

Group C: Small-town Contentment



Clint and Tammy **7.64% of U.S. households** **(Types C01–C05)**

The five Types in Small-town Contentment represent the nation's middle-aged, upper-middle-class families living in small towns and satellite cities.

As a group, they share moderate educations and a mix of well-paying jobs in white-collar, blue-collar and service professions.

With their locations outside the nation's major metros, these households can afford recently built homes and new SUVs and pickup trucks.

They enjoy outdoor sports like hiking, fishing and camping. They are also close enough to big cities to frequent comedy clubs, nightclubs and upscale malls for designer clothes and sporting goods.

They tend to have varied media tastes, enjoying music and comedy shows on television, modern rock and country music on the radio and fitness and music magazines from newsstands. They are active Internet users going online for instant messaging, exchanging e-mail and getting the latest sports scores and news.

Group D: Blue-collar Backbone



Al and Carmen **6.57% of U.S. households** **(Types D01–D04)**

The four Types in Blue-Collar Backbone are a bastion of blue-collar diversity. This group features above-average proportions of both old and young residents, whites and Hispanics, families and singles, homeowners and apartment renters.

Most residents live in older outlying towns and cities, and work at blue-collar jobs in manufacturing, construction and retail trades.

Their lifestyle reflects a working-class sensibility. Their most popular leisure activities include baseball, soccer, fishing and woodworking. They are more likely to go out to a veterans club than attend a concert or play.

These budget-conscious households shop at discount clothiers and department stores, and they have low rates for buying investments or insurance products.

With relatively few entertainment options due to their remote location or lack of discretionary income, this group is a strong market for traditional media. Residents like to watch soaps and game shows on television, listen to country music on the radio and read a variety of outdoor and women's magazines.

Group E: American Diversity



Louis and Helen **9.73% of U.S. households** **(Types E01–E06)**

American Diversity is a reflection of how contrasting mid-America's population really is. It is an ethnic mix of middle-aged couples, singles and retirees.

With a few exceptions, these six Mosaic Types consist of households with average educations and middle-class incomes from blue-collar and service industry jobs. Many of the group's adults are older Americans – aging singles and couples who've already exited the workplace.

They tend to have unassuming lifestyles, scoring high for reading books and newspapers, going to movies and plays, and socializing through fraternal orders and veterans clubs.

They have traditional media tastes, enjoying TV news, movies and game shows as well as business and home-oriented magazines.

Conservative in their politics and fashion, they have limited interest in new clothing styles, consumer electronics or the Internet.

Affluent Suburbia

America's Wealthiest
Dream Weavers
White-collar Suburbia
Upscale Suburbanites
Enterprising Couples
Small-town Success
New Suburbia Families

Upscale America

Status-conscious Consumers
Affluent Urban Professionals
Urban Commuter Families
Solid Suburban Life
Second-generation Success
Successful Suburbia

Small-town Contentment

Second City Homebodies
Prime Middle America
Suburban Optimists
Family Convenience

Mid-market Enterprise

Blue-collar Backbone

Nuevo Hispanic Families
Working Rural Communities
Lower-income Essentials
Small-city Endeavors

American Diversity

Ethnic Urban Mix
Urban Blues
Professional Urbanites
Suburban Advantage

American Great Outdoors
Mature America

Metro Fringe

Steadfast Conservatives
Moderate Conventionalists
Southern Blues
Urban Grit

Grass-roots Living

Remote America

Hardy Rural Families
Rural Southern Living
Coal and Crops
Native Americana

Aspiring Contemporaries

Young Cosmopolitans
Minority Metro Communities
Stable Careers
Aspiring Hispania

Rural Villages and Farms

Industrious Country Living
America's Farmlands
Comfy Country Living
Small-town Connections
Hinterland Families

Struggling Societies

Rugged Rural Style
Latino Nuevo
Struggling City Centers
College Town Communities
Metro Beginnings

Urban Essence

Unattached Multi-cultures
Academic Influences
African-American Neighborhoods
Urban Diversity

New Generation Activists
Getting By

Varying Lifestyles

Military Family Life
Major University Towns
Gray Perspectives

Group F: Metro Fringe



Bernie and Hazel 10.63% of U.S. households (Types F01–F05)

Metro Fringe is a collection of five racially mixed, lower-middle-class Types located primarily in satellite cities such as Kissimmee, FL, Flint, MI, Joliet, IL, and Fresno, CA.

Many of the group's households consist of young singles and couples who work at blue-collar and service industry jobs. They tend to live in older single-family homes, semidetached houses and low-rise apartments.

