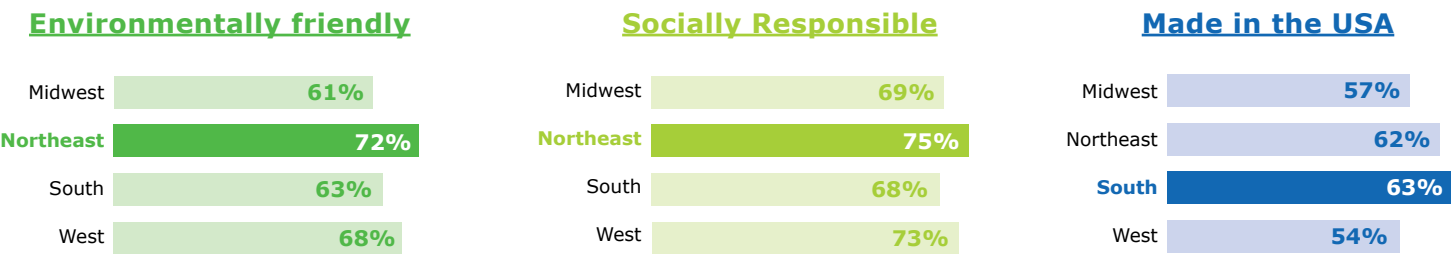




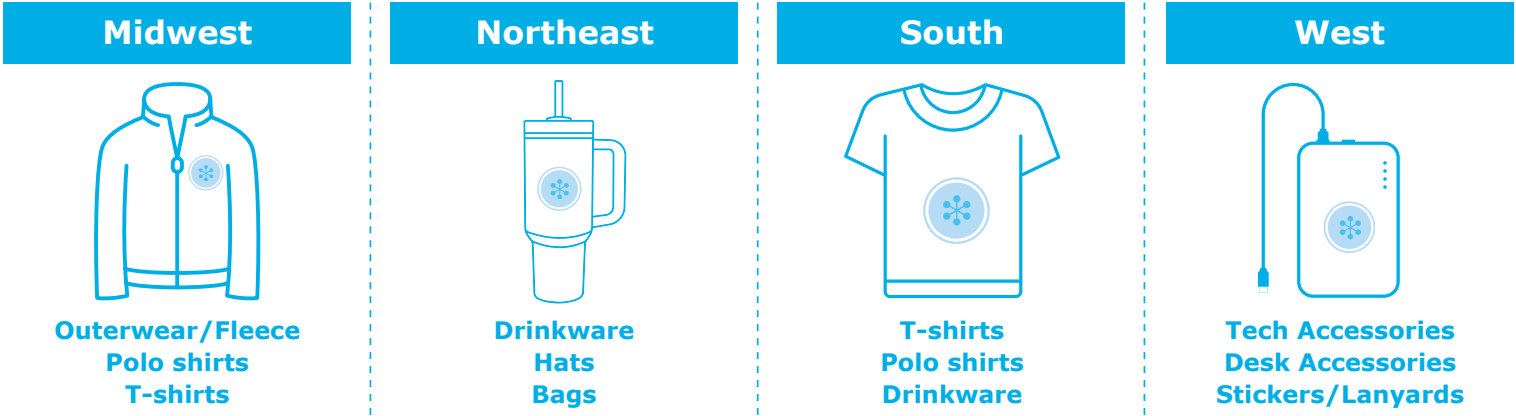
What Do Different Regions Want in Promo?

ASI Research surveyed consumers of varying demographics throughout the United States. Here are some key differences in the promo preferences of consumers in different regions.

How important is it that the promo you receive is...



What promo products do consumers want?



What are your primary reasons for keeping a promo product?

