



End-Buyer Survey

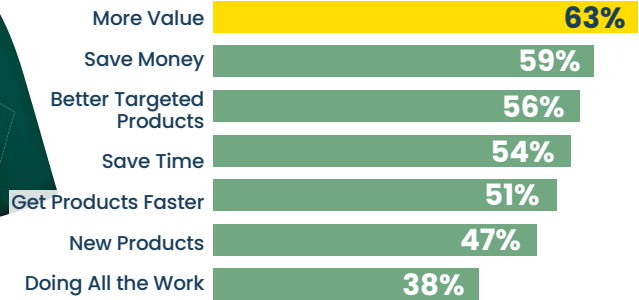
SOUTH

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

97%
OF SOUTHERN
END-BUYERS WHO
USE PROMO PRODUCTS
ARE SATISFIED WITH
THE ROI THEY RECEIVE



MOST IMPORTANT BENEFITS A DISTRIBUTOR CAN PROVIDE TO SOUTHERN END-BUYERS

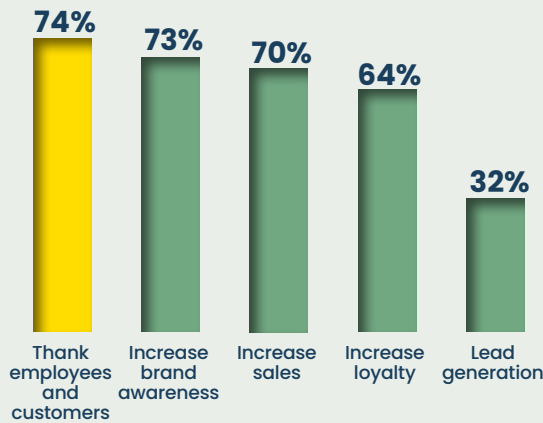


85% OF SOUTHERN
END-BUYERS WOULD
RECOMMEND PROMO
PRODUCTS TO SIMILAR COMPANIES

SOUTHERN
END-BUYERS
WHO PURCHASE
PROMOTIONAL
PRODUCTS SAY
THEY SPEND
36%
OF THEIR
MARKETING
BUDGET
ON PROMO



GOALS OF SOUTHERN END-BUYERS WHEN GIVING OUT PROMO

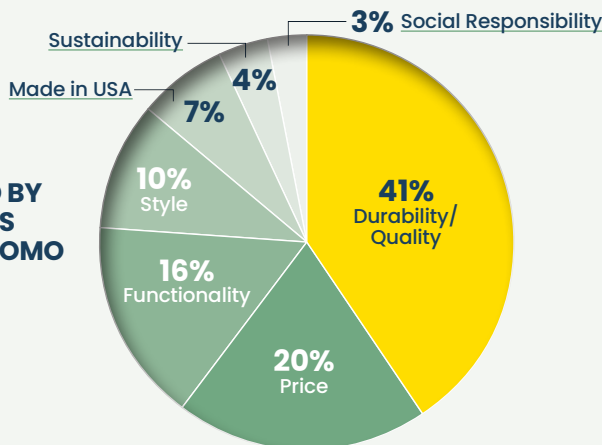


64%

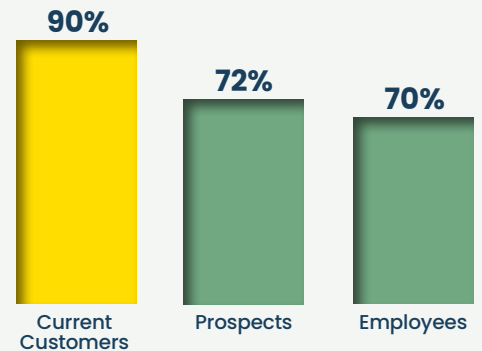
OF SOUTHERN END-BUYERS
WHO USE PROMO SAY IT'S
VERY IMPORTANT TO THEIR
COMPANIES' MARKETING
STRATEGY



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



WHO DO SOUTHERN END-BUYERS GIVE PROMO PRODUCTS TO?



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



95% OF SOUTHERN
END-BUYERS
PLAN TO INCREASE
OR MAINTAIN THEIR SPEND
ON PROMOTIONAL PRODUCTS
IN THE NEXT YEAR

