Island Global Research

LOCAL BRANDS: YOUR RECOMMENDATIONS

JUNE 2022

Waitrose is the most recommended brand in the Channel Islands.

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 May 2022.

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

The most recommended brands

As part of the Brand Reputation Index© we ask respondents which organisations operating in their island they would be very likely to recommend.
In both Jersey and Guernsey, Waitrose was the most recommended brand overall.

We can also reveal that the most recommended brands by sector are:

IGR Brand Reputation Index©: Most Recommended Which of the following organisations, if any, would you be very likely to recommend to a friend?		
SECTOR	**GUERNSEY**	**JERSEY**
Finance	islands	islands
Law	Ogier	VIBERTS
Property	swoffers	BROADLANDS
Motoring	Le Mont Saint Garage Jeep	Freelance
Island Services	GUERNSEY POST	JERSEY DAIRY
Leisure	Le Friquet	RANSOMS garden centre
Retail	WAITROSE & PARTNERS	WAITROSE & PARTNERS

Note: most recommended from 75 selected brands with a strong local presence. Please see www.islandglobalresearch.com/Brand-Reputation-Index for more information.

New - People's Choice

We also asked respondents to nominate a small local brand, not usually featured in the Index, that they believe should be celebrated. For example, this could have been for their good quality products and services, their contribution to the community, the way they show that they care about the environment or how they treat their employees.

We received many nominations, so thank you to everyone who took the time to submit a recommendation! We are looking forward to going through your suggestions, to draw up a short list of nominees. In the Autumn we will run this survey again, including a question which asks you to vote for your favourite small brand from the shortlist.

Note: We've introduced the People's Choice category in response to requests for more small brands to be celebrated alongside the 75 organisations we regularly feature due to their strong local presence. (It is harder to regularly include lesser known brands, as fewer people will have heard of them and there is an upper limit of 75 brands that can be included.)

Asking about the likelihood to recommend.

It is very common for surveys to ask if the respondent would recommend a product, service or organisation. For the IGR Brand Reputation Index© we ask a simple version of the question, but those of you are loyal survey takers will know that the full question is usually phrased along the lines of:
"How likely are you to recommend [company / product] to friends and colleagues? Please rate on a scale from 0 to 10, where 0 = Not at all likely to recommend and 10 = Extremely likely to recommend."

What always surprises the IGR Team is how often we get questions about this from survey takers. On the next page, we answer your FAQs on this divisive question.

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What do you learn from this question?

This question is a measure of customer loyalty. Primarily, it helps an organisation to understand how strong word of mouth is for them. Something that, particularly in our islands, is critical for brand success. It also provides organisations with a sense of how well their brand is perceived, and is a very strong indicator of customer satisfaction. Tracking scores over time, the reasons for them, and how this compares with competitors, has been proven to provide brands with insights that improve customer experience.

Why is it a score of 0-10? I prefer to answer 5-point scales with words!

It is a numbered rather than a word scale because we really want to understand your gut reaction, rather than a considered response defined by words.

We use 10-points rather than 5-points to give extra nuance to the scale, helping us to more reliably identify those at the very top end, from those who give good, but not great, scores.

Those who give really high scores are classified as 'Promoters' – enthusiastic, loyal customers who are likely to spread positive word of mouth. Those who give low scores are considered 'Detractors' – those who may say negative things about the brand and are likely to be unhappy customers. An overall score is calculated from all the responses given, helping brands to understand the extent to which their potential positive word of mouth outweighs their potential negative word of mouth, or vice versa. Those in the middle of these two groups are usually satisfied but unenthusiastic, and they are considered 'passive' when it comes to their contribution towards word of mouth.

Why is it asked like this?

This is a standardised, trusted phrasing that has been developed and validated internationally. It is a measure which is reportedly used by big brands such as American Express and Apple. Because it is asked so commonly it is possible to benchmark the score against competitors, and even against industry averages from research conducted in the UK or internationally.

I gave a lower score because I am not the type of person to recommend something, but I am actually quite satisfied. Is that okay?

