ZIP 37769, Rocky Top, Tennessee.

Current market data.

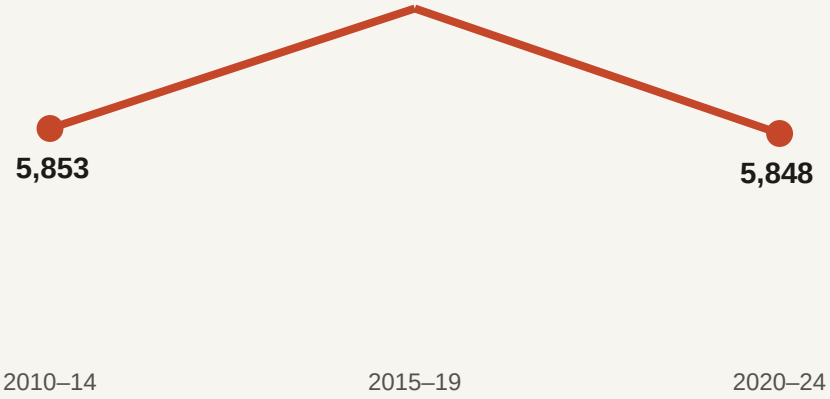
8 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

5,848 people call ZIP 37769 home.

5,848

people.



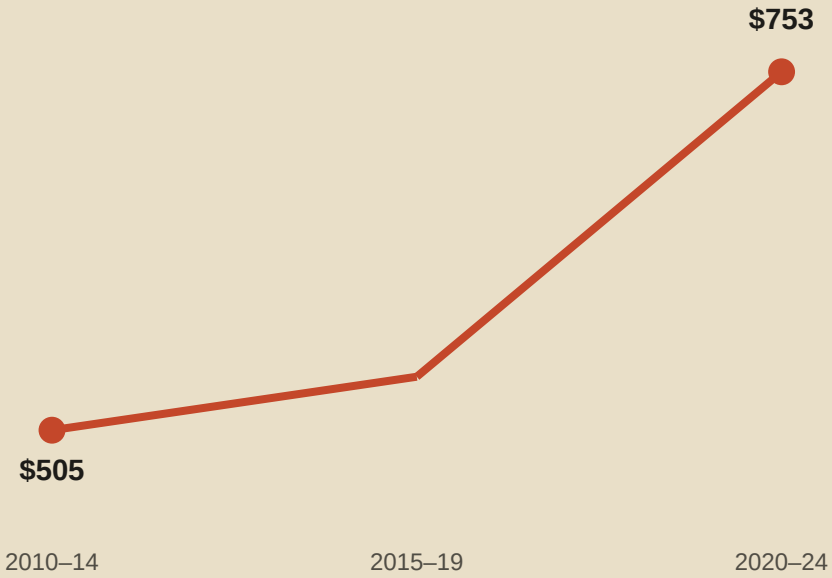
Source: Census ACS 5-year, 2020-2024

RENT

Median rent is up 49% since the 2010–2014 survey, before inflation.

$753

a month. Tennessee's median is $1,189.



Source: Census ACS 5-year, 2020-2024

ROOM TO BUILD

Local wages can carry more rent than the median charged today.

is the monthly rent range local workforce wages support.

Source: Computed by the Almanac, 2023; Census ACS 5-year, 2020-2024

BUILDING

Most of the housing here is older than 2000.

79%

of all homes were built before 2000

Source: Census ACS 5-year, 2020-2024

UNITS NEEDED

Closing the gap would add 0.2–0.3% to the 2,742 homes here.

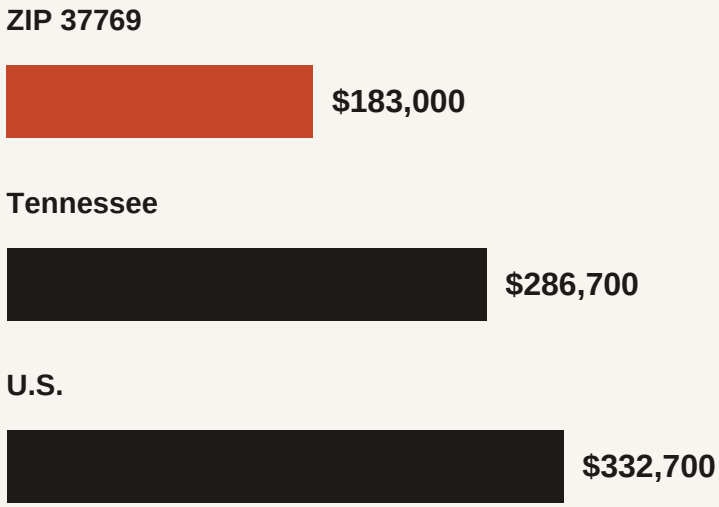
6–8

is the estimated number of missing housing units, from the lowest to the highest of three estimates.

Source: Computed by the Almanac, 2023

HOME VALUE

A median home costs 36% less than Tennessee's.



$183,000

median home value in ZIP 37769.

Source: Census ACS 5-year, 2020-2024

THAT WAS ZIP 37769'S 2026

Every number came from a public source, with its date.

New Census data usually lands in December. The next Edition follows it.

See this Edition at **almanacdata.ai/e/zip/37769/**