

Top Buyers Of Promotional Products



The following table ranks the top purchasers (by industry) of promotional products according to the findings of a November 2007 study conducted by Louisiana State University and Glenrich Business Studies for PPAI. Industries were ranked by distributors according to the volume spent on promotional products by each industry. The departments cited for purchasing promotional products are listed in order of which departments were most influential in placing orders. For example, most promotional products are ordered by the organizations marketing departments.

RANK	INDUSTRY	ORDER PLACING DEPT.*
1	Education: schools, seminars	Purch/Mktg/Other/PR/HR/CEO/Adv/S&C
2	Financial: banks, credit unions, brokers	Mktg/Adv/HR/CEO/Purch/PR/Other/S&C
3	Not-for-profit: (e.g. charities, churches)	Mktg/CEO/Other/Purch/PR/Adv/HR/S&C
4	Health care: hospitals, nursing homes, clinics, pharmacies	Mktg/HR/Purch/PR/CEO/Adv/Other/S&C
5	Construction: building trades, building supplies	CEO/Mktg/Purch/S&C/Adv/HR/PR/Other
6	Trade, professional associations and civic clubs	Mktg/CEO/PR/Other/Adv/Purch/HR/S&C
7	Real Estate: agents, title companies	CEO/Mktg/Purch&Other/Adv/HR/PR
8	Government: public offices, agencies, political candidates	Purch/Mktg/PR/HR/CEO/Adv&Other/S&C
9	Professional: doctors, lawyers, CPAs, architects, etc.	CEO/Mktg/HR/Purch/Other/Adv/PR
10	Restaurants and bars	CEO/Mktg/Purch/Adv/HR/Other/PR/S&C
11	Automotive: manufacturers, dealers, parts suppliers	CEO/Mktg/Purch/Adv/HR/S&C/PR/Other
12	Insurance: companies, agents, adjusters	CEO/Mktg/Adv&HR/Purch/Other/PR/S&C
13	Entertainment and sporting events	Mktg/Adv/PR&CEO/Purch/HR&Other
14	Media: broadcast/print media, advertising/PR agencies	Mktg/Adv/CEO/PR/Purch/HR/Other/
15	Manufacturers: consumer products	Mktg/Purch/CEO/HR/Adv&S&C/PR/Other
16	Other Service Companies/organizations	Mktg/CEO/Purch/HR/Adv/PR/S&C/Other
16	Hotels and motels	Mktg/Purch/HR&Adv/CEO/PR&Other/S&C
18	Manufacturers not otherwise specified	Mktg/Purch/CEO/HR&S&C/PR/Adv/Other
19	Wholesalers/distributors	Mktg/CEO/Purch/Adv/HR/PR/Other/S&C
20	Computers: (Hardware and software)	Mktg/CEO/Adv&PR&HR/Purch/Other/S&C
21	Utilities: water, electric, gas	Mktg/Purch/Adv/HR/S&C/PR/Other/CEO
22	Freight and delivery: motor, air and sea	Mktg/CEO/Purch/S&C/HR/Adv/PR/Other
23	Telecommunications: cellular, pagers, Internet, telephone	Mktg/CEO/Purch/Adv/HR/PR&Other
24	Agriculture/Agribusiness	Mktg/CEO/Purch/Adv/HR/PR/S&C&Other
25	Retailers and shopping malls	CEO/Mktg&Purch/Adv/PR&HR/Other/S&C
26	Manufacturers: pharmaceutical and chemical	Mktg/Purch/Adv&Other/PR&HR/S&C&CEO
27	Travel: air, cruise, bus lines, travel agencies	CEO/Mktg/Adv/Purch/PR/HR&S&C/Other
28	Petroleum: exploration, refining, distributors, gas stations	Mktg/CEO/S&C/Adv&Purch/HR/PR&Other
29	Apparel: manufacturers and retailers	Mktg/CEO/Adv/Purch/Other/PR/HR
30	Food processors/beverage bottlers	Mktg/Adv&Purch/HR/S&C&CEO/Other/PR
31	Brewers/distillers/distributors of alcoholic beverages	Mktg/CEO/Adv/Purch/HR, PR, S&C &Other

Note: The industry ranked 32nd was "Other." Respondents did not specify what industry in particular.

** Department Codes: **Mkt:** Marketing, **PR:** Public Relations, **Adv:** Advertising, **Purch:** Purchasing, **HR:** Human Resources, **CEO:** Chief Executive Officer, **S&C:** Safety & Compliance, **Other**
 Some departments were "tied" in the ranking of being the most influential in placing orders and are listed together and denoted with an "&" sign in Column 3 of the above table.
 Some industries did not have Safety and Compliance departments.

BIGGEST GAINERS AND SHRINKERS

The 2007 Top Buyers Study also examined industries that had gained/shrunk based on an increase or decrease in purchasing over the past three years.

Industries Gaining in Customer Importance

	2007 Rank	2003 Rank	2000 Rank
Restaurants and bars	10	17	18
Professional: doctors, lawyers, CPAs, architects	9	10	21
Trade/professional associations, civic clubs	6	7	14
Real Estate: agents, title companies	7	8	13

Industries Shrinking in Customer Importance

	2007 Rank	2003 Rank	2000 Rank
Manufacturers Not Otherwise Specified	18	11	5
Telecommunications: phones, pagers, Internet	23	19	14
Manufacturers: pharmaceutical & chemical	26	21	17

TOP INDUSTRIES FOR REPEAT BUSINESS

Rank Overall	Rank by Industry as in Table 1	Pct Respondents Naming Industries	Industry
1	1	41.2%	Education: schools, seminars
2	4	38.6%	Healthcare: hospitals, nursing homes, clinics etc.
3	2	36.7%	Financial: banks, credit unions, stock brokers
4	3	31.8%	Not-for-Profit: charities, churches
5	5	21.5%	Construction: building trades, building supplies
6	6	19.7%	Trade/professional associations & civic clubs
7	8	19.4%	Government: public offices, political candidates
8	10	18.1%	Restaurants and Bars
9	15	15.2%	Manufacturers: consumer products
10	7	14.7%	Real Estate: agents, title companies
11	11	14.2%	Automotive: manufacturers, dealers, parts suppliers
12	9	13.9%	Professional: doctors, lawyers, CPAs, architects

METHODOLOGY:

Mailed to 3,881 distributor members of PPAI, the survey drew 381 usable responses for a response rate of 9.8 percent. The response produced a 95 percent confidence interval at +/- 4.77 percent, which is within accepted statistical norms.