



Island Global Research



BRAND_NAME

**IGR BRAND
REPUTATION INDEX[©]**

Spring 2024

Jersey Report

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Feel positive about	11
Associate with good quality	12
Would feel proud to work for	13
Makes a positive contribution to the community	14
Cares about the environment	15
Describe as trustworthy	16
Would be very likely to recommend	17

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ABOUT THE BRAND REPUTATION INDEX



Introduction to the IGR Brand Reputation Index©

The Index was developed in response to a growing number of enquiries from organisations who care about their reputation and want to know whether they have created a positive impression, have values that resonate with residents, and would be an organisation that local people would recommend.

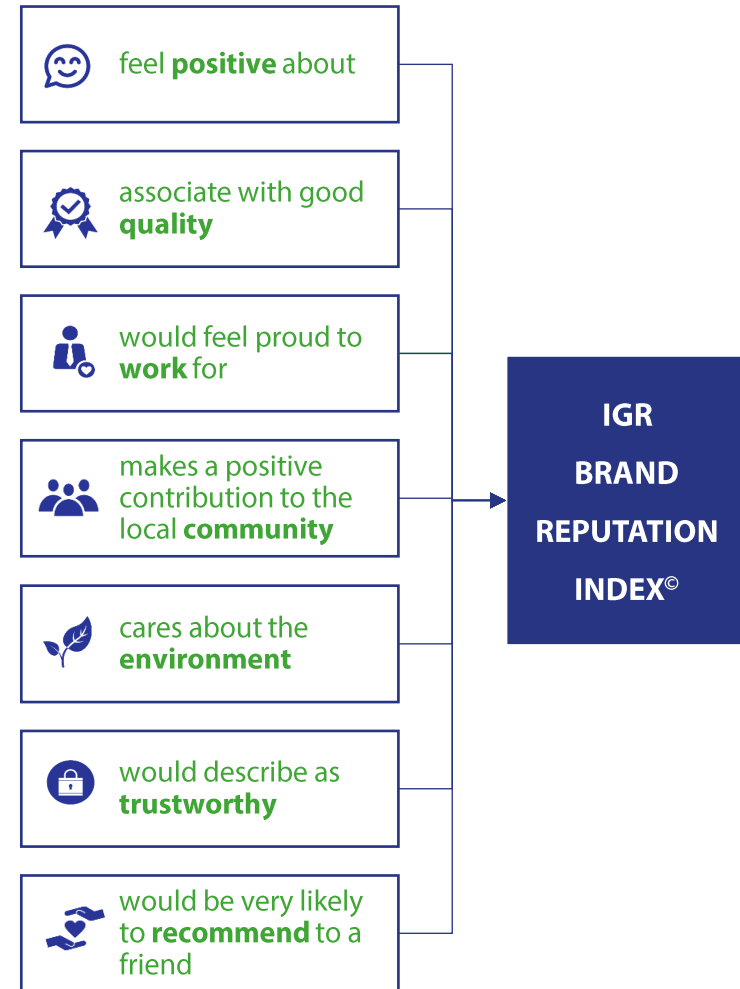
The value of the IGR Brand Reputation Index© is that it allows an organisation to understand how they are perceived compared to other organisations in Jersey and within their sector and monitor how they perform over time.

Our approach has been inspired by UK and international brand equity trackers, and specially designed for the local context. The Index is constructed from peoples' perceptions of a brand's impression, local values, and whether they would be likely to recommend it to others. It was launched in October 2019 and includes 50 organisations in Jersey (see Appendix A). The organisations selected are either a local brand or have a strong local presence.

Twice a year we conduct an online survey amongst island residents. The latest round of data collection took place between 5 and 30 April 2024. The final sample included 857 respondents from Jersey.

Respondents are asked to feedback on a range of dimensions. In answering each question respondents are likely to select organisations that stand out from others in that dimension. Respondents are presented with a random list of up to 25 organisations for each question, since it is not practical to ask respondents to select from all organisations included in the Index.

Survey weights are used to minimise sampling variation and ensure results are representative of the demographic profile of the local population (see Appendix B). The seven dimensions (see right) are given equal weight when calculating the Index Score, and the Island Average Index Score was calibrated to start at 100 in the first round of data collection, which was in October 2019. More information about the methodological approach is provided in Appendix C.



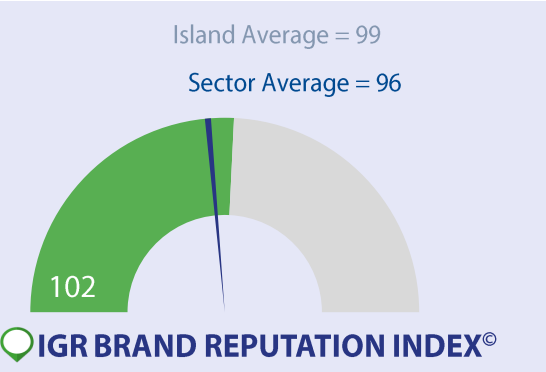
HEADLINE RESULTS: BRAND_NAME



Headline Results from Spring 2024

In Spring 2024, the Index Score for BRAND_NAME was 102. BRAND_NAME was ranked 24 out of 50 organisations in Jersey's Index, 6 out of 15 organisations in the [LEVEL1] sector, and 3 out of 6 in the [LEVEL2] sub-sector.

The Index Score is an aggregate measure of a brand's reputation. Scores for the seven dimensions that contribute to the Index Score are shown below.



	Score	Island Rank	Sector Rank	Sub-sector Rank
IGR BRAND REPUTATION INDEX	102	24 / 50	6 / 15	3 / 6
feel positive about	110	9	3	2
associate with good quality	99	21	7	4
would feel proud to work for	93	35	8	4
makes a positive contribution to the local community	101	20	4	2
cares about the environment	96	25	4	2
would describe as trustworthy	101	23	7	4
would be very likely to recommend to a friend	111	9	4	3
Percentage				
% who have seen/heard an advertisement or heard about via word of mouth	32%			
Of those who have used, % who would describe themselves as a satisfied customer	55%			

[LEVEL1]

List of brands in Level 1 Sector

[LEVEL2]

List of brands in Level 2 Sector

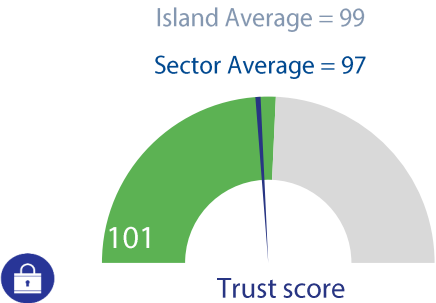
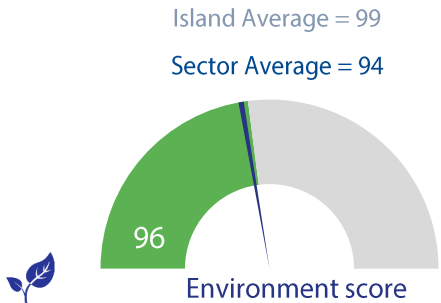
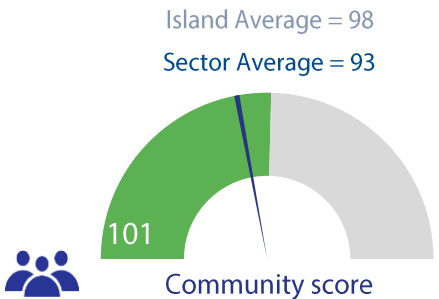
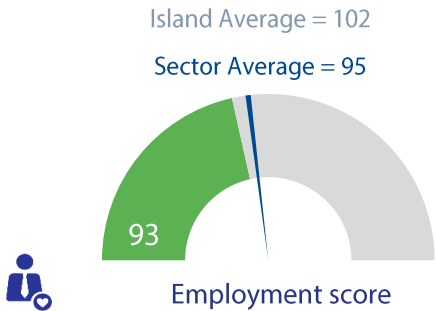
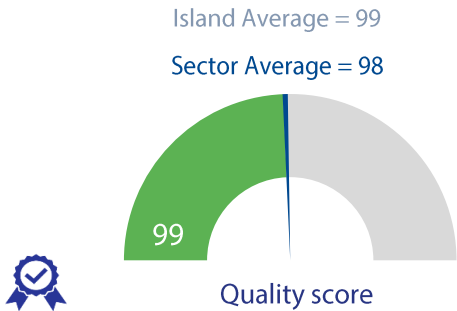
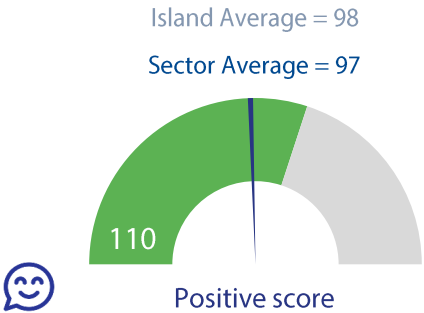
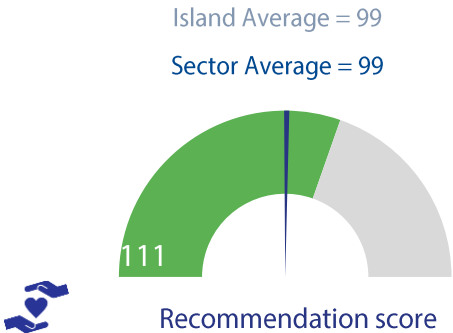
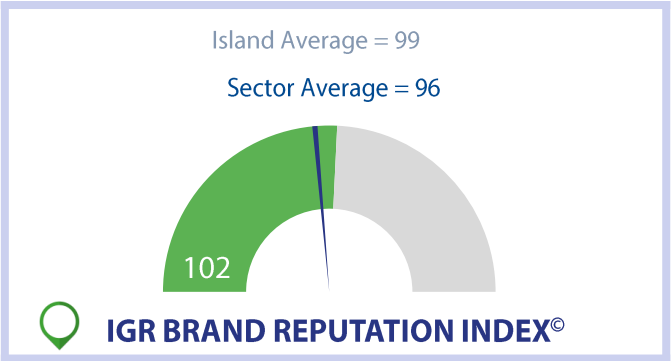
LATEST RESULTS FOR SPRING 2024



BRAND_NAME: Latest results relative to the average score for the [LEVEL1] sector, and other organisations in Jersey

The results on this page show the latest results for BRAND_NAME relative to the Sector Average, for the Index Score and the seven dimensions.

In Spring 2024, BRAND_NAME achieved an Index score of 102 which compares to an Island Average of 99.1 and an average for the [LEVEL1] sector of 96.



TRACKING THE OVERALL INDEX SCORE SINCE 2019

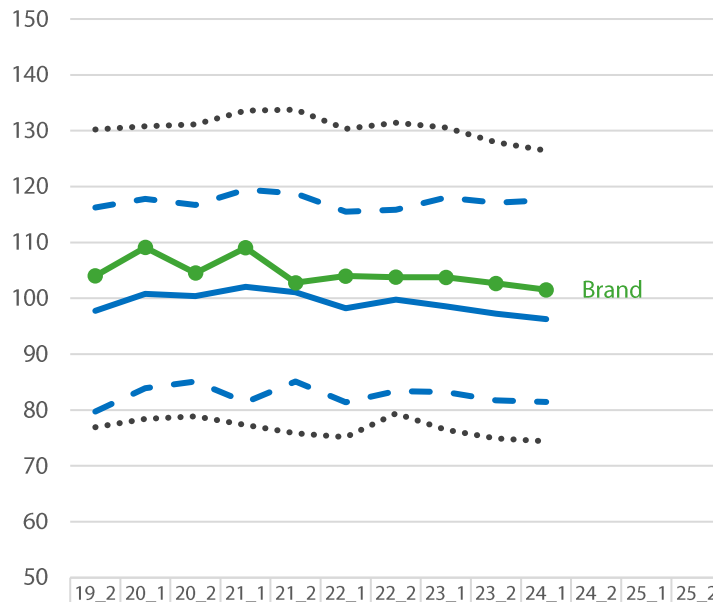


Index Score for BRAND_NAME relative to those in Jersey's Index, the [LEVEL1] sector, and the [LEVEL2] sub-sector

The graphs below present the 'Index Score' for BRAND_NAME. The results are shown in comparison to organisations in the Index in Jersey, the [LEVEL1] sector, and the more narrowly defined [LEVEL2] sector.

