

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.



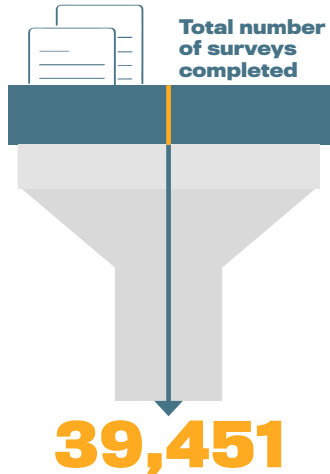
Advertising
Specialty
Institute®



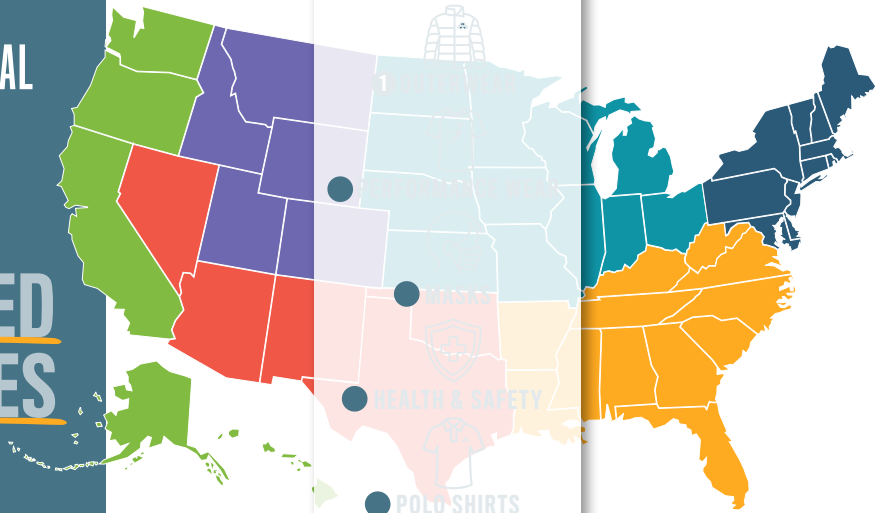
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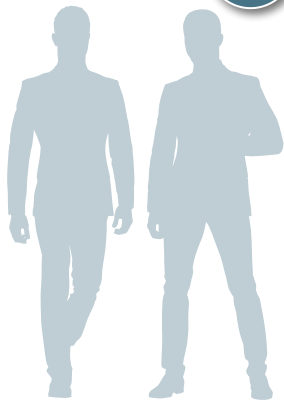
ASI's Ad Impressions Study measures which promotional products are most influential. In other words, which products, when given away or sold to a consumer, will influence them to do business with an advertiser.



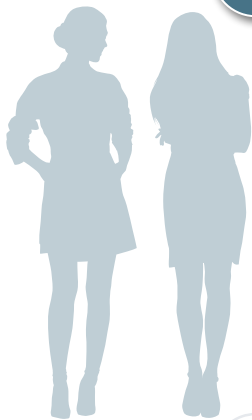
5 MOST INFLUENTIAL PROMO PRODUCTS IN THE UNITED STATES



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG MEN



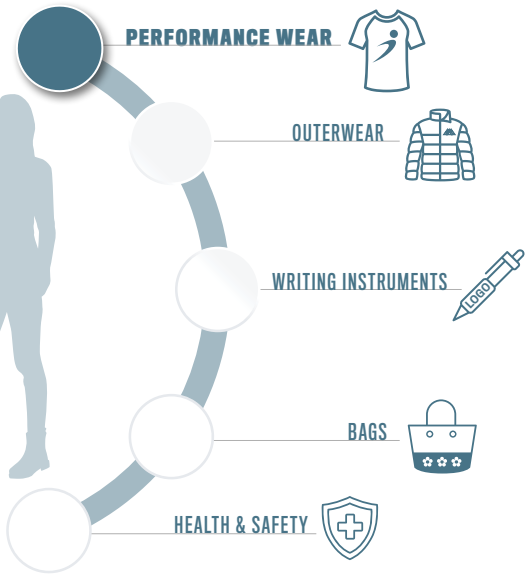
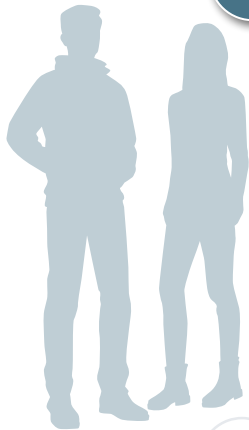
5 MOST INFLUENTIAL PROMO PRODUCTS AMONG WOMEN



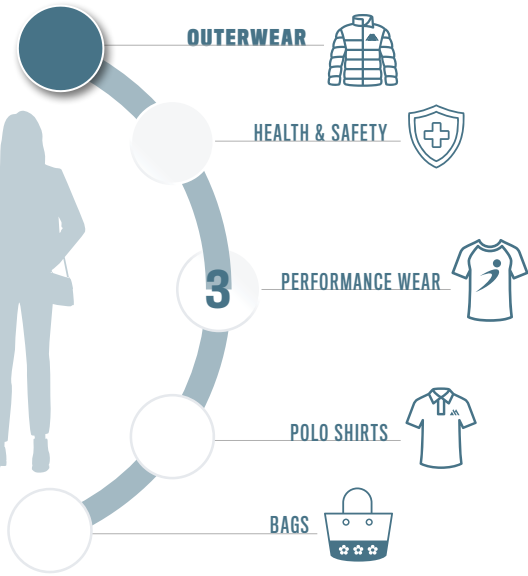
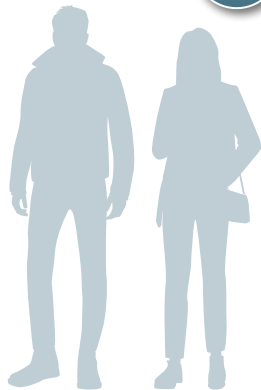
5 MOST INFLUENTIAL PROMO PRODUCTS AMONG CONSUMERS 18-24 YEARS OLD



