



 **QnCampus**  
RESEARCH





## **OnCampus Insight to the College Market**

With more than 75 years of experience in the college market, OnCampus Research is the expert on the ever-shifting dynamics of the college student market and the leading resource for organizations seeking to increase their success within this vibrant market. OnCampus Research is a subsidiary of the National Association of College Stores (NACS) and offers manufacturers and retailers direct access to an increasingly important buying group – college students.

OnCampus applies an unparalleled level of knowledge, experience and access to the college student market to provide a comprehensive, cost-effective program that will guide you in understanding this market. With immediate access to college students around the country, OnCampus can deliver timely insight to impact your business decisions.

## **Thousands of Students at Your Fingertips**

Would you like to access the thoughts, ideas and opinions of more than 11,200 college students? Would you like to know what they are buying and why they buy it?

OnCampus Research offers you direct access to a panel of more than 11,200 students at more than 1,000 campuses nationwide. This is an engaged panel of students who have agreed to share their thoughts, opinions and experiences with us by opting in to our program. Through online mediums, we're able to reach this audience quickly and efficiently while providing interaction with geographically diverse campuses.



The image of the carefree college student with unlimited propensity to spend is a myth.

### **Why the College Market is Important**

Not sure if understanding the college market is important to you? It should be. This audience is already large, and it's growing at a rapid pace. College students spend more than \$42 billion a year on discretionary items – and are forming buying and brand habits that can last a lifetime. College graduates also tend to earn and spend more throughout their lives than those who did not attend college, so reaching them when they're still forming their opinions is critical.

You will probably be surprised to find out that many common assumptions about the college market aren't true. Many view this audience as carefree, reckless consumers who purchase anything they want – maybe even using their parents' money. Years of research have proven to us that this just isn't true. They do spend money, but maybe not in the way you think.

We want to help you discover what students are really spending their hard-earned money on – and to help you achieve a larger share of that spending.



## Industries Served

OnCampus Research has the ability to help any business in any industry discover more about the college student market and its wants, needs and behaviors. Whether you're currently offering products or services for this audience or are interested in expanding your customer base, OnCampus Research can help you realize the sales opportunity this market can offer.

For businesses looking for new channels of distribution, OnCampus Research can help you assess your sales opportunity in the college store channel and develop a go-to-market strategy to ensure your success.

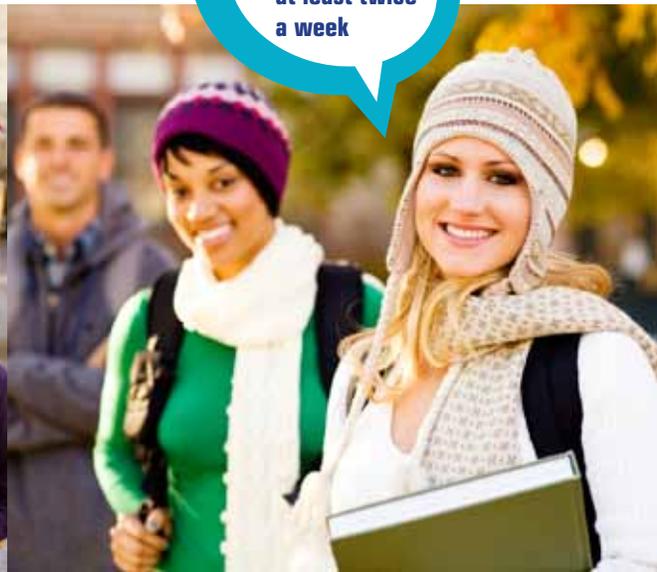
If you're already in the college market, you know that this audience's perceptions and trends change quickly and continually. Keeping current on what's driving these changes helps you stay top of mind and can help position you as the brand of choice.



