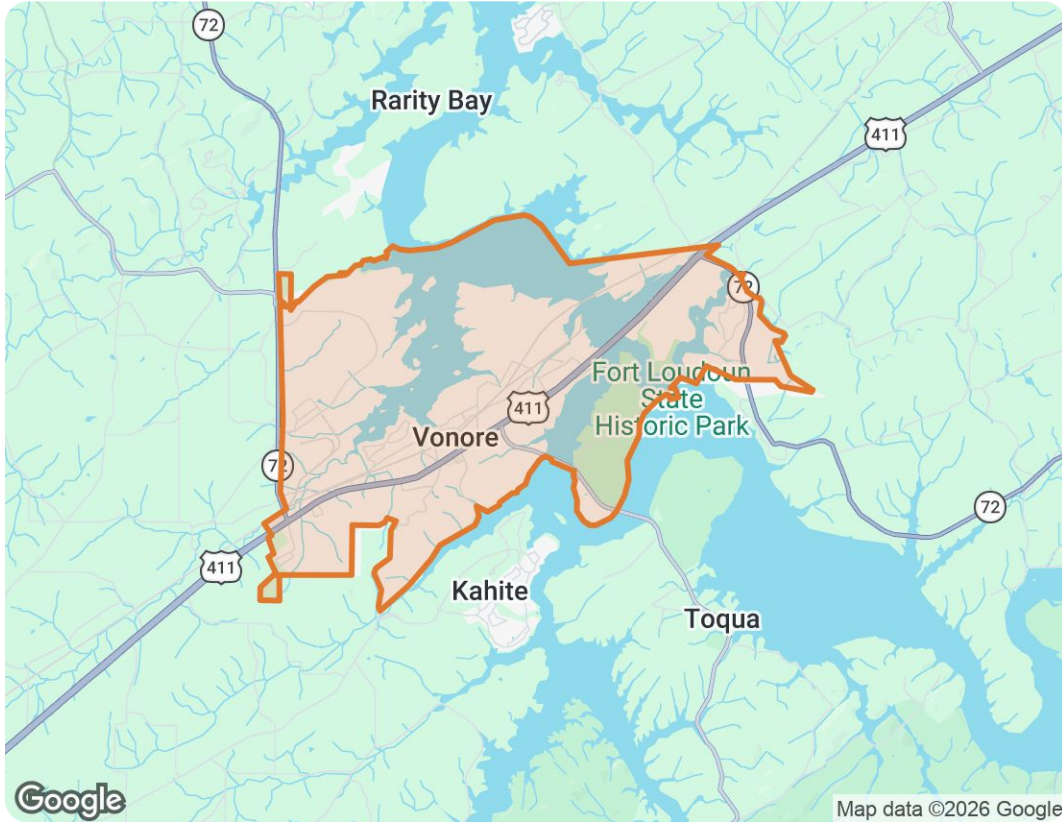


# Vonore, Tennessee

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## Ladd Landing Realty

1000 Waterford Pl

Kingston, TN 37763



# Vonore, Tennessee

## Trade Area Summary

### Attribute Summary for Vonore, Tennessee

Median Household Income

**\$60,777**

Source: 2025/2029 Income (Esri)

Median Age

**50.2**

Source: 2025/2029 Age: 5 Year Increments (Esri)

Total Population

**1,624**

Source: 2025 Age: 1 Year Increments (Esri)

1st Dominant Segment

**Rooted Rural**

Source: 2025 Tapestry Market Segmentation (Households)

### Consumer Segmentation

Top Tapestry Segments	Rooted Rural	Rural Resort Dwellers	Silver and Gold
% of Households	501 (69.7%)	137 (19.1%)	81 (11.3%)
Life Stage Group	Mature and Retired Living	Mature and Retired Living	Mature and Retired Living
Life Mode Group	Countryscapes	Countryscapes	Mature Reflections
Urbanicity Group(s)	Suburb Metro Landscape Rural Countryside	Suburb Metro Landscape Rural Countryside	Suburb
Residence Type	Single Family, Mobile Homes	Single Family (Seasonal)	Single Family (Seasonal)
Household Type	Married Couples	Married Couples w/No Kids	Married Couples w/No Kids
Average Household Size	2.37	62.2	2.01
Median Age	46.9	55.1	64.4
Diversity Index	34.9	35.3	34
Median Household Income	\$61,776	\$71,031	\$102,652
Median Net Worth	\$225,364	\$321,308	\$811,588
Homeownership	82%	84%	87%
Rent Burdened Households	26%	30%	36%
Labor Force Participation Rate	51%	50%	41%
Unemployment Rate	4%	4%	3%
% with Bachelor's Degree or Higher	19%	30%	53%
Lifestyle Patterns	Residents often seek out generic and domestic brands. They tend to shop at discount and hardware stores but will order supplies online when not available locally. They purchase tools for home improvement, landscaping, and automotive repair.	Residents typically rely on local garages or dealers for vehicle maintenance. They often purchase household equipment such as generators, grills, and freezers.	Consumers tend to use reward memberships when shopping. They often pay for services to manage their finances, homes, and legal matters. They are well-insured and often drive high-end vehicles.

# Vonore, Tennessee

## Consumer Segment Details

About this segment

### Rooted Rural

Ranked

**1st**

dominant segment  
for this area

In this area

**69.7%**

of households fall  
into this segment

In the United States

**2.5%**

of households fall  
into this segment

## Who Are They?

Heavily concentrated in the South and Appalachia, these residents often live in very rural areas far from job centers and outside towns and cities. Households are predominantly married couples and single-person households. Residents work in industries such as manufacturing, construction, agriculture, mining, and utilities. Employment in health care, retail, accommodation, and food services is also significant in these communities. Labor force participation is lower than average. These stable rural communities are characterized by long-term homeownership. Single-family homes are common, with one in five units being mobile homes. Vacancy rates are higher than the national average. Owning multiple cars is essential, as long commutes (sometimes across county or state lines) are typical.

## Key Statistics

- **Median age:** 46.9
- **Median household size:** 2.37
- **Predominant household structure (Census 2020):** Married couples
- **Median household income:** \$61,776
- **Median net worth:** \$225,364
- **Percentage of individuals with completion of a bachelor's degree or higher:** 18.9%

## Housing and Employment

- **Predominant Urbanicity Type:** Metro Landscape; Rural Countryside; Suburb
- **Median home value:** \$213,253
- **Homeownership rate:** 82.4%
- **Rent burdened households (American Community Survey 2019-2023):** 26.0%
- **Labor force participation rate:** 50.6%
- **Unemployment rate:** 4.4%

## Lifestyle Patterns

- Residents often seek out generic and domestic brands. They tend to shop at discount and hardware stores but will order supplies online when not available locally.
- They purchase tools for home improvement, landscaping, and automotive repair.
- Households often rely on satellite internet for connectivity.
- Pickup trucks are a common vehicle choice, serving both work and leisure needs.