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



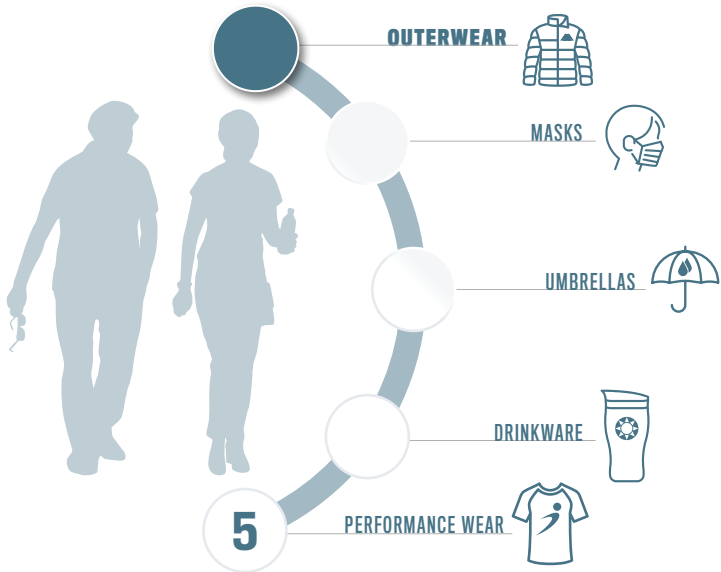
5 MOST INFLUENTIAL PROMO PRODUCTS AMONG CONSUMERS 35-44 YEARS OLD



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



HEALTH & SAFETY



MOBILE POWER BANKS



OUTERWEAR



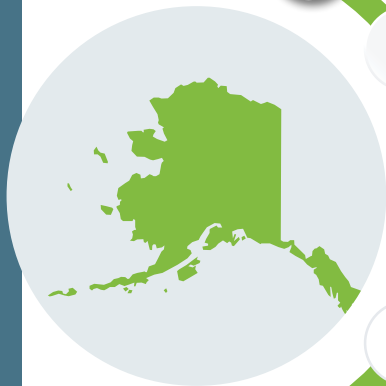
CAPS/HEADWEAR



MASKS



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF ALASKA



HEALTH & SAFETY



DRINKWARE



CAPS/HEADWEAR



PERFORMANCE WEAR



OUTERWEAR



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF ARIZONA



HEALTH & SAFETY



USB DRIVES



DRINKWARE



CALENDARS



PERFORMANCE WEAR



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF ARKANSAS



HEALTH & SAFETY



MOBILE POWER BANKS



OUTERWEAR



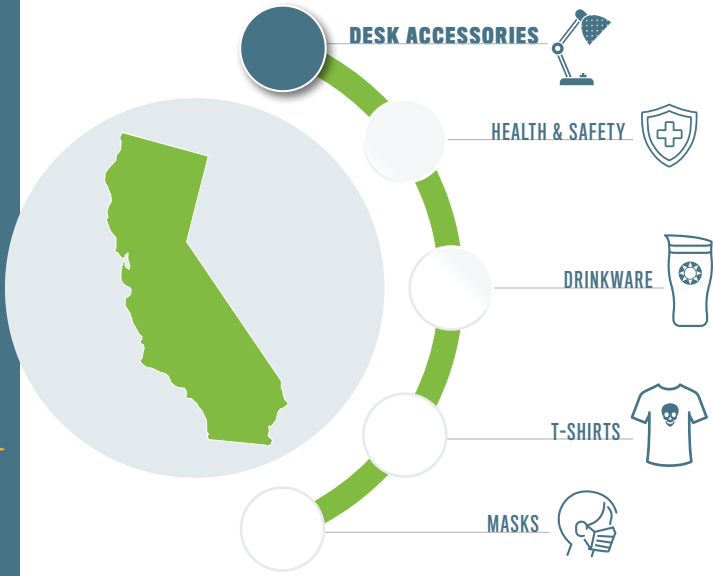
CAPS/HEADWEAR



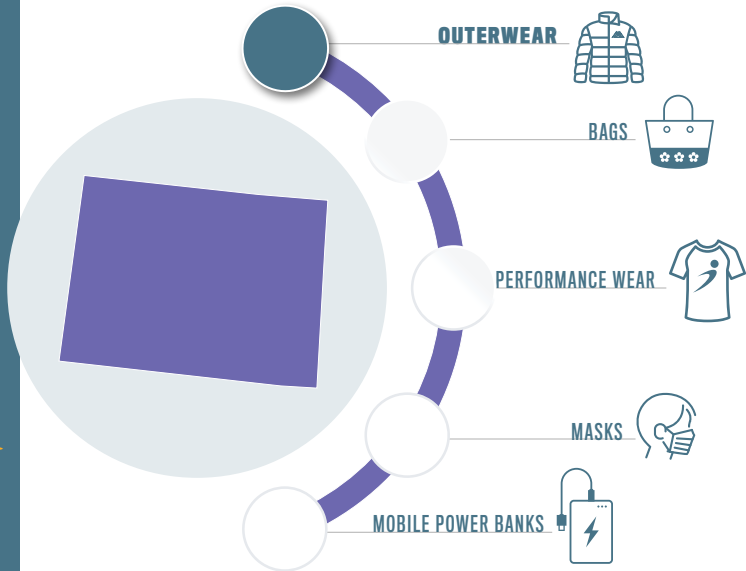
MASKS



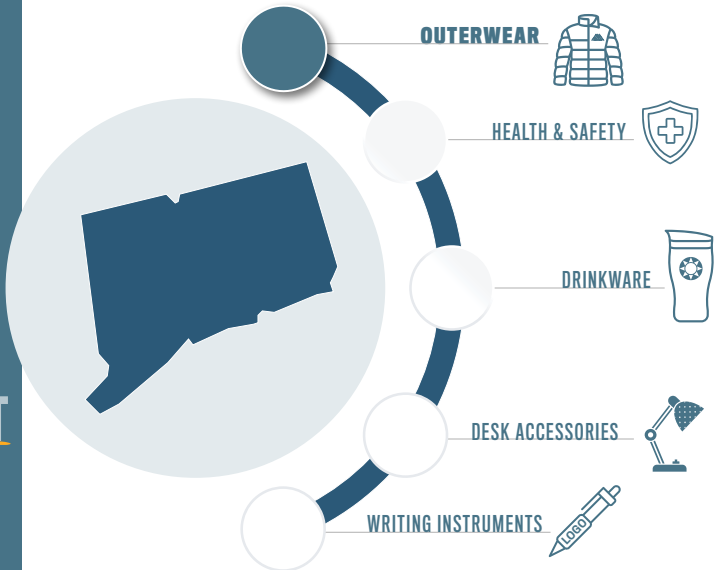
5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF CALIFORNIA



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF COLORADO



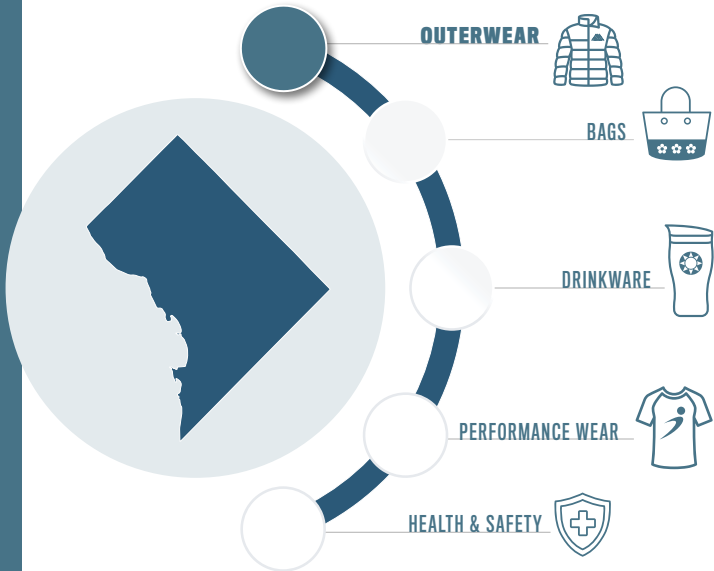
5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF CONNECTICUT