Overall, this group is relatively active and pursues sports-oriented lifestyles, participating in activities such as soccer and softball, rollerblading and skateboarding, go-carting and video gaming.

As shoppers, they patronize discount retailers where they buy the latest fashion and tech gear at low prices.

In their homes, they're fans of electronic media, whether it's watching youth-oriented cable channels like Spike TV, FX and Cartoon Network, or going online to chat forums and Web sites for job listings or music downloading.

Group G: Remote America



Jimmy and Debbie 7.39% of U.S. households (Types G01–G04)

The four Remote America Types reflect heartland lifestyles, a mix of farming and small industrial communities mostly located in the nation's midsection.

The working-class couples and families in this group tend to be employed in agriculture and blue-collar jobs that pay modest wages.

The median home value is about half the national average, and a significant number of residents live in mobile homes.

No group has a lower population density, and few have higher rates for outdoors-oriented lifestyles. Households spend their leisure time fishing, hunting, hiking and horseback riding.

In their homes, they look to their TV sets for entertainment, especially game shows, soap operas and home improvement shows. Their magazine tastes may split along gender lines, with the men reading hunting publications while the women peruse home and family magazines. On the radio, country and western is the preferred choice of music.

Group H: Aspiring Contemporaries



Derrick and Danielle **11.18% of U.S. households** **(Types H01–H04)**

The four Types in Aspiring Contemporaries are all filled with upward strivers. The households tend to be young (Generation Xers between 18 and 34 years old), ethnically diverse (about 40 percent are minorities) and unattached (about two-thirds are single or divorced).

Yet despite traditional barriers to affluence, the members of these metropolitan types are already solidly middle-class.

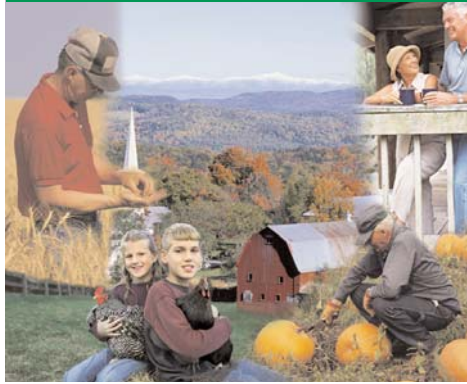
Many live in relatively new homes or apartments valued at more than the national average – a reliable sign of upward mobility.

They're big culture buffs who like to see plays, movies, comics and live bands. They spend a lot of their discretionary income on the latest fashions and consumer electronics.

They are heavy media consumers, listening to jazz on the radio and reading the Sunday paper for science and technology news.

Raised on technology, they are very Internet savvy, spending their leisure time online to chat, shop, job search, send instant messages, bid in auctions and frequent dating Web sites.

Group I: Rural Villages and Farms



Bobby and Becky **4.77% of U.S. households** **(Types I01–I05)**

Representing America's agricultural and mining communities, Rural Villages and Farms is a collection of five low-density Types filled with middle-class families and couples of varied ages.

Most of the households in this group are married, white and high school educated.

They maintain tranquil lifestyles in unpretentious houses and comfortable mobile homes.

They share a fondness for outdoor sports, enjoying fishing, hunting, camping and motor sports. Many residents are do-it-yourselfers who are into woodworking and needlework. They like to shop at the big-box home improvement chains and watch how-to shows on TV.

When it comes to media, nothing dominates like country music. They watch their favorite country and western stars on TV, listen to them on the radio and attend their concerts.

Group J: Struggling Societies



Jose and Vanessa **6.58% of U.S. households** **(Types J01–J05)**

The five Types in Struggling Societies symbolize the challenges facing a significant number of economically challenged Americans.

These households tend to be disadvantaged and uneducated. With incomes half the national average and nearly a third never completing high school, they are consigned to low-level jobs in manufacturing, health care and food services.

Many of these residents are young, minorities, students and single parents trying to raise families on low incomes and tight budgets.

Without much discretionary income their activities are limited and leisure pursuits include playing sports like basketball, volleyball and skateboarding.

They shop at discount clothiers and sporting goods stores for casual apparel and athletic shoes.

In these less fortunate communities, television is the main source of entertainment, specifically reality programs, sitcoms, talk shows and sports.

This group also relates to ethnic-oriented media, creating a strong radio market for stations that play Spanish, Mexican and urban contemporary music.

