

MOSAIC SEGMENTATION PROFILE

2000 Census, 2009 Estimates

Calculated using Proportional Block Groups



Lat/Lon: 35.8468705/-84.526459

June 2010

Lifestyles Report		Roane	
Roane County, Tennessee			
2009 Estimated Households			22,531
2000 Census Households			21,199
2014 Projected Households			23,785
Historical Annual Growth (2000 to 2009)			0.7%
Projected Annual Growth (2009 to 2014)			1.1%
2009 Est. Average Household Income			\$53,160
2009 Est. Median Household Income			\$43,484
MOSAIC Groups and Clusters		Households	% Total
Group A ~ Affluent Suburbia		1,220	5.41%
A01 America's Wealthiest		0	0.00%
A02 Dream Weavers		0	0.00%
A03 White-collar Suburbia		0	0.00%
A04 Upscale Suburbanites		0	0.00%
A05 Enterprising Couples		930	4.13%
A06 Small-town Success		290	1.29%
A07 New Suburbia Families		0	0.00%
Group B ~ Upscale America		0	0.00%
B01 Status-conscious Consumers		0	0.00%
B02 Affluent Urban Professionals		0	0.00%
B03 Urban Commuter Families		0	0.00%
B04 Solid Suburban Life		0	0.00%
B05 Second-generation Success		0	0.00%
B06 Successful Suburbia		0	0.00%
Group C ~ Small-town Contentment		723	3.21%
C01 Second City Homebodies		723	3.21%
C02 Prime Middle America		0	0.00%
C03 Suburban Optimists		0	0.00%
C04 Family Convenience		0	0.00%
C05 Mid-market Enterprise		0	0.00%
Group D ~ Blue-collar Backbone		3,495	15.5%
D01 Nuevo Hispanic Families		0	0.00%
D02 Working Rural Communities		753	3.34%
D03 Lower-income Essentials		0	0.00%
D04 Small-town Endeavors		2,742	12.2%
Group E ~ American Diversity		0	0.00%
E01 Ethnic Urban Mix		0	0.00%
E02 Urban Blues		0	0.00%
E03 Professional Urbanites		0	0.00%
E04 Suburban Advantage		0	0.00%
E05 American Great Outdoors		0	0.00%
E06 Mature America		0	0.00%

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Lifestyles Report Roane County, Tennessee		Roane	
Group F ~ Metro Fringe		4,479	19.9%
F01 Steadfast Conservative		0	0.00%
F02 Moderate Conventionalists		0	0.00%
F03 Southern Blues		0	0.00%
F04 Urban Grit		0	0.00%
F05 Grass-roots Living		4,479	19.9%
Group G ~ Remote America		1,283	5.70%
G01 Hardy Rural Families		1,283	5.69%
G02 Rural Southern Living		0	0.00%
G03 Coal and Crops		0	0.00%
G04 Native Americana		0	0.00%
Group H ~ Aspiring Contemporaries		0	0.00%
H01 Young Cosmopolitans		0	0.00%
H02 Minority Metro Communities		0	0.00%
H03 Stable Careers		0	0.00%
H04 Aspiring Hispania		0	0.00%
Group I ~ Rural Villages and Farms		10,464	46.4%
I01 Industrious Country Living		2,467	10.9%
I02 America's Farmlands		0	0.00%
I03 Comfy Country Living		846	3.75%
I04 Small-town Connections		1,088	4.83%
I05 Hinterland Families		6,063	26.9%
Group J ~ Struggling Societies		402	1.78%
J01 Rugged Rural Style		0	0.00%
J02 Latino Nuevo		0	0.00%
J03 Struggling City Centers		0	0.00%
J04 College Town Communities		0	0.00%
J05 Metro Beginnings		402	1.78%
Group K ~ Urban Essence		464	2.06%
K01 Unattached Multicultures		464	2.06%
K02 Academic Influences		0	0.00%
K03 African-American Neighborhoods		0	0.00%
K04 Urban Diversity		0	0.00%
K05 New Generation Activists		0	0.00%
K06 Getting By		0	0.00%
Group L ~ Varying Lifestyles		0	0.00%
L01 Military Family Life		0	0.00%
L02 Major University Towns		0	0.00%
L03 Gray Perspectives		0	0.00%

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