

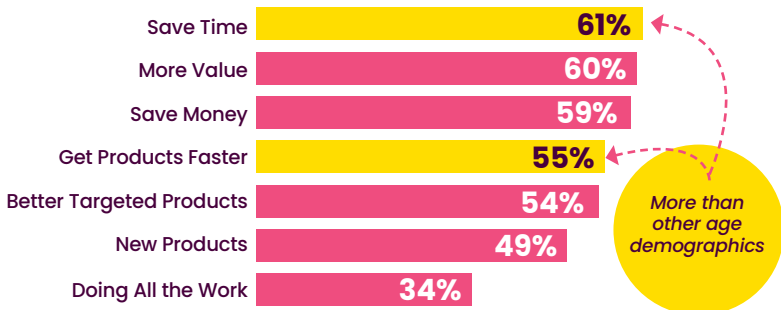
End-Buyer Survey

AGES 25-34

In 2024, ASI Research surveyed promotional products end-buyers of varying ages. Here are the key findings for 25- to 34-year-old end-buyers.

98% OF END-BUYERS AGES 25-34 ARE SATISFIED WITH THE ROI THEY RECEIVE FROM USING PROMO PRODUCTS

MOST IMPORTANT BENEFITS A DISTRIBUTOR CAN PROVIDE TO END-BUYERS AGES 25-34



86% OF END-BUYERS AGES 25-34 WOULD RECOMMEND PROMO PRODUCTS TO SIMILAR COMPANIES

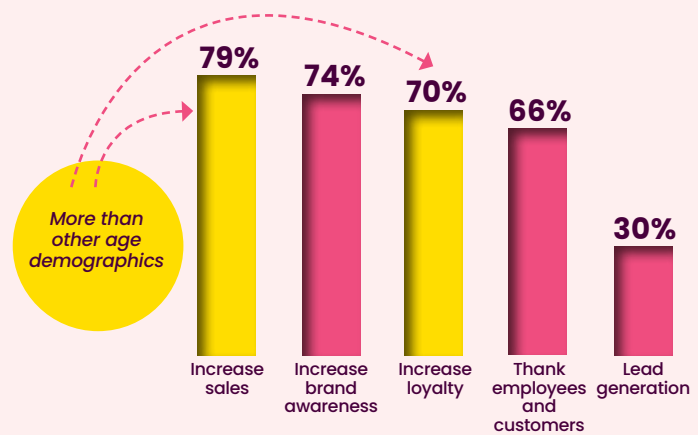
MORE THAN HALF (53%) OF 25- TO 34-YEAR-OLD END-BUYERS PLAN TO INCREASE THEIR SPENDING ON PROMOTIONAL PRODUCTS IN THE NEXT YEAR, MORE THAN OTHER AGE DEMOGRAPHICS

73%

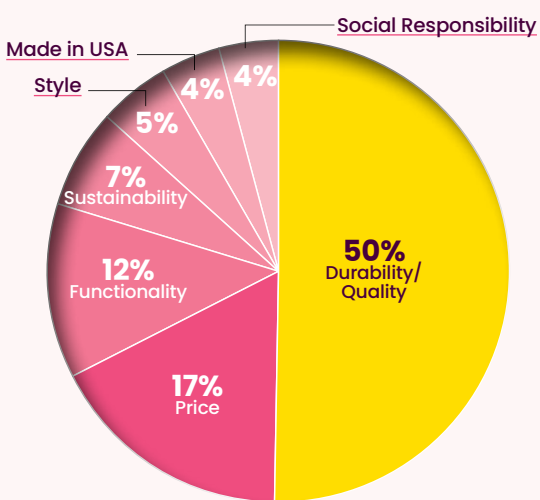
OF END-BUYERS AGES 25-34 SAY PROMO IS **VERY IMPORTANT** TO THEIR **COMPANIES' MARKETING STRATEGY**, MORE THAN OTHER AGE DEMOGRAPHICS

END-BUYERS AGES 25-34 SAY THEY SPEND **39%** OF THEIR **MARKETING BUDGET ON PROMO**

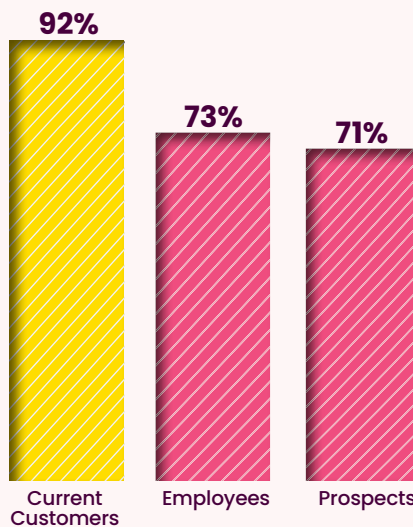
GOALS OF END-BUYERS AGES 25-34 WHEN GIVING OUT PROMO



THE MOST IMPORTANT FEATURES CONSIDERED BY END-BUYERS AGES 25-34 WHEN PURCHASING PROMO



WHO DO END-BUYERS AGES 25-34 GIVE PROMO PRODUCTS TO?



92%

OF END-BUYERS AGES 25-34 GIVE **PROMO** TO **CURRENT CUSTOMERS**, MORE THAN OTHER AGE DEMOGRAPHICS



62% OF 25- TO 34-YEAR-OLD END-BUYERS WOULD PAY A PREMIUM FOR **SOCIALLY RESPONSIBLE PRODUCTS**, MORE THAN OTHER AGE DEMOGRAPHICS SURVEYED



END-BUYERS AGES 25-34 PURCHASE THESE **PROMO PRODUCTS** MORE THAN END-BUYERS IN OTHER AGE DEMOGRAPHICS SURVEYED BY ASI:

