

## 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. Forty-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).

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

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