

Downtown Nashville Restaurant Survey March 2006

BASIC INFORMATION:

259 total respondents

16% of respondents work and live downtown
All respondents work downtown

46,867 total employees downtown*

SURVEY QUESTIONS AND ANSWERS:

How often do you eat breakfast at a downtown restaurant?

never	160	63.7%
couple times a month	39	15.5%
monthly	29	11.6%
1-2 days per week	15	6.0%
3-4 days per week	5	2.0%
daily	3	1.2%

When you eat breakfast at a downtown restaurant do you (**check all that apply**):

take-out	83	68.6% of 121 respondents
dine-in	36	29.8% of 121 respondents
take-out beverage only	17	14.0% of 121 respondents

Do you bring breakfast from home?

never	92	37.6%
daily	61	24.9%
couple times a month	34	13.9%
3-4 days per week	31	12.7%
1-2 days per week	22	9.0%
monthly	5	2.0%

How often do you eat lunch at a downtown restaurant?

1-2 days per week	85	34.7%
3-4 days per week	62	25.3%
daily	43	17.6%
couple times a month	39	15.9%
monthly	13	5.3%
never	3	1.2%

When you eat lunch at a downtown restaurant do you (**check all that apply**):

dine-in	211	87.6% of 241 respondents
take-out	152	63.1% of 241 respondents

How often do you **schedule** business meetings at downtown restaurants?

never	135	56.7%
monthly	51	21.4%
couple times a month	39	16.4%
1-2 days per week	10	4.2%
3-4 days per week	2	0.8%
daily	1	0.4%
Total Respondents	238	
(skipped this question)	22	

How often do you **attend** business meetings at downtown restaurants?

	Response Total	
never	116	48.9%
monthly	73	30.8%
couple times a month	37	15.6%
1-2 days per week	9	3.8%
3-4 days per week	2	0.8%
daily	0	0.0%

If the food and service were to your expectation would you order your lunch online from a downtown restaurant and have it delivered to your office?

couple times a month	75	31.6%
1-2 days per week	56	23.6%
never	36	15.2%
monthly	34	14.3%
3-4 days per week	16	6.8%
Other (please specify)	11	4.6%
daily	9	3.8%

Do you have a kitchen facility in your office space?

Yes	179	75.2%
No	59	24.8%

Is there a fast-food/casual restaurant in your office building?

No	147	61.5%
Yes	92	38.5%

Is there a full-service/table-served restaurant in your office building?

No	210	87.9%
Yes	29	12.1%

Which types of restaurants would you like to see more of downtown?
(Top 5 picks in order.)

Health/Vegetarian
Meat & Three
Cafe
Deli
Seafood

Specific Restaurant Suggestions:
(Top suggestions in order of most mentions.)

Panera Bread
Captain D's
Calypso Café
Wendy's
Rumba
Margot
Cabana
Bread & Co.

Cuisine-type Suggestions:

Business Lunch Options
Casual Dining at night
Cheap lunch options - \$5 - \$8
French cuisine
Healthy and low-fat
Healthy and vegetarian
hip, bistro type places
Hot Dogs
Japanese Steakhouse
Korean BBQ
Salad bar
Soup and Salad bar
Upscale lunch options
Vegan cuisine

** Source: Downtown Nashville Business Census and Survey,
November 2005, Nashville Downtown Partnership*