



# REPUTATION OF LOCAL BRANDS SHOWS RESILIENCE DURING COVID

JUNE 2020

The overall reputation of organisations operating in Guernsey and Jersey improved during lockdown, compared to autumn last year. This is the 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.

More information is available at:

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

Overall the average index score went up 4 points in Guernsey and 3 points in Jersey. This means that on average, public opinion about the brands measured has improved.

The latest data was collected April/May 2020, and is being compared to data collected in October 2019.

The index score is calculated based on 7 dimensions that impact brand reputation. For example, respondents are asked which brands they feel positive about. Overall in both islands, people were more likely to say that they would describe an organisation as trustworthy, as well as that they feel positive about an organisation, would recommend an organisation, and believe an organisation cares about the environment.

Guernsey residents were also more likely to say that a brand in their island makes a positive contribution to the community, perhaps reflecting the recent sense of togetherness that islanders have been fostering.

Some of the most notable improvements are among organisations that are considered to provide 'core' island services. This includes Guernsey Post and Jersey Dairy - sitting in the top spot of their respective ranking tables. It also includes food retailers (+6 points in Guernsey, +4 points in Jersey), utilities/telecoms (+7 points in Guernsey, +6 points in Jersey), media (+8 points in Guernsey, +8 points in Jersey), and travel providers (+8 points in Guernsey, +4 points in Jersey). We believe that this indicates an increased recognition for those services that have been central to our lives in these unusual times. There tends to be more positivity about these brands, increased trust in these brands and very often a greater sense that we believe they care about our local community.

*The States of Guernsey deserves a particular mention for its success in moving up from the third quintile to the top quintile in the overall Guernsey ranking, and achieving a higher score for all measures that contribute to the brand reputation index. This improvement reflects current positive sentiments towards the States and how it has handled the pandemic so far.*

Meanwhile, brands in the finance, property, legal, leisure and retail sectors have shown resilience to the challenging situation. The overall brand reputation scores for these sectors tend to have been maintained, and in some cases have improved. It could be argued that this indicates a level of understanding and empathy amongst consumers that organisations have been doing their best to provide what services they can under difficult circumstances. It also suggests that, on the whole, organisations have responded to people's current needs, and often met or exceeded expectations.



All in all, the findings offer strong evidence of high support for local brands in the current climate. We hope that organisations in Jersey and Guernsey see it as positive news that islanders really do appear to be on their side as we take our first steps towards economic recovery.

*Finally, Island Global Research would like to thank everyone who took a few minutes out of their day to complete the latest brand reputation survey. It has provided insights which are valuable for helping local brands to understand their current relationship with consumers and move forwards, ultimately leaving every one of us with on-island products and services which better meet our needs and values.*

## IGR Brand Reputation Index®: Overall Ranking

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

RANK	GUERNSEY	JERSEY
1	Guernsey Post	Jersey Dairy
2	Waitrose	Waitrose
3	Co-op	Co-op
4	Guernsey Dairy	Jersey Post
5	Specsavers	Channel 103

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

6-15	Aurigny, BBC Radio Guernsey, Creaseys, Earlswood Garden Centre, Guernsey Electricity, Guernsey Water, Marks & Spencer, R H Gaudion, Stan Brouard, States of Guernsey	BBC Radio Jersey, British Airways, ITV Channel, Islands, Jersey Electricity, Jersey Water, JT, Liberty Bus, Marks & Spencer, Ransoms Garden Centre & Café, St Peters Garden Centre
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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 (see website), and bespoke research options are also available to suit different budgets.



## ADDITIONAL BACKGROUND INFORMATION

### Sample Size

The latest round of data collection took place between 16 April and 20 May 2020. The final sample included 1004 residents from Jersey and 1150 residents from Guernsey. The previous (and first) round took place in October 2019.

### 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. 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.

It is a bit of a balance in that we have looked to cover a range of different industry sectors, while ensuring we have included enough key competitors in each sector. 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 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.

