

# IMAGINE NASHVILLE



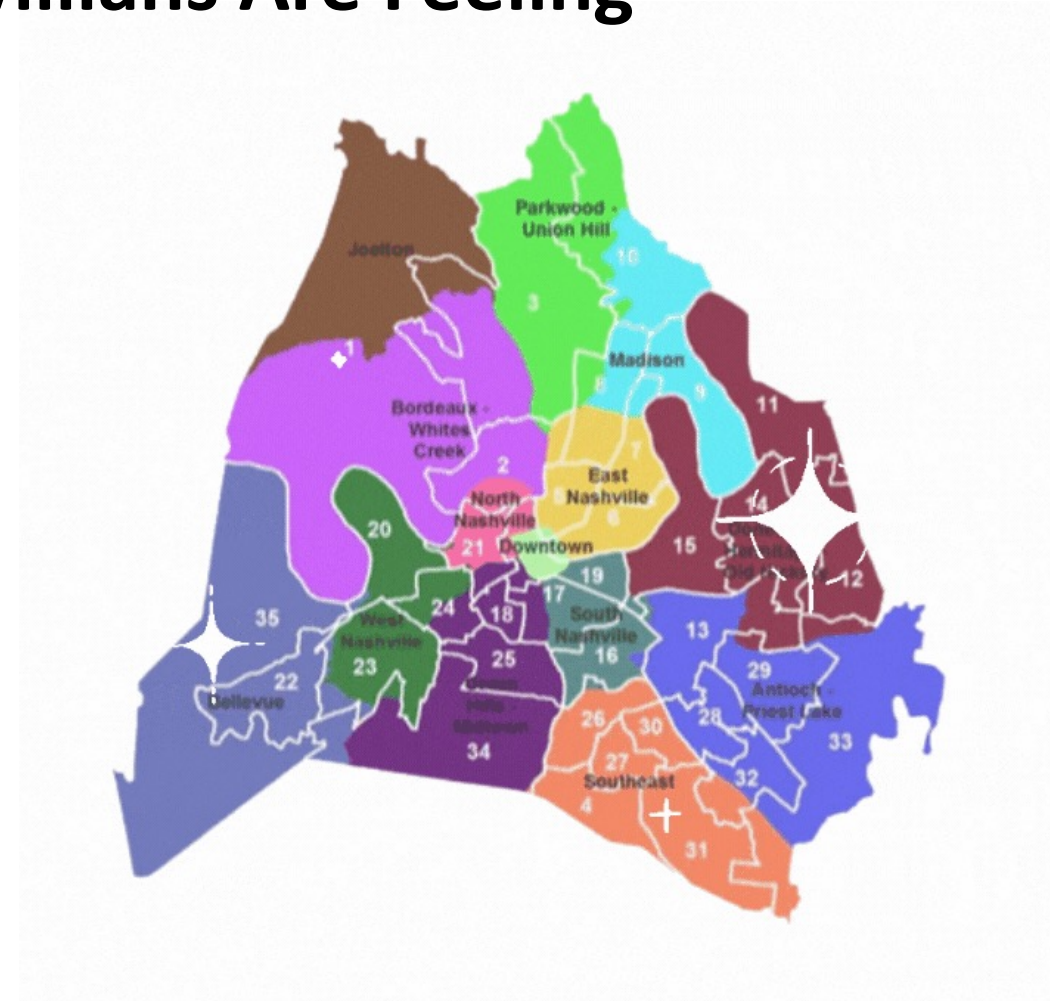
February 28, 2024

## **Attitudinal Research:**

*Findings & Implications*






# Very Different Look at How Nashvillians Are Feeling

- **Large grassroots response** (10k people in 100 days) enables more detailed look at individual neighborhoods
- **Multi-modal approach**, very intentional effort to talk to those often invisible in conversation
- Values research designed to look at **the “why”** behind the “what”



# Research Design + Methodology

**GOAL:**  
10k+ in ~100 days

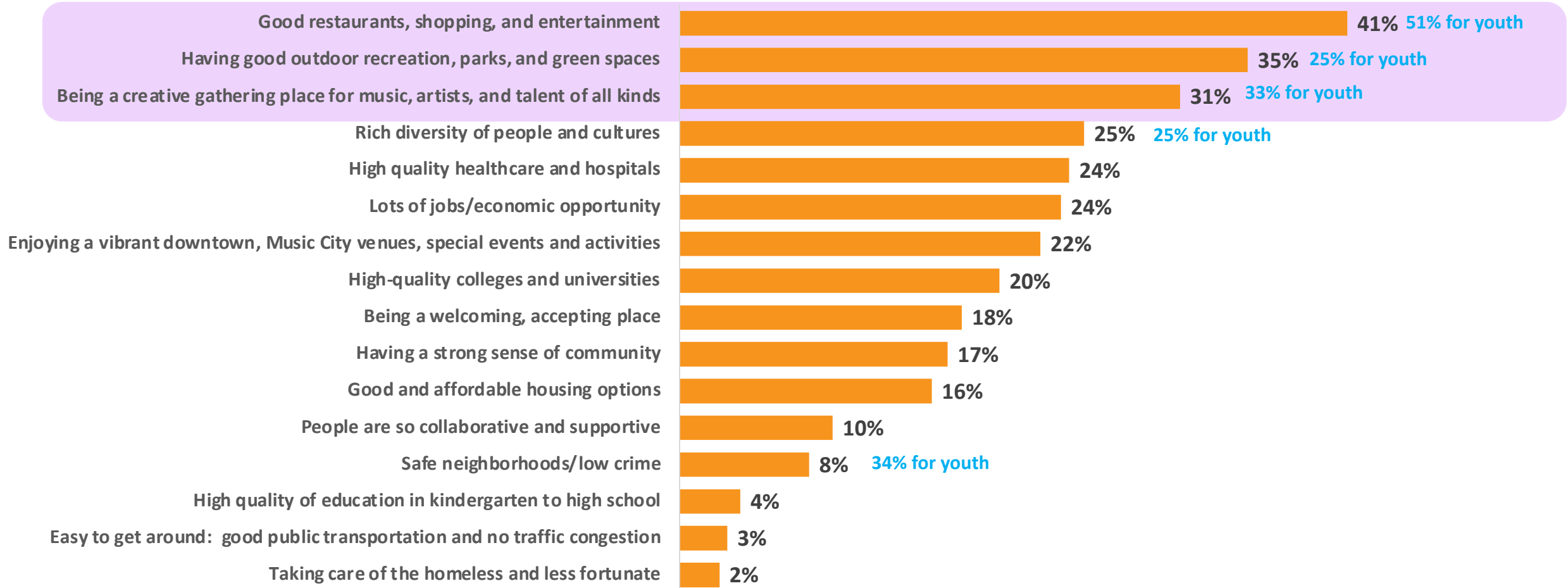
	Research Framing	Voice of the People	Formal Research	Public Research
 <b>MODE</b>	In-Depth Interviews & iLab	3 Illumination Labs (curated, weeklong conversations on key topics) – 2 English, 1 Spanish Multi-location Youth Workshops	Online and Phone Survey	Public Online and Paper Survey Youth Survey
 <b>LENGTH</b>	45 Minute iLab 30-60 Minute Interviews	4-Day Message Board, 20 minutes/day 30-minute youth board	23-Minute Survey	6-18 Minute Survey
 <b>DATES</b>	May 3 <sup>rd</sup> , 2023 – July 7 <sup>th</sup> , 2023	June 19 <sup>th</sup> , 2023 – June 30 <sup>th</sup> , 2023	August 19 <sup>th</sup> , 2023 – September 5 <sup>th</sup> , 2023	September 26 <sup>th</sup> – December 15 <sup>th</sup> , 2023
 <b>GEO</b>	Davidson County	Davidson County	Davidson County	Davidson and Surrounding Counties
 <b>AUDIENCE</b>	Community Leaders	Davidson County Residents	Davidson County Residents 18+	Open to the public
<b>SAMPLE SIZE</b>	n=25 iLab n=30 In-Depth Interviews	n=98 Online Board n=220 Youth Workshop	<b>n=1,000</b> Representative Sample <b>n=150</b> Black + Latino Oversample	<b>n=8,441 Public Survey</b> , weighted to conform to US Census <b>n=698 Youth Survey</b>



# 1 Nashvillians Are Generally Positive About their Overall Quality of Life

- Nashvillians, in general, find their quality of life far more positive than negative and above the rest of the country. Nashvillians say that **65% of things are positive in Nashville**
  - **57% of adults** see quality of life getting better in the future
- They also give the city high marks on:
  - Good restaurants, shopping, entertainment
  - Having good outdoor recreation, parks, and green space
  - Being a creative gathering place for music, artists, and talent of all kinds

# What Nashville is doing well...



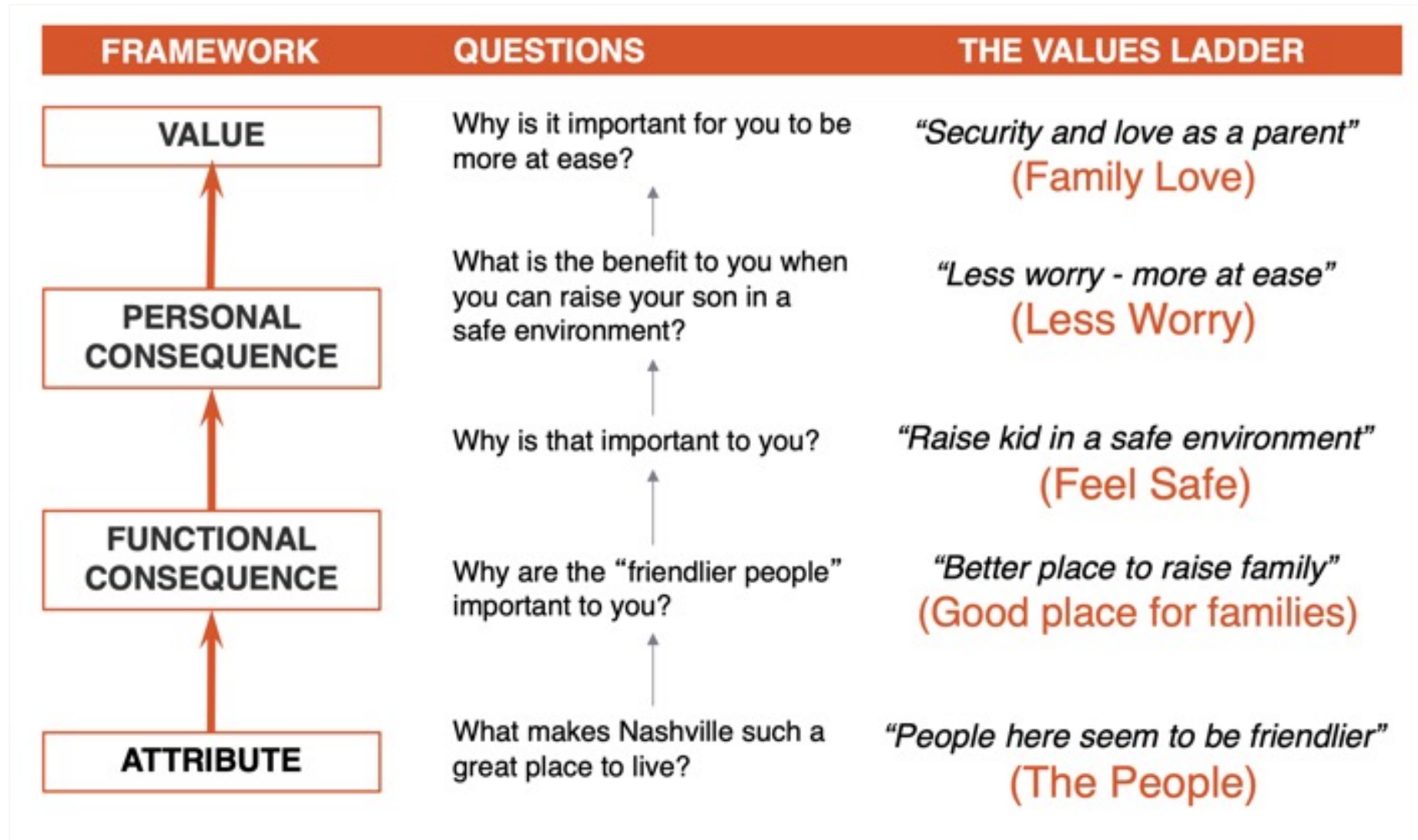
PUBLIC RESEARCH Q305: What makes Nashville such a great place to live and/or work in? Please select the three items.

YOUTH RESEARCH: What three things do you like most about living in Nashville? Please carefully read the list below and select three items that are the most important to you.

