



## ACORN ENTERPRISES AND FOREST STORES VOTED BEST SMALL BRANDS IN JERSEY AND GUERNSEY

April 2023

**Acorn in Jersey and Forest Stores in Guernsey have both been voted best small brand in their island, having won the People's Choice category in the latest IGR Brand Reputation Index®.**

The Index 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 October 2022.

More information about the index is available at: [www.islandglobalresearch.com/Brand-Reputation-Index](http://www.islandglobalresearch.com/Brand-Reputation-Index)

### Let's celebrate!

Congratulations to Acorn Enterprises in Jersey and Forest Stores in Guernsey, for winning the People's Choice category for the small, local brand that most deserves to be celebrated.

Acorn provides employment and training for people with a disability and long term health condition. They have a shop selling donated goods and plants from their nursery, and reclaimed timber products from their Woodshack shop.

Forest Stores is an independent local food retailer, selling a range of items including fresh produce.

We'd also like to congratulate Beresford Street Kitchen in Jersey and Grow Limited in Guernsey for both coming in a very close second place, as well as the remaining 11 finalists in each island. Thank you to everyone who made the shortlist for your dedication and hard work. You all received high praise from our survey respondents, and it is clear you are highly valued in our communities.

### How the vote worked

In 2022 we included the People's Choice category to the IGR Brand Reputation Index® in response to requests for more small brands to be celebrated, alongside the 75 larger organisations we regularly feature.

In the spring of 2022 we asked survey respondents to nominate a small local brand that they believed 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.

The 13 organisations on the right-hand column were short-listed due to receiving the most nominations, and in the autumn of 2022 we ran the survey again, this time asking people to vote for which of these finalists should win the People's Choice category. Over 2000 people in each island participated in the nomination and vote.

WINNERS (and what they were nominated for)		
 <b>JERSEY</b>	<ul style="list-style-type: none"> <li>• Make a positive contribution to the community</li> <li>• Care for their employees</li> <li>• Care for the environment</li> </ul>	 <b>GUERNSEY</b>
SECOND PLACE (and what they were nominated for)		
 <b>JERSEY</b>	<ul style="list-style-type: none"> <li>• Great customer service</li> <li>• Make a positive contribution to the community</li> <li>• Care for their employees</li> </ul>	 <b>GUERNSEY</b>
FINALISTS (alphabetical order)		
<b>JERSEY</b>	Flour, Genuine Jersey, Harriet & Rose, Holme Grown, Jersey Skin, Lucas Farm Shop, Pretty Okay Candle Co, Relish Delicatessen, Scoop, The Sinful Vegan, The Wise Owl Café	<b>GUERNSEY</b>
		Bougourd & Harry, Creature Comforts, Fat Rascal, Forest Road Garage, Hansa, Iris and Dora, Lesbirel's Fruit & Veg, Stonelakes Pharmacy, Surf & Turf, The Guernsey Weigh, Valpys

## 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.

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

### Sample Size

The last round of data collection took place 7 - 28 October 2022. The final sample included 1039 residents from Jersey and 992 residents from Guernsey. The survey Brand Reputation first took place in October 2019 and it was previously conducted in Spring 2022.

### 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](http://www.islandglobalresearch.com/Brand-Reputation-Index)

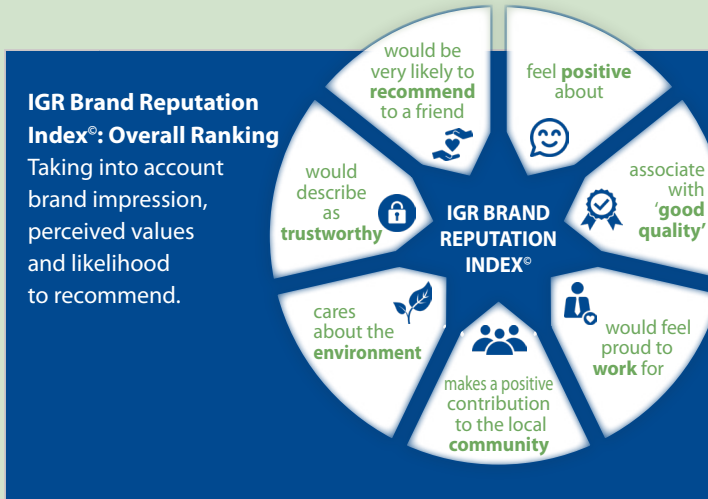
### How is the data collected?

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 7,000+ 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.



### IGR Brand Reputation Index®: Overall Ranking

Taking into account brand impression, perceived values and likelihood to recommend.

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

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

6-15	Aladdin's Cave, Aurigny, Beau Sejour, Creaseys, Earlswood Garden Centre, Guernsey Water, Le Friquet, R H Gaudion, Specsavers, Stan Brouard	British Airways, Channel 103, ITV Channel Islands, Jersey Electricity, Jersey Water, Liberty bus, Ransoms Garden Centre & Café, St Brelade's Bay Hotel, St Peters Garden Centre, The Powerhouse
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