

# 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](https://asicentral.com/study).



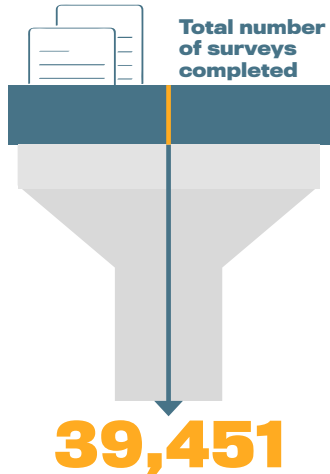
Advertising  
Specialty  
Institute®



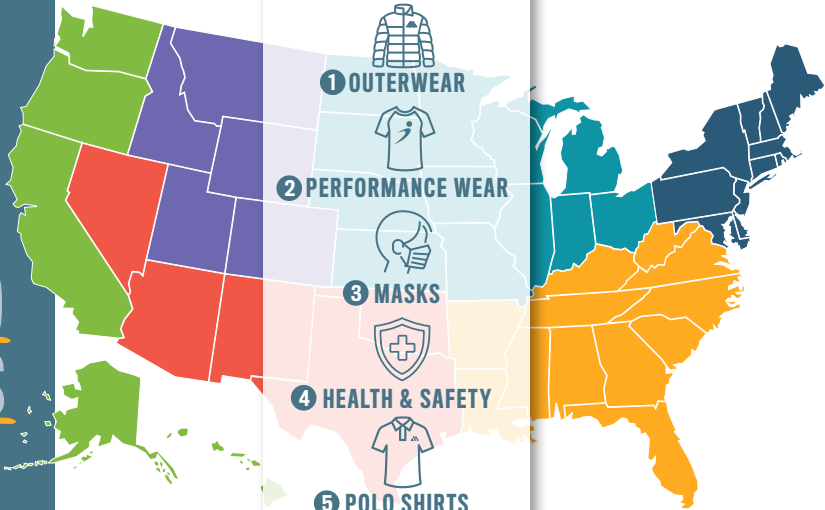
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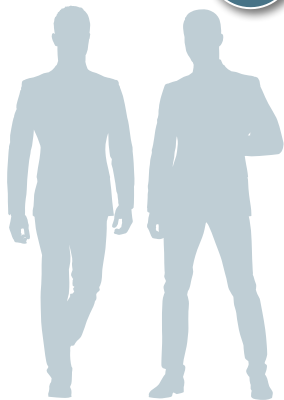
ASI's Ad Impressions Study measures which promotional products are most influential. In other words, which products, when given away or sold to a consumer, will influence them to do business with an advertiser.



