



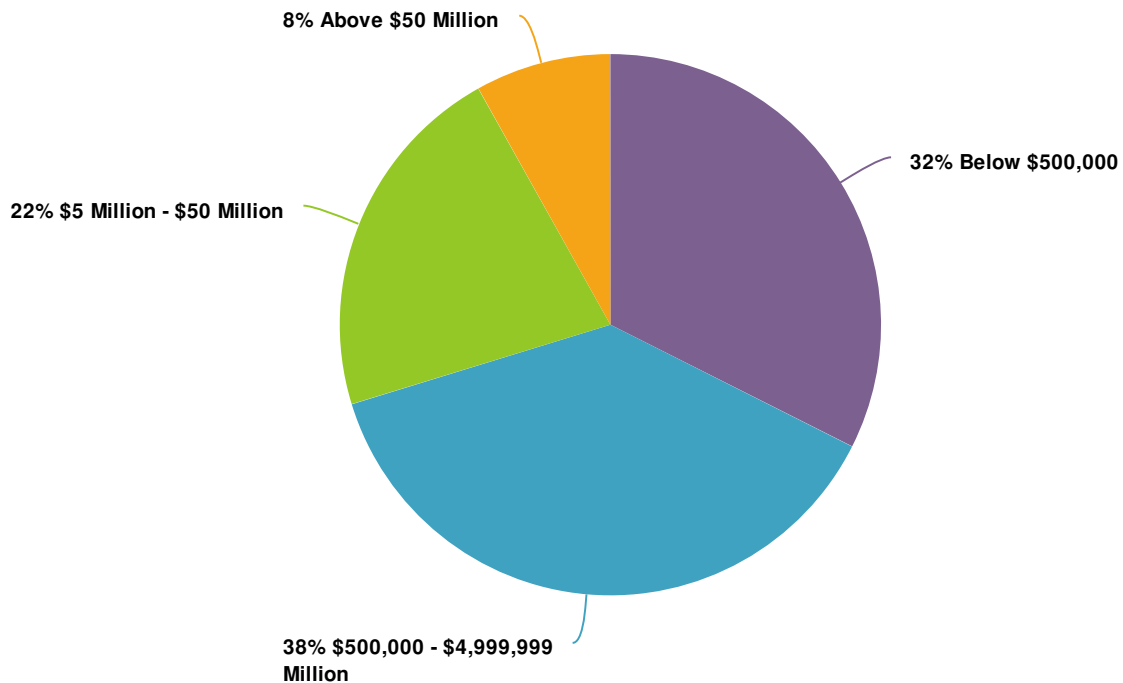
2021 Q1 Industry Sales Report Supplier Report




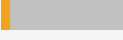
This report is filtered

Only show: #2 Question "Which of the following describes your business type?" is one of the following answers ("Supplier")

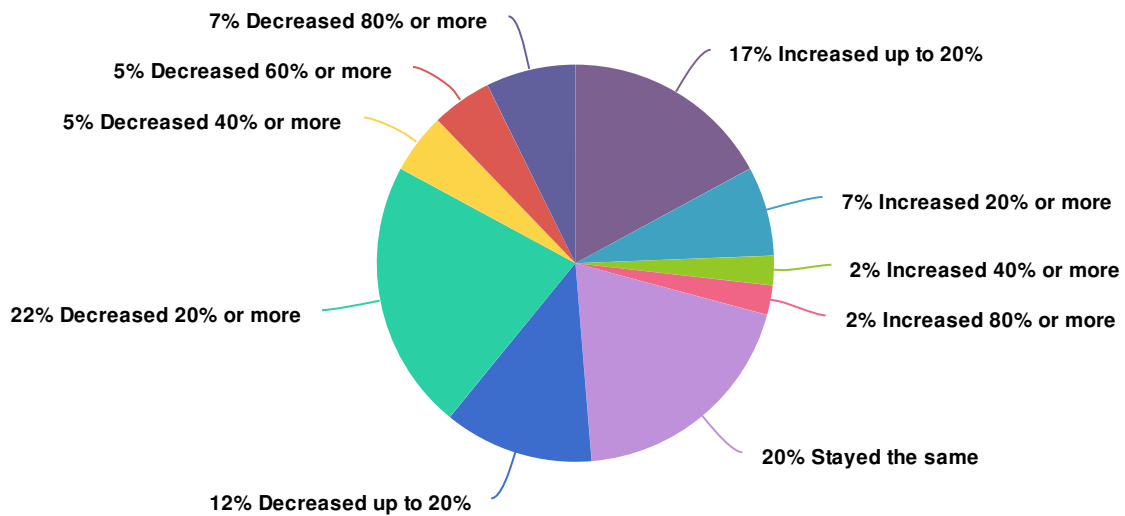
Report for COVID 19 Impact - Q1 Sales Survey 2021 Supplier

