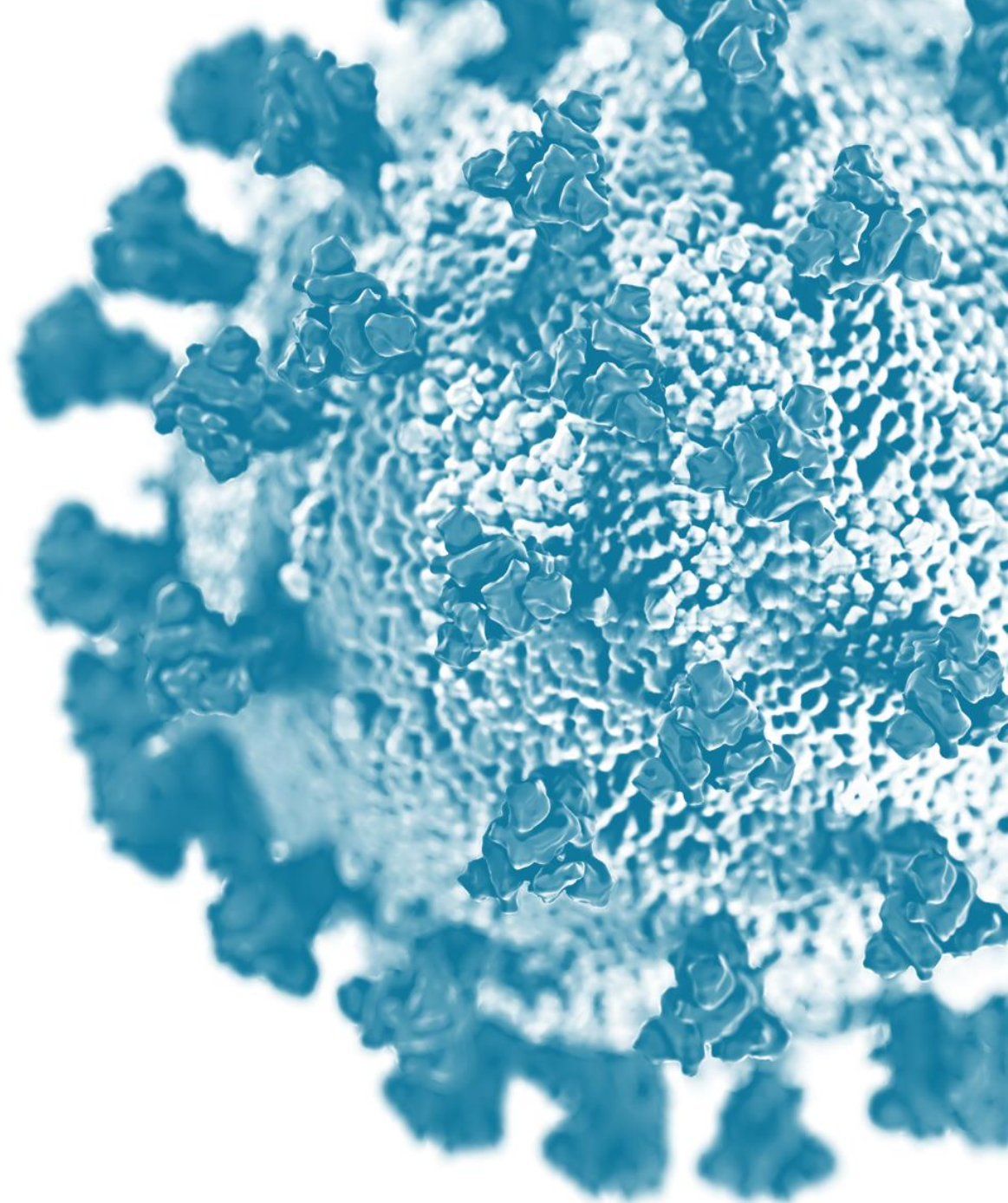


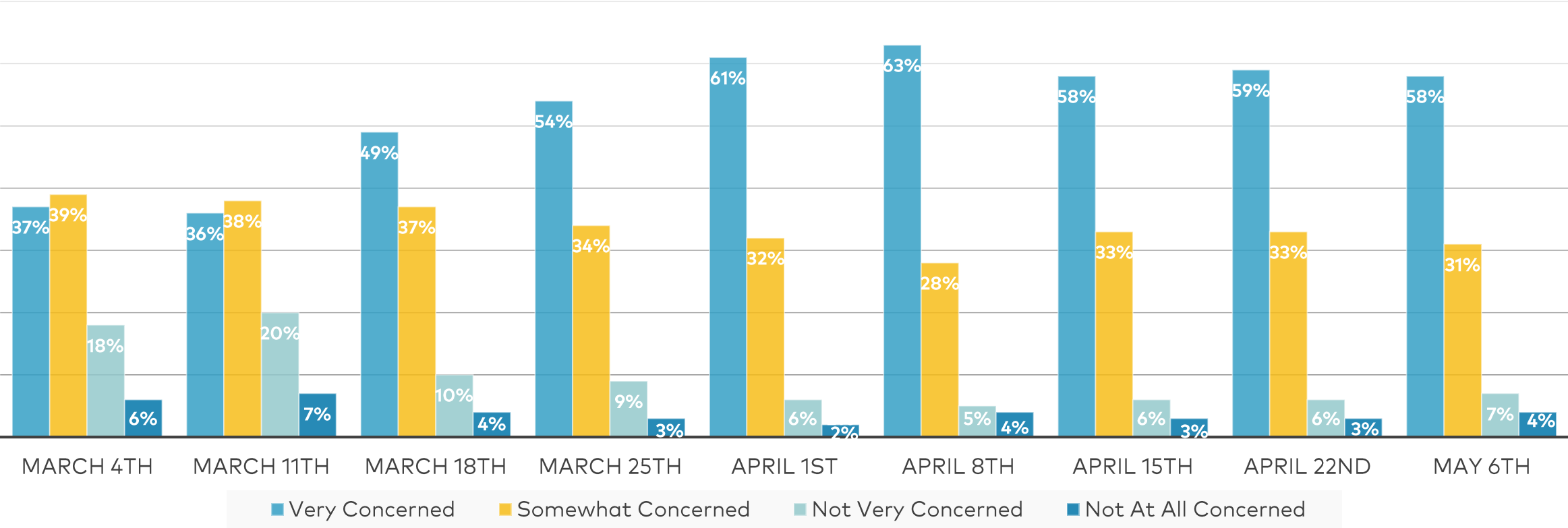
Consumer Brands Association

**CORONAVIRUS
SURVEY RESULTS:
WEEK 10**



General concern plateaus

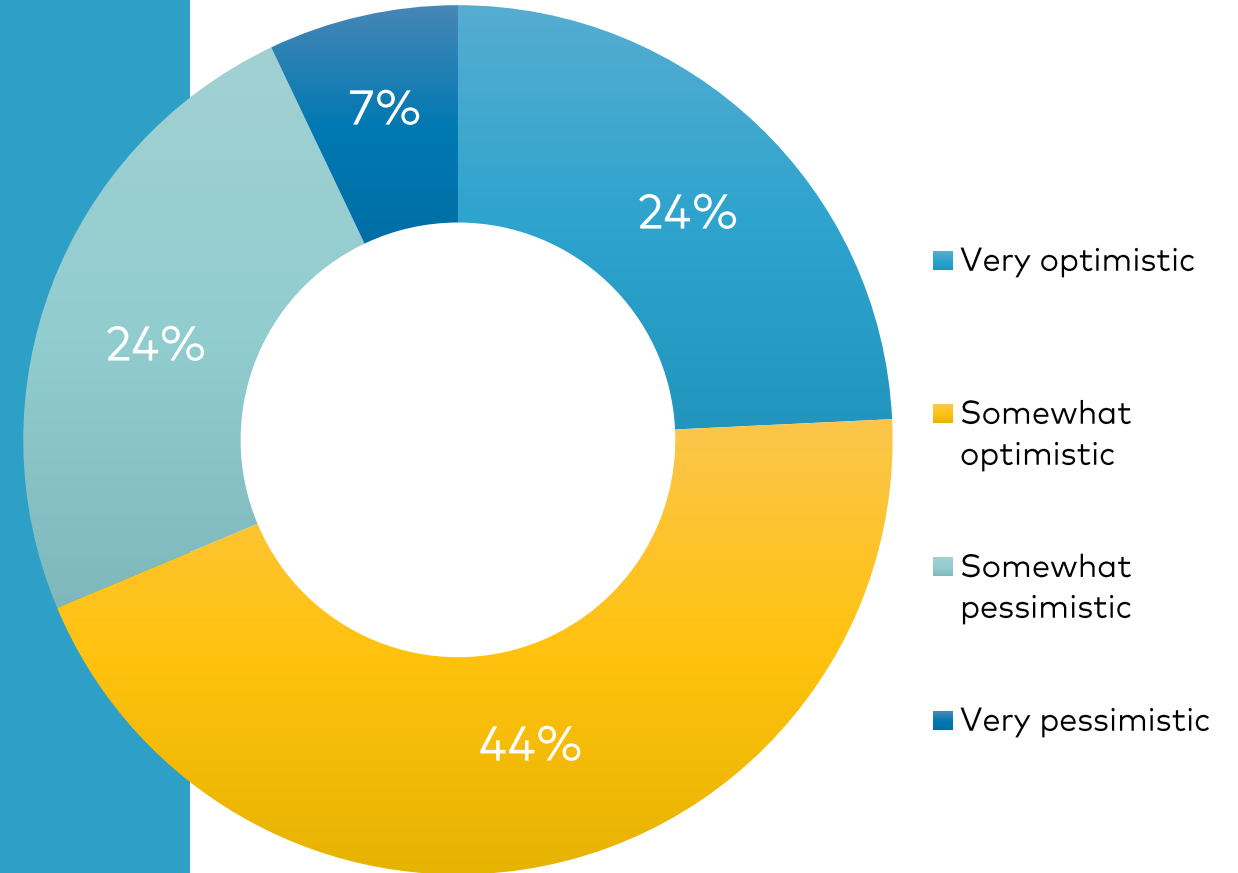
After rising steadily for six weeks, concern dipped and has stabilized. While there is still significant concern about coronavirus and its impact on American life, the most extreme levels of concern have started to shift. The shift follows a period of slightly more positive news and discussions of, not if, but when and how to reopen the country.



Optimism is the prevailing feeling for most Americans

While concerning headlines about the number of COVID-19 cases and deaths continue, the vast majority of Americans say they are optimistic about the next six months and the United States' ability to find a treatment or vaccine, reopen the economy and resume normal activities.