# 5 MOST INFLUENTIAL PROMO PRODUCTS IN THE UNITED STATES



# 5 MOST INFLUENTIAL PROMO PRODUCTS AMONG MEN



1

OUTERWEAR



2

PERFORMANCE WEAR



3

POLO SHIRTS



4

MASKS

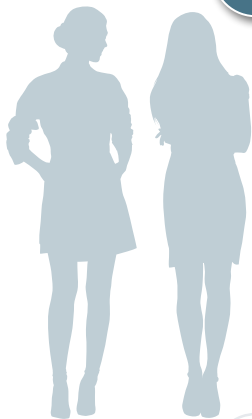


5

WRITING INSTRUMENTS



# 5 MOST INFLUENTIAL PROMO PRODUCTS AMONG WOMEN



1

OUTERWEAR



2

HEALTH & SAFETY



3

PERFORMANCE WEAR



4

BAGS



5

MASKS



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



1

OUTERWEAR



2

HEALTH & SAFETY



3

BAGS



4

PERFORMANCE WEAR



5

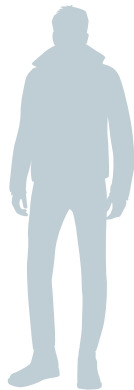
UMBRELLAS



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



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



1

OUTERWEAR



2

HEALTH & SAFETY



3

PERFORMANCE WEAR



4

POLO SHIRTS



5

BAGS





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



1

OUTERWEAR



2

PERFORMANCE WEAR



3

HEALTH & SAFETY



4

DRINKWARE

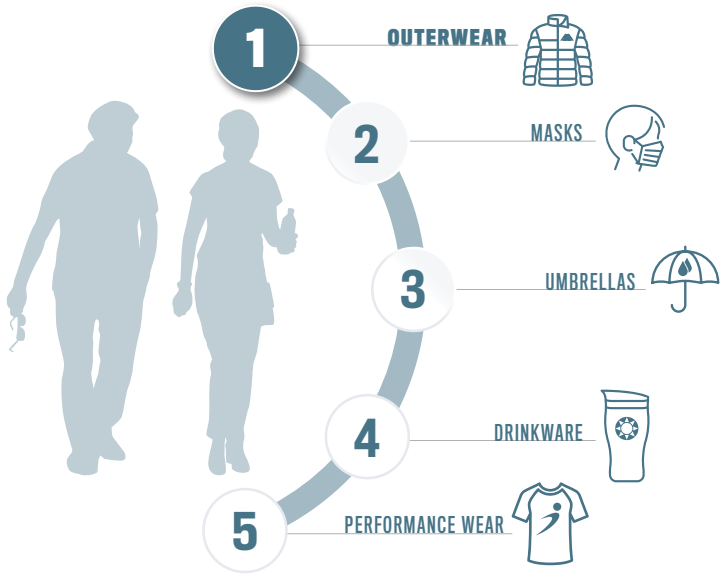


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MASKS



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



# 5 MOST INFLUENTIAL PROMO PRODUCTS AMONG CONSUMERS 65+ YEARS OLD



1

OUTERWEAR



2

MASKS



3

PERFORMANCE WEAR



4

UMBRELLAS



5

HEALTH & SAFETY



# 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



5

OUTERWEAR



# 5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF ARIZONA



1

HEALTH & SAFETY



2

USB DRIVES



3

DRINKWARE



4

CALENDARS



5

PERFORMANCE WEAR



# 5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF ARKANSAS



1

HEALTH & SAFETY



2

MOBILE POWER BANKS



3

OUTERWEAR



4

CAPS/HEADWEAR



5

MASKS

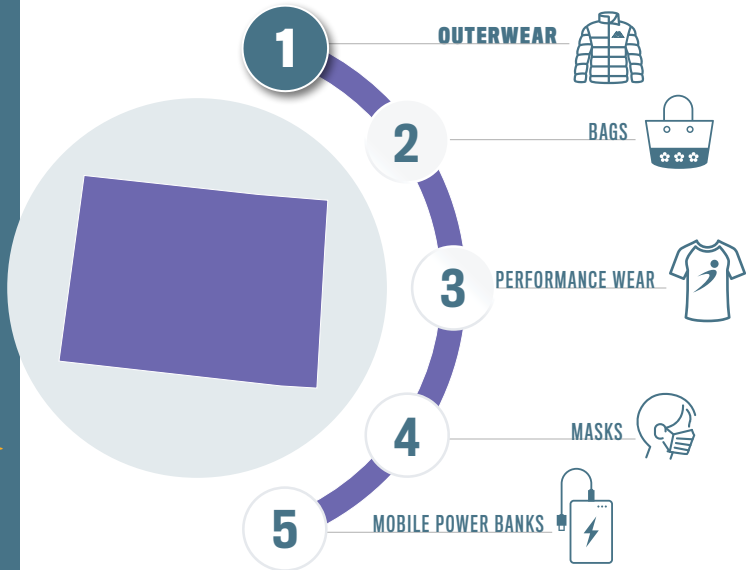


