

2026

AMBULANCE & RESCUE SERVICE GUERNSEY: SURVEY



Island Global Research
A BWCI Group Company

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This report presents findings from a survey about Ambulance & Rescue Service completed by residents of the Bailiwick of Guernsey. Data collection took place between 27 February and 20 April 2026. Results are benchmarked findings from a comparable survey conducted in 2022, where applicable.

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SNAPSHOT OF SURVEY FINDINGS 2026



EMERGENCY AMBULANCE SERVICE

96% who had used this service rated their overall experience of the Emergency Ambulance Service as good, very good or excellent.

All aspects of the patient experience were rated highly (% who rated as good, very good or excellent):

- Treating you/the patient with dignity and respect: **97%**
- Professionalism of the ambulance crew: **98%**
- Medical treatment and/or advice received: **97%**
- Involving you/the patient in decisions around your/their care: **95%**
- Speed of response: **91%**



NON-EMERGENCY PATIENT TRANSPORT SERVICE

- **93% who used this service rated their overall experience of the Non-Emergency Patient Transport Service as good, very good or excellent.**

In addition:

- 92% of users said the care and attention provided to the service user was good, very good or excellent.
- 88% were told what time they would be picked up,
- 97% arrived on time for their appointment,
- 91% were escorted to reception and ensured staff were aware of arrival,
- 86% were taken home within 3 hours.



JESCC

90% rated the overall experience of the emergency call as good, very good or excellent.

All aspects of the patient experience were rated highly (% who rated as good, very good or excellent):

- Speed of answering: **91%**
- Professionalism of the call taker: **92%**
- Dealing with calm, professional and reassuring manner: **92%**
- Any over the phone treatment advice received: **89%**

SUBSCRIBE



ANNUAL SUBSCRIPTION SCHEME

- **92% of respondents who were members in 2025 have already joined in 2026 and a further 6% said they are very likely to join**
- **86% of members agree or strongly agree the ambulance subscription scheme is a good value for money.**
- **96% of members would recommend the subscription scheme to others in Guernsey. This includes 85% who would definitely recommend.**
- **91% feel the current subscription options meet their needs.**



INTRODUCTION AND APPROACH

Island Global Research was asked to conduct a survey on behalf of the Ambulance & Rescue Service to gain a better understanding of service users' recent experience. The questions in the latest survey sought feedback on the Ambulance Subscription Scheme and asked about their experience of the following services:

- **Emergency ambulance service**
- **Joint emergency services control**
- **Non-emergency patient transport service**

There were also profiling questions about the respondent, including their age, gender, and health insurance coverage. Some questions were asked of respondents, while others focused on their experience of the services since January 2025, as a patient, or as someone close to the patient.

Approach:

Data collection took place between 27 February and 20 April 2026. The survey was promoted by:

- Island Global Research who contacted their research panel and invited them to participate in the survey.
- Ambulance & Rescue Service team, who contacted recent service users (who had used their service since January 2026) by email and/or letter asking them to share their experience.
- Both Island Global Research and Ambulance & Rescue Service team promoted the survey using social media. There was also an article in the Guernsey Press which encouraged residents to complete the survey.

Island Global Research conducted a similar survey for the Ambulance and Rescue Service between 24 February and 4 April 2022. Many of the questions were repeated, which allow for findings to be benchmarked. A few questions were adapted, and some new questions were included to reflect the current service.

The 2026 survey had 1457 eligible responses from residents in the Bailiwick of Guernsey. This includes 539 people who had used the service or were able to provide feedback on behalf of someone close to them.

The previous survey in 2022 was completed by 1879 eligible responses, including 627 who had used the service or were able to provide feedback on someone close to them. Data collection methods were comparable.



PROFILE OF RESPONDENTS

The 2026 survey was completed by 1457 people who are resident in the Bailiwick of Guernsey.

This included:

- 514 respondents who provided feedback on the Emergency Ambulance Service
- 159 respondents who provided feedback on Non-emergency Patient Transport Service
- 1123 respondents who were members of the Ambulance Subscription Scheme (in 2021 and/or 2022)
- 329 respondents who had not used the service since January 2026 and are not a member of the Ambulance Subscription Scheme.



	2022	2026
Profile of Emergency Ambulance users	N = 566	N = 514
Provided feedback on own use (as the patient)	262	222
Provided feedback as someone close to the patient	304	292
Patient was a member of Ambulance Subscription Scheme	160	146
Patient was <u>not</u> a member	93	70
Had used since January 2022 / 2026	132	95
Had used in 2021 / 2025 (but not in 2022/2026)	331	350
Patient was transported to Emergency Department	478	435
Patient was treated at the scene (i.e. home or place of work)	81	68

	2022	2026
Profile of Non-emergency Patient Transport Service	N = 154	N = 159
Provided feedback on own use (as the patient)	55	59
Provided feedback as someone close to the patient	99	100
Patient was a member of Ambulance Subscription Scheme	42	39
Patient was <u>not</u> a member	12	18
Had used since January 2022 / 2026	32	40
Had used in 2021 / 2025 (but not in 2022/2026)	62	59



KEY FINDINGS FROM THE LATEST SURVEY

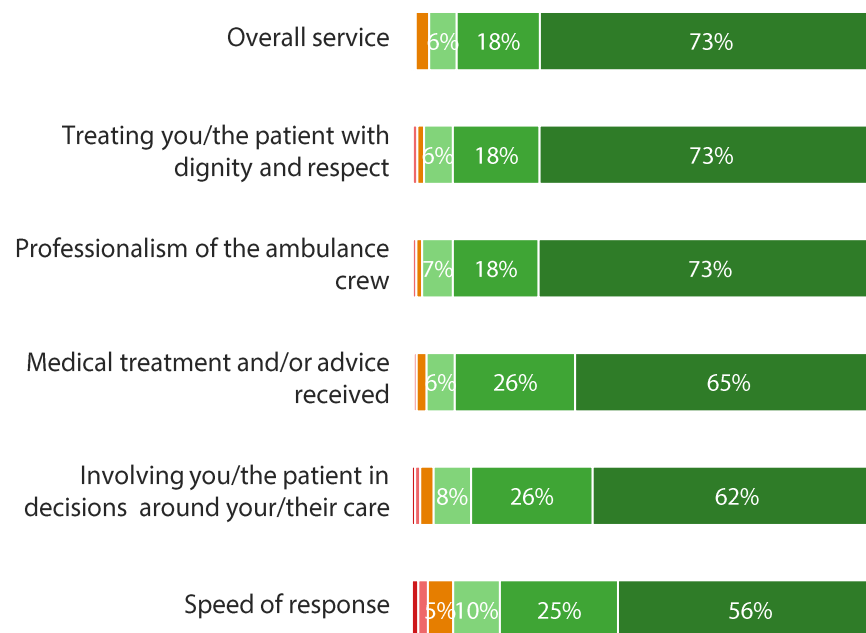
EMERGENCY AMBULANCE SERVICE

In the latest survey 514 people provided feedback on their experience of the Emergency Ambulance Service since the start of the year. This included 222 people whose experience was as the patient and 292 people whose feedback was as someone close to the patient.

- 22% said they experienced a life-threatening emergency when they last used the Emergency Ambulance Service. 75% had another medical emergency while 4% didn't know.
- Most respondents who called with another medical emergency said they did not consider calling a GP before calling for an ambulance.
- The majority of service users (86%) were transported to the Emergency Department, while 14% were treated and discharged at the scene. 90% of patients who were treated and discharged at the scene were satisfied with this decision.
- All aspects of patient's experience were rated highly: 73% rated the Emergency Ambulance Service as excellent, and 96% rated said good, very good or excellent. This is similar to 2022 (when the equivalent statistics were 75% and 96% respectively). The only notable difference between 2022 and 2026 was a reduction in the percentage who rated treating patient with dignity and respect as excellent (from 80% to 73%), though in both years 97% rated them as good, very good or excellent.

Most comments about this service were very positive. They referenced the excellent care, professionalism and reassurance provided by the ambulance crew.

How would you rate your/the patient's experience of the Emergency Ambulance Service on the following aspects?



KEY FINDINGS FROM THE LATEST SURVEY

JOINT EMERGENCY SERVICES CONTROL CENTRE (JESCC)

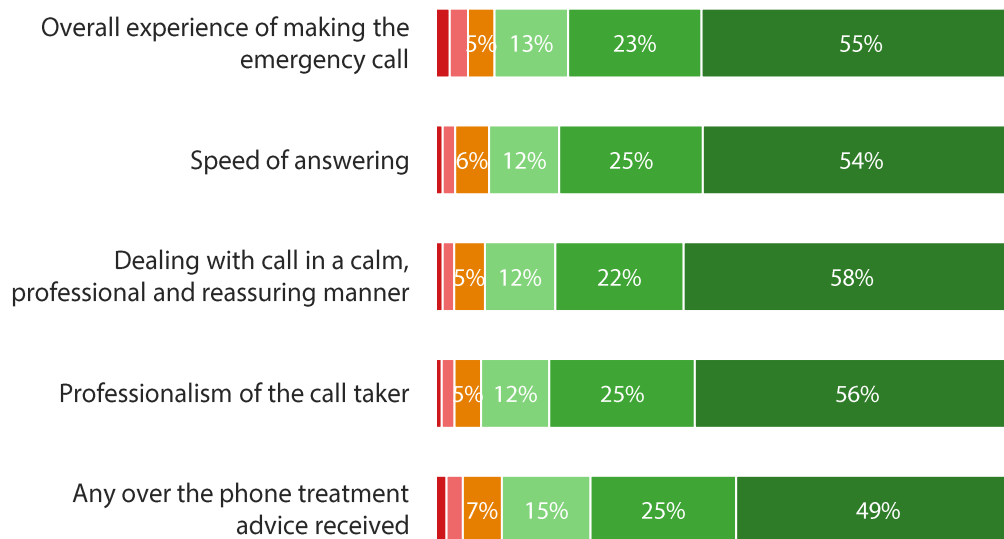
The latest survey included a new section about the Joint Emergency Services Control Centre (JESCC).

The questions asked them to rate their recent experience of calling 999 and sought feedback on how their last call was handled.