1. What was your company's annual promotional product sales volume prior to COVID-19?



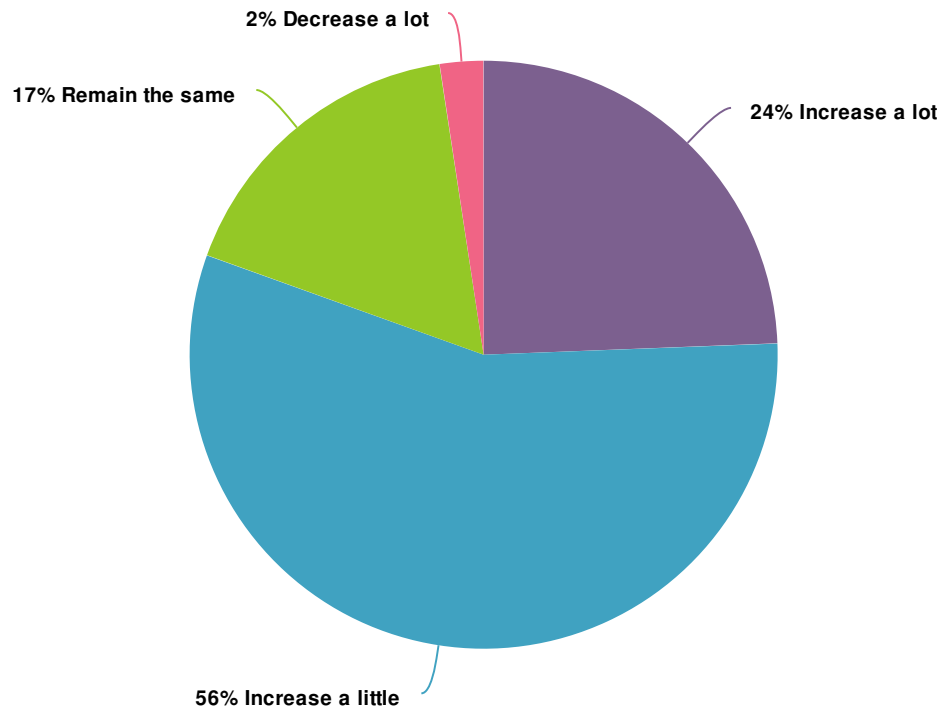
Value		Percent
Below \$500,000		32.4%
\$500,000 - \$4,999,999 Million		37.8%
\$5 Million - \$50 Million		21.6%
Above \$50 Million		8.1%

2. By approximately what percentage did your overall sales change from Q4 of 2020 compared to Q1 of 2021?



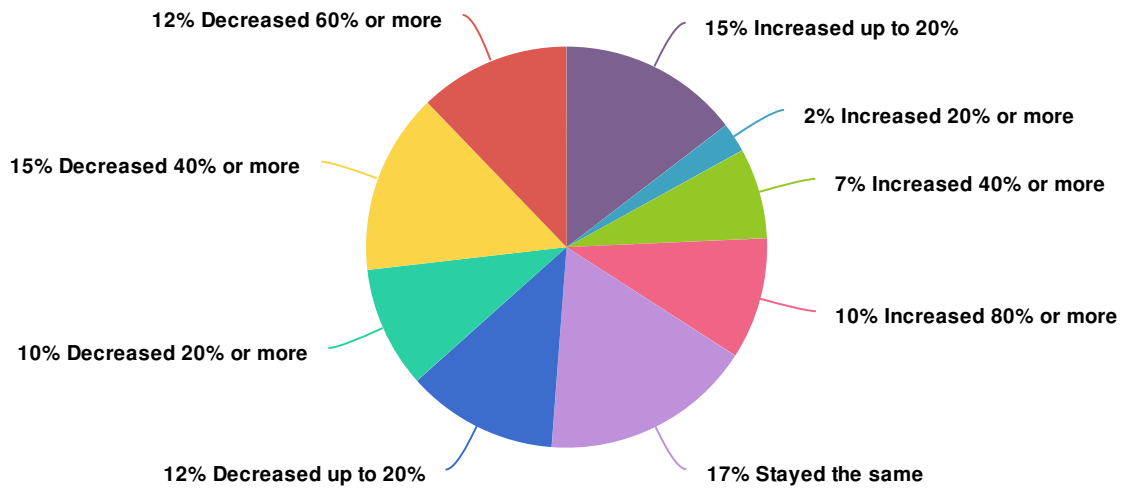
Value	Percent
Increased up to 20%	17.1%
Increased 20% or more	7.3%
Increased 40% or more	2.4%
Increased 80% or more	2.4%
Stayed the same	19.5%
Decreased up to 20%	12.2%
Decreased 20% or more	22.0%
Decreased 40% or more	4.9%
Decreased 60% or more	4.9%
Decreased 80% or more	7.3%