# 5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF CALIFORNIA





# 5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF COLORADO



# 5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF CONNECTICUT



1

OUTERWEAR



2

HEALTH & SAFETY



3

DRINKWARE



4

DESK ACCESSORIES



5

WRITING INSTRUMENTS



# 5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF DELAWARE



1

POLO SHIRTS



2

OUTERWEAR



3

DESK ACCESSORIES



4

HEALTH & SAFETY



5

UMBRELLAS



# 5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF DISTRICT OF COLUMBIA



# 5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF FLORIDA



1

OUTERWEAR



2

DRINKWARE



3

PERFORMANCE WEAR



4

BAGS



5

WRITING INSTRUMENTS



# 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



1

MASKS



2

PERFORMANCE WEAR



3

WRITING INSTRUMENTS



4

HEALTH & SAFETY



5

USB DRIVES





# 5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF ILLINOIS



1

OUTERWEAR



2

T-SHIRTS



3

DRINKWARE



4

PERFORMANCE WEAR



5

WRITING INSTRUMENTS



# 5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF INDIANA



1

OUTERWEAR



2

T-SHIRTS



3

BAGS



4

DESK ACCESSORIES



5

MASKS



# 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



1

OUTERWEAR



2

DESK ACCESSORIES



3

HEALTH & SAFETY



4

WRITING INSTRUMENTS



5

UMBRELLAS



# 5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF MAINE



1

T-SHIRTS



2

WRITING INSTRUMENTS



3

UMBRELLAS



4

CALENDARS



5

PERFORMANCE WEAR



# 5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF MARYLAND



1

PERFORMANCE WEAR



2

OUTERWEAR



3

WRITING INSTRUMENTS



4

POLO SHIRTS



5

DRINKWARE





