



# THE STATES OF JERSEY: LOCAL POLL

MARCH 2018

States   
of Jersey

# METHODOLOGY NOTE



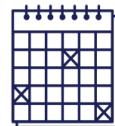
## Objectives

The key aim of this research was to explore views towards current issues in Jersey.



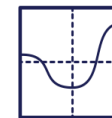
## Method

ComRes surveyed 1,000 residents of Jersey via telephone interview.



## Fieldwork dates

12<sup>th</sup> – 22<sup>nd</sup> February 2018



## Interpretation

Data have been weighted by age, gender and parish to be representative of the population of the States of Jersey.

Findings marked with an asterisk (\*) indicate a low base size. These results should be treated with caution.

# EXECUTIVE SUMMARY



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- Jersey residents are most likely to report that they like living in Jersey because it is a safe place to live, that they enjoy the variety of beaches and they like the beautiful scenery.
- Jersey residents are least likely to like the cost of living in Jersey, how it is difficult to leave the island and the expensive housing.
- The majority of residents consider each of the issues tested to be important to them. Most of all, more than nine in ten consider the cost of living in Jersey, the strength of Jersey's economy and the quality of education as important. Residents are least likely to say that the impact of Brexit on Jersey is important to them.
- Unprompted, residents would most like to see the States of Jersey modernise general public services, in particular improving access to healthcare, a new modern hospital and improved access to education. Residents would also like to see modernisation of transport with better train and bus services and improvements to the roads.
- When thinking about Jersey's public services, residents are most likely to agree the government should transparently measure the quality of services it delivers and to be able to apply for government services in one place rather than contacting each department separately. Just a third of residents agree that the States of Jersey listen to residents and take their views on board.

