

# The Anholt – GfK Roper Nation Brands Index <sup>SM</sup>: 2018 report for Northern Ireland

February 2019

# National Brand Image Northern Ireland

## 2018



### RANK

(out of 50)

### SCORE

(out of 100)

22

2018

22

2017

58.71

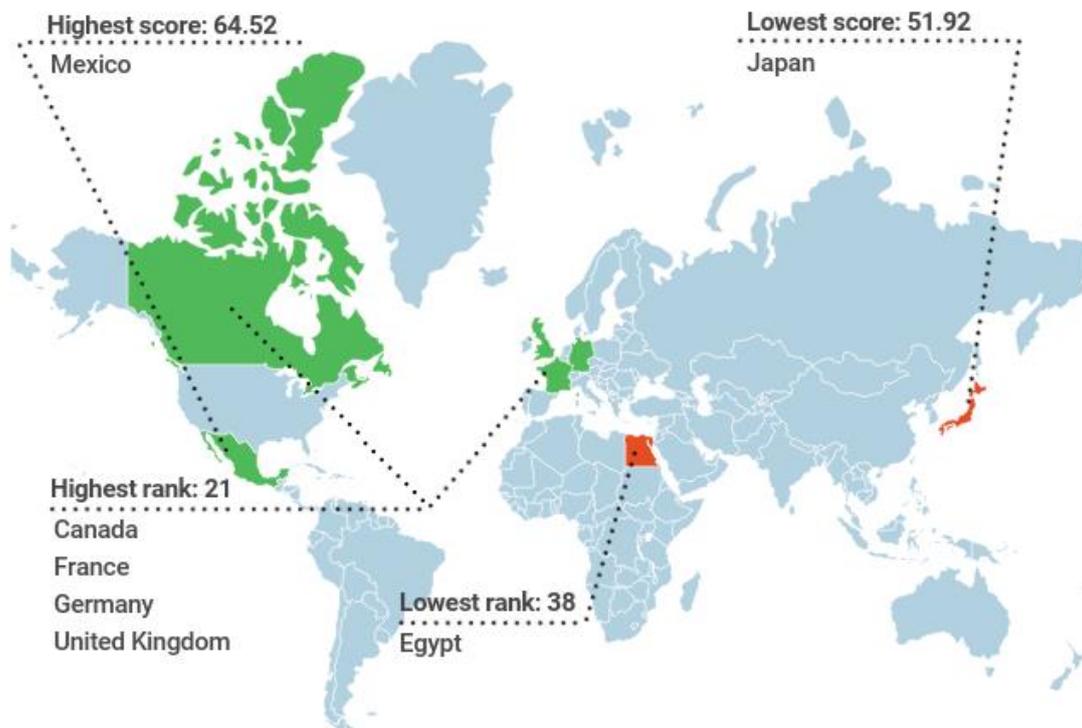
2018

59.01

2017

## HOW THE WORLD SEES NORTHERN IRELAND

Countries awarding Northern Ireland the highest and lowest ranks and scores



# National Brand Image Northern Ireland

# 2018



## RANK

(out of 50)



### GOVERNANCE

- 20 COMPETENT & HONEST
- 20 RIGHTS & FAIRNESS
- 20 POVERTY
- 20 ENVIRONMENT
- 20 PEACE & SECURITY



### CULTURE

- 31 CULTURAL HERITAGE
- 28 CONTEMPORARY CULTURE
- 38 SPORT



### PEOPLE

- 23 WELCOMING
- 23 CLOSE FRIEND
- 21 EMPLOYABILITY



### EXPORTS



- 23 BUY PRODUCTS
- 26 CREATIVE PLACE
- 29 SCIENCE & TECHNOLOGY



### TOURISM

- 23 VISIT IF MONEY NO OBJECT
- 19 NATURAL BEAUTY
- 31 HISTORIC BUILDINGS
- 32 VIBRANT CITY

### IMMIGRATION & INVESTMENT



- 20 EQUALITY IN SOCIETY
- 22 WORK & LIVE
- 22 EDUCATIONAL QUALIFICATIONS
- 21 QUALITY OF LIFE
- 26 INVEST IN BUSINESS

# National Brand Image Northern Ireland

Change between 2017 and 2018



	RANK (out of 50)	SCORE (out of 100)
<b>National Brands Index<sup>SM</sup></b>	<b>22</b> 2017 ↔ <b>22</b> 2018 No change since 2017	<b>58.71</b> 2018 ↓ <b>59.01</b> 2017 Down 0.30 points since 2017
<b>Six Dimensions of the Nation Brands Index<sup>SM</sup></b> 6 dimensions combined to create the NBI <sup>SM</sup>	No change since 2017 Governance ↔ Tourism Exports ↔ Immigration & Investment ↓ People Down 1 place since 2017 ↓ Culture Down 5 places since 2017	All Dimension scores have decreased since 2017 Largest decrease: Culture -0.51 Smallest decrease: People -0.06
<b>Attributes</b> 23 attributes which combine to create the six dimensions; on a scale from 1 (worst) to 7 (best)	Majority within +/- 2 places of 2017 rankings All attribute rankings were either unchanged or similar (+/-2) to those achieved in 2017 with the exception of: Vibrant City (-3)	There was an decrease or no change in all attributes between 2017 and 2018 except: Equality in society (+0.01 points) Natural beauty (+0.01 points)
<b>Familiarity with NI</b> % respondents who reported at least some knowledge of NI	No change since 2017 <b>37</b> ↔ <b>37</b> 2017 2018	Down 2 percentage points since 2017 51% (53% in 2017)
<b>Favourability towards NI</b> respondents' overall opinion of NI on a scale from 1 (unfavourable) to 7 (favourable)	No change since 2017 <b>23</b> ↔ <b>23</b> 2017 2018	Up 0.01 points since 2017 4.62 out of 7 (4.61 in 2017)
<b>% respondents who had purchased NI products or services and/or used NI websites</b>	Down 3 places since 2017 <b>38</b> ↓ <b>41</b> 2017 2018	Down 2 percentage points since 2017 21% (23% in 2017)
<b>% respondents who had visited NI for holiday and/or business purposes</b>	Down 2 places since 2017 <b>39</b> ↓ <b>41</b> 2017 2018	Down 2 percentage points since 2017 7% (9% in 2017)

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.

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## 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: [pfganalytics@executiveoffice-ni.gov.uk](mailto:pfganalytics@executiveoffice-ni.gov.uk)

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# Introduction

## 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 and 2018.

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 2018 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/publications/anholt-gfk-roper-nation-brands-index-2018-report-northern-ireland>

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/topics/statistics-and-research/anholt-gfk-roper-nation-brands-index>

## Programme for Government and Outcomes Delivery Plan

The Nation Brands Index is included as a population indicator in the draft Programme for Government (PfG) and 2018-19 Outcomes Delivery Plan for Outcome 10, "We have created a place where people want to live and work, to visit and invest". More information on the Nation Brands Index and Programme for Government is available on [page 17](#).

# 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 2018 Nation Brands Index<sup>SM</sup> (NBI<sup>SM</sup>), with an overall score of 58.71. Northern Ireland's overall NBI<sup>SM</sup> score has decreased slightly since 2017, when it achieved a score of 59.01 (a change of -0.30 points). Northern Ireland has maintained its mid-level ranking relative to other participating nations at 22<sup>nd</sup>.

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 2017 and 2018**



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 3 ([page 10](#)). As in previous years, Northern Ireland's global reputation appears relatively balanced, with five of the six dimensions in 2018 being ranked 20<sup>th</sup> to 28<sup>th</sup>. The lowest ranking for Northern Ireland in 2018 was 'Culture', with a rank of 35. These are discussed later in the report.

## Rankings and scores from around the globe

Figure 2 ([page 9](#)) illustrates the overall NBI<sup>SM</sup> ranking Northern Ireland received from each of the 20 panel countries. Generally, 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 Canada (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 (38<sup>th</sup>), with relatively low rankings also received from India (34<sup>th</sup>), Brazil and Russia (both 30<sup>th</sup>). Similar patterns were noted in both 2016 and 2017 with Northern Ireland receiving higher rankings from western European and Anglo-American panel nations.

Northern Ireland received its highest overall NBI<sup>SM</sup> scores (out of 100) from Mexico (64.52), India (63.69) and South Africa (61.86). The lowest overall NBI<sup>SM</sup> scores were received from Japan (51.92), Turkey (55.89) and Sweden (56.08).

When looking at rank and score together for each panel country, the distribution of scores seems to vary considerably depending on the particular panel country. For example, if we look at Northern Ireland’s relatively high rank (22<sup>nd</sup>) and low score (56.08) from Sweden, this contrasts with the relatively low rank (34<sup>th</sup>) and high score (63.69) from India. Again, similar patterns were evident in 2016 and 2017.

