

The logo consists of a white outline of a square with a clipped bottom-right corner. Inside this shape, the text "GUERNSEY ELECTION 2025" is written in white, uppercase, sans-serif font. "GUERNSEY" and "ELECTION" are in a smaller font size, while "2025" is significantly larger and bolder.

GUERNSEY  
ELECTION  
**2025**

# Economy, Population & Workforce

## Introductions:

- Head of Data and Analysis Service  
- Helen Walton
- Senior Economist  
- Liz Laine
- Head of International Trade and Business Engagement  
- Chris Morris

Look us up on **LinkedIn** for more info

# The States' Data and Analysis Service

## Statistics about Guernsey and Alderney:

- Population and property stock
- Prices – RPIs, HCIs and Property Prices
- Economic Activity – GVA, GDP
- Travel and visitor accommodation
- Greenhouse gases

## Publications on <https://gov.gg/data>:

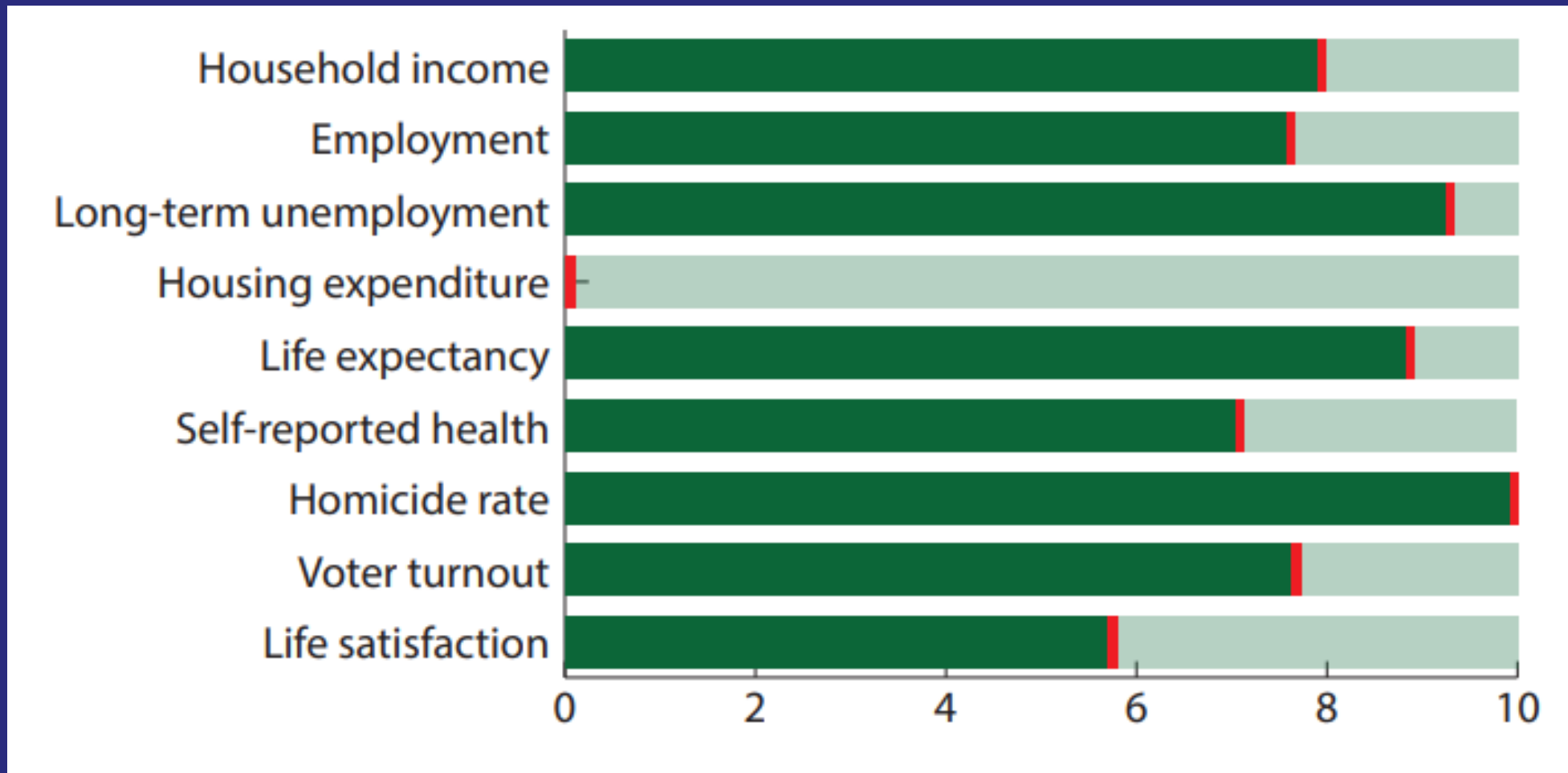
- Facts and Figures Booklet
- Better Life and Poverty Indicators