3. Thinking about Q2 of 2021 compared to Q1 of 2021, what are your sales expectations?



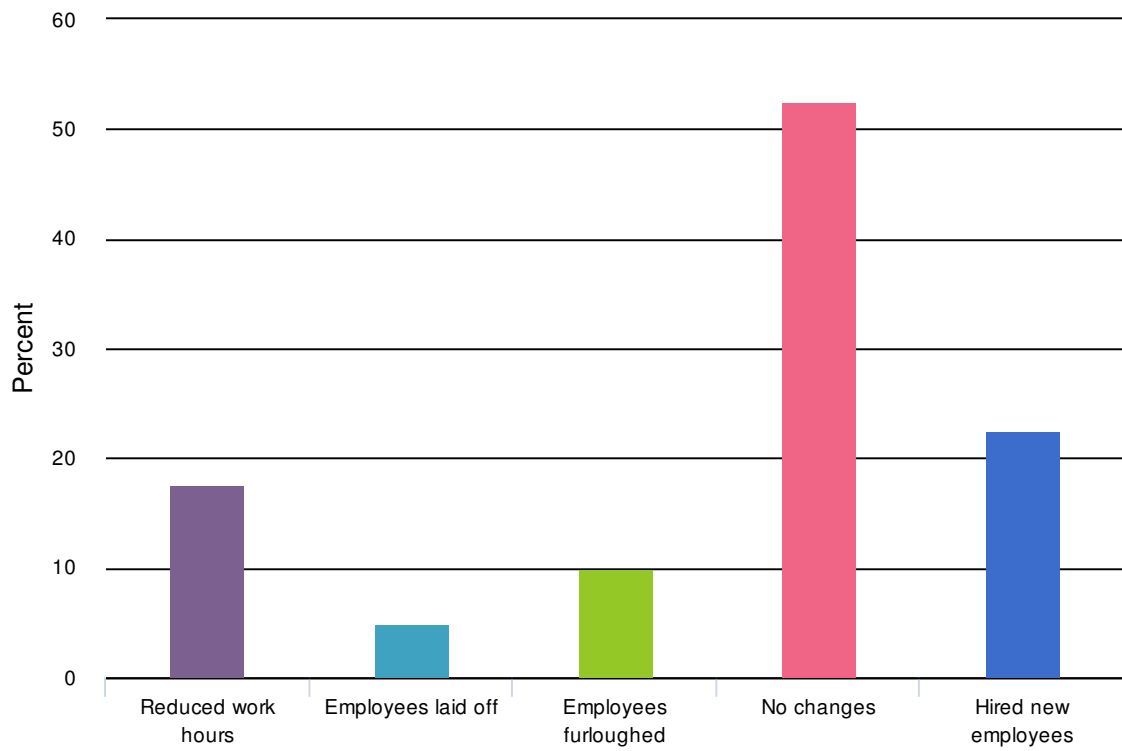
Value	Percent
Increase a lot	24.4%
Increase a little	56.1%
Remain the same	17.1%
Decrease a lot	2.4%

