

# K40

## Bohemian Groove

Mature, unattached individuals enjoying settled urban lives

🏠 1.81% | 1.02% 👤



### Who we are

#### Head of household age 🎂

51–65

152 | 41.7%

#### Type of property 🏠

Multi-family: 5–9 units

550 | 14.4%

#### Household income 💰

Less than \$15,000

174 | 17.4%

#### Household size 👤

1 person

176 | 82.8%

#### Home ownership 🤝

Renter

310 | 71.7%

#### Age of children 🍼

13–18

27 | 3.3%

### Channel preference



71



96



131



121



34



28

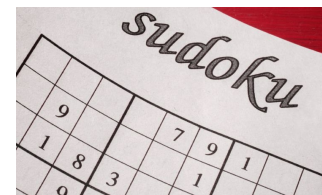
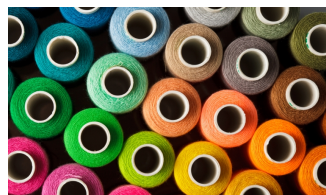
### Technology adoption



Wizards

### Key features

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



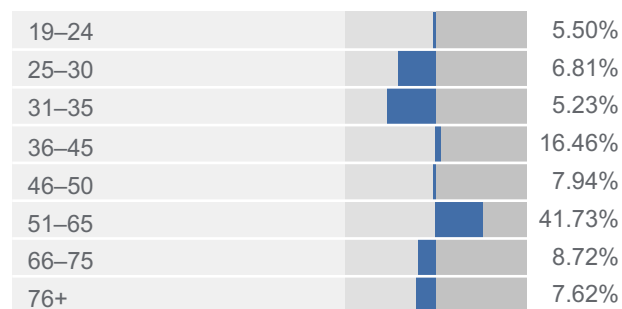
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## Bohemian Groove

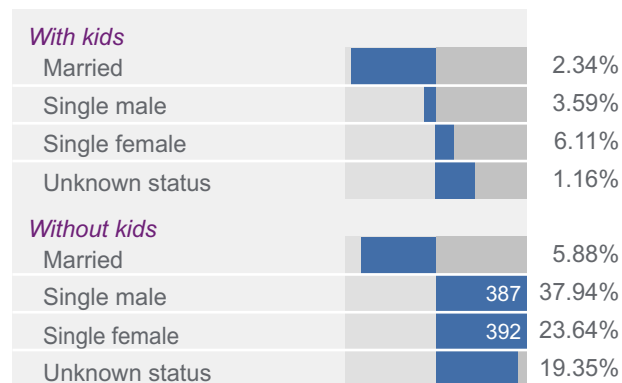
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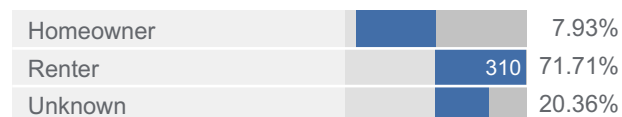
### Head of household age



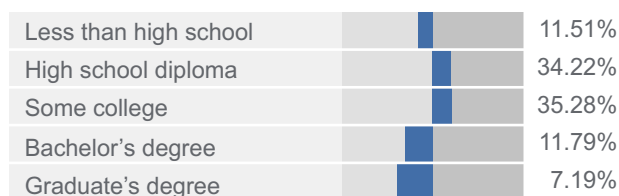
### Family structure



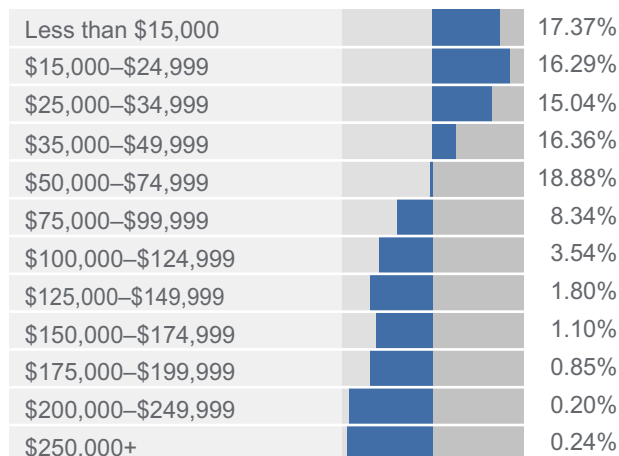
### Home ownership



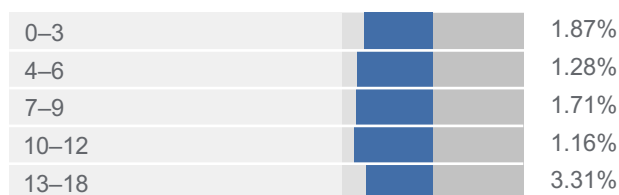
### Education



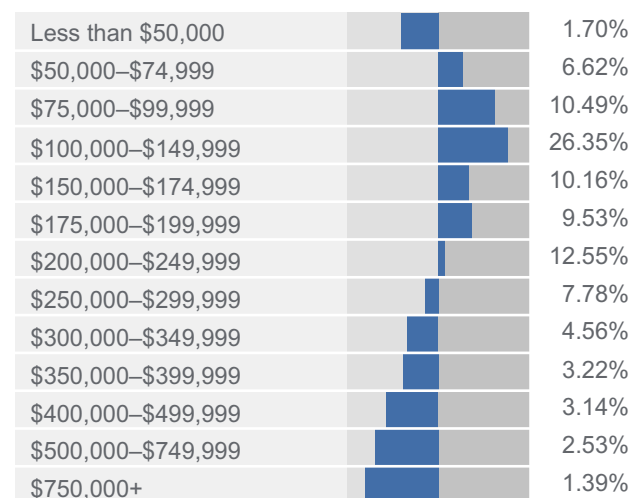
### Income



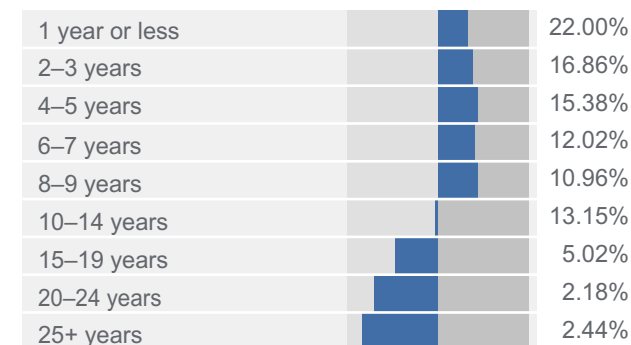
### Age of children



### Estimated current house value



### Length of residency



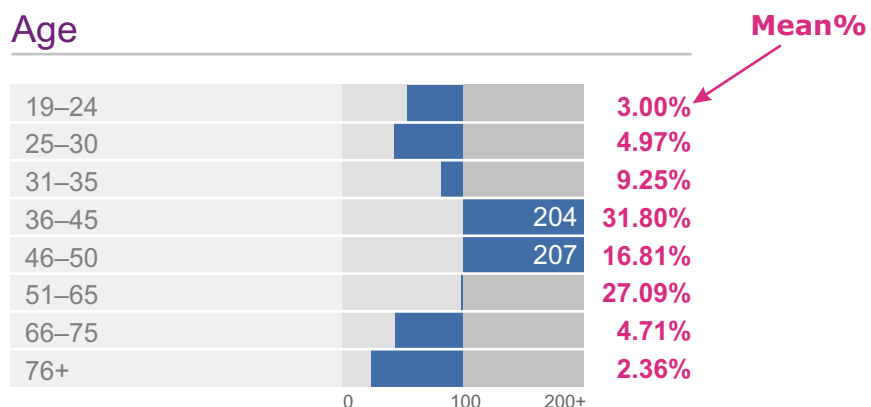
Charts provide details of the key variables used to build and describe the Mosaic groups and types.

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 B:



This shows that:

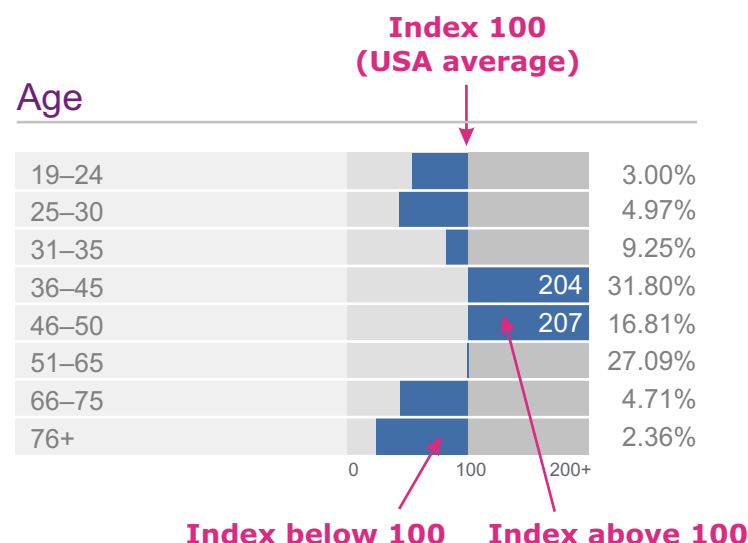
- 3.00% of Group B are aged 19–24
- 4.97% of Group B are aged 25–30
- 9.25% of Group B are aged 31–35
- 31.80% of Group B are aged 36–45
- 16.81% of Group B are aged 46–50
- 27.09% of Group B are aged 51–65
- 4.71% of Group B are aged 66–75
- 2.36% of Group B are aged 76+

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

Mature, unattached individuals enjoying settled urban lives



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 60 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.