# 5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF MASSACHUSETTS



1

WRITING INSTRUMENTS



2

USB DRIVES



3

MOBILE POWER BANKS



4

T-SHIRTS



5

CALENDARS



# 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



1

OUTERWEAR



2

T-SHIRTS



3

POLO SHIRTS



4

HEALTH & SAFETY



5

WRITING INSTRUMENTS



# 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



1

OUTERWEAR



2

PERFORMANCE WEAR



3

T-SHIRTS



4

UMBRELLAS



5

DESK ACCESSORIES



# 5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF NEW JERSEY



1

UMBRELLAS



2

DRINKWARE



3

DESK ACCESSORIES



4

CAPS/HEADWEAR



5

CALENDARS



# 5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF NEW MEXICO



1

POLO SHIRTS



2

MASKS



3

CALENDARS



4

WRITING INSTRUMENTS



5

HEALTH & SAFETY



# 5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF NEW YORK



1

OUTERWEAR



2

MASKS



3

DRINKWARE



4

POLO SHIRTS

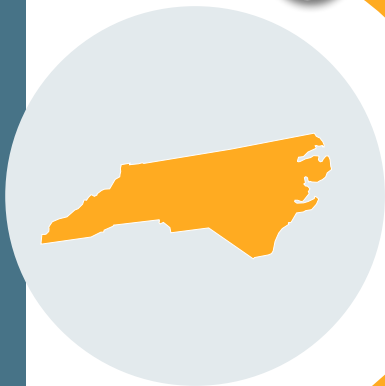


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WRITING INSTRUMENTS



# 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



1

OUTERWEAR



2

PERFORMANCE WEAR



3

MOBILE POWER BANKS



4

T-SHIRTS



5

UMBRELLAS



# 5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF OHIO



1

OUTERWEAR



2

POLO SHIRTS



3

WRITING INSTRUMENTS



4

UMBRELLAS

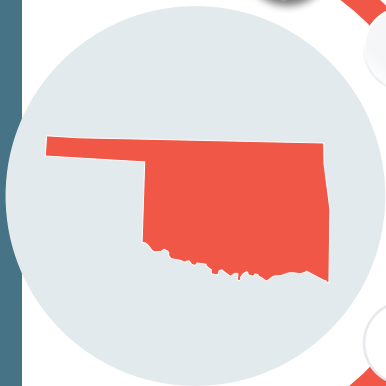


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CALENDARS



# 5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF OKLAHOMA



1

OUTERWEAR



2

POLO SHIRTS



3

WRITING INSTRUMENTS



4

MASKS



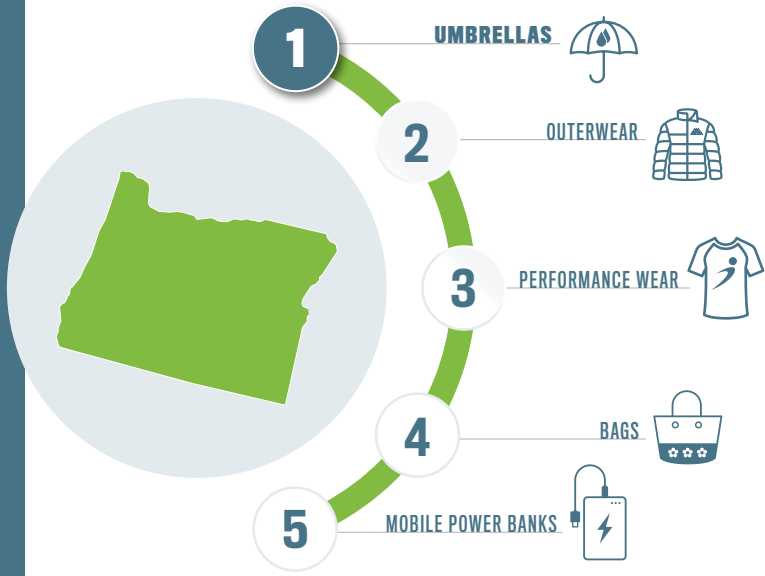
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UMBRELLAS





