



www.oncampusresearch.org
A division of the National Association of College Stores

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FOR IMMEDIATE RELEASE

College Students Becoming Smarter Shoppers

June 2, 2011 (OBERLIN, OHIO) - Looking for discounts and comparing prices are just a few ways college students are becoming smarter shoppers, according to the findings of a new Student Watch study conducted by [OnCampus Research](#), a division of the [National Association of College Stores \(NACS\)](#) that helps companies better understand the college market.

When asked how their shopping habits may have changed from just one year ago, 75% of students agreed that they are comparing prices more often before they make a purchase.

“This is not surprising,” said Laura Cozart, research manager. “The rising cost of college coupled with a weak economy, has forced students to watch their buying habits and spend their money more wisely.”

In an attempt to save money, 57% of students said they are using more coupons and discount offers, while 55% are shopping more in discount stores, and 54% are buying less expensive brands.

Student Watch™ 2011 The Retail Edge: Insights Into Your Core Consumer on Campus was sponsored and published by the [NACS Foundation](#). More than 15,000 college students from 21 campuses nationwide participated in the survey between Oct. 1 and Oct. 31, 2010.

Media Note: These are just some of the findings contained in the latest edition of Student Watch. For more information, or to set up an interview with the survey’s authors, please contact [Charles Schmidt](#), NACS’ director of public relations.

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.

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