

Dominant MOSAIC Lifestyles Report

2000 Census, 2009 Estimates & 2014 Projections

Calculated using Proportional Block Groups



Lat/Lon: 35.9013785/-84.5636395

6/17/2010

Lifestyles Report Roane County, Tennessee		Rockwood		Harriman		Midtown		Kingston	
Predominant Group	Grp F Metro Fringe	133.5%	Grp F Metro Fringe	117.0%	Grp F Metro Fringe	169.9%	Grp D Blue-collar Backbone	145.8%	
Predominant Segments	F05 Grass-roots Living	133.5%	F05 Grass-roots Living	117.0%	F05 Grass-roots Living	169.9%	D04 Small-town Endeavors	120.5%	
MOSAIC Lifestyle Customers	K01 Unattached Multicultures	64.9%	D04 Small-town Endeavors	47.6%	D02 Working Rural Suburbia	50.9%	F05 Grass-roots Living	35.0%	
	I04 Small-town Connections	18.1%	J05 New Beginnings	28.3%	I01 Industrious Country Living	14.7%	D02 Working Rural Suburbia	25.2%	
	I05 Hinterland Families	7.8%	I04 Small-town Connections	19.7%	I05 Hinterland Families	0.1%	I04 Small-town Connections	21.9%	
	D04 Small-town Endeavors	6.1%	I03 Comfy Country Living	10.3%			C01 Second City Homebodies	11.9%	
General Demographics 2009									
Estimated Population	3,787		5,715		886		3,830		
Estimated Households	1,643		2,535		376		1,716		
Proj. Ann. Growth (2009 to 2014)	-100		-6		-26		-74		
Average Household Size	2.27		2.21		2.36		2.16		
Households with Kids	503	30.6%	746	29.4%	124	32.8%	446	26.0%	
Income 2009									
Median Household Income	\$32,531		\$28,537		\$38,341		\$37,795		
Average Household Income	\$35,300		\$40,027		\$45,810		\$57,905		
Est. Per Capita Income	\$15,363		\$18,049		\$19,453		\$28,267		
Household Income Distribution 2009									
HH Income less than \$34,999	895	54.5%	1,425	56.2%	179	47.6%	784	45.7%	
HH Income \$35,000 to \$49,999	295	18.0%	442	17.4%	56	14.8%	270	15.7%	
HH Income \$50,000 to \$74,999	251	15.3%	414	16.3%	70	18.6%	256	14.9%	
HH Income \$75,000 to \$99,999	127	7.7%	127	5.0%	45	11.8%	170	9.9%	
HH Income \$100,000 or more	75	4.6%	127	5.0%	27	7.3%	236	13.7%	
Age Distribution 2009									
Age 0 to 4 yrs	227	6.0%	302	5.3%	57	6.4%	193	5.0%	
Age 5 to 9 yrs	215	5.7%	305	5.3%	56	6.3%	195	5.1%	
Age 10 to 14 yrs	232	6.1%	328	5.7%	48	5.5%	183	4.8%	
Age 15 to 19 yrs	199	5.3%	369	6.5%	53	6.0%	205	5.3%	
Age 20 to 24 yrs	230	6.1%	355	6.2%	54	6.1%	227	5.9%	
Age 25 to 34 yrs	468	12.4%	704	12.3%	133	15.0%	490	12.8%	
Age 35 to 44 yrs	440	11.6%	680	11.9%	115	13.0%	448	11.7%	
Age 45 to 54 yrs	482	12.7%	756	13.2%	116	13.1%	537	14.0%	
Age 55 to 64 yrs	512	13.5%	715	12.5%	117	13.2%	478	12.5%	
Age 65+	781	20.6%	1,202	21.0%	137	15.4%	875	22.9%	
Median Age	41.2 yrs		41.5 yrs		37.7 yrs		43.3 yrs		
Employment 2000									
Total Number of Businesses	165		274		51		277		
Total Number of Employees	1,813		2,591		568		1,954		
Education Completed 2009									
<=12 grd, High School or below	70.6%		70.2%		68.1%		55.9%		
<4 yrs college (Some College & Assoc)	21.1%		20.3%		23.3%		28.1%		
4+ yrs college (Bachelor & Graduate)	8.3%		9.5%		8.7%		16.0%		
Race & Ethnicity 2009									
White	91.1%		89.7%		94.1%		92.7%		
Black or African American	7.1%		7.8%		2.9%		4.6%		
Asian & Pacific Islander	0.3%		0.3%		0.4%		0.3%		
All Other	1.5%		2.3%		2.6%		2.3%		
Hispanic or Latino Population	1.3%		1.3%		0.8%		1.6%		
Not Hispanic or Latino Population	98.7%		98.7%		99.2%		98.4%		

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