



# What Do Different Genders Want in Promo?

ASI Research surveyed consumers of varying demographics throughout the United States. Here are some key differences in the promo preferences of male and female consumers.

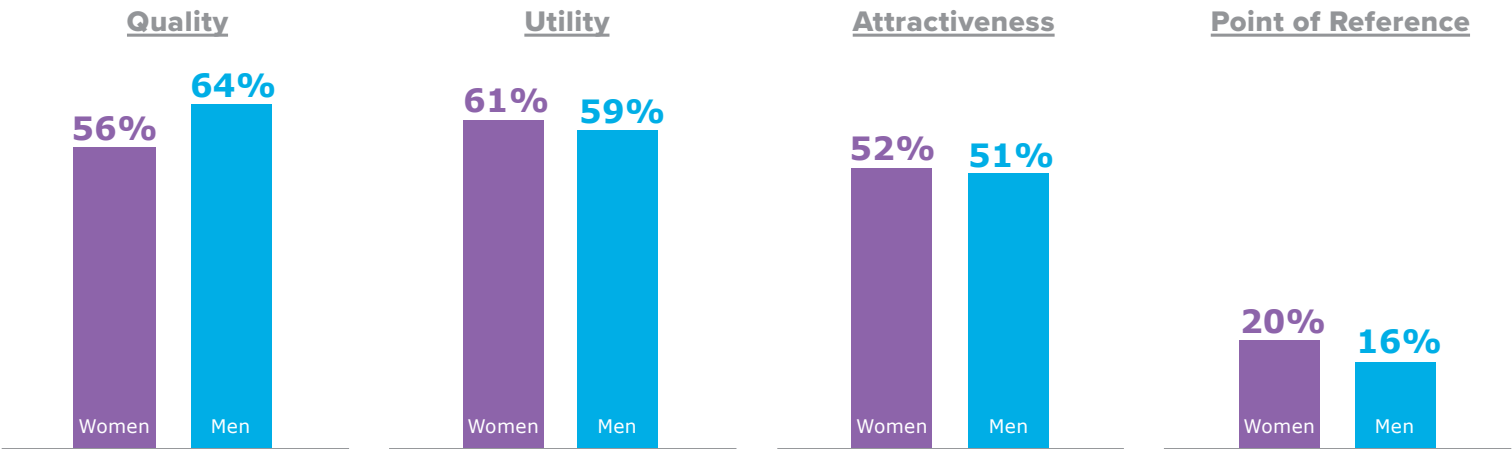
## How important is it that the promo you receive is...



## What promo products do consumers want?



## What are your primary reasons for keeping a promo product?



Percentage of consumers who would be **MORE LIKELY** to do business with an advertiser after receiving promo they valued:



Percentage of consumers who would have a **MORE POSITIVE** view of an advertiser after receiving brand-name apparel:

