

# The Anholt Ipsos Nation Brands Index<sup>SM</sup>

2022 report for Northern Ireland

21 December 2022

This report uses data from the 2022 Anholt Ipsos Nation Brands Index and presents findings on Northern Ireland's broad international reputation. Previous reports and data are available on [the TEO website](#).

## Key findings

- Overall reputation (rank)** - Northern Ireland's international reputation remains stable, achieving an overall ranking of 24 out of 60. Northern Ireland received its highest rankings from the United States (20<sup>th</sup> out of 60). Northern Ireland received its lowest ranking from China (58<sup>th</sup>).
- Overall reputation (score)** - Northern Ireland achieved its second highest ever NBI score in 2022. The overall Nation Brands Index<sup>SM</sup> score decreased from 61.27 out of 100 in 2021 to 60.89 in 2022 (-0.38 points). Northern Ireland's highest score from an individual panel country was from India (69.13) and the lowest score came from Japan (51.02). Northern Ireland has received its lowest score from Japan every year since being included in the NBI<sup>SM</sup>.
- Buying NI products or visiting websites about NI** - Those who had bought NI products, or visited websites about NI, gave significantly higher scores for all Six Dimensions and for their overall NBI<sup>SM</sup> score.
- Visiting Northern Ireland** - Those who stated they previously visited NI for holiday and/or business gave significantly higher scores for all Six Dimensions and for their overall NBI<sup>SM</sup> score.
- Six Dimensions ranks and scores** - Governance received the best ranking at 21<sup>st</sup>, and Culture had the lowest at 34<sup>th</sup>. Both of these Dimensions have been ranked top and bottom respectively in each year since 2016. The top and bottom scoring Dimensions have also been consistent since 2016 – Tourism is again top scoring (66.43) and Exports the lowest scoring (55.97).
- Attribute ranks and scores** – “natural beauty” continues as Northern Ireland's highest scoring attribute (5.26), while all five Governance attributes “environment”, “competent and honest”, “rights and fairness”, “peace and security” and “poverty” were the highest ranked in 2022, alongside the Immigration and Investment attribute “equality in society” (all 21<sup>st</sup>). The lowest ranked attributes were “historic buildings” and “cultural heritage” (33<sup>rd</sup>), and the lowest scoring was “invest in business” (4.07).

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## Introduction

In order to assess and monitor its international reputation, Northern Ireland has been included on the Nation Brands Index<sup>SM</sup> (NBI<sup>SM</sup>) each year since 2016. The NBI measures and ranks the reputations of 60 nations across Six Dimensions: Exports; Governance; Culture; People; Tourism; and Immigration and Investment. The survey and methodology are implemented in collaboration between Ipsos (a global research firm) and Simon Anholt (a policy advisor on national identity and reputation). The purpose of this report is to find out about the international perception of Northern Ireland and NI has subscribed to the survey in each year since 2016.

Twenty countries are surveyed (“panel countries”), and between 2016 and 2020, they were asked questions about 50 nations. However, since 2021, 10 further nations were added and so the 20 panel countries answered questions about 60 nations. The 20 panel countries remained the same between 2016 and 2020. In 2021, Egypt was replaced with Saudi Arabia. See [Annex A](#) for further details.

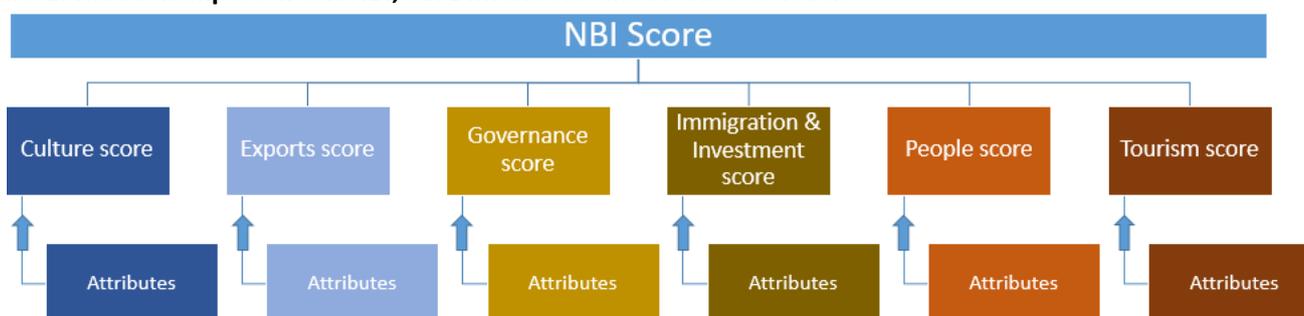
## Data presentation and terms

There are three levels of data in the report:

- **Nation Brands Index** – this is an average of the Six Dimensions. The Six Dimensions are: Exports, Governance, Culture, People, Tourism and Immigration and Investment.
- **Six Dimensions level** – these figures are a composite of attribute results, grouped by theme. For example: People Dimension figures are an average of the answers to the three questions relating to ‘People’.
- **Attribute level** – these figures are the results from individual statements that people were asked about in the survey. For example: Northern Ireland is an interesting/exciting place for contemporary culture such as music, films, art and literature.

The relationship between these three levels is illustrated in Figure 1 below. A list of all attribute statements and Dimensions can be found in [Annex A](#).

