

## Summary for the Business Tendency Survey in March 2021

### Business activity indicator

- the headline **all-sector business activity** indicator was **moderately negative**, at -21 percentage points (pp); this means the proportion of businesses that reported a decrease was 21 pp higher than those that reported an increase
  - the business activity indicator was moderately negative for the finance sector (-12 pp) and was strongly negative for the non-finance sector (-25 pp)
  - the business activity indicator for finance was significantly lower than in December, and there was essentially no change for the all-sector and non-finance indicators

### Current indicators

- **four** of the **eight current indicators** were **significantly negative**, and none were significantly positive
- the **overall** picture was **slightly more positive** than last quarter; two current indicators increased significantly and one indicator (input costs) decreased significantly

### Current situation: COVID-19

- the turnover indicator was moderately negative at -21 pp
- the actively working indicator was moderately negative at -13 pp
- in the last three months, 60% of businesses had taken some additional workforce measures in response to COVID-19

### Outlook for next quarter – the three months to June 2021

- the outlook for **future business activity** was **moderately positive** (+20 pp) overall
  - the indicator balance was essentially the same for finance (+19 pp) and non-finance (+20 pp)
- the overall **future employment** outlook was **moderately positive** (+23 pp)
  - the indicator was strongly positive (+34 pp) for finance and moderately positive for non-finance (+18 pp)

## Introduction

The Jersey Business Tendency Survey (BTS) aims to provide qualitative quarterly information about the Island's economy in a timely manner.

The survey provides a set of ten qualitative indicators. There are:

- **eight current indicators:** these are measures of current performance relative to that of three months previously (rather than absolute measures of performance)
- **two future indicators:** these measure anticipated change over the next three months

Detailed definitions of the indicators are provided in the [glossary](#).

For each indicator a net balance is calculated, defined as the difference between the proportion of businesses reporting an increase in a particular measure and the proportion reporting a decrease<sup>1</sup>.

### Context: COVID-19

In response to the COVID-19 pandemic and associated economic consequences, additional questions have been included since the June 2020 round of the survey in order to measure some of these consequences. These questions are analysed in the [annex](#) at the end of the report. The [glossary](#) includes definitions for some of the new concepts covered in the COVID-19 annex.

## Section 1: Current situation

### Business activity

The headline indicator is business activity, which is a measure of the total amount of work undertaken by businesses operating in Jersey. The type of business activity will be specific to each sector of business; for example; turnover, number of products produced, or chargeable hours. Detailed definitions for this indicator and others can be found in the [glossary](#).

In March 2021, the all-sector business activity indicator was moderately negative, with a value of -21 percentage points (pp). An increase in business activity was reported by 15% of businesses, compared with 37% that reported a decline; the difference in the unrounded figures results in a net balance of -21 pp, which provides the value of the indicator. The remaining 48% of companies reported that business activity was unchanged; see [Figure 1.1](#).

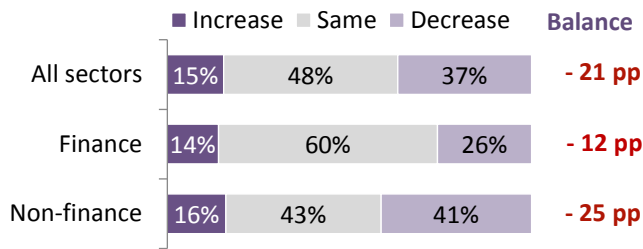
Prior to 2020, the last time the overall business activity indicator had a balance less than zero was in June 2013 (-8 pp).

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<sup>1</sup> Note that figures in this report are rounded independently; therefore, an indicator's balance may differ by up to one percentage point from the difference between stated percentages.

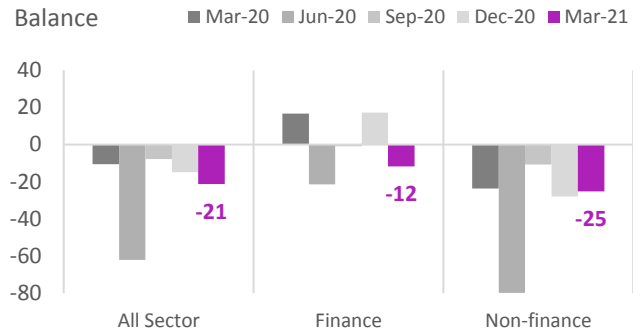
**Figure 1.1 – Business activity, March 2021**

Compared with situation three months previously



**Figure 1.2 – Business activity**

March 2020 – March 2021 (percentage points)



The business activity indicator was moderately negative for the finance sector (-12 pp) and strongly negative for the non-finance sector (-25 pp).

The overall business activity indicator did not change significantly since the previous quarter, down 6 pp; see [Figure 1.2](#).

The finance sector saw a strong quarterly decrease of 29 pp in this indicator, from +17 pp in December to -12 pp in this quarter. The balance of -12 pp was the second lowest figure recorded by the finance sector (the lowest being -21 pp in June 2020), and was strongly below its three-year mean of +19 pp (by 31 pp).

The non-finance sector was essentially unchanged from December (up 3 pp). The non-finance sector was also at essentially the same level as its March 2020 balance (down 1 pp), but its current balance was moderately below (18 pp below) its three-year mean of -7 pp.

Within the non-finance sector, the business activity indicator was:

- extremely negative (-72 pp) in the hotels, restaurants and bars sector
- and moderately negative in wholesale and retail (-23 pp), construction (-18 pp) and other non-finance (-17 pp).

See the [appendix](#) for further sectoral breakdown.

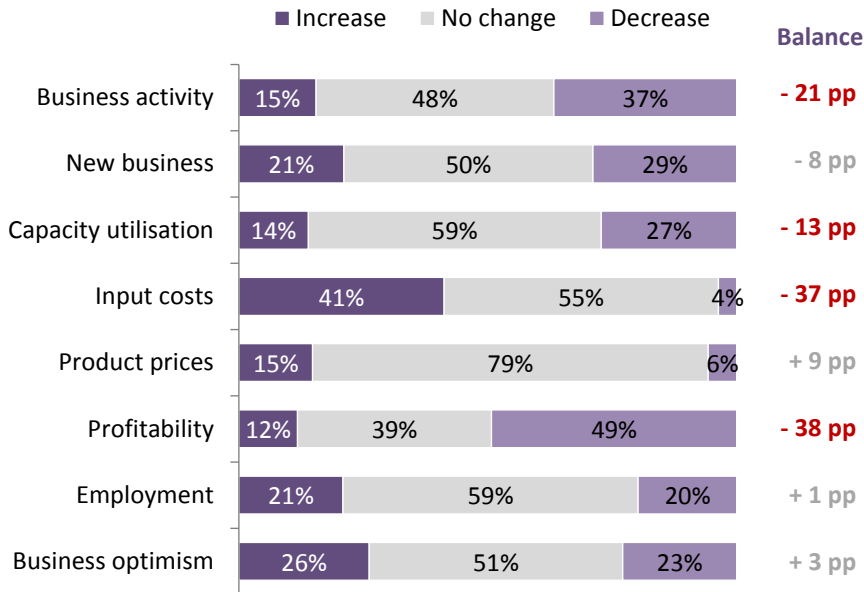
Since December the business activity indicator increased strongly for hotels, restaurants and bars (up 26 pp), although the balance remained strongly negative (-72 pp). The wholesale and retail decreased moderately (down 15 pp) since the previous quarter, while construction and other non-finance were essentially unchanged.

## Current indicators

In March 2021, four out of the eight all-sector indicators relating to the current situation were significantly negative, and the other four were neutral; see [Figure 2.1](#). A positive net balance indicates that a greater proportion of companies reported increases than decreases, and conversely for a negative balance, while an indicator is reported on if it has a balance of at least  $\pm 10$  pp.

The profitability and input costs indicators both had strongly negative balances (-38 pp and -37 pp respectively), the lowest balances of the current indicators. There were moderately negative balances in business activity (-21 pp) and capacity utilisation (-13 pp), and neutral balances in the other four current indicators.

