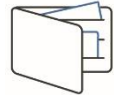

Capital Matters

JPMCI Research on Race, Gender, and Small Business | October 2019

The **JPMorgan Chase Institute** is a global think tank dedicated to delivering data-rich analyses and expert insights for the public good

INSTITUTE RESEARCH THEMES



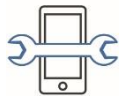
HOUSEHOLD INCOME & SPENDING

Research focused on the income and expense dynamics of US consumers.



HOUSEHOLD DEBT

Research focused on the various forms of household debt, including credit cards and mortgages.



LABOR MARKETS

Research focused on income from labor including labor market trends, growth of the Online Platform Economy, and the financial impacts of job loss.



HEALTHCARE

Research focused on out-of-pocket healthcare spending among US households to analyze the relationship between cash flows and healthcare expenditures.



CITIES & LOCAL COMMUNITIES

Research focused on local commerce, resident spending, and the economic vibrancy of cities and local communities.



SMALL BUSINESS

Research focused on the financial volatility of small business cash flow management, inflow and net flow, and overall health of US small businesses.



FINANCIAL MARKETS

Research focused on institutional investor behavior.

INSTITUTE DATA

THE JPMORGAN CHASE INSTITUTE LEVERAGES DE-IDENTIFIED DATA FROM:

\$2.5 TRILLION
BALANCE SHEET

2.5 MILLION
SMALL BUSINESSES

70+ MILLION
RETAIL CUSTOMERS

44 THOUSAND
INSTITUTIONAL INVESTORS

INDIVIDUAL TRANSACTIONS

(October 2012 – one month prior to present)
Information on amount, day and time, zip code, channel, and counterparty characteristics

ACCOUNT LEVEL INFORMATION

Accounts held, activity frequency, and monthly balances (including deposit accounts, savings accounts, money market, credit card, mortgage and home equity loans, and auto loans)

DEMOGRAPHIC CHARACTERISTICS

On an entirely deidentified sample: gender, banded age, and geography

INSTITUTIONAL INVESTORS

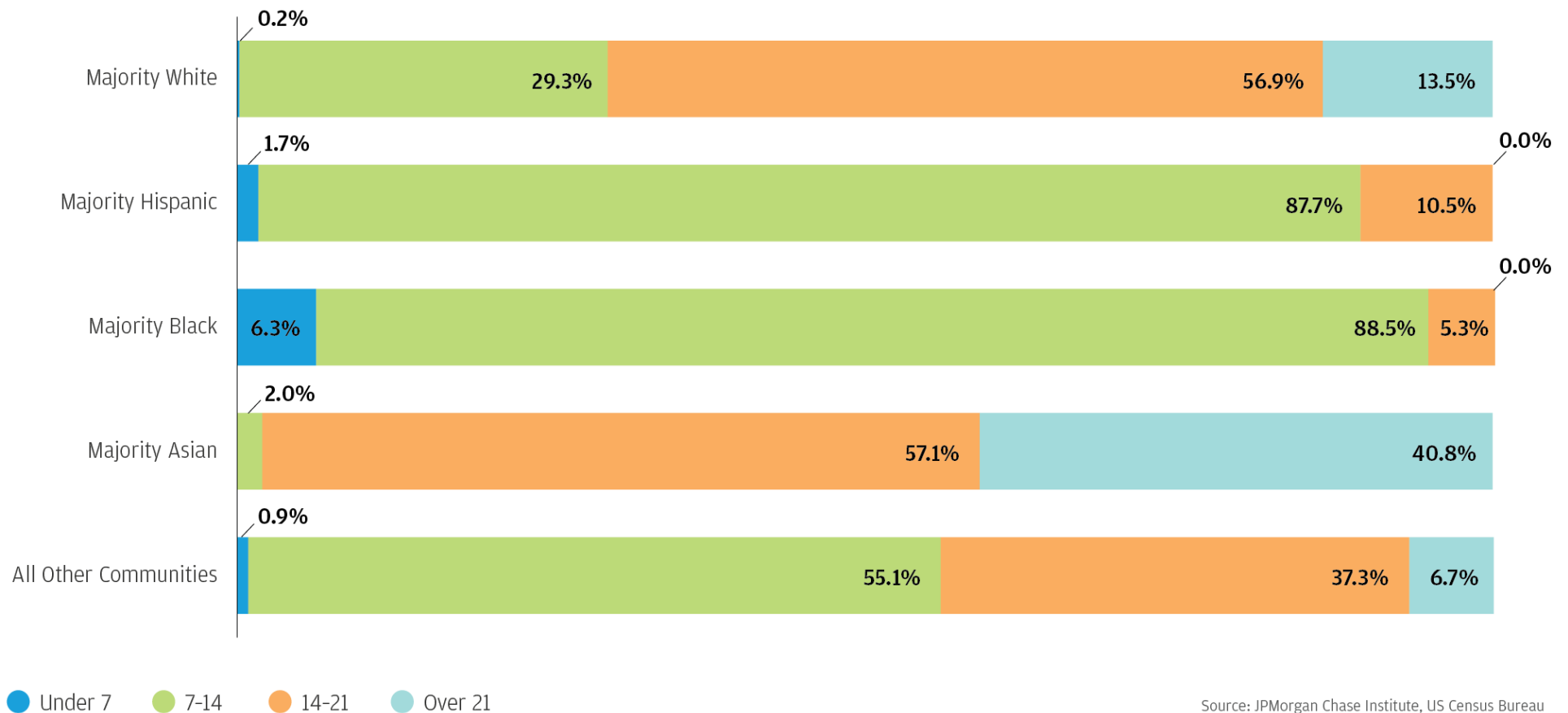
All types of institutional investors across all asset classes and regions globally

