



BRAND

**IGR BRAND REPUTATION  
INDEX<sup>©</sup>**

SPRING 2022

GUERNSEY REPORT

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# ABOUT THE BRAND REPUTATION INDEX

## Introduction to the IGR Brand Reputation Index®

The Index was developed in response to a growing number of enquiries from organisations who care about their reputation and want to know whether they have created a positive impression, have values that resonate with residents, and would be an organisation that local people would recommend.

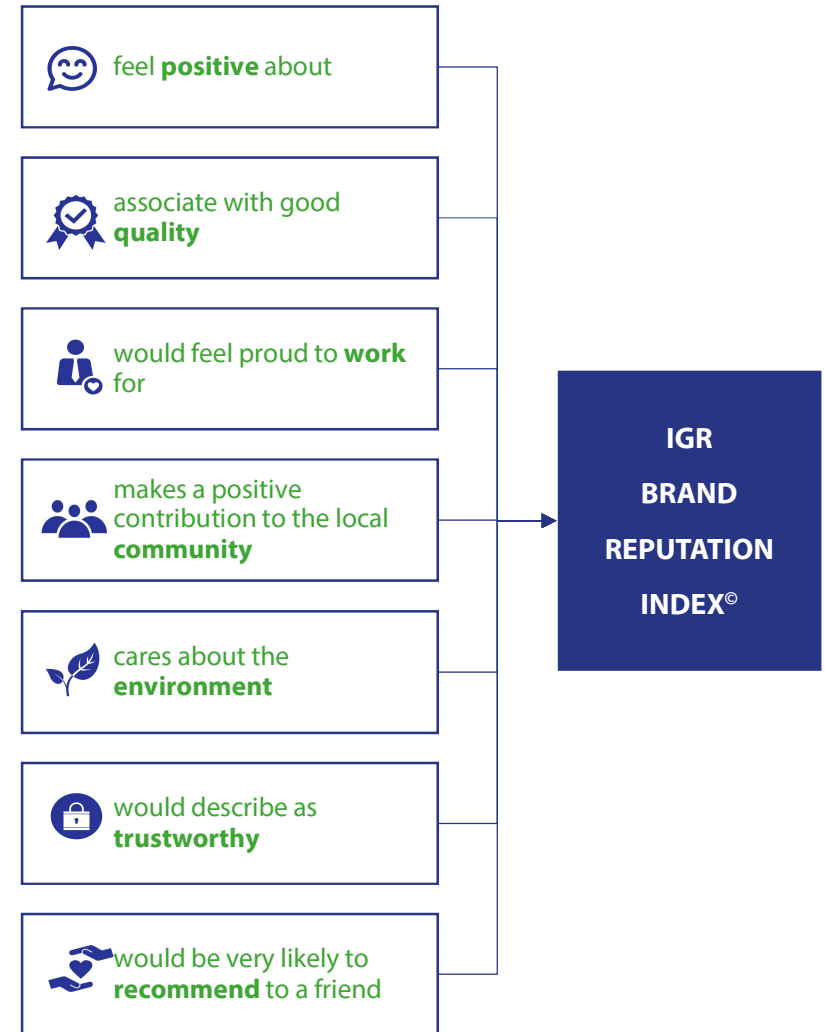
***The value of the IGR Brand Reputation Index® is that it allows an organisation to understand how they are perceived compared to other organisations in Guernsey and within their sector and monitor how they perform over time.***

Our approach has been inspired by UK and international brand equity trackers, and specially designed for the local context. The Index is constructed from peoples' perceptions of a brand's impression, local values, and whether they would be likely to recommend it to others. It was launched in October 2019 and includes 75 organisations in Guernsey (see Appendix A). The organisations selected are either a local brand or have a strong local presence.

Twice a year we conduct an online survey amongst island residents. The latest round of data collection took place between 8 April and 18 May 2022. The final sample included 1017 respondents from Guernsey.

Respondents are asked to feedback on a range of dimensions. In answering each question respondents are likely to select organisations that stand out from others in that dimension. Respondents are presented with a random list of up to 25 organisations for each question, since it is not practical to ask respondents to select from all organisations included in the Index.

Survey weights are used to minimise sampling variation and ensure results are representative of the demographic profile of the local population (see Appendix B). The seven dimensions (see right) are given equal weight when calculating the Index Score, and the Island Average Index Score was calibrated to start at 100 in the first round of data collection, which was in October 2019. More information about the methodological approach is provided in Appendix C.



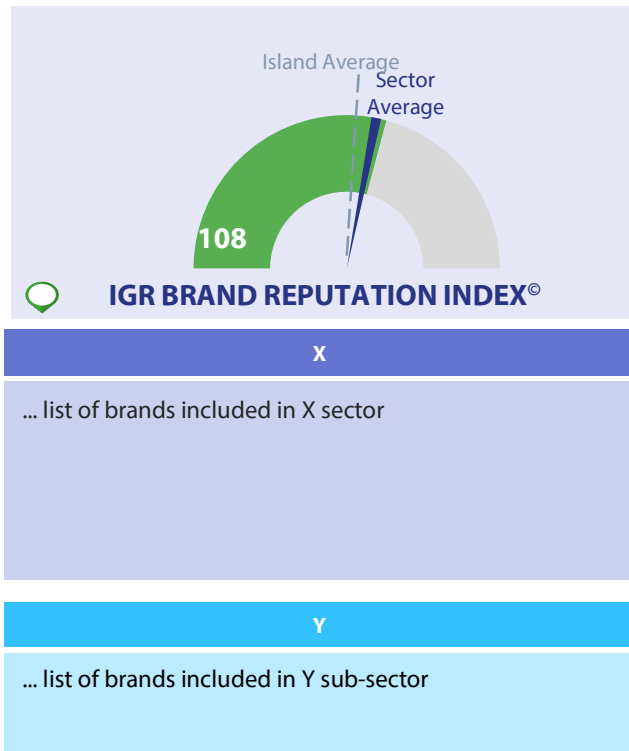


# HEADLINE RESULTS: BRAND

## Headline Results from Spring 2022

In Spring 2022, the Index Score for BRAND was 108. BRAND was ranked 21 out of 75 organisations Guernsey's Index, 8 out of 18 organisations in the X sector, and 3 out of 7 in the Y sub-sector.

The Index Score is an aggregate measure of a brand's reputation. Scores for the seven dimensions that contribute to the Index Score are shown below.



	Score	Island Rank	Sector Rank	Sub-Sector Rank
<b>IGR BRAND REPUTATION INDEX</b>	<b>108</b>	<b>21 / 75</b>	<b>8 / 18</b>	<b>3 / 7</b>
feel <b>positive</b> about	122	12 / 75	8 / 18	3 / 7
associate with good <b>quality</b>	97	36 / 75	13 / 18	5 / 7
would feel proud to <b>work</b> for	96	42 / 75	9 / 18	3 / 7
makes a positive contribution to the local <b>community</b>	95	37 / 75	10 / 18	4 / 7
cares about the <b>environment</b>	108	22 / 75	8 / 18	3 / 7
would describe as <b>trustworthy</b>	123	10 / 75	5 / 18	2 / 7
would be very likely to <b>recommend</b> to a friend	119	12 / 75	8 / 18	3 / 7
Percentage				
% who have seen/heard an advertisement or heard about via word of mouth	45%			
Of those who have used, % who would describe themselves as a satisfied customer	69%			

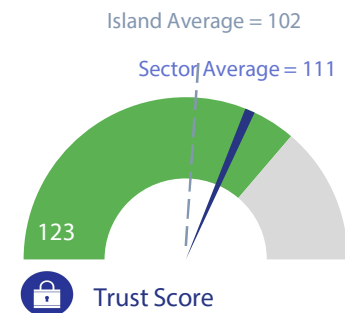
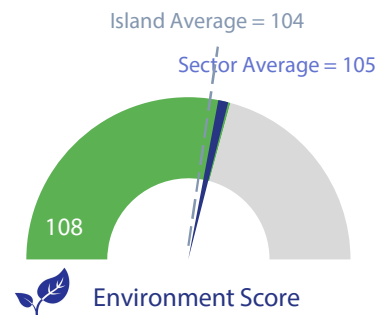
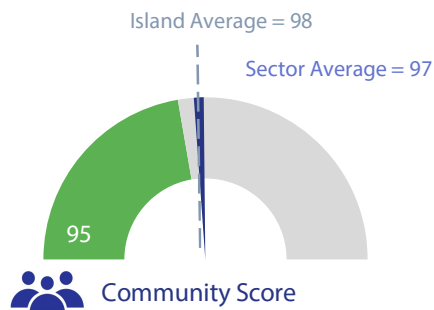
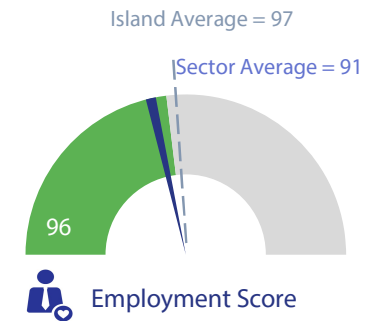
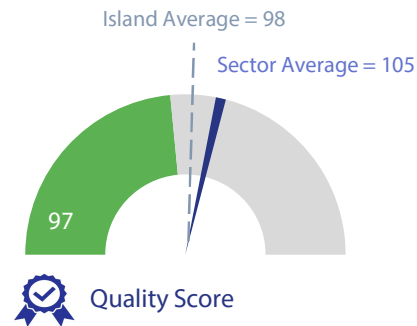
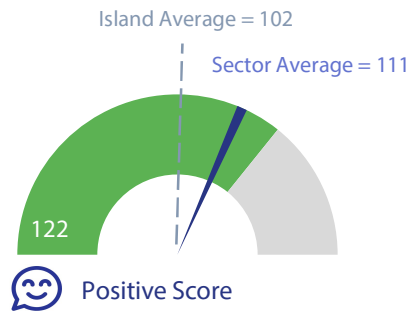
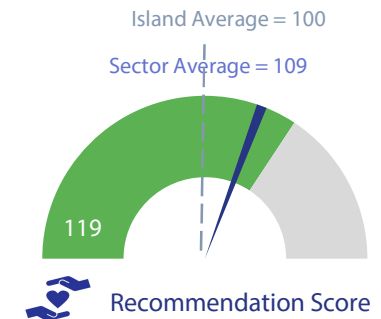
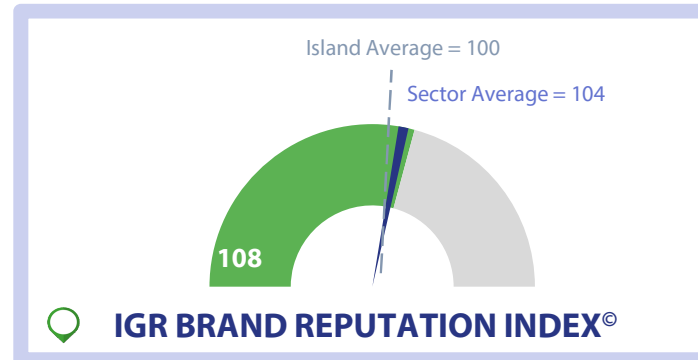


# LATEST RESULTS FOR SPRING 2022

BRAND: Latest results relative to the average score for the X Sector, and other organisations in Guernsey

The results on this page show the latest results for BRAND relative to the Sector Average and the Island Average, for the Index Score and the seven dimensions.

In Spring 2022, BRAND achieved an Index score of 108 which compares to an Island Average of 100 and an average for the X sector of 104.



