

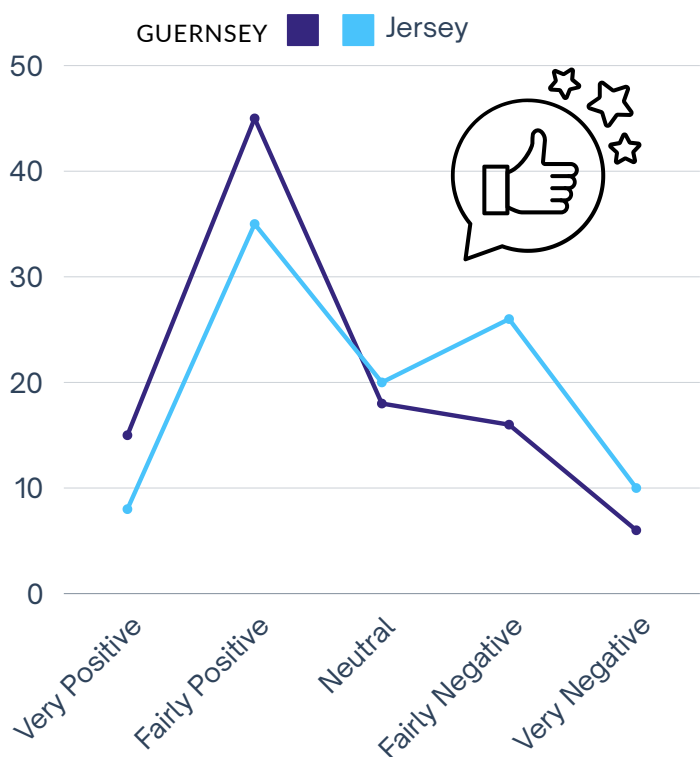
GUERNSEY  
SAMPLE = 441

JERSEY  
SAMPLE = 406

We spoke to Channel Island residents and here's an overview of what they had to say.

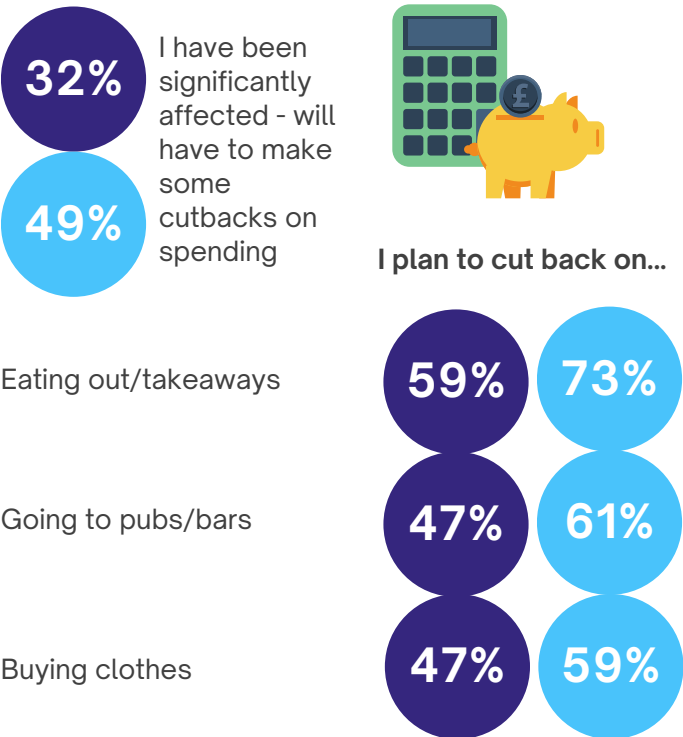
## POSITIVITY

Guernsey residents feeling more positive in general with majority believing that 2024 will be at least as good as 2023



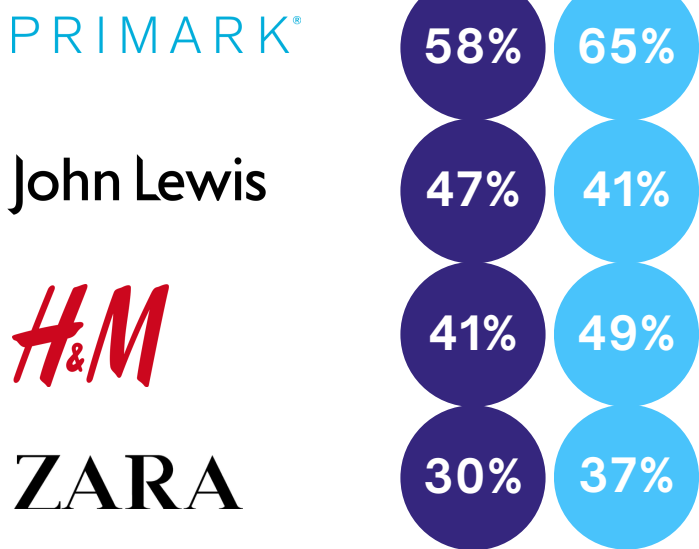
## COST OF LIVING

Cost of living a particular issue in Jersey with almost half of all Jersey respondents panning cut backs