4. By approximately what percentage did your overall sales change from Q1 of 2021 compared to Q1 of 2020?



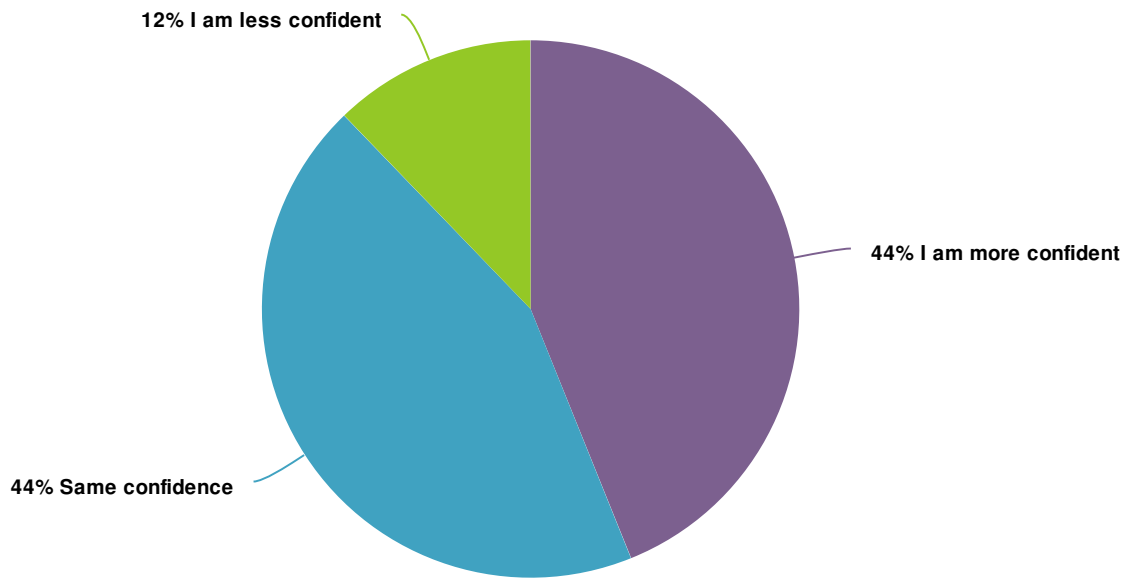
Value	Percent
Increased up to 20%	14.6%
Increased 20% or more	2.4%
Increased 40% or more	7.3%
Increased 80% or more	9.8%
Stayed the same	17.1%
Decreased up to 20%	12.2%
Decreased 20% or more	9.8%
Decreased 40% or more	14.6%
Decreased 60% or more	12.2%




5. During Q1 2021, did you have to make any staffing changes?



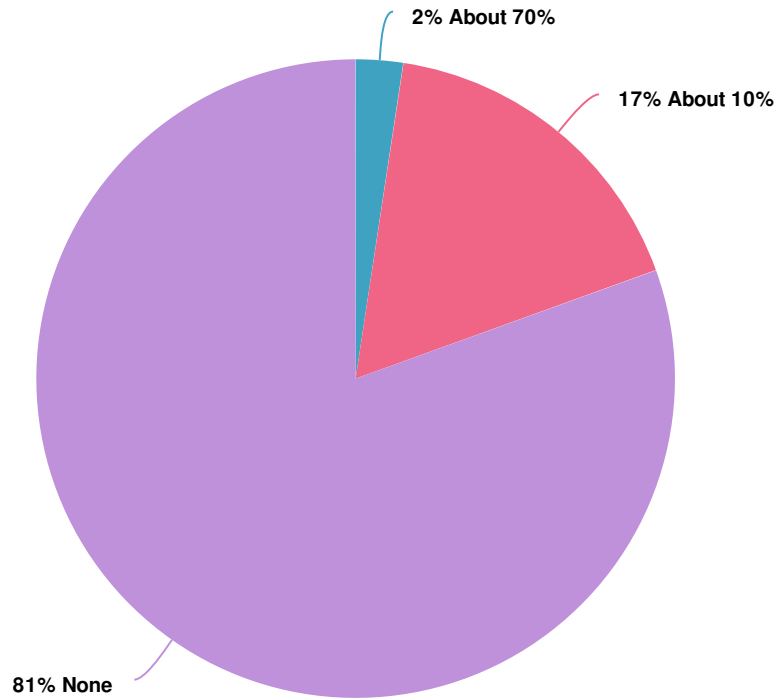
Value	Percent
Reduced work hours	17.5%
Employees laid off	5.0%
Employees furloughed	10.0%
No changes	52.5%
Hired new employees	22.5%

6. Has your confidence level in your business's future viability changed during Q1 2021?



Value		Percent
I am more confident		43.9%
Same confidence		43.9%
I am less confident		12.2%

7. In Q1 2021, what percentage of your sales were in BLANK protective equipment (face masks, medical gowns, face shields, etc.) and hand sanitizer?



