

# SCOTLAND'S TRANSPORT BRANDS AND OPERATORS: WHILST BA AND JET2 LEAD THE FIELD AMONG TRANSPORT OPERATORS, RYANAIR AND P&O FERRIES HAVE THE POOREST BRAND REPUTATIONS

When we launched 56 Degree Insight in mid-2019, we did some initial consumer research to establish a measure of Scotland's favourite brands. Since then, we have developed our thinking on brand measurement and we are delighted to launch the **Scottish Brands Reputation Index** - a measure of brands which are either Scottish or operate in Scotland - and this will be a regular feature in each wave of Scotland's Viewpoint. In this first analysis, we have analysed **Transport brands and operators** - in each wave of the survey, we will focus on a different sector.

For each brand, the resultant index of brand reputation is based on responses to 4 key measures:

- **Quality of service** provided by the brand/operator
- **Trust** in the brand/operator
- **Favourability:** the extent to which the brand/operator is liked
- The extent to which the brand is likely to be **successful in the future**

Respondents rated each brand on a 1-10 scale for each of these measures. This score was then upweighted to a rating out of 25 - and the 4 were then combined to get an overall Brand Reputation Index out of 100.

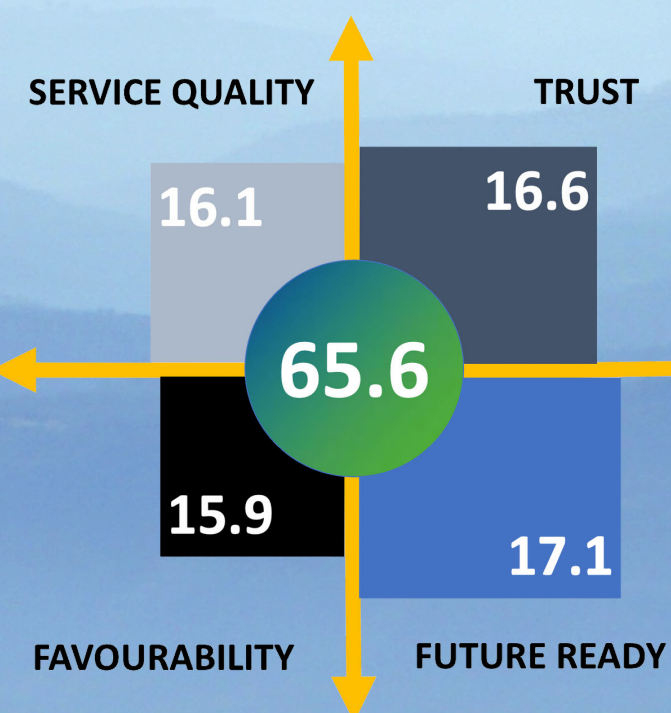
Of course, to be able to rate each brand, a degree of awareness and knowledge of that brand is required. Consequently, respondents were only asked to rate each brand that they had some rudimentary knowledge of - even if it was little beyond awareness. Responses to the awareness question are interesting in their own right - the chart opposite shows the proportions of Scots who claim medium to high levels of knowledge about each of these transport brands with ScotRail, BA, easyJet and Ryanair showing highest levels of awareness.

Across these transport brands, the overall Brand Reputation Index for the sector is 65.6. Future readiness (17.1) and Trust (16.6) have the highest ratings generally, with Service Quality and Favourability rated slightly lower (see below).