Affluent Suburbia

America's Wealthiest
Dream Weavers
White-collar Suburbia
Upscale Suburbanites
Enterprising Couples
Small-town Success
New Suburbia Families

Upscale America

Status-conscious Consumers
Affluent Urban Professionals
Urban Commuter Families
Solid Suburban Life
Second-generation Success
Successful Suburbia

Small-town Contentment

Second City Homebodies
Prime Middle America
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Family Convenience

Mid-market Enterprise

Blue-collar Backbone

Nuevo Hispanic Families
Working Rural Communities
Lower-income Essentials

Small-city Endeavors

American Diversity

Ethnic Urban Mix
Urban Blues

Professional Urbanites

Suburban Advantage

American Great Outdoors

Mature America

Metro Fringe

Steadfast Conservatives

Moderate Conventionalists

Southern Blues

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Grass-roots Living

Remote America

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College Town Communities

Metro Beginnings

Urban Essence

Unattached Multi-cultures

Academic Influences

African-American Neighborhoods

Urban Diversity

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Getting By

Varying Lifestyles

Military Family Life

Major University Towns

Gray Perspectives

Group K: Urban Essence



Eddie and Annie

8.63% of U.S. households
(Types K01–K06)

As a whole, the six segments in Urban Essence make up the nation's least affluent group, a collection of relatively young minorities living in older apartments.

More than half the households consist of African-Americans and Hispanics. Many of these residents are single or single parents working at entry-level jobs in service industries.

With their low education levels and household incomes, residents lead unpretentious lifestyles. Many spend their leisure time playing sports like baseball, basketball and football.

With their above-average household size, they make a strong market for children's toys and electronic gear, especially video games, dolls and board games.

They have high rates for enjoying traditional media, reading ethnic-targeted magazines, listening to jazz and urban contemporary radio and, especially, watching television. It's hard to find a network program or cable channel that they don't view, watching comedies, cartoons, sports, soaps and game shows.

Group L: Varying Lifestyles



Michael and Melissa

0.80% of U.S. households
(Types L01–L03)

The three Types that make up Varying Lifestyles are an unconventional group. What they share is the singular experience of living in group quarters.

A majority of this group lives the unique lifestyles offered by the military and university dorm life.

Though their daily lives are different from many Americans – as well as each other – those who have the ability are more likely than average Americans to visit museums, zoos and state fairs.

They like to stay active doing aerobic exercise, hiking, bowling and playing sports like tennis, baseball and volleyball.

They are frequent travelers who vacation abroad as well as within the United States.

At home, they divide their time between the television and computer screens. They typically watch TV news, comedy programs and late-night talk shows. When online they frequent chat rooms, auction and banking sites and listen to Internet radio with a preference for rock 'n' roll.

MOSAIC GROUP SEGMENTATION PROFILE

2000 Census, 2009 Estimates

Calculated using Proportional Block Groups

Prepared For

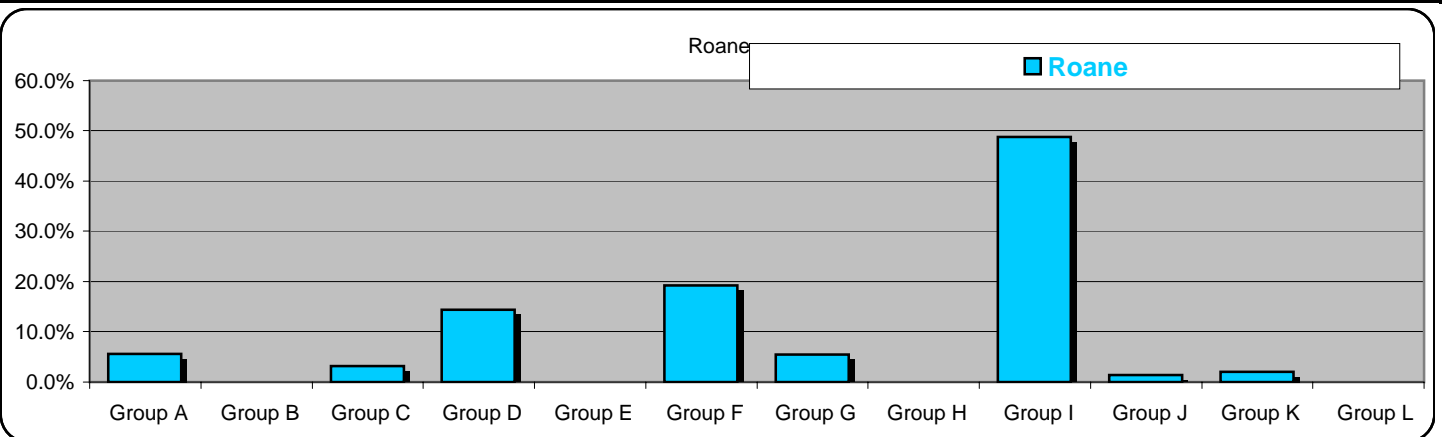


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June 2010

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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MOSAIC GROUP SEGMENTATION PROFILE