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



OUTERWEAR



DRINKWARE



PERFORMANCE WEAR



BAGS



WRITING INSTRUMENTS



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF GEORGIA



OUTERWEAR



HEALTH & SAFETY



UMBRELLAS



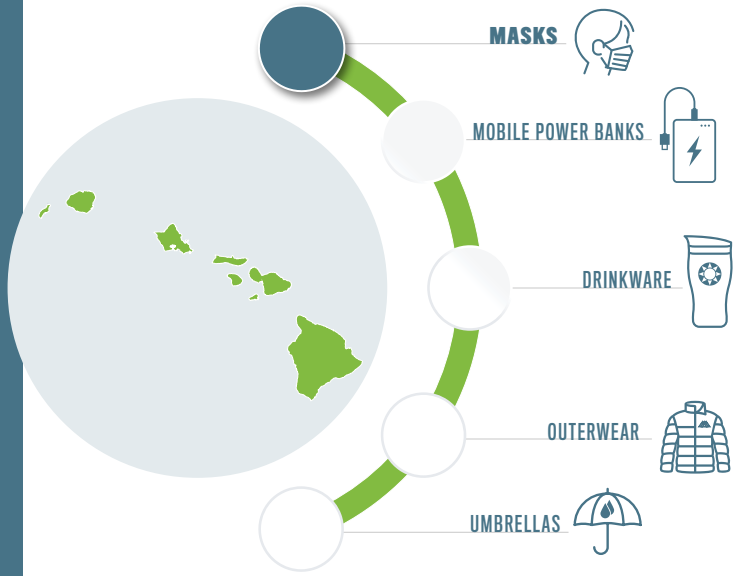
T-SHIRTS



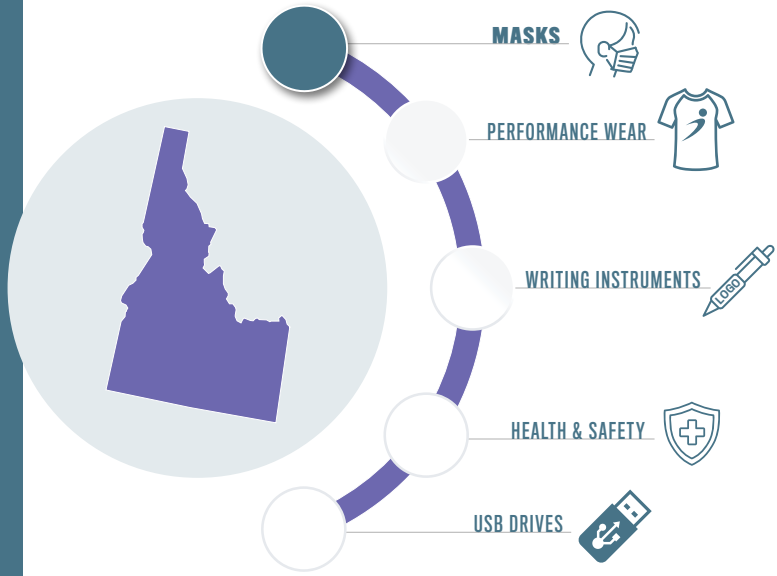
PERFORMANCE WEAR



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



OUTERWEAR



T-SHIRTS



DRINKWARE



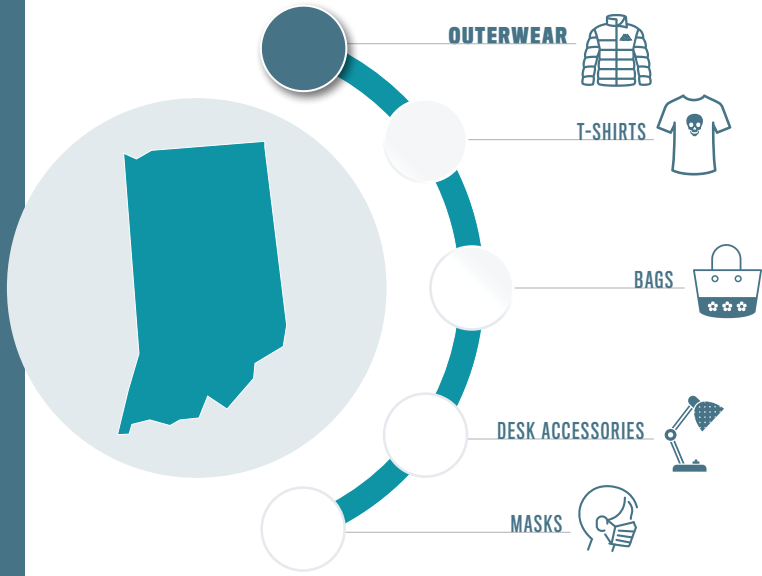
PERFORMANCE WEAR



WRITING INSTRUMENTS



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF INDIANA



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF IOWA



OUTERWEAR



HEALTH & SAFETY



DRINKWARE



WRITING INSTRUMENTS



POLO SHIRTS



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF KANSAS



CAPS/HEADWEAR



UMBRELLAS



DESK ACCESSORIES



OUTERWEAR



MASKS



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF KENTUCKY



OUTERWEAR



T-SHIRTS



DESK ACCESSORIES



PERFORMANCE WEAR



HEALTH & SAFETY



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF LOUISIANA



OUTERWEAR



DESK ACCESSORIES



HEALTH & SAFETY



WRITING INSTRUMENTS



UMBRELLAS