525 respondents provided feedback on the Joint Emergency Service Control Centre (JESCC).

- 91% rated their overall experience as good, very good or excellent. This included 55% who said it was excellent.
- All aspects including speed of answering, dealing in a calm, professional and reassuring manner and the professionalism of the call taker were rated highly (i.e. at least 89% rated it good, very good or excellent).
- Overall, very few (less than 5%) rated their experience as poor or very poor.

How would you rate your last experience for how your 999 emergency call was handled?



KEY FINDINGS FROM THE LATEST SURVEY

NON-EMERGENCY PATIENT TRANSPORT SERVICE

In the latest survey 159 people provided feedback on the non-emergency patient transport service in 2026. This included 59 people who were reporting on their own experience and 100 who were provided feedback as someone close to the patient.

- 93% of service users rated the overall service received as good, very good or excellent. This included 66% who said it was excellent.
- 92% of service users rated the care and attention provided as good, very good or excellent. This included 64% who said it was excellent.

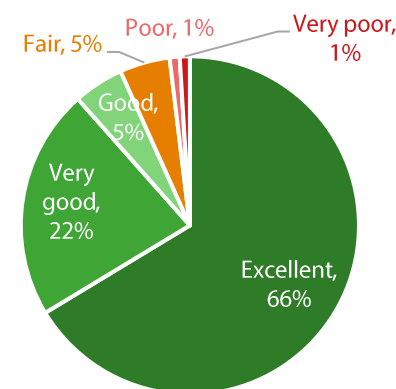
In addition:

- 88% of service users were told what time the service user would be picked up.
- 97% of service users arrived in time for their scheduled appointment.
- 91% of service users were escorted by the ambulance crew to the reception desk and had staff notified of their arrival.
- 86% of service users were collected and taken home within 3 hours of the appointment finishing.

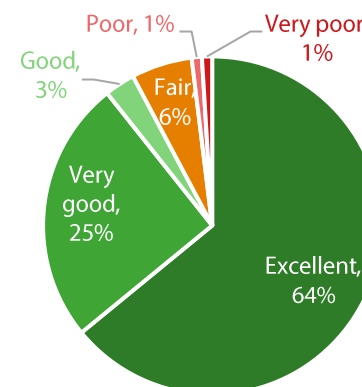
No significant differences noted when compared to 2022 results.

Where respondents left comments about this, the vast majority were positive appreciating the kindness and compassion of the staff especially those who are vulnerable and elderly requiring repeated transport.

Overall Service



Care and attention provided to the service user

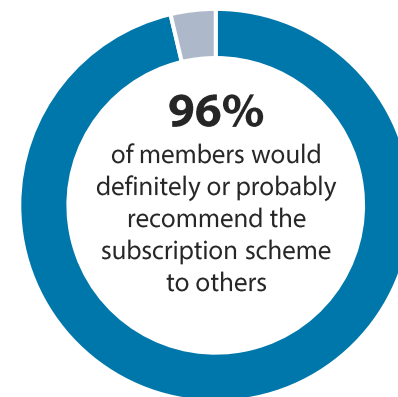
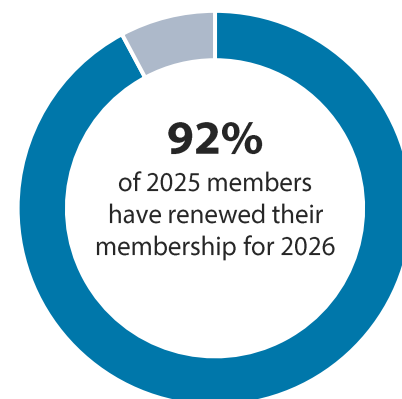
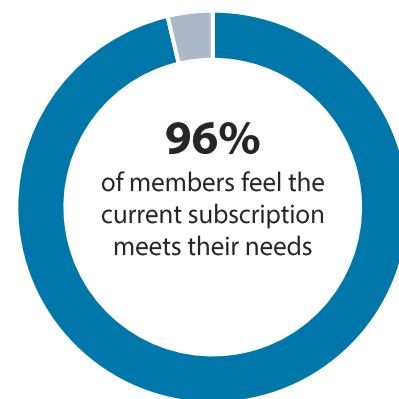


KEY FINDINGS FROM THE LATEST SURVEY

AMBULANCE SUBSCRIPTION SCHEME

All survey respondents were asked about the Ambulance Subscription Scheme. This includes 975 respondents who were members in 2025 and/or 2026, and 476 respondents who were not a member in either 2025 or 2026.

- There was good awareness of the Ambulance Subscription Scheme: 76% of respondents who are not a member said they were fully aware of the Scheme, 19% were partly aware and just 4% of non-members were not at all aware of the scheme.
- 91% of all respondents (and 96% of members) feel the current subscription meets their needs. 87% members indicated the subscription “gives them peace of mind”.
- Renewal rates were very high: 92% of respondents who were members in 2025 indicated they had already joined for 2026. Among those who were not a member in 2025, 31% said they had already joined for 2026. A further 5% indicated they were very likely to join and 18% may consider joining.
- 86% of members agree or strongly agree the Ambulance Subscription Scheme is good value for money (it was 56% among non-members).
- 96% of members, said they would definitely or probably recommend the subscription scheme to others in Guernsey. This is slightly lower among 73% of non-members, though there were 15% of non-members who said don’t know or it depends.
- 73% of those who had joined the Ambulance Subscription Scheme in 2026 were fully aware that it was possible to join online, and a further 16% were partly aware. 87% who had joined in 2026 said it was very easy or fairly easy to complete the online form.
- 61% of members said they prefer the current annual payment option which runs from January to December, while 23% said would prefer regular monthly payment. Those who are very likely to join for 2026, 48% would prefer current annual payment while 36% said they would prefer a regular monthly payment.



EMERGENCY AMBULANCE SERVICE



USE OF THE EMERGENCY AMBULANCE

2026 vs 2022

Survey respondents were asked if they were able to provide feedback on their experience of the Emergency Ambulance Service.

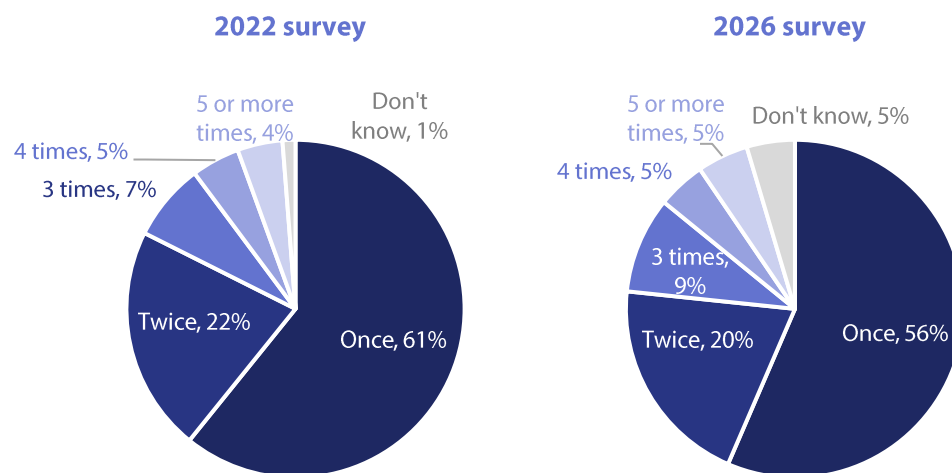
- In the 2026 survey: 514 people indicated they were able to provide feedback on the Emergency Ambulance Service. This included 222 people whose experience was as the patient and 292 people whose feedback was as someone close to the patient.

To understand the extent to which patients use the emergency ambulance multiple times in a year, respondents were asked how many times they (or the patient) had used the Emergency Ambulance Service in 2025.

- 56% of patients who used the Emergency Ambulance Service in 2025 had used it on only one occasion.
- 39% of patients used the Emergency Ambulance Service in 2025 more than once. This includes 20% who had used it twice, 9% who had used it three times and 10% who had used it four or more times, while 5% said don't know.

The latest results are shown alongside the results from the previous survey. The findings were similar and no significant differences were noted.

How many times did you/the patient use the Emergency Ambulance Service in 2021 / 2025?



* Results are reported are rounded to the nearest percentage point and may not sum to 100% due to rounding.



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ABOUT THEIR EXPERIENCE

2026 vs 2022

Respondents who had used the Emergency Ambulance Service were asked about their recent experience. The latest results (which cover the time period since January 2025) are shown alongside the previous survey (which covers the period January 2021 – April 2022). Respondents who had used the service more than once in the time period were asked to recall their most recent experience.

The latest results include 95 respondents (19%) who had an experience since January 2026, and 334 (66%) who had experienced the service in 2025. The remaining 80 respondents (16%) were unable recall the timing.*

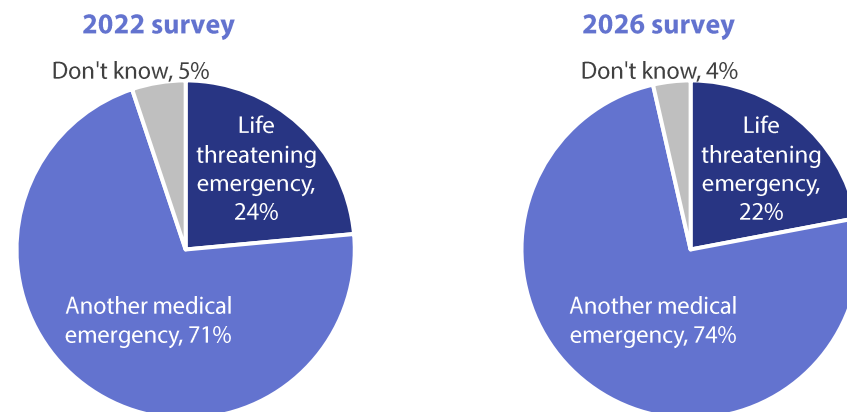
Service users of the Emergency Ambulance Service were asked: “What type of emergency situation was it?”

- 22% experienced a life-threatening emergency when they last used the Emergency Ambulance Service. 74% had another medical emergency, and 4% didn't know. The results were similar to the 2022 survey.

