

Small Business Owner Productivity and Generational Differences

The research revealed that entrepreneurs across all generations are losing weeks of productivity each year to “wasted time.”

Respondents lose an average of

88:38
HOUR MINUTES

per day to tasks they deem unproductive, amounting to over three work-weeks annually



And a new productivity killer is emerging:



17% of small business owners report **context switching** between multiple apps and tools leads to time wasted

Context switching leads to . . .

Wasting time looking for documents or information in the wrong location

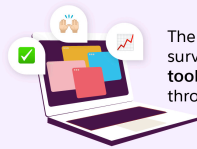
30%

Repeating a message in multiple places to ensure it's understood

29%

Having their productivity be negatively impacted

24%



The average small business owner surveyed **uses four different tools, apps or programs** throughout the workday

And that number may be increasing:

59%

of small business owners incorporated new technology into their workplace this year



Gen Z small business owners reported **being the best at managing their time**

47% of Gen Z respondents said they're “excellent” with time management, compared to . . .

33%
of millennials

25%
of Gen X

24%
of baby boomers