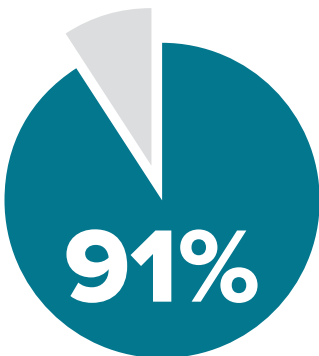




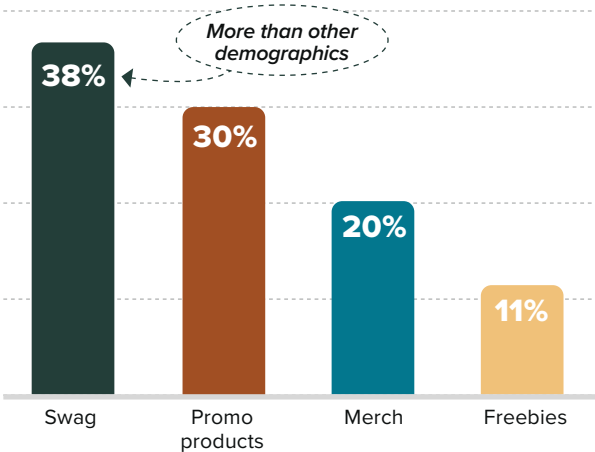
Midwest

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 Midwest.



of **Midwest** end-buyers view **promotional products** and **apparel** as **effective** mediums for **improving brand awareness**.

Preferred Term Used by Midwest End-Buyers



71%

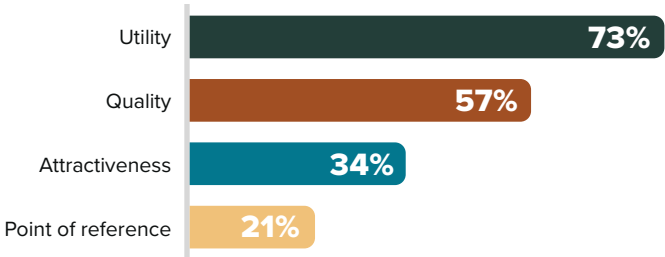
of **Midwest** end-buyers would have a more **positive view** of an advertiser if they received **brand name promotional apparel** from them.

Favorite Promo Items

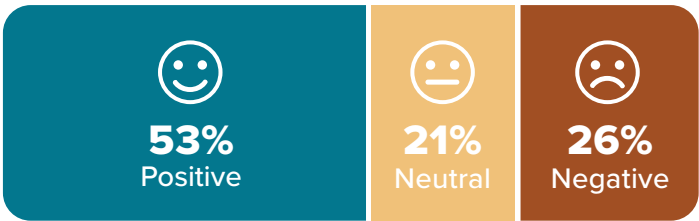
Some of the best promotional products that Midwest end-buyers have ever received include:



Why do Midwest end-buyers keep promo items?



How do Midwest end-buyers view artificial intelligence?



8 in 10

Midwest end-buyers have **purchased promo products** or **apparel** from an **e-commerce site**, more than end-buyers in other regions.

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



More than other regions

31%



of **Midwest** end-buyers believe **AI** will **significantly affect** their **day-to-day lives** during the next three years.