A publication of the
Nashville Downtown Partnership
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RESIDENTIAL SURVEY RESULTS
Downtown Nashville

July 2012

The Nashville Downtown Partnership distributed 3,000 survey forms in June 2012 to homeowners and renters by direct email and through building and condo managers . Thirty-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 475 completed surveys (16% response rate).

		2012	2011
Gender of respondents	Males	**49%**	50%
	Female	**51%**	50%
	29 and under (Generation Y)	**27%**	27%
Age of respondents	30 - 45 (Generation X)	**33%**	34%
	46-63 (Baby Boomer)	**33%**	33%
	64 plus (Veterans)	**7%**	6%
Marital status of respondents	Single	**49%**	47%
	Married	**31%**	36%
	Separated/Divorced	**11%**	10%
	Domestic Partner	**9%**	7%
Average number of residents per unit		**1.5**	1.5
Level of education completed	College Graduate	**55%**	60%
	Postgraduate	**31%**	28%
Annual HH salary range	Less than $20,000	**2%**	3%
	$20,000-$39,999	**8%**	10%
	$40,000-$59,999	**18%**	18%
	$60,000-$79,999	**14%**	13%
	$80,000-$99,000	**11%**	12%
	$100-000-$149,999	**23%**	24%
	More than $150,000	**24%**	20%
Workplace	Employed outside of home	**78%**	77%
Where downtown residents work	Downtown	**39%**	41%
	Outside of downtown	**61%**	59%

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		2012	2011
Where downtown residents moved from	Nashville	**34%**	36%
	Out of State	**28%**	27%
	Nashville MSA	**24%**	21%
	Downtown	**6%**	10%
	TN - not Metro Nashville	**8%**	6%
Residential ownership	Own	**63%**	66%
	Rent	**37%**	34%
Perception of public safety	Safe	**64%**	59%
	Needs Improvement	**24%**	20%
	Very Safe	**11%**	18%
	Not Safe	**1%**	3%
Perception of cleanliness	Clean	**65%**	57%
	Needs Improvement	**21%**	31%
	Very Clean	**11%**	11%
	Not Clean	**3%**	1%
Affected by transients, vagrants and public inebriates	Somewhat	**44%**	44%
	Very much	**17%**	29%
	Hardly	**32%**	24%
	Not at All	**7%**	3%
Affected by vandalism	Hardly	**47%**	46%
	Somewhat	**26%**	27%
	Not at All	**20%**	18%
	Very much	**7%**	9%

Four most positive influences for continuing to live downtown

1. Urban Experience (51%)
2. Central Location/Convenience (44%)
3. Nightlife (34%)
4. Close to Work (28%)

Three elements needing most improvement downtown

1. Grocery Store Options (47%)
2. Panhandlers (42%)
2. Retail Options (40%)

Restaurant types desired by residents

1. Chef-Owned Local (44%)
2. Health/Vegetarian (27%)
3. Seafood (23%)

Retail types desired by residents

1. Grocery and Produce (54%)
2. Movie Theater (49%)
3. Clothes & Shoes (37%)

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