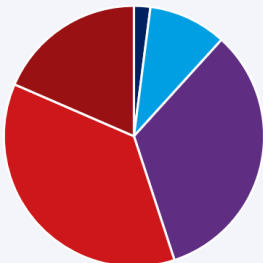


SHOPPING FOR CLOTHES & CUSTOMER LOYALTY IN JERSEY



45%

rate the range of clothing brands available on island as **good** or **average**



1 in 10

feel very loyal to local clothes retailers



7% selected 8 out of 10 and **3%** selected 9 or 10, where 10 is extremely loyal and 0 is not at all loyal.



Top of mind clothes retailers

Next

Voisins

M & S

de Gruchy

New Look

Do clothing retailers in Jersey meet our basic needs?

Have products that suit and fit me:



Includes brands that meet my budget:



Are there fashion forward options?

Includes brands that offer something different:



Includes brands that set trends:



Thinking more generally...

Visit the following high-streets / shopping areas once a week or more:

- 36%** King Street, St Helier
- 19%** Central Market, St Helier
- 8%** Liberty Wharf, St Helier



46%

often or always look to buy products locally first

Top 3 reasons to be loyal to a brand

(most important- select one)

- | | | |
|--------------|----------------|-------------------------|
| 1 | 2 | 3 |
| 50% | 27% | 12% |
| Price | Quality | Customer Service |



Island Global Research

A BWC Group Company

Date of data collection: 13-27 May 2026

Number of respondents: 531

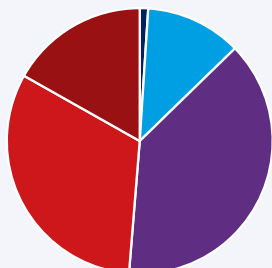
Note: An older profile of respondents completed this survey. The age profile of respondents after weighting to correct as far as possible for age and gender differences between the profile of respondents and the population: 21% under 40 / 50% 40-64 / 29% 65+.

SHOPPING FOR CLOTHES & CUSTOMER LOYALTY IN GUERNSEY



51%

rate the range of clothing brands available on island as **good** or **average**



1 in 10

feel very loyal to local clothes retailers



6% selected 8 out of 10 and **5%** selected 9 or 10, (where 10 is extremely loyal and 0 is not at all loyal).

26%

agree there are clothing options in Guernsey that suit and fit me for a budget I can afford

Top of mind clothes retailers:

Land of green ginger
Next
Samuel Pepys **M & S** Peacocks
Creaseys Ogiers
White Stuff **New Look**

Do clothing retailers in Guernsey meet our basic needs?

Have products that suit and fit me:



Includes brands that meet my budget:



Are there fashion forward options?

Includes brands that offer something different:



Includes brands that set trends:



Thinking more generally...

Visit the following high-streets / shopping areas once a week or more:

28% High Street, St Peter Port
22% The Bridge
15% St Martin



56%

often or always look to buy products locally first

Top 3 reasons to be loyal to a brand

(most important- select one)

1

39%
Price

2

28%
Quality

3

21%
Customer Service



Island Global Research

A BWC Group Company

Date of data collection: 13-27 May 2026

Number of respondents: 751

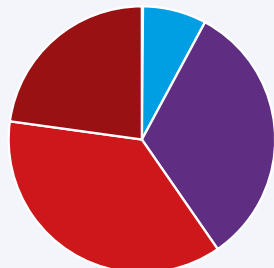
Note: An older profile of respondents completed this survey. The age profile of respondents after weighting to correct as far as possible for age and gender differences between the profile of respondents and the population: 20% under 40 / 47% 40-64 / 34% 65+.

SHOPPING FOR CLOTHES & CUSTOMER LOYALTY IN THE ISLE OF MAN



40%

rate the range of clothing brands available on island as **good** or **average**



1 in 10

feel very loyal to local clothes retailers



7% selected 8 out of 10 and 5% selected 9 or 10, where 10 is extremely loyal and 0 is not at all loyal.

26%

agree there are clothing options in the Isle of Man that suit and fit me for a budget I can afford



Top of mind clothes retailers

Next

M & S

Tynwald Mills

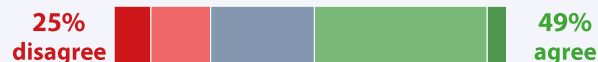
TK Max

Do clothing retailers in the IOM meet our basic needs?

Have products that suit and fit me:



Includes brands that meet my budget:

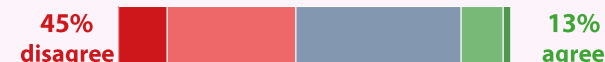


Are there fashion forward options?

Includes brands that offer something different:



Includes brands that set trends:



Thinking more generally...

Visit the following high-streets / shopping areas once a week or more:

- 30% Strand Street, Douglas
- 23% Parliament Street, Ramsey
- 6% Michael Steet, Peel



64%

often or always look to buy products locally first

Top 3 reasons to be loyal to a brand

(most important- select one)

1

32%
Price

2

26%
Quality

3

21%
Customer Service



Island Global Research

A BWC Group Company

Date of data collection: 13-27 May 2026

Number of respondents: 464

Note: An older profile of respondents completed this survey. The age profile of respondents after weighting to correct as far as possible for age and gender differences between the profile of respondents and the population: 11% under 40 / 48% 40-64 / 40% 65+.