



End-Buyer Survey

AGES 55+

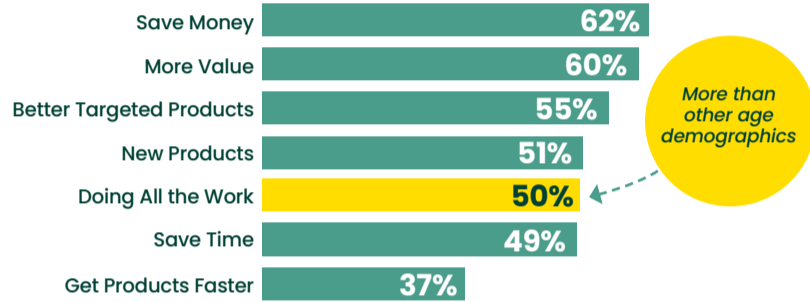
In 2024, ASI Research surveyed promotional products end-buyers of varying ages. Here are the key findings for end-buyers ages 55+.

96% OF END-BUYERS AGES 55+ ARE SATISFIED WITH THE ROI THEY RECEIVE FROM USING PROMO PRODUCTS

NEARLY **70%** OF END-BUYERS AGES 55+ PLAN TO MAINTAIN THEIR SPENDING ON PROMOTIONAL PRODUCTS IN THE NEXT YEAR

86% OF END-BUYERS AGES 55+ WOULD RECOMMEND PROMO PRODUCTS TO SIMILAR COMPANIES

MOST IMPORTANT BENEFITS A DISTRIBUTOR CAN PROVIDE TO END-BUYERS AGES 55+



GOALS OF END-BUYERS AGES 55+ WHEN GIVING OUT PROMO



END-BUYERS AGES 55+ SAY THEY SPEND A **QUARTER** OF THEIR **MARKETING BUDGET ON PROMO**

47% OF END-BUYERS AGES 55+ SAY PROMO IS **VERY IMPORTANT** TO THEIR COMPANIES' **MARKETING STRATEGY**

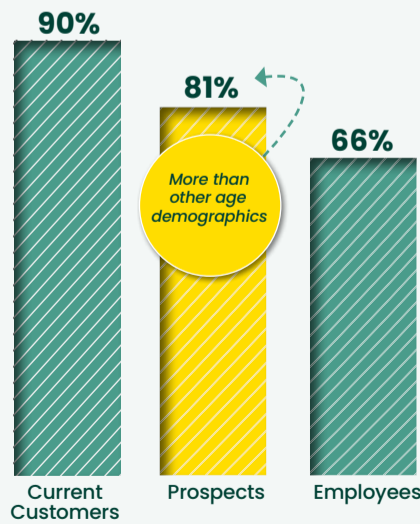


NEARLY SEVEN IN 10

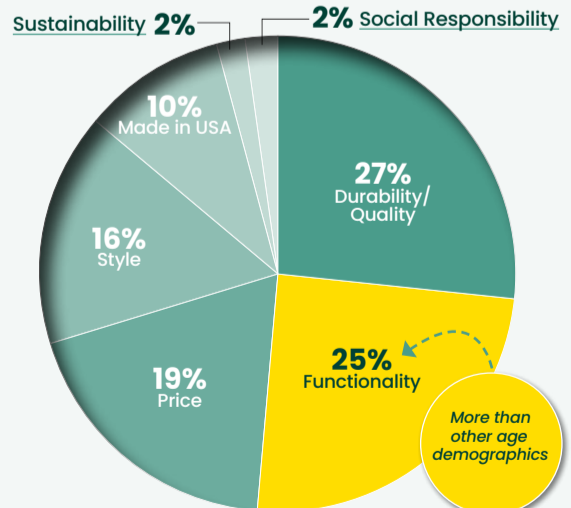
END-BUYERS AGES 55+ (68%) WOULD PAY A PREMIUM FOR MADE-IN-THE-USA PRODUCTS, MORE THAN OTHER AGE DEMOGRAPHICS



WHO DO END-BUYERS AGES 55+ GIVE PROMO PRODUCTS TO?



THE MOST IMPORTANT FEATURES CONSIDERED BY END-BUYERS AGES 55+ WHEN PURCHASING PROMO



END-BUYERS AGES 55+ PURCHASE THESE **PROMO PRODUCTS** MORE THAN OTHER AGE DEMOGRAPHICS SURVEYED BY ASI:

