

DEPTH OF ENGAGEMENT:

	Already Do	Willing	Not Willing
90% of consumers are willing to offer insights for a promotional product participate in focus groups, complete online surveys, etc.	52%	38%	10%
89% of consumers are willing to show up for a promotional product go to a specified location at an event already planning to attend (e.g. trade shows, conferences, workshops, etc.)	50%	39%	11%
89% of consumers are willing to take chances for a promotional product enter drawings (e.g. contests, sweepstakes, raffles, etc.)	59%	30%	11%
88% of consumers are willing to stay loyal for a promotional product sign up for loyalty programs, rewards programs, etc.	58%	30%	12%
85% of consumers are willing to self-promote for a promotional product participate in referral programs (e.g. share referral code, invite friends or family to sign up, etc.)	56%	29%	15%
83% of consumers are willing to get social for a promotional product like Facebook page, follow on Instagram or Twitter, etc.	51%	32%	17%
83% of consumers are willing to connect for a promotional product provide personal details (e.g. sign up for mailing lists, subscribe to email newsletter, etc.)	54%	29%	17%
82% of consumers are willing to give feedback for a promotional product write product or service reviews online, rate experiences, etc.	43%	39%	18%
81% of consumers are willing to rearrange schedules for a promotional product show up early to an event they were already attending	42%	39%	19%
71% of consumers are willing to make a purchase for a promotional product make an unplanned purchase	39%	32%	29%
71% of consumers are willing to make a call for a promotional product call in local or toll-free numbers	37%	34%	29%
71% of consumers are willing to attend events for a promotional product attend events they were not already attending	29%	42%	29%
69% of consumers are willing to spend more for a promotional product add-on to a planned purchase	35%	34%	31%
65% of consumers are willing to upgrade for a promotional product renew existing memberships, add-on service plans, etc.	29%	36%	35%
51% of consumers are willing to wait in line for a promotional product wait in line for 1+ hours	26%	26%	49%
46% of consumers are willing to travel far for a promotional product travel over 50 miles	21%	25%	54%

Q. How far are you willing to go for a promotional product? (n=3,000)

Source: PPAI