# 📍 TRACKING THE OVERALL INDEX SCORE SINCE 2019



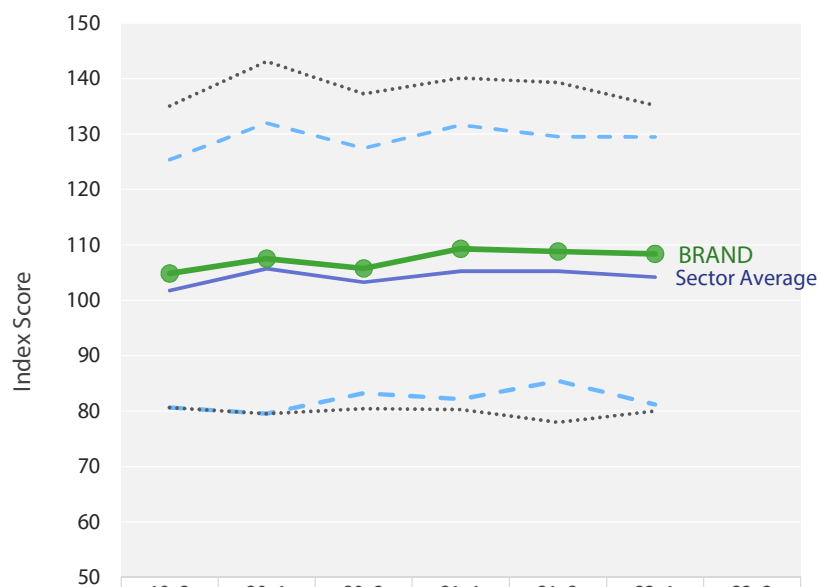
## Index Score for BRAND relative to those in Guernsey's Index, the X Sector, and the Y Sub-Sector

The graphs below present the 'Index Score' for BRAND. The results are shown in comparison to organisations in the Index in Guernsey, the X Sector, and the more narrowly defined Y Sector.

The Index Score is an aggregate measure of a brand's reputation which comprises of seven dimensions. The organisation's Index Score is shown in the green on each graph.

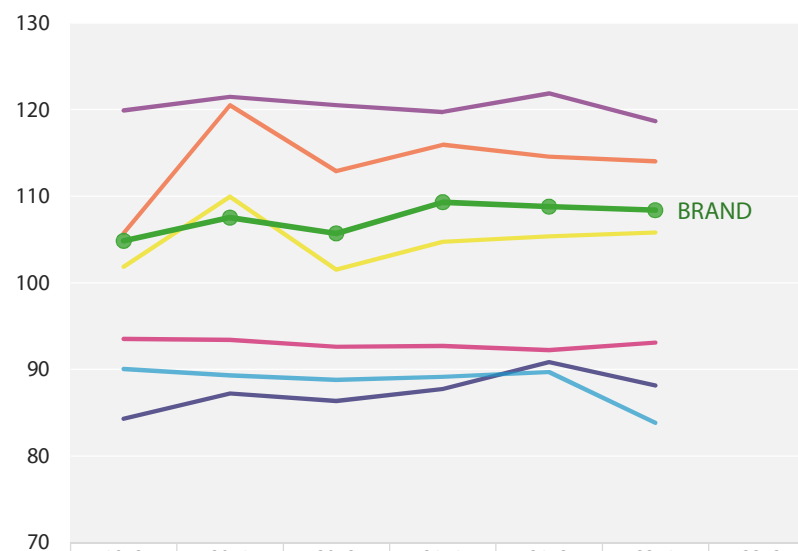
On the left, this is presented alongside the Average Index Scores achieved in Guernsey and in the X Sector. On the right it is presented alongside other organisations in the Y Sector.

### Island Overall and X Sector



	19_2	20_1	20_2	21_1	21_2	22_1	22_2
..... Island Max	135	143	137	140	139	135	
- - - Sector Max	125	132	127	132	130	129	
— Sector Average	102	106	103	105	105	104	
- - - Sector Min	81	80	83	82	85	81	
..... Island Min	81	80	80	80	78	80	
—●— BRAND	105	108	106	109	109	108	

### Y Sector



	19_2	20_1	20_2	21_1	21_2	22_1	22_2
— .	120	121	121	120	122	119	
— .	106	121	113	116	115	114	
— .	102	110	102	105	105	106	
— .	94	93	93	93	92	93	
— .	84	87	86	88	91	88	
— .	90	89	89	89	90	84	
—●— BRAND	105	108	106	109	109	108	

# TRACKING ALL DIMENSIONS SINCE 2019



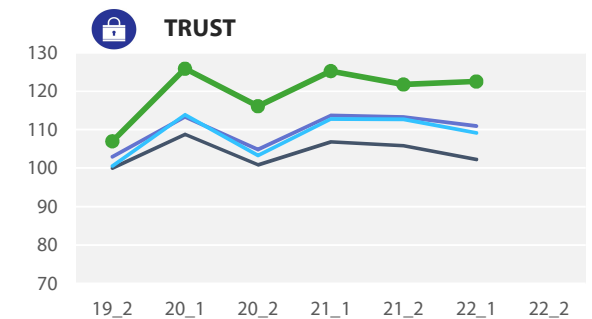
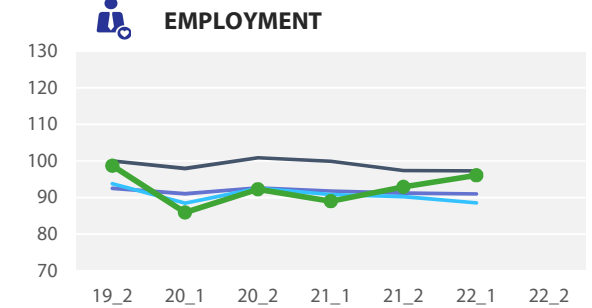
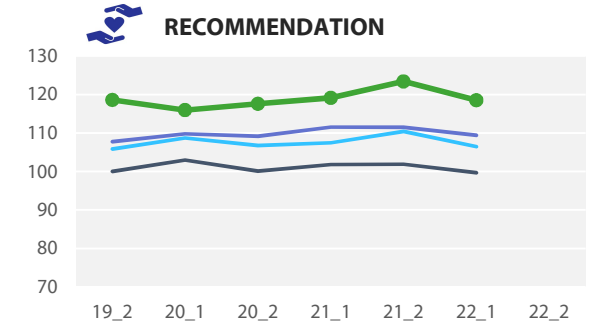
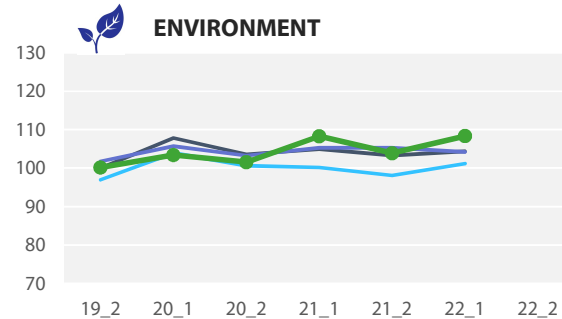
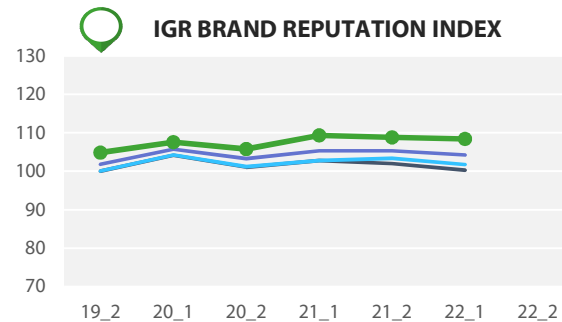
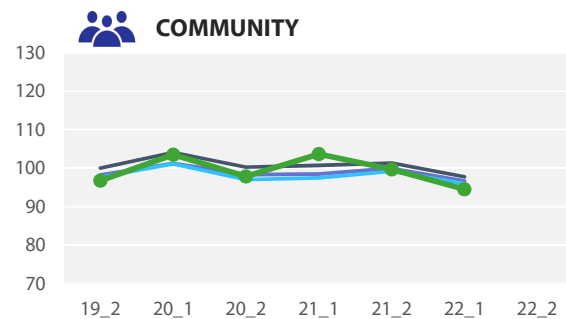
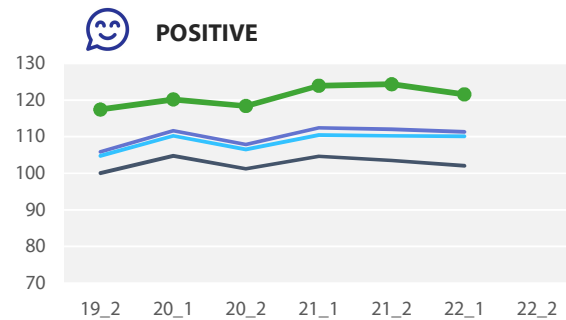
Scores for BRAND relative to those in Guernsey's Index, the X Sector and the Y Sub-Sector

The graphs below show the scores for BRAND since 2019 in comparison to all organisations included in Guernsey's Index, in comparison to others in the X Sector and in the Y Sub-Sector.

There is a graph for the overall index, and also for each of the seven dimensions that make up the Index Score.

On each graph, the Score for BRAND (in green) is reported alongside the average score for the Guernsey's Index (in grey) and the average score for the X Sector (in blue) Y Sub-Sector (in aqua).

Key: **BRAND**  
**Island Average**  
**X Average**  
**Y Average**






# SCORES: OVERALL AND BY DIMENSION SINCE 2019


Scores for BRAND relative to those in Guernsey's Index, the X Sector and the Y Sub-Sector


The tables show the average scores for BRAND since 2019 for: i) all organisations included in Guernsey's Index, ii) organisations in the X sector, and iii) organisations in the Y sub-sector.


The results are presented graphically on the previous page. There is a table for overall index, and also for each of the seven dimensions that make up the Index Score.

	2019		2020		2021		2022		2023	
	_2	_1	_2	_1	_2	_1	_2	_1	_2	
 IGR BRAND REPUTATION INDEX										
BRAND	105	108	106	109	109	108				
Island Average	100	104	101	103	102	100				
X Average	102	106	103	105	105	104				
Y Average	100	104	101	103	103	102				

 <b>POSITIVE</b>									
<b>BRAND</b>	117	120	118	124	124	122			
Island Average	100	105	101	105	103	102			
X Average	106	112	108	112	112	111			
Y Average	105	110	106	110	110	110			

 <b>QUALITY</b>									
<b>BRAND</b>	95	98	96	96	96	97			
Island Average	100	103	101	100	100	98			
X Average	104	106	105	104	106	105			
Y Average	101	103	102	100	103	101			

 <b>EMPLOYMENT</b>									
<b>BRAND</b>	99	86	92	89	93	96			
Island Average	100	98	101	100	97	97			
X Average	92	91	93	92	91	91			
Y Average	94	88	92	91	90	89			

		2019		2020		2021		2022		2023	
		_2	_1	_2	_1	_2	_1	_2	_1	_2	
	COMMUNITY										
	BRAND	97	104	98	104	100	95				
	Island Average	100	104	100	101	101	98				
	X Average	98	101	98	98	100	97				
	Y Average	98	101	97	98	99	96				

 <b>ENVIRONMENT</b>									
<b>BRAND</b>	100	103	102	108	104	108			
Island Average	100	108	104	105	103	104			
X Average	101	107	105	105	103	105			
Y Average	97	104	101	100	98	101			

 <b>TRUST</b>									
<b>BRAND</b>	107	126	116	125	122	123			
Island Average	100	109	101	107	106	102			
X Average	103	113	105	114	113	111			
Y Average	101	114	103	113	113	109			

 <b>RECOMMENDATION</b>									
<b>BRAND</b>	119	116	118	119	123	119			
Island Average	100	103	100	102	102	100			
X Average	108	110	109	112	112	109			
Y Average	106	109	107	107	110	106			













# RANKED POSITION: SINCE 2019

Ranked position for BRAND relative to those in Guernsey's Index, the X Sector and the Y Sub-Sector

The tables show the ranked position of BRAND since 2019 compared to: i) all organisations included in Guernsey's Index, ii) organisations in the X sector, and iii) organisations in the Y sub-sector.