NASHVILLE  
MUSIC CITY  
WAG

## What Nashville Values

# Uncovering Values...



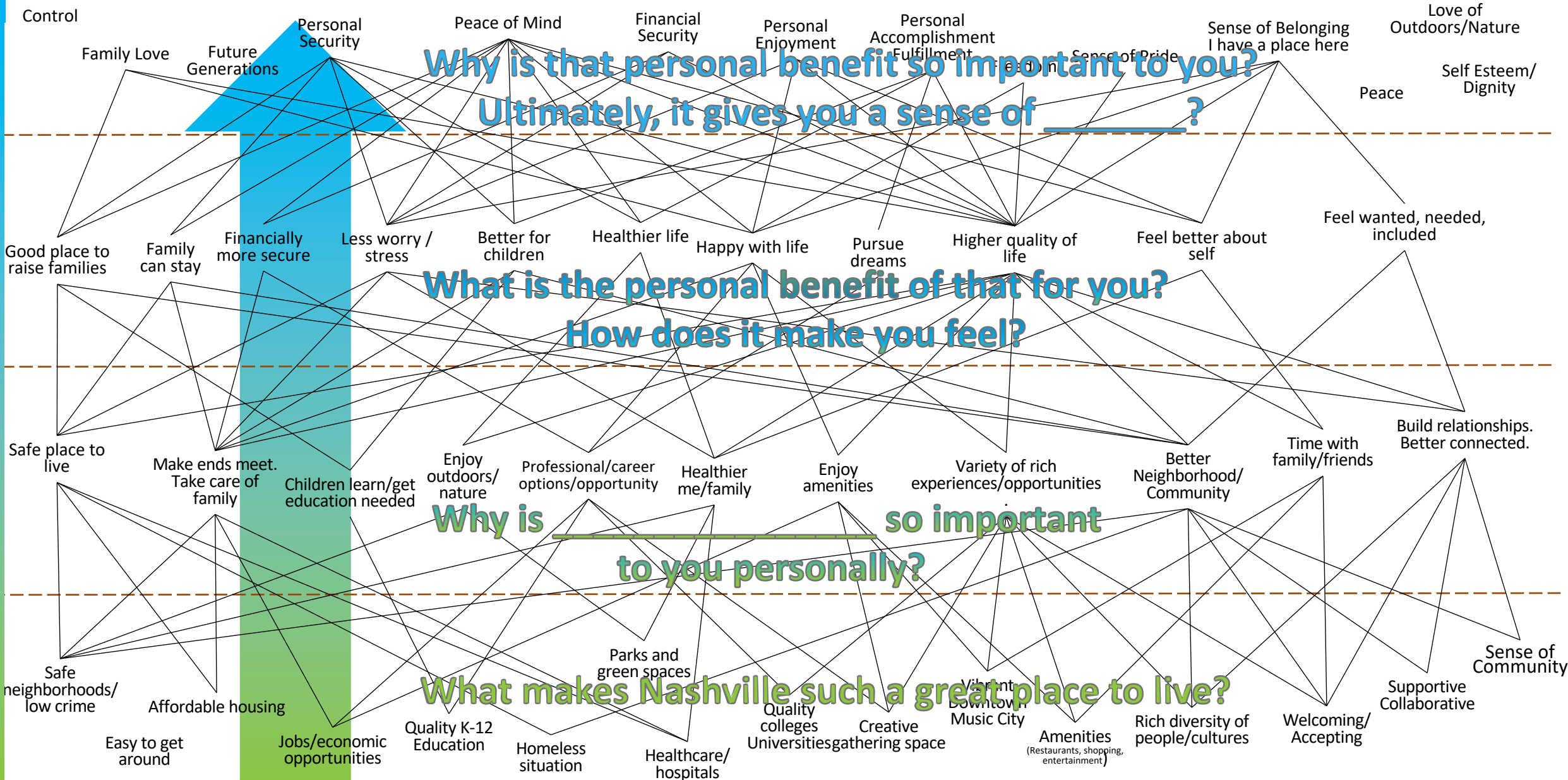
# What Nashville Values

VALUES

EMOTIONS

BENEFITS

ATTRIBUTES





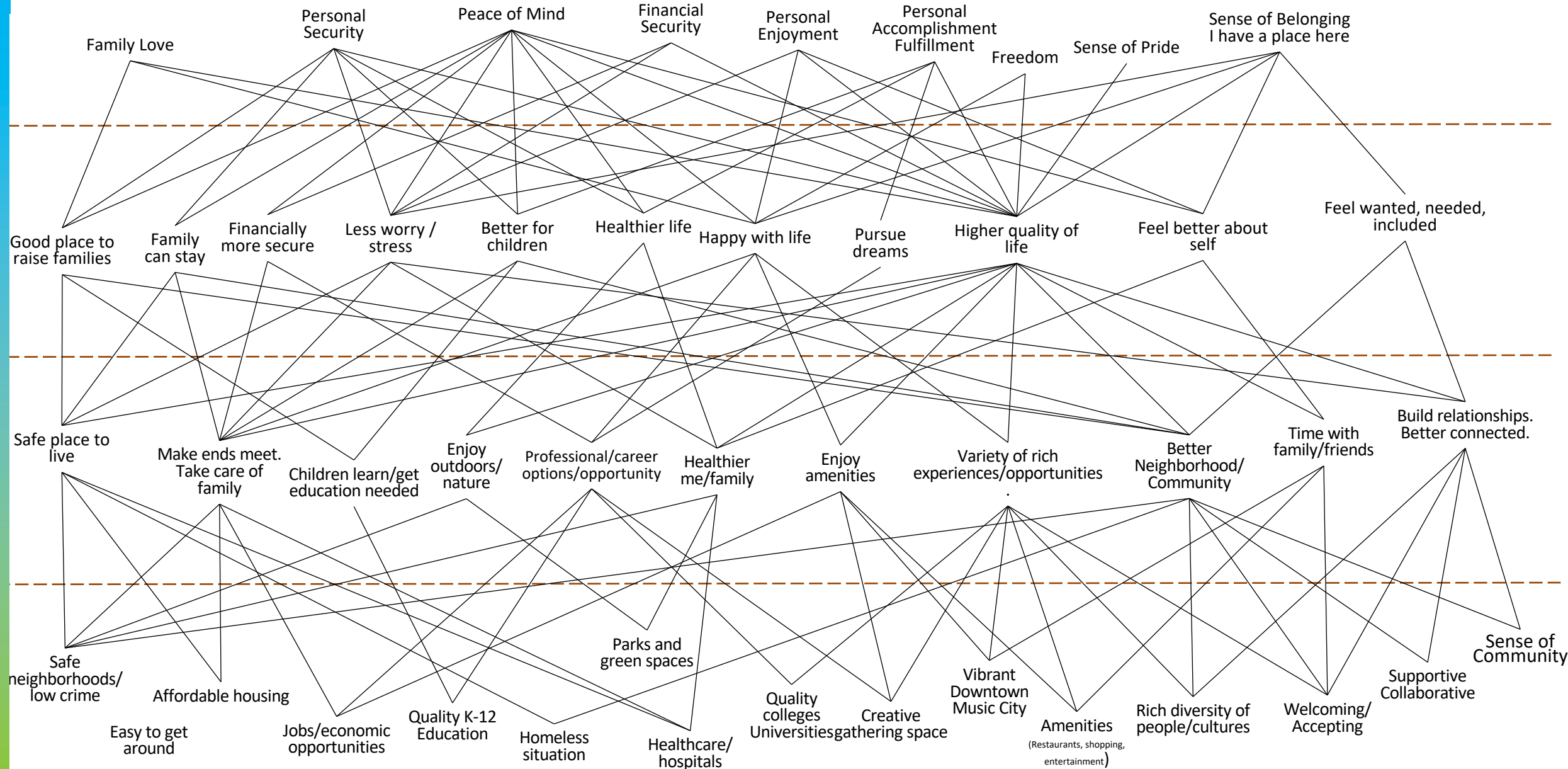
# What Nashville Values

VALUES

EMOTIONS

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ATTRIBUTES



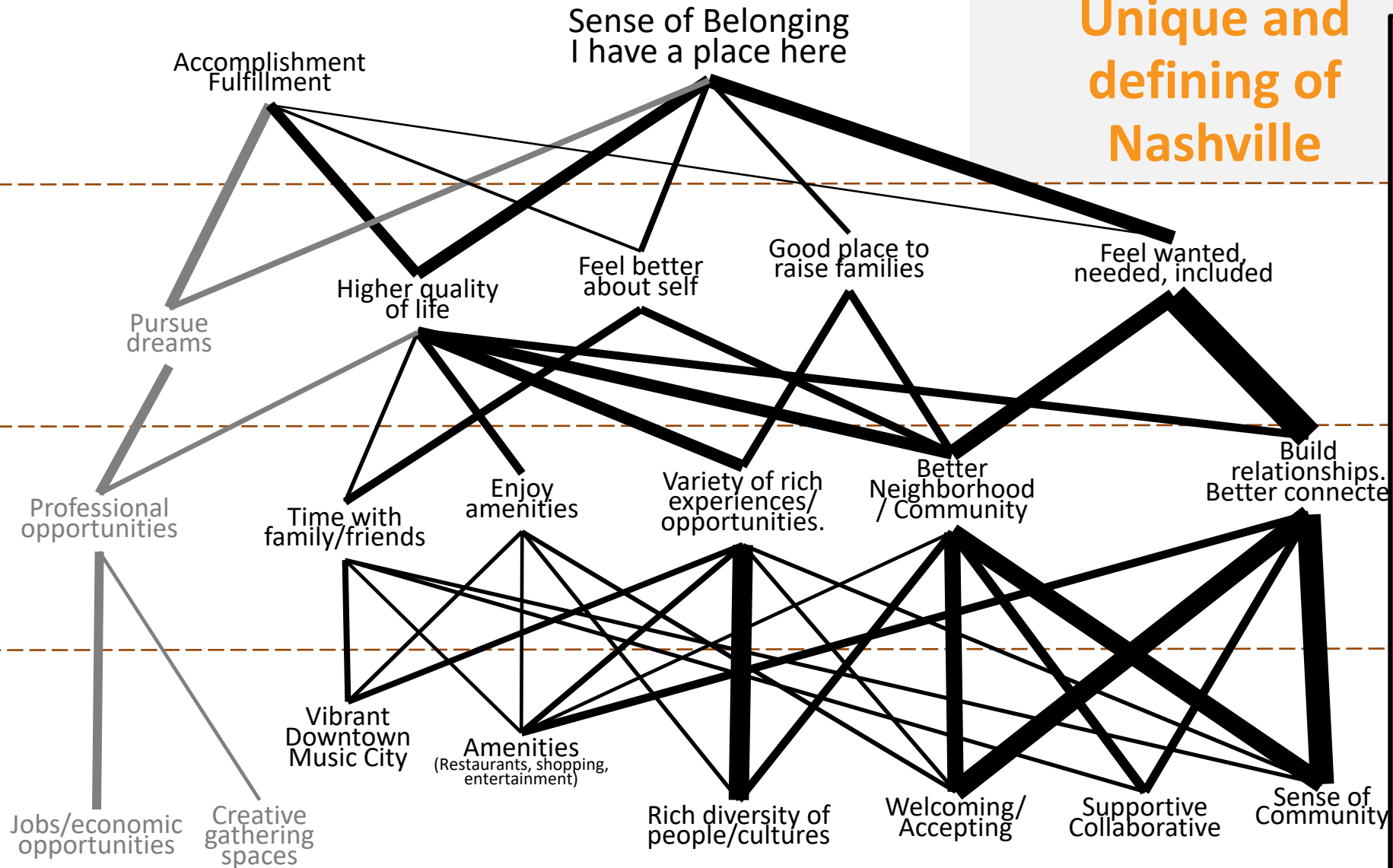
# What Nashville Values: BELONGING & Fulfillment

VALUES

EMOTIONS

BENEFITS

ATTRIBUTES



*A rich and diverse place where people feel welcome, included, and needed...where there are so many wonderful amenities to be enjoyed (restaurants, shopping, entertainment) in addition to Downtown Nashville and Music City.*

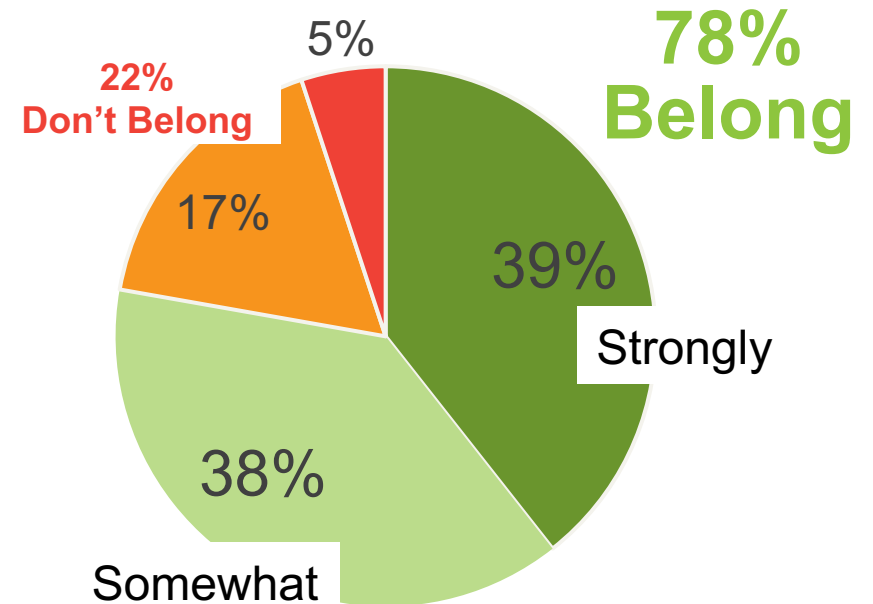
*A place where the diversity and amenities combine with a collaborative spirit to build relationships and provide a richness of experiences and opportunities for a better quality of life, better communities which lead to powerful sense of belonging and personal fulfillment.*



## 2 Nashville Driven by Unique and Intense Sense of Belonging

**BELONGING:** *People here feel welcome, look out for one another, and want to see others succeed.*

**78%** of adults,  
**61%** of youth  
feel they “belong” in  
Nashville



# 3 Not all Nashvillians Feel Quality of Life + Belonging



## WHO DOES *NOT* FEEL LIKE THEY BELONG?

**57%** of **low-income families** feel “left out or excluded from the opportunities and benefits of living here.” *\*46% of our population earns \$50K or less*

- + Those with **lower educational attainment**
- + Those who perceive themselves to be in a **not ideal neighborhood**
- + **Older Nashvillians** (65+), **Blacks**, and the **LGBTQ+** community feel similarly.



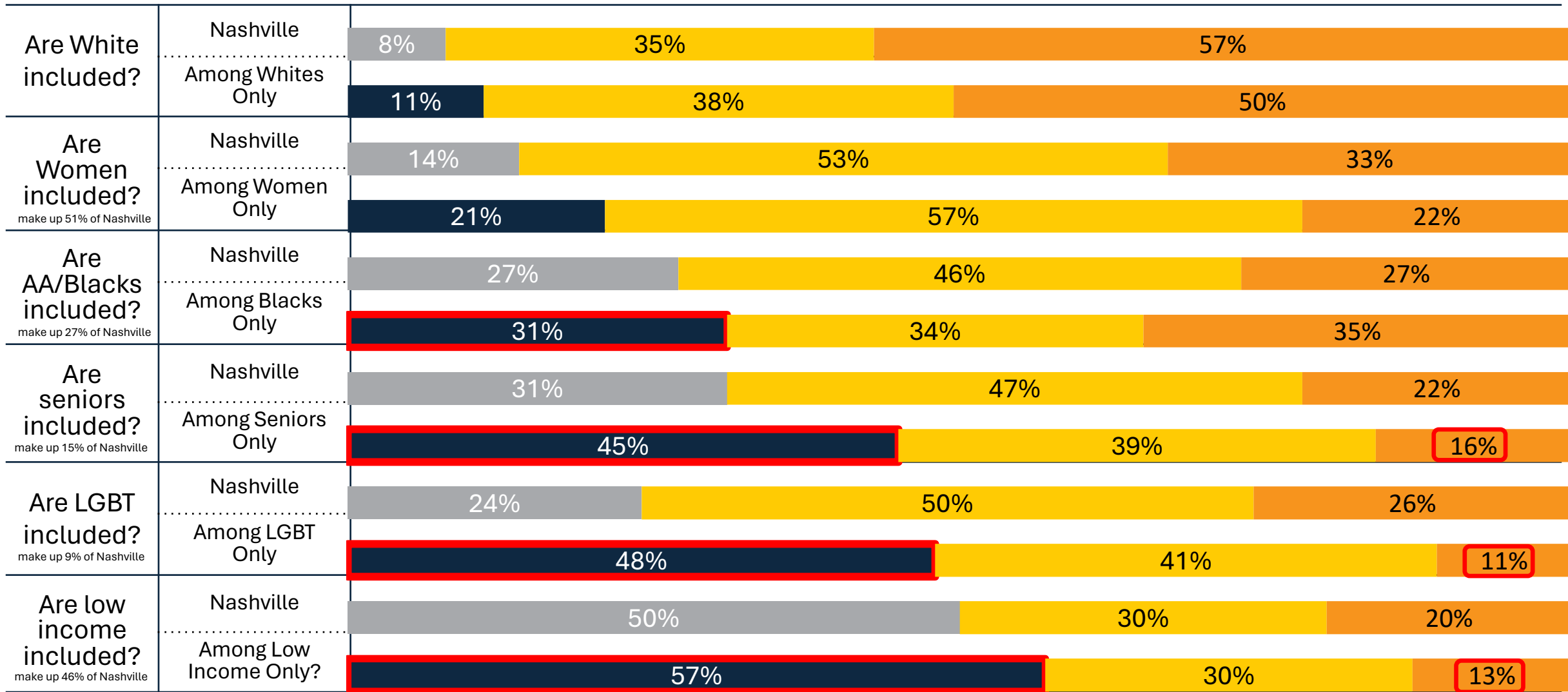
## WHAT WE ARE ALSO HEARING

Only **47%** of respondents see Nashville as an “inclusive place” where opportunities and services are equally available to all.