The demographic segmentation shown here can help you understand the life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments base on socioeconomic and demographic characteristics. **Source: Esri 2025 Update Frequency: Annually**

# Vonore, Tennessee

## Consumer Segment Details

About this segment

### Rural Resort Dwellers

Ranked

**2nd**

dominant segment  
for this area

In this area

**19.1%**

of households fall  
into this segment

In the United States

**1.5%**

of households fall  
into this segment

## Who Are They?

Neighborhoods in this segment are distributed throughout the country and are concentrated in resort locations and areas with seasonal recreation. With approximately half of the population aged 55 and over, the senior age dependency rate is high. Nearly half of households are comprised of married couples without children. While most of this segment is rural and remote, some communities are within commuting distance (though often long commutes) of major urban job centers. Residents tend to have skilled jobs in construction and manufacturing. Rates of self-employment and government employment are higher than average, and there is a notable veteran population. There is a high number of second homes used for recreation, with one in three housing units designated for seasonal or occasional use.

## Key Statistics

- **Median age:** 55.1
- **Median household size:** 2.20
- **Predominant household structure (Census 2020):** Married couples with no kids
- **Median household income:** \$71,031
- **Median net worth:** \$321,308
- **Percentage of individuals with completion of a bachelor's degree or higher:** 29.7%

## Housing and Employment

- **Predominant Urbanicity Type:** Rural Countryside; Metro Landscape; Suburb
- **Median home value:** \$372,031
- **Homeownership rate:** 84.0%
- **Rent burdened households (American Community Survey 2019-2023):** 30.2%
- **Labor force participation rate:** 49.8%
- **Unemployment rate:** 3.9%

## Lifestyle Patterns

- Residents typically rely on local garages or dealers for vehicle maintenance.
- They often purchase household equipment such as generators, grills, and freezers.
- They tend to watch TV and read magazines.
- Residents tend to engage with their communities and regularly volunteer with local organizations. They typically prepare food at home.

The demographic segmentation shown here can help you understand the life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments base on socioeconomic and demographic characteristics. **Source: Esri 2025 Update Frequency: Annually**

# Vonore, Tennessee

## Consumer Segment Details

About this segment

### Silver and Gold

Ranked

**3rd**

dominant segment  
for this area

In this area

**11.3%**

of households fall  
into this segment

In the United States

**1.0%**

of households fall  
into this segment

## Who Are They?

These low-density neighborhoods are located in suburban, rural, or coastal settings, often in warmer climates. Residents tend to be aged 55 and older, and more than half of households comprise married couples with no children. The median net worth is approximately three times that of the U.S. median. Residents earn incomes in the middle and upper tiers, supported by a blend of retirement funds and social security and other forms of public assistance. Half of workers earn wages and salaries, often in professional roles such as management, health care, technology, and legal fields, and one in five is self-employed. The housing landscape is predominantly made up of single-family units, and a significant portion of homes were built after 2000. This segment ranks among the highest for seasonal vacancies, with around a third of units occasionally vacant. Housing affordability is low compared to the national average.

## Key Statistics

- **Median age:** 64.4
- **Median household size:** 2.01
- **Predominant household structure (Census 2020):** Married couples with no kids
- **Median household income:** \$102,652
- **Median net worth:** \$811,588
- **Percentage of individuals with completion of a bachelor's degree or higher:** 52.8%

## Housing and Employment

- **Predominant Urbanicity Type:** Suburb
- **Median home value:** \$625,531
- **Homeownership rate:** 87.3%
- **Rent burdened households (American Community Survey 2019-2023):** 36.3%
- **Labor force participation rate:** 41.4%
- **Unemployment rate:** 3.4%

## Lifestyle Patterns

- Consumers tend to use reward memberships when shopping.
- They often pay for services to manage their finances, homes, and legal matters. They are well-insured and often drive high-end vehicles.
- They read books spanning a wide range of genres.
- Residents spend time birdwatching, golfing, cooking, and dining out. They tend to engage with their communities by regularly participating in elections and volunteering.

The demographic segmentation shown here can help you understand the life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments base on socioeconomic and demographic characteristics. **Source: Esri 2025 Update Frequency: Annually**

# Vonore, Tennessee

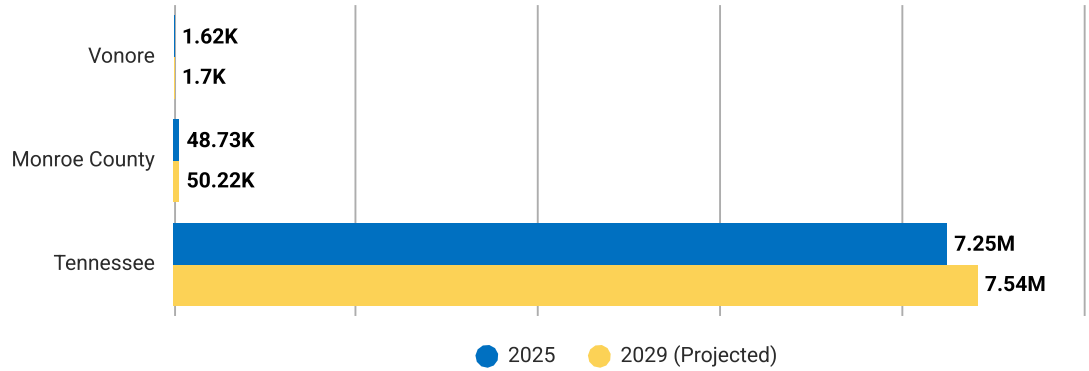
## Population

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

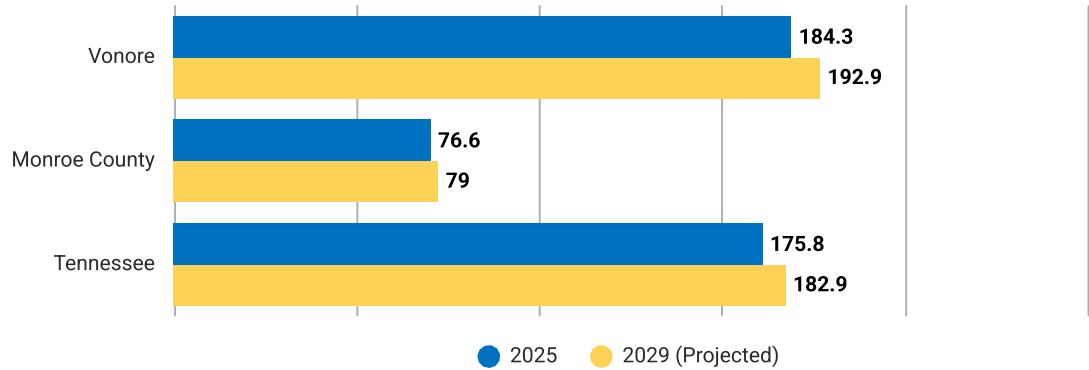
### Total Population

This chart shows the total population in an area, compared with other geographies.