**Figure 2.1 – All-sector indicators, comparing current situation (March 2021) to three months previously**

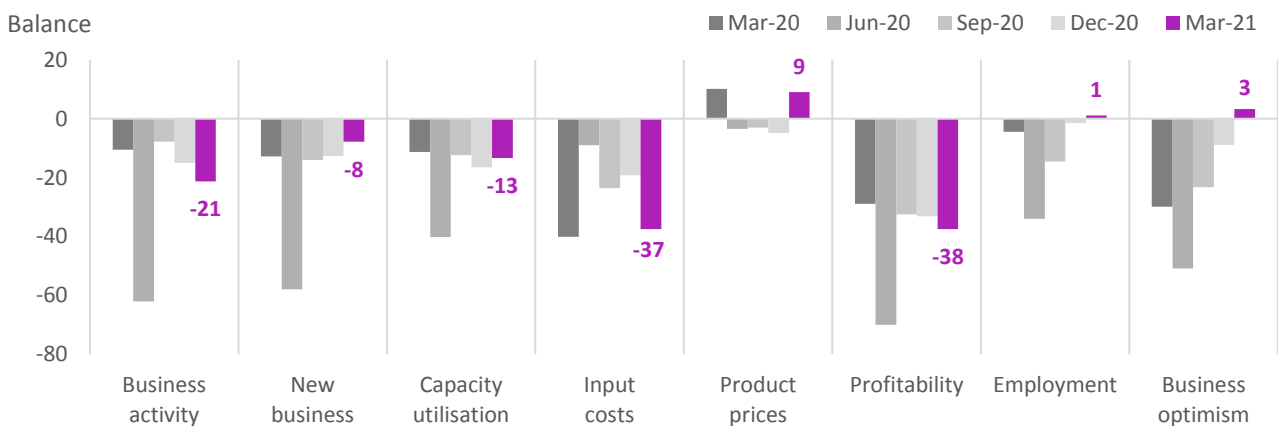


The summary balance across all indicators<sup>2</sup> was -4, higher than it was in 2020 (-6 and -5). However, the current summary balance across all indicators was much lower than the three-year mean for the period to December 2020 (-0.9).

Figure 2.2 shows the eight current indicators for March 2021 against those of the previous four quarters. Three indicators changed significantly since the previous quarter: there were two moderate increases in product prices and business optimism (up 14 pp and 12 pp respectively), and one moderate decrease in the input costs indicator (down 18 pp).

**Figure 2.2 – All-sector current indicators**

March 2020 – March 2021



Compared to the balances a year before, business optimism was strongly above its March 2020 balance (up 33 pp), and business activity was moderately below (down 10 pp), with other indicators not significantly different on an annual basis.

Four indicators were significantly different to their three-year means by moderate amounts: business activity, profitability, and capacity utilisation were below their means by 22 pp, 18 pp, and 10 pp respectively, and

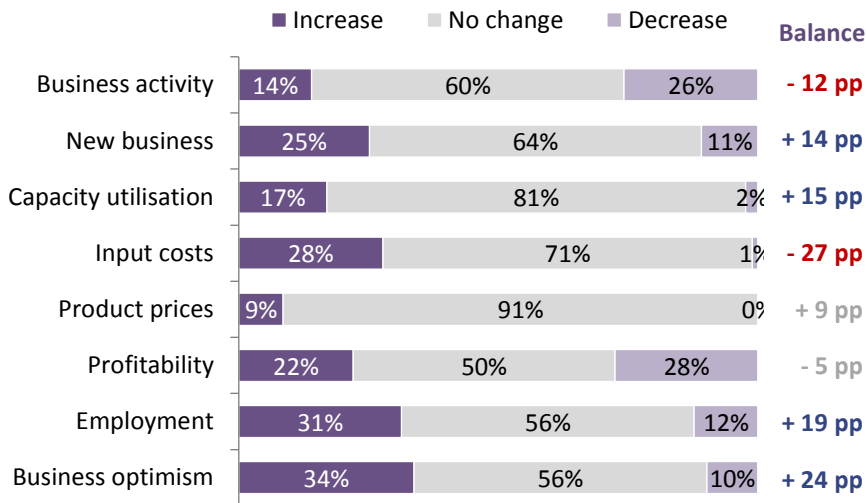
<sup>2</sup> This is the difference between the number of positive indicators (zero) minus the number of negative indicators (four).

business optimism was 10 pp above. In contrast, in June 2020 five indicators were extremely below their three-year means (more than 50 pp below), with the largest difference being 84 pp in business activity.

### Finance sector

In March 2021 the finance sector had four positive indicators, two negative indicators, and two neutral indicators; see [Figure 3.1](#).

**Figure 3.1 – Finance sector indicators, comparing current situation (March 2021) to three months previously**



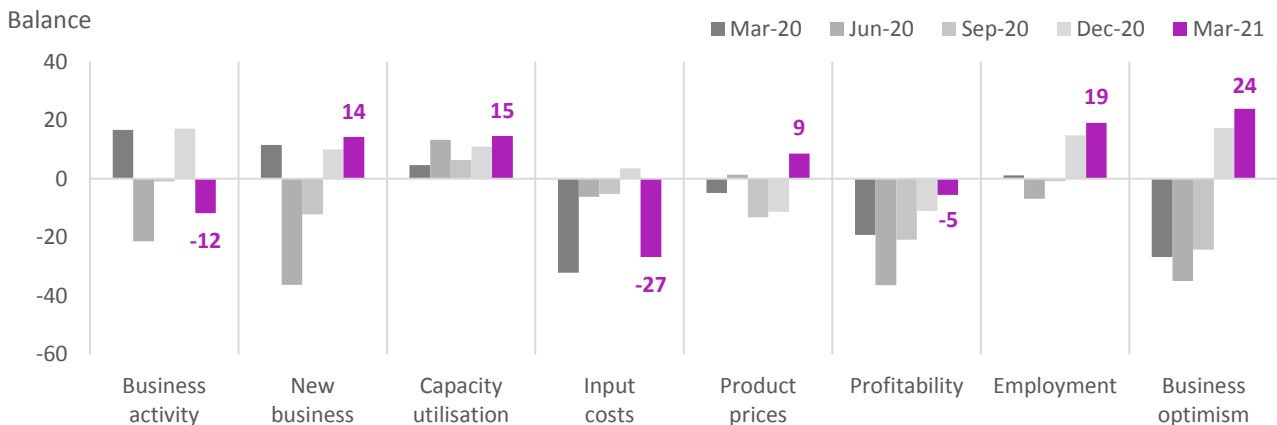
The summary balance across all indicators<sup>3</sup> was +2, essentially the same as the three-year mean for the period up to December 2020 for the finance sector (+1.9).

[Figure 3.2](#) illustrates that there were three changes of at least 10 pp since the previous quarter: there were two strong quarterly decreases in input costs and business activity (down 31 pp and 29 pp respectively), and a moderate quarterly increase in product prices (up 20 pp).

In March 2021 two of the eight current indicators for finance were different to their three-year means: business activity was 31 pp below, and business optimism was 22 pp above. The remaining six current indicators were within 10 pp of their three-year means.

**Figure 3.2 – Finance sector current indicators**

March 2020 – March 2021



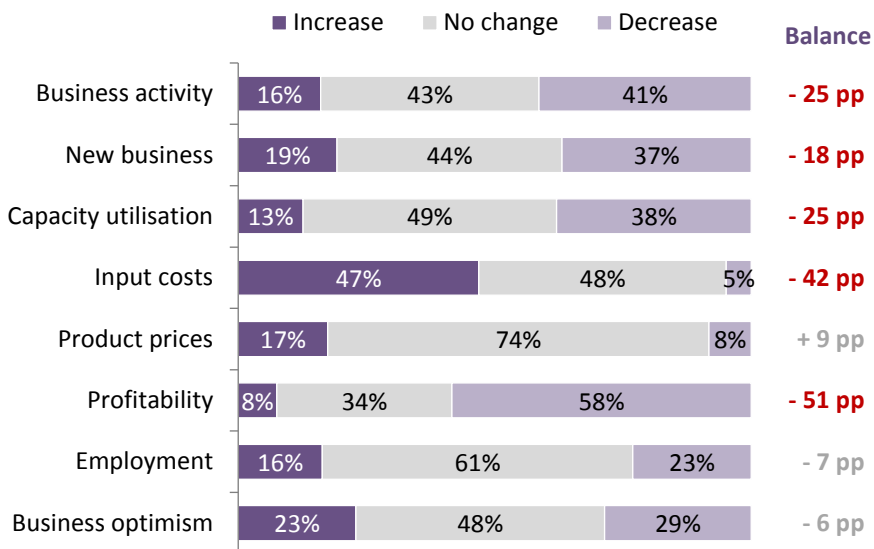
<sup>3</sup> This is the difference between the number of positive indicators (four) minus the number of negative indicators (two).

## Non-finance sector

For the non-finance sector in March 2021, five indicators were negative and the other three current indicators were neutral; see [Figure 4.1](#).

The summary balance across all indicators was -5, below the three-year mean for the period up to December 2020 for non-finance (-2.3).

**Figure 4.1 – Non-finance sector indicators, comparing current situation (March 2021) to three months previously**



One indicator, profitability, was extremely negative (-51 pp). A further three indicators were strongly negative, input costs (-42 pp), business activity and capacity utilisation (both -25 pp). New business was moderately negative (-18 pp), and the other three current indicators were neutral.

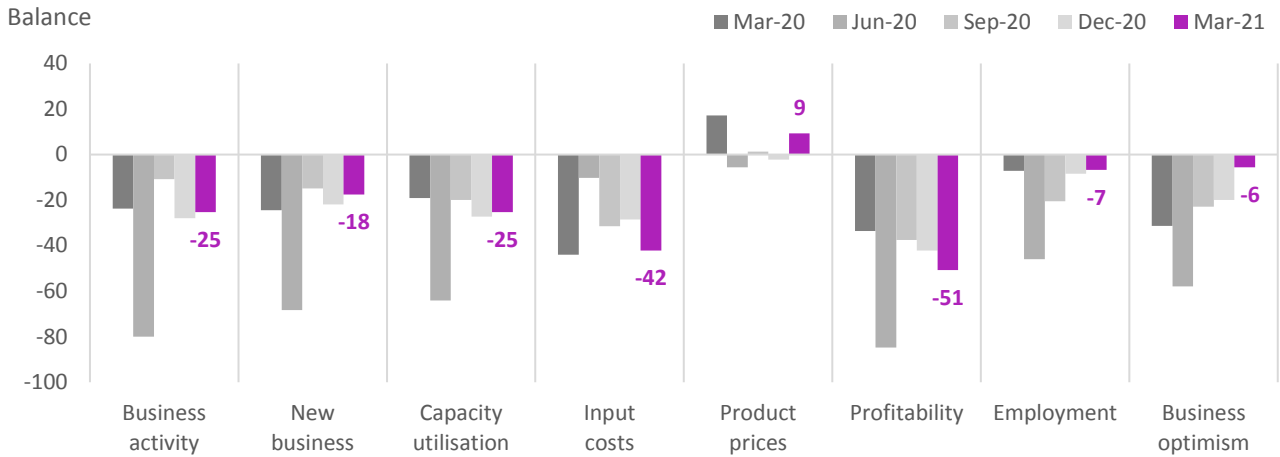
Among the sub-sectors, hotels, restaurants and bars was extremely negative (at least -50 pp) in four indicators, construction was extremely negative in two indicators, while no other sub-sectors were extremely negative in any indicators. The hotels, restaurants and bars sector was negative in all eight current indicators, other non-finance in six, construction in five, and wholesale and retail in four indicators. See the [appendix](#) for detailed breakdowns by size and sector.

For the non-finance sector overall, there were three quarterly changes, all of moderate size: business optimism and product prices increased 14 pp and 11 pp respectively, and the inputs costs indicator decreased 13 pp; see [Figure 4.2](#). See the [appendix](#) for detailed breakdowns by size and sector.

In March 2021 four of the eight current indicators were moderately below their three-year averages: profitability, business activity, capacity utilisation, and new business (down 23 pp, 18 pp, 15 pp, and 11 pp respectively). Other indicators were not notably different from their three-year means.

**Figure 4.2 – Non-finance sector current indicators**

March 2020 – March 2021



Hotels, restaurants and bars reported six current indicators at least 10 pp below their three-year means, of which four were strongly below (by at least 25 pp). The two exceptions were the input costs indicator (strongly above) and business optimism (moderately above).

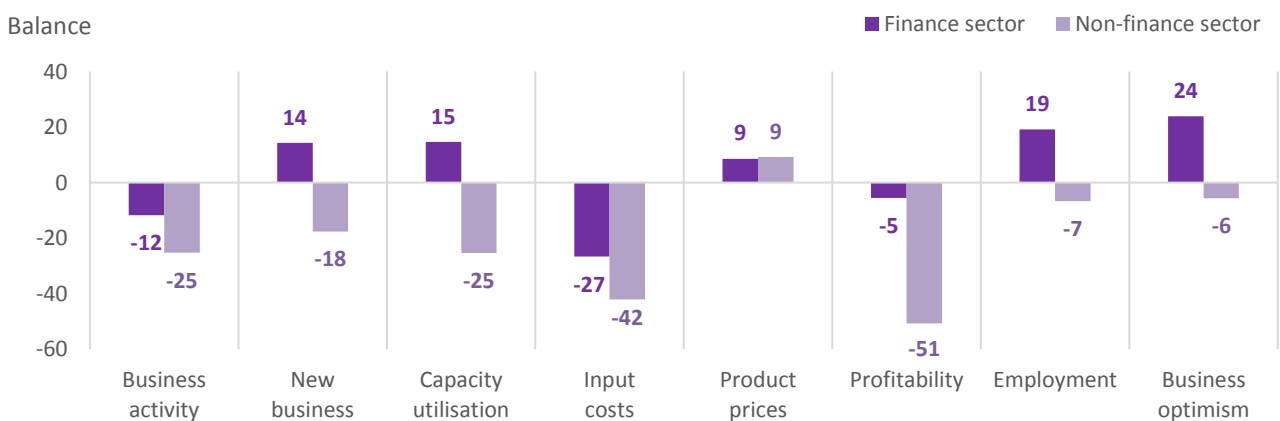
Other sub-sectors were less negative. Four current indicators for other non-finance were moderately below their three-year means, and no indicators were above their means. Construction saw one indicator strongly below its three-year mean (profitability), two moderately below (business activity and new business), and one moderately above (business optimism). In wholesale and retail, the business optimism indicator was strongly above its three-year mean, employment was moderately above, while business activity, capacity utilisation, and profitability were moderately below.

### Comparison of finance and non-finance sectors

The finance sector was more positive than the non-finance sector in seven of the eight current indicators, the exception being the product prices indicator which was essentially the same for both sectors, giving a net balance of +7 indicators where the finance sector was more positive; see [Figure 5.1](#). This is above the three-year mean balance +4.6. In March 2021, five current finance sector indicators were strongly above the balances for the non-finance sector (by at least 25 pp).

**Figure 5.1 – Finance and non-finance sector indicators (net balances, percentage points)**

March 2021



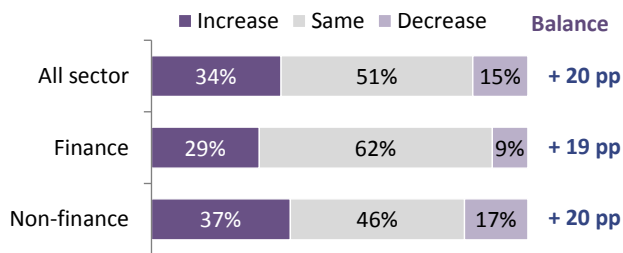
## Section 2: Future indicators

### Future business activity

The outlook for all-sector future business activity over the next three months (to June 2021) was moderately positive (+20 pp). Increases in business activity were expected by approximately one third (34%) of businesses, compared to 15% that expected decreases, while half (51%) expected no change; see [Figure 6.1](#).

