

K40

Bohemian Groove

Mature, unattached individuals enjoying settled urban lives

🏠 1.54% | 0.87% 👤



Who We Are

Head of household age

51–65

139 | 37.7%

Type of property

Multi-family: 5–9 units

725 | 19.8%

Est. Household income

\$50,000–\$74,999

136 | 25.3%

Household size

1 person

255 | 83.8%

Home ownership

Renter

593 | 64.6%

Age of children

13–18

20 | 2.8%

Channel Preference



97



102



161



143



32



17

Technology Adoption



Wizards

Key Features

- Apartment dwellers
- Single adults
- Gourmet cooking
- Modest living
- Value-conscious shoppers
- Eclectic interests



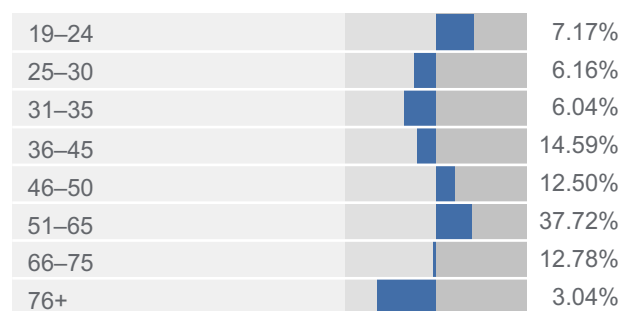
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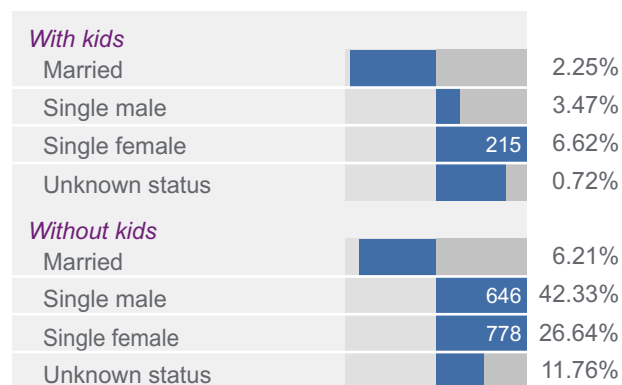
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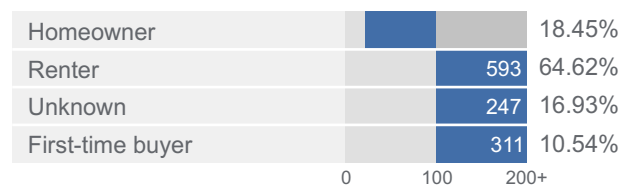
Head of household age



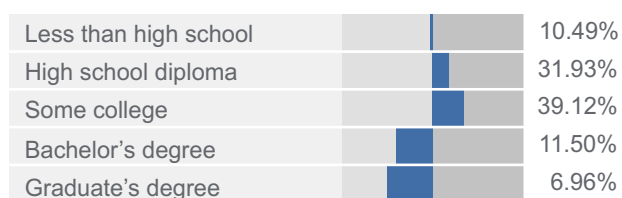
Family structure



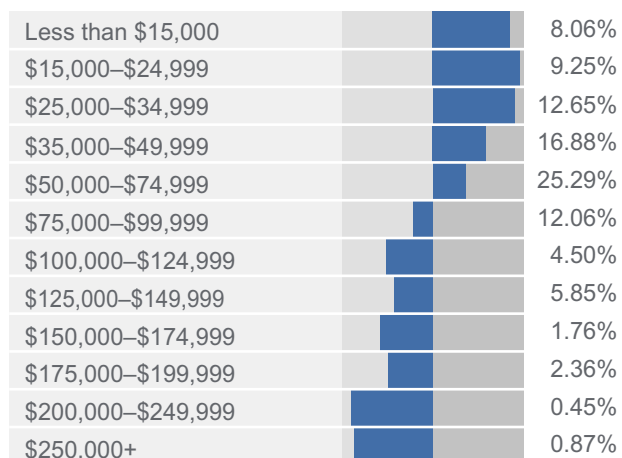
Home ownership



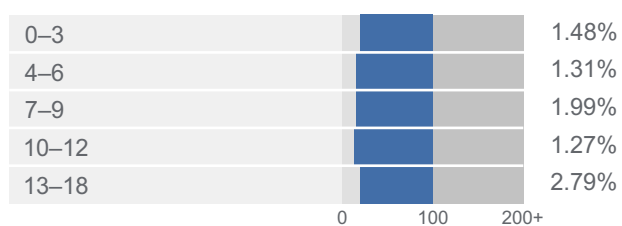
Head of household education



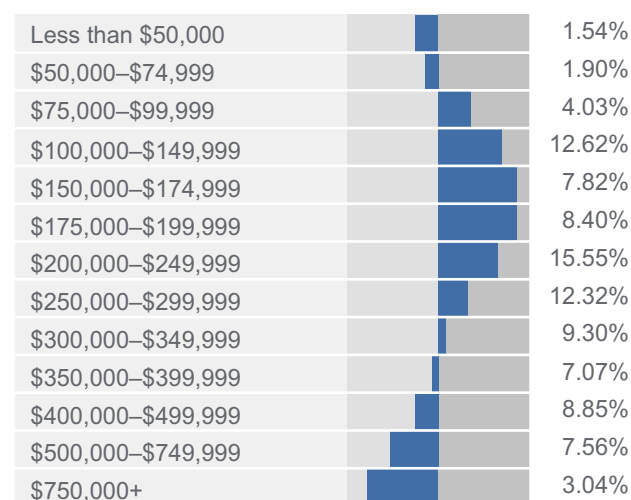
Estimated household income



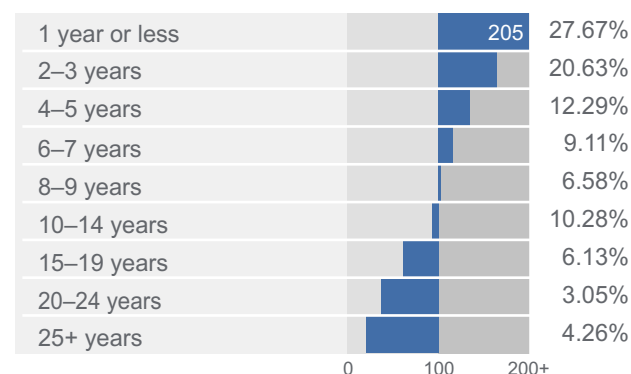
Age of children



Estimated current home value



Length of residency



Charts provide details of the key variables used to build and describe the Mosaic groups and types.

For each group and type, the charts show the **Means** and **Index** for each variable.

Understanding Means and Index

Means show the percentage of this group or type with a particular characteristic.

For example, consider the Age composition of Group D:

Head of household age



This shows that:

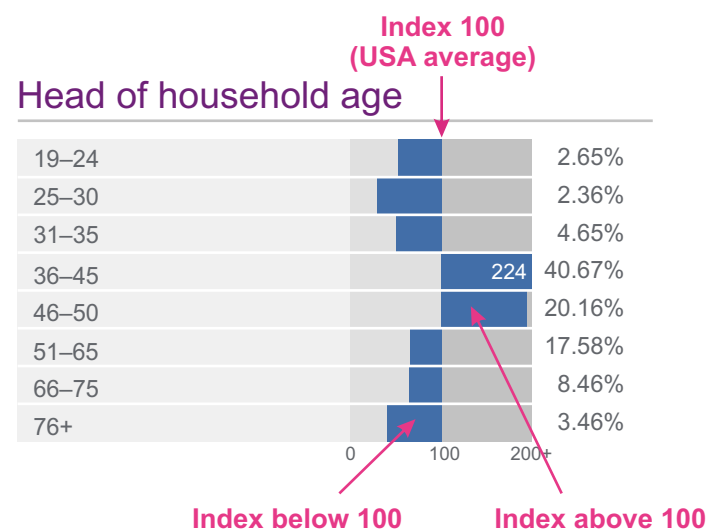
- 2.65% of Group D are aged 19–24
- 2.36% of Group D are aged 25–30
- 4.65% of Group D are aged 31–35
- 40.67% of Group D are aged 36–45
- 20.16% of Group D are aged 46–50
- 17.58% of Group D are aged 51–65
- 8.46% of Group D are aged 66–75
- 3.46% of Group D are aged 76+

The **Index** provides further insight by comparing the characteristics of a Mosaic group/type with all households in the USA.

An **Index of 100** is the average.

An **Index greater than 100** shows that this variable is over-represented when compared with the average.

An **Index less than 100** shows that this variable is under-represented when compared with the average.



The chart shows the Index value from 0 to 200. If the Index value is greater than 200, the bar is shown as 200 along with the exact Index.

Type K40: Bohemian Groove

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How to Market

“Single” is the most important word when describing Bohemian Groove. As most likely shopping for themselves due to a lack of spouses and children, this group of consumers makes for an interesting audience. An extraordinary percentage of renters and a lack of assets could make for a strong financial services audience, much more so than home services. Significant Singles are heavily engaged with brands across nearly all channels—from mobile display, radio, email, and streaming TV online. Any digital ad placement will be a wise investment for reaching this market. To resonate, use messages that evoke urgency to buy, emanate the Bohemian Groove status seeking needs and ensure your imagery portrays that of a brand with variety and novelty in product offerings.

Overview



Bohemian Groove are older adults on their own. While a majority are never-married singles, nearly a third have been married and are now starting over as divorced or widowed individuals. As part of the growing wave of older singles, over half are over the age of 50.

Many have settled in second-tier cities—often in the Northeast or West in cities like Sacramento, Calif.; and Harrisburg, Pa.—and choose to rent affordable apartments. With their average educations, they typically hold down modestly-paying jobs in the service sector. Although their

neighborhoods are transient, and nearly sixty percent have lived at their residence for fewer than five years, they’ve managed to sink down roots quickly. They already have a large circle of friends and are active in community groups.

With most adults over 50 years old, these singles lead laid-back lifestyles. They enjoy cultural arts, and many spend a lot of free time in their apartments enjoying music and cooking. If they go out to eat, it’s usually to a casual dining or bistro restaurant.

In the marketplace, their low incomes and few income-producing assets make them value-conscious shoppers. They shop at discount department stores known for their wide selections and low prices. They drive small and mid-sized economy cars, typically buying used models made in the US or internationally. They’re adept adopters for most technology products and they have little interest in conspicuous consumption, which is reflected in their traditional tastes.

Nevertheless, Bohemian Groove prize their individuality—whether in the mall or inside the election booth. They tend to be Democrats, although 30 percent aren’t registered with any party and they often have mixed views on hot-button social issues. Many serve as influencers, and often prefer alternative medicine to traditional doctors. They consider themselves healthy and try to be active.

Bohemian Groove are an eclectic media market. Some are information hounds who read a daily newspaper, others listen to the radio. They tend to be more open to mobile display and online video ads. They are variety-driven and quick to try

products when incentivized. Use messages that position your brand as cutting edge and iconic to engage this consumer market.