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

June 2015

The Nashville Downtown Partnership distributed 4,100 survey forms in May 2015 to homeowners and renters by direct email and through building and condo managers. Thirty-nine 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 442 completed surveys (11% response rate).

		2015	2014
Gender of respondents	Males	**52%**	47%
	Females	**48%**	53%
Age of respondents	34 and under (Generation Y)	**30%**	32%
	35-50 (Generation X)	**28%**	29%
	51-68 (Baby Boomers)	**38%**	35%
	69 plus (Veterans)	**4%**	3%
Marital status of respondents	Single	**41%**	46%
	Married	**45%**	38%
	Separated/Divorced	**7%**	8%
	Domestic Partner	**7%**	8%
Average number of residents per unit		**1.7**	1.6
Level of education completed	College Graduate	**53%**	52%
	Postgraduate	**34%**	36%
Annual HH salary range	Less than 20,000	**2%**	3%
	$20,000-$39,999	**7%**	8%
	$40,000-$59,999	**9%**	11%
	$60,000-$79,999	**12%**	20%
	$80,000-$99,999	**12%**	11%
	$100,000-$150,000	**23%**	22%
	More than $150,000	**35%**	25%
Workplace	Employed outside of home	**72%**	71%
Where downtown residents work	Downtown	**36%**	39%
	Outside of downtown	**64%**	61%

		2015	2014
Where downtown residents moved from	Nashville	**27%**	35%
	Out of State	**34%**	29%
	Nashville MSA	**22%**	21%
	Downtown	**7%**	8%
	TN – not Metro Nashville	**10%**	7%
Residential ownership	Own	**74%**	68%
	Rent	**26%**	32%
Perception of public safety	Not Safe	**1%**	1%
	Needs Improvement	**23%**	20%
	Safe	**62%**	69%
	Very Safe	**14%**	10%
Perception of cleanliness	Not Clean	**3%**	3%
	Needs Improvement	**28%**	24%
	Clean	**60%**	62%
	Very Clean	**9%**	11%
Affected by transients	Not Affected	**17%**	25%
	Somewhat Affected	**59%**	53%
	Very Affected	**23%**	22%
Affected by vandalism	Not Affected	**52%**	47%
	Somewhat Affected	**43%**	42%
	Very Affected	**5%**	11%

Four most positive influences for continuing to live downtown

1. Urban Experience (46%) / Location – Convenience (46%)
2. Arts & Cultural Events (32%)
3. Restaurant Selection (31%)
4. Nightlife (30%)

Three elements needing most improvement downtown

1. Grocery Store Options (59%)
2. Panhandlers (36%)
3. Retail Options (34%)

Restaurant types desired by residents

1. Chef-Owned Local Restaurants (35%)
2. Healthy/Salad Bar (31%)
3. Seafood (25%)

Retail types desired by residents:

1. Grocery and Produce (68%)
2. Movie Theater (43%)
3. Drugstore (27%)
4. Clothes and Shoes (24%)