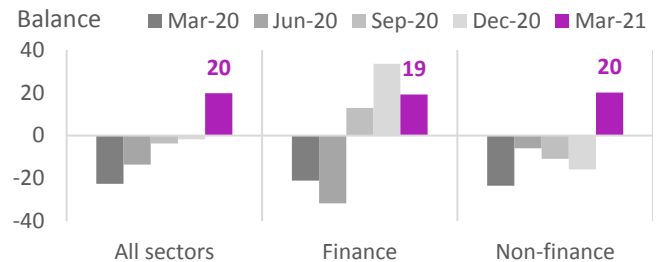
**Figure 6.1 – Future business activity**

Expectations for next three months (June 2021)



**Figure 6.2 – Future business activity**

March 2020 – March 2021 (percentage points)



Notably, the finance and non-finance sector reported essentially the same balance for this indicator (+19 pp and +20 pp). In the last three years, the finance sector has been an average of 24 pp above the non-finance sector in this indicator.

Within the non-finance subsectors the future business activity indicator was:

- strongly positive for hotels, restaurants and bars (+44 pp)
- strongly positive for wholesale and retail (+39 pp)
- moderately positive other non-finance (+14 pp)
- and neutral for construction (+3 pp).

The overall future business activity indicator increased moderately since the previous quarter (up 22 pp); see [Figure 6.2](#). The balance in March 2021 was 13 pp above its three-year mean of +7 pp.

The future business activity indicator for the finance sector saw a moderate quarterly decrease of 15 pp since December. The balance of this indicator in March 2021 was strongly above its level in March 2020 (by 40 pp), and was not notably different to its three-year mean of +24 pp.

The non-finance sector balance in the latest quarter was strongly above its balance in December (by 36 pp) and its balance twelve months ago (by 43 pp). It was moderately above its three-year mean (by 20 pp).

Within the non-finance sector, hotels, restaurants and bars registered an extreme increase of 123 pp between December 2020 and March 2021, from -79 pp to +44 pp. The scope of this indicator covers the period from the beginning of the hospitality circuit breaker<sup>4</sup> on 5 December through the planned lifting of restrictions<sup>5</sup> over the first two quarters of 2021. The latest increase put the indicator extremely above its three-year mean (by 68 pp).

Other non-finance saw a strong quarterly increase (up 32 pp), and was moderately above its three-year mean (11 pp above). This indicator increased moderately for wholesale and retail (up 20 pp), and was strongly above its three-year mean (by 32 pp). Construction also reported a moderate quarterly increase (up 10 pp), and was essentially at the same level as its three-year mean. See the [appendix](#) for a sectoral breakdown.

<sup>4</sup> <https://www.gov.je/news/2020/pages/HospitalityCircuitBreaker.aspx>

<sup>5</sup> <https://www.gov.je/Health/Coronavirus/SafeExitFramework/Pages/ReconnectionRoadmap.aspx>

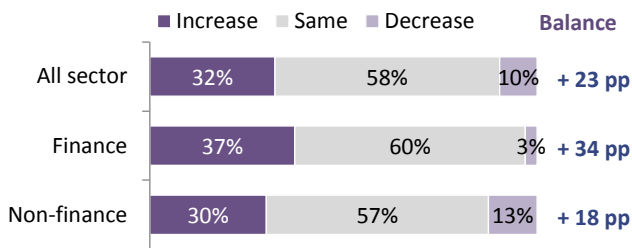


## Future employment

The outlook for all-sector future employment over the next three months (to June 2021) was moderately positive (+23 pp), similar to the future business activity indicator. An increase in employment was expected by a third (32%) of companies, and 10% expected a decrease; see [Figure 7.1](#). The finance sector was strongly positive (+34 pp), while the non-finance sector was moderately positive (+18 pp).

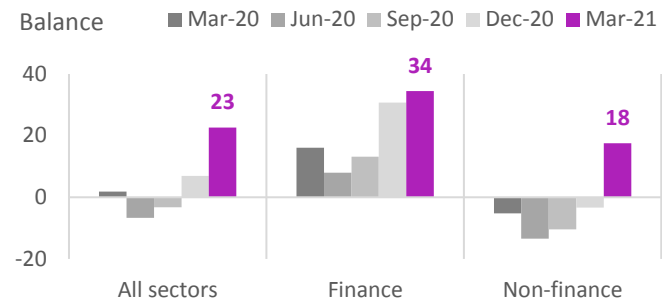
**Figure 7.1 – Future employment**

Expectations for next three months (June 2021)



**Figure 7.2 – Future employment**

March 2020 – March 2021 (percentage points)



During 2020 the all-sector future employment indicator remained neutral; see [Figure 7.2](#). March 2021 was the first significantly non-neutral balance since September 2019, with the change driven by an increase in this indicator for the non-finance sector.

In the current quarter the future employment indicator was moderately above its three-year mean, overall and for both the finance and non-finance sectors (by 17 pp, 11 pp, and 20 pp respectively).

Within the non-finance sector, the future employment indicator was strongly positive for hotels, restaurants and bars (+37 pp), and moderately positive for construction, wholesale and retail, and other non-finance (+19 pp, +18 pp, and +12 pp respectively).

See the [appendix](#) for a detailed breakdown by size and sector.

## Annex – COVID-19

In response to the COVID-19 pandemic and associated economic consequences, additional questions have been included since June 2020 in order to measure some of these consequences.

### Trading activity

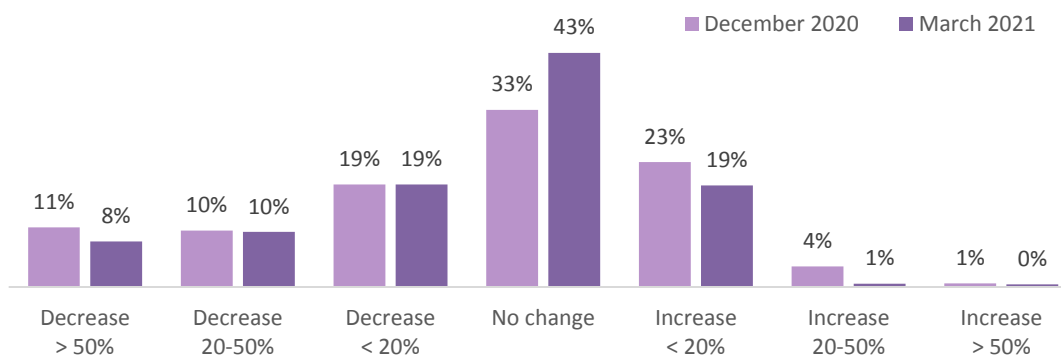
Businesses were asked if they were currently trading. Of those that responded, 99% were trading and 1% were inactive in March 2021. However, some of the undertakings that did not respond to the survey are known to have ceased, so these figures underestimate the proportion of undertakings that ceased during the period.

### Turnover

Businesses were asked how their turnover in March 2021 compared to three months' ago (December 2020) and were given a choice of several options. In calculating the balance of this indicator, the smaller increases and decreases (of less than 20%) were given a lower weight (50%), and the greatest increases and decreases (of more than 50%) were a larger weight (150%).

The balance of the turnover indicator was moderately negative at -21 pp, see [Figure A1.1](#). Overall, 37% of undertakings reported a decrease in turnover, compared to 20% that reported an increase. The balance of this indicator was essentially unchanged from December, and remained above the June 2020 figure of -75 pp by more than 50 pp.

