

# Minivan Matriarchies



MARIJUANA USE POTENTIAL: HIGH

## OUR LIFESTYLE

# 31

Minivan Matriarchies are well-to-do and family-oriented. They live in the city adjacent to quiet suburbs that aren't too far away from their professional job centers. These two-parent, working households save time with services like online banking and outsourced housekeeping. Family activities are crucial for Minivan Matriarchies.



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### AS A GROUP

- They prefer to live in the suburbs. Their homes are newer mainly single-family in newer neighborhoods.
- They have a high rate of mortgages at 74% and low vacancy rate vacancy of 5%.
- \$226,000 is their median home value.
- Households generally have 2 or 3 vehicles and a long commute to work, often to different counties than the ones in which they live.

### AS INDIVIDUALS

- 37.7% of Minivan Matriarchies are college graduates, and over 70% have at least some college education.
- Their unemployment rate is low at 5.9%. Their labor force participation rate is high at 72%.
- They are well-insured and invest in a variety of funds ranging from stocks and bonds to savings accounts.
- High debt rates are prevalent with these locals.



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