For example, in the latest wave, BRAND was ranked 21 out of 75 in Guernsey's Index, 8 out of 18 in the X sector, and 3 out of 7 in the Y sector.

	2019	2020	2021	2022	2023
	_2	_1	_2	_1	_2
 <b>IGR BRAND REPUTATION INDEX</b>					
<b>BRAND's rank in ...</b>					
Guernsey (out of 75)	25	29	25	22	21
X (out of 18)	9	10	9	8	8
Y (out of 7)	3	4	3	3	3
 <b>POSITIVE</b>					
<b>BRAND's rank in ...</b>					
Guernsey (out of 75)	11	17	11	10	8
X (out of 18)	6	8	6	6	5
Y (out of 7)	2	4	2	2	2
 <b>QUALITY</b>					
<b>BRAND's rank in ...</b>					
Guernsey (out of 75)	44	39	37	42	42
X (out of 18)	13	12	13	13	13
Y (out of 7)	5	5	4	4	5
 <b>EMPLOYMENT</b>					
<b>BRAND's rank in ...</b>					
Guernsey (out of 75)	37	56	56	55	48
X (out of 18)	6	10	9	9	9
Y (out of 7)	2	4	3	3	3

	2019	2020	2021	2022	2023
	_2	_1	_2	_1	_2
 <b>COMMUNITY</b>					
<b>BRAND's rank in ...</b>					
Guernsey (out of 75)	37	34	35	30	34
X (out of 18)	10	10	9	8	11
Y (out of 7)	4	4	3	3	4
 <b>ENVIRONMENT</b>					
<b>BRAND's rank in ...</b>					
Guernsey (out of 75)	24	38	33	21	28
X (out of 18)	8	11	8	6	7
Y (out of 7)	3	4	3	2	3
 <b>TRUST</b>					
<b>BRAND's rank in ...</b>					
Guernsey (out of 75)	21	17	13	13	16
X (out of 18)	8	7	5	6	7
Y (out of 7)	2	3	2	2	3
 <b>RECOMMENDATION</b>					
<b>BRAND's rank in ...</b>					
Guernsey (out of 75)	9	17	13	13	10
X (out of 18)	6	9	6	8	6
Y (out of 7)	2	4	2	3	2



# MONITORING BRAND REPUTATION

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IN DETAIL



# FEEL GENERALLY POSITIVE ABOUT

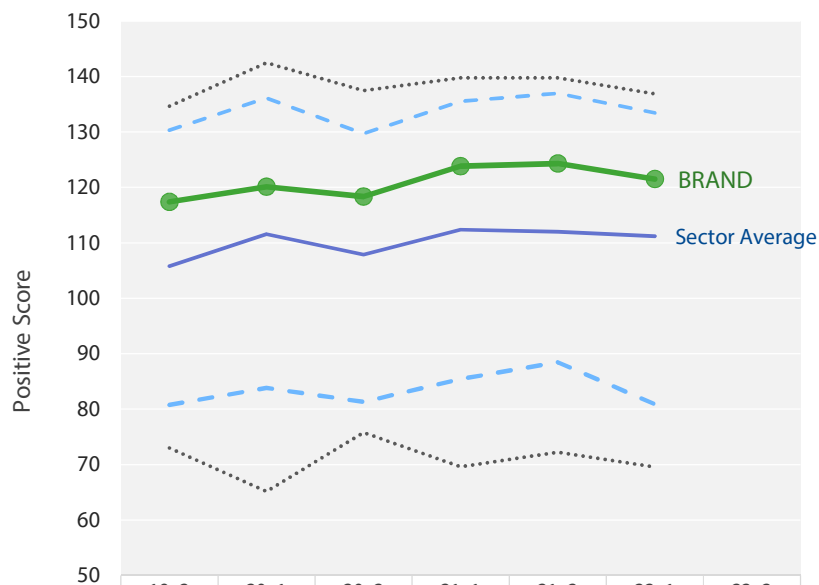


Positive Score for BRAND relative to those in Guernsey's Index, the X Sector, and the Y Sub-Sector

The graphs below present the 'Positive Score' for BRAND. The results are shown in comparison to organisations in the Index in Guernsey, the X Sector, and the more narrowly defined Y Sector.

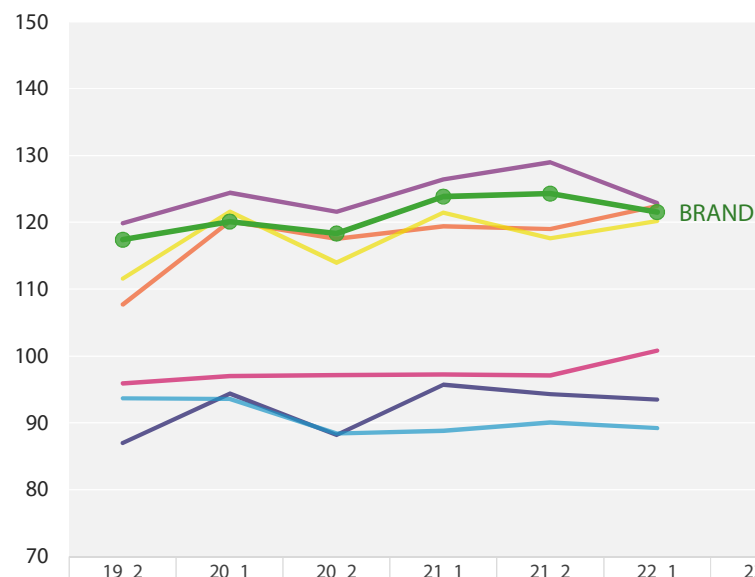
The Positive Score is derived from responses to a question in which respondents indicated which organisations on a randomly generated list they "feel generally positive about".

Island Overall and X Sector



	19_2	20_1	20_2	21_1	21_2	22_1	22_2
..... Island Max	135	142	137	140	140	137	
- - - - - Sector Max	130	136	130	136	137	133	
———— Sector Average	106	112	108	112	112	111	
- - - - - Sector Min	81	84	81	85	88	81	
..... Island Min	73	65	76	70	72	70	
—●— BRAND	117	120	118	124	124	122	

Y Sector



	19_2	20_1	20_2	21_1	21_2	22_1	22_2
—●— BRAND	117	120	118	124	124	122	





# ASSOCIATE WITH GOOD QUALITY

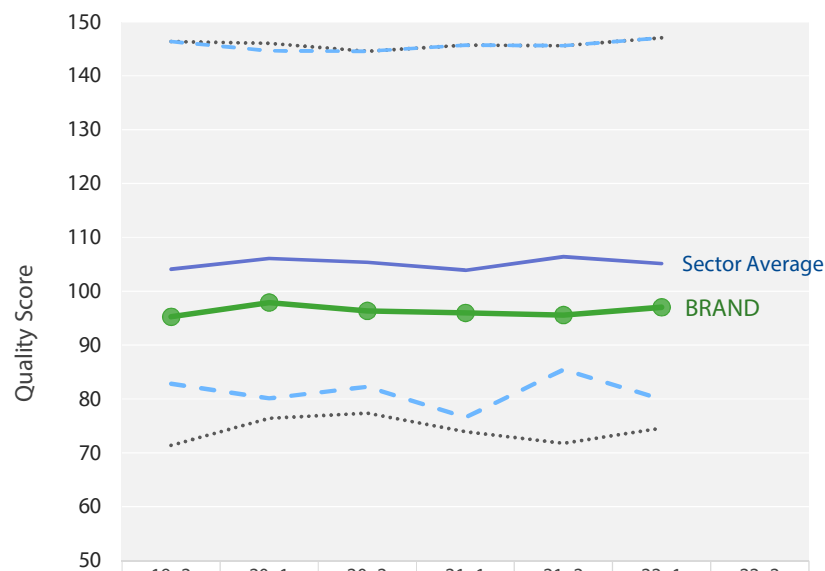


## Quality Score for BRAND relative to those in Guernsey's Index, the X Sector, and the Y Sub-Sector

The graphs below present the 'Quality Score' for BRAND. The results are shown in comparison to organisations in the Index in Guernsey, the X Sector, and the more narrowly defined Y Sector.

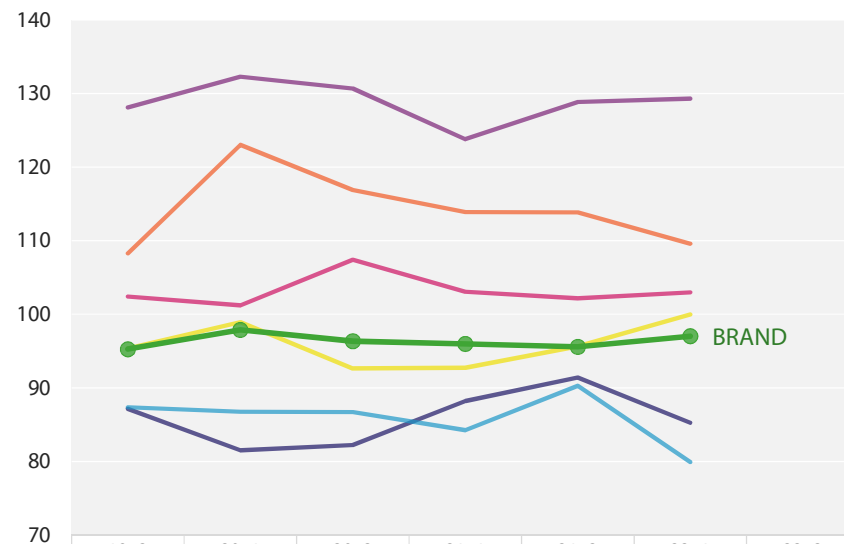
The Quality Score is derived from responses to a question in which respondents indicated which organisations on a randomly generated list they "associate with good quality".