**Figure A1.1 – Change in turnover in March 2021, compared with change in turnover in December 2020**



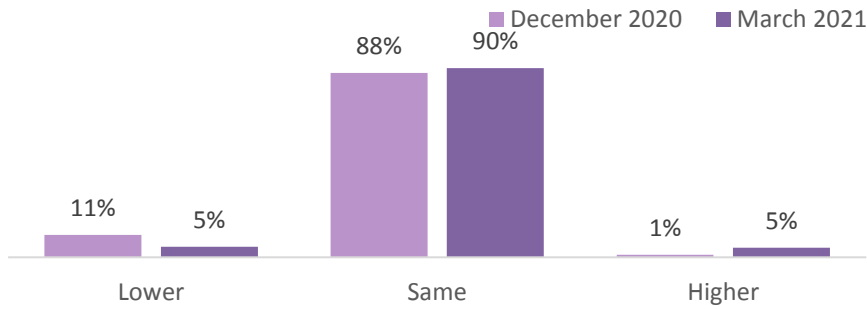
The turnover indicator was strongly negative (-31 pp) for non-finance, while it was neutral for finance (0 pp).

### Access to finance

The access to finance indicator was neutral (0 pp). A large majority (90%) reported no change in their access to finance, while 5% reported an increase and 5% reported decrease; see [Figure A1.2](#). The balance of this indicator increased moderately from December, up 10 pp. This is the first significant quarterly change recorded since this question was asked in June 2020.

The indicator was also neutral for the finance and non-finance sectors.

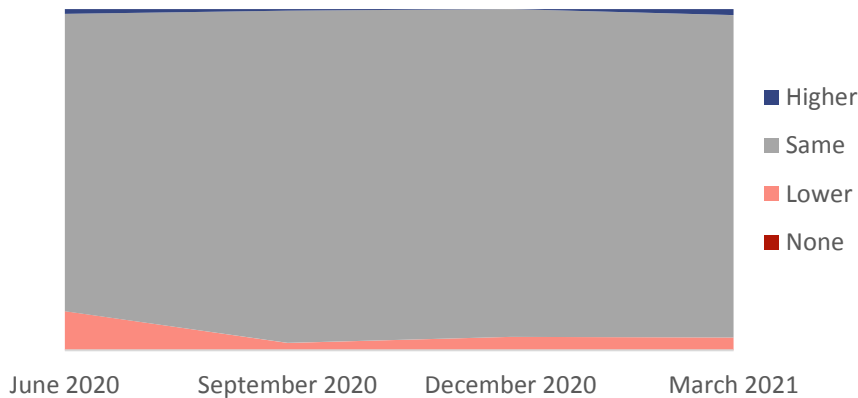
**Figure A1.2 – Access to finance in December 2020 and March 2021 compared to three months’ ago**



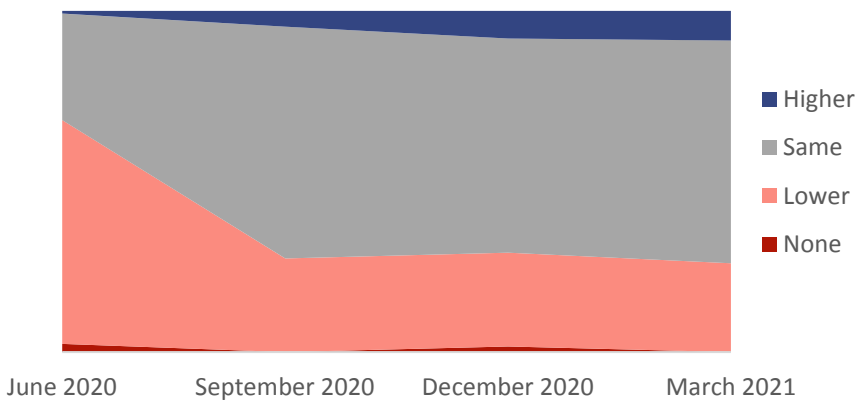
## Employment

Of businesses that employed staff, 19% reported that a lower proportion of their staff were actively working in March 2021 compared to normal, while 7% said that a higher proportion of their staff were actively working. Staff that are actively working are carrying out their duties, as opposed to not working but continuing to be employed. The balance of -13 pp was essentially unchanged from the previous quarter, and was 38 pp above the June 2020 balance of -51 pp.

**Figure A1.3 – Proportion of staff actively working, June 2020 to March 2021, finance sector**



**Figure A1.4 – Proportion of staff actively working, June 2020 to March 2021, non-finance sector**

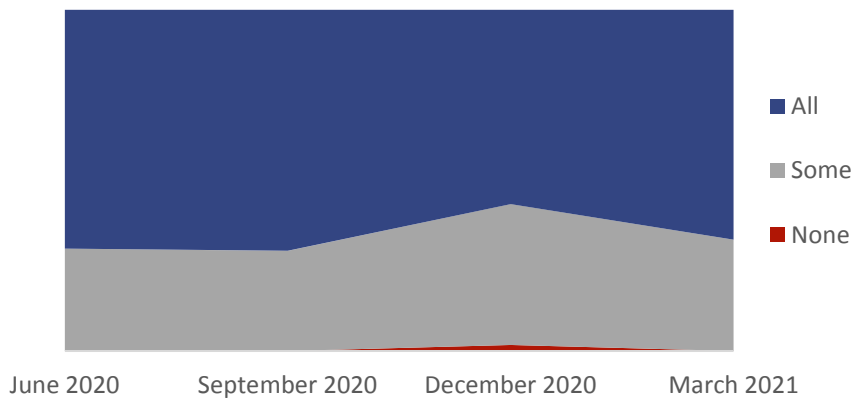


The actively working indicator for the finance sector was neutral (-2 pp), and has remained in a 10 pp range since June; see [Figure A1.3](#). In contrast, the non-finance sector balance was moderately negative (-17 pp) in March, essentially unchanged since December, and was more than 50 pp above its June balance of -68 pp; see [Figure A1.4](#).

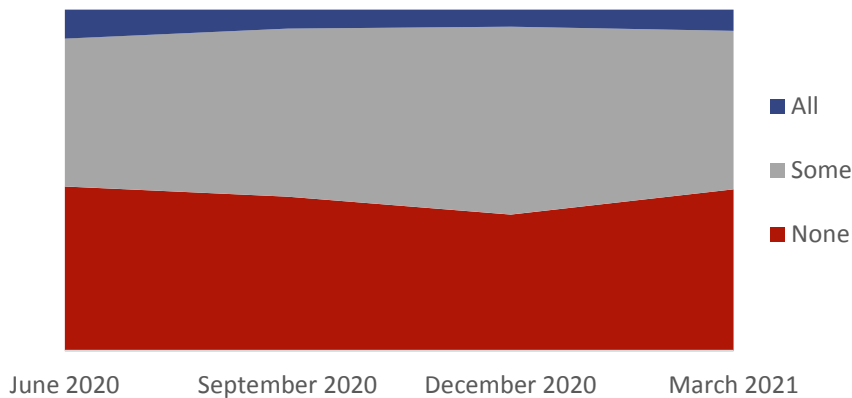
Of the all-sector businesses that employed staff, a quarter (26%) reported that all of their staff were working remotely, and a further 42% said some of their staff were working remotely. In contrast, a third (32%) said none of their staff were working remotely.

In the finance sector, two-thirds (67%) of companies reported all their staff worked remotely in March 2021, compared to 6% of non-finance companies; see [Figure A1.5](#) and [Figure A1.6](#). Similarly, 47% of non-finance companies said none of their staff were working remotely, while all finance companies reported at least some of their staff were working remotely.

