

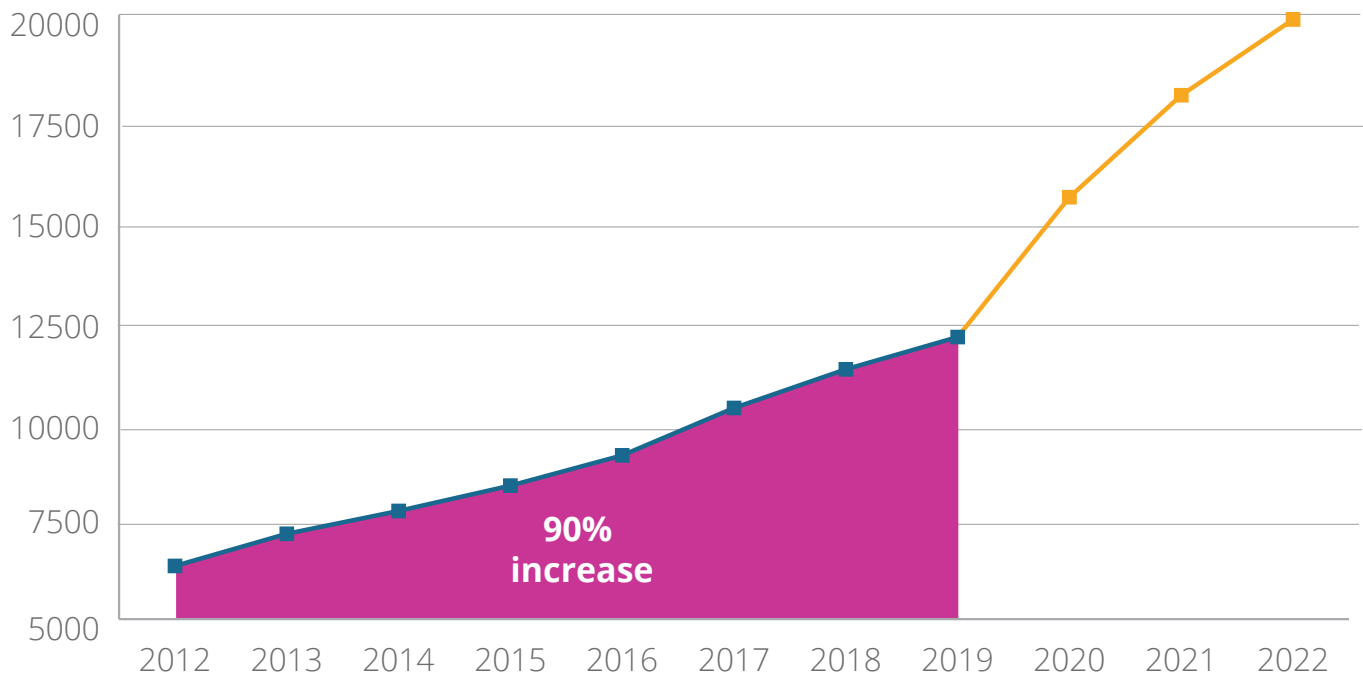


Midyear Residential Update 2019

DOWNTOWN NASHVILLE

Downtown Nashville's population has grown **90%** since 2012, adding over **5,600 residents**. With over **2,100 units** under construction that will add **3,300 people** and another **2,900** in the pipeline, adding an additional **4,600 people**, downtown will have close to **20,000 residents** by 2022.

