

# The Anholt – GfK Roper Nation Brands Index <sup>SM</sup>: 2017 report for Northern Ireland

February 2018

# National Brand Image Northern Ireland - 2017 -

## - Rank -

## - Score -



## How the world sees Northern Ireland

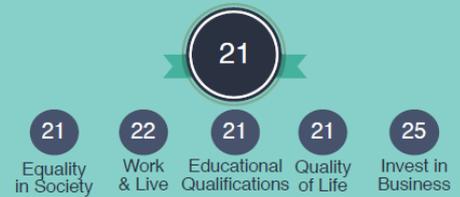
Countries awarding Northern Ireland the highest and lowest ranks and scores



### Governance



### Immigration & Investment



### People



### Exports



### Tourism



### Culture



# National Brand Image Northern Ireland - Change between 2016 and 2017 -

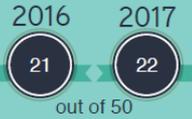
- Rank -

- Score -

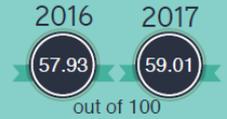
## Nation Brands Index<sup>SM</sup>



Down 1 place since 2016



Up 1.08 points since 2016



## Six Dimensions of the Nation<sup>SM</sup> Brands Index

6 dimensions combined to create the NBI<sup>SM</sup>



Down 1 place since 2016



Immigration & Investment



Exports



Culture



No change since 2016



Governance



People



Tourism



Increase in scores across all 6 dimensions between 2016-2017

Largest increase



Governance  
(+1.55 points)

Smallest increase



Culture  
(+0.55 points)

## Attributes

23 attributes which combine to create the six dimensions; on a scale from 1 (worst) to 7 (best)

Majority within +/- 2 places of 2016 rankings

All attribute rankings were either unchanged or similar to those achieved in 2016 with the exception of sporting excellence (down 5 places)



There was an increase in scores across all of the attributes between 2016 and 2017 with the exception of sporting excellence



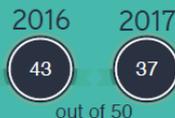
Sporting Excellence  
-0.03 points

## Familiarity with NI

% of respondents who reported at least some knowledge of NI



Up 6 places since 2016



Up 2 percentage points since 2016



## Favourability towards NI

respondents' overall opinion of NI on a scale from 1 (unfavourable) to 7 (favourable)



Down 2 places since 2016



Up 0.04 points since 2016



## % respondents who had purchased NI products or services and /or used NI websites



Up 3 places since 2016



Up 2 percentage points since 2016



## % respondents who had visited NI for holiday and/or business purposes



Down 1 place since 2016



Up 1 percentage point since 2016



Note: rankings can be impacted year on year by the inclusion of new countries in the survey, while scores provide a more absolute understanding of how NI is viewed by survey participants.

## Contents

|                                                                                                |    |
|------------------------------------------------------------------------------------------------|----|
| Summary infographics.....                                                                      | 2  |
| Introduction.....                                                                              | 5  |
| Northern Ireland’s NBI <sup>SM</sup> overall score and ranking.....                            | 6  |
| Northern Ireland’s scores and rankings on the six dimensions of the NBI <sup>SM</sup> .....    | 9  |
| Familiarity with and favourability towards Northern Ireland.....                               | 12 |
| Further Information.....                                                                       | 16 |
| User Feedback.....                                                                             | 17 |
| Appendix 1: Northern Ireland’s NBI <sup>SM</sup> 2017 rankings by panel country.....           | 18 |
| Appendix 2: Northern Ireland’s NBI <sup>SM</sup> 2017 scores by panel country.....             | 19 |
| Appendix 3: Change in Northern Ireland’s NBI <sup>SM</sup> scores by panel country.....        | 20 |
| Appendix 4: Change in Northern Ireland’s NBI <sup>SM</sup> 2017 rankings by panel country..... | 21 |

## Background

It has become increasingly important to understand how Northern Ireland is viewed and thought about by other countries around the globe. Northern Ireland's international reputation will affect people's willingness to live, study, visit, do business with, and invest here, and this can have a significant impact on the economy.

In order to assess and monitor its international reputation, Northern Ireland was included in the Anholt GfK-Roper Nation Brands Index<sup>SM</sup> (NBI<sup>SM</sup>) for the first time in 2016 and then again in 2017.

The NBI<sup>SM</sup> is an analytical tool which attempts to measure and rank the broad international reputation of 50 nations, across six dimensions of national competence: Exports; Governance; Culture; People; Tourism; and Immigration and Investment.

The 2017 NBI<sup>SM</sup> involved the completion of over 20,000 online surveys, in 20 major developed and developing panel countries, with at least 1,000 per panel country.

The overall NBI<sup>SM</sup> score is an average of scores from the six dimensions. The score for each dimension is calculated using scores from three to five questions (attributes) relevant to that dimension. Rankings are based on Northern Ireland's scores relative to the other 49 participating nations.

**All rankings presented in the report are out of 50. The overall NBI<sup>SM</sup> score and the score for each of the six dimensions are out of 100, while the attribute scores are an average of participants' ratings on a scale from one (lowest and worst) to seven (highest and best) and four being neither positive nor negative.**

This report presents Northern Ireland's NBI<sup>SM</sup> overall score and ranking as well as top level scores and ranks on each of the six dimensions that make up the overall index. A series of six reports will be published later in the year containing further information on Northern Ireland's performance on each of the six dimensions and associated attributes.

Tables containing the data discussed in this report are available at: <https://www.executiveoffice-ni.gov.uk/articles/equality-research-publications>

More information on the methodology used, including more detail on each of the dimensions and attributes, the 50 participating nations and the 20 panel countries can be found in an accompanying methodological document, available from: <https://www.executiveoffice-ni.gov.uk/articles/equality-research-publications>.

## Programme for Government

The Northern Ireland Executive published a draft Programme for Government for public consultation between October and December 2016. This draft Programme for Government uses an Outcomes Based Accountability (OBA<sup>TM</sup>) approach and is constructed around a framework of outcomes with a purpose of improving wellbeing for all by tackling disadvantage and driving economic growth.

Northern Ireland's score on the Nation Brands Index<sup>SM</sup> was included in this consultation as a population indicator for one of the draft Programme for Government Outcomes; "We have created a place where people want to live and work, to visit and invest."

Northern Ireland was first included in the Nation Brands Survey in 2016 and this is taken as the baseline year for the draft indicator. Criteria for reporting positive, negative or no change from the baseline for this indicator has been agreed as a change of +/- one point in the overall NBI<sup>SM</sup> score.

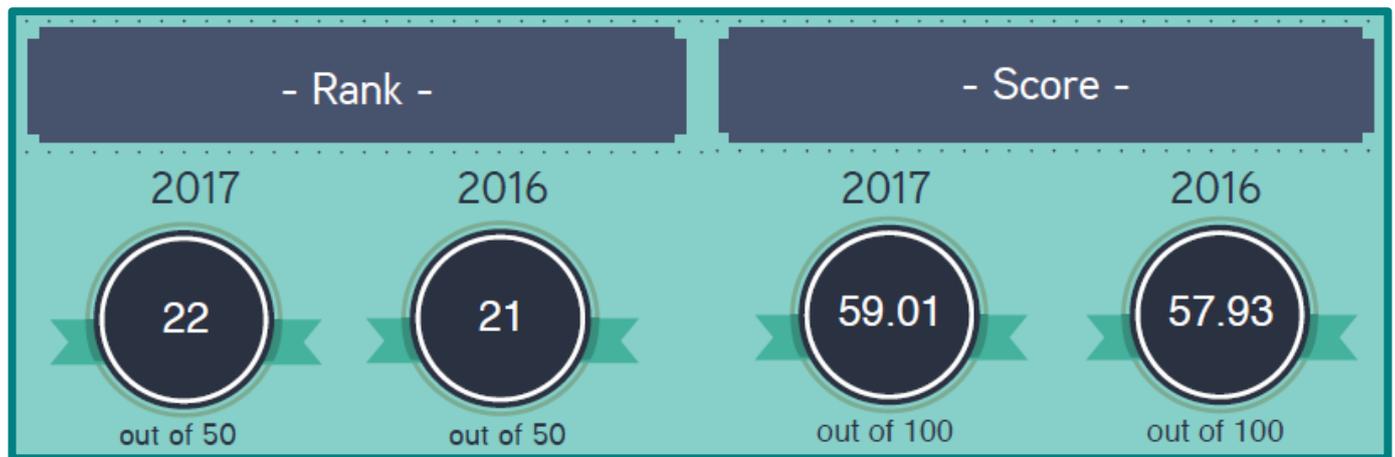
# Northern Ireland's Nation Brands Index<sup>SM</sup> Overall Score and Ranking

## Overall result

Northern Ireland was ranked 22<sup>nd</sup> out of 50 participating nations on the 2017 Nation Brands Index<sup>SM</sup> (NBI<sup>SM</sup>), with an overall score of 59.01. Northern Ireland's overall NBI<sup>SM</sup> score has increased since 2016 (57.93) when it was first included in the survey. This increase represents a positive change (+1.08 points) in Northern Ireland's score compared with the 2016 baseline figure. Northern Ireland maintained a mid-level ranking relative to other participating nations despite a small decrease from 21<sup>st</sup> out of 50 nations in 2016 to 22<sup>nd</sup> in 2017. Although Northern Ireland is ranked 22<sup>nd</sup>, its score is closer to the top scoring nations than the lowest.

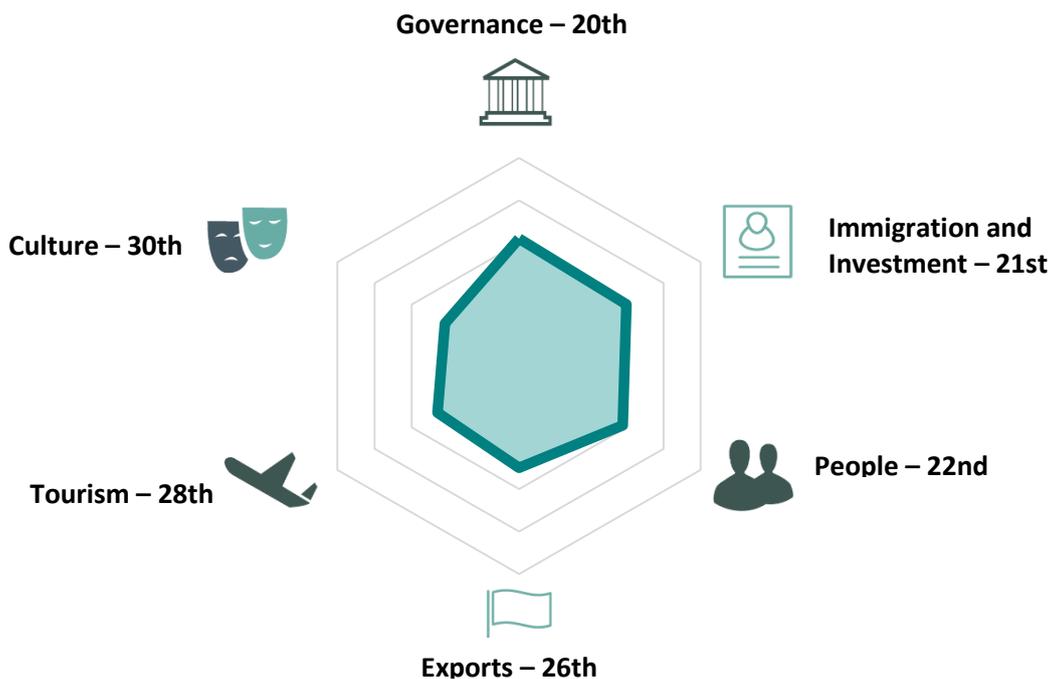
Rankings can be impacted year on year due to the inclusion of new countries in the survey however the overall NBI<sup>SM</sup> score provides a more absolute understanding of how Northern Ireland is viewed, both overall and by each of the individual panel countries. In this sense, it is useful to consider both rankings and scores.