Absolutely! When responding to a survey you should always do your best to answer all the questions honestly and accurately.

In the first instance, we'd recommend that you think of the question in this way: If a friend, family member or colleague actively asked you for a recommendation in this area, what would you say? Lily Guille, Manager at IGR says *"Our islands thrive on word of mouth, and in the last few months alone, I can think of occasions where my colleague has asked me for advice on mobile phone providers, my friend has asked where I would go to get some plants, and a family member has asked me where I would suggest they try first for a new washing machine. If after trying that you are still struggling and think, no honestly it's just not in my nature to give recommendations, that's okay. Please give the score you feel best reflects your likelihood of recommending the product or organisation asked about, even if it doesn't completely reflect how satisfied you are."*

For the majority of people this question will be tightly linked with how satisfied they are. But we also understand that other factors, such as your personality, behaviour traits or lived environment, may affect the way you answer this question. For example, in the UK, YouGov published some research which found that pessimists tend to give lower recommendation scores than optimists, and we've collected data that appears to back this up by suggesting pessimists tend to recommend slightly fewer brands than optimists, when presented with a list of organisations to choose from.

Where the survey is long enough to do so, we often recommend that Clients use a measure of satisfaction alongside this recommendation question.

Island Global Research would particularly like to thank survey participants who took the time to nominate their choice of local brands and congratulate the 4 prize draw winners who each won £100 worth of vouchers.

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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.

Guernsey Post was ranked first in Guernsey and Waitrose came top in Jersey (out of 75 in each island).

IGR Brand Reputation Index©: Overall Ranking
Taking into account brand impression, perceived values and likelihood to recommend.

would be very likely to **recommend** to a friend

feel **positive** about

would describe as **trustworthy**

IGR BRAND REPUTATION INDEX©

associate with '**good quality**'

cares about the **environment**

makes a positive contribution to the local **community**

would feel proud to **work** for

RANK	GUERNSEY	JERSEY
1	Guernsey Post	Waitrose
2	Waitrose	Jersey Dairy
3	Marks & Spencer	Marks & Spencer
4	Co-op	Co-op
5	Guernsey Dairy	Jersey Post

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

6-15	**Aladdin's Cave, BBC Radio Guernsey, Earlswood Garden Centre, Guernsey Water, Island FM, Le Friquet, R H Gaudion, Specsavers, Stan Brouard**	**BBC Radio Jersey, British Airways, Channel 103, ITV Channel Islands, Jersey Electricity, Jersey Water, JT, Liberty Bus, Ransoms Garden Centre & Café, St Brelade's Bay Hotel, St Peter's Garden Centre**

Sample Size

The latest round of data collection took place between 8 April and 18 May 2022. The final sample included 985 respondents from Jersey and 1017 respondents from Guernsey. The survey first took place in October 2019 and it was last conducted in October 2021.

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
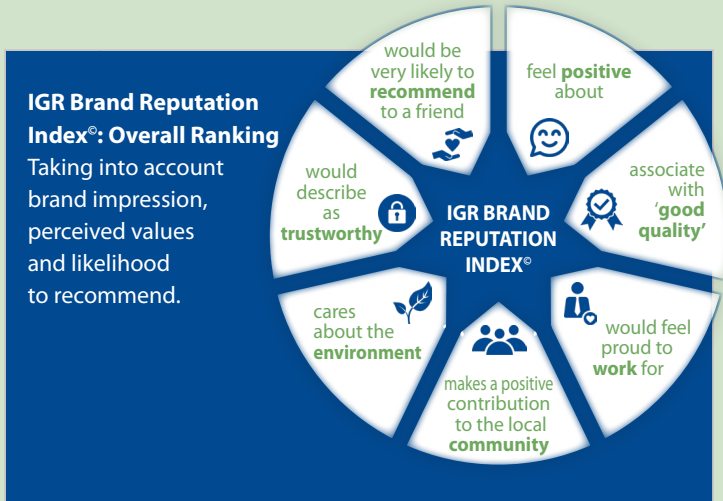
How is the data collected?

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.

BRAND