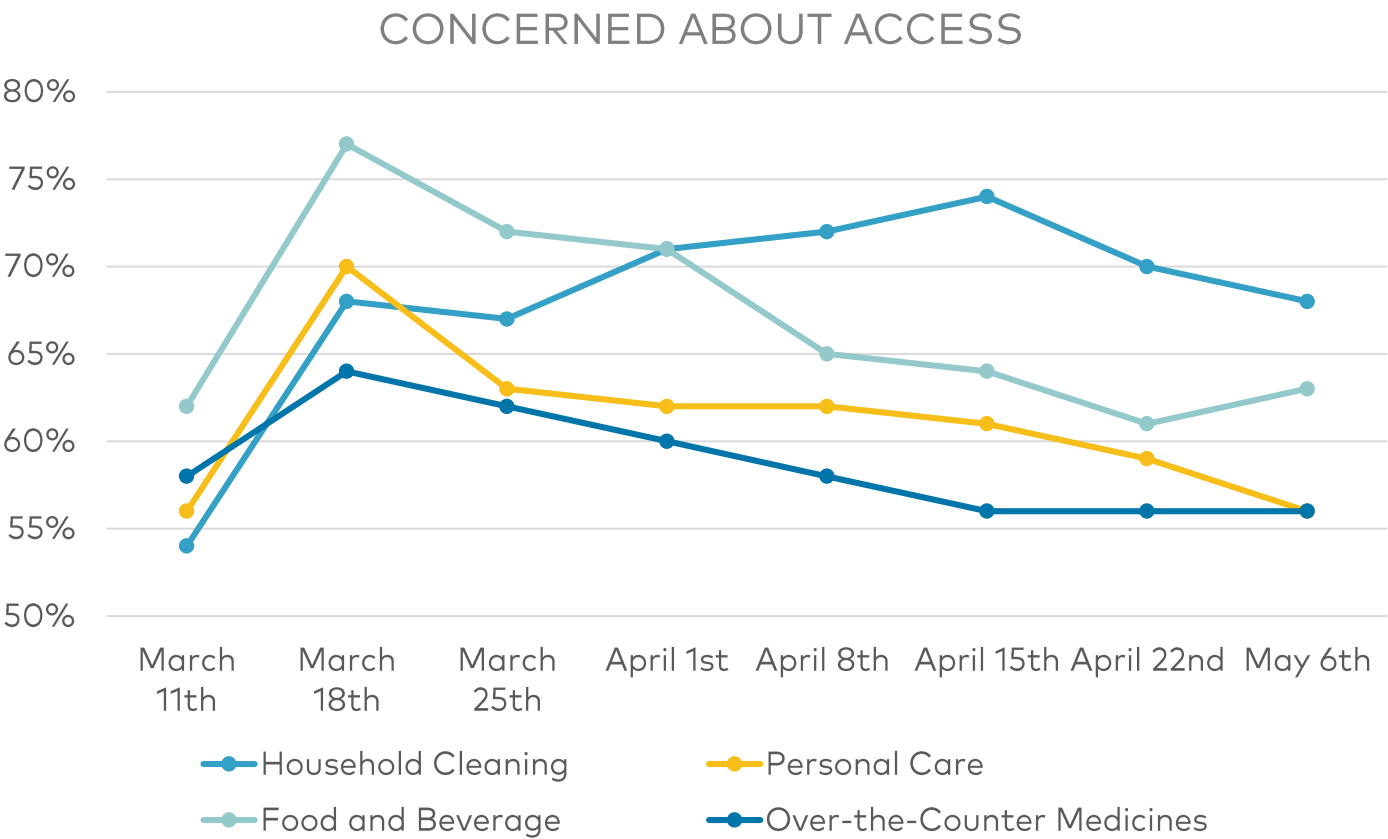
FEELINGS ABOUT THE NEXT SIX MONTHS



Food and beverage access concerns tick up, while other categories fall or hold steady

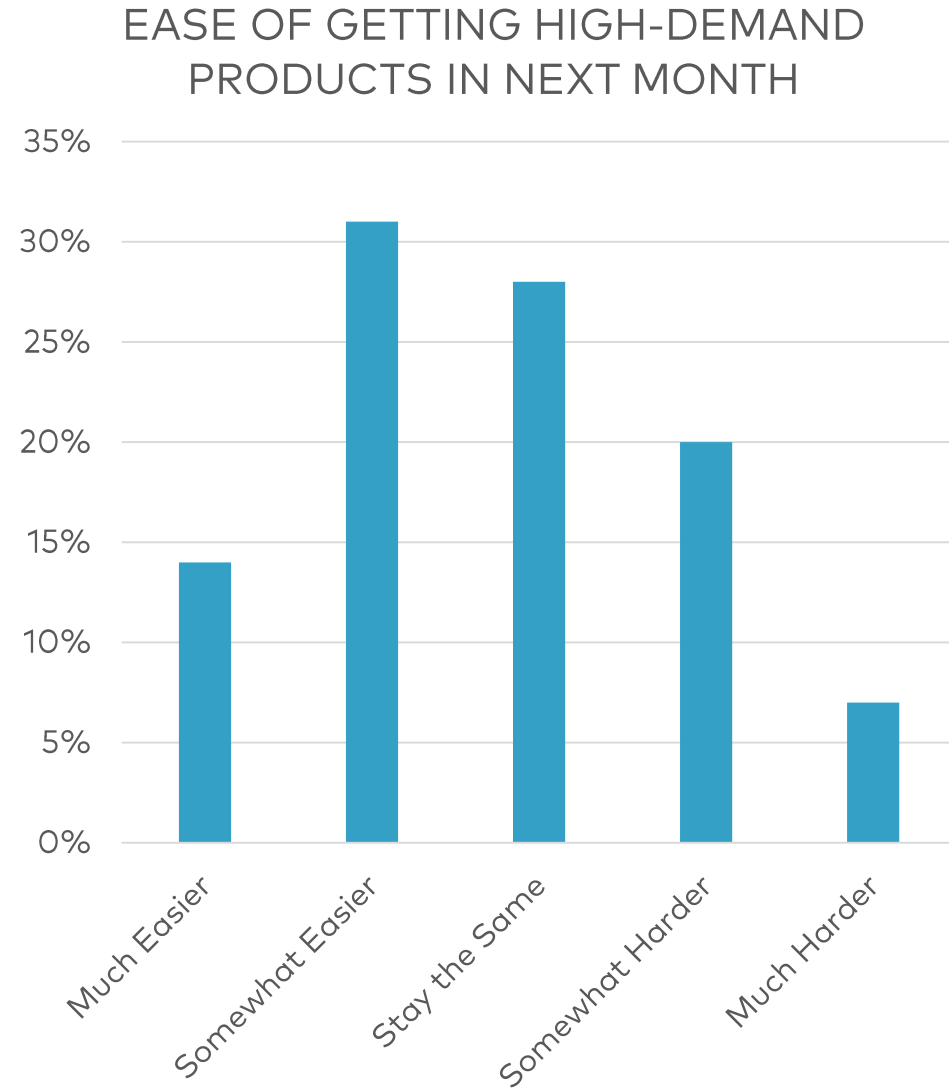
After continuous decline from the peak on March 18, food and beverage access concerns rose slightly. The moderate uptick follows two weeks of news coverage of meat and poultry processing closures and shortage threats, something 76 percent of respondents were familiar with.

