



## **NEWS RELEASE**

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FOR IMMEDIATE RELEASE

### **Whether Obama or McCain, College Students Set Tough Agenda for Incoming President**

*Want focus on economy, education, healthcare & energy*

**October 27, 2008 (OBERLIN, OH)** – No matter which candidate is elected president Nov. 4, college students have definite ideas about what areas the new administration should focus on early in its term.

Seventy-percent of the 700 respondents to a recent survey of college students rated the economy the highest when asked how much focus the new president should place on a number of issues. This was followed by education (60%), healthcare (57%) and alternative sources of energy (52%).

The war in Iraq ranked fifth on the list, with 46% of respondents saying that resolving that conflict should be one of the new president's top priorities.

The survey was conducted by Collegiate Research Services, the research arm of the National Association of College Stores (NACS). Other survey findings:

- While the college students surveyed rely on a wide range of sources for information on the candidates, by far the most popular are television (83% of students) and Internet news sites (73%). HOWEVER, college students believe the most reliable source of information is found on a political candidate's own web site (26%), followed by television (23%).
- Direct mailings (12%) and blogs (10%) were the least used.
- 88% of the eligible voters surveyed say they intend to vote in the upcoming presidential election.

NACS, the national trade association of the collegiate retailing industry, has more than 3,100 college stores as members, giving it unprecedented access to the college-age market. NACS' Collegiate Research Services assists companies wishing to learn more about this influential demographic, which has an annual purchasing punch of more than \$100 billion. For more information, contact Karen Bartelme at 440-775-7777 ext. 2216.

#### **About NACS**

Headquartered in Oberlin, Ohio, the National Association of College Stores is the trade association of the collegiate retailing industry. Its 3,100 member stores serve America's college

students while supporting the academic missions of higher education institutions everywhere.  
Additional information can be found online at [www.nacs.org](http://www.nacs.org).

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