

KK37K38K39K40K40Bohemian Groove
Mature, unattached individuals enjoying settled urban lives

Ճ 1.60% | 1.13%



Key features

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



Channel preference



Technology adoption



Wizards





Bohemian Groove K40

K37

Mature, unattached individuals enjoying settled urban lives

K38

Head of household age

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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	_	1 0 9 0/
Married		1.90%
Single male		3.31%
Single female	248	7.84%
Unknown status		0.56%
Without kids		
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

K39

Less than high school		10.85%
High school diploma		28.17%
Some college		39.52%
Bachelor's degree		12.91%
Graduate's degree		8.54%

Estimated household income

K40

Le	ss than \$15,000			9.96%
\$1	5,000-\$24,999			10.75%
\$2	5,000-\$34,999			13.78%
\$3	5,000–\$49,999			18.05%
\$5	0,000–\$74,999			27.23%
\$7	5,000-\$99,999			10.46%
\$1	00,000-\$124,999			3.66%
\$1	25,000–\$149,999			3.76%
\$1	50,000\$174,999			0.96%
\$1	75,000–\$199,999			0.87%
\$2	00,000–\$249,999			0.17%
\$2	50,000+			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%

▲ 1.60% | 1.13%

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:

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.



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 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.