Figure 1: Northern Ireland's NBI<sup>SM</sup> overall score and ranking for 2016 and 2017



The overall score and rank is determined by the scores received for the six dimensions of the NBI<sup>SM</sup>. NI's rankings on each of the six dimensions are displayed in Figure 2. As was the case in 2016, Northern Ireland's global reputation appears to be reasonably balanced with rankings ranging from 20<sup>th</sup> to 30<sup>th</sup> across the six dimensions. These are discussed later in the report.

Figure 2: Northern Ireland's rank across the six NBI<sup>SM</sup> dimensions



## Rankings and scores from around the globe

Figure 3 (page 8) illustrates the overall NBI<sup>SM</sup> ranking Northern Ireland received from each of the 20 panel countries. Northern Ireland received higher overall rankings from western European and Anglo–American nations, with the highest overall rankings received from the United Kingdom, France, Germany and Italy (21<sup>st</sup> out of 50).

Lower rankings were received from countries outside of this group of western European and Anglo–American nations. Northern Ireland received its lowest ranking from Egypt (37<sup>th</sup>), with relatively low rankings also received from India and Brazil (both 30<sup>th</sup>).

Similar patterns were noted in 2016 with Northern Ireland receiving higher rankings from western European and Anglo-American panel nations and lower rankings from other nations.

As mentioned previously, it is useful to consider both rankings and scores as rankings provide an insight into how Northern Ireland is viewed by panel countries relative to the other participating nations but can be impacted over time due to the inclusion of new countries in the survey, while the overall NBI<sup>SM</sup> score provides a more absolute understanding of how Northern Ireland is viewed, both overall and by each of the individual panel countries.

Northern Ireland received its highest overall NBI<sup>SM</sup> scores (out of 100) from India (64.86), China (63.71) and the United States (62.14). The lowest overall NBI<sup>SM</sup> scores were received from Japan (51.52), Sweden (55.65) and South Korea (55.84).

Northern Ireland’s relatively high rank (22<sup>nd</sup>) and low score (55.65) from Sweden, contrasts with the relatively low rank (30<sup>th</sup>) and high score (64.86) from India. This suggests that the distribution of scores varies across different panel countries.

Again, similar patterns were evident in 2016.

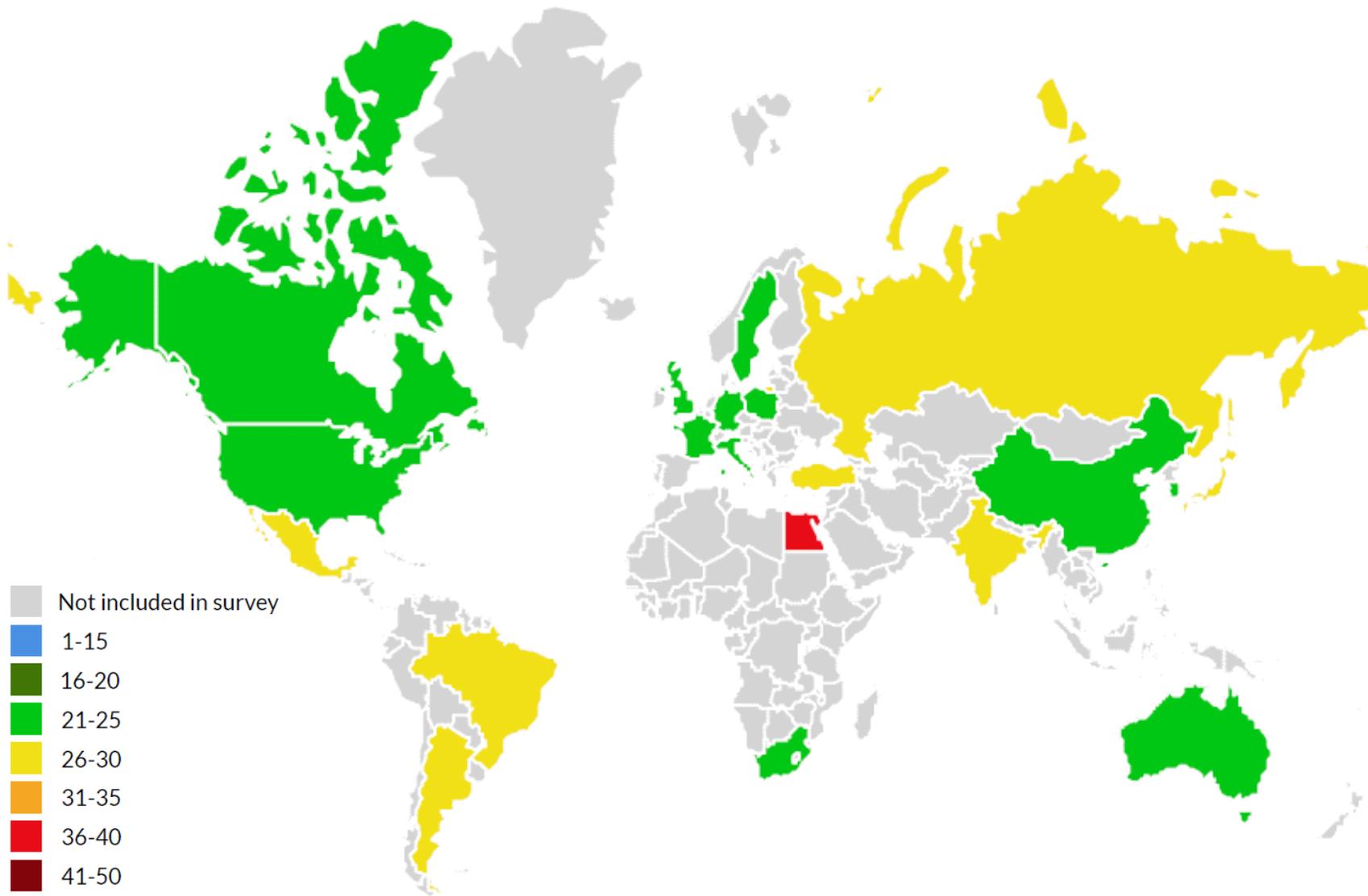
Table 1 below shows the countries whose scores have changed the most between 2016 and 2017. The largest increases in score were from the United States and China, and while NI’s lowest ranking was from Egypt, the NBI<sup>SM</sup> score from Egypt increased by 3.75 points since 2016.

The largest declines in score were from Brazil and the United Kingdom.

**Table 1: Countries with the greatest change in overall NBI<sup>SM</sup> score between 2016 and 2017**

| Overall NBI <sup>SM</sup> Score Change                                                         |            |            |                 |                                                                                                |            |            |                 |
|------------------------------------------------------------------------------------------------|------------|------------|-----------------|------------------------------------------------------------------------------------------------|------------|------------|-----------------|
| Panel countries whose impressions of Northern Ireland have improved the most from 2016 to 2017 |            |            |                 | Panel countries whose impressions of Northern Ireland have declined the most from 2016 to 2017 |            |            |                 |
| Country                                                                                        | 2016 score | 2017 score | Change in score | Country                                                                                        | 2016 score | 2017 score | Change in score |
| United States                                                                                  | 57.29      | 62.14      | +4.85           | Brazil                                                                                         | 60.98      | 58.99      | -1.99           |
| China                                                                                          | 59.26      | 63.71      | +4.45           | United Kingdom                                                                                 | 60.41      | 59.17      | -1.24           |
| Egypt                                                                                          | 57.11      | 60.86      | +3.75           | Canada                                                                                         | 58.84      | 57.99      | -0.85           |
| India                                                                                          | 62.80      | 64.86      | +2.06           | France                                                                                         | 57.66      | 57.61      | -0.05           |
| Argentina                                                                                      | 56.04      | 58.08      | +2.04           | Japan                                                                                          | 51.56      | 51.52      | -0.04           |

Figure 3: Northern Ireland's overall NBI<sup>SM</sup> ranking by core panel nation



# Northern Ireland's Scores and Rankings on the Six Dimensions of the Nation Brands Index<sup>SM</sup>

## Rankings for dimensions and attributes

In terms of the six dimensions of the NBI<sup>SM</sup> which determine the overall score and ranking, Northern Ireland was ranked highest in relation to Governance (20<sup>th</sup>), Immigration and Investment (21<sup>st</sup>) and People (22<sup>nd</sup>). Lower rankings were evident for Exports (26<sup>th</sup>), Tourism (28<sup>th</sup>) and Culture (30<sup>th</sup>) (Table 2, page 11). This was similar in 2016.

In terms of the attributes which make up each of the six dimensions, Northern Ireland was ranked relatively highly in relation to the composite attributes for the Governance dimension; competency and honesty of government, respect for citizens' rights and fair treatment, global behaviour in the areas of peace and security and environmental protection (all 20<sup>th</sup>) and poverty reduction (21<sup>st</sup>). Northern Ireland's natural beauty (Tourism dimension), quality of life, educational qualifications, equality in society (Immigration and Investment dimension respectively) and employability of its people (People dimension) were also ranked relatively highly (all 21<sup>st</sup>) among the participating nations.

Northern Ireland was ranked lower in relation to sporting excellence (36<sup>th</sup>), historic buildings (31<sup>st</sup>) and cultural heritage (30<sup>th</sup>).

All attribute rankings were either unchanged or similar to those achieved in 2016 (within +/- 2 places) with the exception of sporting excellence which fell from a ranking of 31<sup>st</sup> in 2016 to 36<sup>th</sup> in 2017.