Island Overall and X Sector



	19_2	20_1	20_2	21_1	21_2	22_1	22_2
..... Island Max	146	146	145	146	146	147	
- - - Sector Max	146	145	145	146	146	147	
———— Sector Average	104	106	105	104	106	105	
- - - Sector Min	83	80	82	77	85	80	
..... Island Min	71	76	77	74	72	75	
—●— BRAND	95	98	96	96	96	97	

Y Sector



	19_2	20_1	20_2	21_1	21_2	22_1	22_2
—●— BRAND	95	98	96	96	96	97	





# FEEL PROUD TO WORK FOR

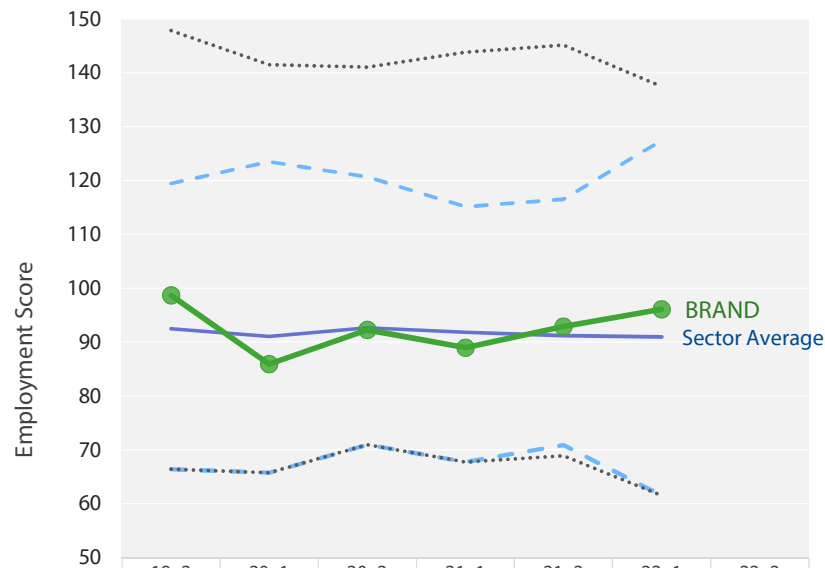


## Employment Score for BRAND relative to those in Guernsey's Index, the X Sector, and the Y Sub-Sector

The graphs below present the 'Employment Score' for BRAND. The results are shown in comparison to organisations in the Index in Guernsey, the X Sector, and the more narrowly defined Y Sector.

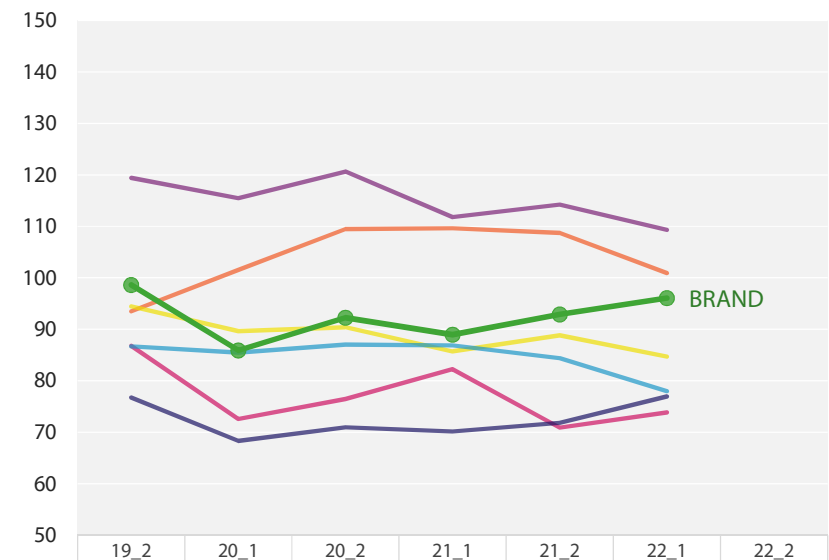
The Employment Score is derived from responses to a question in which respondents indicated which organisations on a randomly generated list they "would feel proud to work for".

Island Overall and X Sector



	19_2	20_1	20_2	21_1	21_2	22_1	22_2
..... Island Max	148	141	141	144	145	137	
- - - Sector Max	119	123	121	115	116	127	
— Sector Average	92	91	93	92	91	91	
- - - Sector Min	66	66	71	68	71	62	
..... Island Min	66	66	71	68	69	62	
—●— BRAND	99	86	92	89	93	96	

Y Sector



	19_2	20_1	20_2	21_1	21_2	22_1	22_2
—	119	115	121	112	114	109	
—	94	102	110	110	109	101	
—	94	90	90	86	89	85	
—	87	73	76	82	71	74	
—	77	68	71	70	72	77	
—	87	85	87	87	84	78	
—●— BRAND	99	86	92	89	93	96	



# CONTRIBUTES TO THE COMMUNITY

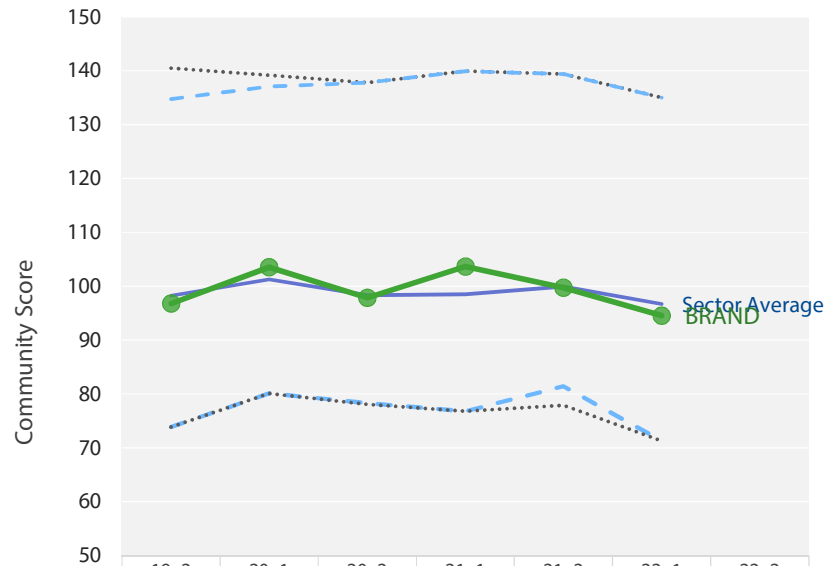


## Community Score for BRAND relative to those in Guernsey's Index, the X Sector, and the Y Sub-Sector

The graphs below present the 'Community Score' for BRAND. The results are shown in comparison to organisations in the Index in Guernsey, the X Sector, and the more narrowly defined Y Sector.

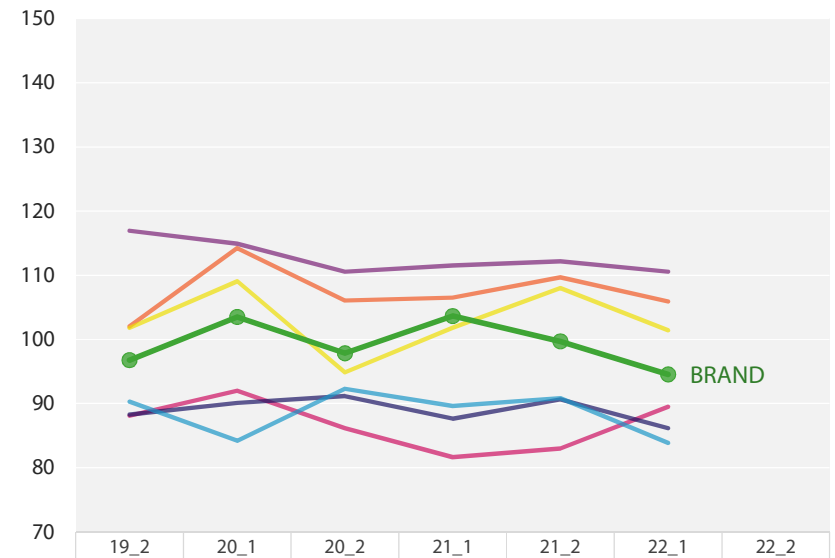
The Community Score is derived from responses to a question in which respondents indicated which organisations on a randomly generated list they believe "makes a positive contribution to the local community".

Island Overall and X Sector



	19_2	20_1	20_2	21_1	21_2	22_1	22_2
..... Island Max	140	139	138	140	139	135	
- - - Sector Max	135	137	138	140	139	135	
— Sector Average	98	101	98	98	100	97	
- - - Sector Min	74	80	78	77	81	71	
..... Island Min	74	80	78	77	78	71	
—●— BRAND	97	104	98	104	100	95	

Y Sector



	19_2	20_1	20_2	21_1	21_2	22_1	22_2
—	117	115	111	112	112	111	
—	102	114	106	107	110	106	
—	102	109	95	102	108	101	
—	88	92	86	82	83	89	
—	88	90	91	88	91	86	
—	90	84	92	90	91	84	
—●— BRAND	97	104	98	104	100	95	





# CARES ABOUT THE ENVIRONMENT

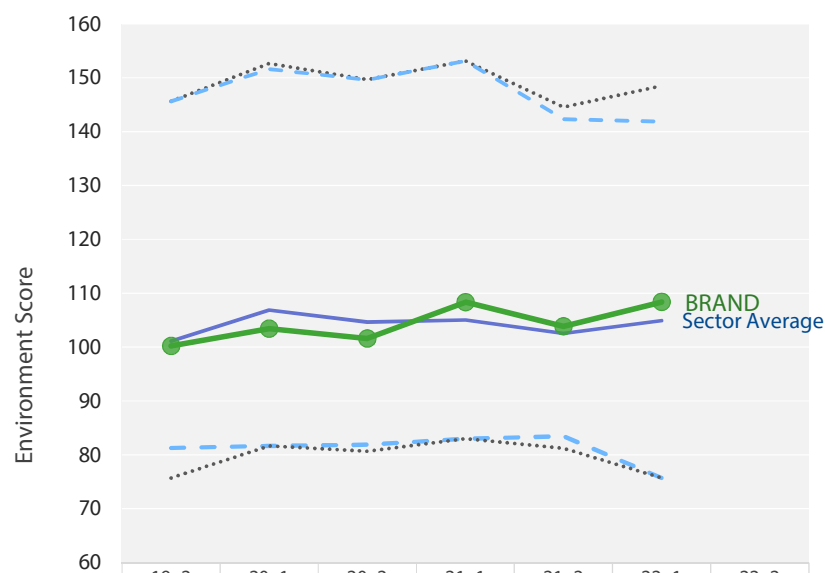


## Environment Score for BRAND relative to those in Guernsey's Index, the X Sector, and the Y Sub-Sector

The graphs below present the 'Environment Score' for BRAND. The results are shown in comparison to organisations in the Index in Guernsey, the X Sector, and the more narrowly defined Y Sector.

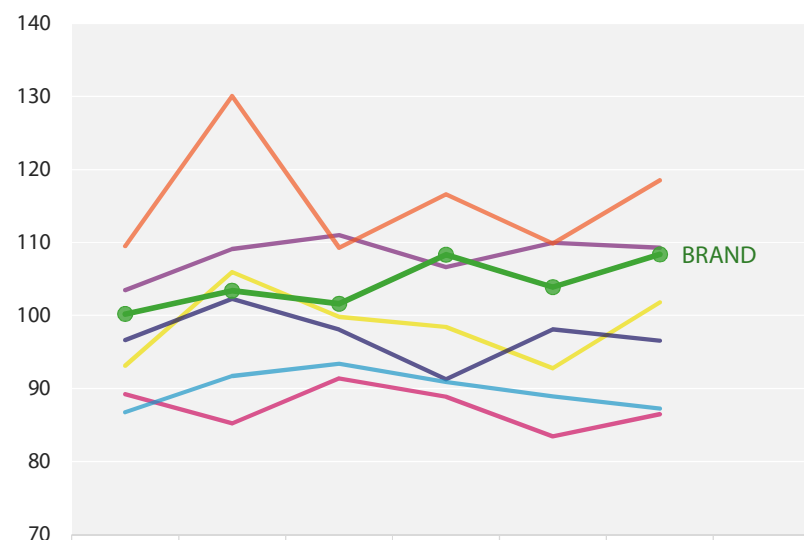
The Environment Score is derived from responses to a question in which respondents indicated which organisations on a randomly generated list they consider "cares about the environment".

