## -experian

$\begin{array}{lllll}\text { K } & \text { K37 } & \text { K38 } & \text { K39 }\end{array}$

## K40 <br> Bohemian Groove <br> Mature, unattached individuals enjoying settled urban lives



Who we are

| Head of <br> household age <br> $51-65$ <br> $137 \mid 38.9 \%$ |
| :--- |

## 

\$50,000-\$74,999
134|27.2\%


## Renter

$545 \mid 70.4 \%$


Type of property $\square$
Multi-family: 5-9 units
881|7.4\%

## Household

size
1 person
$239 \mid 82.2 \%$


$$
\begin{aligned}
& 13-18 \\
& 22 \mid 2.9 \%
\end{aligned}
$$

Channel preference


Technology adoption


Wizards



## -experian

| K | K37 | K38 | K39 | K40 |
| :--- | :--- | :--- | :--- | :--- |

## K40 <br> Bohemian Groove <br> Mature, unattached individuals enjoying settled urban lives

## Head of household age

| 19-24 | 6.20\% |
| :---: | :---: |
| 25-30 | 7.11\% |
| 31-35 | 5.90\% |
| 36-45 | 18.17\% |
| 46-50 | 8.90\% |
| 51-65 | 38.90\% |
| 66-75 | 7.92\% |
| 76+ | 6.90\% |

Family structure

| With kids |  |  |
| :---: | :---: | :---: |
| Married |  | 1.98\% |
| Single male |  | 3.31\% |
| Single female | 248 | 7.84\% |
| Unknown status |  | 0.56\% |
| Without kids <br> Married |  | 5.18\% |
| Single male | 633 | 40.73\% |
| Single female | 788 | 29.25\% |
| Unknown status |  | 11.16\% |

Home ownership

| Homeowner |  | $20.23 \%$ |
| :--- | ---: | ---: |
| Renter | 545 | $70.40 \%$ |
| Unknown |  | $9.38 \%$ |

## Education

|  |  |  |
| :--- | :--- | :--- |
| Less than high school |  | $10.85 \%$ |
| High school diploma |  |  |
| Some college |  |  |
| Bachelor's degree |  |  |
| Graduate's degree |  |  |

Estimated household income

| Less than \$15,000 | 9.96\% |
| :---: | :---: |
| \$15,000-\$24,999 | 10.75\% |
| \$25,000-\$34,999 | 13.78\% |
| \$35,000-\$49,999 | 18.05\% |
| \$50,000-\$74,999 | 27.23\% |
| \$75,000-\$99,999 | 10.46\% |
| \$100,000-\$124,999 | 3.66\% |
| \$125,000-\$149,999 | 3.76\% |
| \$150,000-\$174,999 | 0.96\% |
| \$175,000-\$199,999 | 0.87\% |
| \$200,000-\$249,999 | 0.17\% |
| \$250,000+ | 0.35\% |
| Age of children |  |
| 0-3 | 1.87\% |
| 4-6 | 1.46\% |
| 7-9 | 1.89\% |
| 10-12 | 1.46\% |
| 13-18 | 2.87\% |

Estimated current house value

| Less than \$50,000 | 2.08\% |
| :---: | :---: |
| \$50,000-\$74,999 | 5.47\% |
| \$75,000-\$99,999 | 9.67\% |
| \$100,000-\$149,999 | 24.72\% |
| \$150,000-\$174,999 | 11.56\% |
| \$175,000-\$199,999 | 9.50\% |
| \$200,000-\$249,999 | 13.22\% |
| \$250,000-\$299,999 | 8.59\% |
| \$300,000-\$349,999 | 4.95\% |
| \$350,000-\$399,999 | 3.43\% |
| \$400,000-\$499,999 | 3.28\% |
| \$500,000-\$749,999 | 2.58\% |
| \$750,000+ | 0.96\% |

## Length of residency

| 1 year or less |  | 209 | $32.56 \%$ |
| :--- | :--- | :--- | :--- |
| 2-3 years |  |  | $16.36 \%$ |
| 4-5 years |  |  | $13.91 \%$ |
| 6-7 years |  |  | $8.86 \%$ |
| 8-9 years |  |  | 7.57\% |
| 10-14 years |  |  | $9.73 \%$ |
| 15-19 years |  |  | $5.05 \%$ |
| 20-24 years |  |  | $2.35 \%$ |
| 25+ years |  |  | $3.62 \%$ |

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:


This shows that:
2.89\% of Group D are aged 19-24
2.29\% of Group D are aged 25-30
5.27\% of Group D are aged 31-35
37.58\% of Group D are aged 36-45
20.47\% of Group D are aged 46-50
19.78\% of Group D are aged 51-65
8.11\% of Group D are aged 66-75
3.62\% 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.


## Index below 100 Index above 100

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.

