A publication of the
Nashville Downtown Partnership
150 4th Avenue North, G-150 * Nashville, TN 37219
www.nashvilledowntown.com * 615-743-3090

RESIDENTIAL SURVEY RESULTS
Downtown Nashville

July 2014

The Nashville Downtown Partnership distributed 3,500 survey forms in May 2014 to homeowners and renters by direct email and through building and condo managers. Forty-six 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 450 completed surveys (13% response rate).

		2014	2013
Gender of respondents	Males	**47%**	50%
	Females	**53%**	50%
Age of respondents	33 and under (Generation Y)	**32%**	31%
	34-49 (Generation X)	**29%**	29%
	50-67 (Baby Boomers)	**35%**	35%
	68 plus (Veterans)	**3%**	5%
Marital status of respondents	Single	**46%**	47%
	Married	**38%**	35%
	Separated/Divorced	**8%**	10%
	Domestic Partner	**8%**	8%
Average number of residents per unit		**1.6**	1.6
Level of education completed	College Graduate	**52%**	53%
	Postgraduate	**36%**	36%
Annual HH salary range	Less than 20,000	**3%**	2%
	$20,000-$39,999	**8%**	7%
	$40,000-$59,999	**11%**	13%
	$60,000-$79,999	**20%**	17%
	$80,000-$99,999	**11%**	13%
	$100,000-$150,000	**22%**	24%
	More than $150,000	**25%**	24%
Workplace	Employed outside of home	**71%**	73%
Where downtown residents work	Downtown	**39%**	37%
	Outside of downtown	**61%**	63%

		2014	2013
Where downtown residents moved from	Nashville	**35%**	32%
	Out of State	**29%**	32%
	Nashville MSA	**21%**	20%
	Downtown	**8%**	9%
	TN – not Metro Nashville	**7%**	7%
Residential ownership	Own	**68%**	68%
	Rent	**32%**	32%
Perception of public safety	Not Safe	**1%**	1%
	Needs Improvement	**20%**	20%
	Safe	**69%**	67%
	Very Safe	**10%**	12%
Perception of cleanliness	Not Clean	**3%**	2%
	Needs Improvement	**24%**	26%
	Clean	**62%**	61%
	Very Clean	**11%**	11%
Affected by transients	Not Affected	**25%**	20%
	Somewhat Affected	**53%**	53%
	Very Affected	**22%**	27%
Affected by vandalism	Not Affected	**47%**	50%
	Somewhat Affected	**42%**	39%
	Very Affected	**11%**	11%

Four most positive influences for continuing to live downtown

1. Urban Experience (50%)
2. Central Location/Convenience (49%)
3. Nightlife (30%)
4. Close to Work (27%) / Arts & Cultural Events (27%)

Three elements needing most improvement downtown

1. Grocery Store Options (55%)
2. Panhandlers (39%)
3. Retail Options (38%)

Restaurant types desired by residents

1. Chef-Owned Local Restaurants (43%)
2. Seafood (29%)
3. Health/Vegetarian (25%)

Retail types desired by residents:

1. Grocery and Produce (65%)
2. Movie Theater (48%)
3. Clothes and Shoes (27%)

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