JPMORGAN CHASE & CO.

Small business with large cash buffers are area in majority Black and Hispanic communities

In all majority Black or Hispanic communities most small businesses had fewer than 21 cash buffer days

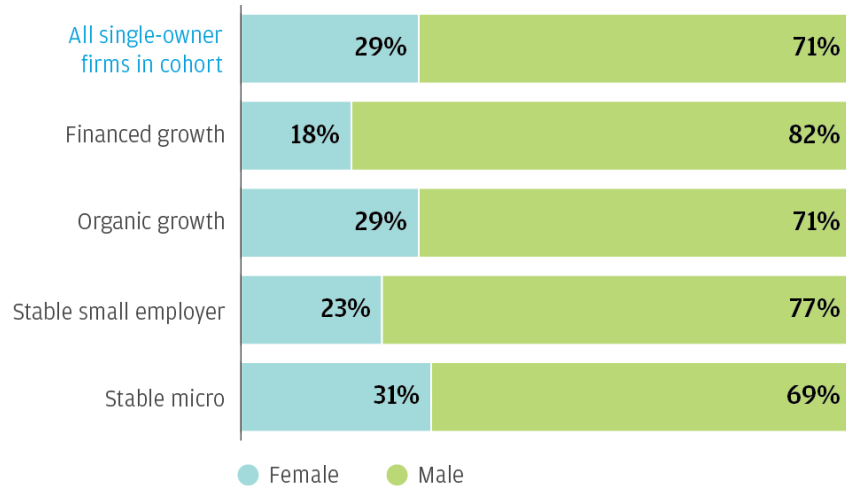
Median cash buffer days by ZIP code racial composition



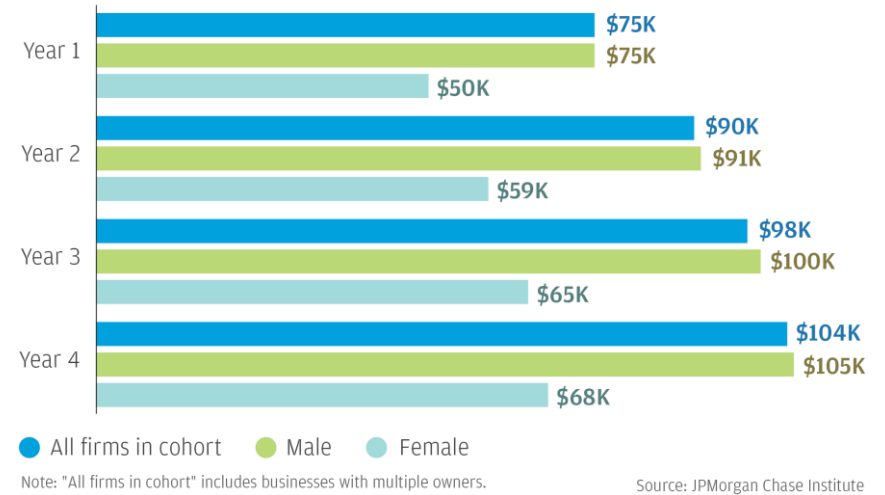
Women-owned small businesses are less likely to grow with external finance, have lower revenues, and experience slower revenue growth

However, women-owned small businesses are just as likely to grow organically, and have similar exit rates

Growth segment by owner gender



Annual revenues by owner gender



Revenue growth by owner gender and age