Value

Percent

About 70%



2.4%

About 10%



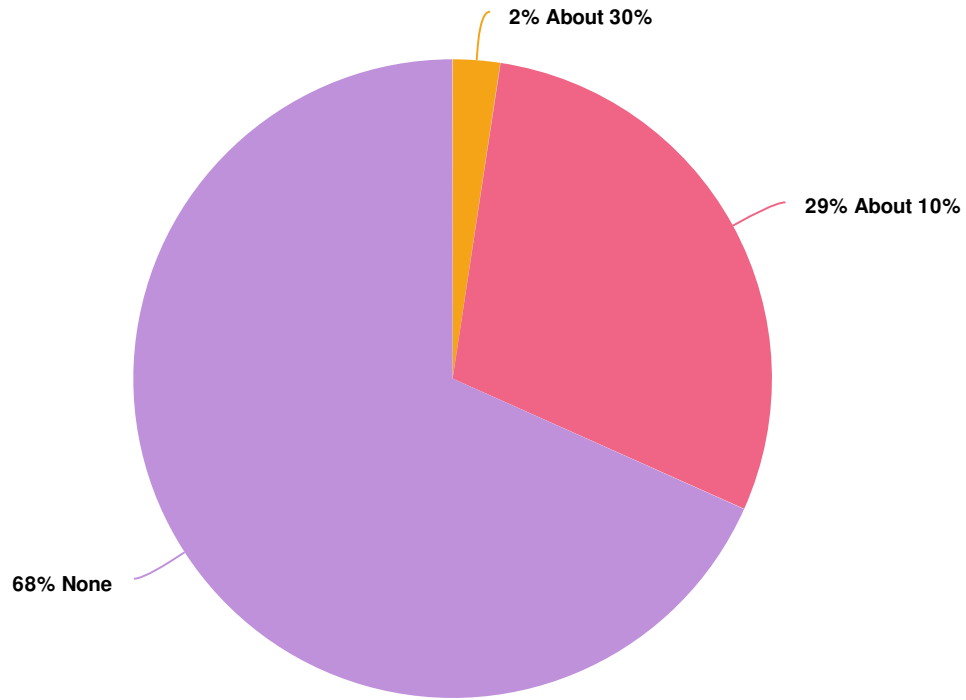
17.1%

None



80.5%

8. In Q1 2021, what percentage of your sales were in DECORATED personal protective equipment (face masks, medical gowns, face shields, etc.) and hand sanitizer?



