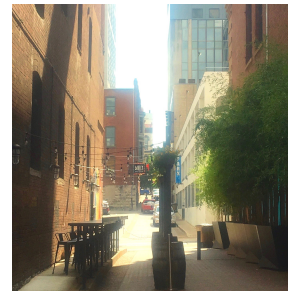


DOWNTOWN NASHVILLE RETAIL STRATEGY UPDATE

prepared for the Nashville Downtown Partnership

by Downtown Works, LLC

December 2018



DOWNTOWN NASHVILLE RETAIL STRATEGY UPDATE

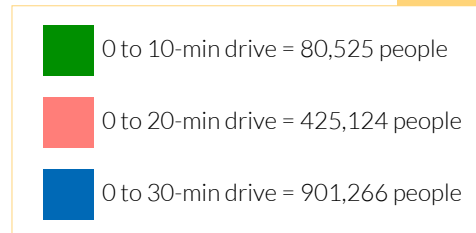
CONTENTS

03	Trade Area Map
04	Trade Area/Market Stats
05-07	Trade Area/Market Psychographics
08-09	Developments & Challenges
10	Recommendations

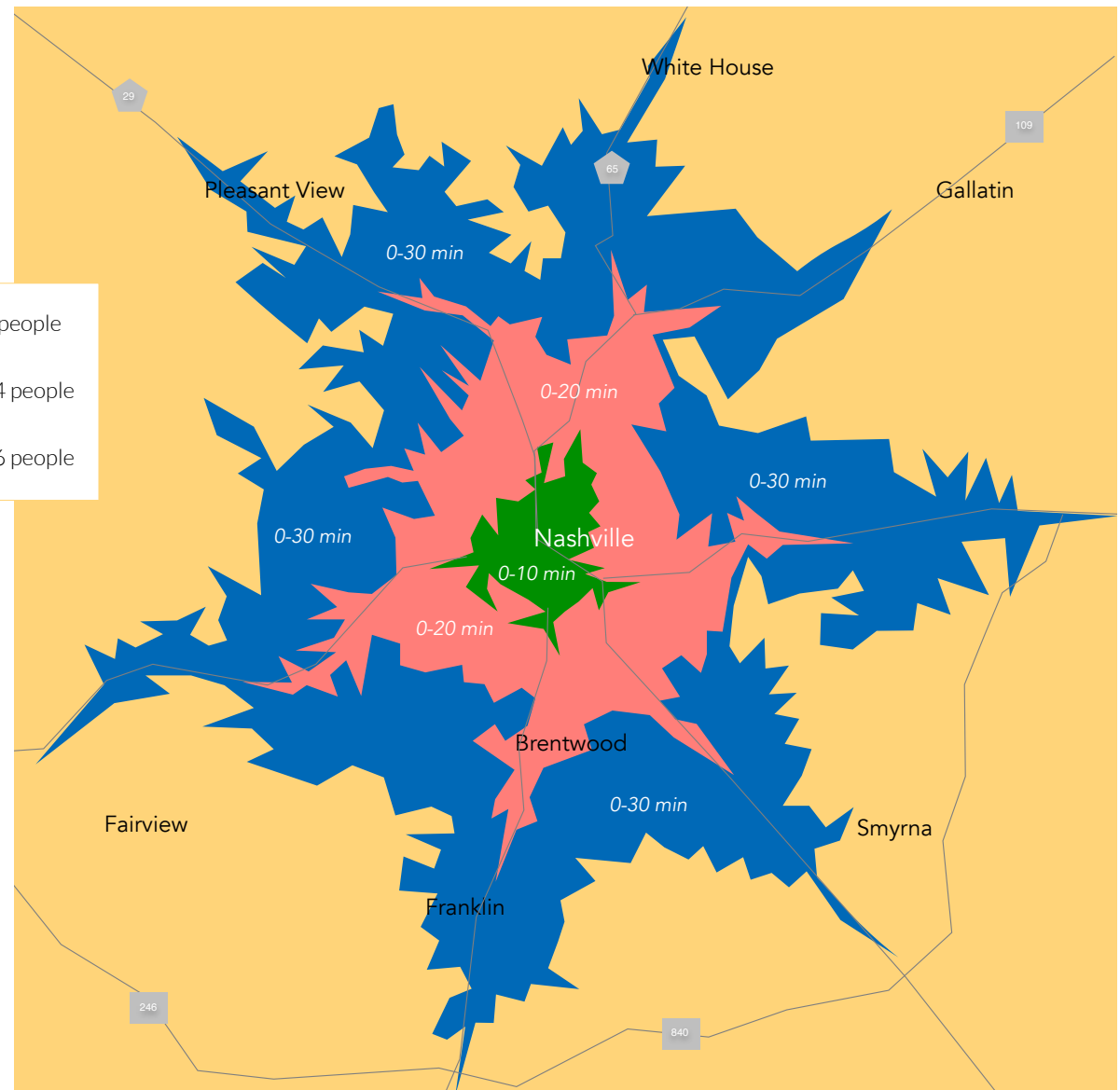
APPENDIX

TRADE AREA MAP

Total 2017 residential population
within a 30-min drive of Downtown
Nashville is **901,266**.



In 2011, the residential population within a 30-minute drive of Downtown Nashville was 980,268, 9% higher than in 2017. The lower 2017 figure is due to increased traffic congestion; some areas that had been within a 30-minute drive in 2011 were no longer so by 2017.



TRADE AREA/MARKET STATS

Residents

Key statistics of the population within 30-minutes of downtown Nashville:

- **15.4%** of the population is **aged 25 to 34**; their consumer spending is rising.
- Just under **40%** is **35 to 64**; these are high years for earnings + consumption.
- Estimated 2017 **avg HH income is \$82,207** (*higher than the \$77k average income for all US households*); average HH income in 2011 was \$68,803.
- **25%** of households **earns \$100k+**; 19% did so in 2011.
- More than **40%** of the population has a **BA degree or higher**.

Workers

153,472 people work within 10-minutes of downtown.

Visitors

14.5 million people visited Davidson County in 2017, up from 11.2 million in 2012.

	0-10 min.	0-20 min.	0-30 min.
2017 est. population	80,525	425,124	901,266
2022 pop. forecast	86,721	452,677	974,323
2017 households (hh)	32,468	176,425	362,557
2017 avg hh size	2.17	2.29	2.42
2017 est. avg hh annual income	\$50,732	\$69,136	\$82,207
2017 est. annual hh income			
<\$15,000	28.1%	15.6%	11.2%
\$15-34.9	27.6%	24.1%	19.8%
\$35-49.9	12.4%	14.8%	14.0%
\$50-74.9	12.2%	17.5%	18.2%
\$75-99.9	6.6%	9.6%	12.0%
\$100k+	13.0%	18.3%	24.9%
2017 population by age			
ages 15-24	19.7%	15.3%	13.5%
ages 25-34	18.4%	17.2%	15.4%
ages 35-44	12.3%	13.3%	13.9%
ages 45-54	11.2%	11.8%	13.0%
ages 55-64	10.6%	11.5%	12.2%
ages 65-74	6.1%	7.5%	7.9%
ages 75+	3.8%	5.5%	5.2%
2017 pop. by educational attainment			
some college, no degree	17.1%	18.3%	19.0%
associate degree	4.8%	5.4%	6.4%
bachelor's degree	21.4%	22.5%	24.8%
graduate/professional degree	13.7%	15.5%	15.7%

TRADE AREA/MARKET PSYCHOGRAPHICS

The market of consumers for a given place is based on more than demographic statistics. Data on attitudes, lifestyles, activities, and spending habits—how people spend their time and their money—leads to **psychographic** profiles of a population.

For this analysis we have assessed data from ESRI, a leader in geographic information system (GIS). ESRI's psychographics product, Tapestry, segments the entire U.S. population into 67 unique psychographic groups. Their classification system provides insights into consumer's lifestyle choices, what they buy, and how they spend their free time.

Within 30-minutes of downtown Nashville, 24.3% of the adult population (170,025 of 901,266 people) falls into 8 psychographic groups; their members largely tend to shop at mid-price point and above stores and dine at mid-price point and above restaurants.

7.2%	Young & Restless 50,591 adults	2.3%	Savvy Suburbanites 16,463 adults
4.7%	Top Tier 32,901 adults	2.0%	In Style 13,868 adults
3.1%	Metro Renters 21,959 adults	1.7%	Enterprising Professionals 11,778 adults
2.6%	Urban Chic 17,879 adults	0.7%	Laptops & Lattes 4,586 adults

Collectively, these 8 groups share the following characteristics:

- Lifestyles emphasize exercise and fitness
- Have healthy eating habits, buy organic/natural products
- Tend to eat out with frequency
- Spend well above the national average on entertainment and recreation
- Are tech-savvy and own the latest gadgets
- Are well-educated, interested in culture, the arts, travel and books
- Are interested in apparel, especially current fashion and athletic wear

Detail on each of the 8 groups is on the following pages.



LIFESTYLE GROUPS/PSYCHOGRAPHIC TARGET MARKET

YOUNG & RESTLESS (7.2%)

- Well-educated young workers; median age is 29.4
- 2 out of 3 have some college, an associate's or bachelor's degree, or higher; nearly 15% are still enrolled in college
- Highly mobile, changing addresses frequently
- Careful shoppers—aware of prices, have low brand-loyalty
- Purchase natural/organic food, yet also frequent fast food establishments
- Like to be the first to try new products
- Enjoy dancing, playing pool, fashion magazines, sports
- Listen to blues, jazz, rap, dance music
- Most of their info comes from the Internet and TV

TOP TIER (4.7%)

- Mature, highly educated, married couples; are the nation's wealthiest consumers
- 1 in 3 has a postgraduate degree
- Frequent upscale salons, spas, and fitness centers
- Shop at high-end retailers and also at Target, Kohl's, Macy's, and Bed Bath & Beyond, and online at Amazon
- Travel domestically and abroad frequently and pay for luxury while doing so
- Own lavish vacation homes and purchase/lease high-end cars
- Spend 78% more than national avg. on apparel, 180% more on entertainment/recreation, 146% more on food

METRO RENTERS (3.1%)

- Young singles starting their careers
- Most are degreed; 25% hold graduate degrees
- Need to be where the action is; are avid, albeit price-sensitive, shoppers and diners
- Home products are not a priority, though will shop stores like CB2 or Pier One Imports
- Shop nationals, locals and online
- Work out regularly, play team sports
- Own latest electronics; seldom watch TV
- Incomes aren't high but they spend most of their discretionary income on themselves

URBAN CHIC (2.6%)

- Professionals, well-educated, married couples both with and without kids
- Focus on both quality and style
- Stay fit, eat organic, drink imported; dine out all the time yet have master kitchens
- One of the top groups to own Apple devices
- Shop in upscale stores; emphasize organic-sustainable goods/services + craftsmanship/artisanship; favor local operators over chains
- Visit museums, art galleries
- Spend 22% more than national avg. on apparel, 87% more on entertainment/recreation, 74% more on food

SAVVY SUBURBANITES (2.3%)

- Married couples with no children or with older children
- Have established wealth
- Well-educated and well-traveled
- Focus on quality in their purchases
- Enjoy good food and wine; prefer natural or organic products
- Are into DIY gardening and home remodeling
- Are physically fit; pursue sports from skiing to golf and invest heavily in gear and equipment
- Appreciate and make liberal use of technology
- Spend nearly double the national average on entertainment and recreation

IN STYLE (2.0%)

- Married couples, primarily without kids
- Nearly half are college graduates
- Enjoy traveling, read extensively
- Support arts, theater, concerts, museums
- Active, health-conscious
- Prefer organic foods; in many cases grow their own vegetables
- Invest in home remodeling/maintenance
- Attentive to price—use coupons, especially mobile coupons
- Have lots of tech gadgets
- Spend 19% less than national average on apparel, 25% more than national average on entertainment & recreation, 19% more on food

ENTERPRISING PROFESSIONALS (1.7%)

- Young, well-educated, climbing the ladder in STEM occupations
- Half of households are married couples, 30% single households
- Move frequently for job growth and therefore many choose to rent
- Are early adopters of new technology
- Dress in trendy clothing
- Stay youthful and healthy; eat organic and natural foods, run, do yoga
- Read magazines, newspapers, digital books
- Spend 6% less than national avg. on apparel, 38% more on entertainment/recreation, 35% more on food

LAPTOPS & LATTES (0.7%)

- Mostly single, well-educated professionals; a number work from home
- Affluent, partial to living in cities; more rent than own housing
- Many walk, bike, or use transit to get to work; a third don't own a car
- Cosmopolitan and connected; tech-savvy
- Exercise regularly and pay attention to nutrition
- Environmentally conscientious yet also image-conscious: both impact purchasing
- Spend money on nice clothes, dining out, travel, treatments at day spas, lattes
- Spend 33% more than national avg. on apparel, 84% more on entertainment/recreation, 85% more on food

DEVELOPMENTS & CHALLENGES

The growth in Downtown Nashville since 2012 has been extraordinary, and retail is about to explode with the opening of the under-construction Fifth+Broadway and the recently announced Nashville Yards projects. Entertainment, hospitality and restaurant options abound; these are good anchors for retail as retailers are followers and fill in around anchors. In particular, the openings of four boutique hotels along 4th Avenue have brought renewed energy and more feet to the downtown core.

The City's trade area is strong, with a population of urban-inclined consumers that are currently under-served.

All of the subdistricts of downtown—the Gulch, SoBro and North of Broadway—have seen many restaurants with some retailers open. Some of the high-profile openings after 2012 include Lucchese Boots and the Frye Company in the Gulch, Pinewood Social in SoBro and Deacon's New South and Jeff Ruby's Steak House North of Broadway.

DEVELOPMENTS SINCE 2012 RETAIL STUDY UPDATE

- There has been exponential growth in all sectors in downtown Nashville.
 - ▶ In 2012, there were 4,273 residential units downtown; today there are 7,622, another 2,047 are under construction, and 3,964 more are planned. That puts a good deal of new residents with disposable income close in to the three downtown subdistricts.
 - ▶ The convention center has opened to great acclaim, energizing SoBro, and hotel room growth has been rapid; 3,164 rooms were recently delivered to the market, 3,680 are under construction, and 2,786 are being planned.
 - ▶ Office space has grown by 3.5 million square feet, with another nearly 4.5 million under construction or planned.
 - ▶ Amazon recently announced that it will be bringing 5,000 corporate jobs to the city, while money management firm AllianceBernstein moved its headquarters from Midtown Manhattan to Nashville, relocating about 1,050 jobs.
 - ▶ Asurion, a technology solutions company, announced it will combine its four existing offices and 1,600 employees into its new Headquarters Downtown. The company plans on having an additional 400 workers once the space is open making it one of the three largest downtown employers.
- Restaurants continue to lead the retail effort. Some of the recently opened restaurants changing the landscape include The Southern Steak & Oyster, Etch, Pinewood Social (a great example of combining good food with entertainment nearly around the clock, 7am-1am), Deacon's New South, Woolworth on 5th, Sunda, and Emmy Squared. Sales are robust and, hopefully, will continue to grow.
- Fifth+Broadway is under construction. There will be an excess of 200,000 square feet of retail in this mixed-use complex located at the site of the former convention center. This is the most centrally located project in the core of downtown and will be anchored by a food hall

featuring around 30 local chefs covering an area approaching 100,000 square feet. Developer Oliver-McMillan is wooing national retailers; so far a 26,000 s.f. flagship H&M, the third in the market, has been announced. A small area will be dedicated to local, independent retail operators. Fifth+Broadway is due to open in 2020.

- Nashville Yards, a joint venture between AEG and Southwest Value Partners, is a 15-acre site formerly home to Life Way Christian. This is a massive mixed-use project fronting along Broadway and spanning across Church Street. It will include more than 400,000 s.f. of retail and entertainment along with office, residential, hotel, and entertainment venues. The Hyatt Hotel is currently under construction; full build-out will take years.
- Hatch's Prints relocated from its iconic location on Broadway to an interior space in the Omni Hotel.
- Broadway has amassed a number of large, multi-story entertainment venues with operations such as Acme Feed & Seed and Jason Aldean's Kitchen+Rooftop Bar. Broadway continues to be the center of the entertainment universe within the city limits.
- Several very talented retail brokers are actively participating in downtown's retail scene.
- Alleyways are coming to life with development occurring along them.

CHALLENGES

- So many food and beverage operations have opened, some located within the hotels. The yet unnamed food hall at Fifth+Broadway will bring another 100,000 s.f. of food to downtown, and stand-alone restaurants are slated for that venue as well. Nashville Yards will also introduce a lot of more food to the market (think Staples Center in L.A.). This begs the question, will there be enough customers for all the food being introduced to the market?
- Downtown still lacks a critical mass of soft and hard goods retailers. The opening of both Fifth+Broadway and Nashville Yards will bring more retail space to downtown; these may prove to retail operators that downtown Nashville is a place to thrive.
- The Arcade, key to the retail connection between 4th & 5th Avenue, is an important downtown asset; it is critical to ensure it is being utilized in the best way possible, and to secure this architectural gem's relevance in an evolving world.
- Storefronts in downtown still lack inspiration and distinction.
- Nashville's downtown belongs to the people who live and work in the greater trade area of Nashville. More consideration to their wants and needs is needed in order to get them to participate in Nashville's retail future.

RECOMMENDATIONS

- Design remains at the top of the list of priorities; it would be difficult to overstate its importance to creating a vibrant, people-attracting place. Attention must be paid to ensuring that developers create buildings with space that makes for successful retail at the ground level.
- Both North and South of Broadway, operations should be concentrated on numbered streets. Fifth+Broadway and Nashville Yards are under construction. It may be easier to sell the opportunity to open retail stores in the core of downtown Nashville knowing that a critical mass is on its way.
 1. North of Broadway, now is a good time to extend the emphasis from 2nd to 6th Avenues and along the soon-to-be activated alleyways. The effort should be focused on finding stores and food/beverage operators (with a stronger emphasis on stores) that appeal to the trade area population and to those who work in downtown. Neighborhood-serving operations should also be included. The mix cited in the 2007 retail report includes uses such as art galleries, gifts and unique, eclectic, chef-driven restaurants that appeal to an urban inclined population. With the opening of Fifth+Broadway in sight, work to attract apparel merchants selling women's, men's and athleisure attire. The same is true for the Gulch, which has already made good headway in this direction. Again, a higher priority should be placed on securing stores rather than food operations.
 2. South of Broadway the retail is geared to the visitors; continuing with that theme makes sense.
 3. Broadway and the first block of 2nd Avenue North should remain the center of the entertainment world.
- Continue to work with the owners of the Arcade to envision its future.

APPENDIX: DATA TABLES

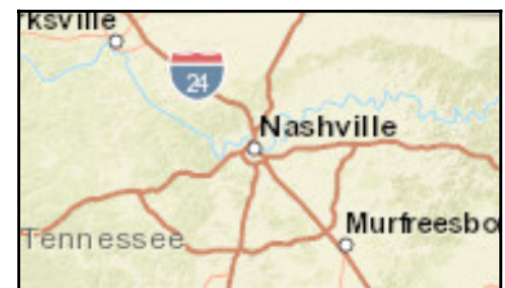
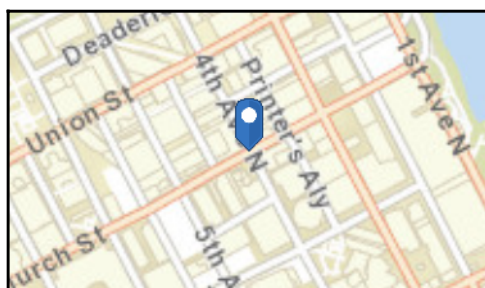
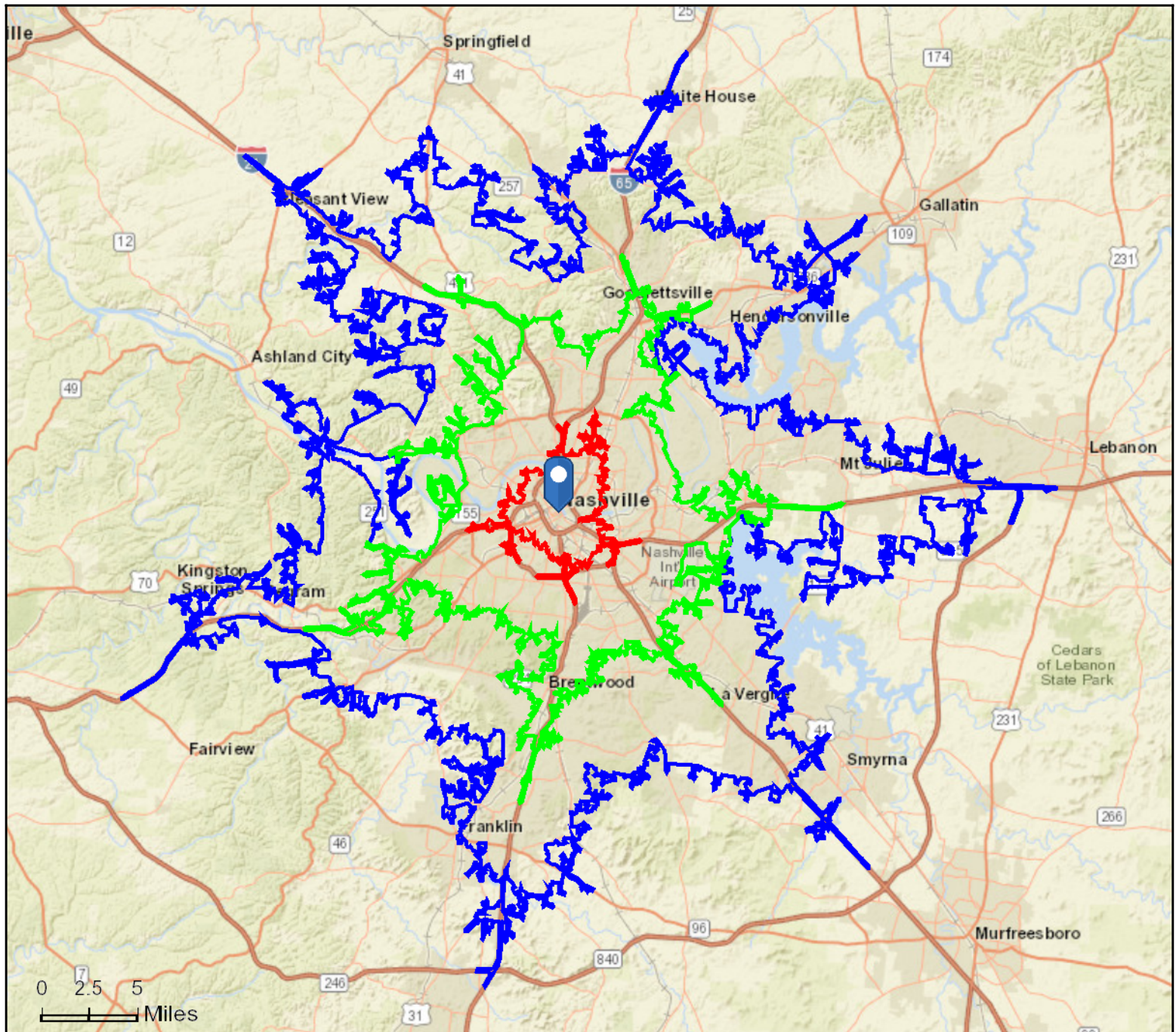
Site Map

201-219 4th Ave N, Nashville, Tennessee, 37219
Drive Time: 10, 20, 30 minute radii

Prepared by Downtown Works

Latitude: 36.16370

Longitude: -86.77901



March 16, 2018

Market Profile

201-219 4th Ave N, Nashville, Tennessee, 37219
Drive Time: 10, 20, 30 minute radii

Prepared by Downtown Works

Latitude: 36.16370

Longitude: -86.77901

	10 minutes	20 minutes	30 minutes
Population Summary			
2000 Total Population	70,559	374,827	700,797
2010 Total Population	70,163	383,339	800,133
2017 Total Population	80,525	425,124	901,266
2017 Group Quarters	9,980	21,275	25,511
2022 Total Population	86,721	452,677	974,323
2017-2022 Annual Rate	1.49%	1.26%	1.57%
2017 Total Daytime Population	196,902	668,905	1,070,662
Workers	153,472	460,843	641,753
Residents	43,430	208,062	428,909
Household Summary			
2000 Households	26,465	157,170	286,153
2000 Average Household Size	2.35	2.27	2.37
2010 Households	27,692	160,249	324,949
2010 Average Household Size	2.18	2.26	2.39
2017 Households	32,468	176,425	362,557
2017 Average Household Size	2.17	2.29	2.42
2022 Households	35,324	187,702	390,751
2022 Average Household Size	2.17	2.30	2.43
2017-2022 Annual Rate	1.70%	1.25%	1.51%
2010 Families	12,849	84,053	194,485
2010 Average Family Size	3.10	3.02	3.04
2017 Families	14,424	90,607	214,473
2017 Average Family Size	3.13	3.07	3.08
2022 Families	15,446	95,479	230,203
2022 Average Family Size	3.14	3.09	3.10
2017-2022 Annual Rate	1.38%	1.05%	1.43%
Housing Unit Summary			
2000 Housing Units	29,392	167,936	303,891
Owner Occupied Housing Units	30.9%	48.2%	55.7%
Renter Occupied Housing Units	59.1%	45.4%	38.4%
Vacant Housing Units	10.0%	6.4%	5.8%
2010 Housing Units	32,301	177,437	353,259
Owner Occupied Housing Units	30.7%	45.3%	51.1%
Renter Occupied Housing Units	55.0%	45.0%	36.9%
Vacant Housing Units	14.3%	9.7%	8.0%
2017 Housing Units	37,355	193,393	388,746
Owner Occupied Housing Units	28.5%	42.4%	53.0%
Renter Occupied Housing Units	58.4%	48.8%	40.2%
Vacant Housing Units	13.1%	8.8%	6.7%
2022 Housing Units	40,444	205,743	418,456
Owner Occupied Housing Units	28.4%	42.2%	53.2%
Renter Occupied Housing Units	58.9%	49.0%	40.2%
Vacant Housing Units	12.7%	8.8%	6.6%
Median Household Income			
2017	\$29,734	\$44,296	\$55,039
2022	\$32,803	\$50,506	\$62,081
Median Home Value			
2017	\$182,624	\$184,161	\$208,282
2022	\$214,566	\$203,087	\$237,212
Per Capita Income			
2017	\$22,847	\$29,628	\$33,591
2022	\$26,578	\$33,488	\$37,690
Median Age			
2010	29.6	33.3	35.0
2017	31.4	34.8	36.5
2022	32.5	35.6	37.3

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households.

Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

March 16, 2018

Market Profile

201-219 4th Ave N, Nashville, Tennessee, 37219
Drive Time: 10, 20, 30 minute radii

Prepared by Downtown Works

Latitude: 36.16370
Longitude: -86.77901

	10 minutes	20 minutes	30 minutes
2017 Households by Income			
Household Income Base	32,468	176,420	362,552
<\$15,000	28.1%	15.6%	11.2%
\$15,000 - \$24,999	15.0%	12.3%	9.7%
\$25,000 - \$34,999	12.6%	11.8%	10.1%
\$35,000 - \$49,999	12.4%	14.8%	14.0%
\$50,000 - \$74,999	12.2%	17.5%	18.2%
\$75,000 - \$99,999	6.6%	9.6%	12.0%
\$100,000 - \$149,999	7.3%	9.8%	13.2%
\$150,000 - \$199,999	2.9%	3.4%	5.0%
\$200,000+	2.8%	5.1%	6.7%
Average Household Income	\$50,732	\$69,136	\$82,207
2022 Households by Income			
Household Income Base	35,324	187,697	390,746
<\$15,000	27.0%	15.1%	10.7%
\$15,000 - \$24,999	13.8%	11.3%	8.7%
\$25,000 - \$34,999	11.2%	10.3%	8.6%
\$35,000 - \$49,999	10.9%	12.8%	12.0%
\$50,000 - \$74,999	12.1%	16.9%	17.3%
\$75,000 - \$99,999	8.4%	11.8%	14.3%
\$100,000 - \$149,999	9.4%	11.9%	15.2%
\$150,000 - \$199,999	3.7%	4.1%	5.7%
\$200,000+	3.5%	5.8%	7.5%
Average Household Income	\$59,914	\$78,662	\$92,801
2017 Owner Occupied Housing Units by Value			
Total	10,611	81,943	206,160
<\$50,000	3.8%	2.9%	2.3%
\$50,000 - \$99,999	17.4%	11.7%	7.0%
\$100,000 - \$149,999	18.3%	23.3%	19.3%
\$150,000 - \$199,999	16.2%	17.7%	19.5%
\$200,000 - \$249,999	13.3%	10.2%	11.9%
\$250,000 - \$299,999	9.7%	7.1%	9.2%
\$300,000 - \$399,999	11.0%	10.1%	12.3%
\$400,000 - \$499,999	4.2%	5.7%	6.8%
\$500,000 - \$749,999	4.1%	5.9%	6.8%
\$750,000 - \$999,999	1.3%	2.5%	2.4%
\$1,000,000 +	0.8%	2.9%	2.5%
Average Home Value	\$226,638	\$268,227	\$285,201
2022 Owner Occupied Housing Units by Value			
Total	11,472	86,737	222,361
<\$50,000	2.8%	2.1%	1.5%
\$50,000 - \$99,999	13.2%	9.2%	5.2%
\$100,000 - \$149,999	15.7%	20.9%	16.5%
\$150,000 - \$199,999	14.5%	17.1%	18.0%
\$200,000 - \$249,999	13.5%	10.5%	11.8%
\$250,000 - \$299,999	11.1%	7.7%	10.0%
\$300,000 - \$399,999	13.8%	11.8%	14.5%
\$400,000 - \$499,999	6.4%	7.1%	8.4%
\$500,000 - \$749,999	6.1%	7.1%	8.0%
\$750,000 - \$999,999	1.7%	2.8%	2.7%
\$1,000,000 +	1.3%	3.7%	3.3%
Average Home Value	\$262,861	\$296,874	\$314,661

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

March 16, 2018

Market Profile

201-219 4th Ave N, Nashville, Tennessee, 37219
Drive Time: 10, 20, 30 minute radii

Prepared by Downtown Works

Latitude: 36.16370

Longitude: -86.77901

	10 minutes	20 minutes	30 minutes
2010 Population by Age			
Total	70,166	383,338	800,128
0 - 4	7.3%	7.0%	7.0%
5 - 9	5.9%	5.8%	6.4%
10 - 14	5.3%	5.2%	6.0%
15 - 24	22.0%	16.8%	14.2%
25 - 34	18.1%	18.0%	16.5%
35 - 44	11.6%	12.8%	14.0%
45 - 54	12.7%	13.1%	14.3%
55 - 64	9.2%	10.5%	11.1%
65 - 74	4.3%	5.5%	5.8%
75 - 84	2.5%	3.7%	3.4%
85 +	1.1%	1.6%	1.4%
18 +	78.2%	78.8%	77.0%
2017 Population by Age			
Total	80,524	425,125	901,266
0 - 4	6.5%	6.3%	6.3%
5 - 9	6.1%	6.0%	6.4%
10 - 14	5.3%	5.5%	6.2%
15 - 24	19.7%	15.3%	13.5%
25 - 34	18.4%	17.2%	15.4%
35 - 44	12.3%	13.3%	13.9%
45 - 54	11.2%	11.8%	13.0%
55 - 64	10.6%	11.5%	12.2%
65 - 74	6.1%	7.5%	7.9%
75 - 84	2.6%	3.7%	3.6%
85 +	1.2%	1.8%	1.6%
18 +	79.1%	79.2%	77.8%
2022 Population by Age			
Total	86,720	452,678	974,323
0 - 4	6.6%	6.3%	6.2%
5 - 9	5.9%	5.8%	6.1%
10 - 14	5.3%	5.6%	6.2%
15 - 24	18.7%	15.0%	13.3%
25 - 34	17.8%	16.3%	14.9%
35 - 44	13.1%	13.7%	14.0%
45 - 54	10.4%	11.3%	12.3%
55 - 64	10.4%	11.1%	11.9%
65 - 74	7.2%	8.6%	9.1%
75 - 84	3.2%	4.3%	4.4%
85 +	1.2%	1.8%	1.6%
18 +	79.2%	79.1%	78.0%
2010 Population by Sex			
Males	34,723	185,430	386,900
Females	35,440	197,909	413,233
2017 Population by Sex			
Males	39,996	206,749	437,769
Females	40,529	218,375	463,497
2022 Population by Sex			
Males	42,902	220,164	473,430
Females	43,819	232,514	500,893

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

March 16, 2018

Market Profile

201-219 4th Ave N, Nashville, Tennessee, 37219
Drive Time: 10, 20, 30 minute radii

Prepared by Downtown Works
Latitude: 36.16370
Longitude: -86.77901

	10 minutes	20 minutes	30 minutes
2010 Population by Race/Ethnicity			
Total	70,163	383,339	800,133
White Alone	37.6%	57.9%	67.5%
Black Alone	55.8%	31.5%	22.6%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.6%	2.7%	3.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.3%	5.1%	4.1%
Two or More Races	2.3%	2.4%	2.3%
Hispanic Origin	4.9%	9.9%	8.5%
Diversity Index	58.9	64.2	57.1
2017 Population by Race/Ethnicity			
Total	80,526	425,125	901,265
White Alone	38.0%	57.0%	66.3%
Black Alone	54.2%	31.2%	22.4%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	2.0%	3.2%	3.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.6%	5.4%	4.4%
Two or More Races	2.8%	2.9%	2.8%
Hispanic Origin	5.4%	10.4%	9.0%
Diversity Index	60.5	65.6	59.0
2022 Population by Race/Ethnicity			
Total	86,722	452,677	974,323
White Alone	37.4%	55.8%	65.0%
Black Alone	53.9%	31.1%	22.3%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	2.3%	3.6%	4.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.9%	5.9%	4.8%
Two or More Races	3.1%	3.2%	3.1%
Hispanic Origin	6.0%	11.5%	9.9%
Diversity Index	61.8	67.4	61.0
2010 Population by Relationship and Household Type			
Total	70,163	383,339	800,133
In Households	86.2%	94.6%	96.9%
In Family Households	59.5%	68.9%	76.2%
Householder	18.2%	21.9%	24.3%
Spouse	7.1%	13.2%	17.0%
Child	27.1%	26.6%	28.5%
Other relative	4.5%	4.6%	4.1%
Nonrelative	2.6%	2.7%	2.3%
In Nonfamily Households	26.7%	25.7%	20.7%
In Group Quarters	13.8%	5.4%	3.1%
Institutionalized Population	2.1%	1.1%	1.0%
Noninstitutionalized Population	11.8%	4.3%	2.1%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

March 16, 2018

Market Profile

201-219 4th Ave N, Nashville, Tennessee, 37219
Drive Time: 10, 20, 30 minute radii

Prepared by Downtown Works

Latitude: 36.16370
Longitude: -86.77901

	10 minutes	20 minutes	30 minutes
2017 Population 25+ by Educational Attainment			
Total	50,192	283,984	609,654
Less than 9th Grade	5.1%	5.3%	3.9%
9th - 12th Grade, No Diploma	12.8%	8.5%	6.5%
High School Graduate	20.0%	20.5%	20.2%
GED/Alternative Credential	5.3%	3.9%	3.5%
Some College, No Degree	17.1%	18.3%	19.0%
Associate Degree	4.8%	5.4%	6.4%
Bachelor's Degree	21.4%	22.5%	24.8%
Graduate/Professional Degree	13.7%	15.5%	15.7%
2017 Population 15+ by Marital Status			
Total	66,067	349,224	731,419
Never Married	59.6%	45.0%	37.4%
Married	24.2%	37.0%	45.5%
Widowed	4.1%	5.3%	5.0%
Divorced	12.1%	12.7%	12.0%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	92.4%	94.5%	95.4%
Civilian Unemployed (Unemployment Rate)	7.6%	5.5%	4.6%
2017 Employed Population 16+ by Industry			
Total	36,953	219,523	476,998
Agriculture/Mining	0.2%	0.3%	0.3%
Construction	3.6%	5.4%	5.0%
Manufacturing	5.8%	6.8%	7.4%
Wholesale Trade	2.3%	2.6%	2.7%
Retail Trade	11.4%	11.1%	11.3%
Transportation/Utilities	3.3%	4.2%	4.4%
Information	3.3%	2.5%	2.4%
Finance/Insurance/Real Estate	5.1%	6.4%	7.6%
Services	61.8%	57.3%	55.2%
Public Administration	3.2%	3.3%	3.7%
2017 Employed Population 16+ by Occupation			
Total	36,954	219,522	477,000
White Collar	62.7%	62.8%	66.5%
Management/Business/Financial	12.6%	13.2%	15.7%
Professional	24.3%	24.7%	25.0%
Sales	12.2%	10.8%	11.4%
Administrative Support	13.6%	14.1%	14.4%
Services	23.2%	19.3%	17.1%
Blue Collar	14.2%	17.9%	16.4%
Farming/Forestry/Fishing	0.1%	0.2%	0.2%
Construction/Extraction	3.3%	4.8%	4.0%
Installation/Maintenance/Repair	1.5%	2.1%	2.2%
Production	3.9%	5.0%	4.8%
Transportation/Material Moving	5.3%	5.9%	5.4%
2010 Population By Urban/ Rural Status			
Total Population	70,163	383,339	800,133
Population Inside Urbanized Area	100.0%	99.0%	94.5%
Population Inside Urbanized Cluster	0.0%	0.0%	0.1%
Rural Population	0.0%	1.0%	5.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

March 16, 2018

Market Profile

201-219 4th Ave N, Nashville, Tennessee, 37219
Drive Time: 10, 20, 30 minute radii