## Scores for dimensions and attributes

Tourism was scored highest out of the six dimensions (64.42) despite the associated low ranking (28<sup>th</sup>). Northern Ireland's People (63.01) and Governance (59.51) also received high overall scores. The lowest overall score was reported for Exports (54.52) (see Table 2, page 11). This pattern was also evident in 2016.

Scores for each of the six dimensions increased between 2016 and 2017 with the greatest increase in the Governance dimension (1.55 points) and the smallest in the Culture dimension (0.55 points) (see Figure 4 below).

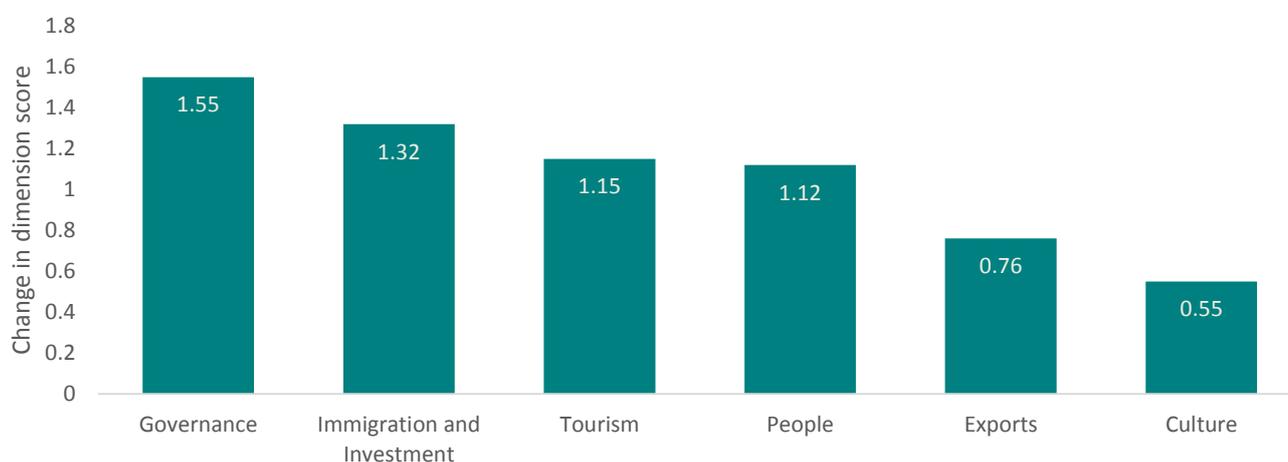
### Dimension scores:

These are scored out of 100 and are based on responses to the composite attributes for each dimension.

### Attribute scores:

These are an average of scores from participants from each of the 20 panel countries on a scale from one (lowest and worst) to seven (highest and best) with four being neither positive nor negative. For further information see accompanying methodological report: <https://www.executiveoffice-ni.gov.uk/articles/equality-research-publications>

Figure 4: Increase in scores between 2016 and 2017 for each of the six dimensions of the NBI<sup>SM</sup>



Examining the 23 composite attributes for the NBI<sup>SM</sup>, Northern Ireland received its highest scores for natural beauty (5.14), as somewhere participants would like to visit if money was no object (4.88) and for the employability of its people (4.86). Northern Ireland scored lowest in relation to sporting excellence (3.96), having businesses that participants would like to invest in (4.09), and its contribution to innovation in science and technology (4.11). Again, a similar pattern was evident in 2016.

All of the attributes showed an increase in score between 2016 and 2017 with the exception of sporting excellence which had a decrease of 0.03 points. The largest increases were seen in three of the governance attributes; peace and security, environment and poverty (all 0.11 points).

Full details on the rankings and scores Northern Ireland received from each of the 20 panel countries can be found in Appendix 1 (page 18) and Appendix 2 (page 19). Score change between 2016 and 2017 by panel country can be found at Appendix 3 (page 20), and changes in rankings between the two years can be found at Appendix 4 (page 21).

Tables containing the data discussed in this report are available at: <https://www.executiveoffice-ni.gov.uk/articles/equality-research-publications>

**Table 2: Northern Ireland's NBI<sup>SM</sup> dimension and attribute scores and rankings (2017)**

| Dimension                                                                                                              | NBI Score (out of 100) | Ranking (1-50) | Composite attributes       | NBI Score (1- 7) | Ranking (1-50) |
|------------------------------------------------------------------------------------------------------------------------|------------------------|----------------|----------------------------|------------------|----------------|
| <b>Governance</b><br>                 | 59.51                  | 20             | Competent & Honest         | 4.51             | 20             |
|                                                                                                                        |                        |                | Rights & Fairness          | 4.73             | 20             |
|                                                                                                                        |                        |                | Peace & Security           | 4.60             | 20             |
|                                                                                                                        |                        |                | Environment                | 4.62             | 20             |
|                                                                                                                        |                        |                | Poverty                    | 4.28             | 21             |
| <b>Immigration and Investment</b><br> | 56.57                  | 21             | Work & Live                | 4.13             | 22             |
|                                                                                                                        |                        |                | Quality of Life            | 4.71             | 21             |
|                                                                                                                        |                        |                | Educational Qualifications | 4.39             | 21             |
|                                                                                                                        |                        |                | Invest in Business         | 4.09             | 25             |
|                                                                                                                        |                        |                | Equality in Society        | 4.53             | 21             |
| <b>People</b><br>                     | 63.01                  | 22             | Welcoming                  | 4.70             | 24             |
|                                                                                                                        |                        |                | Close Friend               | 4.72             | 23             |
|                                                                                                                        |                        |                | Employability              | 4.86             | 21             |
| <b>Exports</b><br>                  | 54.52                  | 26             | Science and Technology     | 4.11             | 28             |
|                                                                                                                        |                        |                | Buy Products               | 4.31             | 23             |
|                                                                                                                        |                        |                | Creative Place             | 4.31             | 26             |
| <b>Tourism</b><br>                  | 64.42                  | 28             | Visit if Money No Object   | 4.88             | 23             |
|                                                                                                                        |                        |                | Natural Beauty             | 5.14             | 21             |
|                                                                                                                        |                        |                | Historic Buildings         | 4.68             | 31             |
|                                                                                                                        |                        |                | Vibrant City               | 4.68             | 29             |
| <b>Culture</b><br>                  | 56.02                  | 30             | Sports                     | 3.96             | 36             |
|                                                                                                                        |                        |                | Cultural Heritage          | 4.68             | 30             |
|                                                                                                                        |                        |                | Contemporary Culture       | 4.36             | 28             |

Notes:

1. All rankings presented in the table above are out of 50

2. The overall score for each of the six dimensions on the NBI<sup>SM</sup> are out of 100. The score for each of the 23 attributes are an average of participants' ratings on a scale from one (lowest and worst) to seven (highest and best) with four being neither positive nor negative. Dimension scores are calculated using the ratings received for each of its composite attributes.

# Familiarity with and favourability towards Northern Ireland

As part of the NBI<sup>SM</sup> survey, participants were asked to rate how familiar they are with each nation and how favourable they are towards each nation. Familiarity is presented as the percentage of participants who had at least some knowledge of Northern Ireland, while favourability is taken as an average of participants' scores to a question on their overall opinion of Northern Ireland.

Results from the 2017 survey show that 53 per cent of participants reported that they had some familiarity with Northern Ireland, resulting in a familiarity ranking of 37<sup>th</sup> out of the 50 participating nations. This is an increase in both score and ranking from 2016 when 51 per cent of participants reported some knowledge of Northern Ireland, resulting in a ranking of 43<sup>rd</sup> out of the 50 nations.

Northern Ireland was rated relatively highly in terms of favourability (score of 4.61) with a rank of 23<sup>rd</sup> out of 50 participating nations. This was a small increase in score (4.57) and compares with a ranking of 21<sup>st</sup> in 2016.

None of the 20 panel countries gave Northern Ireland a favourability score of four or less (four being the 'neutral' score in the range from one to seven) in either 2016 or 2017, suggesting that Northern Ireland is viewed comparatively positively by all panel countries.

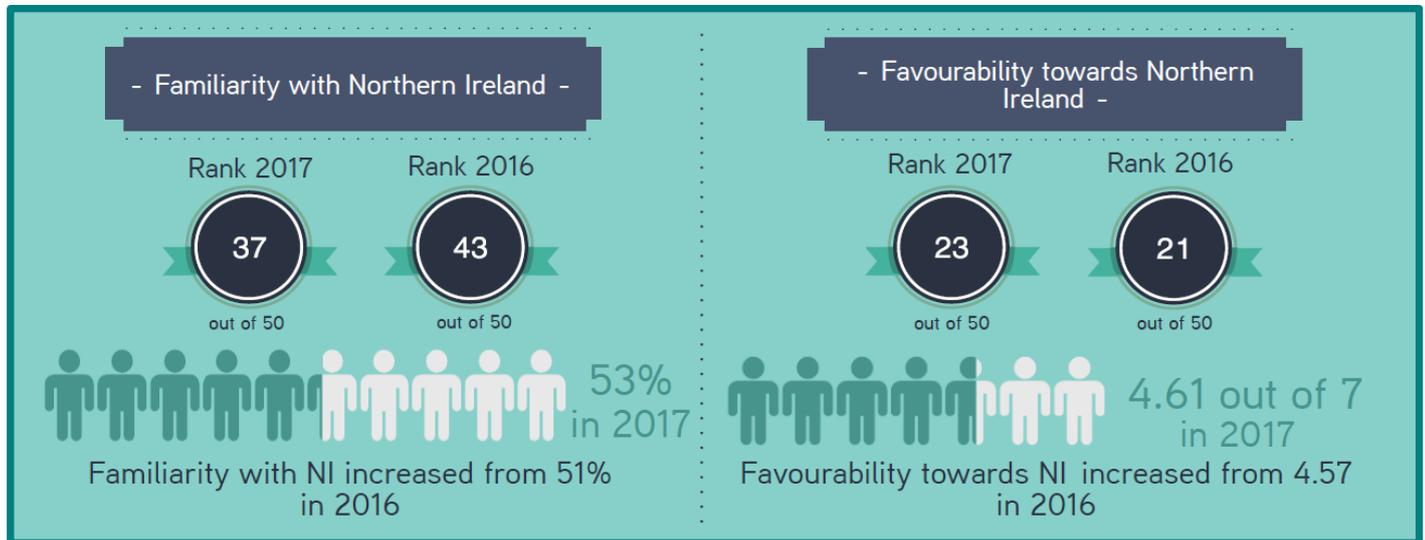
## Familiarity:

The percentage of participants who reported some knowledge of NI, said they were familiar with NI or were very familiar.