Questions at the end  
please

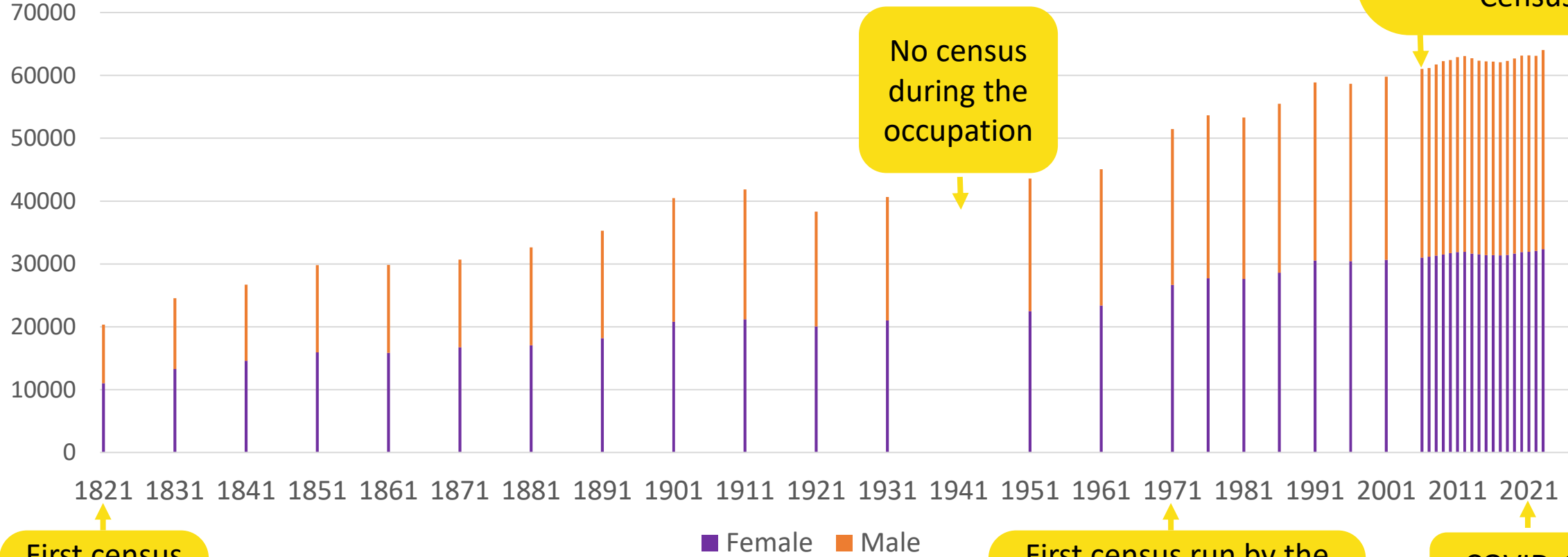
OECD Better Life Initiative, see <https://gov.gg/indicators>

## Our quality of life



# The population census

## Population of Guernsey, Herm and Jethou



First “administrative census” in Guernsey in 2006 – quarterly information is now available from the Rolling Electronic Census

No census during the occupation

First census of Guernsey (as part of Britain)

First census run by the States of Guernsey (and first ever computer in Guernsey!)