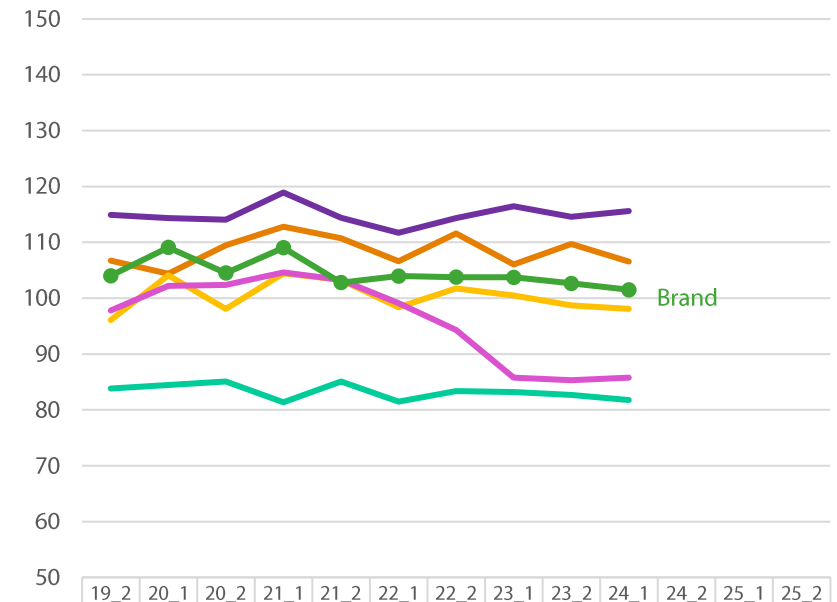
The Index Score is an aggregate measure of a brand's reputation which comprises of seven dimensions. The organisation's Index Score is shown in the green on each graph. On the left, this is presented alongside the Average Index Scores achieved in Jersey and in the [LEVEL1] sector. On the right it is presented alongside other organisations in the [LEVEL2] sector.

Island Overall and [LEVEL1] Sector



	19_2	20_1	20_2	21_1	21_2	22_1	22_2	23_1	23_2	24_1	24_2	25_1	25_2
..... Island Max	130	131	131	134	134	130	131	131	128	126			
- - - - - Sector Max	116	118	117	119	119	116	116	118	117	118			
———— Sector Average	98	101	100	102	101	98	100	99	97	96			
- - - - - Sector Min	80	84	85	81	85	81	83	83	82	81			
..... Island Min	77	78	79	77	76	75	79	76	75	74			
—●— Brand	104	109	105	109	103	104	104	104	103	102			

[LEVEL2] Sector



	19_2	20_1	20_2	21_1	21_2	22_1	22_2	23_1	23_2	24_1	24_2	25_1	25_2
— . —	115	114	114	119	114	112	114	116	115	116			
— . —	107	104	110	113	111	107	112	106	110	107			
— . —	96	104	98	104	103	98	102	101	99	98			
— . —	98	102	102	105	103	99	94	86	85	86			
— . —	84	84	85	81	85	81	83	83	83	82			
—●— Brand	104	109	105	109	103	104	104	104	103	102			

TRACKING ALL DIMENSIONS SINCE 2019



Index Score for BRAND_NAME relative to those in Jersey's Index, the [LEVEL1] sector, and the [LEVEL2] sub-sector

The graphs below show the scores for BRAND_NAME since 2019 in comparison to all organisations included in Jersey's Index, in comparison to others in the [LEVEL1] sector and in the [LEVEL2] sector.

There is a graph for the overall index, and for each of the seven dimensions that make up the Index Score.

On each graph, the Score for BRAND_NAME (in green) is reported alongside the average score for the Jersey's Index (in grey) and the average score for the [LEVEL1] sector (in blue) [LEVEL2] sector (in aqua).

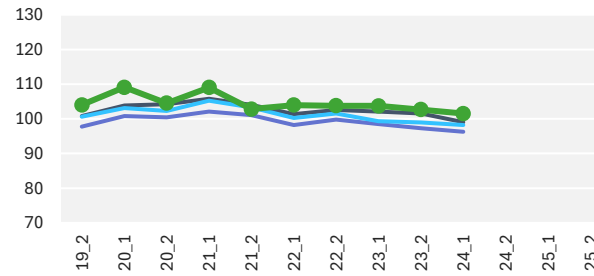
Key: BRAND_NAME

Island Average

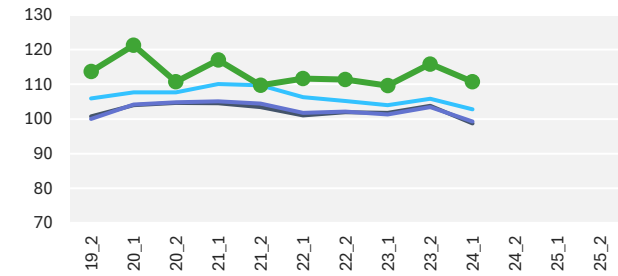
[LEVEL1] Average

[LEVEL2] Average

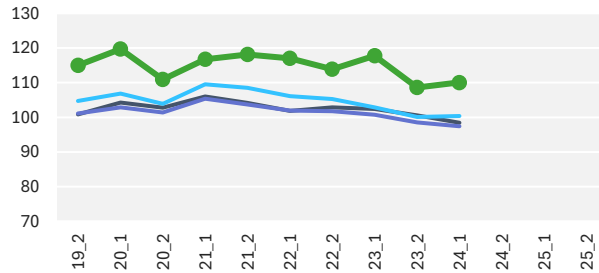
IGR BRAND REPUTATION INDEX®



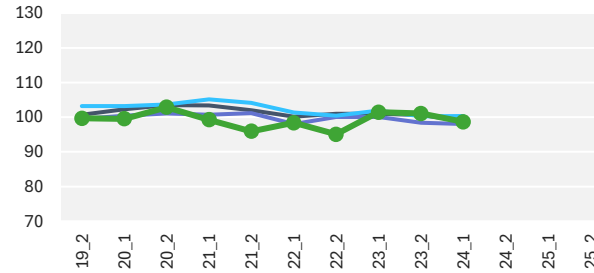
RECOMMENDATION



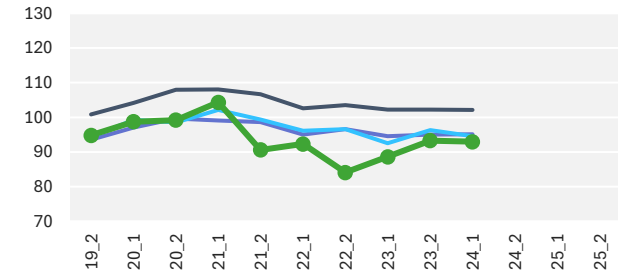
POSITIVE



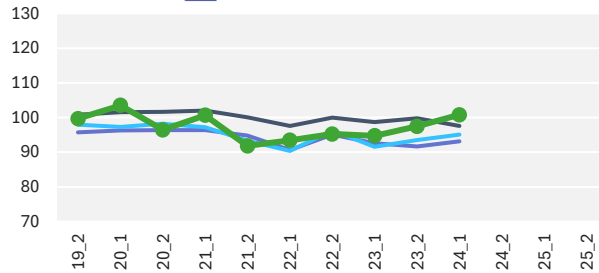
QUALITY



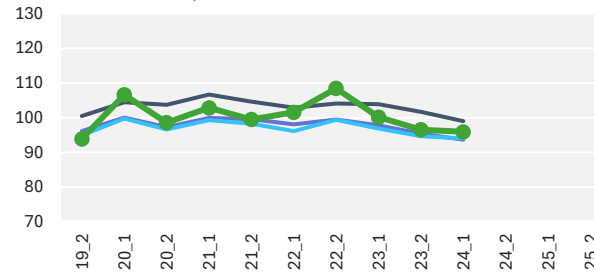
EMPLOYMENT



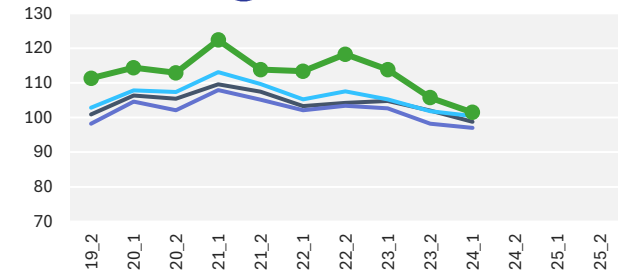
COMMUNITY



ENVIRONMENT



TRUST



SCORES: OVERALL AND BY DIMENSION SINCE 2019



Scores for BRAND_NAME relative to those in Jersey's Index, the [LEVEL1] sector, and the [LEVEL2] sub-sector

The tables show the average scores for BRAND_NAME since Autumn 2019 for: i) all organisations included in Jersey's Index, ii) organisations in the [LEVEL1] sector, and iii) organisations in the [LEVEL2] sector. The results are presented graphically on the previous page. There is a table for overall index, and also for each of the seven dimensions that make up the Index Score.

	19_2	20_1	20_2	21_1	21_2	22_1	22_2	23_1	23_2	24_1	24_2	25_1	25_2
IGR BRAND REPUTATION INDEX													
Brand	104	109	105	109	103	104	104	104	103	102			
Island Average	101	104	104	106	104	101	103	102	102	99			
Level 1 Average	98	101	100	102	101	98	100	99	97	96			
Level 2 Average	101	103	102	105	103	100	102	99	99	98			

POSITIVE													
Brand	115	120	111	117	118	117	114	118	109	110			
Island Average	101	104	103	106	104	102	103	102	101	98			
Level 1 Average	101	103	101	105	104	102	102	101	99	97			
Level 2 Average	105	107	104	109	108	106	105	103	100	100			

QUALITY													
Brand	100	100	103	99	96	98	95	101	101	99			
Island Average	101	102	103	103	102	100	101	101	101	99			
Level 1 Average	99	100	101	101	101	98	100	100	98	98			
Level 2 Average	103	103	104	105	104	101	100	102	100	100			

EMPLOYMENT													
Brand	95	99	99	104	91	92	84	89	93	93			
Island Average	101	104	108	108	107	103	104	102	102	102			
Level 1 Average	94	97	100	99	99	95	97	95	95	95			
Level 2 Average	94	99	99	102	99	96	97	93	96	95			

	19_2	20_1	20_2	21_1	21_2	22_1	22_2	23_1	23_2	24_1	24_2	25_1	25_2
COMMUNITY													
Brand	100	103	96	101	92	93	95	95	97	101			
Island Average	101	102	102	102	100	98	100	99	100	98			
Level 1 Average	96	96	96	96	95	91	95	93	92	93			
Level 2 Average	98	97	98	97	93	90	96	92	94	95			

ENVIRONMENT													
Brand	94	107	99	103	99	102	108	100	97	96			
Island Average	101	104	104	107	105	103	104	104	102	99			
Level 1 Average	96	100	97	100	100	98	99	98	95	94			
Level 2 Average	95	100	97	99	98	96	99	97	95	94			

TRUST													
Brand	111	114	113	122	114	113	118	114	106	101			
Island Average	101	106	105	110	107	103	104	105	102	99			
Level 1 Average	98	105	102	108	105	102	103	103	98	97			
Level 2 Average	103	108	107	113	110	105	108	105	102	100			

RECOMMENDATION													
Brand	114	121	111	117	110	112	111	110	116	111			
Island Average	101	104	105	105	103	101	102	102	104	99			
Level 1 Average	100	104	105	105	104	102	102	101	103	99			
Level 2 Average	106	108	108	110	110	106	105	104	106	103			

RANKED POSITION: SINCE 2019



Ranked position for BRAND_NAME relative to those in Jersey's Index, the [LEVEL1] sector and the [LEVEL2] sector

The tables show the ranked position of BRAND_NAME since Autumn 2019 compared to: i) all 50 organisations included in Jersey's Index, ii) 15 organisations in the [LEVEL1] sector, and iii) 6 organisations in the [LEVEL2] sector. For example, in the latest wave, BRAND_NAME was ranked 24 in Jersey's Index, 6 in the [LEVEL1] sector, and 3 in the [LEVEL2] sector.

