

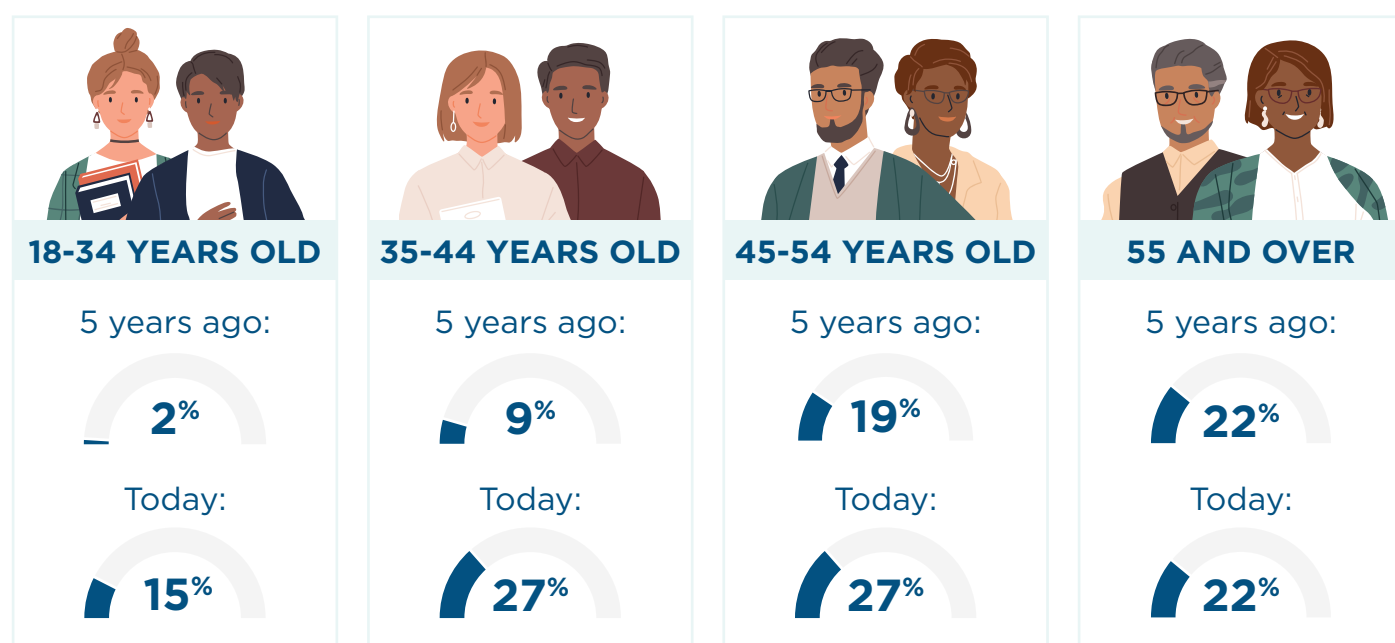


## SUPPLY CHAIN KNOWLEDGE AND CONCERN FOR THE FUTURE

Over the last two years, the term *supply chain* has become well-known due to the disruptions and shortages caused by the pandemic. A quick poll conducted by APQC revealed how much this exposure has affected individuals **not** working in the supply chain field (dubbed “average Joes” for this analysis) and whether it has increased their concern for the future.

