

# MOSAIC SEGMENTATION PROFILE

2000 Census, 2009 Estimates

Calculated using Proportional Block Groups



Lat/Lon: 35.9013785/-84.5636395

June 2010

Lifestyles Report Roane County, Tennessee		Rockwood	Harriman	Midtown	Kingston				
<b>2009 Estimated Households</b>		<b>1,643</b>	<b>2,535</b>	<b>376</b>	<b>1,716</b>				
2000 Census Households		1,642	2,370	374	1,680				
2014 Projected Households		1,669	2,635	381	1,753				
Historical Annual Growth (2000 to 2009)		0.0%	0.8%	0.1%	0.2%				
Projected Annual Growth (2009 to 2014)		0.3%	0.8%	0.2%	0.4%				
2009 Est. Average Household Income		\$35,300	\$40,027	\$45,810	\$57,905				
2009 Est. Median Household Income		\$32,531	\$28,537	\$38,341	\$37,795				
MOSAIC Groups and Clusters		Households	% Total	Households	% Total	Households	% Total	Households	% Total
<b>Group A ~ Affluent Suburbia</b>		<b>0</b>	<b>0.00%</b>	<b>0</b>	<b>0.00%</b>	<b>0</b>	<b>0.00%</b>	<b>0</b>	<b>0.00%</b>
A01 America's Wealthiest		0	0.00%	0	0.00%	0	0.00%	0	0.00%
A02 Dream Weavers		0	0.00%	0	0.00%	0	0.00%	0	0.00%
A03 White-collar Suburbia		0	0.00%	0	0.00%	0	0.00%	0	0.00%
A04 Upscale Suburbanites		0	0.00%	0	0.00%	0	0.00%	0	0.00%
A05 Enterprising Couples		0	0.00%	0	0.00%	0	0.00%	0	0.00%
A06 Small-town Success		0	0.00%	0	0.00%	0	0.00%	0	0.00%
A07 New Suburbia Families		0	0.00%	0	0.00%	0	0.00%	0	0.00%
<b>Group B ~ Upscale America</b>		<b>0</b>	<b>0.00%</b>	<b>0</b>	<b>0.00%</b>	<b>0</b>	<b>0.00%</b>	<b>0</b>	<b>0.00%</b>
B01 Status-conscious Consumers		0	0.00%	0	0.00%	0	0.00%	0	0.00%
B02 Affluent Urban Professionals		0	0.00%	0	0.00%	0	0.00%	0	0.00%
B03 Urban Commuter Families		0	0.00%	0	0.00%	0	0.00%	0	0.00%
B04 Solid Suburban Life		0	0.00%	0	0.00%	0	0.00%	0	0.00%
B05 Second-generation Success		0	0.00%	0	0.00%	0	0.00%	0	0.00%
B06 Successful Suburbia		0	0.00%	0	0.00%	0	0.00%	0	0.00%
<b>Group C ~ Small-town Contentment</b>		<b>0</b>	<b>0.00%</b>	<b>0</b>	<b>0.00%</b>	<b>0</b>	<b>0.00%</b>	<b>87</b>	<b>5.06%</b>
C01 Second City Homebodies		0	0.00%	0	0.00%	0	0.00%	87	5.06%
C02 Prime Middle America		0	0.00%	0	0.00%	0	0.00%	0	0.00%
C03 Suburban Optimists		0	0.00%	0	0.00%	0	0.00%	0	0.00%
C04 Family Convenience		0	0.00%	0	0.00%	0	0.00%	0	0.00%
C05 Mid-market Enterprise		0	0.00%	0	0.00%	0	0.00%	0	0.00%
<b>Group D ~ Blue-collar Backbone</b>		<b>48</b>	<b>2.93%</b>	<b>543</b>	<b>21.4%</b>	<b>78</b>	<b>20.7%</b>	<b>1,143</b>	<b>66.6%</b>
D01 Nuevo Hispanic Families		0	0.00%	0	0.00%	0	0.00%	0	0.00%
D02 Working Rural Communities		0	0.00%	0	0.00%	78	20.7%	197	11.5%
D03 Lower-income Essentials		0	0.00%	0	0.00%	0	0.00%	0	0.00%
D04 Small-town Endeavors		48	2.93%	543	21.4%	0	0.00%	946	55.1%
<b>Group E ~ American Diversity</b>		<b>0</b>	<b>0.00%</b>	<b>0</b>	<b>0.00%</b>	<b>0</b>	<b>0.00%</b>	<b>0</b>	<b>0.00%</b>
E01 Ethnic Urban Mix		0	0.00%	0	0.00%	0	0.00%	0	0.00%
E02 Urban Blues		0	0.00%	0	0.00%	0	0.00%	0	0.00%
E03 Professional Urbanites		0	0.00%	0	0.00%	0	0.00%	0	0.00%
E04 Suburban Advantage		0	0.00%	0	0.00%	0	0.00%	0	0.00%
E05 American Great Outdoors		0	0.00%	0	0.00%	0	0.00%	0	0.00%
E06 Mature America		0	0.00%	0	0.00%	0	0.00%	0	0.00%

