

Productivity Survey Results 2026



Jersey Business Productivity Survey

A real pulse check on Jersey's
business community
Led by insight, not opinion

- 01** Delivered with 4insight, an independent research agency for the fourth consecutive year
- 02** Gives us a clear, independent view of how productive our island's businesses really are
- 03** Tells us all where support is working – and where it's most needed / needs to be improved
- 04** Builds a robust evidence base to shape our services and influence policy
- 05** 222 businesses took part across all sectors, sizes, and stages
- 06** Fully anonymous – encouraging honest, practical feedback

58% review their systems & processes 'continuously' or 'frequently' - **7%** do so 'rarely' and **4%** 'don't', a slight decrease on last year.



Slight increase in organisations investing in new technology 'continuously improved' (17%), most common 'sometimes' (35%) and 'frequently' (33%)



Skills improved by **59%** 'frequently' or
'continuously' but **44%** of less than **10 FTE** said
'sometimes'



55% change improvement 'frequently' or 'continuously' from **45%** in 2025. A shift from 'sometimes'.



61% collect customer feedback 'frequently' or 'continuously' from **54%** in 2025. "We are listening better".



Biggest tech implementation change - AI **43%** in
2025 and **60%** in 2026.



80% awareness of the Better Business grant =
6800 aware. **41%** of businesses are **TAM 3500**



Top 3 skills invested

**Industry
specifics**

Leadership

Technology

Potential to change and improve

**New
technology**

Process

**People /
Culture**

42% said they have access to tools to develop a productivity strategy. **58%** 'don't'. "A Jersey Business challenge to support you".



70% of businesses have a strategy of an informal active approach

19% clear

51% informal



Top 3 barriers to work on:

**Priority
settings**

**Recruit & Retain,
EVP/ People**

**Time
management**

Culture

**Process
improvement**

24% opportunity to improve our working day.
2 hours per person opportunity.

Even at **50%** $1 \times 64,680 = 64,680$ hours a day
253 $\times 16,364,040$ hours to convert to days a
year. “Things are slowly getting better”.



47% of us feel like we are optimising productivity opportunities. **53%** 'not'. But up from **39%** last year.



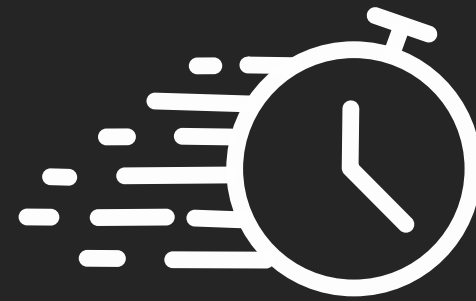
Top 5 Barriers



**Competing
Priorities**



**Recruitment
& Retention**



Lack of time



Culture



**Process
Inefficiency**



Wasted time focus areas are:

**Disjointed
process (3
years the
highest its
been)**

**Unnecessary
extra work**

**Improved
communication**

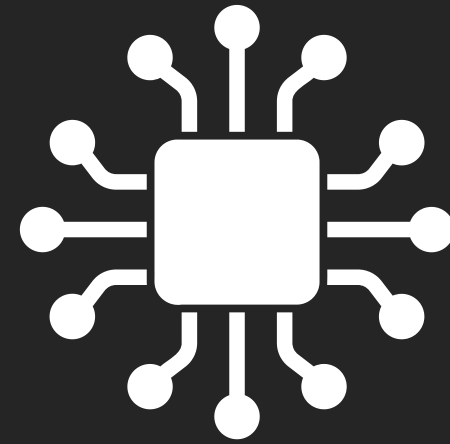
Winning formula



**People/
Culture**



Process



Technology



Top 3 benefits enjoyed by improvements made:

39% said
time

32%
improved
customer
service

31%
reduced
costs

35% said they would like to accelerate investment with Better Business Grant. That's **2975** of businesses if you scale that percentage.



5,185 businesses plan to engage with Jersey Business in the next 12 months. In 2025 that was around **4000** reach and **2500** engaged.