Value

Percent

About 30%



2.4%

About 10%



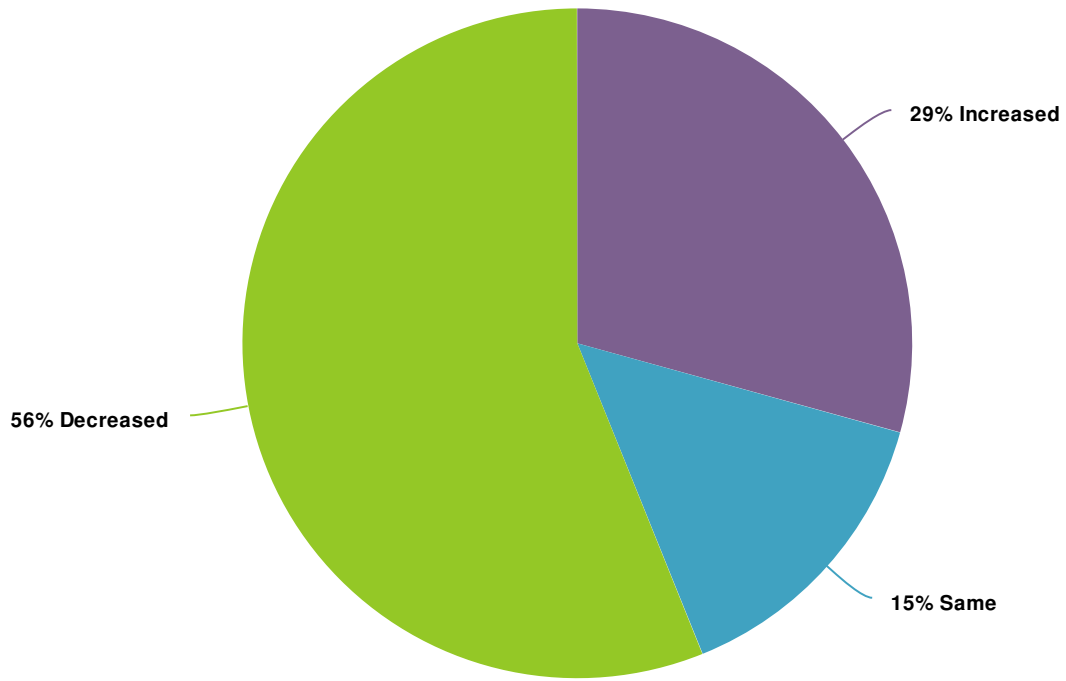
29.3%

None



68.3%

9. How did your company's total order count for Q1 2021 compare to Q1 2020?



Value

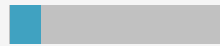
Percent

Increased



29.3%

Same



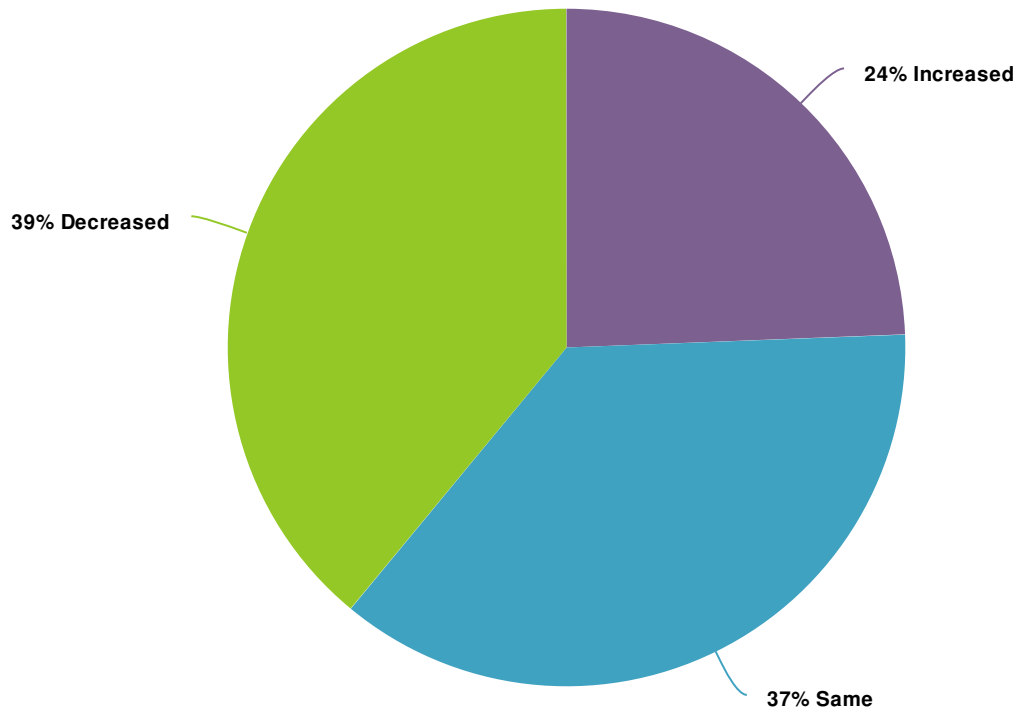
14.6%




Decreased



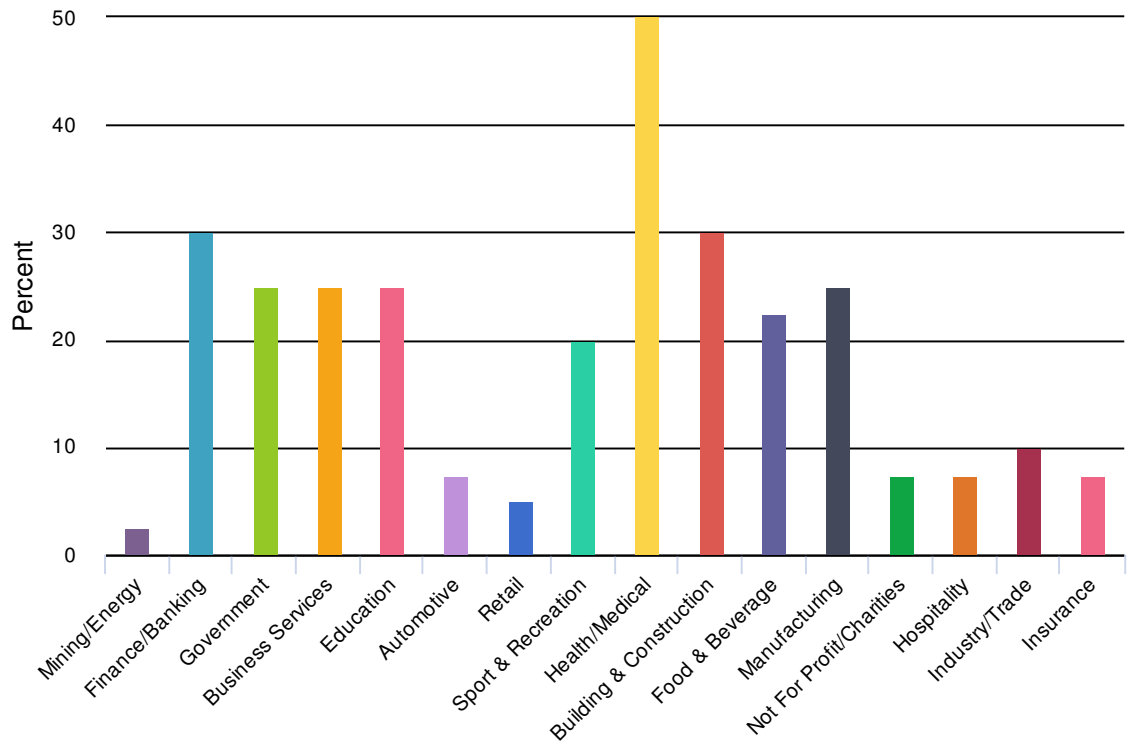
56.1%


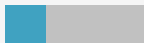