2000 Census, 2009 Estimates

Calculated using Proportional Block Groups



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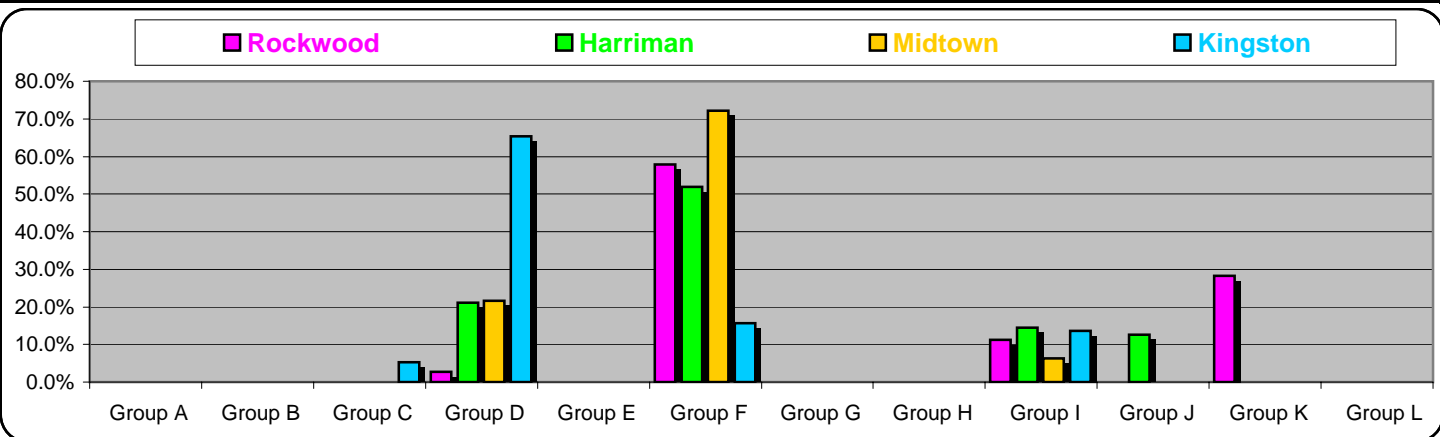
June 2010

RMosaic1g

Lifestyles Report Roane County, Tennessee	Rockwood	Harriman	Midtown	Kingston
2009 Estimated Population	3,787	5,715	886	3,830
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

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



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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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Dominant MOSAIC Lifestyles Report

