



[www.oncampusresearch.org](http://www.oncampusresearch.org)  
A division of the National Association of College Stores

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**FOR IMMEDIATE RELEASE**

## **Wal-Mart, Target Top List of College Students' Shopping Favorites**

**May 19, 2011 (OBERLIN, OHIO)** – College students selected Wal-Mart and Target as the top retail stores they shop, 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.

[Wal-Mart](#) ranked as the top retailer as 62% of college students reported they shopped there in the past 90 days. Coming in a close second was [Target](#) with 58%, followed by dollar stores such as [Dollar Tree](#) or [Dollar General](#) with 36%.

When the data is separated by student status, the survey found that more freshmen students shopped at Wal-Mart (69%) and a higher percentage of graduate students shopped at Target (59%).

Additionally, most females shopped at [Forever 21](#) and [Victoria's Secret](#) in the past three months, while [Kohl's](#) and [Dick's Sporting Goods](#) were shopped most by males.

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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