**Figure A1.5 – Proportion of working remotely, finance sector**

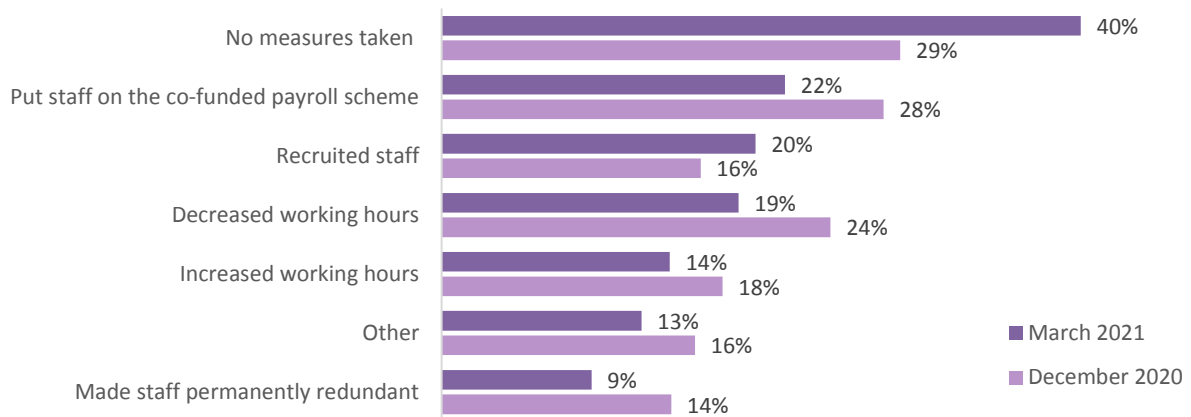


**Figure A1.6 – Proportion of working remotely, non-finance sector**



Businesses were asked if in the last three months they had taken any measures to cope with the impact of COVID-19 on their workforce. Of businesses that employed staff, 60% had implemented some measures in the last three months, and 40% reported that no additional measures had been taken. The most common measure taken in the last three months was enrolling in the Government of Jersey Co-Funded Payroll Scheme (22%), followed by recruiting staff (20%) and decreasing hours for staff (19%); see [Figure A1.7](#).

**Figure A1.7 – Workforce measures taken in response to COVID-19 in the last three months, as reported in December 2020 and March 2021**



The least commonly selected option was staff redundancies (9%), followed by other measures (13%), and increasing hours (14%). The only significant quarterly change in workforce measures taken since December 2020 was an 11 pp increase in no measures taken.

Among the measures described in “other” were: flexible working arrangements; not recruiting new staff; financial measures such as changes to pay, pensions, or bonuses; and practical steps to facilitate remote working or safer working on-site.

In March 2021, 56% of finance businesses reported they had taken no additional workforce measures in response to COVID-19 during the previous three months, in contrast to 32% of non-finance companies. The proportion of finance companies that reported taking no measures has been above that for non-finance companies every time this question has been asked, but the difference has decreased over time from a strong 48 pp difference in June 2020 to a moderate 24 pp difference in March 2021.

## Notes

The Business Tendency Survey samples private sector businesses in Jersey. The survey asks the Chief Executive or Managing Director of sampled businesses for their opinions on the current situation of their business compared with three months previously, and for their expectations for the next three months.

Each indicator derived from the survey responses is calculated as a weighted net balance, see below.

The survey is run in the last month of each quarter. In June and December, additional questions are asked of the finance sector to gauge their expectations for future employment, profits and business development.

- 1. Net balance:** Net balances are used to summarise respondents' answers to the multiple-choice questions of the Business Tendency Survey. The net balance is obtained by taking the difference between the weighted percentages of respondents giving positive (such as "increase" or "higher") and negative responses (such as "decrease" or "lower"). The net balance is given as a difference measured in percentage points (pp). The statistical uncertainty on each net balance (expressed as a 95% confidence interval) depends on the effective (weighted) numbers of respondents to each question. For overall indicators covering the whole of the private sector, the 95% confidence interval ranges from  $\pm 4$  to  $\pm 6$  pp. The net balance and individual percentages are rounded independently, and therefore the percentages may not sum to the balance.
- 2. Seasonal effects:** Businesses are asked to exclude normal seasonal fluctuations from their responses. When it is not practical to compare the current trading situation with that of three months ago, businesses are asked to compare with one year ago.
- 3. Stratified sample:** To design a representative sample of Jersey's businesses, a random sampling approach was used, stratified by business size (employment on a full-time equivalent [FTE] basis) and type of activity ([UK SIC 2007 sector](#)). Size-dependent sampling probabilities were applied, and businesses with more than 50 FTE employees were given a sampling probability of one. The sample is reviewed twice yearly to incorporate new businesses and changes in staffing, in order that the sample remains representative of Jersey's economy.
- 4. Response:** Around 500 firms were sent a survey questionnaire for this survey; 270 completed questionnaires were returned, constituting an overall response rate of 55%. The respondents accounted for 37% of total private sector employment in the Island.
- 5. Weighting:** The response data collected are weighted before they are analysed. Each reporting business was assigned two weights: a sampling probability weight and a size weight (FTE workforce). The sampling weight adjusts for the different likelihoods of different sized businesses being included in the sample, an effect of the sampling methodology used. The size weight ensures that companies contribute to each indicator in proportion to the size of their workforce. In publications prior to June 2019, the finance annex was weighted by company size only. The annex is now weighted by company size and sampling probability, as in the rest of the report.
- 6. Descriptors:** To aid in interpreting the result, balances and changes of specific magnitudes are described using the terminology set out below.
  - Positive/negative:  $\pm 10$  pp or more
    - Extremely positive/negative:  $\pm 50$  pp or more
    - Strongly positive/negative:  $\pm 25-49$  pp
    - Moderately positive/negative:  $\pm 10-24$  pp
  - Neutral / essentially unchanged: 0-9 pp

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Statistics Jersey

15 April 2021

## Glossary

1. **Employed staff:** This includes staff who are currently on leave of any sort, including furlough leave and unpaid leave. Staff paid through the co-funded payroll scheme should be included, whether or not they are working any hours.
2. **Actively working staff:** This includes staff who are fulfilling their work duties. Staff who are unable to work for any reason should be excluded, whether or not they are paid
3. **Permanent redundancy:** Laying off only covers staff who are no longer employed by the business. Staff that are on the co-funded payroll scheme are still employed, and similarly for staff on leave of any sort, including furlough leave and unpaid leave.
4. **Level of business activity / output:** This is the total amount of work undertaken by an organisation. Business activity can be thought of as gross income, chargeable hours worked, turnover or the number of products produced. The measure of business activity used depends on the nature of an organisation. For example, a legal firm may use the number of chargeable hours worked. A bank may decide to use values of fees, commission and premium income.
5. **Incoming new business / new orders:** This is the amount of new business placed with an organisation. This may include any new clients, new orders or contracts from existing clients or any new contracts.
6. **Level of capacity utilisation:** This is the current business activity relative to 'normal capacity'. 'Above capacity' indicates that a business is above its normal capacity, for example because an organisation is busier than normal or staff are working longer hours than normal. Similarly, 'below capacity' indicates the current business activity is below its normal capacity, for example because an organisation is quieter than normal or staff are working shorter hours than normal.
7. **Average cost of inputs:** This is the average cost for all inputs used by an organisation. Inputs include supplies obtained, stocks/materials bought in and costs of employees, including wages, salaries and pension costs paid by an organisation. We ask businesses to try to give a weighted average of costs. For example, if employment costs are the largest share, they should be given the largest weighting (i.e. importance) when answering the question.
8. **Average prices charged for products:** This is the price charged per item or per unit of time on average. For example, a legal firm will know how much they charge an hour. However, if an organisation offers various services/products, we ask them to try to give a weighted average. For example, if one service accounts for most sales and its prices have increased, then it should be given the largest weighting (i.e. importance) when answering the question, indicating that prices have risen on average.
9. **Profitability:** This is the total profits earned on all activities of an organisation. If an organisation does not calculate profits over the most recent three months, we ask them to try to estimate how their profitability has changed, taking into account changes in turnover, changes in input costs and changes in mark-ups/spreads over input costs.
10. **Employment:** This is the number of employees employed on average. Two part-time employees are equivalent to one full-time employee. For example, if two part-time employees resigned and one full-time employee was taken on, we ask organisations to count this as no net change (so employment was the 'same'). We ask organisations to ignore seasonal or temporary hirings.
11. **Business optimism:** This refers to confidence or optimism about the overall business situation in an organisations' industry generally. Unlike the previous questions, it is not about what is actually happening to an organisation at present, but asks about their opinions for their sector generally.

