



Market Profile

1255 Highway 411, Vonore, Tennessee, 37885
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 35.58599
Longitude: -84.24361

	3 miles	5 miles	10 miles
Population Summary			
2000 Total Population	2,490	5,740	30,490
2010 Total Population	3,245	7,558	39,156
2021 Total Population	3,569	8,406	43,325
2021 Group Quarters	0	0	290
2026 Total Population	3,710	8,760	45,227
2021-2026 Annual Rate	0.78%	0.83%	0.86%
2021 Total Daytime Population	6,091	9,737	39,088
Workers	3,968	4,523	12,169
Residents	2,123	5,214	26,919
Household Summary			
2000 Households	1,048	2,350	12,140
2000 Average Household Size	2.38	2.44	2.49
2010 Households	1,438	3,231	15,953
2010 Average Household Size	2.26	2.34	2.44
2021 Households	1,578	3,595	17,751
2021 Average Household Size	2.26	2.34	2.42
2026 Households	1,641	3,749	18,559
2026 Average Household Size	2.26	2.34	2.42
2021-2026 Annual Rate	0.79%	0.84%	0.89%
2010 Families	1,038	2,383	11,876
2010 Average Family Size	2.63	2.70	2.79
2021 Families	1,120	2,608	13,006
2021 Average Family Size	2.65	2.71	2.79
2026 Families	1,159	2,706	13,536
2026 Average Family Size	2.65	2.71	2.79
2021-2026 Annual Rate	0.69%	0.74%	0.80%
Housing Unit Summary			
2000 Housing Units	1,190	2,624	13,292
Owner Occupied Housing Units	69.5%	73.4%	74.8%
Renter Occupied Housing Units	18.6%	16.1%	16.5%
Vacant Housing Units	11.9%	10.4%	8.7%
2010 Housing Units	1,676	3,723	17,980
Owner Occupied Housing Units	65.8%	69.4%	70.8%
Renter Occupied Housing Units	20.0%	17.4%	17.9%
Vacant Housing Units	14.2%	13.2%	11.3%
2021 Housing Units	1,879	4,211	20,310
Owner Occupied Housing Units	69.2%	72.3%	73.5%
Renter Occupied Housing Units	14.8%	13.1%	13.9%
Vacant Housing Units	16.0%	14.6%	12.6%
2026 Housing Units	1,966	4,417	21,332
Owner Occupied Housing Units	70.1%	72.8%	73.9%
Renter Occupied Housing Units	13.4%	12.0%	13.1%
Vacant Housing Units	16.5%	15.1%	13.0%
Median Household Income			
2021	\$52,220	\$55,892	\$55,981
2026	\$55,051	\$59,815	\$61,054
Median Home Value			
2021	\$223,636	\$250,882	\$253,490
2026	\$263,222	\$281,081	\$292,239
Per Capita Income			
2021	\$28,763	\$30,905	\$29,440
2026	\$31,321	\$33,961	\$33,040
Median Age			
2010	45.2	47.0	46.0
2021	49.8	52.1	50.6
2026	50.6	53.4	52.2

