residential ownership	Own	53%	60%
	Rent	47%	40%
Perception of public safety	Not Safe	9%	15%
	Needs Improvement	47%	49%
	Safe	41%	34%
	Very Safe	3%	2%
Perception of cleanliness	Not Clean	8%	15%
	Needs Improvement	48%	47%
	Clean	39%	33%
	Very Clean	5%	5%
Affected by transients/panhandlers	Not Affected	6%	6%
	Somewhat Affected	46%	33%
	Very Affected	48%	61%
Affected by vandalism	Not Affected	45%	32%
	Somewhat Affected	42%	44%
	Very Affected	13%	24%

Four most positive influences for continuing to live downtown

1. Walkability (57%)
2. Central Location – Convenience (38%)
3. Restaurant Selection (33%)
4. Nightlife (27%) / Urban Experience (26%)

Three elements needing most improvement downtown

1. Panhandlers (48%)
2. Noise (29%) / Safe Environment (28%) / Cleanliness (28%)

Restaurant types desired by residents

1. Chef-owned local restaurants (32%)
2. Healthy (24%)
3. Asian (21%) / Deli (21%)

Retail types desired by residents:

1. Movie Theater (35%)
2. Grocery and Produce (33%)
3. Farmers Market (26%)
4. Clothes & Shoes (23%)
5. Clothes & Shoes (26%)