



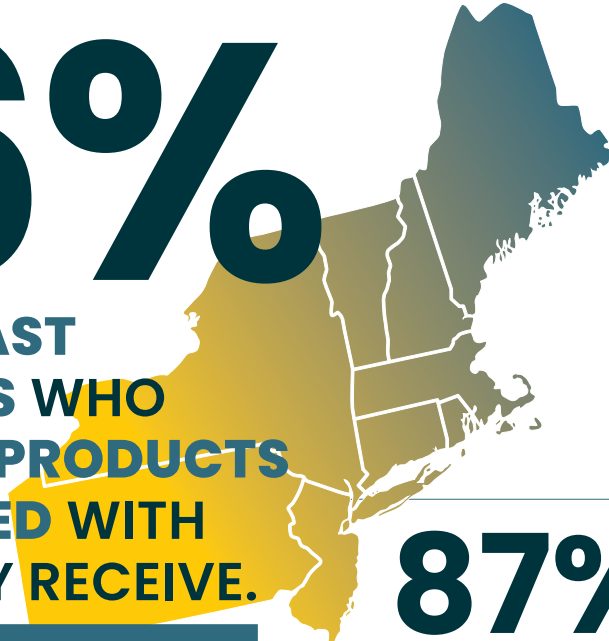
End-Buyer Survey

NORTHEAST

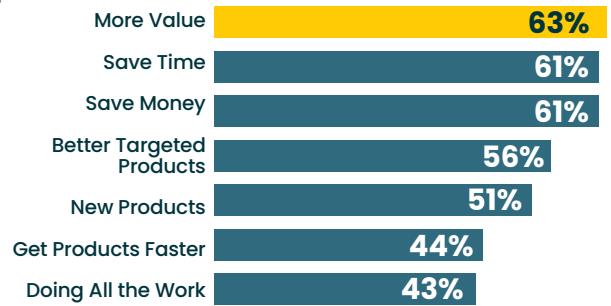
In 2024, ASI Research surveyed promotional products end-buyers in four regions throughout the United States. Here are the key findings for end-buyers in the Northeast.

96%

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

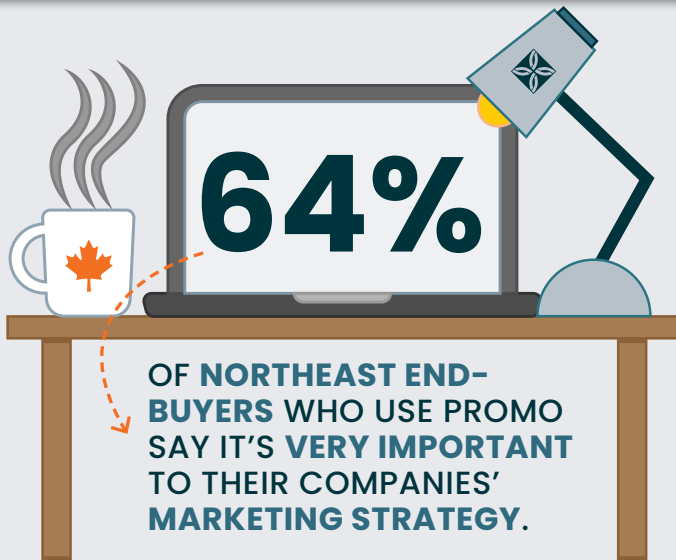


MOST IMPORTANT BENEFITS A DISTRIBUTOR CAN PROVIDE TO NORTHEAST END-BUYERS



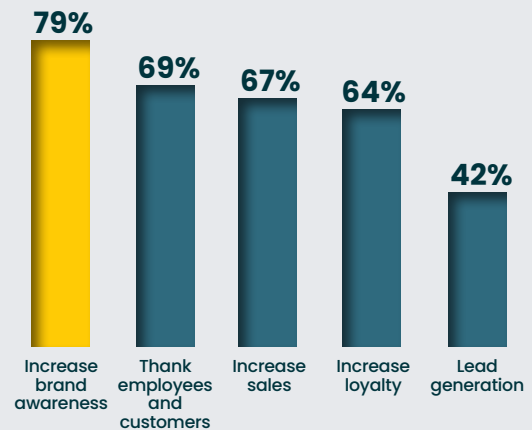
87%

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

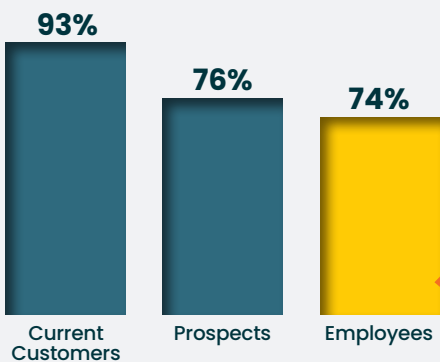


NORTHEAST END-BUYERS WHO PURCHASE PROMOTIONAL PRODUCTS SAY THEY SPEND **36%** OF THEIR **MARKETING BUDGET ON PROMO**

GOALS OF NORTHEAST END-BUYERS WHEN GIVING OUT PROMO

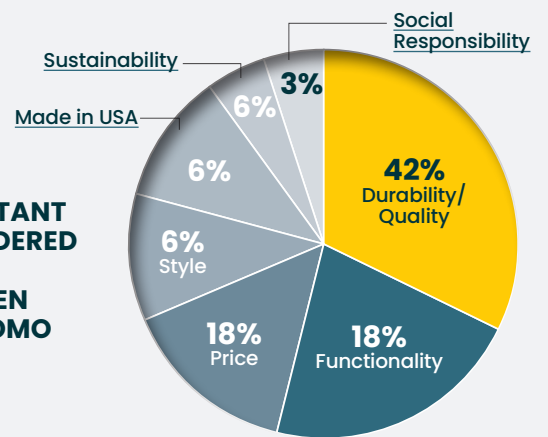


WHO DO NORTHEAST END-BUYERS GIVE PROMO PRODUCTS TO?



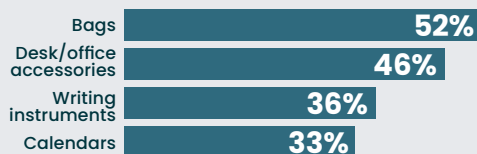
Northeast end-buyers are more likely to give out promo to employees than other regions.

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



NORTHEAST END-BUYERS ARE MORE LIKELY TO PURCHASE PROMOTIONAL PRODUCTS THROUGH A PROMO PRODUCTS DISTRIBUTOR OR AGENCY THAN OTHER REGIONS (62%).

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



59% OF NORTHEAST END-BUYERS WOULD PAY A PREMIUM FOR SOCIALLY RESPONSIBLE PROMO, THE MOST OUT OF ANY REGION SURVEYED BY ASI.