# 5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF OREGON



# 5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF PENNSYLVANIA



1

OUTERWEAR



2

PERFORMANCE WEAR



3

CAPS/HEADWEAR



4

UMBRELLAS



5

T-SHIRTS



# 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



1

MASKS



2

POLO SHIRTS



3

DESK ACCESSORIES



4

PERFORMANCE WEAR



5

UMBRELLAS



# 5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF SOUTH DAKOTA



1

OUTERWEAR



2

PERFORMANCE WEAR



3

MASKS



4

UMBRELLAS



5

CAPS/HEADWEAR



# 5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF TENNESSEE



1

WRITING INSTRUMENTS



2

PERFORMANCE WEAR



3

BAGS



4

OUTERWEAR

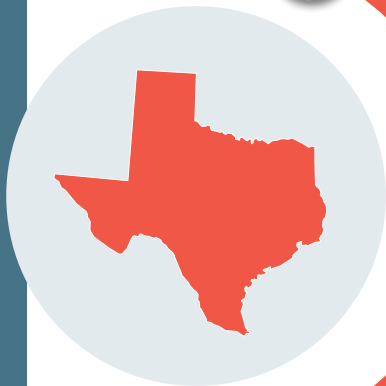


5

CAPS/HEADWEAR



# 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



1

OUTERWEAR



2

MASKS



3

HEALTH & SAFETY



4

DESK ACCESSORIES



5

PERFORMANCE WEAR





# 5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF VERMONT



1

PERFORMANCE WEAR



2

CAPS/HEADWEAR



3

MASKS



4

POLO SHIRTS



5

T-SHIRTS



# 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



1

