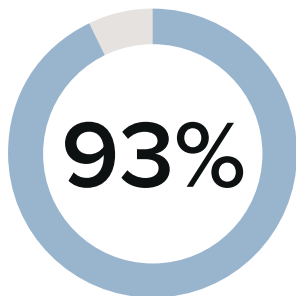


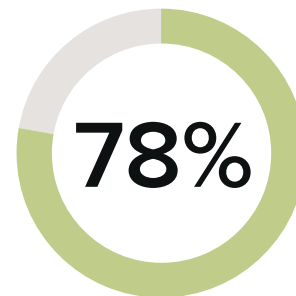
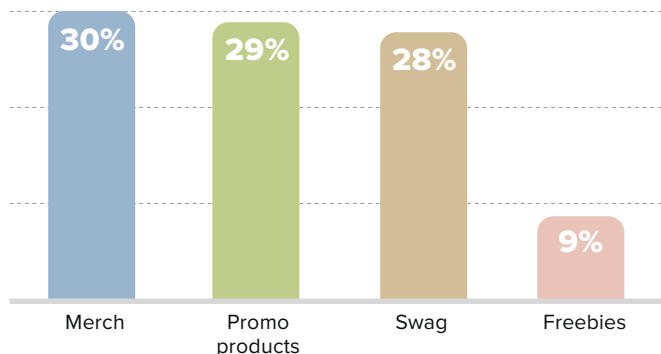
Millennials

ASI Research surveyed promotional products end-buyers of varying demographics throughout the United States. Here are the key findings for millennial end-buyers.



93% of millennial end-buyers view promotional products and apparel as an effective medium for improving brand awareness.

Preferred Term Used by Millennial End-Buyers



78% of millennial end-buyers would have a more positive view of an advertiser if they received brand name promotional apparel from them, more than other ages.

Favorite Promo Items

Some of the best promotional products that millennial end-buyers have ever received include:



Zip-up fleece



Visor and sunglasses



Car floor mats



Custom jersey



Pizza cutter

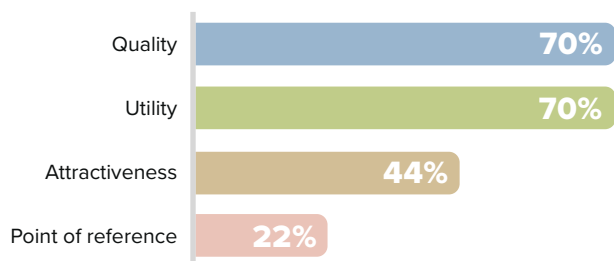


USB connecting cord

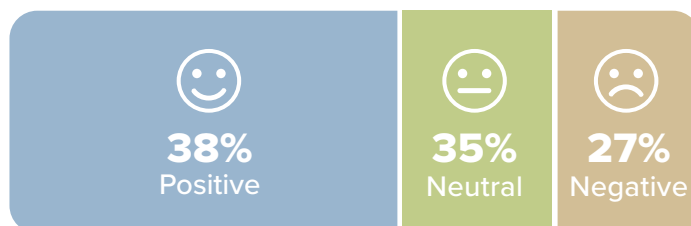


Screwdriver

Why do millennial end-buyers keep promo items?



How do millennial end-buyers view artificial intelligence?



79%

of millennial end-buyers have purchased promo products or apparel from an e-commerce site.

Millennial end-buyers say it's important that the promo products they receive are...



Environmentally friendly

81%



Socially responsible

79%



Made in USA

65%

29%

of millennial end-buyers believe AI will significantly affect their day-to-day lives in the next three years.