**Figure 1: Relationship between NBI, Six Dimensions and Attributes levels**



Data are presented in two formats:

### Rank

- As 60 nations are included in the Nation Brands Index, where a rank is noted in the report, this is Northern Ireland’s position between 1 and 60 (where 1 is the highest, representing first place amongst all 60 nations).

### Score

- Dimensions and Nation Brands Index: each Dimension is an average of the attribute statement scores, converted into a scale out of 100 (where an increase in score means stronger agreement). The Nation Brand Index is an average of the Six Dimensions and is also out of 100.
- Attributes: each statement can be answered on a 7-point scale between ‘strongly disagree’ (score of 1) and ‘strongly agree’ (score of 7).

Note: Both scores and ranks are given by each of the 20 panel countries that are surveyed.

# International reputation in 2022

## Overall score and rank

### Northern Ireland achieved its second highest ever NBI score in 2022 and maintained its mid-level ranking

Northern Ireland was ranked 24<sup>th</sup> out of 60 participating nations on the 2022 Nation Brands Index (NBI), with an overall score of 60.89, a decrease from 2021 (-0.38 points).

Rankings can be impacted year on year due to the inclusion of new countries in the survey, particularly in 2021 due to the inclusion of 10 extra nations. However, the NBI 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.

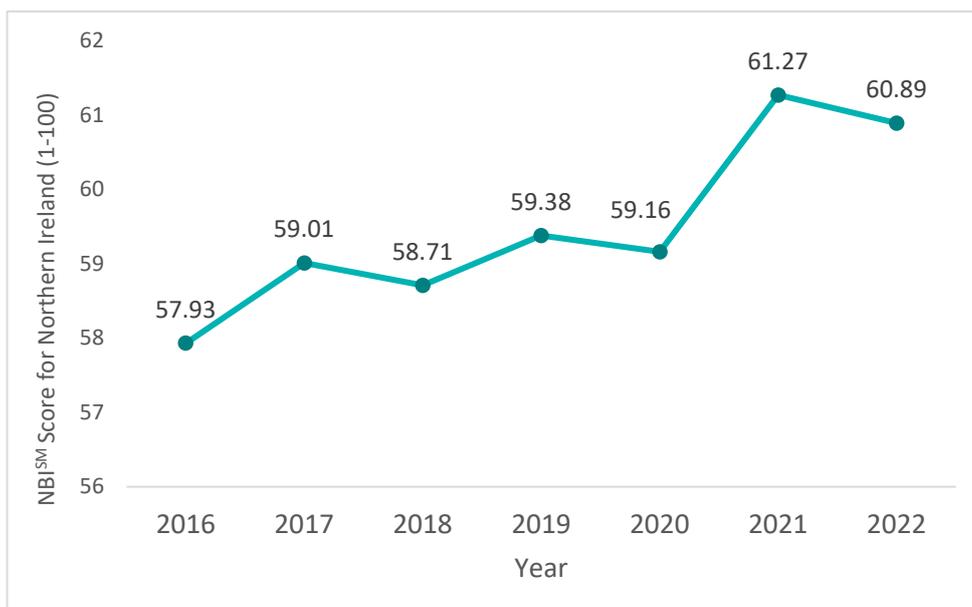
Figure 2: Northern Ireland's NBI overall score and ranking for 2021 and 2022



The overall rank and score is determined by the scores received for the Six Dimensions of the NBI. Northern Ireland's rankings on each of the Dimensions are displayed in Figure 6 (page 7). As in previous years, Northern Ireland's global reputation appears relatively balanced, with five of the Six Dimensions in 2022 being ranked 21<sup>st</sup> to 27<sup>th</sup>. The lowest ranking for Northern Ireland in 2022 was Culture, with a rank of 34<sup>th</sup>. These are discussed later in the report.

Figure 3 shows Northern Ireland's NBI score over time, and highlights that Northern Ireland received their second highest ever NBI score in 2022.

