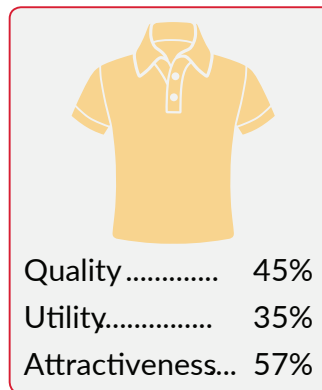
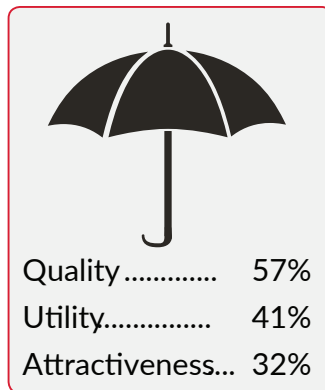
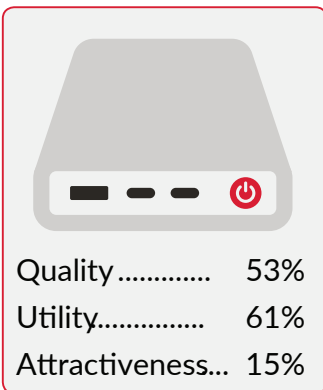
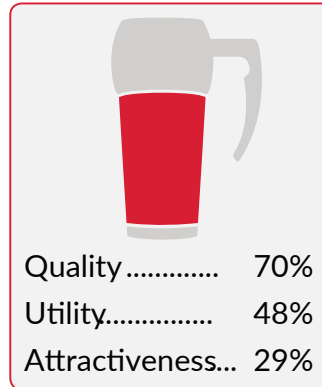
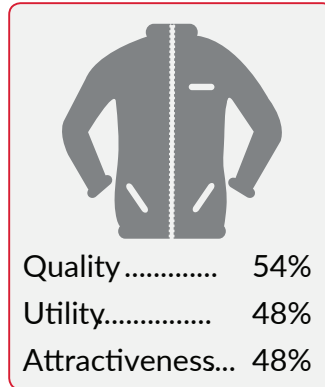
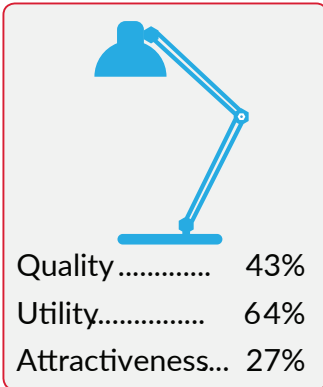
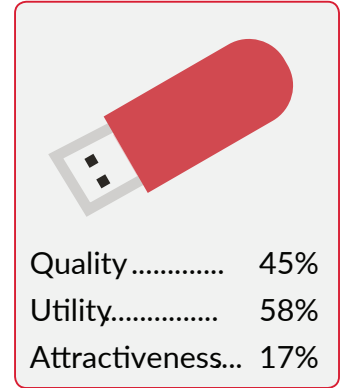
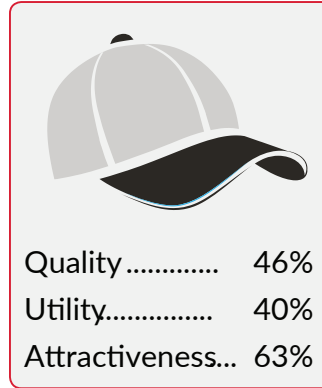
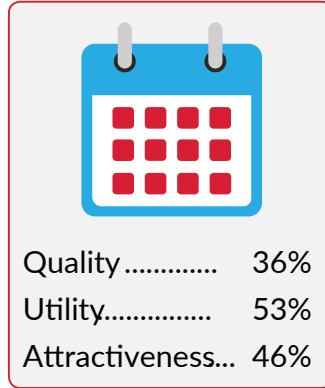
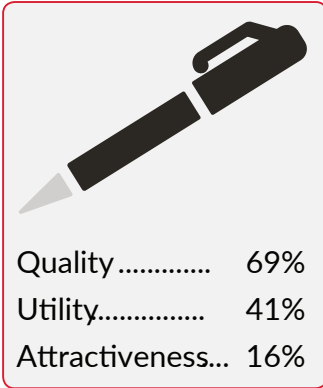


# QUALITY AND UTILITY ARE WHY PEOPLE KEEP PROMO ITEMS

## REASONS FOR KEEPING PRODUCTS

ALL ITEMS: Quality 52% / Utility 48% / Attractiveness 36%



	Male	Female	18-34	35-54	55+	Northeast	South	West	Midwest
Quality	52%	55%	55%	53%	51%	50%	56%	49%	55%
Utility	50%	47%	49%	50%	48%	48%	46%	49%	50%
Attractiveness	37%	36%	38%	39%	33%	39%	38%	34%	36%