TRADE AREA REPORT

Knoxville, Tennessee

Presented by

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Criteria Used for Analysis

Median Household Income	Median Age	Total Population	1st Dominant Segment
$49,998	**34.3**	**197,647**	**Set to Impress**

Consumer Segmentation

Life Mode
What are the people like that live in this area?

Midtown Singles

Millennials on the move—single, urban

Urbanization
Where do people like this usually live?

Metro Cities

Affordable city life, including smaller metros, satellite cities

Top Tapestry Segments	Set to Impress	Old and Newcomers	Traditional Living	Manufacturing Traditions	Small Town Sincerity
% of Households	7,708 (8.9%)	7,053 (8.2%)	7,027 (8.1%)	6,219 (7.2%)	6,153 (7.1%)
% of Knox County	7,708 (3.7%)	10,150 (4.9%)	7,106 (3.5%)	7,540 (3.7%)	6,865 (3.3%)
Lifestyle Group	Midtown Singles	Middle Ground	Hometown	GenXurban	Hometown
Urbanization Group	Metro Cities	Metro Cities	Metro Cities	Urban Periphery	Semirural
Residence Type	Multi-Unit Rentals; Single Family	Single Family; Multi-Units	Single Family	Single Family	Single Family
Household Type	Singles	Singles	Married Couples	Married Couples	Singles
Average Household Size	2.06	2.1	2.43	2.42	2.24
Median Age	35	39.7	36.7	39.1	41
Diversity Index	72.9	62.9	66.4	60.9	59.4
Median Household Income	$49,300	$60,300	$53,000	$68,900	$44,000
Median Net Worth	$21,100	$93,900	$92,400	$199,800	$54,700
Median Home Value	$244,500	$282,500	$130,100	$201,400	$148,300
Homeownership	30.1 %	48.6 %	59.3 %	72.1 %	52.5 %
Employment	Services or Professional	Professional or Services	Services or Professional	Professional or Services	Services or Professional
Education	High School Diploma	Some College No Degree	High School Diploma	High School Diploma	High School Diploma
Preferred Activities	Maintain close relationships with family . Enjoy going to rock concerts, night clubs, and the zoo.	Strong sense of community volunteer for charities . Food features convenience, frozen and fast food.	Enjoy outdoor activities and taking trips to the zoo . Fast-food devotees.	Value time spent at home . Watching television and gaming are common pastimes.	Community-oriented residents . Enjoy outdoor activities like hunting and fishing.
Financial	Prefer name brands, buy generic when it's a better deal	Price aware and coupon clippers, but open to impulse buys	Carry credit card balances, have personal loans	Budget aware shoppers	Price-conscious consumers that shop accordingly
Media	Use the Internet for social media, video games and watching TV	Features the Internet, listening to country music and read the paper	TV is seen as the most trusted media	Read newspapers, especially Sunday editions	Rely on television or newspapers to stay informed
Vehicle	Own used, imported vehicles	View car as transportation only	Own 1-2 vehicles	Own 2-3 vehicles	Own, maintain domestic trucks, ATVs

5/13/2025

About this segment
Set to Impress

This is the	In this area	In the United States
#1	**8.9%**	**1.4%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

Set to Impress is depicted by medium to large multiunit apartments with lower than average rents. These apartments are often nestled into neighborhoods with other businesses or single-family housing. Nearly one in three residents is 20 to 34 years old, and a large portion are single-person nonfamily households. Although many residents live alone, they preserve close connections with their family. Many work in food service while they are attending college. This group is always looking for a deal. They are very conscious of their image and seek to bolster their status with the latest fashion. Set to Impress residents are tapped into popular music and the local music scene.

Our Neighborhood

- Apartment complexes represented by multiple multiunit structures are often nestled in neighborhoods with either single-family homes or other businesses.
- Renters make up nearly three quarters of all households.
- Mostly found in urban areas, but also in suburbs.
- Single-person households make up over 40% of all households.
- It is easy enough to walk or bike to work for many residents.

Socioeconomic Traits

- Residents are educated and mobile. Many are enrolled in college.
- Consumers always have an eye out for a sale and will stock up when the price is right.
- Prefer name brands, but buy generic when it is a better deal.
- Quick meals on the run are a reality of life.
- Image-conscious consumers that dress to impress and often make impulse buys.
- Maintain close relationships with family.

