The Nashville Downtown Partnership distributed 5,800 survey forms in May 2019 to homeowners and renters by direct email and through building and condo managers. Forty-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 678 completed surveys (11.6% response rate).

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender of respondents</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Males</td>
<td>43%</td>
<td>44%</td>
</tr>
<tr>
<td>Females</td>
<td>57%</td>
<td>56%</td>
</tr>
<tr>
<td>Age of respondents</td>
<td></td>
<td></td>
</tr>
<tr>
<td>22 and under (Generation Z)</td>
<td>&lt;1%</td>
<td>1%</td>
</tr>
<tr>
<td>23-38 (Generation Y)</td>
<td>39%</td>
<td>37%</td>
</tr>
<tr>
<td>39-54 (Generation X)</td>
<td>30%</td>
<td>28%</td>
</tr>
<tr>
<td>55-73 (Baby Boomers)</td>
<td>30%</td>
<td>33%</td>
</tr>
<tr>
<td>74 plus (Veterans)</td>
<td>&lt;1%</td>
<td>1%</td>
</tr>
<tr>
<td>Marital status of respondents</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Single</td>
<td>42%</td>
<td>40%</td>
</tr>
<tr>
<td>Married</td>
<td>42%</td>
<td>44%</td>
</tr>
<tr>
<td>Separated/Divorced</td>
<td>11%</td>
<td>9%</td>
</tr>
<tr>
<td>Domestic Partner</td>
<td>5%</td>
<td>7%</td>
</tr>
<tr>
<td>Average number of residents per unit</td>
<td>1.6</td>
<td>1.6</td>
</tr>
<tr>
<td>Level of education completed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>College Graduate</td>
<td>60%</td>
<td>52%</td>
</tr>
<tr>
<td>Postgraduate</td>
<td>29%</td>
<td>35%</td>
</tr>
<tr>
<td>Annual HH salary range</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less than 20,000</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>$20,000-$39,999</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>$40,000-$59,999</td>
<td>12%</td>
<td>11%</td>
</tr>
<tr>
<td>$60,000-$79,999</td>
<td>14%</td>
<td>12%</td>
</tr>
<tr>
<td>$80,000-$99,999</td>
<td>9%</td>
<td>12%</td>
</tr>
<tr>
<td>$100,000-$150,000</td>
<td>22%</td>
<td>25%</td>
</tr>
<tr>
<td>More than $150,000</td>
<td>38%</td>
<td>34%</td>
</tr>
<tr>
<td>Workplace</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Employed outside of home</td>
<td>65%</td>
<td>69%</td>
</tr>
<tr>
<td>Where downtown residents work</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Downtown</td>
<td>47%</td>
<td>41%</td>
</tr>
<tr>
<td>Outside of downtown</td>
<td>53%</td>
<td>59%</td>
</tr>
<tr>
<td>Where downtown residents moved from</td>
<td>2019</td>
<td>2018</td>
</tr>
<tr>
<td>------------------------------------</td>
<td>------</td>
<td>------</td>
</tr>
<tr>
<td>Nashville</td>
<td>30%</td>
<td>28%</td>
</tr>
<tr>
<td>Out of State</td>
<td>37%</td>
<td>37%</td>
</tr>
<tr>
<td>Nashville MSA</td>
<td>19%</td>
<td>20%</td>
</tr>
<tr>
<td>Downtown</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>TN – not Metro Nashville</td>
<td>5%</td>
<td>7%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Residential ownership</th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Own</td>
<td>44%</td>
<td>55%</td>
</tr>
<tr>
<td>Rent</td>
<td>56%</td>
<td>45%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Perception of public safety</th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not Safe</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Needs Improvement</td>
<td>40%</td>
<td>32%</td>
</tr>
<tr>
<td>Safe</td>
<td>51%</td>
<td>57%</td>
</tr>
<tr>
<td>Very Safe</td>
<td>4%</td>
<td>6%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Perception of cleanliness</th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not Clean</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Needs Improvement</td>
<td>41%</td>
<td>39%</td>
</tr>
<tr>
<td>Clean</td>
<td>50%</td>
<td>51%</td>
</tr>
<tr>
<td>Very Clean</td>
<td>4%</td>
<td>5%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Affected by transients/panhandlers</th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not Affected</td>
<td>10%</td>
<td>9%</td>
</tr>
<tr>
<td>Somewhat Affected</td>
<td>49%</td>
<td>54%</td>
</tr>
<tr>
<td>Very Affected</td>
<td>41%</td>
<td>37%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Affected by vandalism</th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not Affected</td>
<td>50%</td>
<td>55%</td>
</tr>
<tr>
<td>Somewhat Affected</td>
<td>42%</td>
<td>36%</td>
</tr>
<tr>
<td>Very Affected</td>
<td>8%</td>
<td>9%</td>
</tr>
</tbody>
</table>

Four most positive influences for continuing to live downtown

1. Walkability (57%)
2. Central Location – Convenience (38%)
3. Urban Experience (34%)
4. Close to Work (30%) / Restaurant Selection (28%)

Three elements needing most improvement downtown

1. Grocery Store Options (43%)
2. Panhandlers (43%)
3. Traffic (36%) / Housing Costs (22%)

Restaurant types desired by residents

1. Healthy (32%)
2. Chef-owned local restaurants (30%)
3. Fast Casual/Affordability (27%)

Retail types desired by residents:

1. Grocery and Produce (62%)
2. Movie Theater (41%)
3. Clothes & Shoes (23%) / Farmers Markets (19%)