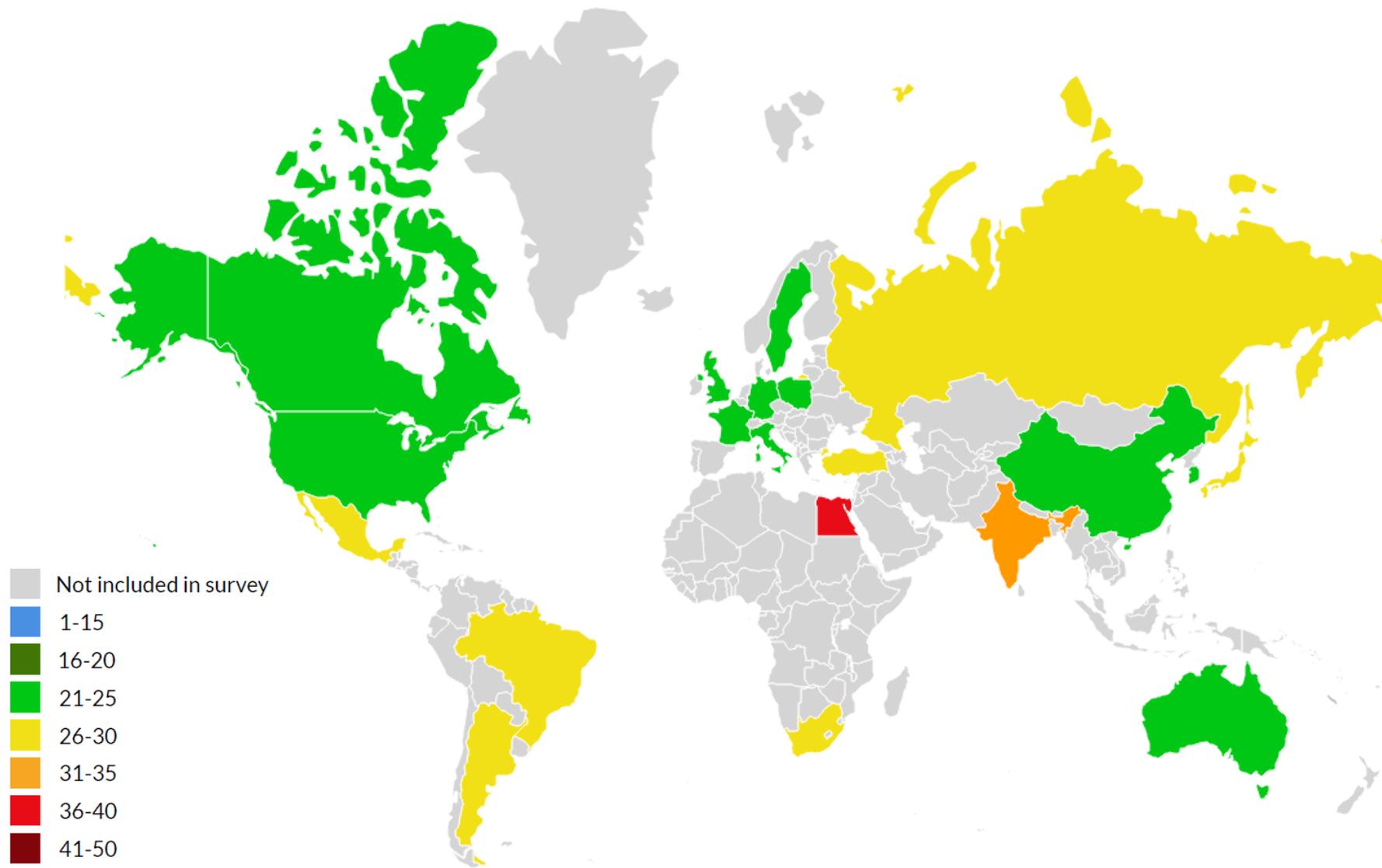
As mentioned previously, it is useful to consider both rankings and scores to understand the overall picture – rankings are useful in that they provide insight into how Northern Ireland is viewed by panel countries relative to the other participating nations in a particular year. However, as changes in the list of participating nations is possible between years, Northern Ireland’s rank could increase or decrease simply as a result of these changes. 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.

Table 1 below shows the countries whose scores have changed the most between 2017 and 2018. The largest increases in score were from Mexico and Brazil, and the largest decreases in score were from Egypt and the United States.

**Table 1: Countries with the greatest change in overall NBI<sup>SM</sup> score between 2017 and 2018**

Overall NBI <sup>SM</sup> Score Change							
Panel countries whose impressions of Northern Ireland have improved the most from 2017 to 2018				Panel countries whose impressions of Northern Ireland have declined the most from 2017 to 2018			
Country	2017 score	2018 score	Change (2017 to 2018)	Country	2017 score	2018 score	Change (2016 to 2018)
Mexico	61.75	64.52	+2.77	Egypt	60.86	56.23	-4.63
Brazil	58.99	60.99	+2.00	United States	62.14	59.11	-3.03
South Korea	55.84	57.19	+1.35	China	63.71	61.48	-2.23
Canada	57.99	59.22	+1.23	India	64.86	63.69	-1.17
South Africa	61.05	61.86	+0.81	Germany	60.22	59.30	-0.92

Figure 2: Northern Ireland's overall NBI<sup>SM</sup> ranking by core panel nation (2018)



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

## Rankings for dimensions and attributes

Looking at the six dimensions of the NBI<sup>SM</sup> used to determine the overall scores and ranking, Northern Ireland ranked highest in Governance (20<sup>th</sup>), Immigration and Investment (21<sup>st</sup>) and People (23<sup>rd</sup>). A lower cluster of ranks were found in the Culture (35<sup>th</sup>), Tourism (28<sup>th</sup>) and Exports (26<sup>th</sup>) dimensions (Table 2, [page 12](#)). Overall, the trend and rankings have remained similar in 2016, 2017 and 2018.

In terms of the individual attributes that are used to compose the six dimensions, Northern Ireland ranked generally high for those in the Governance dimension – competency and honesty of government, respect for citizens' rights and fair treatment, global behaviour in the areas of peace and security, environmental protection and poverty reduction all ranked 20<sup>th</sup>. The Tourism dimension received a more mixed response, with some of the lower rankings coming in vibrancy of city life and urban attractions (32<sup>nd</sup>) and historic buildings and monuments (31<sup>st</sup>). This is contrasted with higher rankings for liking to visit if money was no object (23<sup>rd</sup>) and the highest individual attribute ranking for Northern Ireland in natural beauty (19<sup>th</sup>).

Northern Ireland's lowest ranking attribute was sporting excellence (38<sup>th</sup>).

Compared with 2017, all dimension ranks were unchanged exception for People (down 1 place from 22<sup>nd</sup> in 2017 to 23<sup>rd</sup> in 2018) and Culture (down 5 places, 30<sup>th</sup> in 2017 and 35<sup>th</sup> in 2018).

**Figure 3: Northern Ireland's rank across the six NBI<sup>SM</sup> dimensions**



## Scores for dimensions and attributes

### Dimension summary

Despite a relatively low ranking (28<sup>th</sup>), Tourism was the highest scoring dimension in 2018 at 64.17. Moderately high scores were also recorded for People (62.95) and Governance (59.22) dimensions. The score for Exports (54.10) was the lowest dimension score for Northern Ireland. The pattern of scores was similar to that of both 2016 and 2017.

Figure 4 below illustrates the year-on-year changes for each dimension, as well as the changes from 2016. All dimension scores have declined compared with 2017, though the 2-year change from 2016 is positive for all dimensions.

### Dimension scores:

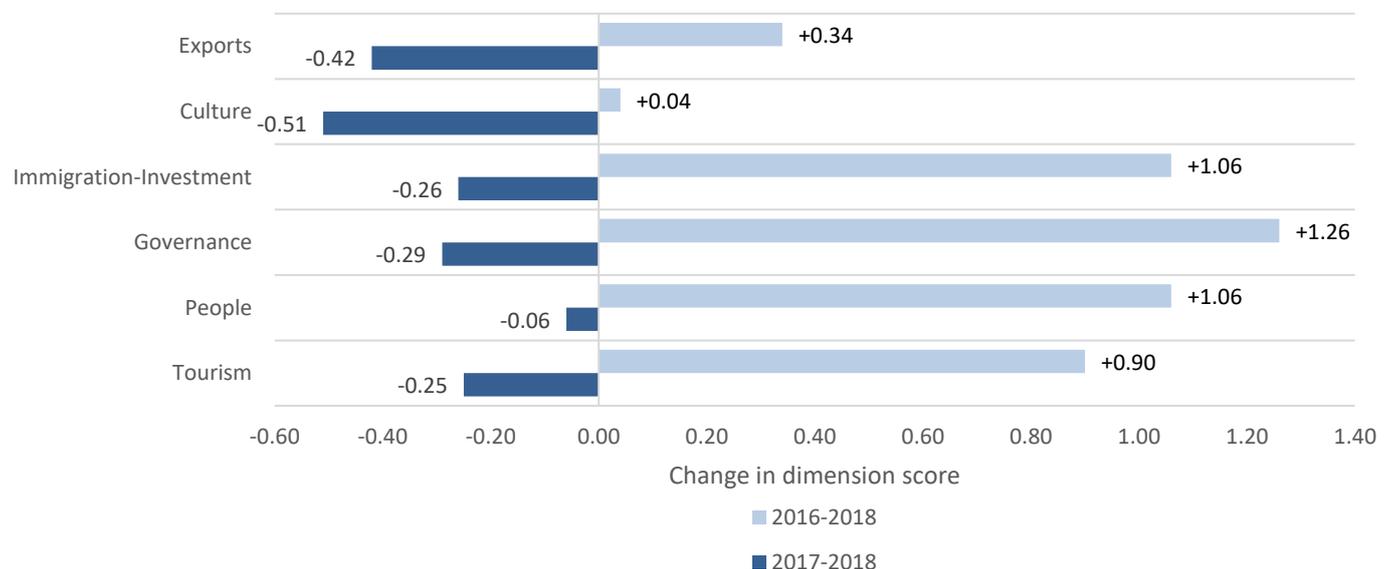
These are scored out of 100 and are based on responses to the composite attributes for each dimension.

### 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/publications/anholt-gfk-roper-nation-brands-index-2018-report-northern-ireland>

**Figure 4: Changes in scores between 2017-2018 and 2016-2018 for each of the six dimensions of the NBI<sup>SM</sup>**



### Attribute summary

As in 2016 and 2017, natural beauty was the highest scoring attribute for Northern Ireland (5.15), followed by somewhere participants would like to visit if money was no object (4.86) and for the employability of its people (4.86). These three attributes have consistently been the top three for Northern Ireland in 2016, 2017 and now 2018. Changes in score between 2017 and 2018 were comparatively small at a 0.01 increase for natural beauty, 0.02 decrease for visiting if money was no object and no change for employability of its people.

Northern Ireland's three lowest scoring attributes have been consistent in 2016, 2017 and now again in 2018, with sporting excellence (3.93), having businesses that people would like to invest in (4.06) and its contribution to innovation in science and technology (4.06). Each score has decreased compared with 2017 with changes of -0.03, -0.03 and -0.05 respectively.

Full details on scores for dimensions and attributes for 2016, 2017 and 2018 and the changes over time can be found in the [Appendices](#).

Tables containing the data discussed in this report are available at:

<https://www.executiveoffice-ni.gov.uk/topics/statistics-and-research/anholt-gfk-roper-nation-brands-index>

**Table 2: Northern Ireland's NBI<sup>SM</sup> dimension and attribute scores and rankings (2016-2018)**

	2016	2017	2018	2016	2017	2018		2016	2017	2018	2016	2017	2018
Possible score/rank:	1-100			1-50				1- 7			1-50		
Dimension	NBI Score			Rank			Composite attributes	NBI Score			Rank		
<b>Governance</b> 	57.96	59.51	59.22	20	20	20	Competent & Honest	4.45	4.51	4.51	20	20	20
							Rights & Fairness	4.64	4.73	4.69	20	20	20
							Peace & Security	4.49	4.60	4.57	20	20	20
							Environment	4.51	4.62	4.61	19	20	20
							Poverty	4.17	4.28	4.27	20	21	20
<b>Immigration and Investment</b> 	55.25	56.57	56.31	20	21	21	Work & Live	4.07	4.13	4.13	20	22	22
							Quality of Life	4.61	4.71	4.67	20	21	21
							Educational Qualifications	4.32	4.39	4.37	20	21	22
							Invest in Business	4.01	4.09	4.06	24	25	26
							Equality in Society	4.44	4.53	4.54	20	21	20
<b>People</b> 	61.89	63.01	62.95	22	22	23	Welcoming	4.63	4.70	4.70	23	24	23
							Close Friend	4.66	4.72	4.70	22	23	23
							Employability	4.78	4.86	4.86	20	21	21
<b>Exports</b> 	53.76	54.52	54.10	25	26	26	Science and Technology	4.04	4.11	4.06	26	28	29
							Buy Products	4.28	4.31	4.29	21	23	23
							Creative Place	4.27	4.31	4.30	25	26	26
<b>Tourism</b> 	63.27	64.42	64.17	28	28	28	Visit if Money No Object	4.82	4.88	4.86	21	23	23
							Natural Beauty	5.05	5.14	5.15	23	21	19
							Historic Buildings	4.62	4.68	4.67	31	31	31
							Vibrant City	4.60	4.68	4.64	28	29	32
<b>Culture</b> 	55.47	56.02	55.51	29	30	35	Sports	3.99	3.96	3.93	31	36	38
							Cultural Heritage	4.62	4.68	4.65	31	30	31
							Contemporary Culture	4.29	4.36	4.32	27	28	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 2018 survey show that 51 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 a small decrease in score from 2017 when 53 per cent of participants reported some knowledge of Northern Ireland – the rank in both years has remained the same at 37 out of 50 participating nations.

Northern Ireland was rated relatively highly in terms of favourability (score of 4.62) with a rank of 23<sup>rd</sup> out of 50 participating nations. This was a small increase in score (+0.01) compared with 2017 – the rank, again, in both years has remained the same.

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 2016, 2017 or 2018, suggesting that Northern Ireland is viewed 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/publications/anholt-gfk-roper-nation-brands-index-2018-report-northern-ireland>

**Figure 5: Familiarity with and favourability towards Northern Ireland in 2017 and 2018**



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

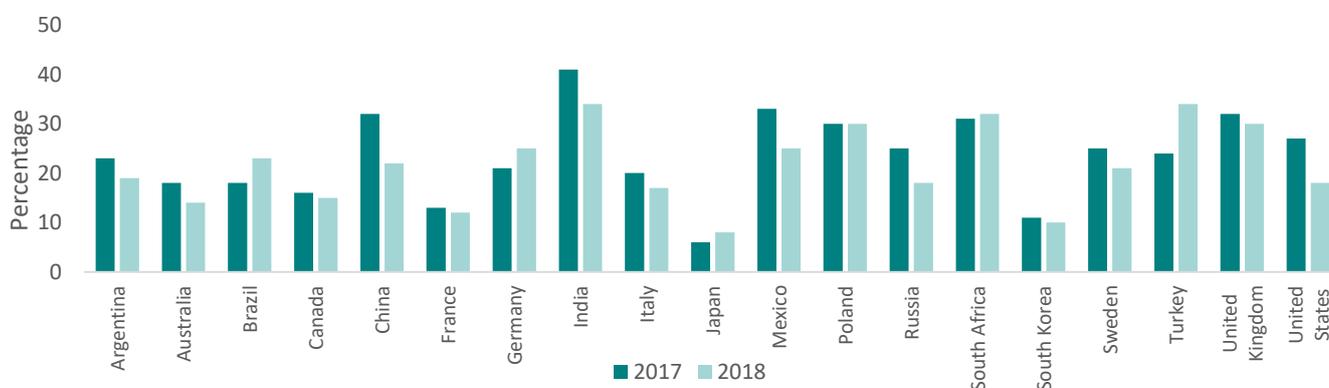
As part of the NBI<sup>SM</sup> survey, participants were asked if they had purchased products or services from each nation or if they had visited a website or social networking site from or about each nation. Results show that nine per cent of participants had purchased a product from Northern Ireland (ranked 40<sup>th</sup>), while 14 per cent reported that they had previously visited a Northern Irish website (ranked 38<sup>th</sup>). These are very similar to results from the 2017 survey when nine 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 34<sup>th</sup>).

When these results were combined, Northern Ireland was ranked 41<sup>st</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 (21 per cent). This compares with 23 per cent and a ranking of 38<sup>th</sup> overall in 2017.

Of the 20 panel countries, India (34 per cent), Turkey (34 per cent), South Africa (32 per cent), Poland (30 per cent) and the UK (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 2018. Aside from Turkey, these countries also had the highest percentage of participants who had purchased a product from NI and/or visited a Northern Irish website in 2017 (see Figure 6).

Compared with 2017, there was a large increase in the proportion of participants from Turkey who had purchased a product or service from NI and/or visited a website from or about Northern Ireland (10 percentage points). There was also a moderate increase in those who had done so from Brazil (5 percentage points) and Germany (4 percentage points). The largest decreases were for participants from China (10 percentage points) and the United States (9 percentage points). Moderate decreases were also reported by participants from Mexico (8 percentage points) and India and Russia (both 7 percentage points).

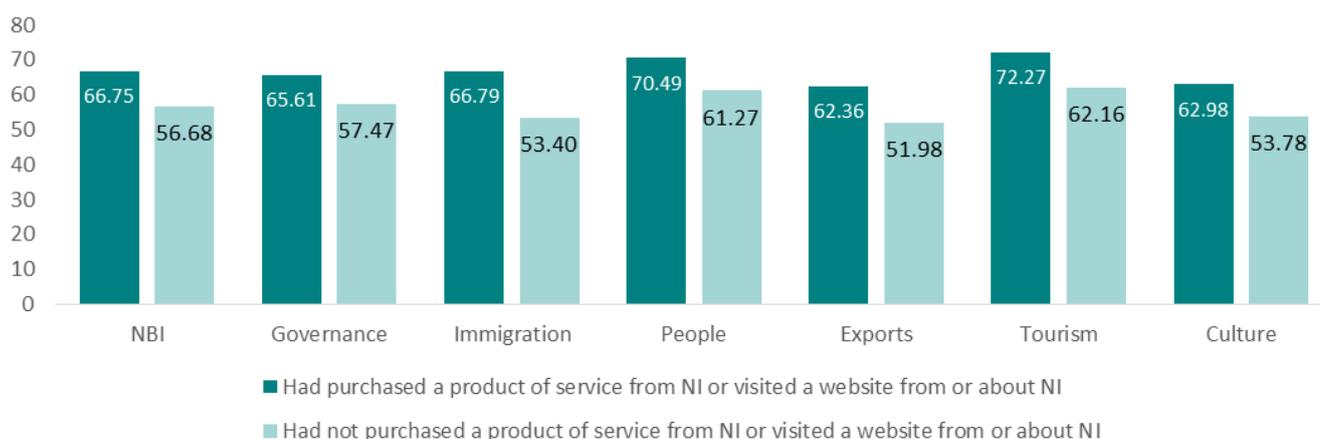
**Figure 6: Percentage of participants who had purchased a product or service from Northern Ireland and/or visited a website or social networking site from or about Northern Ireland – 2017 and 2018**



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

In 2018, 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 2017.

