

Why Outerwear?

Top reasons for keeping promotional outerwear:



75%
Useful



52%
Attractive



49%
Enjoyable to have



46% men 54% women

Worn with Pride

More women than men own logoed tee shirts.

91%

Utility is Key

keep USB drives because they are useful.



Bottoms Up!

Half of consumers who own logoed drinkware use it 2-3 times a week or more.

I ♥ Desk Accessories

Younger consumers are the most likely to own a promotional desk accessory.

18-34: 52%

35-44: 45%

45-54: 30%

55+: 36%



On Display

76% of consumers who own calendars say they display them prominently in their homes or offices.

Source: *Global Advertising Specialties Impressions Study*, Advertising Specialty Institute, 2016

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