### Population Density

This chart shows the number of people per square mile in an area, compared with other geographies.



### Total Daytime Population

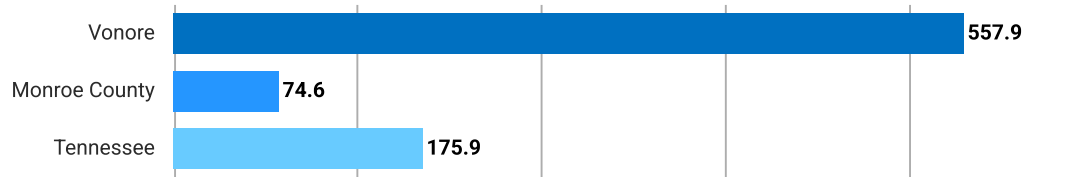
This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.



# Vonore, Tennessee

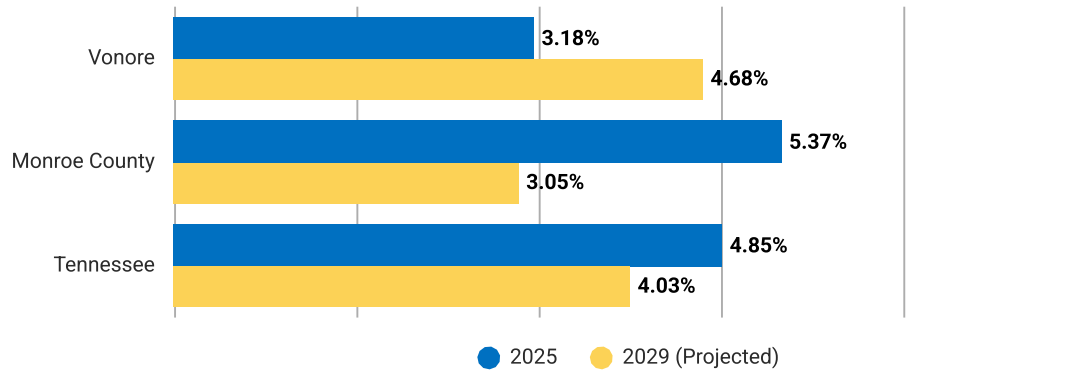
## Daytime Population Density

This chart shows the number people who are present in an area during normal business hours, including workers, per square mile in an area, compared with other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.



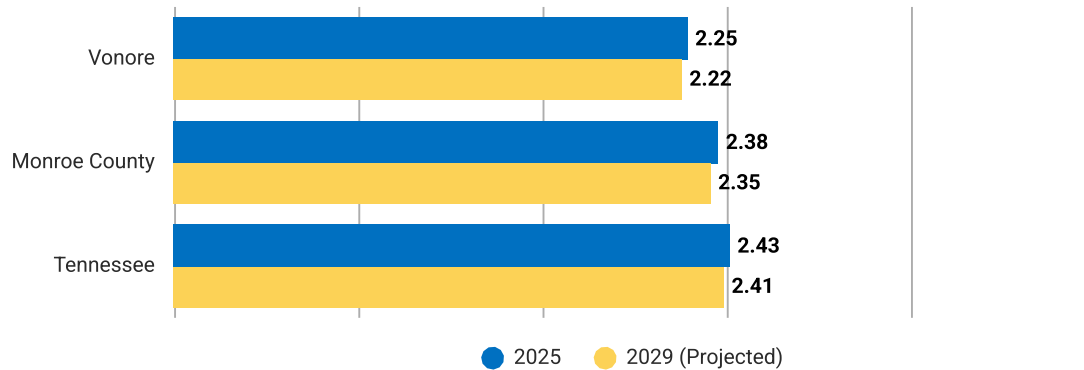
## Population Change Since 2020

This chart shows the percentage change in area's population from 2020 to 2025, compared with other geographies.



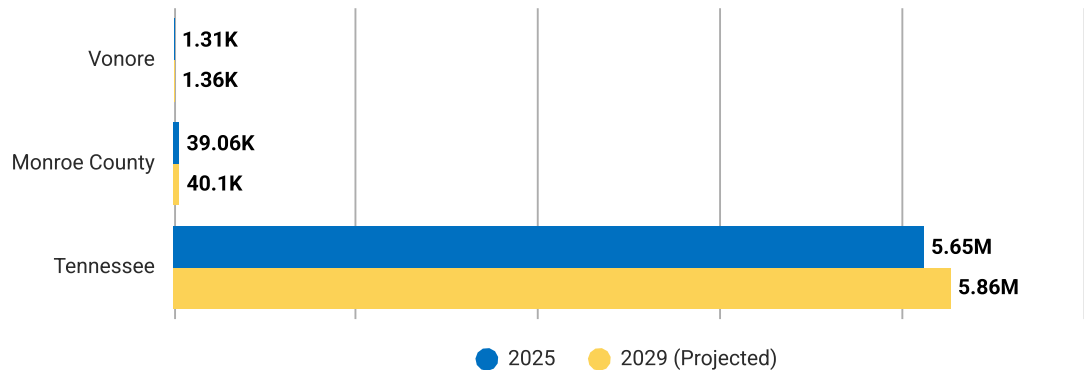
## Average Household Size

This chart shows the average household size in an area, compared with other geographies.



## Population Living in Family Households

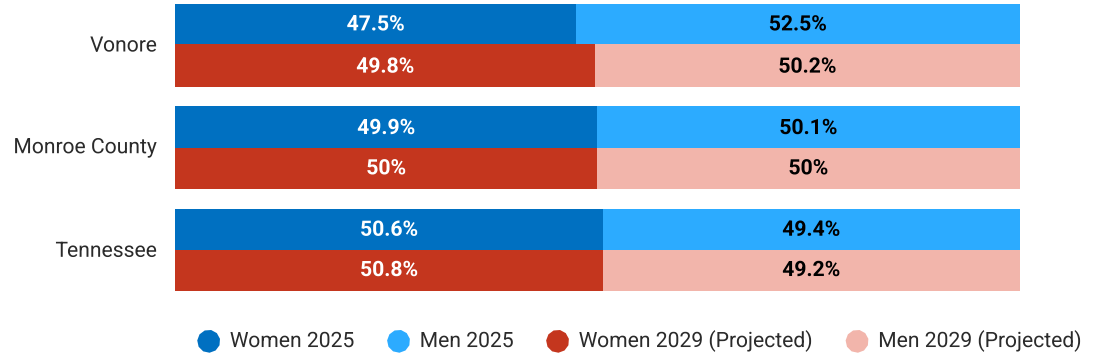
This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.