## SCOTTISH TRANSPORT BRANDS MEDIUM-HIGH LEVELS OF KNOWLEDGE

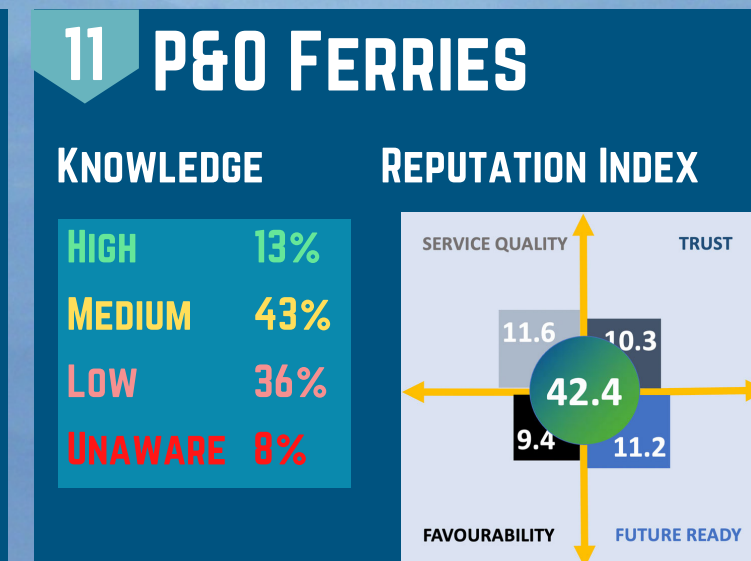
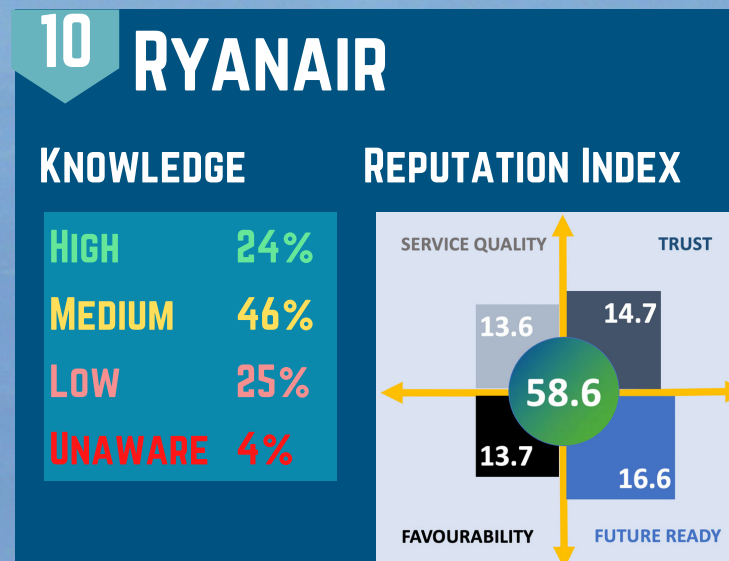
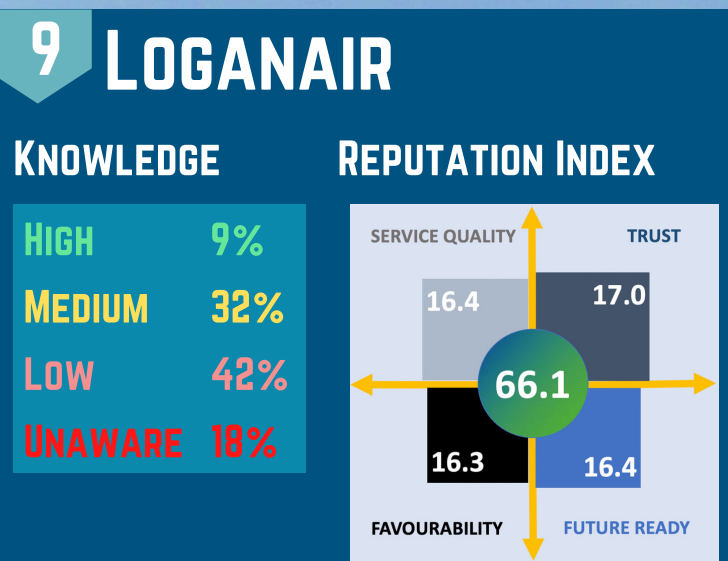
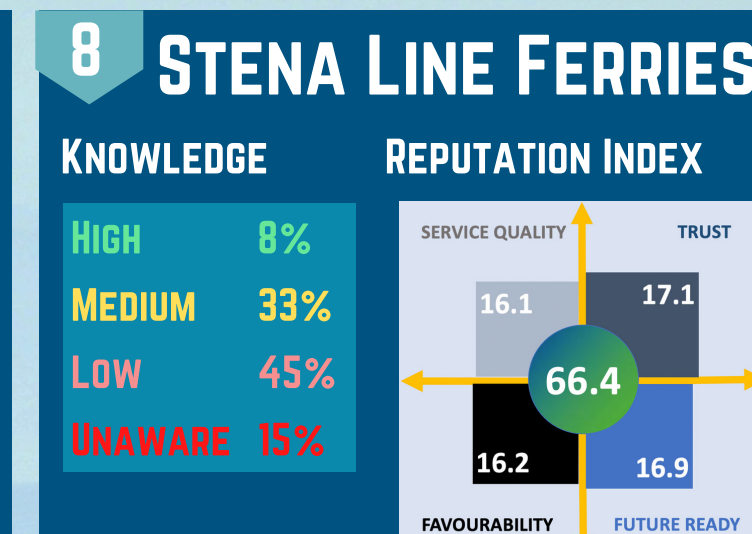
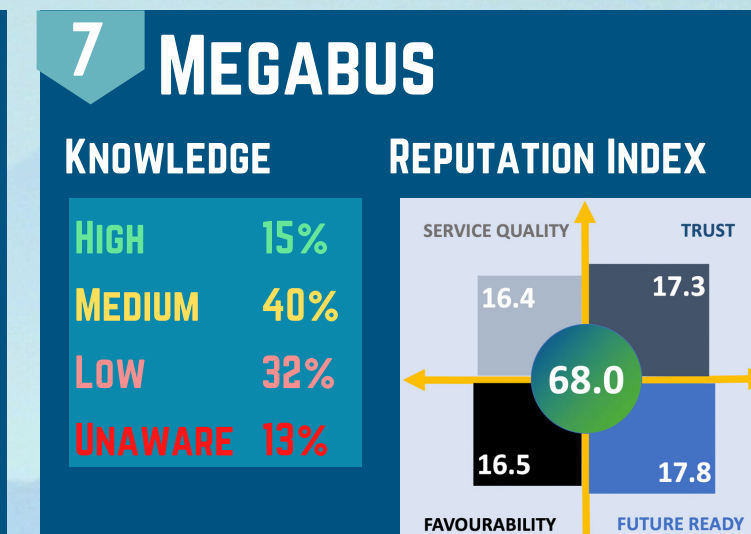
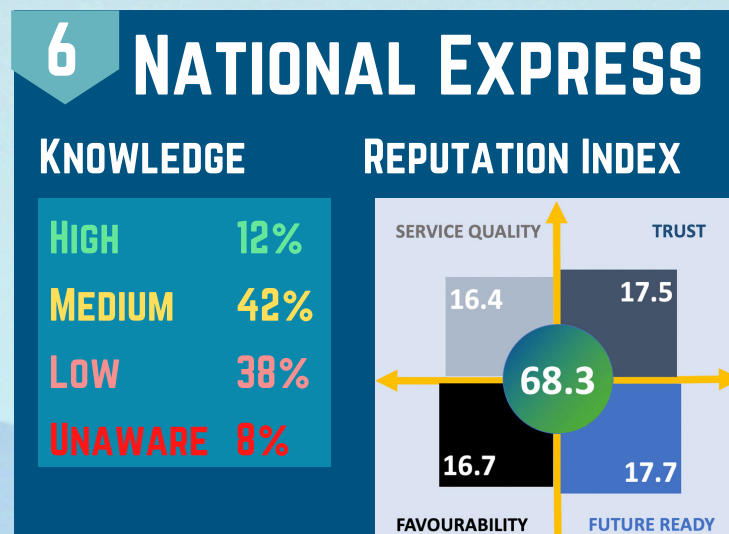
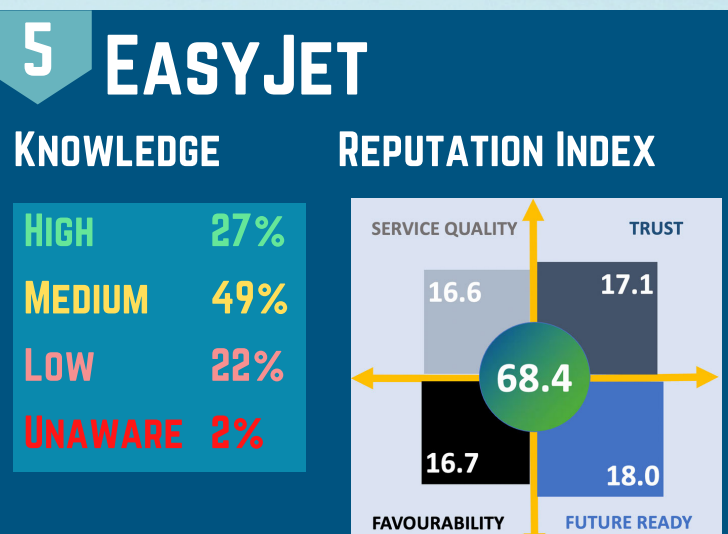
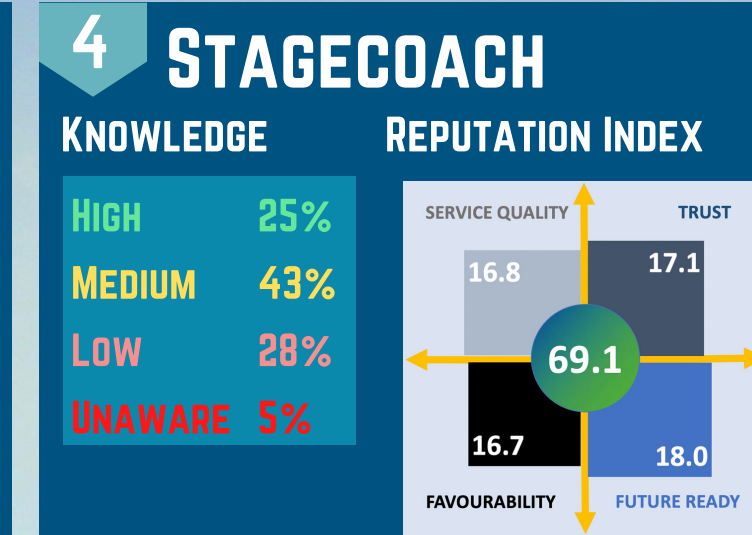
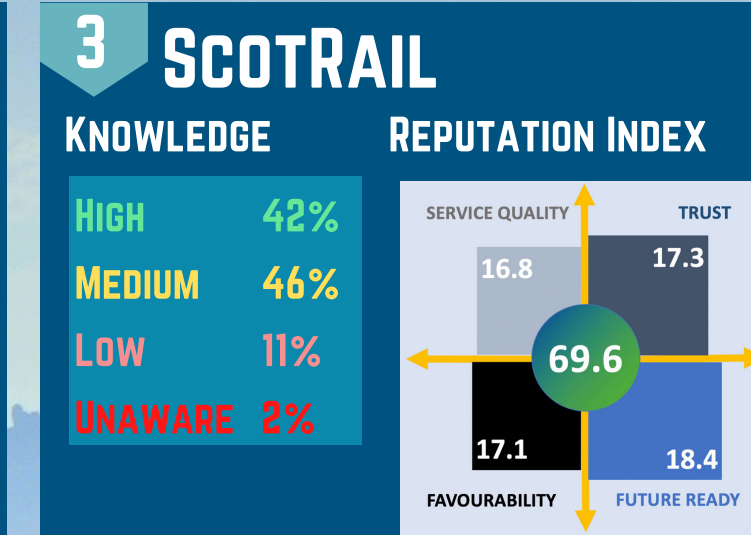
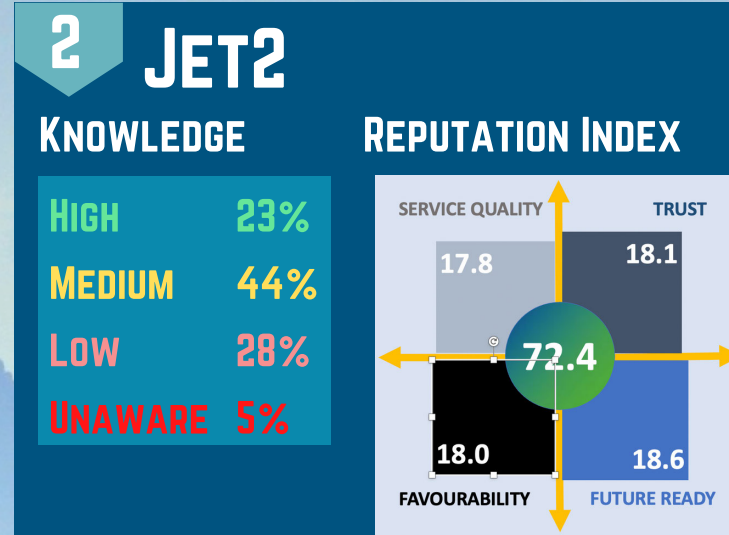
