



Greenwich Market Pulse: Impact of ESG and PPP Loans on U.S. Businesses and Their Relationships with Banks

2021 Market Pulse

March 30, 2021

Executive Summary:

Over 300 small and mid-sized business executives shared their views on important and timely topics facing their businesses. Topics include economic outlook, ESG/social responsibility and Paycheck Protection Program (PPP).

Methodology:

Greenwich Market Pulse: 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.

327 companies were interviewed online in February 2021, representing 155 small businesses and 172 mid-sized companies.



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