

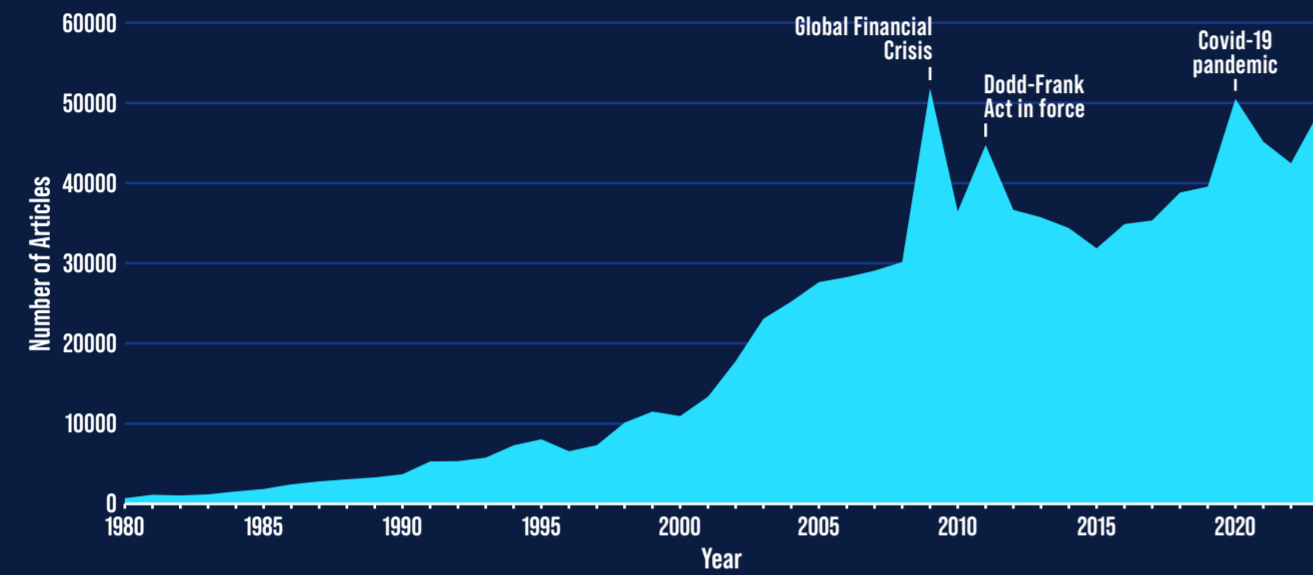
GUERNSEY FIDUCIARY POWER LIST 2025

Guernsey's Top 20 Fiduciary Service Providers by Media Mentions, Social Media Reach, and Domain Rating

Media

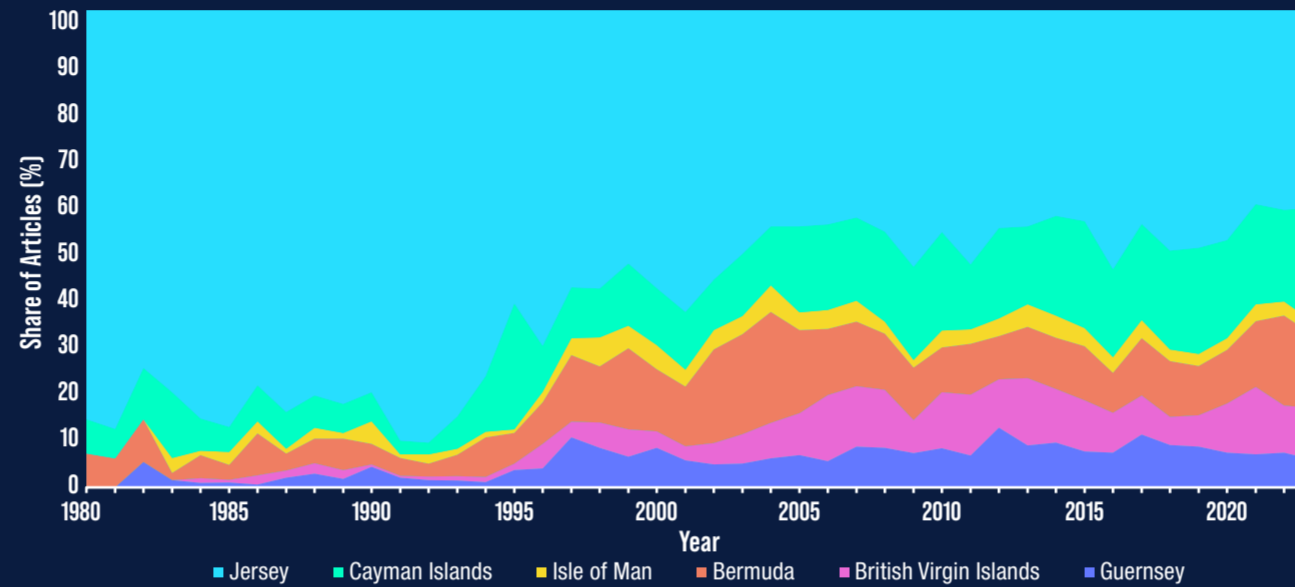
Fiduciary Services: Global Media Mentions (1980 - 2023)

