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.
## Sections of the Ad Impressions Study

<table>
<thead>
<tr>
<th>Section</th>
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<tr>
<td>Advertising Preferences</td>
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<td>Impact on Business</td>
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<td>Most Influential Products</td>
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Findings based on data collected over a 12-month period from Q4 2021 through Q4 2022.

2023 Ad Impressions Study
Advertising Preferences
PROMO PRODUCTS ARE U.S. CONSUMERS’ FAVORITE FORM OF ADVERTISING!

RANK OF ADVERTISING PREFERENCE

1. Promotional Products

2. Radio
3. Newspaper
4. Television
5. Magazine
6. Mobile
7. Internet

2023 Ad Impressions Study
Men and women have their differences, but they can agree on this: **Promo Products** are everyone’s favorite form of advertising!

**MEN**  
1. Promotional Products  
2. Radio advertising  
3. Newspaper advertising  
4. Magazine advertising  
5. Mobile advertising  
6. Television advertising  
7. Internet advertising

**WOMEN**  
1. Promotional Products  
2. Radio advertising  
3. Newspaper advertising  
4. Television advertising  
5. Magazine advertising  
6. Mobile advertising  
7. Internet advertising

2023 Ad Impressions Study
1. PROMOTIONAL PRODUCTS

2. Radio advertising

3. Newspaper advertising

4. Magazine advertising

5. Mobile advertising

6. Television advertising

7. Internet advertising
1. PROMOTIONAL PRODUCTS

2. Radio advertising

3. Newspaper advertising

4. Television advertising

5. Magazine advertising

6. Mobile advertising

7. Internet advertising
Whether you're young or just young at heart, it's unanimous: Promo is everyone's favorite form of advertising!

RANK OF ADVERTISING PREFERENCE

18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+

1. PROMOTIONAL PRODUCTS

1. Phone
2. Radio
3. Television
4. Newspaper
5. Computer
6. Newsletter
7. Online

2023 Ad Impressions Study
Consumers who are between 18-24 prefer **Promo Products** over all other forms of advertising!

**RANK OF ADVERTISING PREFERENCE**

1. **PROMOTIONAL PRODUCTS**
   - 2. Mobile advertising
   - 3. Radio advertising
   - 4. Newspaper advertising
   - 5. Magazine advertising
   - 6. Television advertising
   - 7. Internet advertising
Consumers who are between 25-34 prefer **Promo Products** over all other forms of advertising!

**RANK OF ADVERTISING PREFERENCE**

1. **PROMOTIONAL PRODUCTS**
   - 2. Radio advertising
   - 3. Television advertising
   - 4. Internet advertising
   - 5. Mobile advertising
   - 6. Magazine advertising
   - 7. Newspaper advertising
Consumers who are between 35-44 prefer **Promo Products** over all other forms of advertising!

**RANK OF ADVERTISING PREFERENCE**

1. **PROMOTIONAL PRODUCTS**
2. Radio advertising
3. Newspaper advertising
4. Internet advertising
5. Magazine advertising
6. Mobile advertising
7. Television advertising
Consumers who are between 45-54 prefer **Promo Products** over all other forms of advertising!

**RANK OF ADVERTISING PREFERENCE**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Form of Advertising</th>
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<tr>
<td>1</td>
<td>Promotional Products</td>
</tr>
<tr>
<td>2</td>
<td>Radio advertising</td>
</tr>
<tr>
<td>3</td>
<td>Newspaper advertising</td>
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<tr>
<td>4</td>
<td>Television advertising</td>
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<tr>
<td>5</td>
<td>Mobile advertising</td>
</tr>
<tr>
<td>6</td>
<td>Magazine advertising</td>
</tr>
<tr>
<td>7</td>
<td>Internet advertising</td>
</tr>
</tbody>
</table>

2023 Ad Impressions Study
Consumers who are between 55-64 prefer Promo Products over all other forms of advertising!

RANK OF ADVERTISING PREFERENCE

1. PROMOTIONAL PRODUCTS

2. Radio advertising

3. Newspaper advertising

4. Television advertising

5. Magazine advertising

6. Mobile advertising

7. Internet advertising
Consumers who are 65+ prefer **Promo Products** over all other forms of advertising!

**RANK OF ADVERTISING PREFERENCE**

1. **Promotional Products**
2. Radio advertising
3. Newspaper advertising
4. Magazine advertising
5. Mobile advertising
6. Internet advertising
7. Television advertising
Consumers in the East, West, South and Midwest all prefer Promo Products over all other forms of advertising!
Consumers in the **Midwest** prefer **Promo Products** over all other forms of advertising!

