

RESIDENTIAL SURVEY RESULTS

Downtown Nashville

July 2011

The Nashville Downtown Partnership distributed 2,200 survey forms in June 2011 to homeowners and renters by direct email and through building and condo managers. Forty-one properties participated. 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 375 completed surveys (17% response rate).
 41 properties participated.

		2011	2010
Gender of respondents	Males	50%	49%
	Female	50%	51%
Age of respondents	29 and under (Generation Y)	27%	25%
	30 - 45 (Generation X)	34%	36%
	46-63 (Baby Boomer)	33%	33%
	64 plus (Veterans)	6%	6%
Marital status of respondents	Single	47%	49%
	Married	36%	34%
	Separated/Divorced	10%	10%
	Domestic Partner	7%	7%
Average number of residents per unit		1.5	1.5
Level of education completed	College Graduate	60%	63%
	Postgraduate	28%	25%
Annual HH salary range	Less than \$20,000	3%	2%
	\$20,000-\$39,999	10%	10%
	\$40,000-\$59,999	18%	20%
	\$60,000-\$79,999	13%	17%
	\$80,000-\$99,000	12%	12%
	\$100,000-\$149,999	24%	21%
	More than \$150,000	20%	18%
Workplace	Employed outside of home	77%	79%
Where downtown residents work	Downtown	41%	38%
	Outside of downtown	59%	62%



		2011	2010
Where downtown residents moved from	Nashville	36%	36%
	Out of State	27%	26%
	Nashville MSA	21%	25%
	Downtown	10%	10%
	TN - not Metro Nashville	6%	3%
Residential ownership	Own	66%	75%
	Rent	34%	25%
Perception of public safety	Safe	59%	61%
	Needs Improvement	20%	22%
	Very Safe	18%	15%
	Not Safe	3%	2%
Perception of cleanliness	Clean	57%	61%
	Needs Improvement	31%	29%
	Very Clean	11%	8%
	Not Clean	1%	2%
Affected by transients, vagrants and public inebriates	Somewhat	44%	48%
	Very much	29%	26%
	Hardly	24%	24%
	Not at All	3%	2%
Affected by vandalism	Hardly	46%	49%
	Somewhat	27%	33%
	Not at All	18%	13%
	Very much	9%	5%
Four most positive influences for continuing to live downtown	1. Central Location (52%)		
	2. Urban Experience (48%)		
	3. Nightlife (33%)		
	4. Close to Work (31%)		
Three elements needing most improvement downtown	1. Panhandlers (49%)		
	2. Grocery Store Options (44%)		
	2. Retail Options (44%)		
Restaurant types desired by residents	1. Chef-Owned Local (52%)		
	2. Health/Vegetarian (22%)		
	3. Contemporary/Modern (20%)		
Retail types desired by residents	1. Movie Theater (54%)		
	2. Grocery and Produce (47%)		
	3. Clothes & Shoes (34%)		
	4. Home Improvement/Hardware (23%)		