Market Profile

- Listen to a variety of the latest music and download music online.
- Majority have cell phones only, no landlines.
- Use the Internet for social media, downloading video games, and watching TV programs.
- Own used, imported vehicles.
- Prefer shopping for bargains at Walmart, including discount stores like Kmart, Big Lots, and the local dollar store.
- Enjoy leisure activities including going to rock concerts, night clubs, and the zoo.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2024. Update Frequency: Annually.

About this segment

Old and Newcomers

This is the	In this area	In the United States
#2	**8.2%**	**2.3%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

This market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. Old and Newcomers is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support charity causes and are environmentally conscious. Age is not always obvious from their choices.

Our Neighborhood

- Metropolitan city dwellers.
- Predominantly single households, with a mix of married couples (no children); average household size lower at 2.12.
- 55% renter occupied; average rent is lower than the US.
- 45% of housing units are single-family dwellings; 45% are multiunit buildings in older neighborhoods, built before 1980.
- Average vacancy rate at 11%.

Socioeconomic Traits

- An average labor force participation rate of 62.6%, despite the increasing number of retired workers.
- 32% of households are currently receiving income from Social Security.
- 31% have a college degree, 33% have some college education, 9% are still enrolled in college.
- Consumers are price aware and coupon clippers, but open to impulse buys.
- They are attentive to environmental concerns.
- They are comfortable with the latest technology.

Market Profile

- Residents have a strong sense of community. They volunteer for charities, help fund raise, and recycle.
- They prefer cell phones to landlines.
- Entertainment features the Internet (employment searches, rating products, updating social media profiles), watching movies at home, listening to country music, and reading the paper.
- Vehicles are basically just a means of transportation.
- Food features convenience, frozen and fast food.
- They do banking as likely in person as online.

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About this segment

Traditional Living

This is the	In this area	In the United States
#3	**8.1%**	**1.9%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

Residents in this segment live primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade, and health-care sectors are the primary sources of employment for these residents. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun.

Our Neighborhood

- Married couples are the dominant household type, but fewer than expected from the younger age profile and fewer with children; however, there are higher proportions of single-parent and single-person households.
- Average household size is slightly lower at 2.51.
- Homes are primarily single family or duplexes in older neighborhoods, built before 1940.
- Most neighborhoods are located in lower-density urban clusters of metro areas throughout the Midwest and South.
- Average commuting time to work is very Short.
- Households have one or two vehicles.

Socioeconomic Traits

- Over 70% have completed high school or some college.
- Labor force participation is a bit higher than the national rate at 63.4%.
- Almost three quarters of households derive income from wages and salaries, augmented by Supplemental Security Income and public assistance. Cost-conscious consumers that are comfortable with brand loyalty, unless the price is too high.
- Connected and comfortable with the Internet, more likely to participate in online gaming or posting pics on social media.

Market Profile

- Shop for groceries at discount stores such as Walmart supercenters.
- Convenience stores are commonly used for fuel or picking up incidentals.
- Tend to carry credit card balances, have personal loans, and pay bills in person.
- Half of households have abandoned landlines for cell phones only.
- Favorite TV channels include Freedom, CMT, and Game Show Network.
- Fast-food devotees.
- Enjoy outdoor activities such as fishing and taking trips to the zoo.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2024. Update Frequency: Annually.

About this segment

Manufacturing Traditions

This is the	In this area	In the United States
#4	**7.2%**	**2.1%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

The backbone of older industrial cities in states surrounding the Great Lakes, Manufacturing Traditions residents are a mix of married-couple families and singles living in older developments of single-family homes. While varied, the workforce is primarily white collar, with a higher concentration of skilled workers in manufacturing, retail trade, and health care. Manufacturing Traditions represents a large market of stable, hardworking consumers with modest incomes but an average net worth of nearly $400,000. Family oriented, they value time spent at home. Most have lived, worked, and played in the same area for years.