2000 Census, 2009 Estimates & 2014 Projections

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6/17/2010

Lifestyles Report Roane County, Tennessee		Rockwood		Harriman		Midtown		Kingston	
Predominant Group	Grp F Metro Fringe	133.5%	Grp F Metro Fringe	117.0%	Grp F Metro Fringe	169.9%	Grp D Blue-collar Backbone	145.8%	
Predominant Segments	F05 Grass-roots Living	133.5%	F05 Grass-roots Living	117.0%	F05 Grass-roots Living	169.9%	D04 Small-town Endeavors	120.5%	
MOSAIC Lifestyle Customers	K01 Unattached Multicultures	64.9%	D04 Small-town Endeavors	47.6%	D02 Working Rural Suburbia	50.9%	F05 Grass-roots Living	35.0%	
	I04 Small-town Connections	18.1%	J05 New Beginnings	28.3%	I01 Industrious Country Living	14.7%	D02 Working Rural Suburbia	25.2%	
	I05 Hinterland Families	7.8%	I04 Small-town Connections	19.7%	I05 Hinterland Families	0.1%	I04 Small-town Connections	21.9%	
	D04 Small-town Endeavors	6.1%	I03 Comfy Country Living	10.3%			C01 Second City Homebodies	11.9%	
General Demographics 2009									
Estimated Population	3,787		5,715		886		3,830		
Estimated Households	1,643		2,535		376		1,716		
Proj. Ann. Growth (2009 to 2014)	-100		-6		-26		-74		
Average Household Size	2.27		2.21		2.36		2.16		
Households with Kids	503	30.6%	746	29.4%	124	32.8%	446	26.0%	
Income 2009									
Median Household Income	\$32,531		\$28,537		\$38,341		\$37,795		
Average Household Income	\$35,300		\$40,027		\$45,810		\$57,905		
Est. Per Capita Income	\$15,363		\$18,049		\$19,453		\$28,267		
Household Income Distribution 2009									
HH Income less than \$34,999	895	54.5%	1,425	56.2%	179	47.6%	784	45.7%	
HH Income \$35,000 to \$49,999	295	18.0%	442	17.4%	56	14.8%	270	15.7%	
HH Income \$50,000 to \$74,999	251	15.3%	414	16.3%	70	18.6%	256	14.9%	
HH Income \$75,000 to \$99,999	127	7.7%	127	5.0%	45	11.8%	170	9.9%	
HH Income \$100,000 or more	75	4.6%	127	5.0%	27	7.3%	236	13.7%	
Age Distribution 2009									
Age 0 to 4 yrs	227	6.0%	302	5.3%	57	6.4%	193	5.0%	
Age 5 to 9 yrs	215	5.7%	305	5.3%	56	6.3%	195	5.1%	
Age 10 to 14 yrs	232	6.1%	328	5.7%	48	5.5%	183	4.8%	
Age 15 to 19 yrs	199	5.3%	369	6.5%	53	6.0%	205	5.3%	
Age 20 to 24 yrs	230	6.1%	355	6.2%	54	6.1%	227	5.9%	
Age 25 to 34 yrs	468	12.4%	704	12.3%	133	15.0%	490	12.8%	
Age 35 to 44 yrs	440	11.6%	680	11.9%	115	13.0%	448	11.7%	
Age 45 to 54 yrs	482	12.7%	756	13.2%	116	13.1%	537	14.0%	
Age 55 to 64 yrs	512	13.5%	715	12.5%	117	13.2%	478	12.5%	
Age 65+	781	20.6%	1,202	21.0%	137	15.4%	875	22.9%	
Median Age	41.2 yrs		41.5 yrs		37.7 yrs		43.3 yrs		
Employment 2000									
Total Number of Businesses	165		274		51		277		
Total Number of Employees	1,813		2,591		568		1,954		
Education Completed 2009									
<=12 grd, High School or below	70.6%		70.2%		68.1%		55.9%		
<4 yrs college (Some College & Assoc)	21.1%		20.3%		23.3%		28.1%		
4+ yrs college (Bachelor & Graduate)	8.3%		9.5%		8.7%		16.0%		
Race & Ethnicity 2009									
White	91.1%		89.7%		94.1%		92.7%		
Black or African American	7.1%		7.8%		2.9%		4.6%		
Asian & Pacific Islander	0.3%		0.3%		0.4%		0.3%		
All Other	1.5%		2.3%		2.6%		2.3%		
Hispanic or Latino Population	1.3%		1.3%		0.8%		1.6%		
Not Hispanic or Latino Population	98.7%		98.7%		99.2%		98.4%		

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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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June 2010

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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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				
2009 Estimated Households		1,643	2,535	376	1,716				
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
Group A ~ Affluent Suburbia		0	0.00%	0	0.00%	0	0.00%	0	0.00%
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%
Group B ~ Upscale America		0	0.00%	0	0.00%	0	0.00%	0	0.00%
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%
Group C ~ Small-town Contentment		0	0.00%	0	0.00%	0	0.00%	87	5.06%
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%
Group D ~ Blue-collar Backbone		48	2.93%	543	21.4%	78	20.7%	1,143	66.6%
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%
Group E ~ American Diversity		0	0.00%	0	0.00%	0	0.00%	0	0.00%
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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MOSAIC SEGMENTATION PROFILE

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June 2010

Lifestyles Report Roane County, Tennessee	Rockwood		Harriman		Midtown		Kingston	
Group F ~ Metro Fringe	966	58.8%	1,277	50.4%	276	73.5%	265	15.4%
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%
Group G ~ Remote America	0	0.00%	0	0.00%	0	0.00%	0	0.00%
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%
Group H ~ Aspiring Contemporaries	0	0.00%	0	0.00%	0	0.00%	0	0.00%
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%
Group I ~ Rural Villages and Farms	165	10.1%	323	12.7%	22	5.82%	221	12.9%
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%
Group J ~ Struggling Societies	0	0.00%	392	15.5%	0	0.00%	0	0.00%
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%
Group K ~ Urban Essence	464	28.2%	0	0.00%	0	0.00%	0	0.00%
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%
Group L ~ Varying Lifestyles	0	0.00%	0	0.00%	0	0.00%	0	0.00%
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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