Yet, **72%** see “a growing divide between rich and poor” and feel “leaders in Nashville are investing too much money in the wrong things” rather than “the people that live here”

# Who is Outside Looking In?

Perceptions of Inclusion versus self-perceived feelings of Inclusion by subgroup

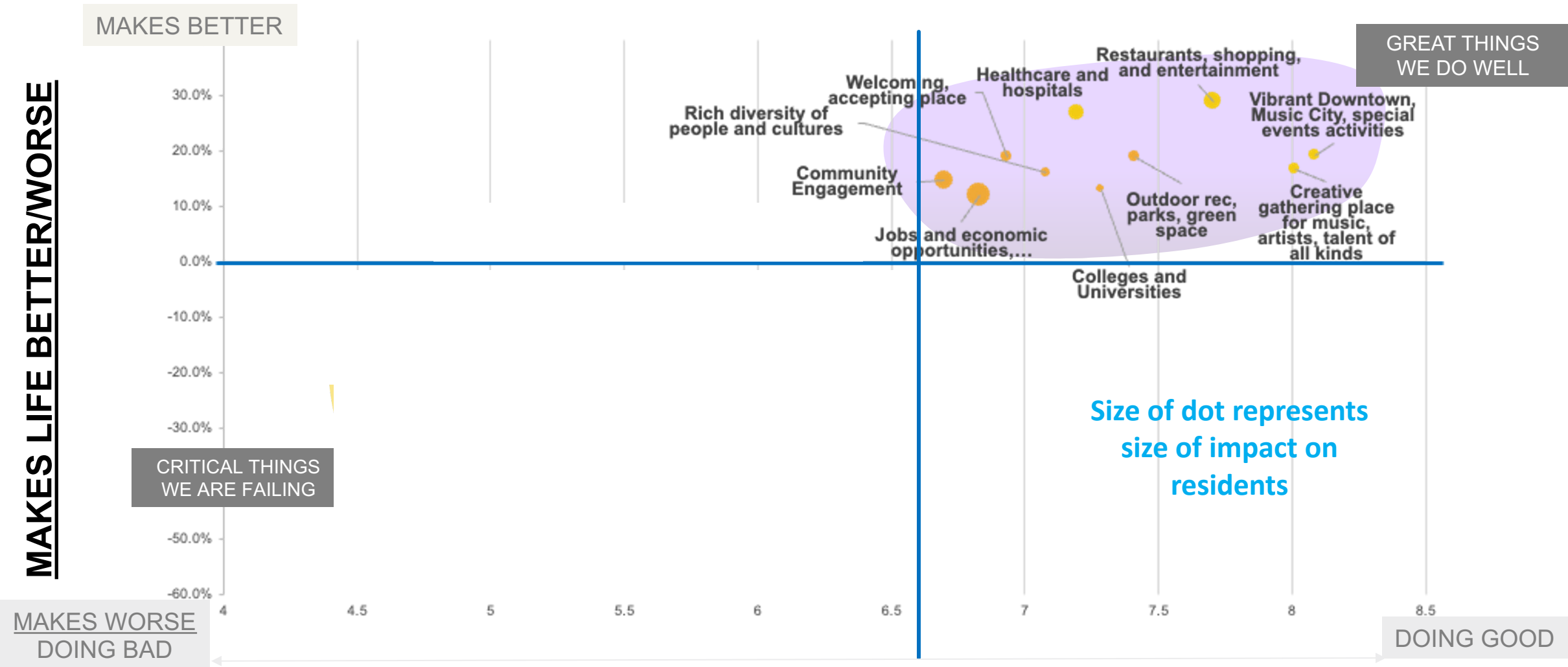


■ Excluded (1-4) ■ Soft Inclusion (5-7) ■ Included (8-10)

BASE: All Qualified Respondents (n=1,150)

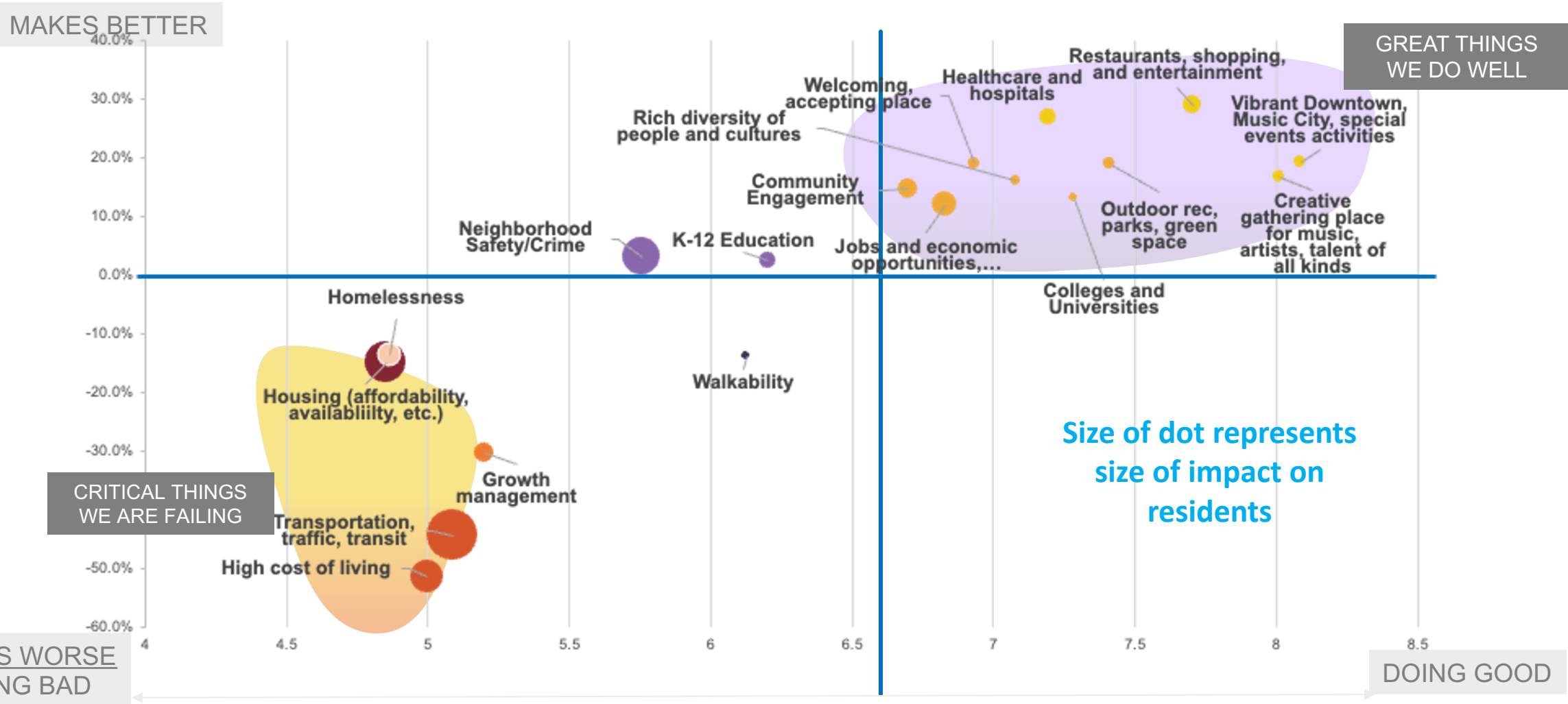
Q540. Thinking about specific groups of people, how would you rate the degree to which that group is being included in the good things here in Nashville. We will use a scale of 1-10, where 1 means they are "far more left out or excluded from the opportunities and benefits of living here" and 10 means they are "far more included in the benefits and opportunities of living here."

# 4 Best Things about Nashville Having Least Impact...



# 4 ...And Biggest Issues Going Unaddressed

MAKES LIFE BETTER/WORSE



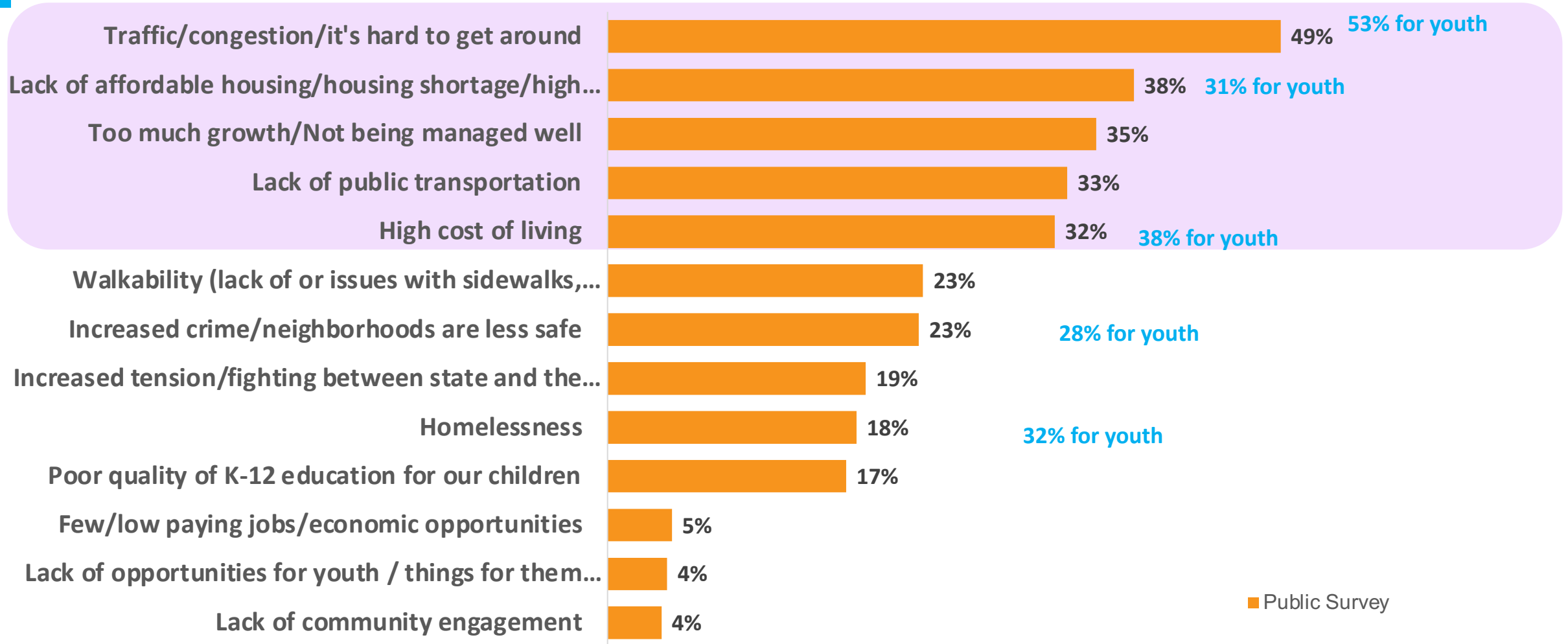
## 5 Mobility + Housing + Education/Training = Roadblocks to Quality of Life + Belonging

- Mobility and housing affordability are in a foot race for which is the biggest source of angst. They come up again and again throughout the research:
  - Top 5 things “not working” in the city connect to these issues
  - 3 out of 4 top “problems with growth” relate to these issues
- For lower-income families (<\$50K) and minorities, education and training to help “lift children out of poverty and level the playing field” is an additional roadblock preventing financial security for this large and important part of Nashville.





# What Nashville is NOT Doing Well...



PUBLIC/FORMAL Q405: Now, think about the things you don't like about Nashville. What has the most significant negative impact on your quality of life? What do you dislike the most about living and/or working here?

YOUTH RESEARCH: Pick the top three things you dislike most about living in Nashville. Read the list below and select three things that have the greatest negative impact on your life.

Public Survey

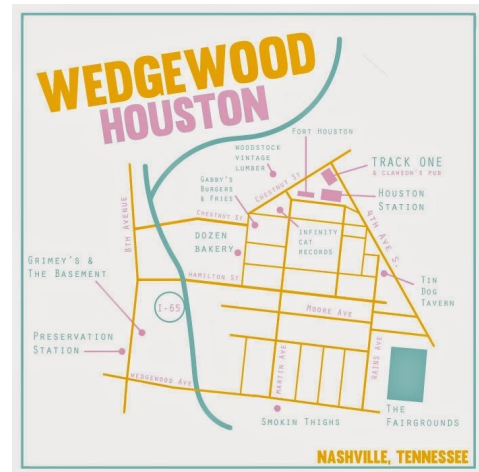
## 6 Unmanaged Growth Making Things Worse

- Right behind mobility and housing, Nashvillians identify **GROWTH** and poor **MANAGEMENT** of it as the next biggest negative impacting their quality of life.
- Majority of Nashvillians believe growth is making things worse (only **29% of adults** and **35% of youth** feel the growth is making things better).
  - Highest negativity yet measured in cities where we have done regional visioning.
- Yet **71% agree** that growth in Nashville brings mostly benefits and advantages IF it is more carefully managed.



# 7 Nashvillians Want Constellation of Vibrant Neighborhoods & Better Connections to Them

- Top visioning component...Nashvillians want each neighborhood to “cultivate the unique and special character and cultures that make it great” and to “ensure **every neighborhood** has the critical components it needs to be successful.”
- At the same time, Nashvillians want to be “**better connected** to others, their neighborhoods, their city and all the **marvelous opportunities the City has to offer**” through infrastructure and technology.