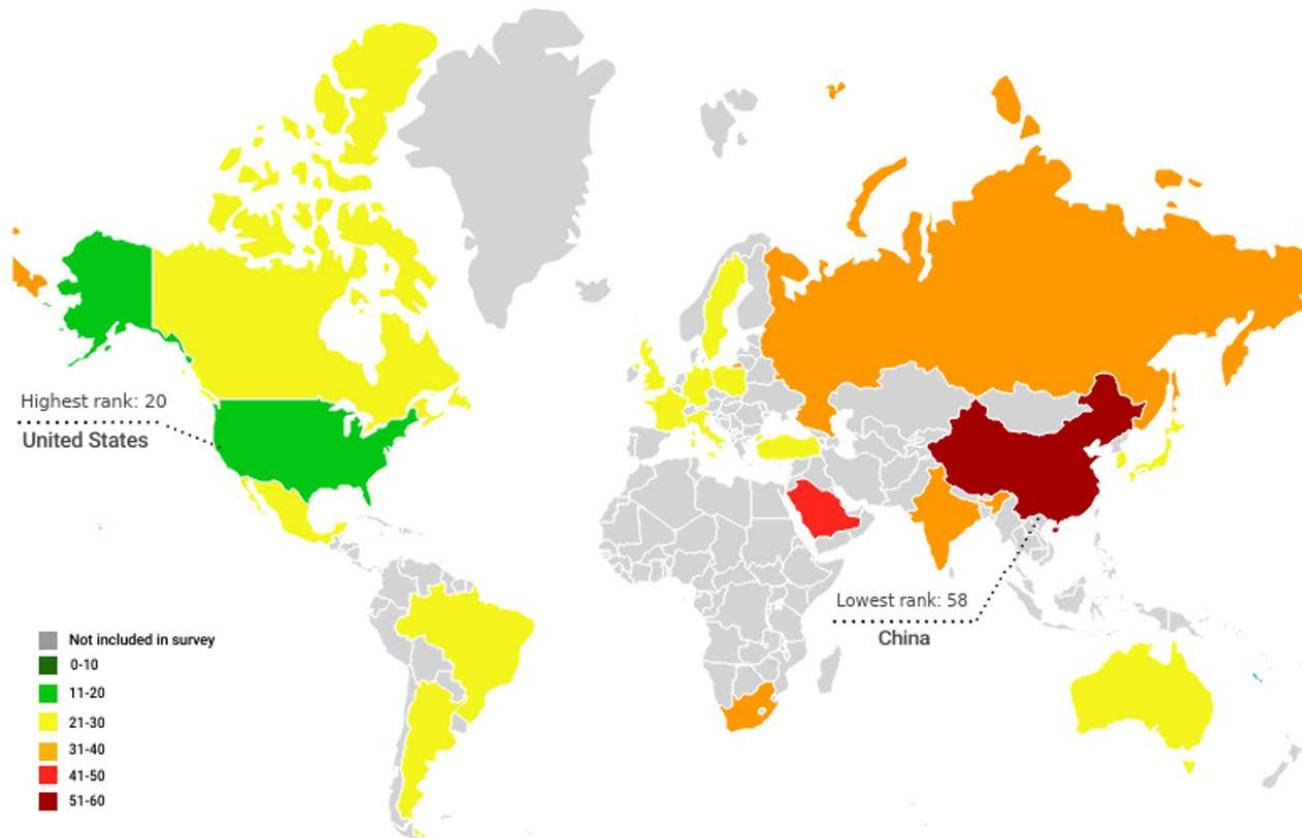
Figure 3: Northern Ireland's overall NBI score 2016-2022



## Northern Ireland's reputation in 2022 is strongest in the United States.

Figure 4 illustrates the overall NBI ranking Northern Ireland received from each of the 20 panel countries<sup>1</sup>. The highest ranking came from the United States, (20<sup>th</sup> out of 60), this is the only panel country ranking Northern Ireland in the top 20 nations in 2022. Relatively high rankings were also received from South Korea and the United Kingdom (both ranking Northern Ireland 22<sup>nd</sup>).

**Figure 4: Northern Ireland's overall NBI ranking by panel countries (2022)**



Northern Ireland received its lowest ranking from China (58<sup>th</sup>), with relatively low rankings also received from Saudi Arabia (48<sup>th</sup>), India (39<sup>th</sup>), South Africa (35<sup>th</sup>) and Russia (33<sup>rd</sup>). Northern Ireland has consistently received low rankings from these countries, apart from South Africa (prior to 2022) and China (prior to 2021) who had previously both ranked Northern Ireland within the top half of nations.

Northern Ireland received its highest overall NBI scores (out of 100) from India (69.13), China (66.44) and Mexico (65.46). The lowest overall NBI scores were received from Japan (51.02), Russia (56.47) and Sweden (56.83). Since being included in the NBI, Northern Ireland has consistently received its lowest score from Japan, while the highest score has been from India except in 2018 and 2020 (however, Northern Ireland received its second highest score from India in both years). 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 (24<sup>th</sup>) and low score (56.83) from Sweden, this contrasts with the low rank (58<sup>th</sup>) and relatively high score (66.44) from China. Similar patterns have been evident since 2016.