Our Neighborhood

- Almost half (46%) of the households are married-couple families, similar to the US (48%), most without children (also similar to the US); the slightly higher proportion of singles reflects the aging of the population.
- Average household size is slightly lower at 2.47.
- They are movers, slightly more mobile than the US population, but over 70 percent of house holders moved into their current homes before 2010.
- Most residents live in modest, single-family homes in older neighborhoods built in the 1950s.
- Nearly three quarters own their homes; nearly half of households have mortgages.
- A large and growing market, Manufacturing Traditions residents are located in the dense urban fringe of metropolitan areas throughout the Midwest and South.
- Most households have 1 to 2 vehicles available.

Socioeconomic Traits

- Most have graduated from high school or spent some time at a college or university.
- Labor force participation slightly higher than the US at 67%.
- While most income is derived from wages and salaries, nearly 31% of households collect Social Security and

Market Profile

- Residents take advantage of convenience stores for fueling up and picking up incidentals.
- Watching television is a common pastime; many households have more than four TVs.
- Favorite programming ranges from Freeform, A&E, and TNT to children's shows on Nickelodeon and the Disney Channel.
- Residents are connected; entertainment activities like online gaming dominate their Internet usage.
- Favorite family restaurants include Applebee's, Arby's, and Texas Roadhouse.
- Radio dials are typically tuned to classic rock stations.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2024. Update Frequency: Annually.

About this segment
Small Town Sincerity

This is the	In this area	In the United States
#5	**7.1%**	**1.8%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

Small Town Sincerity includes young families and senior householders that are bound by community ties. The lifestyle is down-to-earth and semirural, with television for entertainment and news, and emphasis on convenience for both young parents and senior citizens. Residents embark on pursuits including online computer games, renting movies, indoor gardening, and rural activities like hunting and fishing. Residents keep their finances simple—paying bills in person and avoiding debt.

Our Neighborhood

- Reside in small towns or semirural neighborhoods, mostly outside metropolitan areas.
- Homes are a mix of older single-family houses (61%), apartments, and mobile homes.
- Half of all homes are owner-occupied. Median home value of $92,300 is about half the US median.
- Average rent is $639.
- This is an older market, with half of the householders aged 55 years or older, and predominantly single-person households

Socioeconomic Traits

- Education: 67% with high school diploma or some college.
- Labor force participation lower at 52%, which could result from lack of jobs or retirement.
- Income from wages and salaries, Social Security or retirement, increased by Supplemental Security Income.
- Price-conscious consumers that shop accordingly, with coupons at discount centers.
- Connected, but not to the latest or greatest gadgets; keep their landlines.
- Community-oriented residents; more conservative than middle-of-the-road.
- Rely on television or newspapers to stay informed.

Market Profile

- Small Town Simplicity features a semirural lifestyle, complete with domestic trucks and SUVs, ATVs, and vegetable gardens.
- Residents enjoy outdoor activities like hunting and fishing as well as watching NASCAR and college football and basketball on TV.
- A large senior population visit doctors and health practitioners regularly.
- However, a largely single population favors convenience over cooking, frozen meals and fast food.
- Home improvement is not a priority, but vehicle maintenance is.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2024. Update Frequency: Annually.

Knoxville, Tennessee: Population Comparison

Total Population

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

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

■ 2024
■ 2029 (Projected)

Knoxville	197,647
	204,746
Knox County	502,259
	522,229
Tennessee	7,204,409
	7,465,737

Population Density

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

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

■ 2024
■ 2029 (Projected)

Knoxville	1,897.1
	1,965.3
Knox County	988.1
	1,027.4
Tennessee	174.7
	181.1

Population Change Since 2020

This chart shows the percentage change in area's population from 2020 to 2024, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

■ 2024
■ 2029 (Projected)

Knoxville	3.66%
	3.59%
Knox County	4.86%
	3.98%
Tennessee	0.00%
	3.63%

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.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

■ Knoxville

Knoxville	290,356
Knox County	528,116
Tennessee	7,208,917

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.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

■ Knoxville

Knoxville	2,787.0
Knox County	1,038.9
Tennessee	174.8

Average Household Size

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

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

■ 2024
■ 2029 (Projected)

Knoxville	2.16
	2.15
Knox County	2.37
	2.36
Tennessee	2.45
	2.42

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.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