TN

★ Designed by TownMapsUSA.com





# **A Detailed Look at Key Issues & Priorities**



TOP  
PRIORITY

A

## Mobility should focus on connecting the wider city to the core

- Inter-connectivity is the top transportation goal (77%) with equity in access close second (55%).
- Unlike other issues, near unanimity from one neighborhood to the next about priorities and approach and across race and income levels.
- Reducing traffic by increasing access to public transportation is a key priority:
  - Support for investing in public transit FAR above national average.

# Top Goals of Mobility by Neighborhood

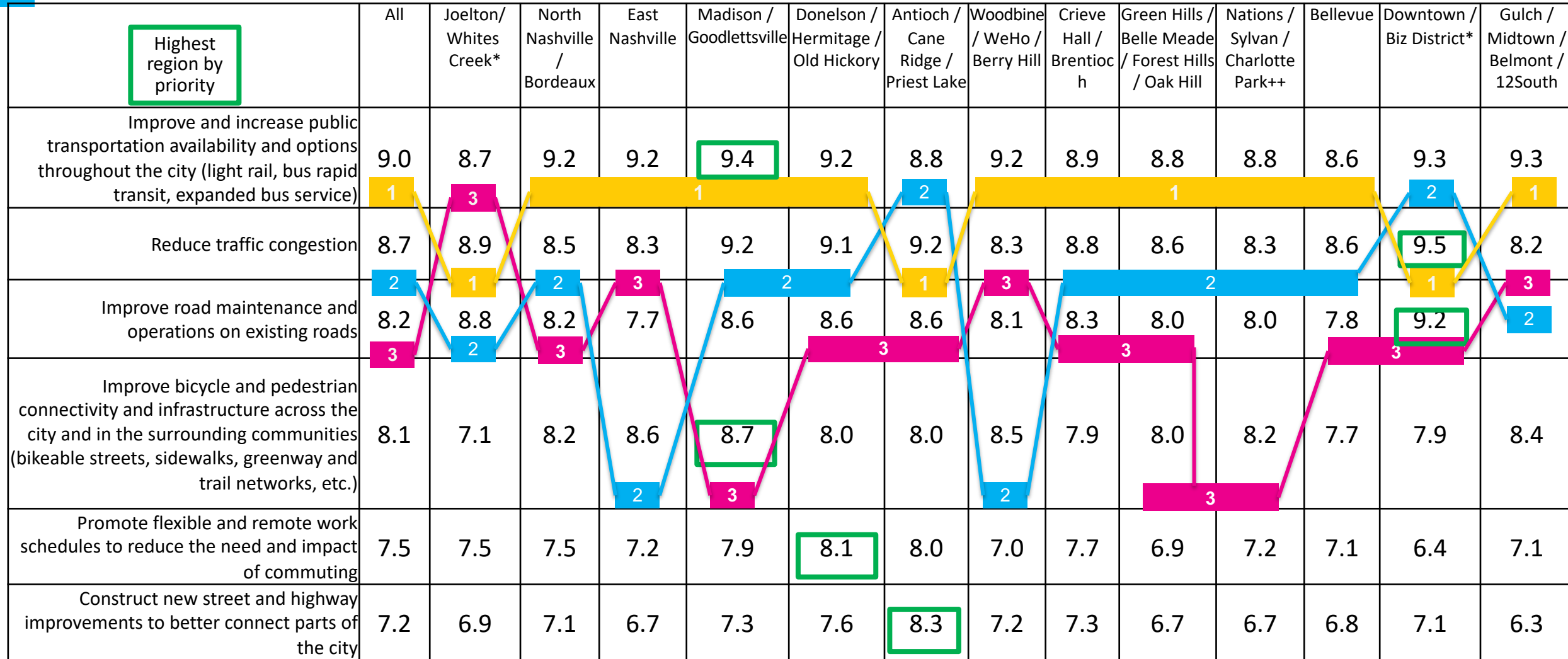
Top Priority
  2<sup>nd</sup> Priority

<b>77%*</b> Make it easier to get around Nashville – to and from downtown and from one place to another in the region	<b>55%</b> Ensure everyone has good access to downtown / important parts of the region – across Nashville /Davidson Co.	<b>37%</b> Make it easier to get around inside the neighborhoods and communities where people live	<b>31%</b> Improve transportation safety and reduce crashes and personal injuries
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Neighborhood	77%* Goal	55% Goal
Joelton / Whites Creek*	<input checked="" type="checkbox"/>	<input type="checkbox"/>
North Nashville / Bordeaux	<input checked="" type="checkbox"/>	<input type="checkbox"/>
East Nashville	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Madison / Goodlettsville	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Donelson / Hermitage / Old Hickory	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Antioch / Cane Ridge / Priest Lake	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Woodbine / WeHo / Berry Hill	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Crieve Hall / Brentioch	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Green Hills/Belle Meade/Forest Hills/Oak Hill	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Nations / Sylvan / Charlotte Park ++	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Bellevue	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Downtown / Biz District*	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Gulch / Midtown / Belmont / 12South	<input checked="" type="checkbox"/>	<input type="checkbox"/>

\*percent selected as 1<sup>st</sup> or 2<sup>nd</sup> choice among the 4

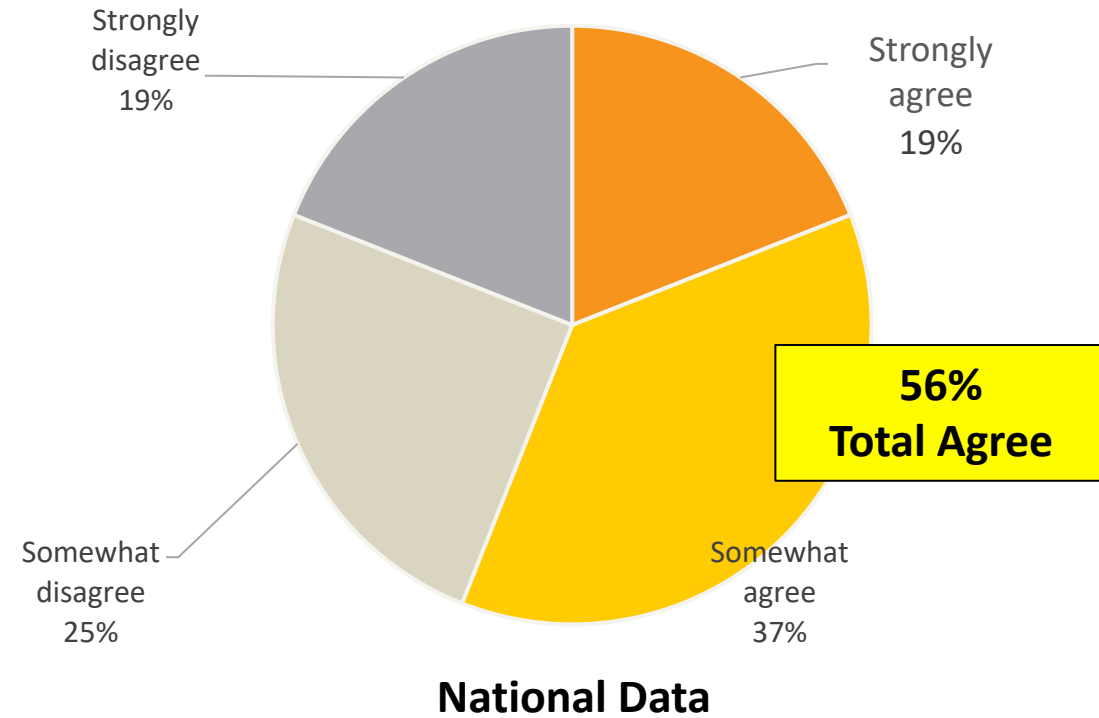
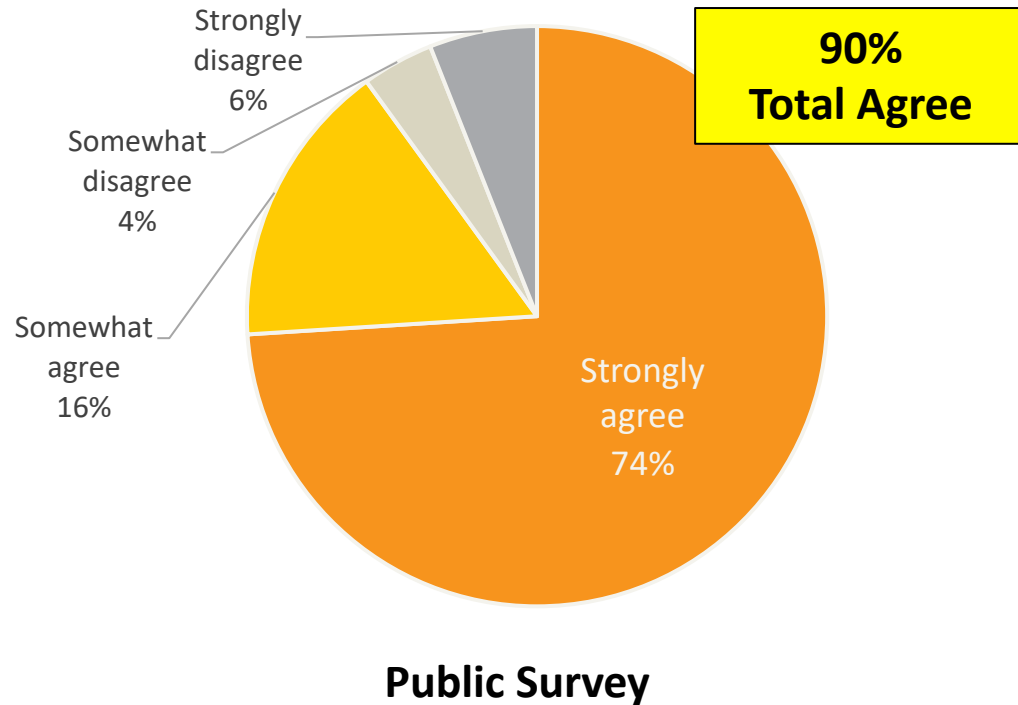
# Top Priorities of Mobility by Neighborhood – Mean Score



\* - small base, n<50

# Supermajority Support Investing in Public Transit

To what extent do you agree with the following statement:  
*Investing in city-wide public transportation is an important priority for the future?*



Q645. To what extent do you agree with the following statement: Investing in city-wide public transportation is an important priority for the future?





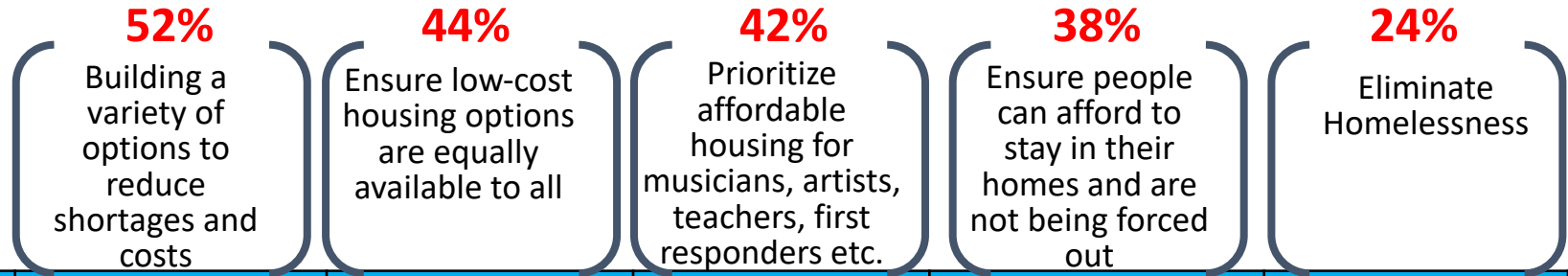
TOP  
PRIORITY

## **B** Range of housing options in every neighborhood, incentives for private developers

- Attainable v. Affordable Housing: Nashvillians see the issue more about diversified housing options at various price points for everyone.
  - **52%** feel there should be a variety of housing options in each neighborhood (percent selected 1<sup>st</sup> or 2<sup>nd</sup> of 5 options)
  - **42%** feel low-cost housing should be available to everyone.
- Nashvillians believe prioritizing the following will push the city closer to these priorities
  - Working with developers by increasing affordable housing requirements and incentives
  - More partnerships and programs to address affordability

# Top Goals of Affordability – Race by HHI

 Top Priority
  2<sup>nd</sup> Priority



HHI (NET)	Goal 1 (52%)	Goal 2 (44%)	Goal 3 (42%)	Goal 4 (38%)	Goal 5 (24%)
<b>&lt;\$50,000 HHI (NET)</b>					
White	✓	✓			
African-American / Black		✓		✓	
Hispanic / Latino	✓			✓	
<b>\$50,000 - \$99,999 HHI (NET)</b>					
White	✓	✓			
African-American / Black	✓	✓			
Hispanic / Latino	✓		✓		
<b>\$100,000+ HHI (NET)</b>					
White	✓		✓		
African-American / Black	✓			✓	
Hispanic / Latino	✓	✓			

# Top Priorities to Achieve Affordability by Neighborhood

Highest region by priority	All	Joelton/ Whites Creek*	North Nashville / Bordeaux	East Nashville	Madison / Goodlettsville	Donelson / Hermitage / Old Hickory	Antioch / Cane Ridge / Priest Lake	Woodbine / WeHo / Berry Hill	Crieve Hall / Brentioc h	Green Hills / Belle Meade / Forest Hills / Oak Hill	Nations / Sylvan / Charlotte Park++	Bellevue	Downtown / Biz District*	Gulch / Midtown / Belmont / 12South
Increase affordable housing requirements and incentives for developers to make sure they generate more affordable housing options	8.3 1	5.7	8.3 3	8.3	8.9	8.5	8.5	8.5	8.2	8.1	8.0	7.8	8.4	8.4 1
Create more community partnerships and programs making more housing more affordable for more people	8.0 2	6.0 3	8.4 1	8.1	8.4	8.3	8.1	7.6	8.1	7.7	7.5	7.6	8.9 1	8.2 2
Provide more buyer/renter assistance and support to get people into housing and help them stay there	7.8 3	7.8	8.4	7.7	8.2	8.0	7.8	7.8	7.6	7.3	7.2	7.2	8.6 3	8.1
Build more compact and less expensive housing closer to where people live, work, and play	7.5	8.0 1	7.4	7.8	7.5	7.7	7.5	7.8 2	7.7	7.6	7.0	6.7	8.3 2	7.7
Build more homes to increase housing supply which will bring down housing prices and help meet demand	7.1	4.8	7.2	7.4	6.7	7.3	7.4	6.9	7.0	6.7	6.8	6.6	7.6 2	7.0

\* - small base, n<50



TOP  
PRIORITY















## Education + Training Should Focus on Real-World Applications

- Supermajority (**90%**) agree that investment in public education + training are important priorities.
- Education + training should focus on real-world applications:
  - Ensuring kids are able to support themselves (**59%**)
  - Lifting kids out of poverty (**55%**)
    - **This is the DOMINANT priority for low-income and minority Nashvillians.**
  - Ensuring students are ready for the workplace (**42%**)
  - Only **15%** feel the focus should be on college preparedness
- The following should be prioritized:
  - Better recruitment, compensation, and training for teachers
  - Focus on early childhood education, resources and childcare
- Increasing school choice is a lower priority.

