

Consumer Brands Association

Press Release



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New Poll: Voters Expect Supply Chain Woes Will Outlast Holidays, Be on Georgia's 2022 Ballot

Georgia Voters Show Strong Support for Candidates Who Will Act on Trucking Bottlenecks

ARLINGTON, Va. — Today, the Consumer Brands Association released [new polling data](#) that highlights the importance of supply chain issues heading into 2022. A recent Consumer Brands/Morning Consult poll of Georgia's registered voters found that the supply chain will be a deciding issue in the 2022 midterm election — and Georgians expect their elected officials to act on solutions to prevent the next supply chain crisis.

“Once invisible to consumers, the pandemic and holiday shipping crunch have unmasked supply chain vulnerabilities and made them kitchen table conversation,” said Geoff Freeman, president and CEO of Consumer Brands. “Georgia voters have exhausted their patience with years of government inaction, and elected officials can’t afford to lose sight of the supply chain after New Year’s Day.”

Consumers everywhere are experiencing challenges with product shortages due to supply chain slowdowns. In Georgia, 73% have experienced shortages in grocery stores recently and a majority (54%) said that supply chain issues have had a major or big impact on their ability to get products they need.

“There has been significant attention on the ports in recent months, offering a playbook for how government can play a role in easing supply chain pressure,” said Freeman. “However, focusing on one link in the chain only serves to relocate bottlenecks, not solve problems.”

According to Consumer Brands’ polling, 89% of Georgians feel it’s important to expand trucking capacity next year to meet supply chain demands. Voters are supportive of a variety of specific ideas to grow capacity. The options garnering the most support from Georgia’s voters are:

- 75% support creating “air traffic control” to match empty trucks with available loads.
- 70% support offering Hours of Service flexibility to truck drivers.
- 69% support allowing a reasonable increase in truck weight limits.

Consumers overwhelmingly support trucking capacity solutions that are in the hands of elected leaders. Voters want to see their senators tackle a host of supply chain issues in 2022. Nearly

seven-in-ten (69%) voters in Georgia said they are more likely to back candidates who support options to increase trucking capacity.

“Elected leaders have an opportunity to act on the supply chain’s lessons or face challenges at the ballot box,” Freeman concluded. “Weathering this crisis is difficult enough — we shouldn’t have to confront a future crisis that forces consumers to question why their representatives didn’t do more when they had the chance.”

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The Consumer Brands Association champions the industry whose products Americans depend on every day, representing nearly 2,000 iconic brands. From household and personal care to food and beverage products, the consumer packaged goods industry plays a vital role in powering the U.S. economy, contributing \$2 trillion to U.S. GDP and supporting more than 20 million American jobs.