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF MAINE



T-SHIRTS



WRITING INSTRUMENTS



UMBRELLAS



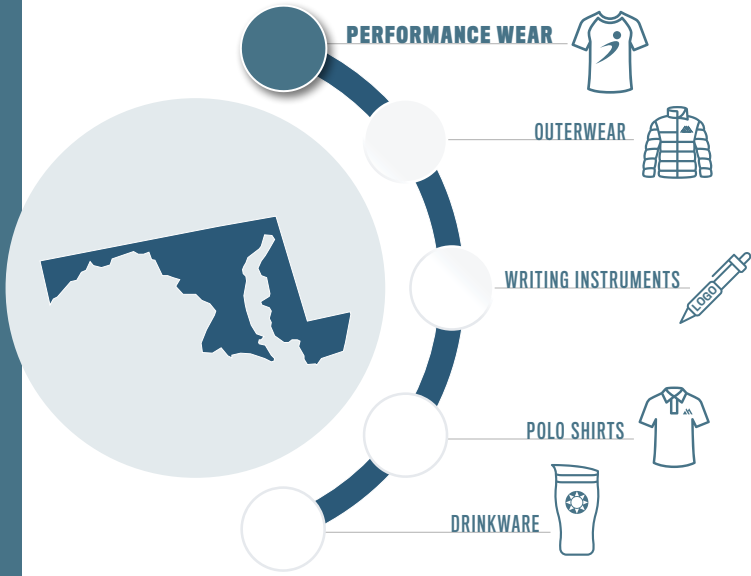
CALENDARS



PERFORMANCE WEAR



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF MARYLAND



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF MASSACHUSETTS



WRITING INSTRUMENTS



USB DRIVES



MOBILE POWER BANKS



T-SHIRTS



CALENDARS



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF MICHIGAN



BAGS



OUTERWEAR



WRITING INSTRUMENTS



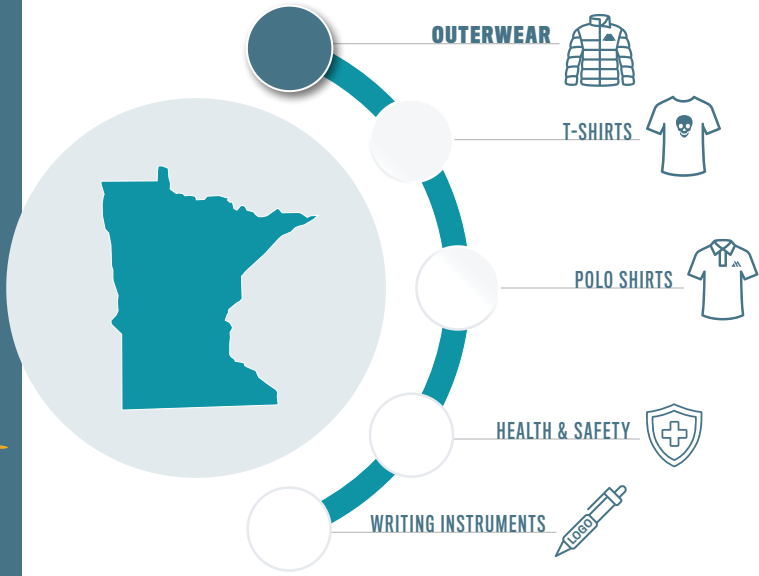
MASKS



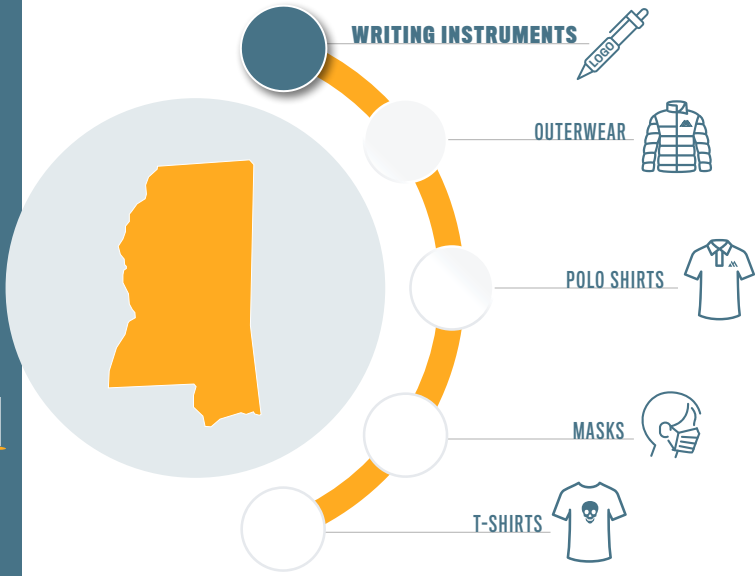
UMBRELLAS



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



PERFORMANCE WEAR



OUTERWEAR



POLO SHIRTS



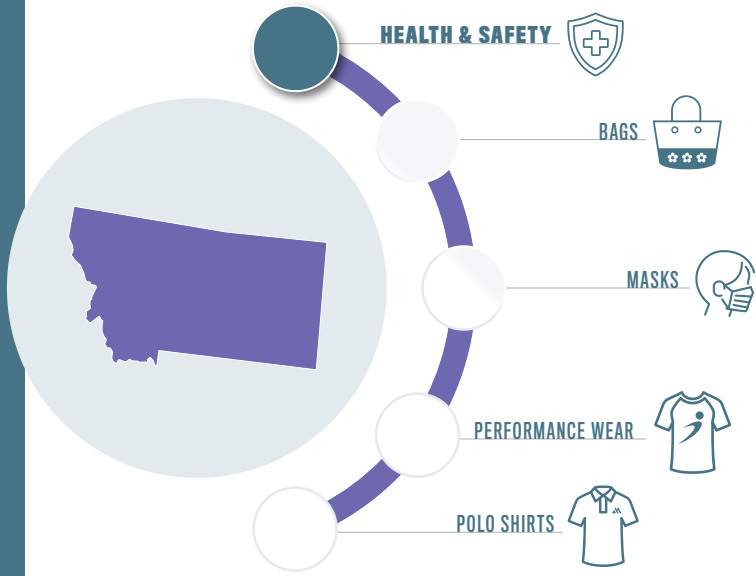
UMBRELLAS



WRITING INSTRUMENTS



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF MONTANA



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF NEBRASKA



HEALTH & SAFETY



UMBRELLAS



OUTERWEAR



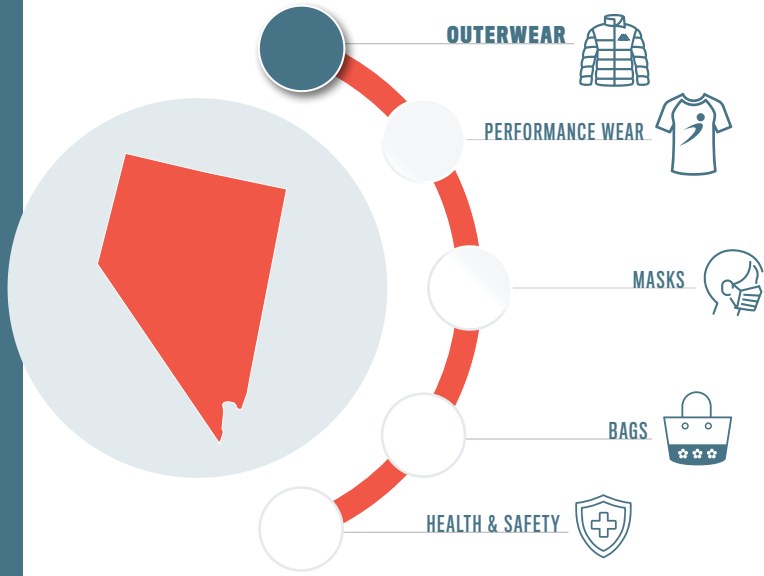
CAPS/HEADWEAR



MASKS



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF NEVADA



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF NEW HAMPSHIRE



OUTERWEAR



PERFORMANCE WEAR