Island Overall and X Sector



	19_2	20_1	20_2	21_1	21_2	22_1	22_2
..... Island Max	146	153	150	153	145	148	
- - - Sector Max	146	152	150	153	142	142	
— Sector Average	101	107	105	105	103	105	
- - - Sector Min	81	82	82	83	83	76	
..... Island Min	76	82	81	83	81	76	
—●— BRAND	100	103	102	108	104	108	

Y Sector



	19_2	20_1	20_2	21_1	21_2	22_1	22_2
— .	103	109	111	107	110	109	
— .	109	130	109	117	110	119	
— .	93	106	100	98	93	102	
— .	89	85	91	89	83	86	
— .	97	102	98	91	98	97	
— .	87	92	93	91	89	87	
—●— BRAND	100	103	102	108	104	108	





# DESCRIBE AS TRUSTWORTHY

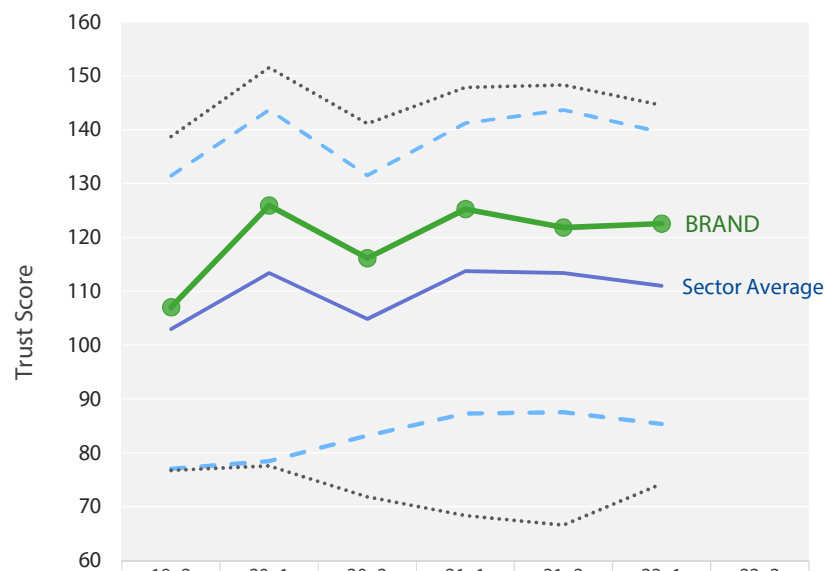


## Trust Score for BRAND relative to those in Guernsey's Index, the X Sector, and the Y Sub-Sector

The graphs below present the 'Trust Score' for BRAND. The results are shown in comparison to organisations in the Index in Guernsey, the X Sector, and the more narrowly defined Y Sector.

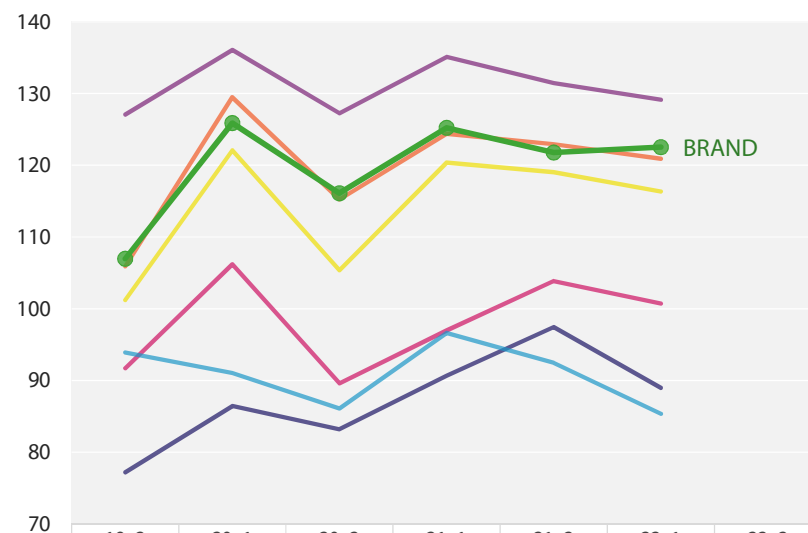
The Trust Score is derived from responses to a question in which respondents indicated which organisations on a randomly generated list they "would describe as trustworthy".

Island Overall and X Sector



	19_2	20_1	20_2	21_1	21_2	22_1	22_2
Island Max	139	152	141	148	148	145	
Sector Max	131	144	131	141	144	139	
Sector Average	103	113	105	114	113	111	
Sector Min	77	78	83	87	88	85	
Island Min	77	78	72	68	67	74	
BRAND	107	126	116	125	122	123	

Y Sector



	19_2	20_1	20_2	21_1	21_2	22_1	22_2
Entity 1	127	136	127	135	131	129	
Entity 2	106	130	115	124	123	121	
Entity 3	101	122	105	120	119	116	
Entity 4	92	106	90	97	104	101	
Entity 5	77	86	83	91	97	89	
Entity 6	94	91	86	97	92	85	
BRAND	107	126	116	125	122	123	







# VERY LIKELY TO RECOMMEND

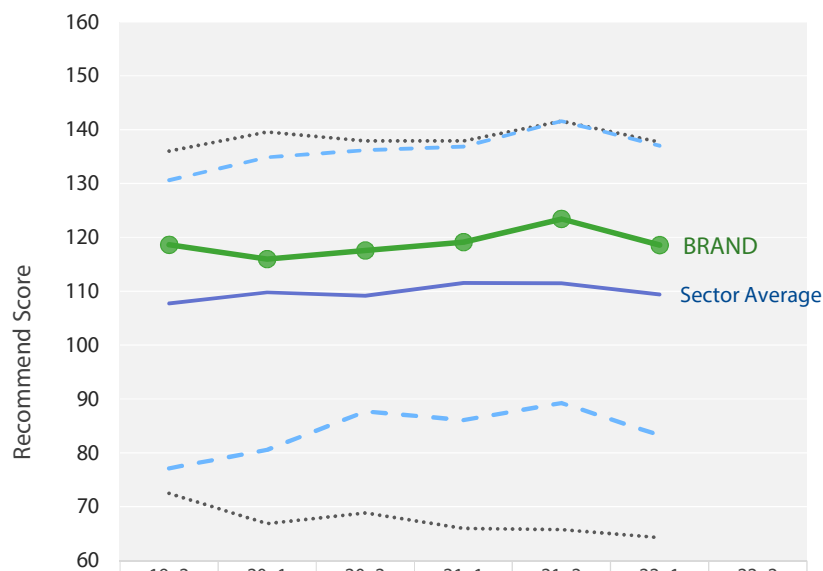


## Recommendation Score for BRAND relative to those in Guernsey's Index, the X Sector, and the Y Sub-Sector

The graphs below present the 'Recommendation Score' for BRAND. The results are shown in comparison to organisations in the Index in Guernsey, the X Sector, and the more narrowly defined Y Sector.

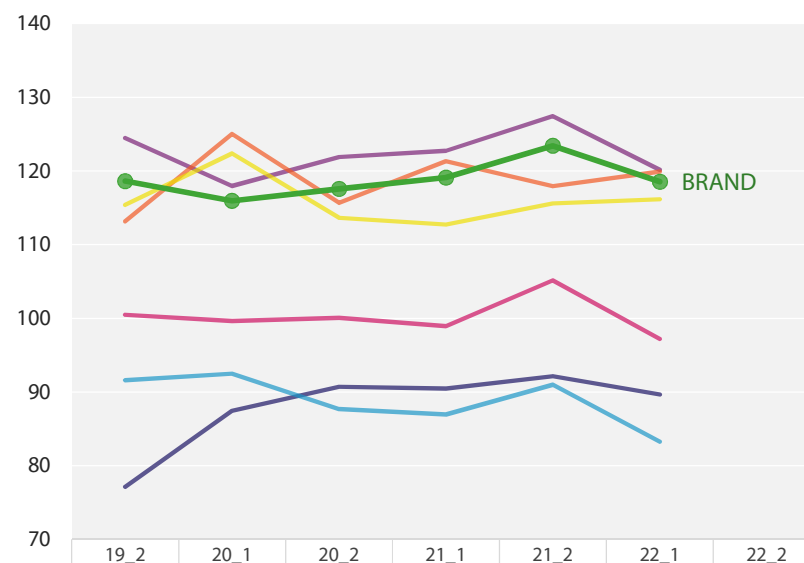
The Recommendation Score is derived from responses to a question in which respondents indicated which organisations on a randomly generated list they "would be very likely to recommend to a friend".

Island Overall and X Sector



	19_2	20_1	20_2	21_1	21_2	22_1	22_2
Island Max	136	140	138	138	142	138	
Sector Max	131	135	136	137	142	137	
Sector Average	108	110	109	112	112	109	
Sector Min	77	81	88	86	89	83	
Island Min	72	67	69	66	66	64	
BRAND	119	116	118	119	123	119	

Y Sector



	19_2	20_1	20_2	21_1	21_2	22_1	22_2
Entity 1	124	118	122	123	127	120	
Entity 2	113	125	116	121	118	120	
Entity 3	115	122	114	113	116	116	
Entity 4	100	100	100	99	105	97	
Entity 5	77	87	91	90	92	90	
Entity 6	92	92	88	87	91	83	
BRAND	119	116	118	119	123	119	





## **AWARENESS AND SATISFACTION**

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# ADVERTISING AND WORD OF MOUTH

