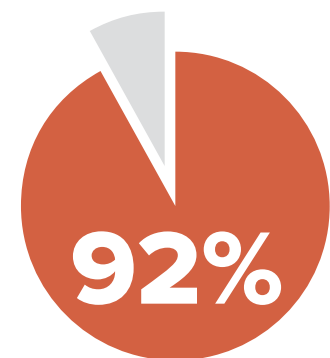


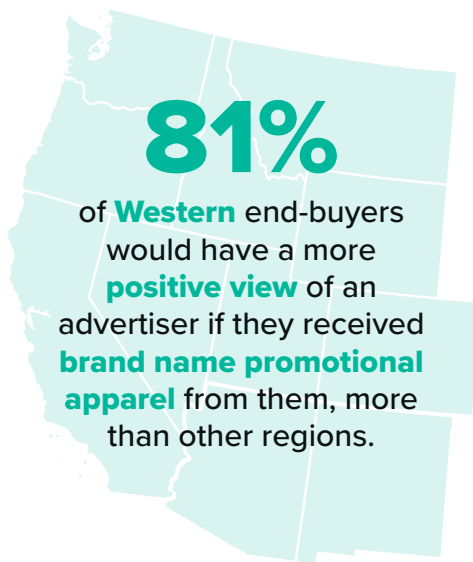
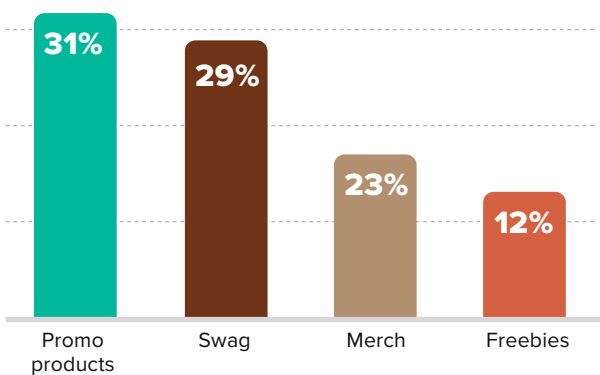
West

ASI Research surveyed promotional products end-buyers working in five top industries and multiple demographics throughout the United States. Here are the key findings for end-buyers in the West.



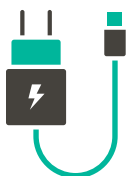
of **Western** end-buyers view **promotional products** and **apparel** as an **effective** medium for **improving brand awareness**.

Preferred Term Used by Western End-Buyers



Favorite Promo Items

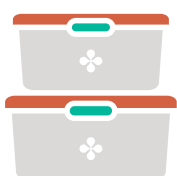
Some of the best promotional products that Western end-buyers have ever received include:



USB adapter



Car phone holder



Storage containers



Denim tote bag



Speaker

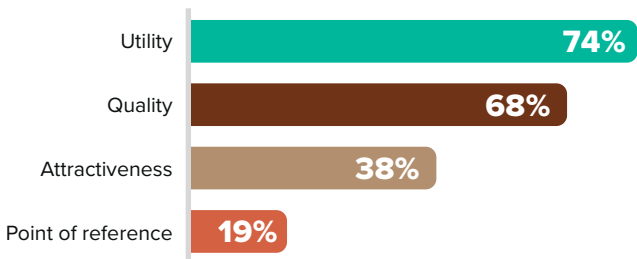


Battery-operated fan

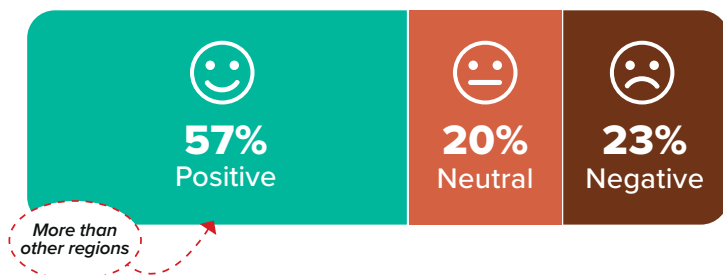


Clear purse for sports events

Why do Western end-buyers keep promo items?



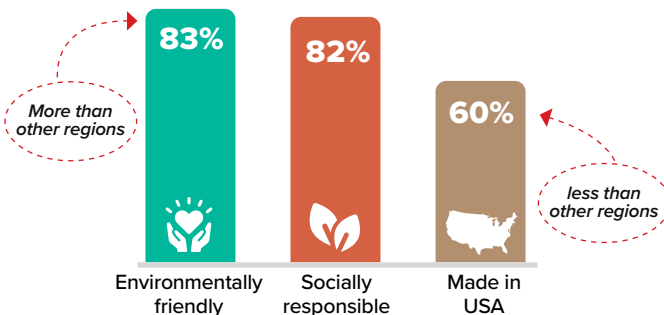
How do Western end-buyers view artificial intelligence?



73%

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

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



36%

of **Western** end-buyers believe **AI** will **significantly affect** their **day-to-day lives** during the next three years, more than other regions.