T-SHIRTS



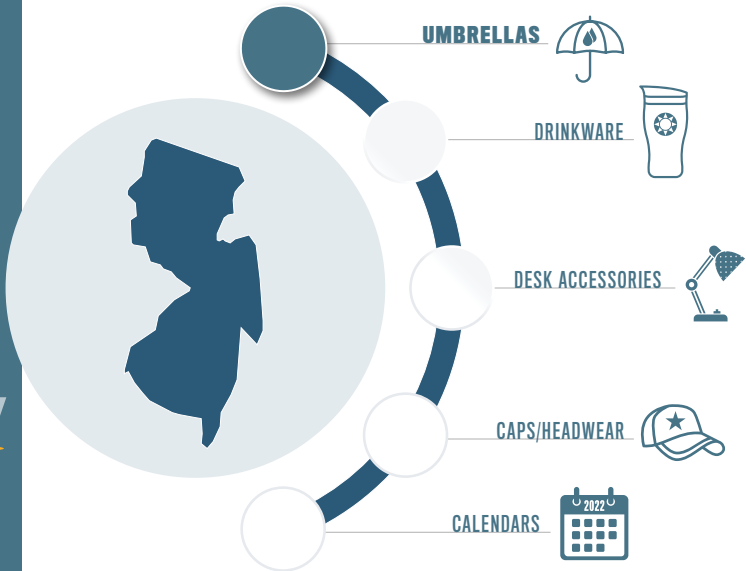
UMBRELLAS



DESK ACCESSORIES



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF NEW JERSEY



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF NEW MEXICO



POLO SHIRTS



MASKS



CALENDARS



WRITING INSTRUMENTS



HEALTH & SAFETY



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF NEW YORK



OUTERWEAR



MASKS



DRINKWARE



POLO SHIRTS



WRITING INSTRUMENTS



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF NORTH CAROLINA



OUTERWEAR



MASKS



POLO SHIRTS



UMBRELLAS



DRINKWARE



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF NORTH DAKOTA



OUTERWEAR



PERFORMANCE WEAR



MOBILE POWER BANKS



T-SHIRTS



UMBRELLAS



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF OHIO



OUTERWEAR



POLO SHIRTS



WRITING INSTRUMENTS



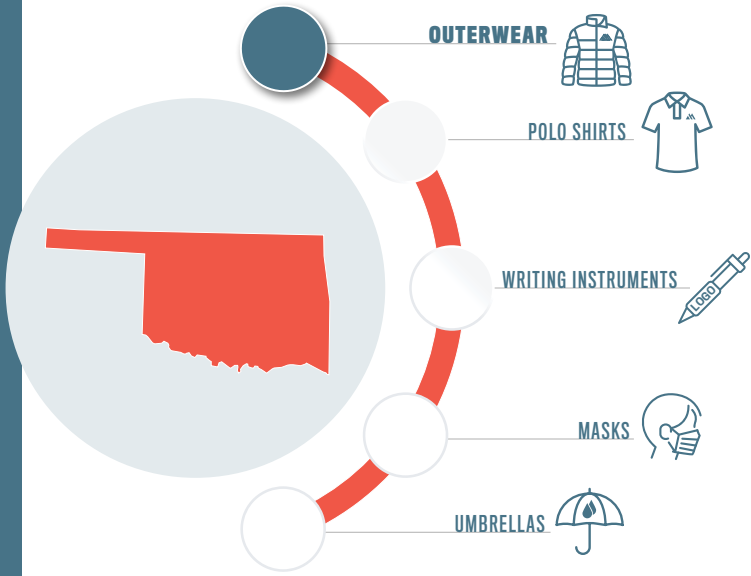
UMBRELLAS



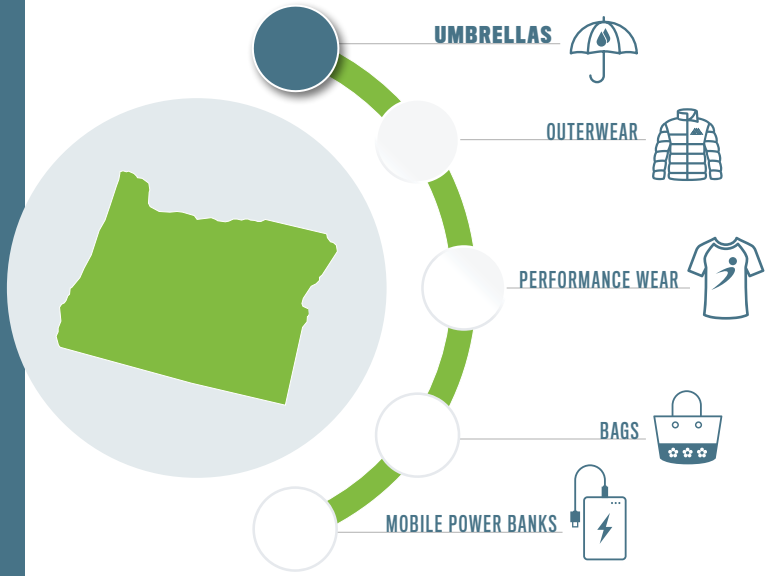
CALENDARS



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



OUTERWEAR



PERFORMANCE WEAR



CAPS/HEADWEAR



UMBRELLAS



T-SHIRTS



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF RHODE ISLAND



DRINKWARE



OUTERWEAR



CALENDARS