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2021 Households by Income			
Household Income Base	1,578	3,595	17,751
<\$15,000	10.4%	9.5%	10.6%
\$15,000 - \$24,999	8.3%	8.8%	9.0%
\$25,000 - \$34,999	10.8%	11.6%	10.8%
\$35,000 - \$49,999	17.9%	13.4%	12.6%
\$50,000 - \$74,999	20.2%	20.7%	21.2%
\$75,000 - \$99,999	11.8%	12.5%	14.3%
\$100,000 - \$149,999	13.2%	14.8%	14.1%
\$150,000 - \$199,999	4.9%	5.3%	4.2%
\$200,000+	2.6%	3.3%	3.1%
Average Household Income	\$69,304	\$73,559	\$71,598
2026 Households by Income			
Household Income Base	1,641	3,749	18,559
<\$15,000	9.0%	8.1%	8.9%
\$15,000 - \$24,999	6.7%	7.1%	7.4%
\$25,000 - \$34,999	10.3%	11.1%	10.3%
\$35,000 - \$49,999	18.3%	13.4%	12.0%
\$50,000 - \$74,999	20.5%	20.7%	21.0%
\$75,000 - \$99,999	12.3%	13.3%	15.4%
\$100,000 - \$149,999	14.3%	16.3%	16.3%
\$150,000 - \$199,999	6.1%	6.6%	5.2%
\$200,000+	2.6%	3.4%	3.5%
Average Household Income	\$75,444	\$80,750	\$80,228
2021 Owner Occupied Housing Units by Value			
Total	1,300	3,043	14,936
<\$50,000	6.4%	5.6%	5.4%
\$50,000 - \$99,999	14.1%	11.0%	9.9%
\$100,000 - \$149,999	14.5%	13.6%	13.1%
\$150,000 - \$199,999	11.0%	12.0%	13.1%
\$200,000 - \$249,999	8.5%	7.6%	7.7%
\$250,000 - \$299,999	14.5%	13.0%	10.8%
\$300,000 - \$399,999	6.8%	9.1%	14.5%
\$400,000 - \$499,999	8.5%	9.2%	9.3%
\$500,000 - \$749,999	4.8%	7.4%	8.0%
\$750,000 - \$999,999	8.5%	8.0%	4.9%
\$1,000,000 - \$1,499,999	2.1%	3.0%	1.9%
\$1,500,000 - \$1,999,999	0.2%	0.3%	0.9%
\$2,000,000 +	0.0%	0.1%	0.6%
Average Home Value	\$305,412	\$336,210	\$331,339
2026 Owner Occupied Housing Units by Value			
Total	1,378	3,217	15,757
<\$50,000	3.9%	3.3%	3.3%
\$50,000 - \$99,999	9.9%	7.5%	6.9%
\$100,000 - \$149,999	11.9%	11.0%	10.8%
\$150,000 - \$199,999	10.7%	11.5%	11.9%
\$200,000 - \$249,999	9.2%	8.1%	7.3%
\$250,000 - \$299,999	16.3%	13.8%	11.7%
\$300,000 - \$399,999	7.4%	10.1%	16.9%
\$400,000 - \$499,999	9.6%	10.4%	11.0%
\$500,000 - \$749,999	5.9%	8.8%	9.6%
\$750,000 - \$999,999	12.3%	11.3%	6.4%
\$1,000,000 - \$1,499,999	2.5%	3.6%	2.3%
\$1,500,000 - \$1,999,999	0.3%	0.4%	1.1%
\$2,000,000 +	0.0%	0.2%	0.8%
Average Home Value	\$358,013	\$389,147	\$379,769