74% of service users who did not experience a life-threatening emergency were further asked if they (or the person calling on their behalf) had contacted the patient's GP before calling an ambulance?

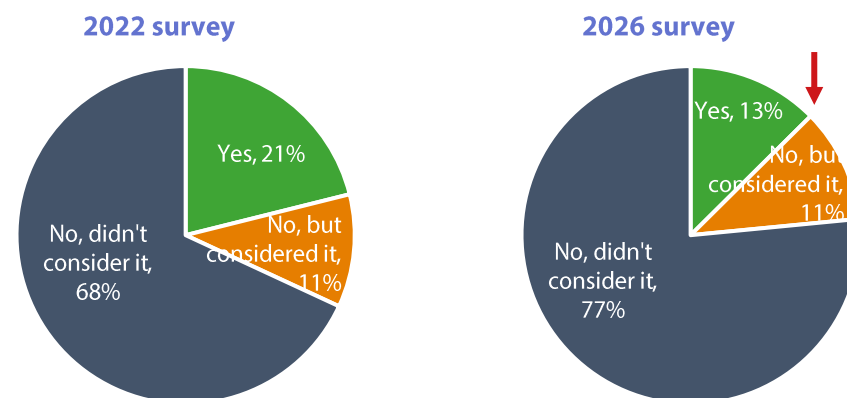
- Majority of the service users (77%) did not consider contacting the patient's GP before calling an ambulance.
- 13% said they contacted the patient's GP before calling an ambulance. This was significantly low as compared to 2022 where 21% said they had contacted the patient's GP.
- 11% said they did not contact the GP but had considered it.

What type of emergency situation was it?



If was not a life-threatening emergency:

Did you/the person calling on your behalf contact your/the patient's GP before calling an ambulance?*



* The distribution was similar in the 2022 survey: 131 (23%) had used the service in 2022, 330 (59%) used the service in 2021 and 99 (18%) were unable to recall the timing.

** Don't remember / Don't know were excluded



TRANSPORTED TO THE EMERGENCY DEPARTMENT

2026 vs 2022

Service users of the Emergency Ambulance Service were asked whether the patient was transported to the Emergency Department at the Princess Elizabeth Hospital.

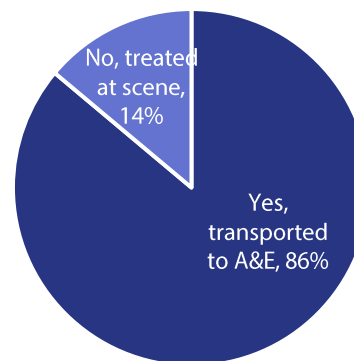
- The majority of service users (86%) were transported to the Emergency Department, while 14% were treated and discharged at the scene.
- This finding was the same as in the 2022 survey.

Service users who were treated at the scene were asked if they were satisfied with this decision.

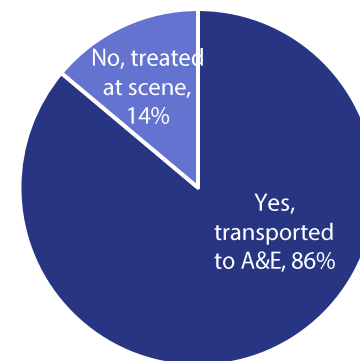
- 90% of service users who were treated and discharged at the scene said they were satisfied with the decision.
- This is lower than in 2022, but the difference was not statistically significant.

Were you/the patient transported to the Emergency Department at the Princess Elizabeth Hospital?

2022 survey



2026 survey



Were you/the patient satisfied with the decision to be treated and discharged at the scene?*

2022 survey



2026 survey



* Excludes don't know



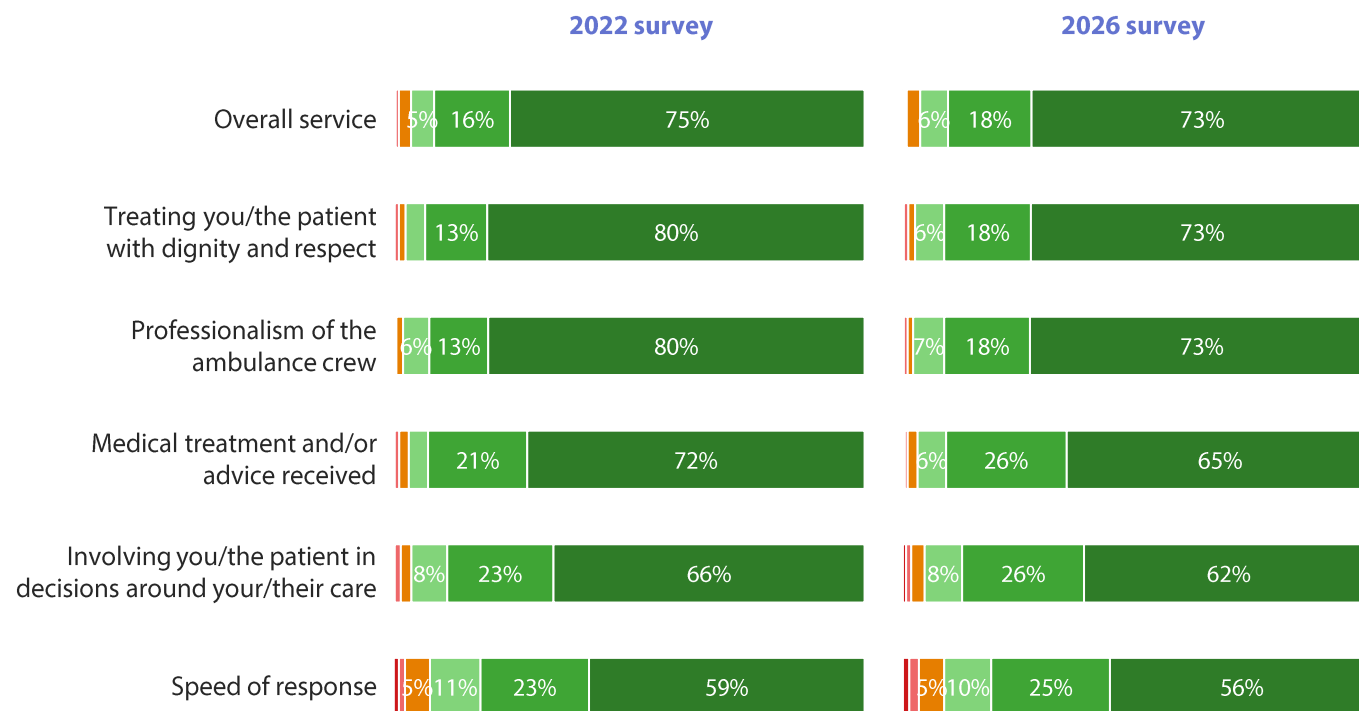
HOW USERS RATE THEIR EXPERIENCE

2026 vs 2022

Respondents who had used the Emergency Ambulance Service were asked to rate their experience.

- Almost all service users rated their experience of using the Emergency Ambulance Service as good, very good or excellent. This includes 73% who rated the service as excellent. This finding was similar to the feedback received in 2022.
- All aspects of the service were rated highly, with the vast majority rating the service as very good or excellent. There were no notable differences in the percentage who rated these as good, very good or excellent.
- Across all aspects the percentage who selected excellent was slightly lower in 2026 than in 2022, though the only difference that was considered notable was "treating patient with dignity and respect" which was 80% in 2022 and 73% in 2026).
- Speed of response was the lowest rated aspect, though the feedback was positive: with 85% rating the service as good, very good or excellent.

How would you rate your/the patient's experience of the Emergency Ambulance Service on the following aspects?*



Very poor Poor Fair Good Very good Excellent

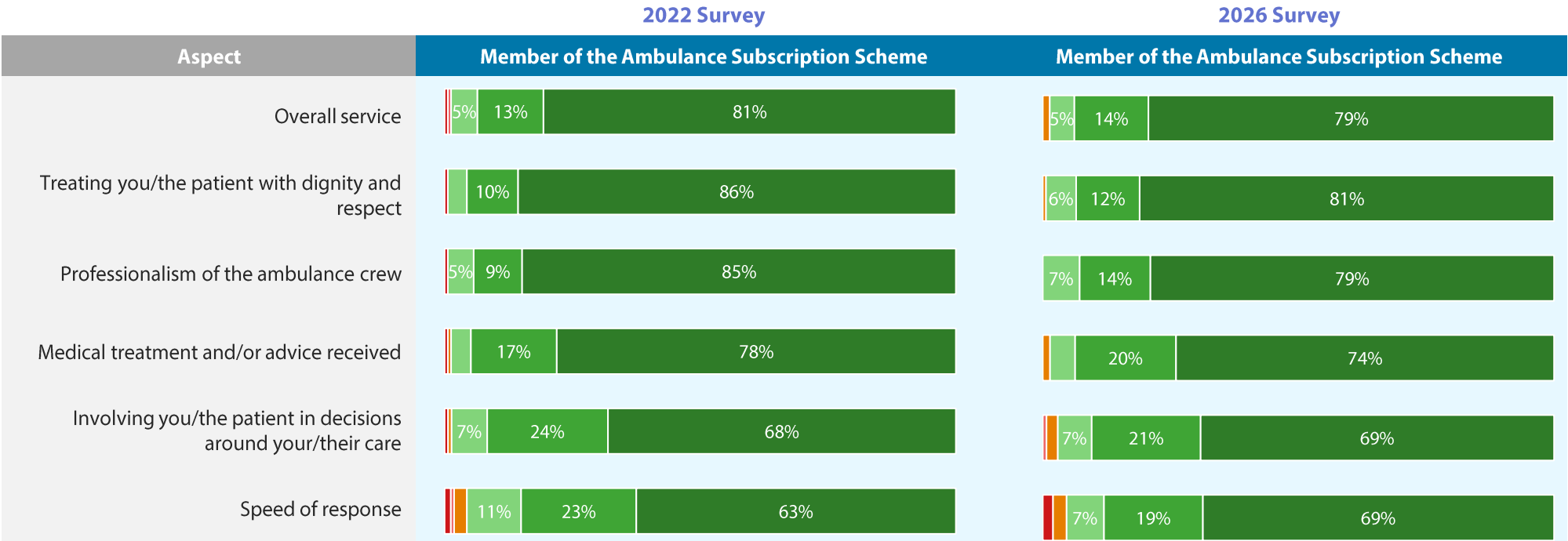
* Excludes don't know

FEEDBACK FROM MEMBERS

2026 vs 2022

The results below show the feedback from patients who were members of the Ambulance Subscription Scheme, with the latest findings alongside those from 2022. Please note responses from those who were reporting on behalf of someone close to them were excluded since the member status of the patient was not known.