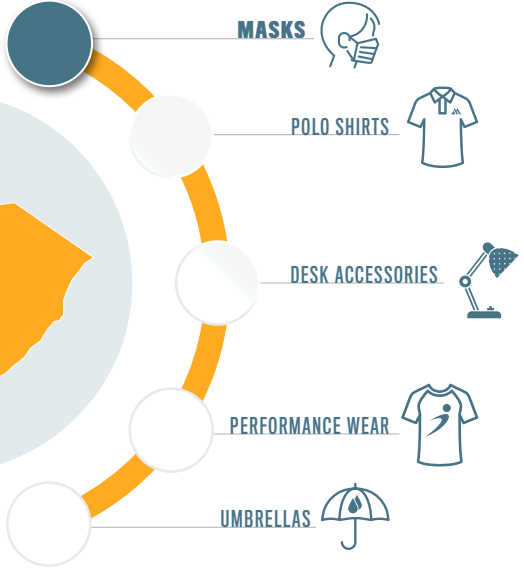
UMBRELLAS



BAGS



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF SOUTH CAROLINA



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF SOUTH DAKOTA



OUTERWEAR



PERFORMANCE WEAR



MASKS



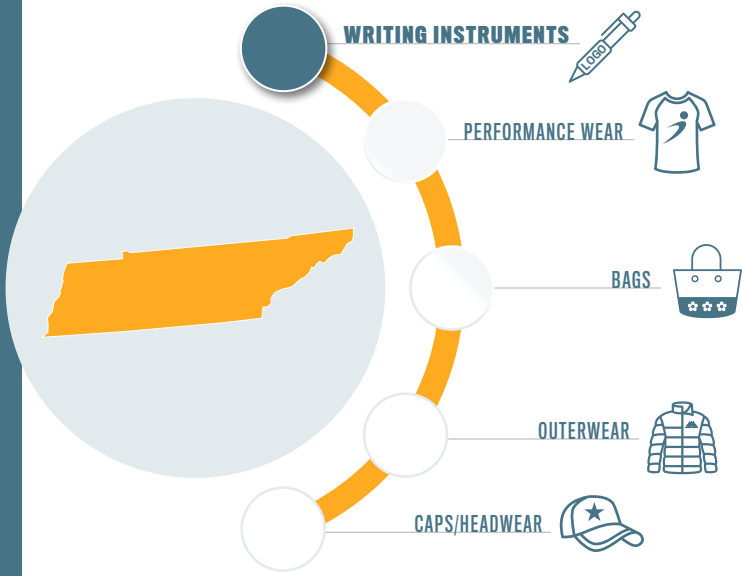
UMBRELLAS



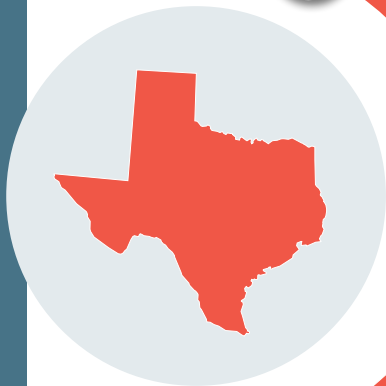
CAPS/HEADWEAR



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF TENNESSEE



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF TEXAS



PERFORMANCE WEAR



HEALTH & SAFETY



POLO SHIRTS



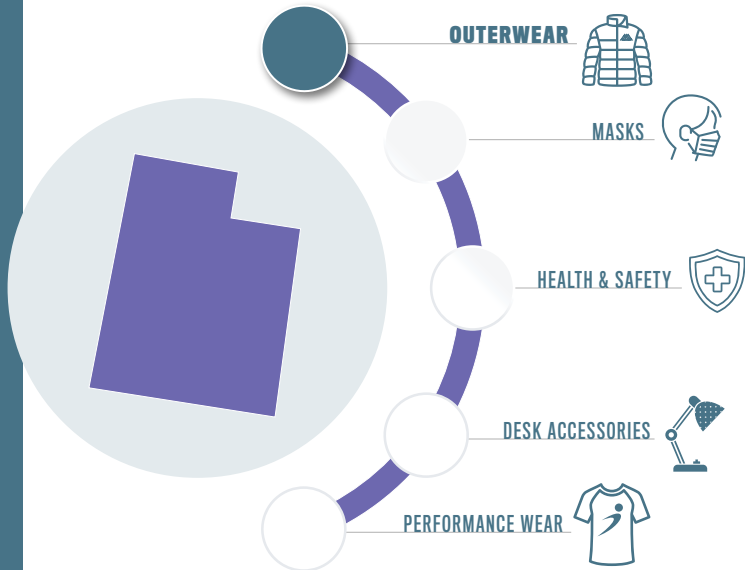
OUTERWEAR



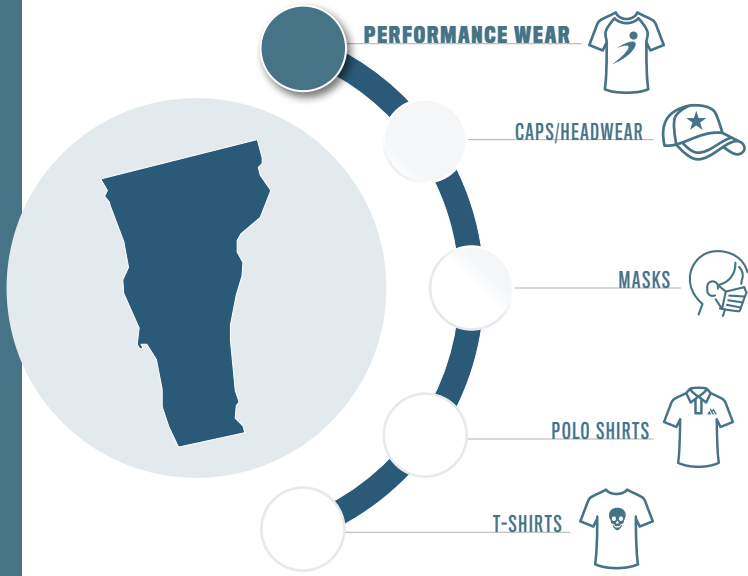
WRITING INSTRUMENTS



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



DRINKWARE



UMBRELLAS



PERFORMANCE WEAR



POLO SHIRTS



WRITING INSTRUMENTS



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF WASHINGTON



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF WEST VIRGINIA



OUTERWEAR



HEALTH & SAFETY



PERFORMANCE WEAR



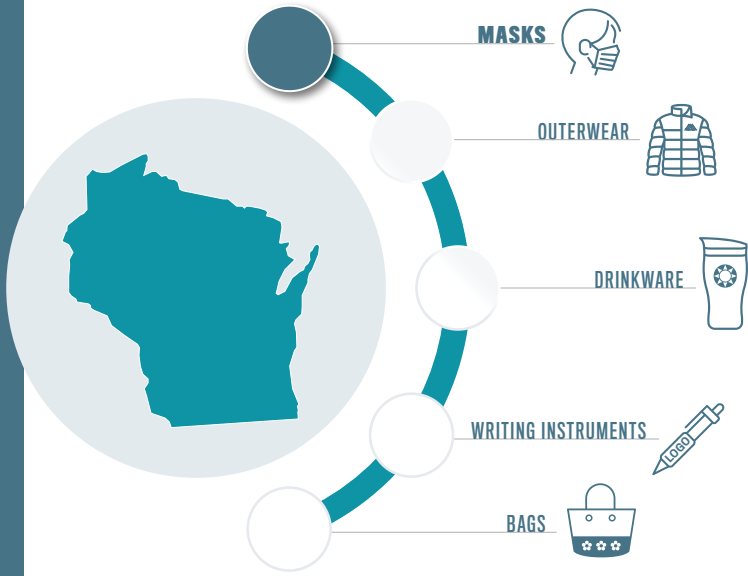
BAGS



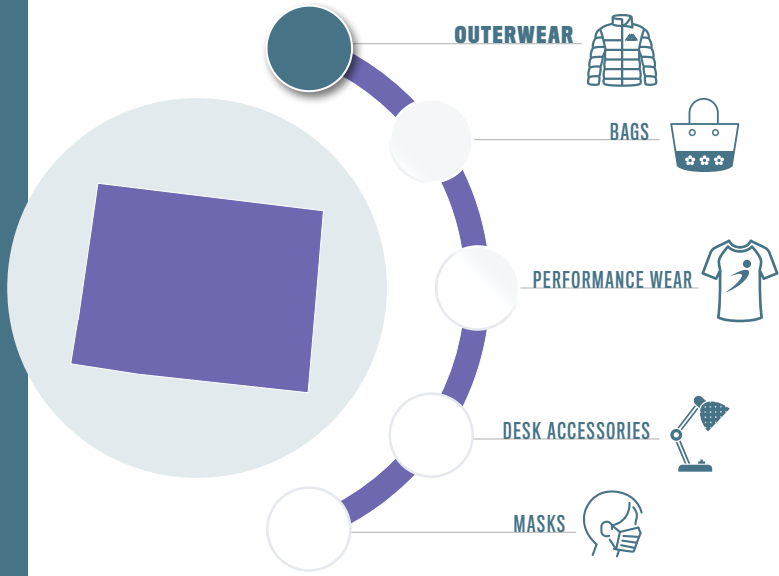
CALENDARS



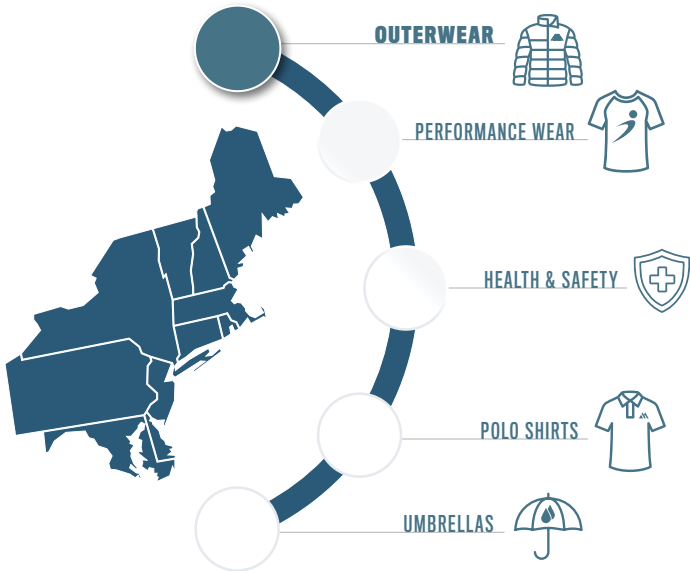
5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF WISCONSIN



