



# End-Buyer Survey

# AGES 45-54

In 2024, ASI Research surveyed promotional products end-buyers of varying ages. Here are the key findings for 45- to 54-year-old end-buyers.

# 97%

## OF END-BUYERS AGES 45-54 ARE SATISFIED WITH THE ROI THEY RECEIVE FROM USING PROMO PRODUCTS

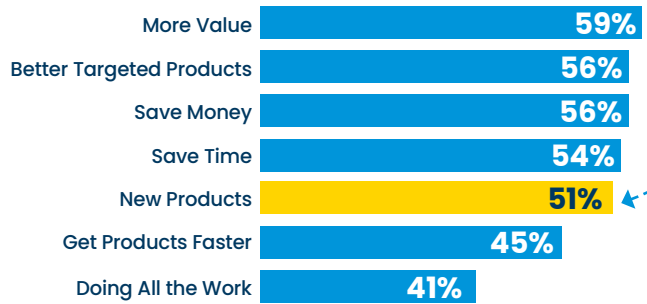
# 85%

OF END-BUYERS AGES 45-54 WOULD RECOMMEND PROMO PRODUCTS TO SIMILAR COMPANIES

# 98%

OF 45- TO 54-YEAR-OLD END-BUYERS PLAN TO INCREASE OR MAINTAIN THEIR SPENDING ON PROMOTIONAL PRODUCTS IN THE NEXT YEAR

### MOST IMPORTANT BENEFITS A DISTRIBUTOR CAN PROVIDE TO END-BUYERS AGES 45-54



More than other age demographics



END-BUYERS AGES 45-54 SAY THEY SPEND

# 33%

OF THEIR MARKETING BUDGET ON PROMO

### GOALS OF END-BUYERS AGES 45-54 WHEN GIVING OUT PROMO



# 56%

OF END-BUYERS AGES 45-54 SAY IT'S VERY IMPORTANT TO THEIR COMPANIES' MARKETING STRATEGY

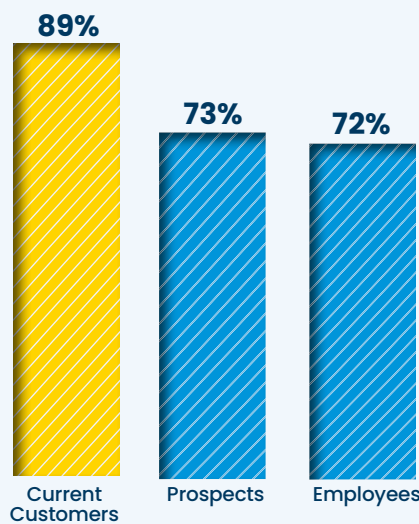
# 43%

OF 45- TO 54-YEAR-OLD END-BUYERS PURCHASE THEIR PROMOTIONAL PRODUCTS DIRECT FROM A SCREEN PRINTER/DECORATOR, MORE THAN OTHER AGE DEMOGRAPHICS

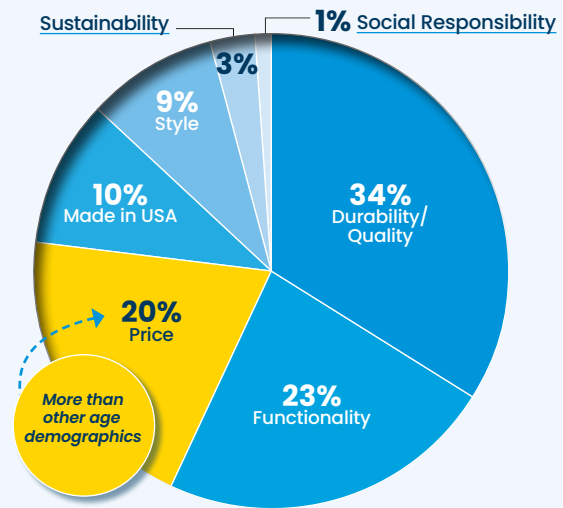


PRODUCTS DIRECT FROM A SCREEN PRINTER/DECORATOR, MORE THAN OTHER AGE DEMOGRAPHICS

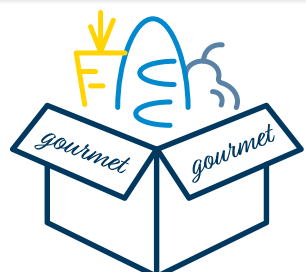
### WHO DO END-BUYERS AGES 45-54 GIVE PROMO PRODUCTS TO?



### THE MOST IMPORTANT FEATURES CONSIDERED BY END-BUYERS AGES 45-54 WHEN PURCHASING PROMO



More than other age demographics



END-BUYERS AGES 45-54 PURCHASE THESE PROMO PRODUCTS MORE THAN OTHER AGE DEMOGRAPHICS SURVEYED BY ASI:

