



www.oncampusresearch.org

A division of the National Association of College Stores

Contact: Charles Schmidt
National Assn. of College Stores
(800) 622-7498 ext. 2351
(216) 255-0744 (cell)
cschmidt@nacs.org

FOR IMMEDIATE RELEASE

Weight Loss Resolution Hard to Keep for College Students

January 10, 2012 (OBERLIN, OHIO) -- The key to a successful diet consists of two parts: eating healthy and exercise. Yet, the lack of both healthy food choices and time to work out prevents many college students from keeping their New Year's resolution of losing weight.

A recent survey conducted by [OnCampus Research](http://www.oncampusresearch.org), a division of the [National Association of College Stores \(NACS\)](http://www.nacs.org), discovered that 54.2% of students find it difficult to set aside time to work out. In fact, almost 30% of students admit they do not exercise every week.

With students not having the time to exercise, eating healthy is essential. However, about 35% of students find it difficult to eat healthy on campus. More than 20% of students are unhappy with the selection of healthy options in the dining hall or food court, while even more are dissatisfied with the healthfulness of the on-the-go meals and snacks available.

Overall, almost 35% of college students find it challenging to maintain their goal weight.

About OnCampus Research

OnCampus Research is a consultative research group with one mission: to help companies better understand the college market. With more than 75 years of experience in the college industry, we offer full-service quantitative and qualitative research literally 'OnCampus,' through our online panel of over 18,000 students at 1,100 campuses nationwide. Specializing in online surveys, focus groups, omnibus surveys, syndicated studies, and in-depth interviews, OnCampus works with clients to create a strategy that best fits their needs and positions them as the brand of choice among college students.

About NACS

Headquartered in Oberlin, Ohio, the National Association of College Stores (NACS) is the professional trade association representing the \$10 billion collegiate retailing industry. NACS

represents more than 3,100 collegiate retailers and approximately 1,000 associate members who supply books and other products to college stores. NACS member stores daily serve America's college students while supporting the academic missions of higher education institutions everywhere. Additional information on NACS can be found online at www.nacs.org.

###