	19_2	20_1	20_2	21_1	21_2	22_1	23_1	23_2	23_2	24_1	24_2	25_1	25_2
IGR BRAND REPUTATION INDEX													
Brand's rank in ...													
Jersey (out of 50)	20	18	25	22	27	25	26	25	26	24			
Level 1 (out of 15)	5	4	6	5	8	6	6	6	6	6			
Level 2 (out of 6)	3	2	3	3	5	3	3	3	3	3			

POSITIVE													
Brand's rank in ...													
Jersey (out of 50)	8	6	15	13	9	6	13	7	17	9			
Level 1 (out of 15)	2	1	4	3	1	2	4	2	5	3			
Level 2 (out of 6)	1	1	2	2	1	1	3	1	3	2			

QUALITY													
Brand's rank in ...													
Jersey (out of 50)	24	28	23	27	31	27	31	23	21	21			
Level 1 (out of 15)	6	8	6	8	8	7	9	7	7	7			
Level 2 (out of 6)	4	5	4	5	5	4	4	4	4	4			

EMPLOYMENT													
Brand's rank in ...													
Jersey (out of 50)	32	32	33	29	40	36	44	43	35	35			
Level 1 (out of 15)	7	8	7	6	10	9	13	11	8	8			
Level 2 (out of 6)	3	4	3	3	5	4	5	4	4	4			

	19_2	20_1	20_2	21_1	21_2	22_1	22_2	23_1	23_2	24_1	24_2	25_1	25_2
COMMUNITY													
Brand's rank in ...													
Jersey (out of 50)	23	21	31	24	35	26	32	30	28	20			
Level 1 (out of 15)	5	5	7	4	8	6	7	6	5	4			
Level 2 (out of 6)	3	2	3	2	2	2	3	2	3	2			

ENVIRONMENT													
Brand's rank in ...													
Jersey (out of 50)	30	20	26	23	27	24	19	25	30	25			
Level 1 (out of 15)	7	4	7	4	6	4	4	4	5	4			
Level 2 (out of 6)	2	2	3	2	2	2	2	2	3	2			

TRUST													
Brand's rank in ...													
Jersey (out of 50)	11	14	16	9	17	13	6	13	23	23			
Level 1 (out of 15)	3	2	4	2	4	3	2	3	6	7			
Level 2 (out of 6)	2	1	3	2	3	2	2	2	3	4			

RECOMMENDATION													
Brand's rank in ...													
Jersey (out of 50)	10	6	16	11	17	12	16	14	9	9			
Level 1 (out of 15)	3	2	6	3	6	4	5	3	3	4			
Level 2 (out of 6)	2	1	3	2	4	3	3	2	2	3			



MONITORING BRAND REPUTATION

IN DETAIL



FEEL GENERALLY POSITIVE ABOUT

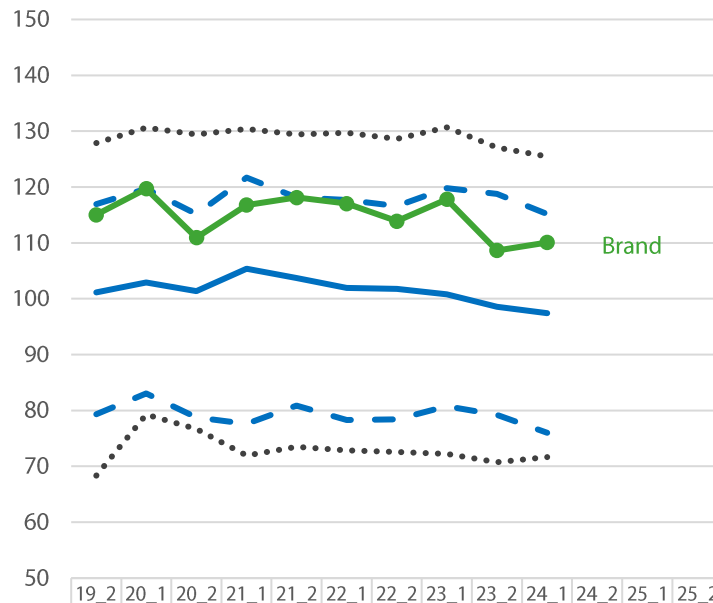


Positive Score for BRAND_NAME relative to those in Jersey's Index, the [LEVEL1] Sector, and the [LEVEL2] Sub-Sector

The graphs below present the Positive Score for BRAND_NAME. The results are shown in comparison to organisations in the Index in Jersey, the [LEVEL1] sector, and the more narrowly defined [LEVEL2] sector.

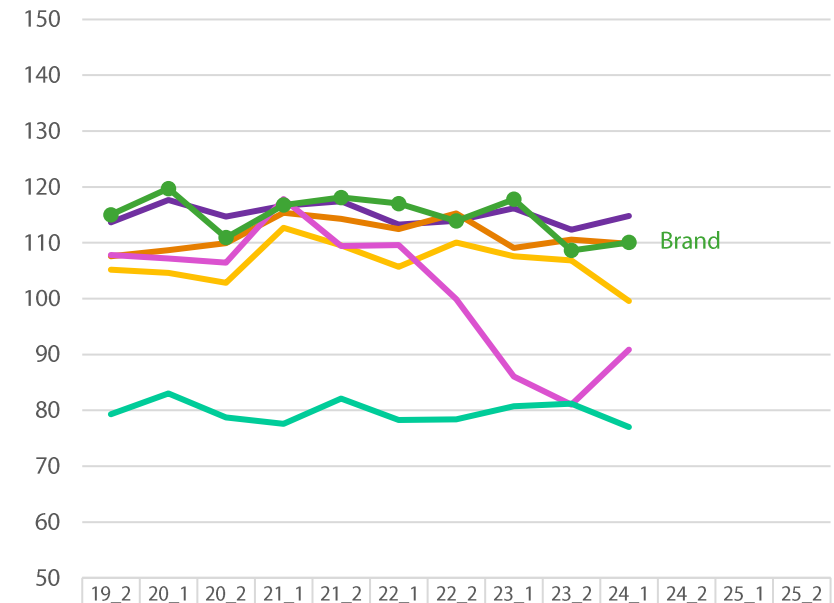
The Positive Score is derived from responses to a question in which respondents indicated which organisations on a randomly generated list they "feel generally positive about".

Island Overall and [LEVEL1] Sector



	19_2	20_1	20_2	21_1	21_2	22_1	22_2	23_1	23_2	24_1	24_2	25_1	25_2
..... Island Max	128	131	129	130	129	130	129	131	127	125			
- - - - - Sector Max	117	120	115	122	118	118	117	120	119	115			
———— Sector Average	101	103	101	105	104	102	102	101	99	97			
- - - - - Sector Min	79	83	79	78	81	78	78	81	79	76			
..... Island Min	68	79	77	72	73	73	73	72	71	72			
—●— Brand	115	120	111	117	118	117	114	118	109	110			

[LEVEL2] Sector



	19_2	20_1	20_2	21_1	21_2	22_1	22_2	23_1	23_2	24_1	24_2	25_1	25_2
— .	114	118	115	117	117	113	114	116	112	115			
— .	108	109	110	115	114	112	115	109	111	110			
— .	105	105	103	113	110	106	110	108	107	100			
— .	108	107	106	118	109	110	100	86	81	91			
— .	79	83	79	78	82	78	78	81	81	77			
— Brand	115	120	111	117	118	117	114	118	109	110			



ASSOCIATE WITH GOOD QUALITY

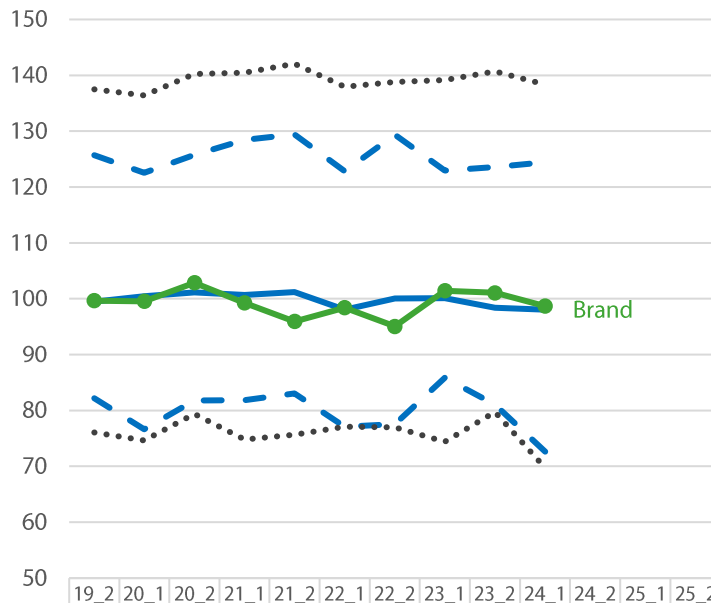


Quality Score for BRAND_NAME relative to those in Jersey's Index, the [LEVEL1] Sector, and the [LEVEL2] Sub-Sector

The graphs below present the Quality Score for BRAND_NAME. The results are shown in comparison to organisations in the Index in Jersey, the [LEVEL1] sector, and the more narrowly defined [LEVEL2] sector.

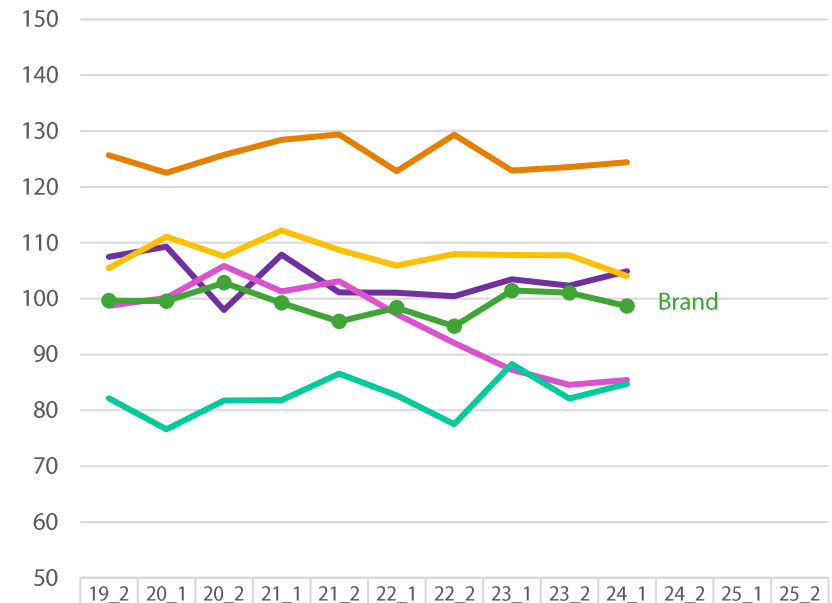
The Quality Score is derived from responses to a question in which respondents indicated which organisations on a randomly generated list they "associate with good quality".

