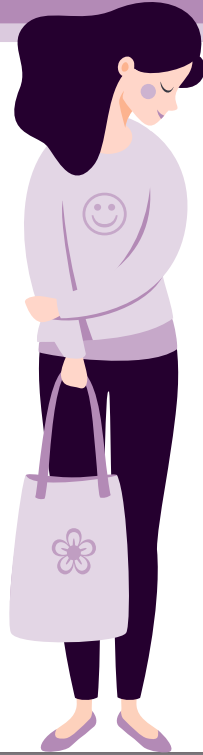


# End-Buyer Survey

In 2024, ASI Research surveyed female and male promotional products end-buyers. Here are the key findings for female end-buyers.

# FEMALES

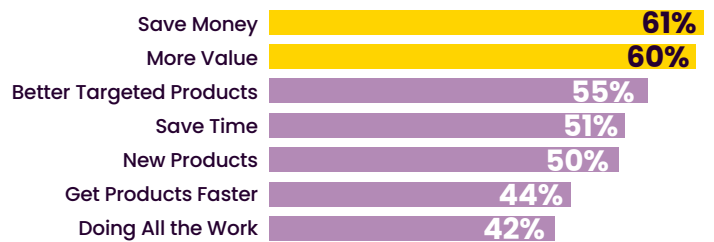
**95%**  
OF FEMALE END-BUYERS WHO USE PROMO PRODUCTS ARE SATISFIED WITH THE ROI THEY RECEIVE.



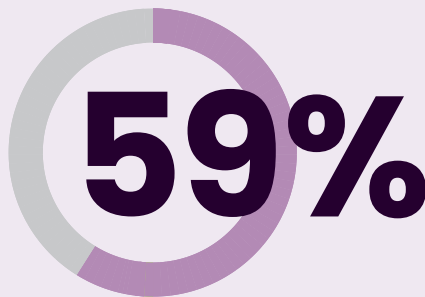
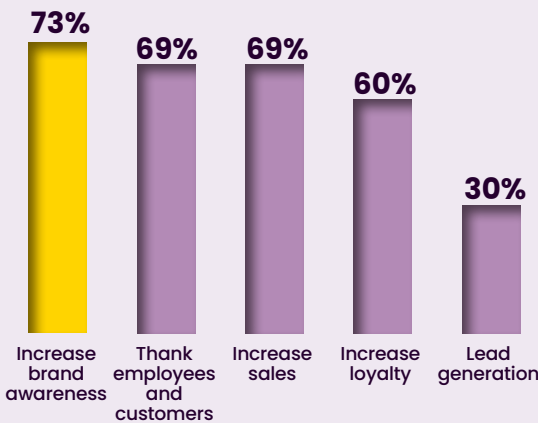
**82%** OF FEMALE END-BUYERS WOULD RECOMMEND PROMO PRODUCTS TO SIMILAR COMPANIES.

**34%** OF FEMALE END-BUYERS PLAN TO INCREASE THEIR PROMO SPENDING IN 2024, ALMOST 20 PERCENTAGE POINTS LESS THAN MALE END-BUYERS (53%).

### MOST IMPORTANT BENEFITS A DISTRIBUTOR CAN PROVIDE TO FEMALE END-BUYERS

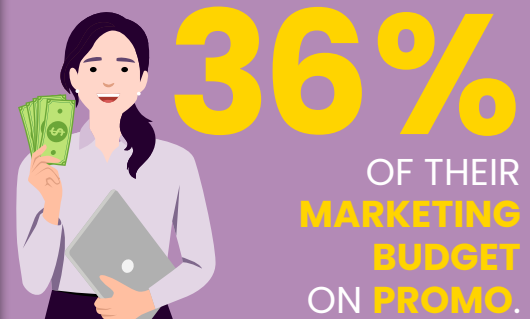


### GOALS OF FEMALE END-BUYERS WHEN GIVING OUT PROMO

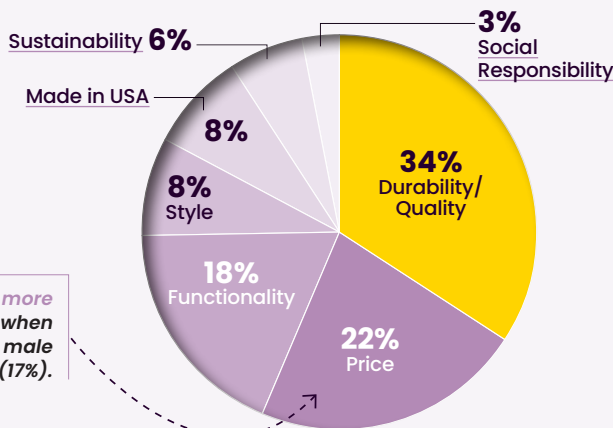


OF FEMALE END-BUYERS WHO USE PROMO SAY IT'S VERY IMPORTANT TO THEIR COMPANIES' MARKETING STRATEGY

FEMALE END-BUYERS WHO PURCHASE PROMOTIONAL PRODUCTS SAY THEY SPEND

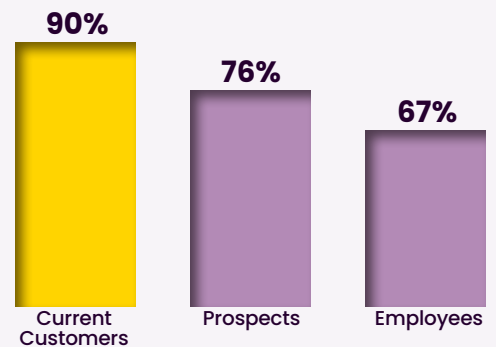


### THE MOST IMPORTANT FEATURE CONSIDERED BY FEMALE END-BUYERS WHEN PURCHASING PROMO

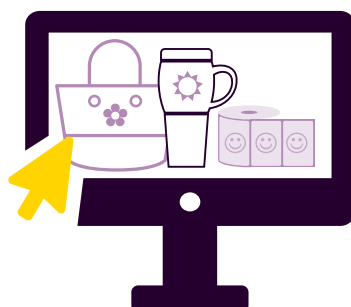


Female end-buyers are more likely to consider price when purchasing promo over male end-buyers (17%).

### WHO DO FEMALE END-BUYERS GIVE PROMO PRODUCTS TO?



**71%**  
OF FEMALE END-BUYERS PURCHASE PROMOTIONAL PRODUCTS THROUGH AN E-COMMERCE COMPANY.



### FEMALE END-BUYERS PURCHASED THESE PROMO PRODUCTS MORE THAN MALE END-BUYERS IN 2023