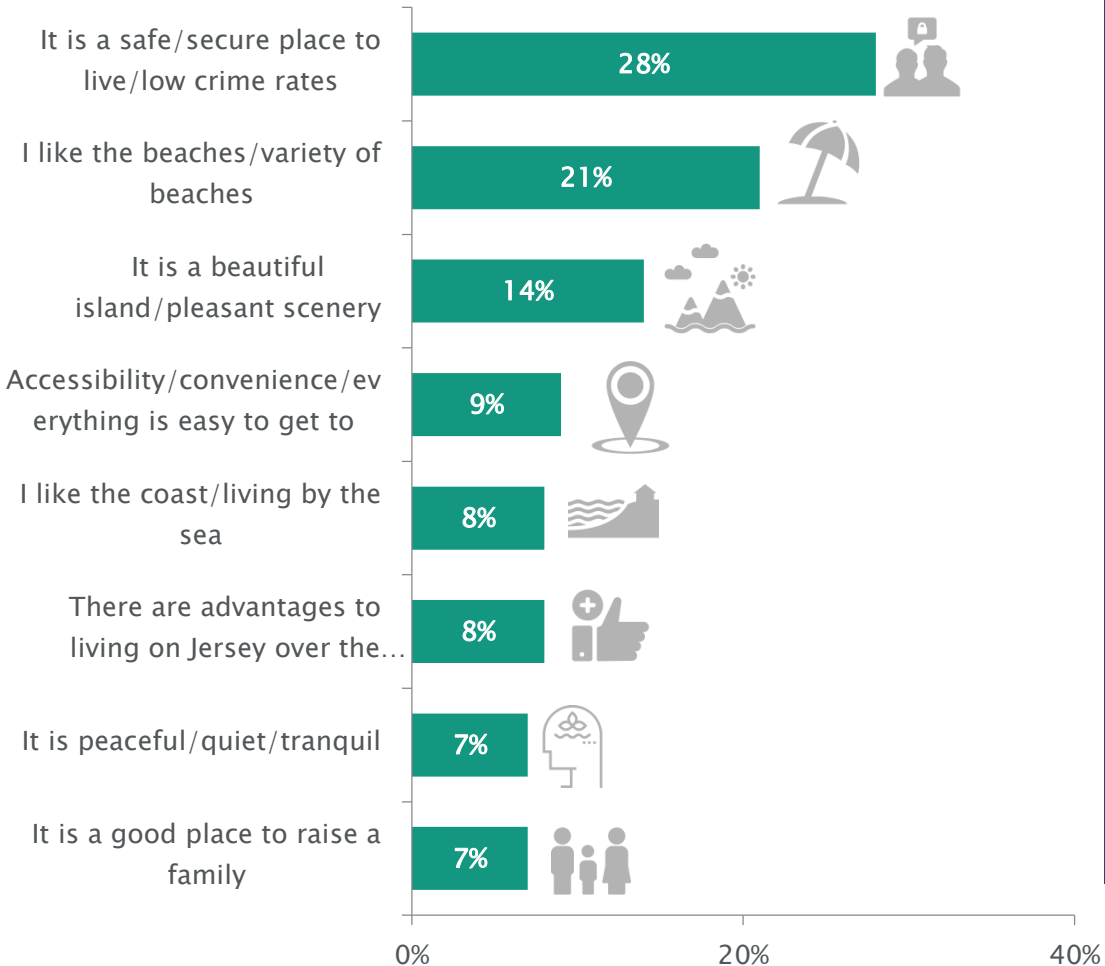
LIVING IN JERSEY



# THREE IN TEN JERSEY RESIDENTS SAY THAT THEY MOST LIKE THE FACT THAT JERSEY IS A SAFE OR SECURE PLACE TO LIVE

## Most liked thing about living in Jersey today

% saying each of the following,  
Showing top 8 unprompted responses:



Three in ten (28%) Jersey residents say that the thing they like most about living in Jersey today is the fact that it is a safe/secure place to live, or that it has low crime rates. Those aged 35–54 are more likely to say this (35%) than those aged 18–34 (22%) and 55+ (26%) – possibly reflecting the fact that more respondents in this age-group will have families.