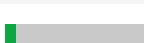
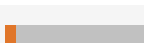
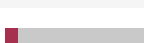

10. How did your company's order size in Q1 2021 compare to Q1 2020?



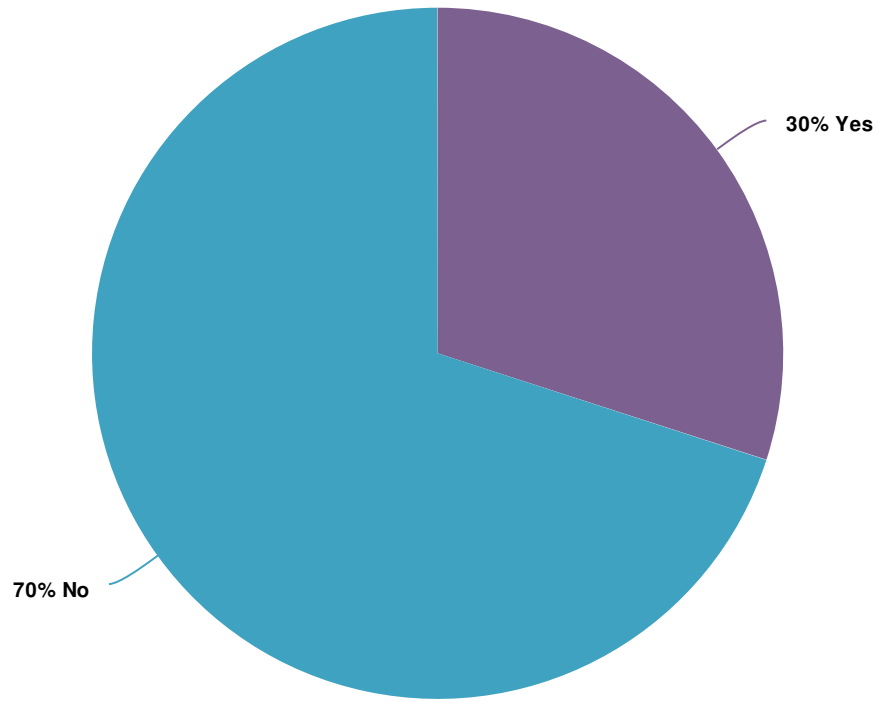
Value		Percent
Increased		24.4%
Same		36.6%
Decreased		39.0%



11. Which three industries do you believe will generate the most sales for the promotional product industry during Q2 of 2021?



