A publication of the
Nashville Downtown Partnership
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RESIDENTIAL SURVEY RESULTS

Downtown Nashville

July 2019

The Nashville Downtown Partnership distributed 5,800 survey forms in May 2019 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 678 completed surveys (11.6% response rate).

		2019	2018
Gender of respondents	Males	**43%**	44%
	Females	**57%**	56%
Age of respondents	22 and under (Generation Z)	**<1%**	1%
	23-38 (Generation Y)	**39%**	37%
	39-54 (Generation X)	**30%**	28%
	55-73 (Baby Boomers)	**30%**	33%
	74 plus (Veterans)	**<1%**	1%
Marital status of respondents	Single	**42%**	40%
	Married	**42%**	44%
	Separated/Divorced	**11%**	9%
	Domestic Partner	**5%**	7%
Average number of residents per unit		**1.6**	1.6
Level of education completed	College Graduate	**60%**	52%
	Postgraduate	**29%**	35%
Annual HH salary range	Less than 20,000	**1%**	1%
	$20,000-$39,999	**4%**	5%
	$40,000-$59,999	**12%**	11%
	$60,000-$79,999	**14%**	12%
	$80,000-$99,999	**9%**	12%
	$100,000-$150,000	**22%**	25%
	More than $150,000	**38%**	34%
Workplace	Employed outside of home	**65%**	69%
Where downtown residents work	Downtown	**47%**	41%
	Outside of downtown	**53%**	59%

		2019	2018
Where downtown residents moved from	Nashville	**30%**	28%
	Out of State	**37%**	37%
	Nashville MSA	**19%**	20%
	Downtown	**9%**	9%
	TN – not Metro Nashville	**5%**	7%
Residential ownership	Own	**44%**	55%
	Rent	**56%**	45%
Perception of public safety	Not Safe	**5%**	5%
	Needs Improvement	**40%**	32%
	Safe	**51%**	57%
	Very Safe	**4%**	6%
Perception of cleanliness	Not Clean	**5%**	5%
	Needs Improvement	**41%**	39%
	Clean	**50%**	51%
	Very Clean	**4%**	5%
Affected by transients/panhandlers	Not Affected	**10%**	9%
	Somewhat Affected	**49%**	54%
	Very Affected	**41%**	37%
Affected by vandalism	Not Affected	**50%**	55%
	Somewhat Affected	**42%**	36%
	Very Affected	**8%**	9%

Four most positive influences for continuing to live downtown

1. Walkability (57%)
2. Central Location – Convenience (38%)
3. Urban Experience (34%)
4. Close to Work (30%) / Restaurant Selection (28%)

Three elements needing most improvement downtown

1. Grocery Store Options (43%)
2. Panhandlers (43%)
3. Traffic (36%) / Housing Costs (22%)

Restaurant types desired by residents

1. Healthy (32%)
2. Chef-owned local restaurants (30%)
3. Fast Casual/Affordability (27%)

Retail types desired by residents:

1. Grocery and Produce (62%)
2. Movie Theater (41%)
3. Clothes & Shoes (23%) / Farmers Markets (19%)