

AD IMPRESSIONS STUDY

2022 EDITION

**Demonstrating the value and effectiveness
of promotional products to consumers**

A PDF of this report (plus end-buyer-friendly, downloadable charts)
can be found at asicentral.com/study.



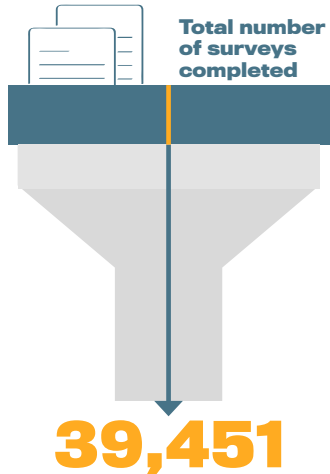
Advertising
Specialty
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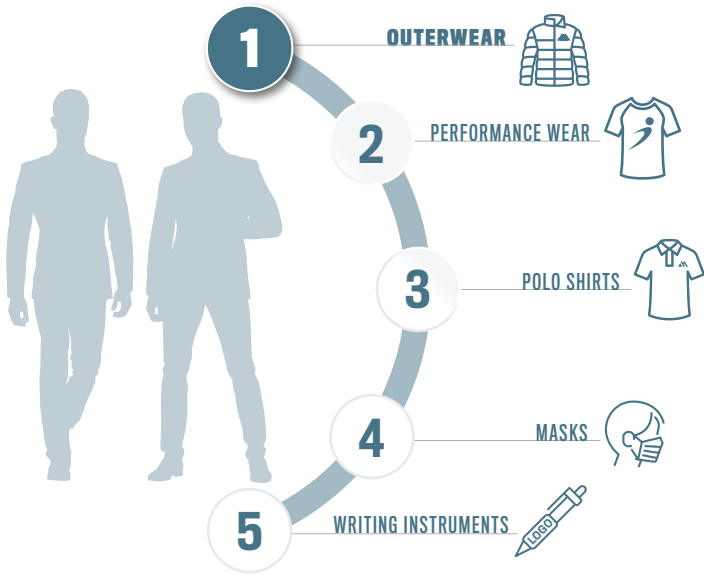
ASI's Ad Impressions Study measures which promotional products are most influential. In other words, which products, when given away or sold to a consumer, will influence them to do business with an advertiser.



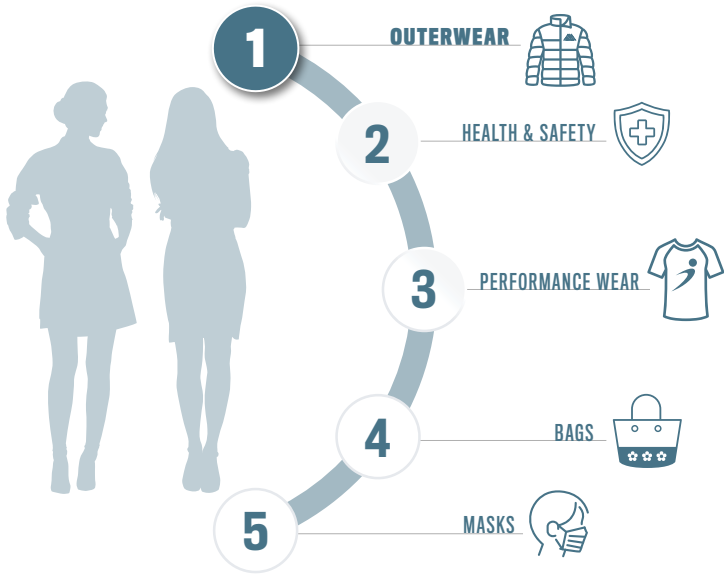
5 MOST INFLUENTIAL PROMO PRODUCTS IN THE UNITED STATES



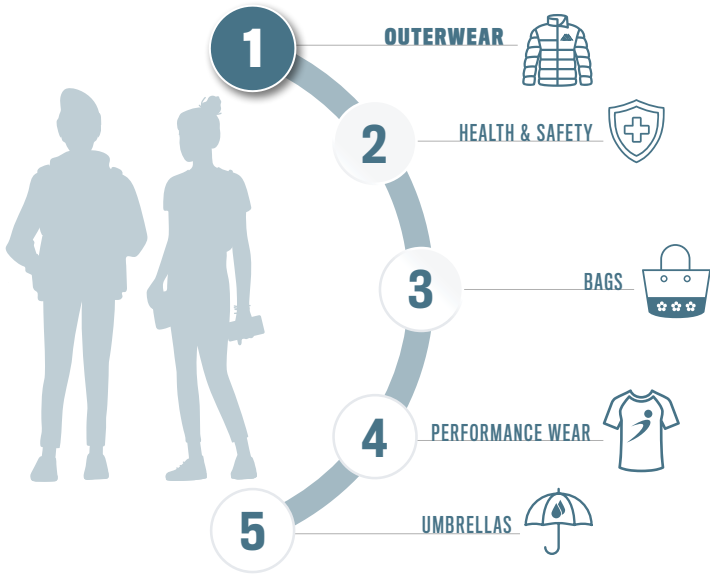
5 MOST INFLUENTIAL PROMO PRODUCTS AMONG MEN



