

MOSAIC GROUP SEGMENTATION PROFILE

2000 Census, 2009 Estimates

Calculated using Proportional Block Groups

Prepared For

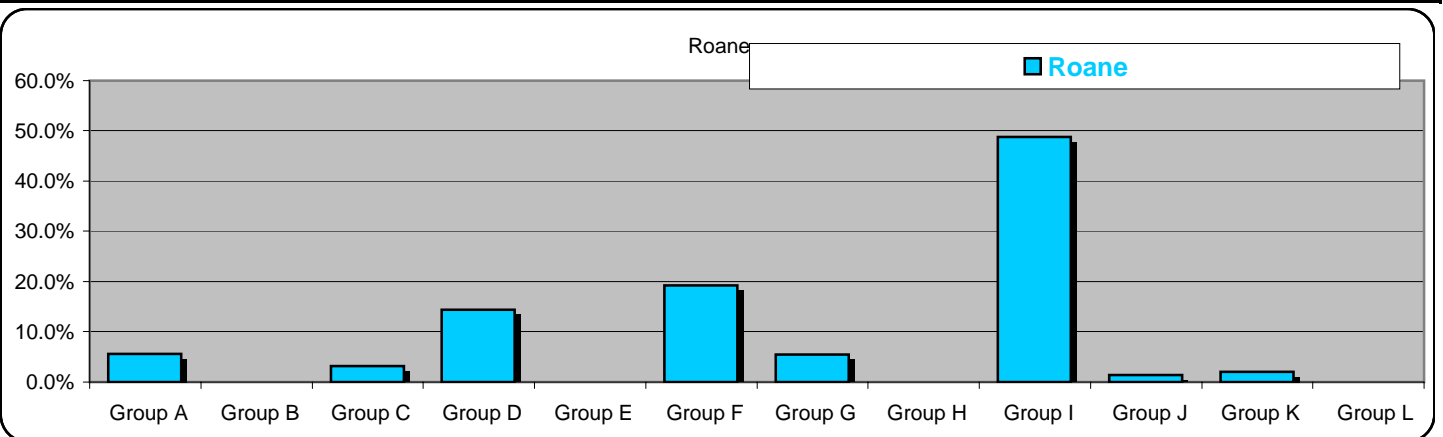


Lat/Lon: 35.8468705/-84.526459

June 2010

RMosaic1g

Lifestyles Report		Roane
Roane County, Tennessee		
2009 Estimated Population		53,564
2000 Census Population		51,908
2014 Projected Population		54,237
2009 Est. Per Capita Income		\$22,637
2009 Est. Median Population Income		\$43,484
MOSAIC Population Groups		
Group A ~ Affluent Suburbia		
Estimated Population	2,974	5.6%
Group B ~ Upscale America		
Estimated Population	0	0%
Group C ~ Small-town Contentment		
Estimated Population	1,703	3.2%
Group D ~ Blue-collar Backbone		
Estimated Population	7,684	14.3%
Group E ~ American Diversity		
Estimated Population	0	0%
Group F ~ Metro Fringe		
Estimated Population	10,307	19.2%
Group G ~ Remote America		
Estimated Population	2,938	5.5%
Group H ~ Aspiring Contemporaries		
Estimated Population	0	0%
Group I ~ Rural Villages and Farms		
Estimated Population	26,155	48.8%
Group J ~ Struggling Societies		
Estimated Population	736	1.4%
Group K ~ Urban Essence		
Estimated Population	1,067	2.0%
Group L ~ Varying Lifestyles		
Estimated Population	0	0%



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