■ 2024
■ 2029 (Projected)

Knoxville	126,213
	130,056
Knox County	378,120
	392,104
Tennessee	5,644,935
	5,834,703

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Female / Male Ratio

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

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

■ Women 2024 2024

■ Men 2024 2024

■ Women 2029 (Projected) 2029 (Projected)

■ Men 2029 (Projected) 2029 (Projected)

Geography	Women	Men
Knoxville	51.1%	48.9%
	51.3%	48.7%
Knox County	50.7%	49.3%
	50.9%	49.1%
Tennessee	50.5%	49.5%
	50.7%	49.3%

Knoxville, Tennessee: Age Comparison

Median Age

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

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

■ 2024
■ 2029 (Projected)

Geography	2024	2029 (Projected)
Knoxville	34.3	36.1
Knox County	38.5	39.7
Tennessee	39.6	40.5

Population by Age

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

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

■ 2024
■ 2029 (Projected)

Age Group	2024	2029 (Projected)
Children	10.8%	10.3%
Tweens	2.9%	3.0%
Teens	9.6%	9.6%
20s	19.4%	18.0%
30s	15.3%	15.1%
40s	11.1%	12.2%
50s	10.2%	9.9%
60s	10.3%	9.6%
70s	6.9%	8.0%
Over 80	3.5%	4.4%

Knoxville, Tennessee: Marital Status Comparison

Married / Unmarried Adults Ratio

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

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

■ Married
■ Unmarried

	Married	Unmarried
Knoxville	37.3%	62.7%
Knox County	50.3%	49.7%
Tennessee	51.5%	48.5%

Married

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

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

Knoxville	37.3%
Knox County	50.3%
Tennessee	51.5%

Never Married

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

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

Knoxville	44.1%
Knox County	32.9%
Tennessee	30.8%

Widowed

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

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

Knoxville	6.1%
Knox County	5.8%
Tennessee	6.4%

Divorced

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

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

Knoxville	12.5%
Knox County	11.0%
Tennessee	11.3%

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Knoxville, Tennessee: Economic Comparison