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG WOMEN



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG CONSUMERS 18-24 YEARS OLD



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG CONSUMERS 25-34 YEARS OLD



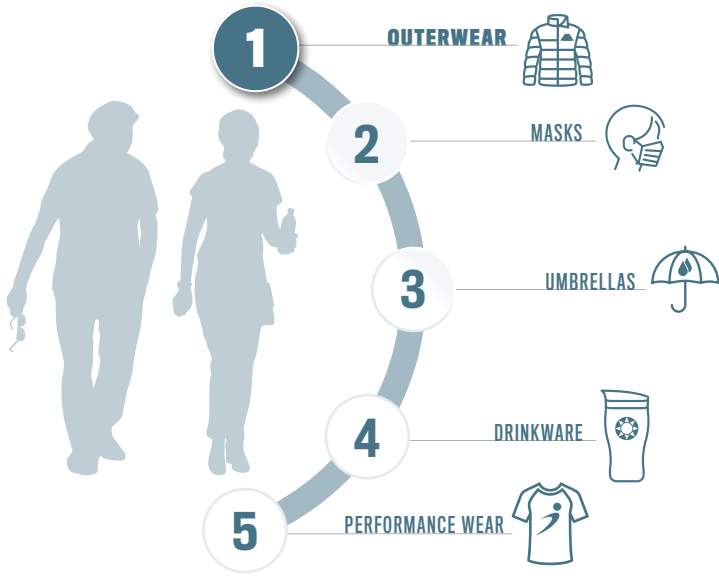
5 MOST INFLUENTIAL PROMO PRODUCTS AMONG CONSUMERS 35-44 YEARS OLD



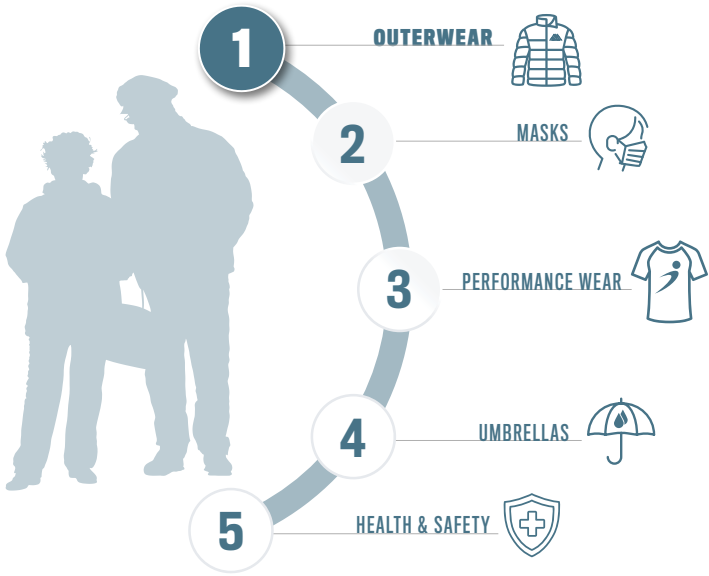
5 MOST INFLUENTIAL PROMO PRODUCTS AMONG CONSUMERS 45-54 YEARS OLD



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG CONSUMERS 55-64 YEARS OLD



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG CONSUMERS 65+ YEARS OLD



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF ALABAMA



1

HEALTH & SAFETY



2

MOBILE POWER BANKS



3

OUTERWEAR



4

CAPS/HEADWEAR

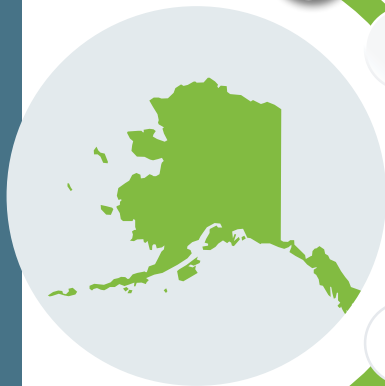


5

MASKS



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF ALASKA



1

HEALTH & SAFETY



2

DRINKWARE



3

CAPS/HEADWEAR



4

PERFORMANCE WEAR

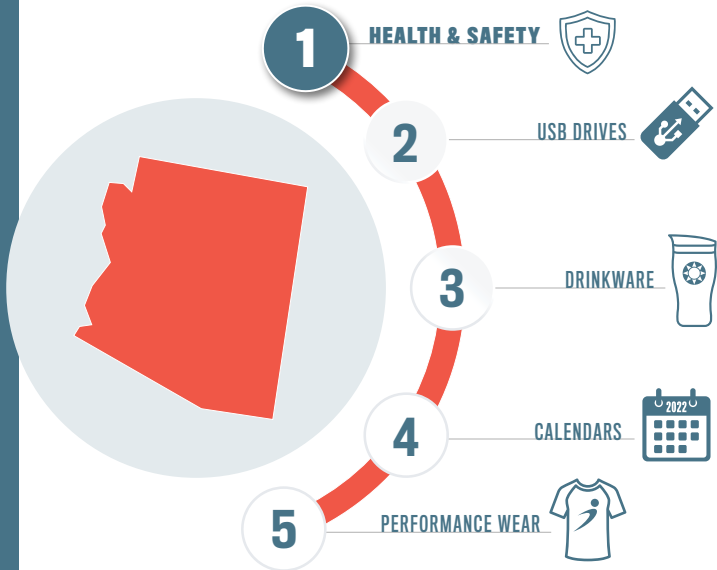


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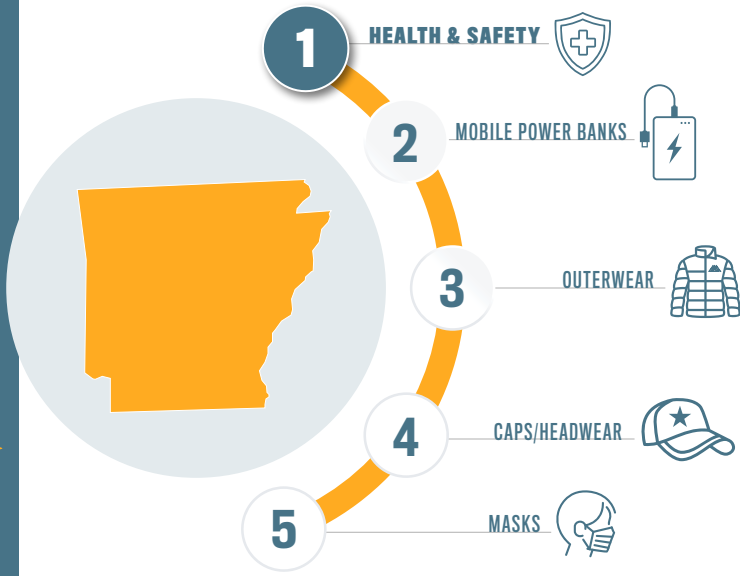
OUTERWEAR