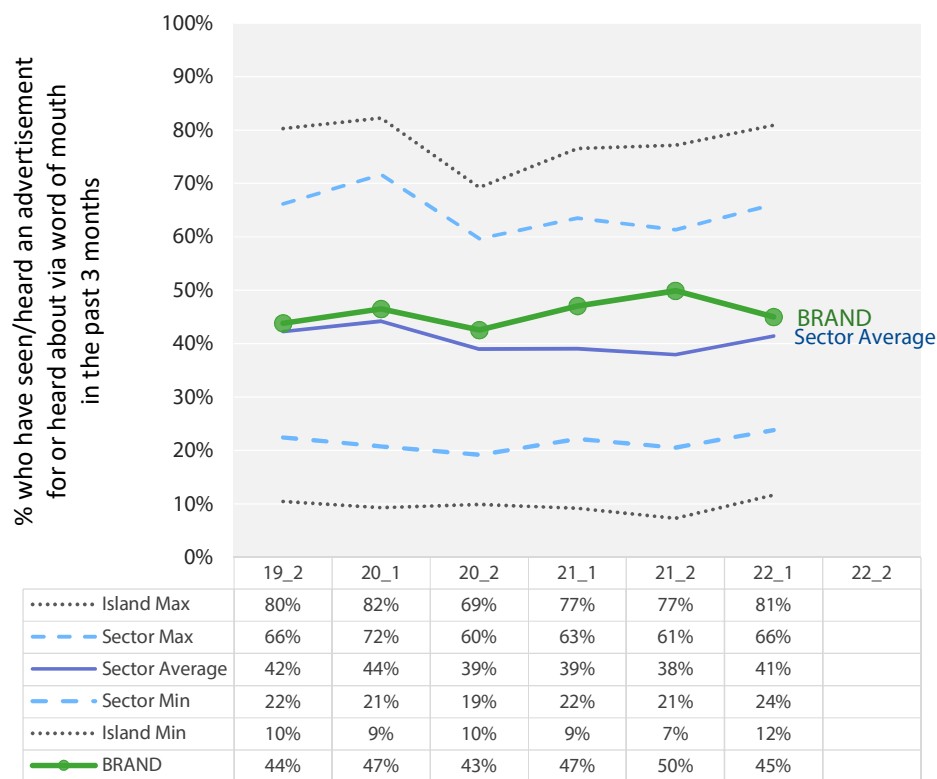


## Reach of advertising and word of mouth for BRAND

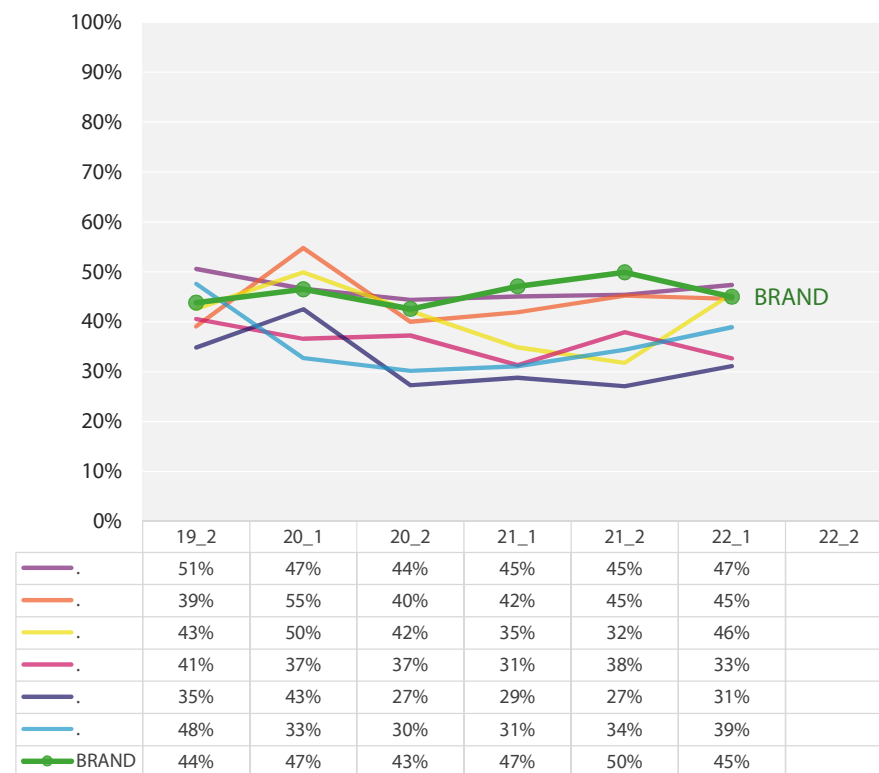
**Over the past 3 months, 45% of people in Guernsey had seen/heard advertising for BRAND or heard about BRAND via word of mouth.**

The results were obtained by asking respondents which organisations on a randomly generated list they "had seen/heard an advertisement for or heard about via word of mouth in the past 3 months". The results for the organisation is shown in the green on each graph, and this is presented alongside the results for Guernsey as a whole and by organisations in the sectors.

Island Overall and X Sector



Y Sector





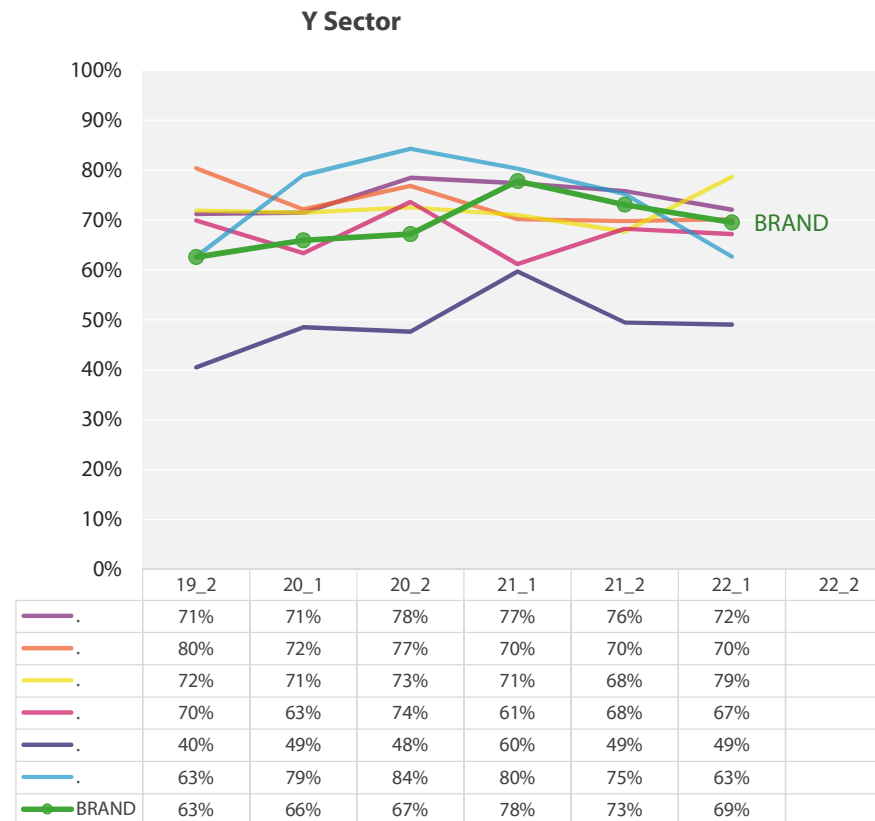
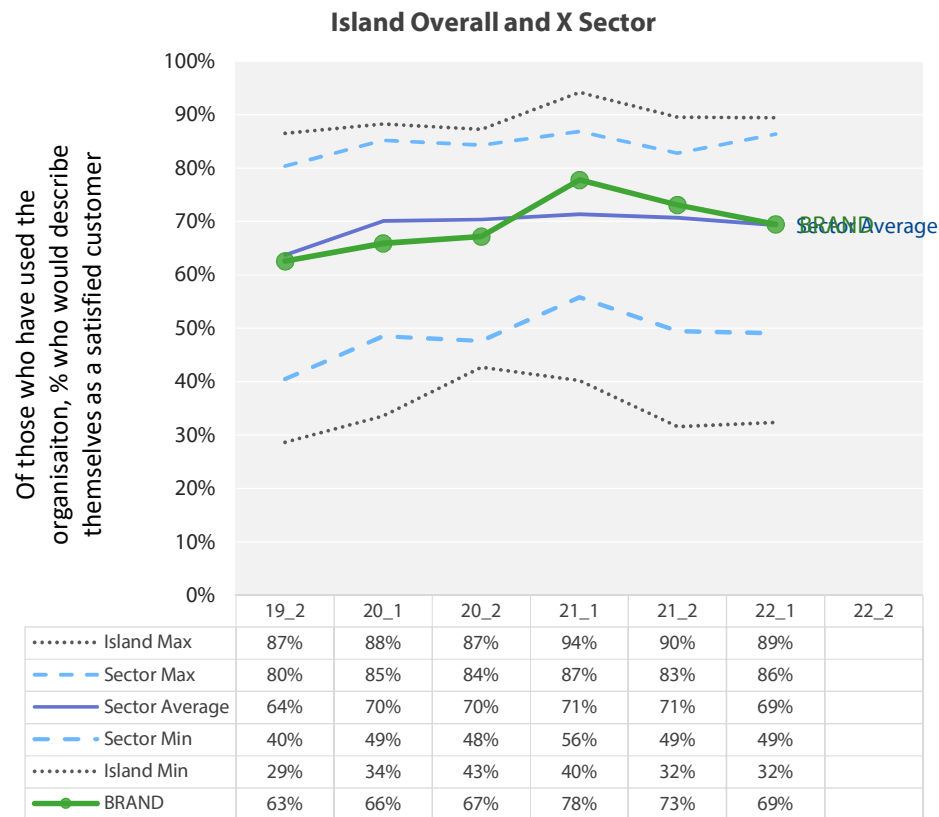
# CONSUMER SATISFACTION



Percentage who have used BRAND in the past year and who would describe themselves as a satisfied customer

**Over the past 12 months, 72% of people in Guernsey reported they had used BRAND. Of those, 69% would describe themselves as a satisfied customer.**

The results were obtained by asking respondents which organisations on a randomly generated list they had used in the past 12 months. For the organisations they had used, respondents were then asked to indicate which ones they would describe themselves as a satisfied customer of.





## APPENDIX

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# SELECTED ORGANISATIONS

## Appendix A: List of Organisations included in the IGR Brand Reputation Index© in Guernsey

The table below lists the companies included from Guernsey in the IGR Brand Reputation Index©.

There is room for up to 75 organisations to be included in the Index in Guernsey. The organisations selected for inclusion are all either a local brand or have a strong local presence. They provide a mixture of goods, services and/or employment to residents. When selecting the organisations we have sought to strike a balance in covering a range of different industry sectors, while also ensuring we have included enough key competitors in each sector.

Organisations/brands have NOT paid to be included in the list.

X
... list of brands included in X sector
Y
... list of brands included in Y sub sector

GUERNSEY			
Airtel-Vodafone	Co-op <sup>†</sup>	Investec	Ogier
Aladdin's Cave	Cooper Brouard	Island FM <sup>†</sup>	Ravenscroft
Alliance	Creaseys	Islands	RBC Wealth Management
Aurigny <sup>†</sup>	Credit Suisse	ITV Channel Islands	Regency Beds and Furniture
B&Q	Earlwood Garden Centre & Café	Jacksons	Ross Gower Group
Babbe	Fermain Valley Hotel, Adventure Rooms & Restaurants	JT	Rossborough Insurance
Bailiwick Express	Freelance Guernsey	La Grande Mare Hotel, Golf & Country Club	R H Gaudion*
Barclays Bank Overseas	Guernsey buses (CT Plus Limited)	Le Friquet	Savills Guernsey
Barras Car Centre	Guernsey Dairy <sup>†</sup>	Le Mont Saint Garage	Scope Furnishing
BBC Radio Guernsey <sup>†</sup>	Guernsey Electricity <sup>†</sup>	Livingroom	Skipton International
Beau Sejour Leisure Centre	Guernsey Gas	Lloyds Bank International	Specsavers <sup>†</sup>
Bella Luce Hotel, Restaurant, Distillery & Spa	Guernsey Post <sup>†</sup>	Marks & Spencer	St Pierre Park Hotel, Spa & Golf Resort
Blue Islands (was Flybe/Blue Islands)	Guernsey Press <sup>†</sup>	Morrison's	Stan Brouard
Butterfield	Guernsey Water <sup>†</sup>	Mourant	States of Guernsey <sup>†</sup>
BWCI	HSBC Channel Islands	NatWest International	Sure <sup>†</sup>
Carey Olsen	Iceland	Network Insurance & Financial Planning	Swoffers
Cherry Godfrey	Ideal Furnishings	Next	The Farmhouse Hotel and Restaurant
Collas Crill	Intertrust	Norman Piette	The Old Government House Hotel & Spa
Condor Ferries <sup>†</sup>		Northern Trust	Waitrose <sup>†</sup>

<sup>†</sup> The organisations identified are included in the 'Core' Sector because they provide products and services that may be considered essential for the island to function, or because they are a major employer in Guernsey.

\* Added in Spring 2020

# RESPONDENT PROFILE



## Appendix B: Profile of survey respondents

Data collection took place between 8 April and 18 May 2022. The final sample includes 1017 adults (aged 16+) living in Guernsey.