2012-2022 RESIDENTIAL POPULATION GROWTH

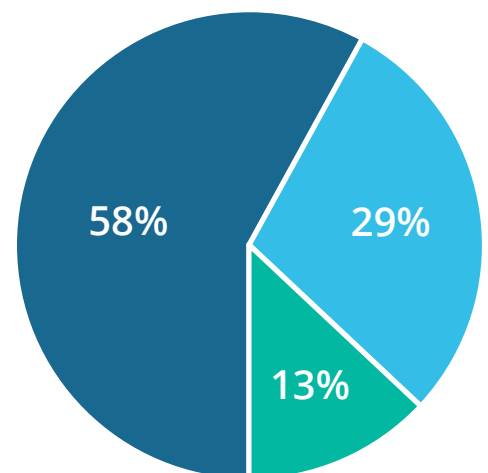


CURRENT RESIDENTIAL STATS

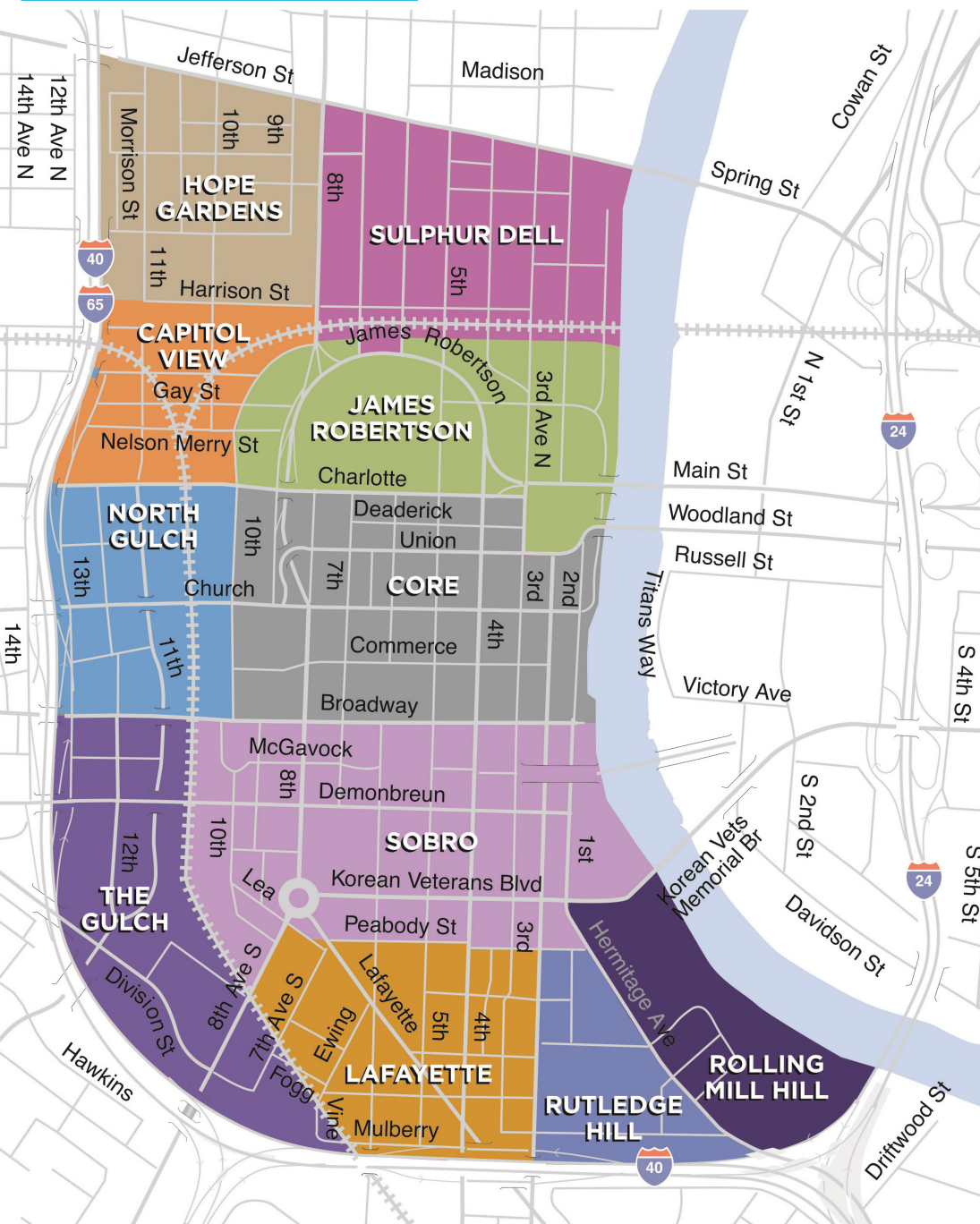
8,366
UNITS

12,000
RESIDENTS

- RENTAL
- CONDO/
SINGLE FAMILY
- SHORT-TERM
RENTAL (STR)



Residential Market



\$2.38

AVERAGE RENT
PER SF

\$1,893

AVG RENTAL
RATE

795

SF AVG RENTAL
UNIT SIZE

In the Pipeline

2,104

UNITS UNDER
CONSTRUCTION

2,913

UNITS PLANNED



4,000+

DOGS
DOWNTOWN



96%

OF RESIDENTS
say downtown is a fun
place to live



37%

OF RESIDENTS
moved downtown from
out of state



4.7%

OF DOWNTOWN
HOUSEHOLDS
have children under 18

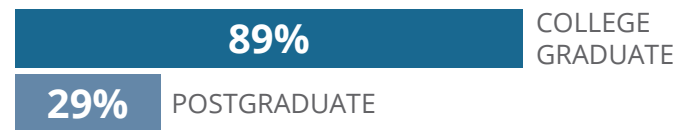
Residential Demographics

Downtown households are evenly split between singles and married couples, with almost 40% being part of the millennial generation. Generation X and baby boomers each make up 30% of the downtown residential population. Sixty percent have a household income over \$100,000, and 20% have annual household incomes that exceed \$250,000.

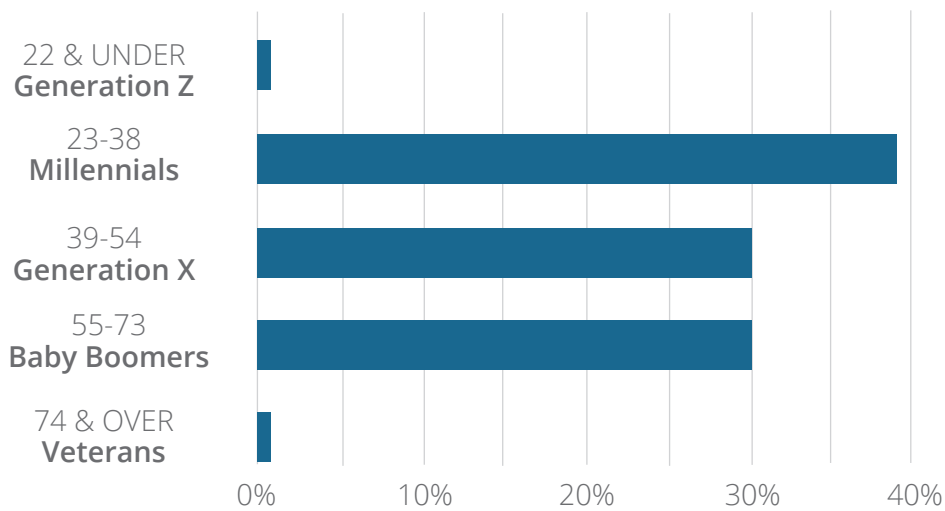
GENDER



EDUCATION



GENERATIONS



ANNUAL SALARY RANGE