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF ARIZONA



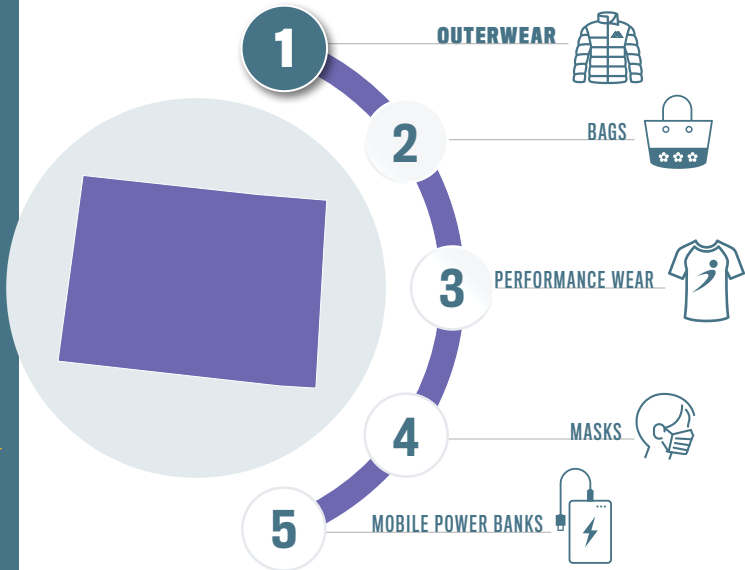
5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF ARKANSAS



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF CALIFORNIA



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF COLORADO



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF CONNECTICUT



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF DELAWARE



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF DISTRICT OF COLUMBIA



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF FLORIDA



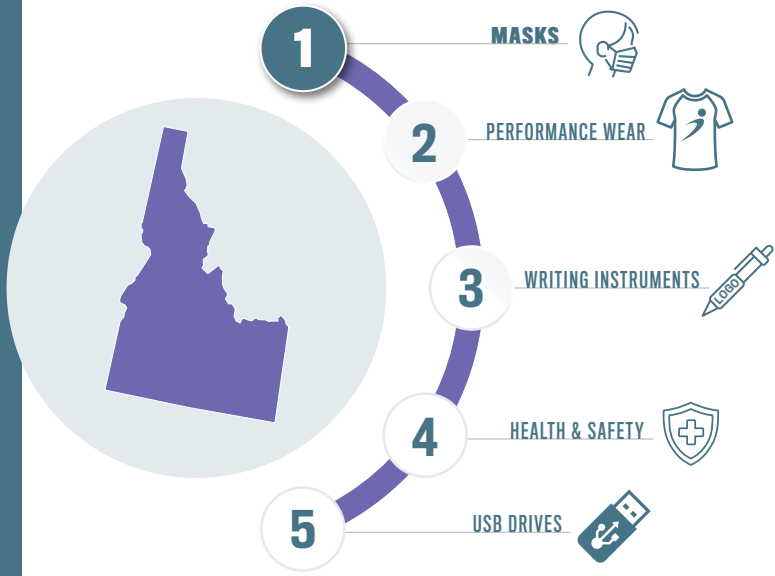
5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF GEORGIA



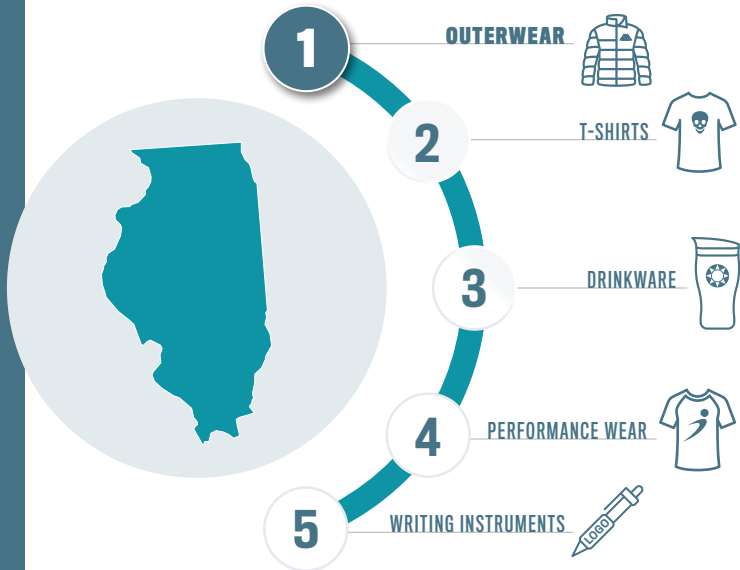
5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF HAWAII



