



# End-Buyer Survey

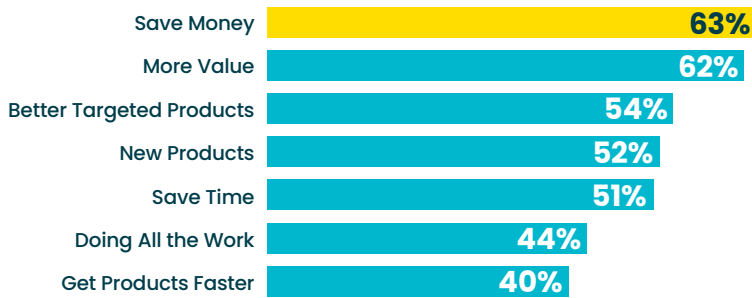
## COMPANIES WITH 10 OR FEWER EMPLOYEES

In 2024, ASI Research surveyed promotional products end-buyers at companies of varying sizes. Here are the key findings for end-buyers at companies with 10 or fewer employees.

# 93%

### OF END-BUYERS USING PROMO AT COMPANIES WITH 10 OR FEWER EMPLOYEES ARE SATISFIED WITH THE ROI THEY RECEIVE

#### MOST IMPORTANT BENEFITS A DISTRIBUTOR CAN PROVIDE TO END-BUYERS WITH 10 OR FEWER EMPLOYEES



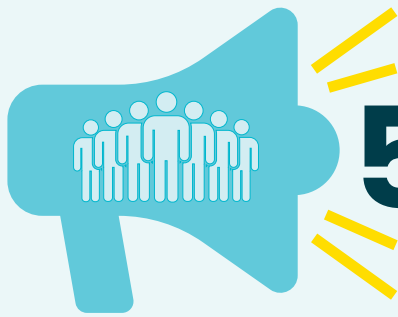
ABOUT **70%** OF END-BUYERS AT COMPANIES WITH 10 OR FEWER EMPLOYEES WOULD MAINTAIN THEIR SPENDING ON PROMOTIONAL PRODUCTS IN THE NEXT YEAR

**83%** OF END-BUYERS WITH 10 OR FEWER EMPLOYEES WOULD RECOMMEND PROMO PRODUCTS TO SIMILAR COMPANIES

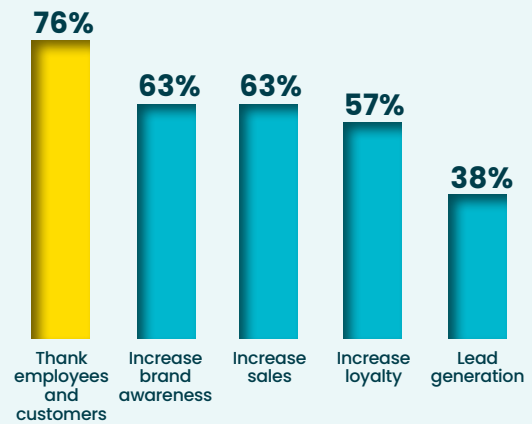
END-BUYERS AT COMPANIES WITH 10 OR FEWER EMPLOYEES SAY THEY SPEND **32%** OF THEIR MARKETING BUDGET ON PROMO



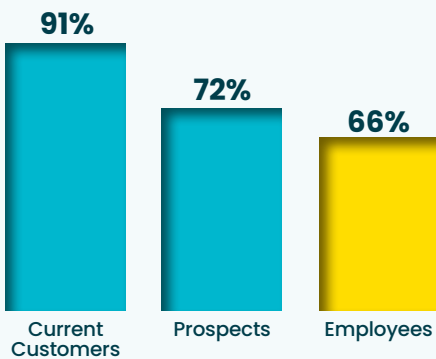
**55%** OF END-BUYERS USING PROMO AT COMPANIES WITH 10 OR FEWER EMPLOYEES SAY IT'S VERY IMPORTANT TO THEIR COMPANIES' MARKETING STRATEGY



#### GOALS OF END-BUYERS WITH 10 OR FEWER EMPLOYEES WHEN GIVING OUT PROMO

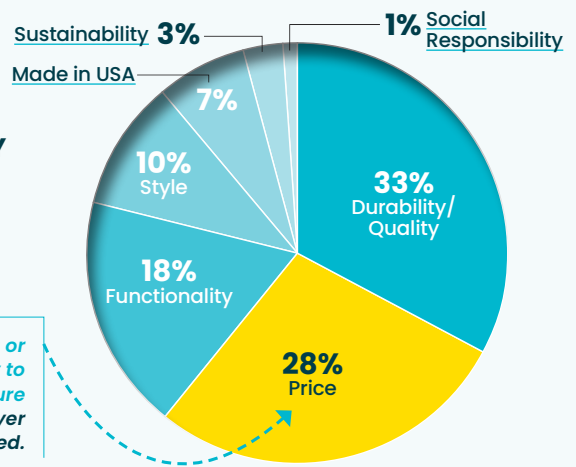


#### WHO DO END-BUYERS WITH 10 OR FEWER EMPLOYEES GIVE PROMO PRODUCTS TO?



#### THE MOST IMPORTANT FEATURES CONSIDERED BY END-BUYERS WITH 10 OR FEWER EMPLOYEES WHEN PURCHASING PROMO

End-buyers at companies with 10 or fewer employees are more likely to name price as their top promo feature consideration than any other end-buyer market segment surveyed.



**44%** OF END-BUYERS AT COMPANIES WITH 10 OR FEWER EMPLOYEES ARE MORE LIKELY TO PURCHASE PROMOTIONAL PRODUCTS DIRECT FROM A SCREEN PRINTER OR DECORATOR OVER OTHER COMPANY SIZES



**39%** OF END-BUYERS IN COMPANIES WITH 10 OR FEWER EMPLOYEES PURCHASE MAGNETS MORE THAN END-BUYERS IN OTHER COMPANY SIZES SURVEYED BY ASI

