



Greenwich Market Pulse: Economic Outlook, ESG/Social Responsibility, Provider Changes

April 21, 2020

Executive Summary:

Overall executive optimism has dropped sharply due to COVID-19. Those with a negative outlook cite concerns about the pandemic, the upcoming election, and the stock market volatility, while many of those with more positive views believe the crisis will be short-lived. Half of executives consider ESG important for managing long-term strategies for their business.

Methodology:

An ongoing research series that addresses the most important and timely issues facing small and mid-sized (\$1- 500MM) company executives and their banking relationships.

Greenwich Associates' access to thousands of financial decision-makers in the United States allows for constant contact with the market. Greenwich Market Pulse reports deliver the unbiased perspectives of these individuals in concise and actionable charts, complemented by insights and analysis from Greenwich Associates' industry experts. Greenwich Market Pulse studies are conducted four times per year and are often used in tandem with other annual Greenwich Associates research.

379 companies were interviewed online in March 2020, representing 184 small businesses and 195 mid-sized companies.



www.greenwich.com | ContactUs@greenwich.com

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ContactUs@greenwich.com

Ph +1203.625.5038