PERFORMANCE WEAR



2

OUTERWEAR



3

WRITING INSTRUMENTS



4

DRINKWARE



5

HEALTH & SAFETY



# 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



1

OUTERWEAR



2

BAGS



3

PERFORMANCE WEAR



4

DESK ACCESSORIES

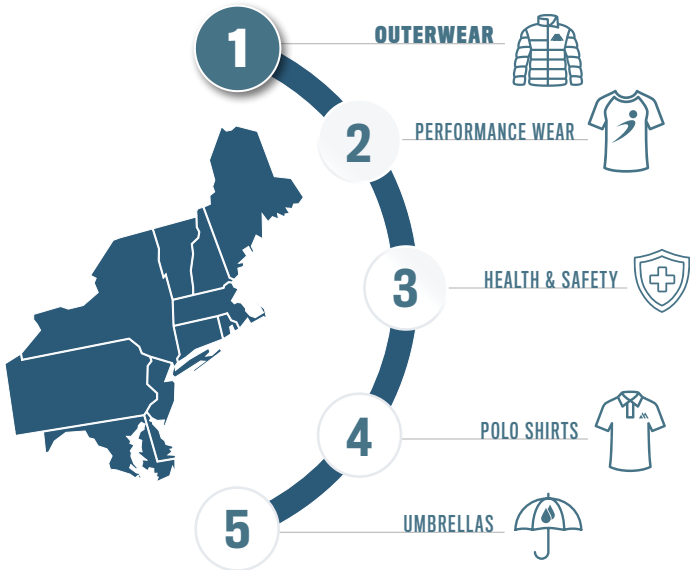


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MASKS



# 5 MOST INFLUENTIAL PROMO PRODUCTS FOR CONSUMERS IN THE NORTHEAST

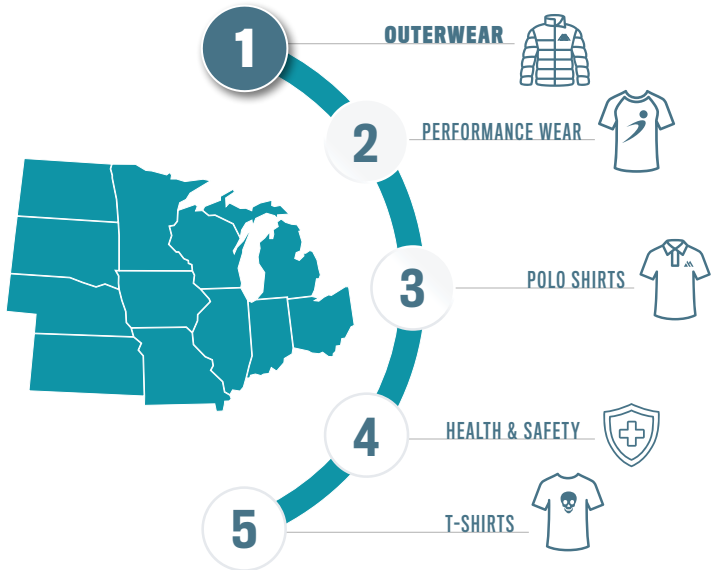


# 5 MOST INFLUENTIAL PROMO PRODUCTS FOR CONSUMERS IN THE SOUTHEAST

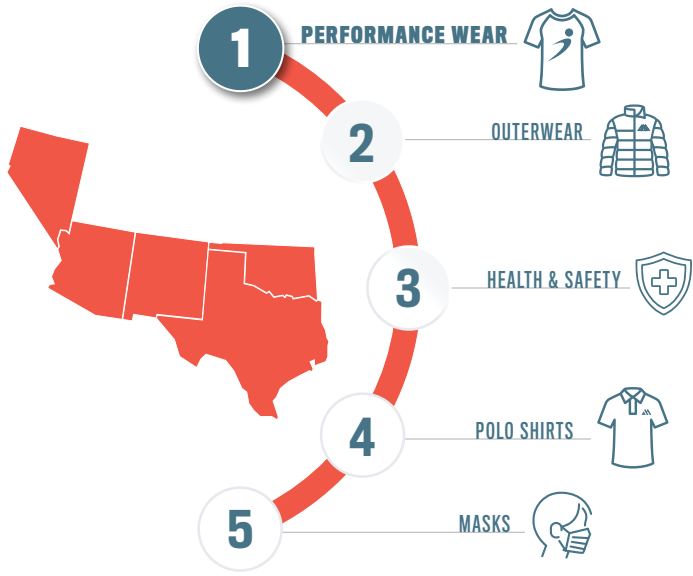




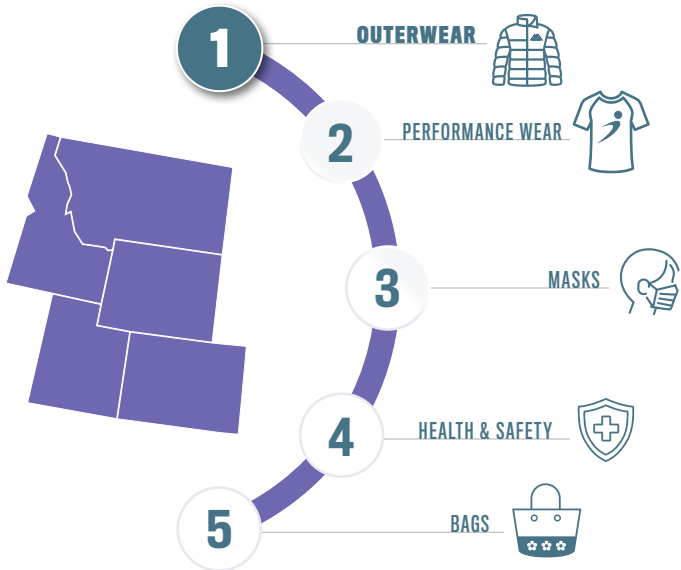
# 5 MOST INFLUENTIAL PROMO PRODUCTS FOR CONSUMERS IN THE MIDWEST



# 5 MOST INFLUENTIAL PROMO PRODUCTS FOR CONSUMERS IN THE SOUTHWEST



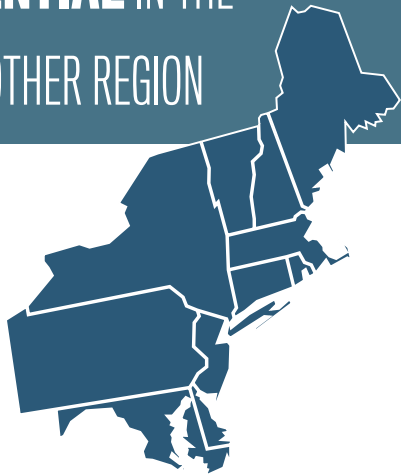
# 5 MOST INFLUENTIAL PROMO PRODUCTS FOR CONSUMERS IN THE MOUNTAIN REGION



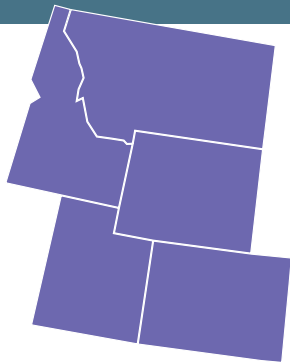
# 5 MOST INFLUENTIAL PROMO PRODUCTS FOR CONSUMERS IN THE PACIFIC REGION



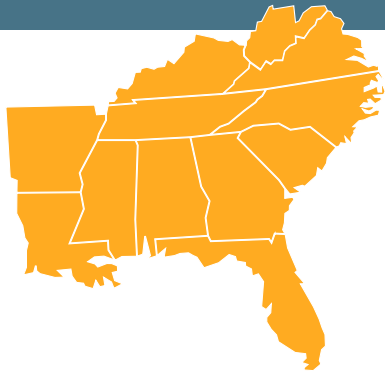
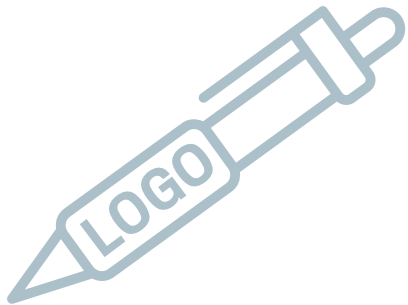
**UMBRELLAS ARE MORE INFLUENTIAL IN THE  
NORTHEAST** THAN ANY OTHER REGION



