



# End-Buyer Survey

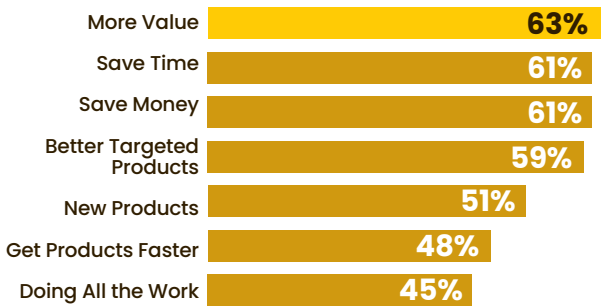
# WEST

In 2024, ASI Research surveyed promotional products end-buyers in four different regions throughout the United States. Here are the key findings for end-buyers in the Western region.

# 98%

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

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



# ABOUT HALF

 (49%) OF WESTERN END-BUYERS PLAN TO INCREASE THEIR SPEND ON PROMOTIONAL PRODUCTS IN THE NEXT YEAR.

# 88%

 OF WESTERN END-BUYERS WOULD RECOMMEND PROMO PRODUCTS TO SIMILAR COMPANIES.

# 66%

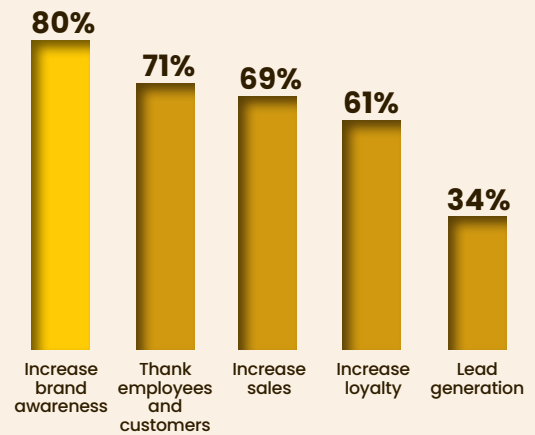
OF WESTERN END-BUYERS WHO USE PROMO SAY IT'S VERY IMPORTANT TO THEIR COMPANIES' MARKETING STRATEGY.

WESTERN END-BUYERS WHO PURCHASE PROMOTIONAL PRODUCTS SAY THEY SPEND

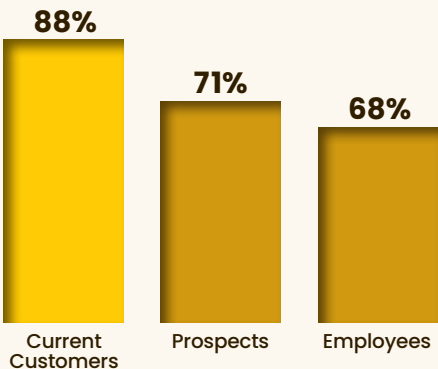
# 36%

 OF THEIR MARKETING BUDGET ON PROMO

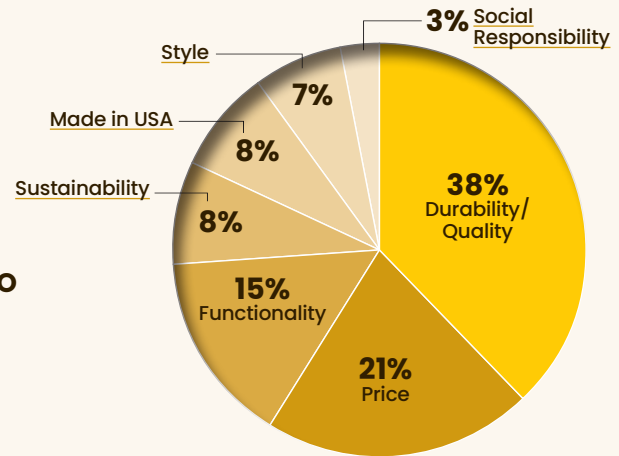
### GOALS OF WESTERN END-BUYERS WHEN GIVING OUT PROMO



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



### THE MOST IMPORTANT FEATURES CONSIDERED BY WESTERN END-BUYERS WHEN PURCHASING PROMO



# 71%

 OF WESTERN END-BUYERS PURCHASED PROMOTIONAL PRODUCTS FROM AN E-COMMERCE COMPANY, TIED FOR THE MOST AMONG U.S. REGIONS.

### WESTERN END-BUYERS PURCHASED THESE PROMO PRODUCTS MORE THAN END-BUYERS IN OTHER REGIONS



# 69%

 OF WESTERN END-BUYERS WOULD PAY A PREMIUM FOR ENVIRONMENTALLY FRIENDLY PROMO, THE MOST OUT OF ANY REGION SURVEYED BY ASI.