Average Household Income

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

Data Source: U.S. Census American Community Survey via Esri, 2024

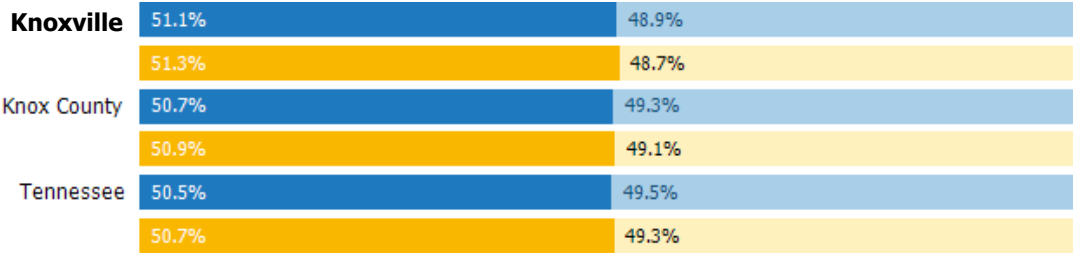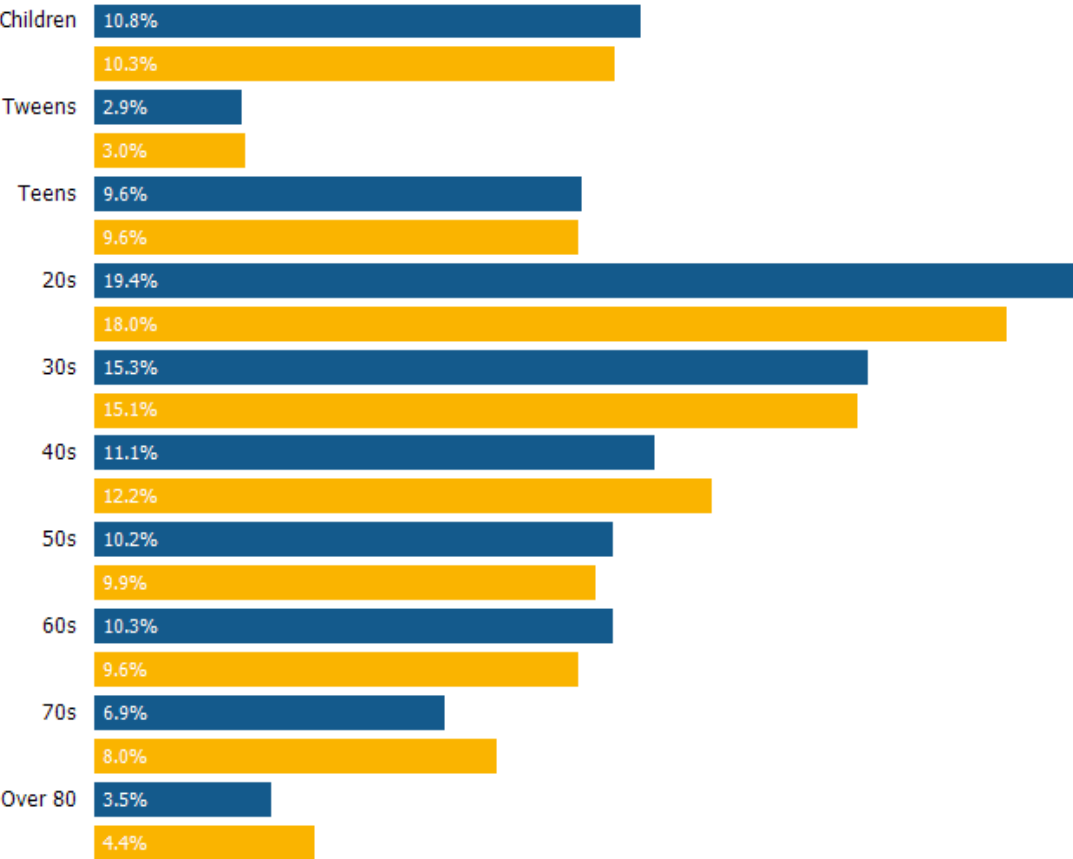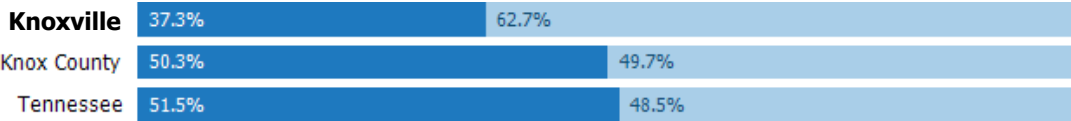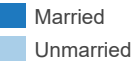Update Frequency: Annually

■ 2024
■ 2029 (Projected)

Knoxville	$78,411
	$93,041
Knox County	$103,502
	$121,845
Tennessee	$96,677
	$112,755

Median Household Income

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

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

■ 2024
■ 2029 (Projected)

Knoxville	$49,998
	$59,698
Knox County	$72,300
	$87,535
Tennessee	$69,015
	$81,637

Per Capita Income

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

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

■ 2024
■ 2029 (Projected)

Knoxville	$34,189
	$40,896
Knox County	$42,494
	$50,323
Tennessee	$38,807
	$45,727

Average Disposable Income

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

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

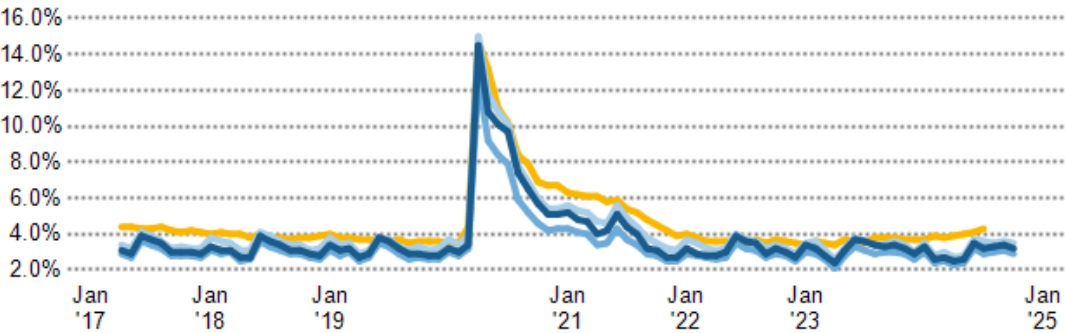|	
Knoxville	$62,218
Knox County	$79,718
Tennessee	$75,612

Unemployment Rate

This chart shows the unemployment trend in an area, compared with other geographies.