Island Overall and [LEVEL1] Sector



	19_2	20_1	20_2	21_1	21_2	22_1	22_2	23_1	23_2	24_1	24_2	25_1	25_2
..... Island Max	137	136	140	140	142	138	139	139	141	138			
- - - - - Sector Max	126	123	126	128	129	123	129	123	124	124			
———— Sector Average	99	100	101	101	101	98	100	100	98	98			
- - - - - Sector Min	82	77	82	82	83	77	78	86	81	73			
..... Island Min	76	75	79	75	76	77	77	74	80	70			
—●— Brand	100	100	103	99	96	98	95	101	101	99			

[LEVEL2] Sector



	19_2	20_1	20_2	21_1	21_2	22_1	22_2	23_1	23_2	24_1	24_2	25_1	25_2
— . —	107	109	98	108	101	101	100	103	102	105			
— . —	126	123	126	128	129	123	129	123	124	124			
— . —	105	111	108	112	109	106	108	108	108	104			
— . —	99	100	106	101	103	97	92	87	85	85			
— . —	82	77	82	82	87	83	78	88	82	85			
—●— Brand	100	100	103	99	96	98	95	101	101	99			



FEEL PROUD TO WORK

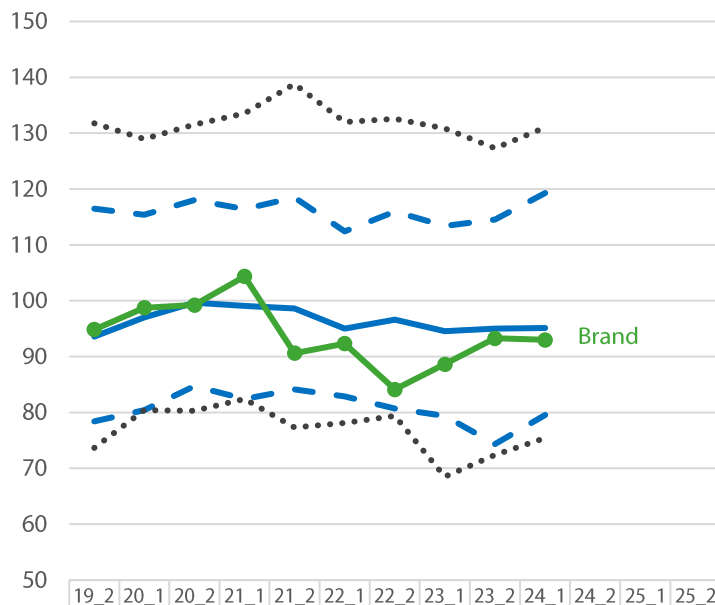


Employment Score for BRAND_NAME relative to those in Jersey's Index, the [LEVEL1] Sector, and the [LEVEL2] Sub-Sector

The graphs below present the Employment Score for BRAND_NAME. The results are shown in comparison to organisations in the Index in Jersey, the [LEVEL1] sector, and the more narrowly defined [LEVEL2] sector.

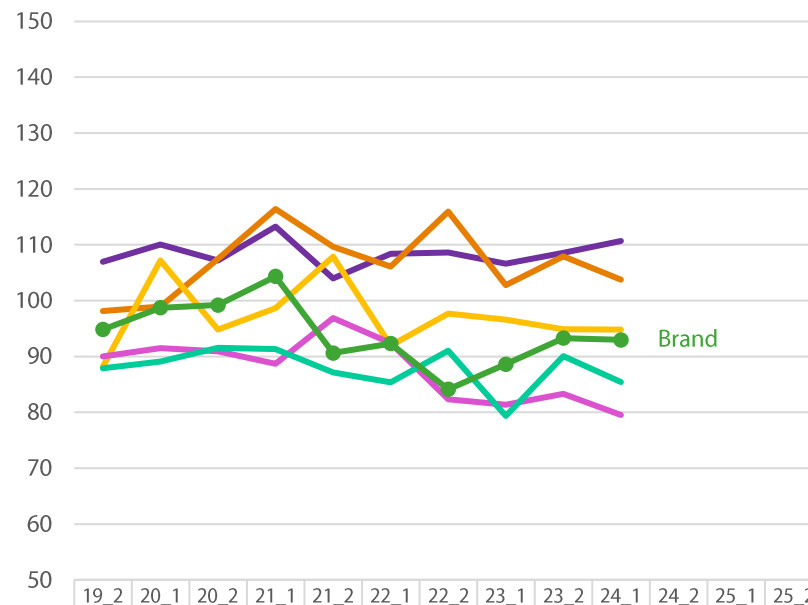
The Employment Score is derived from responses to a question in which respondents indicated which organisations on a randomly generated list they "would feel proud to work for".

Island Overall and [LEVEL1] Sector



	19_2	20_1	20_2	21_1	21_2	22_1	22_2	23_1	23_2	24_1	24_2	25_1	25_2
..... Island Max	132	129	132	134	139	132	133	131	127	131			
- - - - - Sector Max	116	115	118	116	118	112	116	113	115	119			
———— Sector Average	94	97	100	99	99	95	97	95	95	95			
- - - - - Sector Min	78	80	85	82	84	83	81	79	74	80			
..... Island Min	74	80	80	82	77	78	79	68	72	75			
—●— Brand	95	99	99	104	91	92	84	89	93	93			

[LEVEL2] Sector



	19_2	20_1	20_2	21_1	21_2	22_1	22_2	23_1	23_2	24_1	24_2	25_1	25_2
— . —	107	110	107	113	104	108	109	107	109	111			
— . —	98	99	107	116	110	106	116	103	108	104			
— . —	88	107	95	99	108	92	98	97	95	95			
— . —	90	92	91	89	97	92	82	81	83	80			
— . —	88	89	92	91	87	85	91	79	90	85			
—●— Brand	95	99	99	104	91	92	84	89	93	93			

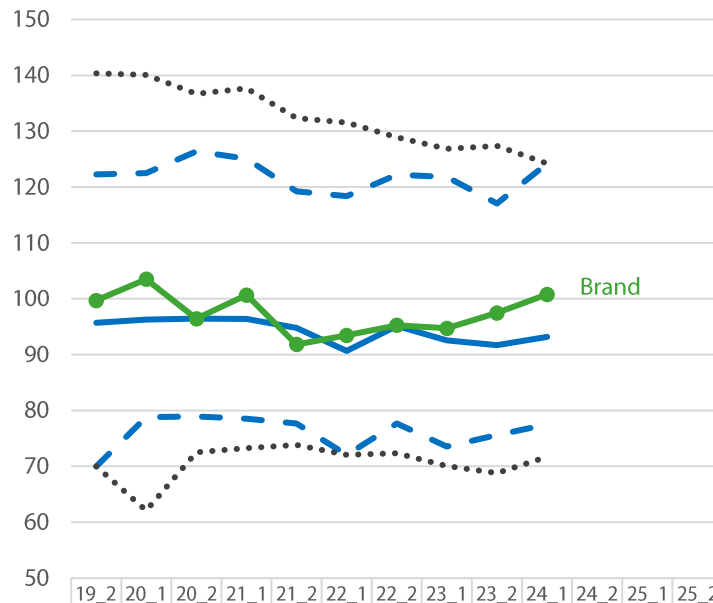


Community Score for BRAND_NAME relative to those in Jersey's Index, the [LEVEL1] Sector, and the [LEVEL2] Sub-Sector

The graphs below present the Community Score for BRAND_NAME. The results are shown in comparison to organisations in the Index in Jersey, the [LEVEL1] sector, and the more narrowly defined [LEVEL2] sector.

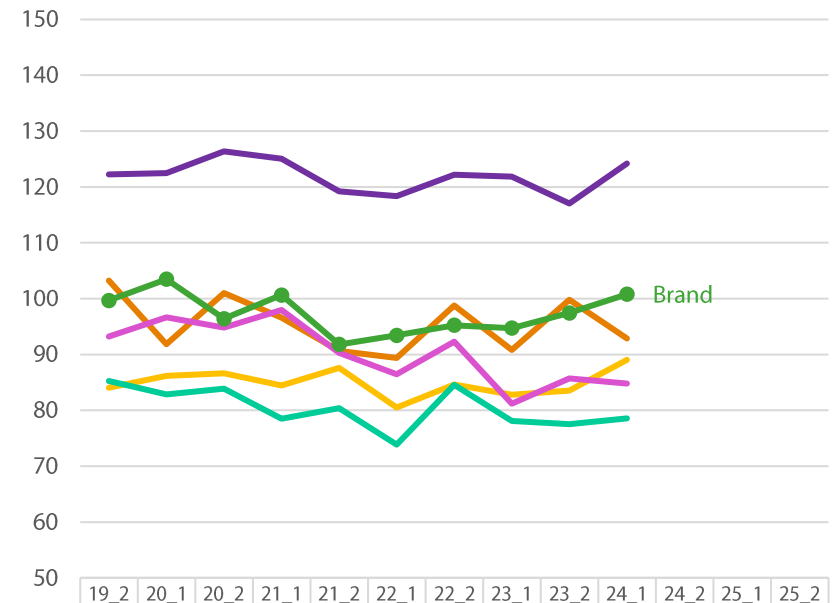
The Community Score is derived from responses to a question in which respondents indicated which organisations on a randomly generated list they makes a positive contribution to the local community".

Island Overall and [LEVEL1] Sector



	19_2	20_1	20_2	21_1	21_2	22_1	22_2	23_1	23_2	24_1	24_2	25_1	25_2
..... Island Max	140	140	137	138	132	132	129	127	127	124			
- - - - - Sector Max	122	122	126	125	119	118	122	122	117	124			
———— Sector Average	96	96	96	96	95	91	95	93	92	93			
- - - - - Sector Min	70	79	79	79	78	72	78	74	76	77			
..... Island Min	70	62	73	73	74	72	72	70	69	72			
—●— Brand	100	103	96	101	92	93	95	95	97	101			

[LEVEL2] Sector



	19_2	20_1	20_2	21_1	21_2	22_1	22_2	23_1	23_2	24_1	24_2	25_1	25_2
— . —	122	122	126	125	119	118	122	122	117	124			
— . —	103	92	101	97	91	89	99	91	100	93			
— . —	84	86	87	84	88	81	85	83	84	89			
— . —	93	97	95	98	90	86	92	81	86	85			
— . —	85	83	84	79	80	74	85	78	78	79			
—●— Brand	100	103	96	101	92	93	95	95	97	101			



CARES ABOUT THE ENVIRONMENT

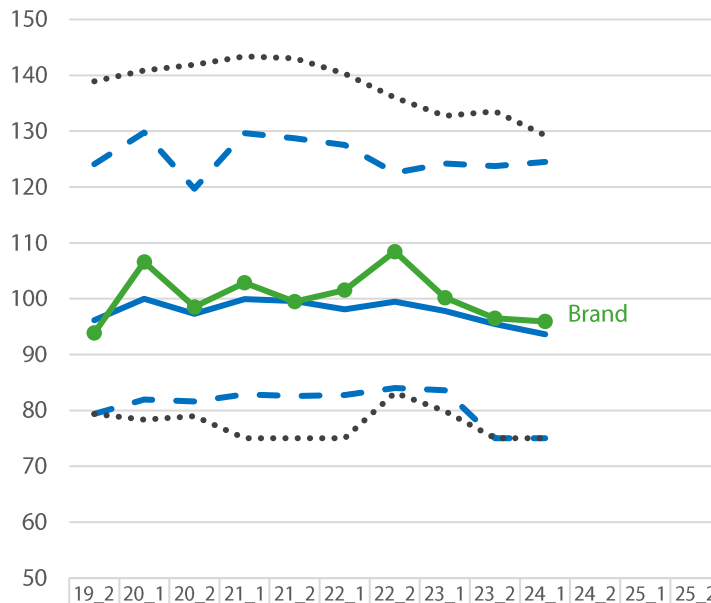


Environment Score for BRAND_NAME relative to those in Jersey's Index, the [LEVEL1] Sector, and the [LEVEL2] Sub-Sector

The graphs below present the Environment Score for BRAND_NAME. The results are shown in comparison to organisations in the Index in Jersey, the [LEVEL1] sector, and the more narrowly defined [LEVEL2] sector.

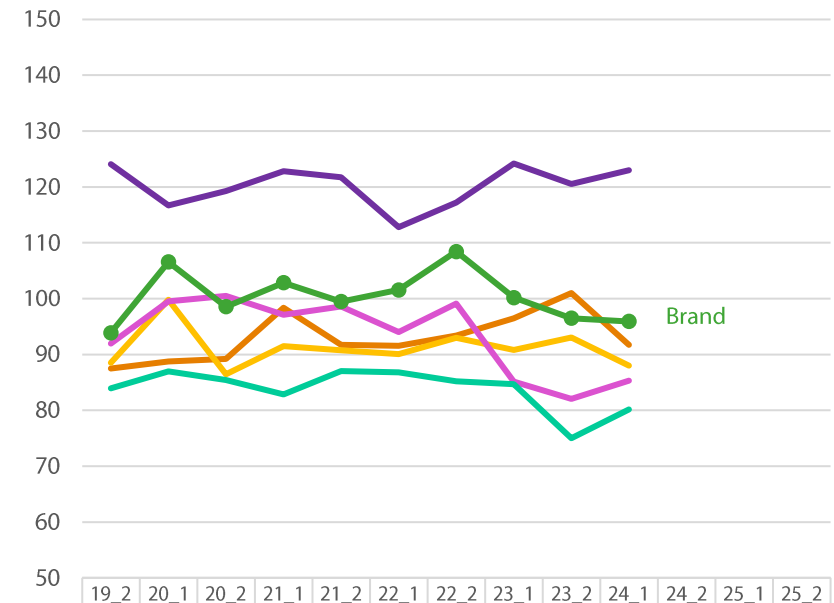
The Environment Score is derived from responses to a question in which respondents indicated which organisations on a randomly generated list they "cares for the environment".