## Favourability:

An average of scores from participants from each of the panel countries on their overall opinion of NI. Responses are given on a scale from one (extremely unfavourable) to seven (extremely favourable) with four being neither favourable nor unfavourable. For further information see accompanying methodological report: <https://www.executiveoffice-ni.gov.uk/articles/equality-research-publications>

**Figure 5: Familiarity with and favourability towards Northern Ireland in 2016 and 2017**



## Purchase of Northern Irish products or services and use of Northern Irish websites

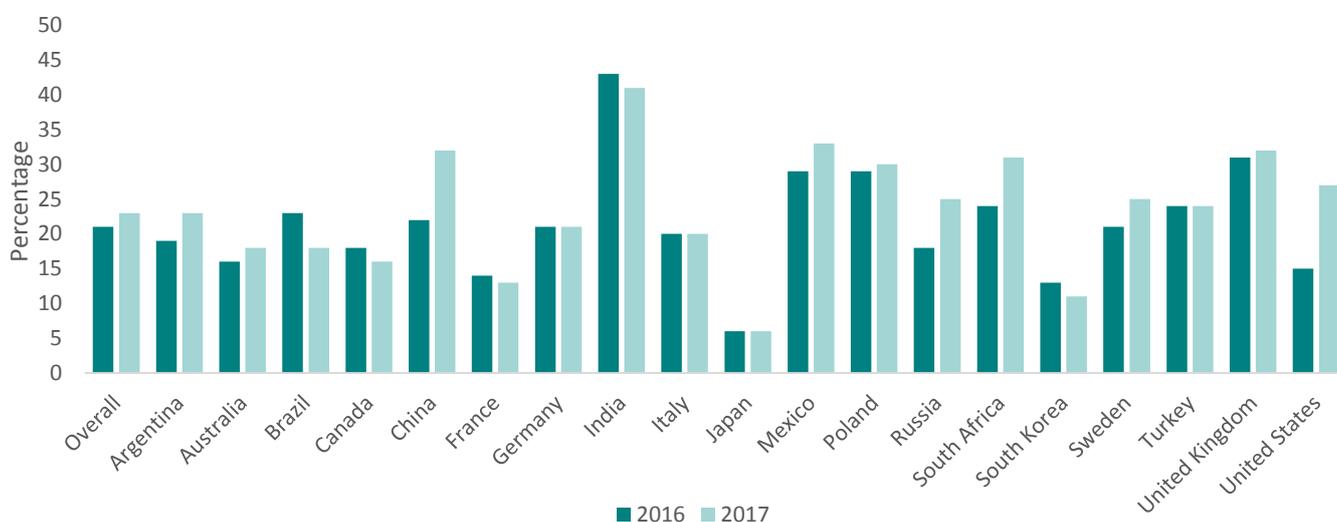
As part of the NBI<sup>SM</sup> survey, participants were asked if they had purchased products or services from each nation or if they had visited a website or social networking site from or about each nation. Results show that nine per cent of participants had purchased a product from Northern Ireland (ranked 40<sup>th</sup>), while 15 per cent reported that they had previously visited a Northern Irish website (ranked 34<sup>th</sup>). These are similar to results from the 2016 survey when eight per cent of participants reported that they had purchased a product from Northern Ireland (ranked 40<sup>th</sup>) and 15 per cent reported that they had previously visited a Northern Irish website (ranked 33<sup>rd</sup>).

When these results were combined, Northern Ireland was ranked 38<sup>th</sup> overall in relation to the proportion of participants who had purchased a product or service from Northern Ireland and/or had visited a Northern Irish website (23 per cent). This compares with 21 per cent and a ranking of 41<sup>st</sup> overall in 2016.

Of the 20 panel countries, India (41 per cent), Mexico (33 per cent), China (32 per cent), the UK (32 per cent), South Africa (31 per cent) and Poland (30 per cent), had the highest proportions of participants who had purchased a product or service from Northern Ireland and/or had visited a Northern Irish website in 2017. Aside from China and South Africa, these countries also had the highest percentage of participants who had purchased a product from NI and/or visited a Northern Irish website in 2016 (see Figure 6).

There was a large increase in the proportion of participants from the United States (12 percentage points) and China (10 percentage points) who had purchased a product or service from NI and/or visited a website from or about Northern Ireland. The proportion of those from Russia and South Africa who had done so also showed a reasonable increase (both seven percentage points). The largest decrease was for participants from Brazil (five percentage points).

**Figure 6: Percentage of participants who had purchased a product or service from Northern Ireland and/or visited a website or social networking site from or about Northern Ireland**



Note: these questions were not asked of survey participants in Egypt

In 2017, participants who had visited a Northern Irish website and/or had purchased a product from Northern Ireland scored Northern Ireland significantly higher on all of the six dimensions than those who had not. This was also the case in 2016 with the exception of tourism when the scores were not significantly different between the two groups.

**Figure 7: Mean scores for NI on the NBI<sup>SM</sup> and the six dimensions among those who had and had not purchased a product or service from NI and/or visited a website from or about NI (2017)**



## Participants who had visited Northern Ireland

Results from the 2017 NBI<sup>SM</sup> revealed that nine per cent of participants had previously visited Northern Ireland to take a holiday and/or for business purposes. This resulted in Northern Ireland ranking 39<sup>th</sup> out of the 50 nations in regard to foreign visits. This compares with eight per cent and a ranking of 38<sup>th</sup> in 2016.

A larger proportion of people visited Northern Ireland for a holiday (six per cent) than for business purposes (three per cent), showing a similar pattern to that of 2016 (see Table 3 below).

A quarter of participants from the UK (25 per cent) had previously visited Northern Ireland, the largest proportion among the panel countries. India (14 per cent), Australia (13 per cent), France (11 per cent), Italy and Poland (11 per cent respectively) were the countries that had the next largest proportions of participants who had previously visited Northern Ireland.

Smaller proportions of participants from Japan (two per cent), Argentina and South Korea (three per cent respectively), Mexico and Turkey (four per cent respectively) had previously visited Northern Ireland for holiday and/or business purposes.

Table 3 shows the proportion of people who had visited NI from each of the panel countries in 2016 and 2017. For all but three panel countries the percentage increased or stayed the same between the two years. The largest increases were for Australia (four percentage points), India (three percentage points) and Poland (three percentage points). A smaller proportion of participants visited NI from the United Kingdom (decrease of three percentage points), Italy (decrease of two percentage points) and Turkey (decrease of one percentage point) in 2017 compared with 2016.

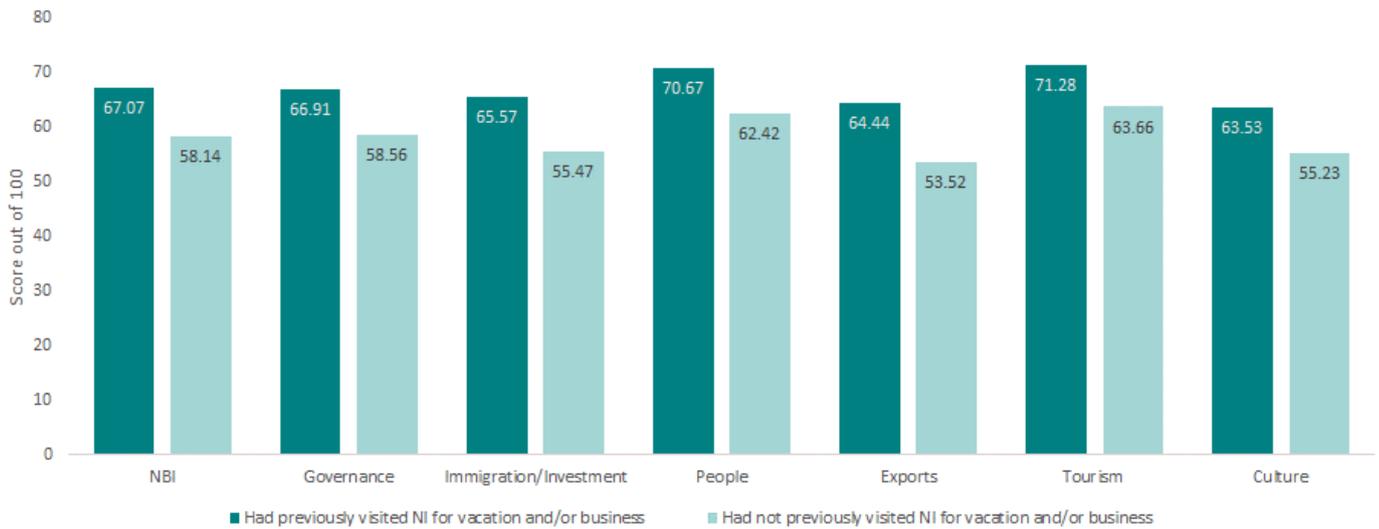
**Table 3: Percentage of participants who had visited NI, by reason and panel country in 2016 and 2017**

|                | % visiting NI for business |          | % visiting NI for holiday |          | % visiting NI for any reason |          |
|----------------|----------------------------|----------|---------------------------|----------|------------------------------|----------|
|                | 2016                       | 2017     | 2016                      | 2017     | 2016                         | 2017     |
| Argentina      | 1                          | 1        | 2                         | 2        | 3                            | 3        |
| Australia      | 3                          | 5        | 7                         | 9        | 9                            | 13       |
| Brazil         | 2                          | 4        | 2                         | 1        | 4                            | 5        |
| Canada         | 2                          | 3        | 6                         | 5        | 8                            | 8        |
| China          | 3                          | 4        | 4                         | 6        | 8                            | 9        |
| Egypt          | -                          | -        | -                         | -        | -                            | -        |
| France         | 4                          | 2        | 7                         | 9        | 10                           | 11       |
| Germany        | 2                          | 2        | 6                         | 6        | 7                            | 9        |
| India          | 7                          | 9        | 4                         | 7        | 11                           | 14       |
| Italy          | 4                          | 3        | 9                         | 9        | 13                           | 11       |
| Japan          | 0                          | 1        | 1                         | 1        | 2                            | 2        |
| Mexico         | 1                          | 2        | 2                         | 2        | 3                            | 4        |
| Poland         | 2                          | 4        | 6                         | 7        | 8                            | 11       |
| Russia         | 1                          | 2        | 1                         | 3        | 2                            | 5        |
| South Africa   | 1                          | 3        | 4                         | 4        | 5                            | 7        |
| South Korea    | 2                          | 1        | 1                         | 1        | 3                            | 3        |
| Sweden         | 4                          | 4        | 6                         | 6        | 10                           | 10       |
| Turkey         | 3                          | 1        | 2                         | 3        | 5                            | 4        |
| United Kingdom | 9                          | 5        | 23                        | 21       | 28                           | 25       |
| United States  | 5                          | 4        | 5                         | 7        | 10                           | 10       |
| <b>Total</b>   | <b>3</b>                   | <b>3</b> | <b>5</b>                  | <b>6</b> | <b>8</b>                     | <b>9</b> |

Note: these questions were not asked of survey participants in Egypt

As in 2016, participants who had visited Northern Ireland (for any reason) scored Northern Ireland significantly higher in each of the six dimensions than participants who had not previously visited (Figure 8, below).