Global media mentions of fiduciary services have grown 294 per cent since 1998, driven by wealth management complexities and globalisation.



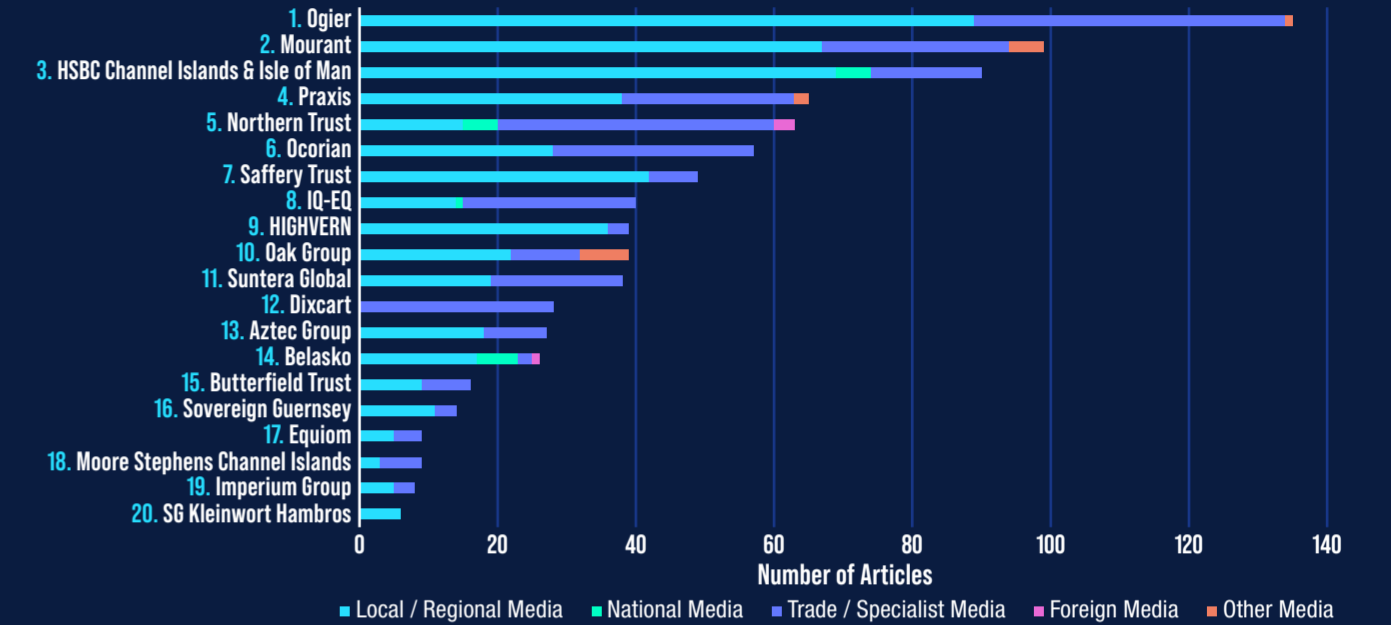
Fiduciary Services: Global Media Mentions by Jurisdiction (1980 - 2023)

Jersey led offshore financial mentions in the 1980s with 85 per cent share, declining to 40 per cent by the 2010s. Guernsey peaked at a tenth of mentions in 2012 and 2017.