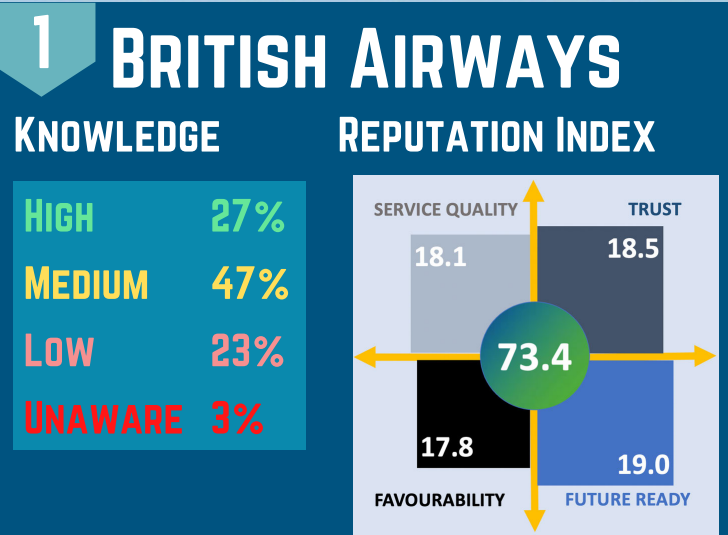
ScotRail	88%
easyJet	76%
BA	74%
Ryanair	71%
Stagecoach	68%
Jet2	66%
P&O Ferries	56%
Megabus	55%
National Express	54%
Loganair	40%
Stena Line Ferries	40%

## SCOTTISH TRANSPORT BRANDS AVERAGE REPUTATION INDEX



However, there are significant variations across some of the key transport brands. For example, Loganair is rated relatively higher on Trust and lower on Future readiness.

Overall however, airlines **British Airways** and **Jet2** perform significantly better than the other transport brands listed with Indices of 73.4 and 72.4 respectively. There is not a great deal between six of the remaining brands which are rated between 64.9 and 69.6, however two brands are rated significantly lower: **Ryanair** (58.6) and especially **P&O Ferries** (42.4). The performance of this latter brand in particular, lowers the overall Transport Brands Index. The recent negative publicity around P&O and their treatment of staff has clearly had a major negative impact on public perceptions and views of the P&O ferry brand.



**Scotland's Viewpoint** is a quarterly survey of a statistically representative sample of the Scottish population, undertaken by 56 Degree Insight. The most recent wave of the survey ran over 18th and 19th April 2002 - 1,007 Scots were interviewed. We can also accommodate client confidential questions - please just get in touch:

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