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF IDAHO



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF ILLINOIS



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF INDIANA



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF IOWA



1

OUTERWEAR



2

HEALTH & SAFETY



3

DRINKWARE



4

WRITING INSTRUMENTS



5

POLO SHIRTS



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF KANSAS



1

CAPS/HEADWEAR



2

UMBRELLAS



3

DESK ACCESSORIES



4

OUTERWEAR



5

MASKS



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF KENTUCKY



1

OUTERWEAR



2

T-SHIRTS



3

DESK ACCESSORIES



4

PERFORMANCE WEAR



5

HEALTH & SAFETY



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF LOUISIANA



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF MAINE



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF MARYLAND



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF MASSACHUSETTS



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF MICHIGAN



1

BAGS



2

OUTERWEAR



3

WRITING INSTRUMENTS



4

MASKS



5

UMBRELLAS



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF MINNESOTA



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF MISSISSIPPI



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF MISSOURI



1

PERFORMANCE WEAR



2

OUTERWEAR



3

POLO SHIRTS



4

UMBRELLAS



5

WRITING INSTRUMENTS



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF MONTANA



1

HEALTH & SAFETY



2

BAGS



3

MASKS



4

PERFORMANCE WEAR



5

POLO SHIRTS



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF NEBRASKA



1

HEALTH & SAFETY



2

UMBRELLAS



3

OUTERWEAR



4

CAPS/HEADWEAR



5

MASKS



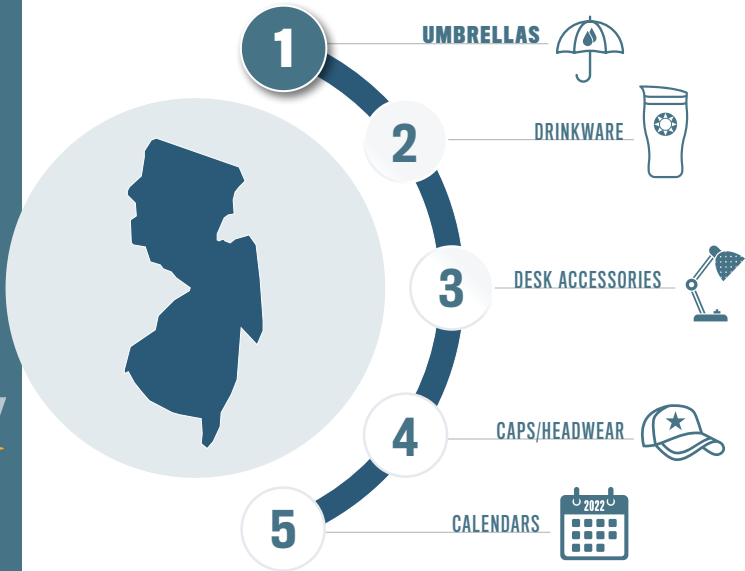
5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF NEVADA



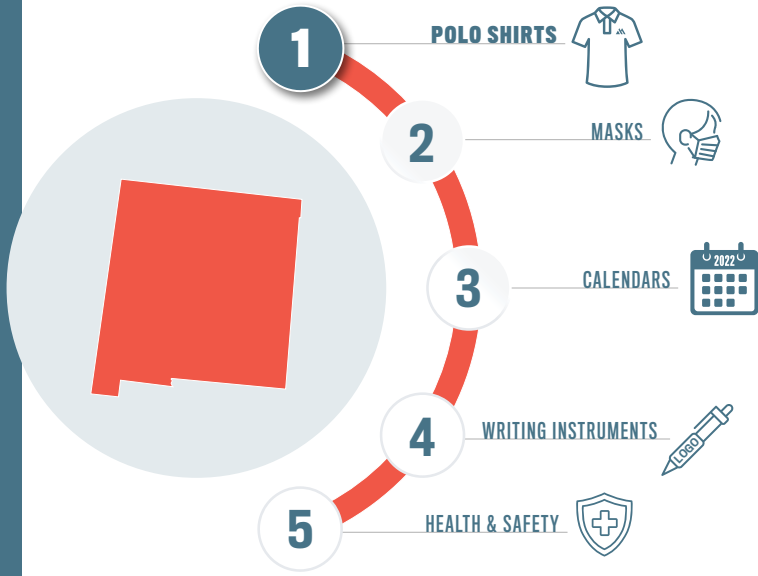
5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF NEW HAMPSHIRE



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF NEW JERSEY



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF NEW MEXICO



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF NEW YORK



1

OUTERWEAR



2

MASKS



3

DRINKWARE



4

POLO SHIRTS

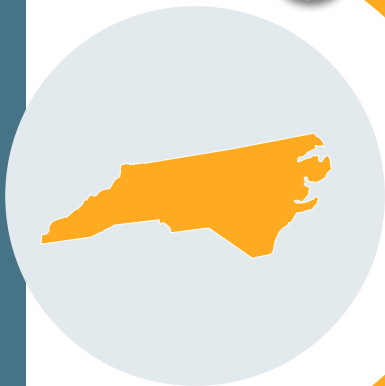


5

WRITING INSTRUMENTS



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF NORTH CAROLINA



1

OUTERWEAR



2

MASKS



3

POLO SHIRTS



4

UMBRELLAS



5

DRINKWARE



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF NORTH DAKOTA



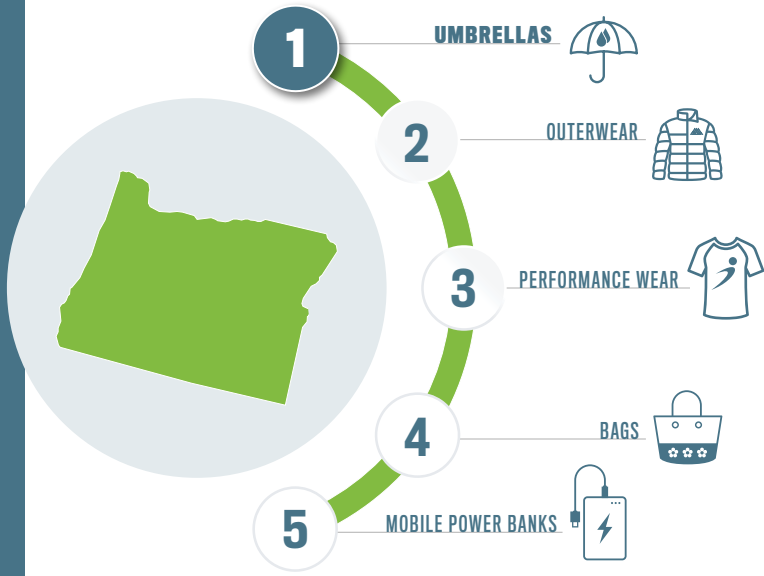
5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF OHIO



