

Social Media In Jersey 2025

Source:

Data provided by Digital 2025:
Jersey Data Reportal

<https://datareportal.com/reports/digital-2025-jersey>



Executive Summary

This data reveals Jersey's increasingly connected digital landscape, presenting significant opportunities for businesses to reach and engage with local audiences across multiple platforms.

Key Statistics for Jersey

Population & Connectivity

- Total population: 104,000 (+0.2% year-on-year)
- Mobile connections: 131,000 (126% of population)
- Internet users: 96,700 (93.0% penetration rate)
- Median age: 43.6 years

Social Media Landscape

- Total social media users: 56,500 (54.3% of population)
- Adult social media adoption: 65.7% of those aged 18+
- Year-on-year growth: +3.8%



Jersey's Population by Age

At the beginning of 2025, the median age of Jersey's population was 43.6, with half of Jersey's population above this age, and the other half of the population below it.

Jersey's total population by age group at the start of 2025:

- 4.2% was between the ages of 0 and 4
- 7.8% was between the ages of 5 and 12
- 5.3% was between the ages of 13 and 17
- 7.5% was between the ages of 18 and 24
- 11.8% was between the ages of 25 and 34
- 13.9% was between the ages of 35 and 44
- 14.6% was between the ages of 45 and 54
- 15.5% was between the ages of 55 and 64
- 19.3% was aged 65 and above.

Note: percentages may not sum to 100% due to rounding.



Facebook

- Users: 56,500 (54.3% of population)
- Adult reach: 65.7% of 18+ population
- Audience: 53.1% female, 46.9% male

Facebook's ad reach in Jersey was equivalent to 54.3% of the total population at the beginning of 2025.

Data published in Meta's advertising resources indicate that Facebook had 56,500 users in Jersey in early 2025.

The company's data indicates that 65.7% of adults aged 18 and above in Jersey used Facebook at the start of 2025.

At the beginning of 2025, 53.1% of Facebook's ad audience in Jersey was female, while 46.9% was male.





Instagram

- Users: 41,000 (39.5% of population)
- Adult reach: 47.7% of 18+ population
- Audience: 57.0% female, 43.0% male

Numbers published in Meta's advertising tools indicate that Instagram had 41,000 users in Jersey in early 2025.

The company's figures suggest that Instagram's ad reach in Jersey was equivalent to 39.5% of the total population at the start of the year.

Meanwhile, data published in the company's ad tools indicate that 47.7% of adults aged 18 and above in Jersey used Instagram at the beginning of 2025.

In early 2025, 57% of Instagram's adult ad audience in Jersey was female, while 43% was male.





TikTok

- Adult users (18+): 14,000
- Adult reach: 16.3% of 18+ population
- Audience: 41.4% female, 58.6% male

Figures published in TikTok's advertising resources indicate that TikTok had 14,000 users aged 18 and above in Jersey in early 2025.

TikTok's figures indicate that TikTok ads reached 16.3% of all adults aged 18 and above in Jersey at the start of 2025.

In early 2025, 41.4% of TikTok's adult ad audience in Jersey was female, whereas 58.6% was male.





LinkedIn

- Members: 65,000 (62.5% of population)
- Adult reach: 75.7% of 18+ population
- Strongest professional network presence
- Audience: 46.7% female, 53.3% male

LinkedIn's advertising resources indicate 65,000 members in Jersey in early 2025.

Note that LinkedIn publishes audience reach data based on total registered members, rather than monthly active users used by most other social platforms. These figures are therefore not directly comparable with other social media platforms in this document.

In early 2025, 46.7% of LinkedIn's ad audience in Jersey was female, while 53.3% was male.





Messenger

- Users: 45,100 (43.3% of population)
- Adult reach: 52.4% of 18+ population
- Audience: 55.4% female, 44.6% male

Data published in Meta's advertising resources indicate that ads on Messenger reached 45,100 users in Jersey in early 2025.

The company's frequently adjusted audience numbers suggest that Messenger's ad reach in Jersey was equivalent to 43.3% of the total population at the start of the year.

Data published in the company's ad tools indicate that 52.4% of adults aged 18 and above in Jersey used Messenger at the start of 2025.