**Figure 8: Mean scores for NI on the NBI<sup>SM</sup> and the six dimensions among those who had and had not previously visited Northern Ireland (2017)**



## Further information

Further information and copies in alternative formats can be obtained by contacting:

Emma Morgan  
Programme for Government Analytics  
Castle Buildings  
Stormont Estate  
Belfast  
BT4 3SR  
Telephone: 02890 520021  
E-mail: [Emma.Morgan@executiveoffice-ni.gov.uk](mailto:Emma.Morgan@executiveoffice-ni.gov.uk)

Donna Hollywood  
Programme for Government Analytics  
Castle Buildings  
Stormont Estate  
Belfast  
BT4 3SR  
Telephone: 02890 523246  
E-mail: [Donna.Hollywood@executiveoffice-ni.gov.uk](mailto:Donna.Hollywood@executiveoffice-ni.gov.uk)

# User feedback

We are interested in understanding more about the quality of this publication and how it is used. This is important, as it will help us provide a high quality service which meets users' needs. We would be extremely grateful if you could spend a couple of minutes answering a few questions on our User Feedback Survey. This can be accessed using the link below.

<https://www.surveymonkey.co.uk/r/NationBrandsIndex>

Thank you.

For more details, or for help in completing the survey, please contact: [research@executiveoffice-ni.gov.uk](mailto:research@executiveoffice-ni.gov.uk)

In writing:

Room E4.03  
Castle Buildings  
Stormont Estate  
Belfast  
BT4 3SR

## Appendix 1: Northern Ireland's NBI<sup>SM</sup> 2017 rankings by panel country

|                                     | Total | Argentina | Australia | Brazil | Canada | China | Egypt | France | Germany | India | Italy | Japan | Mexico | Poland | Russia | South Africa | South Korea | Sweden | Turkey | United Kingdom | United States |
|-------------------------------------|-------|-----------|-----------|--------|--------|-------|-------|--------|---------|-------|-------|-------|--------|--------|--------|--------------|-------------|--------|--------|----------------|---------------|
| NBI <sup>SM</sup> rank              | 22    | 26        | 22        | 30     | 22     | 24    | 37    | 21     | 21      | 30    | 21    | 27    | 29     | 23     | 27     | 24           | 25          | 22     | 26     | 21             | 22            |
| <b>Dimension</b>                    |       |           |           |        |        |       |       |        |         |       |       |       |        |        |        |              |             |        |        |                |               |
| Governance                          | 20    | 20        | 20        | 20     | 20     | 17    | 33    | 19     | 18      | 26    | 17    | 24    | 21     | 21     | 22     | 19           | 22          | 20     | 19     | 19             | 21            |
| Immigration & Investment            | 21    | 22        | 22        | 28     | 21     | 22    | 35    | 20     | 21      | 31    | 21    | 25    | 22     | 22     | 26     | 21           | 24          | 21     | 24     | 20             | 21            |
| People                              | 22    | 30        | 20        | 35     | 22     | 20    | 39    | 19     | 19      | 31    | 19    | 27    | 31     | 23     | 29     | 20           | 25          | 22     | 26     | 18             | 22            |
| Exports                             | 26    | 29        | 25        | 31     | 26     | 29    | 36    | 21     | 22      | 33    | 23    | 25    | 32     | 25     | 32     | 30           | 28          | 24     | 25     | 23             | 25            |
| Tourism                             | 28    | 33        | 22        | 36     | 24     | 26    | 36    | 26     | 20      | 29    | 21    | 30    | 32     | 33     | 28     | 24           | 27          | 29     | 31     | 21             | 20            |
| Culture                             | 30    | 36        | 28        | 42     | 28     | 32    | 37    | 28     | 27      | 36    | 23    | 36    | 36     | 29     | 32     | 29           | 35          | 32     | 33     | 24             | 24            |
| <b>Attribute</b>                    |       |           |           |        |        |       |       |        |         |       |       |       |        |        |        |              |             |        |        |                |               |
| <b>Governance</b>                   |       |           |           |        |        |       |       |        |         |       |       |       |        |        |        |              |             |        |        |                |               |
| Competent & Honest                  | 20    | 18        | 19        | 21     | 20     | 15    | 38    | 17     | 17      | 28    | 17    | 25    | 21     | 18     | 24     | 20           | 24          | 19     | 20     | 20             | 20            |
| Rights & Fairness                   | 20    | 20        | 21        | 22     | 20     | 20    | 28    | 18     | 18      | 26    | 18    | 25    | 21     | 21     | 21     | 19           | 23          | 20     | 20     | 19             | 21            |
| Peace & Security                    | 20    | 19        | 22        | 23     | 20     | 18    | 23    | 20     | 19      | 31    | 19    | 25    | 21     | 21     | 27     | 20           | 24          | 20     | 14     | 20             | 22            |
| Environment                         | 20    | 20        | 20        | 20     | 19     | 17    | 31    | 19     | 16      | 26    | 13    | 22    | 22     | 17     | 21     | 16           | 18          | 19     | 18     | 17             | 19            |
| Poverty                             | 21    | 18        | 21        | 23     | 21     | 20    | 34    | 19     | 17      | 25    | 11    | 22    | 21     | 20     | 22     | 20           | 23          | 19     | 18     | 17             | 21            |
| <b>Immigration &amp; Investment</b> |       |           |           |        |        |       |       |        |         |       |       |       |        |        |        |              |             |        |        |                |               |
| Work & Live                         | 22    | 24        | 19        | 29     | 20     | 21    | 37    | 19     | 19      | 31    | 19    | 26    | 22     | 21     | 24     | 20           | 23          | 22     | 25     | 21             | 17            |
| Quality of Life                     | 21    | 21        | 22        | 22     | 21     | 20    | 32    | 20     | 20      | 30    | 19    | 25    | 21     | 21     | 26     | 23           | 23          | 21     | 22     | 21             | 21            |
| Educational Qualifications          | 21    | 24        | 22        | 29     | 21     | 23    | 35    | 21     | 21      | 24    | 21    | 25    | 26     | 22     | 27     | 20           | 23          | 21     | 24     | 17             | 22            |
| Invest in Business                  | 25    | 28        | 23        | 38     | 23     | 21    | 41    | 21     | 21      | 31    | 21    | 38    | 29     | 24     | 29     | 27           | 27          | 24     | 26     | 18             | 22            |
| Equality in Society                 | 21    | 20        | 19        | 23     | 19     | 22    | 31    | 18     | 18      | 30    | 17    | 25    | 21     | 21     | 22     | 20           | 22          | 19     | 20     | 18             | 20            |
| <b>People</b>                       |       |           |           |        |        |       |       |        |         |       |       |       |        |        |        |              |             |        |        |                |               |
| Welcoming                           | 24    | 29        | 23        | 33     | 22     | 10    | 44    | 17     | 18      | 32    | 17    | 31    | 29     | 22     | 32     | 19           | 26          | 23     | 30     | 20             | 21            |
| Close Friend                        | 23    | 27        | 19        | 36     | 22     | 25    | 39    | 19     | 18      | 32    | 17    | 28    | 29     | 19     | 26     | 21           | 26          | 22     | 25     | 16             | 20            |
| Employability                       | 21    | 25        | 20        | 33     | 20     | 22    | 39    | 18     | 19      | 31    | 19    | 28    | 30     | 23     | 26     | 21           | 21          | 22     | 27     | 13             | 18            |
| <b>Exports</b>                      |       |           |           |        |        |       |       |        |         |       |       |       |        |        |        |              |             |        |        |                |               |
| Science & Technology                | 28    | 29        | 27        | 32     | 27     | 32    | 36    | 26     | 27      | 38    | 26    | 25    | 31     | 28     | 31     | 31           | 28          | 27     | 27     | 27             | 27            |
| Buy products                        | 23    | 26        | 21        | 31     | 21     | 26    | 39    | 20     | 21      | 32    | 19    | 22    | 32     | 24     | 29     | 24           | 26          | 21     | 25     | 16             | 20            |
| Creative Place                      | 26    | 29        | 26        | 31     | 25     | 29    | 36    | 21     | 24      | 33    | 22    | 27    | 26     | 26     | 32     | 30           | 27          | 24     | 25     | 23             | 25            |
| <b>Tourism</b>                      |       |           |           |        |        |       |       |        |         |       |       |       |        |        |        |              |             |        |        |                |               |
| Visit if Money No Object            | 23    | 28        | 22        | 31     | 22     | 24    | 36    | 19     | 18      | 31    | 18    | 27    | 24     | 31     | 28     | 23           | 25          | 24     | 34     | 22             | 17            |
| Natural Beauty                      | 21    | 32        | 22        | 34     | 21     | 23    | 31    | 20     | 19      | 23    | 13    | 15    | 26     | 32     | 16     | 19           | 20          | 21     | 14     | 23             | 14            |
| Historic Buildings                  | 31    | 35        | 26        | 42     | 25     | 32    | 40    | 22     | 22      | 28    | 22    | 32    | 38     | 29     | 29     | 24           | 41          | 36     | 28     | 22             | 18            |
| Vibrant City                        | 29    | 37        | 28        | 35     | 30     | 22    | 34    | 26     | 29      | 32    | 21    | 35    | 33     | 29     | 35     | 29           | 28          | 33     | 35     | 21             | 24            |
| <b>Culture</b>                      |       |           |           |        |        |       |       |        |         |       |       |       |        |        |        |              |             |        |        |                |               |
| Sports                              | 36    | 38        | 31        | 42     | 35     | 33    | 40    | 29     | 32      | 38    | 32    | 35    | 38     | 26     | 33     | 31           | 33          | 32     | 36     | 22             | 33            |
| Cultural Heritage                   | 30    | 33        | 31        | 37     | 27     | 25    | 26    | 22     | 24      | 35    | 19    | 35    | 34     | 29     | 27     | 27           | 39          | 34     | 28     | 27             | 18            |
| Contemporary Culture                | 28    | 33        | 20        | 36     | 27     | 28    | 38    | 26     | 22      | 31    | 15    | 31    | 31     | 25     | 30     | 25           | 29          | 26     | 28     | 19             | 22            |

Note: All rankings presented are out of 50. Cells are coloured according to ranking; dark green shows the most positive rankings and dark red the most negative rankings.

