

K • K37 • K38 • K39 • K40

# K40

## Bohemian Groove

Older unattached individuals enjoying settled urban lives

Terry & Cheryl

🏠 2.10% | 1.22% 👤



### Who We Are

Head of household age

51-65

43.9% 152

Type of property

Multi-family:  
5-9 units

14.8% 514

Estimated household income

Less than  
\$15,000

24.2% 202

Household size

1 person

81.8% 180

Home ownership

Renter

78.2% 313

Age of children

13-18

3.3% 26

### Channel Preference



105



111



145



143



65

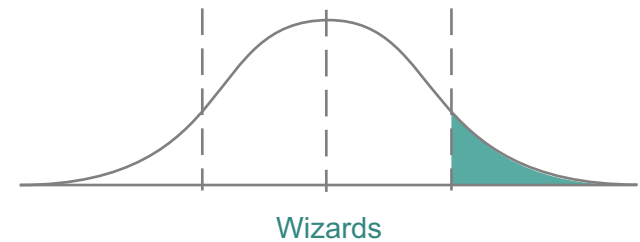


93

### Key Features

- Apartment dwellers
- Single adults
- Environmentally sympathetic
- Modest living
- Value-conscious shoppers
- Eclectic interests

### Technology Adoption



# K40

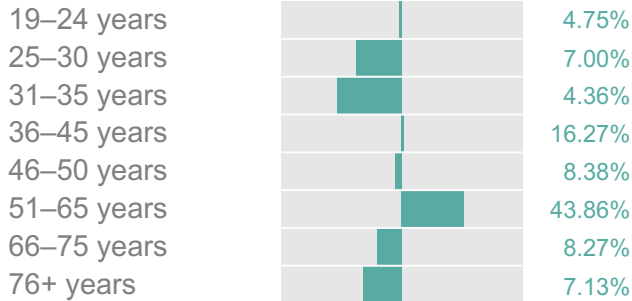
## Bohemian Groove

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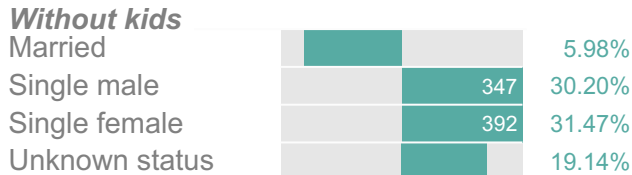
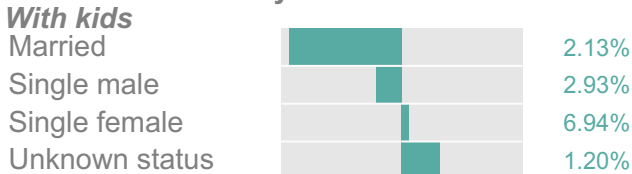
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### Head of household age