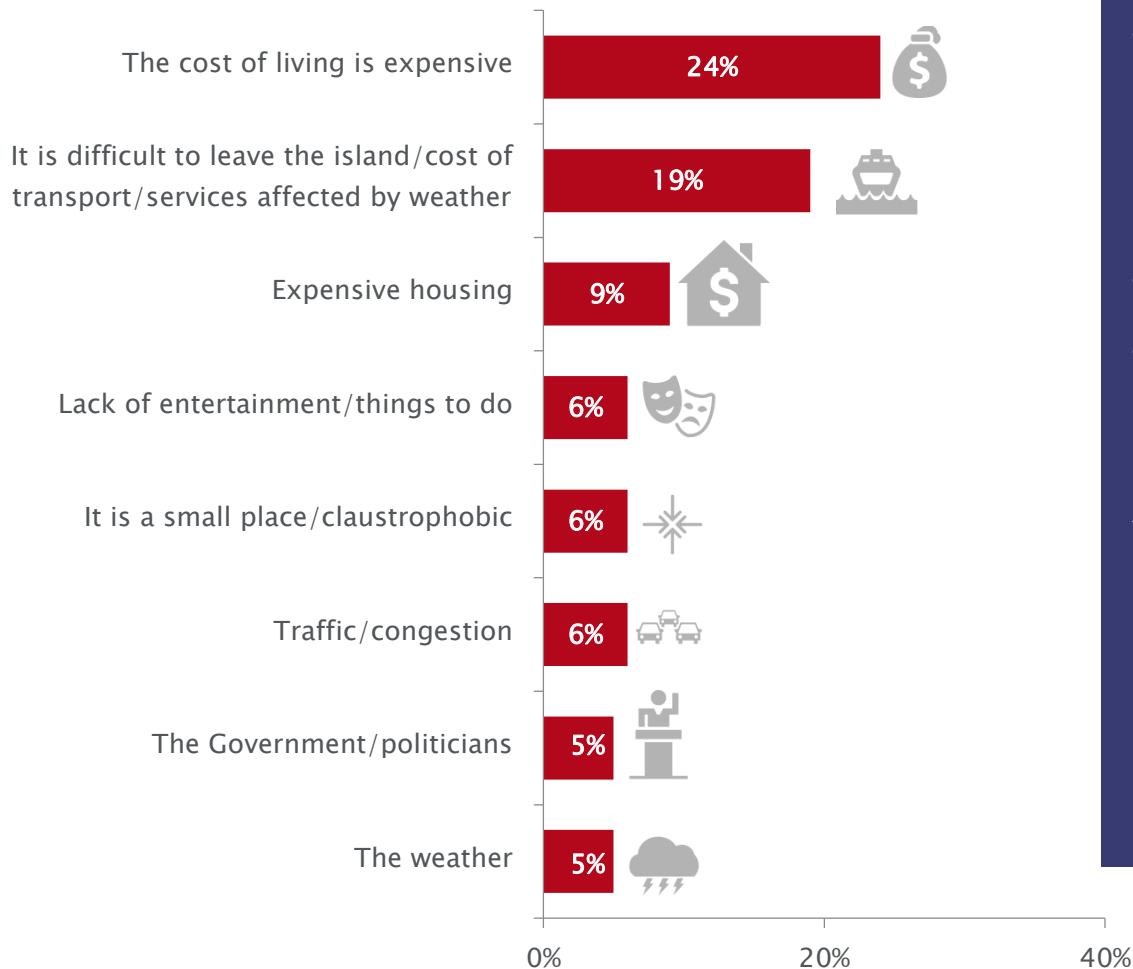
One in five (21%) respondents say that the quality or variety of beaches is the thing they most like about living in Jersey today, and 14% cite the island’s scenery. Younger respondents aged 18–34 are more likely to highlight the quality of beaches (26%) than those aged 55+ (16%). Women are also more likely than men to say that either the beaches (27% vs. 15%) or the island’s scenery (18% vs. 9%) are the things that they like most about living in Jersey.