COVID-19 pandemic

# Population changes

The population is biggest in July/August and smallest in January/February

## During the **10 years year ending March 2023:**

- 5,397 births and 5,550 deaths
  - Total net natural increase of minus 153 people (since 2017, we've had natural decreases, rather than natural increases)
- 34,186 inward migrants (immigrants) and 31,911 outward migrants (emigrants)
  - Total net migration of plus 2,275 people (more people aged under 65 arrived than left, whereas more people aged 65 and over left than arrived)
- 442 people moved to Guernsey (or Herm or Jethou) from Alderney and 666 moved from Guernsey (or Herm or Jethou) to Alderney
  - Net movement of 224 people to Alderney from Guernsey, Herm and Jethou

See <https://gov.gg/population> for more information

# Population demographics

**62,732** people at the end of March **2013**:

- 10,097 aged 15 or under (16% of the total population)
- 41,460 aged 16 to 64 (66% of the total population)
- 11,175 aged 65 or over (18% of the total population)

**64,038** people at the end of March **2023**:

- 9,819 aged 15 or under (15% of the total population)
- 40,799 aged 16 to 64 (64% of the total population)
- 13,420 aged 65 or over (21% of the total population)

Latest March  
population  
estimate:

**64,038**

2% (1,306 people)  
higher than 10 years  
earlier

See <https://gov.gg/population>  
for more information

# How many visitors do we have?

Residents' trips off Island in 2023:

**238,660**

(192,367 aeroplane and 46,293 ferry)

**In 2023**, there were **320,038 visitors** (57% of whom stayed on Island for one or more nights):

- 108,971 on holiday (aeroplane or ferry) and 102,920 on a cruise or yacht trip
- 58,649 visiting friends/family
- 29,839 on business trip
- 19,659 visiting for other reasons

See

[https://gov.gg/travel and visitor](https://gov.gg/travel_and_visitor)  
for more information

There were **1,902 units of visitor accommodation** with active permits for 2023 summer season

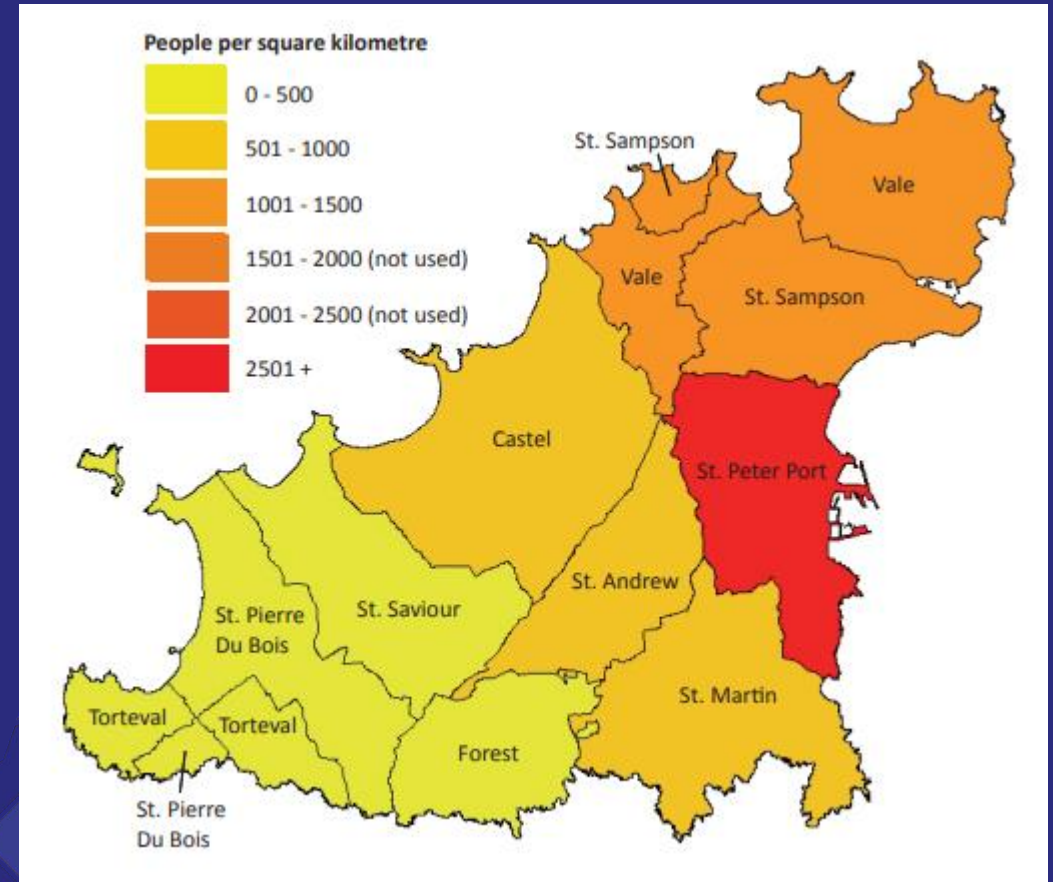
- Capacity for 4,818 people, plus more can stay on campsites etc



