



Politics	Democrat	Republican	Independent
Shirts (T-shirts, polos, button-downs, etc.)	36%	38%	44%
Caps/headwear	14%	25%	23%
Jackets/hoodies/sweatshirts/fleece	7%	3%	2%
Bags	26%	16%	30%
Writing instruments	69%	66%	56%
Health and safety products	2%	6%	5%
Recognition-awards/trophies/plaques	5%	3%	0%
Glassware/ceramics (includes mugs)	14%	13%	14%
Desk/office/business accessories	21%	16%	21%
Calendars	40%	34%	40%
Electronics/computer	2%	6%	2%
Automotive	0%	0%	0%
Food items	12%	19%	14%
When you receive a promotional product you don't plan to keep, which of the following best describes your action?			
Toss	19%	7%	19%
File	5%	7%	3%
Give away	76%	86%	78%
How important are well-known consumer brands to you when you receive a promotional product?			
Not important	48%	42%	25%
Somewhat important	38%	49%	59%
Very important	14%	9%	16%
Important (net)	52%	58%	75%
Avg. number of promotional products	9.4	10.3	11.6

Source: The Advertising Specialty Institute (ASI).