

# THE BIG QUESTIONS

## 2025 RESIDENTS' SURVEY

Island Global Research conducted this survey to understand people's attitudes on some topical issues and the extent to which they trust different institutions, including information sources, government and local politics and other organisations delivering essential services in our islands.

The survey was conducted online and open to residents in Guernsey, Jersey and the Isle of Man aged 16 and over. Data collection took place between 14 and 31 March 2025.

Members of the IGR Research Panel were encouraged to share their views, and the survey was shared on social media. In total 2,695 residents completed the survey (1,140 in Guernsey, 601 in Jersey and 954 in the Isle of Man).

### Note about the survey respondents:

Surveys are more likely to be completed by people who are interested in the topic, which is often known as self-selection bias. There is evidence of this here, as most residents who completed the survey indicated they follow local and global news, politics and current affairs.

The majority of respondents also indicated they would vote in their island's next election. In Jersey, there were some differences across the generations, as the oldest generation more engaged and more likely to vote. There were few differences by age group of respondents in Guernsey and the Isle of Man.



954  
respondents

Explore the results by island, age groups and political view using the filters below.

Results shown depend on the island(s), age group(s) and/or political view(s) selected.



#### Island

- ☒ Select all
- ☐ Guernsey
- ☐ Jersey
- ☒ Isle of Man

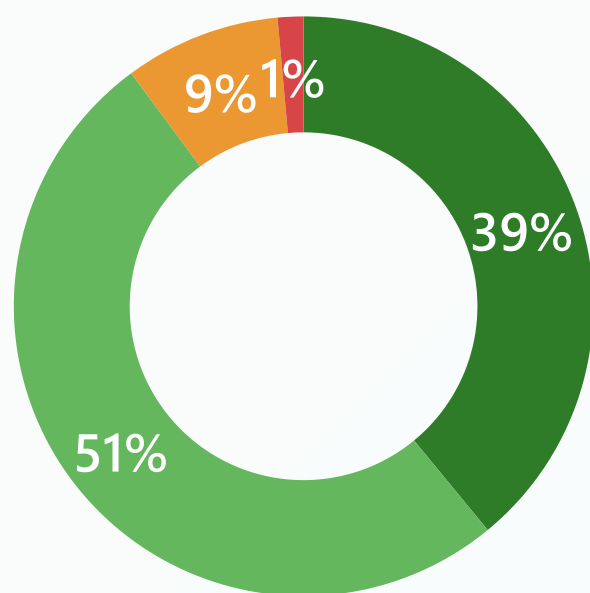
#### Age Group

- ☒ Select all
- ☒ 16-44
- ☒ 45-59
- ☒ 60 and over

#### Political View

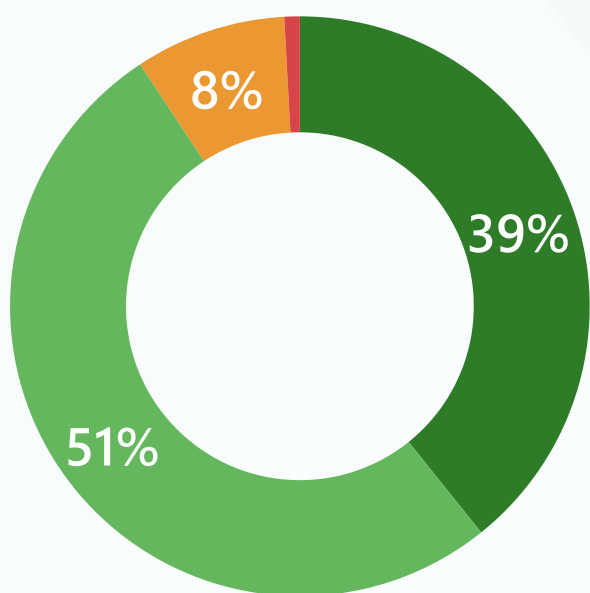
- ☒ Select all
- ☒ Left
- ☒ Centre
- ☒ Right
- ☒ Don't know

### How closely do you follow local news, politics and current affairs?



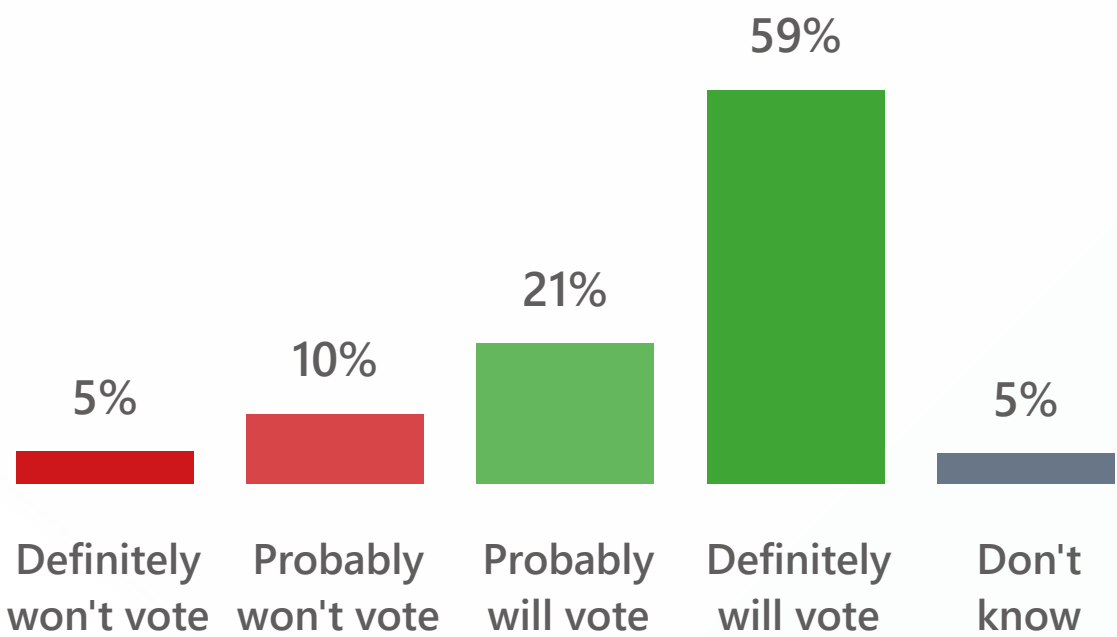
● A great deal ● A fair amount ● Not very much ● Not at all

### How closely do you follow global news, politics and current affairs?



● A great deal ● A fair amount ● Not very much ● Not at all

### How likely are you to vote in your island's next election?



Island Global Research  
A BWCI Group Company

# Views on Politics & Representation

2025 Residents' Survey on the Big Questions



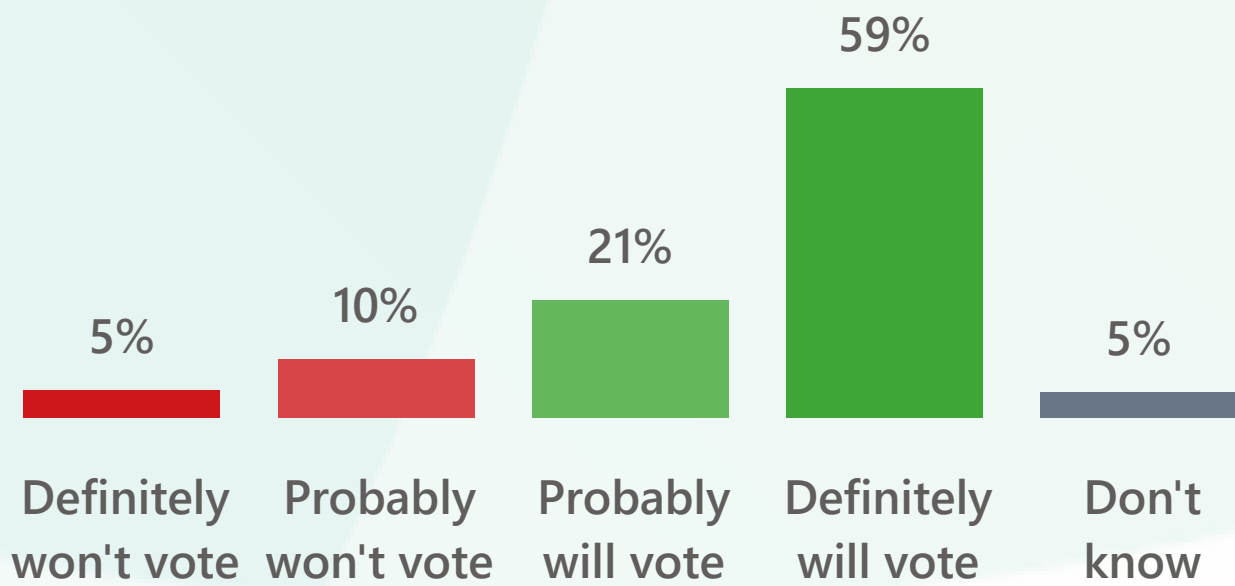
954  
respondents

The survey included some political questions, to gauge how residents feel about political decisions in their island, and the extent to which their views and values are represented by political leaders.

- The results show a fairly negative picture across the three islands:
- More than 70% of respondents think things in their island are heading in the wrong direction
  - The majority of respondents feel that they have no or limited influence in decisions made in their island.
  - Less than 20% of respondents said the people who have been elected to make decisions in their island represent their views and values either quite well or very well.

Though, the majority of respondents indicated they definitely will vote in their islands' the next election.

How likely are you to vote in your island's next election?



Explore the results by island, age groups and political view using the filters below.

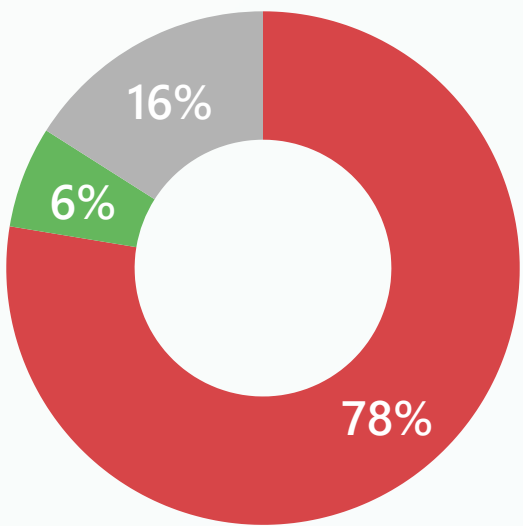
Results shown depend on the island(s), age group(s) and/or political view(s) selected.

- Island
- ☒ Select all
  - ☐ Guernsey
  - ☐ Jersey
  - ☒ Isle of Man

- Age Group
- ☒ Select all
  - ☒ 16-44
  - ☒ 45-59
  - ☒ 60 and over

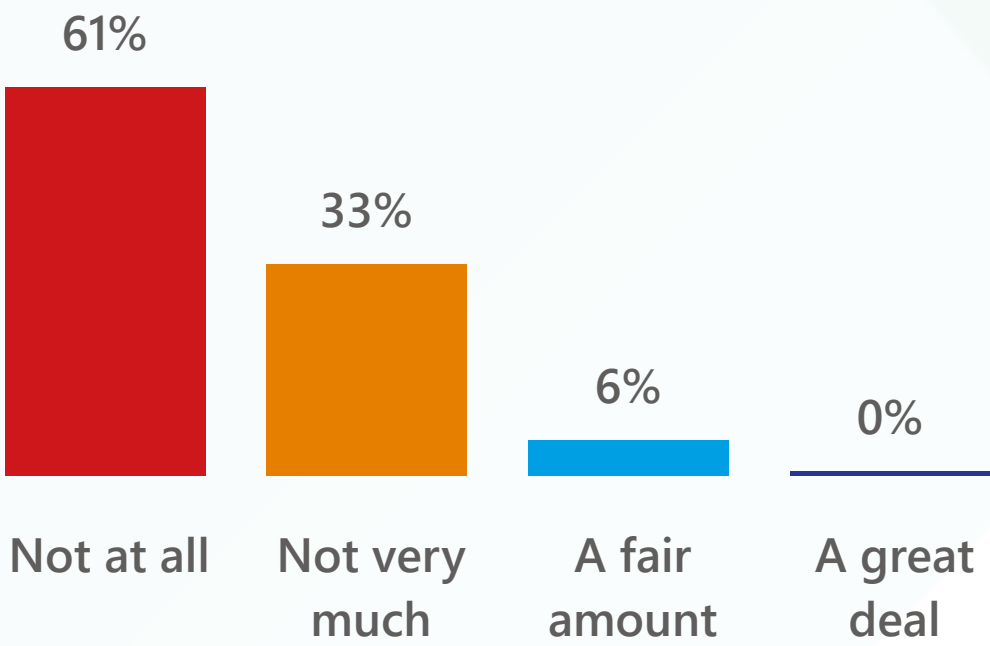
- Political View
- ☒ Select all
  - ☒ Left
  - ☒ Centre
  - ☒ Right
  - ☒ Don't know

Generally speaking, do you think things in your island are currently heading in the right or wrong direction?

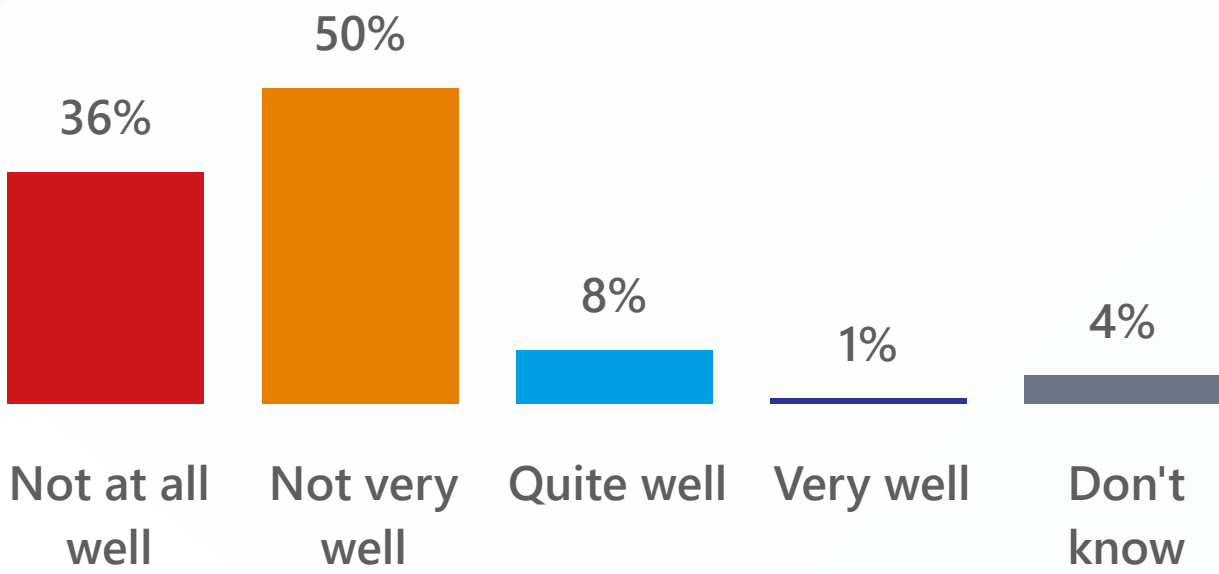


Wrong direction Right direction Don't know

Do you feel you have an influence in decisions made in your island?



How well do the people who have been elected to make decisions in your island represent your views and values?



# Views and Values

## 2025 Residents' Survey on the Big Questions



954  
respondents

We asked survey respondents four questions to learn about their views and values.

The graphs below show the diversity of views and values within our islands. The views and values were reasonably similar across the three islands. There are some differences by age group, though the differences become more notable when you filter by political view.

Explore the results by island, age groups and political view using the filters below.

Results shown depend on the island(s), age group(s) and/or political view(s) selected.



### How would you place your views and values on this scale?

Please indicate which statement comes closest to your views and the extent to which it does so (i.e. slightly or strongly). Please skip the question if you don't know.

Hard work doesn't generally bring success, it more a matter of luck and connections



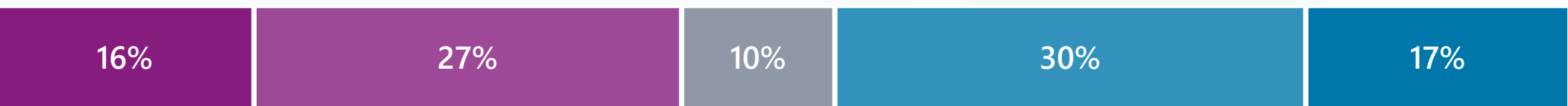
In the long-run hard work usually brings a better life

Incomes should be made more equal



There should be greater incentives for individual effort

Government should take more responsibility to ensure everyone is provided for



People should take more responsibility to provide for themselves

Want higher public spending and higher taxes



Want lower taxes and lower public spending

#### Island

- ☒ Select all
- ☐ Guernsey
- ☐ Jersey
- ☒ Isle of Man

#### Age Group

- ☒ Select all
- ☒ 16-44
- ☒ 45-59
- ☒ 60 and over

#### Political View

- ☒ Select all
- ☒ Left
- ☒ Centre
- ☒ Right
- ☒ Don't know



Island Global Research

A BWCi Group Company



# IMPORTANT ISSUES

## 2025 RESIDENTS' SURVEY ON THE BIG QUESTIONS

Governments around the world have to decide which issues are important in their country.

We asked survey respondents to select all issues which they consider to be important, and then a follow up question which asked, which of the issues was the most important for their island today.

### Key Findings:

**Guernsey:** Housing is an important issue: 80% consider housing to be an important issue, and 30% chose it as their most important issue. The economy was also a key issue, especially for those aged 60 and over, and whose political views are on the right.

**Jersey:** Health care/hospitals and inflation/prices were important in Jersey. Again, there are some differences by age group, with inflation more important for those aged 16-44 years and health care more important for those aged 60 and over.

**Isle of Man:** Health care/hospitals is the key issue: 92% said it is important, and 42% chose health care/hospitals as the most important issue. A lack of faith in politics, politicians and government is also a key issue.



954  
respondents

Explore the results by island, age groups and political view using the filters below.

Results shown depend on the island(s), age group(s) and/or political view(s) selected.



#### Island

- ☒ Select all
- ☐ Guernsey
- ☐ Jersey
- ☒ Isle of Man

#### Age Group

- ☒ Select all
- ☒ 16-44
- ☒ 45-59
- ☒ 60 and over

#### Political View

- ☒ Select all
- ☒ Left
- ☒ Centre
- ☒ Right
- ☒ Don't know

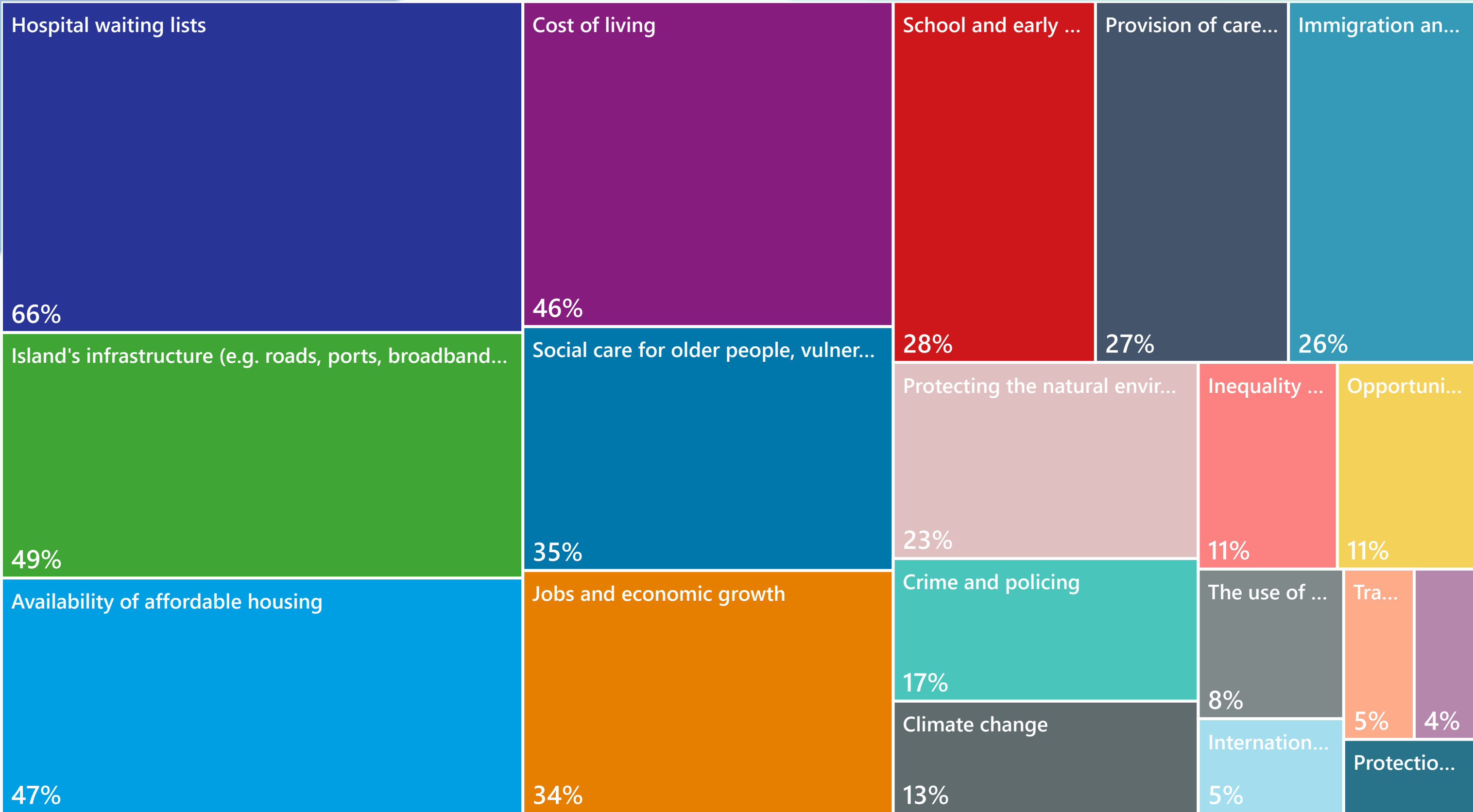
	% who said it is an important issue	% who said it is the most important
Crime / Law and Order / Violence / Antisocial behaviour	33%	1%
Defence / foreign affairs / international terrorism	10%	0%
Economy	62%	12%
Education / Schools	47%	2%
Health care / Hospitals	92%	42%
Housing	58%	9%
Immigration / Immigrants	33%	5%
Inflation / Prices	54%	4%
Lack of faith in politics, politicians and government	74%	17%
Pollution / Environment / Climate change	27%	3%
Poverty / Inequality	35%	3%
Unemployment / Lack of industry	22%	1%

# PRIORITIES FOR IMPROVEMENT

## 2025 RESIDENTS' SURVEY ON THE BIG QUESTIONS

We asked survey respondents what issues should a priority for improvement over the next few years. They could select up to 5 of 20 issues listed.

% who selected the issue as one of their top 5 issues for their island.  
*Hover over the result to read the full description of the issue.*



### Key Findings:

#### Guernsey:

1. Availability of affordable housing is the top priority (selected by 68%)
2. Addressing the cost of living (61%)
3. Island infrastructure, e.g. roads, ports, broadband (40%)
4. Social care for older people, vulnerable adults & children (38%)
5. Schools and early years education (35%)
6. Jobs and the economy (34%)

#### Jersey:

1. Cost of living is the top priority (selected by 70%)
2. Hospital waiting lists (48%)
3. Availability of affordable housing (43%)
4. Social care for older people, vulnerable adults & children (39%)
5. Jobs and the economy (35%)
6. Island infrastructure (34%)

#### Isle of Man:

1. Hospital waiting lists is the top priority (selected by 66%)
2. Island infrastructure e.g. roads, ports, broadband (49%)
3. Availability of affordable housing (47%)
4. Addressing the cost of living (46%)
5. Social care for older people, vulnerable adults & children (35%)
6. Jobs and the economy (34%)



954  
respondents

Explore the results by island, age groups and political view using the filters below.

Results shown depend on the island(s), age group(s) and/or political view(s) selected.

#### Island

- ☒ Select all
- ☐ Guernsey
- ☐ Jersey
- ☒ Isle of Man

#### Age Group

- ☒ Select all
- ☒ 16-44
- ☒ 45-59
- ☒ 60 and over

#### Political View

- ☒ Select all
- ☒ Left
- ☒ Centre
- ☒ Right
- ☒ Don't know



# QUALITY OF LIFE

## 2025 RESIDENTS' SURVEY ON THE BIG QUESTIONS



954  
respondents

### Key Findings:

Although the survey highlighted frustrations with politics, and priorities for improvement. When asked about the quality of life in our islands, the results were more positive:

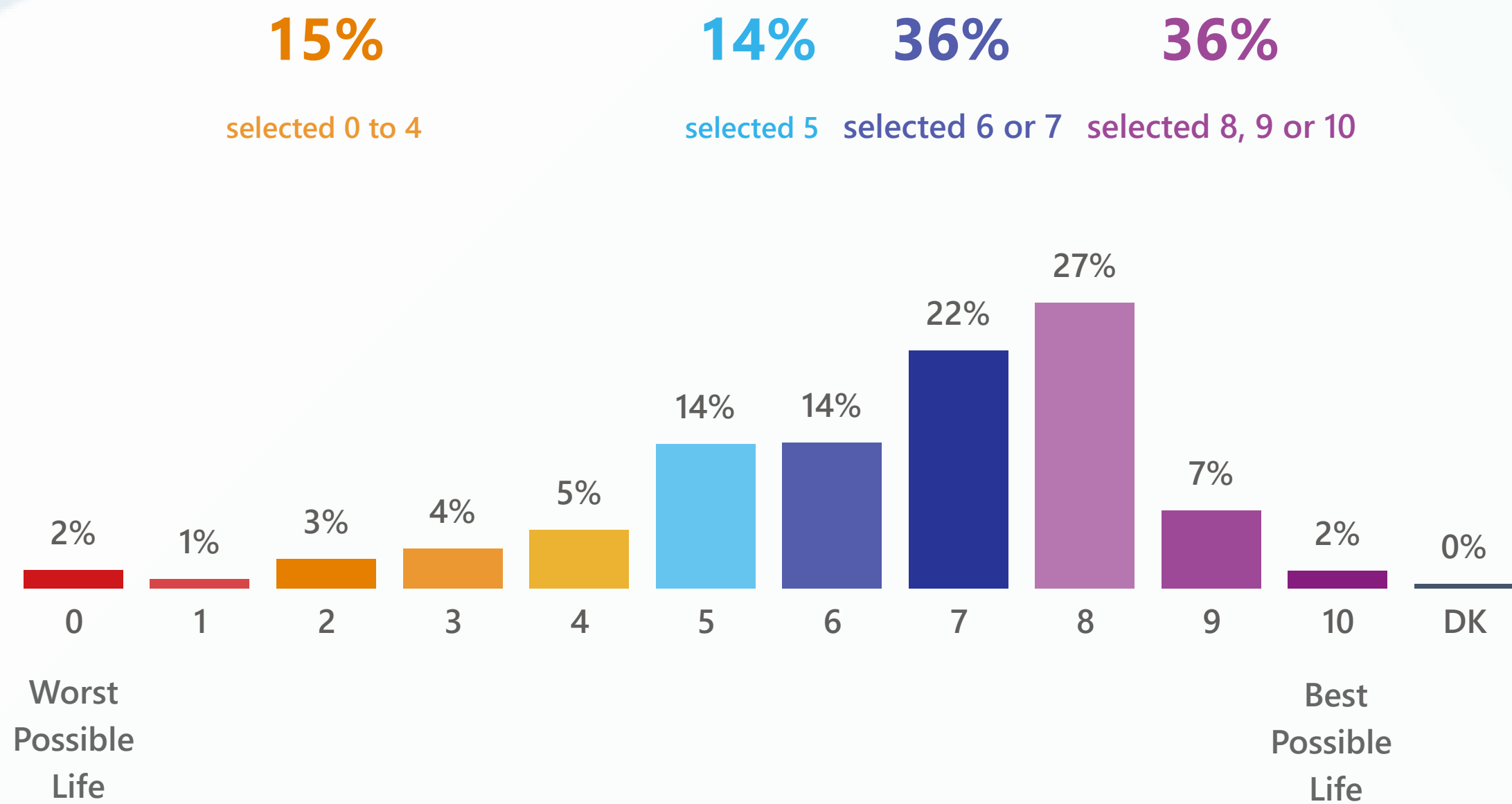
- Over 70% rated their quality of life as 6 or higher out of 10 - with similar results in each island.
- Most also think life in their island is better than life would be in the UK.

There were some differences by age group and political view: respondents aged 60 and over and those whose political view is on the right were more likely to select a higher quality of life score and say life in their island to be better than in the UK.

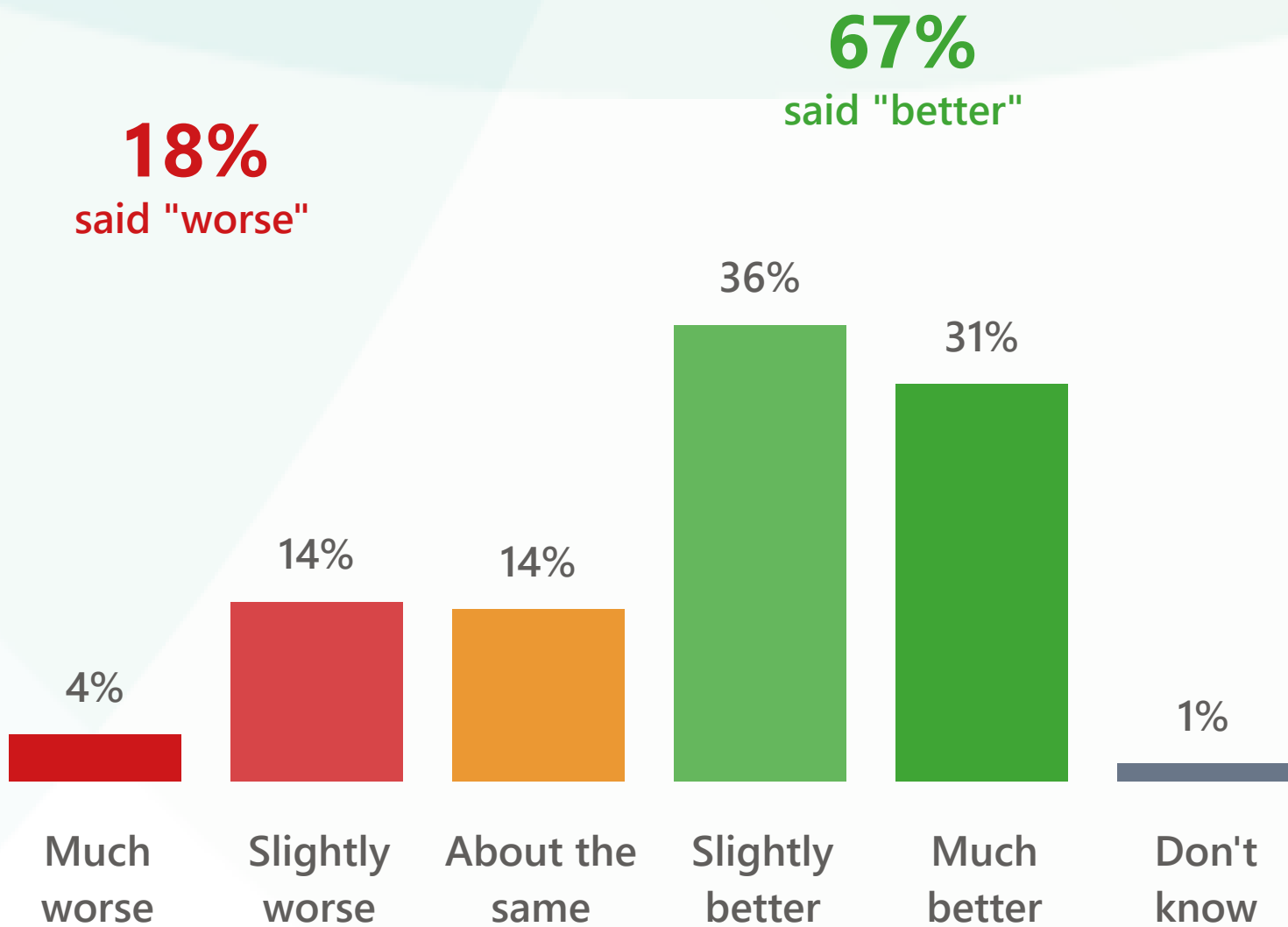
Explore the results by island, age groups and political view using the filters below.

Results shown depend on the island(s), age group(s) and/or political view(s) selected.

### How do you feel about the quality of your life?



### Do you think life on your island is better, worse or about the same as in the UK?



#### Island

- ☒ Select all
- ☐ Guernsey
- ☐ Jersey
- ☒ Isle of Man

#### Age Group

- ☒ Select all
- ☒ 16-44
- ☒ 45-59
- ☒ 60 and over

#### Political View

- ☒ Select all
- ☒ Left
- ☒ Centre
- ☒ Right
- ☒ Don't know



Island Global Research

A BWCI Group Company



# PROFILE OF SURVEY RESPONDENTS

## 2025 RESIDENTS' SURVEY ON THE BIG QUESTIONS

The graphs below show the profile of survey respondents, after survey weights have been used to correct for differences between the age and gender of the sample and the resident population in each island. This statistical technique has been used to make the results more representative of the resident population, though self-selection bias remains. As noted in the introduction, the people who opted-in to take this survey were more likely to be interested and engaged in local and global news, politics and current affairs.



954  
respondents

Explore the results by island, age groups and political view using the filters below.

Results shown depend on the island(s), age group(s) and/or political view(s) selected.



### Island

- ☒ Select all
- ☐ Guernsey
- ☐ Jersey
- ☒ Isle of Man

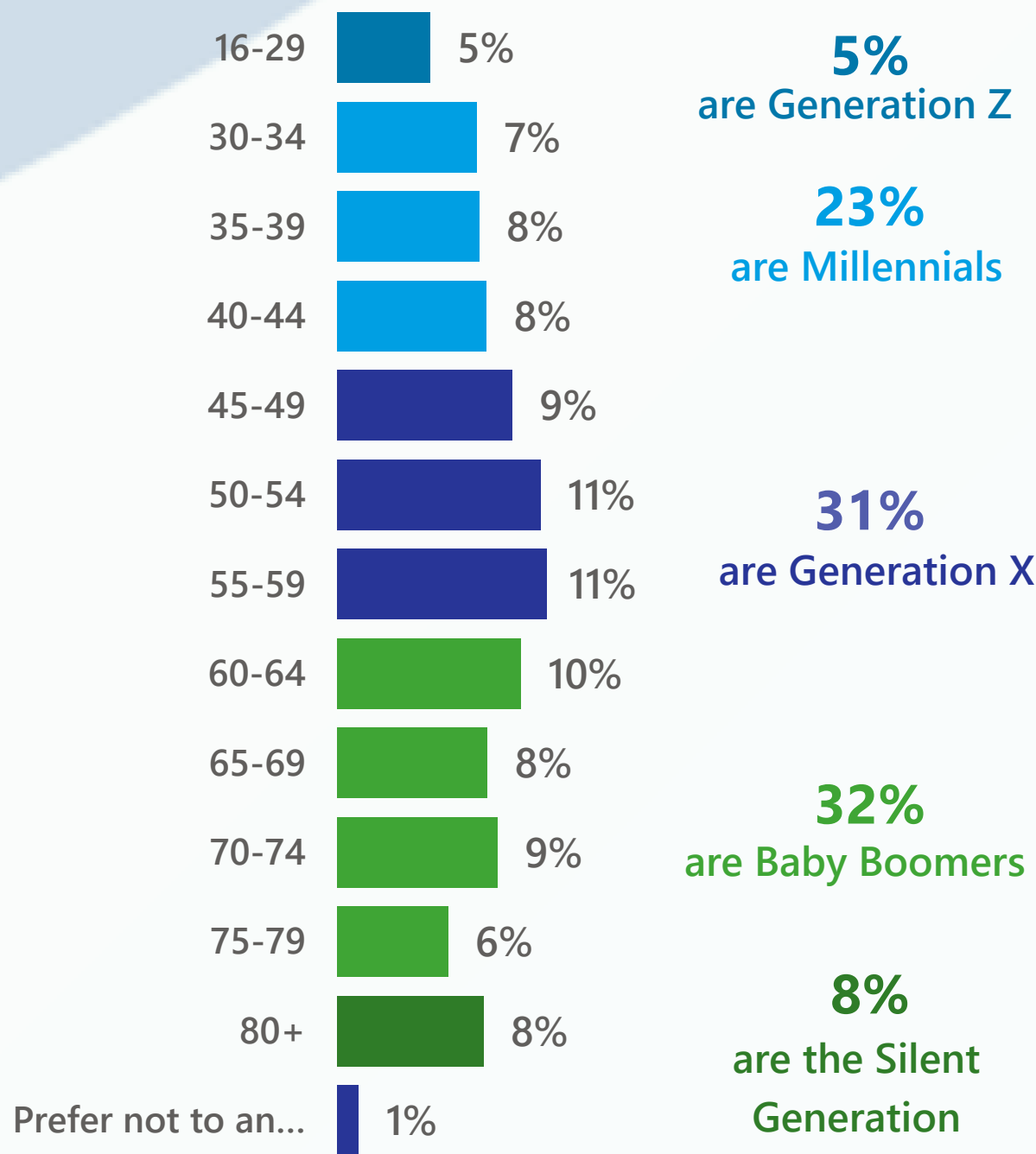
### Age Group

- ☒ Select all
- ☒ 16-44
- ☒ 45-59
- ☒ 60 and over

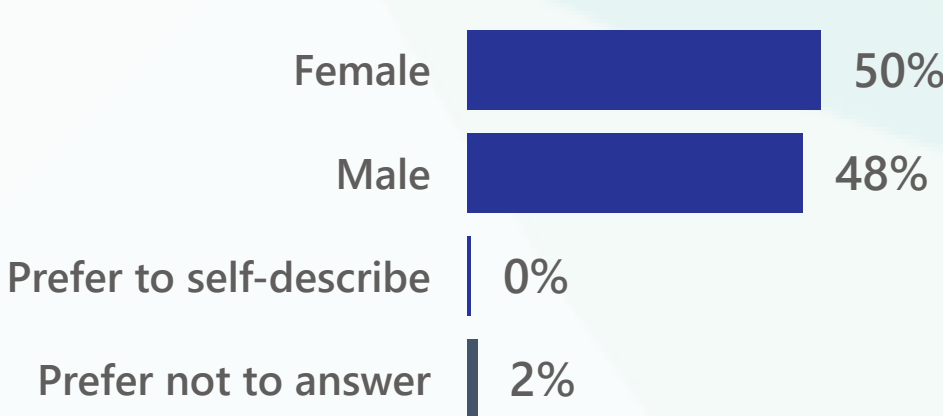
### Political View

- ☒ Select all
- ☒ Left
- ☒ Centre
- ☒ Right
- ☒ Don't know

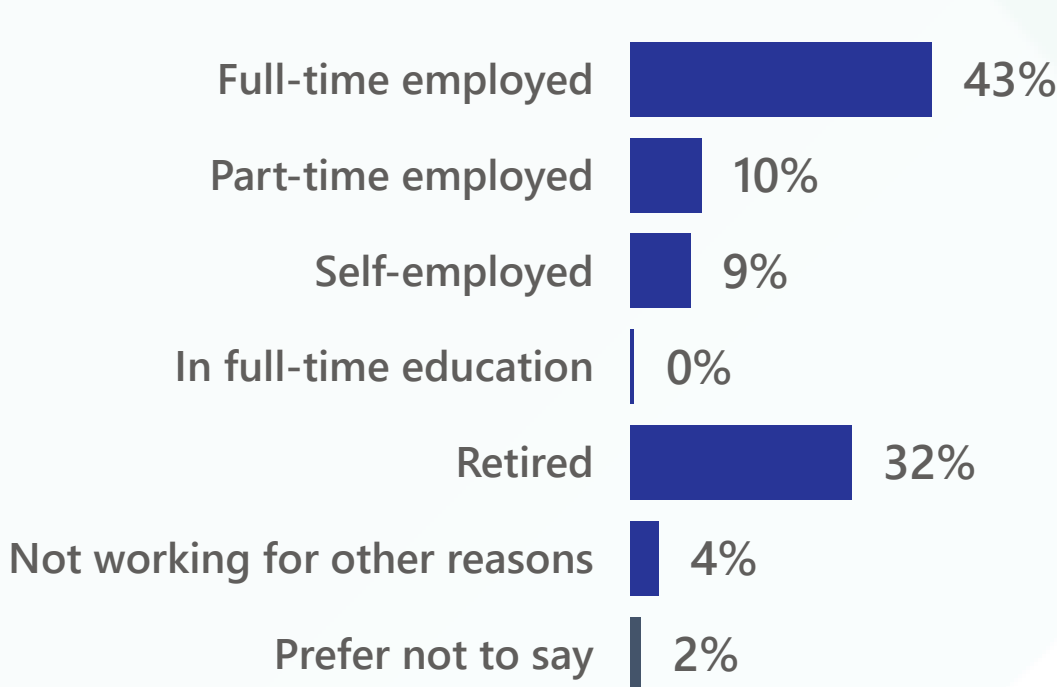
### Age Group



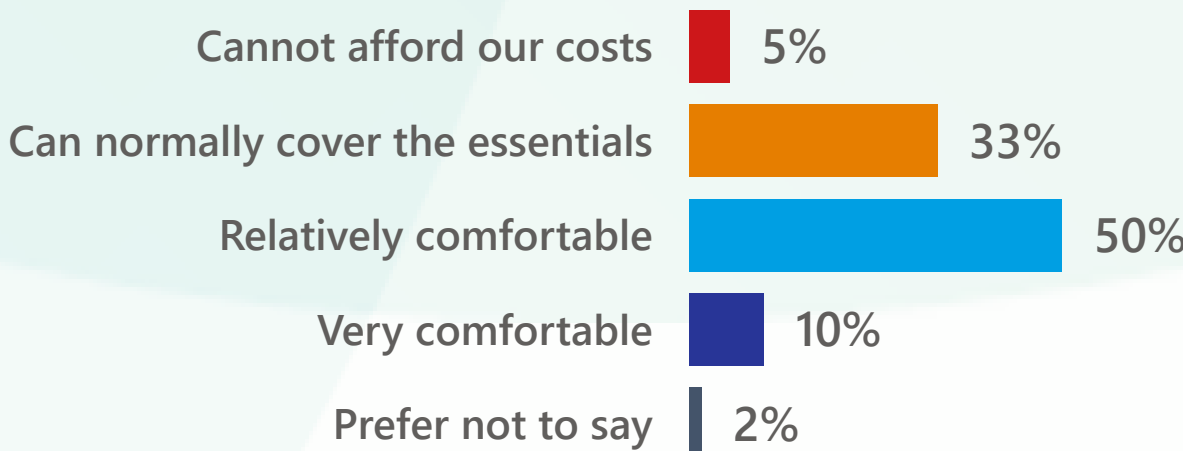
### Gender



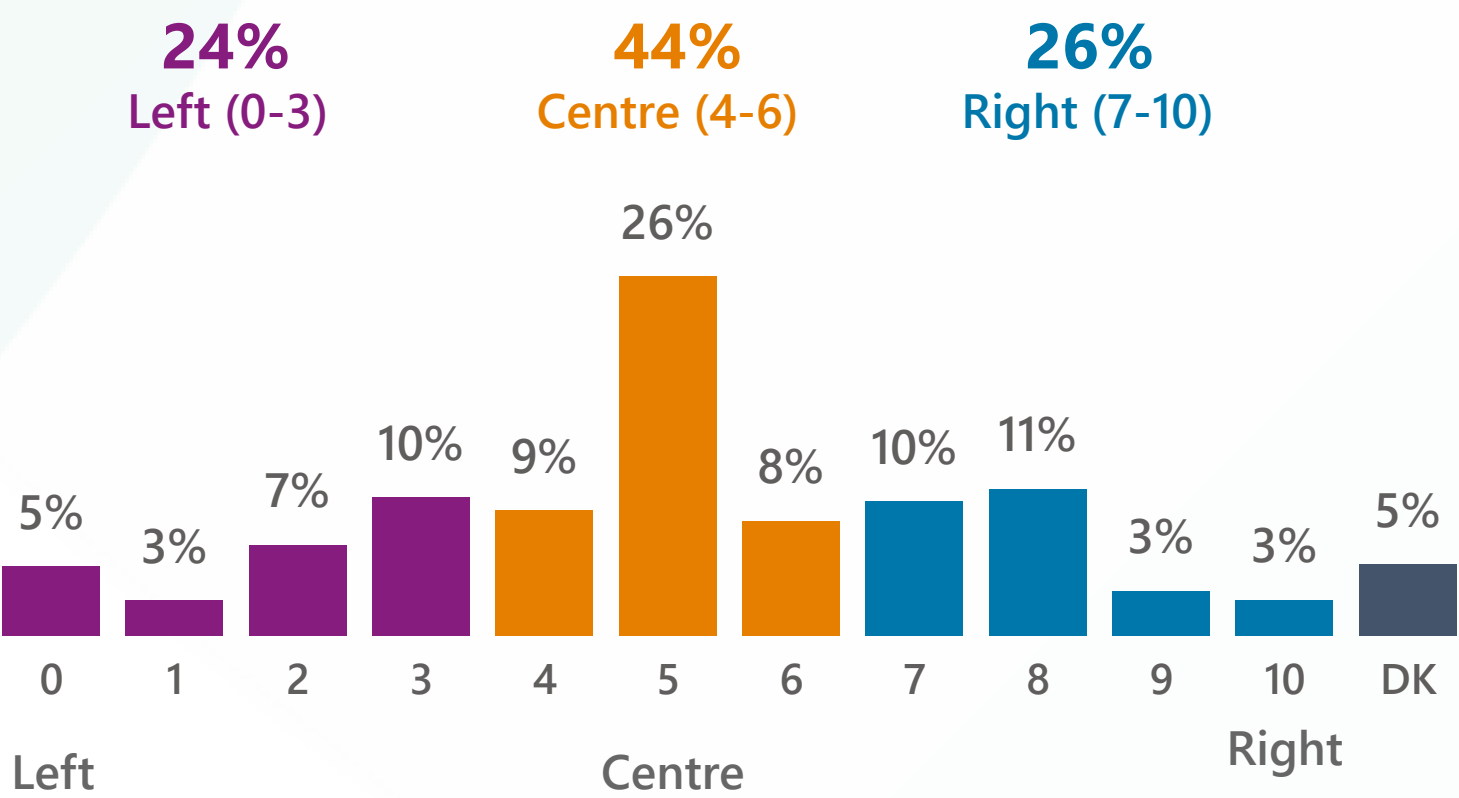
### Employment Status



### Self-reported financial status



### Political view on a scale from 0-10



Island Global Research

A BWCI Group Company