

## *Top Buyers of Promotional Products By Industry \**

Industries were ranked by distributors according to the volume spent on promotional products by each industry.

- **Education:** Schools and Seminars
  - **Financial:** Banks, S & L's, Credit Unions, Stockbrokers
  - **Healthcare:** Hospitals, Nursing Homes, Clinics
  - **Not-For-Profit Organizations**
  - **Construction:** Building Trades, Building Supplies
  - **Government:** Public Offices, Agencies, Political Candidates
  - **Trade, Professional Associations & Civic Clubs**
  - **Real Estate:** Agents, Title Companies, Appraisers
  - **Automotive:** Manufacturers, Dealers, Parts Suppliers
  - **Professional:** Doctors, Lawyers, CPAs, Architects
  - **Manufacturers not otherwise specified**
  - **Insurance:** Companies, Agents, Adjusters
  - **Entertainment and Sporting Events**
  - **Hospitality:** Hotels & Motels
  - **Media:** Broadcast/Print Media, AD/PR Agencies
  - **Wholesalers/Distributors**
  - **Restaurants & Bars**
  - **Computers & Software**
  - **Telecommunications:** Cellular Phones, Pagers, Internet
  - **Utilities:** Telephone, Electric, Gas
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- PPAI information based on 2003 study by Louisiana State University and Glenrich Business Studies. For more information, go to: [www.ppai.org/MediaInformation/IndustryStatistics/TopBuyers](http://www.ppai.org/MediaInformation/IndustryStatistics/TopBuyers).