# Vonore, Tennessee

## Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.



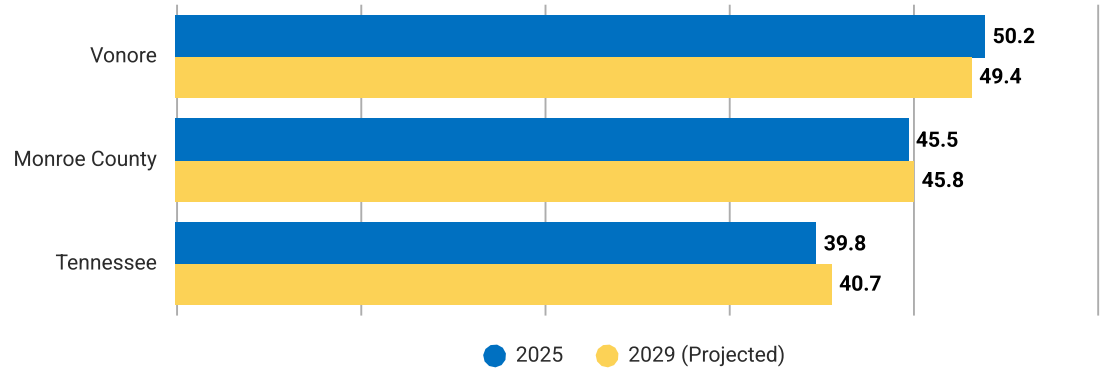
## Age

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

## Median Age

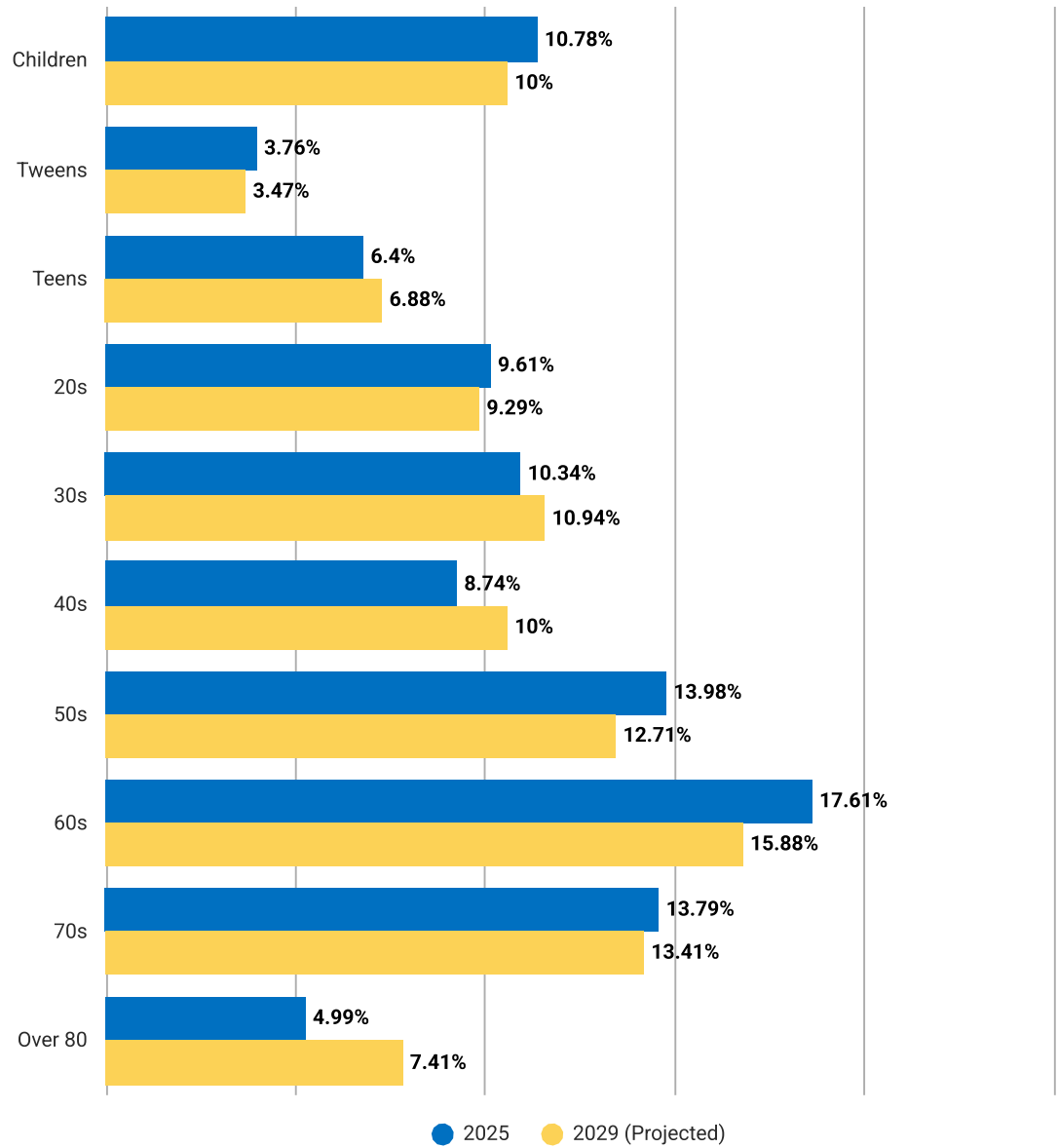
This chart shows the median age in an area, compared with other geographies.



# Vonore, Tennessee

## Population by Age

This chart breaks down the population of an area by age group.



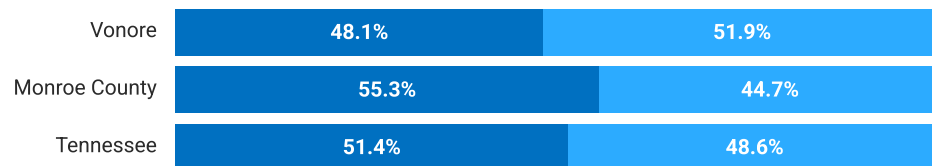
## Married

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

### Married / Unmarried Adults Ratio

This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.



# Vonore, Tennessee

## Never Married

This chart shows the number of people in an area who have never been married, compared with other geographies.



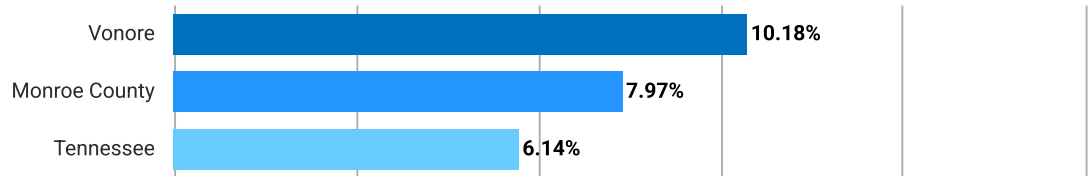
## Married

This chart shows the number of people in an area who are married, compared with other geographies.