- Almost all members of the subscription scheme rated it as good, very good or excellent. This includes 79% who rated it as excellent.
- All aspects were rated highly by members. Speed of response had the lowest rating, but over 90% rated this aspect as good, very good or excellent. There were no significant differences noted compared to the previous survey. There were also no notable differences in the based on when their experience took place (i.e. 2025 vs 2026) or in whether the patient was transported to the Emergency Department vs treated and discharged at the scene.

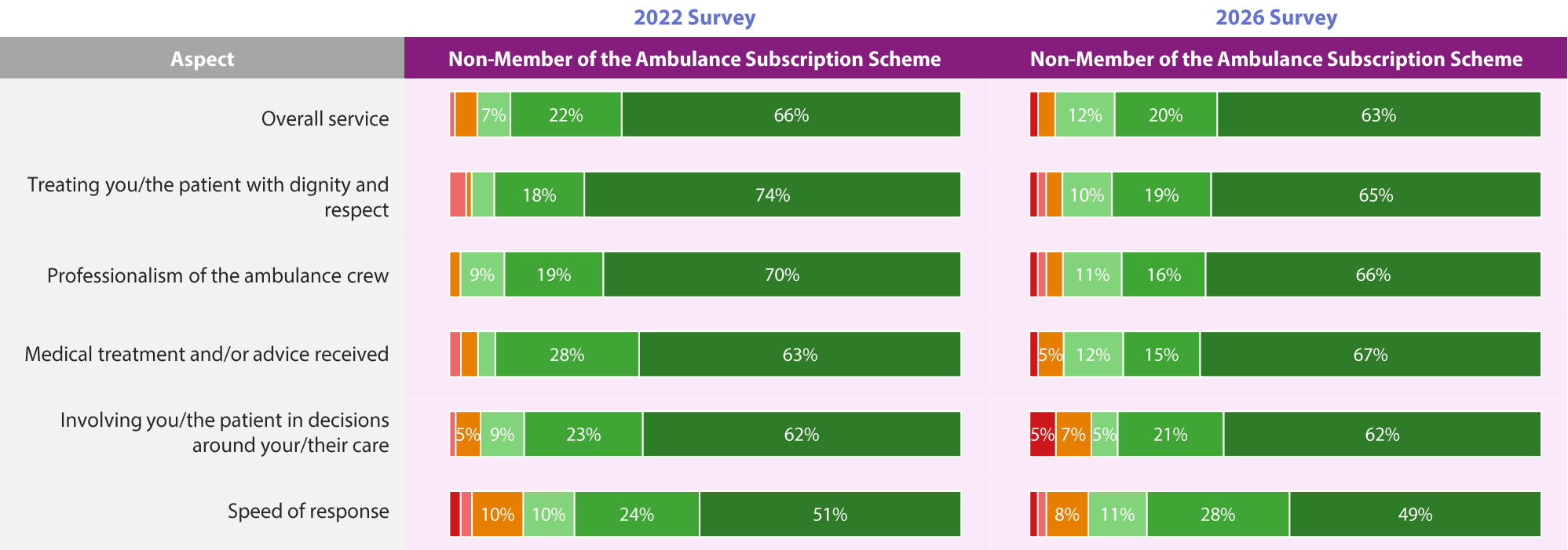


FEEDBACK FROM NON-MEMBERS

2026 vs 2022

The results below show the feedback from patients who were not a member of the Ambulance Subscription Scheme and are compared to the previous survey. Please note responses from those who were reporting on behalf of someone close to them were excluded since the member status of the patient was not known.

- Over 90% of respondents who were not a member of the subscription scheme rated it as good, very good or excellent. This includes 63% who rated it as excellent.
- All aspects were rated highly by non-members. Speed of response had the lowest rating, but over 85% rated this aspect as good, very good or excellent. There were no significant differences noted compared to the previous survey. There were also no notable differences in the based on when their experience took place (i.e. 2025 vs 2026) or in whether the patient was transported to the Emergency Department vs treated and discharged at the scene.



COMMENTS ABOUT EMERGENCY AMBULANCE SERVICE

LATEST SURVEY

Respondents were asked if they had any comments about their/the patient's experience of using the Emergency Ambulance Service that they would like to share with the Ambulance & Rescue team.

Feedback from Emergency Ambulance Service users was overwhelmingly positive, consistently praising the compassion, professionalism and reassurance provided by the Ambulance & Rescue team along with fast response times and high-quality clinical care. Many describe life-saving interventions and express deep gratitude and trust in the service. Areas for improvement are limited and mainly include longer response times during peak demand, navigation challenges, too many questions by call handlers and affordability.

Listed below are the key themes from the latest survey:

- 1. Exceptional compassion, Kindness and Reassurance:** Majority of the comments describe the crew as kind, caring, patient and understanding. They also mentioned that the team treated patients with calm, reassured them in stressful situation and also treated them with respect. Some also appreciated the team being very supportive.
- 2. High Professionalism and Clinical Expertise:** Ambulance & Rescue team were described as highly professional, competent providing clear explanations and guidance.
- 3. Fast Response and Efficient Care:** Many respondents praised the team for their rapid response and swift transfer to the hospital which indicated confidence in the service, especially in critical situations.
- 4. Trust and Confidence:** Most respondents expressed confidence in the Ambulance service with some stating they feel "lucky" to have the service locally.
- 5. Support for Vulnerable Patients:** There were many positive comments from patients who felt strong and positive when crews adapted to the patients who were in distress or severe pain, elderly and those with mobility issues.

Areas of improvement:

- Some respondents reported long wait (90 minutes to 2 hours) during busy periods
- Too many questions by call handlers
- Affordability of the subscription scheme was raised by some respondents
- A few also noted navigation challenges to find the property

JOINT EMERGENCY SERVICE CONTROL CENTRE (JESCC)



HOW USERS RATE THEIR EXPERIENCE ON JESCC

2026 SURVEY ONLY

Survey respondents were asked if they were able to provide feedback on their experience of calling 999 and speaking to someone in the Joint Emergency Services Control Centre.

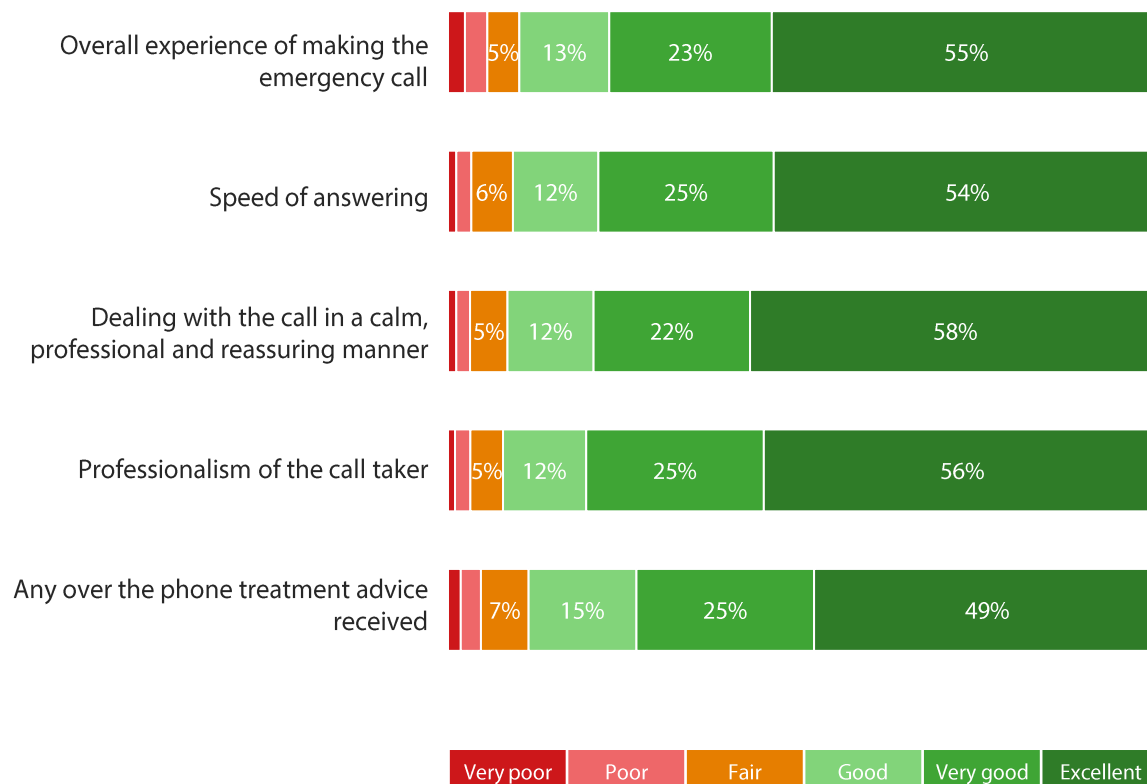
In total 525 people indicated they had called 999, this included 354 members and 165 non-members.

- 90% rated their experience of calling 999 as good, very good or excellent. This included 55% who said it was excellent.
- All aspects including speed of answering, dealing in a calm, professional and reassuring manner and the professionalism of the call taker were rated highly (i.e. at least 89% said good, very good or excellent).

There were significant differences between those who were members of the ambulance subscription scheme vs non-members.

- Members of the subscription scheme highly rated their experience as excellent. For instance, 61% of members, compared to 42% of non-members rated their overall experience as excellent.