Data Source: Bureau of Labor Statistics via PolicyMap

Update Frequency: Monthly

- Knoxville
- Knox County
- Tennessee
- USA

Employment Count by Industry

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

Data Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually

Industry	Employment Count
Health Care and Social Assistance	14,119
Retail Trade	12,989
Accommodation and Food	9,920
Education	9,835
Professional, Scientific and Technical	7,683
Manufacturing	7,015
Construction	5,635
Administrative Support and Waste Management	4,900
Finance and Insurance	4,690
Transportation and Warehousing	4,409
Other	3,748
Information	2,878
Public Administration	2,521
Arts, Entertainment and Recreation	1,861
Wholesale Trade	1,776
Real Estate, Rental and Leasing	1,526
Utilities	762
Agriculture, Forestry, Fishing and Hunting	288
Business Management	159
Mining	74

Knoxville, Tennessee: Education Comparison

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.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

Knoxville	2.4%
Knox County	1.9%
Tennessee	2.9%

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.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

Knoxville	5.4%
Knox County	4.0%
Tennessee	5.6%

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.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

Knoxville	4.6%
Knox County	3.7%
Tennessee	5.5%

High School Graduate

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

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

Knoxville	23.9%
Knox County	21.7%
Tennessee	26.8%

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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.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

Knoxville	18.5%
Knox County	17.3%
Tennessee	18.7%

Associate Degree

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

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

Knoxville	9.4%
Knox County	9.8%
Tennessee	8.5%

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.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

Knoxville	22.3%
Knox County	25.9%
Tennessee	20.5%

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.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

Knoxville	13.5%
Knox County	15.7%
Tennessee	11.5%

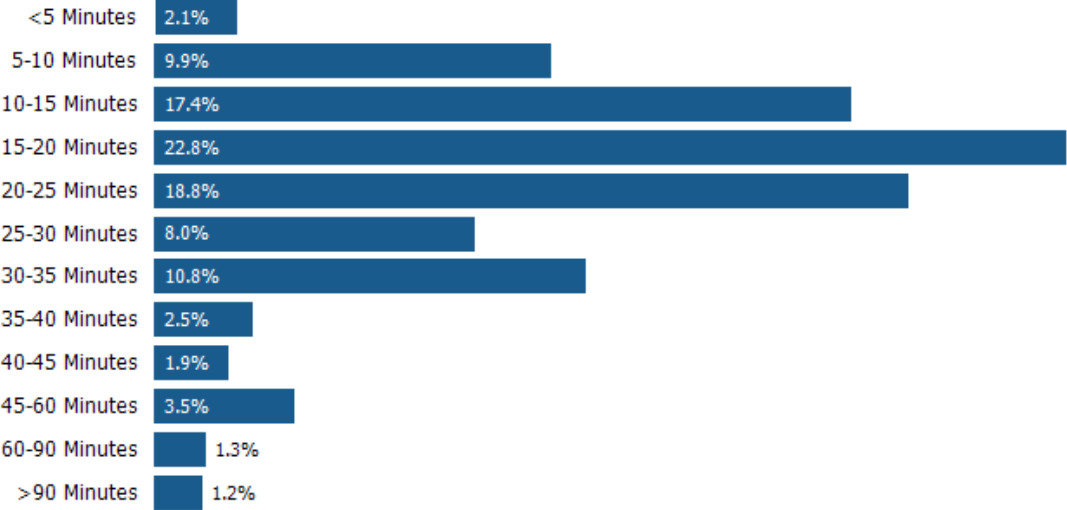5/13/2025

Knoxville, Tennessee: Commute Comparison

Average Commute Time

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

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

■ Knoxville

Commute Time	Percentage
<5 Minutes	2.1%
5-10 Minutes	9.9%
10-15 Minutes	17.4%
15-20 Minutes	22.8%
20-25 Minutes	18.8%
25-30 Minutes	8.0%
30-35 Minutes	10.8%
35-40 Minutes	2.5%
40-45 Minutes	1.9%
45-60 Minutes	3.5%
60-90 Minutes	1.3%
>90 Minutes	1.2%