# Where do we live?

## As at March 2023:

- 31% in St Peter Port (including Herm and Jethou), 15% Vale, 14% St Sampson, 14% Castel, 10% St Martin and the remaining 12% across St Saviour, Forest, St Pierre du Bois and Torteval
- 91% in local market housing, 9% open market
- 65% in owner occupied properties, 21% private rented, 10% affordable rental or partial ownership and 4% other tenures
- There were c27,500 domestic property units (1,242 more than in March 2013)



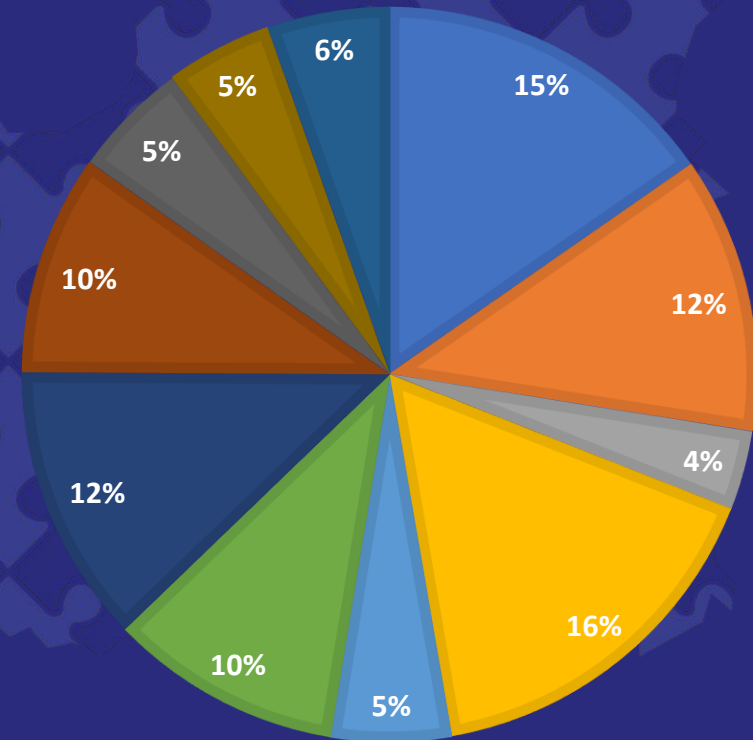
See <https://gov.gg/population>  
for more information

# Who do we live with?

## As at March 2023:

- 2.3 people per housing unit (compared with 2.4 10 years earlier)
- 60% of the population was born in Guernsey, 26% UK, RoI or Crown Dependencies, 7% Europe, 7% rest of world
- 86% of the population has lived here for 5 or more years (and 4% of the population is less than 5 years old)