How would you rate your last experience for how your 999 emergency call was handled?*



* Excludes don't know. The percentage of respondents who said don't know / NA was low (i.e. <5%), except for 'Any over the phone treatment advice received' which was selected by 24% of respondents

NON-EMERGENCY PATIENT TRANSPORT SERVICE



USE OF THE NON-EMERGENCY PATIENT TRANSPORT SERVICE

2026 vs 2022

Survey respondents were asked if they were able to provide feedback on their experience of the Non-emergency Patient Transport Service.

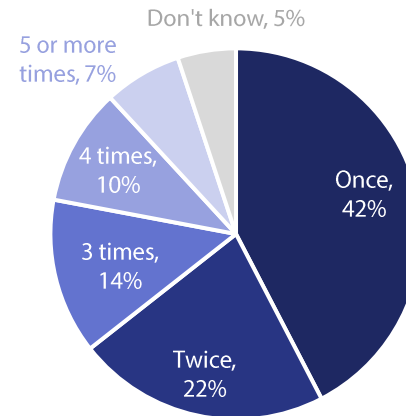
In the latest survey 159 people provided feedback on the non-emergency patient transport service in 2026. This included 59 people who were reporting on their own experience and 100 who were provided feedback as someone close to the patient.

To understand the extent to which residents use the Non-emergency Patient Transport Service multiple times in a year, respondents were asked how many times they (or the patient) had used the patient transport service in 2025.

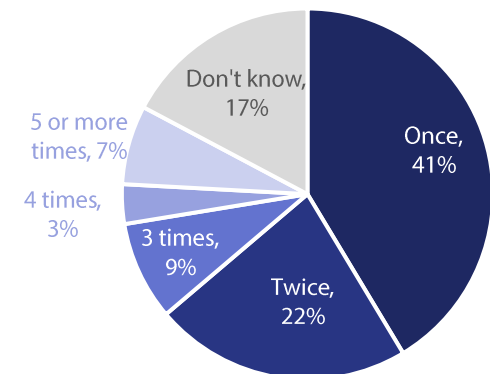
- 41% of patients who used the patient transport service in 2025 had used it on only one occasion, while 22% had used it twice, 9% had used it 3 times and 10% had used it 4 or more times. 17% of the respondents said don't know.
- The latest results are shown alongside the results from the previous survey. The findings were similar and no significant differences were noted.

How many times did you/they use the Non-Emergency Patient Transport Service in 2021 / 2025?

2022 survey



2026 survey



FEEDBACK ON A RECENT EXPERIENCE

2026 vs 2022

Respondents were asked several questions about their experience of the Non-emergency Patient Transport Service (and those who had used the service more than once since January 2025 were asked to recall their last experience).

The views expressed in this section include 26% respondents who had an experience since January 2026, 30% who had experienced the service in 2025 and 44% who could not recall the timing of the last experience.*

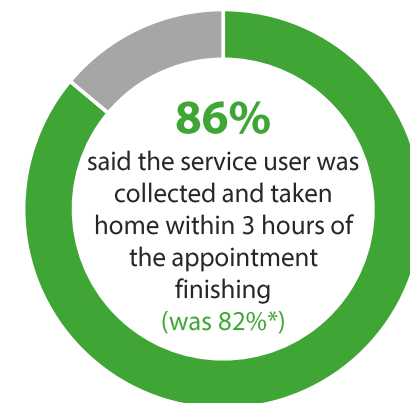
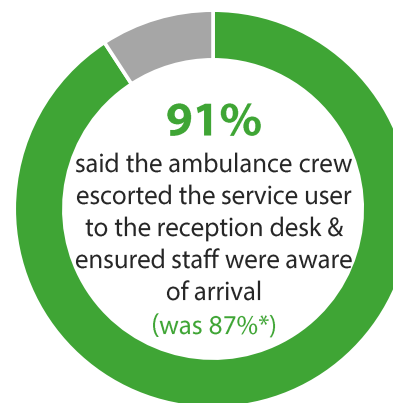
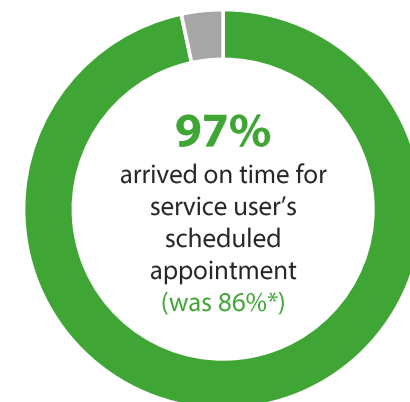
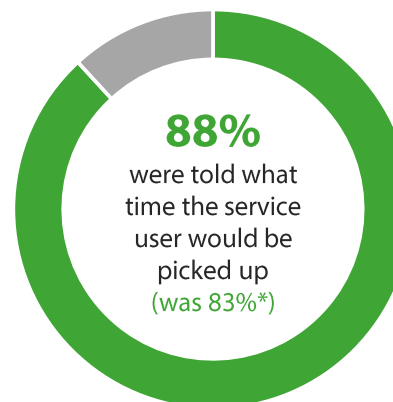
Respondents were asked:

- “Were you/the service user told what time you/they would be picked up?”
- “Did you/the service user arrive in time for your/their scheduled appointment?”
- “Did the ambulance crew escort you/the service user to the reception desk and ensure staff were aware you/they had arrived for your/their appointment?”
- “After your/their appointment, were you/the service user collected and taken home within 3 hours?”

Results were slightly higher than in the 2022 survey, though the differences are not statistically significant.

Please note, results are reported after “don’t knows” have been excluded.

There were a lot of respondents (between 28-51%) who answered don’t know – both among those who answered for themselves and among those who answered for someone close to them.



* results from the 2022 survey



HOW USERS RATE THEIR EXPERIENCE

2026 vs 2022

Service users were asked to rate the service they received the last time they used the Non-emergency Patient Transport Service.

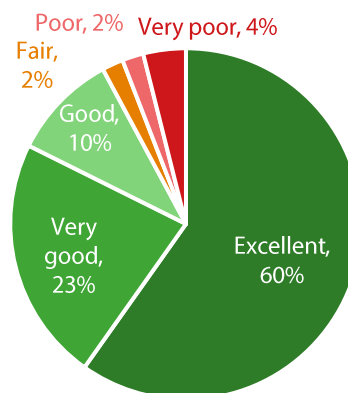
- 93% of service users rated the overall service received as good, very good or excellent. This included 66% who said it was excellent.
- The percentage who rated their experience as excellent is higher than in 2022, though the difference is not statistically notable.

When asked about the care and attention provided to the service user:

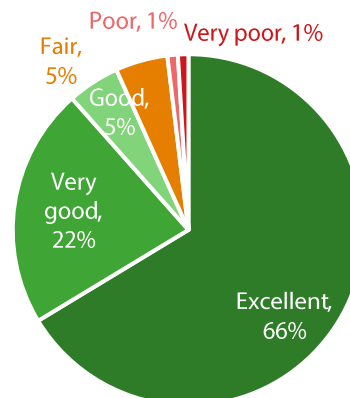
- 92% of service users rated the care and attention provided as good, very good or excellent. This included 64% who said it was excellent.
- Again, the percentage who rated their experience as excellent is higher than in 2022, though the difference is not statistically notable.

Overall, how would you rate the service received?*

2022 survey

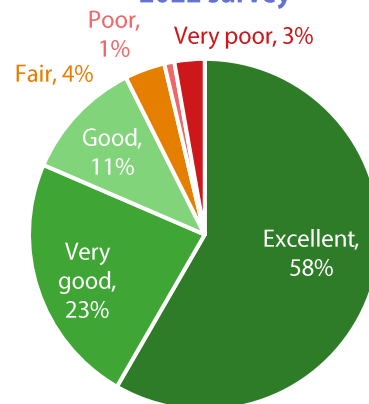


2026 survey

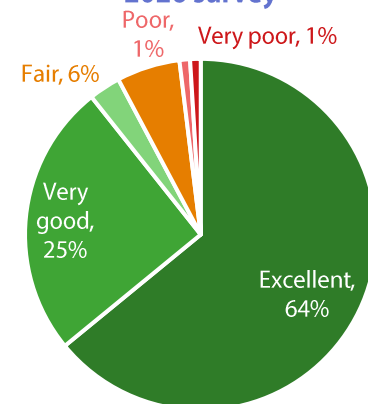


How would you rate the care and attention provided to the service user?*

2022 survey



2026 survey



*Excludes don't know



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COMMENTS ABOUT THE PATIENT TRANSPORT SERVICE

LATEST SURVEY

Respondents were able to provide comments about their/the patient's experience of using the Non-emergency Patient Transport Service.

Overall feedback on the non-emergency patient transport service was positive. Respondents praise the kindness, professionalism and compassion of staff, particularly in supporting elderly and vulnerable patients. The service is viewed as essential by many users. A small number of comments highlight delays and confusion with the hospital on the availability of the service.

Listed below are the key themes from the latest survey:

- 1. Outstanding Kindness, Care and Professionalism:** Staff were repeatedly described as kind, caring, friendly and professional. Many also expressed appreciation and gratitude to the service.
- 2. Positive Experiences for Vulnerable and Elderly Patients:** High trust in the ability of the staff to support vulnerable users was noted, especially those with long-term health conditions, those requiring repeated transport and elderly patients.
- 3. Importance of the Service:** Many users especially those who no longer drive, require frequent hospital visits, or those who require transport following hospital discharge emphasised the service to be essential and vital.

Areas of improvement:

- Some respondents reported longer wait times
- Confusion about the service – very few noted they were informed by the hospital that transport service was not available during their discharge and one comment mentioned about service not being available on weekends.

ANNUAL SUBSCRIPTION SCHEME



AWARENESS OF THE SUBSCRIPTION SCHEME

2026 vs 2022

Respondents were given details about the Ambulance Subscription Scheme and asked: “Before reading this, were you aware of the Ambulance Subscription Scheme for Guernsey Residents?”

In the 2026 survey: 975 respondents were members of the Ambulance Subscription Scheme. The survey was also completed by 476 residents who were not a member of the subscription service.

In 2022 this section of the survey was completed by 1245 who were members of the subscription scheme and 633 who were not a member.

The graphs on the right show awareness of the scheme in 2022 and 2026 for members and non-members.