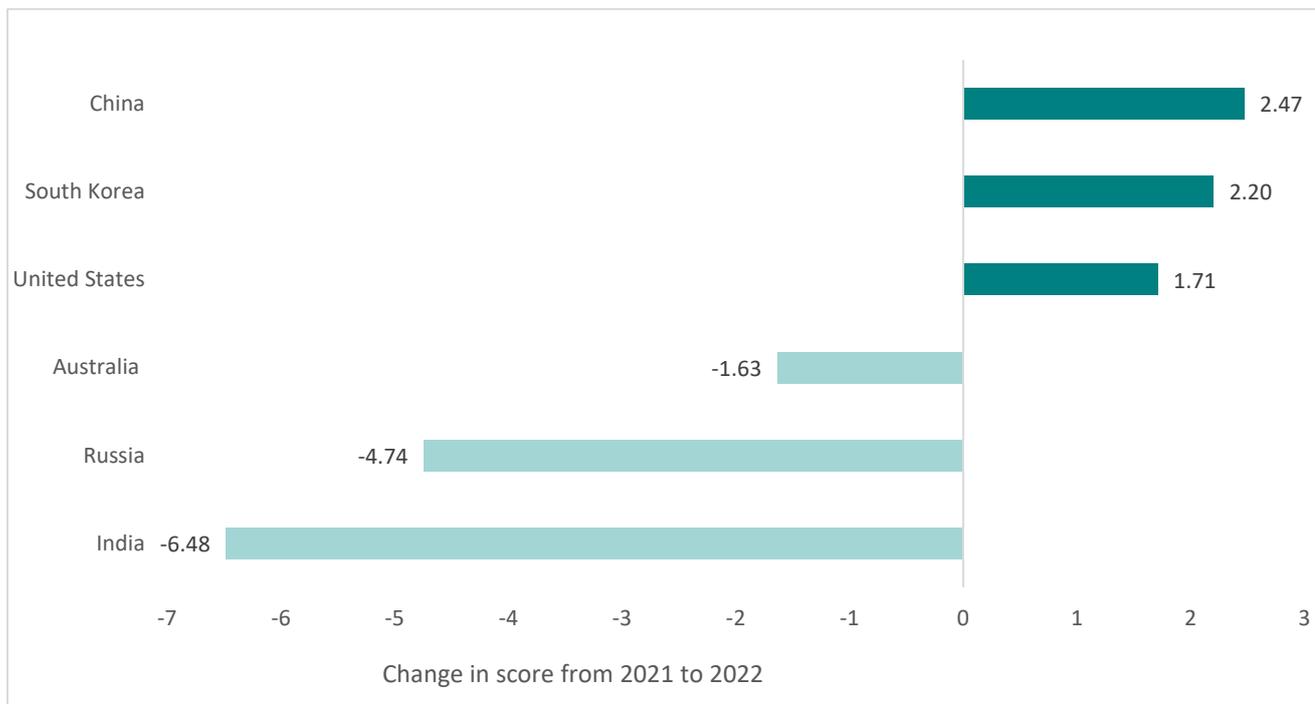
As mentioned previously, it is useful to consider both rankings and scores to understand the overall picture – rankings are useful in that they provide insight into how Northern Ireland is viewed by panel countries relative to the other participating nations in a particular year. However, as changes in the list of participating nations are possible between years, Northern Ireland's rank could increase or decrease simply as a result of these changes. In 2021, the Nation

<sup>1</sup> The full data relating to ranks and scores are available in [Appendix 1](#) and [Appendix 2](#), respectively.

Brands Index increased the number of countries included from 50 to 60. Mean score provides a more absolute understanding of how Northern Ireland is viewed both overall and by each of the individual panel countries.

Figure 5 (below) shows the countries with the greatest positive and negative change between 2021 and 2022<sup>2</sup>. The largest increases in score were from China and South Korea and the largest decreases in score were from India and Russia.

**Figure 5: Countries with the greatest positive and negative change in overall NBI score between 2021 and 2022**



<sup>2</sup> The full data relating to scores are available in [Appendix 2](#). Comparisons to 2021 scores are available in [Appendix 3](#).

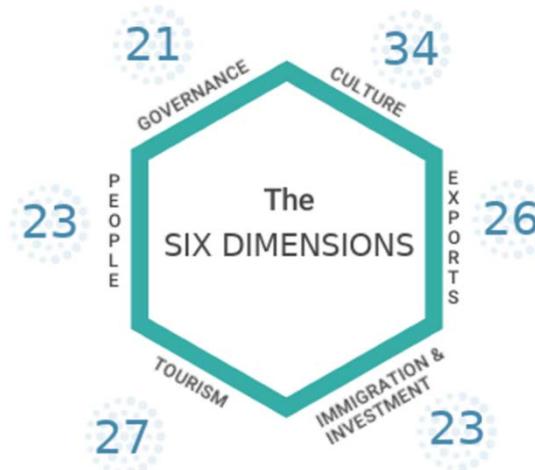
# Northern Ireland's Rank and Score on the Six Dimensions of the Nation Brands Index<sup>SM</sup>

## Ranks for Dimensions and Attributes

### Governance continues as Northern Ireland's highest ranked dimension

Looking at the Six Dimensions used to determine the overall scores and ranking, Northern Ireland received its highest ranks in Governance (21<sup>st</sup>), Immigration and Investment, and People (both 23<sup>rd</sup>). A lower cluster of ranks were found in the Culture (34<sup>th</sup>), Tourism (27<sup>th</sup>) and Exports (26<sup>th</sup>) Dimensions (see Figure 6 and Table 1 below).

**Figure 6: Northern Ireland's rank across the Six Dimensions of NBI**



This pattern is more or less the same in all years since 2016, with Governance consistently ranked highest (or joint highest with Immigration and Investment in 2016) and Culture consistently ranked lowest. When compared with 2021, Northern Ireland's rank for Exports (up one place from 27<sup>th</sup>) and Tourism (up two places from 29<sup>th</sup>) improved in 2022, while Immigration and Investment (down one place from 22<sup>nd</sup>) and Culture (down one place from 33<sup>rd</sup>) declined. Northern Ireland's ranks for Governance and People remained unchanged.

**Table 1: Northern Ireland's NBI Dimension scores and rankings (2016, 2021 and 2022)**

Dimension	Scores			Ranks		
	2016	2021	2022	2016	2021	2022
Governance	57.96	60.70	60.74	20	21	21
Immigration & Investment	55.25	59.04	57.81	20	22	23
People	61.89	65.42	65.01	22	23	23
Exports	53.76	56.42	55.97	25	27	26
Tourism	63.27	66.52	66.43	28	29	27
Culture	55.47	59.54	59.37	29	33	34

Note: The scores for each of the Six Dimensions on the NBI are out of 100. Rankings for 2016 are out of 50, and out of 60 from 2021.