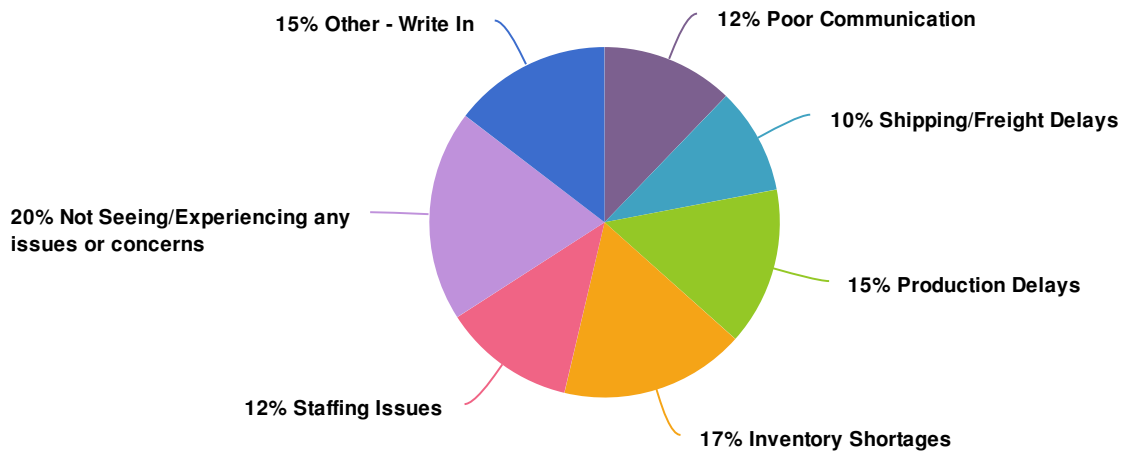
Value		Percent
Mining/Energy		2.5%
Finance/Banking		30.0%
Government		25.0%
Business Services		25.0%
Education		25.0%
Automotive		7.5%
Retail		5.0%
Sport & Recreation		20.0%
Health/Medical		50.0%
Building & Construction		30.0%
Food & Beverage		22.5%
Manufacturing		25.0%
Not For Profit/Charities		7.5%
Hospitality		7.5%
Industry/Trade		10.0%
Insurance		7.5%

12. Are you meeting in person with distributors?



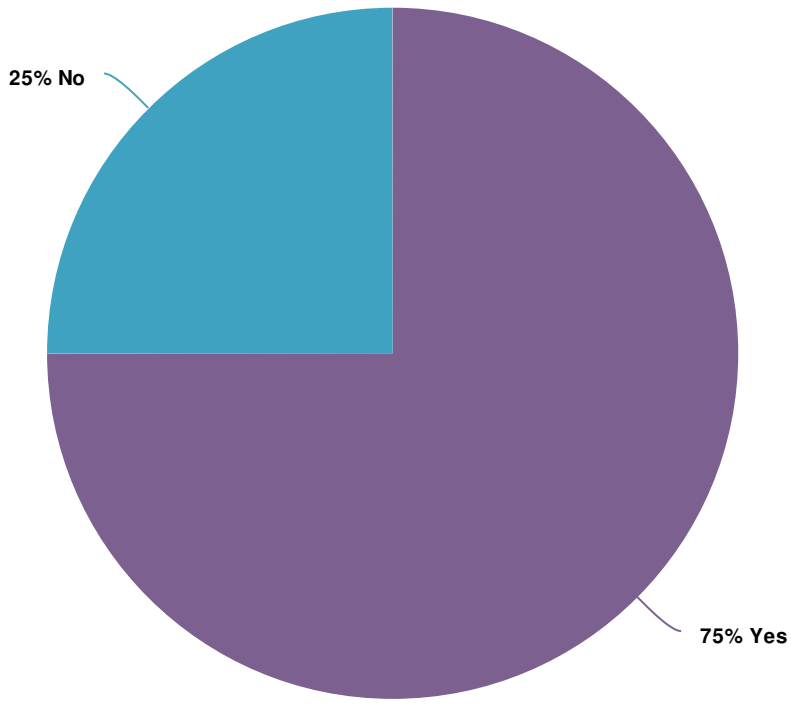
Value		Percent
Yes		30.0%
No		70.0%

13. Recently, many have expressed concerns about the challenges of maintaining a strong supplier/distributor relationship. What do you think is currently the most challenging issue affecting supplier/distributor relationships?



Value	Percent
Poor Communication	12.2%
Shipping/Freight Delays	9.8%
Production Delays	14.6%
Inventory Shortages	17.1%
Staffing Issues	12.2%
Not Seeing/Experiencing any issues or concerns	19.5%
Other - Write In	14.6%

14. If you are experiencing any supplier/distributor relationship issues, do you think they are the result of COVID-19 challenges?



Value

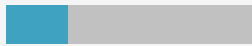
Percent

Yes



75.0%

No



25.0%