## Appendix 2: Northern Ireland's NBI<sup>SM</sup> 2017 scores by panel country

|                                     | Total | Argentina | Australia | Brazil | Canada | China | Egypt | France | Germany | India | Italy | Japan | Mexico | Poland | Russia | South Africa | South Korea | Sweden | Turkey | United Kingdom | United States |
|-------------------------------------|-------|-----------|-----------|--------|--------|-------|-------|--------|---------|-------|-------|-------|--------|--------|--------|--------------|-------------|--------|--------|----------------|---------------|
| NBI <sup>SM</sup> score             | 59.01 | 58.08     | 57.97     | 58.99  | 57.99  | 63.71 | 60.86 | 57.61  | 60.22   | 64.86 | 58.74 | 51.52 | 61.75  | 58.29  | 59.09  | 61.05        | 55.84       | 55.65  | 56.63  | 59.17          | 62.14         |
| <b>Dimension</b>                    |       |           |           |        |        |       |       |        |         |       |       |       |        |        |        |              |             |        |        |                |               |
| Governance                          | 59.51 | 57.06     | 57.63     | 58.65  | 57.28  | 65.24 | 63.47 | 58.22  | 62.88   | 66.41 | 59.66 | 53.32 | 58.72  | 59.49  | 58.48  | 60.71        | 59.65       | 56.32  | 56.65  | 59.78          | 60.57         |
| Immigration & Investment            | 56.57 | 56.80     | 54.39     | 57.10  | 53.97  | 63.47 | 60.95 | 53.72  | 54.99   | 63.76 | 56.15 | 46.60 | 62.55  | 56.43  | 54.40  | 60.48        | 55.10       | 51.40  | 55.44  | 55.48          | 58.22         |
| People                              | 63.01 | 61.38     | 64.47     | 62.04  | 63.93  | 65.76 | 61.14 | 62.49  | 66.69   | 65.85 | 63.22 | 54.54 | 67.30  | 62.63  | 63.26  | 64.97        | 55.59       | 62.21  | 58.59  | 65.86          | 68.26         |
| Exports                             | 54.52 | 54.60     | 52.98     | 56.85  | 53.04  | 59.82 | 55.35 | 54.21  | 54.95   | 60.27 | 55.61 | 48.98 | 55.64  | 54.37  | 53.10  | 55.02        | 51.59       | 51.58  | 52.74  | 54.40          | 55.34         |
| Tourism                             | 64.42 | 65.13     | 62.06     | 63.74  | 62.82  | 67.16 | 66.83 | 62.70  | 67.16   | 69.23 | 64.99 | 55.14 | 69.58  | 62.64  | 67.82  | 66.74        | 59.61       | 60.90  | 62.60  | 62.86          | 68.76         |
| Culture                             | 56.02 | 53.49     | 56.32     | 55.53  | 56.88  | 60.82 | 57.42 | 54.32  | 54.66   | 63.63 | 52.83 | 50.57 | 56.72  | 54.18  | 57.50  | 58.36        | 53.49       | 51.49  | 53.78  | 56.64          | 61.70         |
| <b>Attribute</b>                    |       |           |           |        |        |       |       |        |         |       |       |       |        |        |        |              |             |        |        |                |               |
| <b>Governance</b>                   |       |           |           |        |        |       |       |        |         |       |       |       |        |        |        |              |             |        |        |                |               |
| Competent & honest                  | 4.51  | 4.39      | 4.37      | 4.50   | 4.39   | 4.81  | 4.48  | 4.41   | 4.80    | 4.88  | 4.62  | 4.19  | 4.44   | 4.64   | 4.45   | 4.61         | 4.63        | 4.37   | 4.36   | 4.29           | 4.56          |
| Rights & Fairness                   | 4.73  | 4.52      | 4.62      | 4.58   | 4.58   | 4.90  | 5.12  | 4.78   | 5.06    | 5.05  | 4.83  | 4.26  | 4.58   | 4.73   | 4.74   | 4.80         | 4.68        | 4.61   | 4.56   | 4.73           | 4.76          |
| Peace & Security                    | 4.60  | 4.46      | 4.54      | 4.62   | 4.47   | 4.86  | 4.83  | 4.59   | 4.90    | 4.92  | 4.61  | 4.14  | 4.61   | 4.57   | 4.35   | 4.70         | 4.49        | 4.45   | 4.42   | 4.68           | 4.72          |
| Environment                         | 4.62  | 4.34      | 4.40      | 4.57   | 4.43   | 5.07  | 5.04  | 4.43   | 4.70    | 5.09  | 4.66  | 4.24  | 4.62   | 4.58   | 4.67   | 4.73         | 4.68        | 4.23   | 4.61   | 4.68           | 4.66          |
| Poverty                             | 4.28  | 4.28      | 4.22      | 4.20   | 4.18   | 4.83  | 4.46  | 4.13   | 4.28    | 4.87  | 4.05  | 4.02  | 4.25   | 4.21   | 4.22   | 4.25         | 4.30        | 4.11   | 3.92   | 4.43           | 4.36          |
| <b>Immigration &amp; Investment</b> |       |           |           |        |        |       |       |        |         |       |       |       |        |        |        |              |             |        |        |                |               |
| Work & Live                         | 4.13  | 4.21      | 4.02      | 4.15   | 3.81   | 4.69  | 4.39  | 4.05   | 3.71    | 4.67  | 4.31  | 3.41  | 4.73   | 4.19   | 3.92   | 4.55         | 4.26        | 3.56   | 3.93   | 3.74           | 4.22          |
| Quality of Life                     | 4.71  | 4.71      | 4.63      | 4.75   | 4.62   | 5.02  | 4.86  | 4.52   | 4.73    | 4.99  | 4.65  | 4.13  | 4.96   | 4.76   | 4.82   | 4.85         | 4.56        | 4.47   | 4.56   | 4.67           | 4.84          |
| Educational Qualifications          | 4.39  | 4.46      | 4.29      | 4.54   | 4.30   | 4.65  | 4.53  | 4.20   | 4.38    | 4.78  | 4.35  | 3.75  | 4.75   | 4.30   | 4.08   | 4.68         | 4.28        | 4.18   | 4.25   | 4.55           | 4.54          |
| Invest in Business                  | 4.09  | 4.27      | 3.77      | 4.23   | 3.84   | 4.68  | 4.63  | 3.82   | 3.76    | 4.69  | 4.04  | 3.42  | 4.56   | 4.09   | 3.89   | 4.34         | 3.81        | 3.74   | 4.20   | 3.92           | 4.13          |
| Equality in Society                 | 4.53  | 4.25      | 4.47      | 4.33   | 4.49   | 4.89  | 4.75  | 4.38   | 4.79    | 4.89  | 4.37  | 4.12  | 4.65   | 4.46   | 4.47   | 4.60         | 4.47        | 4.32   | 4.56   | 4.62           | 4.62          |
| <b>People</b>                       |       |           |           |        |        |       |       |        |         |       |       |       |        |        |        |              |             |        |        |                |               |
| Welcoming                           | 4.70  | 4.56      | 4.78      | 4.60   | 4.72   | 5.01  | 4.47  | 4.75   | 5.09    | 4.99  | 4.77  | 4.23  | 4.69   | 4.75   | 4.71   | 4.77         | 4.30        | 4.62   | 4.32   | 4.88           | 4.89          |
| Close Friend                        | 4.72  | 4.60      | 4.70      | 4.56   | 4.67   | 4.91  | 4.87  | 4.56   | 4.85    | 4.86  | 4.60  | 4.29  | 5.17   | 4.63   | 4.91   | 4.82         | 4.44        | 4.64   | 4.74   | 4.64           | 4.97          |
| Employability                       | 4.86  | 4.82      | 5.06      | 4.94   | 5.06   | 4.85  | 4.60  | 4.87   | 5.00    | 4.94  | 4.95  | 4.21  | 5.20   | 4.82   | 4.71   | 5.04         | 4.19        | 4.87   | 4.41   | 5.27           | 5.36          |
| <b>Exports</b>                      |       |           |           |        |        |       |       |        |         |       |       |       |        |        |        |              |             |        |        |                |               |
| Science & Technology                | 4.11  | 4.15      | 4.06      | 4.19   | 4.00   | 4.44  | 4.29  | 4.00   | 4.18    | 4.44  | 4.05  | 3.90  | 4.19   | 4.11   | 3.95   | 4.08         | 4.01        | 3.92   | 3.98   | 4.06           | 4.14          |
| Buy Products                        | 4.31  | 4.27      | 4.29      | 4.47   | 4.24   | 4.66  | 4.06  | 4.32   | 4.42    | 4.62  | 4.46  | 3.94  | 4.24   | 4.25   | 4.31   | 4.41         | 4.09        | 4.18   | 4.13   | 4.43           | 4.40          |
| Creative Place                      | 4.31  | 4.33      | 4.10      | 4.49   | 4.22   | 4.59  | 4.53  | 4.35   | 4.20    | 4.71  | 4.42  | 3.88  | 4.50   | 4.34   | 4.21   | 4.34         | 4.10        | 4.09   | 4.29   | 4.23           | 4.34          |
| <b>Tourism</b>                      |       |           |           |        |        |       |       |        |         |       |       |       |        |        |        |              |             |        |        |                |               |
| Visit if Money No Object            | 4.88  | 5.16      | 4.54      | 4.87   | 4.56   | 5.08  | 4.94  | 4.81   | 5.17    | 5.05  | 5.20  | 4.15  | 5.39   | 4.61   | 5.16   | 5.03         | 4.65        | 4.73   | 4.98   | 4.47           | 4.98          |
| Natural Beauty                      | 5.14  | 5.16      | 5.00      | 4.97   | 4.98   | 5.17  | 5.34  | 5.12   | 5.35    | 5.34  | 5.24  | 4.76  | 5.40   | 4.97   | 5.53   | 5.19         | 4.87        | 5.05   | 4.86   | 5.04           | 5.47          |
| Historic Buildings                  | 4.68  | 4.63      | 4.72      | 4.69   | 4.85   | 4.83  | 4.55  | 4.52   | 4.77    | 5.09  | 4.49  | 4.32  | 4.85   | 4.59   | 4.82   | 4.94         | 4.33        | 4.38   | 4.49   | 4.72           | 5.09          |
| Vibrant City                        | 4.68  | 4.60      | 4.55      | 4.68   | 4.59   | 4.96  | 5.13  | 4.51   | 4.74    | 5.07  | 4.58  | 3.90  | 4.99   | 4.76   | 4.69   | 4.78         | 4.36        | 4.36   | 4.61   | 4.76           | 4.89          |
| <b>Culture</b>                      |       |           |           |        |        |       |       |        |         |       |       |       |        |        |        |              |             |        |        |                |               |
| Sports                              | 3.96  | 3.55      | 3.96      | 3.61   | 3.88   | 4.43  | 4.15  | 3.87   | 3.85    | 4.59  | 3.75  | 3.81  | 3.88   | 4.02   | 3.86   | 4.08         | 3.99        | 3.78   | 3.96   | 4.05           | 4.15          |
| Cultural Heritage                   | 4.68  | 4.67      | 4.72      | 4.86   | 4.90   | 4.80  | 4.59  | 4.64   | 4.69    | 4.90  | 4.52  | 4.27  | 4.74   | 4.43   | 4.94   | 4.91         | 4.32        | 4.40   | 4.38   | 4.69           | 5.24          |
| Contemporary Culture                | 4.36  | 4.32      | 4.38      | 4.45   | 4.38   | 4.65  | 4.52  | 4.18   | 4.21    | 4.90  | 4.15  | 3.93  | 4.51   | 4.22   | 4.48   | 4.44         | 4.24        | 3.99   | 4.26   | 4.38           | 4.65          |

Note: The overall NBI<sup>SM</sup> score and the score for each of the six dimensions are out of 100. The score for each of the attributes are averaged from participants ratings on a scale from 1 to 7 (with 7 being the highest and best, 1 being the lowest and worst, and 4 being the middle position which is neither positive nor negative). Cells are coloured according to score; dark green shows the most positive scores and dark red the most negative scores).