Island Overall and [LEVEL1] Sector



	19_2	20_1	20_2	21_1	21_2	22_1	22_2	23_1	23_2	24_1	24_2	25_1	25_2
..... Island Max	139	141	142	143	143	140	136	133	134	129			
- - - - - Sector Max	124	130	120	130	129	128	123	124	124	124			
———— Sector Average	96	100	97	100	100	98	99	98	95	94			
- - - - - Sector Min	79	82	82	83	83	83	84	84	75	75			
..... Island Min	79	78	79	75	75	75	83	80	75	75			
—●— Brand	94	107	99	103	99	102	108	100	97	96			

[LEVEL2] Sector



	19_2	20_1	20_2	21_1	21_2	22_1	22_2	23_1	23_2	24_1	24_2	25_1	25_2
— . —	124	117	119	123	122	113	117	124	121	123			
— . —	87	89	89	98	92	92	93	97	101	92			
— . —	89	100	86	91	91	90	93	91	93	88			
— . —	92	100	100	97	99	94	99	85	82	85			
— . —	84	87	85	83	87	87	85	85	75	80			
—●— Brand	94	107	99	103	99	102	108	100	97	96			



DESCRIBE AS TRUSTWORTHY

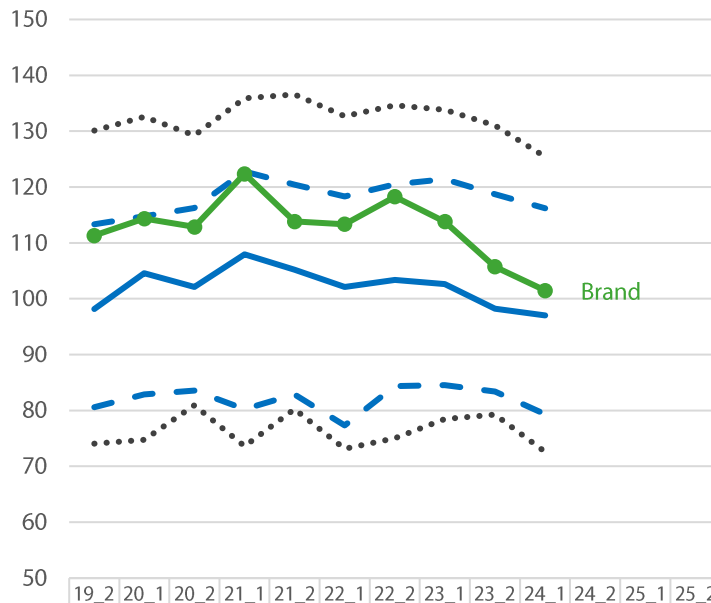


Trust Score for BRAND_NAME relative to those in Jersey's Index, the [LEVEL1] Sector, and the [LEVEL2] Sub-Sector

The graphs below present the Trust Score for BRAND_NAME. The results are shown in comparison to organisations in the Index in Jersey, the [LEVEL1] sector, and the more narrowly defined [LEVEL2] sector.

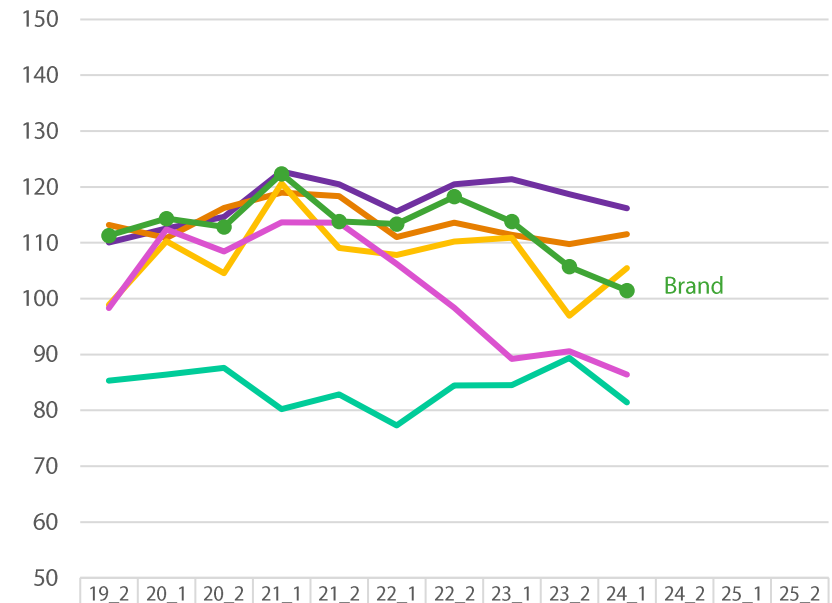
The Trust Score is derived from responses to a question in which respondents indicated which organisations on a randomly generated list they "would describe as trustworthy".

Island Overall and [LEVEL1] Sector



	19_2	20_1	20_2	21_1	21_2	22_1	22_2	23_1	23_2	24_1	24_2	25_1	25_2
..... Island Max	130	133	129	136	137	133	135	134	131	125			
- - - - - Sector Max	113	115	116	123	120	118	121	121	119	116			
———— Sector Average	98	105	102	108	105	102	103	103	98	97			
- - - - - Sector Min	81	83	84	80	83	77	84	85	83	79			
..... Island Min	74	75	81	74	80	73	75	78	79	73			
—●— Brand	111	114	113	122	114	113	118	114	106	101			

[LEVEL2] Sector



	19_2	20_1	20_2	21_1	21_2	22_1	22_2	23_1	23_2	24_1	24_2	25_1	25_2
— . —	110	113	115	123	120	116	121	121	119	116			
— . —	113	111	116	119	118	111	114	111	110	112			
— . —	99	110	105	121	109	108	110	111	97	105			
— . —	98	112	108	114	114	106	98	89	91	86			
— . —	85	86	88	80	83	77	84	85	89	81			
—●— Brand	111	114	113	122	114	113	118	114	106	101			



VERY LIKELY TO RECOMMEND

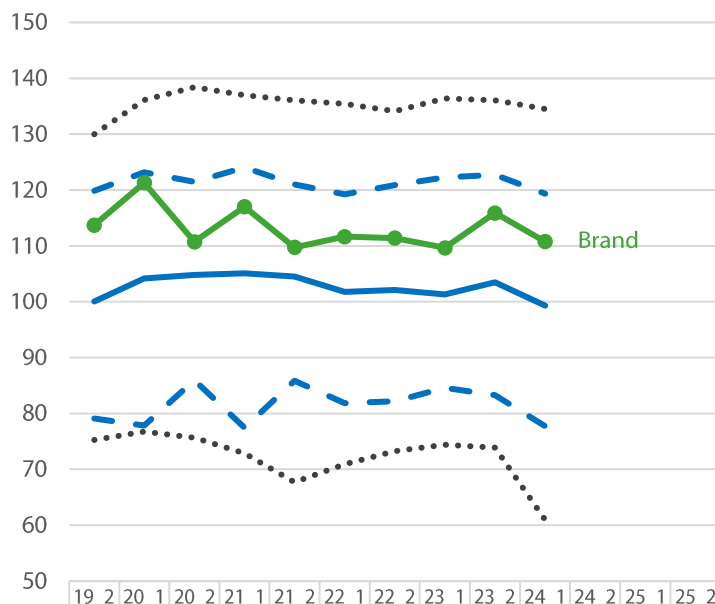


Recommendation Score for BRAND_NAME relative to those in Jersey's Index, the [LEVEL1] Sector, and the [LEVEL2] Sub-Sector

The graphs below present the Recommendation Score for BRAND_NAME. The results are shown in comparison to organisations in the Index in Jersey, the [LEVEL1] sector, and the more narrowly defined [LEVEL2] sector.

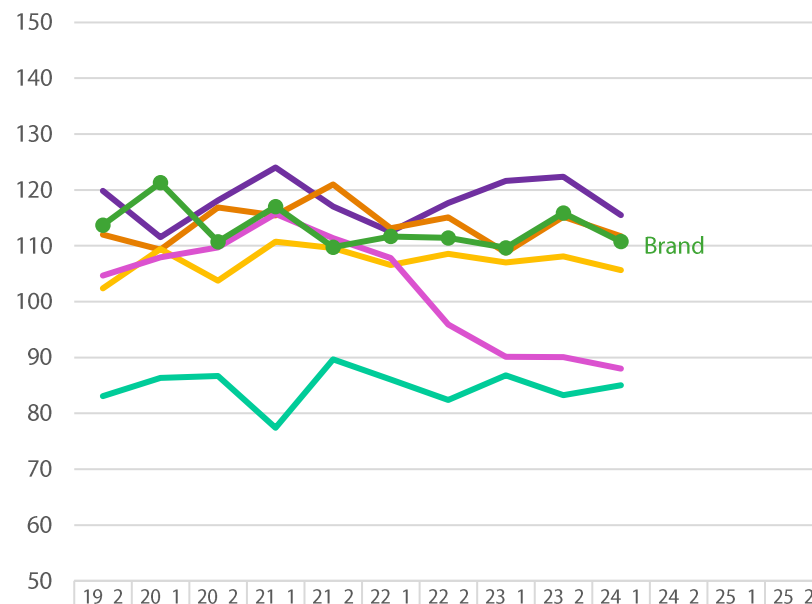
The Recommendation Score is derived from responses to a question in which respondents indicated which organisations on a randomly generated list they "would be very likely to recommend to a friend".

Island Overall and [LEVEL1] Sector



	19_2	20_1	20_2	21_1	21_2	22_1	22_2	23_1	23_2	24_1	24_2	25_1	25_2
..... Island Max	130	136	138	137	136	135	134	136	136	135			
- - - - - Sector Max	120	123	121	124	121	119	121	122	123	119			
———— Sector Average	100	104	105	105	104	102	102	101	103	99			
- - - - - Sector Min	79	78	86	77	86	82	82	85	83	78			
..... Island Min	75	77	76	73	68	71	73	74	74	61			
—●— Brand	114	121	111	117	110	112	111	110	116	111			

[LEVEL2] Sector



	19_2	20_1	20_2	21_1	21_2	22_1	22_2	23_1	23_2	24_1	24_2	25_1	25_2
—	120	112	118	124	117	113	118	122	122	115			
—	112	109	117	115	121	113	115	109	115	112			
—	102	109	104	111	110	107	109	107	108	106			
—	105	108	110	116	111	108	96	90	90	88			
—	83	86	87	77	90	86	82	87	83	85			
— Brand	114	121	111	117	110	112	111	110	116	111			



AWARENESS AND SATISFACTION



ADVERTISING AND WORD OF MOUTH

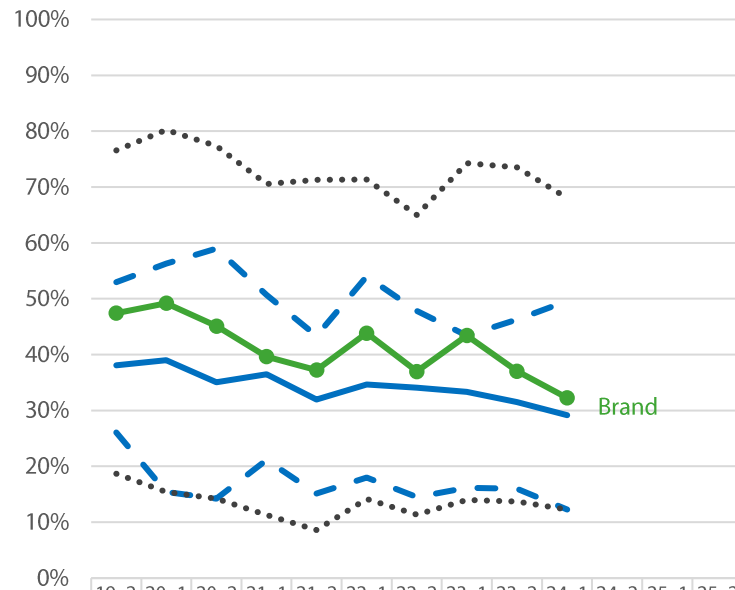


Reach of advertising and word of mouth for BRAND_NAME

Over the past 3 months, 32% of people in Jersey had seen/heard advertising for BRAND_NAME or heard about BRAND_NAME via word of mouth.

