

Key points

- In 2018, People ranked 23rd of 50 (down 1 place since 2017) and received a score of 62.95 (-0.06 since 2017).
- People was Northern Ireland's 2nd highest scoring dimension and 3rd highest rank in 2018 – this continues the trend of strong performance in score and rank observed since 2016.
- Three of the top five attributes for Northern Ireland were from the People dimension (Employability at 4.86 and Close Friend and Welcoming both at 4.70).
- People received significantly higher scores from those who had visited Northern Ireland than those who had not.

Table 1: Attribute statements, People dimension

Attribute	Statement
Welcoming	'If I visited this country, the people would make me feel very welcome.'
Close Friend	'I would like to have a person from this country as a close friend.'
Employability*	'Imagine you are a manager needing to fill an important position in your organisation. How willing would you be to consider a well-qualified person from the following countries?'

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 **People** dimension. The score for this dimension is calculated using scores from three attributes: Welcoming; Close Friend; and Employability*. 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.

*In relation to the Employability attribute, anchor words were as follows: 7 meant respondents would be 'Very Willing' to consider employing a well-qualified person from Northern Ireland; 1 meant that respondents would be 'Very Unwilling'; and 4 meant that respondents would be 'Neither Willing nor Unwilling.'

All rankings presented in the report are out of 50 countries. The overall score for the People 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).

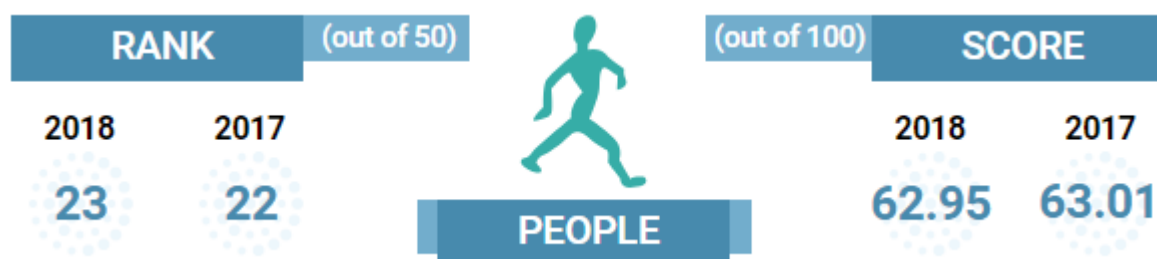
This bulletin is the third in a series on the six dimensions of the NBISM. The other five bulletins, associated data tables and infographics are available from:

<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 People dimension



Northern Ireland received an overall score of 62.95 on the People dimension (down from 63.01 in 2017). This means that Northern Ireland was ranked 23rd out of the 50 participating nations in 2018 (down one place since 2017). This dimension has been one of Northern Ireland's strongest performing dimensions in terms of both overall ranking and score in each year that Northern Ireland has been included in the Anholt GfK-Roper Nation Brands IndexSM.

Rankings and scores on the People dimension from around the world

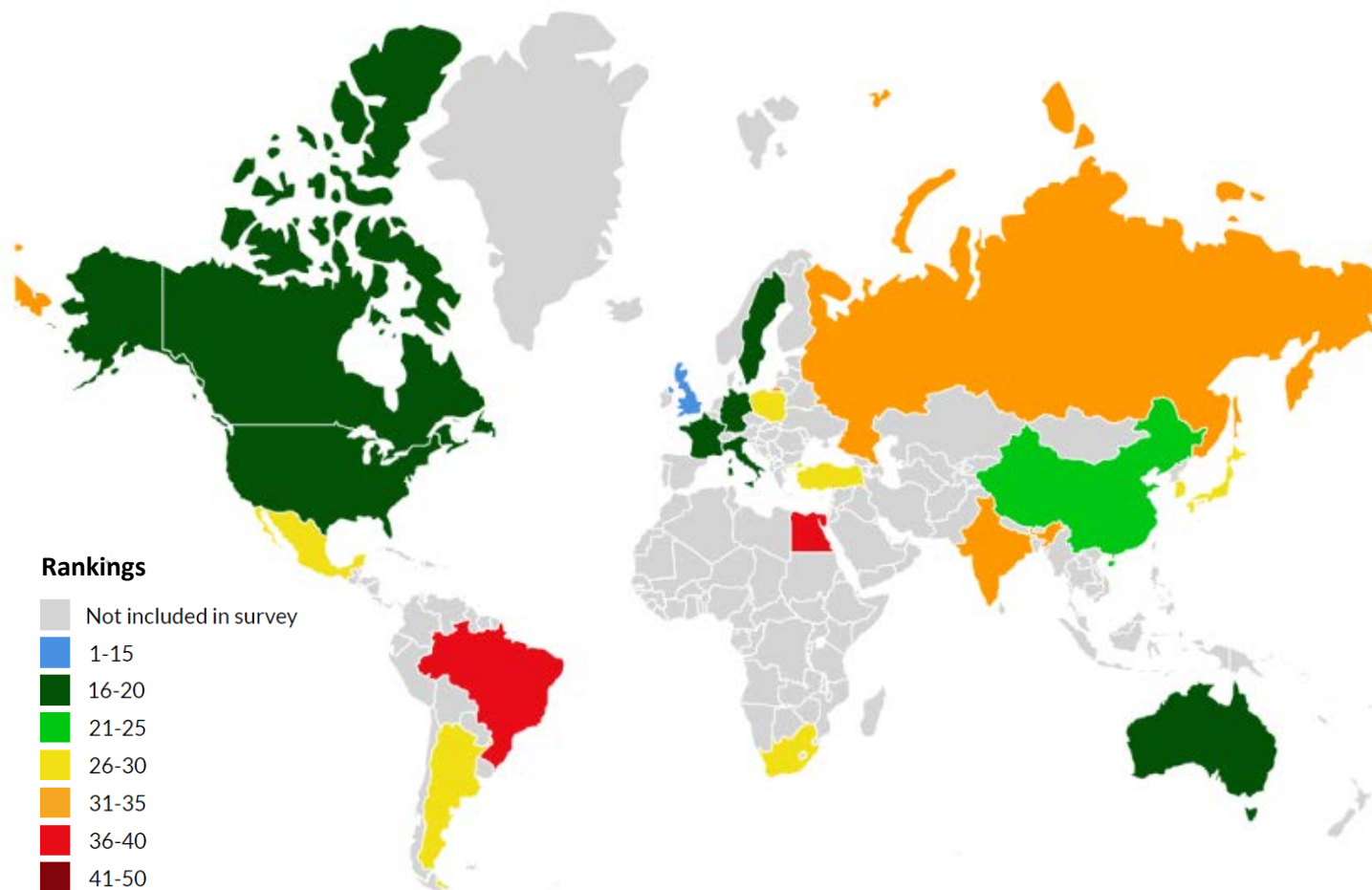
Northern Ireland's People dimension was ranked reasonably highly overall, with most of the highest rankings received from traditionally Western nations (Figure 2). The highest rankings were received from the United Kingdom (15th), France (18th), Canada and Italy, (19th respectively). Northern Ireland's lowest rankings were received from Egypt (40th), Brazil (36th), Russia (32nd) and India (31st). Northern Ireland was also ranked relatively highly on the People 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 highest score was received from Mexico (71.94) with relatively high scores also received from Canada (66.15), India (65.95), Germany (65.93), South Africa (65.37) and the United Kingdom (65.16) in 2018. Northern Ireland's lowest scores were received from Japan (54.76), South Korea (56.12) and Egypt (56.89) in 2018.

Northern Ireland received a relatively high rank (26th) and low score (56.12) from South Korea, which contrasts with the relatively low rank (29th) and high score (71.94) received from Mexico. 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 People 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 score for each attribute on the People dimension was noted to be positive (i.e. above the neutral value of 4) and ranged from 4.70 (both Welcoming and Close Friend) to 4.86 (Employability) in 2018 (Figure 3). The scores for Welcoming and Employability in 2018 were unchanged from 2017.

When attribute scores were compared with the other participating nations, Northern Ireland was ranked relatively highly (between 21st and 23rd out of the 50 nations examined). Welcoming was the only attribute in the People dimension to change in rank from 2017 – increasing one place in 2018 to 23rd.

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 People 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 4: People dimension scores – those who have visited Northern Ireland and those who have not

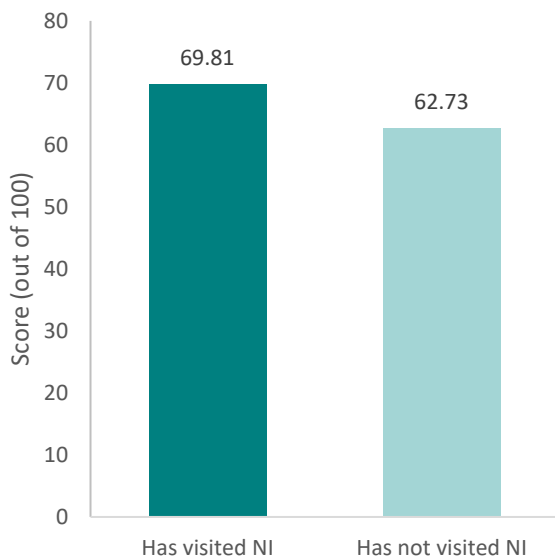


Figure 5: Attribute scores – those who have visited Northern Ireland and those who have not – People dimension

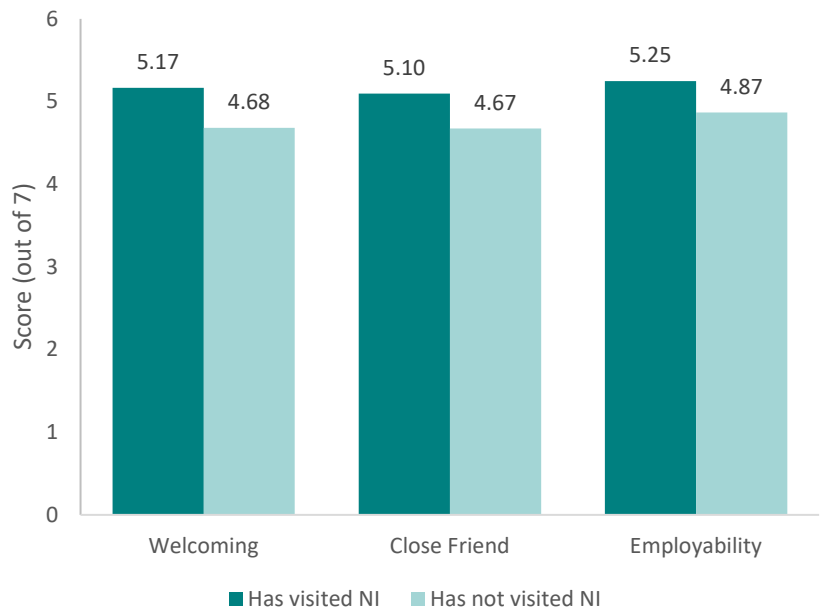
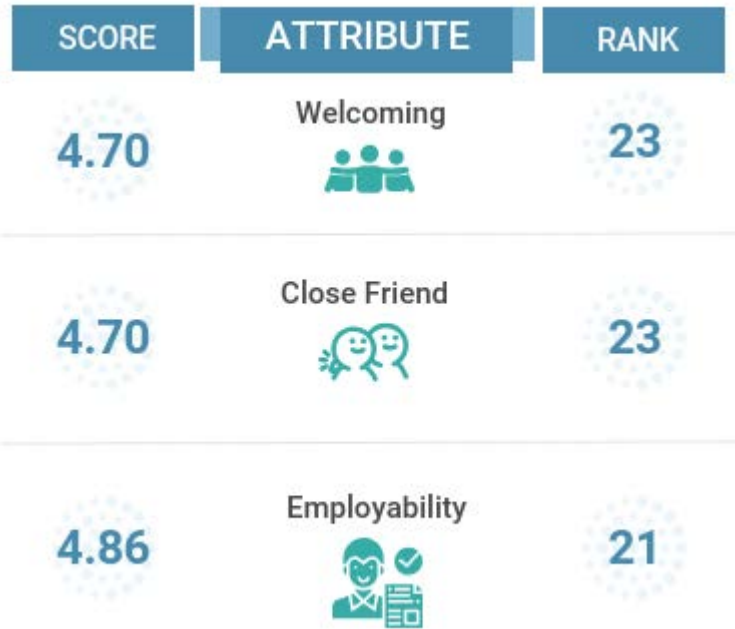


Figure 3: Rankings and scores for Northern Ireland's People attributes



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

*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.

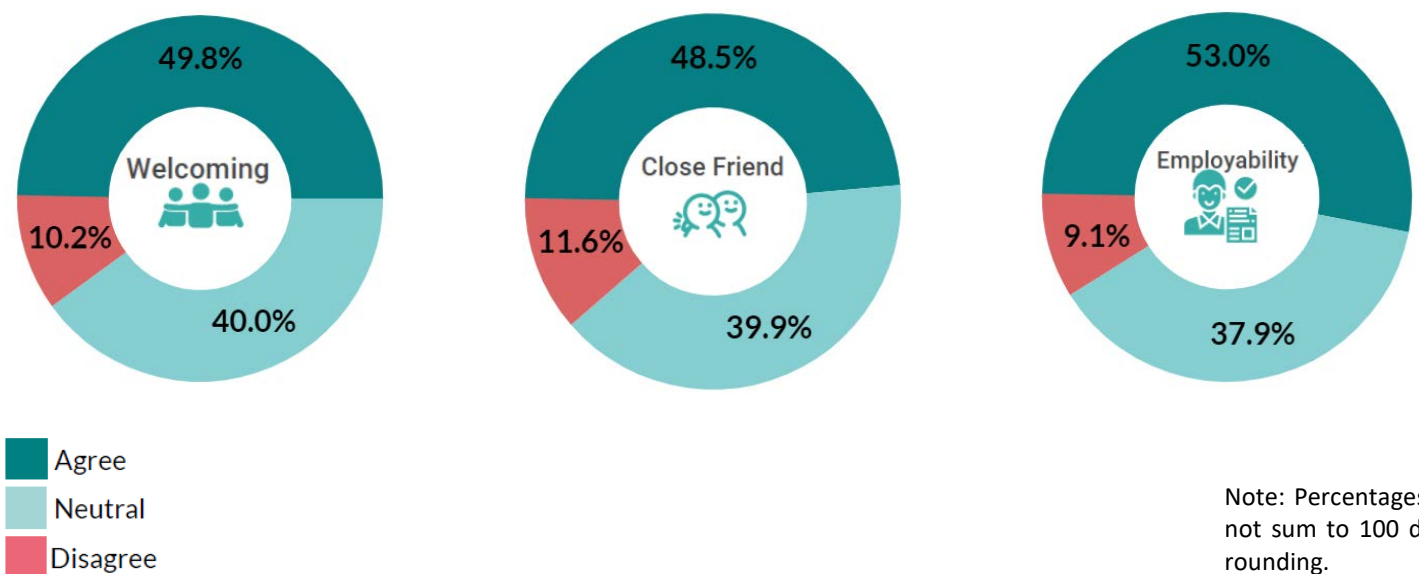
Attributes of the People dimension: Proportion of respondents who agreed or disagreed with each attribute statement

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.

Over half of respondents (53 per cent) said that they would be willing to employ a person from Northern Ireland. Half of respondents agreed that the people of Northern Ireland would be welcoming if they visited (50 per cent) and just less than half agreed that they would like to have a person from Northern Ireland as a close friend (49 per cent).

A large proportion of respondents provided a neutral response to each of the People attributes (ranging from 38 per cent to 40 per cent), which could suggest a lack of awareness or strong views on the reputation of the People of Northern Ireland. A smaller proportion disagreed with each attribute statement (ranging from nine to twelve per cent).

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



Words associated with the people of Northern Ireland

Respondents were asked to select, from a predetermined list, the adjectives they thought most accurately described the people of Northern Ireland (respondents could choose as many responses as they liked). The most common response was 'none of these' (30 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 people were 'Hard working' (26 per cent), 'Honest' (21 per cent), 'Skillful' (19 per cent), 'Fun' (15 per cent) and 'Tolerant' (13 per cent).

A smaller proportion of respondents associated the words 'Aggressive' and 'Unreliable' (both six per cent), 'Rich' and 'Ignorant' (both five per cent) and 'Lazy' (four per cent) with the people of Northern Ireland.

These proportions were all similar to those observed in 2016 and 2017.

Figure 7: Words associated with the people of Northern Ireland



*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.