Q1. What, if anything, do you like most about living in Jersey today? Base: All respondents (n=1,000)

# ONE QUARTER OF JERSEY RESPONDENTS SAY THAT THE COST OF LIVING IS THE THING THEY LIKE LEAST ABOUT LIVING IN JERSEY

## Least liked thing about living in Jersey today

% saying each of the following,  
Showing top 8 unprompted responses:



One quarter (24%) of Jersey residents say that the cost of living is the thing they like least about living in Jersey. Furthermore, one in ten (9%) cite the cost of housing specifically as their least liked aspect of life in Jersey.

One in five (19%) say that the difficulties they experience leaving the island, either due to weather, poor/limited services or the cost of transport is the thing that they like least about living in Jersey. This is particularly notable in St. Lawrence and Grouville (both 31%).

Younger respondents aged 18–34 are significantly more likely than their older counterparts to say that a lack of entertainment/things to do (including restaurants and bars) is the thing they like least about living in Jersey (16% vs. 3% of 35–54 year olds and 1% of 55+ year olds).

# CURRENT ISSUES





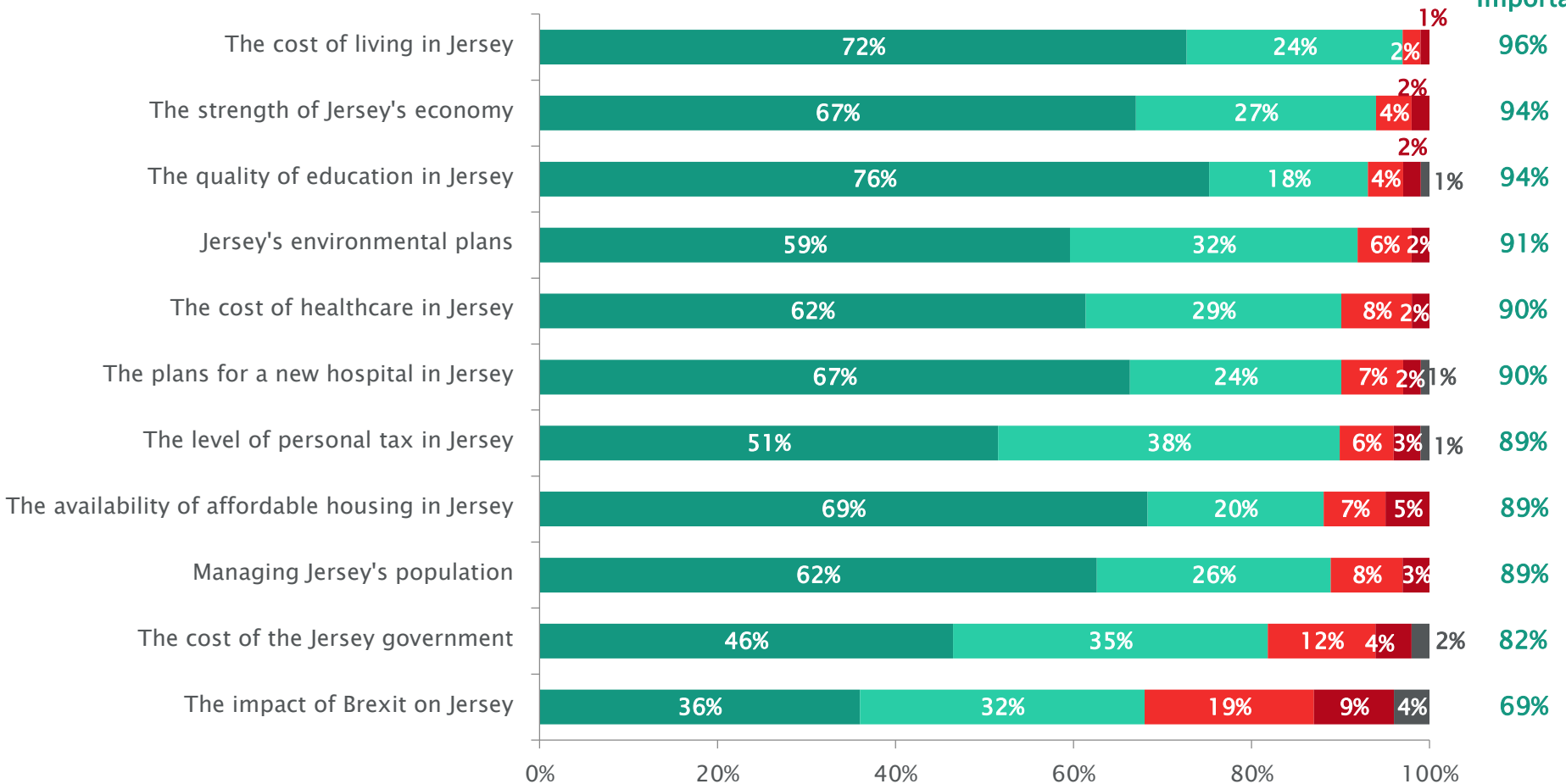
# THE MAJORITY OF JERSEY RESIDENTS CONSIDER EACH OF THE ISSUES TESTED TO BE IMPORTANT TO THEM