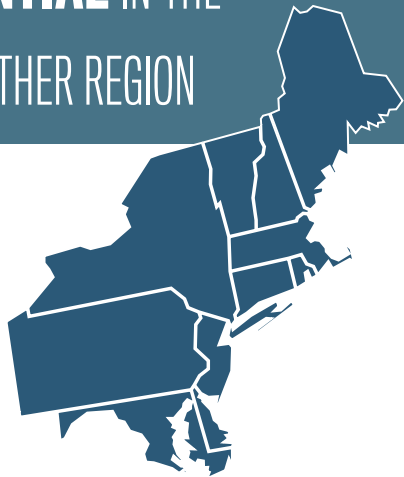
# MASKS ARE MORE INFLUENTIAL IN THE MOUNTAIN REGION THAN **ANY** OTHER REGION



WRITING INSTRUMENTS ARE MORE INFLUENTIAL  
IN THE SOUTHEAST THAN ANY OTHER REGION

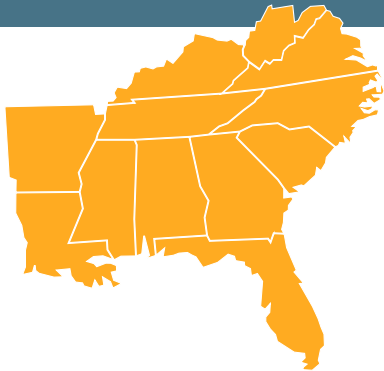
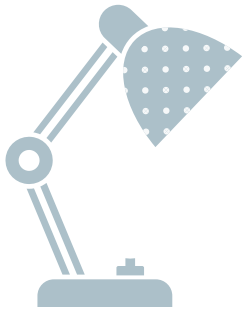


# OUTERWEAR IS MORE INFLUENTIAL IN THE NORTHEAST THAN ANY OTHER REGION

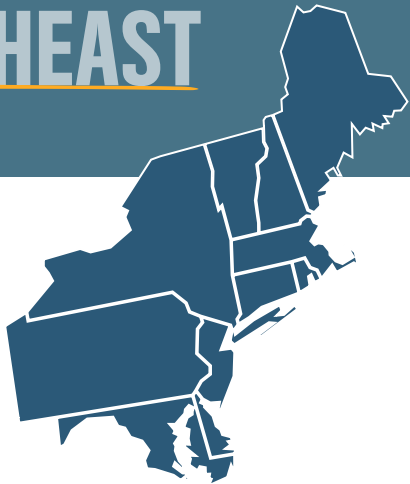




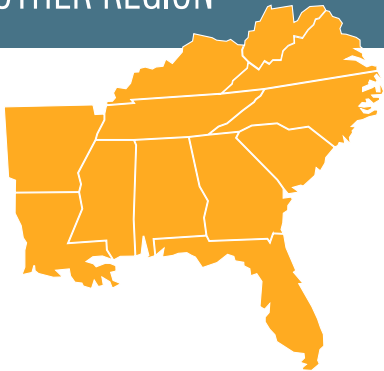
# DESK ACCESSORIES ARE MORE INFLUENTIAL IN THE SOUTHEAST THAN ANY OTHER REGION



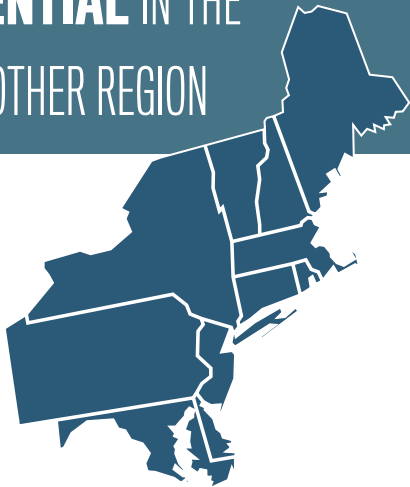
HEALTH & SAFETY PRODUCTS ARE MORE  
INFLUENTIAL IN THE NORTHEAST  
THAN ANY OTHER REGION



