

## RESIDENTIAL SURVEY RESULTS

### Downtown Nashville

July 2016

The Nashville Downtown Partnership distributed 4,500 survey forms in May 2016 to homeowners and renters by direct email and through building and condo managers. Thirty-three 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 470 completed surveys (10.4% response rate).

		<b>2016</b>	2015
Gender of respondents	Males	<b>49%</b>	52%
	Females	<b>51%</b>	48%
Age of respondents	35 and under (Generation Y)	<b>29%</b>	30%
	36-51 (Generation X)	<b>27%</b>	28%
	52-69 (Baby Boomers)	<b>41%</b>	38%
	70 plus (Veterans)	<b>3%</b>	4%
Marital status of respondents	Single	<b>38%</b>	41%
	Married	<b>47%</b>	45%
	Separated/Divorced	<b>10.5%</b>	7%
	Domestic Partner	<b>4.5%</b>	7%
Average number of residents per unit		<b>1.6</b>	1.7
Level of education completed	College Graduate	<b>53%</b>	53%
	Postgraduate	<b>34%</b>	34%
Annual HH salary range	Less than 20,000	<b>1%</b>	2%
	\$20,000-\$39,999	<b>5%</b>	7%
	\$40,000-\$59,999	<b>11%</b>	9%
	\$60,000-\$79,999	<b>10%</b>	12%
	\$80,000-\$99,999	<b>10%</b>	12%
	\$100,000-\$150,000	<b>27%</b>	23%
More than \$150,000	<b>36%</b>	35%	
Workplace	Employed outside of home	<b>72%</b>	72%
Where downtown residents work	Downtown	<b>40%</b>	36%
	Outside of downtown	<b>60%</b>	64%

		<b>2016</b>	2015
Where downtown residents moved from	Nashville	<b>28%</b>	27%
	Out of State	<b>30%</b>	34%
	Nashville MSA	<b>26%</b>	22%
	Downtown	<b>8%</b>	7%
	TN – not Metro Nashville	<b>8%</b>	10%
Residential ownership	Own	<b>77%</b>	74%
	Rent	<b>23%</b>	26%
Perception of public safety	Not Safe	<b>1%</b>	1%
	Needs Improvement	<b>32%</b>	23%
	Safe	<b>57%</b>	62%
	Very Safe	<b>10%</b>	14%
Perception of cleanliness	Not Clean	<b>1%</b>	3%
	Needs Improvement	<b>34%</b>	28%
	Clean	<b>57%</b>	60%
	Very Clean	<b>8%</b>	9%
Affected by transients/panhandlers	Not Affected	<b>14%</b>	17%
	Somewhat Affected	<b>57%</b>	59%
	Very Affected	<b>29%</b>	23%
Affected by vandalism	Not Affected	<b>51%</b>	52%
	Somewhat Affected	<b>43%</b>	43%
	Very Affected	<b>6%</b>	5%

#### Four most positive influences for continuing to live downtown

1. Urban Experience (53%)
2. Central Location – Convenience (48.5%)
3. Arts & Cultural Events (28.5%)
4. Close to Work (27%) / Restaurant Selection (26%)

#### Three elements needing most improvement downtown

1. Grocery Store Options (62.5%)
2. Panhandlers (37%)
3. Retail Options (34%)

#### Restaurant types desired by residents

1. Chef-Owned Local Restaurants (32%)
2. Healthy/Salad Bar (31%)
3. Seafood (25%) / Chinese/Mongolian/Thai (23%)

#### Retail types desired by residents:

1. Grocery and Produce (66%)
2. Movie Theater (41%)
3. Clothes & Shoes (26%)
4. Drugstore (22.5%) / Home Improvement/Hardware (22.3%)