**RANK OF ADVERTISING PREFERENCE**

1. **PROMOTIONAL PRODUCTS**
2. Radio advertising
3. Newspaper advertising
4. Magazine advertising
5. Mobile advertising
6. Internet advertising
7. Television advertising

2023 Ad Impressions Study
Consumers in the **Northeast** prefer **Promo Products** over all other forms of advertising!

**RANK OF ADVERTISING PREFERENCE**

1. **PROMOTIONAL PRODUCTS**

2. Radio advertising

3. Newspaper advertising

4. Magazine advertising

5. Television advertising

6. Internet advertising

7. Mobile advertising

---

2023 Ad Impressions Study
Consumers in the South prefer **Promo Products** over all other forms of advertising!

**RANK OF ADVERTISING PREFERENCE**

1. **PROMOTIONAL PRODUCTS**
2. Radio advertising
3. Newspaper advertising
4. Television advertising
5. Internet advertising
6. Mobile advertising
7. Magazine advertising

2023 Ad Impressions Study
Consumers in the **West** prefer **Promo Products** over all other forms of advertising!

### RANK OF ADVERTISING PREFERENCE

1. PROMOTIONAL PRODUCTS

2. Radio advertising

3. Newspaper advertising

4. Mobile advertising

5. Magazine advertising

6. Television advertising

7. Internet advertising

---

2023 Ad Impressions Study
Made in the USA
54% of consumers would feel more favorable about the advertiser who gave them a promo product if it was Made in the USA.
Made in the USA

Over half of men and women would feel more **favorable** about the advertiser who gave them a **promo product** that was **Made in the USA**

<table>
<thead>
<tr>
<th></th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>Favorable</td>
<td>52%</td>
<td>56%</td>
</tr>
</tbody>
</table>
More than half of women would feel more favorable about the advertiser who gave them a promo product if it was Made in the USA.
More than half of men would feel more favorable about the advertiser who gave them a promo product if it was Made in the USA.
Four in 10 consumers ages 18-24 would feel more favorable about the advertiser if the promo product was Made in the USA.
More than a third of consumers ages 25-34 would feel more favorable about the advertiser if the promo product was Made in the USA.
Nearly half of consumers ages 35-44 would feel more favorable about the advertiser if the promo product was Made in the USA.
Half of consumers ages 45-54 would feel more favorable about the advertiser if the promo product was Made in the USA.
Six in 10 consumers ages 55-64 would feel more favorable about the advertiser if the promo product was Made in the USA.
Two-thirds of consumers ages 65+ would feel more favorable about the advertiser if the promo product was Made in the USA.
55% of consumers in the Midwest would feel more favorable about the advertiser if the promo product was Made in the USA.
52% of consumers in the **Northeast** would feel more **favorable** about the advertiser if the **promo product** was Made in the USA.
55% of consumers in the South would feel more favorable about the advertiser if the promo product was Made in the USA.
53% of consumers in the **West** would feel more **favorable** about the advertiser if the **promo product** was **Made in the USA**.

