



FEELING BRAND POSITIVE: SUPERMARKETS TOP THE POLL

MAY 2023

People in the Channel Islands feel most positive about Waitrose and Marks & Spencer.

This is a finding from the latest IGR Brand Reputation Index®, which measures the reputation of selected organisations in Guernsey and Jersey and monitors which brands resonate most with island residents. The latest data was collected in April 2023.

More information about the index is available at: www.islandglobalresearch.com/Brand-Reputation-Index

As part of the IGR Brand Reputation Index® we ask respondents which organisations operating in their island they feel generally positive about. Supermarkets topped the poll – with people most likely to select Marks & Spencer in Guernsey and Waitrose in Jersey. A large number of people tend to have relatively frequent interactions with retail brands like these, and so we believe people are more likely to feel strongly about them.

We can also reveal that the brands people feel most positive about by sector are*:

IGR Brand Reputation Index®: Most Positive About

Which of the following organisations, if any, do you feel generally positive about?

SECTOR	GUERNSEY	JERSEY
Finance		
Law		
Property		
Motoring		
Island Services		
Leisure		
Retail		

















We later asked respondents what factors are most important to them when considering which brands they feel general positive about.


They were asked to rank the importance of the 7 aspects in the table below. They could rank each aspect from 1 (most important) to 7 (least important), and any aspect that they did not think was important they did not rank.

The survey found that value for money, trust and quality are the top 3 considerations amongst respondents, followed by customer satisfaction. Some of these factors will be more or less relevant, depending on the type of brand, but taken alongside our findings on what informs trust*, together we believe they demonstrate how strongly perceptions of a brand are rooted in customer / user experience.


The contribution an organisation makes to the community, whether it is perceived to care about the environment and its reputation as an employer also impact how positively the majority of respondents feel about a brand, but to a lesser extent. We expect these factors may play more of a subconscious role in how brands are perceived, and we know from our previous research on trust* that messaging on corporate social responsibility is effective when it demonstrates practical ways in which an organisation has embedded its values into its business practices.

*To read our previous research on trust (Spring 2021) please visit <https://www.islandglobalresearch.com/View?id=2233>

		Rank Distribution		
Aspect	Overall ranking	Jersey	Guernsey	Consider it an important aspect (% respondents)
Offers 'good value for money'	1			90%
Is considered trustworthy	2			88%
Is associated with 'good quality'	3			89%
Satisfies their customers	4			88%
Makes a positive contribution to the community	5			83%
Cares about the environment	6			82%
Is somewhere people feel proud to work for	7			79%



Lowest Rank Highest Rank



Lowest Rank Highest Rank

Thank you to everyone who took part in this survey, and congratulations to our 4 prize draw winners including Ali Banfield, Andrew Vernon & Claire Barnett who each won £100 worth of vouchers.

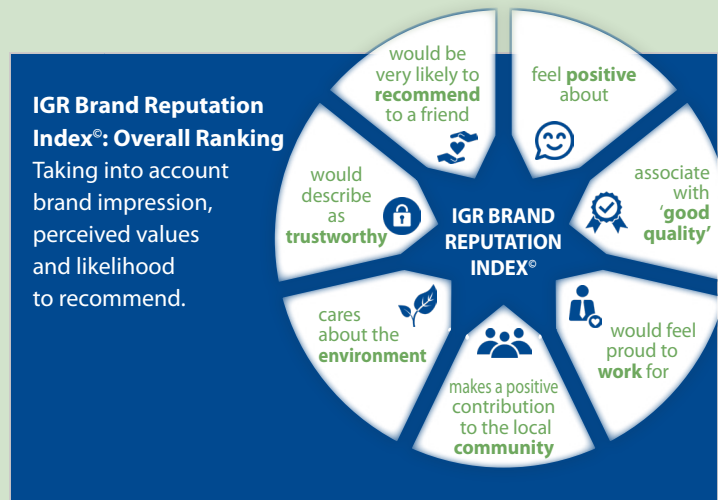
If you are an organisation operating in Jersey and/or Guernsey which would like to understand more about how you are perceived and how this can inform your business strategy please visit www.islandglobalresearch.com/Brand-Reputation-Index and contact us on info@islandglobalresearch.com. Personalised IGR Brand Reputation Index® results are available for all brands included in the Index (see website), and bespoke research options are also available to suit different budgets.

ADDITIONAL BACKGROUND INFORMATION

Overall Ranking Results

An overall index score and ranking is calculated for 75 organisations in each island, based on 7 dimensions that impact brand reputation. For example, respondents are asked which brands they feel positive about.

Waitrose came top in both islands (out of 75 in each island).



RANK	GUERNSEY	JERSEY
1	Waitrose	Waitrose
2	Guernsey Post	Jersey Dairy
3	Marks & Spencer	Marks & Spencer
4	Guernsey Dairy	Jersey Post
5	Specsavers	Ransoms Garden Centre

Remaining organisations ranked within the top quintile, listed in alphabetical order:

6-15	Aladdin's Cave, Aurigny, Beau Sejour, Co-op, Creaseys, Earlswood Garden Centre, Guernsey Water, Le Friquet, R H Gaudion, Stan Brouard	British Airways, Channel 103, Co-op, ITV Channel Islands, Jersey Electricity, Jersey Water, Liberty bus, St Brelade's Bay Hotel, St Peters Garden Centre, The Powerhouse
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The last round of data collection took place 05 April – 01 May 2023. The final sample included 1051 residents from Jersey and 987 residents from Guernsey. The survey first took place in October 2019 and it was last conducted in October 2022.

How does the IGR Brand Reputation Index® work?

The IGR Brand Reputation Index® allows us to build a picture of how different brands are perceived by island residents. A Brand Reputation Index Score is calculated for each organisation, based on responses to survey questions about a range of dimensions that impact brand reputation.

The relative performance of each organisation is measured against others in the Index.

What organisations are included in the IGR Brand Reputation Index®

There is room for 75 organisations to be included in the Index, and each respondent is asked about a random selection from the full list.

They are all either a local brand or have a strong local presence. They provide a mixture of goods, services and/or employment to residents.

The selected organisations cover a range of different industry sectors, while ensuring there are sufficient brands in each sector to enable competitor benchmarking. The full list is available at: www.islandglobalresearch.com/Brand-Reputation-Index

How is the data collected?

Twice a year Island Global Research conduct an online survey amongst island residents in Jersey and Guernsey.

Respondents are recruited in various ways, including from the 5,000+ members of our research panel and via social media. A diverse range of people aged 16+ respond. The results are then weighted to be representative of the total adult population by age and gender. This means we can report results that reflect the views of the island(s) as a whole.

Randomisation is programmed into the survey to reduce response bias and framing bias and to increase the number of organisations we can include in the index.

We also ask about awareness via advertising/word and levels of customer satisfaction. These do not contribute to the IGR Brand Reputation Index® score, but provide further insight into the success of an organisation's customer service and engagement strategies. Improvements to these areas can benefit consumers as well as help build a brand's reputation.