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	3,248	7,560	39,155
0 - 4	5.6%	5.1%	5.1%
5 - 9	5.4%	5.4%	5.7%
10 - 14	6.4%	6.0%	5.8%
15 - 24	10.0%	9.5%	10.2%
25 - 34	8.9%	8.8%	9.6%
35 - 44	13.4%	12.7%	12.4%
45 - 54	13.2%	13.4%	13.5%
55 - 64	18.2%	18.2%	16.3%
65 - 74	13.3%	14.6%	14.4%
75 - 84	4.4%	5.0%	5.5%
85 +	1.0%	1.3%	1.5%
18 +	79.2%	80.1%	79.9%
2021 Population by Age			
Total	3,568	8,405	43,326
0 - 4	4.8%	4.4%	4.4%
5 - 9	4.8%	4.6%	4.8%
10 - 14	5.4%	5.0%	5.0%
15 - 24	9.0%	8.4%	8.8%
25 - 34	8.9%	8.8%	10.2%
35 - 44	12.2%	11.1%	10.7%
45 - 54	11.0%	11.2%	11.6%
55 - 64	18.6%	18.2%	15.9%
65 - 74	18.4%	19.9%	19.0%
75 - 84	5.6%	6.7%	7.9%
85 +	1.3%	1.6%	1.7%
18 +	82.2%	83.3%	83.0%
2026 Population by Age			
Total	3,711	8,761	45,226
0 - 4	4.8%	4.3%	4.2%
5 - 9	4.6%	4.4%	4.6%
10 - 14	5.4%	5.0%	5.1%
15 - 24	8.6%	8.1%	8.6%
25 - 34	8.6%	8.3%	8.8%
35 - 44	12.4%	11.1%	10.8%
45 - 54	10.5%	10.6%	11.2%
55 - 64	17.5%	17.3%	15.2%
65 - 74	18.9%	20.4%	18.9%
75 - 84	7.3%	8.7%	10.5%
85 +	1.5%	1.8%	2.2%
18 +	82.4%	83.5%	83.2%
2010 Population by Sex			
Males	1,607	3,759	19,497
Females	1,638	3,799	19,659
2021 Population by Sex			
Males	1,780	4,202	21,663
Females	1,789	4,204	21,662
2026 Population by Sex			
Males	1,858	4,395	22,658
Females	1,852	4,365	22,569

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2010 Population by Race/Ethnicity			
Total	3,246	7,559	39,155
White Alone	95.1%	95.0%	95.3%
Black Alone	0.7%	0.7%	1.0%
American Indian Alone	0.6%	0.5%	0.4%
Asian Alone	0.3%	0.3%	0.3%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.9%	2.0%	1.6%
Two or More Races	1.4%	1.4%	1.3%
Hispanic Origin	3.2%	3.4%	3.0%
Diversity Index	15.2	15.6	14.4
2021 Population by Race/Ethnicity			
Total	3,570	8,405	43,326
White Alone	93.6%	93.4%	94.0%
Black Alone	0.7%	0.7%	1.0%
American Indian Alone	0.7%	0.6%	0.5%
Asian Alone	0.4%	0.4%	0.4%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	2.9%	3.1%	2.4%
Two or More Races	1.7%	1.7%	1.6%
Hispanic Origin	5.0%	5.1%	4.5%
Diversity Index	20.7	21.2	19.1
2026 Population by Race/Ethnicity			
Total	3,709	8,760	45,228
White Alone	92.7%	92.4%	93.2%
Black Alone	0.6%	0.7%	1.0%
American Indian Alone	0.7%	0.7%	0.5%
Asian Alone	0.5%	0.5%	0.5%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	3.6%	3.8%	2.9%
Two or More Races	1.8%	1.9%	1.8%
Hispanic Origin	6.1%	6.3%	5.4%
Diversity Index	24.1	24.6	22.0
2010 Population by Relationship and Household Type			
Total	3,245	7,558	39,156
In Households	100.0%	100.0%	99.3%
In Family Households	86.1%	86.8%	86.7%
Householder	30.1%	30.8%	30.4%
Spouse	24.5%	25.7%	25.1%
Child	26.7%	25.7%	26.1%
Other relative	2.8%	2.9%	3.1%
Nonrelative	1.9%	1.7%	1.9%
In Nonfamily Households	13.9%	13.2%	12.6%
In Group Quarters	0.0%	0.0%	0.7%
Institutionalized Population	0.0%	0.0%	0.5%
Noninstitutionalized Population	0.0%	0.0%	0.2%

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.

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2021 Population 25+ by Educational Attainment			
Total	2,712	6,520	33,374
Less than 9th Grade	4.7%	4.6%	4.8%
9th - 12th Grade, No Diploma	6.2%	6.2%	7.3%
High School Graduate	28.2%	29.6%	28.6%
GED/Alternative Credential	8.8%	7.0%	6.6%
Some College, No Degree	21.8%	21.1%	19.5%
Associate Degree	10.4%	9.6%	8.1%
Bachelor's Degree	12.5%	13.0%	15.3%
Graduate/Professional Degree	7.5%	8.8%	9.8%
2021 Population 15+ by Marital Status			
Total	3,032	7,231	37,208
Never Married	20.2%	20.0%	19.3%
Married	59.4%	60.0%	62.2%
Widowed	6.7%	8.1%	8.2%
Divorced	13.8%	12.0%	10.3%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	1,509	3,352	17,777
Population 16+ Employed	96.6%	96.1%	92.7%
Population 16+ Unemployment rate	3.4%	3.9%	7.3%
Population 16-24 Employed	11.2%	10.8%	12.0%
Population 16-24 Unemployment rate	9.4%	9.4%	11.5%
Population 25-54 Employed	59.0%	59.0%	59.9%
Population 25-54 Unemployment rate	2.7%	3.3%	7.3%
Population 55-64 Employed	20.4%	20.5%	19.7%
Population 55-64 Unemployment rate	2.0%	3.1%	7.1%
Population 65+ Employed	9.3%	9.7%	8.4%
Population 65+ Unemployment rate	3.5%	2.8%	2.1%
2021 Employed Population 16+ by Industry			
Total	1,457	3,220	16,472
Agriculture/Mining	0.5%	0.9%	0.9%
Construction	5.6%	8.8%	7.7%
Manufacturing	26.8%	26.7%	24.0%
Wholesale Trade	0.2%	0.7%	1.6%
Retail Trade	7.2%	7.6%	9.1%
Transportation/Utilities	10.8%	9.7%	7.3%
Information	0.8%	0.8%	1.1%
Finance/Insurance/Real Estate	8.3%	6.1%	5.6%
Services	37.0%	36.0%	39.3%
Public Administration	2.7%	2.6%	3.5%
2021 Employed Population 16+ by Occupation			
Total	1,456	3,221	16,472
White Collar	54.2%	52.2%	48.2%
Management/Business/Financial	11.3%	12.5%	11.4%
Professional	22.6%	21.0%	17.6%
Sales	11.3%	9.9%	9.0%
Administrative Support	9.1%	8.9%	10.1%
Services	10.7%	11.1%	15.5%
Blue Collar	35.0%	36.6%	36.3%
Farming/Forestry/Fishing	0.5%	0.7%	0.3%
Construction/Extraction	3.8%	6.3%	5.9%
Installation/Maintenance/Repair	7.0%	5.9%	5.2%
Production	13.5%	14.2%	14.8%
Transportation/Material Moving	10.2%	9.6%	10.0%

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2010 Households by Type			
Total	1,438	3,231	15,953
Households with 1 Person	23.5%	22.0%	21.5%
Households with 2+ People	76.5%	78.0%	78.5%
Family Households	72.2%	73.8%	74.4%
Husband-wife Families	58.9%	61.3%	61.4%
With Related Children	17.9%	18.0%	18.8%
Other Family (No Spouse Present)	13.3%	12.4%	13.1%
Other Family with Male Householder	4.0%	4.0%	4.1%
With Related Children	2.6%	2.6%	2.5%
Other Family with Female Householder	9.2%	8.4%	8.9%
With Related Children	6.3%	5.4%	5.5%
Nonfamily Households	4.3%	4.2%	4.1%
All Households with Children	27.5%	26.6%	27.4%
Multigenerational Households	3.4%	3.4%	3.7%
Unmarried Partner Households	5.3%	5.0%	5.2%
Male-female	4.8%	4.5%	4.6%
Same-sex	0.5%	0.5%	0.6%
2010 Households by Size			
Total	1,439	3,230	15,953
1 Person Household	23.5%	22.0%	21.5%
2 Person Household	44.3%	46.3%	45.1%
3 Person Household	13.8%	13.5%	14.5%
4 Person Household	10.8%	10.6%	11.1%
5 Person Household	5.0%	4.8%	5.0%
6 Person Household	1.7%	1.8%	1.7%
7 + Person Household	0.9%	0.9%	1.0%
2010 Households by Tenure and Mortgage Status			
Total	1,438	3,231	15,953
Owner Occupied	76.7%	79.9%	79.8%
Owned with a Mortgage/Loan	45.3%	47.1%	47.4%
Owned Free and Clear	31.4%	32.8%	32.4%
Renter Occupied	23.3%	20.1%	20.2%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	137	132	131
Percent of Income for Mortgage	18.0%	18.8%	19.0%
Wealth Index	75	84	81
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,676	3,723	17,980
Housing Units Inside Urbanized Area	0.0%	4.0%	17.1%
Housing Units Inside Urbanized Cluster	0.0%	0.2%	13.1%
Rural Housing Units	100.0%	95.8%	69.8%
2010 Population By Urban/ Rural Status			
Total Population	3,245	7,558	39,156
Population Inside Urbanized Area	0.0%	3.7%	14.8%
Population Inside Urbanized Cluster	0.0%	0.2%	13.6%
Rural Population	100.0%	96.1%	71.6%