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



OUTERWEAR



PERFORMANCE WEAR



HEALTH & SAFETY



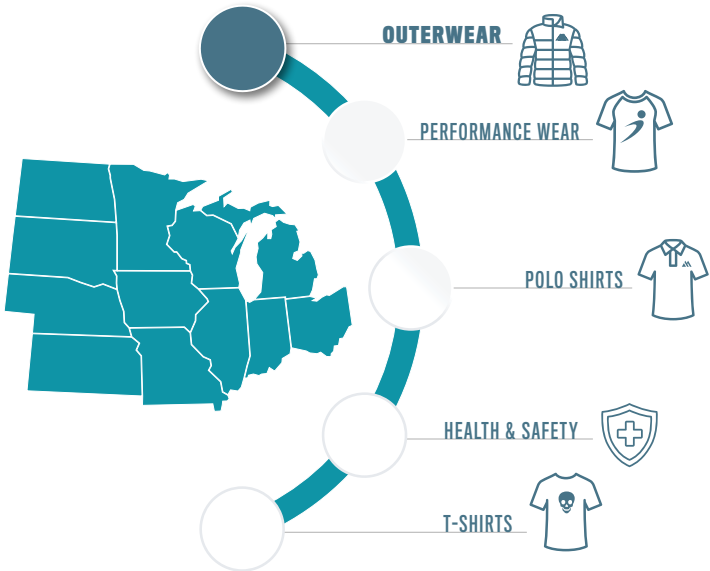
MASKS



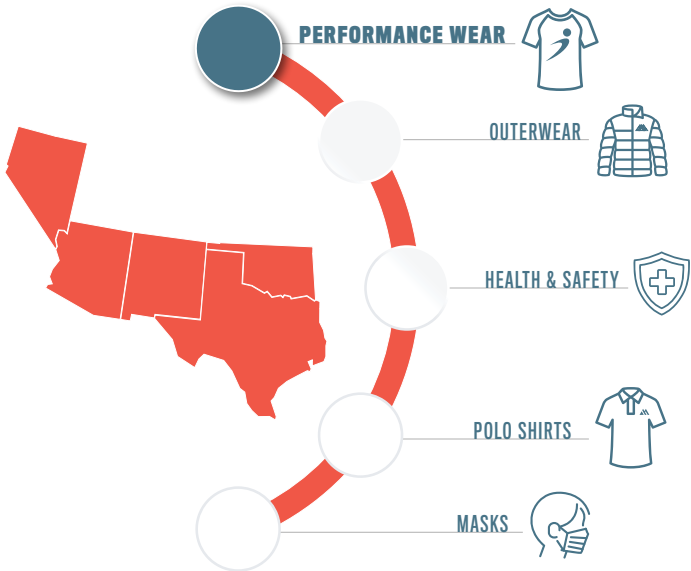
**T-SHIRTS/
POLO SHIRTS (TIE)**



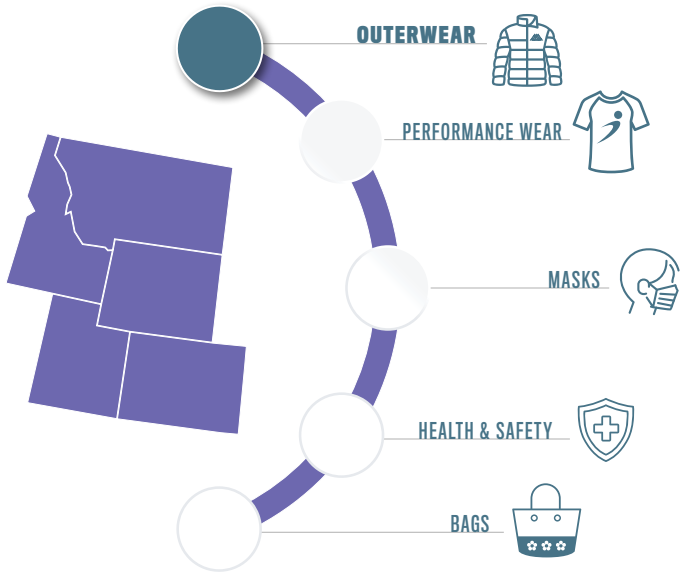
5 MOST INFLUENTIAL PROMO PRODUCTS FOR CONSUMERS IN THE MIDWEST



5 MOST INFLUENTIAL PROMO PRODUCTS FOR CONSUMERS IN THE SOUTHWEST



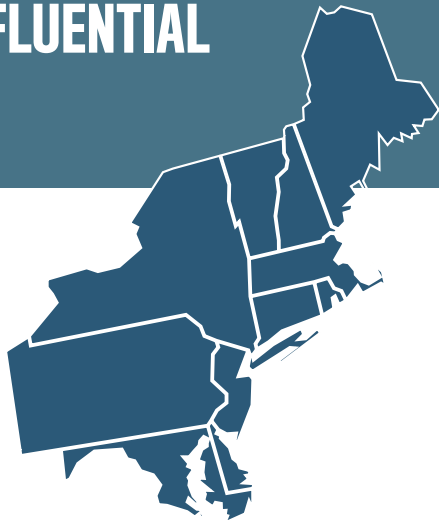
5 MOST INFLUENTIAL PROMO PRODUCTS FOR CONSUMERS IN THE MOUNTAIN REGION



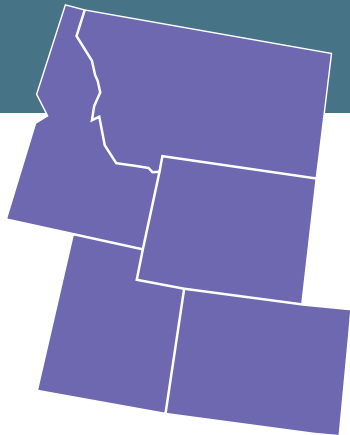
5 MOST INFLUENTIAL PROMO PRODUCTS FOR CONSUMERS IN THE PACIFIC REGION



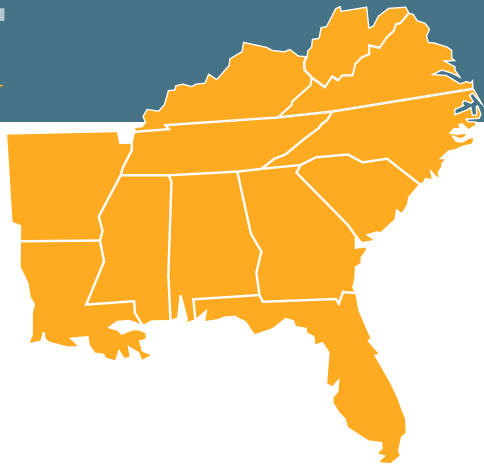
UMBRELLAS ARE MOST INFLUENTIAL IN THE NORTHEAST