**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 (2018)**



## Participants who had visited Northern Ireland

Results from the 2018 NBI<sup>SM</sup> revealed that seven per cent of participants had previously visited Northern Ireland to take a holiday and/or for business purposes. This resulted in Northern Ireland ranking 41<sup>st</sup> out of the 50 nations in regard to foreign visits. This compares with nine per cent and a ranking of 39<sup>th</sup> in 2017.

A larger proportion of people visited Northern Ireland for a holiday (five per cent) than for business purposes (two per cent), showing a similar pattern to that of 2017 (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. Italy (12 per cent), India (11 per cent), Australia (10 per cent) and Canada, Germany and Sweden (9 per cent each) were the countries that had the next largest proportions of participants who had previously visited Northern Ireland.

Smaller proportions of participants from Japan (one per cent), Russia and South Korea (two per cent each), Brazil and South Africa (three per cent each) 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 2017 and 2018. For all but three panel countries the percentage decreased or stayed the same between the years. The largest decreases were for South Africa (down four percentage points) and Australia, China, France, India, Poland, Russia and the United States (down three percentage points each). A larger proportion of participants visited NI from Argentina, Canada and Italy (increase of one percentage point each) in 2018 compared with 2017.

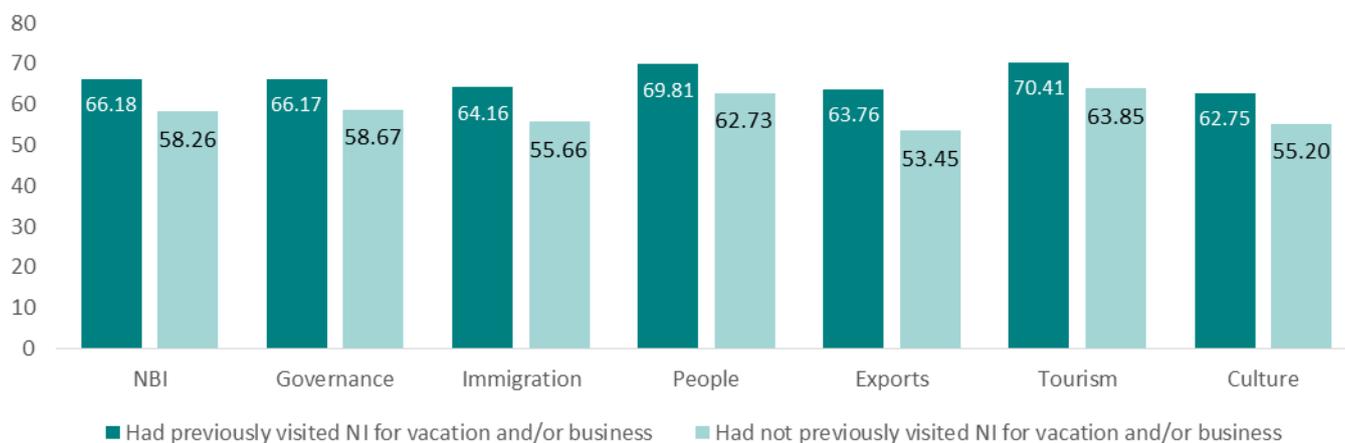
**Table 3: Percentage of participants who had visited NI, by reason and panel country in 2017 and 2018**

	% visiting NI for business		% visiting NI for holiday		% visiting NI for any reason	
	2017	2018	2017	2018	2017	2018
Argentina	1	1	2	2	3	4
Australia	5	2	9	8	13	10
Brazil	4	1	1	2	5	3
Canada	3	2	5	6	8	9
China	4	2	6	5	9	6
Egypt	-	-	-	-	-	-
France	2	2	9	6	11	8
Germany	2	2	6	7	9	9
India	9	7	7	4	14	11
Italy	3	4	9	9	11	12
Japan	1		1		2	1
Mexico	2	2	2	3	4	4
Poland	4	4	7	5	11	8
Russia	2	1	3	1	5	2
South Africa	3	1	4	3	7	3
South Korea	1		1	2	3	2
Sweden	4	4	6	5	10	9
Turkey	1	3	3	1	4	4
United Kingdom	5	6	21	22	25	25
United States	4	2	7	5	10	7
<b>Total</b>	<b>3</b>	<b>2</b>	<b>6</b>	<b>5</b>	<b>9</b>	<b>7</b>

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

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). This follows similar patterns as 2016 and 2017.

**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 (2018)**



# Programme for Government – 2016 to 2018

## Background

The former Executive had agreed to develop a Programme for Government (PfG) for Northern Ireland with the stated purpose of “Improving wellbeing for all - by tackling disadvantage and driving economic growth”. The contents of the PfG were developed following extensive public consultation in 2016-17, to gather citizens’ views on what the priorities of government should be in order to deliver for the population. This draft Programme for Government uses an Outcomes Based Accountability (OBA™) approach and is constructed around a framework of 12 outcomes.

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.”

A subscription to the Anholt-GfK Roper “Nation Brands Index<sup>SM</sup>” survey was found to be the most appropriate and robust source of data available, and from 2016 Northern Ireland has subscribed and received a suite of data allowing us to analyse and publish a report to support the needs of this outcome. Further information on the Programme for Government can be found below:

*Programme for Government Consultation*

<https://www.northernireland.gov.uk/consultations/programme-government-consultation>

*Programme for Government and Outcomes Delivery Plan*

<https://www.executiveoffice-ni.gov.uk/topics/making-government-work/programme-government-and-budget>

## Northern Ireland’s Nation Brands Index<sup>SM</sup> overall score and ranking – 2016 and 2018

In 2018, Northern Ireland’s NBI<sup>SM</sup> Score was 58.71, giving it a rank of 22<sup>nd</sup> out of 50 nations. Northern Ireland’s overall NBI<sup>SM</sup> score has increased slightly since 2016, when it achieved a score of 57.93 (an increase of 0.78 points). Northern Ireland maintained a mid-level ranking relative to other nations, despite a small decrease from 21<sup>st</sup> out of 50 nations in 2016 to 22<sup>nd</sup> in 2018.

**Figure 9: Northern Ireland’s NBI<sup>SM</sup> overall score and ranking for 2016 and 2018**

	RANK (out of 50)		SCORE (out of 100)	
National Brands Index <sup>SM</sup>	21 2016	22 2018	57.93 2016	58.71 2018

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. The status of the Nation Brands Index indicator within Outcome 10, along with indicators from all other Outcomes, can be viewed online [here](#). Following publication of this report and Technical Assessment Panel approval, the Outcomes Viewer linked above will be updated with revised data and status change, as appropriate.

## Northern Ireland's Nation Brands Index<sup>SM</sup> score changes – 2016 and 2018

Table 4 below lists the countries whose scores of Northern Ireland have changed most between 2016 and 2018. Mexico, South Africa and South Korea see positive changes in score between 2016 and 2018, with all three appearing in this list again for improving scores between 2017 and 2018 (Table 1, [page 8](#)).

Observing China's scoring of Northern Ireland, we note that between 2016 and 2018 their score is one of those showing the largest increase (+2.22), but that between 2017 and 2018, it is amongst the countries with the largest decrease (-2.23). This mixed picture is simply a result of the 2016 to 2017 score increasing by a large amount (+4.45), but then decreasing somewhat between 2017 and 2018 (-2.23) and illustrates that whilst scoring can give a better indication of Northern Ireland's performance, comparing performance between years is more complex.

**Table 4: Countries with the greatest change in overall NBI<sup>SM</sup> score between 2016 and 2018**

Overall NBI <sup>SM</sup> Score Change – 2016 to 2018							
Panel countries whose impressions of Northern Ireland have improved the most from 2016 to 2018				Panel countries whose impressions of Northern Ireland have declined the most from 2016 to 2018			
Country	2016 score	2018 score	Change (2016 to 2018)	Country	2016 score	2018 score	Change (2016 to 2018)
Mexico	60.32	64.52	+4.20	United Kingdom	60.41	58.96	-1.45
Argentina	56.04	58.41	+2.37	Egypt	57.11	56.23	-0.88
South Africa	59.50	61.86	+2.36	Turkey	56.39	55.89	-0.50
China	59.26	61.48	+2.22	Germany	59.61	59.30	-0.31
South Korea	54.98	57.19	+2.21	France	57.66	57.51	-0.15

## Northern Ireland's Nation Brands Index<sup>SM</sup> Six Dimensions – 2016 and 2018

Looking at the six dimensions that are used in the calculation of the overall NBI score, all of Northern Ireland's dimensions increased in score since 2016. The Governance dimension sees the largest increase in score between 2016 and 2018 (+1.26 from 57.96 in 2016) and the smallest increase in Culture (+0.04 points from 55.47 in 2016).