- In both years, members of the Ambulance Subscription Scheme were significantly more aware of the Scheme than non-members.
- In 2026, just 5% of non-members said they were not at all aware of the Ambulance Subscription Scheme and 20% were partly aware.

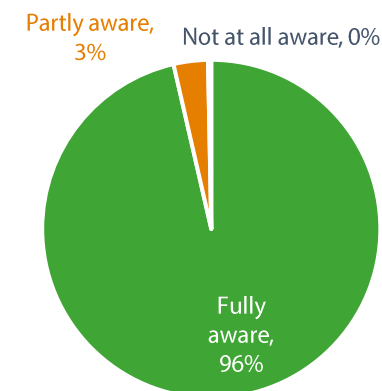
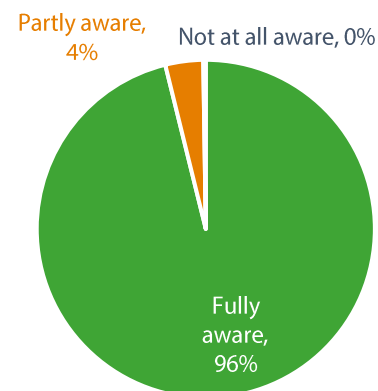
No significant differences noted when compared to the previous survey.

Before reading this, were you aware of the Ambulance Subscription Scheme?

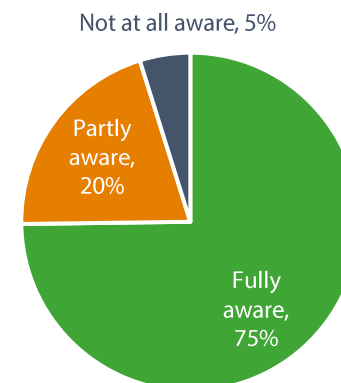
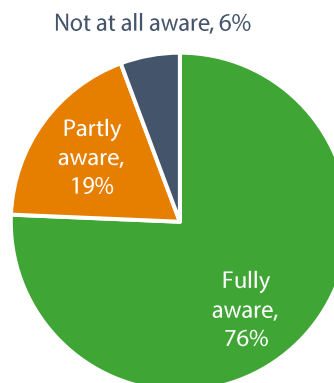
2022 survey

2026 survey

Were a member



Not a member



INFORMATION ABOUT THE SUBSCRIPTION

2026 SURVEY ONLY

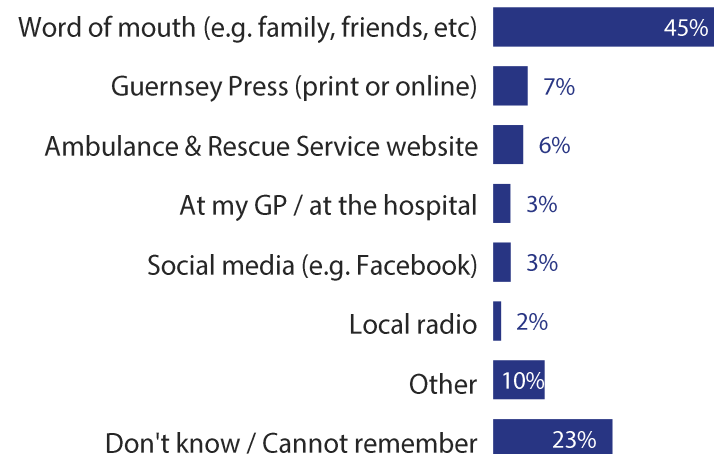
Respondents were asked: "How did you first hear about the Ambulance Subscription Scheme?"

- 45% of respondents said it was via word of mouth they first heard about the subscription scheme.
- 7% said from Guernsey Press and 6% said from the Ambulance & Rescue Service website.
- 10% said other and their comments included: being aware for many years, or that their parents / family members were members of the subscription scheme.

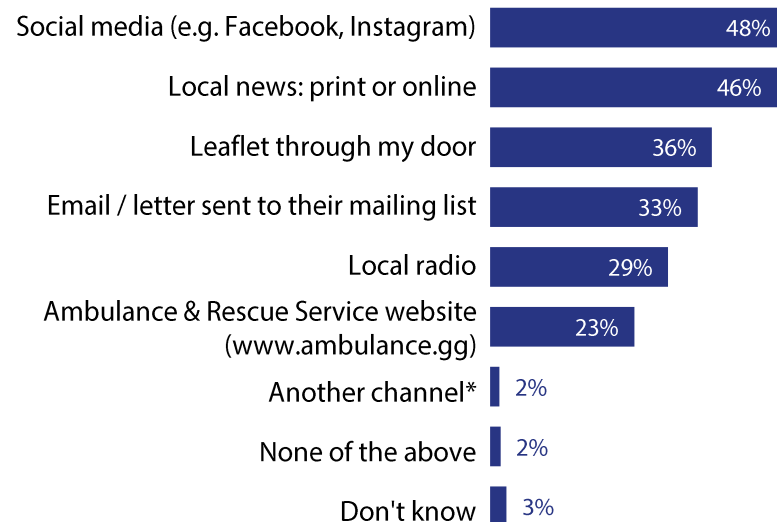
The 2026 survey also asked about the different channels that respondents would be most likely use, see or hear about.

- Social media and local news were the most preferred channels to receive information about the subscription scheme (each selected by almost half of respondents).
- Almost a quarter (23%) said they would look for information on the Ambulance & Rescue website.

How did you first hear about the Ambulance Subscription Scheme?



The Ambulance & Rescue Service shares information about the subscription service through different channels. Which one(s) would you be most likely to use, see or hear about? Please select all that apply.



*Comments mainly suggest leaflets/posters at doctor surgery and renewal letters

VALUE FOR MONEY

2026 vs 2022

Respondents were asked whether they agreed or disagreed with the statement: **“The Ambulance Subscription Scheme is good value for money”**.

Responses from members:

- In the 2026 survey, 86% of members agreed or strongly agreed that it is a good value for money. This includes 63% who said strongly agree and 23% who said they agree. Just 7% disagreed with the statement. The results are similar to 2022, and any differences were not statistically notable.

Responses from non-members:

- In the 2026 survey, 59% of non-members agreed or strongly agreed that the Ambulance Subscription Scheme is good value for money and 11% disagreed. The results are similar to 2022, and any differences were not statistically notable.
- Agreement is lower among non-members than members, but this is primarily because there are higher levels of respondents who are neutral or don't know (rather than disagreement).

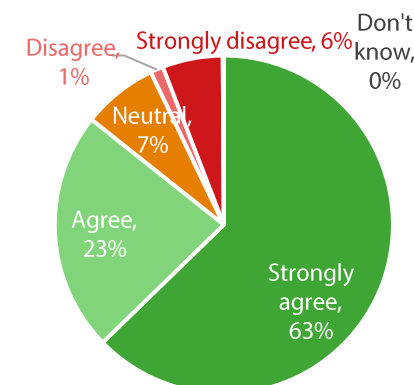
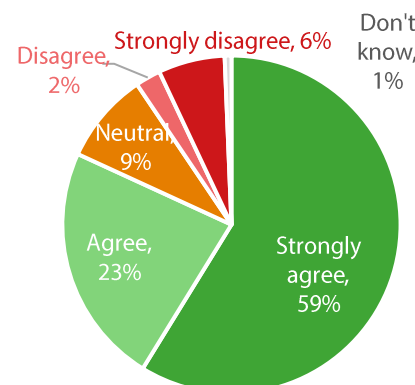
It may also be interesting to note that 53% of respondents who are not a member and have not used the Emergency Ambulance Service agreed or strongly agreed that the Subscription service is good value for money, compared to 11% who disagreed (30% were neutral and 6% didn't know).

“The Ambulance Subscription Scheme is good value for money”

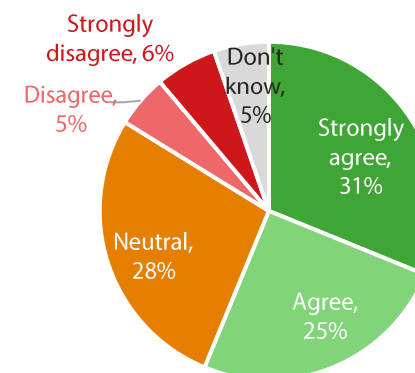
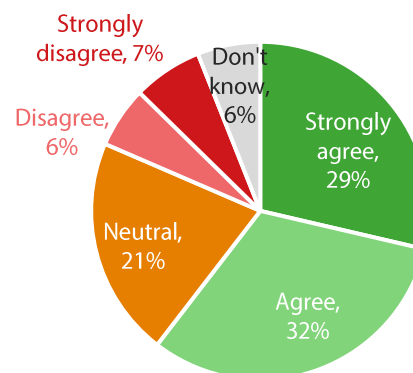
2022 survey

2026 survey

Were a member



Not a member



RECOMMENDATION

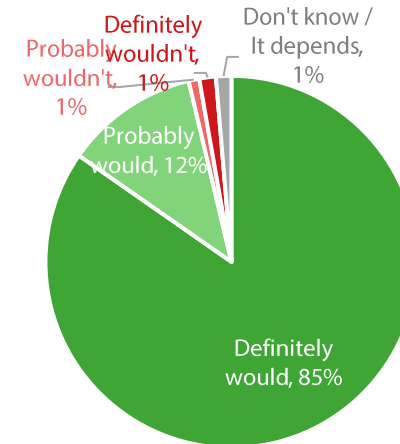
2026 SURVEY ONLY

Respondents in the latest survey were asked: “Based on what you know, how likely would you be to recommend the subscription scheme to others in Guernsey?”

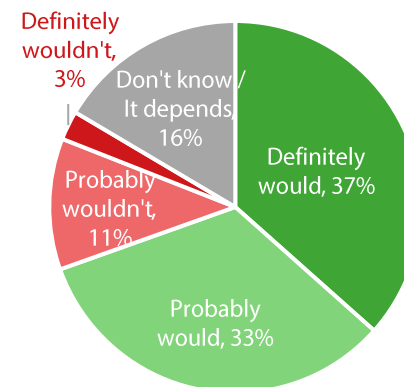
- Almost all the members said they would recommend the ambulance subscription scheme to others in Guernsey. This includes 85% of the members who would definitely recommend and 12% who said they would probably recommend.
- 70% of the non-members said they would definitely or probably recommend the subscription scheme to others on the island. 16% said they don't know/it depends.