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<b>Group F ~ Metro Fringe</b>	<b>966</b>	<b>58.8%</b>	<b>1,277</b>	<b>50.4%</b>	<b>276</b>	<b>73.5%</b>	<b>265</b>	<b>15.4%</b>
F01 Steadfast Conservative	0	0.00%	0	0.00%	0	0.00%	0	0.00%
F02 Moderate Conventionalists	0	0.00%	0	0.00%	0	0.00%	0	0.00%
F03 Southern Blues	0	0.00%	0	0.00%	0	0.00%	0	0.00%
F04 Urban Grit	0	0.00%	0	0.00%	0	0.00%	0	0.00%
F05 Grass-roots Living	966	58.8%	1,277	50.4%	276	73.5%	265	15.4%
<b>Group G ~ Remote America</b>	<b>0</b>	<b>0.00%</b>	<b>0</b>	<b>0.00%</b>	<b>0</b>	<b>0.00%</b>	<b>0</b>	<b>0.00%</b>
G01 Hardy Rural Families	0	0.00%	0	0.00%	0	0.00%	0	0.00%
G02 Rural Southern Living	0	0.00%	0	0.00%	0	0.00%	0	0.00%
G03 Coal and Crops	0	0.00%	0	0.00%	0	0.00%	0	0.00%
G04 Native Americana	0	0.00%	0	0.00%	0	0.00%	0	0.00%
<b>Group H ~ Aspiring Contemporaries</b>	<b>0</b>	<b>0.00%</b>	<b>0</b>	<b>0.00%</b>	<b>0</b>	<b>0.00%</b>	<b>0</b>	<b>0.00%</b>
H01 Young Cosmopolitans	0	0.00%	0	0.00%	0	0.00%	0	0.00%
H02 Minority Metro Communities	0	0.00%	0	0.00%	0	0.00%	0	0.00%
H03 Stable Careers	0	0.00%	0	0.00%	0	0.00%	0	0.00%
H04 Aspiring Hispania	0	0.00%	0	0.00%	0	0.00%	0	0.00%
<b>Group I ~ Rural Villages and Farms</b>	<b>165</b>	<b>10.1%</b>	<b>323</b>	<b>12.7%</b>	<b>22</b>	<b>5.82%</b>	<b>221</b>	<b>12.9%</b>
I01 Industrious Country Living	1	0.03%	0	0.00%	22	5.77%	0	0.00%
I02 America's Farmlands	0	0.00%	0	0.00%	0	0.00%	0	0.00%
I03 Comfy Country Living	0	0.00%	114	4.51%	0	0.00%	37	2.18%
I04 Small-town Connections	112	6.83%	182	7.18%	0	0.00%	159	9.29%
I05 Hinterland Families	53	3.20%	27	1.06%	0	0.05%	25	1.43%
<b>Group J ~ Struggling Societies</b>	<b>0</b>	<b>0.00%</b>	<b>392</b>	<b>15.5%</b>	<b>0</b>	<b>0.00%</b>	<b>0</b>	<b>0.00%</b>
J01 Rugged Rural Style	0	0.00%	0	0.00%	0	0.00%	0	0.00%
J02 Latino Nuevo	0	0.00%	0	0.00%	0	0.00%	0	0.00%
J03 Struggling City Centers	0	0.00%	0	0.00%	0	0.00%	0	0.00%
J04 College Town Communities	0	0.00%	0	0.00%	0	0.00%	0	0.00%
J05 Metro Beginnings	0	0.00%	392	15.5%	0	0.00%	0	0.00%
<b>Group K ~ Urban Essence</b>	<b>464</b>	<b>28.2%</b>	<b>0</b>	<b>0.00%</b>	<b>0</b>	<b>0.00%</b>	<b>0</b>	<b>0.00%</b>
K01 Unattached Multicultures	464	28.2%	0	0.00%	0	0.00%	0	0.00%
K02 Academic Influences	0	0.00%	0	0.00%	0	0.00%	0	0.00%
K03 African-American Neighborhoods	0	0.00%	0	0.00%	0	0.00%	0	0.00%
K04 Urban Diversity	0	0.00%	0	0.00%	0	0.00%	0	0.00%
K05 New Generation Activists	0	0.00%	0	0.00%	0	0.00%	0	0.00%
K06 Getting By	0	0.00%	0	0.00%	0	0.00%	0	0.00%
<b>Group L ~ Varying Lifestyles</b>	<b>0</b>	<b>0.00%</b>	<b>0</b>	<b>0.00%</b>	<b>0</b>	<b>0.00%</b>	<b>0</b>	<b>0.00%</b>
L01 Military Family Life	0	0.00%	0	0.00%	0	0.00%	0	0.00%
L02 Major University Towns	0	0.00%	0	0.00%	0	0.00%	0	0.00%
L03 Gray Perspectives	0	0.00%	0	0.00%	0	0.00%	0	0.00%

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