

50% of U.S. CONSUMERS OWN PROMOTIONAL WRITING INSTRUMENTS.



Women who live in suburbia are more likely (58%) to own a promo pen than those who live in the city or the country.

Democrats in the Southeast are prepared for write-in candidates.

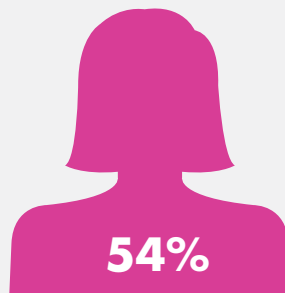


66%

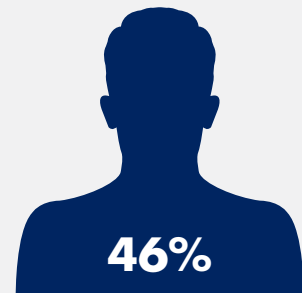


Philadelphians are ready to write in their candidate at this years' convention, as 66% of them own a logoed writing instrument.

Writing Instruments



Female



Male

More women than men own logoed pens in the U.S.

1/10th of a cent



Pens + Impressions = Best Value

The cost per impression is less than 1/10th of a cent in the United States.