## Appendix

### March 2021 – Net balances of indicators (percentage points) and percentage of responders reporting ‘no change’

All sectors; finance; non-finance; construction; hotels, restaurants and bars; wholesale and retail; and other non-finance

Indicator	All sectors		Finance		Non-finance		Construction		Hotels, restaurants and bars		Wholesale and retail		Other non-finance	
	Net balance	No change	Net balance	No change	Net balance	No change	Net balance	No change	Net balance	No change	Net balance	No change	Net balance	No change
<b>Business Activity</b>	-21	48	-12	60	-25	43	-18	57	-72	11	-23	31	-17	50
New Business	-8	50	14	64	-18	44	-17	45	-51	20	-6	58	-12	45
Capacity Utilisation	-13	59	15	81	-25	49	-15	63	-78	17	-23	60	-18	48
Input costs	-37	55	-27	71	-42	48	-60	33	-20	57	-45	52	-40	50
Product prices	9	79	9	91	9	74	22	65	-16	53	20	77	7	82
Profitability	-38	39	-5	50	-51	34	-57	39	-83	5	-37	42	-45	37
Employment	1	59	19	56	-7	61	2	65	-45	47	16	58	-8	63
Business optimism	3	51	24	56	-6	48	15	48	-16	30	21	59	-19	50
Future business activity	20	51	19	62	20	46	3	54	44	21	39	40	14	52
Future employment	23	58	34	60	18	57	19	56	37	35	18	79	12	56

### March 2021 – Net balances of indicators (percentage points) and percentage of responders reporting ‘no change’

All sectors, finance and non-finance sectors by size of business\*

Indicator	All sectors				Finance				Non-finance			
	Large		Small		Large		Small		Large		Small	
	Net balance	No change*	Net balance	No change*	Net balance	No change*	Net balance	No change*	Net balance	No change*	Net balance	No change*
<b>Business Activity</b>	-14	49	-28	46	-10	58	-20	68	-21	40	-29	44
New Business	7	51	-21	49	20	65	-12	59	-2	36	-23	48
Capacity Utilisation	3	66	-28	52	16	81	7	79	-12	62	-33	48
Input costs	-34	63	-41	48	-24	76	-35	54	-39	56	-42	47
Product prices	8	77	10	82	9	91	7	93	7	68	10	81
Profitability	-20	42	-54	35	0	51	-33	47	-41	36	-56	34
Employment	13	56	-9	62	21	52	14	71	9	60	-13	61
Business optimism	27	48	-18	54	33	56	-11	60	21	45	-19	53
Future business activity	33	51	8	51	25	64	-2	54	49	33	9	50
Future employment	38	52	9	63	38	57	20	67	28	59	7	63

\* Large companies are defined as having more than 50 FTEs and small companies are defined as having 50 or fewer FTEs.



## Indicators – net balances (percentage points)

### All sectors

Indicator	2016*		2017				2018				2019				2020				2021
	March	Dec	March	Sept	Sept	Dec	March	June	Sept	Dec	March	June	Sept	Dec	Mar	Jun	Sept	Dec	Mar
<b>Business Activity</b>	7	20	18	3	7	12	16	25	21	11	13	16	3	6	-11	-62	-8	-15	-21
New Business	14	14	14	3	12	21	19	16	18	3	8	3	3	9	-13	-58	-14	-13	-8
Capacity Utilisation	2	9	9	3	4	9	6	11	8	7	1	3	3	1	-11	-40	-12	-17	-13
Input costs	-23	-45	-55	-50	-39	-42	-50	-54	-53	-44	-48	-42	-50	-52	-40	-9	-24	-19	-37
Product prices	7	14	16	16	21	14	26	29	22	14	27	21	16	15	10	-3	-3	-5	9
Profitability	-9	-11	-16	-19	-8	-7	-9	1	-2	-14	-11	-5	-19	-14	-29	-70	-33	-33	-38
Employment	8	3	2	4	6	13	9	14	10	4	10	4	4	-2	-4	-34	-15	-2	1
Business optimism	9	4	7	-5	8	18	11	10	7	1	1	-4	-5	4	-30	-51	-23	-9	3
Future business activity	22	14	26	-2	10	27	20	25	21	11	25	13	-2	16	-23	-14	-4	-2	20
Future employment	11	0	7	12	11	22	12	16	17	3	7	3	12	2	2	-7	-3	7	23

\*Data is not available for June and September 2016

### Finance

Indicator	2016*		2017				2018				2019				2020				2021
	March	Dec	March	June	Sept	Dec	March	June	Sept	Dec	March	June	Sept	Dec	Mar	Jun	Sept	Dec	Mar
<b>Business Activity</b>	33	41	34	35	12	28	36	31	28	28	39	33	7	17	17	-21	-1	17	-12
New Business	41	31	18	16	18	38	33	17	23	20	28	1	7	29	11	-36	-12	10	14
Capacity Utilisation	19	28	30	25	4	27	28	20	8	21	13	7	7	8	5	13	6	11	15
Input costs	-22	-18	-34	-23	-11	-23	-25	-30	-27	-22	-21	-19	-43	-43	-32	-6	-5	4	-27
Product prices	14	3	16	13	7	21	18	16	7	7	24	3	2	7	-5	1	-13	-11	9
Profitability	7	12	-7	15	23	31	18	17	20	7	16	11	-12	2	-19	-36	-21	-11	-5
Employment	19	-5	12	6	18	29	33	28	11	11	35	20	4	18	1	-7	-1	15	19
Business optimism	11	13	19	12	22	33	24	20	16	17	15	1	-9	9	-27	-35	-24	17	24
Future business activity	22	49	38	45	25	51	39	54	49	34	39	28	14	38	-21	-32	13	34	19
Future employment	6	-2	11	28	29	57	37	39	24	12	17	18	41	16	16	8	13	31	34

\*Data is not available for June and September 2016

## Non-finance

Indicator	2016*		2017				2018				2019				2020				2021
	March	Dec	March	June	Sept	Dec	March	June	Sept	Dec	March	June	Sept	Dec	Mar	Jun	Sept	Dec	Mar
<b>Business Activity</b>	-4	12	12	21	5	4	6	23	18	4	1	8	2	0	-24	-80	-11	-28	-25
New Business	1	7	13	26	9	11	12	16	15	-5	-1	4	1	-2	-24	-68	-15	-22	-18
Capacity Utilisation	-5	2	3	2	4	0	-3	8	8	1	-4	1	1	-2	-19	-64	-20	-27	-25
Input costs	-23	-55	-62	-66	-54	-51	-62	-64	-65	-53	-60	-51	-53	-57	-44	-10	-32	-29	-42
Product prices	4	18	16	30	28	11	29	35	29	17	28	29	22	19	17	-6	1	-2	9
Profitability	-16	-21	-19	-9	-24	-26	-22	-5	-12	-23	-23	-13	-22	-22	-34	-85	-38	-42	-51
Employment	3	6	-1	-1	0	5	-2	8	10	2	-2	-3	3	-12	-7	-46	-20	-8	-7
Business optimism	8	1	3	15	0	10	5	6	3	-6	-6	-6	-3	1	-31	-58	-23	-20	-6
Future business activity	23	0	22	18	1	14	12	14	9	1	19	6	-9	5	-23	-6	-11	-16	20
Future employment	13	0	5	9	1	5	1	7	14	-1	3	-4	-2	-6	-5	-13	-10	-3	18

