

# MOSAIC GROUP SEGMENTATION PROFILE

2000 Census, 2009 Estimates

Calculated using Proportional Block Groups



Lat/Lon: 35.9013785/-84.5636395

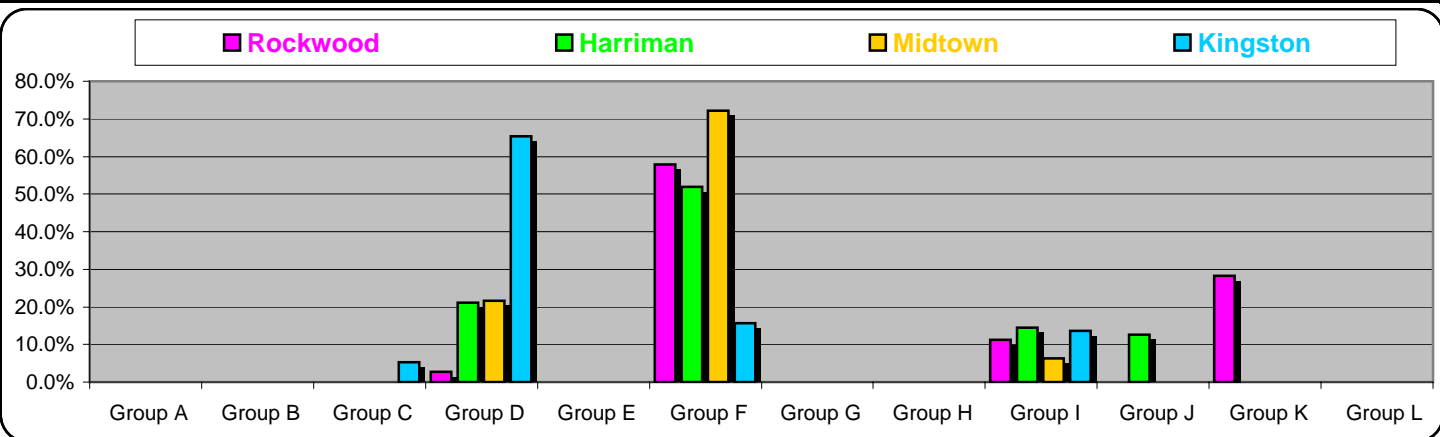
June 2010

RMosaic1g

Lifestyles Report Roane County, Tennessee	Rockwood	Harriman	Midtown	Kingston
<b>2009 Estimated Population</b>	<b>3,787</b>	<b>5,715</b>	<b>886</b>	<b>3,830</b>
2000 Census Population	3,896	5,499	908	3,873
2014 Projected Population	3,686	5,708	860	3,756
2009 Est. Per Capita Income	\$15,363	\$18,049	\$19,453	\$28,267
2009 Est. Median Population Income	\$32,531	\$28,537	\$38,341	\$37,795

## MOSAIC Population Groups

<b>Group A ~ Affluent Suburbia</b> Estimated Population	0 0%	0 0%	0 0%	0 0%
<b>Group B ~ Upscale America</b> Estimated Population	0 0%	0 0%	0 0%	0 0%
<b>Group C ~ Small-town Contentment</b> Estimated Population	0 0%	0 0%	0 0%	205 5.3%
<b>Group D ~ Blue-collar Backbone</b> Estimated Population	100 2.6%	1,207 21.1%	191 21.6%	<b>Dominant Group</b> 2,501 65.3%
<b>Group E ~ American Diversity</b> Estimated Population	0 0%	0 0%	0 0%	0 0%
<b>Group F ~ Metro Fringe</b> Estimated Population	<b>Dominant Group</b> 2,193 57.9%	<b>Dominant Group</b> 2,966 51.9%	<b>Dominant Group</b> 639 72.1%	601 15.7%
<b>Group G ~ Remote America</b> Estimated Population	0 0%	0 0%	0 0%	0 0%
<b>Group H ~ Aspiring Contemporaries</b> Estimated Population	0 0%	0 0%	0 0%	0 0%
<b>Group I ~ Rural Villages and Farms</b> Estimated Population	426 11.3%	824 14.4%	56 6.3%	524 13.7%
<b>Group J ~ Struggling Societies</b> Estimated Population	0 0%	718 12.6%	0 0%	0 0%
<b>Group K ~ Urban Essence</b> Estimated Population	1,067 28.2%	0 0%	0 0%	0 0%
<b>Group L ~ Varying Lifestyles</b> Estimated Population	0 0%	0 0%	0 0%	0 0%



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