



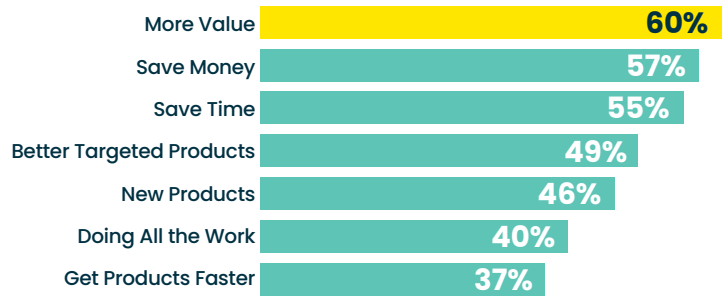
# End-Buyer Survey EDUCATION

In 2024, ASI Research surveyed end-buyers of promotional products in various markets. Here are the key findings within the education sector.

# 96%

## OF EDUCATION END-BUYERS WHO USE PROMO PRODUCTS ARE SATISFIED WITH THE ROI THEY RECEIVE

### MOST IMPORTANT BENEFITS A DISTRIBUTOR CAN PROVIDE TO EDUCATION END-BUYERS



# 79%

 OF EDUCATION END-BUYERS WOULD RECOMMEND PROMO PRODUCTS TO SIMILAR COMPANIES 

# 52%

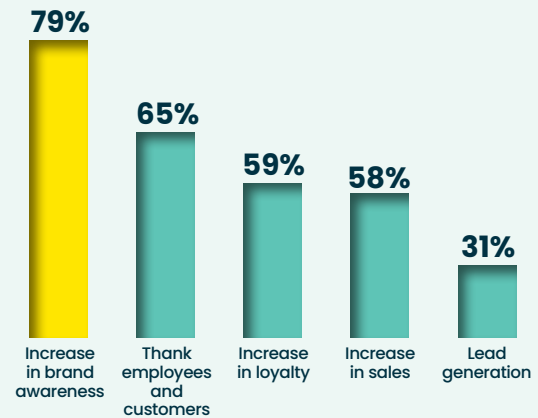
 OF EDUCATION END-BUYERS PLAN TO INCREASE THEIR PROMO SPENDING IN 2024

## EDUCATION END-BUYERS WHO PURCHASE PROMOTIONAL PRODUCTS SAY THEY SPEND 38% OF THEIR MARKETING BUDGET ON PROMO

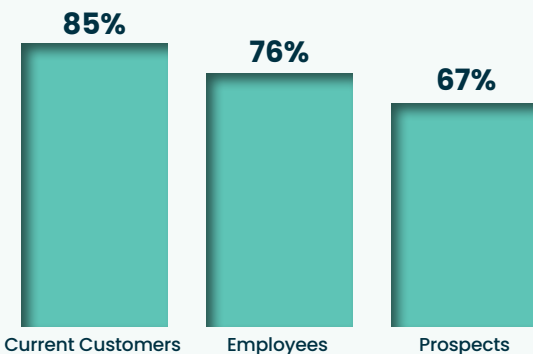
# 60%

 OF EDUCATION END-BUYERS WHO USE PROMO SAY IT'S VERY IMPORTANT TO THEIR COMPANIES' MARKETING STRATEGY 

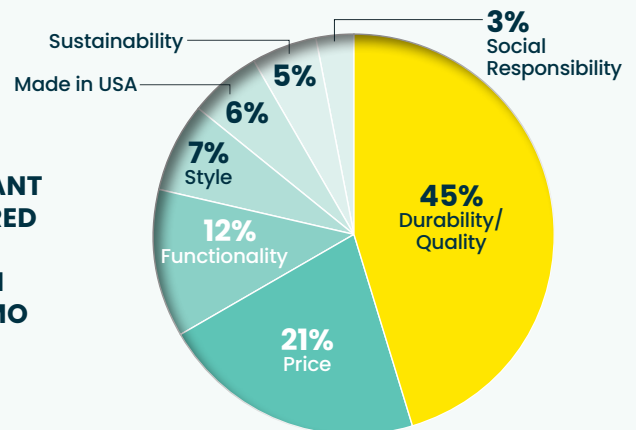
### GOALS OF EDUCATION END-BUYERS WHEN GIVING OUT PROMO



### WHO DO EDUCATION END-BUYERS GIVE PROMO PRODUCTS TO?



### THE MOST IMPORTANT FEATURE CONSIDERED BY EDUCATION END-BUYERS WHEN PURCHASING PROMO



# 41%

 OF EDUCATION END-BUYERS WOULD PAY A PREMIUM FOR SOCIALLY RESPONSIBLE PRODUCTS – THE LOWEST OF ANY END-BUYER MARKET SURVEYED 

### EDUCATION END-BUYERS PURCHASED MORE OF THESE PROMO PRODUCTS THAN ANY OTHER END-BUYER SEGMENT SURVEYED IN 2023