### Appendix 3: Change in Northern Ireland's NBI<sup>SM</sup> scores by panel country

|                                     | Total | Argentina | Australia | Brazil | Canada | China | Egypt | France | Germany | India | Italy | Japan | Mexico | Poland | Russia | South Africa | South Korea | Sweden | Turkey | United Kingdom | United States |
|-------------------------------------|-------|-----------|-----------|--------|--------|-------|-------|--------|---------|-------|-------|-------|--------|--------|--------|--------------|-------------|--------|--------|----------------|---------------|
| NBI <sup>SM</sup> score             | 1.08  | 2.04      | 0.86      | -1.99  | -0.85  | 4.45  | 3.75  | -0.05  | 0.61    | 2.06  | 0.57  | -0.04 | 1.43   | 0.02   | 1.74   | 1.55         | 0.86        | 0.61   | 0.24   | -1.24          | 4.85          |
| <b>Dimension</b>                    |       |           |           |        |        |       |       |        |         |       |       |       |        |        |        |              |             |        |        |                |               |
| Governance                          | 1.55  | 2.39      | 1.33      | -0.97  | -0.69  | 5.27  | 5.16  | 1.49   | 0.95    | 2.27  | 0.97  | -0.13 | 0.58   | 0.50   | 2.13   | 2.51         | 2.14        | 2.02   | 0.39   | -2.34          | 4.98          |
| Immigration & Investment            | 1.32  | 2.58      | 2.26      | -3.05  | 0.40   | 4.70  | 2.85  | 0.28   | 0.57    | 1.87  | 0.89  | -0.27 | 2.69   | 0.57   | 2.59   | 1.50         | 0.87        | 1.23   | -0.13  | -1.43          | 5.52          |
| People                              | 1.12  | 2.76      | -0.25     | -2.21  | -1.90  | 5.86  | 4.26  | -0.43  | 0.05    | 1.28  | 1.41  | 0.08  | 1.19   | -0.13  | 1.67   | 2.28         | 0.68        | -0.58  | 1.22   | -0.41          | 5.61          |
| Exports                             | 0.76  | 1.48      | 1.47      | -2.95  | -0.46  | 3.12  | 1.21  | -0.64  | 0.79    | 2.38  | 0.09  | -0.08 | 0.40   | 1.39   | 1.09   | 2.82         | -0.34       | 1.39   | 0.49   | -1.60          | 3.15          |
| Tourism                             | 1.15  | 2.42      | -0.49     | -1.40  | -1.95  | 3.93  | 6.10  | -0.34  | 1.08    | 2.97  | -0.12 | 0.36  | 2.05   | -1.78  | 2.97   | 0.98         | 1.03        | 0.18   | 0.10   | -0.56          | 5.52          |
| Culture                             | 0.55  | 0.63      | 0.86      | -1.38  | -0.50  | 3.83  | 2.94  | -0.64  | 0.26    | 1.58  | 0.21  | -0.16 | 1.69   | -0.43  | 0.03   | -0.78        | 0.76        | -0.57  | -0.65  | -1.11          | 4.32          |
| <b>Attribute</b>                    |       |           |           |        |        |       |       |        |         |       |       |       |        |        |        |              |             |        |        |                |               |
| <b>Governance</b>                   |       |           |           |        |        |       |       |        |         |       |       |       |        |        |        |              |             |        |        |                |               |
| Competent & honest                  | 0.06  | 0.18      | 0.10      | -0.02  | 0.01   | 0.31  | 0.18  | 0.09   | 0.03    | 0.12  | 0.03  | -0.01 | -0.11  | 0.02   | 0.14   | 0.21         | 0.13        | 0.09   | -0.07  | -0.39          | 0.23          |
| Rights & Fairness                   | 0.09  | 0.15      | 0.03      | -0.13  | -0.09  | 0.27  | 0.26  | 0.14   | 0.06    | 0.13  | 0.06  | 0.01  | 0.05   | 0.00   | 0.20   | 0.18         | 0.05        | 0.13   | -0.06  | -0.19          | 0.37          |
| Peace & Security                    | 0.11  | 0.21      | 0.17      | -0.06  | -0.08  | 0.32  | 0.49  | 0.12   | 0.07    | 0.04  | 0.03  | -0.03 | -0.01  | -0.02  | 0.02   | 0.20         | 0.16        | 0.13   | 0.12   | -0.03          | 0.30          |
| Environment                         | 0.11  | 0.05      | 0.00      | 0.03   | 0.00   | 0.32  | 0.29  | 0.04   | 0.02    | 0.21  | 0.10  | 0.00  | 0.07   | 0.11   | 0.13   | 0.19         | 0.23        | 0.09   | 0.04   | 0.01           | 0.33          |
| Poverty                             | 0.11  | 0.14      | 0.09      | -0.11  | -0.05  | 0.37  | 0.34  | 0.07   | 0.10    | 0.17  | 0.07  | -0.01 | 0.18   | 0.05   | 0.15   | -0.02        | 0.09        | 0.18   | 0.09   | -0.11          | 0.29          |
| <b>Immigration &amp; Investment</b> |       |           |           |        |        |       |       |        |         |       |       |       |        |        |        |              |             |        |        |                |               |
| Work & Live                         | 0.06  | 0.20      | 0.27      | -0.22  | 0.02   | 0.26  | 0.03  | -0.02  | -0.02   | 0.06  | -0.02 | -0.02 | 0.22   | 0.18   | 0.18   | 0.11         | -0.02       | -0.11  | -0.07  | -0.30          | 0.42          |
| Quality of Life                     | 0.10  | 0.17      | 0.08      | -0.13  | 0.09   | 0.38  | 0.17  | -0.01  | 0.05    | 0.15  | 0.08  | -0.01 | 0.14   | 0.07   | 0.15   | 0.09         | 0.11        | 0.10   | 0.02   | 0.01           | 0.28          |
| Educational Qualifications          | 0.07  | 0.16      | 0.13      | -0.18  | -0.11  | 0.24  | 0.19  | -0.03  | 0.06    | 0.23  | 0.03  | -0.06 | 0.16   | 0.03   | 0.12   | 0.15         | 0.07        | 0.12   | -0.16  | -0.01          | 0.30          |
| Invest in Business                  | 0.08  | 0.16      | 0.14      | -0.21  | 0.02   | 0.30  | 0.15  | -0.02  | 0.02    | 0.10  | 0.10  | -0.01 | 0.08   | -0.03  | 0.24   | 0.07         | -0.02       | 0.20   | 0.06   | -0.06          | 0.37          |
| Equality in Society                 | 0.09  | 0.08      | 0.05      | -0.18  | 0.11   | 0.25  | 0.31  | 0.16   | 0.07    | 0.03  | 0.09  | 0.02  | 0.22   | -0.07  | 0.09   | 0.03         | 0.11        | 0.06   | 0.11   | -0.08          | 0.31          |
| <b>People</b>                       |       |           |           |        |        |       |       |        |         |       |       |       |        |        |        |              |             |        |        |                |               |
| Welcoming                           | 0.07  | 0.02      | 0.05      | -0.15  | -0.11  | 0.46  | 0.13  | -0.03  | 0.00    | 0.09  | 0.02  | 0.08  | 0.06   | -0.04  | 0.10   | 0.13         | 0.14        | -0.08  | 0.13   | -0.05          | 0.27          |
| Close Friend                        | 0.06  | 0.20      | -0.07     | -0.12  | -0.11  | 0.26  | 0.39  | -0.10  | -0.03   | 0.07  | 0.08  | -0.08 | 0.11   | 0.04   | 0.22   | 0.11         | -0.04       | -0.06  | 0.07   | 0.01           | 0.34          |
| Employability                       | 0.08  | 0.28      | -0.03     | -0.13  | -0.11  | 0.34  | 0.27  | 0.04   | 0.03    | 0.07  | 0.16  | 0.01  | 0.04   | -0.04  | -0.01  | 0.18         | 0.04        | 0.03   | 0.02   | -0.04          | 0.40          |
| <b>Exports</b>                      |       |           |           |        |        |       |       |        |         |       |       |       |        |        |        |              |             |        |        |                |               |
| Science & Technology                | 0.07  | 0.19      | 0.23      | -0.18  | -0.02  | 0.19  | 0.05  | -0.07  | 0.06    | 0.05  | 0.06  | 0.04  | 0.10   | 0.10   | 0.05   | 0.13         | -0.03       | 0.13   | 0.12   | -0.10          | 0.20          |
| Buy Products                        | 0.03  | -0.01     | 0.03      | -0.23  | -0.06  | 0.21  | 0.02  | 0.00   | 0.05    | 0.17  | 0.00  | 0.01  | -0.08  | 0.05   | 0.12   | 0.19         | -0.07       | 0.05   | -0.06  | -0.08          | 0.16          |
| Creative Place                      | 0.04  | 0.09      | 0.01      | -0.13  | 0.00   | 0.17  | 0.15  | -0.04  | 0.02    | 0.21  | -0.04 | -0.06 | 0.04   | 0.10   | 0.02   | 0.20         | 0.04        | 0.07   | 0.02   | -0.10          | 0.21          |
| <b>Tourism</b>                      |       |           |           |        |        |       |       |        |         |       |       |       |        |        |        |              |             |        |        |                |               |
| Visit if Money No Object            | 0.06  | 0.24      | -0.05     | -0.06  | -0.29  | 0.21  | 0.40  | -0.12  | 0.01    | 0.18  | -0.04 | 0.05  | 0.17   | -0.21  | 0.37   | 0.12         | 0.06        | -0.13  | -0.04  | -0.20          | 0.43          |
| Natural Beauty                      | 0.09  | 0.17      | -0.10     | -0.13  | -0.10  | 0.27  | 0.42  | 0.04   | 0.02    | 0.21  | 0.13  | 0.00  | 0.12   | -0.14  | 0.20   | 0.05         | 0.12        | 0.10   | 0.13   | 0.04           | 0.29          |
| Historic Buildings                  | 0.06  | 0.10      | -0.02     | -0.06  | -0.03  | 0.21  | 0.26  | 0.04   | 0.12    | 0.28  | -0.08 | 0.09  | 0.06   | -0.16  | 0.09   | 0.01         | -0.02       | 0.06   | 0.01   | -0.05          | 0.28          |
| Vibrant City                        | 0.08  | 0.09      | 0.06      | -0.10  | -0.06  | 0.27  | 0.40  | -0.04  | 0.11    | 0.06  | -0.04 | -0.05 | 0.15   | 0.07   | 0.07   | 0.06         | 0.09        | 0.01   | -0.08  | 0.06           | 0.34          |
| <b>Culture</b>                      |       |           |           |        |        |       |       |        |         |       |       |       |        |        |        |              |             |        |        |                |               |
| Sports                              | -0.03 | -0.08     | 0.08      | -0.23  | -0.06  | 0.15  | 0.03  | -0.07  | -0.09   | 0.02  | -0.04 | -0.07 | 0.01   | 0.01   | -0.06  | -0.05        | -0.05       | 0.00   | -0.19  | -0.07          | 0.18          |
| Cultural Heritage                   | 0.06  | 0.09      | -0.07     | 0.06   | -0.06  | 0.30  | 0.24  | -0.03  | 0.08    | 0.10  | 0.03  | 0.08  | 0.13   | -0.08  | 0.09   | -0.08        | 0.07        | -0.05  | 0.04   | -0.10          | 0.34          |
| Contemporary Culture                | 0.07  | 0.10      | 0.14      | -0.08  | 0.03   | 0.25  | 0.26  | -0.02  | 0.06    | 0.18  | 0.04  | -0.05 | 0.16   | -0.01  | -0.02  | -0.02        | 0.13        | -0.06  | 0.04   | -0.02          | 0.27          |

