

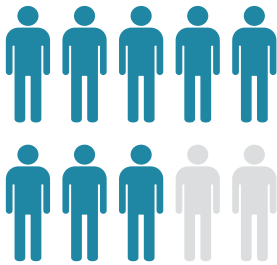
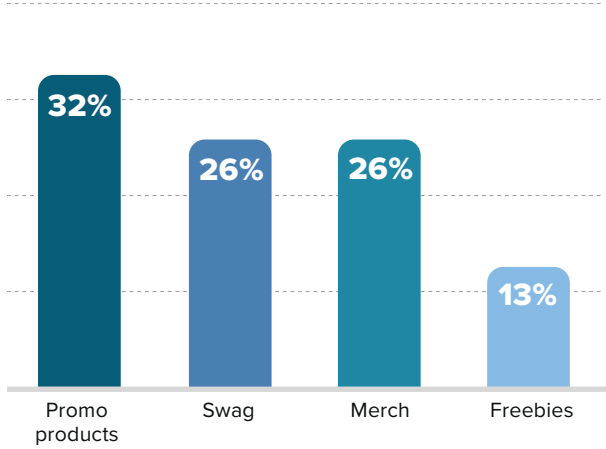
# Men

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



**95%** of male end-buyers view **promotional products and apparel** as an **effective** medium for **improving brand awareness**, more than other demographics.

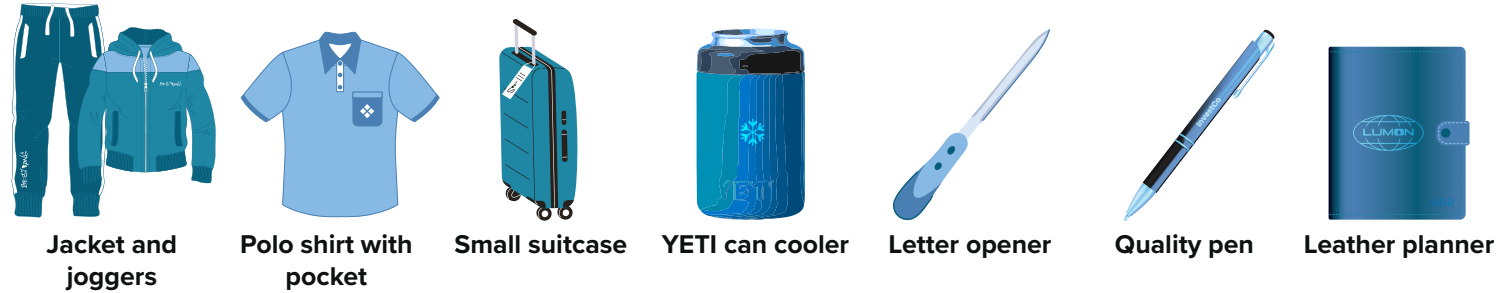
Preferred Term Used by Male End-Buyers



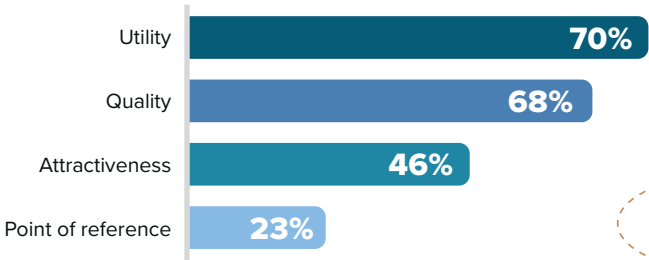
**8 in 10** male end-buyers would have a more **positive view of an advertiser** if they received **brand name promotional apparel** from them.

## Favorite Promo Items

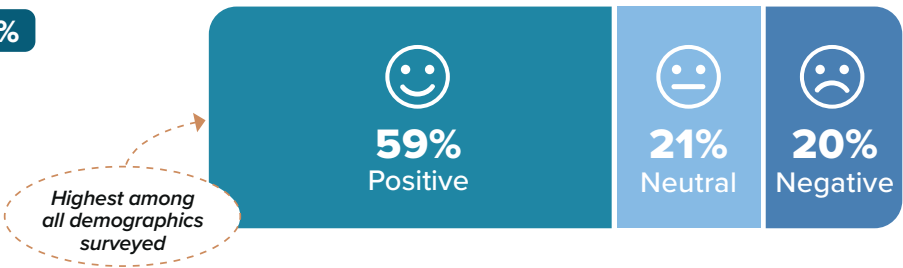
Some of the best promotional products that male end-buyers have ever received include:



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



## How male end-buyers view artificial intelligence?



**72%**

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

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



**35%**

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