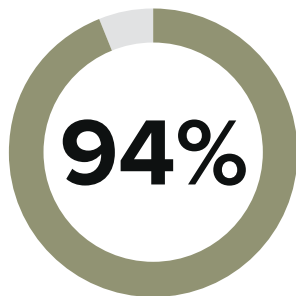




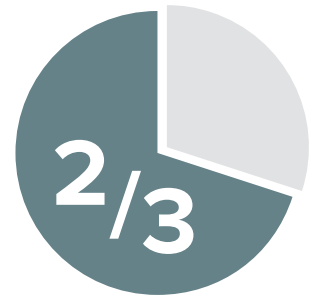
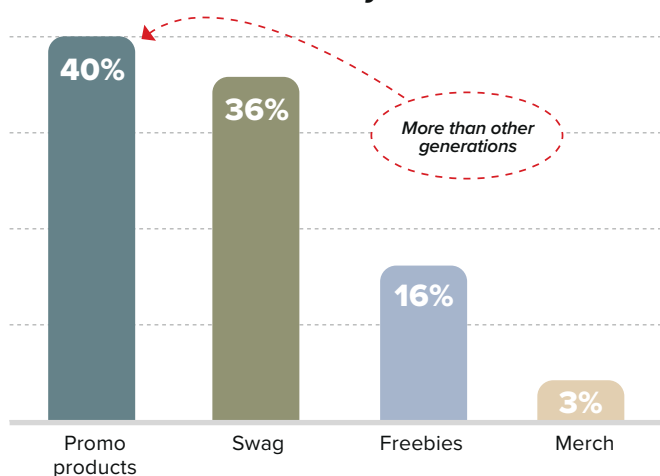
Baby Boomers

ASI Research surveyed promotional products end-buyers of varying demographics throughout the United States. Here are the key findings for end-buyers in the baby boomer generation.



of **baby boomer** end-buyers view **promotional products** and **apparel** as an **effective** medium for improving **brand awareness**.

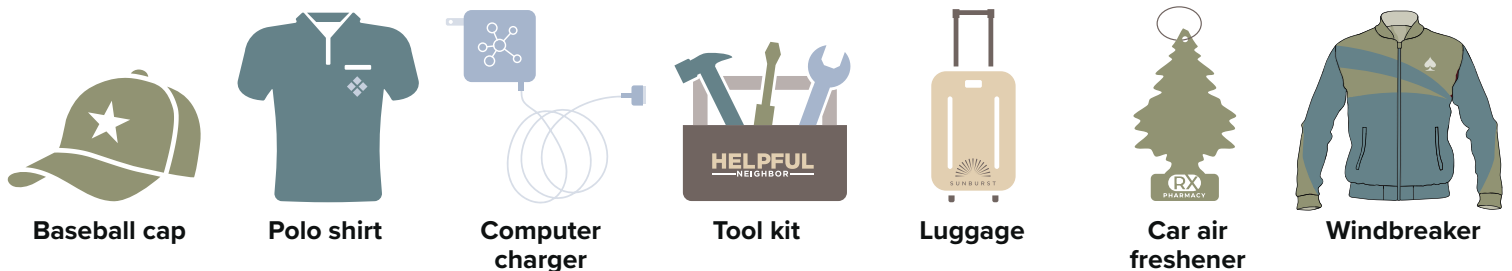
Preferred Term Used by Baby Boomer End-Buyers



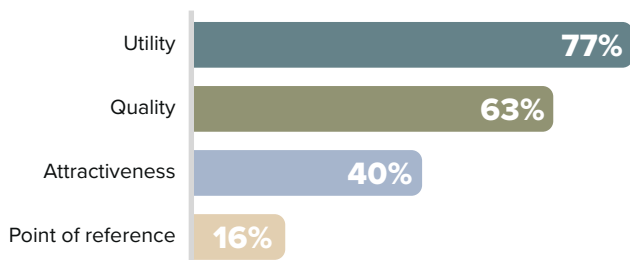
Two-thirds of **baby boomer** end-buyers would have a more **positive** view of an advertiser if they received **brand name promotional apparel** from them, less than other ages.

Favorite Promo Items

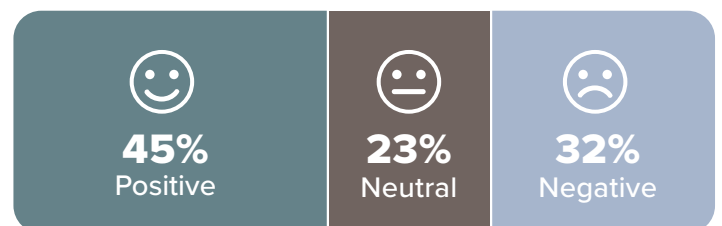
Some of the best promotional products that baby boomer end-buyers have ever received include:



Why do baby boomer end-buyers keep promo items?



How do baby boomer end-buyers view artificial intelligence?

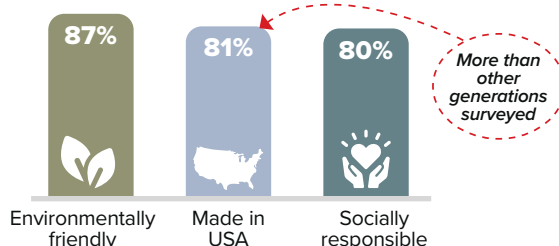


More than other ages

7 in 10

baby boomer end-buyers have purchased **promo products** or **apparel** from an **e-commerce site**.

Baby boomer end-buyers say it's important that the promo products they receive are...



31%

of **baby boomer** end-buyers believe **AI** will **significantly affect** their **day-to-day lives** in the next three years.