When we look at rank, both Governance and Tourism remain unchanged (20 and 21 respectively), while the others decreased slightly (Immigration and Investment, People, and Exports all down 1 place to 21<sup>st</sup>, 23<sup>rd</sup> and 26<sup>th</sup> respectively), with Culture losing six places (29<sup>th</sup> in 2016 and 35<sup>th</sup> in 2018).

The pattern of increases in score, but decreases in rank, can also be observed broadly when looking at the individual attributes that make up the six dimensions. All attributes see small increases in scores between 2016 and 2018 with the exception of the Culture attribute "Sport" which decreased from 3.99 points in 2016 to 3.93 points in 2018 (-0.06 points change). The largest increase amongst the other attributes was by 0.1 points with Natural Beauty, Environment, Equality in Society and Poverty. Despite the increases in score for almost all attributes, Northern Ireland's rank increased for only one attribute between 2016 and 2018 – Natural Beauty – increasing from 23<sup>rd</sup> in 2016 to 19<sup>th</sup> in 2018 (+4 places). In addition to being the attribute with the largest score decrease between the two years, "Sport" in the Culture dimension was also the attribute with the largest decrease in rank – from 31<sup>st</sup> in 2016 to 38<sup>th</sup> in 2018. Changes in score between 2016 and 2018 are available in Table 2 ([page 12](#)).

## Further information

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

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## Appendix 1: Northern Ireland's NBI<sup>SM</sup> 2018 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	28	22	30	21	24	38	21	21	34	22	28	28	25	30	26	25	22	27	21	22
<b>Dimension</b>																					
Governance	20	22	20	21	19	20	36	20	18	27	18	24	21	23	24	20	23	19	19	18	21
Immigration & Investment	21	23	22	22	21	22	36	21	21	33	21	25	25	23	27	22	23	21	24	21	22
People	23	30	20	36	19	22	40	18	20	31	19	29	29	26	32	28	26	20	28	15	20
Exports	26	30	26	32	25	30	39	24	24	33	24	27	35	26	31	31	25	25	23	20	25
Tourism	28	32	22	35	20	26	41	21	22	36	23	31	32	36	36	25	25	27	31	20	20
Culture	35	37	29	39	27	25	45	28	30	34	28	38	40	32	34	32	33	34	34	26	28
<b>Attribute</b>																					
<b>Governance</b>																					
Competent & Honest	20	22	19	21	18	19	35	16	18	27	17	25	20	23	24	23	23	19	19	18	20
Rights & Fairness	20	22	20	21	19	20	32	20	17	24	19	22	19	23	24	20	24	20	18	20	21
Peace & Security	20	23	21	24	20	21	37	20	20	31	19	24	19	20	31	21	22	20	17	20	21
Environment	20	21	18	21	17	17	34	16	16	27	14	22	21	21	20	19	22	18	19	17	20
Poverty	20	22	20	22	19	21	35	19	17	29	16	23	22	21	22	19	23	18	17	15	21
<b>Immigration &amp; Investment</b>																					
Work & Live	22	24	21	24	20	22	38	19	19	29	21	28	23	25	25	19	21	22	24	20	20
Quality of Life	21	23	22	21	21	23	36	20	20	31	22	24	22	22	26	21	23	21	23	21	22
Educational Qualifications	22	25	21	23	21	22	33	22	21	28	20	26	25	23	25	24	22	22	24	17	23
Invest in Business	26	29	24	28	24	24	41	24	22	42	24	26	28	23	29	26	23	23	27	24	25
Equality in Society	20	20	18	21	19	20	36	18	19	26	16	24	20	23	22	21	22	18	20	19	21
<b>People</b>																					
Welcoming	23	28	19	36	18	22	40	21	20	26	20	33	28	27	32	27	29	22	25	19	19
Close Friend	23	31	19	37	17	13	38	18	17	29	20	28	33	28	30	25	25	17	30	15	20
Employability	21	28	20	30	21	21	42	20	18	35	21	28	26	24	29	26	23	16	24	12	21
<b>Exports</b>																					
Science & Technology	29	31	29	32	27	31	39	27	26	31	27	30	34	29	35	32	26	27	25	25	29
Buy products	23	31	22	28	21	34	38	20	20	36	21	24	32	25	29	28	21	21	23	17	20
Creative Place	26	31	28	30	23	27	38	24	25	29	23	26	36	28	30	31	27	25	22	22	25
<b>Tourism</b>																					
Visit if Money No Object	23	30	21	33	19	24	41	21	17	38	17	30	26	33	31	22	22	23	27	22	21
Natural Beauty	19	28	21	35	14	23	37	16	22	24	17	15	33	30	20	18	19	20	17	19	16
Historic Buildings	31	40	28	33	19	32	41	23	23	39	25	35	38	30	33	25	36	28	38	17	19
Vibrant City	32	35	27	37	25	25	41	31	33	37	28	35	34	34	38	30	25	34	32	19	27
<b>Culture</b>																					
Sports	38	39	33	41	34	28	44	31	35	36	37	36	39	31	36	31	31	39	36	28	34
Cultural Heritage	31	33	28	35	22	31	45	24	24	27	19	37	34	35	31	26	38	28	33	28	20
Contemporary Culture	28	34	24	38	25	23	39	23	22	36	21	31	36	28	34	31	31	26	29	16	27

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> 2018 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	58.71	58.41	57.10	60.99	59.22	61.48	56.23	57.51	59.30	63.69	58.33	51.92	64.52	58.20	58.21	61.86	57.19	56.08	55.89	58.96	59.11
<b>Dimension</b>																					
Governance	59.22	56.30	58.14	60.31	59.12	63.30	59.18	57.42	61.36	64.78	59.62	54.18	62.73	58.88	57.28	61.61	60.31	55.69	56.01	59.91	58.30
Immigration & Investment	56.31	56.71	52.15	61.53	53.94	60.32	57.05	53.33	54.31	62.66	56.33	46.55	65.37	56.30	53.92	61.98	56.81	51.60	55.71	55.23	54.27
People	62.95	63.04	64.20	64.39	66.15	62.74	56.89	62.87	65.93	65.95	61.61	54.76	71.94	62.19	63.22	65.37	56.12	64.59	57.38	65.16	64.56
Exports	54.10	54.52	50.60	57.63	53.74	57.18	52.46	53.69	54.16	58.56	54.97	49.82	57.10	54.31	52.66	54.19	54.24	50.75	52.64	55.33	53.33
Tourism	64.17	65.94	62.08	65.08	65.20	65.50	60.77	62.83	66.02	67.42	64.66	54.84	71.51	63.67	65.98	68.47	61.32	62.11	61.99	62.78	65.20
Culture	55.51	53.96	55.42	57.02	57.14	59.81	51.06	54.90	54.00	62.79	52.78	51.35	58.45	53.85	56.18	59.51	54.32	51.73	51.62	55.32	59.00
<b>Attribute</b>																					
<b>Governance</b>																					
Competent & honest	4.51	4.27	4.42	4.59	4.48	4.76	4.49	4.35	4.74	4.81	4.62	4.20	4.69	4.48	4.34	4.59	4.68	4.34	4.39	4.46	4.44
Rights & Fairness	4.69	4.42	4.61	4.79	4.74	4.79	4.82	4.65	4.94	5.02	4.83	4.31	4.86	4.56	4.59	4.76	4.67	4.55	4.61	4.67	4.55
Peace & Security	4.57	4.44	4.56	4.67	4.55	4.74	4.35	4.53	4.74	4.89	4.60	4.23	4.87	4.61	4.23	4.81	4.60	4.39	4.25	4.61	4.65
Environment	4.61	4.41	4.53	4.62	4.53	4.92	4.77	4.46	4.62	4.94	4.67	4.30	4.81	4.59	4.72	4.77	4.65	4.24	4.53	4.67	4.49
Poverty	4.27	4.21	4.19	4.31	4.31	4.67	4.20	4.11	4.26	4.67	4.05	4.07	4.48	4.30	4.18	4.44	4.37	4.05	3.89	4.45	4.23
<b>Immigration &amp; Investment</b>																					
Work & Live	4.13	4.18	3.73	4.50	3.81	4.44	4.26	3.98	3.76	4.70	4.29	3.37	4.85	4.08	3.95	4.76	4.43	3.58	4.06	3.89	3.95
Quality of Life	4.67	4.68	4.57	4.93	4.66	4.73	4.59	4.59	4.68	4.88	4.64	4.12	5.09	4.68	4.75	4.90	4.64	4.42	4.57	4.58	4.65
Educational Qualifications	4.37	4.37	4.16	4.86	4.32	4.56	4.29	4.21	4.22	4.71	4.39	3.70	4.93	4.26	4.08	4.63	4.42	4.16	4.23	4.56	4.31
Invest in Business	4.06	4.34	3.53	4.49	3.74	4.40	4.32	3.80	3.72	4.46	4.03	3.54	4.76	4.16	3.85	4.46	3.89	3.85	4.13	3.85	3.83
Equality in Society	4.54	4.32	4.50	4.56	4.51	4.84	4.52	4.28	4.78	4.93	4.42	4.07	4.88	4.58	4.41	4.72	4.54	4.32	4.58	4.55	4.40
<b>People</b>																					
Welcoming	4.70	4.73	4.81	4.72	4.85	4.76	4.37	4.67	5.03	5.03	4.68	4.27	4.96	4.75	4.82	4.80	4.26	4.68	4.23	4.82	4.78
Close Friend	4.70	4.58	4.60	4.70	4.78	4.82	4.58	4.61	4.83	4.94	4.53	4.25	5.42	4.53	4.77	4.86	4.55	4.79	4.58	4.59	4.69
Employability	4.86	4.97	5.09	5.11	5.21	4.65	4.21	4.96	4.95	4.85	4.82	4.26	5.52	4.85	4.72	5.04	4.21	5.09	4.44	5.25	5.08
<b>Exports</b>																					
Science & Technology	4.06	4.09	3.85	4.25	4.03	4.29	4.05	3.95	4.15	4.42	4.01	3.93	4.28	4.12	3.81	4.07	4.20	3.80	3.82	4.12	4.01
Buy Products	4.29	4.31	4.19	4.48	4.27	4.38	3.99	4.30	4.37	4.40	4.35	4.00	4.40	4.28	4.32	4.28	4.31	4.19	4.23	4.46	4.24
Creative Place	4.30	4.33	3.98	4.57	4.29	4.55	4.32	4.33	4.15	4.65	4.45	3.95	4.52	4.29	4.26	4.32	4.17	4.05	4.34	4.30	4.26
<b>Tourism</b>																					
Visit if Money No Object	4.86	5.20	4.59	4.85	4.75	4.90	4.56	4.77	5.08	4.98	5.28	3.97	5.51	4.72	5.01	5.13	4.82	4.80	5.03	4.51	4.69
Natural Beauty	5.15	5.24	5.03	5.03	5.17	5.09	4.98	5.20	5.28	5.27	5.19	4.83	5.53	5.02	5.50	5.37	4.90	5.14	4.78	5.05	5.29
Historic Buildings	4.67	4.65	4.73	4.87	4.95	4.76	4.27	4.52	4.70	4.94	4.44	4.30	4.95	4.69	4.69	5.01	4.46	4.51	4.32	4.76	4.89
Vibrant City	4.64	4.66	4.45	4.79	4.69	4.89	4.69	4.50	4.70	4.91	4.52	3.94	5.10	4.76	4.55	4.84	4.45	4.37	4.66	4.65	4.69
<b>Culture</b>																					
Sports	3.93	3.51	3.87	3.73	3.99	4.42	3.75	3.88	3.77	4.50	3.76	3.92	3.99	3.93	3.77	4.18	4.12	3.59	3.85	3.94	4.18
Cultural Heritage	4.65	4.75	4.84	4.97	4.92	4.67	4.01	4.68	4.68	4.95	4.57	4.26	4.84	4.46	4.84	4.93	4.36	4.57	4.18	4.62	4.99
Contemporary Culture	4.32	4.37	4.18	4.48	4.29	4.61	4.34	4.24	4.19	4.78	4.08	3.98	4.61	4.22	4.42	4.52	4.21	4.07	4.17	4.31	4.38