# Top Goals of Education – Race by HHI

 Top Priority
  2<sup>nd</sup> Priority

<p><b>59%</b></p> <p>Ensure they can support themselves as an adult in the real world</p>	<p><b>52%</b></p> <p>Provide a way to lift children out of poverty and level the playing field</p>	<p><b>42%</b></p> <p>Ensure they have the skills they need to be successful in the workplace</p>	<p><b>32%</b></p> <p>Ensure they are well informed and able to engage in civic and political matters</p>	<p><b>15%</b></p> <p>Ensure they are prepared for college</p>
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HHI (NET)	Ensure they can support themselves as an adult in the real world	Provide a way to lift children out of poverty and level the playing field	Ensure they have the skills they need to be successful in the workplace	Ensure they are well informed and able to engage in civic and political matters	Ensure they are prepared for college
<b>&lt;\$50,000 HHI (NET)</b>					
White					
African-American / Black					
Hispanic / Latino*					
<b>\$50,000 - \$99,999 HHI (NET)</b>					
White					
African-American / Black					
Hispanic / Latino					
<b>\$100,000+ HHI (NET)</b>					
White					
African-American / Black					
Hispanic / Latino*					

\* - small base, n<50

# Top Priorities of Education Race by HHI – Mean Score

	<\$50,000 HHI (NET)				\$50,000 - \$99,999 HHI (NET)			\$100,000+ HHI (NET)		
	All	White	African-American / Black	Hispanic / Latino*	White	African-American / Black	Hispanic / Latino	White	African-American / Black	Hispanic / Latino*
Improve teacher quality through better recruitment, compensation, training, etc.	9.1	9.1	9.2	7.9	9.1	9.1	9.2	9.1	9.5	8.7
Increase funding for public education (per pupil spending is way below comparable cities)	9.0	9.3	9.2	7.9	9.1	9.5	8.7	9.0	9.3	8.1
Increase access to affordable, high-quality childcare and early childhood education	8.9	9.0	8.5	7.9	8.8	9.5	8.8	8.8	9.4	8.4
Focus on early childhood health and education – without a good start, chances for success go down	8.7	8.5	9.3	8.1	8.7	9.4	8.6	8.6	9.2	8.3
Increase school safety	8.3	8.0	8.1	7.5	8.1	9.1	8.8	7.9	8.8	8.6
Focus on modernizing our school facilities and materials – every child deserves a clean and up-to-date place to learn	8.3	8.7	8.8	7.5	8.3	9.0	8.0	8.1	8.8	7.5
Increase personalized student focus and support to teach kids in ways that best fit their individual needs	8.3	8.2	8.9	8.0	8.2	8.9	8.5	8.0	8.9	7.9
Focus on failing schools to do whatever is need to turn them around	8.2	8.3	8.9	7.5	7.9	9.0	8.4	8.0	8.7	7.6
Increase school choice and options available to parents to make sure child gets the best education	6.7	6.6	8.9	6.1	6.0	7.6	7.8	6.2	7.3	6.4

\* - small base, n<50





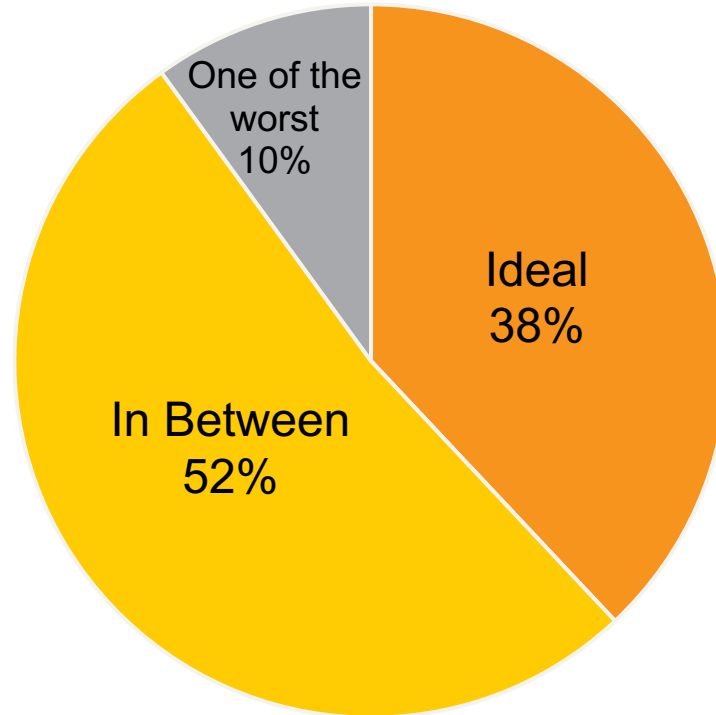
TOP  
PRIORITY

## **D** Making Every Nashville Neighborhood Great

- **38%** of Nashvillians love the neighborhood where they live while **10%** feel they live in “one of the worst” neighborhoods.
- Top needs in every neighborhood:
  - Grocery stores **(84%)**
  - Parks and green spaces **(84%)**
  - Sidewalks and lighting **(78%)**
  - Range of housing options **(73%)**

# Your Own Neighborhood...

*Thinking about your own neighborhood, how close does it come to your vision of the “ideal” neighborhood versus what might be considered as “one of the worst.”?*



Ideal= 8-10  
In Between = 5-7  
One of worst = 1-4

- More Likely IDEAL:**
- +18 Non-Public Parent
  - +17 Retired
  - +16 HHI \$100K-\$150K
  - +13 Ages 65+
  - +11 HHI \$50K-\$100K
  - +11 West
  - +8 Downtown
  - +8 College Grad+

- More Likely ONE OF WORST:**
- +27 Madison
  - +21 LGB / Other
  - +17 HHI <\$25K
  - +15 Southeast
  - +10 Not Registered Voter
  - +10 HHI <\$50K
  - +9 Ages 18-24
  - +8 HS or Less

Q700. Thinking about your own neighborhood, how close does it come to your vision of the “ideal” neighborhood versus what might be considered as “one of the worst.” Using a 1 to 10 scale where 1 means you feel your neighborhood is “one of the worst” and 10 means your neighborhood perfectly matches your “ideal,” how would you rate your neighborhood?



# Very Important Neighborhood Features – By Neighborhood

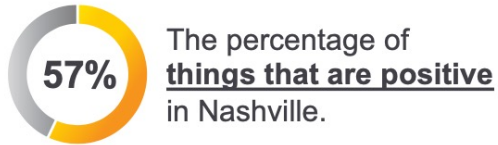
Highest among Subgroups	All	Joelton / Whites Creek*	North Nashville / Bordeaux	East Nashville	Madison / Goodlettsville	Donelson / Hermitage / Old Hickory	Antioch / Cane Ridge / Priest Lake	Woodbine / WeHo / Berry Hill	Creve Hall / Brentioch	Green Hills / Belle Meade / Forest Hills / Oak Hill	Nations / Sylvan / Charlotte Park++	Bellevue	Downtown / Biz District*	Gulch / Midtown / Belmont / 12South
Grocery Stores	68%	84% 1	72%	72% 2	66%	73% 1	64% 2	75% 1	68% 2	69%	65% 3	69% 2	64% 3	73% 1
Parks and green spaces	67%	65%	63% 3	79% 1	63%	63%	51%	61% 3	69%	76% 1	76%	72%	72% 2	72%
Affordable housing options	62% 3	49%	70% 2	66% 4	73% 1	64% 2	65% 1	57% 5	59% 4	47%	60% 5	57% 4	56% 5	67% 4
Sidewalks with good lighting on both sides of every street	60% 4	46%	61% 4	65% 5	50%	61% 4	60% 4	63% 2	59% 5	57%	65% 2	58% 3	49%	68% 3
Schools	54% 5	56% 4	51%	56%	55% 5	52%	52%	54%	60% 1	59% 5	54%	56%	41%	45%
Bikeable and walkable throughout	53%	28%	52%	69% 3	43%	46%	39%	55%	52%	63% 4	64% 4	47%	52%	67% 5
Reliable garbage and waste removal	53%	55% 5	52%	60%	42%	48%	57% 5	59% 4	52%	66% 3	55%	46%	46%	51%
Access to public transportation	51%	34%	52%	62%	56% 4	52% 5	42%	45%	53%	49%	51%	46%	47% 4	65% 1
Police presence/Crime prevention resources	49%	63% 3	46%	34%	49%	49%	62% 3	44%	55%	54%	47%	57% 5	59%	42%
Entertainment/Restaurants	47%	51%	50%	54%	41%	47%	48%	47%	47%	44%	50%	42%	76% 1	51%

# Dashboard: Neighborhood

## Subgroup: Madison/Goodlettsville

**DRAFT-NOT FOR DISSEMINATION**

### Positives and Negatives in Nashville



#### Top-5 Positives in Nashville

*Selection rate for the top 3 positives among 16 options*

- 37% **Good restaurants, shopping, entertainment**
- 36% **Good outdoor rec., parks, green spaces**
- 32% **Creative gathering space for music, artists, etc.**
- 28% **High quality healthcare and hospitals**
- 24% **Rich diversity of people/cultures**

#### Top-5 Negatives in Nashville

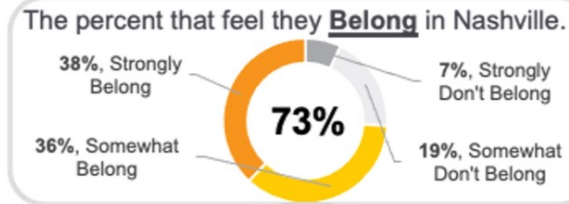
*Selection rate for the top 3 negatives among 13 options*

- 48% **Lack of affordable housing/shortage/cost**
- 47% **Traffic/congestion/it's hard to get around**
- 38% **Too much growth/not being managed well**
- 33% **High cost of living**
- 33% **Lack of public transportation**

### Top-2 Favorite Visions For Nashville

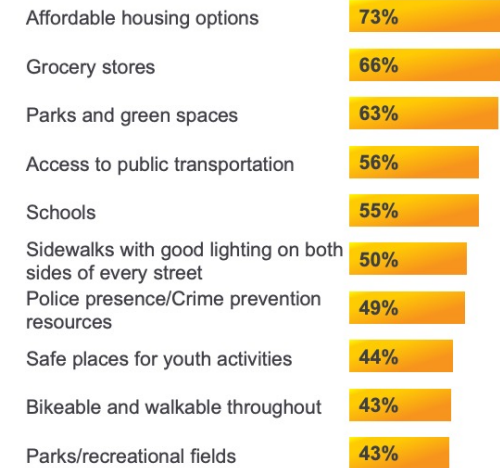
*Selection rate for the most and second most favorite vision among 5 visions*

- 62% **The Connected City**
- 51% **Nashville is Home... The Place of Inclusion and Belonging**
- 47% **Nashville's Neighborhoods are its Stars**
- 22% **Creativity, Innovation, and Entrepreneurship Supercenter**
- 19% **Music and Arts Epicenter**

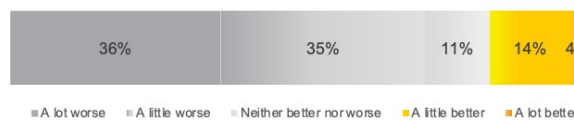


### 10 Very Important Neighborhood Features

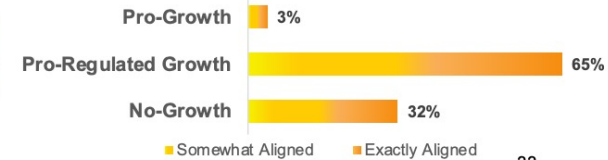
*Selection rate for the top 10 out of 15 respondent-selected features*



### Growth Impact on Nashville



### Growth Orientation



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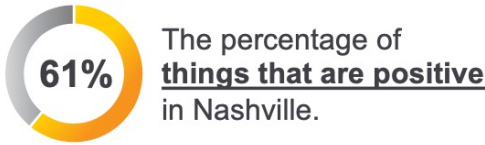
# Dashboards: Age Group

## Subgroup: Age 65+



**DRAFT-NOT FOR DISSEMINATION**

### Positives and Negatives in Nashville



#### Top-5 Positives in Nashville

*Selection rate for the top 3 positives among 16 options*

- 48% High quality healthcare and hospitals
- 37% Good outdoor rec., parks, green spaces
- 32% Rich diversity of people and cultures
- 27% High quality colleges and universities
- 26% Good restaurants, shopping, entertainment

#### Top-5 Negatives in Nashville

*Selection rate for the top 3 negatives among 13 options*

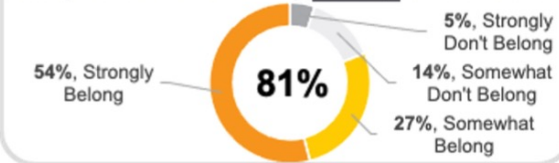
- 55% Traffic/congestion/it's hard to get around
- 47% Too much growth/not being managed well
- 35% Increased crime/neighborhoods are less safe
- 33% Lack of affordable housing/shortage/cost
- 29% Increased tension/fighting between state and the City

### Top-2 Favorite Visions For Nashville

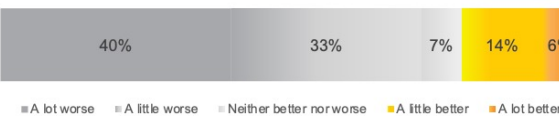
*Selection rate for the most and second most favorite vision among 5 visions*

- 55% **The Connected City**
- 54% **Nashville is Home... The Place of Inclusion and Belonging**
- 44% Nashville's Neighborhoods are its Stars
- 28% Creativity, Innovation, and Entrepreneurship Supercenter
- 19% Music and Arts Epicenter

### The percent that feel they Belong in Nashville.

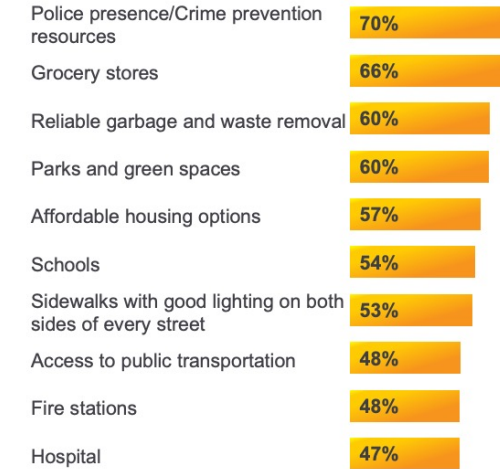


### Growth Impact on Nashville

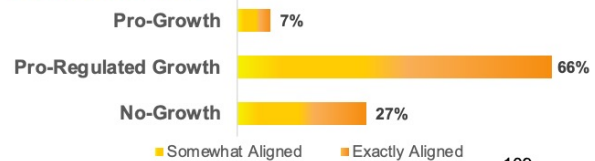


### 10 Very Important Neighborhood Features

*Selection rate for the top 10 out of 15 respondent-selected features*



### Growth Orientation



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# Accelerators for Taking Nashville Forward

- How do we bring to life and act on these shared values?
- Think of these issues like wheels on a car – if you get actions in these areas right, it will accelerate Nashville’s forward momentum in a way that brings the public with you.
- If you don’t address them quickly, and with fidelity, you’ll find yourself with a flat tire, unable to go anywhere – risking irreconcilably harming the very foundation upon which Nashville’s identity and success have been built to date.



