

IGR BRAND REPUTATION INDEX ©

LATEST RESULTS - SPRING 2026

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 both islands: Waitrose came first, and Marks & Spencer was in the top 3. Local brands were also highly rated, including: Guernsey Post, Specsavers, Guernsey Dairy, Jersey Dairy, Ransoms Garden Centre and Co-op.



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 between 8 April and 5 May 2026. The final sample included 617 residents from Jersey and 767 residents from Guernsey. The survey first took place in October 2019 and it was previously conducted in October 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. Improvements to these areas can benefit consumers as well as help build a brand's reputation