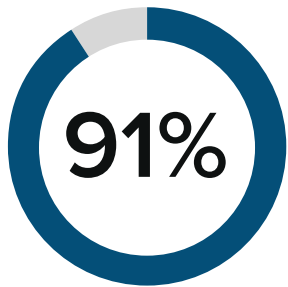


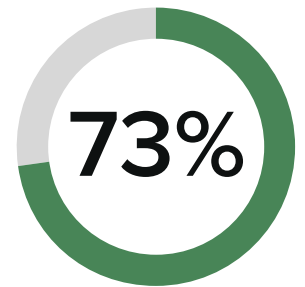
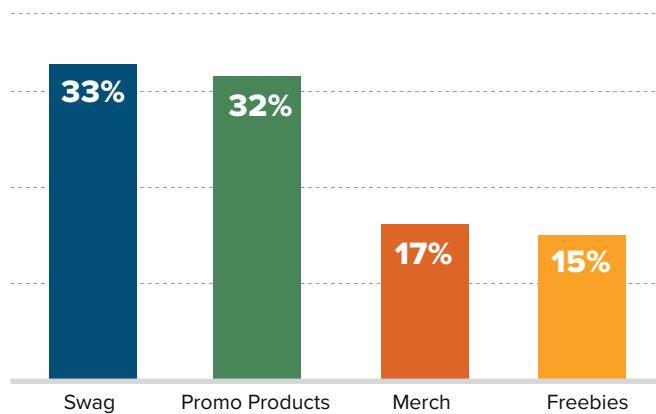
# Government

ASI Research surveyed promotional products end-buyers working in five top industries throughout the United States. Here are the key findings for the government sector.



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

Preferred Term Used by Government End-Buyers



of **government** 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 government end-buyers have ever received include:



Cotton T-shirt



Relaxation kit



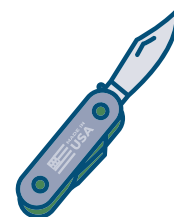
Fleece vest



Recharging station



Scalp massager

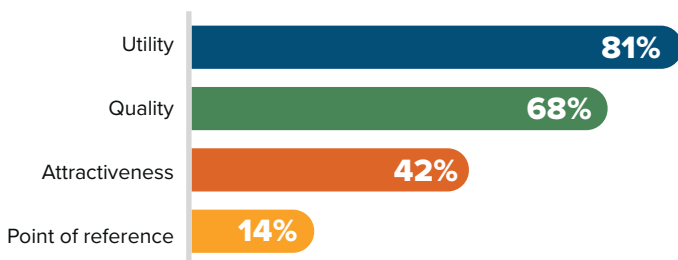


Made-in-USA pocketknife

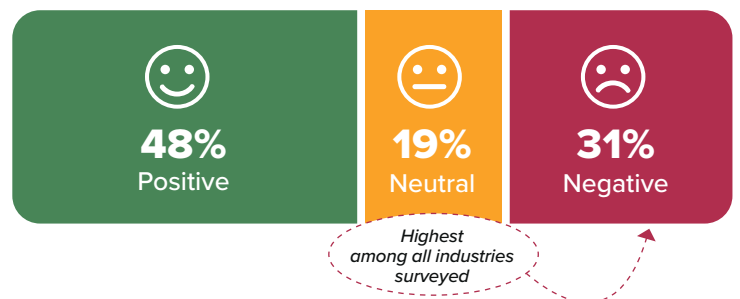


Computer bag

## Why do government end-buyers keep promo items?



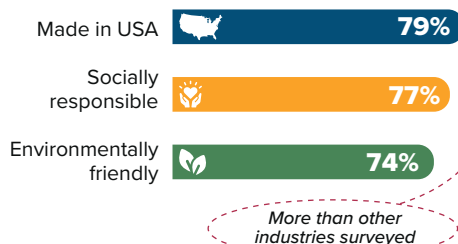
## How do government end-buyers view artificial intelligence?



## Three-quarters

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

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



Only **16%** of **government** end-buyers believe **AI will significantly affect their day-to-day lives** during the next three years, fewer than any other industry surveyed.