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.

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Top 3 Tapestry Segments			
1.	Rooted Rural (10B)	Rooted Rural (10B)	Rooted Rural (10B)
2.	Silver & Gold (9A)	Silver & Gold (9A)	Silver & Gold (9A)
3.		Southern Satellites (10A)	Southern Satellites (10A)
2021 Consumer Spending			
Apparel & Services: Total \$	\$2,395,787	\$5,812,445	\$28,335,033
Average Spent	\$1,518.24	\$1,616.81	\$1,596.25
Spending Potential Index	72	76	75
Education: Total \$	\$1,597,510	\$3,860,931	\$19,254,859
Average Spent	\$1,012.36	\$1,073.97	\$1,084.72
Spending Potential Index	59	62	63
Entertainment/Recreation: Total \$	\$4,274,121	\$10,349,148	\$48,446,515
Average Spent	\$2,708.57	\$2,878.76	\$2,729.23
Spending Potential Index	84	89	84
Food at Home: Total \$	\$7,163,856	\$17,355,084	\$81,339,454
Average Spent	\$4,539.83	\$4,827.56	\$4,582.25
Spending Potential Index	83	89	84
Food Away from Home: Total \$	\$4,491,345	\$10,894,839	\$52,284,511
Average Spent	\$2,846.23	\$3,030.55	\$2,945.44
Spending Potential Index	75	80	78
Health Care: Total \$	\$9,060,486	\$21,920,185	\$101,588,728
Average Spent	\$5,741.75	\$6,097.41	\$5,722.99
Spending Potential Index	92	98	92
HH Furnishings & Equipment: Total \$	\$2,785,446	\$6,745,306	\$32,227,465
Average Spent	\$1,765.17	\$1,876.30	\$1,815.53
Spending Potential Index	78	83	81
Personal Care Products & Services: Total \$	\$1,043,149	\$2,522,987	\$12,298,556
Average Spent	\$661.06	\$701.80	\$692.84
Spending Potential Index	74	78	77
Shelter: Total \$	\$20,712,742	\$50,088,740	\$248,951,028
Average Spent	\$13,125.95	\$13,932.89	\$14,024.62
Spending Potential Index	65	69	70
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,399,484	\$8,187,705	\$38,031,615
Average Spent	\$2,154.30	\$2,277.53	\$2,142.51
Spending Potential Index	90	95	90
Travel: Total \$	\$2,840,327	\$6,848,731	\$33,409,834
Average Spent	\$1,799.95	\$1,905.07	\$1,882.14
Spending Potential Index	71	75	74
Vehicle Maintenance & Repairs: Total \$	\$1,543,425	\$3,736,497	\$17,321,350
Average Spent	\$978.09	\$1,039.36	\$975.80
Spending Potential Index	88	94	88

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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