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.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

■ Knoxville

Transportation	Percentage
Drive Alone	83.9%
Work at Home	10.3%
Carpool	9.5%
Walk	3.8%
Public Transit	1.5%
Bus	1.5%
Other	0.6%
Bicycle	0.3%
Taxi	0.3%
Motorcycle	0.1%
Ferry	0.0%
Train	0.0%

Knoxville, Tennessee: Home Value Comparison

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.

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

Update Frequency: Monthly

Area	Value
Knoxville	$411,870
Knox County	$405,550
Tennessee	$370,350

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.

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

Update Frequency: Monthly

Area	Change
Knoxville	+4.8%
Knox County	+4.4%
Tennessee	+2.9%

Median Listing Price

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

Data Source: Listing data

Update Frequency: Monthly

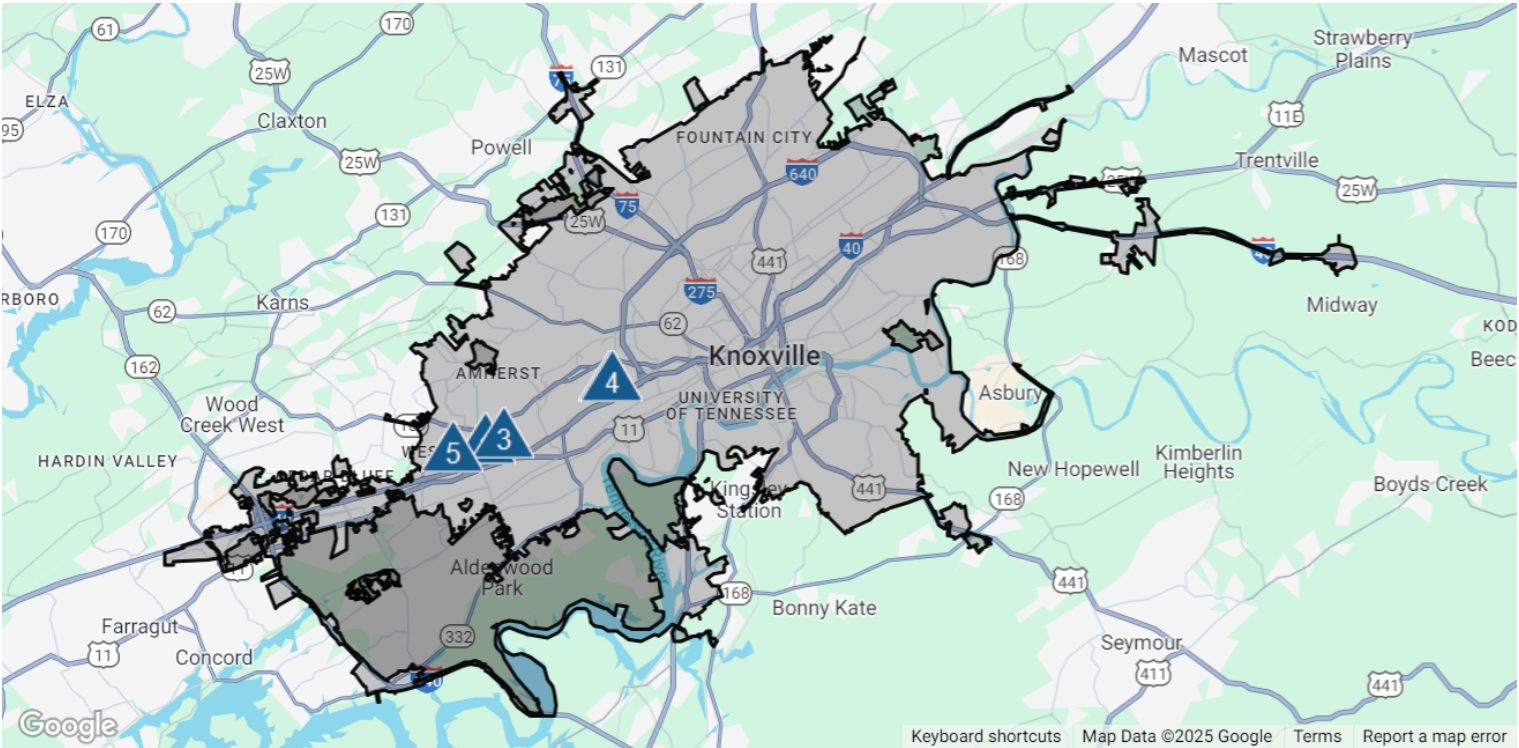| Area	Price
Knoxville	$429,900
Knox County	$427,500
Tennessee	$429,900

