

Dominant MOSAIC Lifestyles Report

2000 Census, 2009 Estimates & 2014 Projections

Calculated using Proportional Block Groups



Lat/Lon: 35.8468705/-84.526459

6/17/2010

Lifestyles Report		Roane
Roane County, Tennessee		
Predominant Group	Crp Rrual Villages and Families	116.1%
Predominant Segments	I05 Hinterland Families	66.8%
MOSAIC Lifestyle Customers	F05 Grass-roots Living	45.7%
	I01 Industrious Country Living	27.9%
	D04 Small-town Endeavors	26.4%
	G01 Hardy Rural Families	13.0%
General Demographics 2009		
Estimated Population	53,564	
Estimated Households	22,531	
Proj. Ann. Growth (2009 to 2014)	673	0.3%
Average Household Size	2.35	
Households with Kids	6,938	30.8%
Income 2009		
Median Household Income	\$43,484	
Average Household Income	\$53,160	
Est. Per Capita Income	\$22,637	
Household Income Distribution 2009		
HH Income less than \$34,999	9,576	42.5%
HH Income \$35,000 to \$49,999	3,519	15.6%
HH Income \$50,000 to \$74,999	4,283	19.0%
HH Income \$75,000 to \$99,999	2,373	10.5%
HH Income \$100,000 or more	2,780	12.3%
Age Distribution 2009		
Age 0 to 4 yrs	2,912	5.4%
Age 5 to 9 yrs	2,939	5.5%
Age 10 to 14 yrs	3,142	5.9%
Age 15 to 19 yrs	3,167	5.9%
Age 20 to 24 yrs	2,954	5.5%
Age 25 to 34 yrs	6,474	12.1%
Age 35 to 44 yrs	6,778	12.7%
Age 45 to 54 yrs	7,910	14.8%
Age 55 to 64 yrs	7,649	14.3%
Age 65+	9,641	18.0%
Median Age	41.7	yrs
Employment 2000		
Total Number of Businesses	1,607	
Total Number of Employees	15,102	
Education Completed 2009		
<=12 grd, High School or below		59.9%
<4 yrs college (Some College & Assoc)		24.6%
4+ yrs college (Bachelor & Graduate)		15.6%
Race & Ethnicity 2009		
White		94.9%
Black or African American		2.9%
Asian & Pacific Islander		0.5%
All Other		1.7%
Hispanic or Latino Population		1.1%
Not Hispanic or Latino Population		98.9%

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