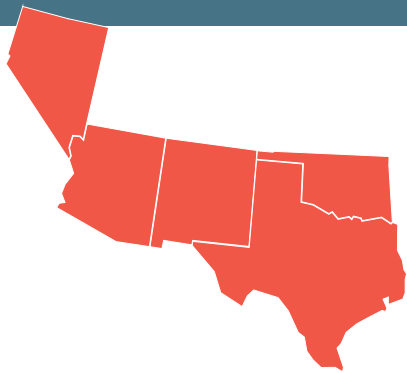
# BAGS ARE MORE INFLUENTIAL IN THE SOUTHEAST THAN ANY OTHER REGION



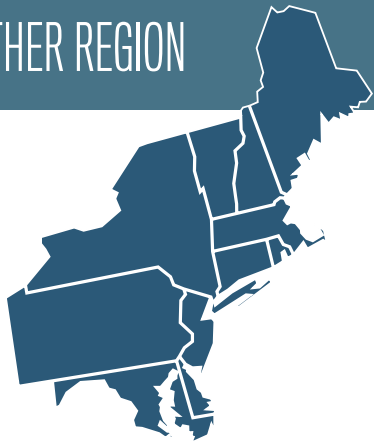
# USB DRIVES ARE MORE INFLUENTIAL IN THE NORTHEAST THAN ANY OTHER REGION



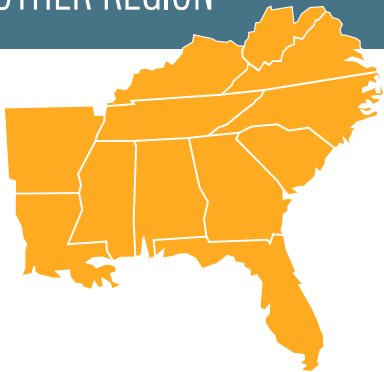
# PERFORMANCE WEAR IS MORE INFLUENTIAL IN THE SOUTHWEST THAN ANY OTHER REGION



**CAPS & HEADWEAR ARE MORE INFLUENTIAL IN THE**  
**NORTHEAST THAN ANY OTHER REGION**



# T-SHIRTS ARE MORE INFLUENTIAL IN THE SOUTHEAST THAN ANY OTHER REGION

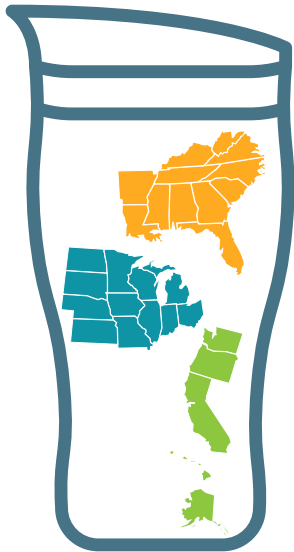


# CALENDARS ARE MORE INFLUENTIAL IN THE NORTHEAST THAN ANY OTHER REGION





**DRINKWARE IS  
MORE INFLUENTIAL** IN THE  
**SOUTHEAST,**  
**MIDWEST** AND  
**PACIFIC**  
THAN **ANY** OTHER REGION



**POLO SHIRTS ARE  
MORE INFLUENTIAL** IN THE  
**SOUTHEAST** AND  
**SOUTHWEST**  
THAN **ANY** OTHER REGION