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF OKLAHOMA



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF OREGON



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF PENNSYLVANIA



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF RHODE ISLAND



1

DRINKWARE



2

OUTERWEAR



3

CALENDARS



4

UMBRELLAS

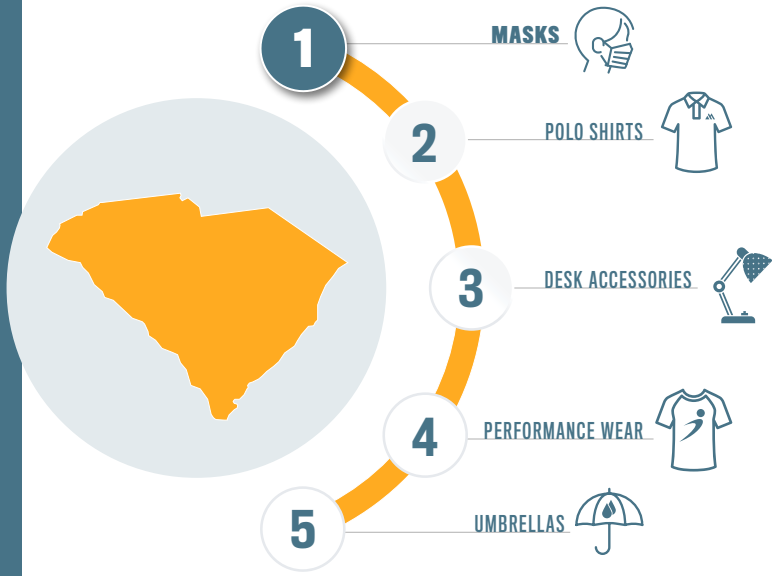


5

BAGS



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF SOUTH CAROLINA



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF SOUTH DAKOTA



1

OUTERWEAR



2

PERFORMANCE WEAR



3

MASKS



4

UMBRELLAS

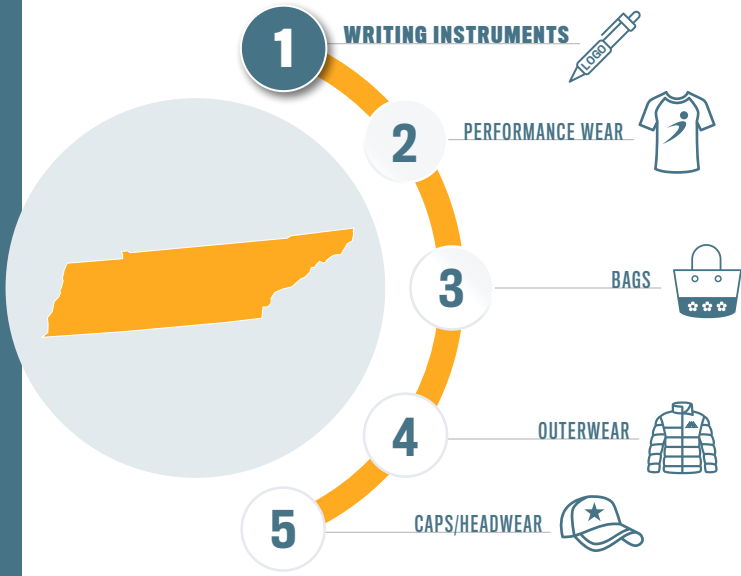


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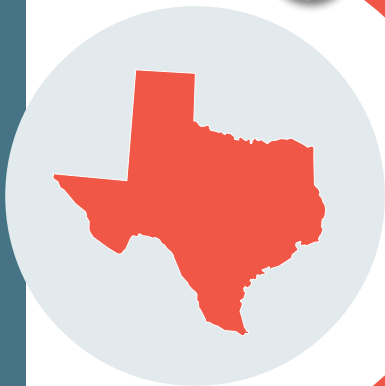
CAPS/HEADWEAR



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF TENNESSEE



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF TEXAS



1

PERFORMANCE WEAR



2

HEALTH & SAFETY



3

POLO SHIRTS



4

OUTERWEAR

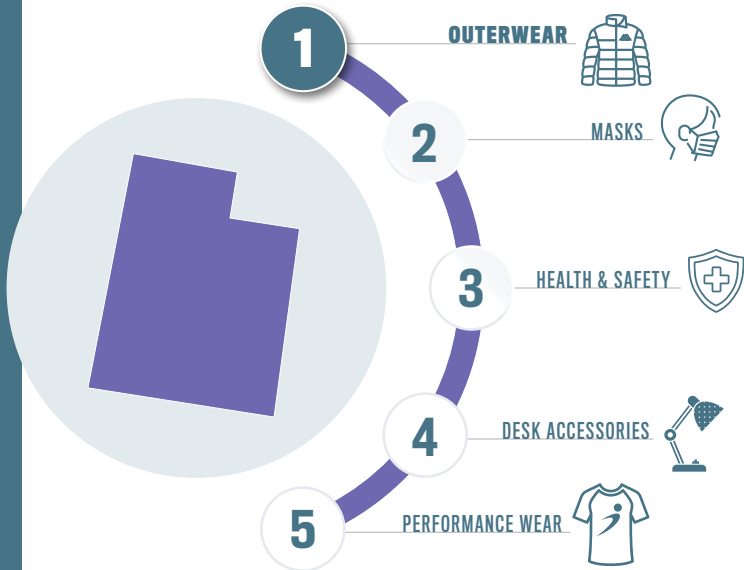


5

WRITING INSTRUMENTS



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF UTAH



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF VERMONT



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF VIRGINIA



1

DRINKWARE



2

UMBRELLAS



3

PERFORMANCE WEAR



4

POLO SHIRTS



5

WRITING INSTRUMENTS



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF WASHINGTON



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF WEST VIRGINIA



1

OUTERWEAR



2

HEALTH & SAFETY



3

PERFORMANCE WEAR



4

BAGS



5

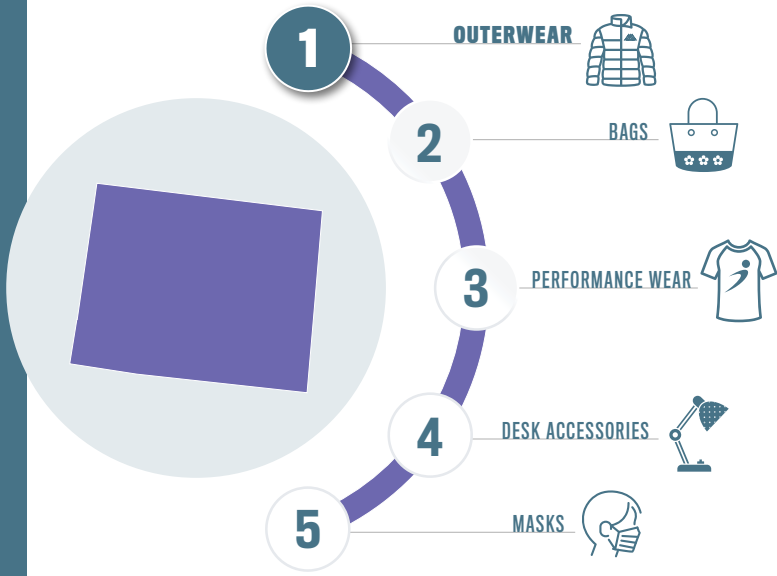
CALENDARS



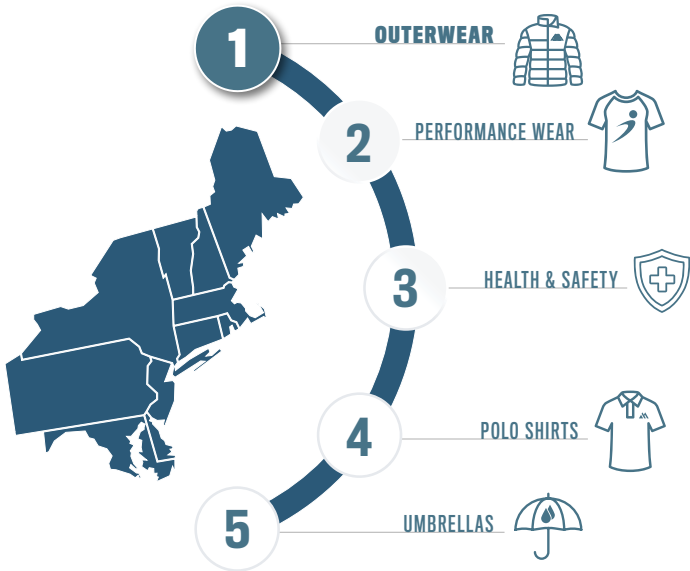
5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF WISCONSIN



