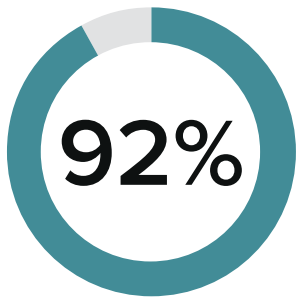




END-BUYER RESEARCH

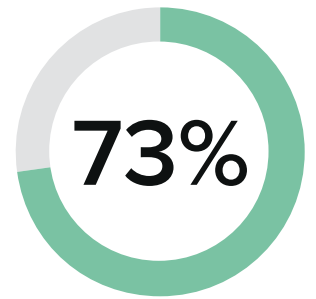
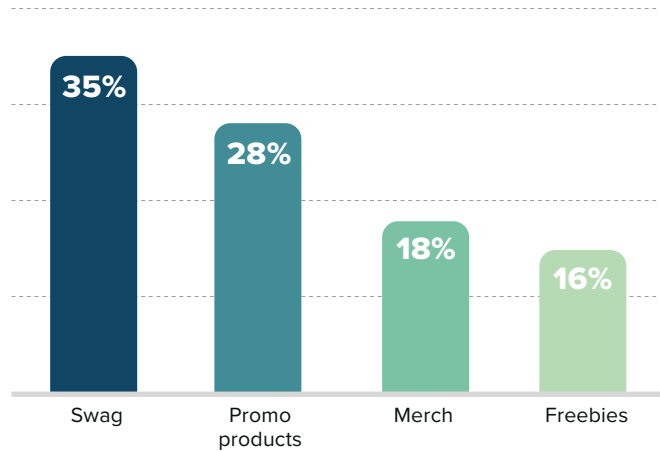
Gen X

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



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

Preferred Term Used by Gen X End-Buyers



of **Gen X** end-buyers would have a more **positive** view of an advertiser if they received **brand name promotional apparel** from them.

Favorite Promo Items

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



Pet leash



Yeti cooler



Binoculars



Keychain flashlight



Golf balls

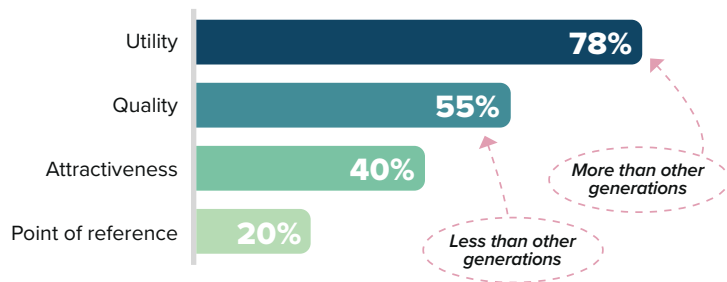


Cell phone stand

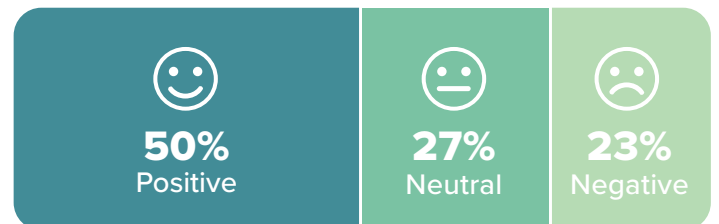


Blanket

Why do Gen X end-buyers keep promo items?



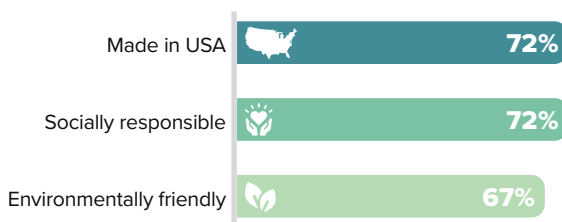
How do Gen X end-buyers view artificial intelligence?



8 in 10

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

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



29%

Gen X end-buyers believe **AI** will **significantly affect** their **day-to-day lives** in the next three years.