

## RESIDENTIAL SURVEY RESULTS

### Downtown Nashville

July 2018

The Nashville Downtown Partnership distributed 5,200 survey forms in May 2018 to homeowners and renters by direct email and through building and condo managers. Forty-five 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 674 completed surveys (13% response rate).

		<b>2018</b>	2017
Gender of respondents	Males	<b>44%</b>	47%
	Females	<b>56%</b>	53%
Age of respondents	21 and under (Generation Z)	<b>1%</b>	---
	22-36 (Generation Y)	<b>37%</b>	43%
	38-53 (Generation X)	<b>28%</b>	24%
	54-72 (Baby Boomers)	<b>33%</b>	31%
	73 plus (Veterans)	<b>1%</b>	2%
Marital status of respondents	Single	<b>40%</b>	49%
	Married	<b>44%</b>	36%
	Separated/Divorced	<b>9%</b>	9%
	Domestic Partner	<b>7%</b>	5%
Average number of residents per unit		<b>1.6</b>	1.6
Level of education completed	College Graduate	<b>52%</b>	58%
	Postgraduate	<b>35%</b>	31%
Annual HH salary range	Less than 20,000	<b>1%</b>	2%
	\$20,000-\$39,999	<b>5%</b>	5%
	\$40,000-\$59,999	<b>11%</b>	13%
	\$60,000-\$79,999	<b>12%</b>	18%
	\$80,000-\$99,999	<b>12%</b>	10%
	\$100,000-\$150,000	<b>25%</b>	23%
	More than \$150,000	<b>34%</b>	29%
Workplace	Employed outside of home	<b>69%</b>	69%
Where downtown residents work	Downtown	<b>41%</b>	47%
	Outside of downtown	<b>59%</b>	53%

		<b>2018</b>	2017
Where downtown residents moved from	Nashville	<b>28%</b>	26%
	Out of State	<b>37%</b>	41%
	Nashville MSA	<b>20%</b>	19%
	Downtown	<b>9%</b>	7%
	TN – not Metro Nashville	<b>7%</b>	7%
Residential ownership	Own	<b>55%</b>	48%
	Rent	<b>45%</b>	52%
Perception of public safety	Not Safe	<b>5%</b>	2%
	Needs Improvement	<b>32%</b>	32%
	Safe	<b>57%</b>	60%
	Very Safe	<b>6%</b>	6%
Perception of cleanliness	Not Clean	<b>5%</b>	4%
	Needs Improvement	<b>39%</b>	31%
	Clean	<b>51%</b>	58%
	Very Clean	<b>5%</b>	7%
Affected by transients/panhandlers	Not Affected	<b>9%</b>	12%
	Somewhat Affected	<b>54%</b>	53%
	Very Affected	<b>37%</b>	35%
Affected by vandalism	Not Affected	<b>55%</b>	52%
	Somewhat Affected	<b>36%</b>	40%
	Very Affected	<b>9%</b>	8%

#### Four most positive influences for continuing to live downtown

1. Central Location – Convenience (46%)
2. Urban Experience (45%)
3. Close to Work (34%)
4. Restaurant Selection (33%)

#### Three elements needing most improvement downtown

1. Grocery Store Options (59%)
2. Panhandlers (47%)
3. Availability of Parking (27%) / Housing Costs (25%)

#### Restaurant types desired by residents

1. Healthy (34%)
2. Chef-owned local restaurants (29%)
3. Chinese/Mongolian/Thai (21%) / Deli (21%)

#### Retail types desired by residents:

1. Grocery and Produce (70%)
2. Movie Theater (46%)
3. Clothes & Shoes (22%) / Home Improvement/Hardware (21%)
4. Drugstore (20%)