# NASHVILLE VALUES PATHWAY FORWARD

## Manage GROWTH in a Way for All Nashvillians to Thrive

- Acknowledge the challenges being caused by growth
- Ensure the needs and values of the people of Nashville and their priorities are driving the vision
- Make sure the benefits of growth lift people from all walks of life

## Better MOBILITY to Connect Nashvillians to Nashville

- Nashvillians want and need to be more safely, easily, and affordably connected to each other and the great things across the county
- Priority #1: increase public transportation availability and options

## HOUSING Attainability & Affordability

- Increase number and variety of housing options across the county
- Additionally, increase affordable housing, particularly for household incomes under \$50K

## OPPORTUNITY Through Education

- Ensure kids have the education and skills to support themselves and succeed in the real world
- Additional emphasis on lower-income and minority families to help level the playing field and gain financial security

## Make All NEIGHBORHOODS Great Places to Live

- Essential elements for safe, healthy, living and thriving in every neighborhood
- Each cultivates unique personality and character

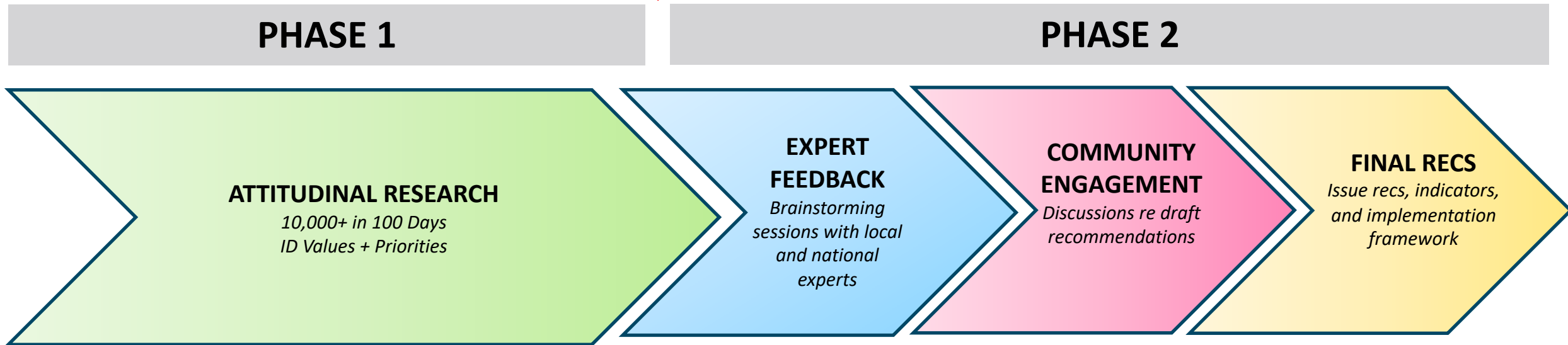


**NASHVILLE  
BELONGING**

# Phase 2

By summer, we intend to bring forth a set of clear, specific, actionable recommendations that guides the city forward and keeps us all accountable for real results that Nashvillians can see and feel in their daily lives.

*We are here!*



NASHVILLE  
MAGAZINE

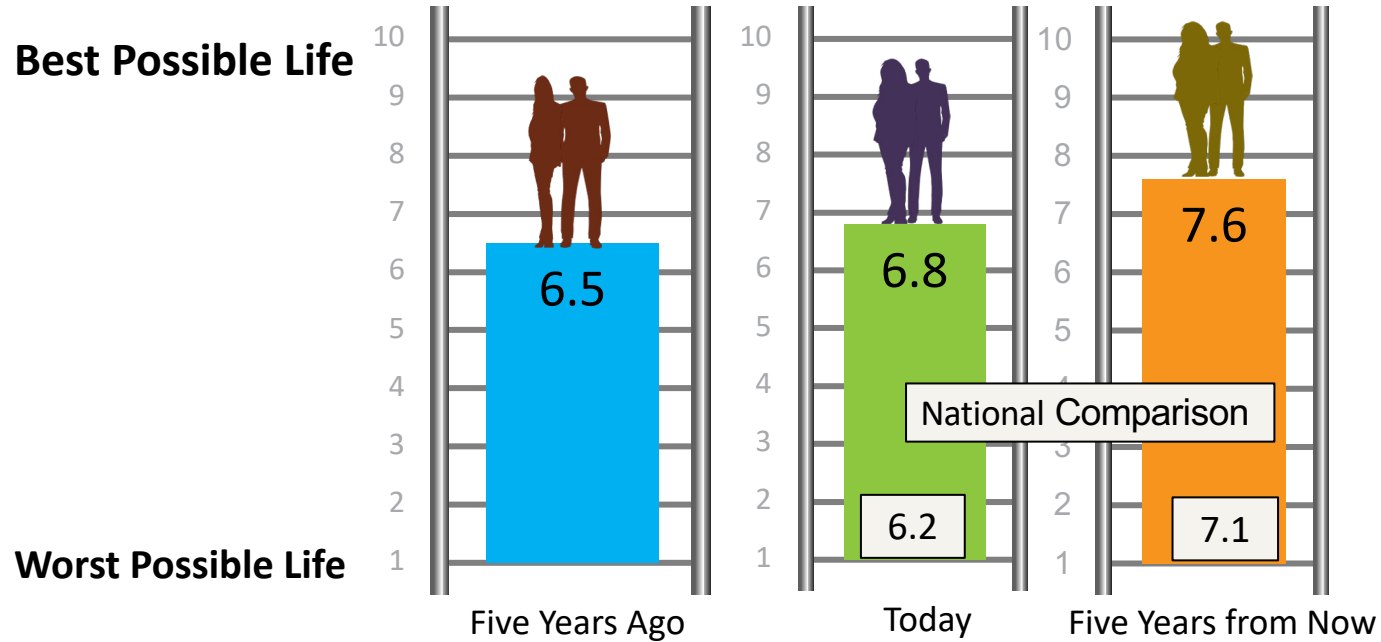
## APPENDIX

# Nashville Ladder of Life

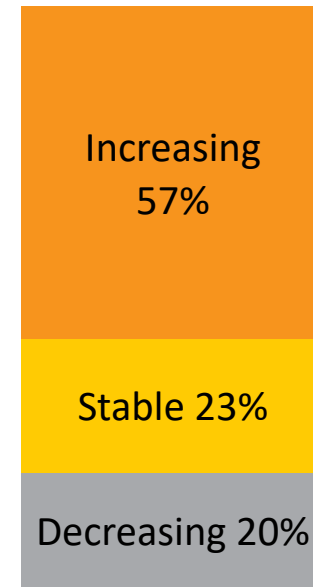
Present and Future Leads Nation

## Ladder of Life

Mean rating on a scale from 1 (worst) – 10 (best)



Most see things looking up



Today Vs Future

Q200. Now please imagine a ladder that represents your quality of life. The ladder has 10 steps and the tenth step represents the best possible life for you and the first step represents the worst possible life for you. On which step would you say you personally stand at the present time?

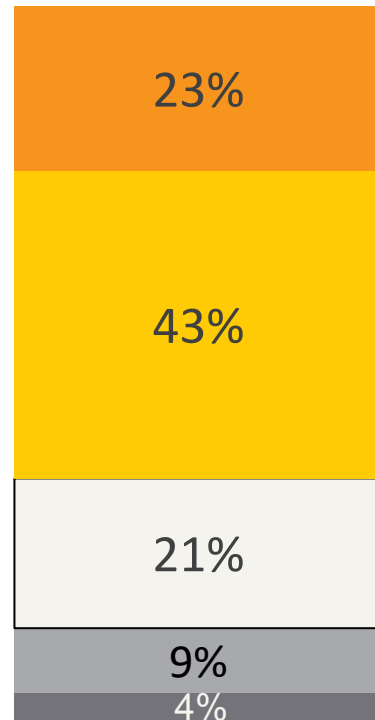
Q205. Still thinking about the ladder that represents your quality of life, on which step would you say you stood 5 years ago?

Q210. Still thinking about the ladder that represents your quality of life, using your best guess, on which step will you stand five years from now?



# Diversity

- Strongly Agree
- Somewhat Agree
- Neither Agree nor Disagree
- Somewhat Disagree
- Strongly Disagree



The diversity of people, communities, and cultures is one of Nashville's greatest strengths

## Who is more likely to believe “Diversity is Nashville’s Greatest Strength” (Agree NET)

- +18 Growth makes things better
- +14 Current Neighborhood – Ideal
- +14 \$50-\$99k African American
- +13 HHI \$100-\$150k
- +10 Immigrant
- +8 Frequent Public Transit Usage
- +7 18-24

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BASE: Split Sample: (n=575)

Q530. Here are a few statements about how things are here in Nashville. For each, please indicate your level of agreement or disagreement.

# Nashville Ladder of Life

## Demographic Differences

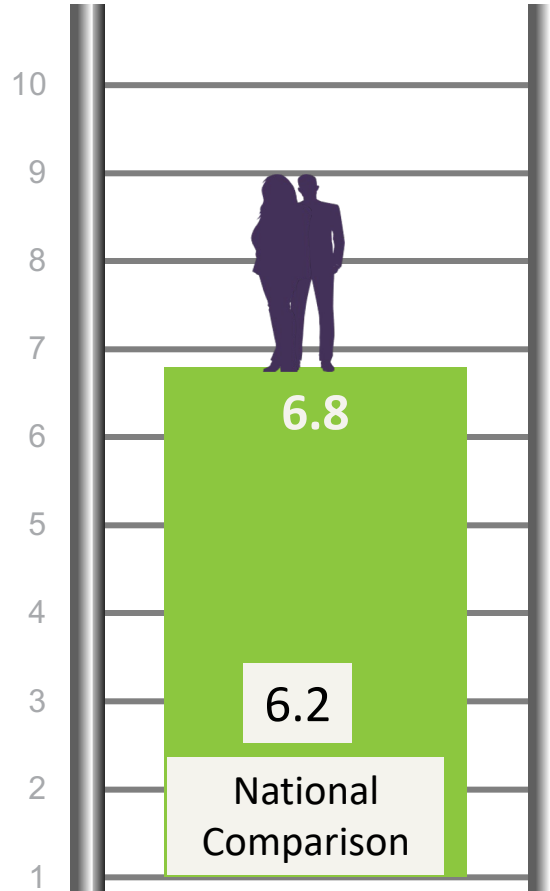
### Ladder of Life

Mean rating on a scale from 1 (worst) – 10 (best)

Best Possible Life

Worst Possible Life

Today



#### Higher QoL:

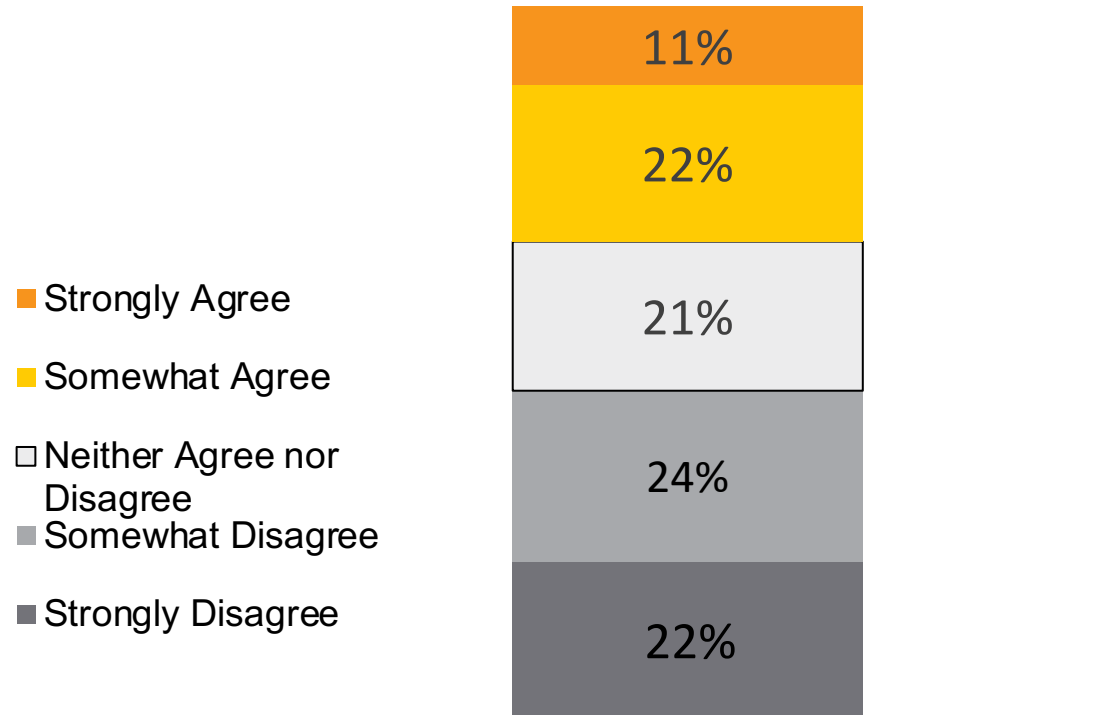
- 7.7 – Current Neighborhood - Ideal
- 7.5 – Retired
- 7.5 – HHI \$100K+ White
- 7.4 – HHI \$100K-\$150K
- 7.4 – HHI \$150K+
- 7.4 – HHI \$100,000+
- 7.4 – Widow
- 7.4 – Non-Public School Parent

#### Lower QoL:

- 6.2 – HS or Less
- 6.2 – <\$50K + Black
- 6.1 – <\$25K HHI
- 6.0 – Public School Parent
- 5.8 – Unemployed
- 5.7 – LGBTQ White
- 5.3 – Neighborhood One of Worst

Q200. Now please imagine a ladder that represents your quality of life. The ladder has 10 steps and the tenth step represents the best possible life for you and the first step represents the worst possible life for you. On which step would you say you personally stand at the present time?