## Importance of current issues

Showing % who say the following:

■ Very important   
 ■ Fairly important   
 ■ Not very important   
 ■ Not important at all   
 ■ Don't know

**NET:  
Important**

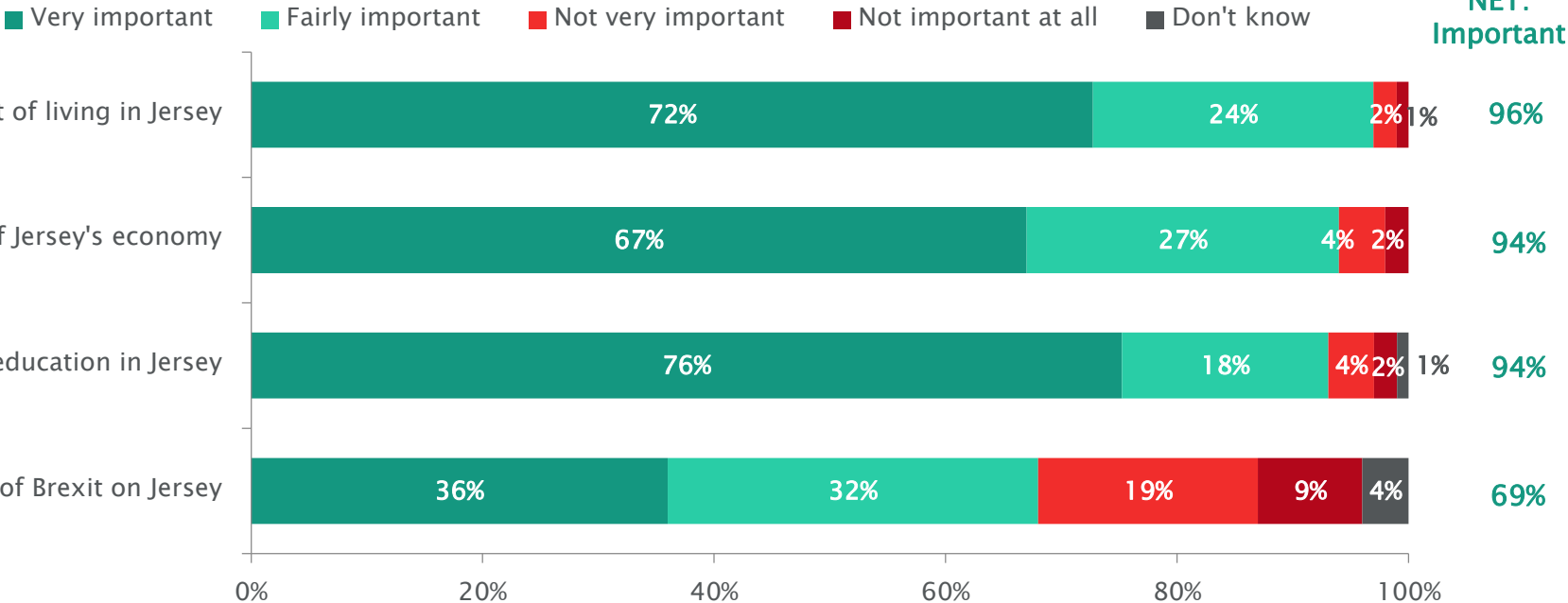


Q3. I'm going to read out a list of current issues. When I read out each one, I'd like you to say how important, if at all, each one is to you.  
Base: All respondents (n=1,000)

# COST OF LIVING, JERSEY'S ECONOMY AND EDUCATION ARE SEEN AS MOST IMPORTANT BY JERSEY RESIDENTS

## Importance of current issues

Showing % who say the following:



The majority of Jersey residents say that each of the issues tested are important to them. Nearly all say that the cost of living (96%), the strength of Jersey's economy, and the quality of education in Jersey (both 94%) are important to them. Respondents are least likely to say that the impact of Brexit on Jersey is important to them (69%), although it should be noted that this still represents a significant majority of residents.

Q3. I'm going to read out a list of current issues. When I read out each one, I'd like you to say how important, if at all, each one is to you.  
Base: All respondents (n=1,000).

# IMPROVING HEALTHCARE/HOSPITAL PROVISION IS ONE OF THE TOP SUGGESTIONS FOR MODERNISING PUBLIC SERVICES IN JERSEY

Showing top three responses in each category (all mentions)

## NET: General Public services 30%



- Improved access to healthcare/better facilities 9%
- A new/modern hospital 8%
- Improved access to education 4%

## NET: Transport 27%



- Public transport/better bus and train services 13%
- Traffic management/decrease traffic on the roads 4%
- Improve roads/road maintenance 4%

## NET: Provision of Service 21%



- Increased usage of technology 6%
- Listen to public opinion 3%
- More efficient services/improved decision making – both 2%

## NET: Staff/workforce 16%



- Overhaul of Government/change the members of Government 2%
- Overhaul of other staff 2%
- Stop outsourcing work/give local people jobs 2%

## NET: Public money 8%



- Better public spending/financial management 6%
- Increased public spending 3%
- Reduce public expenditure 1%

