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A division of the National Association of College Stores

Contact: Charles Schmidt
National Assn. of College Stores
(800) 622-7498 ext. 2351
(216) 255-0744 (cell)
cschmidt@nacs.org

FOR IMMEDIATE RELEASE

College Students Prefer Print Over Digital Textbooks

May 25, 2010 (OBERLIN, OHIO) – Even with new digital handheld gadgets, smart phones, pads, and laptops glued to every college students hand, 74% still prefer to use a printed textbook when taking a class, according to the findings of a new Student Watch study conducted by [OnCampus Research](http://www.uncampusresearch.org), a division of the [National Association of College Stores \(NACS\)](http://www.nacs.org) that helps companies better understand the college market.

The survey also found that 53% of students were unsure about purchasing digital textbooks or would not consider buying them even if they were available.

“The findings of the report are not surprising,” says OnCampus Research Manager Laura Cozart. “Every new innovation takes time before the mainstream population embraces it.”

Currently, of the NACS member stores that offer digital content, e-books comprise only 2-3% of course material sales. However, Cozart noted predictions that digital could make up 10-15% of textbook sales by 2012, given content is made more interactive and faculty become more comfortable using it.

The survey, sponsored and published by the [National Association of College Stores Foundation](http://www.nacs.org), was conducted this past fall at 19 campuses nationwide.

Media Note: These are just some of the findings contained in the 2010 Student Watch report. For more information, please contact Charles Schmidt, cschmidt@nacs.org or (800)-622-7498 ext. 2351.

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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