\*Data is not available for June and September 2016

## Construction

Indicator	2016*		2017				2018				2019				2020				2021
	March	Dec	March	June	Sept	Dec	March	June	Sept	Dec	March	June	Sept	Dec	Mar	Jun	Sept	Dec	Mar
<b>Business Activity</b>	2	25	16	10	7	16	20	21	11	3	-8	-10	3	-8	-13	-92	-3	-24	-18
New Business	2	14	17	16	6	20	9	18	4	-10	-6	19	9	-7	-13	-82	-11	-21	-17
Capacity Utilisation	-10	8	3	12	-2	18	-5	-2	13	-7	21	7	3	4	-7	-83	-22	-25	-15
Input costs	-28	-57	-64	-73	-51	-62	-78	-76	-75	-44	-54	-77	-69	-56	-52	3	-39	-44	-60
Product prices	-1	13	24	24	16	17	31	34	33	12	3	38	25	14	15	-10	12	0	22
Profitability	-29	-6	-15	-12	-29	-22	-24	8	-6	-17	-25	-25	-37	-27	-33	-92	-40	-52	-57
Employment	-5	-4	1	-1	1	25	4	18	28	6	-2	-10	8	-5	4	-47	-16	-1	2
Business optimism	11	20	18	34	27	26	21	32	21	5	-11	9	34	13	-2	-74	-14	-9	15
Future business activity	3	21	13	16	13	32	17	17	19	8	-1	-1	12	6	5	-34	1	-7	3
Future employment	-10	4	11	14	-14	16	-17	2	19	9	-2	3	16	9	13	-21	13	4	19

\*Data is not available for June and September 2016

### Hotels, restaurants and bars

Indicator	2016*		2017				2018				2019				2020				2021
	March	Dec	March	June	Sept	Dec	March	June	Sept	Dec	March	June	Sept	Dec	Mar	Jun	Sept	Dec	Mar
<b>Business Activity</b>	20	5	16	2	-23	-20	-7	13	28	-16	-27	-23	-4	-7	-42	-100	-44	-98	-72
New Business	7	-7	6	-2	-18	14	2	13	28	-27	-20	-27	-10	-18	-45	-100	-50	-84	-51
Capacity Utilisation	4	-5	-3	-5	-10	-16	-10	-3	17	-25	-24	-28	-5	-12	-44	-87	-65	-80	-78
Input costs	-51	-70	-80	-88	-69	-55	-91	-70	-70	-70	-83	-75	-68	-72	-47	20	-38	-13	-20
Product prices	20	47	33	58	52	15	47	36	52	23	58	38	35	47	8	-36	-22	-36	-16
Profitability	5	-9	-23	-25	-55	-30	-35	-30	-12	-46	-39	-15	-31	-39	-62	-100	-85	-94	-83
Employment	3	11	2	-8	-18	-5	-14	15	1	-15	-19	-12	-13	-14	-25	-85	-44	-43	-45
Business optimism	7	-13	8	-3	-24	-7	-14	-15	-11	-35	-8	-12	-16	-10	-78	-89	-80	-94	-16
Future business activity	19	-17	22	8	-39	-22	17	17	-11	-37	25	5	-41	-5	-49	-62	-71	-79	44
Future employment	6	-10	12	-6	-16	-18	29	6	-3	-26	22	-15	-36	-10	-35	-42	-63	-38	37

\*Data is not available for June and September 2016

### Wholesale and retail

Indicator	2016*		2017				2018				2019				2020				2021
	March	Dec	March	June	Sept	Dec	March	June	Sept	Dec	March	June	Sept	Dec	Mar	Jun	Sept	Dec	Mar
<b>Business Activity</b>	-11	9	-4	40	11	4	-19	41	1	2	14	16	9	-3	-29	-79	21	-8	-23
New Business	-6	8	-6	48	15	1	-14	33	6	-9	7	3	3	-1	-29	-62	14	28	-6
Capacity Utilisation	-10	3	-11	0	7	-9	-13	15	-21	3	-15	10	26	0	-24	-68	-19	-5	-23
Input costs	-8	-57	-56	-71	-57	-53	-47	-73	-67	-66	-65	-51	-23	-68	-48	-10	-20	-35	-45
Product prices	-8	12	23	45	51	20	32	36	22	27	22	29	8	29	22	3	3	6	20
Profitability	-16	-26	-20	12	-20	-46	-24	3	-30	-36	-13	-23	-12	-31	-48	-76	0	-10	-37
Employment	-5	17	-9	3	7	-5	-12	-2	-8	1	-1	-7	5	5	-4	-41	-14	11	16
Business optimism	2	-8	-27	26	3	4	1	-2	-20	-27	-15	-16	6	-5	-21	-45	3	-2	21
Future business activity	21	-1	18	28	11	19	17	16	-3	5	25	6	6	-1	-21	16	-6	19	39
Future employment	16	1	-3	16	24	-10	-14	5	14	-7	-3	3	14	-2	-2	-11	-9	1	18

\*Data is not available for June and September 2016

**Other non-finance** – private sector excluding finance and legal activities, construction and quarrying, hotels restaurants and bars, and wholesale and retail

Indicator	2016*		2017				2018				2019				2020				2021
	March	Dec	March	June	Sept	Dec	March	June	Sept	Dec	March	June	Sept	Dec	Mar	Jun	Sept	Dec	Mar
<b>Business Activity</b>	-11	12	20	26	11	8	18	19	24	13	8	19	0	5	-17	-49	-14	-19	-17
New Business	3	10	25	23	17	13	28	8	18	7	4	10	2	4	-17	-48	-14	-24	-12
Capacity Utilisation	-4	2	13	12	11	5	5	11	18	12	0	5	-8	-2	-11	-22	-6	-25	-18
Input costs	-21	-48	-61	-39	-48	-46	-54	-51	-59	-45	-52	-37	-57	-48	-40	-15	-31	-26	-40
Product prices	9	13	4	14	10	3	22	34	22	13	28	24	23	7	20	0	5	2	7
Profitability	-21	-26	-18	-2	-13	-15	-16	-3	-4	-12	-21	-3	-19	-11	-18	-62	-37	-39	-45
Employment	12	-1	2	2	3	8	6	7	17	6	4	4	8	-20	-5	-23	-17	-9	-8
Business optimism	13	6	16	10	-2	14	7	10	16	9	1	-3	-13	5	-25	-43	-17	-11	-19
Future business activity	31	0	29	29	7	17	6	10	21	10	20	9	-10	10	-20	-10	3	-18	14
Future employment	21	2	7	15	3	16	6	10	19	7	2	-6	0	-9	1	1	-2	2	12

\*Data is not available for June and September 2016

For comparability with past reports, the previously used definition of “other non-finance” is included below.

**Other non-finance and hotels, restaurants and bars** – private sector excluding finance and legal activities, construction and quarrying, and wholesale and retail

Indicator	2016*		2017				2018				2019				2020				2021
	March	Dec	March	June	Sept	Dec	March	June	Sept	Dec	March	June	Sept	Dec	Mar	Jun	Sept	Dec	Mar
<b>Business Activity</b>	-2	10	19	23	1	1	12	16	25	5	-1	9	-1	2	-24	-78	-21	-36	-28
New Business	4	5	21	19	7	13	22	9	21	-2	-2	1	-1	-1	-25	-67	-23	-37	-20
Capacity Utilisation	-2	0	10	9	5	0	1	7	17	2	-6	-3	-7	-4	-23	-59	-20	-35	-29
Input costs	-30	-54	-65	-47	-54	-48	-63	-57	-62	-52	-60	-46	-60	-54	-43	-13	-33	-23	-36
Product prices	12	23	10	20	22	6	28	35	30	16	36	27	27	17	17	-7	-1	-6	3
Profitability	-13	-21	-19	-5	-25	-19	-21	-12	-7	-21	-26	-6	-22	-18	-29	-86	-48	-51	-53
Employment	9	2	2	0	-3	5	1	10	13	1	-2	0	2	-19	-10	-47	-23	-16	-15
Business optimism	11	0	14	8	-8	9	2	2	8	-3	-1	-5	-14	1	-40	-58	-32	-28	-19
Future business activity	28	-5	27	26	-6	8	8	12	12	-2	22	8	-19	6	-29	-6	-15	-30	19
Future employment	16	-1	8	12	-3	8	11	9	13	-2	6	-8	-10	-9	-9	-12	-16	-6	17

\*Data is not available for June and September 2016

Past reports are available online at [www.gov.je/BTS](http://www.gov.je/BTS) Data tables for the above and earlier years are available online at [opendata.gov.je/dataset/business-tendency-survey](http://opendata.gov.je/dataset/business-tendency-survey)