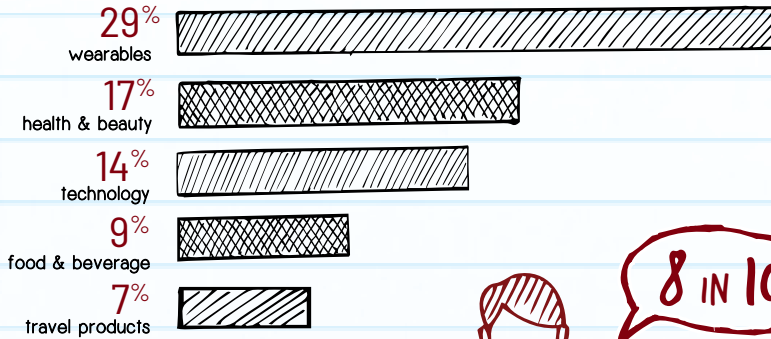


# THE PROMOTIONAL PRODUCTS INDUSTRY STRATEGY NOTES:

## Highlights From The 2019 Consumer Study

### TOP 5 FAVE PRODUCT CATEGORIES



**96%** want to know ahead of time when companies offer promotional products

**8 IN 10** like receiving promotional products

**7 IN 10** wish they received promotional products more often

**79%** pass along\* promotional products that are no longer valuable

\*regifted, sold, donated

**80%** have an **immediate reaction** when they receive promo from companies they've never heard of

nearly **10 OUT OF 10** say they are willing to go out of their way to get a promotional product

**72%** believe that **QUALITY = REPUTATION** of promo of company

→ \*\*When sharing, please cite:  
2019 Consumer Study, PPAI Research

**METHODOLOGY**

**3,000** consumers between ages 18-78

U.S. and Canada

Online Survey

Spring 2019

**PPAI Research**