



## THE ORGANISATIONS ISLANDERS WOULD FEEL MOST PROUD TO WORK FOR

### IGR BRAND REPUTATION INDEX<sup>©</sup> RESULTS AUTUMN 2024

In the IGR Brand Reputation Index we ask residents to indicate “Which organisations would you feel proud to work for?”

We measure the reputation of island organisations for selected brands in the finance, retail and island services sector as part of the IGR Brand Reputation Index<sup>©</sup>. We’ve been tracking the reputation of selected organisations in Guernsey and Jersey for the past 5 years and the latest data was collected in Autumn 2024.

Survey respondents were asked “Which organisations would you feel proud to work for?”. The top 10 organisations that residents would feel proud to work for are listed below.

#### Top 10 Organisations that Channel Islands residents “Would feel proud to work for”:

RANK	JERSEY	GUERNSEY
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

It is helpful for organisations to understand how they are perceived as employers. Their reputation is important for attracting high quality candidates, but this dimension also feeds into their reputation more generally.

Some of these organisations are often mentioned in our newsletters as they perform well across a number of the dimensions we measure in the Index. However, for other organisations on the list this is an aspect in which their reputation as an employer stands out as especially strong. These include:

- In Jersey: **Government of Jersey, British Airways, ITV Channel Islands and BBC Radio Jersey**
- In Guernsey: **Specsavers, BBC Radio Guernsey, Butterfield and the States of Guernsey**

Although we don’t know directly from the data, looking at the results, we believe that the contribution an organisation makes to island life and the benefits package provided to employees are two factors which are likely to influence how attractive an organisation is as an employer.

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Looking more closely at which organisations stand out for residents in different age groups we can say:

## Jersey

**Waitrose, Jersey Dairy and Marks and Spencer** have a strong reputation as an employer and were in the top 10 for all age groups. Jersey Dairy had particular appeal amongst under 40s, while the supermarkets had particular appeal amongst the older age groups. In addition:

- Government of Jersey, ITV Channel Islands, British Airways, BBC Radio Jersey, B&Q, Jersey Evening Post and St Peters Garden Centre were also in the top 10 for residents aged 16-39.
- Government of Jersey, Jersey Electricity, Jersey Water, British Airways, Co-op, Ransoms Garden Centre & Café and Santander International were also in the top 10 for residents aged 40-64.
- Jersey Evening Post, Jersey Electricity, Jersey Post, St Peters Garden Centre, Liberty Bus, Co-op and Jersey Water were also in the top 10 for residents aged 65+.

## Guernsey

**Specsavers, Marks & Spencer, Guernsey Post and Waitrose** have a strong reputation as an employer and were in the top 4 for all age groups. Specsavers and Guernsey Post had particular appeal amongst the younger age groups, while Marks & Spencer had particular appeal amongst the older age groups. In addition:

- Guernsey Dairy, ITV Channel Islands, Livingroom, BBC Radio Guernsey, the States of Guernsey and Butterfield were also in the top 10 for residents aged 16-39.
- RH Gaudion, Creaseys, Beau Sejour, Island FM, Butterfield and Skipton International were also in the top 10 for residents aged 40-64.
- RH Gaudion, Creaseys, Earlswood Garden Centre, BBC Radio Guernsey, Skipton International and Guernsey Dairy were also in the top 10 for residents aged 65+.



*Thank you to everyone who took part in this survey and congratulations to Cate Vaudin, Kerrie Moffat, Rosemary Goodchild and our fourth prize draw winner who each won £100 worth of vouchers.*



If you are an organisation operating in Jersey and/or Guernsey which would like to understand more about how you are perceived and how this can inform your business strategy please visit [www.islandglobalresearch.com/Brand-Reputation-Index](http://www.islandglobalresearch.com/Brand-Reputation-Index) and contact us on [info@islandglobalresearch.com](mailto:info@islandglobalresearch.com). Personalised IGR Brand Reputation Index© results are available for all brands included in the Index, and bespoke research options are also available to suit different budgets.

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## ADDITIONAL BACKGROUND INFORMATION

### 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.

Waitrose came top in each island (out of 50), closely followed by Marks and Spencer.

### Sample Size

The latest round of data collection took place 09 October - 05 November 2024. The final sample included 872 residents from Jersey and 1015 residents from Guernsey. The survey first took place in October 2019 and it was previously conducted in April 2024.

### 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. The full list is available at: [www.islandglobalresearch.com/Brand-Reputation-Index](http://www.islandglobalresearch.com/Brand-Reputation-Index)

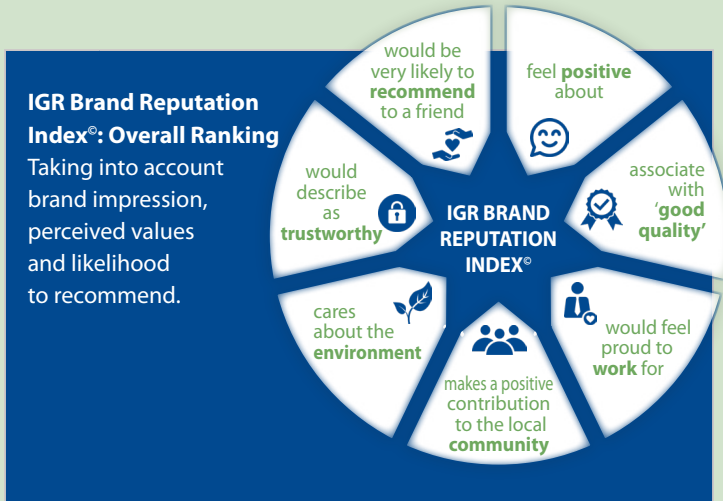
### How is the data collected?

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 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.



RANK	GUERNSEY	JERSEY
1	Waitrose	Waitrose
2	Marks & Spencer	Marks & Spencer
3	Guernsey Post	Jersey Dairy
4	Guernsey Dairy	Liberty Bus
5	Specsavers	Ransoms Garden Centre

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

6-13	Aladdin's Cave, Beau Sejour, Co-op, Creaseys, Earlswood Garden Centre, Guernsey Water, Le Friquet, R H Gaudion	British Airways, Channel 103, Co-op, Jersey Electricity, Jersey Post, Jersey Water, St Peters Garden Centre, The Powerhouse
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