

Key points

- In 2018, Immigration and Investment ranked 21st of 50 (unchanged since 2017) and received a score of 56.31 (-0.26 since 2017).
- Immigration and Investment was the 4th highest scoring dimension and the 2nd highest rank of the six dimensions.
- The 2nd and 3rd lowest scoring attributes were in the Immigration and Investment dimension (Invest in Business = 4.06 and Work and Live = 4.13)
- Immigration & Investment received significantly higher scores from those who had visited Northern Ireland than those who had not.

Table 1: Attribute statements, Immigration and Investment dimension

Attribute	Statement
Invest in Business	‘This country has businesses I’d like to invest in.’
Work and Live*	‘Please rank your willingness to live and work for a substantial period in Northern Ireland.’
Educational Qualifications	‘This country is a good place to study for educational qualifications.’
Equality in Society	‘This country cares about equality in society.’
Quality of Life	‘This country is a place with a high quality of life.’

Introduction

In order to assess and monitor its international reputation, Northern Ireland has been included on the Anholt GfK-Roper Nation Brands IndexSM (NBISM) since 2016.

The NBISM 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.

This bulletin examines how Northern Ireland is viewed in relation to the **Immigration and Investment** dimension. The score for this dimension is calculated using scores from five attributes: Invest in Business; Work and Live*; Educational Qualifications; Equality in Society; and Quality of Life. For each attribute, respondents were presented with a statement and asked to state to what extent they agreed or disagreed on a seven point Likert scale, where one is strongly disagree, four is neither agree nor disagree, and seven is strongly agree. These statements are presented in Table 1.

*For the Work and Live attribute, the anchoring words were as follows: 7 meant respondents would be ‘Very Willing’ to work and live for a substantial period in Northern Ireland; 1 meant respondents would be ‘Very Unwilling’ and 4 meant respondents were ‘Neither Willing nor Unwilling.’

All rankings presented in the report are out of 50 countries. The overall score for the Immigration and Investment dimension is out of 100, while the score for each of the attributes is an average of respondents’ scores, based on a scale from one to seven (with seven being the highest and best, and one being the lowest and worst).

This bulletin is the second in a series on the six dimensions of the NBISM. The other five bulletins, associated data tables and infographics are available from:

<https://www.executiveoffice-ni.gov.uk/publications/six-dimensions-nation-brands-index-2018>.

The overall NBISM report (published in February 2019), associated data tables and methodological documents are available from:

<https://www.executiveoffice-ni.gov.uk/publications/anholt-gfk-roper-nation-brands-index-2018-report-northern-ireland>.

Figure 1: Northern Ireland’s ranking and score on the Immigration and Investment dimension



Northern Ireland received an overall score of 56.31 on the Immigration and Investment dimension (down from 56.57 in 2017). This means that Northern Ireland was ranked 21st out of the 50 participating nations in 2018 (the same rank as 2017). Whilst all the Six Dimensions scores were lower in 2018 compared with 2017, Immigration and Investment was among those with the smallest decreases (-0.26 points).

Rankings and scores on the Immigration and Investment dimension from around the world

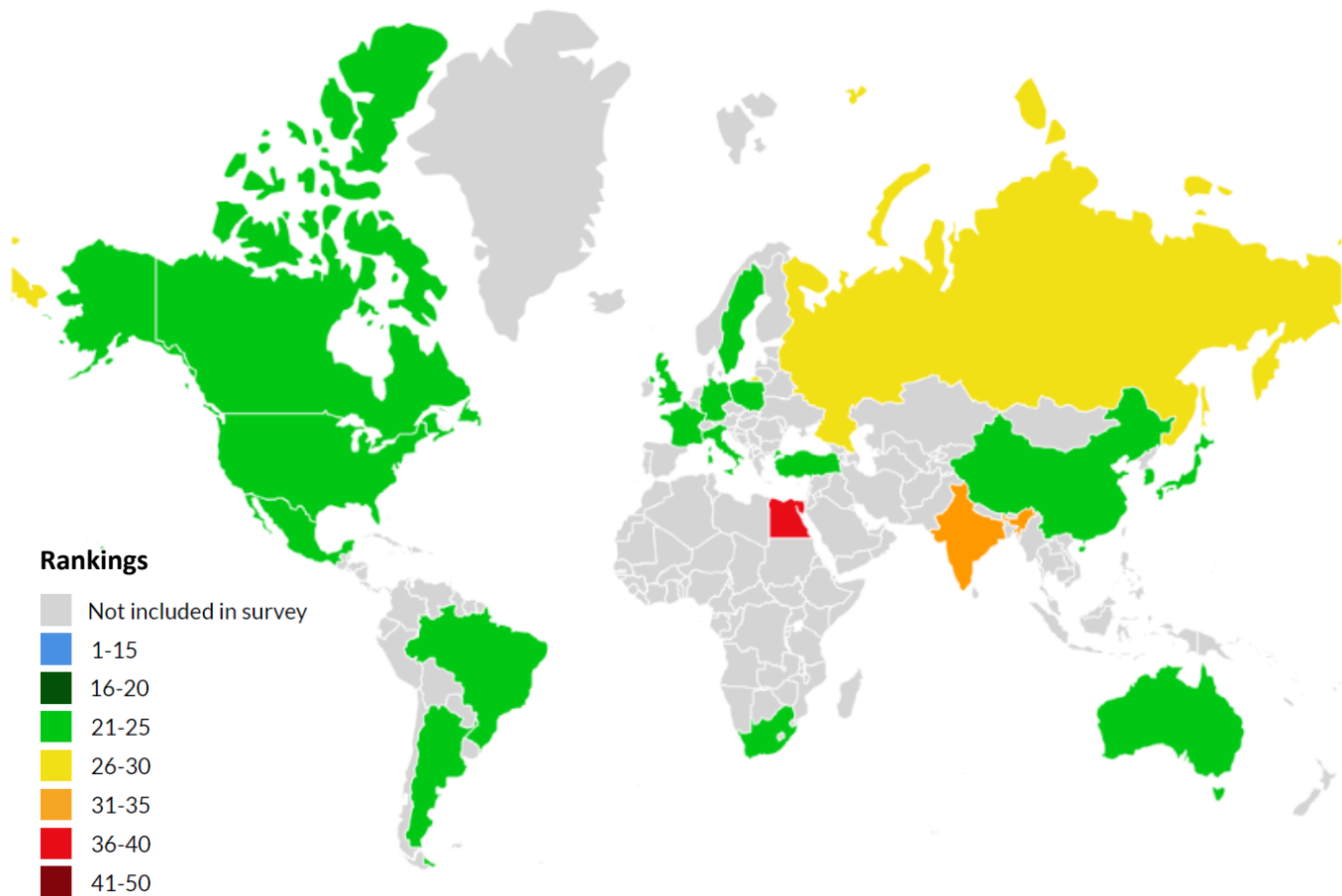
Northern Ireland was ranked relatively highly on the Immigration and Investment dimension globally, with all but three panel nations providing a ranking between 21st and 25th (Figure 2). The highest rankings were received from Canada, France, Germany, Italy, Sweden and the United Kingdom (all ranked Northern Ireland 21st). Northern Ireland's lowest rankings were received from Egypt (36th), India (33rd) and Russia (27th). Northern Ireland was also ranked relatively highly on the Immigration and Investment dimension in both 2016 and 2017.

While rankings provide an insight into how Northern Ireland is viewed by panel countries relative to the other participating nations, they can be impacted year on year due to the inclusion of new countries in the survey. The dimension 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.

Northern Ireland's score on the Immigration and Investment dimension was lower in 2018 than in 2017. Northern Ireland's highest score was received from Mexico (65.37). Northern Ireland also received relatively high scores from India (62.66), South Africa (61.98), Brazil (61.53) and China (60.32) in 2018. Northern Ireland's lowest scores were received from Japan (46.55) and Sweden (51.60) in 2017.

Northern Ireland's relatively high rank (21st) and low score (51.60) from Sweden, contrasts with the relatively low rank (33rd) and high score (62.66) from India. This suggests that scores from different panel countries are not necessarily comparable - it is important to consider both score and rank when evaluating responses from other countries.

Figure 2: Northern Ireland's rankings on the Immigration and Investment dimension from around the world



Attribute scores and rankings

The score for each attribute is an average of respondents' scores, on a scale from one (lowest and worst) to seven (highest and best) with four being neither positive nor negative.

Northern Ireland's attribute scores for this dimension ranged from 4.06 (Invest in Business) to 4.67 (Quality of Life) in 2018 (see Figure 3), and these were also the highest and lowest scoring attributes in both 2016 and 2017.

When attribute scores were compared with the other participating nations, Northern Ireland was ranked relatively highly (20th, 21st or 22nd out of the 50 nations examined) on four out of the five Immigration and Investment attributes, with a lower ranking (26th) on the Invest in Business attribute.

Differences between those who have visited Northern Ireland and those who have not

In 2018, seven per cent of NBISM respondents reported that they had previously visited Northern Ireland.

Respondents who had previously visited the region scored Northern Ireland statistically significantly* higher on the Immigration and Investment dimension, as well as on each of the composite attributes, than those who had not visited. (Figures 4 and 5). This pattern was also evident in 2016 and 2017.

Figure 3: Rankings and scores for Northern Ireland's Immigration and Investment attributes

SCORE	ATTRIBUTE	RANK
4.06	Invest in Business 	26
4.13	Work and Live 	22
4.37	Educational Qualifications 	22
4.54	Equality in Society 	20
4.67	Quality of Life 	21

Note: Attribute scores range from 1 to 7 and all rankings are out of 50.

Figure 4: Immigration and Investment dimension scores – those who have visited Northern Ireland and those who have not



Figure 5: Difference in attribute scores between those who have visited Northern Ireland and those who have not – Immigration and Investment dimension



*Statistically significant differences are at the 95% confidence level. This means that we can be 95% confident that the differences between groups are actual differences and have not just arisen by chance.

Attributes of the Immigration and Investment dimension: Proportion of respondents who agreed or disagreed with each attribute statement

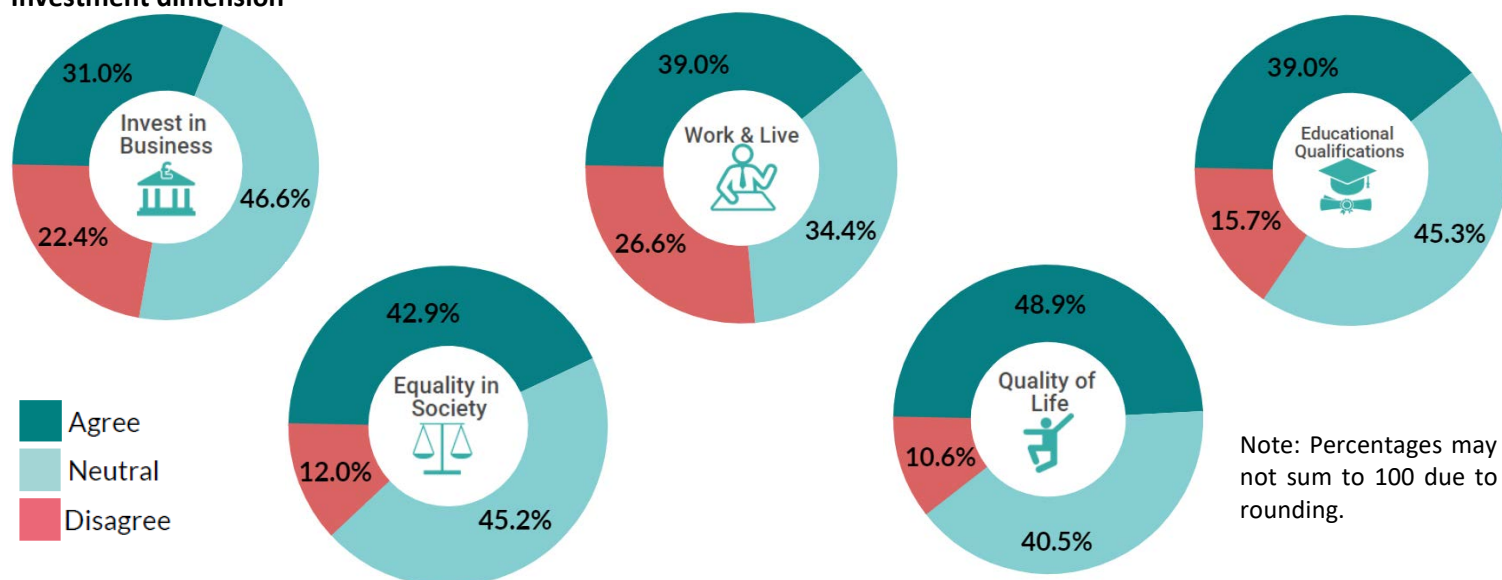
As well as examining scores and rankings, it is also useful to consider the proportion of respondents who either agreed or disagreed with each attribute statement* (see Figure 6). These proportions were all similar to those observed in 2017.

Just under half of respondents (49 per cent) agreed that Northern Ireland is a place with a high quality of life, and just under two in five respondents agreed on the Work and Live (39 per cent) and Educational Qualifications (39 per cent) attributes. A smaller proportion of respondents (31 per cent) agreed that Northern Ireland has businesses they would like to invest in.

More than a quarter of respondents (27 per cent) indicated that they would not be willing to work and live in Northern Ireland, while 22 per cent disagreed that Northern Ireland has businesses they would like to invest in. These were two of the three highest disagreement rates that Northern Ireland received across the 23 attributes of the NBISM.

A large proportion of respondents gave a neutral response in relation to each of the five Immigration and Investment attributes, with percentages ranging from 34 per cent (Work and Live) to 47 per cent (Invest in Business) which could suggest a lack of awareness or strong views on Northern Ireland's Immigration and Investment reputation.

Figure 6: Proportion of respondents who agreed or disagreed with each attribute statement within the Immigration and Investment dimension



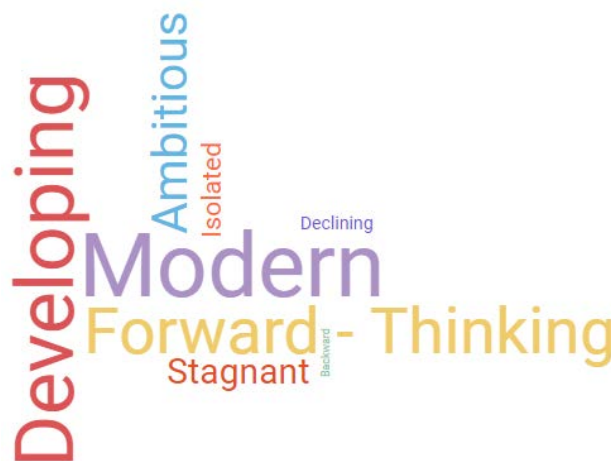
Words associated with Northern Ireland's economic and business conditions

Respondents were asked to select, from a predetermined list, the one adjective they thought most accurately described the current economic and business conditions in Northern Ireland. The most common response was 'none of these' (23 per cent of respondents). Figure 7 presents a word cloud of the adjectives that were chosen by remaining respondents.

The words most commonly associated with Northern Ireland's economic and business conditions were 'Modern' (17 per cent), 'Developing' (16 per cent), 'Forward-Thinking' (13 per cent) and 'Ambitious' (ten per cent).

A smaller proportion of respondents associated the words 'Stagnant' (eight per cent), 'Isolated' (six per cent), 'Declining' (four per cent), and 'Backward' (three per cent) with Northern Ireland's economic and business conditions. These proportions were all similar to those observed in 2016 and 2017.

Figure 7: Words associated with Northern Ireland's economic and business conditions



* For each attribute statement, respondents reported to what extent they agreed or disagreed on a seven point Likert scale, where one is strongly disagree, four is neither agree nor disagree, and seven is strongly agree. Respondents who provided scores between one and three were categorised as disagreeing with the statement, scores between five and seven were categorised as agreeing, while scores of four were categorised as neutral.