The tables below show the profile of people after survey weights had been applied to adjust for age and gender differences between the sample and the local population.

	Autumn 2019 N=1061	Spring 2020 N=1150	Autumn 2020 N=1046	Spring 2021 N=1008	Autumn 2021 N=1050	Spring 2022 N=1017	Autumn 2022	Spring 2023	Autumn 2023
<b>Gender</b>									
Female	50%	53%	53%	51%	54%	53%			
Male	49%	46%	47%	48%	45%	46%			
Prefer to self-describe	0%	0%	0%	0%	0%	0%			
Prefer not to say	1%	1%	0%	0%	1%	0%			
<b>Age Range</b>									
16-24	12%	7%	10%	6%	7%	6%			
25-34	15%	16%	15%	17%	13%	15%			
35-44	15%	15%	17%	17%	17%	16%			
45-54	19%	19%	21%	21%	22%	19%			
55-64	16%	17%	19%	19%	20%	18%			
65-74	13%	14%	15%	15%	16%	14%			
75+	9%	11%	5%	5%	5%	12%			
Prefer not to say	1%	0%	0%	0%	0%	0%			
<b>Household composition</b>									
Adults 16-64 only	41%	42%	44%	49%	47%	45%			
Adults 16-64 & child(ren)	28%	25%	28%	23%	25%	22%			
Adults 65+ only	15%	16%	16%	15%	16%	20%			
Other composition	16%	17%	12%	13%	12%	12%			
<b>Household Income</b>									
Up to £40,000	22%	23%	23%	27%	24%	24%			
£40,001 - £60,000	17%	19%	17%	16%	19%	19%			
£60,001 - £80,000	14%	12%	15%	16%	13%	17%			
£80,001 - £100,000	11%	13%	11%	10%	11%	10%			
Over £100,000	19%	17%	18%	17%	18%	16%			
Prefer not to say	13%	12%	12%	12%	13%	12%			
Don't know	5%	3%	3%	2%	3%	2%			

# BACKGROUND



## Appendix C: Background to the IGR Brand Reputation Index©

### THE IGR BRAND REPUTATION INDEX HELPS YOUR ORGANISATION:

Measure the impression of your brand amongst local residents

Understand if your brand is associated with local values

Monitor levels of positive engagement among local residents

Benchmark your reputation against competitors

The Index was developed in response to a growing number of enquiries from organisations who care about their reputation and want to know whether they have created a positive impression, have values that resonate with residents, and would be an organisation that local people would recommend. Our approach has been inspired by UK and international brand equity trackers, and specially designed for the local context. The Index is constructed from peoples' perceptions of a brand's impression, local values, and whether they would be likely to recommend it to others. It was launched in October 2019.

The metrics measured by the IGR Brand Reputation Index® have been selected with the local context in mind, allowing you to monitor and benchmark against competitors in the following areas:



**IMPRESSION:** First impressions matter, good experiences build a reputation and bad ones can have lasting consequences. This is especially true in small, close-knit communities.

We monitor which organisations are viewed positively, associated with good quality and seen as a place that inspires employee pride.



**LOCAL VALUES:** Organisations that share the same values as those held by the community are better able to create strong connections with existing and potential customers and employees.

We've selected contribution to the local community, concern for environmental issues and trust as three key 'values' which sit high on the agenda of modern consumers and stakeholders.



**POSITIVE ENGAGEMENT:** Determine if your customer engagement, customer service and marketing strategies are achieving positive results.

We learn which brands residents would recommend to others on their island, and also ask about the reach of advertising and consumer satisfaction.

**A positive brand reputation can increase opportunities for your organisation, and potentially lower marketing costs, by helping to:**

- Create a connection between those who live locally and your business
- Maintain and expand your customer base and/or improve the pool of prospective employees
- Heighten the perceived value of your brand and offer a competitive edge
- Create brand advocates, who'll promote your organisation online and through word of mouth
- Defend against negative exposure
- Promote sales and put your brand 'top of mind', potentially generating higher revenues and enabling expansion in the local market



# APPROACH



## Appendix C: Our approach to selecting organisations and eliciting responses

Twice a year we conduct an online survey amongst island residents. The latest round of data collection took place between 8 April and 18 May 2022. The final sample included 1017 respondents from Guernsey.

Respondents are asked to feedback on a range of dimensions (see below). In answering each question respondents are likely to select organisations that stand out from others in that dimension.

There is room for up to 75 organisations to be included in the Index in each island. The organisations selected for inclusion are all either a local brand or have a strong local presence. They provide a mixture of goods, services and/or employment to residents. When selecting the organisations we have sought to strike a balance in covering a range of different industry sectors, while also ensuring we have included enough key competitors in each sector. See Appendix A for the list of organisations included in the Guernsey's Index.

An important consideration was that it is not practical to ask respondents to select from all 75 organisations that are included in the Index. Instead, respondents are presented with a list of up to 25 organisations for each question, and the organisations in that list are randomly selected and occur in a random order. The questions that form the Index also occur in a random order, which should prevent framing bias.

Respondents are also asked a few questions about them. We use the profiling questions to ensure our results are representative of the demographic profile of the local population. Survey weights are used to correct for the small differences between the age and gender of the sample and the resident population. This is a standard statistical method that allows us to report results for the island as a whole. See Appendix B for the profile of respondents.

### HOW DOES THE INDEX WORK?

Twice a year we survey a representative sample of island residents. It asks about multiple dimensions that impact brand reputation, plus demographic profile.

#### IMPRESSION

Does your brand have positive associations amongst the local community?

*Which of the following organisations...*



##### Positive

...do you feel generally positive about?



##### Quality

...do you associate with 'good quality'?



##### Employment

...would you feel proud to work for?

#### LOCAL VALUES

Is your brand perceived to be aligned to values important to the local community?

*In your opinion, which of the following organisations...*



##### Community

...make a positive contribution to the local community?



##### Environment

...care about the environment?



##### Trust

...would you describe as trustworthy?

#### POSITIVE ENGAGEMENT

Is your brand getting the type of engagements that help build a reputation?



##### Advertising

Over the past 3 months, which of the following organisations have you seen/heard an advertisement for, or heard about via word of mouth?



##### Consumer Satisfaction

Overall, would you describe yourself as a 'satisfied customer' of any of the following organisations [you have used]?



##### Recommendation

Which of the following organisations would you be very likely to recommend to a friend?



# METHODOLOGY



## Appendix C: Calculating the IGR Brand Reputation Index©

When analysing the data we determine the proportion of times an organisation was selected for each dimension, based on the number of times it was shown to respondents, and was therefore available for selection.

Brand Reputation Index comprises of seven dimensions:

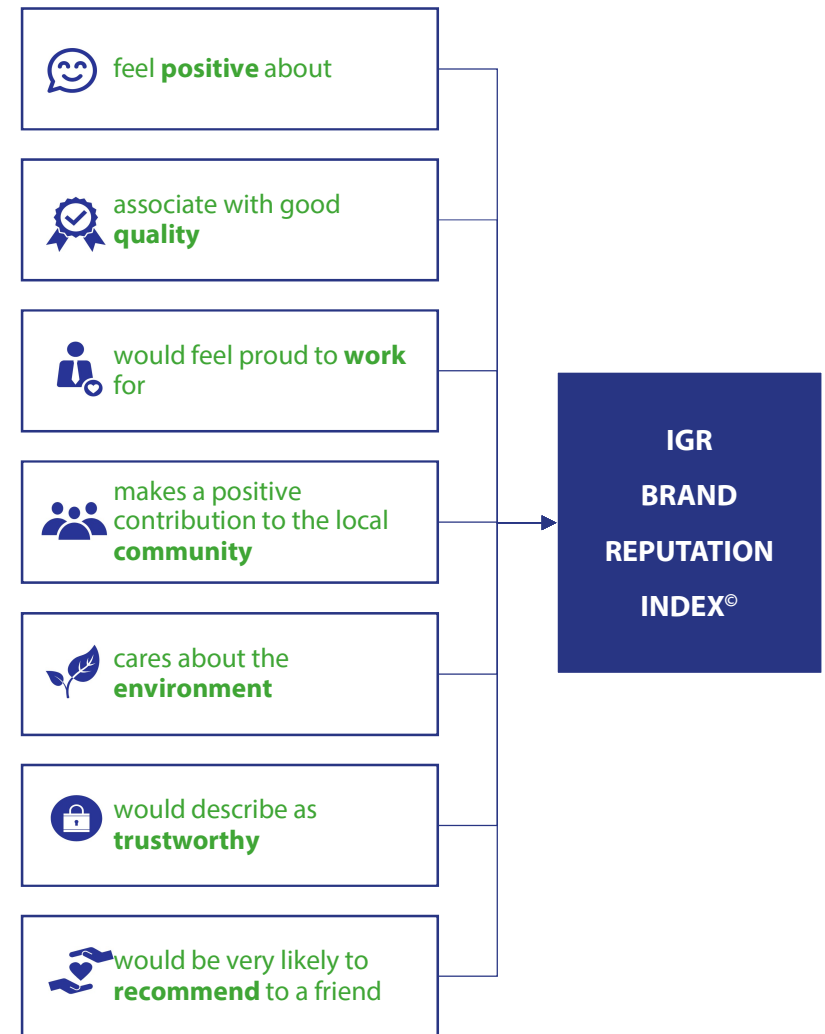
- feel **positive** about
- associate with 'good **quality**'
- would feel proud to **work** for
- makes a positive contribution to the local **community**
- cares about the **environment**
- would describe as **trustworthy**
- would be very likely to **recommend** to a friend.

Each of the seven dimensions is given equal weight when calculating the Index Score. To achieve this, the results for each dimension are scaled and standardised relative to the average for all organisations included in the Index (the 'Island Average') at the first round of data collection, which was in October 2019.

The Island Average Index Score was calibrated to start at 100. After this time, the Island Average Score may vary, though changes are likely to be small.

We also separately report on the percentage of people who have seen or heard about an organisation in the past 3 months, whether they have used an organisation in the past 12 months, and whether the respondent would describe themselves as a satisfied customer of an organisation.

These aspects do not contribute to the Index Score, but provide further insight into the success of an organisation's engagement strategies and customer service. Improvements to these areas can benefit consumers as well as help build a brand's reputation.



# INTERPRETATION



## Appendix C: Understanding the results

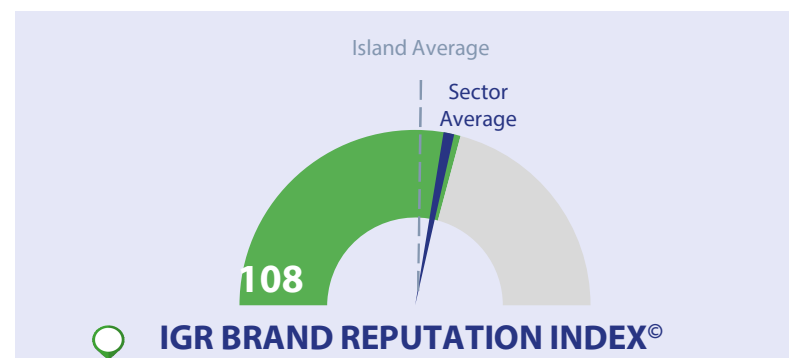
The IGR Brand Reputation Index is an aggregate measure for the reputation of brands on Guernsey that allows us to track performance over time. The Index was calibrated to record an average score of 100 for all organisations that are included in the Index in Guernsey when it was established in October 2019.