2023 Ad Impressions Study
Environmentally Friendly
46% of consumers would feel more favorable about the advertiser who gave them a promo product if it was Environmentally Friendly.
Nearly half of women and men would feel more favorable about the advertiser who gave them a promo product that is Environmentally Friendly.
Half of women would feel more favorable about the advertiser who gave them a promo product if it was Environmentally Friendly.
Four in 10 men would feel more favorable about the advertiser who gave them a **promo product** if it was Environmentally Friendly.
Nearly half of consumers ages 18-24 would feel more favorable about the advertiser if the promo product was Environmentally Friendly.
Four in 10 consumers ages 25-34 would feel more favorable about the advertiser if the promo product was Environmentally Friendly.
Four in 10 consumers ages 35-44 would feel more favorable about the advertiser if the promo product was Environmentally Friendly.
Nearly half of consumers ages 45-54 would feel more favorable about the advertiser if the promo product was Environmentally Friendly.
Half of consumers ages 55-64 would feel more favorable about the advertiser if the promo product was Environmentally Friendly.
Half of consumers ages 65+ would feel more favorable about the advertiser if the promo product was Environmentally Friendly.
50% of consumers in the Midwest would feel more favorable about the advertiser if a promo product was Environmentally Friendly.
38% of consumers in the Northeast would feel more favorable about the advertiser if a promo product was Environmentally Friendly.
49% of consumers in the South would feel more favorable about the advertiser if a promo product was Environmentally Friendly.
45% of consumers in the West would feel more favorable about the advertiser if a promo product was Environmentally Friendly.
Longevity
61% of consumers would keep and wear promo outerwear for 2 years or longer!
63% of consumers would keep and use promo drinkware for 1 year or longer!
62% of consumers would keep and use a promo calendar for 1 year or longer!
54% of consumers would keep and use a promo umbrella for 2 years or longer!
62% of consumers would keep and wear a promo polo for 1 year or longer!
51% of consumers would keep and use a promo power bank for 2 years or longer!
47% of consumers would keep and wear a promo T-shirt for 2 years or longer!

2023 Ad Impressions Study
59% of consumers would keep and wear promo performance apparel for 1 year or longer!
58% of consumers would keep and use promo desk accessories for 1 year or longer!
43% of consumers would keep and use a promo bag for 2 years or longer!
56% of consumers would keep and wear a promo cap for 1 year or longer!
44% of consumers would keep and use a promo USB drive for 2 years or longer!
52% of consumers would keep and use a promo writing instrument for 1 year or longer!
36% of consumers would keep and use a promo health item for 1 year or longer!
Number of Impressions
Promo products rack up thousands upon thousands of impressions!
Writing Instruments generate 2,436 impressions over their lifetime!
Drinkware generates 3,162 impressions over its lifetime!

2023 Ad Impressions Study
Umbrellas generate 1,760 impressions over their lifetime!
Health Products generate 640 impressions over their lifetime!
Performance Wear generates 2,336 impressions over its lifetime!
Headwear generates 3,380 impressions over its lifetime!

2023 Ad Impressions Study
Power Banks generate 870 impressions over their lifetime!
Bags generate 1,940 impressions over their lifetime!

2023 Ad Impressions Study
Outerwear/fleece generates 7,856 impressions over its lifetime!

2023 Ad Impressions Study
Polo shirts generate 2,106 impressions over their lifetime!
T-shirts generate 5,053 impressions over their lifetime!
USB Drives generate 851 impressions over their lifetime!
Calendars generate 673 impressions over their lifetime!
Desk Accessories generate 2,314 impressions over their lifetime!
Cost Per Impression
A metal pen that costs $1 will have a cost per impression of less than 1/10 of a cent!
An insulated travel mug that costs $10 will have a cost per impression of 1/3 of a cent!
A travel umbrella that costs $10 will have a cost per impression of 1/2 of a cent!
A travel health and safety kit that costs $5 will have a cost per impression of 1 cent!
A moisture-wicking performance polo that costs $20 will have a cost per impression of less than 1 cent!
A baseball cap that costs $8 will have a cost per impression of less than 1/4 of a cent!
A **power bank** that costs $8 will have a cost per impression of just under **1 cent**!
A **nonwoven tote bag** that costs **$2** will have a **cost per impression of 1/10 of a cent!**
A half-zip fleece that costs $30 will have a cost per impression of less than 1/2 of a cent!
A **cotton polo** that costs **$15** will have a **cost per impression** of just under **1 cent**!
A super-soft T-shirt that costs $10 will have a cost per impression of 1/5 of a cent!
A 1GB USB flash drive that costs $5 will have a cost per impression near 1/2 of a cent!
A 12-month wall calendar that costs $10 will have a cost per impression of 1.5 cents!
A desk accessory that costs $10 will have a cost per impression of less than 1/2 of a cent!
Impact on Business
Promo Products influence behavior and the likelihood of consumers to do business with the advertiser.