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF WYOMING



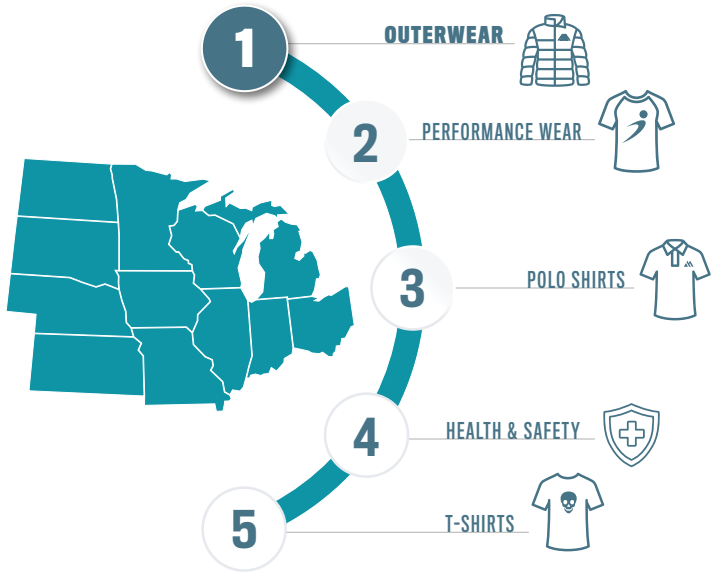
5 MOST INFLUENTIAL PROMO PRODUCTS FOR CONSUMERS IN THE NORTHEAST



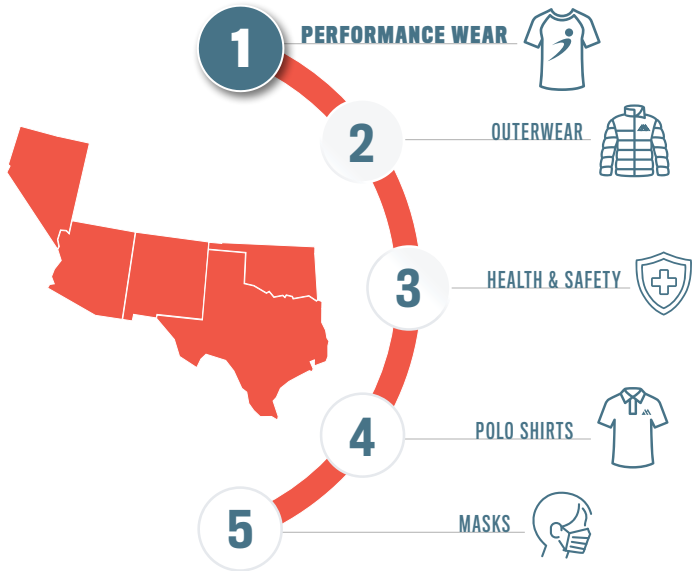
5 MOST INFLUENTIAL PROMO PRODUCTS FOR CONSUMERS IN THE SOUTHEAST



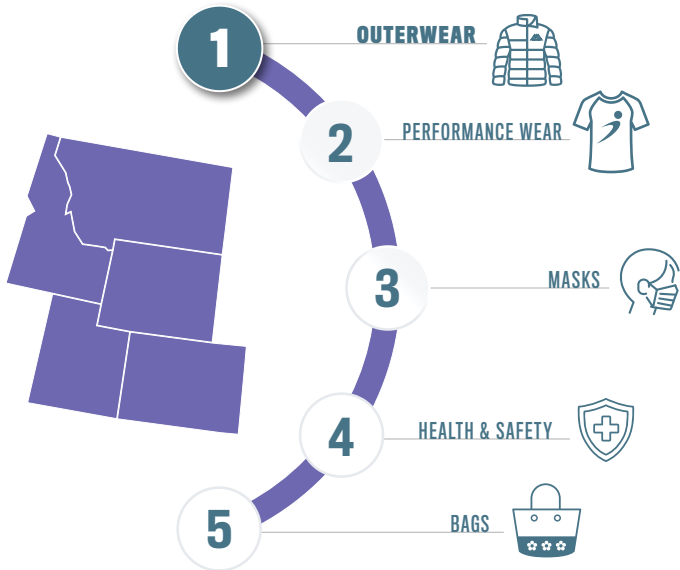
5 MOST INFLUENTIAL PROMO PRODUCTS FOR CONSUMERS IN THE MIDWEST



5 MOST INFLUENTIAL PROMO PRODUCTS FOR CONSUMERS IN THE SOUTHWEST



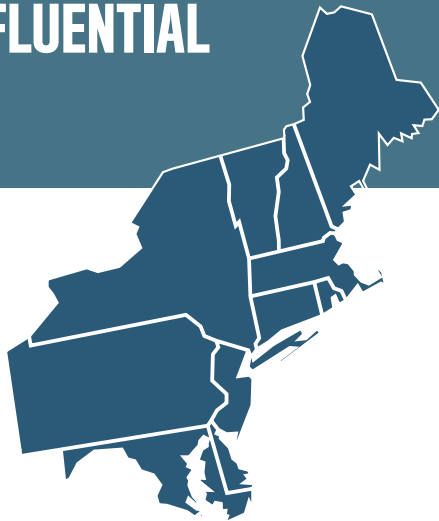
5 MOST INFLUENTIAL PROMO PRODUCTS FOR CONSUMERS IN THE MOUNTAIN REGION



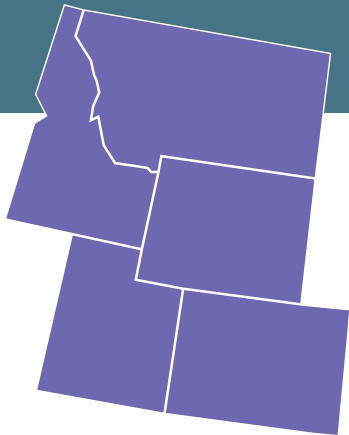
5 MOST INFLUENTIAL PROMO PRODUCTS FOR CONSUMERS IN THE PACIFIC REGION



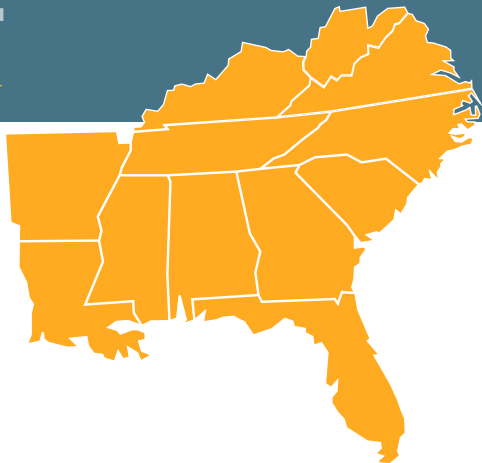
UMBRELLAS ARE MOST INFLUENTIAL IN THE NORTHEAST



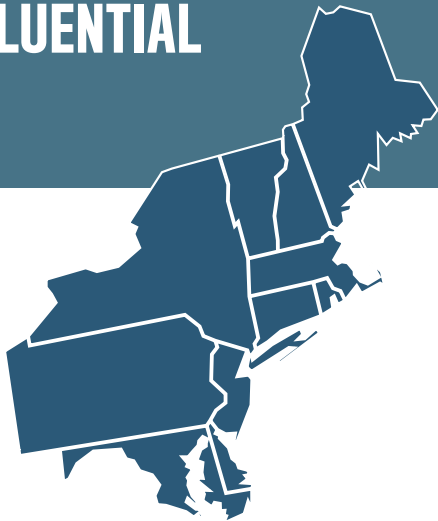
MASKS ARE MOST INFLUENTIAL IN THE **MOUNTAIN REGION**



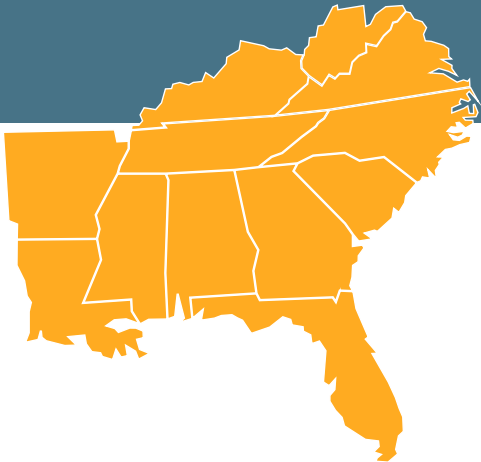
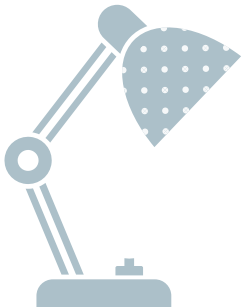
WRITING INSTRUMENTS ARE MOST INFLUENTIAL IN THE SOUTHEAST



