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

July 2013

The Nashville Downtown Partnership distributed 3,500 survey forms in May 2013 to homeowners and renters by direct email and through building and condo managers. Forty-eight 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 511 completed surveys (15% response rate).

		2013	2012
Gender of respondents	Males	**50%**	49%
	Female	**50%**	51%
	32 and under (Generation Y)	**31%**	27%
Age of respondents	33 - 48 (Generation X)	**29%**	33%
	49-66 (Baby Boomer)	**35%**	33%
	67 plus (Veterans)	**5%**	7%
Marital status of respondents	Single	**47%**	49%
	Married	**35%**	31%
	Separated/Divorced	**10%**	11%
	Domestic Partner	**8%**	9%
Average number of residents per unit		**1.6**	1.5
Level of education completed	College Graduate	**53%**	55%
	Postgraduate	**36%**	31%
Annual HH salary range	Less than $20,000	**2%**	2%
	$20,000-$39,999	**7%**	8%
	$40,000-$59,999	**13%**	18%
	$60,000-$79,999	**17%**	14%
	$80,000-$99,000	**13%**	11%
	$100-000-$149,999	**24%**	23%
	More than $150,000	**24%**	24%
Workplace	Employed outside of home	**73%**	78%
Where downtown residents work	Downtown	**37%**	39%
	Outside of downtown	**63%**	61%

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		2013	2012
Where downtown residents moved from	Nashville	32%	34%
	Out of State	32%	28%
	Nashville MSA	20%	24%
	Downtown	9%	6%
	TN - not Metro Nashville	7%	8%
Residential ownership	Own	68%	63%
	Rent	32%	37%
Perception of public safety	Not Safe	1%	1%
	Needs Improvement	20%	24%
	Safe	67%	64%
	Very Safe	12%	11%
Perception of cleanliness	Not Clean	2%	3%
	Needs Improvement	26%	21%
	Clean	61%	65%
	Very Clean	11%	11%
Affected by transients and public inebriates	Not Affected	20%	7%
	Somewhat Affected	53%	76%
	Very Affected	27%	17%
Affected by vandalism	Not Affected	50%	20%
	Somewhat Affected	39%	73%
	Very Affected	11%	7%

Four most positive influences for continuing to live downtown	1. Urban Experience (48%) 2. Central Location/Convenience (45%) 3. Nightlife (37%) 4. Close to Work (27%)/Arts & Cultural Events (27%)
Three elements needing most improvement downtown	1. Grocery Store Options (56%) 2. Panhandlers (42%) 2. Retail Options (39%)
Restaurant types desired by residents	1. Chef-Owned Local (43%) 2. Health/Vegetarian (27%) 3. Seafood (24%)
Retail types desired by residents	1. Grocery and Produce (58%) 2. Movie Theater (44%) 3. Clothes & Shoes (36%)

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