Prepared by Downtown Works

Latitude: 36.16370

Longitude: -86.77901

	10 minutes	20 minutes	30 minutes
2010 Households by Type			
Total	27,692	160,249	324,948
Households with 1 Person	41.9%	37.0%	31.6%
Households with 2+ People	58.1%	63.0%	68.4%
Family Households	46.4%	52.5%	59.9%
Husband-wife Families	18.1%	31.6%	41.8%
With Related Children	7.0%	13.2%	18.7%
Other Family (No Spouse Present)	28.3%	20.8%	18.0%
Other Family with Male Householder	4.7%	4.7%	4.3%
With Related Children	2.3%	2.4%	2.3%
Other Family with Female Householder	23.6%	16.1%	13.7%
With Related Children	17.1%	10.8%	9.1%
Nonfamily Households	11.7%	10.6%	8.5%
All Households with Children	26.7%	26.8%	30.6%
Multigenerational Households	4.2%	3.6%	3.4%
Unmarried Partner Households	8.3%	7.3%	6.4%
Male-female	7.0%	6.2%	5.5%
Same-sex	1.2%	1.1%	1.0%
2010 Households by Size			
Total	27,692	160,249	324,948
1 Person Household	41.9%	37.0%	31.6%
2 Person Household	28.5%	31.6%	32.8%
3 Person Household	13.3%	14.0%	15.3%
4 Person Household	7.8%	9.3%	11.6%
5 Person Household	4.6%	4.6%	5.3%
6 Person Household	2.0%	1.9%	2.0%
7 + Person Household	1.9%	1.6%	1.4%
2010 Households by Tenure and Mortgage Status			
Total	27,692	160,249	324,949
Owner Occupied	35.9%	50.2%	59.9%
Owned with a Mortgage/Loan	27.5%	36.3%	45.2%
Owned Free and Clear	8.3%	13.9%	14.6%
Renter Occupied	64.1%	49.8%	40.1%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	32,301	177,437	353,259
Housing Units Inside Urbanized Area	100.0%	99.0%	94.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.1%
Rural Housing Units	0.0%	1.0%	4.9%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

March 16, 2018

Market Profile

201-219 4th Ave N, Nashville, Tennessee, 37219
Drive Time: 10, 20, 30 minute radii

Prepared by Downtown Works
Latitude: 36.16370
Longitude: -86.77901

	10 minutes	20 minutes	30 minutes
Top 3 Tapestry Segments			
1.	City Commons (11E)	Emerald City (8B)	Young and Restless (11B)
2.	Emerald City (8B)	City Commons (11E)	Emerald City (8B)
3.	Metro Renters (3B)	Young and Restless (11B)	Bright Young Professionals
2017 Consumer Spending			
Apparel & Services: Total \$	\$45,853,890	\$335,988,634	\$815,319,250
Average Spent	\$1,412.28	\$1,904.43	\$2,248.80
Spending Potential Index	65	88	104
Education: Total \$	\$32,669,820	\$233,153,469	\$561,388,131
Average Spent	\$1,006.22	\$1,321.54	\$1,548.41
Spending Potential Index	69	91	106
Entertainment/Recreation: Total \$	\$63,632,388	\$468,764,856	\$1,143,286,653
Average Spent	\$1,959.85	\$2,657.02	\$3,153.40
Spending Potential Index	63	85	101
Food at Home: Total \$	\$110,313,247	\$788,546,846	\$1,874,115,943
Average Spent	\$3,397.60	\$4,469.59	\$5,169.16
Spending Potential Index	67	89	103
Food Away from Home: Total \$	\$72,139,678	\$524,464,512	\$1,265,835,595
Average Spent	\$2,221.87	\$2,972.73	\$3,491.41
Spending Potential Index	67	89	105
Health Care: Total \$	\$108,506,997	\$808,682,194	\$1,980,073,896
Average Spent	\$3,341.97	\$4,583.72	\$5,461.41
Spending Potential Index	60	82	98
HH Furnishings & Equipment: Total \$	\$39,805,875	\$293,846,360	\$719,934,415
Average Spent	\$1,226.00	\$1,665.56	\$1,985.71
Spending Potential Index	63	86	102
Personal Care Products & Services: Total \$	\$16,470,782	\$121,822,501	\$296,699,965
Average Spent	\$507.29	\$690.51	\$818.35
Spending Potential Index	64	87	103
Shelter: Total \$	\$355,573,914	\$2,580,699,904	\$6,164,660,599
Average Spent	\$10,951.52	\$14,627.74	\$17,003.29
Spending Potential Index	67	90	105
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$44,961,471	\$341,311,828	\$846,269,445
Average Spent	\$1,384.79	\$1,934.60	\$2,334.17
Spending Potential Index	59	83	100
Travel: Total \$	\$38,712,923	\$300,244,968	\$753,802,636
Average Spent	\$1,192.34	\$1,701.83	\$2,079.13
Spending Potential Index	58	82	100
Vehicle Maintenance & Repairs: Total \$	\$22,149,641	\$162,344,994	\$393,182,305
Average Spent	\$682.20	\$920.19	\$1,084.47
Spending Potential Index	64	86	101

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

March 16, 2018

Tapestry Segmentation Area Profile

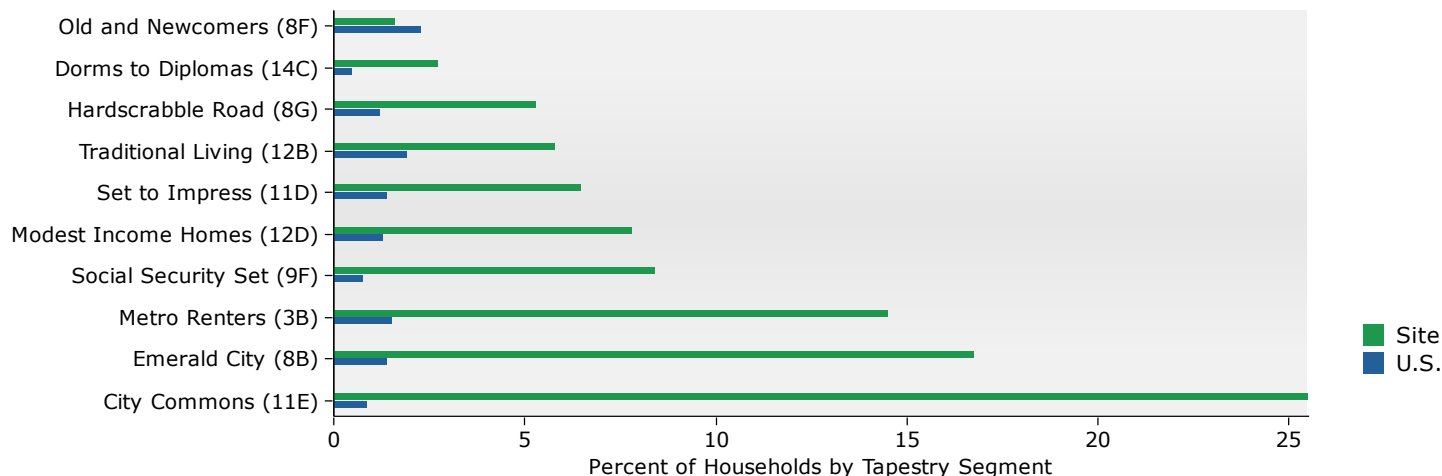
201-219 4th Ave N, Nashville, Tennessee, 37219
Drive Time: 10 minute radius

Prepared by Downtown Works
Latitude: 36.16370
Longitude: -86.77901

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2017 Households		2017 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	City Commons (11E)	25.5%	25.5%	0.9%	0.9%	2840
2	Emerald City (8B)	16.8%	42.3%	1.4%	2.3%	1,182
3	Metro Renters (3B)	14.5%	56.8%	1.6%	3.9%	937
4	Social Security Set (9F)	8.4%	65.2%	0.8%	4.7%	1,037
5	Modest Income Homes (12D)	7.8%	73.0%	1.3%	6.0%	593
Subtotal		73.0%		6.0%		
6	Set to Impress (11D)	6.5%	79.5%	1.4%	7.4%	467
7	Traditional Living (12B)	5.8%	85.3%	1.9%	9.3%	300
8	Hardscrabble Road (8G)	5.3%	90.6%	1.2%	10.5%	435
9	Dorms to Diplomas (14C)	2.7%	93.3%	0.5%	11.0%	536
10	Old and Newcomers (8F)	1.6%	94.9%	2.3%	13.3%	71
Subtotal		21.9%		7.3%		
11	Front Porches (8E)	1.5%	96.4%	1.6%	14.9%	96
12	Barrios Urbanos (7D)	1.4%	97.8%	1.0%	15.9%	131
13	Urban Chic (2A)	0.6%	98.4%	1.3%	17.2%	45
14	Family Foundations (12A)	0.5%	98.9%	1.1%	18.3%	43
15	Metro Fusion (11C)	0.4%	99.3%	1.4%	19.7%	26
Subtotal		4.4%		6.4%		
16	College Towns (14B)	0.2%	99.5%	1.0%	20.7%	25
17	Laptops and Lattes (3A)	0.1%	99.6%	1.1%	21.8%	8
18	Young and Restless (11B)	0.1%	99.7%	1.7%	23.5%	4
19	Comfortable Empty Nesters (5A)	0.0%	99.7%	2.5%	26.0%	2
20	Down the Road (10D)	0.0%	99.7%	1.1%	27.1%	4
Subtotal		0.4%		7.4%		
Total		100.0%		27.2%		368

