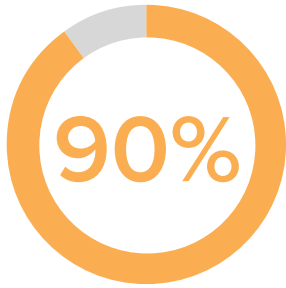


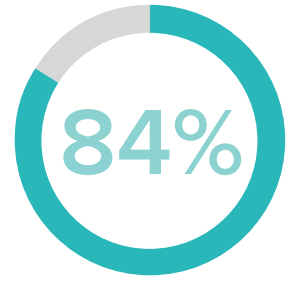
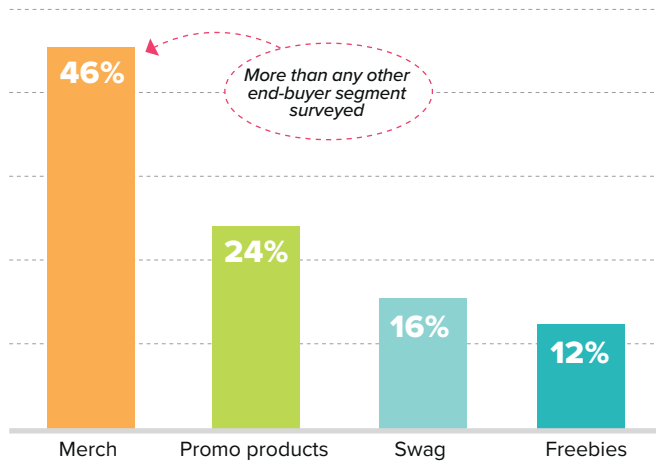
Gen Z

ASI Research surveyed promotional products end-buyers of varying demographics throughout the United States. Here are the key findings for end-buyers in Generation Z.



of **Gen Z** end-buyers view **promotional products** and **apparel** as an **effective medium** for improving **brand awareness**, more than other markets surveyed.

Preferred Term Used by Gen Z End-Buyers



of **Gen Z** end-buyers would have a more **positive view** of an advertiser if they received **brand name promotional apparel** from them.

Favorite Promo Items

Some of the best promotional products that Gen Z end-buyers have ever received include:



Comfortable hoodie



Stanley cup



Device-cleaning wipes



Customized Nike shoes



Food and beverage kit

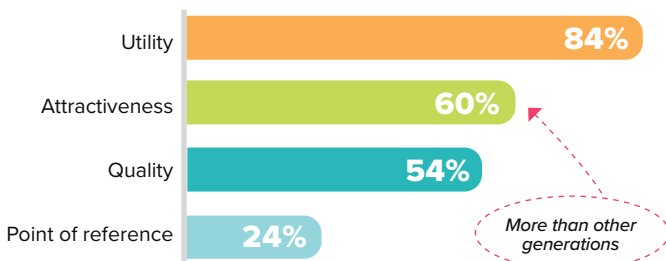


Color-changing cup



Pop-it stress ball

Why do Gen Z end-buyers keep promo items?



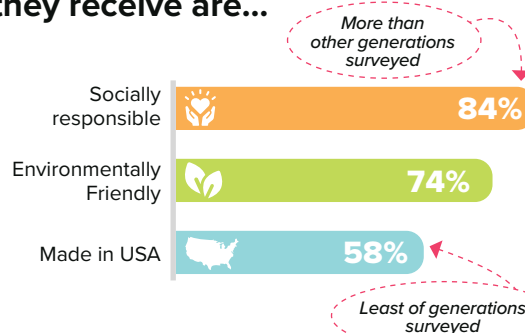
How do Gen Z end-buyers view artificial intelligence?



64%

of **Gen Z** end-buyers have purchased **promo products or apparel** from an **e-commerce site**.

Gen Z end-buyers say it's important that the promo products they receive are...



NEARLY HALF

(48%) of **Gen Z** end-buyers believe **AI** will **significantly affect** their **day-to-day lives** in the next three years, more than any other end-buyer segment surveyed.