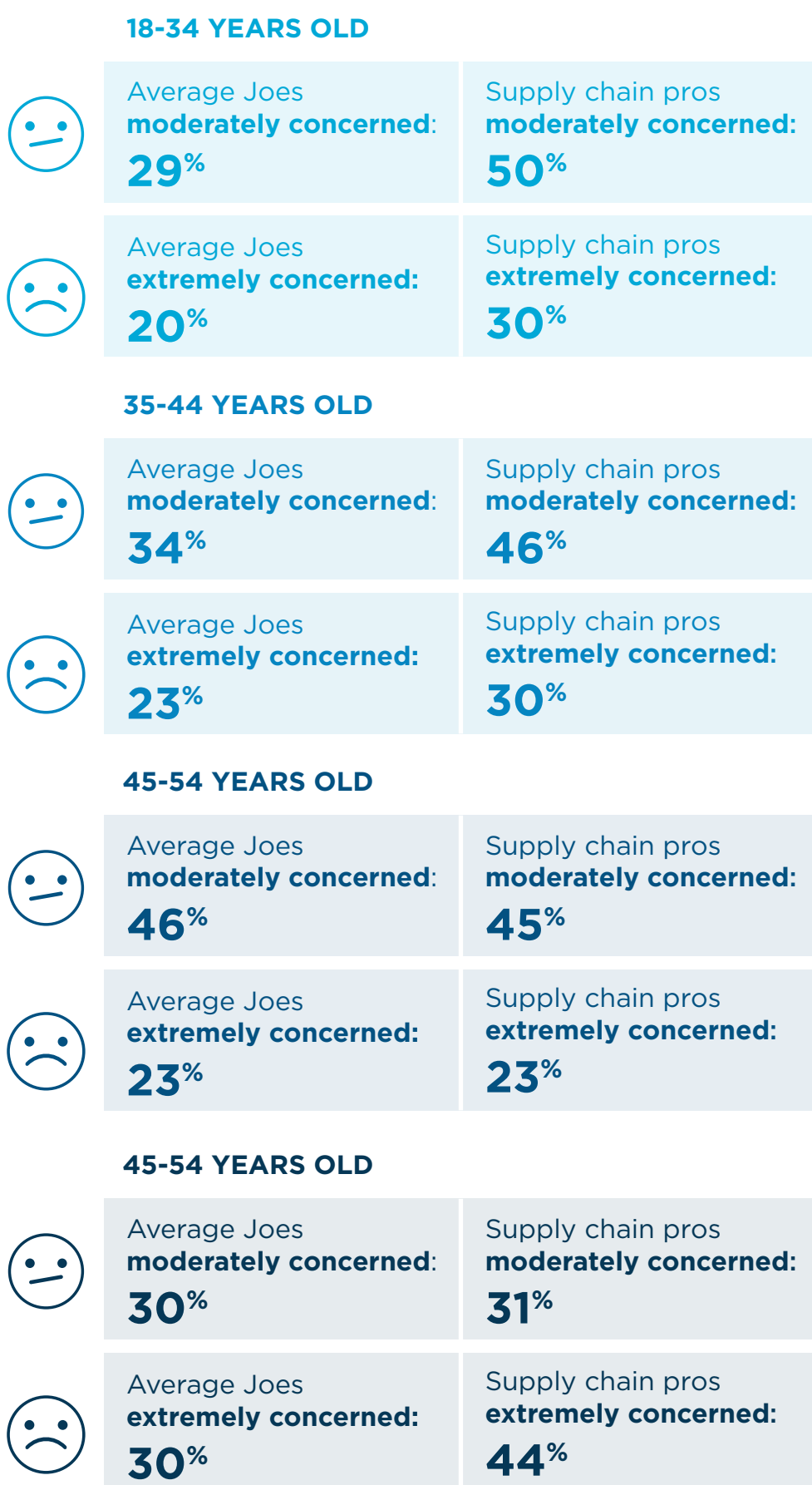
### MORE EXPOSURE MEANS MORE IN-DEPTH KNOWLEDGE

The percentage of average Joes feeling that they have in-depth knowledge of supply chains has increased by no small amount over the last five years. For the most part, this is true even when considering respondents’ age.



### MORE KNOWLEDGE MEANS MORE CONCERN

Although average Joes mostly believe they understand supply chains, this doesn’t mean they have the full picture. When comparing their level of concern with the future of global supply chains to the concern of supply chain professionals (dubbed “supply chain pros” for this analysis), there is a clear difference.



### USE TRANSPARENCY TO BUILD TRUST



Supply chain professionals clearly have behind-the-scenes knowledge that leads them to be more concerned about the future of supply chains. Average Joes may not be aware of the potential for more disruptions and shortages, but they will be as supply chains continue to make the news. Organizations should be transparent about the barriers to supply chain recovery to retain the trust of consumers.