PERCENTAGE OF CONSUMERS MORE LIKELY TO DO BUSINESS WITH THE ADVERTISER THAT GAVE THEM THE PROMO PRODUCT

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
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<tr>
<td>Outerwear/Fleece</td>
<td>41%</td>
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<tr>
<td>Performance Wear</td>
<td>41%</td>
</tr>
<tr>
<td>Power Banks</td>
<td>40%</td>
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<tr>
<td>T-Shirts</td>
<td>37%</td>
</tr>
<tr>
<td>Umbrellas</td>
<td>36%</td>
</tr>
<tr>
<td>USB Drives</td>
<td>31%</td>
</tr>
<tr>
<td>Writing Instruments</td>
<td>30%</td>
</tr>
<tr>
<td>Drinkware</td>
<td>30%</td>
</tr>
<tr>
<td>Polo Shirts</td>
<td>29%</td>
</tr>
<tr>
<td>Bags</td>
<td>26%</td>
</tr>
<tr>
<td>Health Products</td>
<td>26%</td>
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<tr>
<td>Calendars</td>
<td>25%</td>
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<tr>
<td>Desk Accessories</td>
<td>24%</td>
</tr>
<tr>
<td>Headwear</td>
<td>20%</td>
</tr>
</tbody>
</table>

2023 Ad Impressions Study
37% of consumers who receive a T-shirt are more likely to do business with the advertiser who gave it to them!
36% of consumers who receive an Umbrella are more likely to do business with the advertiser who gave it to them!
31% of consumers who receive a **USB Drive** are more **likely to do business** with the **advertiser who gave it to them**!
30% of consumers who receive a Writing Instrument are more likely to do business with the advertiser who gave it to them!
40% of consumers who receive a Power Bank are more likely to do business with the advertiser who gave it to them!
26% of consumers who receive a Bag are more likely to do business with the advertiser who gave it to them!

2023 Ad Impressions Study
25% of consumers who receive a Calendar are more likely to do business with the advertiser who gave it to them!
24% of consumers who receive a Desk Accessory are more likely to do business with the advertiser who gave it to them!

2023 Ad Impressions Study
30% of consumers who receive Drinkware are more likely to do business with the advertiser who gave it to them!
20% of consumers who receive Headwear are more likely to do business with the advertiser who gave it to them!
26% of consumers who receive a Health Product are more likely to do business with the advertiser who gave it to them!
41% of consumers who receive Outerwear are more likely to do business with the advertiser who gave it to them!

2023 Ad Impressions Study
41% of consumers who receive Performance Wear are more likely to do business with the advertiser who gave it to them!
29% of consumers who receive a Polo Shirt are more likely to do business with the advertiser who gave it to them!

2023 Ad Impressions Study
Most Influential Products
5 MOST INFLUENTIAL PROMO PRODUCTS AMONG MEN

1. Outerwear
2. Performance Wear
3. Polo Shirts
4. Writing Instruments
5. Umbrellas
5 MOST INFLUENTIAL PROMO PRODUCTS AMONG WOMEN
5 MOST INFLUENTIAL PROMO PRODUCTS AMONG CONSUMERS 18-24 YEARS OLD

1. OUTERWEAR
2. HEALTH & SAFETY BAGS
3. BAGS
4. PERFORMANCE WEAR
5. UMBRELLAS

2023 Ad Impressions Study
5 MOST INFLUENTIAL PROMO PRODUCTS AMONG CONSUMERS 25-34 YEARS OLD

1. PERFORMANCE WEAR
2. OUTERWEAR
3. WRITING INSTRUMENTS
4. BAGS
5. HEALTH & SAFETY
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
5. POLO SHIRTS
5 MOST INFLUENTIAL PROMO PRODUCTS AMONG CONSUMERS 55-64 YEARS OLD

