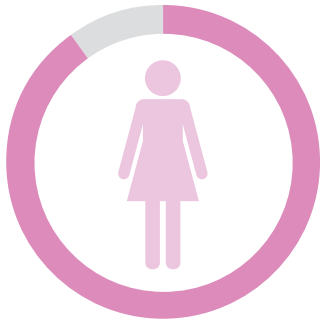




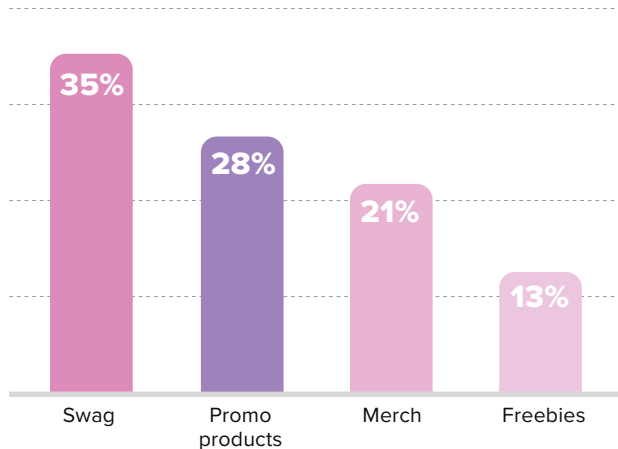
Women

ASI Research surveyed promotional products end-buyers working in five top industries throughout the United States. Here are the key findings for female end-buyers.



90% of female end-buyers view **promotional products** and **apparel** as an **effective** medium for **improving brand awareness**.

Preferred Term Used by Female End-Buyers

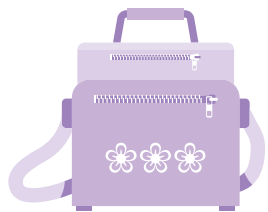


7 in 10

female end-buyers would have a more **positive** view of an advertiser if they received **brand name promotional apparel** from them.

Favorite Promo Items

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



Lunch tote



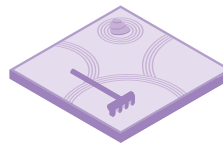
Lip balm



Wristlet



Hoodie and sweatpants set



Desktop Zen garden

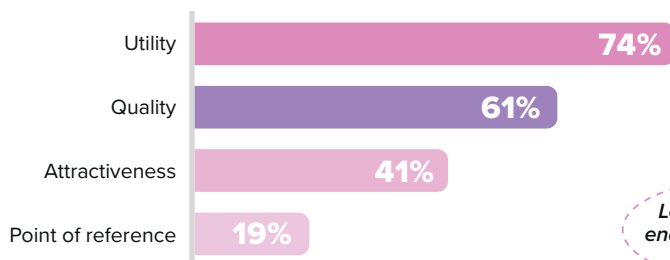


Winter jacket

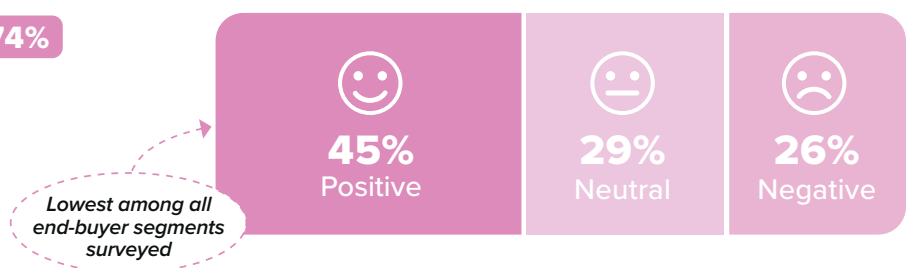


Travel mug

Why do female end-buyers keep promo items?



How do female end-buyers view artificial intelligence?

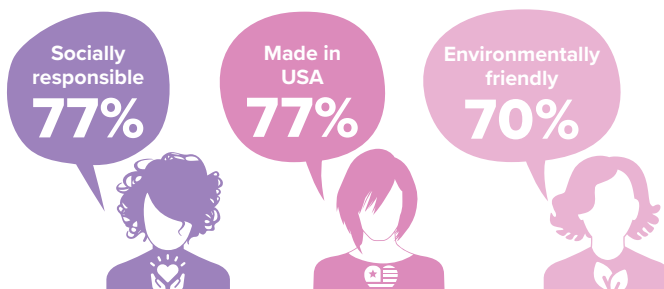


81%

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



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



About a **quarter**

(26%) of female end-buyers believe **AI** will **significantly** affect their **day-to-day lives** during the next three years.