A publication of the
Nashville Downtown Partnership
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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%
Perception of public safety	Not Safe	**8%**	9%	15%
	Needs Improvement	**49%**	47%	49%
	Safe	**40%**	41%	34%
	Very Safe	**3%**	3%	2%
Perception of cleanliness	Not Clean	**8%**	8%	15%
	Needs Improvement	**49%**	48%	47%
	Clean	**39%**	39%	33%
	Very Clean	**5%**	5%	5%
Affected by transients/panhandlers	Not Affected	**6%**	6%	6%
	Somewhat Affected	**50%**	46%	33%
	Very Affected	**44%**	48%	61%
Affected by vandalism	Not Affected	**35%**	45%	32%
	Somewhat Affected	**50%**	42%	44%
	Very Affected	**15%**	13%	24%

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%)

Three elements needing most improvement downtown*

1. Panhandlers (49%)
2. Noise (27%) / Safe Environment (27%)
3. Housing Cost (26%)

**Of the survey respondents who wrote-in answers, 26% cited Entertainment Transportation Vehicles*

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%)