1. OUTERWEAR
2. UMBRELLAS
3. DRINKWARE
4. PERFORMANCE WEAR
5. WRITING INSTRUMENTS
5 Most Influential Promo Products Among Consumers 65+ Years Old

1. Outerwear
2. Performance Wear
3. Umbrellas
4. Health & Safety
5. Polo Shirts
5 Most Influential Promo Products Among Residents of Alabama

1. Health & Safety
2. Mobile Power Banks
3. Outerwear
4. Caps/Headwear
5. Writing Instruments
5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF ALASKA

1. HEALTH & SAFETY
2. DRINKWARE
3. CAPS/HEADWEAR
4. PERFORMANCE WEAR
5. OUTERWEAR

2023 Ad Impressions Study
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. T-SHIRTS
5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF CALIFORNIA

1. Desk Accessories
2. Health & Safety
3. Drinkware
4. T-Shirts
5. Polo Shirts
5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF COLORADO

1. OUTERWEAR
2. BAGS
3. PERFORMANCE WEAR
4. MOBILE POWER BANKS
5. HEALTH & SAFETY
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

1. OUTERWEAR
2. BAGS
3. DRINKWARE
4. PERFORMANCE WEAR
5. HEALTH & SAFETY
5 Most Influential Promo Products Among Residents of Florida

1. Outerwear
2. Drinkware
3. Performance Wear
4. Bags
5. Writing Instruments

2023 Ad Impressions Study
5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF GEORGIA

1. OUTERWEAR
2. HEALTH & SAFETY
3. UMBRELLAS
4. T-SHIRTS
5. PERFORMANCE WEAR
5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF HAWAII

1. MOBILE POWER BANKS
2. DRINKWARE
3. OUTERWEAR
4. UMBRELLAS
5. BAGS
5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF IDAHO

1. PERFORMANCE WEAR
2. WRITING INSTRUMENTS
3. HEALTH & SAFETY
4. USB DRIVES
5. DESK ACCESSORIES
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. POLO SHIRTS

2023 Ad Impressions Study
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. Bags
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

1. T-Shirts
2. Writing Instruments
3. Umbrellas
4. Calendars
5. Performance Wear

2023 Ad Impressions Study
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. Umbrellas
5. USB Drives
5 Most Influential Promo Products Among Residents of Minnesota

1. Outerwear
2. T-shirts
3. Polo Shirts
4. Health & Safety
5. Writing Instruments

2023 Ad Impressions Study
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. PERFORMANCE WEAR
4. POLO SHIRTS
5. OUTERWEAR
5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF NEBRASKA

1. HEALTH & SAFETY
2. UMBRELLAS
3. OUTERWEAR
4. CAPS/HEADWEAR
5. DRINKWARE
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

2023 Ad Impressions Study
5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF NEW JERSEY

1. UMBRELLAS
2. DRINKWARE
3. DESK ACCESSORIES
4. CAPS/HEADWEAR
5. CALENDARS
Five Most Influential Promo Products Among Residents of New Mexico

1. Polo Shirts
2. Calendars
3. Writing Instruments
4. Health & Safety
5. Bags
5 Most Influential Promo Products Among Residents of New York

1. Outerwear
2. Drinkware
3. Polo Shirts
4. Writing Instruments
5. USB Drives
5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF NORTH CAROLINA

1. OUTERWEAR
2. POLO SHIRTS
3. UMBRELLAS
4. DRINKWARE
5. HEALTH & SAFETY
5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF NORTH DAKOTA

1. OUTERWEAR
2. PERFORMANCE WEAR
3. MOBILE POWER BANKS
4. T-SHIRTS
5. UMBRELLAS

2023 Ad Impressions Study
5 Most Influential Promo Products Among Residents of Ohio

1. Outerwear
2. Polo Shirts
3. Writing Instruments
4. Umbrellas
5. Calendars

2023 Ad Impressions Study
5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF OKLAHOMA

1. OUTERWEAR
2. POLO SHIRTS
3. WRITING INSTRUMENTS
4. UMBRELLAS
5. DESK ACCESSORIES
5 Most Influential Promo Products Among Residents of Oregon