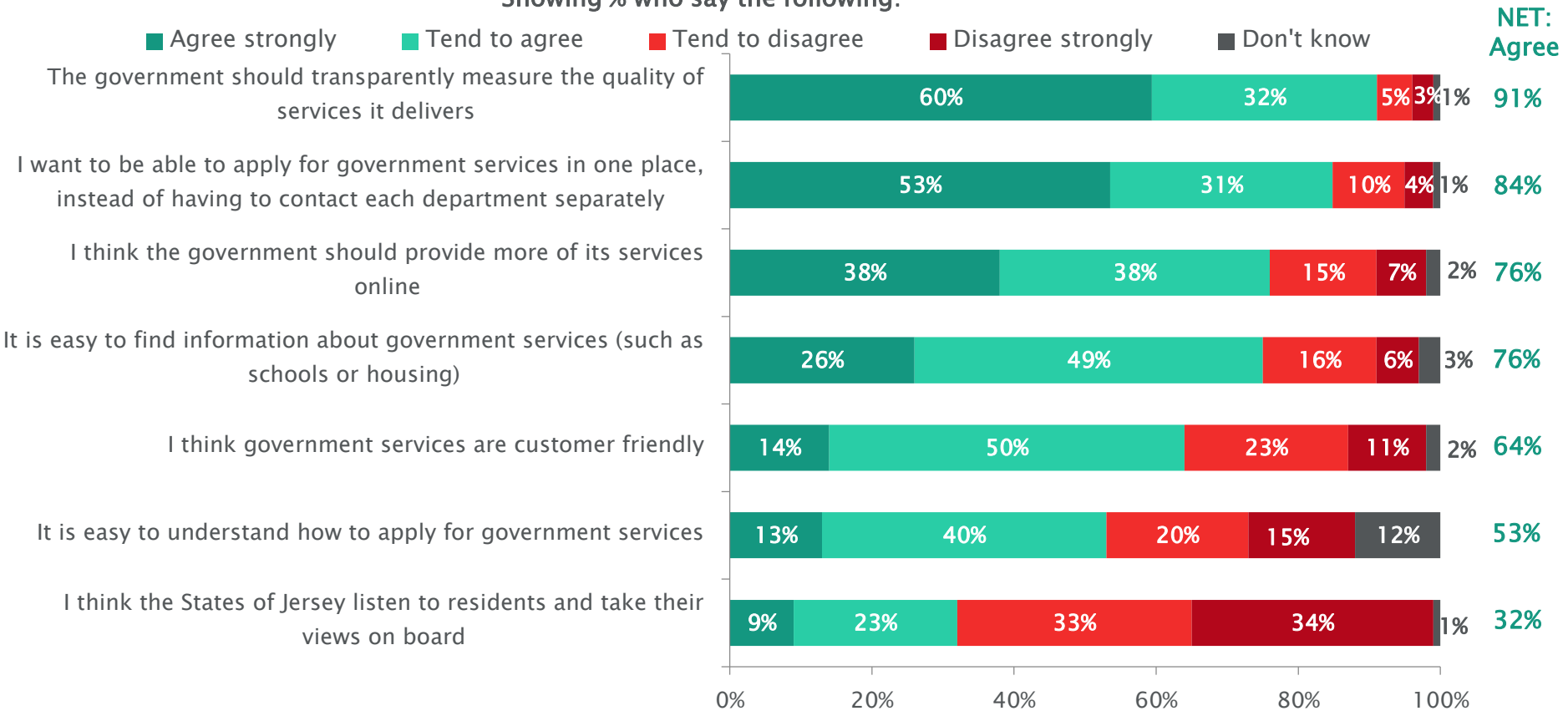
## NET: Other

- Pay fairer wages 4%
- Provide opportunities for younger people 2%
- Improvements to housing/access to affordable housing 2%

Unprompted, 9% of Jersey residents say that the States should improve healthcare services or provide better healthcare facilities as part of their efforts to modernise public services in Jersey. A similar proportion (8%) say that the States should provide a new or modern hospital as part of these plans. Women are slightly more likely to highlight the importance of healthcare, with 11% saying that the States should improve healthcare facilities and access compared to 6% of men. In addition, residents in St. Brelade are more likely than those from other parishes to say that improved access to healthcare (17%), or public services overall (41%) should be central to the States' efforts at modernisation.

# ONE THIRD OF JERSEY RESIDENTS THINK THAT THE STATES OF JERSEY LISTEN TO RESIDENTS AND TAKE THEIR VIEWS ON BOARD

Showing % who say the following:



The vast majority of Jersey residents agree with each of the statements tested; most notably that the government should transparently measure its services (94%), and that it should be possible to apply for government services in one place (84%). While three quarters (76%) say that it is easy to find information about government services, just one third (32%) agree that the States of Jersey listen to residents and take their views on board. Younger respondents are generally more likely to agree with each of the statements than their older counterparts; 88% agree that the government should provide more services online compared to 61% of those aged 55+, and 62% agree that it is easy to understand how to apply for government services, compared to 51% of those aged 55+.

# NOTES ON THE PUBLIC USE OF COMRES DATA

## Guidelines for the public use of survey results:

ComRes is a member of the British Polling Council and abides by its rules ([www.britishpollingcouncil.org](http://www.britishpollingcouncil.org)). This commits us to the highest standards of transparency. The BPC's rules state that all data and research findings made on the basis of surveys conducted by member organisations that enter the public domain must include reference to the following:

- The company conducting the research (ComRes)
- The client commissioning the survey
- Dates of interviewing
- Method of obtaining the interviews (e.g. in-person, post, telephone, internet)
- The universe effectively represented (all adults, voters etc.)
- The percentages upon which conclusions are based
- Size of the sample and geographic coverage.

Published references (such as a press release) should also show a web address where full data tables may be viewed, and they should also show the complete wording of questions upon which any data that has entered the public domain are based.

**All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.**

An aerial photograph of a coastal landscape. The foreground is dominated by a large, diagonal red overlay. The background shows a vast expanse of green agricultural fields, a cliffside overlooking the ocean, and waves crashing against the shore. The sky is blue with some light clouds.

**FOR MORE INFORMATION,  
PLEASE CONTACT:**

James Rentoul

Associate Director

[James.Rentoul@comresglobal.com](mailto:James.Rentoul@comresglobal.com)

020 7871 8654