Other category concerns declined slightly or were stable, following the larger access patterns over the last ten weeks.



Most Americans feel that it will be easier to get high-demand products in the next month

While a majority of Americans are still concerned about access to CPG products, most also feel that the situation will alleviate over the next month.



Americans keenly aware of testing and PPE issues

When it comes to why products are running low, the top reason is consumer overbuying has not given the supply chain a chance to catch up. But just after that are two related reasons that have been a persistent issue for the industry — the need for protective gear and testing. Ensuring employees' safety is the central focus of the industry and is essential to continued production. A separate survey of 20 supply chain leaders from Consumer Brands' membership showed that every company had ramped up production. The health of employees is essential to maintaining that pace and is why Consumer Brands helped ensure the industry was defined as critical infrastructure and continues to call for assistance from the federal government.

Primary Reason for Product Shortages	
Consumer hoarding hasn't allowed the supply chain to recover	31%
Not enough testing to keep manufacturing facilities fully staffed	18%
Not enough protective gear for workers limiting production	18%
Manufacturer not shipping enough product to stores	12%
The retailer not ordering enough or planning for demand	8%
Not enough ingredients or materials to make high-demand products	7%
Lack of truck drivers to get products to stores	6%

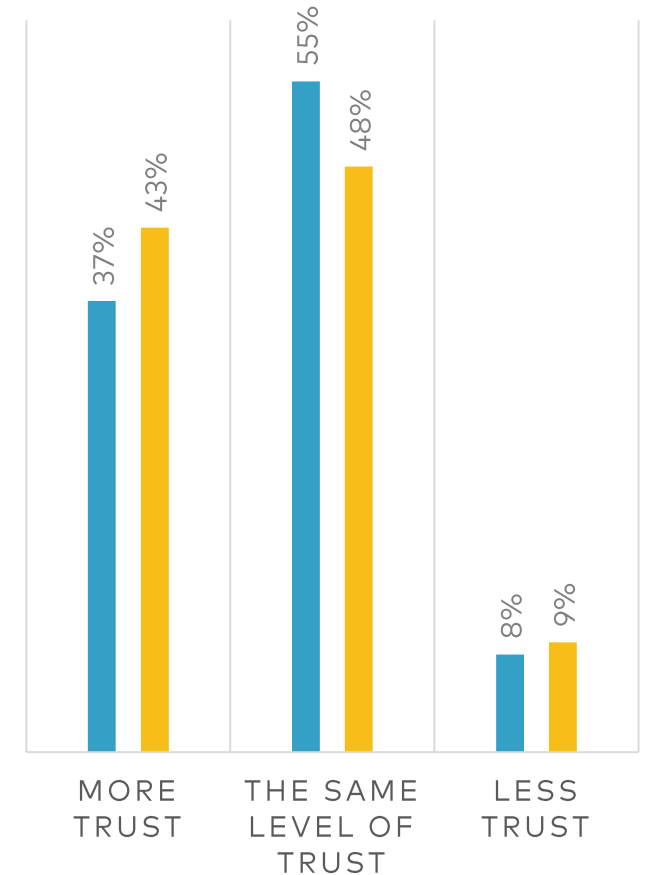


Trust in the industry keeps rising, as it continues to deliver for Americans who depend on it

The pandemic has changed the view of the CPG industry for many Americans. In the last survey, 37 percent said their trust in the industry had increased (shown in blue in the figure at right). The May 6 edition of the survey revealed trust in the industry had grown to 43 percent (shown in yellow).

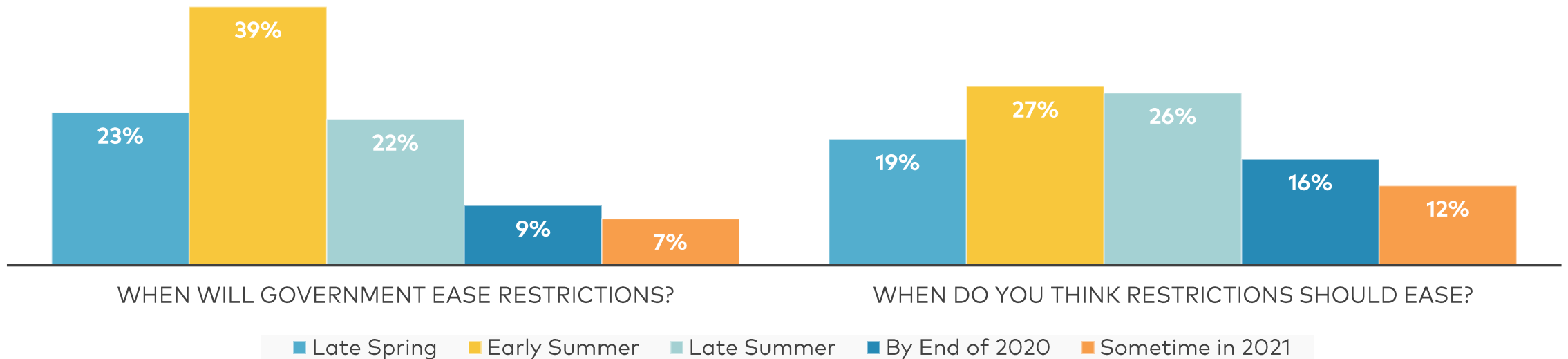
When asked why their trust is increasing, respondents echoed similar themes, including the effort companies are putting forward for their employees, the work to ensure stocked shelves, charitable contributions and new recognition of the importance of CPG products in their lives. One respondent's comments summed up the sentiments of many, "I used to take them for granted, now I don't because I realize how important it is to keep surfaces clean and sanitized. Also, many of these companies are doing positive things to help with today's coronavirus situation."

