

RESIDENTIAL SURVEY RESULTS

Downtown Nashville

July 2022

The Nashville Downtown Partnership distributed 6,800 survey forms in May 2022 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 328 completed surveys (5% response rate).

		2022	2021	2020
Gender of respondents	Males	43%	41%	42%
	Females	57%	59%	58%
Age of respondents	24 and under (Generation Z)	6%	10%	2%
	25-41 (Generation Y)	31%	33%	25%
	42-57 (Generation X)	30%	25%	35%
	58-76 (Baby Boomers)	31%	31%	36%
	77+ (Veterans)	2%	1%	2%
Marital status	Single	42%	49%	40%
	Married	47%	36%	43%
	Separated/Divorced	8%	10%	9%
	Domestic Partner	4%	5%	8%
Average number of residents per unit		1.6	1.6	1.6
Annual HH salary range	Less than 20,000	2%	3%	1%
	\$20,000-\$39,999	4%	6%	3%
	\$40,000-\$59,999	9%	9%	6%
	\$60,000-\$79,999	10%	11%	16%
	\$80,000-\$99,999	9%	14%	10%
	\$100,000-\$150,000	18%	24%	24%
More than \$150,000	46%	33%	40%	
Workplace	Employed outside of home	42%	41%	30%
Where residents work	Downtown	49%	46%	50%

		2022	2021	2020
Where downtown residents moved from	Nashville	25%	29%	28%
	Out of State	45%	41%	38%
	Nashville MSA	21%	15%	18%
	Downtown	5%	11%	8%
	TN – not Metro Nashville	3%	4%	8%
Residential ownership	Own	52%	53%	60%
	Rent	48%	47%	40%

Four most positive influences for continuing to live downtown

1. Walkability (62%)
2. Central Location – Convenience (32%)
3. Restaurant Selection (31%)
4. Urban Experience (29%) / Nightlife (25%)

Restaurant types desired by residents

1. Chef-owned local restaurants (30%)
2. Healthy (26%)
3. Fast Casual/Affordable (24%) / Asian (22%)

Retail types desired by residents:

1. Movie Theater (35%)
2. Grocery and Produce (43%)
3. Drug Store (23%)
4. Big Box Department Store (21%)
5. Home Improvement/Hardware (20%) / Farmers Market (20%)