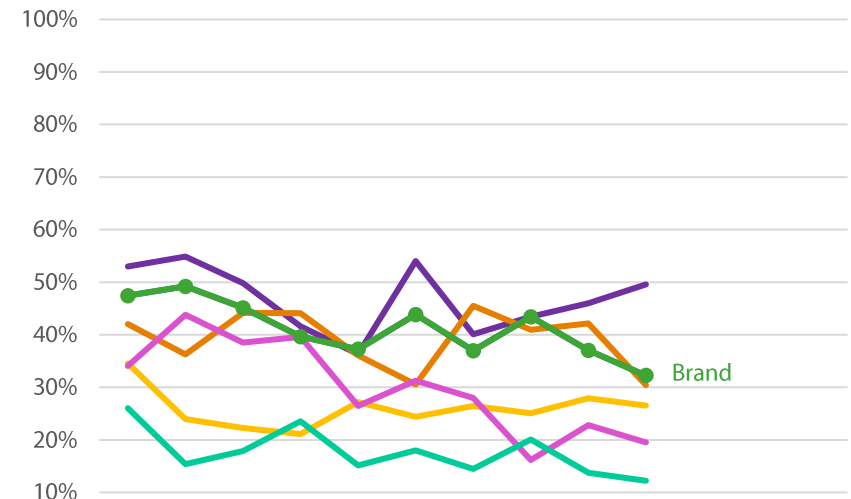
The results were obtained by asking respondents which organisations on a randomly generated list they "had seen/heard an advertisement for or heard about via word of mouth in the past 3 months". The results for the organisation is shown in the green on each graph, and this is presented alongside the results for Jersey as a whole and by organisations in the sectors.

Island Overall and [LEVEL1] Sector



	19_2	20_1	20_2	21_1	21_2	22_1	22_2	23_1	23_2	24_1	24_2	25_1	25_2
..... Island Max	77%	80%	77%	71%	71%	71%	65%	74%	74%	68%			
- - - - - Sector Max	53%	56%	59%	51%	43%	54%	48%	43%	46%	50%			
———— Sector Average	38%	39%	35%	36%	32%	35%	34%	33%	31%	29%			
- - - - - Sector Min	26%	15%	14%	21%	15%	18%	14%	16%	16%	12%			
..... Island Min	19%	15%	14%	11%	9%	14%	11%	14%	14%	12%			
—●— Brand	47%	49%	45%	40%	37%	44%	37%	43%	37%	32%			

[LEVEL2] Sector



	19_2	20_1	20_2	21_1	21_2	22_1	22_2	23_1	23_2	24_1	24_2	25_1	25_2
— . —	53%	55%	50%	42%	36%	54%	40%	43%	46%	50%			
— . —	42%	36%	44%	44%	36%	31%	46%	41%	42%	30%			
— . —	47%	49%	45%	40%	37%	44%	37%	43%	37%	32%			
— . —	35%	24%	22%	21%	27%	24%	26%	25%	28%	27%			
— . —	34%	44%	38%	40%	26%	31%	28%	16%	23%	19%			
— . —	26%	15%	18%	24%	15%	18%	14%	20%	14%	12%			
—●— Brand	47%	49%	45%	40%	37%	44%	37%	43%	37%	32%			



CONSUMER SATISFACTION

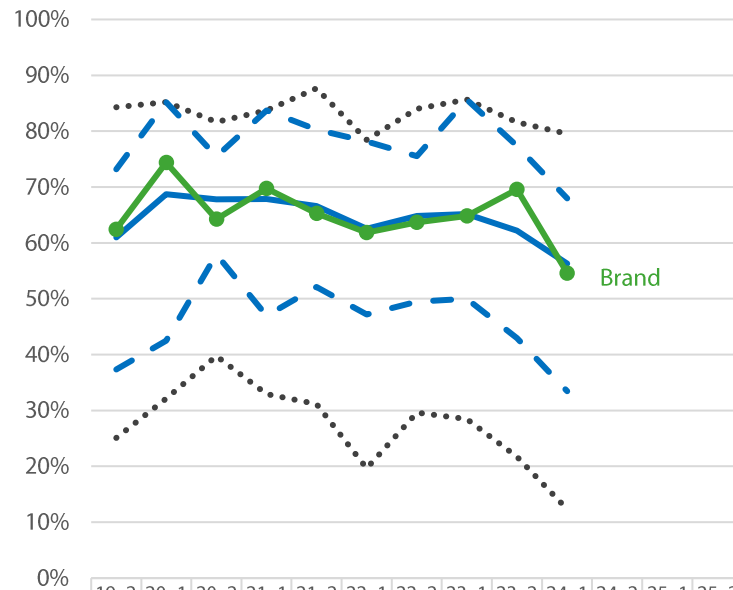


Percentage who have used BRAND_NAME in the past year and who would describe themselves as a satisfied customer

Over the past 12 months, 64% of people in Jersey reported they had used BRAND_NAME. Of those, 55% would describe themselves as a satisfied customer.

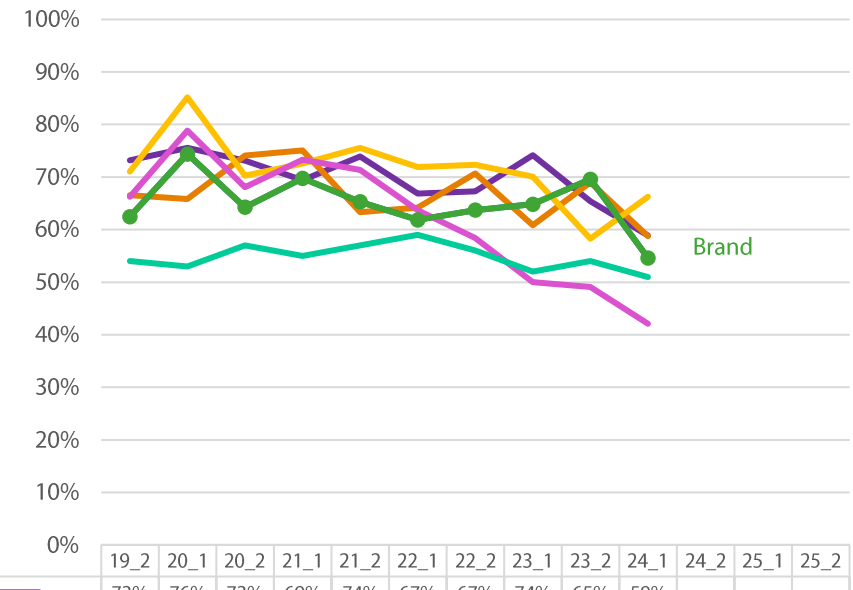
The results were obtained by asking respondents which organisations on a randomly generated list they had used in the past 12 months. For the organisations they had used, respondents were then asked to indicate which ones they would describe themselves as a satisfied customer of.

Island Overall and [LEVEL1] Sector



	19_2	20_1	20_2	21_1	21_2	22_1	22_2	23_1	23_2	24_1	24_2	25_1	25_2
..... Island Max	84%	85%	82%	84%	88%	78%	84%	86%	82%	80%			
- - - Sector Max	73%	85%	75%	84%	80%	78%	76%	86%	77%	68%			
———— Sector Average	61%	69%	68%	68%	67%	62%	65%	65%	62%	56%			
- - - Sector Min	37%	42%	58%	47%	52%	47%	49%	50%	43%	33%			
..... Island Min	25%	32%	40%	33%	31%	20%	30%	28%	22%	12%			
—●— Brand	62%	74%	64%	70%	65%	62%	64%	65%	70%	55%			

[LEVEL2] Sector



	19_2	20_1	20_2	21_1	21_2	22_1	22_2	23_1	23_2	24_1	24_2	25_1	25_2
.....	73%	76%	73%	69%	74%	67%	67%	74%	65%	59%			
.....	67%	66%	74%	75%	63%	64%	71%	61%	69%	59%			
.....	62%	74%	64%	70%	65%	62%	64%	65%	70%	55%			
.....	71%	85%	70%	73%	76%	72%	72%	70%	58%	66%			
.....	66%	79%	68%	73%	71%	64%	58%	50%	49%	42%			
.....	54%	53%	57%	55%	57%	59%	56%	52%	54%	51%			
—●— Brand	62%	74%	64%	70%	65%	62%	64%	65%	70%	55%			



APPENDIX

SELECTED ORGANISATIONS



Appendix A: List of Organisations included in the IGR Brand Reputation Index© in Jersey

The table below lists the companies included from Jersey in the IGR Brand Reputation Index©.

There is room for up to 50 organisations to be included in the Index in Jersey. The organisations selected for inclusion are all either a local brand or have a strong local presence. They provide a mixture of goods, services and/or employment to residents. When selecting the organisations we have sought to strike a balance in covering a range of different industry sectors, while also ensuring we have included enough key competitors in each sector.

Organisations/brands have NOT paid to be included in the list.

[LEVEL1]

List of brands in Level 1 Sector

[LEVEL2]

List of brands in Level 2 Sector

Jersey

Airtel-Vodafone	Fort Regent Leisure Centre	Morrisons
Alliance	Government of Jersey †	NatWest International
B&Q	HSBC CIIOM	Next
Bailiwick Express	Iceland	Normans
Barclays CIIOM	Islands	Ransoms Garden Centre & Café
BBC Radio Jersey †	ITV Channel Islands †	Romerils
Blue Islands	Jersey Dairy †	Rossborough Insurance
British Airways†	Jersey Electricity †	Santander International
Broadlands	Jersey Energy	Savills Jersey
Butterfield*	Jersey Evening Post †	St Peters Garden Centre
Channel 103	Jersey Post †	Sure
Cherry Godfrey	Jersey Water †	The Powerhouse
Close Finance	JT †	Thompson Estates
Condor Ferries	Le Quesne's Garden Centre	Troys
Co-op †	Liberty Bus	Voisins
De Gruchy	Lloyds Bank International	Waitrose †
EasyJet	Marks & Spencer	

RESPONDENT PROFILE



Appendix B: Profile of survey respondents

Data collection took place between 5 and 30 April 2024. The final sample include 857 adults (aged 16+) living in Jersey.

The tables below show the profile of people after survey weights had been applied to adjust for age and gender differences between the sample and the local population.