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

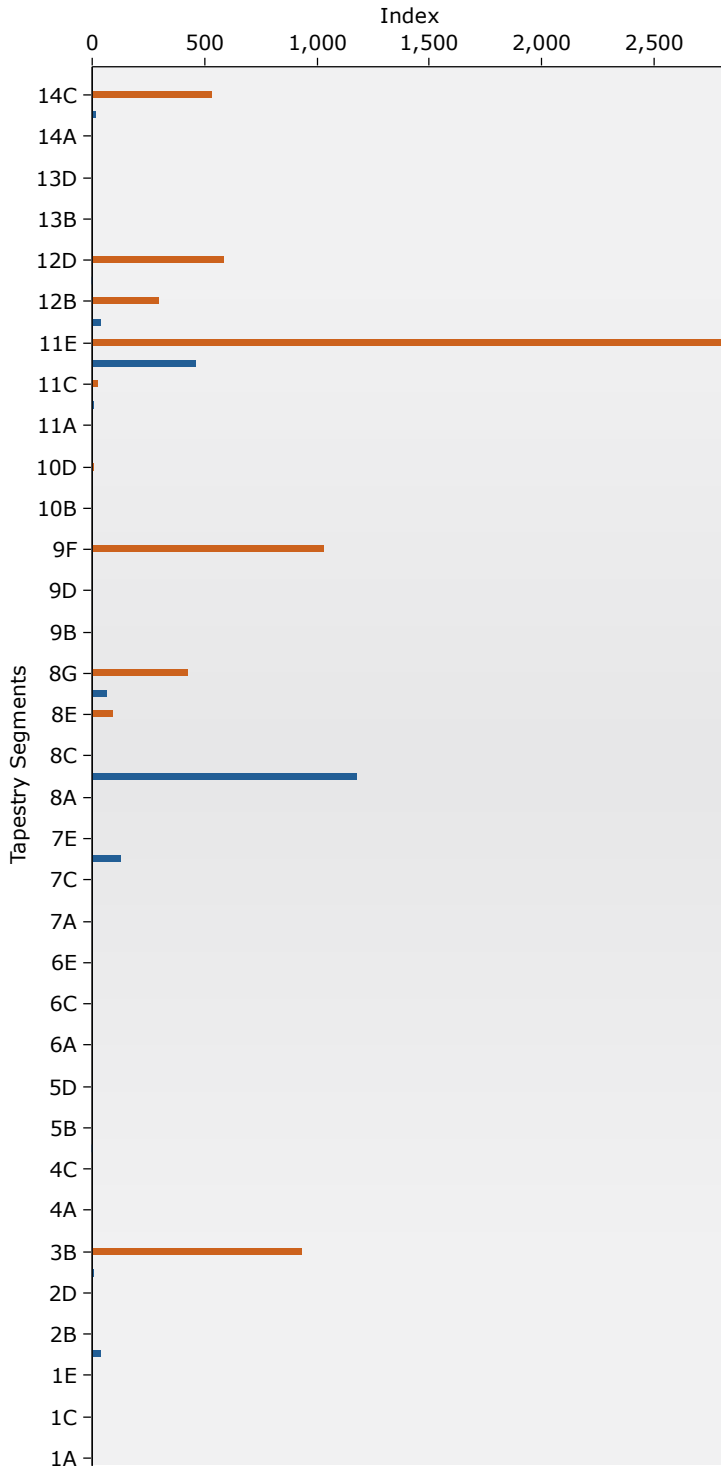
Source: Esri

Tapestry Segmentation Area Profile

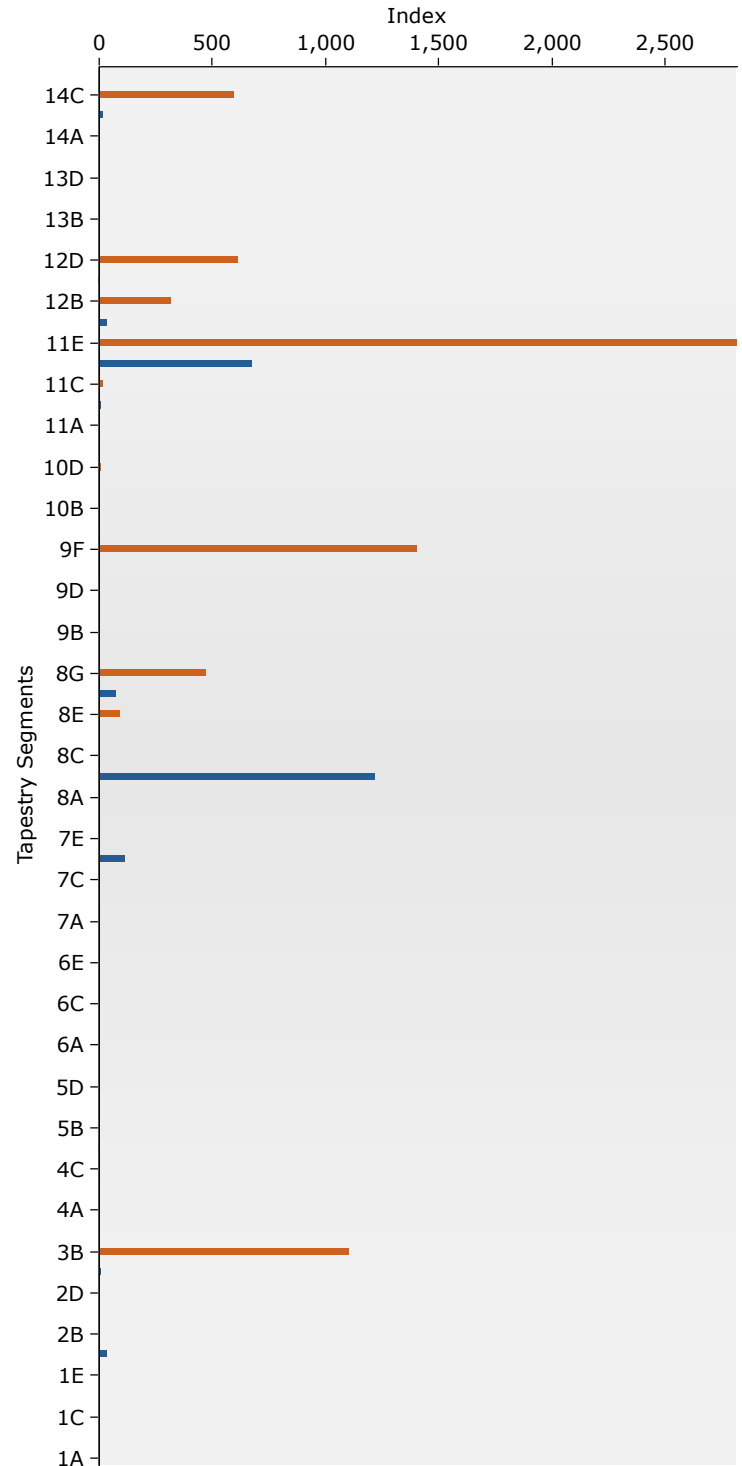
201-219 4th Ave N, Nashville, Tennessee, 37219
Drive Time: 10 minute radius

Prepared by Downtown Works
Latitude: 36.16370
Longitude: -86.77901

2017 Tapestry Indexes by Households



2017 Tapestry Indexes by Total Population 18+



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

Tapestry Segmentation Area Profile

201-219 4th Ave N, Nashville, Tennessee, 37219
Drive Time: 10 minute radius

Prepared by Downtown Works
Latitude: 36.16370
Longitude: -86.77901

Tapestry LifeMode Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	32,467	100.0%		63,691	100.0%	
1. Affluent Estates	0	0.0%	0	0	0.0%	0
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	192	0.6%	10	320	0.5%	8
Urban Chic (2A)	192	0.6%	45	320	0.5%	40
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	4,753	14.6%	397	8,630	13.5%	446
Laptops and Lattes (3A)	29	0.1%	8	56	0.1%	10
Metro Renters (3B)	4,724	14.6%	937	8,574	13.5%	1,110
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	13	0.0%	0	27	0.0%	0
Comfortable Empty Nesters (5A)	13	0.0%	2	27	0.0%	2
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	0	0.0%	0	0	0.0%	0
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	447	1.4%	20	965	1.5%	19
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	447	1.4%	131	965	1.5%	121
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

Tapestry Segmentation Area Profile

201-219 4th Ave N, Nashville, Tennessee, 37219
Drive Time: 10 minute radius

Prepared by Downtown Works
Latitude: 36.16370
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Tapestry LifeMode Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	32,467	100.0%		63,691	100.0%	
8. Middle Ground	8,206	25.3%	231	14,937	23.5%	230
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	5,447	16.8%	1,182	9,466	14.9%	1,219
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	497	1.5%	96	913	1.4%	94
Old and Newcomers (8F)	532	1.6%	71	995	1.6%	78
Hardscrabble Road (8G)	1,730	5.3%	435	3,563	5.6%	477
9. Senior Styles	2,739	8.4%	146	6,001	9.4%	188
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	2,739	8.4%	1,038	6,001	9.4%	1,410
10. Rustic Outposts	13	0.0%	0	25	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	13	0.0%	4	25	0.0%	3
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	10,542	32.5%	521	19,914	31.3%	568
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	24	0.1%	4	43	0.1%	5
Metro Fusion (11C)	121	0.4%	26	210	0.3%	25
Set to Impress (11D)	2,111	6.5%	467	5,171	8.1%	681
City Commons (11E)	8,286	25.5%	2,841	14,490	22.8%	2,821
12. Hometown	4,592	14.1%	228	8,989	14.1%	241
Family Foundations (12A)	147	0.5%	43	283	0.4%	41
Traditional Living (12B)	1,896	5.8%	300	3,714	5.8%	322
Small Town Simplicity (12C)	5	0.0%	1	8	0.0%	1
Modest Income Homes (12D)	2,544	7.8%	593	4,984	7.8%	616
13. Next Wave	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	970	3.0%	184	3,883	6.1%	265
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	79	0.2%	25	131	0.2%	20
Dorms to Diplomas (14C)	891	2.7%	536	3,752	5.9%	597
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

Tapestry Segmentation Area Profile

201-219 4th Ave N, Nashville, Tennessee, 37219
Drive Time: 10 minute radius

Prepared by Downtown Works
Latitude: 36.16370
Longitude: -86.77901

Tapestry Urbanization Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	32,467	100.0%		63,691	100.0%	
1. Principal Urban Center	4,753	14.6%	207	8,630	13.5%	203
Laptops and Lattes (3A)	29	0.1%	8	56	0.1%	10
Metro Renters (3B)	4,724	14.6%	937	8,574	13.5%	1,110
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	3,259	10.0%	60	6,442	10.1%	56
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	447	1.4%	131	965	1.5%	121
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	121	0.4%	26	210	0.3%	25
Family Foundations (12A)	147	0.5%	43	283	0.4%	41
Modest Income Homes (12D)	2,544	7.8%	593	4,984	7.8%	616
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	24,232	74.6%	409	48,239	75.7%	448
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	5,447	16.8%	1,182	9,466	14.9%	1,219
Front Porches (8E)	497	1.5%	96	913	1.4%	94
Old and Newcomers (8F)	532	1.6%	71	995	1.6%	78
Hardscrabble Road (8G)	1,730	5.3%	435	3,563	5.6%	477
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	2,739	8.4%	1,038	6,001	9.4%	1,410
Young and Restless (11B)	24	0.1%	4	43	0.1%	5
Set to Impress (11D)	2,111	6.5%	467	5,171	8.1%	681
City Commons (11E)	8,286	25.5%	2,841	14,490	22.8%	2,821
Traditional Living (12B)	1,896	5.8%	300	3,714	5.8%	322
College Towns (14B)	79	0.2%	25	131	0.2%	20
Dorms to Diplomas (14C)	891	2.7%	536	3,752	5.9%	597

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

Tapestry Segmentation Area Profile

201-219 4th Ave N, Nashville, Tennessee, 37219
Drive Time: 10 minute radius

Prepared by Downtown Works
Latitude: 36.16370
Longitude: -86.77901

Tapestry Urbanization Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	32,467	100.0%		63,691	100.0%	
4. Suburban Periphery	205	0.6%	2	347	0.5%	2
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	192	0.6%	45	320	0.5%	40
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	13	0.0%	2	27	0.0%	2
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	18	0.1%	1	33	0.1%	1
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	13	0.0%	4	25	0.0%	3
Small Town Simplicity (12C)	5	0.0%	1	8	0.0%	1
6. Rural	0	0.0%	0	0	0.0%	0
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

Tapestry Segmentation Area Profile

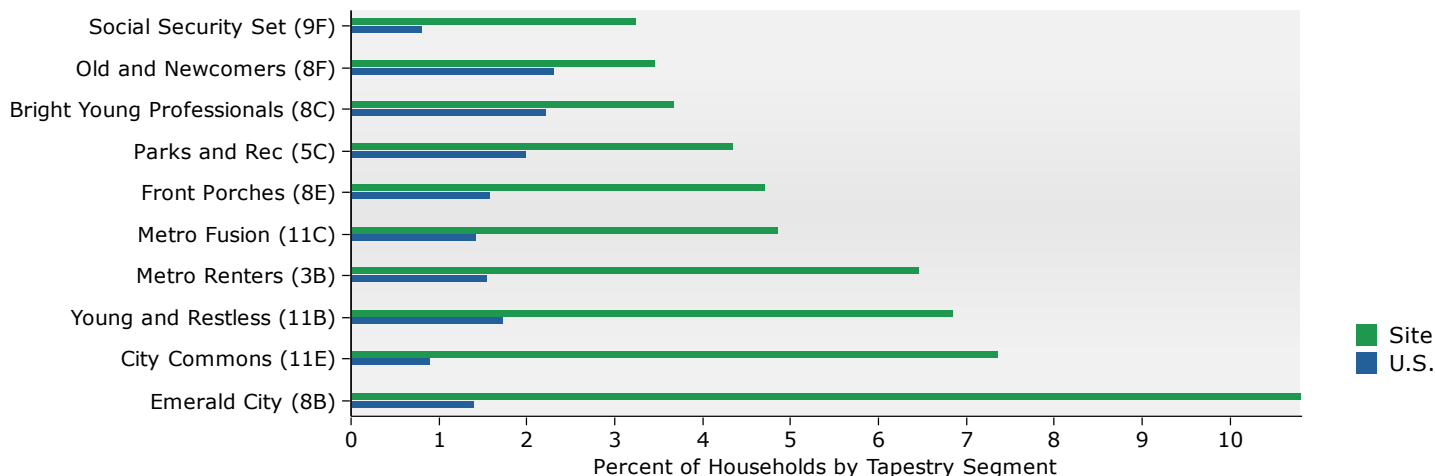
201-219 4th Ave N, Nashville, Tennessee, 37219
Drive Time: 20 minute radius

Prepared by Downtown Works
Latitude: 36.16370
Longitude: -86.77901

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2017 Households		2017 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Emerald City (8B)	10.8%	10.8%	1.4%	1.4%	762
2	City Commons (11E)	7.4%	18.2%	0.9%	2.3%	821
3	Young and Restless (11B)	6.9%	25.1%	1.7%	4.0%	396
4	Metro Renters (3B)	6.5%	31.6%	1.6%	5.6%	417
5	Metro Fusion (11C)	4.9%	36.5%	1.4%	7.0%	342
Subtotal		36.5%		7.0%		
6	Front Porches (8E)	4.7%	41.2%	1.6%	8.6%	297
7	Parks and Rec (5C)	4.4%	45.6%	2.0%	10.6%	219
8	Bright Young Professionals (8C)	3.7%	49.3%	2.2%	12.8%	165
9	Old and Newcomers (8F)	3.5%	52.8%	2.3%	15.1%	149
10	Social Security Set (9F)	3.2%	56.0%	0.8%	15.9%	399
Subtotal		19.5%		8.9%		
11	Set to Impress (11D)	3.2%	59.2%	1.4%	17.3%	228
12	Family Foundations (12A)	3.1%	62.3%	1.1%	18.4%	290
13	Rustbelt Traditions (5D)	2.9%	65.2%	2.2%	20.6%	132
14	In Style (5B)	2.7%	67.9%	2.2%	22.8%	119
15	NeWest Residents (13C)	2.6%	70.5%	0.8%	23.6%	333
Subtotal		14.5%		7.7%		
16	Urban Chic (2A)	2.6%	73.1%	1.3%	24.9%	194
17	Modest Income Homes (12D)	2.5%	75.6%	1.3%	26.2%	190
18	Traditional Living (12B)	2.5%	78.1%	1.9%	28.1%	127
19	Top Tier (1A)	2.3%	80.4%	1.7%	29.8%	136
20	Hardscrabble Road (8G)	2.3%	82.7%	1.2%	31.0%	189
Subtotal		12.2%		7.4%		
Total		82.5%		31.2%		264

Top Ten Tapestry Segments Site vs. U.S.