Note: Cells are coloured green to show positive changes and red to show negative changes. Three shades are used to show the size of the change (small: +/-0.26-0.50; medium: +/-0.51-1.00; large: > +/- 1.00). No change or little change (0 to +/-0.25) is not coloured.

## Appendix 4: Change in Northern Ireland's NBI<sup>SM</sup> rankings by panel country

|                                     | Total | Argentina | Australia | Brazil | Canada | China | Egypt | France | Germany | India | Italy | Japan | Mexico | Poland | Russia | South Africa | South Korea | Sweden | Turkey | United Kingdom | United States |
|-------------------------------------|-------|-----------|-----------|--------|--------|-------|-------|--------|---------|-------|-------|-------|--------|--------|--------|--------------|-------------|--------|--------|----------------|---------------|
| NBI <sup>SM</sup> rank              | -1    | 0         | -1        | -5     | -2     | 5     | 0     | -1     | -1      | 7     | -1    | -5    | -2     | -1     | 1      | 0            | 0           | -2     | -3     | -3             | -1            |
| <b>Dimension</b>                    |       |           |           |        |        |       |       |        |         |       |       |       |        |        |        |              |             |        |        |                |               |
| Governance                          | 0     | -2        | 0         | -1     | 0      | 4     | -1    | -1     | -1      | 8     | -2    | -2    | -1     | 0      | 1      | 1            | 0           | 0      | 0      | -3             | -1            |
| Immigration & Investment            | -1    | 2         | -1        | -9     | -1     | 2     | -3    | -1     | -2      | 3     | -1    | -3    | 0      | 0      | -1     | 0            | -2          | -1     | -5     | -2             | -1            |
| People                              | 0     | 0         | -5        | -7     | -2     | 12    | 1     | -2     | -1      | 1     | 1     | -2    | -2     | -3     | 0      | 0            | 0           | -2     | -6     | -6             | -2            |
| Exports                             | -1    | -4        | 0         | -7     | -3     | -3    | -2    | -3     | -1      | 4     | -2    | -1    | -6     | 0      | -3     | 0            | -2          | 0      | 0      | -5             | -3            |
| Tourism                             | 0     | 1         | -2        | -8     | -3     | 4     | 4     | -8     | -4      | 7     | -6    | -3    | -1     | -1     | 2      | 2            | 2           | -5     | -4     | -3             | -1            |
| Culture                             | -1    | -1        | -2        | -6     | -3     | 4     | 1     | -3     | -3      | 3     | 0     | -2    | 2      | -1     | -4     | -3           | -2          | -4     | -8     | -6             | 2             |
| <b>Attribute</b>                    |       |           |           |        |        |       |       |        |         |       |       |       |        |        |        |              |             |        |        |                |               |
| <b>Governance</b>                   |       |           |           |        |        |       |       |        |         |       |       |       |        |        |        |              |             |        |        |                |               |
| Competent & Honest                  | 0     | 0         | 0         | -2     | 0      | 6     | -4    | -2     | -1      | 6     | 0     | -3    | -3     | 3      | -2     | 0            | -3          | 0      | 2      | -3             | 0             |
| Rights & Fairness                   | 0     | -1        | -1        | -3     | 0      | 3     | -3    | 0      | 0       | 8     | -1    | -2    | -2     | 0      | 0      | 0            | -2          | 0      | -2     | -1             | -1            |
| Peace & Security                    | 0     | 1         | 1         | -6     | 0      | 5     | 14    | -1     | -1      | 2     | -1    | -3    | -2     | 2      | -8     | 3            | -1          | 0      | 4      | 0              | -2            |
| Environment                         | -1    | -2        | -2        | -2     | -1     | 6     | -3    | -4     | -2      | 10    | -2    | -1    | -3     | 3      | 0      | 2            | 4           | -2     | -1     | -2             | -1            |
| Poverty                             | -1    | 0         | -1        | -5     | -1     | 9     | 2     | -2     | -1      | 13    | 8     | -2    | 1      | 1      | -2     | -1           | 0           | 1      | 9      | -6             | -1            |
| <b>Immigration &amp; Investment</b> |       |           |           |        |        |       |       |        |         |       |       |       |        |        |        |              |             |        |        |                |               |
| Work & Live                         | -2    | -1        | 1         | -7     | -1     | 2     | -6    | 0      | 0       | 2     | -1    | -4    | 0      | 1      | 1      | 1            | -2          | -2     | -4     | -4             | 1             |
| Quality of Life                     | -1    | -1        | -1        | -3     | -1     | 6     | -2    | -1     | -1      | 4     | 1     | -3    | -1     | 0      | -3     | -2           | -1          | -1     | -3     | -1             | -1            |
| Educational Qualifications          | -1    | 0         | -2        | -8     | -1     | 2     | -6    | -1     | -1      | 10    | -1    | -5    | -2     | 0      | -3     | 1            | 0           | 0      | -6     | 0              | -1            |
| Invest in Business                  | -1    | -2        | -1        | -14    | 0      | 5     | -6    | -1     | -1      | 5     | 1     | -9    | -2     | 0      | 2      | 2            | -1          | 0      | 0      | -2             | -2            |
| Equality in Society                 | -1    | -1        | -1        | -5     | 0      | 2     | 2     | 0      | 0       | 3     | 1     | -3    | 2      | 0      | -1     | -1           | -2          | 0      | -2     | -2             | -1            |
| <b>People</b>                       |       |           |           |        |        |       |       |        |         |       |       |       |        |        |        |              |             |        |        |                |               |
| Welcoming                           | -1    | -3        | -3        | -3     | -2     | 27    | -7    | -4     | -2      | 1     | 2     | -2    | -1     | -3     | 0      | 4            | 1           | -2     | -6     | -5             | -2            |
| Close Friend                        | -1    | 3         | -6        | -5     | -3     | 3     | 0     | -6     | -1      | 0     | 0     | -8    | 0      | 2      | 3      | -2           | -4          | -3     | -3     | -2             | 0             |
| Employability                       | -1    | 1         | -5        | -7     | 0      | 8     | -2    | 0      | 1       | 2     | 1     | -3    | -3     | -4     | -2     | 2            | 1           | -2     | -8     | -5             | 1             |
| <b>Exports</b>                      |       |           |           |        |        |       |       |        |         |       |       |       |        |        |        |              |             |        |        |                |               |
| Science & Technology                | -2    | 0         | -1        | -6     | -1     | -3    | -5    | -3     | -2      | -2    | -1    | 0     | 0      | 1      | -2     | 0            | -1          | -1     | 1      | -5             | 0             |
| Buy products                        | -2    | -3        | -1        | -11    | -1     | -1    | -3    | -1     | -1      | 5     | 0     | -1    | -7     | -1     | -4     | -1           | -2          | -1     | -2     | -4             | -2            |
| Creative Place                      | -1    | -1        | -1        | -6     | -3     | -3    | -4    | -2     | -1      | 6     | -2    | -3    | 0      | -2     | -2     | 0            | 0           | 0      | 0      | -4             | -3            |
| <b>Tourism</b>                      |       |           |           |        |        |       |       |        |         |       |       |       |        |        |        |              |             |        |        |                |               |
| Visit if Money No Object            | -2    | 2         | -1        | -7     | -1     | 1     | 0     | -2     | -1      | 6     | -1    | -1    | 2      | -2     | 2      | 2            | -1          | -4     | -8     | -2             | 2             |
| Natural Beauty                      | 2     | 1         | -5        | -11    | -2     | 6     | 3     | -2     | -1      | 9     | 1     | -2    | 4      | -4     | 5      | 0            | 1           | 0      | 3      | -4             | 4             |
| Historic Buildings                  | 0     | -2        | -1        | -10    | 0      | 4     | -3    | 4      | 0       | 14    | 1     | 1     | -6     | -4     | -1     | -1           | -4          | -2     | -5     | -5             | 5             |
| Vibrant City                        | -1    | -2        | -3        | -10    | -2     | 7     | 6     | -6     | 4       | 4     | 0     | -9    | -1     | 3      | 0      | -1           | 2           | -4     | -10    | -3             | 3             |
| <b>Culture</b>                      |       |           |           |        |        |       |       |        |         |       |       |       |        |        |        |              |             |        |        |                |               |
| Sports                              | -5    | -4        | -1        | -6     | -4     | 2     | -4    | -3     | -4      | -2    | -2    | -7    | -2     | -1     | -4     | -3           | -5          | -4     | -13    | -1             | -3            |
| Cultural Heritage                   | 1     | -2        | -3        | 5      | -3     | 13    | 9     | -2     | 0       | 5     | 4     | -1    | 2      | 0      | 0      | -4           | -1          | -6     | -3     | -10            | 8             |
| Contemporary Culture                | -1    | 2         | 3         | -7     | -5     | 7     | 2     | -5     | -2      | 8     | 7     | -11   | 4      | -1     | -4     | 2            | 4           | -3     | -4     | -3             | 2             |

Note: Cells are coloured according to change in ranking; dark green shows the largest positive changes in rankings and dark red the largest negative changes in rankings. No change is shown in white.