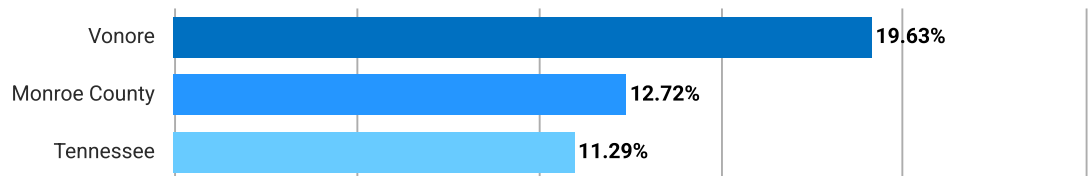
## Widowed

This chart shows the number of people in an area who are widowed, compared with other geographies.



## Divorced

This chart shows the number of people in an area who are divorced, compared with other geographies.



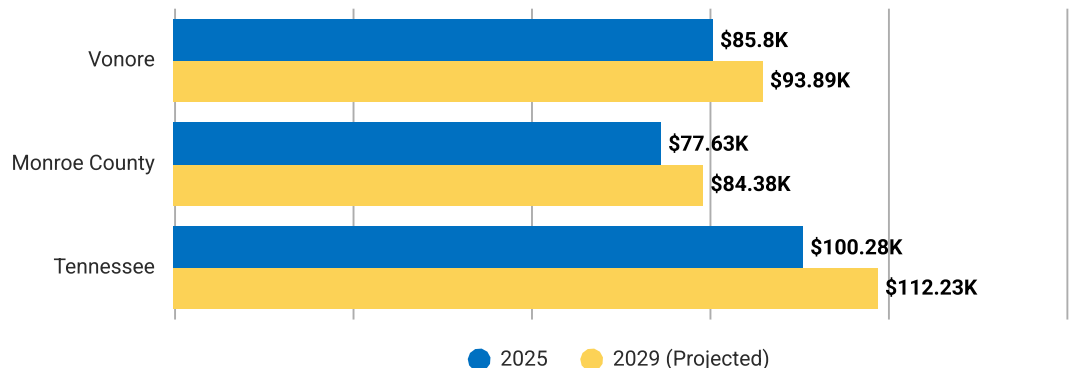
## Income

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

### Average Household Income

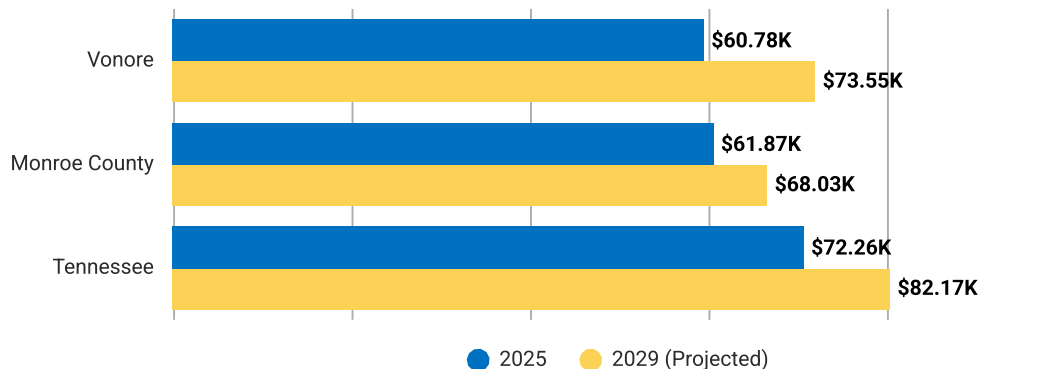
This chart shows the average household income in an area, compared with other geographies.



# Vonore, Tennessee

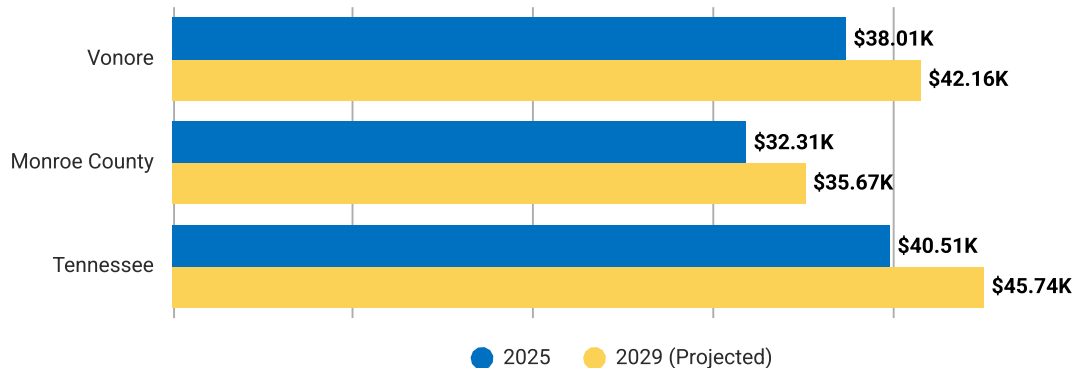
## Median Household Income

This chart shows the median household income in an area, compared with other geographies.



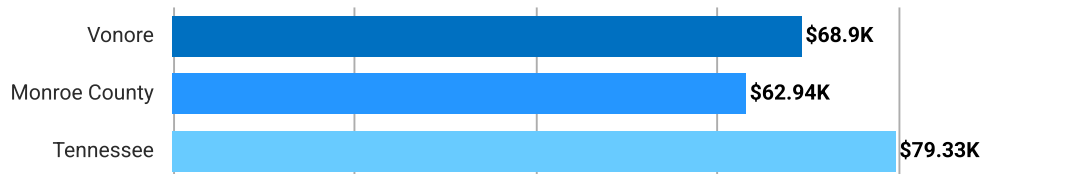
## Per Capita Income

This chart shows per capita income in an area, compared with other geographies.



## Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies.