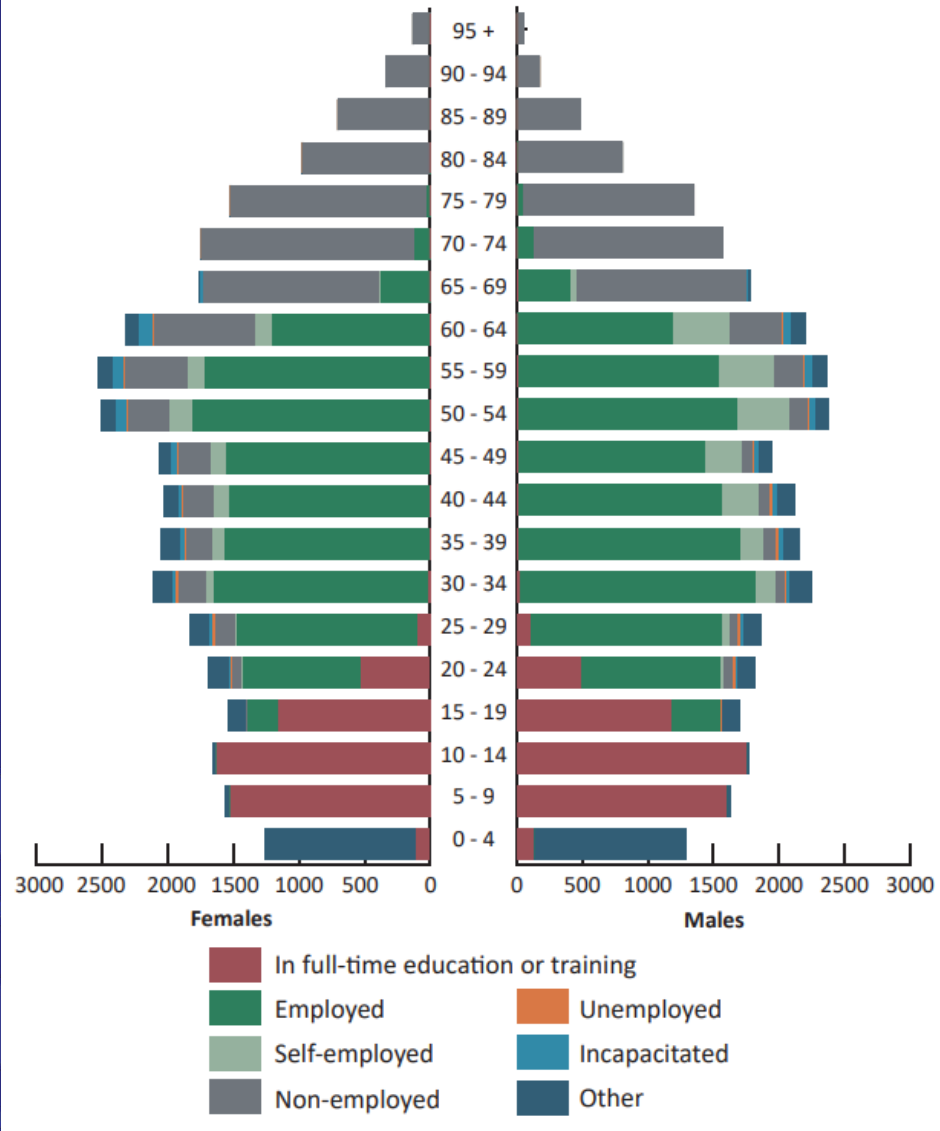
- One adult aged 16 to SPA
- One adult aged SPA or over
- One adult aged 16 to SPA and one or more child aged 15 or under
- Two adults both aged 16 to SPA
- Two adults, one aged 16 to SPA and one aged SPA or over
- Two adults both aged SPA or over
- Two adults both aged 16 to SPA and one or more child aged 15 or under
- Three or four adults all aged 16 to SPA
- Three or four adults aged 16 to SPA or SPA or over
- Three or four adults all aged 16 to SPA and one or more child aged 15 or under
- Other



# What does the population do?

As at March 2023:

|                                 | Females | Males |
|---------------------------------|---------|-------|
| Employed                        | 43%     | 45%   |
| Non-employed                    | 29%     | 21%   |
| Full time education or training | 16%     | 17%   |
| Self-employed                   | 3%      | 7%    |
| Incapacitated                   | 1%      | 1%    |
| Unemployed                      | <1%     | <1%   |
| Other                           | 8%      | 8%    |
| Total                           | 100%    | 100%  |



See <https://gov.gg/population> for more information

## The workforce (1)

Latest March workforce estimate:

**31,784 people**

8% more than 10 years earlier

**29,348** people (46% female, 54% male) employed and/or self-employed at the end of March **2014**:

- Median earnings for employees of £29,988 per year (which is £41,259 in real terms)

**31,784** people (47% female, 53% male) employed and/or self-employed at the end of March **2024**:

- Median earnings for employees of £42,180 per year (40.7% nominal increase since 2014, which is 5.6ppts more than the increase in the RPI over the same period)

In 2024, **11% of the workforce** were employed by digital businesses or were in digital occupations



