

Fledge to Grad



MARIJUANA USE POTENTIAL: VERY HIGH

OUR LIFESTYLE

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Just out of the nest, Fledge to Grad locals are just getting to know home economics and self-care skills. TV dinners and fast casual food are most often the fares of choice. Shopping is irregular, and product loyalties and alignments are still being explored. Their credit cards often bear balances from buying what they want when they want it. Although many hours of the day are taken up by school and part-time work, socializing and having fun with friends fills the rest of their schedules. This generation is the first online generation, using computers, the net, cell phones, and MP3 players for their entire lives.

AS A GROUP

- A mix of on-campus and off-campus housing options serve many of these young renters.
- Most off-campus renters are students that live alone or with roommates; the average household size is 2.2.
- Apartments make up 80% of housing as many older homes in the towns these students live in have been converted into multifamily living units.
- Most walk, bike, or carpool to class due to limited parking on campus.

AS INDIVIDUALS

- The the youngest group with half of the population within the age range of 21-24.
- They impulse buy and regularly experiment with multiple brands.
- Socializing, having fun, and learning new things is a way of life.
- Always connected, their cell phones are never far from their reach.