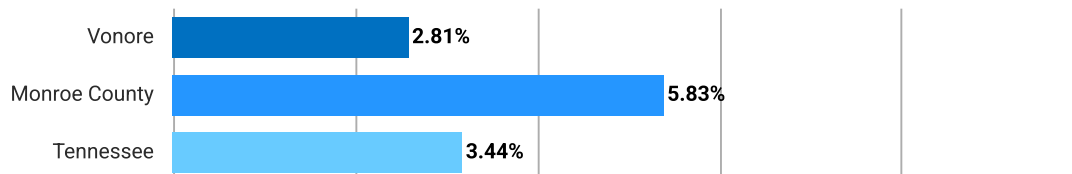
# Education

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

## Less than 9th Grade

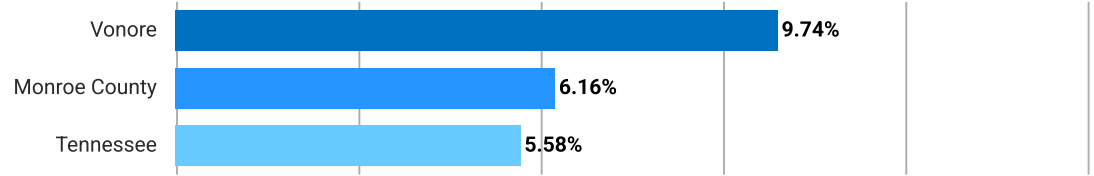
This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.



# Vonore, Tennessee

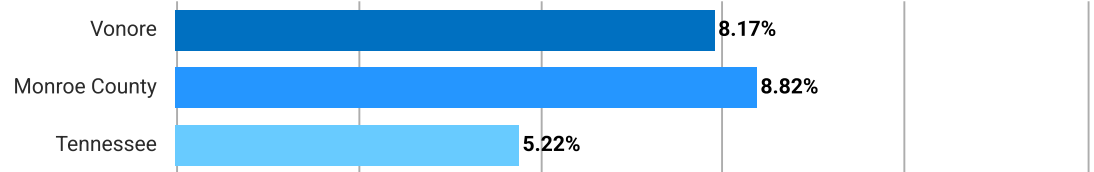
## Some High School

This chart shows the percentage of people in an area whose highest educational achievement is some high school, without graduating or passing a high school GED test, compared with other geographies.



## High School GED

This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.



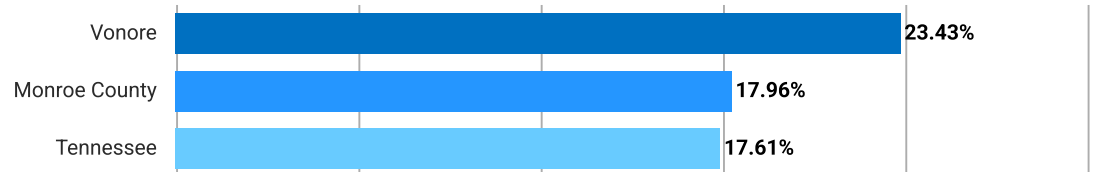
## High School Graduate

This chart shows the percentage of people in an area whose highest educational achievement is high school, compared with other geographies.



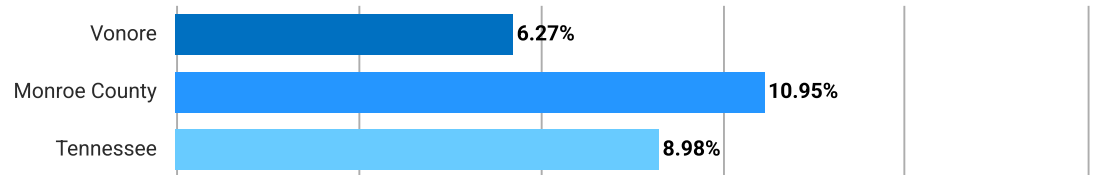
## Some College

This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.



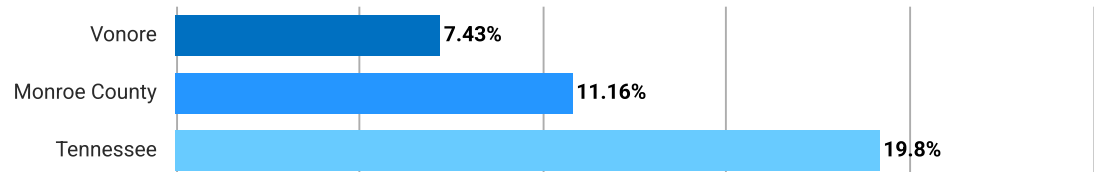
## Associate Degree

This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.



## Bachelor's Degree

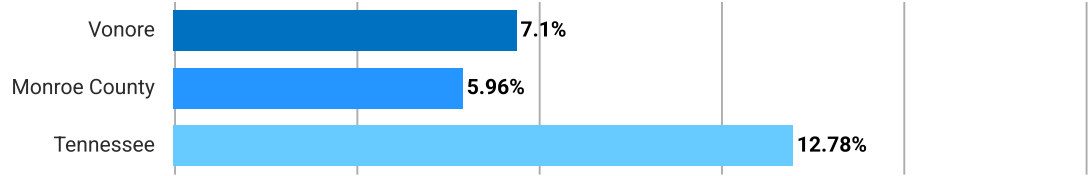
This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.



# Vonore, Tennessee

## Grad/Professional Degree

This chart shows the percentage of people in an area whose highest educational achievement is a graduate or professional degree, compared with other geographies.



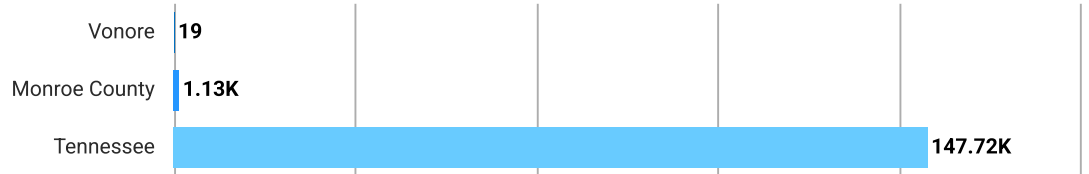
## Economy

### Unemployment Number

This chart shows the number of civilian unemployed people in an area, compared with other geographies.

Source: Bureau of Labor Statistics via Esri, 2025

Update Frequency: Annually



### Employment Number

This chart shows the number of civilian employed people in an area, compared with other geographies.

Source: Bureau of Labor Statistics via Esri, 2025

Update Frequency: Annually

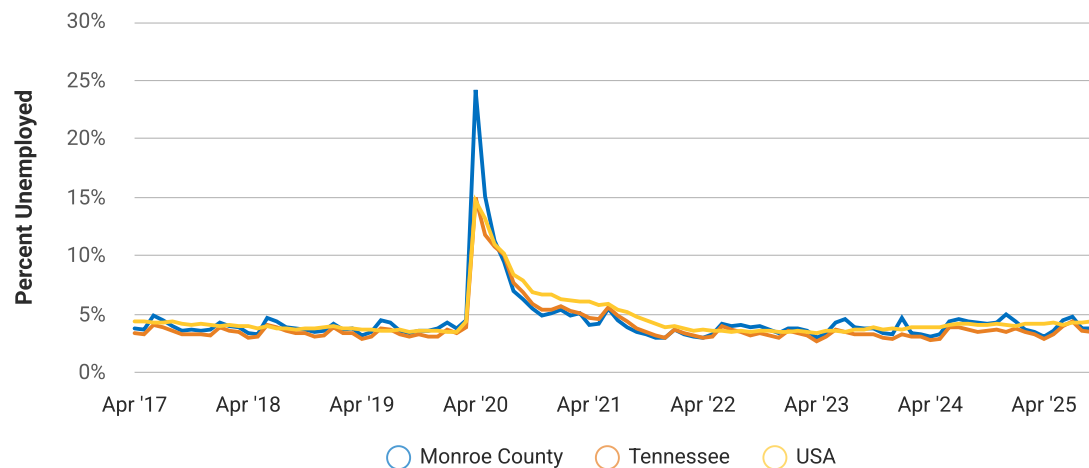


### Unemployment Rate

This chart shows the unemployment trend in the area of your search. The unemployment rate is an important driver behind the housing market.