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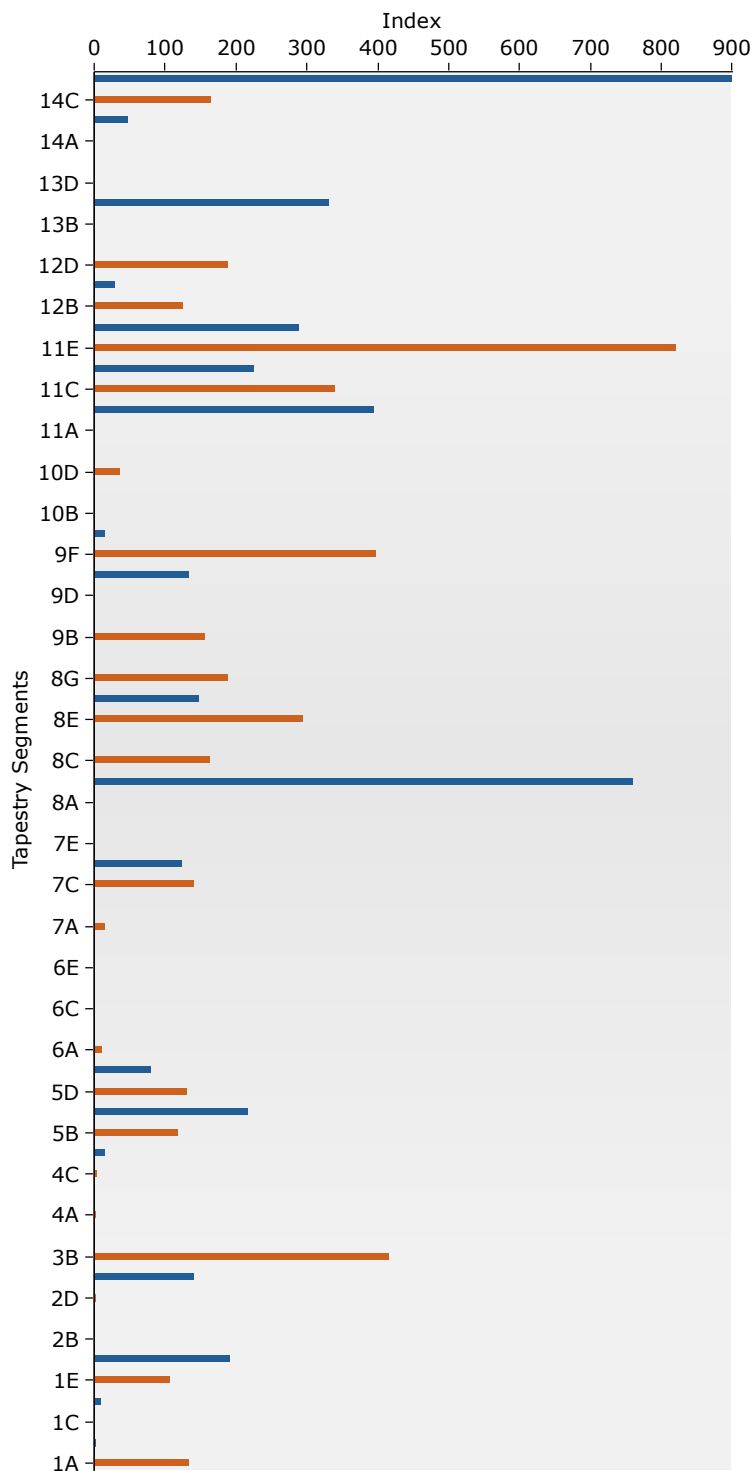
Source: Esri

Tapestry Segmentation Area Profile

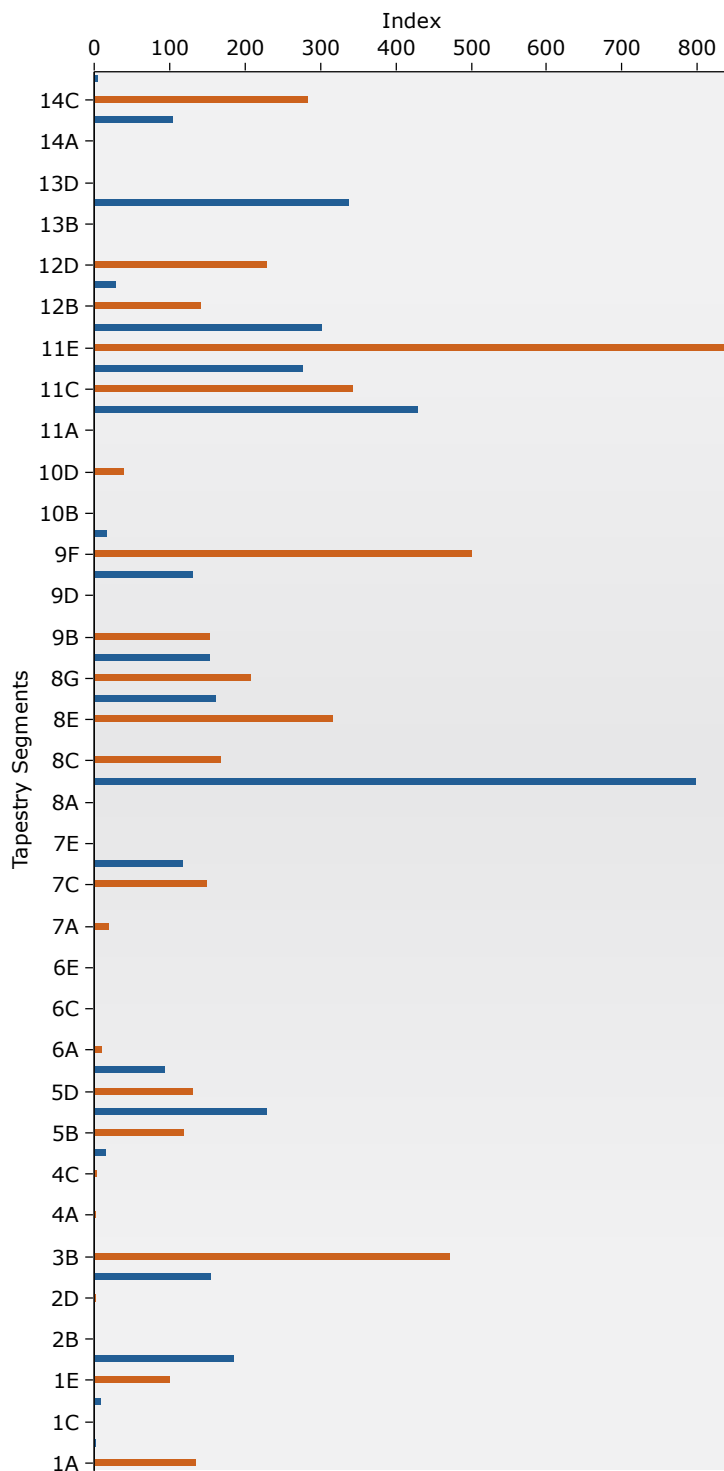
201-219 4th Ave N, Nashville, Tennessee, 37219
Drive Time: 20 minute radius

Prepared by Downtown Works
Latitude: 36.16370
Longitude: -86.77901

2017 Tapestry Indexes by Households



2017 Tapestry Indexes by Total Population 18+



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

Tapestry Segmentation Area Profile

201-219 4th Ave N, Nashville, Tennessee, 37219
Drive Time: 20 minute radius

Prepared by Downtown Works
Latitude: 36.16370
Longitude: -86.77901

Tapestry LifeMode Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	176,423	100.0%		336,490	100.0%	
1. Affluent Estates	8,474	4.8%	49	16,179	4.8%	46
Top Tier (1A)	4,106	2.3%	136	8,205	2.4%	135
Professional Pride (1B)	62	0.0%	2	114	0.0%	2
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	600	0.3%	11	1,205	0.4%	11
Exurbanites (1E)	3,706	2.1%	108	6,655	2.0%	101
2. Upscale Avenues	4,568	2.6%	46	7,911	2.4%	40
Urban Chic (2A)	4,551	2.6%	194	7,873	2.3%	187
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	17	0.0%	1	38	0.0%	1
3. Uptown Individuals	14,065	8.0%	216	23,888	7.1%	234
Laptops and Lattes (3A)	2,656	1.5%	142	4,586	1.4%	157
Metro Renters (3B)	11,409	6.5%	417	19,302	5.7%	473
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	464	0.3%	4	765	0.2%	3
Soccer Moms (4A)	171	0.1%	3	290	0.1%	3
Home Improvement (4B)	13	0.0%	0	23	0.0%	0
Middleburg (4C)	280	0.2%	6	452	0.1%	5
5. GenXurban	21,822	12.4%	109	41,780	12.4%	114
Comfortable Empty Nesters (5A)	692	0.4%	16	1,419	0.4%	17
In Style (5B)	4,710	2.7%	119	8,466	2.5%	120
Parks and Rec (5C)	7,677	4.4%	219	15,068	4.5%	230
Rustbelt Traditions (5D)	5,120	2.9%	132	9,292	2.8%	133
Midlife Constants (5E)	3,623	2.1%	82	7,535	2.2%	95
6. Cozy Country Living	653	0.4%	3	1,353	0.4%	3
Green Acres (6A)	649	0.4%	12	1,344	0.4%	12
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	4	0.0%	0	9	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	6,735	3.8%	54	15,222	4.5%	55
Up and Coming Families (7A)	720	0.4%	17	1,686	0.5%	20
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	3,706	2.1%	142	8,511	2.5%	151
Barrios Urbanos (7D)	2,309	1.3%	125	5,025	1.5%	119
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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Source: Esri

Tapestry Segmentation Area Profile

201-219 4th Ave N, Nashville, Tennessee, 37219
Drive Time: 20 minute radius

Prepared by Downtown Works
Latitude: 36.16370
Longitude: -86.77901

Tapestry LifeMode Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	176,423	100.0%		336,490	100.0%	
8. Middle Ground	44,135	25.0%	229	79,858	23.7%	233
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	19,095	10.8%	762	32,772	9.7%	799
Bright Young Professionals (8C)	6,511	3.7%	165	11,525	3.4%	170
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	8,332	4.7%	297	16,353	4.9%	318
Old and Newcomers (8F)	6,121	3.5%	149	10,959	3.3%	163
Hardscrabble Road (8G)	4,076	2.3%	189	8,249	2.5%	209
9. Senior Styles	12,390	7.0%	121	22,048	6.6%	131
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	3,726	2.1%	157	6,223	1.8%	155
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	2,935	1.7%	136	4,529	1.3%	132
Social Security Set (9F)	5,729	3.2%	399	11,296	3.4%	502
10. Rustic Outposts	1,683	1.0%	12	3,450	1.0%	12
Southern Satellites (10A)	915	0.5%	17	1,886	0.6%	18
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	768	0.4%	38	1,564	0.5%	40
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	39,288	22.3%	358	69,518	20.7%	375
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	12,092	6.9%	396	20,080	6.0%	431
Metro Fusion (11C)	8,587	4.9%	342	15,305	4.5%	345
Set to Impress (11D)	5,596	3.2%	228	11,142	3.3%	278
City Commons (11E)	13,013	7.4%	821	22,991	6.8%	847
12. Hometown	15,191	8.6%	139	31,336	9.3%	159
Family Foundations (12A)	5,391	3.1%	290	11,050	3.3%	304
Traditional Living (12B)	4,370	2.5%	127	8,721	2.6%	143
Small Town Simplicity (12C)	991	0.6%	30	1,752	0.5%	31
Modest Income Homes (12D)	4,439	2.5%	190	9,813	2.9%	230
13. Next Wave	4,627	2.6%	67	9,993	3.0%	66
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	4,627	2.6%	333	9,993	3.0%	340
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	2,308	1.3%	81	13,138	3.9%	170
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	801	0.5%	48	3,668	1.1%	105
Dorms to Diplomas (14C)	1,507	0.9%	167	9,470	2.8%	285
Unclassified (15)	20	0.0%	901	51	0.0%	7