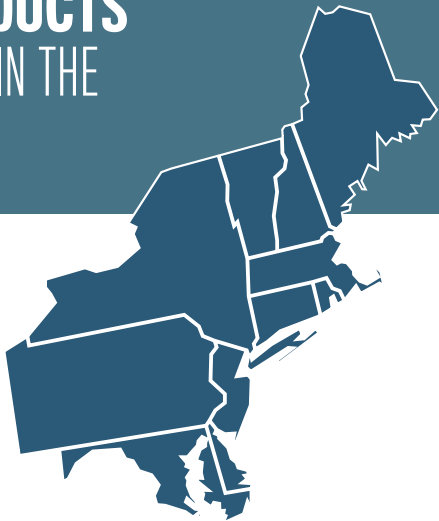
OUTERWEAR IS MOST INFLUENTIAL IN THE NORTHEAST



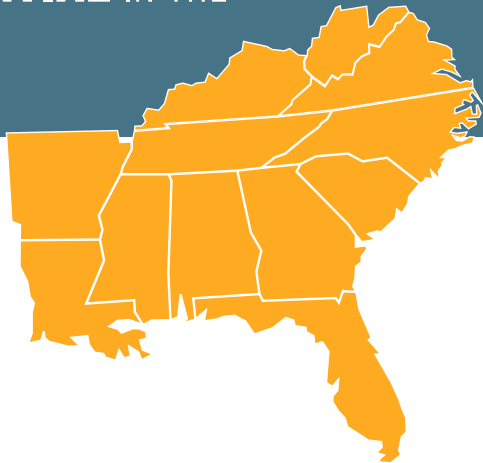
DESK ACCESSORIES ARE MOST INFLUENTIAL IN THE SOUTHEAST



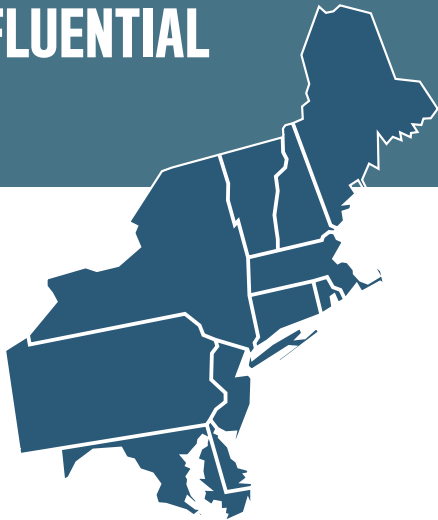
HEALTH & SAFETY PRODUCTS ARE MOST INFLUENTIAL IN THE NORTHEAST



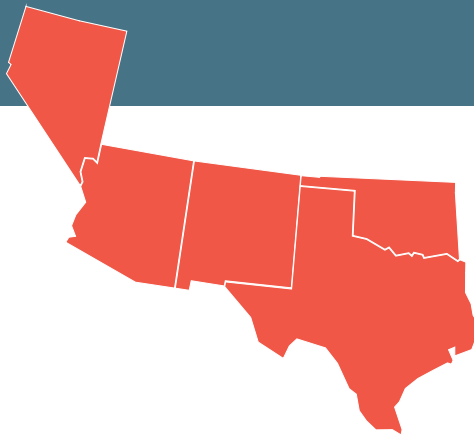
BAGS ARE MOST INFLUENTIAL IN THE SOUTHEAST



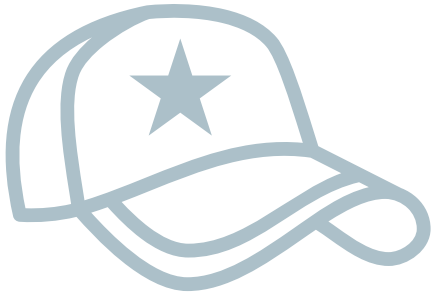
USB DRIVES ARE MOST INFLUENTIAL IN THE NORTHEAST



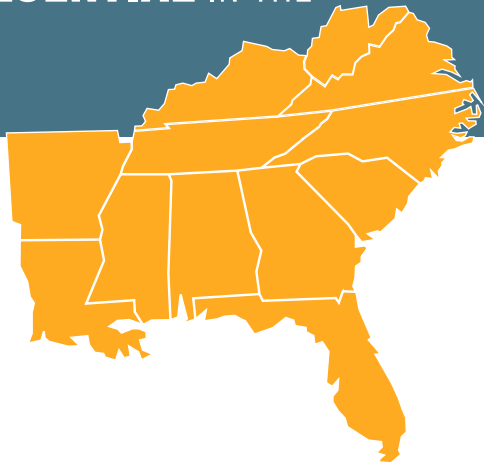
PERFORMANCE WEAR IS MOST INFLUENTIAL IN THE SOUTHWEST



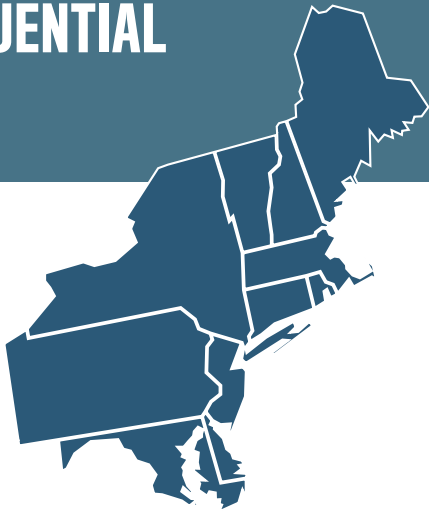
CAPS & HEADWEAR ARE MOST INFLUENTIAL IN THE NORTHEAST



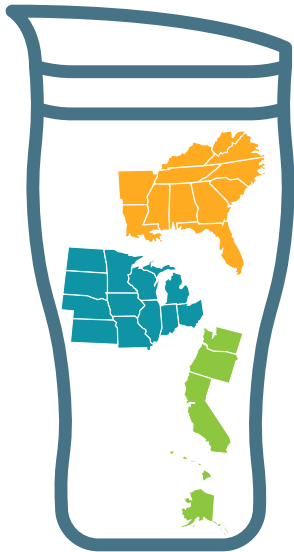
T-SHIRTS ARE MOST INFLUENTIAL IN THE SOUTHEAST



CALENDARS ARE MOST INFLUENTIAL IN THE NORTHEAST



**DRINKWARE IS
MOST INFLUENTIAL IN THE
SOUTHEAST,
MIDWEST AND
PACIFIC**



**POLO SHIRTS ARE
MOST INFLUENTIAL IN THE
SOUTHEAST AND
SOUTHWEST**