# Inequitable Quality of Life



The benefits of Nashville's success are being equally shared across all age, race, and income groups

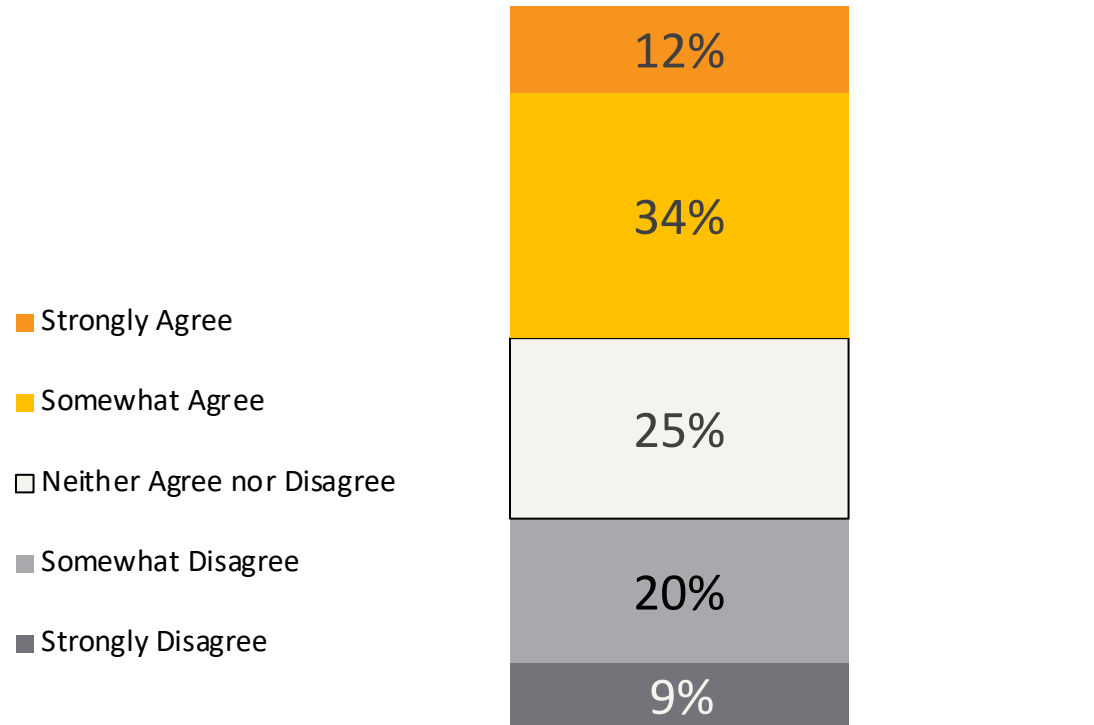
43

Who most strongly doesn't feel Nashville's success is equally shared by all?  
(Disagree NET)

- +24 Retired
- +24 Growth makes things worse
- +23 Neighborhood one of worst
- +20 Ages 65+
- +19 Hermitage
- +14 Liberals
- +14 LGBTQ White
- +14 West
- +12 Public School parents
- +6 HHI <\$50K
- +6 White

Q530. Here are a few statements about how things are here in Nashville. For each, please indicate your level of agreement or disagreement.

# Inclusion



Nashville is a very inclusive place where city services / opportunities are equally provided and available to all

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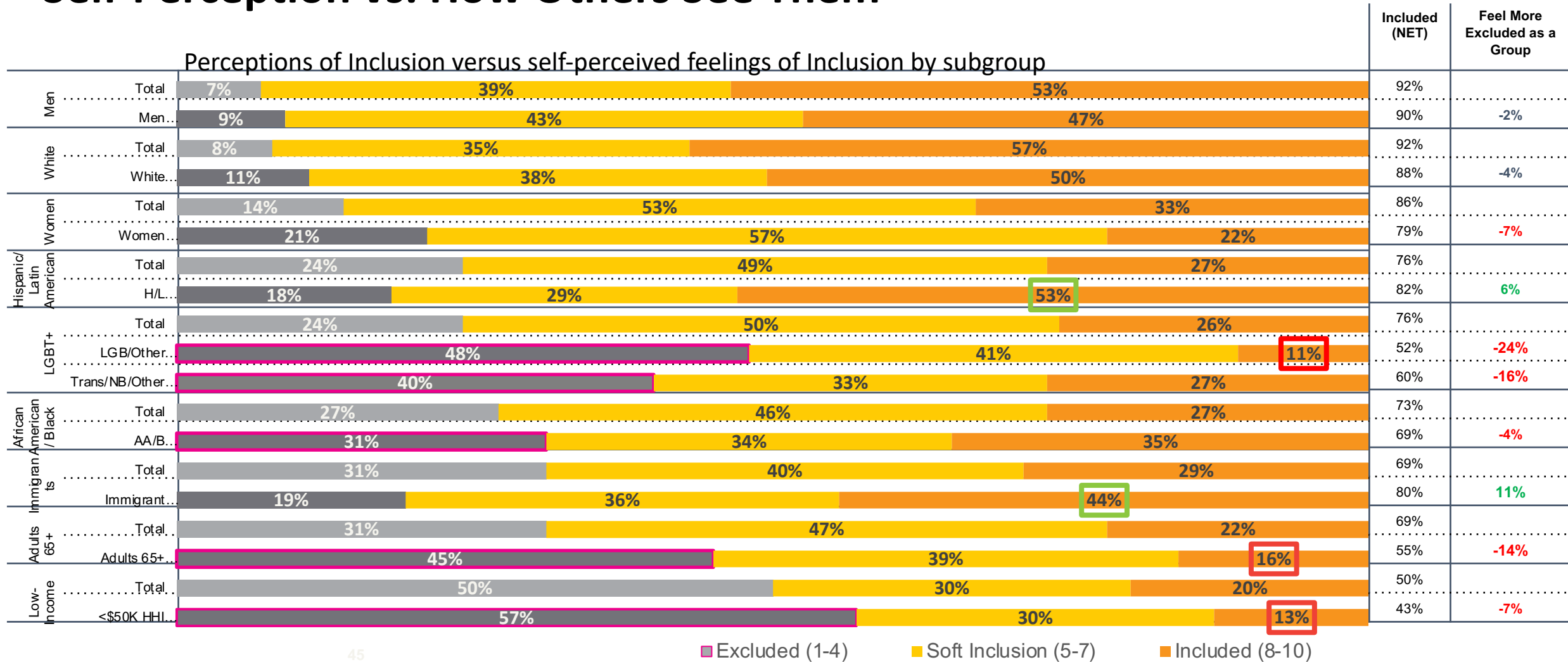
Who doesn't feel "Nashville is inclusive or that services/ opportunities are equally available to all?"  
(Disagree NET)

- +29 Unemployed
- +19 Neighborhood one of worst
- +14 Retired
- +13 Growth makes things worse
- +13 Liberals
- +10 HS or less
- +9 Female
- +7 HHI <\$50K
- +7 West
- +7 AA/Black
- +7 Public School parents
- +6 Hermitage
- +6 Single
- +6 Divorced/Separated

Q530. Here are a few statements about how things are here in Nashville. For each, please indicate your level of agreement or disagreement.

# Who is Included?

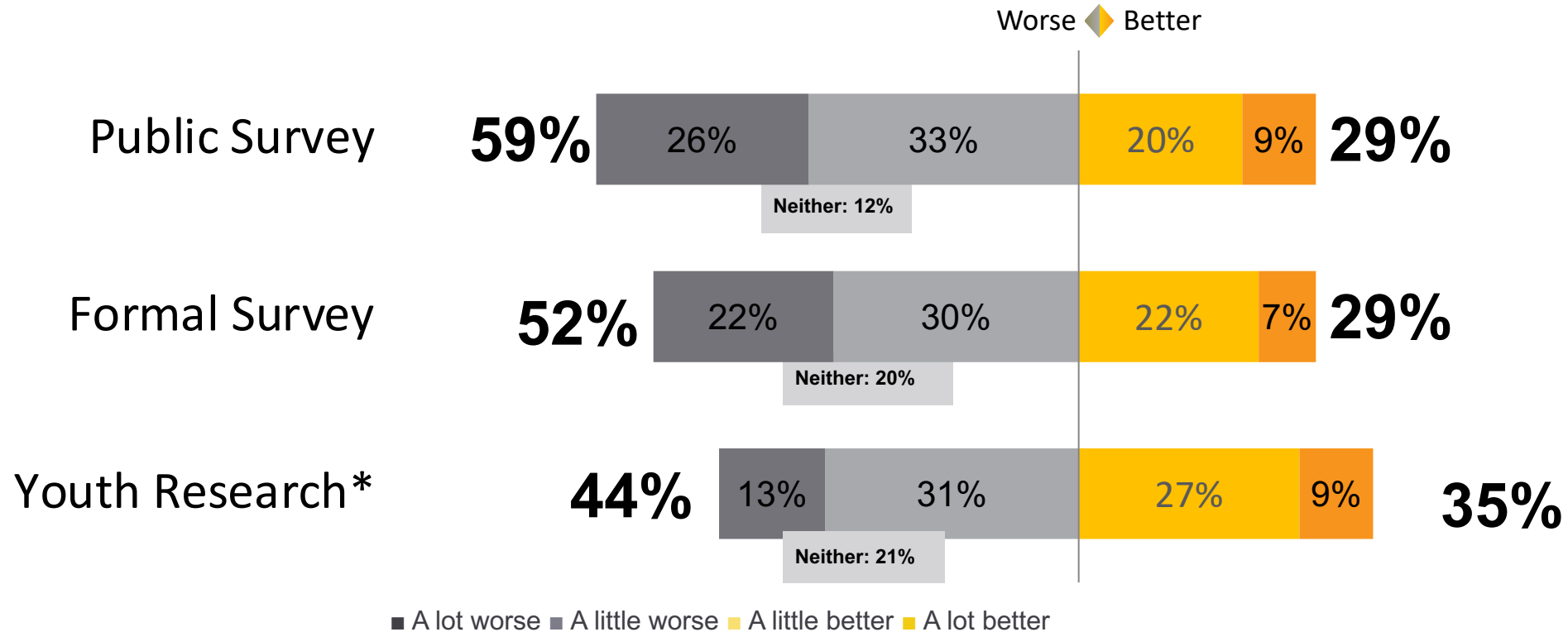
## Self-Perception vs. How Others See Them



45

# Growth Making Things Worse!

Based on your own personal feelings, on balance, do you believe the growth in Nashville is making things better or making things worse?

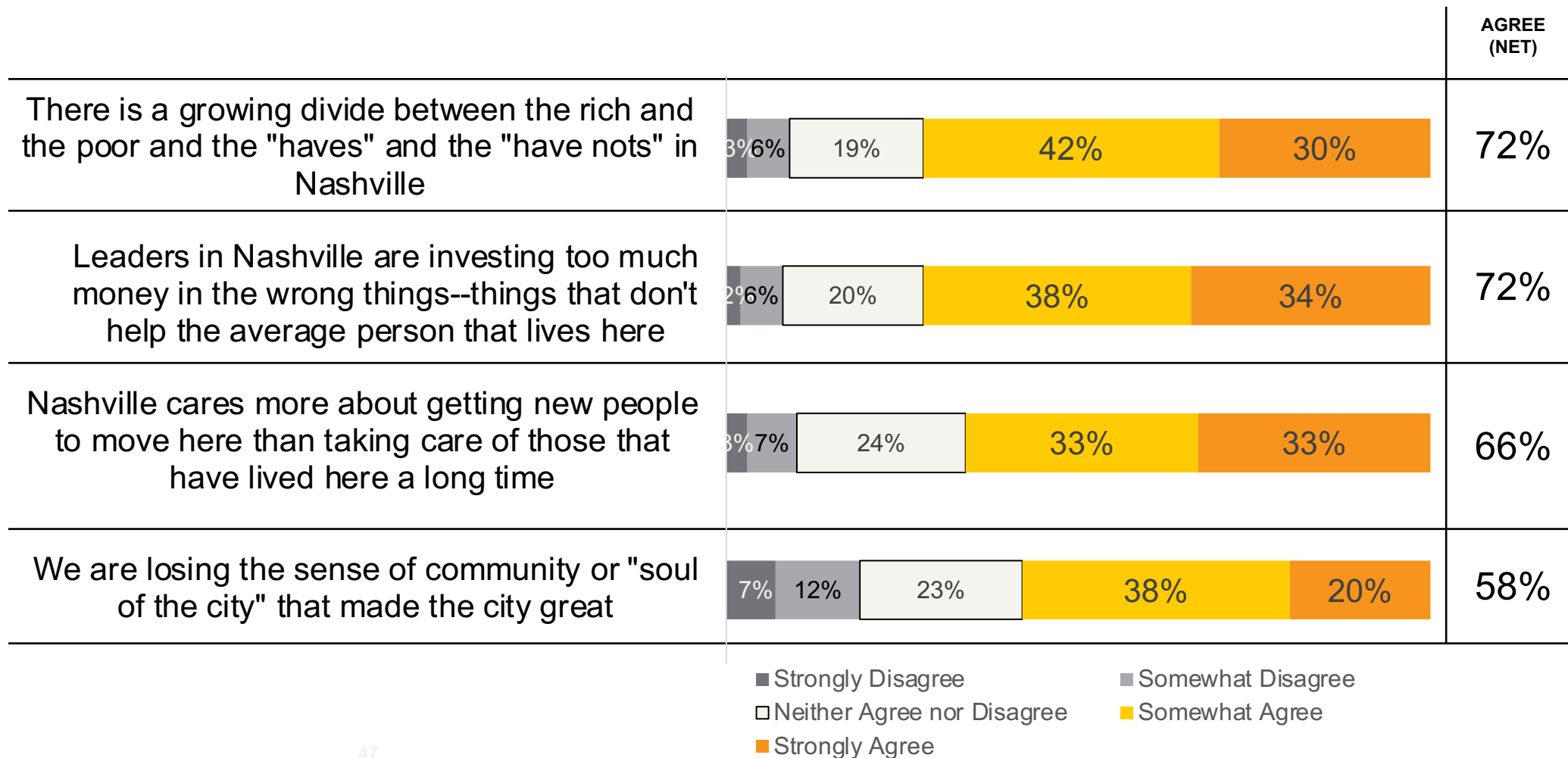


Utah: 46/38  
Orlando: 42/30  
Oahu: 34/46

Q500. It is important to note that Nashville is one of the fastest growing areas in the nation. There are both good things and bad things about growth. Based on your own personal feelings, on balance, do you believe the growth in Nashville is making things better or making things worse?

\*Youth question is future looking to reflect their outlook into adulthood: Growth can be good and bad. Nashville is growing faster than many cities in the U.S. Do you think in the next 5 years that the growth of Nashville will make things better or worse?