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 – all Governance attributes which include “environment”, “poverty”, “rights and fairness”, “competent and honest” and “peace and security” ranked 21<sup>st</sup>, which was the highest received rank across the attributes. The Immigration and Investment attribute “equality in society” also received the rank position of 21<sup>st</sup> alongside the Governance attributes. With the exception of 2018, “environment” (Governance Dimension) has been the highest or joint highest-ranking attribute for Northern Ireland in every year.

The Tourism Dimension received a mixed response, with lower rankings for “historic buildings” (33<sup>rd</sup>) and “vibrant city” (31<sup>st</sup>) and higher rankings for “natural beauty” (22<sup>nd</sup>) and “visit if money was no object” (23<sup>rd</sup>). The People and Immigration & Investment Dimensions also ranked generally high across all attributes.

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Northern Ireland’s lowest ranking attributes in 2022 were “cultural heritage” (Culture Dimension) and “historic buildings” (Tourism Dimension), both of which ranked 33<sup>rd</sup>. This was followed by “sports” (32<sup>nd</sup>) within the Culture Dimension - 2022 is the first year the lowest ranking attribute was not “sports”. Between 2021 and 2022, the majority of Northern Ireland's attribute rankings (19 out of the 23 attributes) stayed the same or improved. Those that declined all fell by one place (“environment”, “invest in business”, “close friend” and “cultural heritage”). The largest improvement in rank was a change of +3 places for the “sports” and “contemporary culture” attributes within the Culture Dimension<sup>3</sup>.

## Scores for Dimensions and Attributes

### Dimension scores:

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

### Attribute scores:

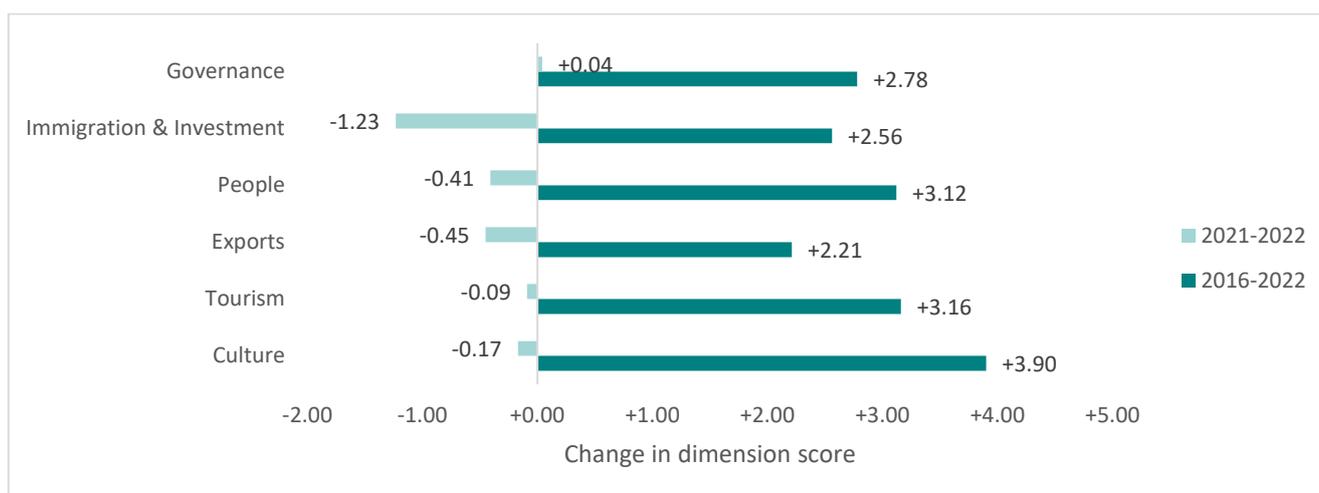
These are an average of scores from participants from each of the 20 panel countries on a scale from one (lowest and worst) to seven (highest and best) with four being neither positive nor negative. For further information see accompanying [methodological report](#).

### Tourism continues to be Northern Ireland’s highest scoring Dimension

Despite a relatively low ranking (27<sup>th</sup>), Tourism was the highest scoring Dimension in 2022 at 66.43. A high score was also recorded for the People Dimension (65.01). The score for Exports (55.97) was the lowest Dimension score for Northern Ireland<sup>4</sup>.

When we look at change in Dimension scores over time, the 2022 Dimensions scores are higher than in 2016 but, with the exception of Governance (+0.04), they are lower than in 2021. Changes range from -1.23 (Immigration & Investment) to -0.09 (Tourism). Between 2016 and 2022, all scores improved with changes ranging from +2.21 (Exports) to +3.90 (Culture).

**Figure 7: Changes in scores between 2021-2022 and 2016-2022 for each of the Six Dimensions<sup>5</sup>**



<sup>3</sup> The full data relating to ranks are available in [Appendix 1](#).

<sup>4</sup> The full data relating to scores are available in [Appendix 2](#).

<sup>5</sup> The full data comparing 2022 scores to 2021 and 2016 scores are available in [Appendix 3](#) and [Appendix 4](#).

**“Natural Beauty” continues as Northern Ireland’s highest scoring attribute, while “Invest in Business” takes the lowest scoring place for the first year, followed by “Sports” and “Science and Technology”.**

As in all previous years of Northern Ireland’s inclusion in NBI, “natural beauty” (Tourism Dimension) was the highest scoring attribute for Northern Ireland in 2022 (5.26), a -0.01 decrease since 2021. Second highest was “employability” (People Dimension) (5.04), followed by “visit if money was no object” (Tourism Dimension) (4.92). Changes in score were small for these attributes between 2021 and 2022, with a -0.04 decrease for both. These three attributes have consistently been in the top three for Northern Ireland since 2016.

In 2022, the lowest scoring attribute was “invest in business” (4.07). Between 2016 and 2020, “sports” had consistently been the lowest scoring attribute, and it was second lowest in 2022 alongside “science and technology” (both 4.16). These scores are similar to 2021 with changes of -0.15 for “invest in business”, -0.02 for “sports” and -0.01 for “science and technology”. These three have consistently been Northern Ireland’s lowest scoring attributes since 2016.

**Table 2: Northern Ireland’s NBI attribute scores and rankings (2016, 2021 and 2022)**

Dimension	Attribute	Scores			Ranks		
		2016	2021	2022	2016	2021	2022
Governance	Competent & Honest	4.45	4.58	4.60	20	22	21
	Rights & Fairness	4.64	4.79	4.77	20	21	21
	Peace & Security	4.49	4.62	4.66	20	22	21
	Environment	4.51	4.68	4.64	19	20	21
	Poverty	4.17	4.42	4.42	20	21	21
Immigration & Investment	Work & Live	4.07	4.31	4.23	20	23	23
	Quality of Life	4.61	4.82	4.74	20	23	23
	Educational Qualifications	4.32	4.61	4.58	20	24	23
	Invest in Business	4.01	4.22	4.07	24	26	27
	Equality in Society	4.44	4.62	4.59	20	21	21
People	Welcoming	4.63	4.78	4.80	23	24	23
	Close Friend	4.66	4.85	4.80	22	23	24
	Employability	4.78	5.08	5.04	20	23	23
Exports	Science & Technology	4.04	4.17	4.16	26	31	31
	Buy Products	4.28	4.46	4.42	21	25	24
	Creative Place	4.27	4.44	4.41	25	26	26
Tourism	Visit if Money No Object	4.82	4.96	4.92	21	23	23
	Natural Beauty	5.05	5.27	5.26	23	23	22
	Historic Buildings	4.62	4.87	4.88	31	34	33
	Vibrant City	4.60	4.78	4.80	28	32	31
Culture	Sports	3.99	4.18	4.16	31	35	32
	Cultural Heritage	4.62	4.91	4.88	31	32	33
	Contemporary Culture	4.29	4.56	4.56	27	30	27

Note: 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. Rankings for 2016 are out of 50, and out of 60 for 2021 and 2022.

## Dimensions and Attributes by Country

### Seven panel countries rank Northern Ireland in the top half of nations for every dimension

In 2022, eight countries – Australia, France, Germany, Italy, Poland, South Korea, United Kingdom, and United States – ranked all Six Dimensions for Northern Ireland in the top half of nations (i.e., all Six Dimensions received ranks of 30<sup>th</sup> or higher). This is an increase on previous years where it has ranged between zero countries to seven. The UK has consistently awarded top half ranks for all of Northern Ireland's Six Dimensions, with the exception of 2018.

In 2022, both China and Saudi Arabia ranked Northern Ireland in the bottom half (i.e., 31<sup>st</sup> or lower) across all Six Dimensions and 23 attributes. China did the same in 2021; a reversal of the case in 2020 when they awarded each of the Six Dimensions a top half ranking.

### Northern Ireland's reputation for Governance compares well with other nations

The majority of panel countries (17 out of 20) ranked Northern Ireland in the top half of nations for the Governance Dimension (30<sup>th</sup> or higher). Although this does reflect Northern Ireland's positive reputation for Governance, it is a decrease from 2021, when 18 panel countries ranked Northern Ireland in the top half of nations for this Dimension. In contrast, Northern Ireland consistently receives mostly bottom half rankings for Culture, with 12 of 20 panel countries ranking this way in 2022.

In terms of Dimension scores, Northern Ireland only received scores below 50 from two countries across two Dimensions. Japan and Russia scored Immigration & Investment 45.06 and 49.98 respectively, and Japan scored Exports 49.21. Northern Ireland has never received scores below 50 from panel countries for the other four Dimensions. Meanwhile, Northern Ireland received scores over 70 from India and Mexico for the Tourism (72.75 and 71.87 respectively) and People (70.95 and 71.40 respectively) Dimensions.

All attributes received more positive scores than negative scores from the panel countries with the exception of "invest in business". It received negative scores from 11 out of 20 countries in 2022, up from 8 of 20 countries in 2021. The "sports" attribute (Culture Dimension) consistently received more negative scores than positive between 2016 and 2020, but in 2021 and 2022, it received more positive than negative scores.

### China's perception of Northern Ireland remains below 2020 highs

China's perception of Northern Ireland dropped between 2020 and 2021, with China scoring and ranking Northern Ireland lower for all 23 attributes, and therefore all Six Dimensions. In 2022, China's overall perception of Northern Ireland slightly improved on 2021 in both score (+2.47) and rank (+1, to 58<sup>th</sup> from 59<sup>th</sup>). While all of Northern Ireland's scores and ranks from China across the Six Dimensions and 23 attributes remain below 2020 levels, scores for each of the Six Dimensions improved in 2022, as did scores on 22 of the 23 attributes.

