

Collegiate Cities



MARIJUANA USE POTENTIAL: VERY HIGH

OUR LIFESTYLE

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Nearly half of locals of Collegiate Cities are enrolled in college, and the remainder work for a college or support services related to them. Their busy schedules include studying and part-time jobs, but students make time inbetween for social activities and sports. Impulse buys and splurges on the latest fashions are often made by students who are new at managing their personal finances. Collegiate Cities patrons emphasize new experiences, and the majority of locals relish lives filled with variety and adventure.

AS A GROUP

- Many students live alone or with roommates for the first time in non-family households.
- This group is a mix of densely-developed student housing and dorms with local residences.
- Half of the housing stock consists of off-campus, low-rent apartments.
- Bike and pedestrian-friendly policies are commonplace in these locales.

AS INDIVIDUALS

- Thrifty purchases are common due to low incomes.
- Eating healthy foods and seeing a doctor regularly is rare.
- Dressing to impress in the latest fashions is common.
- Environmentally-friendly products and vehicles are the preference.
- Celebrity endorsements and trends in magazines heavily influence this group.



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