Media Coverage Ranking

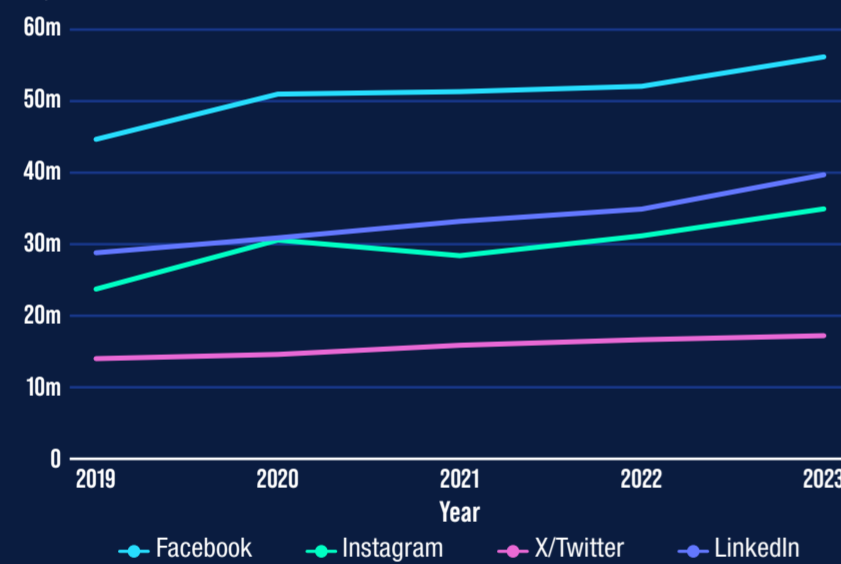
Ogier tops with 135 mentions, followed by Mourant. The top five firms capture 53 per cent of total mentions.



Social Media

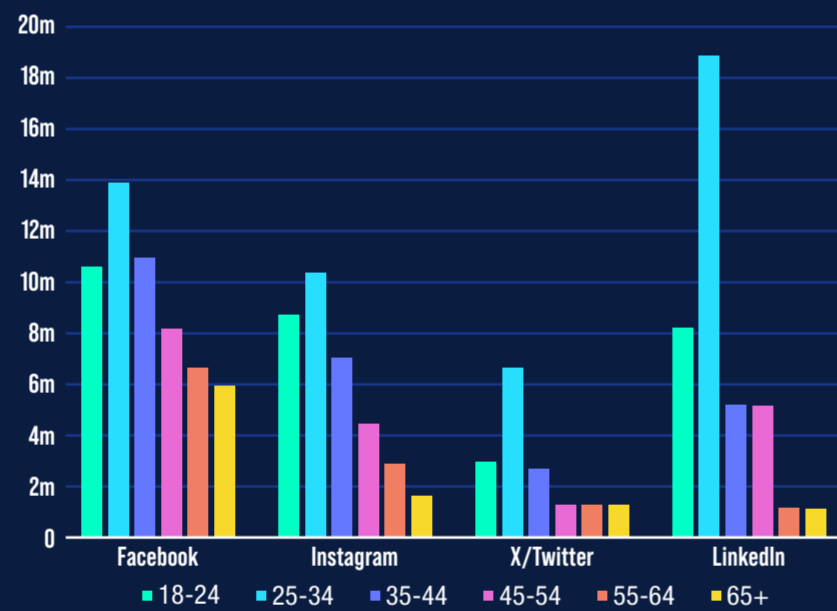
UK Social Media Users

Since 2019, UK social media users grew most on Facebook. LinkedIn, popular with professionals, is projected to grow 22 per cent globally by 2028.



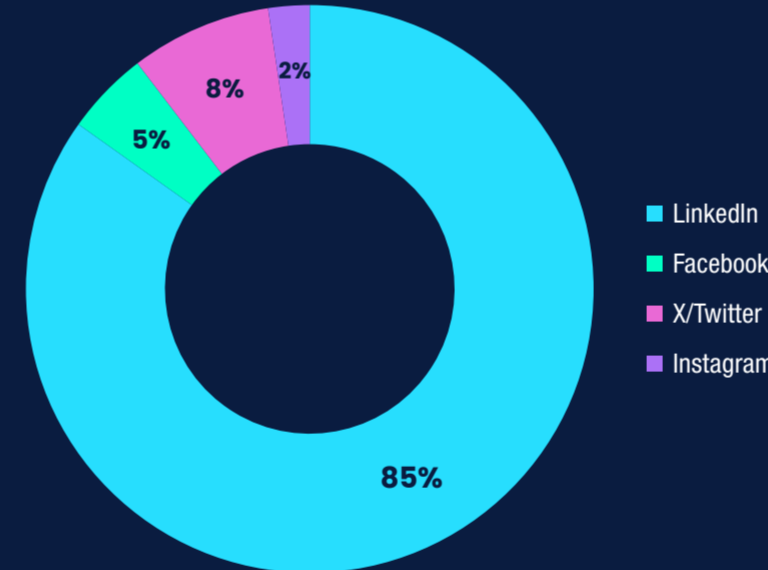
Users by Age Group per Platform (2024)