South Korea also awarded Northern Ireland higher scores in 2022 on all Six Dimensions, and for 20 of the 23 attributes. The largest Dimension score increase was for the Governance Dimension (+3.44), and the largest attribute score increase was for "employability" (+0.25).

India and Russia were the only panel countries from which scores dropped between 2021 and 2022 on all of the Six Dimensions and all 23 of the attributes. The largest decreases in score for the Six Dimensions was for the Exports Dimension for India (-7.53), and the People Dimension for Russia (-8.12). The largest decrease in attribute scores was for "invest in business" for India (-0.62), and "close friend" for Russia (-0.64). Changes in scores between 2021 and 2022 varied for all other panel countries.

Considering rankings between 2021 and 2022, South Korea and Turkey awarded Northern Ireland higher rankings on all Six Dimensions, and for 18 and 20 of the 23 attributes respectively. The People Dimension had the largest improvement in rank from both South Korea (+7, up to 19<sup>th</sup> from 26<sup>th</sup>), and Turkey (+10, up to 29<sup>th</sup> from 39<sup>th</sup>). The largest improvement in attribute for South Korea was for "historic buildings" (+11, to 26<sup>th</sup> from 37<sup>th</sup>), and for Turkey "welcoming" (+23, to 27<sup>th</sup> from 50<sup>th</sup>).

Saudi Arabia was the only panel country from which rankings dropped between 2021 and 2022 on all of the Six Dimensions, and for 17 of the 23 attributes. The largest Dimension rank decrease was for the Culture Dimension (-11, to 53<sup>rd</sup> from 42<sup>nd</sup>) and the largest attribute rank decrease was for “poverty” (-19, to 47<sup>th</sup> from 28<sup>th</sup>). South Africa and India’s rankings for Northern Ireland also dropped between 2021 and 2022 on five of the Six Dimensions, and for 20 and 18 of the 23 attributes respectively.

# How is reputation impacted when people have had some exposure to Northern Ireland?

## Familiarity with and favourability towards Northern Ireland

### 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 the accompanying [methodological report](#).

As part of the NBI survey, participants were asked to rate how familiar with and how favourable they are towards each nation.

Results from the 2022 survey show that 58 per cent of participants reported that they had some familiarity with Northern Ireland, resulting in a familiarity ranking of 44<sup>th</sup> out of the 60 participating nations. Northern Ireland's familiarity rank decreased by five places from 2021 (39<sup>th</sup>) alongside a decrease in the percentage of participants reporting familiarity since 2021, when 60 per cent of participants reported some knowledge of Northern Ireland.

Northern Ireland was rated relatively highly in terms of favourability with a rank of 24<sup>th</sup> out of 60 participating nations and a score of 4.67. There was no change in Northern Ireland's favourability rank and score from 2021.

Favourability scores awarded suggest Northern Ireland is consistently viewed positively by all panel countries; 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 any year since 2016 when NI was first included.

**Figure 8: Familiarity with and favourability towards Northern Ireland in 2021 and 2022<sup>6</sup>**



<sup>6</sup> The full data relating to Familiarity and Favourability are available in Tables 7 and 8 of the [data download](#).

### Online exposure to NI continues to be greater than exposure through products/services

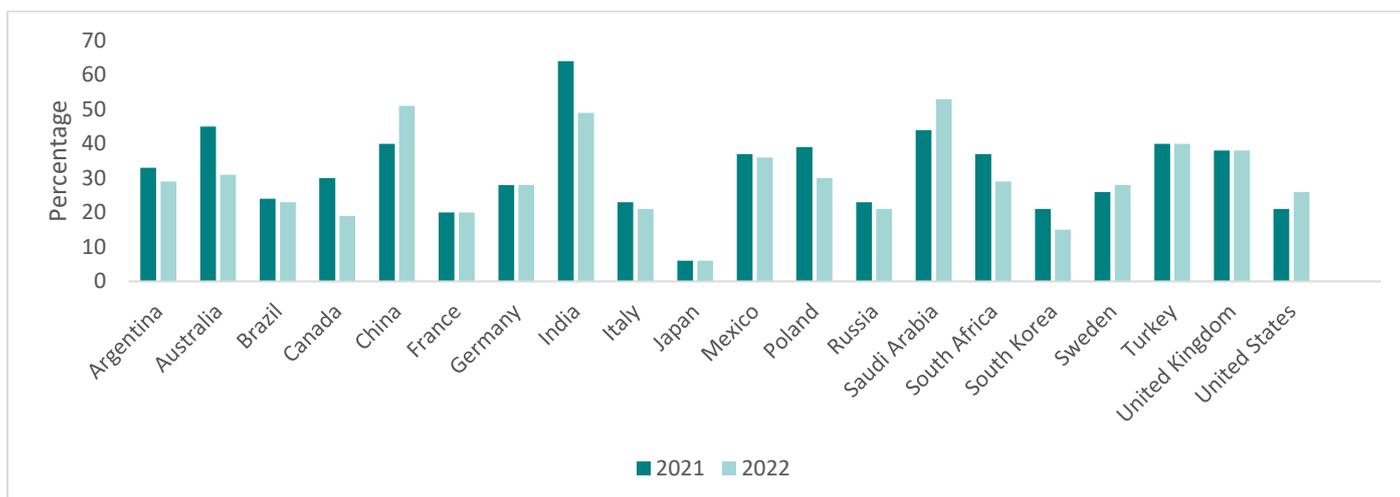
As part of the NBI survey, participants were asked if they had purchased products or services from each nation or if they had visited a website or social networking site from or about each nation. Results show that 13 per cent of participants had purchased a product from Northern Ireland (ranked 47<sup>th</sup>), while 19 per cent reported that they had previously visited a Northern Irish website (ranked 40<sup>th</sup>). Compared with 2021, Northern Ireland's rank has decreased in both areas, when purchasing a product from Northern Ireland ranked 46<sup>th</sup> and visiting a Northern Irish website ranked 38<sup>th</sup>. The percentage of participants also decreased in 2022 by 1 percentage point for those purchasing a product from Northern Ireland and by 1 percentage point for those visiting a Northern Irish website.

