



End-Buyer Survey

AGES 35-44

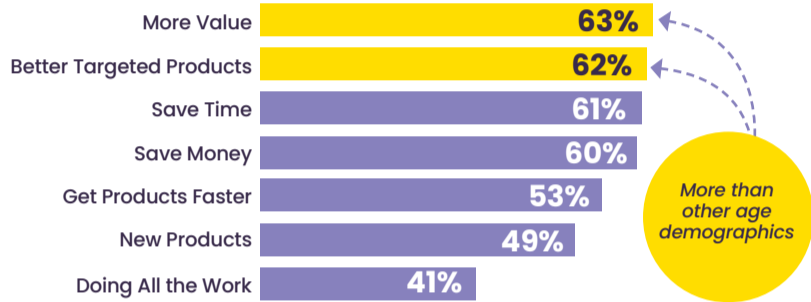
In 2024, ASI Research surveyed promotional products end-buyers of varying ages. Here are the key findings for 35- to 44-year-old end-buyers.

96% OF END-BUYERS AGES 35-44 ARE SATISFIED WITH THE ROI THEY RECEIVE FROM USING PROMO PRODUCTS

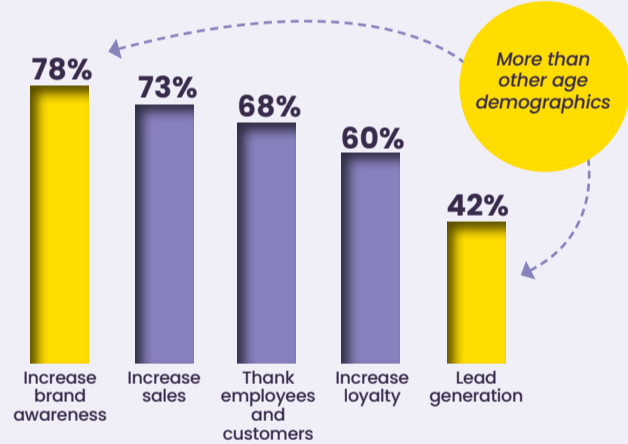
87% OF END-BUYERS AGES 35-44 WOULD RECOMMEND PROMO PRODUCTS TO SIMILAR COMPANIES

96% OF 35- TO 44-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 35-44



GOALS OF END-BUYERS AGES 35-44 WHEN GIVING OUT PROMO



END-BUYERS AGES 35-44 SAY THEY SPEND **40%** OF THEIR MARKETING BUDGET ON PROMO

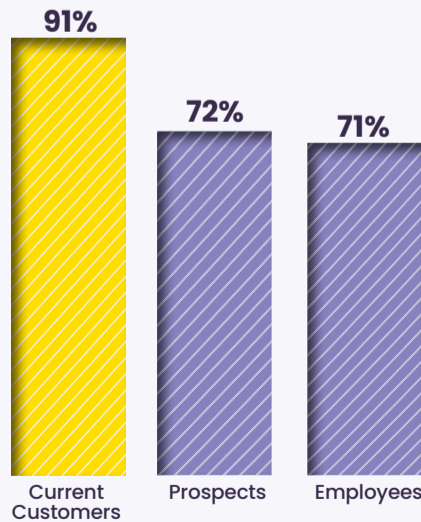


69% OF END-BUYERS AGES 35-44 SAY IT'S VERY IMPORTANT TO THEIR COMPANIES' MARKETING STRATEGY

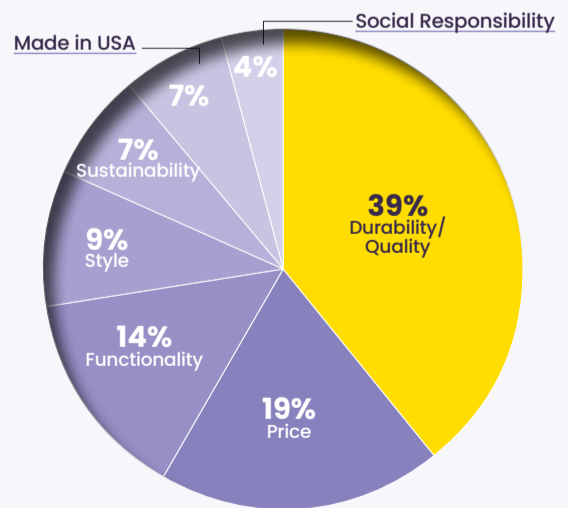
69%

OF 35- TO 44-YEAR-OLD END-BUYERS WOULD PAY A PREMIUM FOR ENVIRONMENTALLY FRIENDLY PRODUCTS, MORE THAN OTHER AGE DEMOGRAPHICS SURVEYED

WHO DO END-BUYERS AGES 35-44 GIVE PROMO PRODUCTS TO?



THE MOST IMPORTANT FEATURES CONSIDERED BY END-BUYERS AGES 35-44 WHEN PURCHASING PROMO



END-BUYERS AGES 35-44 PURCHASE THESE PROMO PRODUCTS MORE THAN OTHER AGE DEMOGRAPHICS SURVEYED BY ASI:

