

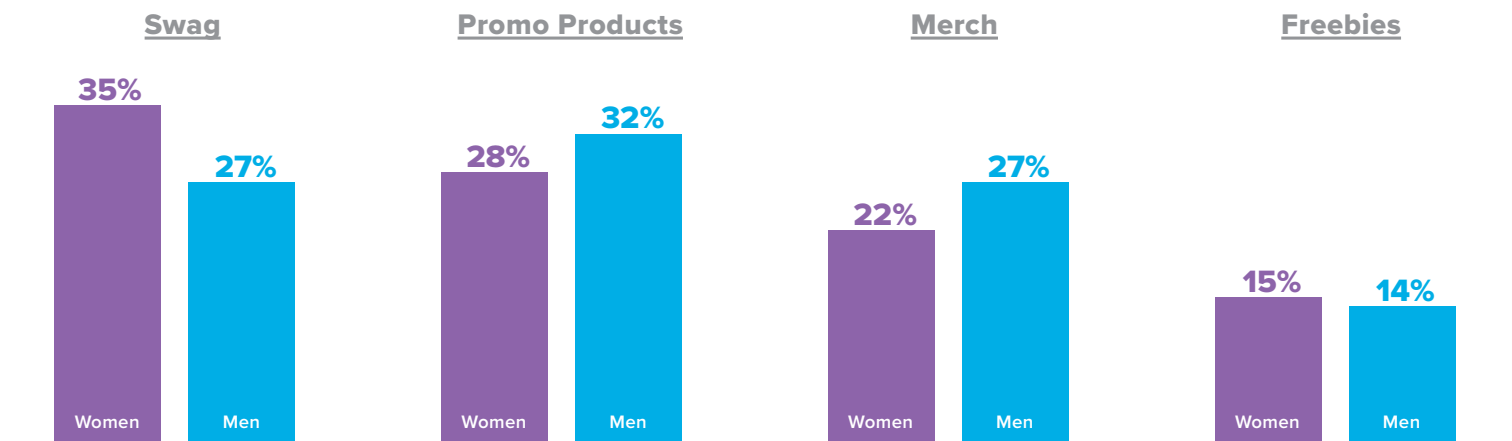


END-BUYER RESEARCH

Gender

ASI Research surveyed male and female promotional products end-buyers working in the United States. Here are the key findings.

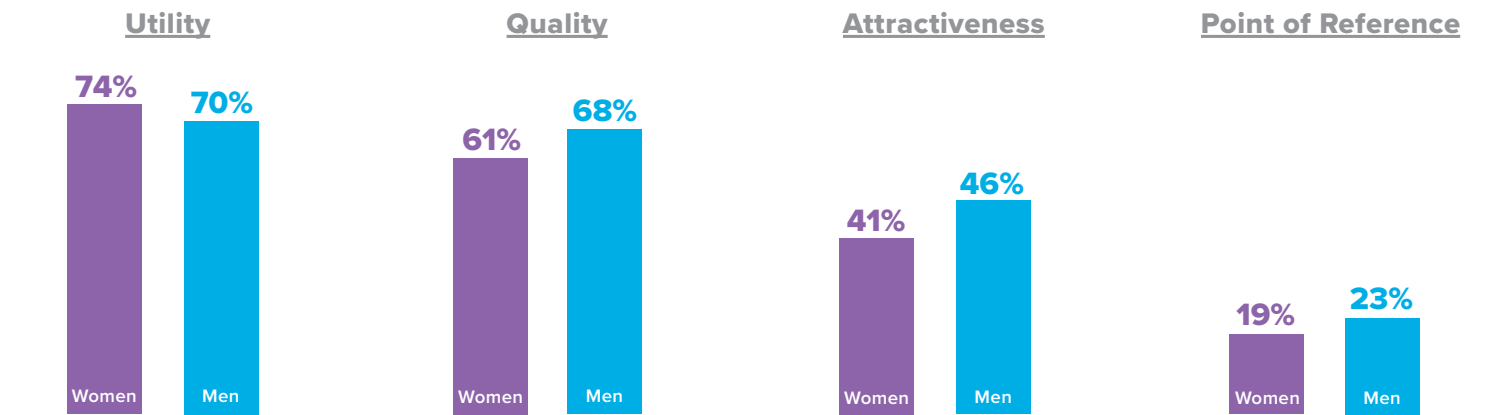
What do women and men call promo?



How important is it that the promo you receive is ...



What are your primary reasons for keeping a promo product?



Percentage of end-buyers who would have a **MORE POSITIVE** view of an advertiser after receiving brand-name promotional apparel



Percentage of end-buyers who view promo as an **EFFECTIVE** advertising medium for improving brand awareness



Percentage of end-buyers who have purchased promo from an **E-COMMERCE** site

