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## **NACS RESEARCH ARM CHANGES NAME** *Collegiate Research Services Now OnCampus Research*

**June 30, 2009 (OBERLIN, OHIO)** – To more accurately reflect services offered to members, the research arm of the National Association of College Stores (NACS) has changed its name to OnCampus Research.

OnCampus Research – formerly Collegiate Research Services - offers satisfaction survey services, student focus groups and surveys, and customized market research for the college store industry. Through direct access and work with NACS college retail stores, they are the expert on the college student market.

OnCampus Research more appropriately describes this arm of NACS as it goes beyond the store to explore consumer behavior campus wide.

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### **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 1,100 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](http://www.nacs.org).

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