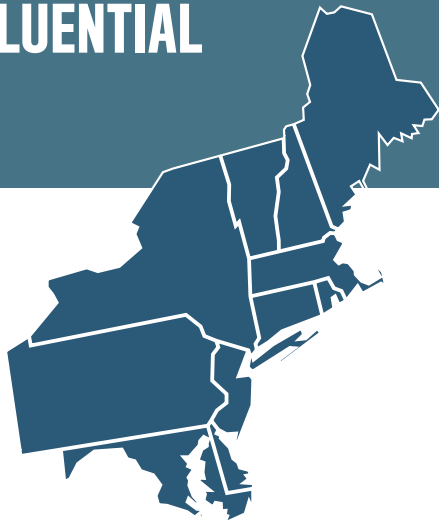
MASKS ARE MOST INFLUENTIAL IN THE MOUNTAIN REGION



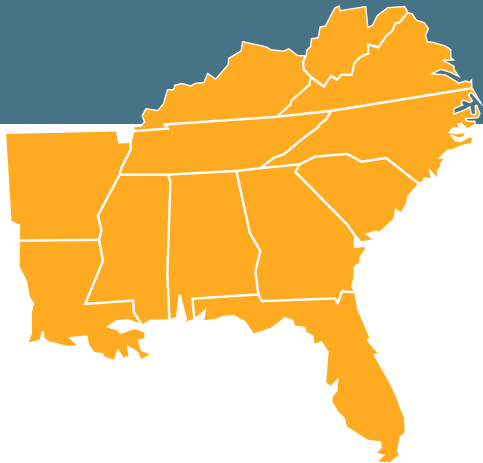
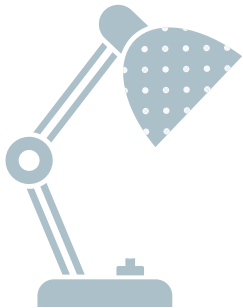
WRITING INSTRUMENTS ARE MOST INFLUENTIAL IN THE SOUTHEAST



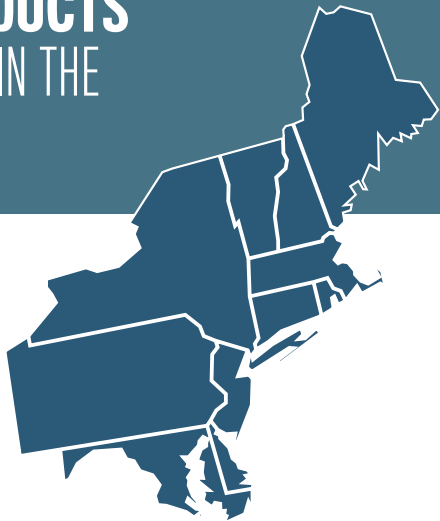
OUTERWEAR IS MOST INFLUENTIAL IN THE NORTHEAST



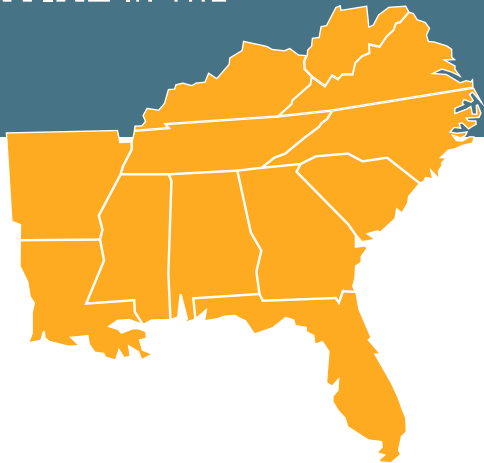
DESK ACCESSORIES ARE MOST INFLUENTIAL IN THE SOUTHEAST



HEALTH & SAFETY PRODUCTS ARE MOST INFLUENTIAL IN THE NORTHEAST



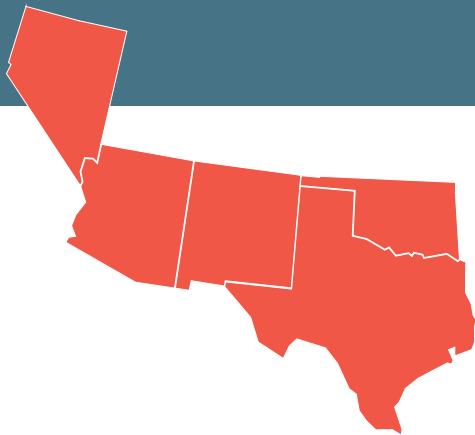
BAGS ARE MOST INFLUENTIAL IN THE SOUTHEAST



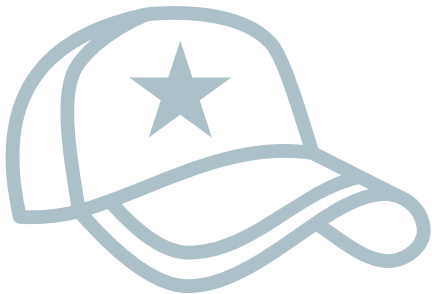
USB DRIVES ARE MOST INFLUENTIAL IN THE NORTHEAST



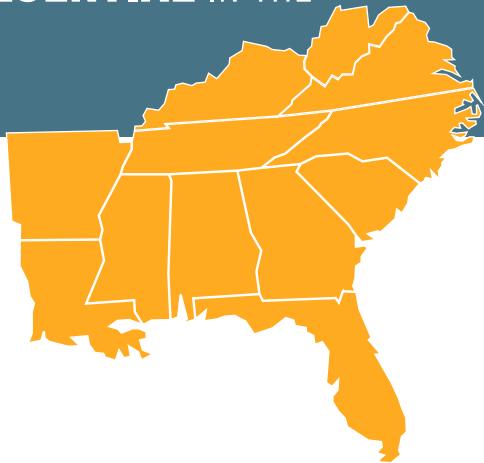
PERFORMANCE WEAR IS MOST INFLUENTIAL IN THE SOUTHWEST



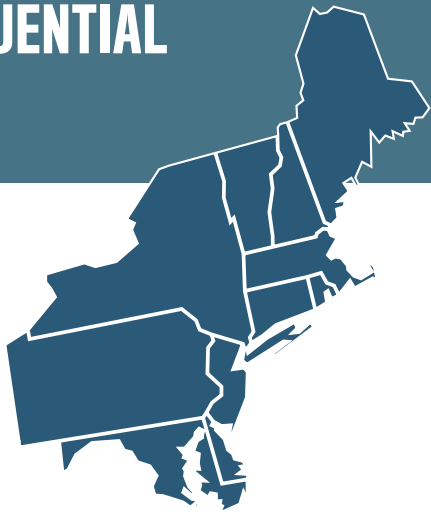
CAPS & HEADWEAR ARE MOST INFLUENTIAL IN THE NORTHEAST



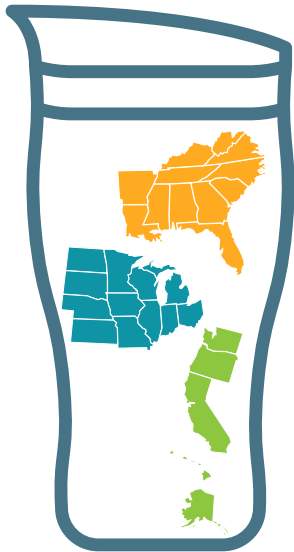
T-SHIRTS ARE MOST INFLUENTIAL IN THE SOUTHEAST



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**