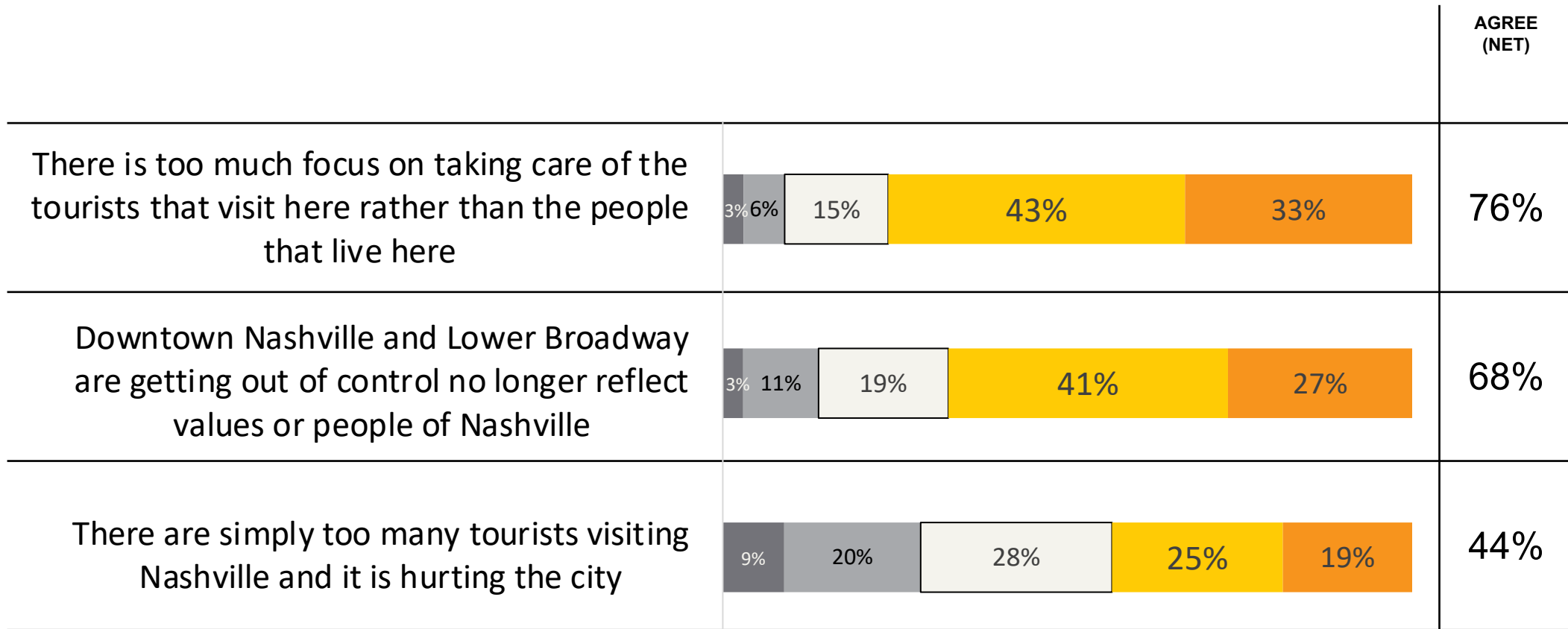
# Growing Divides and Wrong Priorities



47

Q530. Here are a few statements about how things are here in Nashville. For each, please indicate your level of agreement or disagreement.

# More Focus on Our People, Our Values



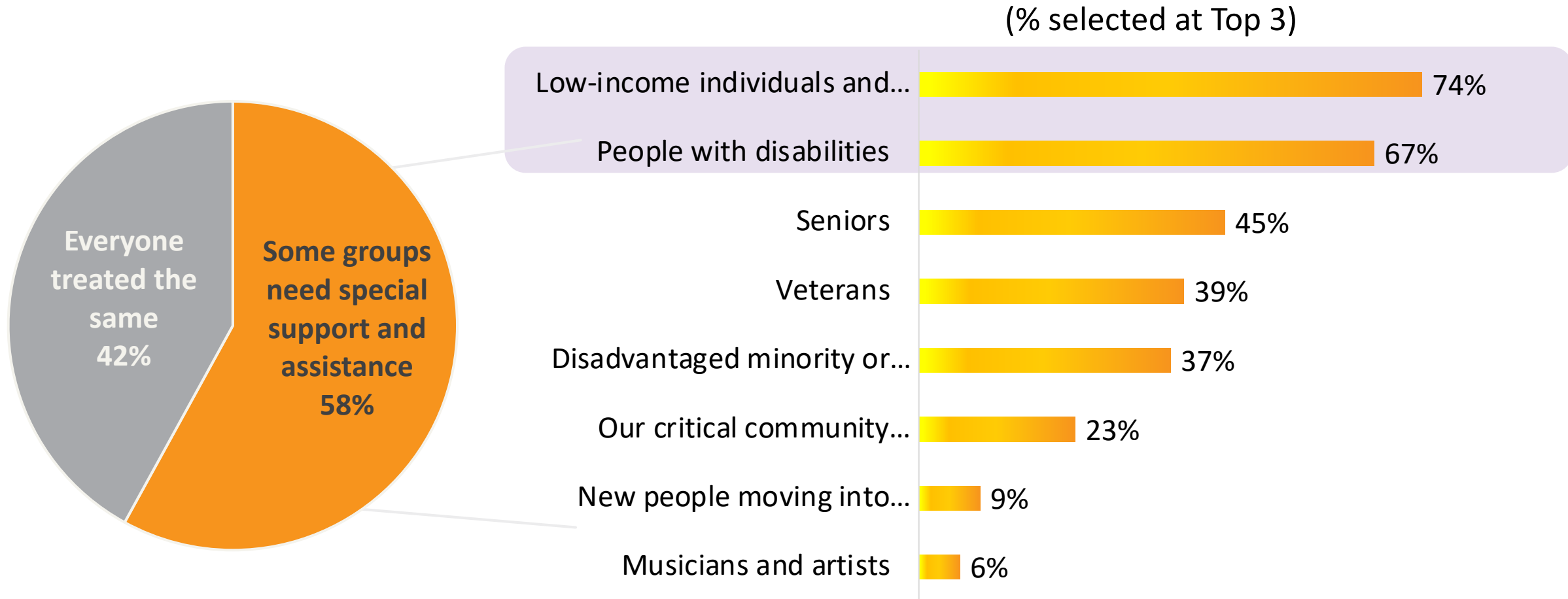
Strongly Disagree
  Somewhat Disagree
  Neither Agree nor Disagree
  Somewhat Agree
  Strongly Agree

48

Q530. Here are a few statements about how things are here in Nashville. For each, please indicate your level of agreement or disagreement.



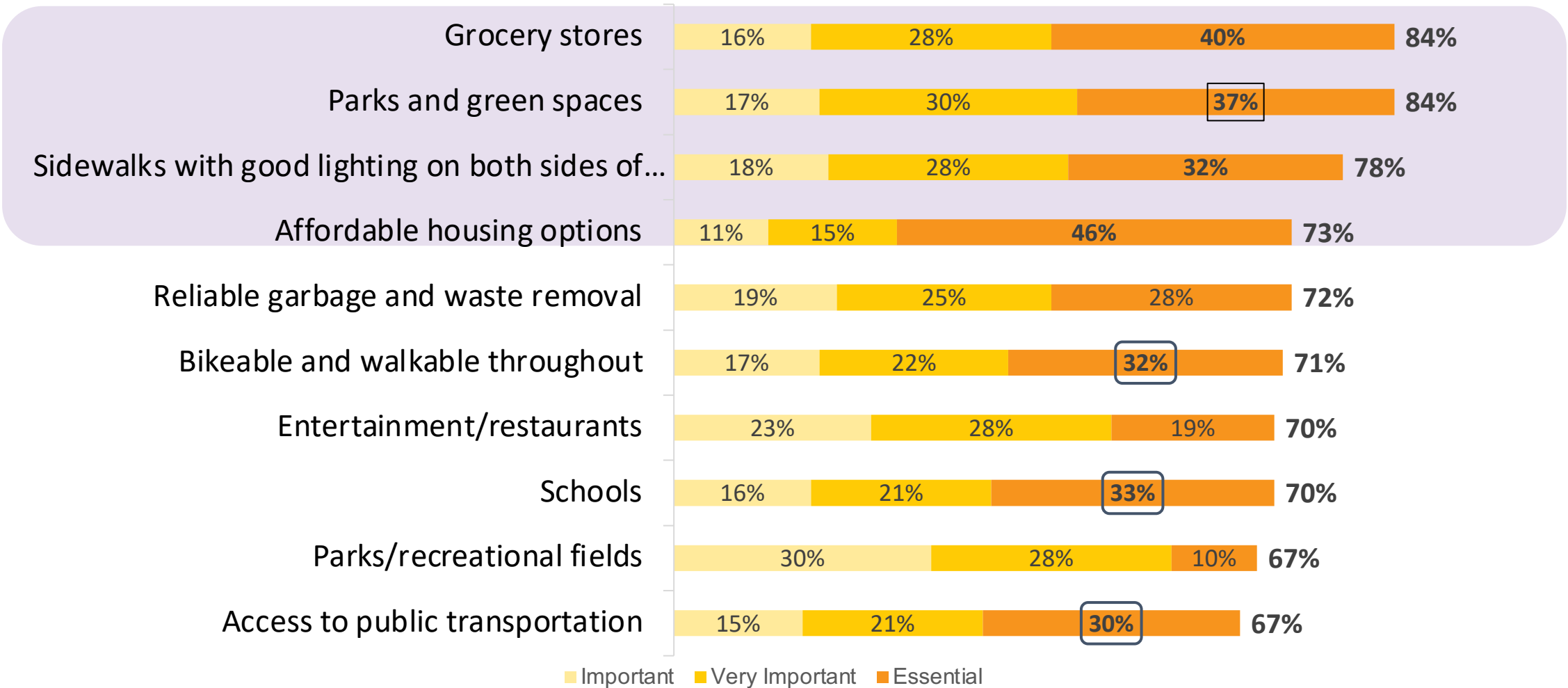
# Some Groups Deserves Special Housing Assistance



Q620. In Nashville, everyone matters and deserves good housing options. Considering our values as a people and what is important to the future vitality of Nashville, do you believe everyone should be treated the same or do you believe some group need special support and assistance to ensure they have good and affordable housing?

Q625. Which groups do you feel most deserve and need special support and assistance to ensure they have good, affordable housing in our neighborhoods? Please select your top three priority groups.

# What's part of an Ideal Neighborhood:



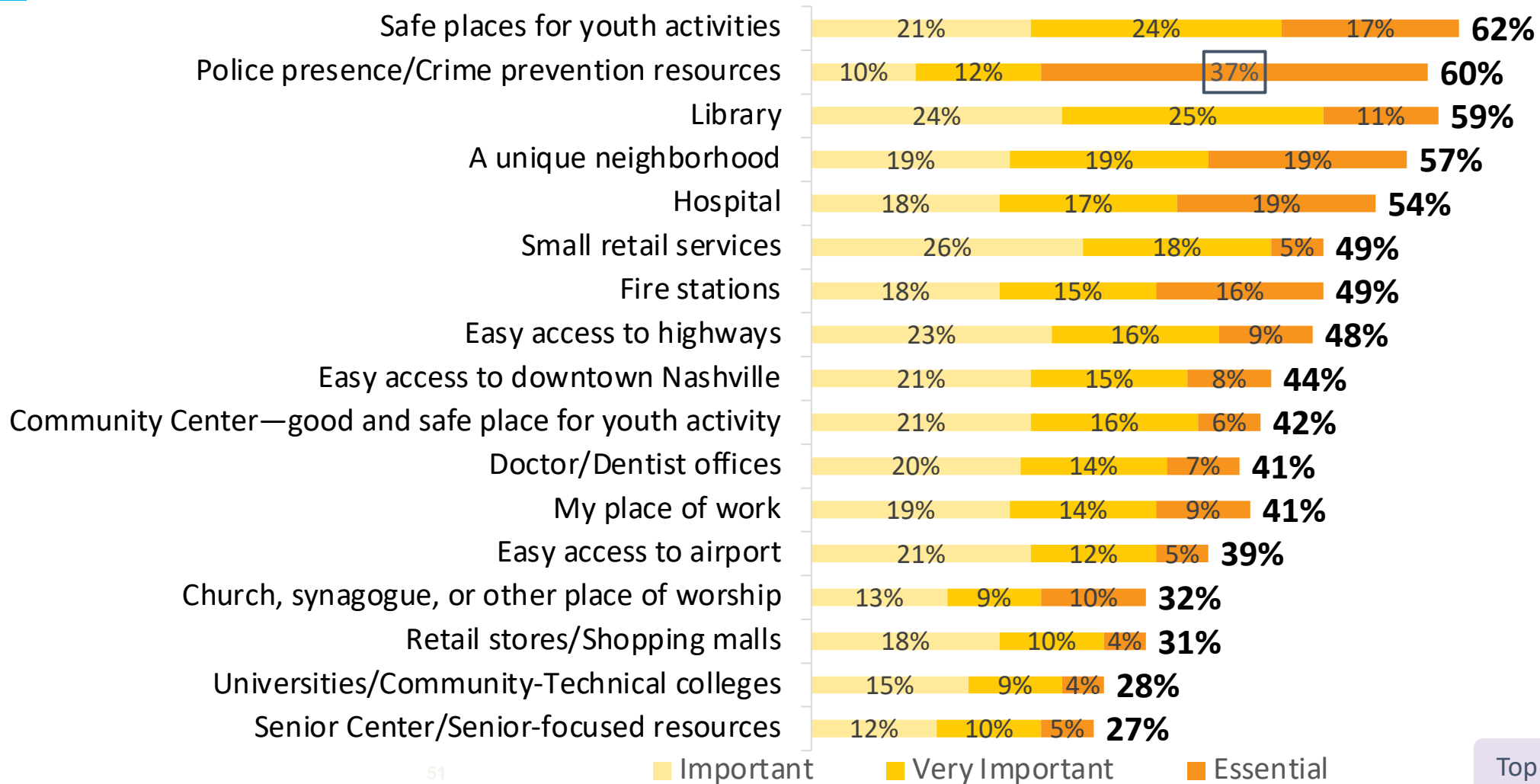
50

Top Essentials

Q710. Please imagine your own ideal neighborhood—the place where you would like to live. There are lots of different things people have mentioned that are important to making a great neighborhood.



# What's part of an Ideal Neighborhood (continued):



Top Essentials (above purple)

Q710. Please imagine your own ideal neighborhood—the place where you would like to live. There are lots of different things people have mentioned that are important to making a great neighborhood. Please indicate how important it would be to you to have each of the following be a part of your “ideal neighborhood.”