What are all the reasons you have kept a promotional product?
The item is useful 75.4%

Do you like receiving promotional products?
94% Yes • 6% No

Would you say promotional products make an experience more enjoyable?
Yes 83% • No 17%

In general, do you use products that are logoed when they support brands or causes you know and like?
Yes 88% • No 12%

How likely are you to switch brands if you received a promotional product you really liked from a company you have not done business with before?
Likely 75% • Somewhat Unlikely 25%

Promotional products are a good way to learn about new businesses in the area.
86.5% Agree • 10.6% Indifferent • 3% Disagree

I'd rather receive a promotional product than receive promotional emails.
85.4% Agree • 11.2% Indifferent • 3.3% Disagree

Promotional products I receive at events make my experience more memorable.
90% Agree • 13.7% Indifferent • 3.4% Disagree

Stats are from the Promotional Products Association International (PPAI) 2021 Consumer Study, Produced By PPAI Research.