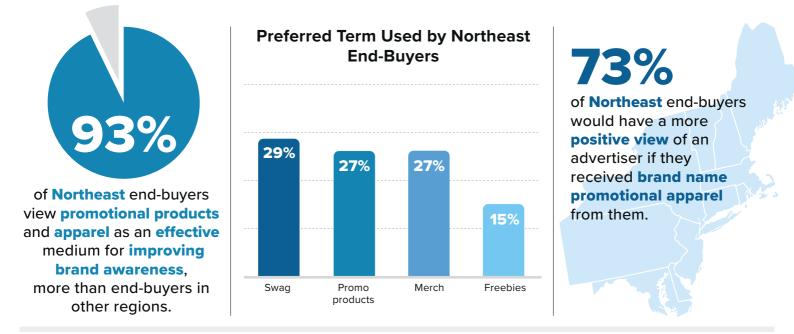


Northeast

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 Northeast.



Favorite Promo Items

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





T-shirt

rain jacket



Planner



Bombas socks



Office supply

kit

Positive

Golf bag

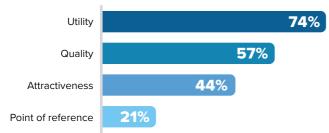
How do Northeast end-buyers view artificial intelligence?



Reusable water jug

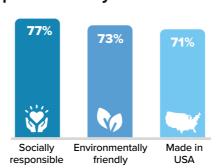
Negative

Why do Northeast end-buyers keep promo items?





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



of Northeast end-buyers believe AI will significantly affect their day-to-day lives during the next three years, fewer than end-buyers in other regions.

24%

Neutral