### Financial & Insurance

Workforce: 5,848  
18% of total



### Professional, Scientific, Technical

Workforce: 3,364  
10% of total



### Accommodation & Food Service

Workforce: 2,037  
6% of total



### Public Administration

Workforce: 5,823  
18% of total



### Construction

Workforce: 2,965  
9% of total



### Administration & Support

Workforce: 1,978  
6% of total



### Wholesale, Retail, Motor Trade

Workforce: 3,504  
11% of total



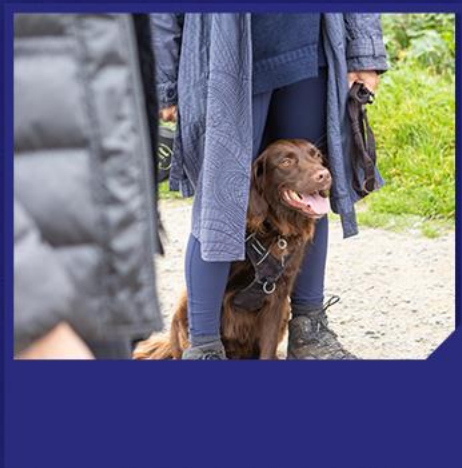
### Health & Social Work

Workforce: 2,106  
6% of total



### Transportation & Storage

Workforce: 1,129  
3% of total



**23%** worked in finance and associated (professional, scientific and technical) professions

Latest GDP per capita estimate:

**£54,463**

4% higher than 10 years earlier  
in real terms

## The Economic Value Added

**In 2013, the GDP per capita was £39,104 per capita (nominal or £52,408 per capita in 2023 values):**

- £2.1 billion was generated by the workforce
  - £1.0 billion (46%) from finance and associated professions
- £250 million was generated by property owners

**In 2023, the per capita was £54,463 per capita:**

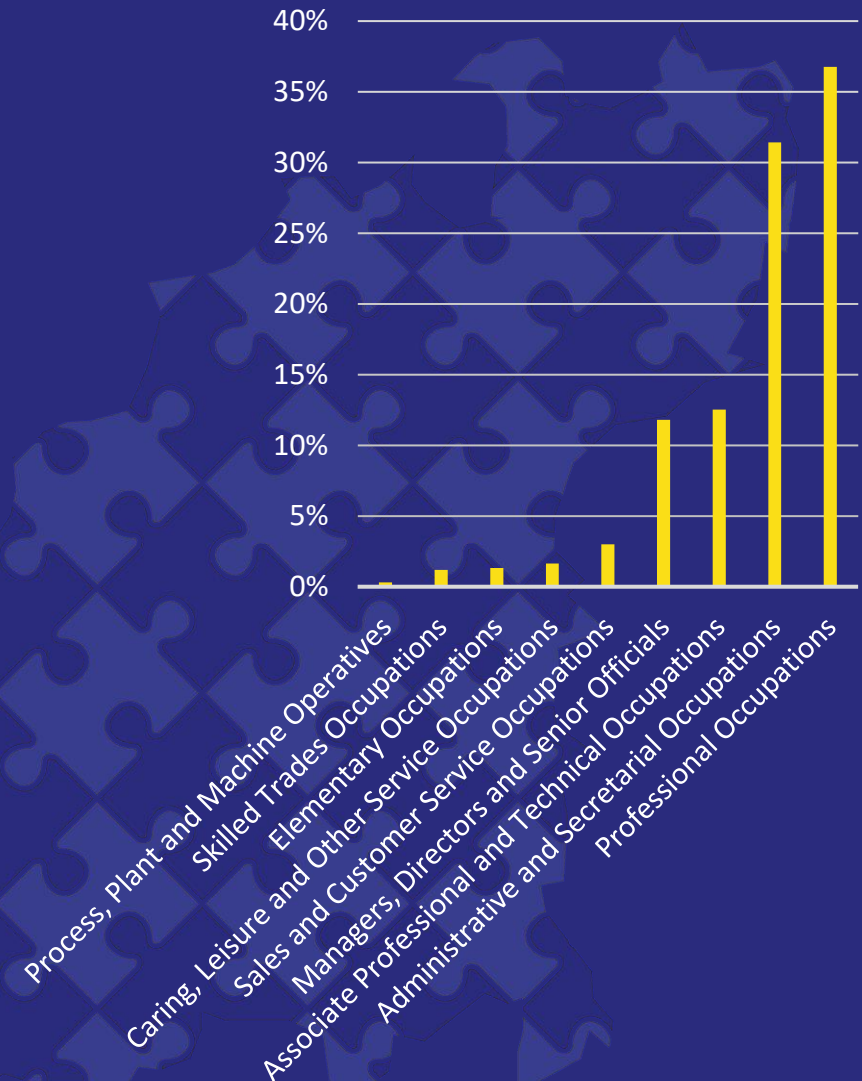
- £3.1 billion was generated by workforce
  - £1.5 billion (49%) from finance and associated professions
- £280 million was generated by property owners

