

Greenwich Market Pulse: Preferences for Small and Midsize Companies Amid Pandemic

2020 Market Pulse

October 7, 2020

Executive Summary:

Overall executive optimism has turned slightly positive. Those with a negative outlook voice concerns around the continued impact of the pandemic on the economy as a whole, while those with more positive views feel that the economy is on a path to return to the previous highs in the near future.

Learn more about the economic outlook, prospecting, bank switching, channel usage, and other topics based on feedback with small and mid-sized (\$1- 500MM) company executives.

Methodology:

Greenwich Market Pulse: An ongoing research series that addresses the most important and timely issues facing small and mid sized (\$1-\$500M) 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.

528 companies were interviewed online in August and September 2020, representing 272 small businesses (\$1-10 million) and 256 mid-sized companies (\$10-\$500 million).

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