

HOW SMALL BUSINESS OWNERS ARE INVESTING IN THEIR BUSINESS DURING COVID-19



Amid the financial pressures created by the COVID-19 outbreak since March 2020:

46%
of small business owners have
**increased investment
in their business**



Of the small business owners that increased investment:



Nearly **1 in 5**
increased investment in
**technology/e-commerce
platforms**



12%
increased investment in
marketing and advertising



About **1 in 10**
also increased investment in
**product inventory
and supplies**

Regions Next Step is a financial education and wellness program designed to help make life better. No matter your financial goals or stage in life, **we're here to help you move your life forward.**

Regions remains committed to providing the financial advice and guidance businesses may need during the COVID-19 outbreak. Visit Regions.com/NextStepforBusiness for more resources on strengthening businesses, making informed decisions and working toward growth goals.

*The Regions Next Step omnibus survey questions were part of a national online survey that took place between September 3-9, 2020. The survey reached 503 adult U.S. small business owners. The results are weighted and are representative of all U.S. small business owners.

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