1. Umbrellas
2. Outerwear
3. Performance Wear
4. Bags
5. Mobile Power Banks
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. POLO SHIRTS
2. DESK ACCESSORIES
3. PERFORMANCE WEAR
4. UMBRELLAS
5. DRINKWARE
5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF SOUTH DAKOTA

1. OUTERWEAR
2. PERFORMANCE WEAR
3. UMBRELLAS
4. CAPS/HEADWEAR
5. MOBILE POWER BANKS
5 Most Influential Promo Products Among Residents of Tennessee

1. Writing Instruments
2. Performance Wear
3. Bags
4. Outerwear
5. Caps/Headwear

2023 Ad Impressions Study
5 Most Influential Promo Products Among Residents of Texas

1. Performance Wear
2. Health & Safety
3. Polo Shirts
4. Outerwear
5. Writing Instruments

2023 Ad Impressions Study
5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF UTAH

1. OUTERWEAR
2. HEALTH & SAFETY
3. DESK ACCESSORIES
4. PERFORMANCE WEAR
5. CALENDARS
5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF VERMONT

1. PERFORMANCE WEAR
2. CAPS/HEADWEAR
3. POLO SHIRTS
4. T-SHIRTS
5. HEALTH & SAFETY
5 MOST INFLUENTIAL PROMO PRODUCTS AMONG RESIDENTS OF VIRGINIA

1. DRINKWARE
2. UMBRELLAS
3. PERFORMANCE WEAR
4. POLO SHIRTS
5. WRITING INSTRUMENTS

2023 Ad Impressions Study
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

1. OUTERWEAR
2. DRINKWARE
3. WRITING INSTRUMENTS
4. BAGS
5. PERFORMANCE WEAR
5 Most Influential Promo Products Among Residents of Wyoming

1. Outerwear
2. Bags
3. Performance Wear
4. Desk Accessories
5. Health & Safety
5 Most Influential Promo Products for Consumers in the Northeast

1. Outerwear
2. Performance Wear
3. Health & Safety
4. Polo Shirts
5. Umbrellas

2023 Ad Impressions Study
5 MOST INFLUENTIAL PROMO PRODUCTS FOR CONSUMERS IN THE SOUTHEAST

1. OUTERWEAR
2. PERFORMANCE WEAR
3. POLO SHIRTS
4. WRITING INSTRUMENTS
5. HEALTH & SAFETY
5 MOST INFLUENTIAL PROMO PRODUCTS FOR CONSUMERS IN THE MIDWEST

1. OUTERWEAR
2. PERFORMANCE WEAR
3. POLO SHIRTS
4. HEALTH & SAFETY
5. T-SHIRTS
5 MOST INFLUENTIAL PROMO PRODUCTS FOR CONSUMERS IN THE SOUTHWEST

1. OUTERWEAR
2. PERFORMANCE WEAR
3. HEALTH & SAFETY
4. POLO SHIRTS
5. WRITING INSTRUMENTS
5 MOST INFLUENTIAL PROMO PRODUCTS FOR CONSUMERS IN THE MOUNTAIN REGION

1. OUTERWEAR
2. PERFORMANCE WEAR
3. HEALTH & SAFETY
4. BAGS
5. UMBRELLAS
5 MOST INFLUENTIAL PROMO PRODUCTS FOR CONSUMERS IN THE PACIFIC REGION

1. OUTERWEAR
2. PERFORMANCE WEAR
3. HEALTH & SAFETY
4. DRINKWARE
5. T-SHIRTS

2023 Ad Impressions Study
UMBRELLAS ARE MORE INFLUENTIAL IN THE NORTHEAST 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.

2023 Ad Impressions Study
POLO SHIRTS ARE MORE INFLUENTIAL IN THE SOUTHEAST AND SOUTHWEST THAN ANY OTHER REGION