**LOVES:**  
rollercoasters



**LIKES:**  
shopping  
online



**TALKS:**  
to her parents  
at least twice  
a week

## OnCampus Research can help you:

- Identify the opportunity for your product / service – from current purchasing in the category to potential future opportunities.
- Discover new opportunities for products, services or line extensions.
- Identify untapped customer segments within the college market.
- Obtain feedback on new / potential new products in the market to help you confidently move forward.
- Position your brand as the brand of choice among college students.
- Evaluate packaging, point-of-purchase materials and other promotional items to ensure your message is getting through to students.
- Understand students' price perceptions and price / value relationships in your category.

These are just some of the ways we can support you. If you have a challenge you would like to explore, we'll work with you to customize a research program that fits your needs.

SHOPS:  
for the  
best price



SENDS:  
e-mails  
every day



## Myth vs. Reality

Think you understand the college market? Guess which items below are fact or fiction.

Myth	Reality	Assumption about the typical college student:
<input type="checkbox"/>	<input type="checkbox"/>	• Has bought a caramel macchiato every day for four years
<input type="checkbox"/>	<input type="checkbox"/>	• Spent \$50 on iTunes last night on a credit card billed to Mom and Dad
<input type="checkbox"/>	<input type="checkbox"/>	• Won't schedule classes before noon to allow for late night partying and sleeping in late

You might be surprised to discover that all of the items above are myths. Students are more cognizant of their spending, as well as their behavior in general, than many people give them credit for. Today's college student is informed and savvy.

## Effective Research Tools

To make sure you're getting the information you need in the most effective way, we have a wide variety of research methods we can customize for your program. Our research methods include:

Research Method:	What We Offer:	Benefits:
Custom Student Surveys	Various levels of surveys ranging from standardized measures of the incidence, frequency and trends in consumption to surveys fully customized to your business needs.	Online student surveys conducted through our student panel are an efficient and cost-effective way to reach the market segment.
Omnibus Student Surveys	Omnibus surveys are conducted four times a year, and participation can begin with a single question. OnCampus Research professionals will consult with you to develop the questions and provide you with a summary of the results.	Multi-client online surveys are an economical way to get quick answers to key questions.
Online Student Focus Groups	Focus group topics are customized to reflect the topics that meet your business needs. We also offer the flexibility to bring students from across the nation together to ensure you have a diverse representation of opinions. OnCampus will moderate the discussion while a client representative can listen in and receive a full transcript of the dialogue.	Online student focus groups allow you to hear first-hand what is on the minds of college students at a significantly lower cost than in-person focus groups.
Category Buyer / College Store Manager Advisory Panels	Online discussion groups among buyers responsible for sourcing your product category provide you with first-hand feedback about buyers' / managers' expectations and requirements for vendors. OnCampus Research professionals will consult with you to develop the discussion guide and moderate the panel. Upon completion, a full transcript will be delivered, along with recommendations on how to approach the selling process.	Advisory panels help you understand the challenges buyers / managers face in the purchase decision process. Knowing this information can be key to helping you get products placed in the stores and improving your selling / positioning to meet their needs.
Campus Customer Satisfaction Surveys	Customized surveys are conducted among college students on your campus to determine what services are important to them and how well your school is performing. Industry benchmarks are available for many measures. OnCampus Research will deliver a comprehensive report with summary statistics, matrix analysis of importance and satisfaction, and recommendations.	Specifically for services on the college campus, customer satisfaction surveys track how well students feel each service delivers on expectations. This helps campuses allocate scarce resources to initiatives that will have the greatest positive impact on current and future students.
College Store Channel Research	OnCampus Research offers college stores studies on purchasing trends in course materials, benchmarking tools (including sales trends by major categories), and the annual Student Watch Report on timely and relevant topics.	The college store channel is in transition due to changes occurring in the textbook market. Stores and vendors must stay ahead of industry trends to keep their store successful, and benchmarking is critical.



LOVES:  
**buy 1, get 1  
free deals**



BUYS:  
**music online**

Now that we've shown you how critical market research is for your business to thrive in the college market, let us help you customize a plan that will deliver the results you need to move your product, service or entire business to the top of college consumers' minds the next time they make a purchase.

To set up a consultation, please contact Elizabeth Riddle with OnCampus Research at:

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### **About the National Association of College Stores**

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).



Transforming Knowledge into Sales