Based on what you know, how likely would you be to recommend the subscription scheme to others in Guernsey?

Were a member



Not a member



PROFILE OF MEMBERS VS NON-MEMBERS

2026 vs 2022

The profile of the members and non-members are shown below for the 2022 and 2026 surveys.

In the 2026 survey 975 respondents were members of the Ambulance Subscription Scheme and 476 were not a member. The corresponding numbers for 2022 were 1245 members and 633 who were not a member.

The profiling shows members were:

- More likely to be over the age of 65 than non-members
- Less likely to have any health insurance, and also less likely to have health insurance which covers the use of the Emergency Ambulance Service.

Member of the Subscription Scheme

	2022 survey	2026 survey
Age Group		
16-39	8%	4%
40-64	44%	37%
65+	49%	59%
Have Health Insurance		
Yes	39%	44%
Health Insurance Covers Emergency Ambulance Service		
Yes	51%	48%
Health Insurance Covers Non-Emergency Patient Transport Service		
Yes	9%	14%

Non-Member of the Subscription Scheme

	2022 survey	2026 survey
Age Group		
16-39	14%	18%
40-64	62%	59%
65+	24%	24%
Have Health Insurance		
Yes	63%	62%
Health Insurance Covers Emergency Ambulance Service		
Yes	77%	76%
Health Insurance Covers Non-Emergency Patient Transport Service		
Yes	13%	20%

JOINING THE SCHEME IN 2026

2026 vs 2022

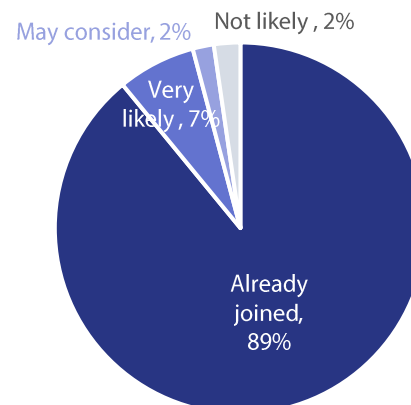
All respondents were asked if they were likely to become a member of the Ambulance Subscription Scheme.

- Renewal rates were very high: 92% of respondents who were a member in 2025 said they have already joined for 2026.
- A further 6% said they were very likely to join, and 1% may consider joining. Just 1% of members in 2025 said they were not likely to join the scheme in 2026.
- 31% who were not a member in 2025 said they had already joined for 2026. A further 5% indicated they were very likely to join and 18% may consider joining. The remaining 46% said they were not likely to join.
- The percentage who had already joined was higher than in the 2022 survey (when it was 19%). This is statistically higher, but may reflect sampling or the promotion of the survey among new members.

Are you likely to join the Ambulance Subscription Scheme in 2022 / 2026?

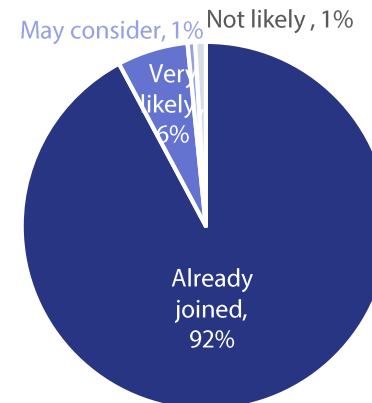
2022 survey

Were already a member in the previous year (i.e. 2021 / 2025)

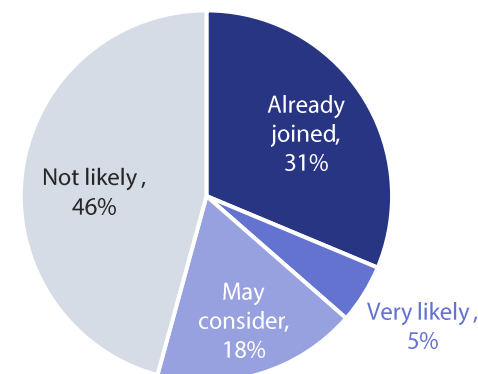
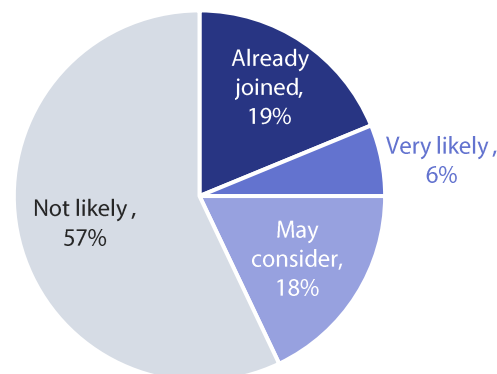


2026 survey

Were already a member in the previous year (i.e. 2021 / 2025)



Were not a member in the previous year (i.e. 2021 / 2025)



REASONS FOR JOINING THE SCHEME

2026 SURVEY ONLY

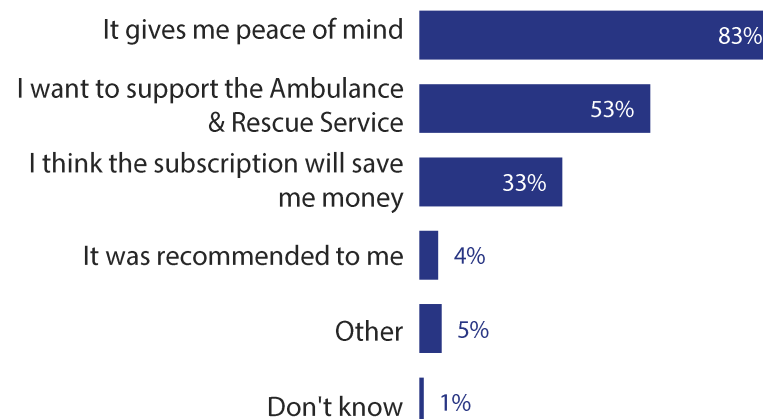
The latest survey asked about the main reasons for joining the subscription scheme for those who were members in 2025, have joined or are likely to join in 2026.

- 83% selected "It gives me peace of mind".
- In addition, 53% said they wanted to support the Ambulance & Rescue Service, and 33% said they think it will save them money.
- Other comments from respondents included: they are getting older so more likely to need, comments about what was/was not covered in their health insurance, wanting to avoid high emergency service costs & support the service for everyone on the island.

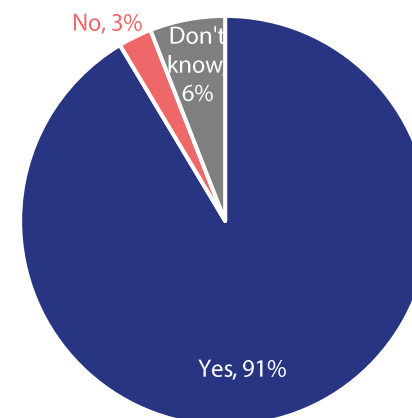
Respondents who were members in 2025 and/or 2026, or would be likely to join were also asked: "Do you feel the current subscription options meet your needs?"

- 91% confirmed that the current subscription meets their needs. Just 3% said it didn't and 6% said they didn't know.
- Where respondents left comments, some indicated they thought the subscription scheme was expensive, a few gave suggestions including having a family subscription scheme with discounts, rolling yearly rate, a part year rate, or for costs to be covered by government or via a social insurance contribution.

What were / would be your main reasons for joining the Ambulance Subscription Service? Please select all that apply.



Do you feel the current subscription options meet your needs?



AWARNESS OF JOINING ONLINE

2026 vs 2022

All respondents were given information about joining the Ambulance Subscription Scheme online and then asked: "Before reading this were you aware that the Ambulance Subscription Scheme was available to join online?"

Responses from members:

- In the 2026 survey, 73% of respondents who had joined the Ambulance Subscription Scheme in 2026 were fully aware that it was available to join online, and a further 16% were partly aware.
- The latest results are shown alongside the results from the previous survey. The findings were similar and no significant differences were noted.

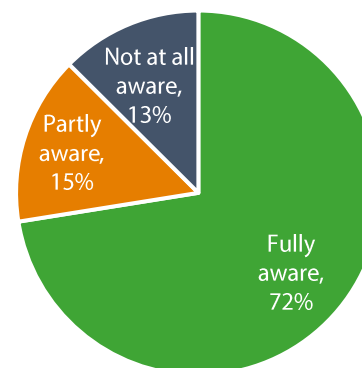
Responses from non-members:

- In the 2026 survey, 52% of respondents who had not joined the Ambulance Subscription Scheme were fully aware that it was available to join online, and a further 21% were partly aware.
- Awareness among non-members was notably lower than among members, though the percentage of non-members who were aware it is available to join online had significantly increased since 2022 (when 40% were fully aware).

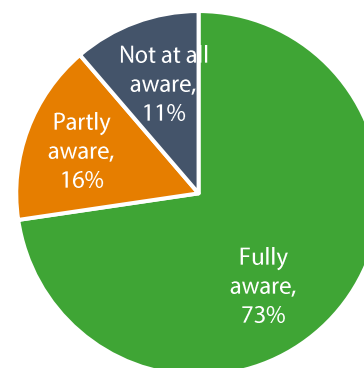
Were you aware that the Ambulance Subscription Scheme was available to join online?

2022 survey

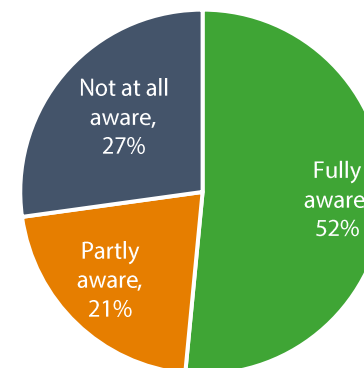
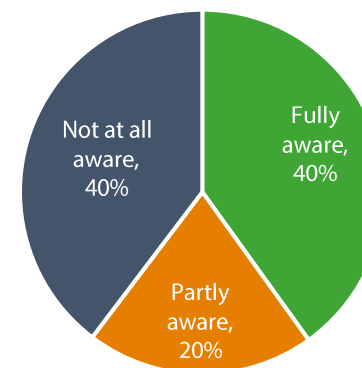
Are a member



2026 survey



Not a member



FEEDBACK ON THE ONLINE FORM

2026 vs 2022

Respondents who had joined the Ambulance Subscription Scheme in 2026 were asked: “How easy or difficult did you find it to complete the online form?”