		Autumn 2019 N=1036	Spring 2020 N=1004	Autumn 2020 N=1059	Spring 2021 N=1075	Autumn 2021 N=955	Spring 2022 N=985	Autumn 2022 N=1037	Spring 2023 N=1051	Autumn 2023 N=779	Spring 2024 N=857	Autumn 2024	Spring 2025	Autumn 2025
Gender														
	Female	50%	52%	52%	54%	53%	53%	51%	51%	56%	52%			
	Male	48%	48%	47%	45%	46%	46%	48%	48%	44%	47%			
	Prefer to self-describe	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%			
	Prefer not to say	1%	1%	1%	0%	0%	0%	1%	1%	1%	1%			
Age Range														
	16-24	12%	11%	13%	11%	4%	7%	10%	5%	7%	8%			
	25-34	16%	17%	15%	16%	17%	15%	14%	15%	12%	15%			
	35-44	20%	20%	21%	21%	23%	18%	17%	18%	17%	18%			
	45-54	20%	20%	21%	22%	23%	19%	19%	20%	19%	19%			
	55-64	15%	15%	16%	17%	17%	18%	18%	18%	19%	18%			
	65-74	10%	10%	10%	11%	11%	12%	12%	12%	13%	12%			
	75+	7%	8%	3%	3%	3%	10%	10%	11%	11%	10%			
	Prefer not to say	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%			
Household composition														
	Adults 16-64 only	44%	44%	51%	56%	51%	49%	45%	45%	49%	47%			
	Adults 16-64 & child(ren)	28%	29%	29%	24%	27%	23%	26%	25%	21%	27%			
	Adults 65+ only	13%	12%	10%	11%	12%	19%	18%	20%	20%	18%			
	Other composition	15%	15%	10%	9%	10%	9%	10%	9%	10%	8%			
Household Income														
	Up to £40,000	21%	27%	26%	26%	21%	31%	25%	25%	22%	26%			
	£40,001 - £60,000	16%	17%	18%	15%	17%	18%	18%	18%	18%	15%			
	£60,001 - £80,000	12%	13%	14%	14%	16%	15%	15%	16%	14%	16%			
	£80,001 - £100,000	11%	11%	10%	13%	12%	10%	9%	10%	11%	15%			
	Over £100,000	24%	15%	17%	17%	19%	15%	19%	20%	22%	18%			
	Prefer not to say	11%	12%	10%	11%	13%	10%	11%	10%	11%	9%			
	Don't know	4%	5%	5%	3%	2%	1%	3%	1%	2%	2%			



Appendix C: Background to the IGR Brand Reputation Index©

The Index was developed in response to a growing number of enquiries from organisations who care about their reputation and want to know whether they have created a positive impression, have values that resonate with residents, and would be an organisation that local people would recommend. Our approach has been inspired by UK and international brand equity trackers, and specially designed for the local context. The Index is constructed from peoples' perceptions of a brand's impression, local values, and whether they would be likely to recommend it to others. It was launched in October 2019.

THE IGR BRAND REPUTATION INDEX HELPS YOUR ORGANISATION:

Measure the impression of your brand amongst local residents

Understand if your brand is associated with local values

Monitor levels of positive engagement among local residents

Benchmark your reputation against competitors

The metrics measured by the IGR Brand Reputation Index© have been selected with the local context in mind, allowing you to monitor and benchmark against competitors in the following areas:



IMPRESSION: First impressions matter, good experiences build a reputation, and bad ones can have lasting consequences. This is especially true in small, close-knit communities.

We monitor which organisations are viewed positively, associated with good quality and seen as a place that inspires employee pride.



LOCAL VALUES: Organisations that share the same values as those held by the community are better able to create strong connections with existing and potential customers and employees.

We've selected contribution to the local community, concern for environmental issues and trust as three key 'values' which sit high on the agenda of modern consumers and stakeholders.



POSITIVE ENGAGEMENT: Determine if your customer engagement, customer service and marketing strategies are achieving positive results.

We learn which brands residents would recommend to others on their island, and also ask about the reach of advertising and consumer satisfaction.

A positive brand reputation can increase opportunities for your organisation, and potentially lower marketing costs, by helping to:

- Create a connection between those who live locally and your business
- Maintain and expand your customer base and/or improve the pool of prospective employees
- Heighten the perceived value of your brand and offer a competitive edge
- Create brand advocates, who'll promote your organisation online and through word of mouth
- Defend against negative exposure
- Promote sales and put your brand 'top of mind', potentially generating higher revenues and enabling expansion in the local market



Appendix C: Our approach to selecting organisations and eliciting responses

Twice a year we conduct an online survey amongst island residents. The latest round of data collection took place between 5 and 30 April 2024. The final sample included 857 respondents from Jersey. Respondents are asked to feedback on a range of dimensions (see below). In answering each question respondents are likely to select organisations that stand out from others in that dimension.





There is room for up to 50 organisations to be included in the Index in each island. The organisations selected for inclusion are all either a local brand or have a strong local presence. They provide a mixture of goods, services and/or employment to residents. When selecting the organisations we have sought to strike a balance in covering a range of different industry sectors, while also ensuring we have included enough key competitors in each sector. See Appendix A for the list of organisations included in the Jersey's Index.

An important consideration was that it is not practical to ask respondents to select from all 50 organisations that are included in the Index. Instead, respondents are presented with a list of up to 25 organisations for each question, and the organisations in that list are randomly selected and occur in a random order. The questions that form the Index also occur in a random order, which should prevent framing bias.

Respondents are also asked a few questions about them. We use the profiling questions to ensure our results are representative of the demographic profile of the local population. Survey weights are used to correct for the small differences between the age and gender of the sample and the resident population. This is a standard statistical method that allows us to report results for the island as a whole. See Appendix B for the profile of respondents.

HOW DOES THE INDEX WORK?

Twice a year we survey a representative sample of island residents. It asks about multiple dimensions that impact brand reputation, plus demographic profile.

IMPRESSION	LOCAL VALUES	POSITIVE ENGAGEMENT
Does your brand have positive associations amongst the local community?	Is your brand perceived to be aligned to values important to the local community?	Is your brand getting the type of engagements that help build a reputation?
Which of the following organisations...	In your opinion, which of the following organisations...	
 Positive ...do you feel generally positive about?	 Community ...make a positive contribution to the local community?	 Advertising Over the past 3 months, which of the following organisations have you seen/heard an advertisement for, or heard about via word of mouth?
 Quality ...do you associate with 'good quality'?	 Environment ...care about the environment?	 Consumer Satisfaction Overall, would you describe yourself as a 'satisfied customer' of any of the following organisations [you have used]?
 Employment ...would you feel proud to work for?	 Trust ...would you describe as trustworthy?	 Recommendation Which of the following organisations would you be <u>very likely</u> to recommend to a friend?



Appendix C: Calculating the IGR Brand Reputation Index©

When analysing the data we determine the proportion of times an organisation was selected for each dimension, based on the number of times it was shown to respondents, and was therefore available for selection.

Brand Reputation Index comprises of seven dimensions:

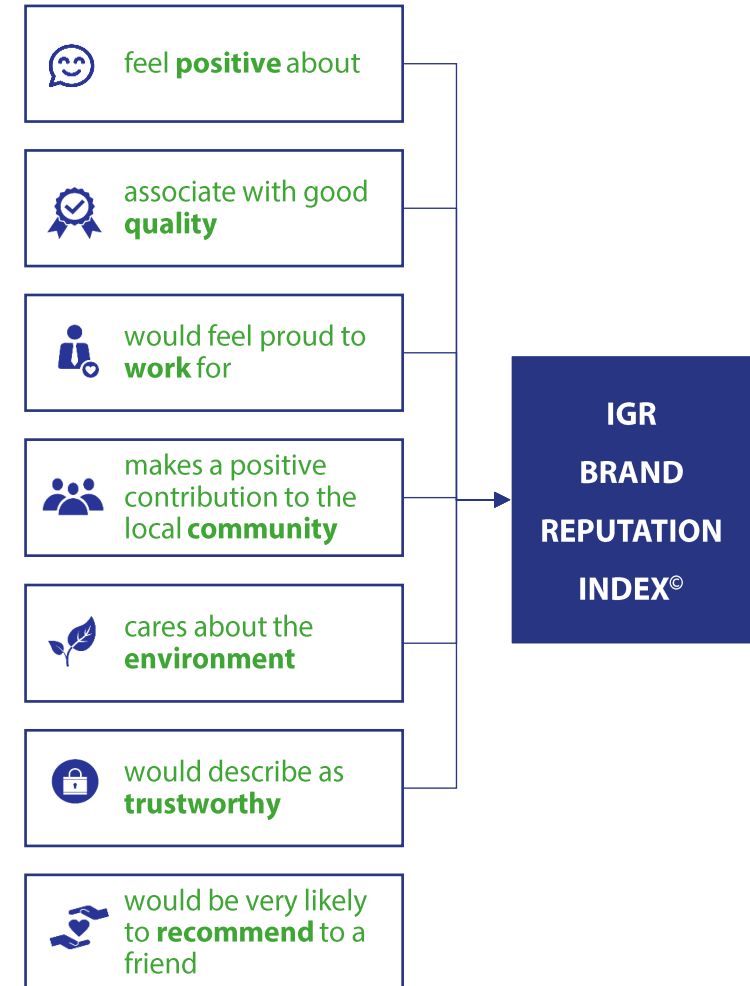
- feel positive about
- associate with 'good quality'
- would feel proud to work for
- makes a positive contribution to the local community
- cares about the environment
- would describe as trustworthy
- would be very likely to recommend to a friend.

Each of the seven dimensions is given equal weight when calculating the Index Score. To achieve this, the results for each dimension are scaled and standardised relative to the average for all organisations included in the Index (the 'Island Average') at the first round of data collection, which was in October 2019. The Island Average Index Score was calibrated to start at 100. After this time, the Island Average Score may vary, though changes are likely to be small.

The Index was recalibrated in Spring 2024. The number of organisations included in the Index was reduced from 75 to 50, and organisations and sectors which performed less well were more likely to be removed. Historical data has been recalculated. This does not materially impact the pattern of results over time, but the scores and ranked position may be different to those reported previously.

We also separately report on the percentage of people who have seen or heard about an organisation in the past 3 months, whether they have used an organisation in the past 12 months, and whether the respondent would describe themselves as a satisfied customer of an organisation.

These aspects do not contribute to the Index Score but provide further insight into the success of an organisation's engagement strategies and customer service. Improvements to these areas can benefit consumers as well as help build a brand's reputation.





Appendix C: Understanding the results

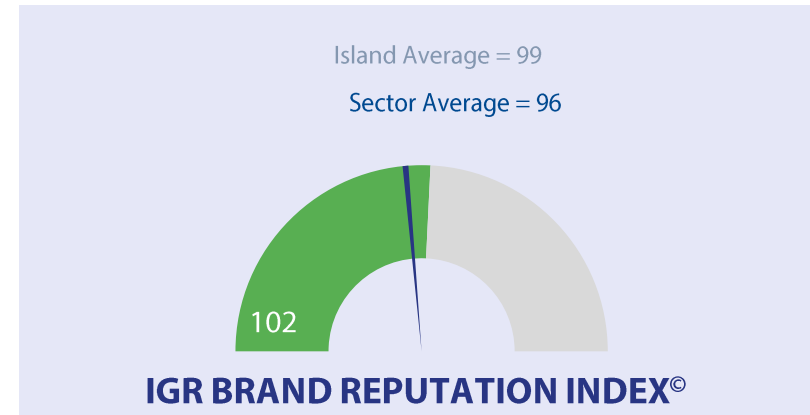
The IGR Brand Reputation Index is an aggregate measure for the reputation of brands on Jersey that allows us to track performance over time. The Index was calibrated to record an average score of 100 for all organisations that are included in the Index in Jersey when it was established in October 2019.

The value of the IGR Brand Reputation Index® is that it allows an organisation to understand how they are perceived compared to other organisations in Jersey and within their sector and monitor how they perform over time.

We present the overall Index Score - which is an aggregate measure of a brand reputation that can be tracked over time. The Index Score is a relative measure and shows performance compared to other organisations included in the Index in Jersey. The higher the score, the better the brand's reputation. We present results that allow you to see how you compare to the Island Average and to the Sector Average.

The IGR Brand Reputation Index is updated every six months. Tracking changes to the Index Score allows organisations to see if the perception of their brand has improved or worsened relative to others. This insight can also help organisations monitor the effectiveness of their marketing, communications or customer engagement strategies.

As an organisation wanting to interpret the results, we suggest you focus on what matters to you. Some organisations may place greater emphasis on some of the dimensions asked about than others. For this reason, we provide results for each dimension that allow you to track performance in each dimension over time compared to others in the Index on the island and within your sector.



The latest results for the Index Score and its seven dimensions are presented as a gauge (as depicted above).

- The green segment shows the score for your organisation.
- The solid navy blue line depicts the average score for organisations in your sector ('Sector Average').

If your organisation performs better than the Sector Average the green segment will be to the right of the blue line, and if it performs worse than average it will be to the left of the blue line.