LinkedIn dominates users aged 25-34 (47.5 per cent). Instagram and Facebook show similar peaks up to age 34.



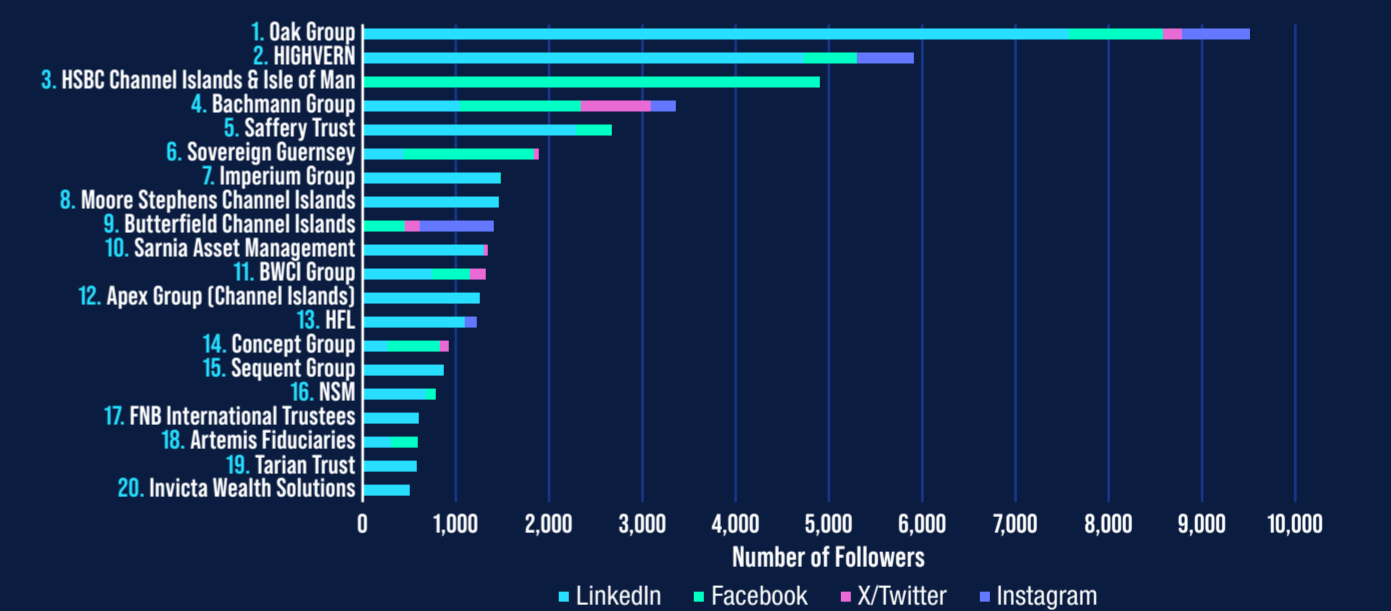
Combined Followers by Platform

LinkedIn accounts for 85 per cent of fiduciary firms' 491,733 followers, with its dominance highlighting its appeal to professionals aged 25-34.



