

Spotlight on Millennial Business Leaders (MBLs)



In this edition of the Small Business Leaders Outlook, we turn the focus to millennial-led small businesses. Research found that millennial leaders differ from general small business leaders by expressing greater optimism, higher growth expectations and using technology more to grow their businesses. In addition to recognizing millennial-led businesses, we surveyed 955 sole/primary business decision-makers at businesses with revenues of \$100K-\$20MM. Their responses provide a snapshot of the current small business environment and the opinions of the men and women who operate in it.

Take a closer look at the results of our survey in these infographics that highlight the most notable findings.



Government Focus

Likely reflecting recent tax reform, fewer small businesses would select lowering taxes as a top priority for the government to focus on this year (down 7 points from last year, and 11 points from 2016). More than one-in-three small businesses (37%) expect the recent tax reform to have a positive impact on their company's bottom line.

For the next 12 months, the government should focus on...

- Reducing regulations.....**39%**
- Reducing federal deficit.....**36%** +4
- Improving infrastructure.....**34%** +6

Red denotes significant increase vs. 2017.

When it comes to additional government focus, millennial business leaders are more likely than other generations to want the government to focus on:

- Protecting consumers' interests...**36%**
- Comprehensive jobs plan.....**22%**
- Cybersecurity legislation.....**23%**
- Expanding foreign trade.....**19%**



Optimistic

Continuing the trend in optimism, 2018 results show the outlook of small business leaders is even more positive.



National economy



Global economy



MBLs are even more optimistic about...

- Our own company..... **84%**
- Our local economy..... **70%**

Within the next 12 months MBLs are more likely to expect...

Millennial-Led		All Small Business Leaders
82%	an increase in profits	62%
44%	an increase in credit needs	25%
45%	an increase in capital expenditures	25%



Segment Spotlight Millennial Business Leaders

They're more likely to feel social media has had a positive impact on the business.

65% of Millennial-Led Businesses

38% of All Small Business Leaders



80% of millennial leaders are considering financing for a specific aspect of their business...

	Millennial Leaders	All Small Business Leaders	Boomer Leaders
for marketing	25%	14%	10%
purchasing inventory	26%	16%	15%

The majority of small business leaders are always looking for new technology to help manage their business.



Millennials **78%** All Small Business Leaders **63%**



Values



The majority of small business leaders say

73% Being a successful small business owner is the American Dream

72% Work life balance is a top priority

72% I have always wanted to run my own business

Millennials are more likely to say that their company prioritizes vendors that give back to the community.

55% MBLs **31%** All Small Business Leaders

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Employment

Many small business leaders show concern with the limited supply of candidates with the right skill set.

42% MBLs **31%** All Small Business Leaders

Many leaders expect their businesses to increase employee compensation.

61% Millennial Business Leaders

41% All Small Business Leaders

Many business leaders also expect their businesses to increase full-time employees.

63% MBLs **32%** All Small Business Leaders



Challenges

What are the most common challenges facing today's small businesses?

54% Ability to grow sales and revenue **+16**

28% Taxes

27% Uncertainty of economic conditions **-7**

Red denotes significant change vs. 2017.

Millennial leaders are more likely than the average leader to cite the following as a top 3 business challenge:

		
Increase Productivity	Manage Labor Costs	Cyber-Security
32%	28%	22%
Millennial Business Leaders		
24%	17%	14%
All Small Business Leaders		

