

Downtown Knoxville: Who Goes and Why

NOTE: Of the 833 city and county residents surveyed, approximately 20% (n=166) said they either lived or worked in downtown Knoxville. These individuals are not included in the following analyses of frequency of and reasons for visiting downtown.

“About how often do you go to downtown Knoxville--less than once a month, at least monthly, at least weekly, almost every day, or do you never go downtown?”

FREQUENCY OF GOING DOWNTOWN: CITY VS. COUNTY RESIDENTS

	Total	City Residents	County Residents
Never	14.0%	15.4%	12.4%
< Monthly	33.7%	24.2%	45.0%
Monthly	29.6%	30.1%	28.7%
Weekly	18.6%	25.0%	11.4%
Daily	4.1%	5.3%	2.6%
N	665	356	307

FREQUENCY OF GOING DOWNTOWN CITY RESIDENTS ONLY

	Total	North	South	East	West
Never	15.4%	17.6%	10.5%	17.4%	14.5%
< Monthly	24.2%	27.9%	15.8%	17.4%	25.2%
Monthly	30.1%	28.7%	31.6%	26.1%	32.8%
Weekly	25.0%	19.1%	34.2%	28.3%	26.7%
Daily	5.3%	6.6%	7.9%	10.9%	.8%
N	356	136	38	46	131

FREQUENCY OF GOING DOWNTOWN COUNTY RESIDENTS ONLY

	Total	North	South	East	West
Never	12.4%	15.4%	25.0%	18.2%	6.7%
< Monthly	45.0%	43.3%	32.1%	36.4%	51.0%
Monthly	28.7%	27.9%	25.0%	22.7%	30.9%
Weekly	11.4%	.9%	14.3%	22.7%	10.1%
Daily	2.6%	.5%	3.6%	0	1.3%
N	307	104	28	22	149

“When you go downtown, do you usually go for dining, for entertainment, for business, or for some other reason?”

**REASONS FOR GOING DOWNTOWN:
CITY VS. COUNTY RESIDENTS**

	Total	City Residents	County Residents
Dining	21.2%	19.3%	23.0%
Entertainment	19.4%	18.7%	20.4%
Business	40.0%	41.7%	38.5%
Other	19.4%	20.3%	18.1%
N	567	300	265

**REASONS FOR GOING DOWNTOWN:
CITY RESIDENTS ONLY**

	Total	North	South	East	West
Dining	19.3%	20.5%	18.2%	2.6%	23.2%
Entertainment	18.7%	17.0%	21.2%	15.8%	20.5%
Business	41.7%	37.5%	40.4%	60.5%	40.2%
Other	20.3%	25.0%	18.2%	21.1%	16.1%
N	300	112	33	38	112

**REASONS FOR GOING DOWNTOWN:
COUNTY RESIDENTS ONLY**

	Total	North	South	East	West
Dining	23.0%	18.8%	28.6%	5.6%	26.1%
Entertainment	20.4%	16.5%	9.5%	22.2%	24.6%
Business	38.5%	48.2%	38.1%	22.2%	34.8%
Other	18.1%	16.5%	23.8%	50.0%	14.5%
N	265	85	21	18	138

“If there were a movie theater in downtown Knoxville, how likely would you be to go to it—very likely, somewhat likely, or not at all likely—or are you not sure?”

**SUPPORT FOR A DOWNTOWN THEATER:
CITY VS. COUNTY RESIDENTS**

	Total	City Residents	County Residents
Very Likely	19.9%	28.5%	9.3%
Somewhat Likely	25.5%	24.8%	26.6%
Not at All Likely	47.5%	40.4%	56.2%
Not Sure	7.1%	6.3%	7.9%
N	828	460	365

**SUPPORT FOR A DOWNTOWN THEATER:
CITY RESIDENTS ONLY**

	Total	North	South	East	West
Very Likely	28.5%	25.6%	44.1%	41.0%	18.9%
Somewhat Likely	24.8%	27.9%	27.1%	19.7%	22.6%
Not at All Likely	40.4%	39.5%	20.3%	34.4%	52.8%
Not Sure	6.3%	7.0%	8.5%	4.9%	5.7%
N	460	172	59	61	159

**SUPPORT FOR A DOWNTOWN THEATER:
COUNTY RESIDENTS ONLY**

	Total	North	South	East	West
Very Likely	9.3%	9.7%	18.8%	17.9%	6.2%
Somewhat Likely	26.6%	31.5%	25.0%	35.7%	21.5%
Not at All Likely	56.2%	50.8%	50.0%	39.3%	63.8%
Not Sure	7.9%	8.1%	6.3%	7.1%	8.5%
N	365	124	32	28	177