

2024

COST OF LIVING SURVEY

ISLAND GLOBAL RESEARCH
JERSEY SUMMARY



Island Global Research

Thank you to all who participated in this cost of living survey in Jersey, Guernsey, the Isle of Man and Gibraltar. We are grateful for the time taken to share your views.

Changes to the cost of living are a global issue, but one that impacts each and every one of us in our day-to-day lives. It is perhaps of greater concern now than at any time in over a decade, with frequent coverage in the local and national media over the past few years.

This cost of living survey is part of our equality series and follows on from our 2022 Cost of Living survey. It sought to understand the continued impact of changes to the cost of living amongst islanders and examine the extent to which there is a divide between those who can comfortably afford their living costs and those who are currently struggling to do so.

We found that there continues to be a striking divide visible across the jurisdictions between those who categorise themselves as financially comfortable and those who struggle to afford their costs. Just over half of people categorised themselves as less than comfortable, including 8% who say they cannot usually afford their [living] costs, and often have to go without essentials like food and heating. The remaining 47% comprises 39% who are 'relatively comfortable' and 8% who are 'very comfortable'.

86% of respondents across the jurisdictions agreed or strongly agreed to the statement "The rising cost of living is impacting me and my household" showing that cost of living is still a factor in everyday living for many people. On an individual level, the cost of food appears to be an increasing burden in Jersey and Gibraltar, and across all jurisdictions 30% are extremely concerned about the future impact cost of living will have on their household. This understandably increases in those who feel less able to afford their costs. However, overall levels of concern about poverty and inequality have decreased slightly compared to 2022. This signals an adjustment to the new cost of living norms.

Research recently conducted by YouGov in the UK found that "six in ten Britons (61%) say they have made spending cuts at some point during the cost of living crisis", a figure that has stayed consistent throughout the crisis. We have found a similar trend in our findings, with 69% of people across all the islands reporting they had found it difficult to meet the cost of one or more of the types of expenditure asked about in our 2024 survey, which is consistent to our 2022 findings. This suggests that cost of living is continuing to affect the same proportion of our populations.*

We hope the insights provided by this survey can help our communities make informed decisions, as concerns and uncertainties remain around the future of the cost of living.

Lindsay, Lily and everyone at Island Global Research.



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This report presents findings from a survey on the cost of living, completed by 672 residents of Jersey between 12 April and 7 May 2024.

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See full report for results for Guernsey, Isle of Man and Gibraltar.

About Island Global Research

Island Global Research is a market research and consultancy company with experience in both quantitative and qualitative research methods. We regularly conduct market research for clients in the Crown Dependencies.

Island Global Research is part of the BWCI Group.

INTRODUCTION

Island Global Research conducted an online survey about the cost of living in Jersey, Guernsey, the Isle of Man and Gibraltar. The survey was completed by 2660 residents including 672 from Jersey. Data collection took place between 12th April and 7th May 2024. This report presents the Jersey results.

The survey was undertaken to gain high-level insights into experiences and perceptions of the cost of living in each island. It asked about respondents' financial position, recent changes to their cost of living, and their opinion more generally on inequality in living standards today and in the future. This is a survey we first conducted in 2022, and results from this survey have been benchmarked to our 2022 findings.

The survey was publicised using social media and members of the Island Global Research Panel were invited to take part.

Survey weights were used to adjust for differences between the sample and the resident population. Everyone, no matter how comfortable they are financially, was encouraged to take part. We can see that respondents with a range of household compositions and incomes participated, and that after weighting, the sample is closely representative of the population of each island by age, gender and household income (where data are available). However, please note that all surveys are subject to a small amount of self-selection bias and that this survey may have appealed slightly more to those concerned about this issue.

12 April- 7 May 2024



Benchmarking Key



Decrease



Increase



Stay the same

About Island Global Research

Island Global Research is a market research and consultancy company with experience in both quantitative and qualitative research methods. We regularly conduct market research for clients in the Crown Dependencies.

From time to time, we also undertake our own research that we hope will be of interest to people living in Jersey, Guernsey and the Isle of Man. This is one of our surveys, and is an opportunity for us to give back to the Island Communities who participate in our market research.

We are very grateful to everyone who completes our surveys. If you would like to participate in our surveys or hear more from us, please go to our website to find out more: www.islandglobalresearch.com.

PROFILE OF RESPONDENTS

The profile of people who completed the survey was compared to the latest available data on the population of Jersey, Bailiwick of Guernsey, the Isle of Man and Gibraltar.

Survey weights were applied to correct for age and gender differences between the sample and the population of each island. Thus, they compensate for different patterns of non-response from different sub-groups of the population, such that survey results can be generalised from the sample back to the population from which they are drawn. The largest weights have been applied to males aged 16-24 and these have been capped at 3.0.

Base size (sample)	Jersey		
	672		
	Population	% of sample	% after weighting
Age group			
16-24	12%	3%	8%
25-29	7%	4%	7%
30-34	8%	5%	8%
35-39	9%	5%	8%
40-44	9%	7%	8%
45-49	9%	8%	9%
50-54	10%	9%	11%
55-59	10%	15%	11%
60-64	8%	15%	9%
65-69	6%	10%	7%
70-74	6%	8%	6%
75-79	4%	6%	4%
80+	6%	2%	5%
Prefer not to say	-	0%	0%
Gender			
Female	51%	68%	55%
Male	49%	31%	44%
Prefer to self-describe	-	0%	0%
Prefer not to say	-	1%	0%

Base size (sample)	Jersey	
	672	
	% after weighting	
Household Composition		
Working age	51%	
Working age + children	20%	
Pension age	17%	
Other	12%	
Children in Household		
Yes	24%	
No	76%	
Household Income		
Less than £20,000	8%	
£20,000-£39,999	20%	
£40,000-£59,000	17%	
£60,000-£79,999	13%	
£80,000-£99,999	13%	
£100,000-£119,999	7%	
£120,000-£149,999	6%	
Over £150,000	6%	
Prefer not to answer /Don't know	10%	
Financial position		
Very comfortable	7%	
Relatively comfortable	38%	
Can normally cover essentials	45%	
Cannot afford costs	10%	

KEY FINDINGS



IN JERSEY...



10%

cannot afford costs and often have to go without essentials

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IN JERSEY...



Over 50%

strongly agree that the rising cost of living was impacting their household

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IN JERSEY...



36%

said they had found it hard to meet the cost of groceries, an increase of 6 percentage points compared to our 2022 survey

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IN JERSEY...



1 in 4

received support to help finance their everyday living expenses in the last 6 months

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JERSEY

- 10% cannot afford costs and often have to go without essentials
- 48% of those who cannot afford costs rent their property
- 13% could not afford an unexpected but necessary expense of £100
- Around 2 in 5 would struggle to afford a £100 per month increase in living expenses
- 49% found it difficult to meet living costs in the last 12 months
- 36% of people have found it difficult to meet the cost of food, up 6 percentage points on 2022
- 1 in 4 have received support to finance their everyday living expenses in the last 6 months
- 88% agreed the rising cost of living was impacting their household
- Around a third are extremely concerned about the future impact changes to cost of living will have on their household
- 59% are very concerned about poverty and inequality in living standards today
- 55% think inequality in living standards will get a lot bigger in the future



10% cannot afford costs and often have to go without essentials

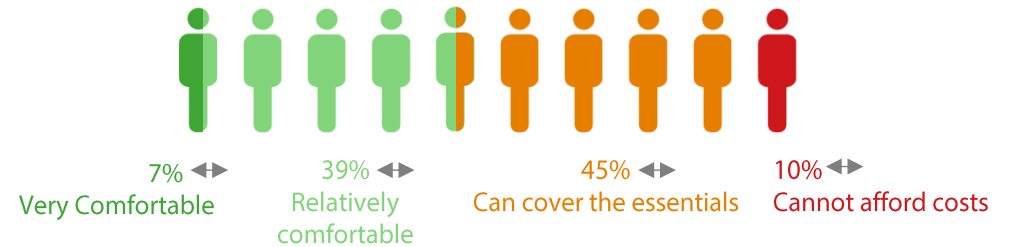
Respondents were asked: "Thinking about your finances, which of the following best reflects your position?"*

- 10% say they cannot afford their costs, and often have to go without essentials like food and heating.
- A further 45% report that they do not have money for luxuries but can normally cover the essentials.
- 7% said they are very comfortable financially, and 39% feel relatively comfortable.

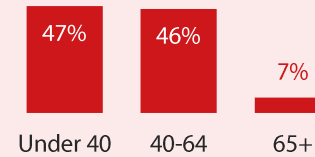
These are no notable changes compared to the 2022 IGR Cost of Living survey.

The profile of those that cannot afford their costs is also shown to the right. More than 9 in 10 of this group are aged under 65, just under two thirds are women, just under a quarter have children in the household and just under a half live in private rented accommodation while 27% live in affordable housing. See overleaf for how this compares with the demographic profile of the other three groups.

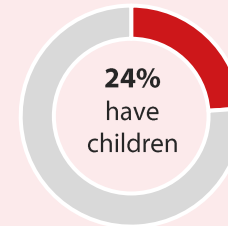
Which of the following best reflects your position?



Cannot afford costs



34% men v 65% women**



Live in...

Private rented property	48%
Own property with mortgage	12%
Own property without mortgage	8%
Affordable housing [^]	27%
Other / Prefer not to answer	5%



Note: Small base <100

*Excluding don't know

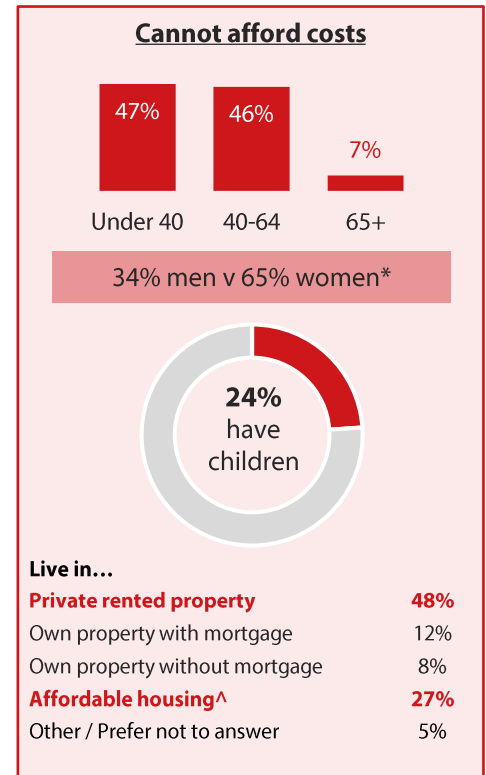
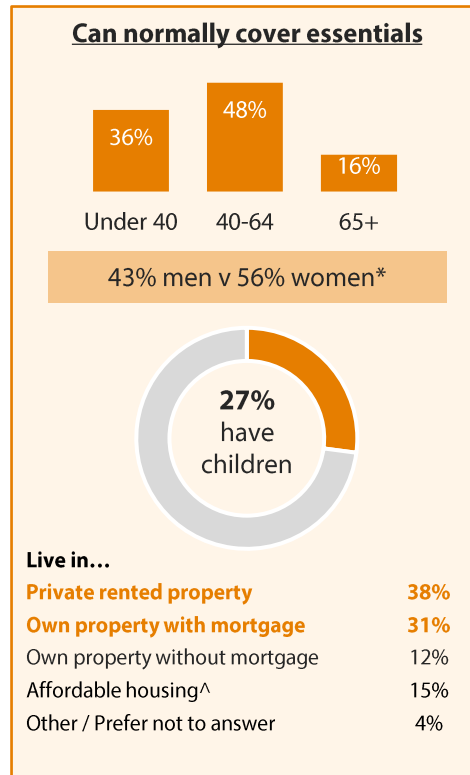
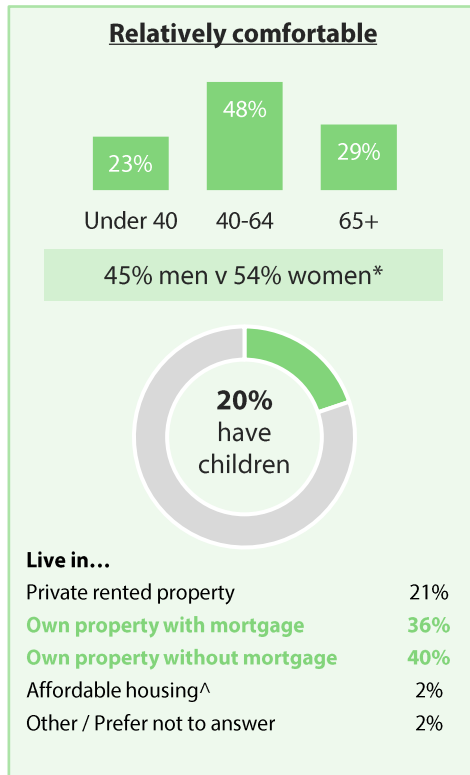
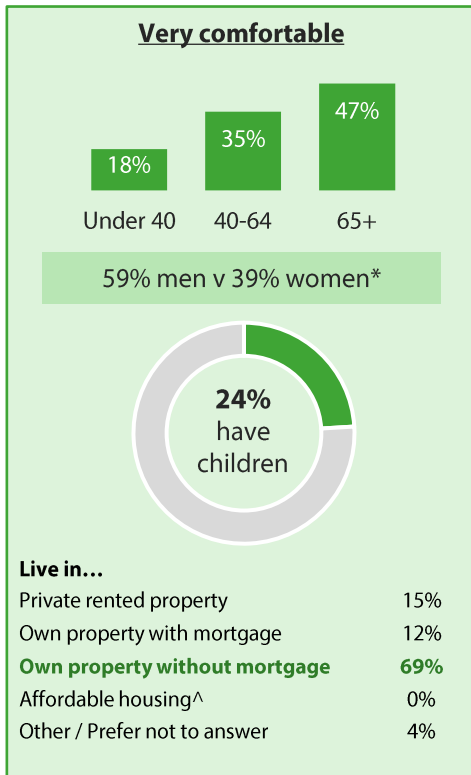
** 1% Prefer to self-describe/prefer not to say

[^]Government housing or partial ownership



48% of those who cannot afford costs rent their property

The profile of people in each of the four groups is shown below. The data suggests that those less able to afford their costs are more likely to be younger, female and live in rented accommodation, while those who are very comfortable are more likely to own their home outright and be aged 65+.





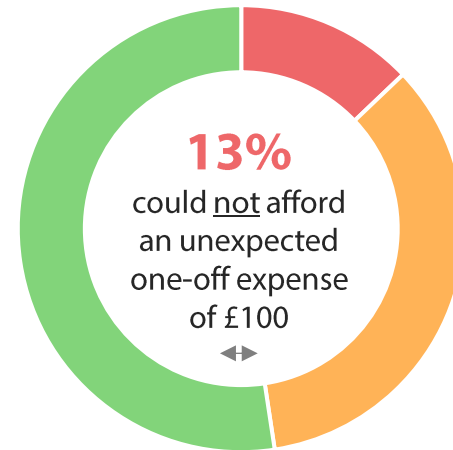
13% could not afford an unexpected but necessary expense of £100

Respondents were asked: "Could your household afford an unexpected, but necessary expense of £100?"*

While 13% could not afford it, those who could include:

- 35% who said 'yes, but it would not be easy'
- 52% who said 'yes, no problem at all'

These are no notable changes compared to the 2022 IGR Cost of Living survey.



■ No ■ Yes, but it would not be easy ■ Yes, no problem at all

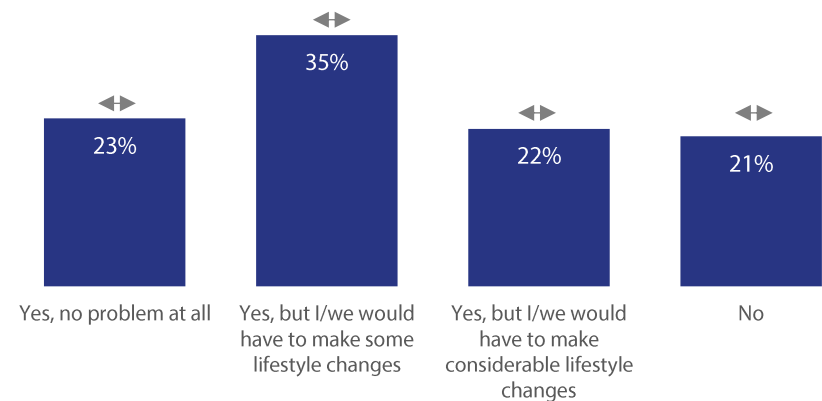
Around 2 in 5 would struggle to afford a £100 per month increase in living expenses

Respondents were asked: "Thinking about all your cost of living expenses - would you currently be able to afford a £100 per month increase?"*

- 21% said they could not afford this increase, while a further 22% said they could only if they made considerable lifestyle changes.
- 35% said they would have to make some lifestyle changes in order to do so, while 23% said it would be no problem at all.

These results are also similar to our 2022 survey.

Thinking about all your cost of living expenses - would you currently be able to afford a £100 per month increase?



*Excluding don't know



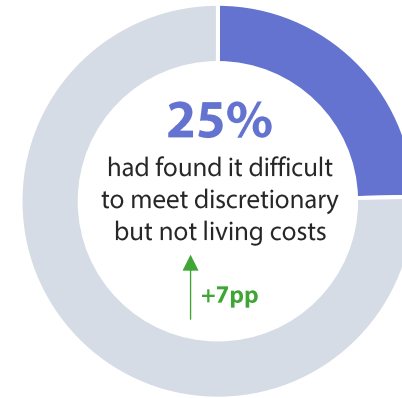
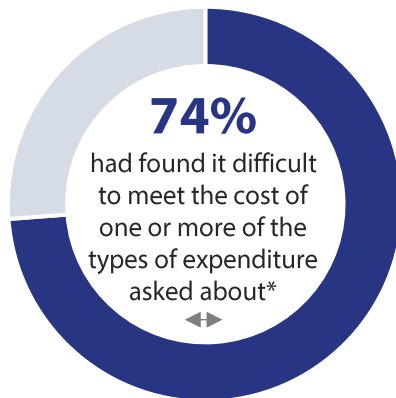
49% found it difficult to meet living costs in the last 12 months

Respondents were asked: "In the last 12 months, which, if any, of the following has your household found it difficult meet the cost of? (e.g. paid late, had to borrow money, have gone without, or cut back on)."

74% said they had found it difficult to meet one or more of the types of expenditure asked about, which is similar overall to that recorded in 2022:

- 49% said they had found it difficult to meet their living costs (including 43% who selected one or more of: rent/mortgage, electricity/heating, phone/internet, food). This is a slight but not statistically notable reduction of -4 percentage points. The graph overleaf does indicate, however, that this group are slightly more likely to have found it difficult to afford food (groceries) compared to 2022.
- 25% said they had found it difficult or cut back on discretionary costs (such eating out and holidays) but had not had to cut back on other living costs. This is an increase of 7 percentage points on our 2022 survey. The graph overleaf indicates eating out is the main area of discretionary spend more people have been cutting back on.

This suggests people had started to make changes to their lifestyle that means they were more able to afford their living costs but not necessarily their discretionary costs in the last 12 months, in particular eating out.





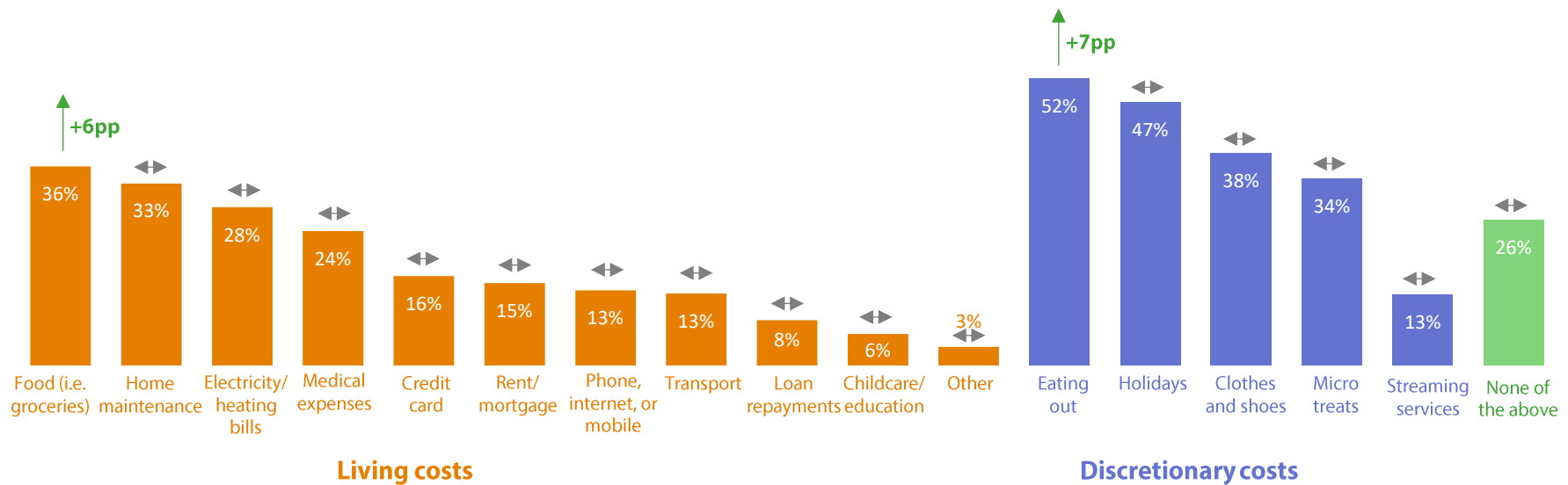
36% of people have found it difficult to meet the cost of food, up 6 percentage points on 2022

Respondents were asked: "In the last 12 months, which, if any, of the following has your household found it difficult meet the cost of? (e.g. paid late, had to borrow money, have gone without, or cut back on)."

The graph below breaks responses down by individual item. The cost of food at home and out is an increasing burden:

- 52% said they had found it difficult to meet the cost of eating out and 36% said they found it difficult to meet the cost of groceries, increases of 6 and 7 percentage points respectively on our 2022 Cost of Living survey.
- There are no notable differences vs 2022 for the other options.

Found it difficult meet the cost of the following (e.g. paid late, had to borrow money, have gone without, or cut back on):





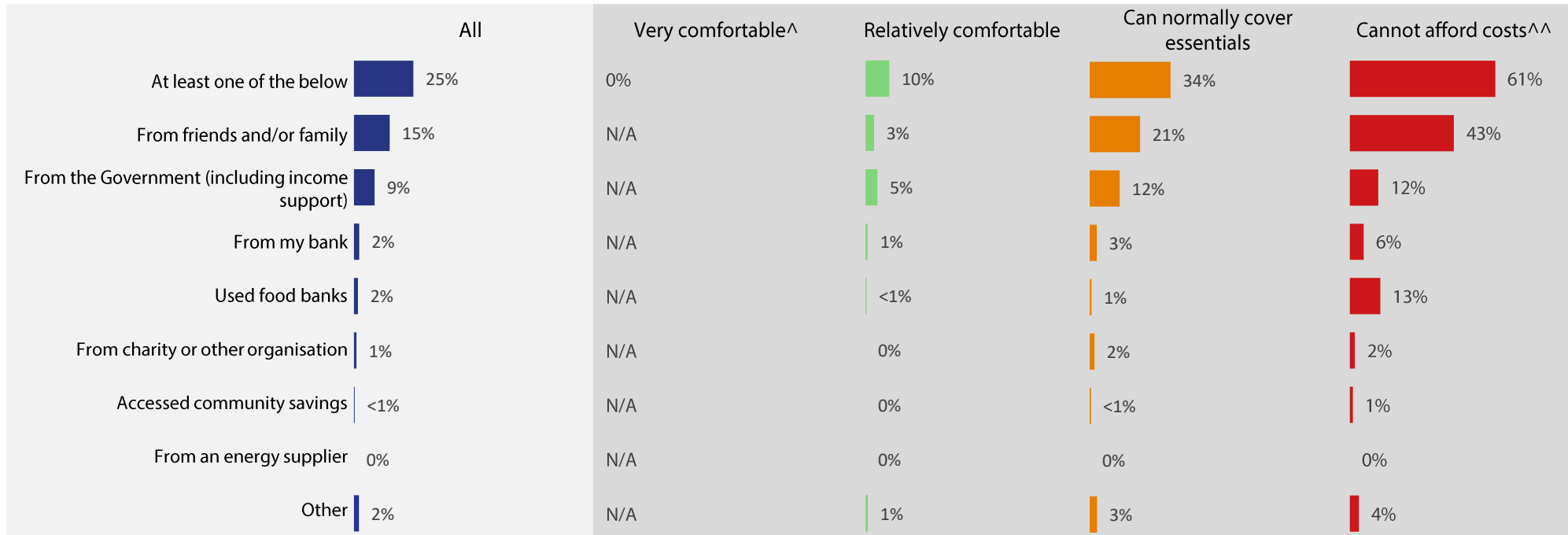
1 in 4 have received support to finance their everyday living expenses in the last 6 months

Respondents were asked: "In the last 6 months, have you received financial support or in-kind assistance with your day-to-day living expenses? Please select all that apply."

25% said they had received at least one type of financial support or help in kind to help finance their day-to-day living costs in the last 6 months, including:

- 15% who had received support from friends and/or family
- 9% who had received support from the Government

This increases to 61% of those who say they cannot afford their costs, including 43% who said this came in the form of informal support from friends and/or family.





DO YOU HAVE ANY COMMENTS ABOUT THE SUPPORT AVAILABLE TO RESIDENTS

Acknowledgement of support from:

- Income support
- Charities and food banks
- Sickness benefits (LTC and LTIA)
- Cold Weather Bonus and heating supplements
- Community Cost Bonus- Jersey Government's cost of living support

Perceived lack of support for:

- Those in employment and earning above a certain threshold- often described by respondents as 'middle earners' but some noting that those on minimum wage also lack support.
- Young families and single parents
- Homeowners or those paying mortgages
- Those receiving a form of support already

Comments on support :

There was a large number of respondents who weren't aware of any support available or suggested there wasn't any support available for people struggling to meet their cost of living.

Those who noted there were support available often said that the support was not enough to cover costs. It was also hard to find, with a handful requesting more information about support to be made available. Others said they themselves were just outside the threshold to receive support and had to look for help elsewhere.

There were many suggestions of what could be done to help support those in need, including;

- Bring wages and pensions in line with cost of living
- Introduce more subsidised housing
- More to be done by the Government, including adjusting the taxable threshold and improve the 'criteria for means tested financial support'.
- Small number also suggested more education in budgeting could further help islanders navigate cost of living.



DO YOU HAVE ANY COMMENTS ABOUT THE SUPPORT AVAILABLE TO RESIDENTS CONTINUED

"Unfortunately we fall outside of the bracket for financial support and family have stepped in to offer financial support. Even higher earners are feeling the pinch. It is not only an issue for lower earners."

"My concern is for those caught in the so called 'poverty trap'. Those that earn too much to receive help but not enough to live properly"

"I've had to have help with food previously. This is due to an ongoing chronic illness. It's shocking what people on LTIA are expected to live on."

"We saved for our old age, but because we saved we get no assistance. This is not fair and with everything going up the way it is, our savings are not lasting the way they should"

"We couldn't afford to live on our pension without income support"

"Far more needs to be done. It's even worse for single parents with no financial support from the other parent."

"Very grateful for income support as would not survive without it. Just wish I could get a part time job without losing the earned amount off my income support - no incentive there!"

"It seems the political power in Jersey is totally unaware of how hard ordinary people are finding life in Jersey now. The support is minimal and being taken up by charitable organisations rather than the government"

"I think it would be helpful for Gov to help collate a list of all the various places that locals can turn to for support so individuals aren't looking here, there and everywhere at a time that they are already struggling."

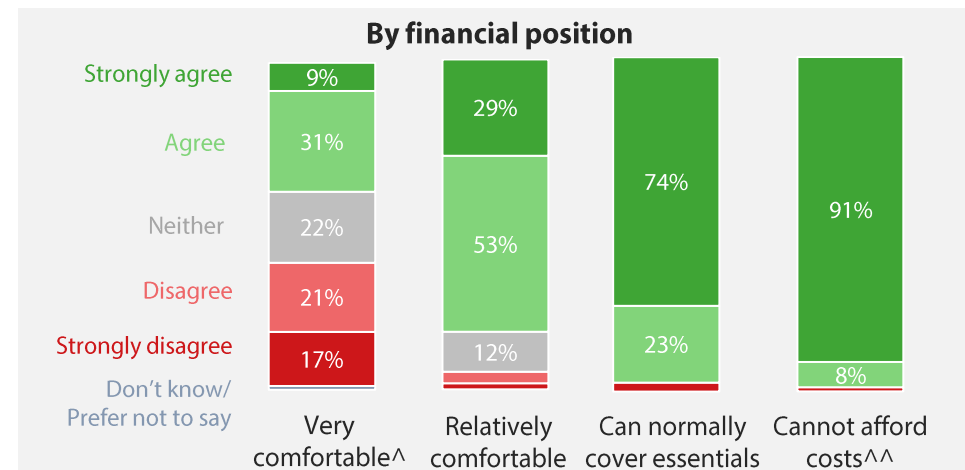
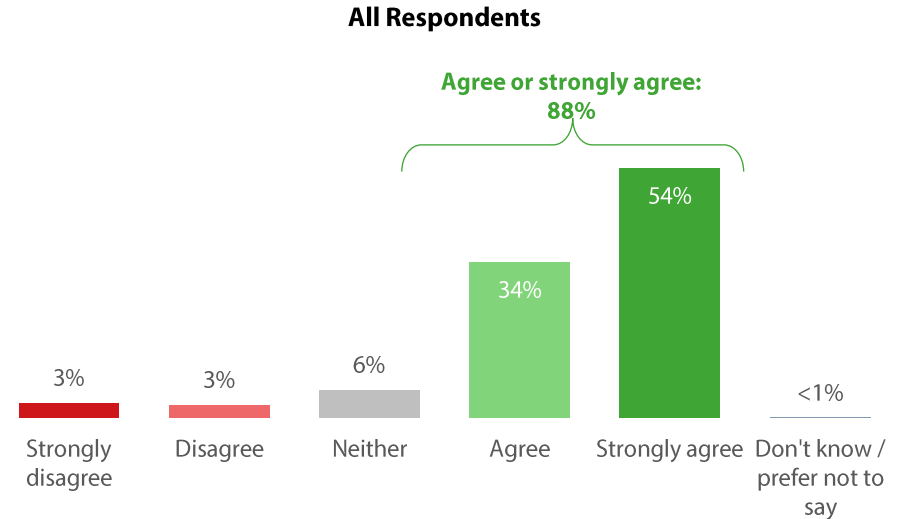


88% agreed the rising cost of living was impacting their household

Respondents were asked: "To what extent do you agree with the following statement: "The rising cost of living is impacting me and my household?"

- 88% agreed that rising cost of living was impacting their household, including 54% who strongly agreed to the statement.
- As you would expect, this rises to over 95% of those who are less able to cover their costs (cannot afford their costs or can cover essentials only).
- However, it is notable that those on the more comfortable end of the scale are also feeling the impact to some extent, including 83% of those who are relatively comfortable and 40% who would say they are very comfortable.

To what extent do you agree with the following statement: "The rising cost of living is impacting me and my household?"



[^]Small Base: 40
^{^^}Small Base: 61

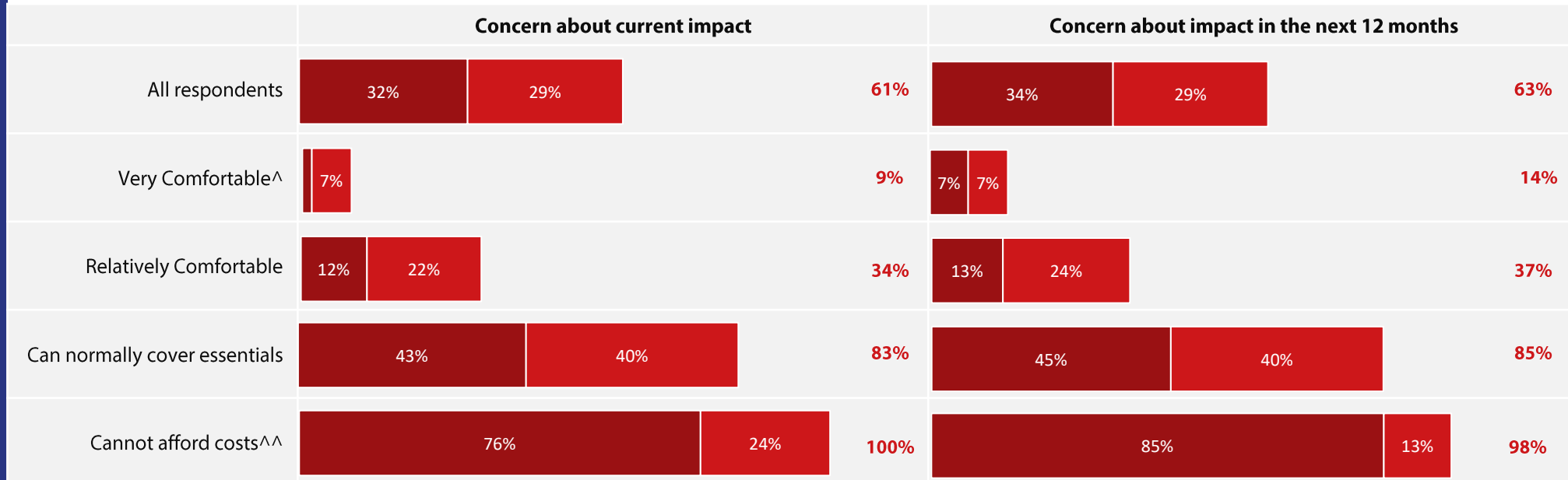


Around a third are extremely concerned about the future impact changes to cost of living will have on their household

Respondents were asked: "How concerned are you about how changes to the cost of living are currently impacting you and your household?" and "How concerned are you about the impact changes to the cost of living will have on you and your household in the next 12 months?"

Respondents could rate on a five point scale from extremely concerned to not at all concerned* and the graph below shows the top two levels of concern.

- 32% are extremely concerned about how current changes to cost of living are impacting their household and a further 29% are very concerned (61% in total).
- A similar proportion of people are concerned for the future, but there is a shift from being very to extremely concerned amongst those who currently cannot afford their costs (76% extremely concerned now vs 85% for the next 12 months). There is also a small increase in the percentage of those who are very comfortable saying they are concerned (9% now up to 14% for the next 12 months).
- Levels of concern do vary by financial comfort. As you would expect those less able to afford their costs are most concerned now and for the future, but it is notable just over a third of those who are relatively comfortable are also concerned to some extent.



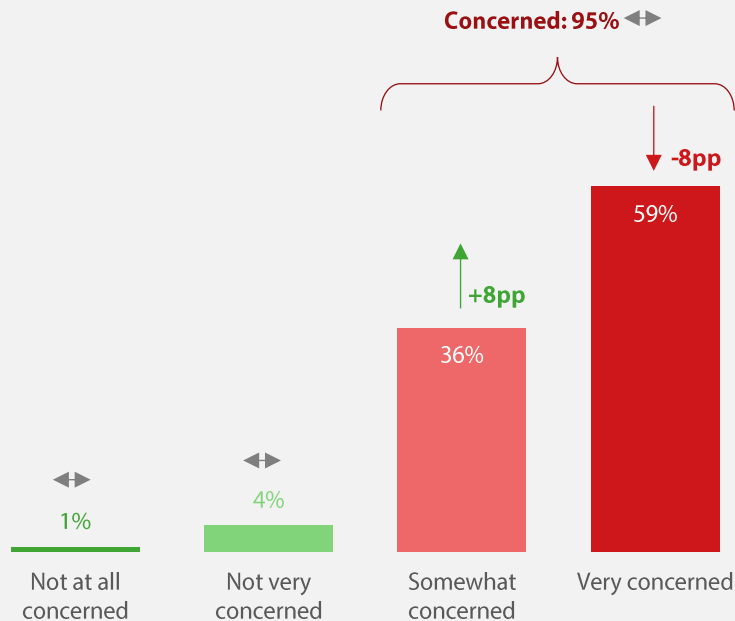


Inequality now....

59% are very concerned about poverty and inequality in living standards today

Overall concern about poverty and inequality has remained the same since our 2022 survey, however, the extremity of concern has decreased slightly.

How, if at all, concerned are you about poverty and inequality in living standards today? Please select the answer which best fits.*

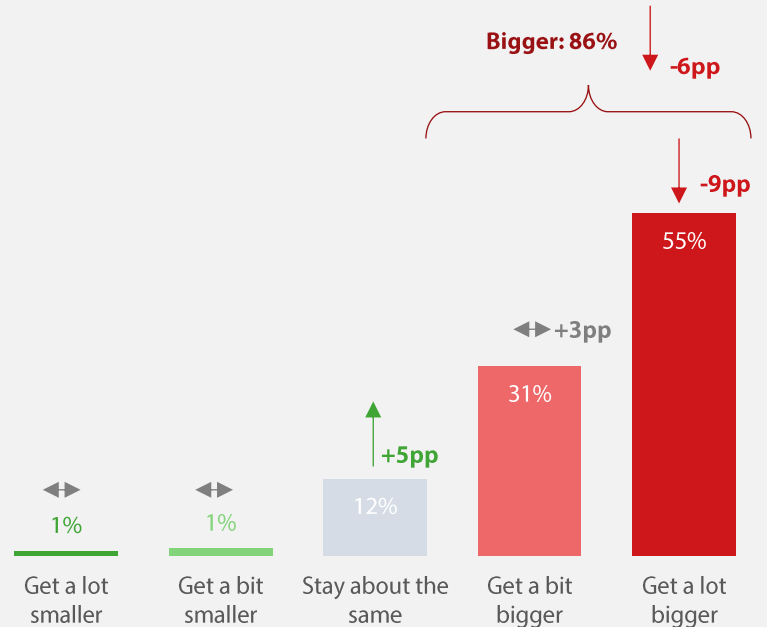


Inequality in the future ...

55% think inequality in living standards will get a lot bigger in the future

Compared to 2022, respondents are slightly less likely to say it will get bigger and slightly more likely to say it will stay about the same as now.

Looking to the future, do you think the inequality in living standards will ...*





DO YOU HAVE ANY COMMENTS RELATING TO THE COST OF LIVING IN JERSEY?

Those who categorise themselves as very or relatively comfortable:

- Most concerned over the high price of food and housing/rent on island. Other areas affected that were highlighted were: utilities, childcare, insurance, doctor's fees, transport/travel off island and petrol.
- Many noted that they felt the cost of living on Jersey had increased over the past few years, and the cost of living in Jersey feels higher than that in the UK on food and housing.
- Some noted they felt the Government could be more "proactive" in helping support islanders with the increases to cost of living. Suggestions given were removing GST on essentials items such as food and increasing tax or stamp duties on those with multiple properties.
- There are some worries within the community that high cost of living is driving away the island's younger population and key workers.
- A small number noted that cost of living is affecting many jurisdictions, not just Jersey.

Those who categorise themselves as 'Can normally cover essentials [only]' or 'Cannot afford costs':

- Most concerned over the high cost of housing. This was for rent as well as mortgage or property prices.
- Food was also a large concern, with some interest in more options for food shopping to be available to islanders. Suggestions included more produce being locally grown and sold locally, introduction of more budget UK supermarket brands on island (Lidl, Aldi) or opening a French supermarket.
- Many respondents said they were considering leaving the island, or knew of people who have left the island, due to the cost of living. Others were concerned that the high cost of living would drive more young people away. A small number said they wanted to leave but felt unable to due to family ties.
- Some feel that businesses as well as the Government are driving cost of living higher in order to make a profit. There were also a handful of comments suggesting the Government offers more support to the wealthy than to those who are struggling.
- Some noted they felt they did not have a work/life balance, with a handful of respondents saying they are 'exhausted' trying to meet the costs to live on Jersey.



COMMENTS INCLUDE...

VERY COMFORTABLE

"Cost of groceries in Jersey is unfairly higher than the UK not warranted by transport costs and GST. Looking at the prices of online shopping e.g. Morrisons the price per item can be up to £1 more expensive in the Jersey stores. Unacceptable!"

"I perceive there's already a big gap between the poorest and richest in the Island. The rise in the cost of living has a drastic effect on the poor"

"Not all cost reductions appear to be passed onto the consumer, plus government wasting tax payers money that could be used more effectively to help the community"

"The Government need to do more to help families on low income with the rising costs"

RELATIVELY COMFORTABLE

"it is so expensive to live here we are making plans to leave don't want to but don't have a choice."

"Definitely needs to be addressed, rental housing far too expensive even in social housing"

"I have recently calculated that my household spends £12,000 per year on groceries/food shopping. After a visit to England, my equivalent cost there would be over £5000 less. Food should not be taxed."

"Put a cap on rent and on house prices. Remove GST off of essentials . Stop companies putting VAT on prices in the shops and then adding GST!!!"

"It is understandable that living on an island will cost more, however prices of property mean that compared to our peers in the UK we are significantly worse off. Even on a relatively good wage, I don't have much disposable income, I've stopped eating out or spending much money locally. This has changed over the last two years, used to go out frequently just can't afford it anymore"

CAN NORMALLY COVER ESSENTIALS

"If a property is advertised at £1000pcm you can guarantee dozens of enquiries, several of which will offer you significantly over the asking price to try and secure the property. That is wrong and is a huge problem that is not getting addressed ..."

"People who can afford to shop in Jersey will shop in Jersey. Those who cannot afford it will shop around for better offers online - not because they want to but because they HAVE to!"

"Recently whilst watching a TV advert for Waitrose, they mentioned the lower prices throughout their stores, and then in the small print 'Jersey prices may vary' - enough said"

"It's getting harder and harder to enjoy life"

"We have considered moving to the UK but that will have to be a last resort as we have got children and family here. We have no money for socialising or hobbies and worry about money every single day."

CANNOT AFFORD COSTS

"Drowning and if I could afford to actually leave Jersey I would but now I can't even afford to save to leave."

"People can't afford to live anymore they are simply existing"

"The government needs to help people on an 'average' wage. Help with electricity costs especially. It's essential in winter months."

"The Gov could reduce GST on food and essentials to help ALL residents."



Island Global Research

Island Global Research

PO Box 68
Albert House
South Esplanade, St Peter Port
Guernsey, GY1 3BY
+44 (0) 1481 716227
info@islandglobalresearch.com
www.islandglobalresearch.com

IGR is a part of the BWCI Group