LATEST RESULTS: SECTOR OVERVIEW



Appendix D: Relative performance of different sectors in Jersey

The IGR Brand Reputation Index was launched in October 2019 and tracks the performance of selected brands in Jersey over time. At the outset, the Island Average Index Score was calibrated to start at 100. The Island Average Score has varied slightly over time and is now 99.1.

We report an organisation's brand reputation relative to others on the island and others in your sector and provide detail that should allow you to benchmark performance against a relative set of competitors.

When making sense of the results for your organisation it may be worth noting that brand reputation varies between and within sectors. The graph on the right shows the performance of different sectors compared to the island as a whole from the latest round of data collection.

The circles shows the Average Index Score, for all organisations in Jersey included in the Index, or for the organisation included in each sector. The grey vertical lines show the minimum and maximum Index scores.

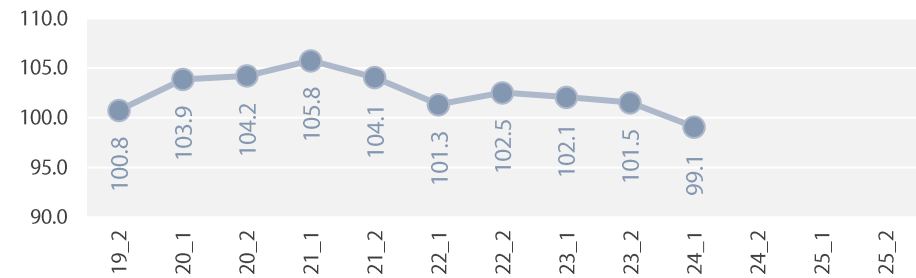
For example, the average Index Score for all organisations in Jersey included in the Index is 99.1. The minimum Index Score is 74 and the maximum Index Score is 126.

When looking at the Sector Average Index Scores, it can be seen that the brand reputation of organisations that provide 'core' products and services is on average higher, than those in the finance sectors (108 compared to 93).^{*} These differences in the average scores may reflect the role, size or contribution of different organisations to peoples' lives, or the frequency of interaction.

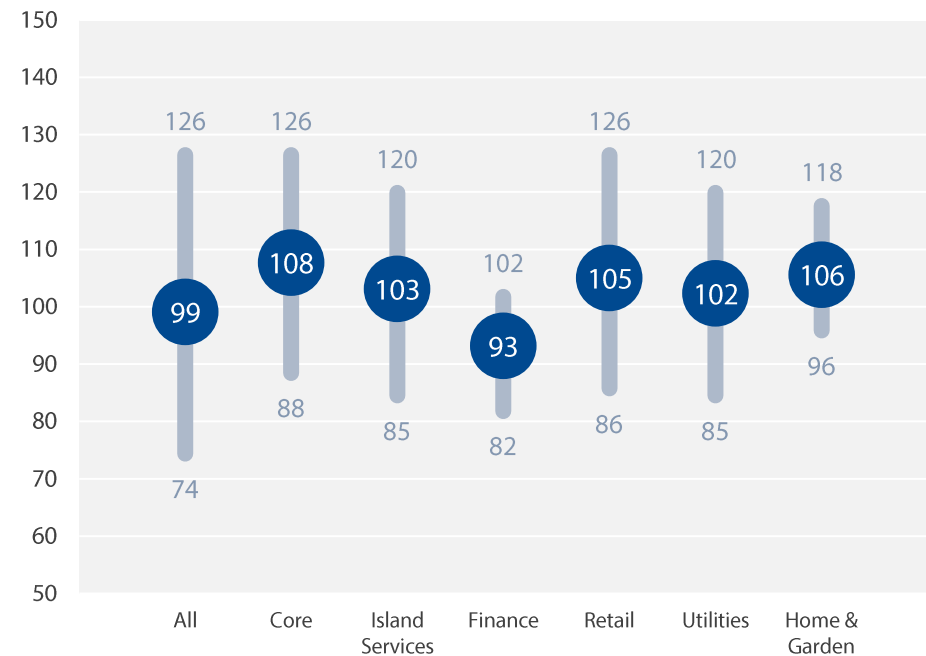
The amount of variation within a sector can also be notable. For instance, the retail sector contains some of the best and some of the worst performers.

^{*} See Appendix A for detail on which organisations are considered to provide 'core' products and services

Changes in the Island Average Index Score over time



Latest Index Score varies by sector



SECTOR AVERAGE FOR EACH DIMENSION

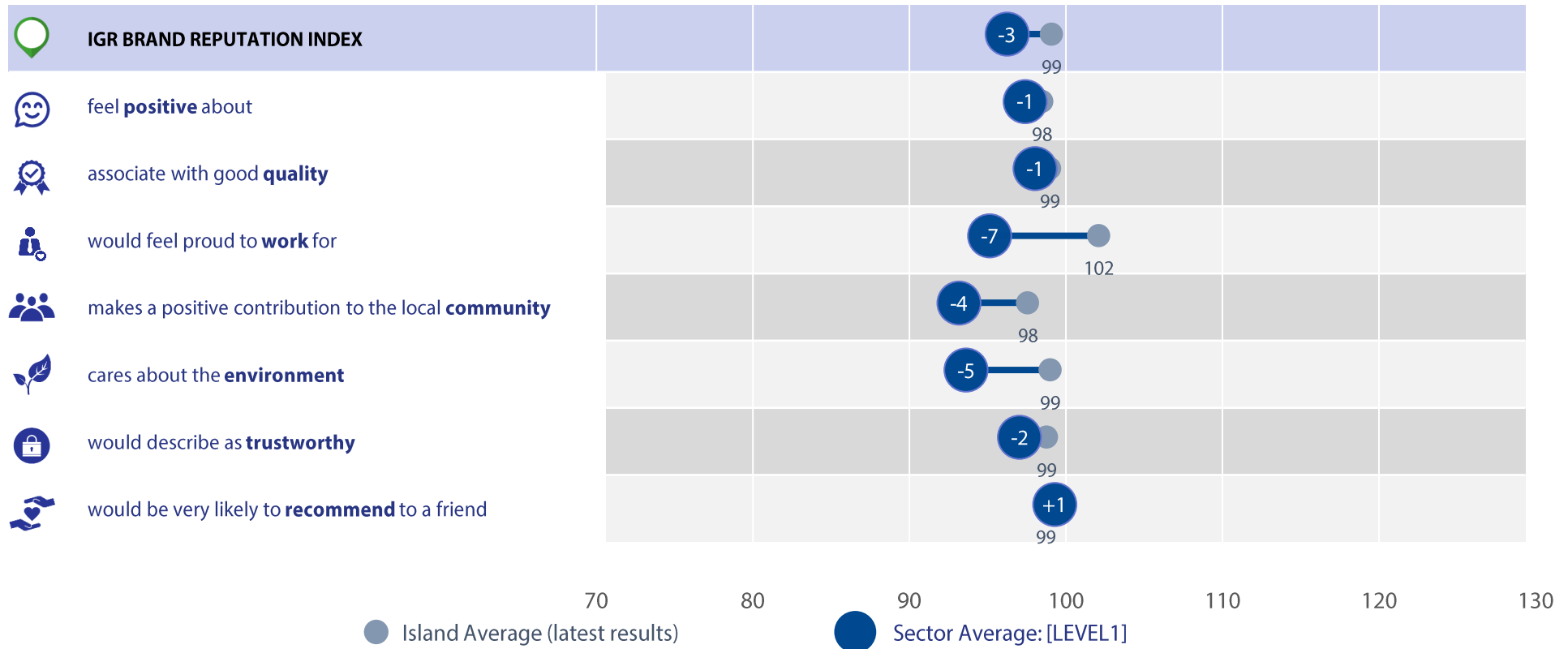


Appendix E: Difference between the average for the [LEVEL 1] Sector and the average performance of the Jersey Index

The graph below provides additional insight into the performance of the [LEVEL 1] sector by depicting the Sector Average Score for the Index and its seven dimensions compared to the average for all organisations included in the Index in Jersey.

By showing the Sector Average Scores for the seven dimensions, it can be seen that a sector may be viewed more positively in some of the dimensions than in others. These differences may reflect characteristics of organisations in that sector, such as their role or purpose, the nature or frequency of interaction, or whether/how they contribute to peoples' lives.

Gap Analysis: Sector Average Score vs Island Average Score



PERFORMANCE RELATIVE TO SECTOR AVERAGE

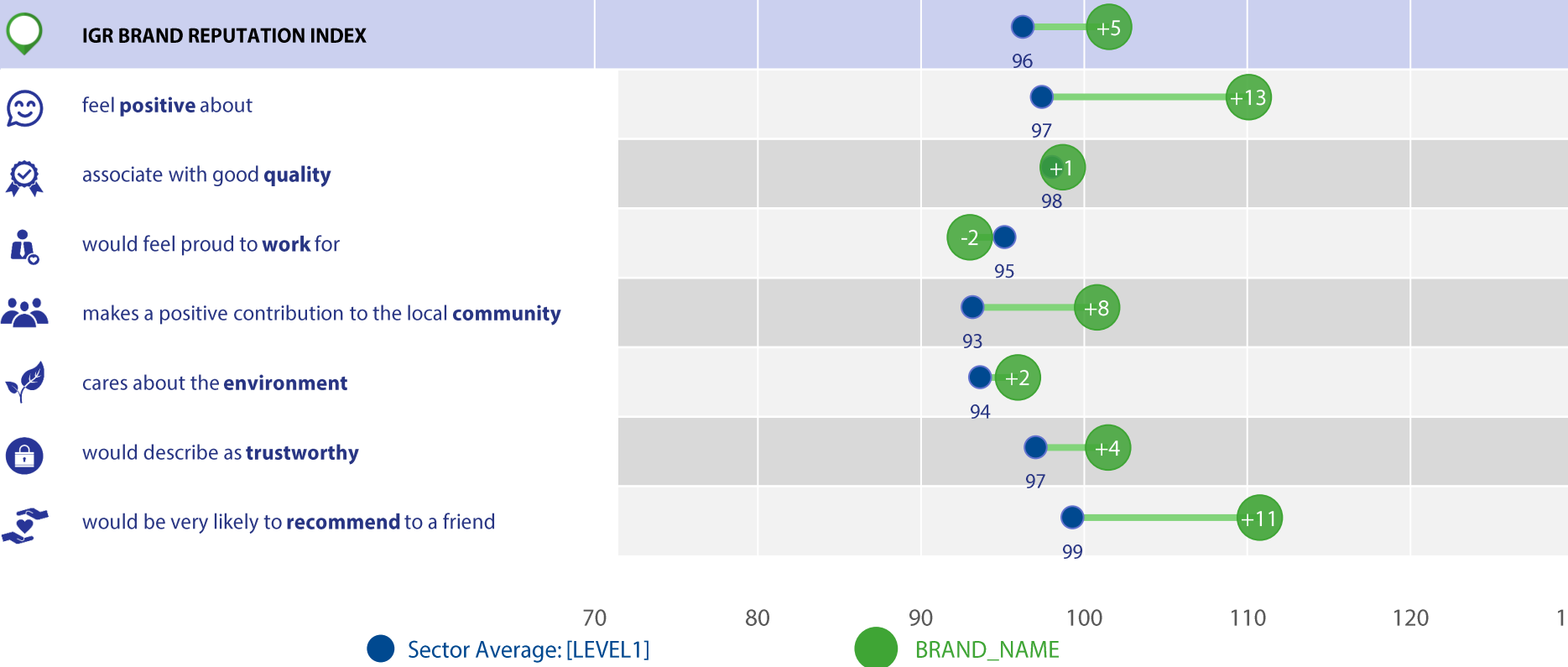


Appendix E: Difference between BRAND_NAME and the average performance of organisations is the [LEVEL1] sector

The results for BRAND_NAME compared the Island Average and the Sector Average was reported on the previous page.

The graph below presents these results again, but this time the focus is on the difference between the score for your brand and for other brands in the [LEVEL1] sector that were included in the Index in Jersey. This presentation highlights how you are performing compared to your competitors across the different dimensions and is intended to highlight the magnitude of the gap (which may be positive or negative) between your reputation and similar organisations. These insights may help you to identify what dimensions to showcase when marketing your brand, and which dimensions may warrant some attention.

Gap Analysis: Client Score vs Sector Average Score





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