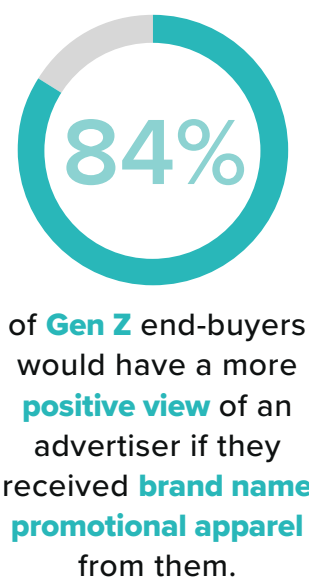
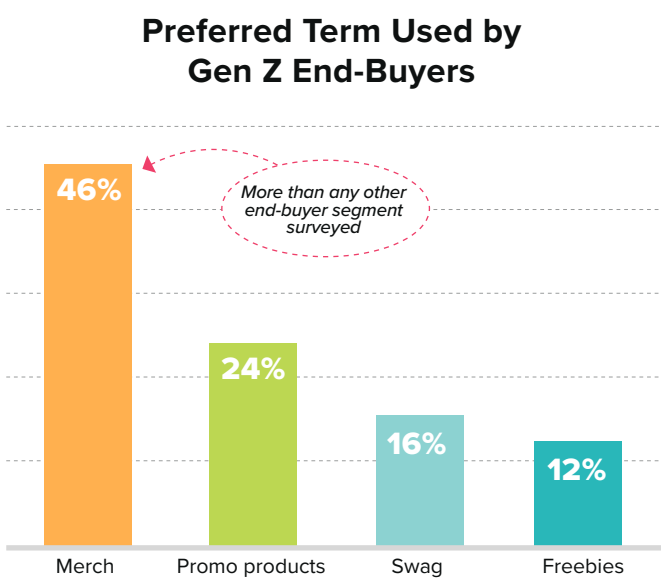
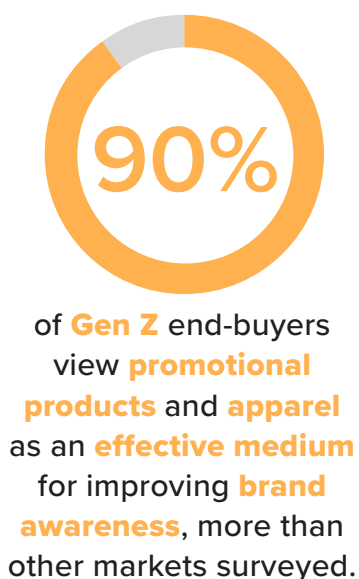


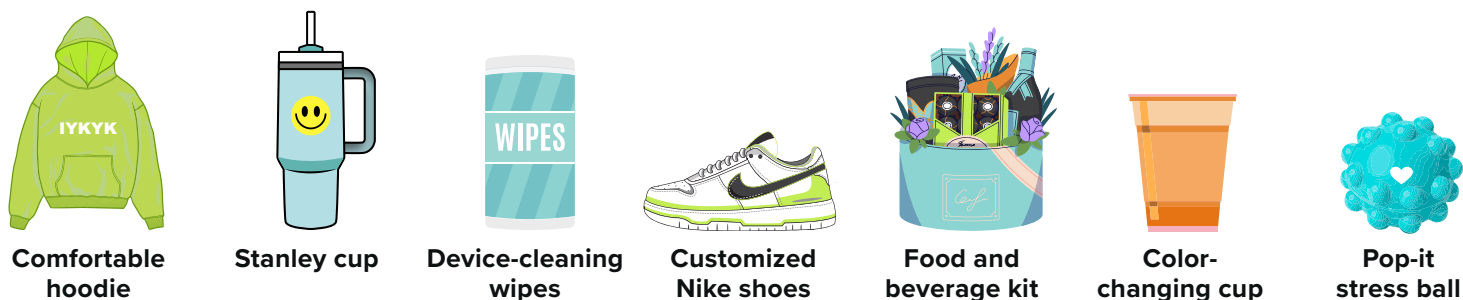
Gen Z

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

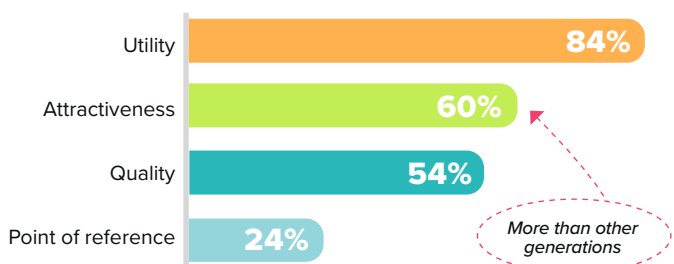


Favorite Promo Items

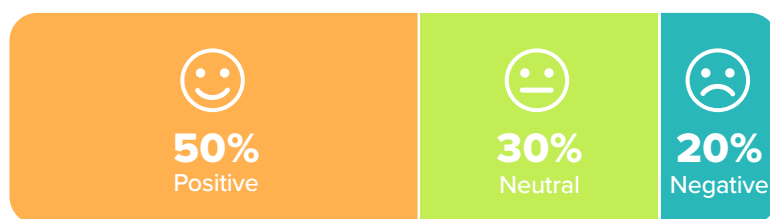
Some of the best promotional products that Gen Z end-buyers have ever received include:



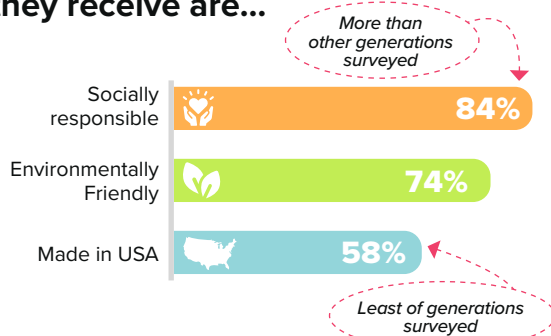
Why do Gen Z end-buyers keep promo items?



How do Gen Z end-buyers view artificial intelligence?



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



NEARLY HALF

(48%) of **Gen Z** end-buyers believe **AI** will **significantly affect** their **day-to-day lives** in the next three years, more than any other end-buyer segment surveyed.