Social Media Ranking

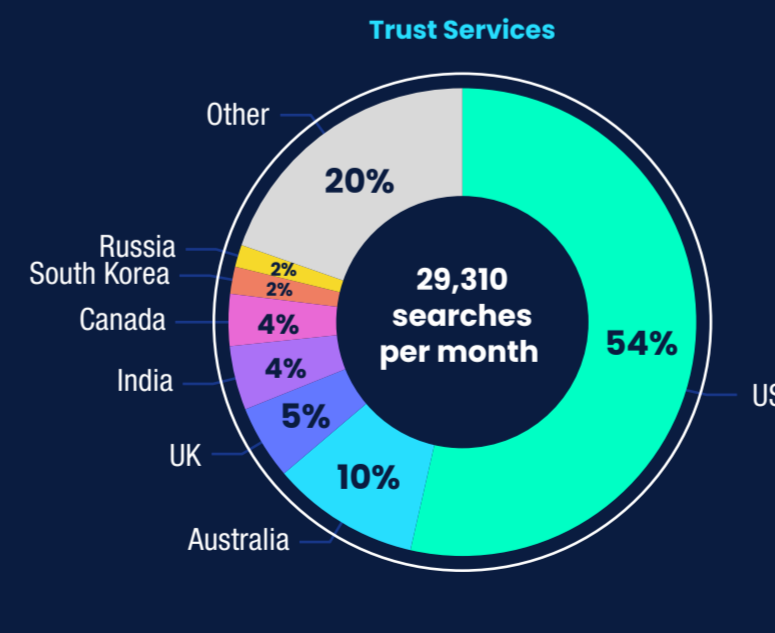
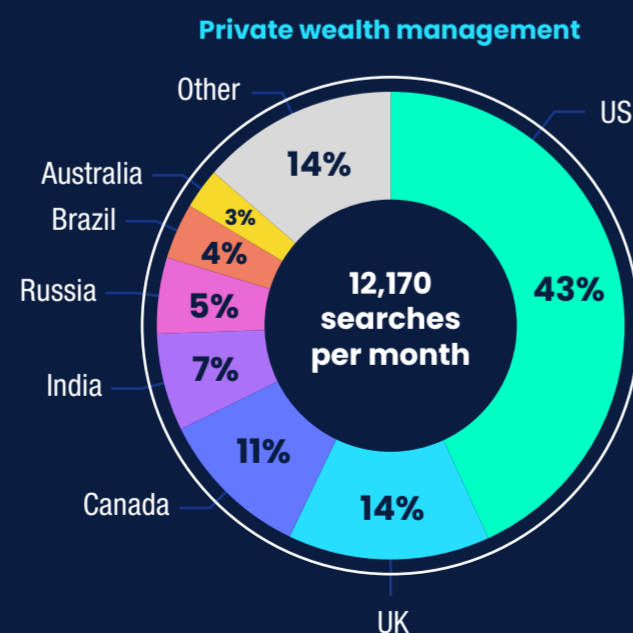
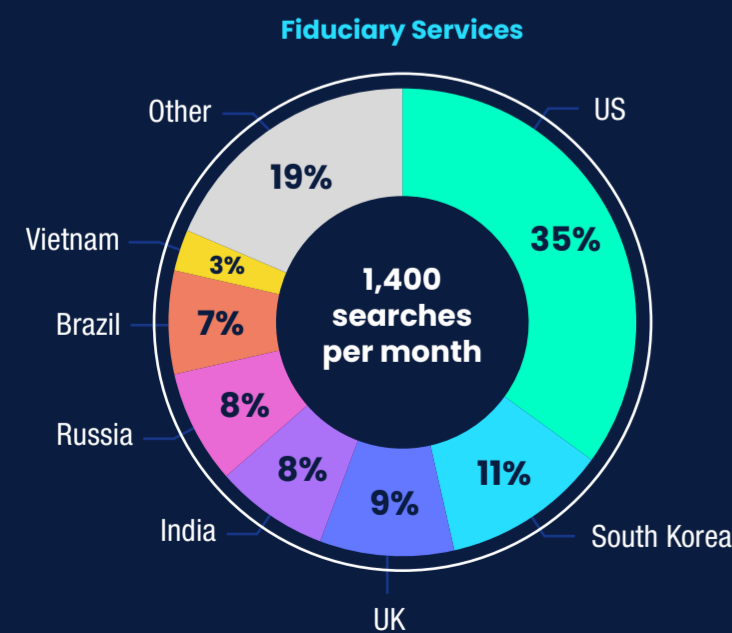
Oak Group leads with 9,513 followers across platforms, posting frequently on employee recognition and awareness events.



SEO

Searches by Jurisdiction

The US leads fiduciary-related searches (35 per cent), with India ranking fourth.



Domain Rating Ranking

Domain rating (DR) is a key measure for how well a website will rank on Google and other search engines. 77 per cent of those above the average DR also ranked highly in terms of social media followers.