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 – 2017 to 2018

	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	-0.30	0.33	-0.87	2.00	1.23	-2.23	-4.63	-0.10	-0.92	-1.17	-0.41	0.40	2.77	-0.09	-0.88	0.81	1.35	0.43	-0.74	-0.21	-3.03
<b>Dimension</b>																					
Governance	-0.29	-0.76	0.51	1.66	1.84	-1.94	-4.29	-0.80	-1.52	-1.63	-0.04	0.86	4.01	-0.61	-1.20	0.90	0.66	-0.63	-0.64	0.13	-2.27
Immigration & Investment	-0.26	-0.09	-2.24	4.43	-0.03	-3.15	-3.90	-0.39	-0.68	-1.10	0.18	-0.05	2.82	-0.13	-0.48	1.50	1.71	0.20	0.27	-0.25	-3.95
People	-0.06	1.66	-0.27	2.35	2.22	-3.02	-4.25	0.38	-0.76	0.10	-1.61	0.22	4.64	-0.44	-0.04	0.40	0.53	2.38	-1.21	-0.70	-3.70
Exports	-0.42	-0.08	-2.38	0.78	0.70	-2.64	-2.89	-0.52	-0.79	-1.71	-0.64	0.84	1.46	-0.06	-0.44	-0.83	2.65	-0.83	-0.10	0.93	-2.01
Tourism	-0.25	0.81	0.02	1.34	2.38	-1.66	-6.06	0.13	-1.14	-1.81	-0.33	-0.30	1.93	1.03	-1.84	1.73	1.71	1.21	-0.61	-0.08	-3.56
Culture	-0.51	0.47	-0.90	1.49	0.26	-1.01	-6.36	0.58	-0.66	-0.84	-0.05	0.78	1.73	-0.33	-1.32	1.15	0.83	0.24	-2.16	-1.32	-2.70
<b>Attribute</b>																					
<b>Governance</b>																					
Competent & honest	0.00	-0.12	0.05	0.09	0.09	-0.05	0.01	-0.06	-0.06	-0.07	0.00	0.01	0.25	-0.16	-0.11	-0.02	0.05	-0.03	0.03	0.17	-0.12
Rights & Fairness	-0.04	-0.10	-0.01	0.21	0.16	-0.11	-0.30	-0.13	-0.12	-0.03	0.00	0.05	0.28	-0.17	-0.15	-0.04	-0.01	-0.06	0.05	-0.06	-0.21
Peace & Security	-0.03	-0.02	0.02	0.05	0.08	-0.12	-0.48	-0.06	-0.16	-0.03	-0.01	0.09	0.26	0.04	-0.12	0.11	0.11	-0.06	-0.17	-0.07	-0.07
Environment	-0.01	0.07	0.13	0.05	0.10	-0.15	-0.27	0.03	-0.08	-0.15	0.01	0.06	0.19	0.01	0.05	0.04	-0.03	0.01	-0.08	-0.01	-0.17
Poverty	-0.01	-0.07	-0.03	0.11	0.13	-0.16	-0.26	-0.02	-0.02	-0.20	0.00	0.05	0.23	0.09	-0.04	0.19	0.07	-0.06	-0.03	0.02	-0.13
<b>Immigration &amp; Investment</b>																					
Work & Live	0.00	-0.03	-0.29	0.35	0.00	-0.25	-0.13	-0.07	0.05	0.03	-0.02	-0.04	0.12	-0.11	0.03	0.21	0.17	0.02	0.13	0.15	-0.27
Quality of Life	-0.04	-0.03	-0.06	0.18	0.04	-0.29	-0.27	0.07	-0.05	-0.11	-0.01	-0.01	0.13	-0.08	-0.07	0.05	0.08	-0.05	0.01	-0.09	-0.19
Educational Qualifications	-0.02	-0.09	-0.13	0.32	0.02	-0.09	-0.24	0.01	-0.16	-0.07	0.04	-0.05	0.18	-0.04	0.00	-0.05	0.14	-0.02	-0.02	0.01	-0.23
Invest in Business	-0.03	0.07	-0.24	0.26	-0.10	-0.28	-0.31	-0.02	-0.04	-0.23	-0.01	0.12	0.20	0.07	-0.04	0.12	0.08	0.11	-0.07	-0.07	-0.30
Equality in Society	0.01	0.07	0.03	0.23	0.02	-0.05	-0.23	-0.10	-0.01	0.04	0.05	-0.05	0.23	0.12	-0.06	0.12	0.07	0.00	0.02	-0.07	-0.22
<b>People</b>																					
Welcoming	0.00	0.17	0.03	0.12	0.13	-0.25	-0.10	-0.08	-0.06	0.04	-0.09	0.04	0.27	0.00	0.11	0.03	-0.04	0.06	-0.09	-0.06	-0.11
Close Friend	-0.02	-0.02	-0.10	0.14	0.11	-0.09	-0.29	0.05	-0.02	0.08	-0.07	-0.04	0.25	-0.10	-0.14	0.04	0.11	0.15	-0.16	-0.05	-0.28
Employability	0.00	0.15	0.03	0.17	0.15	-0.20	-0.39	0.09	-0.05	-0.09	-0.13	0.05	0.32	0.03	0.01	0.00	0.02	0.22	0.03	-0.02	-0.28
<b>Exports</b>																					
Science & Technology	-0.05	-0.06	-0.21	0.06	0.03	-0.15	-0.24	-0.05	-0.03	-0.02	-0.04	0.03	0.09	0.01	-0.14	-0.01	0.19	-0.12	-0.16	0.06	-0.13
Buy Products	-0.02	0.04	-0.10	0.01	0.03	-0.28	-0.07	-0.02	-0.05	-0.22	-0.11	0.06	0.16	0.03	0.01	-0.13	0.22	0.01	0.10	0.03	-0.16
Creative Place	-0.01	0.00	-0.12	0.08	0.07	-0.04	-0.21	-0.02	-0.05	-0.06	0.03	0.07	0.02	-0.05	0.05	-0.02	0.07	-0.04	0.05	0.07	-0.08
<b>Tourism</b>																					
Visit if Money No Object	-0.02	0.04	0.05	-0.02	0.19	-0.18	-0.38	-0.04	-0.09	-0.07	0.08	-0.18	0.12	0.11	-0.15	0.10	0.17	0.07	0.05	0.04	-0.29
Natural Beauty	0.01	0.08	0.03	0.06	0.19	-0.08	-0.36	0.08	-0.07	-0.07	-0.05	0.07	0.13	0.05	-0.03	0.18	0.03	0.09	-0.08	0.01	-0.18
Historic Buildings	-0.01	0.02	0.01	0.18	0.10	-0.07	-0.28	0.00	-0.07	-0.15	-0.05	-0.02	0.10	0.10	-0.13	0.07	0.13	0.13	-0.17	0.04	-0.20
Vibrant City	-0.04	0.06	-0.10	0.11	0.10	-0.07	-0.44	-0.01	-0.04	-0.16	-0.06	0.04	0.11	0.00	-0.14	0.06	0.09	0.01	0.05	-0.11	-0.20
<b>Culture</b>																					
Sports	-0.03	-0.04	-0.09	0.12	0.11	-0.01	-0.40	0.01	-0.08	-0.09	0.01	0.11	0.11	-0.09	-0.09	0.10	0.13	-0.19	-0.11	-0.11	0.03
Cultural Heritage	-0.03	0.08	0.12	0.11	0.02	-0.13	-0.58	0.04	-0.01	0.05	0.05	-0.01	0.10	0.03	-0.10	0.02	0.04	0.17	-0.20	-0.07	-0.25
Contemporary Culture	-0.04	0.05	-0.20	0.03	-0.09	-0.04	-0.18	0.06	-0.02	-0.12	-0.07	0.05	0.10	0.00	-0.06	0.08	-0.03	0.08	-0.09	-0.07	-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> scores by panel country – 2016 to 2018