***The value of the IGR Brand Reputation Index® is that it allows an organisation to understand how they are perceived compared to other organisations in Guernsey and within their sector and monitor how they perform over time.***

We present the overall Index Score - which is an aggregate measure of a brand reputation that can be tracked over time. The Index Score is a relative measure and shows performance compared to other organisations included in the Index in Guernsey. The higher the score, the better the brand's reputation. We present results that allow you to see how you compare to the Island Average and to the Sector Average.

The IGR Brand Reputation Index is updated every six months. Tracking changes to the Index Score allows organisations to see if the perception of their brand has improved or worsened relative to others. This insight can also help organisations monitor the effectiveness of their marketing, communications or customer engagement strategies.

As an organisation wanting to interpret the results, we suggest you focus on what matters to you. Some organisations may place greater emphasis on some of the dimensions asked about than others. For this reason, we provide results for each dimension that allow you to track performance in each dimension over time compared to others in the Index on the island and within your sector.



The latest results for the Index Score and its seven dimensions are presented as a gauge (as depicted above).

- The green segment shows the score for your organisation.
- The solid navy blue line depicts the average score for organisations in your sector ('Sector Average').
- The grey dashed line depicts the average score for organisations on your island that were included in the index ('Island Average').

If your organisation performs better than the Sector Average the green segment will be to the right of the blue line, and if it performs worse than average it will be to the left of the blue line. The organisation's performance relative to the Island Average can also be interpreted in same way.



# LATEST RESULTS: SECTOR OVERVIEW

## Appendix D: Relative performance of different sectors in Guernsey

The IGR Brand Reputation Index was launched in October 2019 and tracks the performance of selected brands in Guernsey over time. At the outset the Island Average Index Score was calibrated to start at 100. The Island Average Score has varied slightly over time, and is now 100.2.

We report an organisation's brand reputation relative to others on the island and others in your sector, and provide detail that should allow you to benchmark performance against a relative set of competitors.

When making sense of the results for your organisation it may be worth noting that brand reputation varies between and within sectors. The graph on the right shows the performance of different sectors compared to the island as a whole from the latest round of data collection.

- The grey circle shows the Island Average Index Score - the average Index Score for all organisations in Guernsey included in the Index. The grey vertical lines show the minimum and maximum Index Scores (at 80 and 135 respectively).
- The blue circles show the Sector Average Index Scores for key sectors. As before, vertical lines show the minimum and maximum Index Scores for each sector.

When looking at the Sector Average Index Scores, it can be seen that the brand reputation of organisations that provide 'core' products and services is on average higher (115), than those in the finance and property & legal sectors (90 and 92 respectively).<sup>\*</sup> These differences in the average scores may reflect the role, size or contribution of different organisations to peoples' lives, or the frequency of interaction. However, the amount of variation within a sector is also notable, and it can be seen that the retail sector contains some of the best and also some of the worse performers.

<sup>\*</sup> See Appendix A for detail on which organisations are considered to provide 'core' products and services





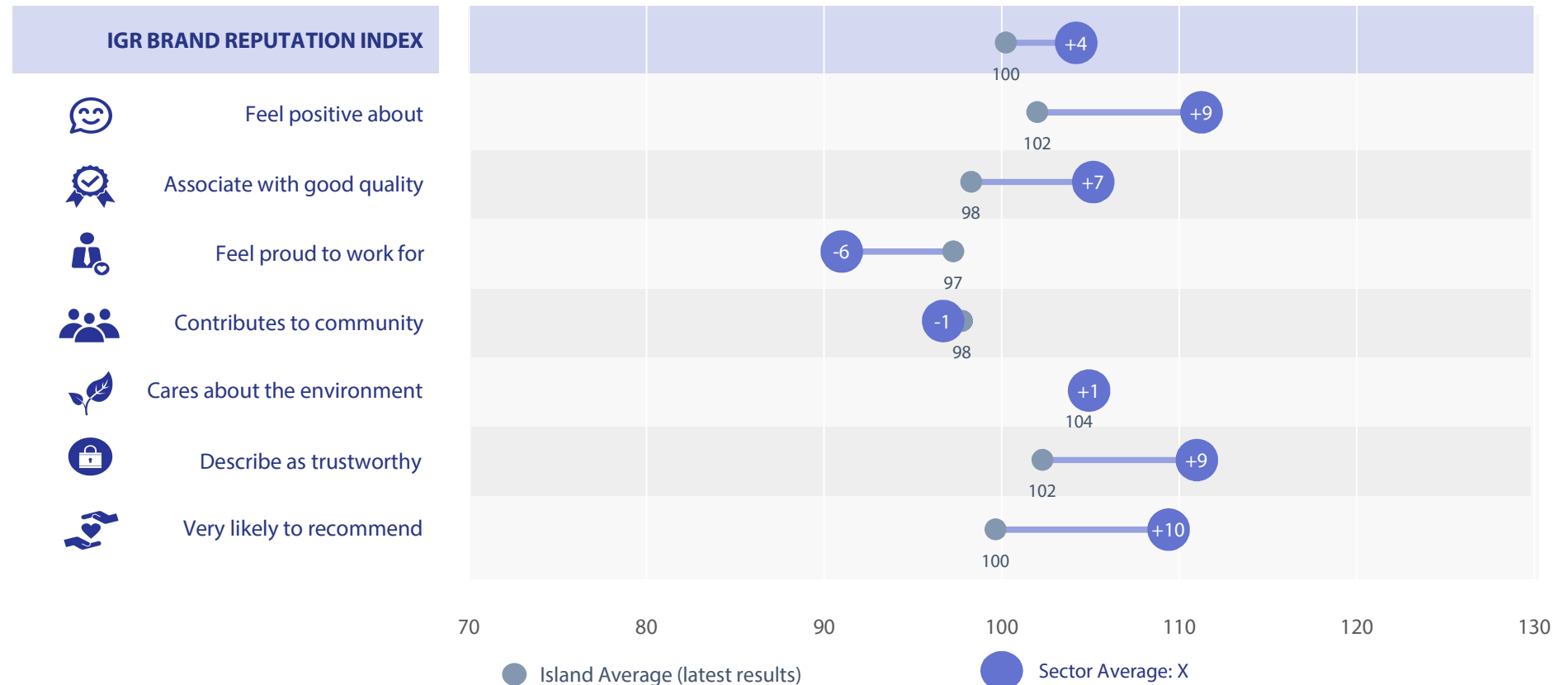
# SECTOR AVERAGE FOR EACH DIMENSION

## Appendix E: Difference between the average for the X Sector and the average performance of the Guernsey Index

The graph below provides additional insight into the performance of the X Sector by depicting the Sector Average Score for the Index and its seven dimensions compared to the average for all organisations included in the Index in Guernsey.

By showing the Sector Average Scores for the seven dimensions, it can be seen that a sector may be viewed more positively in some of the dimensions than in others. These differences may reflect characteristics of organisations in that sector, such as their role or purpose, the nature or frequency of interaction, or whether/how they contribute to peoples' lives.

Gap Analysis: Sector Average Score compared to Island Average Score





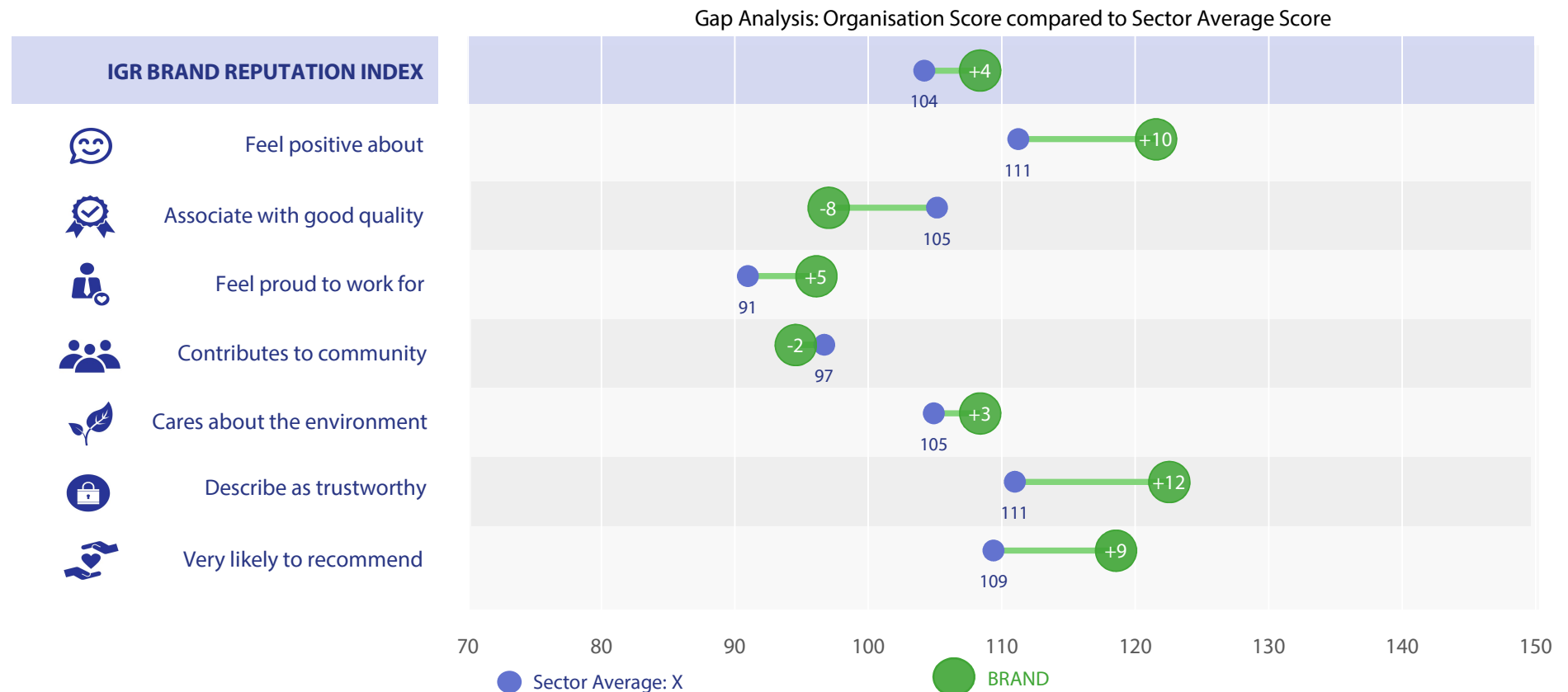
# PERFORMANCE RELATIVE TO SECTOR AVERAGE

## Appendix E: Difference between BRAND and the average performance of organisations in the X Sector in Guernsey

The results for BRAND compared the Island Average and the Sector Average was reported on the previous page.

The graph below presents these results again, but this time the focus is on the difference between the score for your brand and for other brands in the X sector that were included in the Index in Guernsey.

This presentation highlights how you are performing compared to your competitors across the different dimensions, and is intended to highlight the magnitude of the gap (which may be positive or negative) between your reputation and similar organisations. These insights may help you to identify what dimensions to showcase when marketing your brand, and which dimensions may warrant some attention.





PO Box 68  
Albert House  
South Esplanade, St Peter Port  
Guernsey, GY1 3BY  
+44 (0) 1481 716227  
[info@islandglobalresearch.com](mailto:info@islandglobalresearch.com)  
[www.islandglobalresearch.com](http://www.islandglobalresearch.com)

 **Island Global Research**

Part of the BWCI Group