

IGR BRAND REPUTATION INDEX ©

LATEST RESULTS - AUTUMN 2025

Overall Ranking Results

An overall index score and ranking is calculated for 50 organisations in each island, based on 7 dimensions that impact brand reputation. For example, respondents are asked which brands they feel positive about.

In Jersey, Waitrose came first, followed by Marks & Spencer and Jersey Dairy.

While, in Guernsey, Guernsey Post was ranked first followed by Waitrose and Marks & Spencer.



About Island Global Research

Island Global Research is a full-service market research company. We regularly conduct market research for clients in the Crown Dependencies. Island Global Research is part of the BWCI Group.



Sample Size - The latest round of data collection took place 2 October to 2 November 2025. The final sample included 555 residents from Jersey and 778 residents from Guernsey. The survey first took place in October 2019 and it was previously conducted in April 2025.

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 50 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. For more information, please visit: <https://islandglobalresearch.com/brand-tracking/>

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.

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CELEBRATING BRAND EXCELLENCE IN GUERNSEY

The IGR Brand Reputation Index© illustrates how each organisation has built a strong reputation based on their own unique identity.

The brands ranked at the top of the IGR Brand Reputation Index© have demonstrated consistently strong reputations among residents of Guernsey each time this research is conducted.

Guernsey Post ranked first overall in the most recent wave of the Index, conducted in Autumn 2025. This achievement reflects a highly positive reputation across a wide range of dimensions, including trust, being a good place to work, and its contribution to both the community and the environment.

Such broad-based strength is worthy of recognition, though many brands choose to prioritise certain aspects of their reputation over others. These choices are often influenced by factors such as the sector in which an organisation operates, the nature of its products or services, and its specific strategic objectives.

A closer examination of the Brand Reputation Index shows that each dimension measured features a different mix of brands in the top five. This highlights how organisations build strong reputations in different ways, shaped by their own distinctive identities.

For some brands, reputation is rooted primarily in the products and services they deliver. Quality and trust sit at the heart of this, and it is encouraging to see truly local brands such as Creaseys, Guernsey Dairy and R H Gaudion performing strongly in one or

both of these areas, alongside UK-based grocery brands Waitrose and Marks & Spencer.

Other brands are recognised for their wider contribution to island life. For example, Specsavers performs very highly as a place people would be proud to work and for the positive contribution it is perceived to make to the community. The Co-op and Guernsey Dairy also enjoy strong reputations for their community impact, as well as for being seen to care about the environment.

Finally, Brittany Ferries should be congratulated on its recent rise in the rankings to eighth place. The community clearly recognises the positive contribution it makes to the island, and the organisation has earned a high level of trust among local residents.

The IGR Brand Reputation Index© demonstrates that success does not look the same for every organisation. We strongly advocate this diversity of focus, as a range of strengths and priorities can only benefit the island and the people who live here.

Insights from IGR Brand Reputation Index – Autumn 2025.

Please get in touch if you are an organisation operating in Guernsey and are looking to better understand your reputation.

www.islandglobalresearch.com | info@islandglobalresearch.com

CELEBRATING BRAND EXCELLENCE IN JERSEY

The IGR Brand Reputation Index© illustrates how each organisation has built a strong reputation based on their own unique identity.

The brands ranked at the top of the IGR Brand Reputation Index© have consistently demonstrated strong reputations among Jersey residents each time the research is conducted.

Jersey Dairy ranked third overall in Autumn 2025, the most recent wave of the Index. This performance reflects a highly positive reputation across multiple dimensions, including quality, trust, being a good place to work, and its contribution to both the community and the environment.

Such broad-based strength is commendable, though many brands choose to focus on aspects of their reputation, rather than striving to excel across every dimension. These priorities naturally vary depending on the sector in which an organisation operates, the products or services it offers, and its strategic objectives.

A closer look at the Brand Reputation Index shows that each dimension measured features a different mix of brands in the top five. This highlights how organisations build strong reputations in different ways, based on their own distinctive identities.

For some brands, reputation is firmly rooted in the products and services they provide. Quality and trust sit at the heart of this, and it is encouraging to see truly local brands such as Voisins and de Gruchys performing strongly in one or both of these areas, alongside UK-based grocery brands Waitrose and Marks & Spencer.

Other brands are recognised for their wider contribution to island life. For example, the Co-op and Liberty Bus have built strong reputations through the positive impact they make in the community, while Jersey Water and Jersey Electricity both rank highly for their commitment to caring for the environment.

The IGR Brand Reputation Index© demonstrates that success does not look the same for every organisation. We strongly support this diversity of focus, as a variety of strengths and priorities can only benefit the island and the people who live here.

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