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Source: Esri

Tapestry Segmentation Area Profile

201-219 4th Ave N, Nashville, Tennessee, 37219
Drive Time: 20 minute radius

Prepared by Downtown Works
Latitude: 36.16370
Longitude: -86.77901

Tapestry Urbanization Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	176,423	100.0%		336,490	100.0%	
1. Principal Urban Center	18,692	10.6%	150	33,881	10.1%	151
Laptops and Lattes (3A)	2,656	1.5%	142	4,586	1.4%	157
Metro Renters (3B)	11,409	6.5%	417	19,302	5.7%	473
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	4,627	2.6%	333	9,993	3.0%	340
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	36,063	20.4%	121	70,521	21.0%	117
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	5,120	2.9%	132	9,292	2.8%	133
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	3,706	2.1%	142	8,511	2.5%	151
Barrios Urbanos (7D)	2,309	1.3%	125	5,025	1.5%	119
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	6,511	3.7%	165	11,525	3.4%	170
Metro Fusion (11C)	8,587	4.9%	342	15,305	4.5%	345
Family Foundations (12A)	5,391	3.1%	290	11,050	3.3%	304
Modest Income Homes (12D)	4,439	2.5%	190	9,813	2.9%	230
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	88,377	50.1%	274	168,696	50.1%	296
In Style (5B)	4,710	2.7%	119	8,466	2.5%	120
Emerald City (8B)	19,095	10.8%	762	32,772	9.7%	799
Front Porches (8E)	8,332	4.7%	297	16,353	4.9%	318
Old and Newcomers (8F)	6,121	3.5%	149	10,959	3.3%	163
Hardscrabble Road (8G)	4,076	2.3%	189	8,249	2.5%	209
Retirement Communities (9E)	2,935	1.7%	136	4,529	1.3%	132
Social Security Set (9F)	5,729	3.2%	399	11,296	3.4%	502
Young and Restless (11B)	12,092	6.9%	396	20,080	6.0%	431
Set to Impress (11D)	5,596	3.2%	228	11,142	3.3%	278
City Commons (11E)	13,013	7.4%	821	22,991	6.8%	847
Traditional Living (12B)	4,370	2.5%	127	8,721	2.6%	143
College Towns (14B)	801	0.5%	48	3,668	1.1%	105
Dorms to Diplomas (14C)	1,507	0.9%	167	9,470	2.8%	285

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

Tapestry Segmentation Area Profile

201-219 4th Ave N, Nashville, Tennessee, 37219
Drive Time: 20 minute radius

Prepared by Downtown Works
Latitude: 36.16370
Longitude: -86.77901

Tapestry Urbanization Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	176,423	100.0%		336,490	100.0%	
4. Suburban Periphery	29,664	16.8%	53	56,334	16.7%	52
Top Tier (1A)	4,106	2.3%	136	8,205	2.4%	135
Professional Pride (1B)	62	0.0%	2	114	0.0%	2
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	600	0.3%	11	1,205	0.4%	11
Exurbanites (1E)	3,706	2.1%	108	6,655	2.0%	101
Urban Chic (2A)	4,551	2.6%	194	7,873	2.3%	187
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	17	0.0%	1	38	0.0%	1
Soccer Moms (4A)	171	0.1%	3	290	0.1%	3
Home Improvement (4B)	13	0.0%	0	23	0.0%	0
Comfortable Empty Nesters (5A)	692	0.4%	16	1,419	0.4%	17
Parks and Rec (5C)	7,677	4.4%	219	15,068	4.5%	230
Midlife Constants (5E)	3,623	2.1%	82	7,535	2.2%	95
Up and Coming Families (7A)	720	0.4%	17	1,686	0.5%	20
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	3,726	2.1%	157	6,223	1.8%	155
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	2,039	1.2%	12	3,768	1.1%	12
Middleburg (4C)	280	0.2%	6	452	0.1%	5
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	768	0.4%	38	1,564	0.5%	40
Small Town Simplicity (12C)	991	0.6%	30	1,752	0.5%	31
6. Rural	1,568	0.9%	5	3,239	1.0%	6
Green Acres (6A)	649	0.4%	12	1,344	0.4%	12
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	4	0.0%	0	9	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	915	0.5%	17	1,886	0.6%	18
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	20	0.0%	901	51	0.0%	7

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

Tapestry Segmentation Area Profile

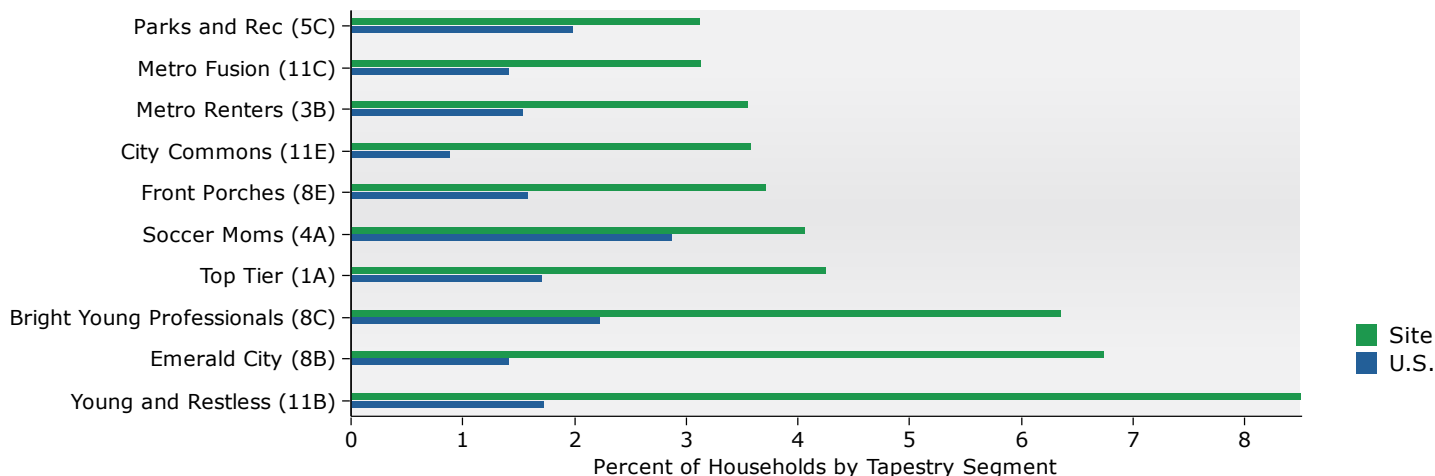
201-219 4th Ave N, Nashville, Tennessee, 37219
Drive Time: 30 minute radius

Prepared by Downtown Works
Latitude: 36.16370
Longitude: -86.77901

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2017 Households		2017 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Young and Restless (11B)	8.5%	8.5%	1.7%	1.7%	492
2	Emerald City (8B)	6.7%	15.2%	1.4%	3.1%	475
3	Bright Young Professionals (8C)	6.4%	21.6%	2.2%	5.3%	285
4	Top Tier (1A)	4.3%	25.9%	1.7%	7.0%	248
5	Soccer Moms (4A)	4.1%	30.0%	2.9%	9.9%	141
Subtotal		30.0%		9.9%		
6	Front Porches (8E)	3.7%	33.7%	1.6%	11.5%	234
7	City Commons (11E)	3.6%	37.3%	0.9%	12.4%	399
8	Metro Renters (3B)	3.6%	40.9%	1.6%	14.0%	230
9	Metro Fusion (11C)	3.1%	44.0%	1.4%	15.4%	221
10	Parks and Rec (5C)	3.1%	47.1%	2.0%	17.4%	157
Subtotal		17.1%		7.5%		
11	Professional Pride (1B)	3.0%	50.1%	1.6%	19.0%	184
12	American Dreamers (7C)	3.0%	53.1%	1.5%	20.5%	200
13	Up and Coming Families (7A)	2.9%	56.0%	2.4%	22.9%	122
14	Old and Newcomers (8F)	2.8%	58.8%	2.3%	25.2%	121
15	Urban Chic (2A)	2.7%	61.5%	1.3%	26.5%	207
Subtotal		14.4%		9.1%		
16	Green Acres (6A)	2.7%	64.2%	3.2%	29.7%	85
17	Rustbelt Traditions (5D)	2.6%	66.8%	2.2%	31.9%	118
18	Exurbanites (1E)	2.3%	69.1%	1.9%	33.8%	119
19	Middleburg (4C)	2.2%	71.3%	2.9%	36.7%	77
20	Savvy Suburbanites (1D)	2.2%	73.5%	3.0%	39.7%	74
Subtotal		12.0%		13.2%		
Total		73.5%		39.7%		185