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.

Data Source: Listing data

Update Frequency: Monthly

Area	Change
Knoxville	+0.2%
Knox County	+0.6%
Tennessee	+3.0%

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Traffic Counts

Daily Traffic Counts: ▲ 6,001 – 15,000 ▲ 15,001 – 30,000 ▲ 30,001 – 50,000 ▲ 50,001 – 100,000 ▲ Over 100,000 / day
▲ Up 6,000 / day

▲ 1	▲ 2	▲ 3	▲ 4	▲ 5
213,480	**207,401**	**206,471**	**204,861**	**202,073**
2024 Est. daily traffic counts	**2024 Est. daily traffic counts**	**2024 Est. daily traffic counts**	**2023 Est. daily traffic counts**	**2024 Est. daily traffic counts**
Street: **–**	Street: **I-40**	Street: **I-40**	Street: **I0040**	Street: **I40 / I75**
Cross: **–**	Cross: **Forest Heights Rd**	Cross: **Wellington Dr NW**	Cross: **Forest Heights Rd**	Cross: **Winston Rd**
Cross Dir: **–**	Cross Dir: **SW**	Cross Dir: **S**	Cross Dir: **SW**	Cross Dir: **E**
Dist: **–**	Dist: **–**	Dist: **–**	Dist: **0.33 miles**	Dist: **–**

Historical counts			Historical counts			Historical counts			Historical counts			Historical counts		
Year	Count	Type	Year	Count	Type	Year	Count	Type	Year	Count	Type	Year	Count	Type
2018 ▲ **207,545** AADT									**2022** ▲ **211,587** AADT					
									2021 ▲ **211,587** AADT					
									2020 ▲ **170,026** AADT					
									2019 ▲ **215,216** AADT					

NOTE: Daily Traffic Counts are a mixture of actual and Estimates (*)

5/13/2025

About RPR (Realtors Property Resource)

- Realtors Property Resource® is a wholly owned subsidiary of the National Association REALTORS®.

- RPR offers comprehensive data – including a nationwide database of 164 million properties – as well as powerful analytics and dynamic reports exclusively for members of the NAR.

- RPR's focus is giving residential and commercial real estate practitioners, brokers, and MLS and Association staff the tools they need to serve their clients.

- This report has been provided to you by a member of the NAR.

About RPR's Data

RPR generates and compiles real estate and other data from a vast array of sources. The data contained in your report includes some or all of the following:

- **Listing data** from our partner MLSs and CIEs, and related calculations, like estimated value for a property or median sales price for a local market.

- **Public records data** including tax, assessment, and deed information. Foreclosure and distressed data from public records.

- **Market conditions and forecasts** based on listing and public records data.

- **Census and employment data** from the U.S. Census and the U.S. Bureau of Labor Statistics.

- **Demographics and trends data** from Esri. The data in commercial and economic reports includes Tapestry Segmentation, which classifies U.S. residential neighborhoods into unique market segments based on socioeconomic and demographic characteristics.

- **Business data** including consumer expenditures, commercial market potential, retail marketplace, SIC and NAICS business information, and banking potential data from Esri.

- **School data and reviews** from Niche.

- **Specialty data sets** such as walkability scores, traffic counts and flood zones.

Update Frequency

- Listings and public records data are updated on a continuous basis.

- Charts and statistics calculated from listing and public records data are refreshed monthly.

- Other data sets range from daily to annual updates.

Learn more

For more information about RPR, please visit RPR's public website: https://blog.narrpr.com