See <https://gov.gg/gdp>  
for more information

# Skills in demand / job vacancies

The highest numbers of job vacancies in the private sector at present are advertising for:

1. Administrative Occupations: Finance (21%)
2. Quality and Regulatory Professionals (14%)
3. Functional Managers and Directors (11%)
4. Finance professionals (10%)
5. Administrative Occupations: Records (6%)
6. Business, Research and Administrative Professionals (5%)
7. Finance Associate Professionals (4%)
8. Sales, Marketing and Related Associate Professionals (3%)
9. Secretarial and Related Occupations (3%)
10. Information technology professionals (3%)



# Investing in our Island economy





# Financial Services & Enterprise

## Guernsey Finance

£1.2m support for the promotion of the Islands financial services sector.



## Guernsey Enterprise Investment Scheme (GEIS)

Start-up investors can apply for a 30% grant of their investment value

Aims to encourage £2.2m of investment into Guernsey businesses during the trial

- **Funds and Investment Management**

Over 1,100 investment funds domiciled on Island with a net asset value of \$420bn. (June 2023)

- **Fiduciary and Private Wealth**

Guernsey has a strong reputation for fiduciary services, including trust and company administration.

- **Insurance**

Guernsey is a leading jurisdiction for captive insurance and reinsurance.

- **Banking**

Guernsey has a well-established banking sector with a focus on wealth management and international banking.

- **Pensions**

Guernsey has a growing international pensions sector.

# Digital Connectivity

## The Digital Economy

Sector generates £120m GVA per-year

6.3% of job vacancies are in digital roles

Potential GVA growth of 2% per-year, £150m



## Fibre to the Home

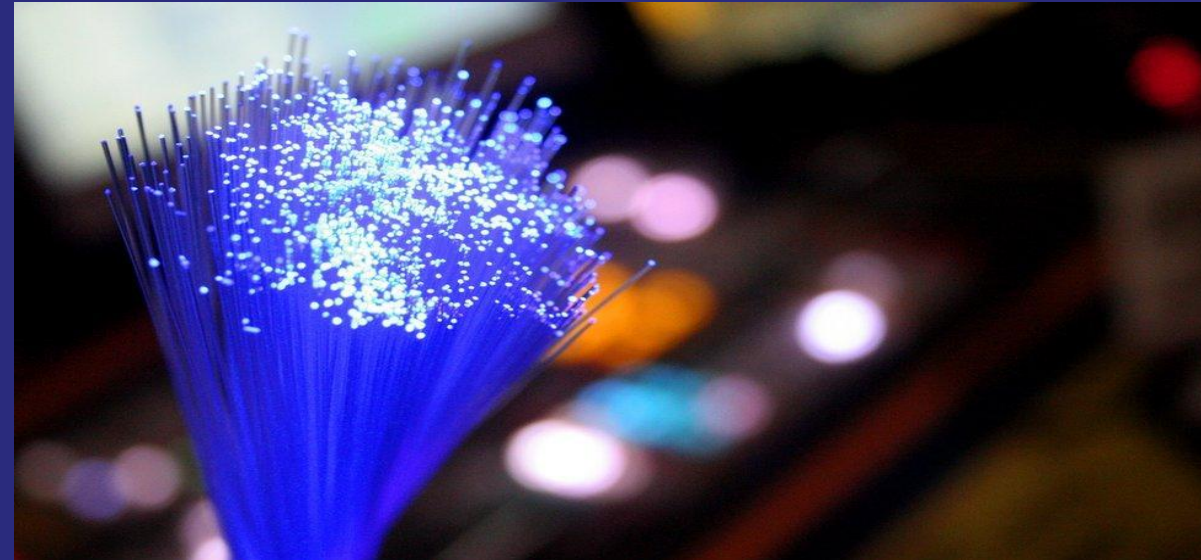
States – Sure project valued at £37.5m

Next Generation Internet: +80 jobs & 7 suppliers

75% homes can access fibre connectivity

700 additional homes being added every month

15,000 homes already connected



# Sea Connectivity

## RoRo Ferries

Tender process completed in 2024, and operator secured until 2040 – securing critical supply chain to northern and southern routes.