Source: Bureau of Labor Statistics

Update Frequency: Monthly



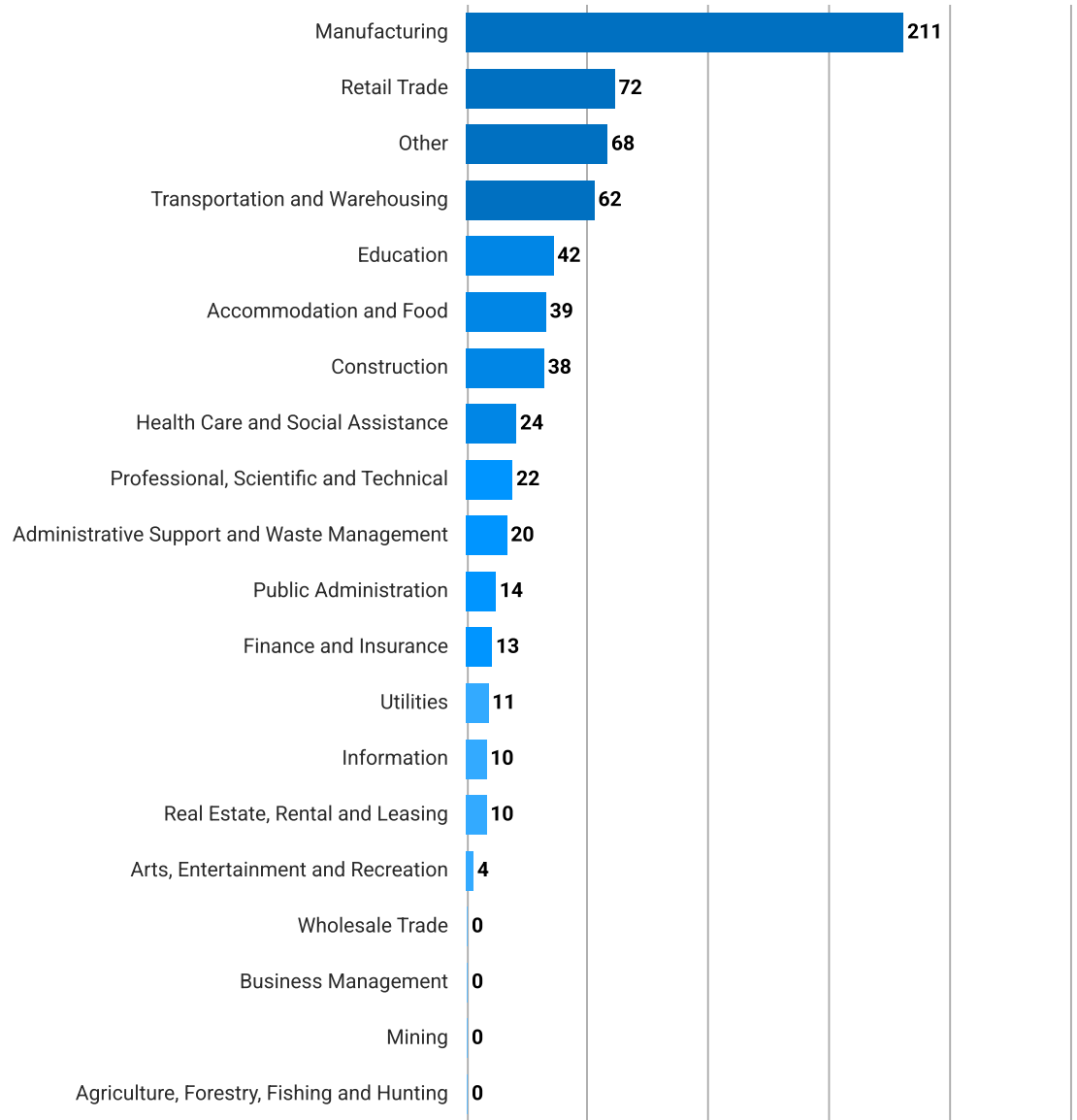
# Vonore, Tennessee

## Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Source: Bureau of Labor Statistics via Esri, 2025

Update Frequency: Annually



# Vonore, Tennessee

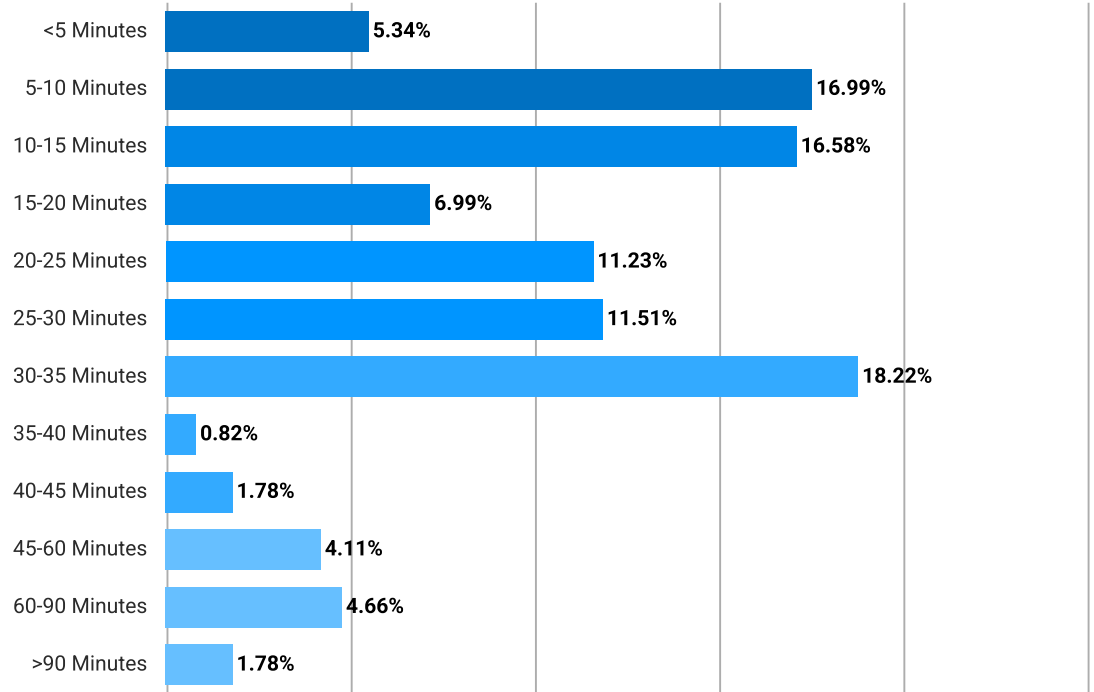
## Commute to Work

### Average Commute Time

This chart shows average commute times to work, in minutes, by percentage of an area's population.

