



# Trusted data and statistics for informed decision-making

Ian Cope

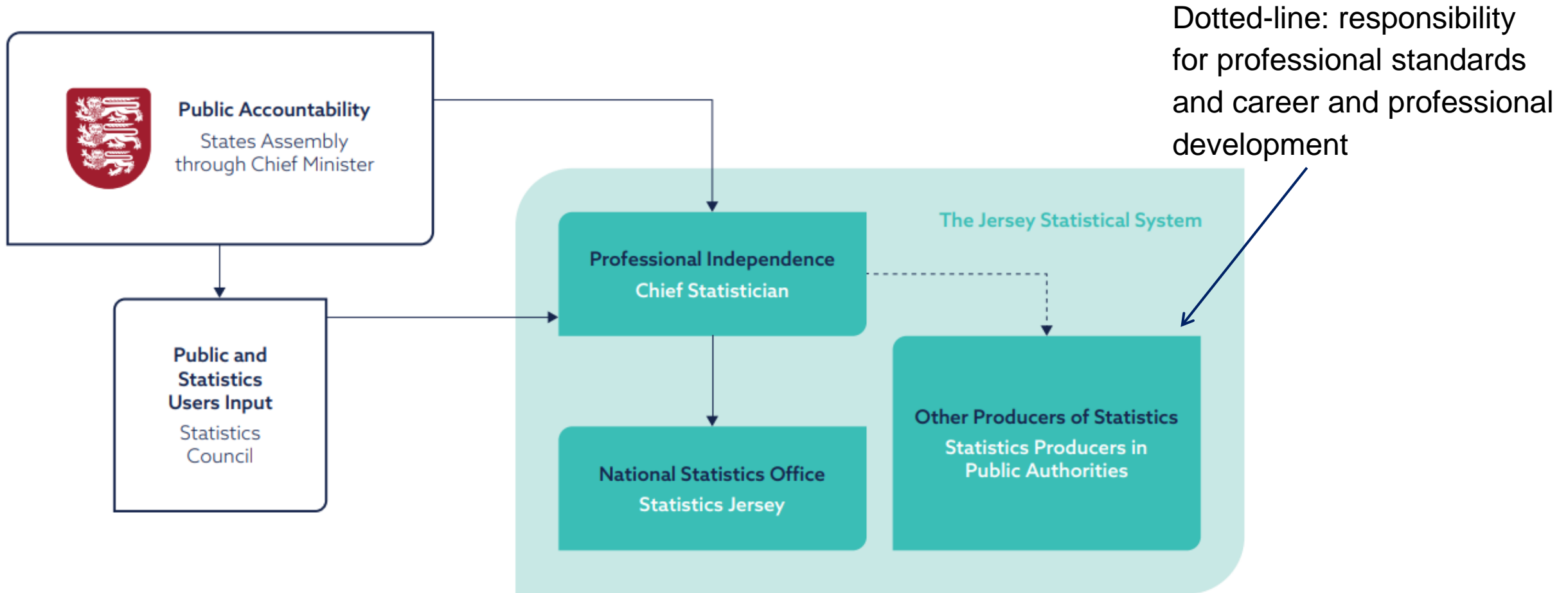
Chief Statistician

22 April 2026



- Jersey's National Statistics Office
  - Is professionally independent
  - Amendments to Stats Law in February last year increased the independence and accountability of the Chief Statistician
- Produces all-Island economic, population, and social statistics for all
  - Provides data and briefings for ministers, Scrutiny, States Assembly members, officials, media, businesses, charities and Islanders

# The Jersey Statistical System



# Increased independence

- Amendments to Stats Law came in to force 21 February 2025
- “The Chief Statistician, or a person discharging or performing the functions of the Chief Statistician, must not be directed on how any of the Chief Statistician’s functions are to be carried out.
- “The States must respect, uphold and defend the independence of the Chief Statistician.”
- Statistics Jersey is now a ‘schedule 6’ ‘Other States Body’



**STATISTICS AND CENSUS (JERSEY)  
LAW 2018**

**Official Consolidated Version**  
This is an official version of consolidated legislation compiled and issued under the authority of the Legislation (Jersey) Law 2021.

Showing the law from 21 February 2025 to Current

# Increased accountability

- Statistics Jersey must produce an annual report
  - Annual report is lodged by the Chief Minister with States Assembly
  - First Annual Report published July 2025
    - [R-Chief-Statistician-Annual-Report-2024-SJ202507.pdf](#)
- The Statistics Council replaces the Statistics Users Group
  - Remit to represent the views of users
  - Must produce an annual report
  - Email [statisticscouncil@gov.je](mailto:statisticscouncil@gov.je)



# Why official statistics matter for Businesses



## **Informed Strategic Decisions**

Official statistics provide trusted data helping businesses make informed decisions

## **Benchmarking and Comparability**

Using standardised data enables businesses to benchmark performance against other industries and other jurisdictions

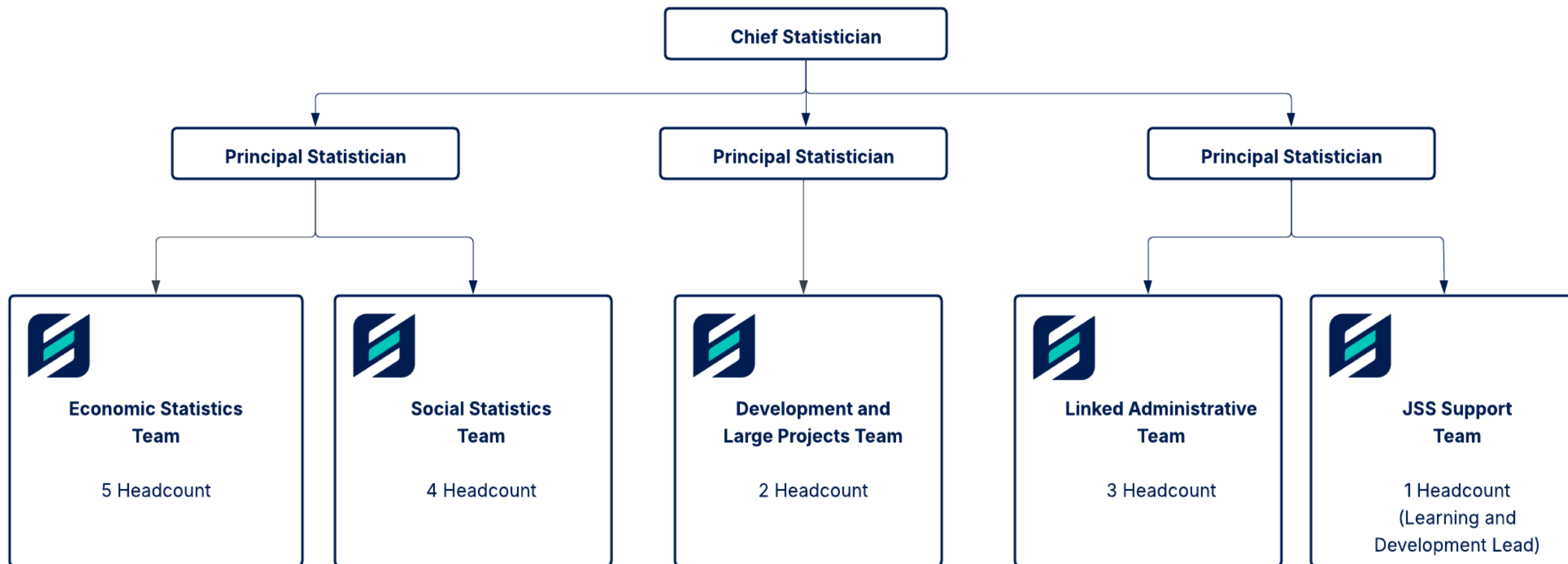
## **Supporting Public Policy**

Official statistics underpin policy decisions impacting businesses

## **Data Independence and Trust**

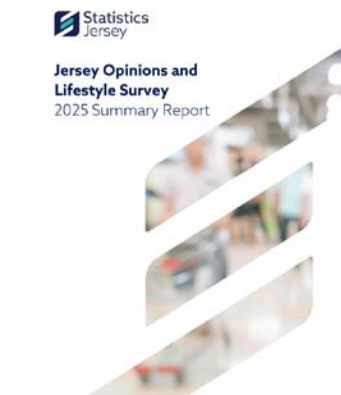
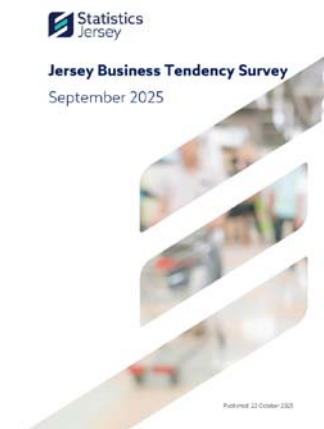
Independent statistics assure businesses that data is impartial and reliable

# Stats Jersey - who we are?




# 25 reports published in 2025

- The 19 staff of Stats Jersey produced 25 reports during 2025
  - Almost one every two weeks on average
- 17 economic/business stats reports
  - Including RPI, GDP etc
- Public Spending (COFOG)
- JOLS and Children's social surveys
  - Including child friendly versions
- Population and migration reports



# stats.je - how to find data

Ribbon for quick access to key data



Statistics Jersey

Statistics ▾ About ▾ Your data Surveys Methods ▾ Publications ▾ News

Search

Metric	Value	Period
House price index	-1.5%	Annual change, Q4 2025
Population	104,540	Year-end, 2024
RPI	2.8%	Annual change, December 2025
Labour market	65,320	Jobs filled, June 2025
GDP	-0.7%	Annual change, end 2024
Average earnings	4.5%	Annual change, 2025

Information if you're taking part in a survey

Release calendar – how to find 900+ stats reports from across government back to 2003



Latest releases

- 26 March 2026 Public Health  
Obesity, Diet and Physical Activity Profile 2025
- 25 March 2026 Statistics Jersey  
Better Life Index 2025
- 25 March 2026 People Services  
Public Sector Staffing Statistics Q4 2025
- 19 March 2026 Public Health  
Mental Health JSNA Report

## Who are Statistics Jersey?

Statistics Jersey is the National Statistics Office for Jersey, working under the Statistics and Census (Jersey) Law 2018. We are an independent organisation, producing high quality, impartial data on the Island's economy, population, and society.

WHAT WE DO

Contact us at [info@stats.je](mailto:info@stats.je)

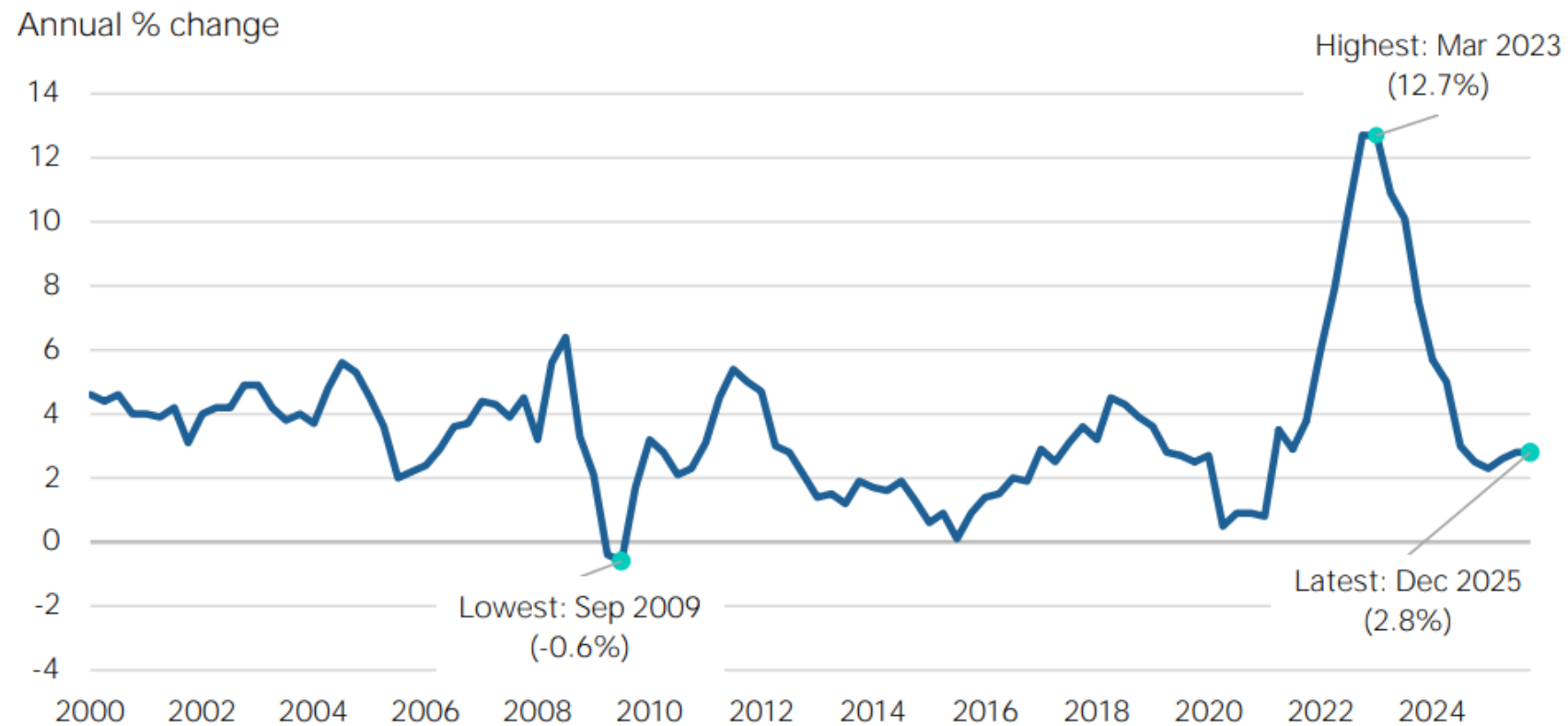
# Key Stats - Economy & business

Our data is an essential tool and  
barometer for business



# Retail Price Index

Figure 1: The annual change in the All Items Retail Prices Index for December 2025 was 2.8%  
Jersey RPI annual inflation rate (percent) March 2000 to December 2025

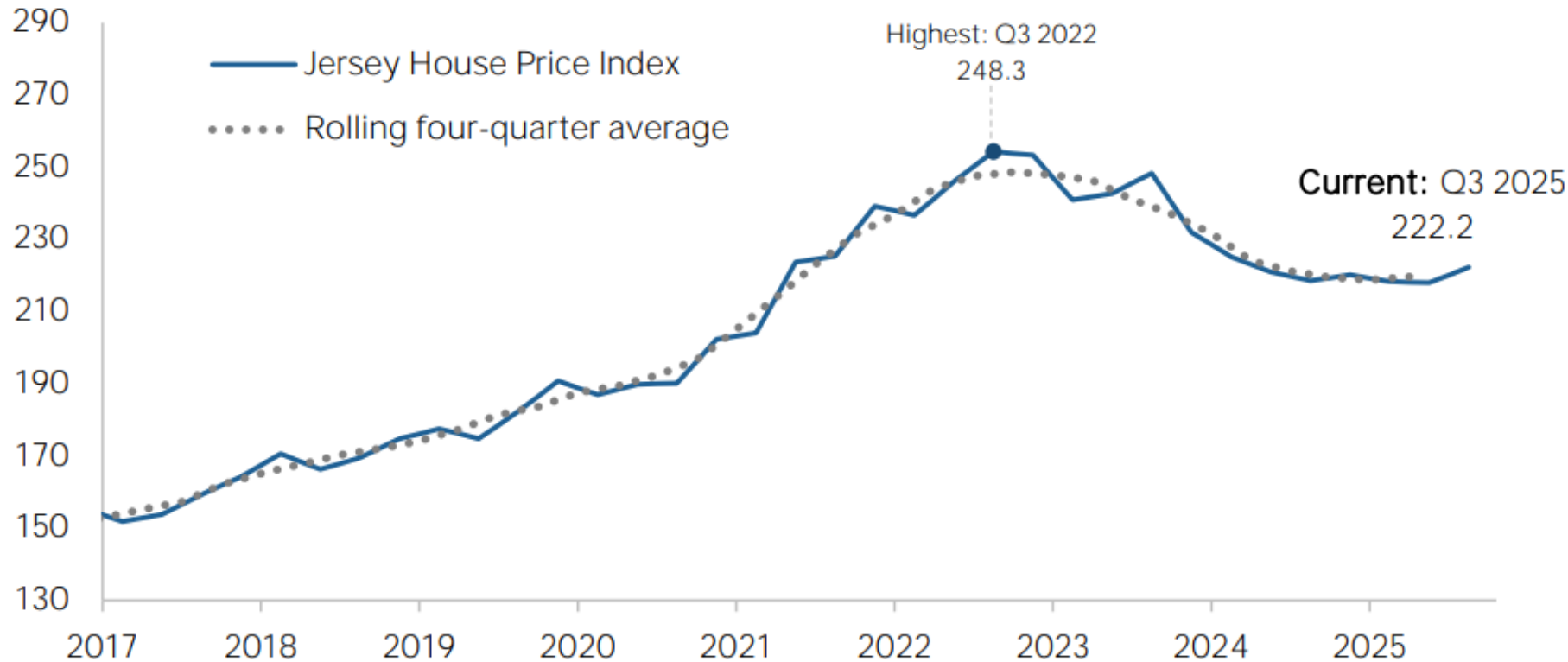


Important for  
increases in  
wages, rents, b  
efits and  
pensions

# House Price Index

Figure 1: In Q3 2025 the HPI was 13% lower than the peak in prices seen in Q3 2022

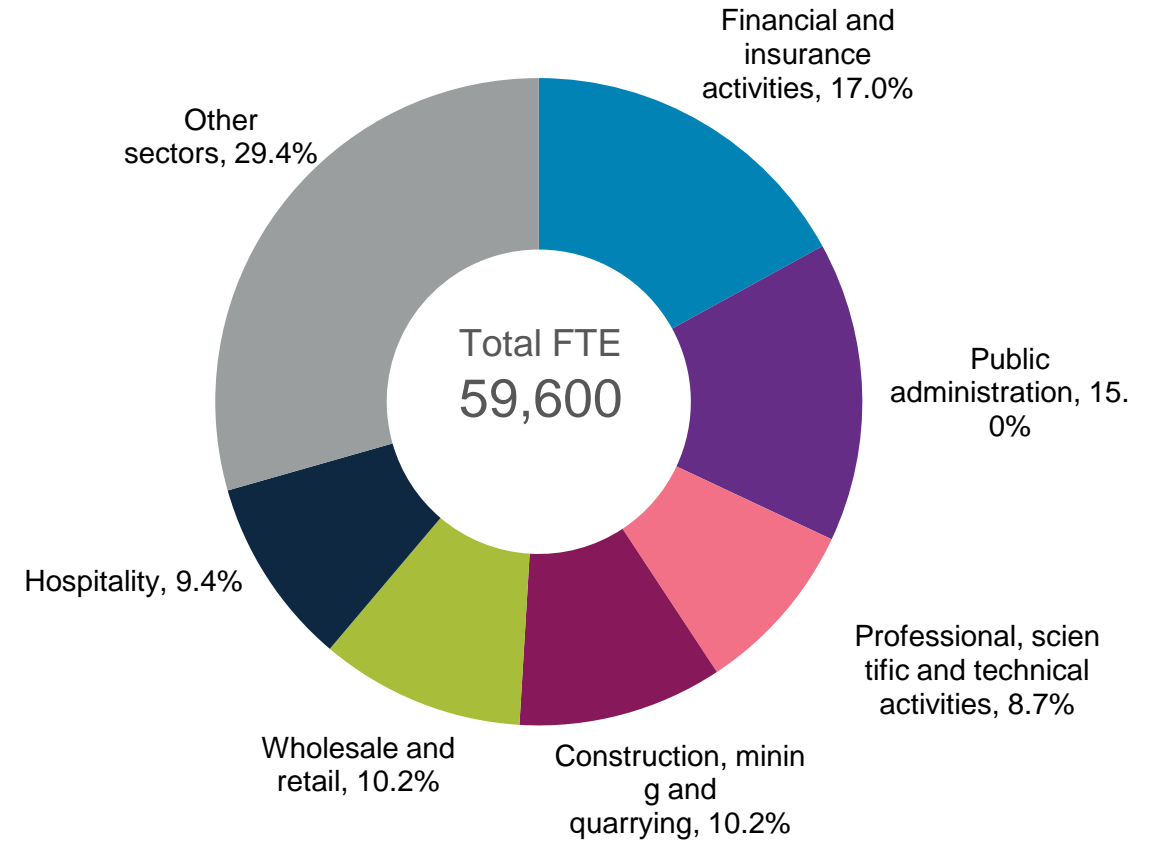
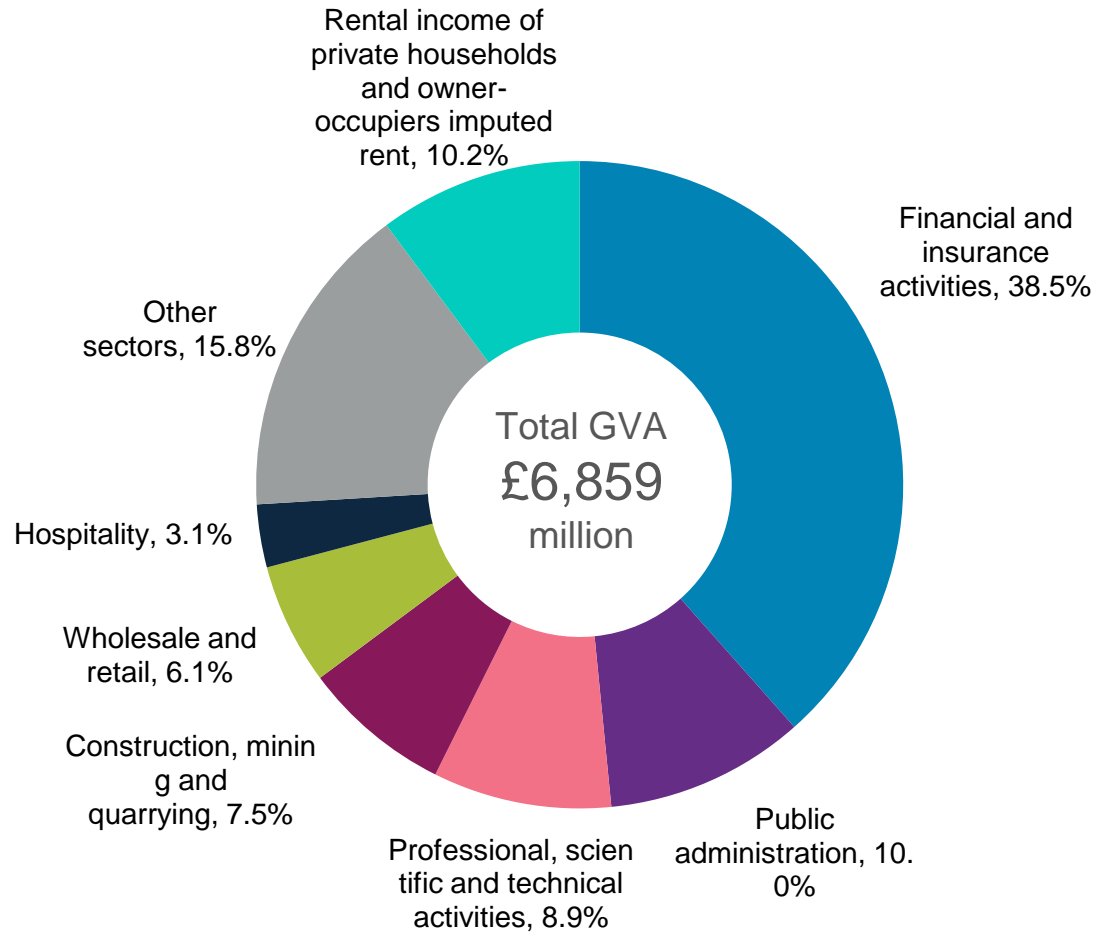
Jersey House Price Index, Q1 2017 to Q3 2025 (2002 = 100)



We provide a briefing to >30 industry reps on day of publication

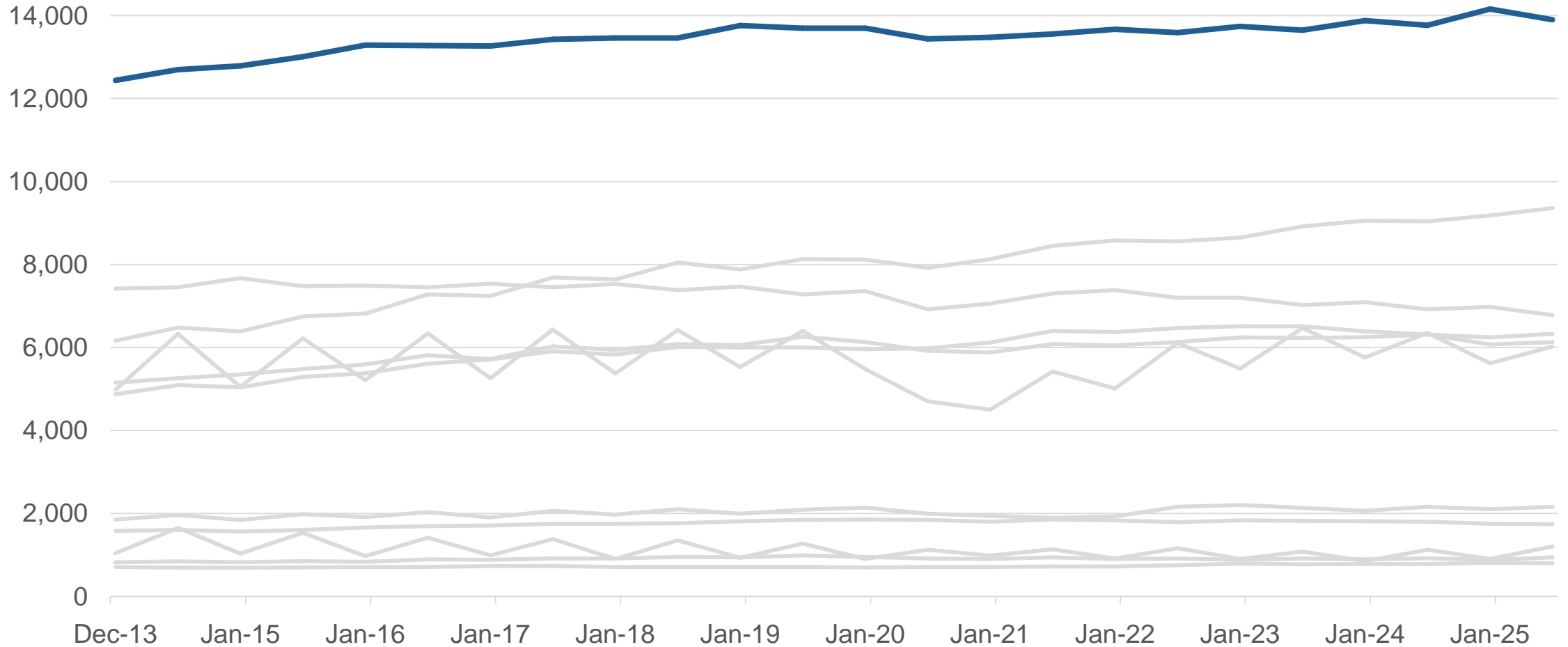
Useful source of industry feedback

# GDP/GVA & FTE by sector, 2024



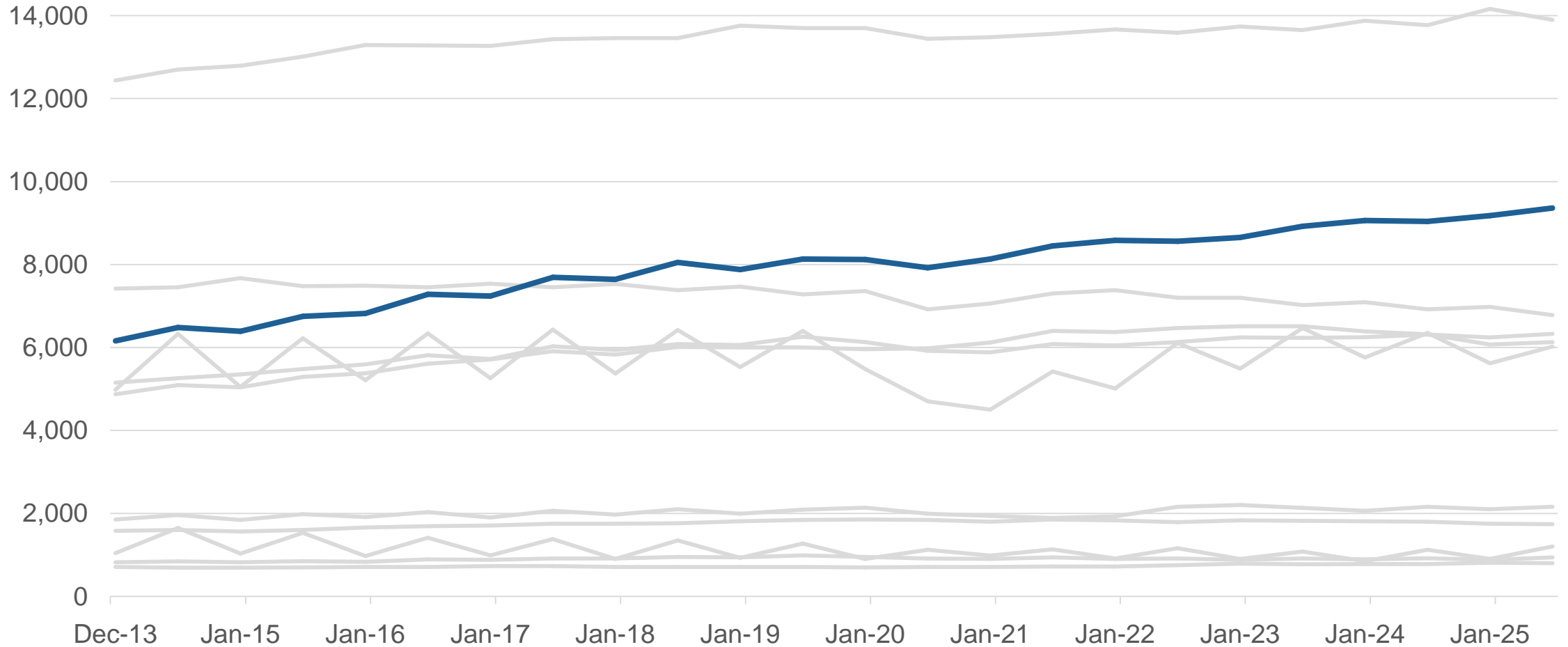
# Labour Market - jobs

Financial and legal activities

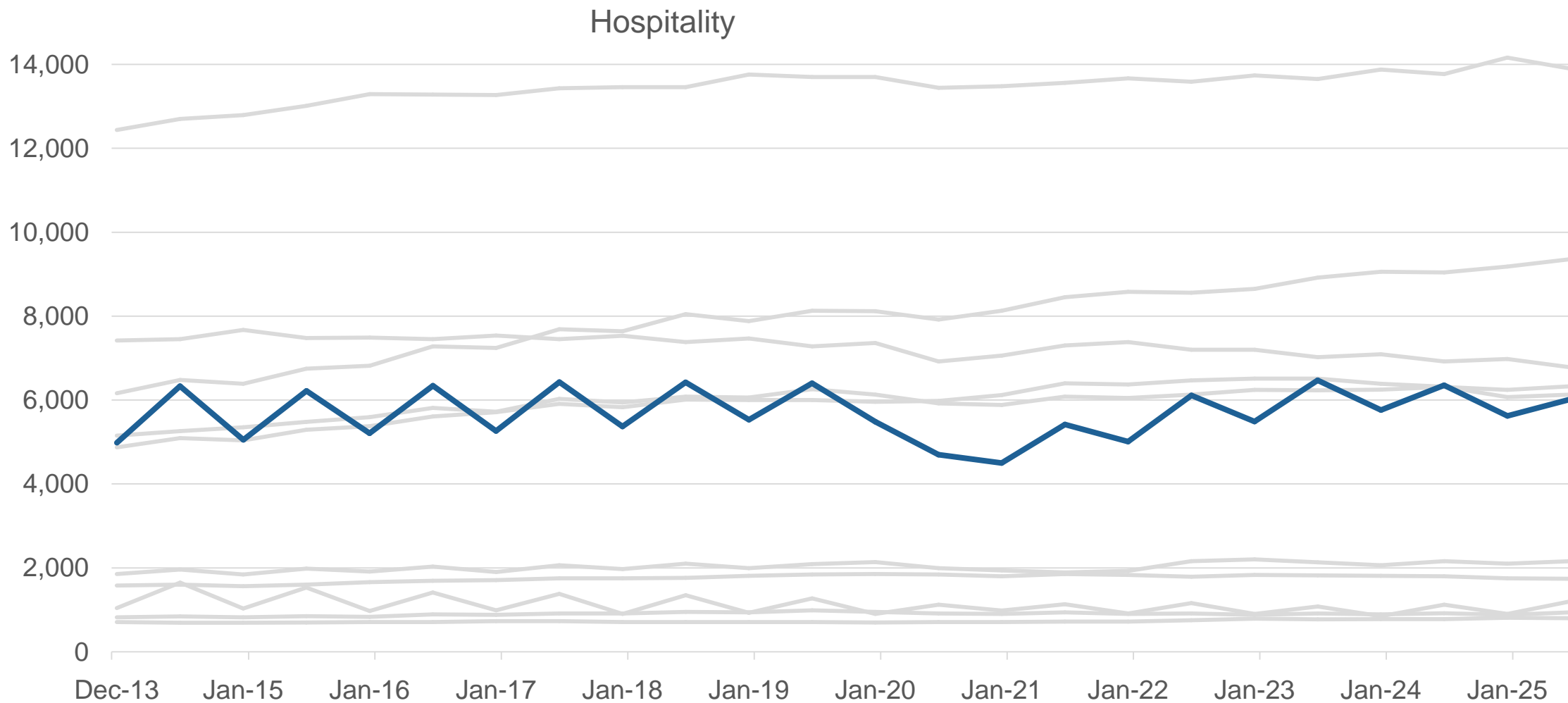


# Labour Market - jobs

Private education, health, and other services

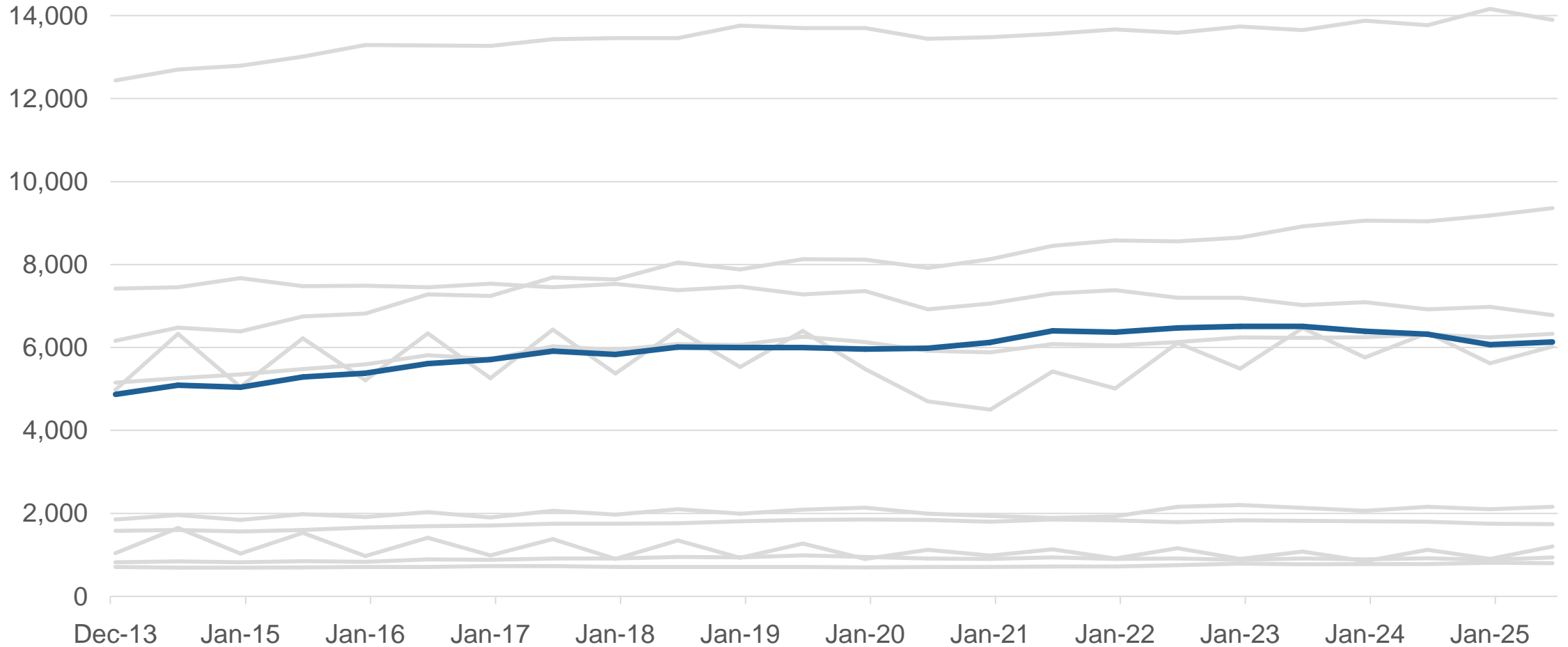


# Labour Market - jobs



# Labour Market - jobs

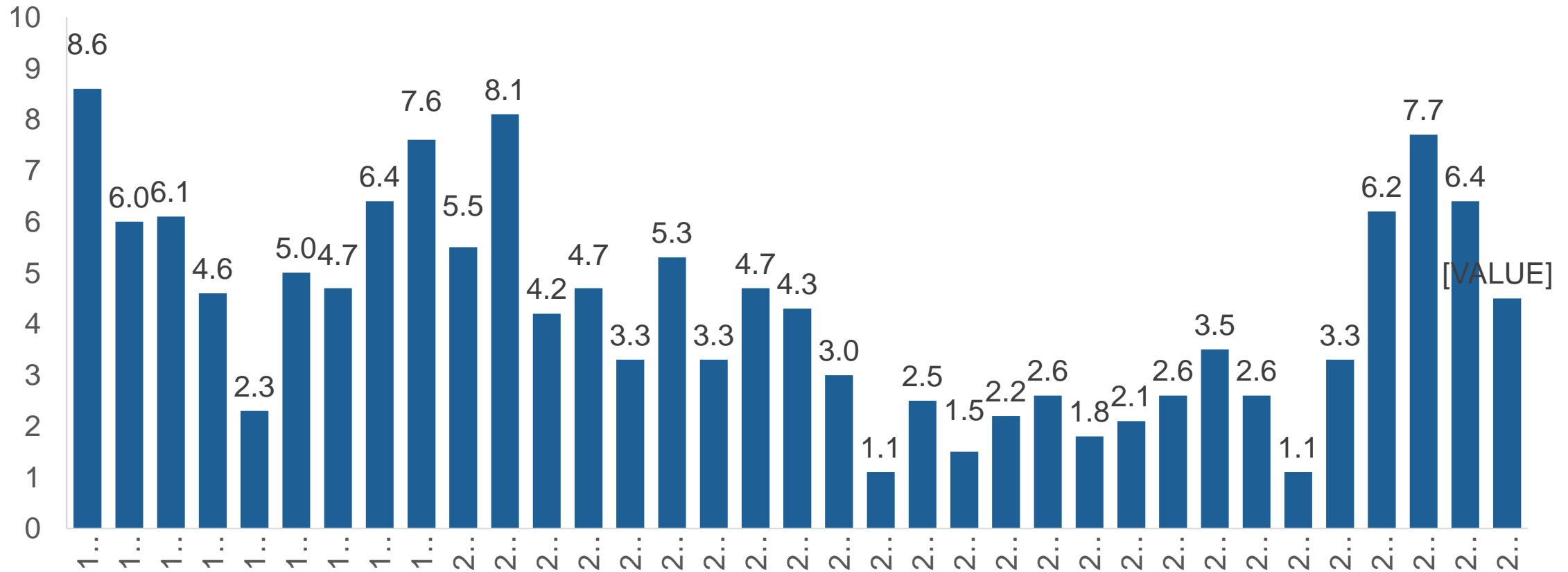
Construction, mining and quarrying



# Average Earnings - nominal

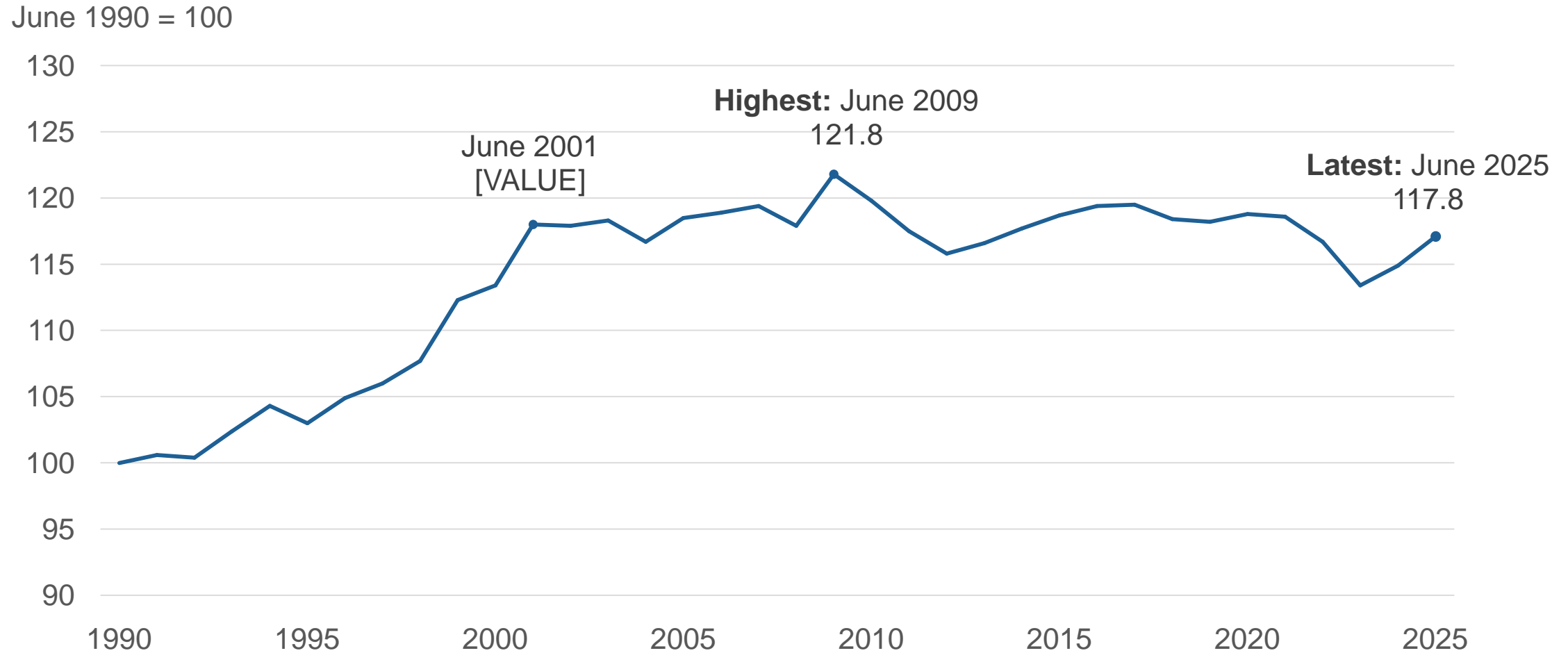
Annual percentage change in the Index of Average Earnings, 1991 to 2025

Percent



# Average Earnings – real-term

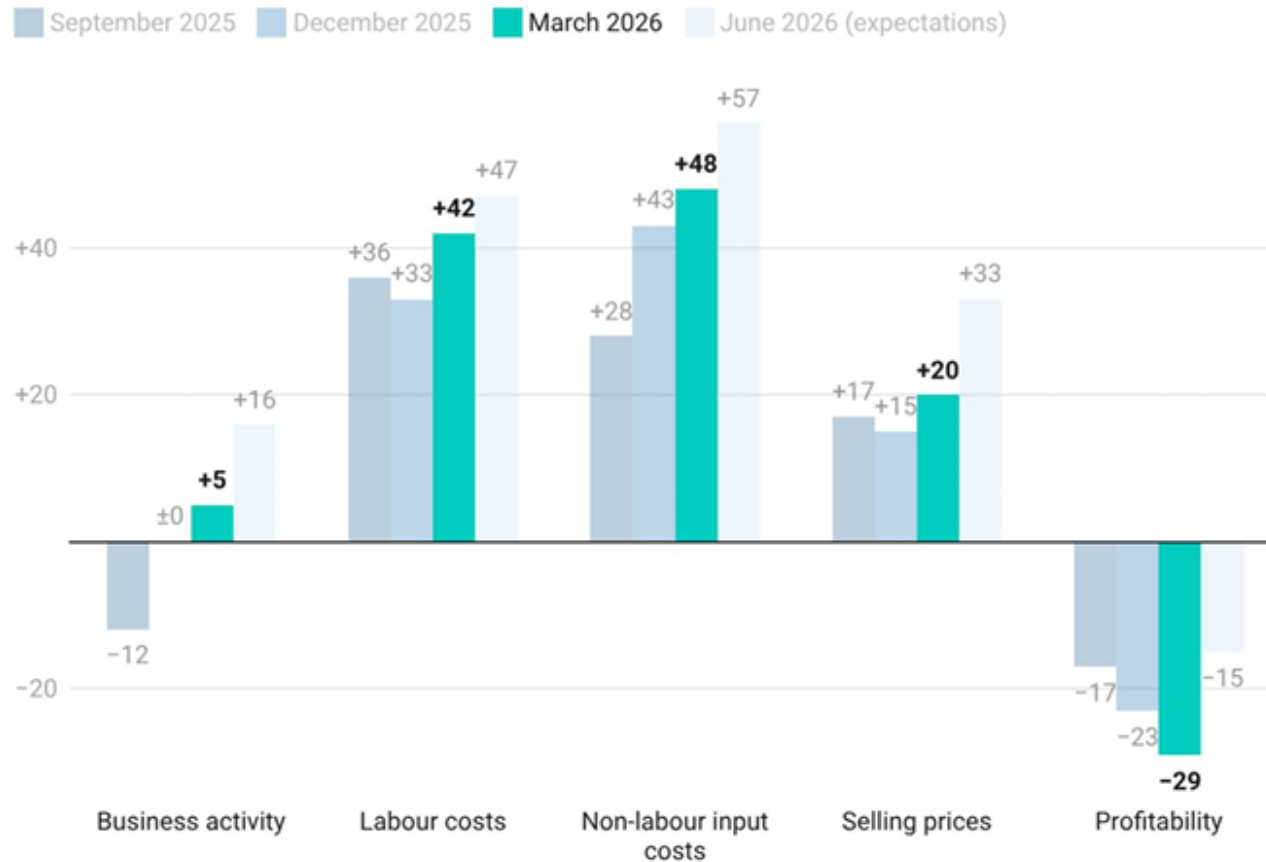
Index of Average Earnings in real terms from 1990 to 2025 (June 1990 = 100)



# Business Tendency Survey

**Figure 2: Both non-labour costs and labour costs are expected to increase by at least half of businesses**

All-sector recent indicators for September 2025 to March 2026, and future indicators for June 2026, pp



# You can ask us for analyses



- We publish lots of data, but can't anticipate all user needs
- If you need analyses of published data we can produce those, subject to:
  - Sufficient data (i.e. not disclosing information about individual people or businesses)
  - How much work is involved
- We publish such requests [User requested data | Statistics Jersey](#)
  - But don't identify who asked
- Email [info@stats.je](mailto:info@stats.je) with your request



# Business Surveys



# Business Surveys & why you should take part if selected

Survey	Importance	Compulsory	Sample size
Annual Business Survey	<ul style="list-style-type: none"><li>• Key source of information for annual GDP/GVA.</li><li>• GVA now broken down by 31 sectors/sub-sectors rather than 11</li></ul>	✓	≈ 550 businesses
Average Earnings Survey	<ul style="list-style-type: none"><li>• Used to calculate Average Earnings Index, which feeds in to uprating of pensions and benefits</li></ul>	✓	≈ 530 employers
Business Tendency Survey	<ul style="list-style-type: none"><li>• Short 'pulse' survey sent to CEOs.</li><li>• Heavily used by Fiscal Policy Panel</li></ul>	✗	≈ 530 businesses

We never share information on individual people or businesses

# If you're selected for a survey

- You'll be sent a letter and/or email with a link to do it online
- Information and guidance on website
- I'd encourage response within the deadlines – end July for ABS and early-August for Average Earnings
  - reduces cost of running the survey

## Business surveys



### Business tendency survey

Finding out the opinions of local businesses on their situation

[More details](#) →



### Annual business survey

A key survey used to produce Jersey's national accounts measures (GVA and GDP) and trade statistics

[More details](#) →



### Average earnings survey

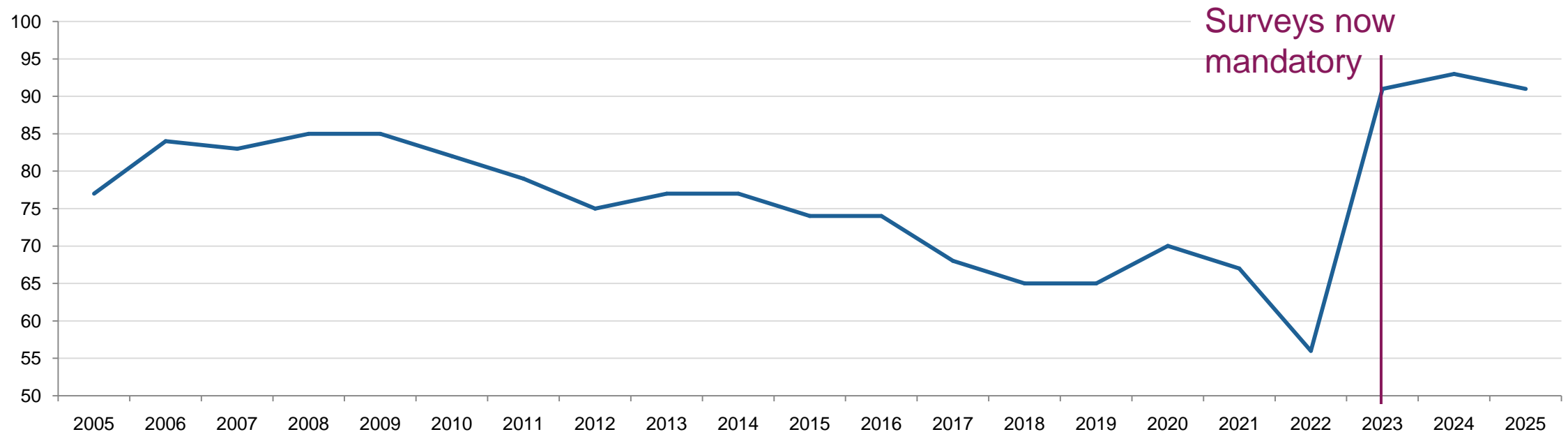
Responses to the survey are used to produce the Average Earnings Index which measures annual changes in earnings paid to workers.

[More details](#) →

# Why compulsory surveys?

- The Stats Law gives the power to make business surveys compulsory
- Average Earning survey now has a 91% response rate vs 56% before making compulsory.

## Average earning survey response rates



# Key Stats – Social and population

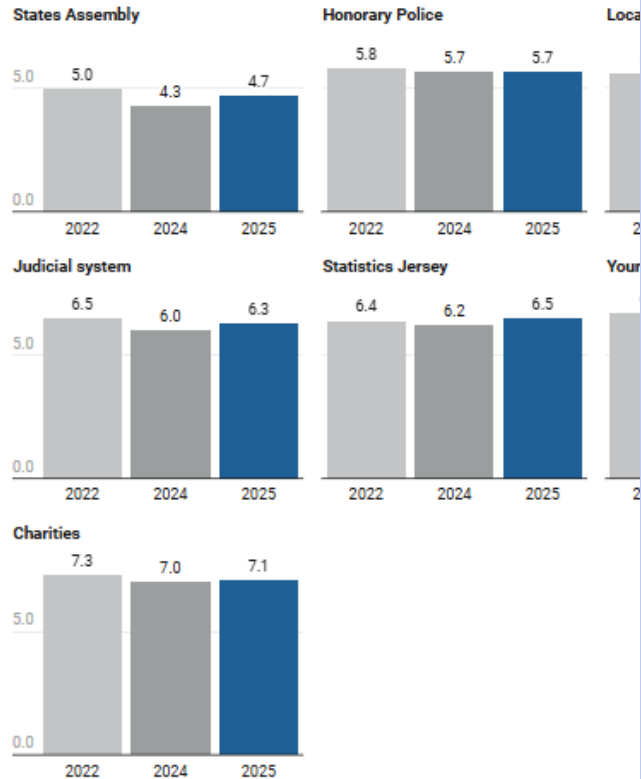


# Opinions & Children's Surveys

**Figure 22: Average trust has gone up for nearly all**

Average trust in institutions (1 to 10), over time

■ 2022 ■ 2024 ■ 2025



## 2 Home and belongings

### Money

1 in 10 said their family isn't well off.



### Home



70% had a dedicated space at home to themselves to do school work.

63% of year 6 children owned a smartphone.



Rising to 100% of year 12.

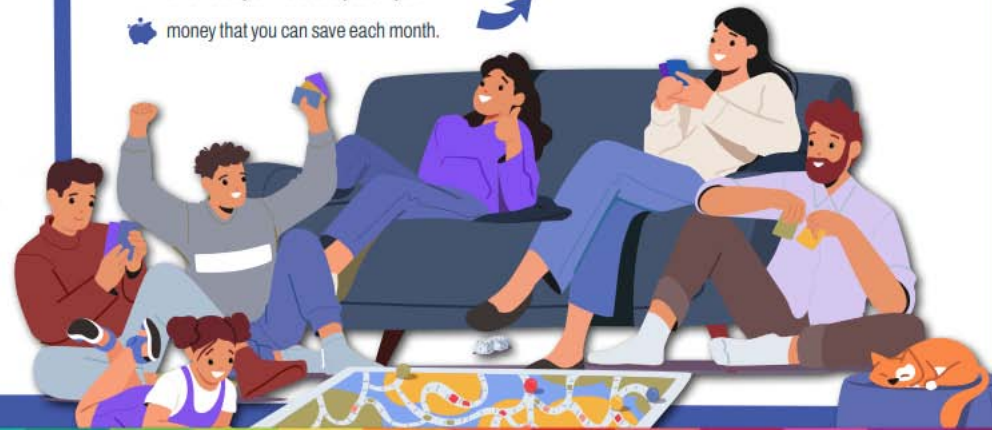
### Belongings

Children were asked how many of these 10 things they had:

- 📱 a smart phone
- 🌳 a garden or nearby park to play in
- 👕 the right kind of clothes to fit in with peers
- 🏠 trips out with family at least once a month
- 💰 pocket money to spend on yourself each week
- 👟 the right kind of shoes / trainers to fit in with peers
- 📺 smart TV / iPad or equivalent device
- 🚗 a car available to the family when needed
- ✈️ one holiday or more away each year
- 💰 money that you can save each month.

**Out of 100 children in Jersey**

- 🚫 80 lacked 1 item or less
- 🚫 19 lacked 2 or more items
- 🚫 1 lacked 5 or more items.



### Demographics

Family set-up



1 in 10

shared their time between their parents

City and religion

35%



of young people reported having a religion

Language

5%



lived with adults who could not read and write in English

# Population

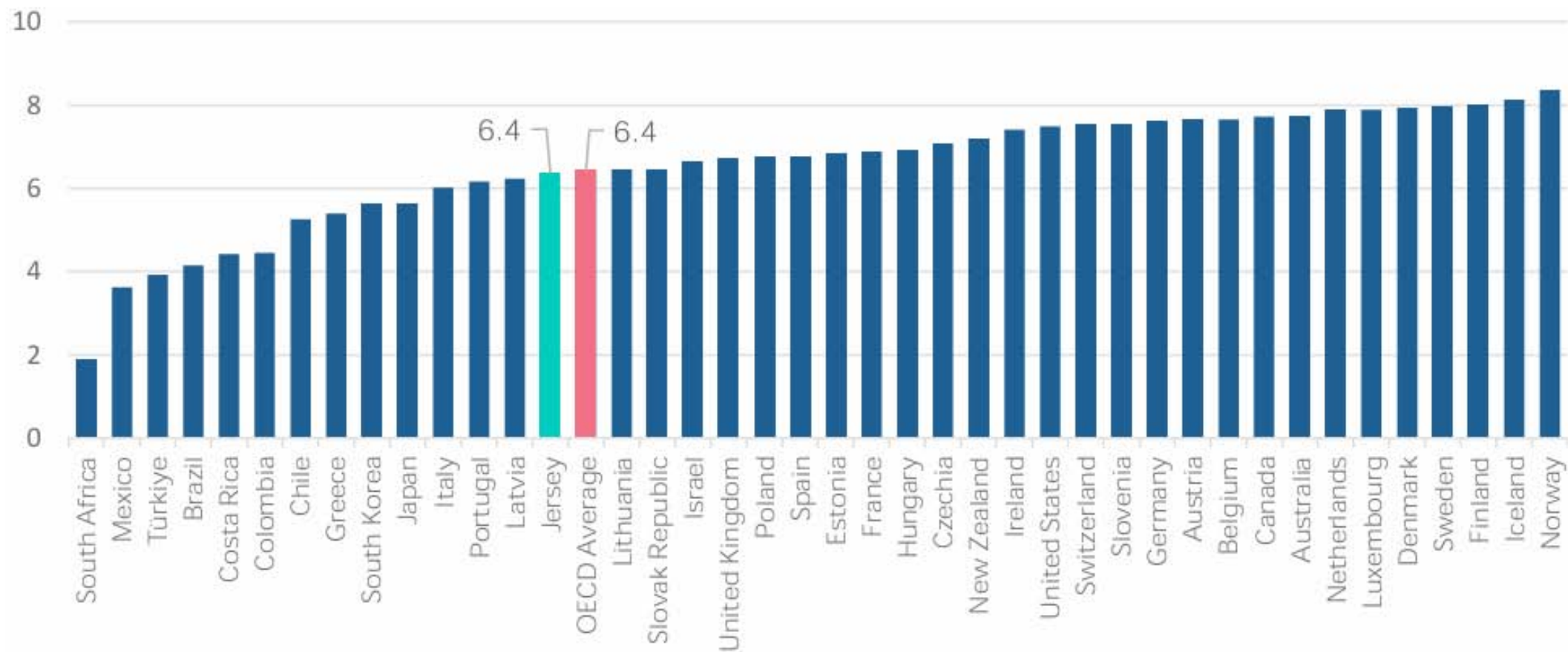
Table 1: The number of people aged 65 and over grew by 12% over five years

Population size by age at the end of 2019 and 2024

	Population		Population change	
	Dec 2019	Dec 2024	Number	Percentage
Under 16	16,530	15,410	-1,120	-7
16 to 64	68,350	68,530	+180	0
65 and over	18,400	20,600	+2,210	+12
<b>Total</b>	<b>103,280</b>	<b>104,540</b>	<b>+1,260</b>	<b>+1</b>

# Island Performance indicators

Figure 1: Nordic countries were those with the highest well-being scores  
Better Life Index for Jersey and OECD countries; 0 (low) to 10 (high)



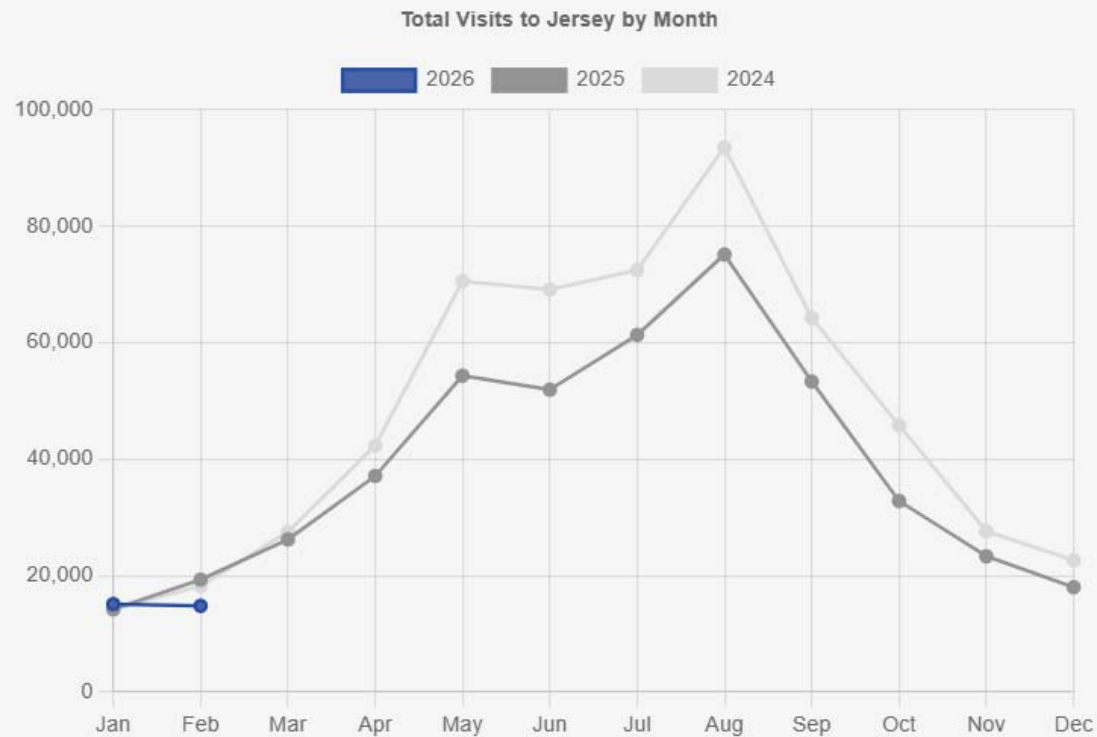


Regular stats from the outside of  
Stats Jersey



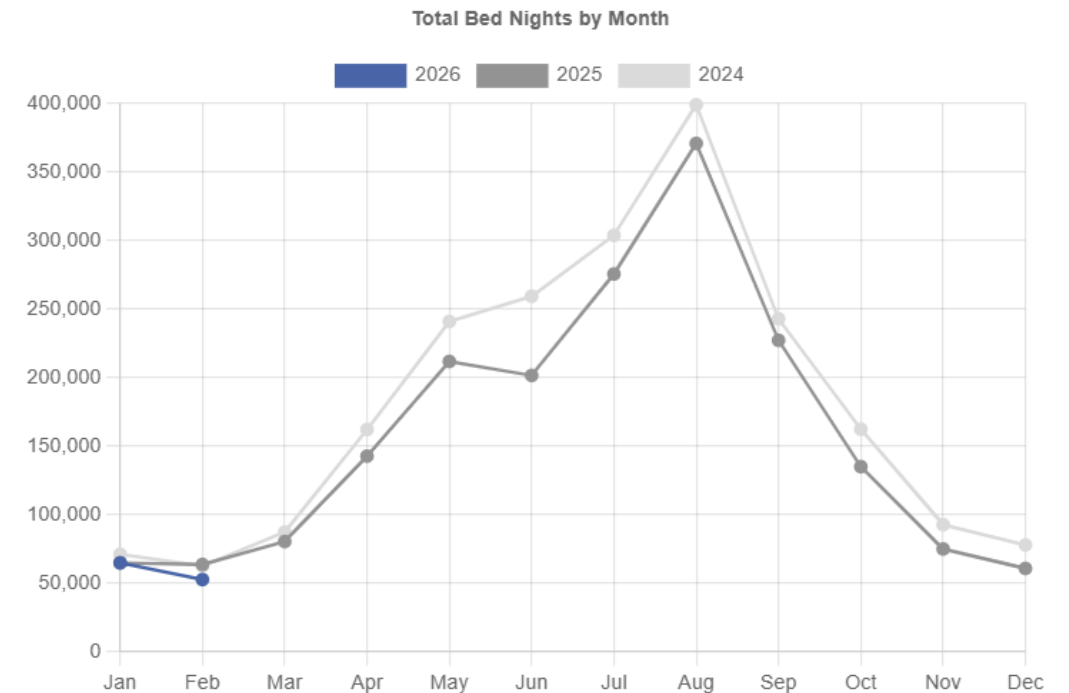
# Tourism Statistics

## Visits



Source: Visitor Volume Survey, Visit Jersey and 4insight.

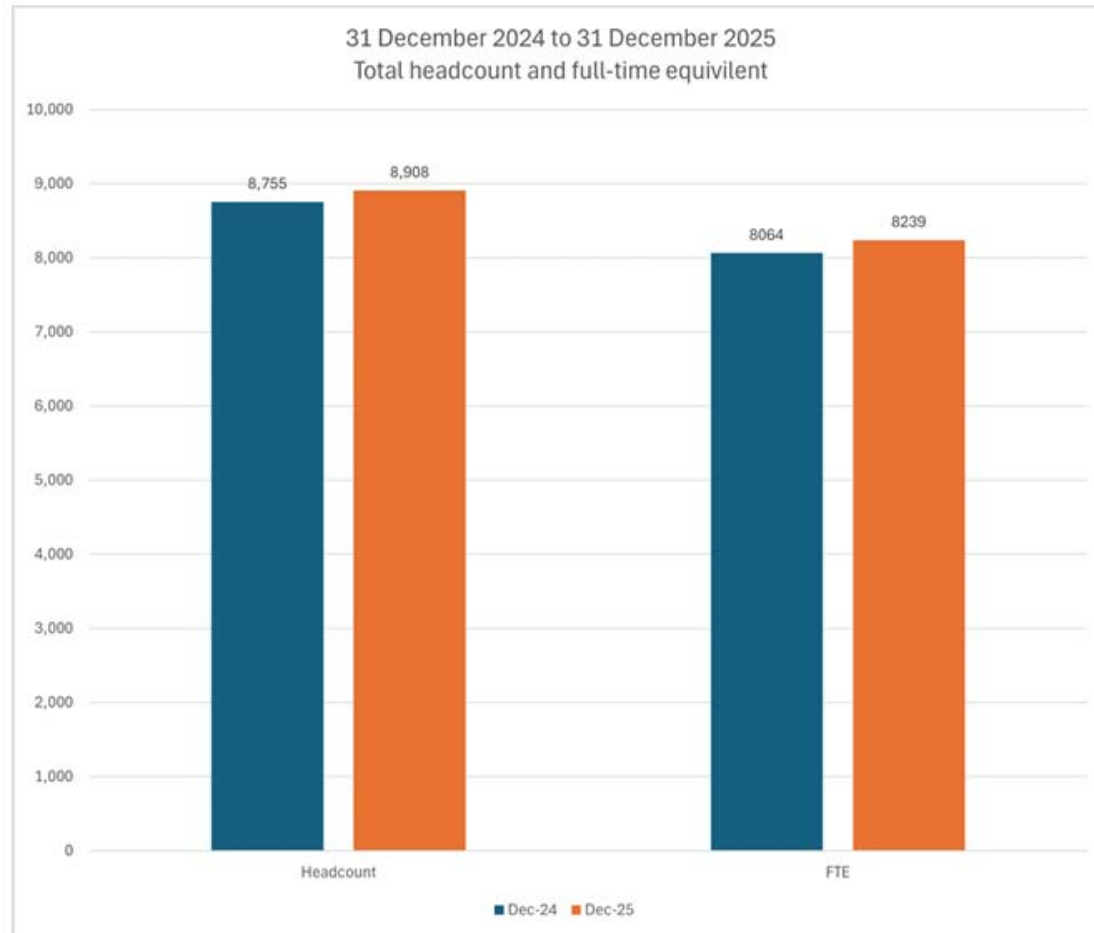
## Bed Nights & Length of Stay



Source: Visitor Volume Survey, Visit Jersey and 4insight.

# Government staffing statistics

Chart 1: Total headcount and full-time equivalent comparison of 31 December 2024 to 31 December 2025



# Reports from Public Health

## Health Profile 2024: Highlights

Life expectancy is relatively high; a boy and a girl born in 2022-2024 can expect to live on average 81.3 and 84.5 years



Tobacco smoking rates continue to decline; vaping is now more common than smoking amongst young people

Jersey has an ageing population; by 2051 the number of people aged 85+ could have more than doubled



Breastfeeding rates are high; 82% at discharge and 67% at 6-8 weeks postpartum, above UK averages



The number of Islanders who are overweight or obese remains high and could be creeping up

Islanders experiencing financial hardship have poorer health on average; poorer self-reported health and lower wellbeing scores



The majority of school childhood immunisation programmes meeting international targets (13 of 17)

Alcohol consumption rates have fallen slightly, but drinking still causes harm, including 30-40 deaths per year

Less than 1 in 5 teenagers is meeting recommended levels of physical activity, with girls faring worse than boys



Over 33,000 islanders are living with at least one long-term health condition, with hypertension being the most common

The proportion of deaths considered avoidable has declined, but still one in five (20%) deaths in Jersey were from causes considered avoidable

[How to use this report](#)

[Index](#)

# Future Work Programme



Enhance independence  
and accountability



Improve dissemination  
of statistics



Make increasing use  
of administrative data



Modernise statistical  
methodologies



Invest in career and  
professional development



Prepare for the  
2031 Census

# Future work programme



Enhance independence  
and accountability



Improve dissemination  
of statistics

- Work with Stats Council to better understand user needs
- JSS Strategy aligned to next CSP
- Stats Jersey output plan aligned to next CSP
- Move all regular reports from PDFs to web-based reports
- Publish User Requested Data
- Encourage departments to publish data they hold

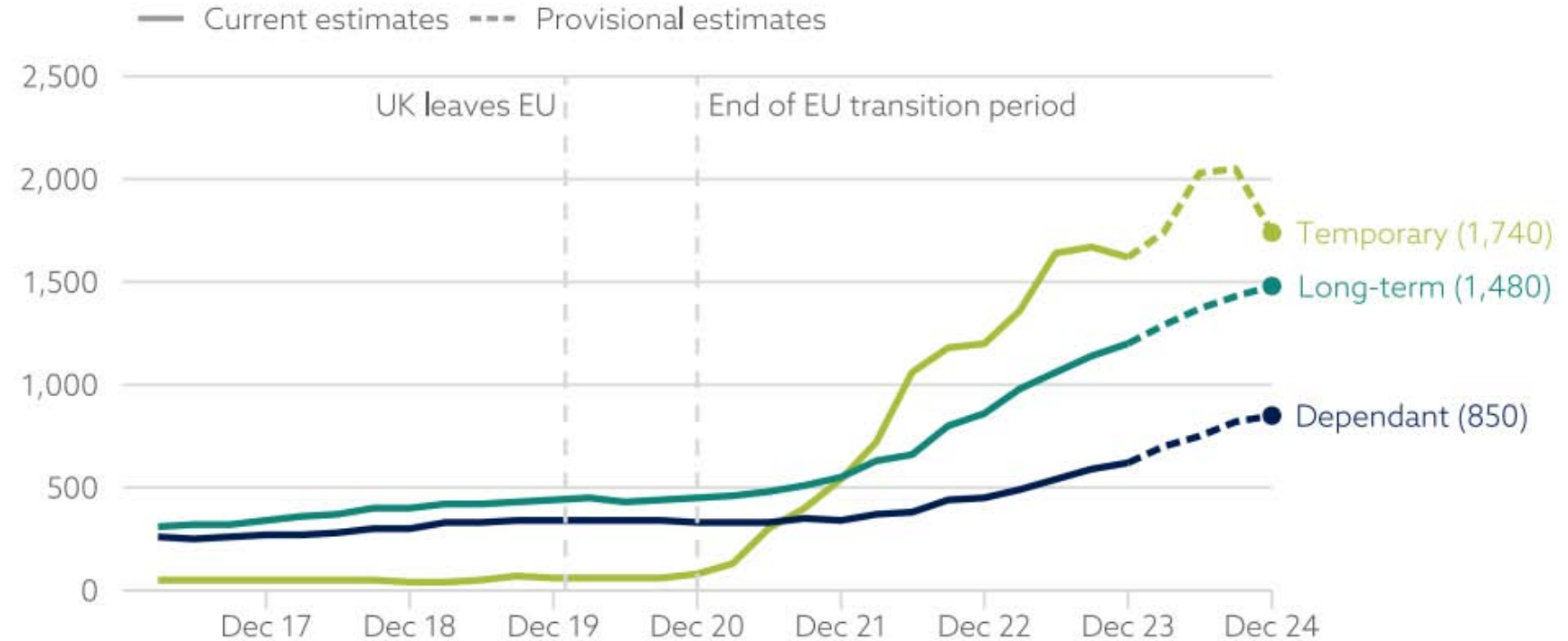
# Admin data - What we've already done



Make increasing use  
of administrative data

Figure 8: The number of residents with temporary work permits increased from 80 people at the end of 2020 to 1,740 at the end of 2024

Population with temporary or long-term work permits, or dependants, between 2017 and 2024





Make increasing use  
of administrative data

- We already produce earnings data based on admin info
  - Could replace the need for the Annual Earnings Survey, but would require law changes to be used to uprate pensions and benefits
- We want to be able to use admin data on pensions, benefits and personal tax returns to provide income distribution stats more often and at lower cost
  - Annually rather than every 5 years?



Modernise statistical  
methodologies

- RPI – improve treatment of mortgage interest
  - Currently based on BoE variable rates
  - Want to take account of mortgage book and effective rates
- RPI – investigate use of supermarket till data
  - UK RPI now uses 300 million price points from sales of over a billion units from checkouts
- Rental Data from Residential Tenancy Law would be used in the House Price Index

# Future work programme



Invest in career and  
professional development

- Programme of learning and development (L&D) available for Stats Jersey
- Framework of professional development options for analysts across government
- Support managers to identify L&D for teams
- ~8 Analyst Network events per year



Prepare for the  
2031 Census

Next government will need to make decisions about the 2031 Census – funding & approach:

- A traditional census
  - Looking to increase online returns
  - Maybe with some topics based on admin data
- An admin data only census as in Guernsey
  - But would not include educational attainment, occupation, ethnicity, sexual orientation, long-term limiting illnesses etc
- A hybrid approach – admin data plus a large compulsory survey



Email us to request data or ask for advice

[info@stats.je](mailto:info@stats.je)





# Questions