## Manche Isle Express

€167k investment into Fast Ferries (France-Sark, Jersey & Guernsey).

£430k annual economic value (on-Island visitor spend), approximately 10k Passengers per year.



# Air Connectivity

## Guernsey – Paris Air Link

18% Staying Visitors

Average spend per visitor £635

£430k annual economic value (Visitor Spend)

## Specialised Sector Analysis

New Air Route Development

Air Connectivity and Performance Review

Runway Extension Economic Analysis





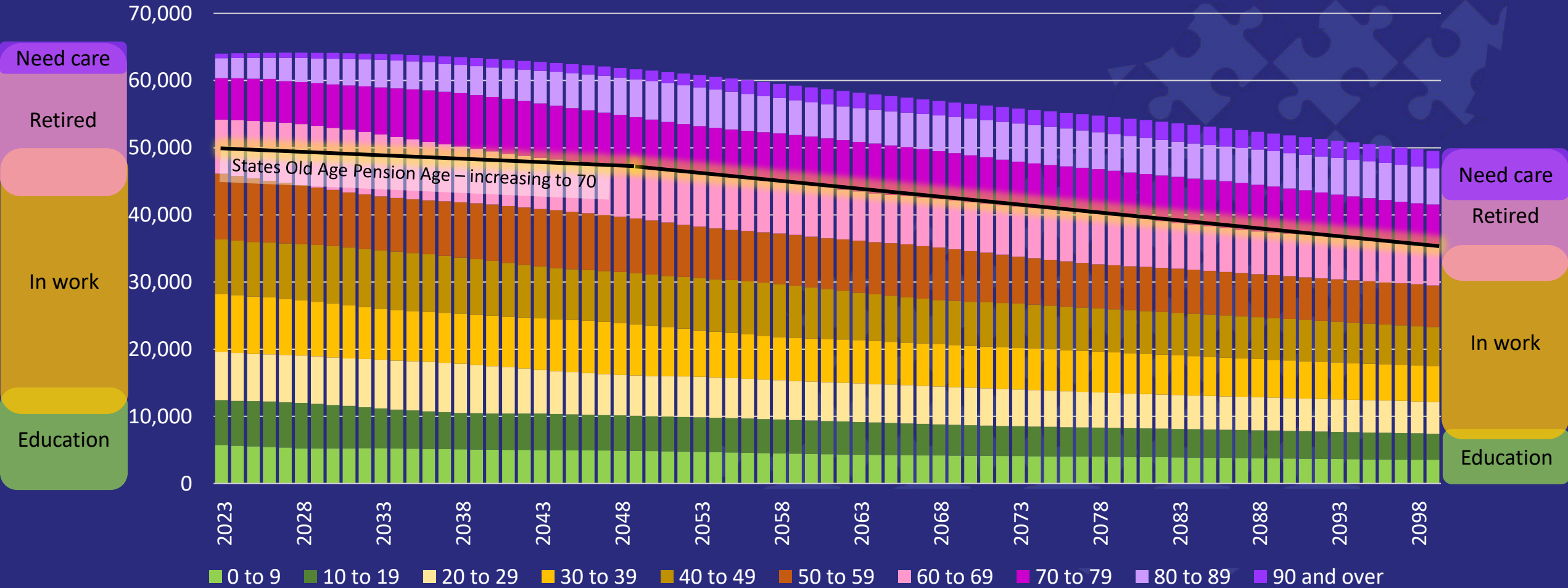
## Some items on the ED Task List

- 5G, Spectrum Policy (Digital inclusion, AI)
- Fibre Rollout (to be completed by Q4.2025)
- Air Transport Licensing Review / Air Connectivity Analysis, Air Route Development
- Inter-Island Sea Passenger Services
- International Negotiations (CPTPP, GCC, India, South Korea, Switzerland, Turkey) & World Trade Organisation.
- Fisheries Management Agreement (FMA) Negotiations
- Working with the Guernsey Retail Group, Tourism Management Board, and Construction Sector
- Delivery of Guernsey Enterprise and Investment Scheme.
- Economic Development workstreams within the future Electricity Strategy

See <https://gov.gg/population>  
for more information

# Looking to the future

## Population - Central Projection



# Questions?

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**Visit website:** <https://gov.gg/data>

