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A division of the National Association of College Stores

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FOR IMMEDIATE RELEASE

College Students Choose to Watch Their Bucks Over a Week at the Beach

March 3, 2010 (OBERLIN, OHIO)- With spring break right around the corner, college students are choosing to forgo the annual tradition of sun tans and exotic beaches to relax at home, visit family or work, according to the findings of a new study by OnCampus Research, a consultative research group that helps companies better understand the college market.

When asked about spring break plans, 46% of the more than 1,100 students returning surveys said they plan to relax at home. This is up from 37% who responded in a similar manner to a 2008 survey. Of the students not going home, 28% are staying at school and 26% are traveling for some purpose. More specifically, only 10% of all students will be vacationing with friends.

The top reasons given by students who are not traveling this year include:

- 40% can not afford to go anywhere
- 20% have to work
- 18% want to spend time with family and friends

For those who are traveling with friends, OnCampus Research found that almost 60% are staying in the U.S., with the most popular destination being Florida (22%). Only 7 % will be traveling to Mexico and 2 % to the Caribbean.

When planning their trips, college students said that staying within a budget was the biggest determining factor.

- 44% of students chose a destination that was less expensive
- 29% chose a location that they can drive to, instead of fly
- 71% paid for the trip with money they have earned

The findings of this survey track with one OnCampus Research completed late last year on college student spending habits. That survey found that 85% of college students polled were cutting back on their spending in some way due to the U.S. economy.

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 13,000 students at 1,000 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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