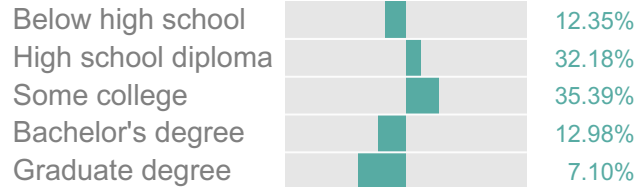
### Family structure



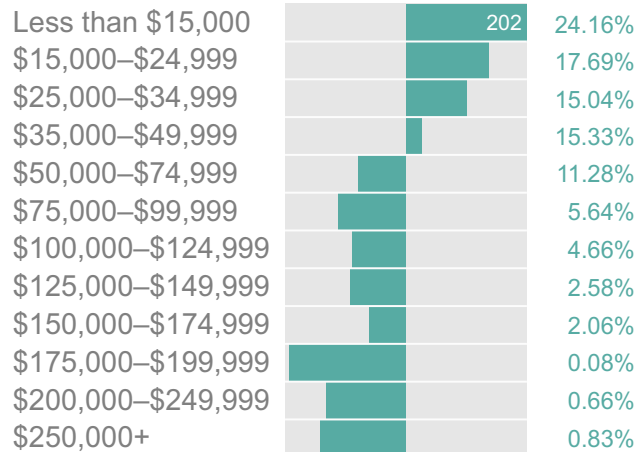
### Age of children



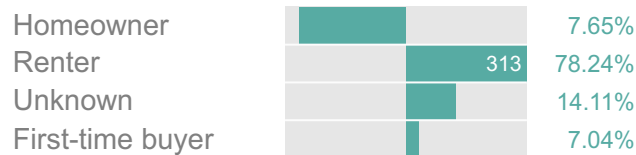
### Head of household education



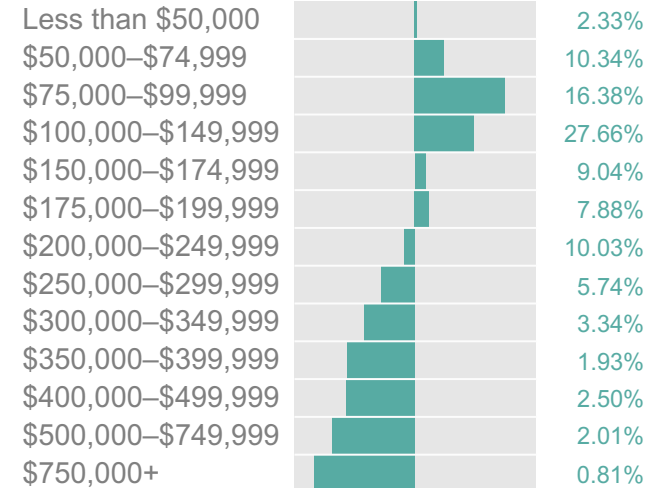
### Estimated household income



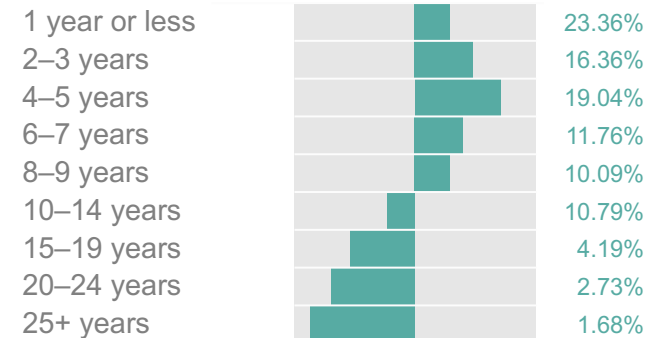
### Home ownership



### Estimated current home value



### Length of residency



## Supporting notes

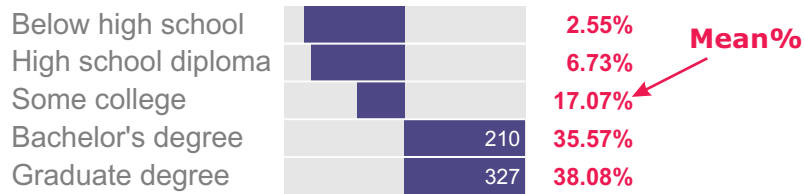
These pages have been designed to help you understand the essence of each of the groups and types. We have sought to highlight the key features which make each group distinctive, and which would be useful to bear in mind when devising communications or treatment strategies. The descriptive pages are necessarily subjective and are intended to highlight key issues rather than to be comprehensive.

### Variables - Mean% and Index

Charts are provided for each of the variables used to build and describe the Mosaic USA segments. The variables are grouped together by category. For each group, the charts show the Mean% and Index for each variable.

### Understanding Mean% and Index

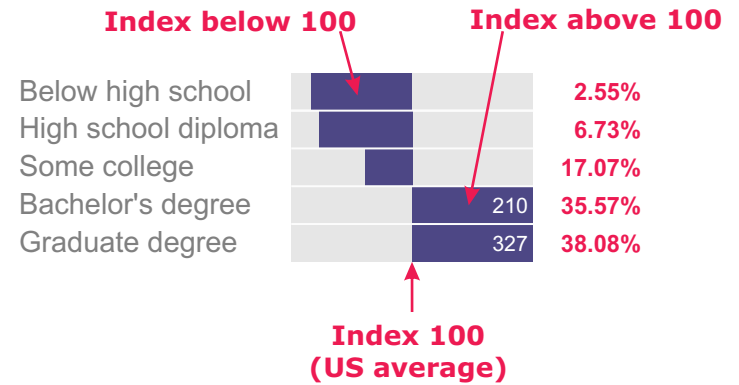
**Mean%** show the percentage of this group/type with this characteristic. For example, consider Household of household education for Group A:



This shows that for the head of household:  
**2.55%** of Group A are educated below high school standard.  
**6.73%** of Group A have a high school diploma.  
**17.07%** of Group A have had some college education.  
**35.57%** of Group A have a bachelor's degree.  
**38.08%** of Group A have a graduate degree.

The **Index** shows how the variable compares with all households in the US. 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 Index is shown on the chart as a bar:



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.

## Group K Significant Singles

### Type K40: Bohemian Groove

Older, 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 ages 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, where sixty percent have lived at their residence for less 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're not quite done with the bar-hopping and club scene but they're done with trolling health clubs for jogging partners. Nor are they interested in taking singles' cruises or Caribbean getaways. Many spend a lot of free time in their apartments enjoying music, cooking, making crafts and painting. 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 They also make a strong market for craft and hobby stores. They're late 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 moderates who align themselves with neither major party—57 percent aren't registered with any party—and have mixed views on hot-button social issues. Many serve as influencers in their segment, particularly in the area of health and nutrition. They often prefer alternative medicine to traditional doctors. They consider themselves healthy and try to exercise regularly.

Bohemian Groove are also an eclectic media market. Many are information hounds who read a daily newspaper and many are receptive to learning about brands while streaming TV on services like Netflix. They also tend to be more open to mobile display advertisements and are more apt to pay attention to 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.

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## Contact information



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