	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	0.78	2.37	-0.01	0.01	0.38	2.22	-0.88	-0.15	-0.31	0.89	0.16	0.36	4.20	-0.07	0.86	2.36	2.21	1.04	-0.50	-1.45	1.82
<b>Dimension</b>																					
Governance	1.26	1.63	1.84	0.69	1.15	3.33	0.87	0.69	-0.57	0.64	0.93	0.73	4.59	-0.11	0.93	3.41	2.80	1.39	-0.25	-2.21	2.71
Immigration & Investment	1.06	2.49	0.02	1.38	0.37	1.55	-1.05	-0.11	-0.11	0.77	1.07	-0.32	5.51	0.44	2.11	3.00	2.58	1.43	0.14	-1.68	1.57
People	1.06	4.42	-0.52	0.14	0.32	2.84	0.01	-0.05	-0.71	1.38	-0.20	0.30	5.83	-0.57	1.63	2.68	1.21	1.80	0.01	-1.11	1.91
Exports	0.34	1.40	-0.91	-2.17	0.24	0.48	-1.68	-1.16	0.00	0.67	-0.55	0.76	1.86	1.33	0.65	1.99	2.31	0.56	0.39	-0.67	1.14
Tourism	0.90	3.23	-0.47	-0.06	0.43	2.27	0.04	-0.21	-0.06	1.16	-0.45	0.06	3.98	-0.75	1.13	2.71	2.74	1.39	-0.51	-0.64	1.96
Culture	0.04	1.10	-0.04	0.11	-0.24	2.82	-3.42	-0.06	-0.40	0.74	0.16	0.62	3.42	-0.76	-1.29	0.37	1.59	-0.33	-2.81	-2.43	1.62
<b>Attribute</b>																					
<b>Governance</b>																					
Competent & honest	0.06	0.06	0.15	0.07	0.10	0.26	0.19	0.03	-0.03	0.05	0.03	0.00	0.14	-0.14	0.03	0.19	0.18	0.06	-0.04	-0.22	0.11
Rights & Fairness	0.05	0.05	0.02	0.08	0.07	0.16	-0.04	0.01	-0.06	0.10	0.06	0.06	0.33	-0.17	0.05	0.14	0.04	0.07	-0.01	-0.25	0.16
Peace & Security	0.08	0.19	0.19	-0.01	0.00	0.20	0.01	0.06	-0.09	0.01	0.02	0.06	0.25	0.02	-0.10	0.31	0.27	0.07	-0.05	-0.10	0.23
Environment	0.10	0.12	0.13	0.08	0.10	0.17	0.02	0.07	-0.06	0.06	0.11	0.06	0.26	0.12	0.18	0.23	0.20	0.10	-0.04	0.00	0.16
Poverty	0.10	0.07	0.06	0.00	0.08	0.21	0.08	0.05	0.08	-0.03	0.07	0.04	0.41	0.14	0.11	0.17	0.16	0.12	0.06	-0.09	0.16
<b>Immigration &amp; Investment</b>																					
Work & Live	0.06	0.17	-0.02	0.13	0.02	0.01	-0.10	-0.09	0.03	0.09	-0.04	-0.06	0.34	0.07	0.21	0.32	0.15	-0.09	0.06	-0.15	0.15
Quality of Life	0.06	0.14	0.02	0.05	0.13	0.09	-0.10	0.06	0.00	0.04	0.07	-0.02	0.27	-0.01	0.08	0.14	0.19	0.05	0.03	-0.08	0.09
Educational Qualifications	0.05	0.07	0.00	0.14	-0.09	0.15	-0.05	-0.02	-0.10	0.16	0.07	-0.11	0.34	-0.01	0.12	0.10	0.21	0.10	-0.18	0.00	0.07
Invest in Business	0.05	0.23	-0.10	0.05	-0.08	0.02	-0.16	-0.04	-0.02	-0.13	0.09	0.11	0.28	0.04	0.20	0.19	0.06	0.31	-0.01	-0.13	0.07
Equality in Society	0.10	0.15	0.08	0.05	0.13	0.20	0.08	0.06	0.06	0.07	0.14	-0.03	0.45	0.05	0.03	0.15	0.18	0.06	0.13	-0.15	0.09
<b>People</b>																					
Welcoming	0.07	0.19	0.08	-0.03	0.02	0.21	0.03	-0.11	-0.06	0.13	-0.07	0.12	0.33	-0.04	0.21	0.16	0.10	-0.02	0.04	-0.11	0.16
Close Friend	0.04	0.18	-0.17	0.02	0.00	0.17	0.10	-0.05	-0.05	0.15	0.01	-0.12	0.36	-0.06	0.08	0.15	0.07	0.09	-0.09	-0.04	0.06
Employability	0.08	0.43	0.00	0.04	0.04	0.14	-0.12	0.13	-0.02	-0.02	0.03	0.06	0.36	-0.01	0.00	0.18	0.06	0.25	0.05	-0.06	0.12
<b>Exports</b>																					
Science & Technology	0.02	0.13	0.02	-0.12	0.01	0.04	-0.19	-0.12	0.03	0.03	0.02	0.07	0.19	0.11	-0.09	0.12	0.16	0.01	-0.04	-0.04	0.07
Buy Products	0.01	0.03	-0.07	-0.22	-0.03	-0.07	-0.05	-0.02	0.00	-0.05	-0.11	0.07	0.08	0.08	0.13	0.06	0.15	0.06	0.04	-0.05	0.00
Creative Place	0.03	0.09	-0.11	-0.05	0.07	0.13	-0.06	-0.06	-0.03	0.15	-0.01	0.01	0.06	0.05	0.07	0.18	0.11	0.03	0.07	-0.03	0.13
<b>Tourism</b>																					
Visit if Money No Object	0.04	0.28	0.00	-0.08	-0.10	0.03	0.02	-0.16	-0.08	0.11	0.04	-0.13	0.29	-0.10	0.22	0.22	0.23	-0.06	0.01	-0.16	0.14
Natural Beauty	0.10	0.25	-0.07	-0.07	0.09	0.19	0.06	0.12	-0.05	0.14	0.08	0.07	0.25	-0.09	0.17	0.23	0.15	0.19	0.05	0.05	0.11
Historic Buildings	0.05	0.12	-0.01	0.12	0.07	0.14	-0.02	0.04	0.05	0.13	-0.13	0.07	0.16	-0.06	-0.04	0.08	0.11	0.19	-0.16	-0.01	0.08
Vibrant City	0.04	0.06	-0.15	0.19	0.09	0.29	0.09	-0.10	0.10	0.31	-0.08	-0.66	0.50	0.16	-0.05	0.24	-0.15	-0.23	0.06	0.05	0.09
<b>Culture</b>																					
Sports	-0.06	-0.12	-0.01	-0.11	0.05	0.14	-0.37	-0.06	-0.17	-0.07	-0.03	0.04	0.12	-0.08	-0.15	0.05	0.08	-0.19	-0.30	-0.18	0.21
Cultural Heritage	0.03	0.17	0.05	0.17	-0.04	0.17	-0.34	0.01	0.07	0.15	0.08	0.07	0.23	-0.05	-0.01	-0.06	0.11	0.12	-0.16	-0.17	0.09
Contemporary Culture	0.03	0.15	-0.06	-0.05	-0.06	0.21	0.08	0.04	0.04	0.06	-0.03	0.00	0.26	-0.01	-0.08	0.06	0.10	0.02	-0.05	-0.09	0.00

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 5: Change in Northern Ireland's NBI<sup>SM</sup> rankings by panel country – 2017 to 2018

	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	0	-2	0	0	1	0	-1	0	0	-4	-1	-1	1	-2	-3	-2	0	0	-1	0	0
<b>Dimension</b>																					
Governance	0	-2	0	-1	1	-3	-3	-1	0	-1	-1	0	0	-2	-2	-1	-1	1	0	1	0
Immigration & Investment	0	-1	0	6	0	0	-1	-1	0	-2	0	0	-3	-1	-1	-1	1	0	0	-1	-1
People	-1	0	0	-1	3	-2	-1	1	-1	0	0	-2	2	-3	-3	-8	-1	2	-2	3	2
Exports	0	-1	-1	-1	1	-1	-3	-3	-2	0	-1	-2	-3	-1	1	-1	3	-1	2	3	0
Tourism	0	1	0	1	4	0	-5	5	-2	-7	-2	-1	0	-3	-8	-1	2	2	0	1	0
Culture	-5	-1	-1	3	1	7	-8	0	-3	2	-5	-2	-4	-3	-2	-3	2	-2	-1	-2	-4
<b>Attribute</b>																					
<b>Governance</b>																					
Competent & Honest	0	-4	0	0	2	-4	3	1	-1	1	0	0	1	-5	0	-3	1	0	1	2	0
Rights & Fairness	0	-2	1	1	1	0	-4	-2	1	2	-1	3	2	-2	-3	-1	-1	0	2	-1	0
Peace & Security	0	-4	1	-1	0	-3	-14	0	-1	0	0	1	2	1	-4	-1	2	0	-3	0	1
Environment	0	-1	2	-1	2	0	-3	3	0	-1	-1	0	1	-4	1	-3	-4	1	-1	0	-1
Poverty	1	-4	1	1	2	-1	-1	0	0	-4	-5	-1	-1	-1	0	1	0	1	1	2	0
<b>Immigration &amp; Investment</b>																					
Work & Live	0	0	-2	5	0	-1	-1	0	0	2	-2	-2	-1	-4	-1	1	2	0	1	1	-3
Quality of Life	0	-2	0	1	0	-3	-4	0	0	-1	-3	1	-1	-1	0	2	0	0	-1	0	-1
Educational Qualifications	-1	-1	1	6	0	1	2	-1	0	-4	1	-1	1	-1	2	-4	1	-1	0	0	-1
Invest in Business	-1	-1	-1	10	-1	-3	0	-3	-1	-11	-3	12	1	1	0	1	4	1	-1	-6	-3
Equality in Society	1	0	1	2	0	2	-5	0	-1	4	1	1	1	-2	0	-1	0	1	0	-1	-1
<b>People</b>																					
Welcoming	1	1	4	-3	4	-12	4	-4	-2	6	-3	-2	1	-5	0	-8	-3	1	5	1	2
Close Friend	0	-4	0	-1	5	12	1	1	1	3	-3	0	-4	-9	-4	-4	1	5	-5	1	0
Employability	0	-3	0	3	-1	1	-3	-2	1	-4	-2	0	4	-1	-3	-5	-2	6	3	1	-3
<b>Exports</b>																					
Science & Technology	-1	-2	-2	0	0	1	-3	-1	1	7	-1	-5	-3	-1	-4	-1	2	0	2	2	-2
Buy products	0	-5	-1	3	0	-8	1	0	1	-4	-2	-2	0	-1	0	-4	5	0	2	-1	0
Creative Place	0	-2	-2	1	2	2	-2	-3	-1	4	-1	1	-10	-2	2	-1	0	-1	3	1	0
<b>Tourism</b>																					
Visit if Money No Object	0	-2	1	-2	3	0	-5	-2	1	-7	1	-3	-2	-2	-3	1	3	1	7	0	-4
Natural Beauty	2	4	1	-1	7	0	-6	4	-3	-1	-4	0	-7	2	-4	1	1	1	-3	4	-2
Historic Buildings	0	-5	-2	9	6	0	-1	-1	-1	-11	-3	-3	0	-1	-4	-1	5	8	-10	5	-1
Vibrant City	-3	2	1	-2	5	-3	-7	-5	-4	-5	-7	0	-1	-5	-3	-1	3	-1	3	2	-3
<b>Culture</b>																					
Sports	-2	-1	-2	1	1	5	-4	-2	-3	2	-5	-1	-1	-5	-3	0	2	-7	0	-6	-1
Cultural Heritage	-1	0	3	2	5	-6	-19	-2	0	8	0	-2	0	-6	-4	1	1	6	-5	-1	-2
Contemporary Culture	0	-1	-4	-2	2	5	-1	3	0	-5	-6	0	-5	-3	-4	-6	-2	0	-1	3	-5

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.

## Appendix 6: Change in Northern Ireland's NBI<sup>SM</sup> rankings by panel country – 2016 to 2018

	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	-2	-1	-5	-1	5	-1	-1	-1	3	-2	-6	-1	-3	-2	-2	0	-2	-4	-3	-1
<b>Dimension</b>																					
Governance	0	-4	0	-2	1	1	-4	-2	-1	7	-3	-2	-1	-2	-1	0	-1	1	0	-2	-1
Immigration & Investment	-1	1	-1	-3	-1	2	-4	-2	-2	1	-1	-3	-3	-1	-2	-1	-1	-1	-5	-3	-2
People	-1	0	-5	-8	1	10	0	-1	-2	1	1	-4	0	-6	-3	-8	-1	0	-8	-3	0
Exports	-1	-5	-1	-8	-2	-4	-5	-6	-3	4	-3	-3	-9	-1	-2	-1	1	-1	2	-2	-3
Tourism	0	2	-2	-7	1	4	-1	-3	-6	0	-8	-4	-1	-4	-6	1	4	-3	-4	-2	-1
Culture	-6	-2	-3	-3	-2	11	-7	-3	-6	5	-5	-4	-2	-4	-6	-6	0	-6	-9	-8	-2
<b>Attribute</b>																					
<b>Governance</b>																					
Competent & Honest	0	-4	0	-2	2	2	-1	-1	-2	7	0	-3	-2	-2	-2	-3	-2	0	3	-1	0
Rights & Fairness	0	-3	0	-2	1	3	-7	-2	1	10	-2	1	0	-2	-3	-1	-3	0	0	-2	-1
Peace & Security	0	-3	2	-7	0	2	0	-1	-2	2	-1	-2	0	3	-12	2	1	0	1	0	-1
Environment	-1	-3	0	-3	1	6	-6	-1	-2	9	-3	-1	-2	-1	1	-1	0	-1	-2	-2	-2
Poverty	0	-4	0	-4	1	8	1	-2	-1	9	3	-3	0	0	-2	0	0	2	10	-4	-1
<b>Immigration &amp; Investment</b>																					
Work & Live	-2	-1	-1	-2	-1	1	-7	0	0	4	-3	-6	-1	-3	0	2	0	-2	-3	-3	-2
Quality of Life	-1	-3	-1	-2	-1	3	-6	-1	-1	3	-2	-2	-2	-1	-3	0	-1	-1	-4	-1	-2
Educational Qualifications	-2	-1	-1	-2	-1	3	-4	-2	-1	6	0	-6	-1	-1	-1	-3	1	-1	-6	0	-2
Invest in Business	-2	-3	-2	-4	-1	2	-6	-4	-2	-6	-2	3	-1	1	2	3	3	1	-1	-8	-5
Equality in Society	0	-1	0	-3	0	4	-3	0	-1	7	2	-2	3	-2	-1	-2	-2	1	-2	-3	-2
<b>People</b>																					
Welcoming	0	-2	1	-6	2	15	-3	-8	-4	7	-1	-4	0	-8	0	-4	-2	-1	-1	-4	0
Close Friend	-1	-1	-6	-6	2	15	1	-5	0	3	-3	-8	-4	-7	-1	-6	-3	2	-8	-1	0
Employability	-1	-2	-5	-4	-1	9	-5	-2	2	-2	-1	-3	1	-5	-5	-3	-1	4	-5	-4	-2
<b>Exports</b>																					
Science & Technology	-3	-2	-3	-6	-1	-2	-8	-4	-1	5	-2	-5	-3	0	-6	-1	1	-1	3	-3	-2
Buy products	-2	-8	-2	-8	-1	-9	-2	-1	0	1	-2	-3	-7	-2	-4	-5	3	-1	0	-5	-2
Creative Place	-1	-3	-3	-5	-1	-1	-6	-5	-2	10	-3	-2	-10	-4	0	-1	0	-1	3	-3	-3
<b>Tourism</b>																					
Visit if Money No Object	-2	0	0	-9	2	1	-5	-4	0	-1	0	-4	0	-4	-1	3	2	-3	-1	-2	-2
Natural Beauty	4	5	-4	-12	5	6	-3	2	-4	8	-3	-2	-3	-2	1	1	2	1	0	0	2
Historic Buildings	0	-7	-3	-1	6	4	-4	3	-1	3	-2	-2	-6	-5	-5	-2	1	6	-15	0	4
Vibrant City	-4	0	-2	-12	3	4	-1	-11	0	-1	-7	-9	-2	-2	-3	-2	5	-5	-7	-1	0
<b>Culture</b>																					
Sports	-7	-5	-3	-5	-3	7	-8	-5	-7	0	-7	-8	-3	-6	-7	-3	-3	-11	-13	-7	-4
Cultural Heritage	0	-2	0	7	2	7	-10	-4	0	13	4	-3	2	-6	-4	-3	0	0	-8	-11	6
Contemporary Culture	-1	1	-1	-9	-3	12	1	-2	-2	3	1	-11	-1	-4	-8	-4	2	-3	-5	0	-3

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.