TRUST IN THE CPG INDUSTRY



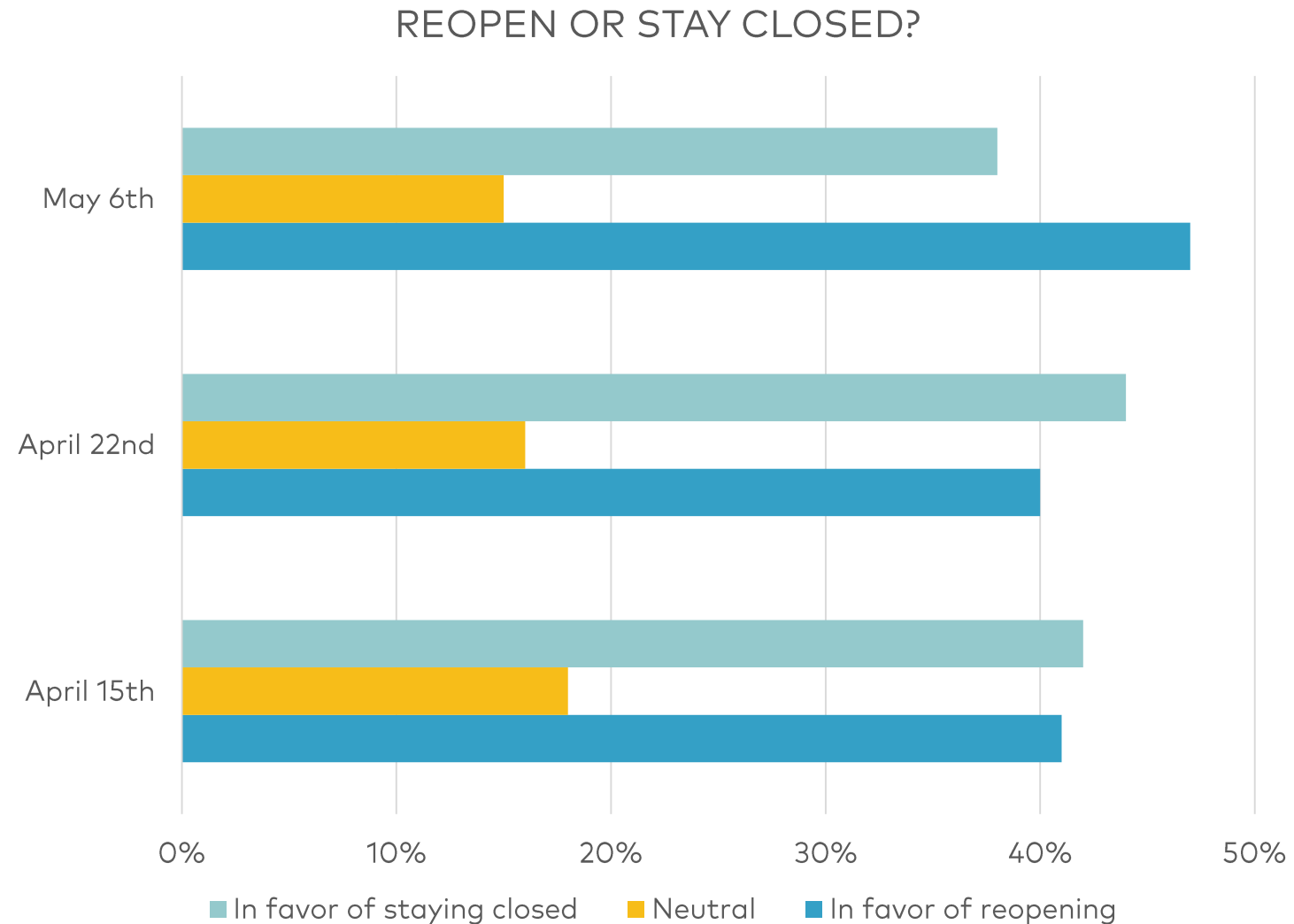
Most Americans feel government will move to reopen before they should

Most Americans feel that the government will move to ease restrictions well before people personally feel they should. The most popular response of when Americans felt the government would reopen the country was early summer, which is also the most popular choice for when respondents personally felt it would be time to lift restrictions, but by a significantly smaller margin (39% to 27%).



The debate over reopening or staying closed experiences another swing

The changing sentiment over whether to reopen or close has changed week to week. When first measured, Americans were near-evenly divided. In the next survey, there was a swing toward staying closed for public health. But in the latest edition, public opinion has swung in favor of reopening for the sake of the economy, coming at the same time unemployment has hit historic levels and many states have moved to ease restrictions.



METHODOLOGY

Consumer Brands Association has conducted nine surveys of American adults (18+), with a margin of error of +/- 2.4%, powered by Toluna.

March 4: 604 adults

March 11: 709 adults

March 18: 711 adults

March 25: 926 adults

April 1: 1,453 adults

April 8: 1,018 adults

April 15: 1,020 adults

April 22: 1,128 adults

May 6: 1,225 adults