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

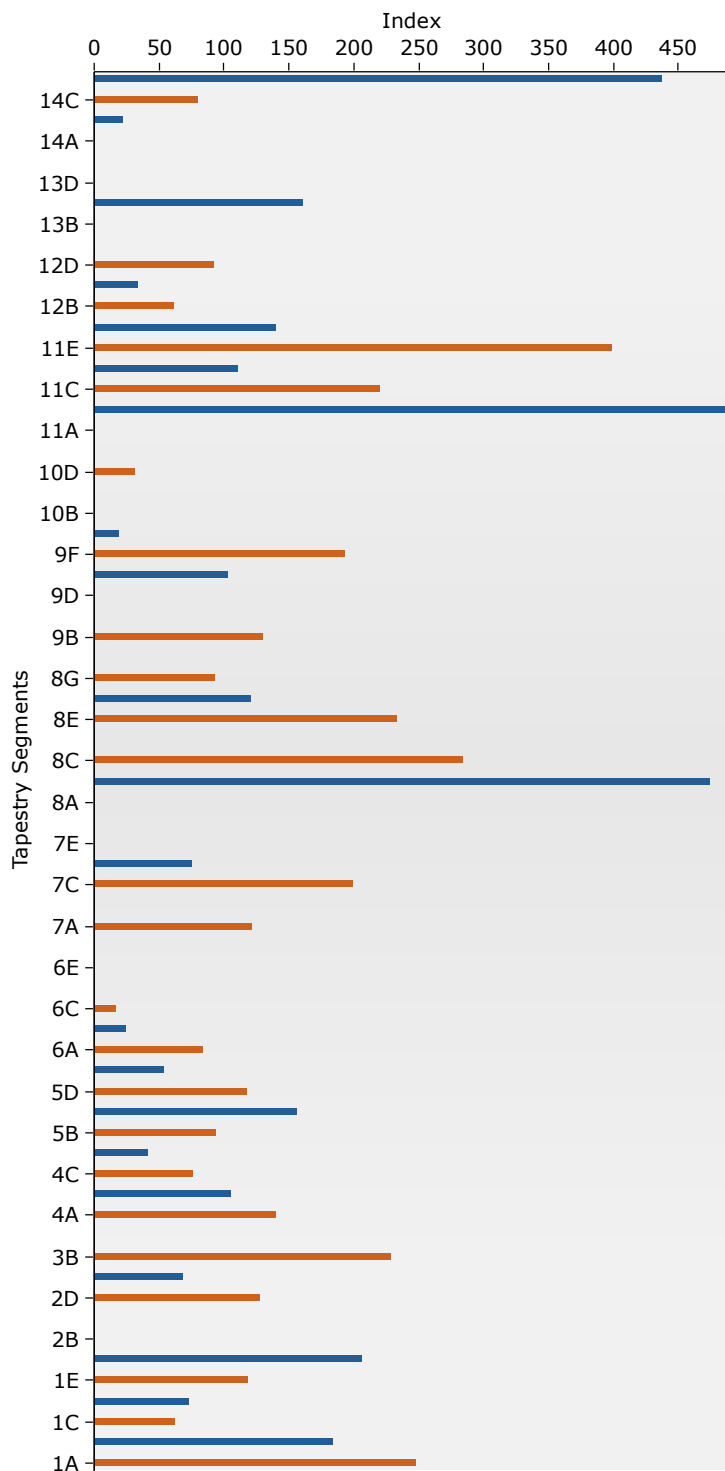
Source: Esri

Tapestry Segmentation Area Profile

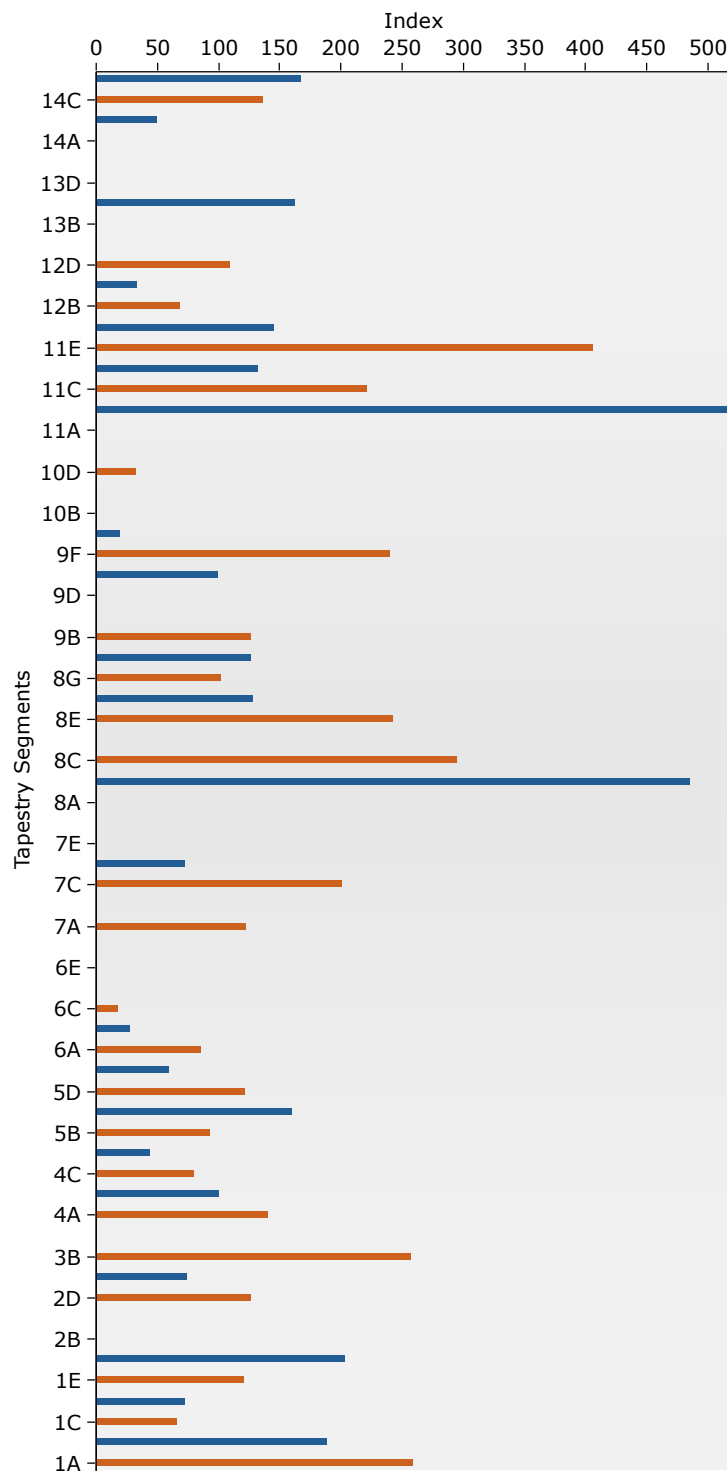
201-219 4th Ave N, Nashville, Tennessee, 37219
Drive Time: 30 minute radius

Prepared by Downtown Works
Latitude: 36.16370
Longitude: -86.77901

2017 Tapestry Indexes by Households



2017 Tapestry Indexes by Total Population 18+



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

Tapestry Segmentation Area Profile

201-219 4th Ave N, Nashville, Tennessee, 37219
Drive Time: 30 minute radius

Prepared by Downtown Works
Latitude: 36.16370
Longitude: -86.77901

Tapestry LifeMode Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	362,559	100.0%		700,948	100.0%	
1. Affluent Estates	46,277	12.8%	129	97,735	13.9%	133
Top Tier (1A)	15,452	4.3%	248	32,901	4.7%	259
Professional Pride (1B)	10,725	3.0%	184	23,742	3.4%	189
Boomburbs (1C)	3,725	1.0%	63	8,072	1.2%	67
Savvy Suburbanites (1D)	7,955	2.2%	74	16,463	2.3%	73
Exurbanites (1E)	8,420	2.3%	119	16,557	2.4%	121
2. Upscale Avenues	16,500	4.6%	80	29,657	4.2%	71
Urban Chic (2A)	9,955	2.7%	207	17,879	2.6%	204
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	6,545	1.8%	128	11,778	1.7%	128
3. Uptown Individuals	15,580	4.3%	117	26,545	3.8%	125
Laptops and Lattes (3A)	2,656	0.7%	69	4,586	0.7%	75
Metro Renters (3B)	12,924	3.6%	230	21,959	3.1%	258
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	29,313	8.1%	109	59,438	8.5%	109
Soccer Moms (4A)	14,731	4.1%	141	30,214	4.3%	141
Home Improvement (4B)	6,574	1.8%	106	13,118	1.9%	101
Middleburg (4C)	8,008	2.2%	77	16,106	2.3%	81
5. GenXurban	37,199	10.3%	90	71,517	10.2%	93
Comfortable Empty Nesters (5A)	3,764	1.0%	42	7,756	1.1%	45
In Style (5B)	7,767	2.1%	95	13,868	2.0%	94
Parks and Rec (5C)	11,332	3.1%	157	21,998	3.1%	161
Rustbelt Traditions (5D)	9,449	2.6%	118	17,771	2.5%	122
Midlife Constants (5E)	4,887	1.3%	54	10,124	1.4%	61
6. Cozy Country Living	13,552	3.7%	31	27,753	4.0%	33
Green Acres (6A)	9,803	2.7%	85	20,045	2.9%	87
Salt of the Earth (6B)	2,749	0.8%	26	5,716	0.8%	28
The Great Outdoors (6C)	1,000	0.3%	18	1,992	0.3%	19
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	24,050	6.6%	94	51,500	7.3%	90
Up and Coming Families (7A)	10,424	2.9%	122	21,473	3.1%	123
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	10,723	3.0%	200	23,655	3.4%	202
Barrios Urbanos (7D)	2,903	0.8%	76	6,372	0.9%	73
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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Source: Esri

Tapestry Segmentation Area Profile

201-219 4th Ave N, Nashville, Tennessee, 37219
Drive Time: 30 minute radius

Prepared by Downtown Works
Latitude: 36.16370
Longitude: -86.77901

Tapestry LifeMode Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	362,559	100.0%		700,948	100.0%	
8. Middle Ground	75,378	20.8%	190	135,817	19.4%	190
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	24,448	6.7%	475	41,506	5.9%	486
Bright Young Professionals (8C)	23,042	6.4%	285	41,644	5.9%	296
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	13,509	3.7%	234	26,078	3.7%	244
Old and Newcomers (8F)	10,221	2.8%	121	18,155	2.6%	129
Hardscrabble Road (8G)	4,158	1.1%	94	8,434	1.2%	103
9. Senior Styles	16,705	4.6%	80	29,135	4.2%	83
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	6,400	1.8%	131	10,677	1.5%	128
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	4,576	1.3%	104	7,162	1.0%	100
Social Security Set (9F)	5,729	1.6%	194	11,296	1.6%	241
10. Rustic Outposts	3,648	1.0%	12	7,177	1.0%	12
Southern Satellites (10A)	2,300	0.6%	20	4,510	0.6%	20
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	1,348	0.4%	33	2,667	0.4%	33
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	60,857	16.8%	270	105,251	15.0%	273
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	30,859	8.5%	492	50,591	7.2%	522
Metro Fusion (11C)	11,389	3.1%	221	20,527	2.9%	222
Set to Impress (11D)	5,596	1.5%	111	11,142	1.6%	133
City Commons (11E)	13,013	3.6%	399	22,991	3.3%	407
12. Hometown	16,545	4.6%	74	33,758	4.8%	82
Family Foundations (12A)	5,391	1.5%	141	11,050	1.6%	146
Traditional Living (12B)	4,370	1.2%	62	8,721	1.2%	69
Small Town Simplicity (12C)	2,345	0.6%	35	4,174	0.6%	35
Modest Income Homes (12D)	4,439	1.2%	93	9,813	1.4%	110
13. Next Wave	4,627	1.3%	33	9,993	1.4%	32
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	4,627	1.3%	162	9,993	1.4%	163
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	2,308	0.6%	39	13,138	1.9%	82
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	801	0.2%	23	3,668	0.5%	50
Dorms to Diplomas (14C)	1,507	0.4%	81	9,470	1.4%	137
Unclassified (15)	20	0.0%	438	2,534	0.4%	168

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

Tapestry Segmentation Area Profile

201-219 4th Ave N, Nashville, Tennessee, 37219
Drive Time: 30 minute radius

Prepared by Downtown Works
Latitude: 36.16370
Longitude: -86.77901

Tapestry Urbanization Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	362,559	100.0%		700,948	100.0%	
1. Principal Urban Center	20,207	5.6%	79	36,538	5.2%	78
Laptops and Lattes (3A)	2,656	0.7%	69	4,586	0.7%	75
Metro Renters (3B)	12,924	3.6%	230	21,959	3.1%	258
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	4,627	1.3%	162	9,993	1.4%	163
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	67,336	18.6%	110	130,832	18.7%	104
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	9,449	2.6%	118	17,771	2.5%	122
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	10,723	3.0%	200	23,655	3.4%	202
Barrios Urbanos (7D)	2,903	0.8%	76	6,372	0.9%	73
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	23,042	6.4%	285	41,644	5.9%	296
Metro Fusion (11C)	11,389	3.1%	221	20,527	2.9%	222
Family Foundations (12A)	5,391	1.5%	141	11,050	1.6%	146
Modest Income Homes (12D)	4,439	1.2%	93	9,813	1.4%	110
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	126,554	34.9%	191	233,082	33.3%	197
In Style (5B)	7,767	2.1%	95	13,868	2.0%	94
Emerald City (8B)	24,448	6.7%	475	41,506	5.9%	486
Front Porches (8E)	13,509	3.7%	234	26,078	3.7%	244
Old and Newcomers (8F)	10,221	2.8%	121	18,155	2.6%	129
Hardscrabble Road (8G)	4,158	1.1%	94	8,434	1.2%	103
Retirement Communities (9E)	4,576	1.3%	104	7,162	1.0%	100
Social Security Set (9F)	5,729	1.6%	194	11,296	1.6%	241
Young and Restless (11B)	30,859	8.5%	492	50,591	7.2%	522
Set to Impress (11D)	5,596	1.5%	111	11,142	1.6%	133
City Commons (11E)	13,013	3.6%	399	22,991	3.3%	407
Traditional Living (12B)	4,370	1.2%	62	8,721	1.2%	69
College Towns (14B)	801	0.2%	23	3,668	0.5%	50
Dorms to Diplomas (14C)	1,507	0.4%	81	9,470	1.4%	137

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Tapestry Urbanization Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	362,559	100.0%		700,948	100.0%	
4. Suburban Periphery	120,889	33.3%	105	242,752	34.6%	107
Top Tier (1A)	15,452	4.3%	248	32,901	4.7%	259
Professional Pride (1B)	10,725	3.0%	184	23,742	3.4%	189
Boomburbs (1C)	3,725	1.0%	63	8,072	1.2%	67
Savvy Suburbanites (1D)	7,955	2.2%	74	16,463	2.3%	73
Exurbanites (1E)	8,420	2.3%	119	16,557	2.4%	121
Urban Chic (2A)	9,955	2.7%	207	17,879	2.6%	204
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	6,545	1.8%	128	11,778	1.7%	128
Soccer Moms (4A)	14,731	4.1%	141	30,214	4.3%	141
Home Improvement (4B)	6,574	1.8%	106	13,118	1.9%	101
Comfortable Empty Nesters (5A)	3,764	1.0%	42	7,756	1.1%	45
Parks and Rec (5C)	11,332	3.1%	157	21,998	3.1%	161
Midlife Constants (5E)	4,887	1.3%	54	10,124	1.4%	61
Up and Coming Families (7A)	10,424	2.9%	122	21,473	3.1%	123
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	6,400	1.8%	131	10,677	1.5%	128
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	11,701	3.2%	35	22,947	3.3%	36
Middleburg (4C)	8,008	2.2%	77	16,106	2.3%	81
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	1,348	0.4%	33	2,667	0.4%	33
Small Town Simplicity (12C)	2,345	0.6%	35	4,174	0.6%	35
6. Rural	15,852	4.4%	26	32,263	4.6%	27
Green Acres (6A)	9,803	2.7%	85	20,045	2.9%	87
Salt of the Earth (6B)	2,749	0.8%	26	5,716	0.8%	28
The Great Outdoors (6C)	1,000	0.3%	18	1,992	0.3%	19
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	2,300	0.6%	20	4,510	0.6%	20
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	20	0.0%	438	2,534	0.4%	168

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri