

ISLAND GLOBAL RESEARCH INSIGHTS

**Island Global Research
is a research and
consultancy company
with a focus on islands.**



Charitable Giving Survey Results

The results of the recent Charitable Giving Survey, conducted by Island Global Research, reveal that 97% of Islanders in Jersey, Guernsey and the Isle of Man gave to charity in 2017.

Privacy & Security of Personal Data - New Survey

In light of the new General Data Protection Regulation coming into force next month, we are launching a survey about your views on the handling of personal data.

Guernsey Retail Survey Results

The results of the Guernsey Retail Survey has been published. The Survey was conducted by Island Global Research on behalf of the States of Guernsey.

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CHARITABLE GIVING SURVEY RESULTS

Island Global Research have conducted a survey to understand more about Islanders' preferences when donating to charity.

The survey was completed by more than 2,000 residents across the Crown Dependencies.

CHARITABLE GIVING IN 2017

Across the three islands, 97% of adults had made a charitable donation in 2017, either by giving money, goods and services or time.

Almost 3 in 4 people regularly support a charity. Around 60% give money, while about a third of people regularly give their time.

It is estimated that the amount individuals gave to charity in 2017 was in the region of £20 million in Jersey, £13 million in Guernsey and £17 million in the Isle of Man. The rate of giving was similar across the islands and was equivalent to £240 per adult resident. The amount given by each individual varied, with about half of the respondents giving up to £100 annually, while almost 10% of the population had given more than £1,000.

CHARITABLE GIVING PREFERENCES

People prefer to give to Health / Medical charities, and also charities providing Community and Human Services, and Children Services. Animal charities were also relatively popular, especially in Jersey.

Most people prefer to support local charities, rather than UK or international charities. Smaller charities were also preferred over larger ones.

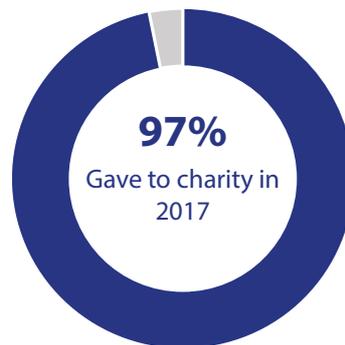
HOW TO ENCOURAGE CHARITABLE GIVING

People are encouraged to give to charity when they are personally affected by the charitable cause. Information is also important, as people are encouraged to give when they learn about the impact of the charity, why the cause is important, and how the charitable donations are used.

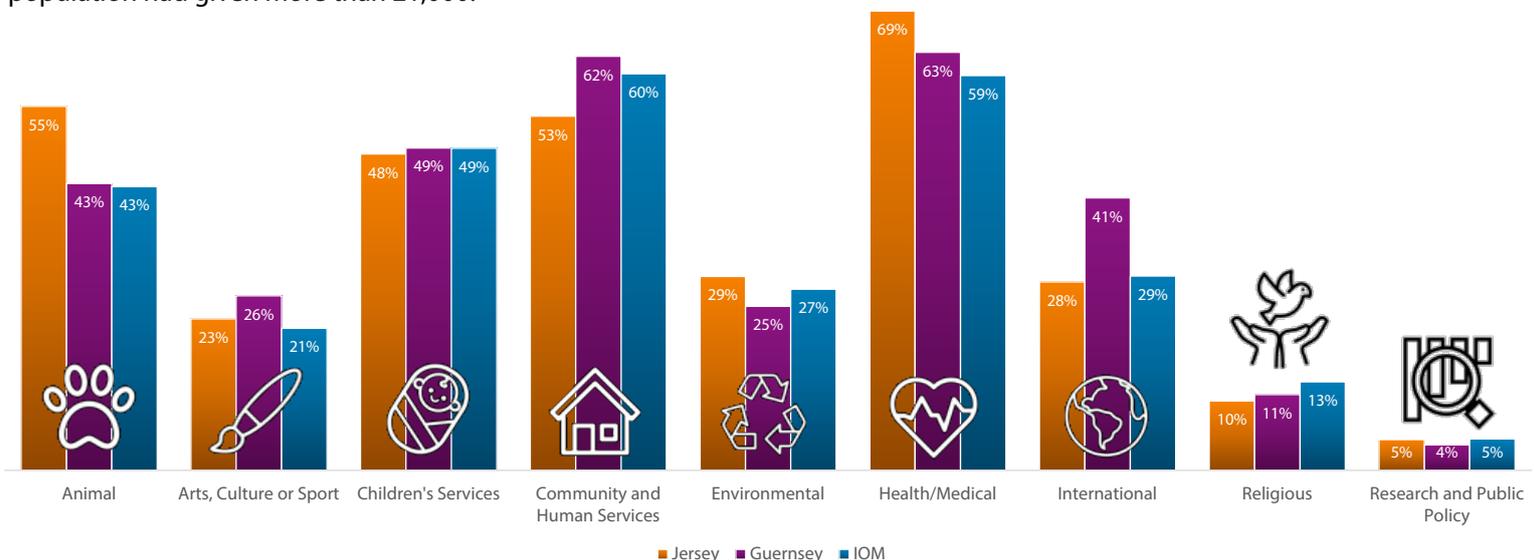
[CLICK HERE TO DOWNLOAD THE FULL REPORT](#)

We hope you find the results interesting and they are useful for islanders who support and work with charitable organisations.

Across the Crown Dependencies:



TYPES OF CHARITIES SUPPORTED IN 2017



PRIVACY & SECURITY OF PERSONAL DATA NEW SURVEY

Privacy & Security of Personal Data - New Survey

General Data Protection Regulation (GDPR) is coming into force in the Channel Islands and Isle of Man on the 25th May 2018.

This will affect how businesses can collect, store and protect the personal information of their customers, clients and employees.

In light of the new legislation, Island Global Research are conducting a survey to understand the public's views on the handling of personal data.

The survey asks about your views on privacy and security of personal data, and the new GDPR legislation in a personal and professional capacity.

The survey explores the benefits of sharing personal data, as well as considering what concerns people may have and the measures that people take to protect information about themselves.

[CLICK HERE TO PARTICIPATE IN THE SURVEY](#)

The survey takes 5-10 minutes.

The results of the survey will be published free of charge.

GUERNSEY RETAIL SURVEY RESULTS PUBLISHED

Full Report Available Free of Charge

The States of Guernsey have published the results of the retail survey conducted by Island Global Research, on behalf of The Committee for Economic Development. The States have said:

"The Committee for Economic Development is providing retailers in Guernsey with a wealth of information on local consumer habits and preferences, with the publication of the results of the Retail Survey.

The survey, carried out for the Committee by Island Global Research, collected the views of more than 900 Guernsey residents on the retail experience offered both on-island and online, how they make purchase decisions, and how the sector may best meet their shopping needs.

KEY THEMES FOR IMPROVEMENT:



Price



Range of Products



Customer Service



Online Presence

The Committee is using the findings to inform its approach to the retail sector, and is circulating the results to businesses on its retailer database, and publishing them more widely online, so that businesses can also benefit from the data gathered."

The research has also been welcomed by the Guernsey Chamber of Commerce, who is continuing to help maintain momentum in ensuring that the "Town Experience" is a positive one for all.

The team here at Island Global Research would also like to take this opportunity to thank all of those participated in the survey at the end of last year. We really appreciate the feedback you gave us on retail in Guernsey and hope you find the results interesting.

[Click here to view the full report](#)

ABOUT US

Island Global Research is a market research and consultancy company.

MARKET RESEARCH



Surveys and focus groups for public and private sector clients.

Measuring economic impact, demographic trends, attitudes and opinions, brand or product awareness, customer satisfaction, and service quality.

CONSULTANCY

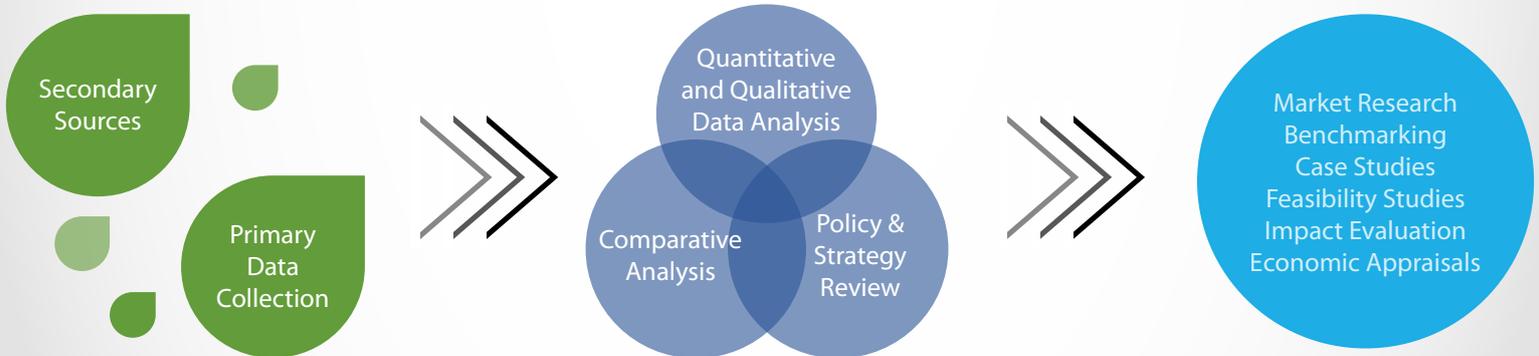


Benchmarking to learn from experience in other islands.

Strategic planning to support clients in scenario analysis and project appraisal.

Monitoring and evaluation to adapt implementation and measure performance.

We collect primary data on a wide range of topics, and identify relevant secondary sources. We synthesise information and analyse data. The insights we report help clients to make better decisions.



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