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually



### How People Get to Work

This chart shows the types of transportation that residents of the area you searched use for their commute, by percentage of an area's population.

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually



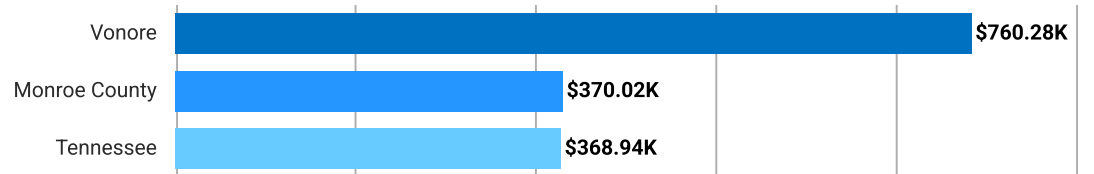
## Home Values

### Median Estimated Home Value

This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.

Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly



# Vonore, Tennessee

## 12 mo. Change in Median Estimated Home Value

This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.



Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

## Median Listing Price

This chart displays the median listing price for homes in this area, the county, and the state.



Source: Listing data

Update Frequency: Monthly

## 12 mo. Change in Median Listing Price

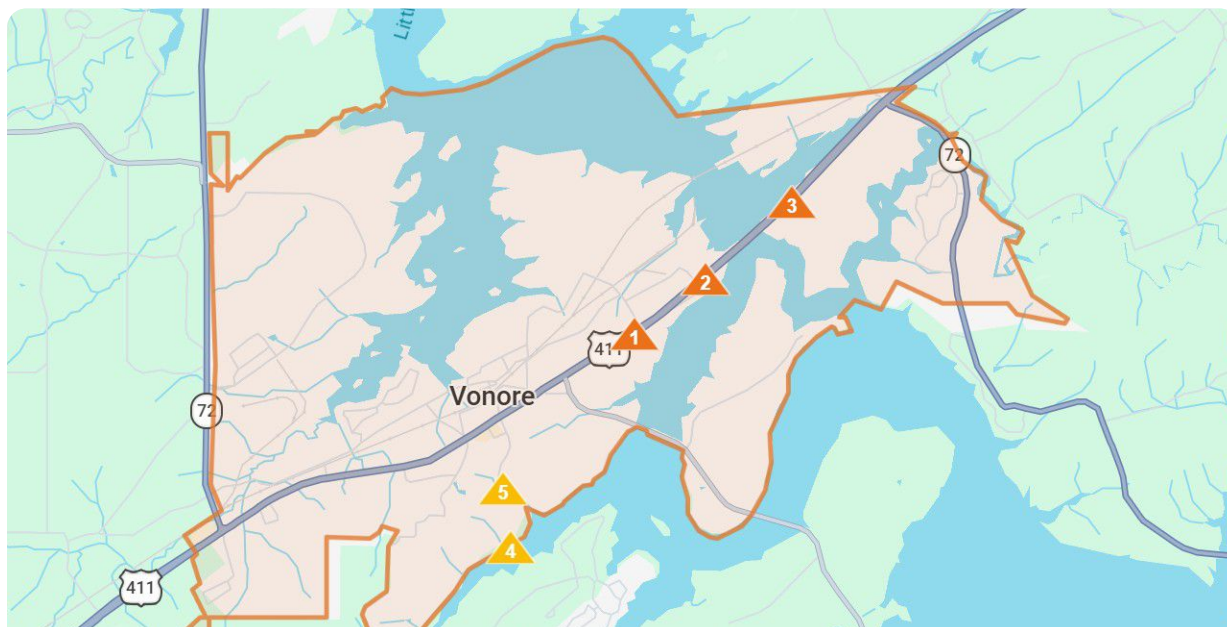
This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.



Source: Listing data

Update Frequency: Monthly

## Traffic Counts



### Daily Traffic Counts

- ▲ Up to 6,000 / day
- ▲ 6,001 - 15,000
- ▲ 15,001 - 30,000
- ▲ 30,001 - 50,000
- ▲ 50,001 - 100,000
- ▲ Over 100,000 / day

# Vonore, Tennessee

## Traffic Counts by Highest Traffic Count

**1 14,889**

**NEAR BLOUNT CO LINE**

2025 Est. daily traffic counts

Cross: Industrial PkDr  
 Cross Dir: NE  
 Distance: 0.05 miles

Historical counts

Year	▲ Count	Type
2019	▲ 14,350	AADT
2018	▲ 14,977	AADT

**2 11,317**

**US Hwy 411**

2025 Est. daily traffic counts

Cross: Horne Dr  
 Cross Dir: SW  
 Distance: 0.06 miles

Historical counts

Year	▲ Count	Type
2003	▲ 10,680	ADT
1999	▲ 11,520	ADT
1998	▲ 11,030	ADT

**3 10,422**

**SR033**

2025 Est. daily traffic counts

Cross: E Tellico Pkwy  
 Cross Dir: NE  
 Distance: 0.33 miles

Historical counts

Year	▲ Count	Type
2023	▲ 9,838	AADT
2022	▲ 10,579	AADT
2021	▲ 10,579	AADT
2003	▲ 9,530	ADT
1999	▲ 8,230	ADT

**4 3,597**

**Niles Ferry Road**

2025 Est. daily traffic counts

Cross: Countryway Rd  
 Cross Dir: N  
 Distance: 0.45 miles

Historical counts

Year	▲ Count	Type
2018	▲ 3,604	AADT

**5 3,335**

**1204**

2025 Est. daily traffic counts

Cross: Countryway Rd  
 Cross Dir: N  
 Distance: 0.45 miles

Historical counts

Year	▲ Count	Type
2023	▲ 3,395	AADT
2022	▲ 3,377	AADT
2021	▲ 3,377	AADT
2020	▲ 3,461	AADT
2019	▲ 3,244	AADT

AADT - Annual Average Daily Traffic

ADT - Average Daily Traffic

AWDT - Average Weekly Daily Traffic

NOTE: Daily Traffic Counts are a mixture of actual and estimates