- 65% of respondents who had joined the subscription service in 2026 said they found it very easy to complete the online form and a further 21% said it was fairly easy. In the latest survey, just 4% in the latest survey said it was difficult to complete the online form.
- The latest results are shown alongside the results from the previous survey. The findings were similar and no significant differences were noted.

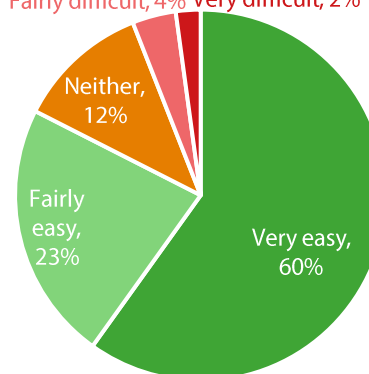
How easy or difficult did you find it to complete the online form?*

2022 survey

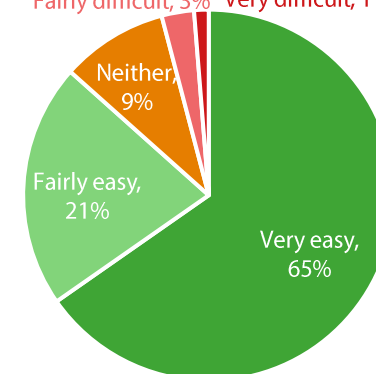
2026 survey

Of those who have already joined this year (i.e. in 2022 / 2026)

Fairly difficult, 4% Very difficult, 2%



Fairly difficult, 3% Very difficult, 1%



PAYMENT PREFERENCE

2026 vs 2022

Respondents who joined the Ambulance Subscription Scheme or said they were likely to join in 2026 were asked to indicate their preference over a range of payment options. They could select one of the options asked about. The latest results are shown alongside the results from the previous survey.

- 61% of members who already joined in 2026 said they prefer the current annual payment option, and 23% said they would prefer a regular monthly payment. A small percentage i.e. 6% said they would prefer a regular quarterly payment and 10% had no preference.
- Just under half of the respondents who said they are very likely to join the subscription in 2026 said they would prefer the current annual payment option, while 36% said they would prefer a regular monthly payment.
- Of those who said may consider joining in 2026, 47% would prefer a regular monthly payment and 24% would prefer the current annual payment option.

Please indicate your preferences over these payment options?*

	Already joined		Very likely to join		May consider joining	
	2022 survey	2026 survey	2022 survey	2026 survey	2022 survey	2026 survey
Annual payment as currently	54%	61%	23%	48%	31%	24%
Annual payment, which can start any time	22%	Not asked	40%	Not asked	31%	Not asked
Regular quarterly payment	2%	6%	9%	10%	7%	12%
Regular monthly payment	9%	23%	23%	36%	32%	47%
No preference	12%	10%	6%	7%	18%	17%

* Excluding not applicable



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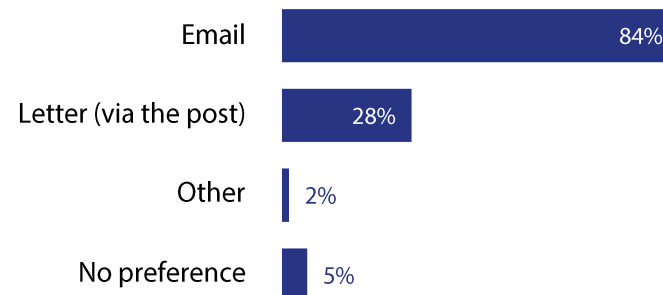
COMMUNICATION FOR SUBSCRIPTION SCHEME

2026 SURVEY ONLY

Respondents who have joined the ambulance subscription scheme in 2026 were also asked how would they prefer the Ambulance & Rescue team to contact them about the subscription service. They could select more than one option.

- 84% of members said they would prefer to receive an email.
- 28% said they would prefer a letter via post.
- A few members who selected other and suggested WhatsApp, SMS or a phone call.

How would you prefer the Ambulance & Rescue Service to contact you about your subscription service (e.g. about a renewal)? Please select all that apply.



COMMENTS ON THE AMBULANCE SUBSCRIPTION SCHEME

2026 SURVEY

Respondents who feel the current subscription service does not meet their needs were further asked “Do you have any other feedback you would like us to share with the Ambulance & Rescue Service Team?”

While the service offered by the Ambulance & Rescue Team is highly respected and valued, the comments suggest concerns around affordability, flexibility around subscription schemes and suggestions on funding of the subscription model.

Listed below are the key themes from the latest survey:

- 1. Strong support by long-standing subscribers:** Respondents described the ambulance service as excellent and life-saving. Long-standing subscribers often view their subscription as a contribution or donation to support this essential island service.
- 2. Cost and Affordability Concerns:** Many comments noted are on high subscription and non-subscription call out charges being unaffordable for some residents. A few also felt the high cost may delay or deter calling an ambulance in emergencies.
- 3. Flexibility in the subscription scheme:** Discounts for family subscription, low-cost subscriptions covering emergency use only were some key suggestions.
- 4. Suggestions on alternative funding:** There were comments raised by some respondents that the ambulance services should be funded by States, similar to fire and police services.

Selected comments are mentioned below:

“Fantastic service which the Island would miss very much if its services were withdrawn or reduced. The annual subscription plan is in my opinion a great way of supporting the St John Ambulance and provides peace of mind in the event that you ever require their services. Every Guernsey resident should subscribe.”

“I recently took out Health Insurance, so I no longer need a separate subscription.”

“Advertise the savings you make by have a subscription to the service aggressively. .”

“Subscriptions could be sold pre-Christmas at booths as Christmas gifts for loved ones or sold with Christmas tags (Santa as a rescue service professional) which would increase the resident's uptake? Happy to volunteer to sell at a booth! “

“The annual subscription should be included in social security contributions or available as an optional payment through the social security contributions made directly from salary deductions. This would save the annual registration, could work as an 'opt out' system, likely enable more islanders to be covered and provide better funding for SJEAS....”

“Despite the fact that there is a subscription plan, the cost of an ambulance is extraordinarily expensive and not at all affordable for most, it is a sever deterrence from seeking emergency medical care even when the situation is a clear emergency....”

“I believe the service is fantastic, however, it's far too expensive (a) to call out an ambulance without a subscription and (b) to buy a subscription in the first place as the fees are far too high.”

“I would prefer a choice of subscriptions, accordingly priced, for example, a reduced rate for maybe 3 ambulances, or maybe a discount for couples. Perhaps one subscription does not fit all in today's expensive times. It's great to be able to get some cover for peace of mind but I would imagine it's a 'nice to have' for some people.”



FINAL COMMENTS

2026 SURVEY

Selected comments are mentioned below:

I think our ambulance service is fantastic, the team do an amazing job. When you consider the time to respond in the UK, we are very lucky here.

I believe today's Ambulance Service is excellent and we are lucky to be served by such a dedicated team. We should all support it in any way we can and the Annual subscription is a good start.

If payment was available on a monthly basis I would be very keen to make payment on behalf of my daughter and her children. Budgeting for monthly payments would make it much more affordable for me rather than a single large payment. It would also provide continuous cover and is fairer than paying the full amount for a part year.

As a result of this survey I have made a note to consider joining in 2027. As it is annual I won't join in 2026 as annual cost would be for only 10 months (as it is now 28 February 2026). Maybe you could consider pro-rata first year payment? So if joining 1 April fee would be 75% of annual fee to cover 1 April to 31 December.

Less use of sirens please. Needs a review of the policy. Sirens are used much more often than in comparable circumstances in UK.

You provide an essential service and do so with respect and the maintenance of dignity to the extent possible - we very much appreciate your service, caring and kindness. Thank you.

Have been a member of the scheme for over 25 years. Only used it once in 2024. I am also covered by Foresters, but pay a subscription anyway. As I believe it is a good service.

Paramedics and all ambulance crew are great. The emergency service telephonists could be better trained to help patients and family in a crisis

Should promote to all who don't have private medical service. Could do corporate offerings also. Some companies can't provide insurance for staff but could offer this instead.

There should be a discount for couples living together in own home, the fee is too expensive for those on a reduced income, struggling to get by day to day for health reasons.

Thank you for your service. Many new residents who are recruited to work in Guernsey from abroad do not know that the cost of ambulance service here is charged to the patient and do not realise there is a subscription scheme.

I think you all do a wonderful job, and I would like to think everyone in the island respects the work you do.

You're ALL Superheroes with Hearts of Gold!! Forever Thankful, Humanity beyond the call of duty!!

Despite receiving excellent care from the wonderful staff, I was shocked when I received the bill for the ambulance called out. I have private health insurance, but it does not cover emergency ambulance called outs but will cover pre-arranged non-emergency ambulance transportation. The current subscription scheme whilst seemingly good value will provide me with emergency cover should I need it, but it would mean, essentially, I am covering myself twice for non-emergency transportation. I would be interested to see/hear of a subscription that only covered emergency call outs.

As mentioned in my other comment, I do not think the Ambulance should be a charity of equivalent. It should be part of HSC/States of Guernsey services like it is in Jersey or the UK.

The Ambulance & Rescue Service is an extremely well run and has very experienced staff and is a very good service to support Guernsey residents and should be very proud of such a truly wonderful organization

I have been a subscriber for 30 years and it was the first time I used the service. Disappointed that the ambulance took 2 hours to arrive

I would value a subscription that was just for emergency services as I am extremely unlikely to need transport on a non-emergency basis

As a Sark resident I am hugely grateful for the Flying Christine or lifeboat which provides emergency care - it is superb and the crew do a fantastic job. Many thanks.

I wish we didn't have to pay for this. There are times when I might have called an ambulance for a member of the public but feared the cost. Your staff are amazing - with all they deal with - thank you all so much



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