At the beginning of 2025, 55.4% of Messenger's ad audience in Jersey was female, while 44.6% was male.





X

- Users: 31,600 (30.4% of population)
- Adult reach: 36.3% of 18+ population
- Audience skew: 66.3% male, 33.7% female

Numbers published in X's advertising resources indicate that X had 31,600 users in Jersey in early 2025.

This figure means that X's ad reach in Jersey was equivalent to 30.4% of the total population at the time.

However, it's important to stress that these advertising reach figures are not the same as monthly active user figures, and there may be meaningful differences between the size of X's ad audience and its total active user base.

Data published in the company's ad tools indicate that 36.3% of adults aged 18 and above in Jersey used X at the beginning of 2025.

In early 2025, the company's own data indicated that 33.7% of X's adult ad audience in Jersey was female, while 66.3% was male.





What this means for your business

- 1. High Internet Penetration:** With 93% of Jersey residents online, digital channels are essential for reaching your target audience.
- 2. Multi-Platform Presence:** Jersey residents actively use multiple social platforms, emphasising the importance of an integrated digital strategy.
- 3. Professional Networking:** LinkedIn's exceptional 75.7% reach among adults makes it a critical platform for B2B marketing in Jersey.
- 4. Mobile-First Approach:** With mobile connections exceeding the total population, mobile optimization is crucial for all digital assets.
- 5. Mature Audience:** The average age of 43.6 suggests strategies should be created to appeal to established professionals and families.





Overview

	Facebook	Instagram	TikTok	LinkedIn	Messenger	X
Users	56,500	41,000	14,000	65,000	45,100	31,600
Ad Reach	54.3% Total Pop.	39.5% Total Pop.	16.3% Total Pop.	62.5% Total Pop.	43.3% Total Pop.	30.4% Total Pop.
Male	46.9%	43%	58.6%	53.3%	44.6%	66.3%
Female	53.1%	57%	41.4%	46.7%	55.4%	33.7%

Total social media users in Jersey 96,700



The Mix is the Fix

No single source introduces brands to more than one-third of adult internet users.

Even the top digital channel, search engines, is only cited as a source of brand awareness by 32.8% of respondents, meaning that it's imperative for marketers to embrace a mix of different channels in order to achieve their objectives.

Marketers should continue to balance both online and offline channels.

In Jersey's unique market, combining online and offline advertising is essential for comprehensive customer reach. Digital channels, social media, search ads, and email, offer precise targeting and measurable results, particularly for younger demographics.

But it cannot be ignored that the average age of Jersey's population is 43.6 years.

Offline media like local print, radio, TV and outdoor advertising remain crucial for reaching Jersey's diverse population.

An integrated approach ensures maximum visibility across all touchpoints. While online ads drive immediate engagement and conversions, offline presence builds trust and brand recognition within our tight-knit island community.



Info

Source:

For complete details and additional data points, you can access the full Digital 2025 Jersey report here:

<https://datareportal.com/reports/digital-2025-jersey>

Source:

Data source: DataReportal Digital 2025 Jersey Report | Report compiled in partnership with Meltwater and We Are Social.

Note:

The user numbers reported by social media platforms are typically based on active user accounts, and may not represent unique individuals.

For example, one person may maintain more than one active presence on the same social media platform (i.e. “duplicate” accounts). Similarly, some accounts may represent “non-human” entities, including: pets and animals; historical figures; businesses, interests and causes, groups and organisations; places of interest; etc.

The figures reported for the advertising audience reach of certain social media platforms may be quite different to the total monthly active user figures reported for those same platforms. This difference may be caused by various factors, including:

- The impact of economic sanctions, which may prevent companies from selling advertising in certain territories.
- Individual user behaviours, which may result in some active users not being shown any advertising in the relevant reporting period. For example, if a Facebook user only checks a friend’s profile, they would still qualify as an active user, but they may not see any advertising, because adverts do not currently appear on people’s Facebook profile pages.
- Company policies which may restrict the serving or targeting of advertising to specific users or user groups.
- A lack of infrastructure enabling the sale of advertising in certain location.

We would be delighted to schedule a consultation to discuss how these trends specifically apply to your business objectives.

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