



End-Buyer Survey

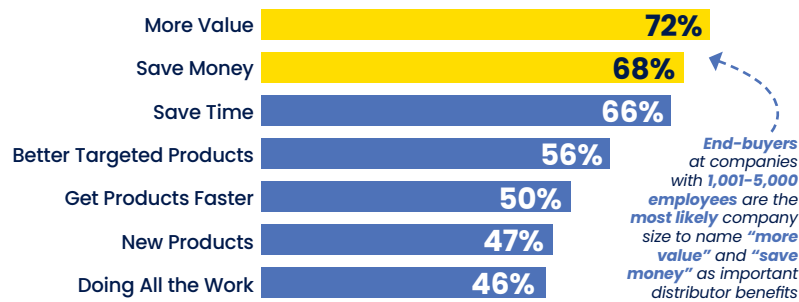
COMPANIES WITH 1,001-5,000 EMPLOYEES

In 2024, ASI Research surveyed promotional products end-buyers at companies of varying sizes. Here are the key findings for end-buyers at companies with 1,001-5,000 employees.

99%

 OF END-BUYERS USING PROMO AT COMPANIES WITH 1,001-5,000 EMPLOYEES ARE SATISFIED WITH THE ROI THEY RECEIVE

MOST IMPORTANT BENEFITS A DISTRIBUTOR CAN PROVIDE TO END-BUYERS WITH 1,001-5,000 EMPLOYEES



86%

 OF END-BUYERS WITH 1,001-5,000 EMPLOYEES WOULD RECOMMEND PROMO PRODUCTS TO SIMILAR COMPANIES

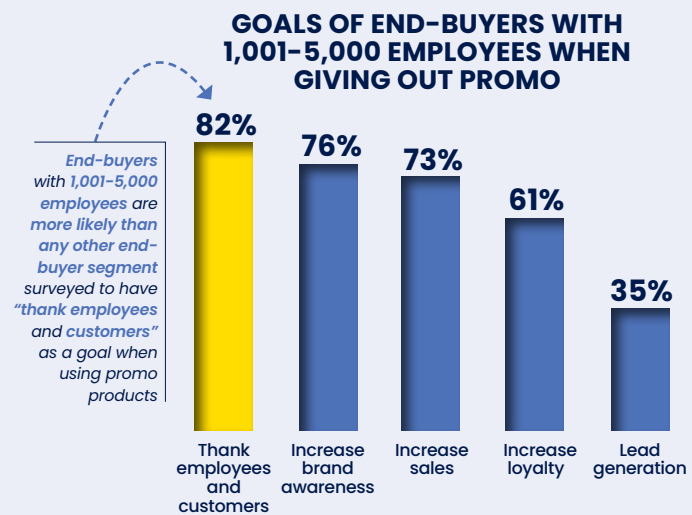
97%

 OF END-BUYERS WITH 1,001-5,000 EMPLOYEES PLAN TO INCREASE OR MAINTAIN THEIR SPENDING ON PROMOTIONAL PRODUCTS IN THE NEXT YEAR, MORE THAN OTHER COMPANY SIZES SURVEYED

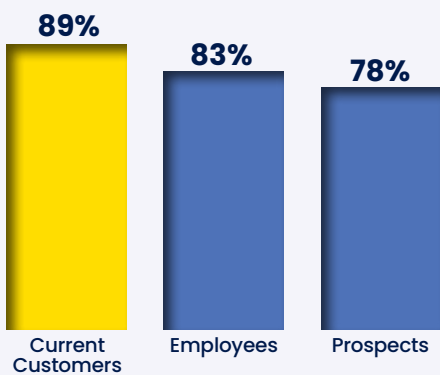
72%

 OF END-BUYERS USING PROMO AT COMPANIES WITH 1,001-5,000 EMPLOYEES SAY IT'S VERY IMPORTANT TO THEIR COMPANIES' MARKETING STRATEGY, MORE THAN ANY OTHER COMPANY SIZE

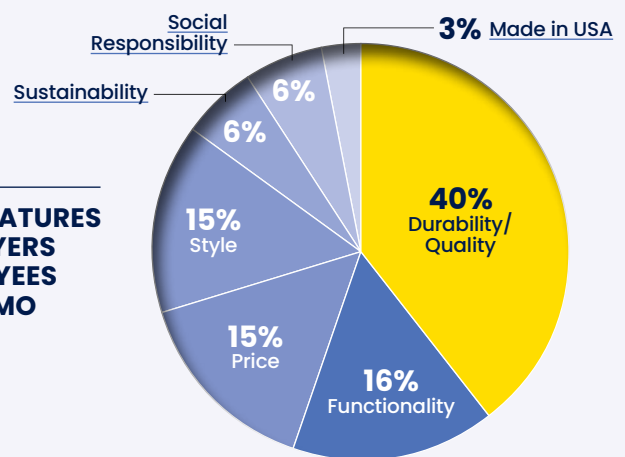
34%

 OF THEIR MARKETING BUDGET ON PROMO

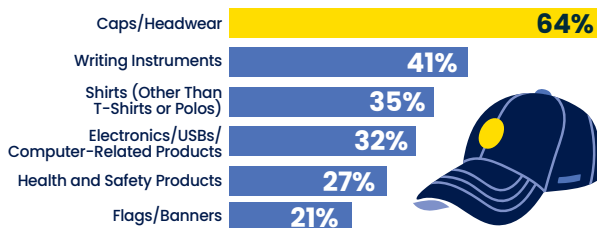
WHO DO END-BUYERS WITH 1,001-5,000 EMPLOYEES GIVE PROMO PRODUCTS TO?



THE MOST IMPORTANT FEATURES CONSIDERED BY END-BUYERS WITH 1,001-5,000 EMPLOYEES WHEN PURCHASING PROMO



END-BUYERS WITH 1,001-5,000 EMPLOYEES PURCHASE THESE PROMO PRODUCTS MORE THAN END-BUYERS IN ANY OTHER COMPANY SIZE SURVEYED



MORE THAN NINE IN 10 END-BUYERS WITH 1,001-5,000 EMPLOYEES HAVE PURCHASED PROMO APPAREL IN THE LAST YEAR, MORE THAN OTHER COMPANY SIZES SURVEYED