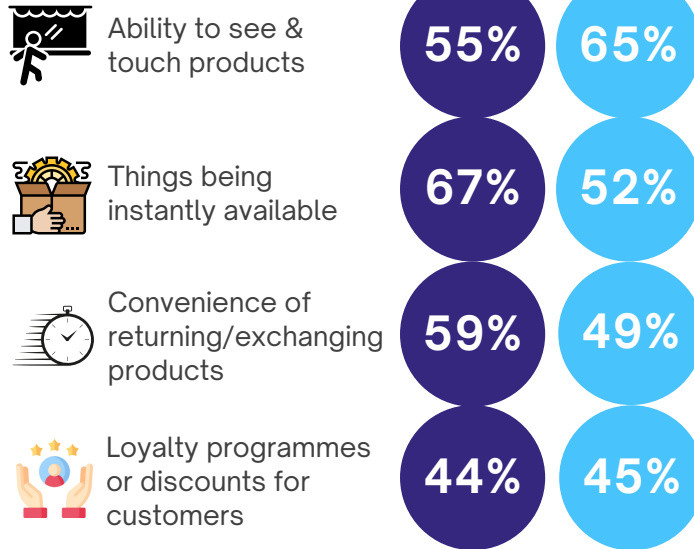
## STORE SELECTION

Primark is by far the store that most would like to see open in the Channel Islands



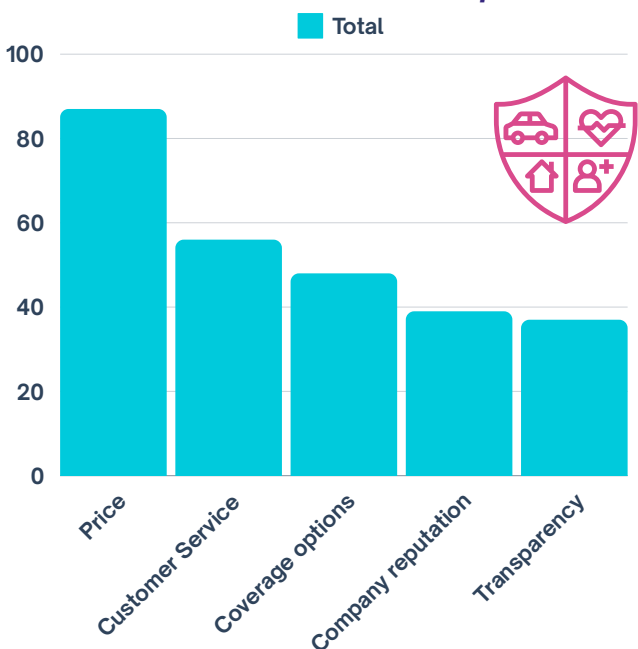
## SHOP LOCAL?

What factors would convince you to shop local rather than online?

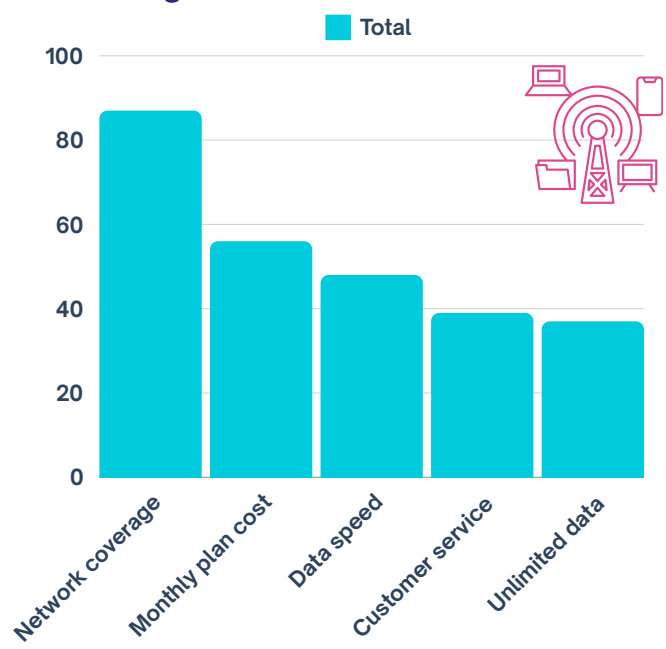


## INSURANCE PROVIDER

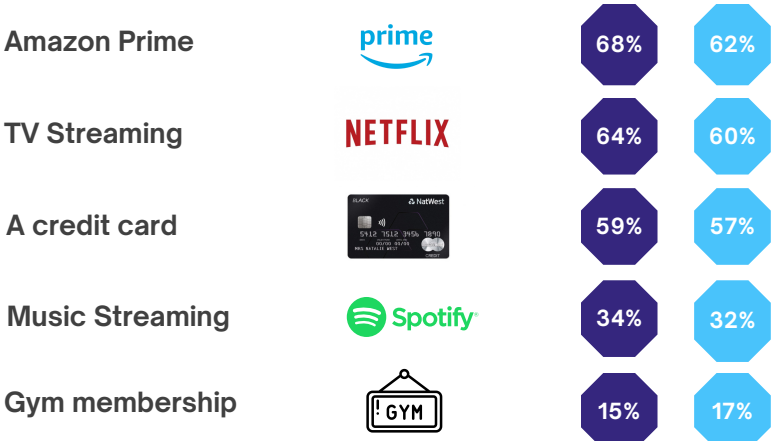
Most important factors when choosing ...



## TELECOMS PROVIDER



## CURRENT PRODUCT & SUBSCRIPTION SERVICES



## KEY LEARNINGS

1. Clear story of two very different islands emerges; brands need to consider each island separately
2. Tough 2024 in store for leisure and retail brands - unless you're Primark!
3. Local brands need to prove why local is best with potential opportunities around loyalty programmes.