When these results were combined, in 2022 Northern Ireland ranked 47<sup>th</sup> overall; 30 per cent of participants had purchased a product or service from Northern Ireland and/or had visited a Northern Irish website. This compares with a ranking of 44<sup>th</sup> and 32 per cent overall in 2021, which remains the highest percentage to have reported purchasing a NI product/visiting an NI website since Northern Ireland was included in the NBI.

Of the 20 panel countries, the percentage of participants who had purchased a product or service from Northern Ireland and/or had visited a Northern Irish website increased for 4 countries (China, Saudi Arabia, Sweden and the United States). Out of these 4 countries, China (+11, from 40 per cent to 51 per cent) and Saudi Arabia (+9, from 44 per cent to 53 per cent) had the highest increase from 2021.

Compared with 2021, there was an increase in the proportion of participants from China (11 percentage points) and Saudi Arabia (9 percentage points) who had purchased a product or service from NI and/or visited a website from or about Northern Ireland. In 11 out of the 20 panel countries, there was a decrease in the proportion of participants purchasing a product or service from NI and/or visiting a website from or about Northern Ireland between 2021 and 2022. The largest decreases were from India (15 percentage points), Australia (14 percentage points) and Canada (11 percentage points).

**Figure 9: 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 – 2021 and 2022<sup>7</sup>.**



In 2022, 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 (see Figure 10, page 14). This was also the case from 2017-2021.

<sup>7</sup> The full data relating to purchasing products/visiting websites are available in Table 9a-9c of the [data download](#).

**Figure 10: Mean scores for NI on the NBI 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 (2022)**



## Visitors to Northern Ireland

### Overall reported visits down one percentage point since 2021, led by a decline in visitors from India, Australia and Canada

Results from the 2022 NBI revealed that 15 per cent of participants had previously visited Northern Ireland to take a holiday and/or for business purposes. This resulted in Northern Ireland ranking 45<sup>th</sup> out of the 60 nations in regards to foreign visits. This compares with a ranking of 44<sup>th</sup> and 16 per cent in 2021, which remains the highest percentage to have reported visiting since Northern Ireland was included in the NBI. A larger proportion of people visited Northern Ireland for a holiday (9 per cent) than for business purposes (6 per cent), showing a similar pattern to that of 2021 (see Table 3 below).

**Table 3: Percentage of participants who had visited NI, by reason and panel country in 2021 and 2022<sup>8</sup>**

Panel country	Visited for business (%)		Visited for holiday (%)		Visited total (%)	
	2021	2022	2021	2022	2021	2022
Argentina	3	2	5	6	7	8
Australia	16	7	21	14	36	21
Brazil	3	2	3	3	6	5
Canada	9	2	13	8	22	9
China	14	21	9	13	23	34
France	3	2	8	9	11	10
Germany	4	6	10	11	14	16
India	24	13	18	11	41	24
Italy	5	4	12	10	15	14
Japan	1	2	1	1	3	3
Mexico	4	2	6	6	10	8
Poland	7	3	10	7	16	10
Russia	2	1	3	2	5	3
Saudi Arabia	13	16	9	20	21	35
South Africa	2	2	6	5	8	6
South Korea	2	2	3	2	5	3
Sweden	5	5	9	9	14	13
Turkey	9	13	10	9	18	21
United Kingdom	8	7	26	28	31	33
United States	6	6	5	10	10	16
<b>Total</b>	7	6	9	9	16	15

<sup>8</sup> The full data relating to visiting NI for holiday and/or business are available in Table 10a-10c of the [data download](#).

More than one third of participants from Saudi Arabia (35 per cent) had previously visited Northern Ireland, the largest proportion among the panel countries followed by China (34 per cent) and the United Kingdom (33 per cent).

Smaller proportions of participants from South Korea, Russia and Japan (3 per cent each) had previously visited Northern Ireland for holiday and/or business purposes.

Table 3 (page 14) shows the proportion of people who had visited NI from each of the panel countries in 2021 and 2022. The percentage of people visiting for business and/or holiday increased for seven panel countries and decreased for twelve panel countries, while the percentage for those who had visited from Japan had no change. The largest increases were for Saudi Arabia (up 14 percentage points) and China (up 11 percentage points). The largest decreases were for India (down 17 percentage points), Australia (down 15 percentage points) and Canada (down 13 percentage points).

### Visitors to Northern Ireland continue trend of rating NI more positively than non-visitors

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 11, below). This follows similar patterns seen in each year since 2016.

**Figure 11: Scores for NI on the NBI and the Six Dimensions among those who had and had not previously visited Northern Ireland (2022)**



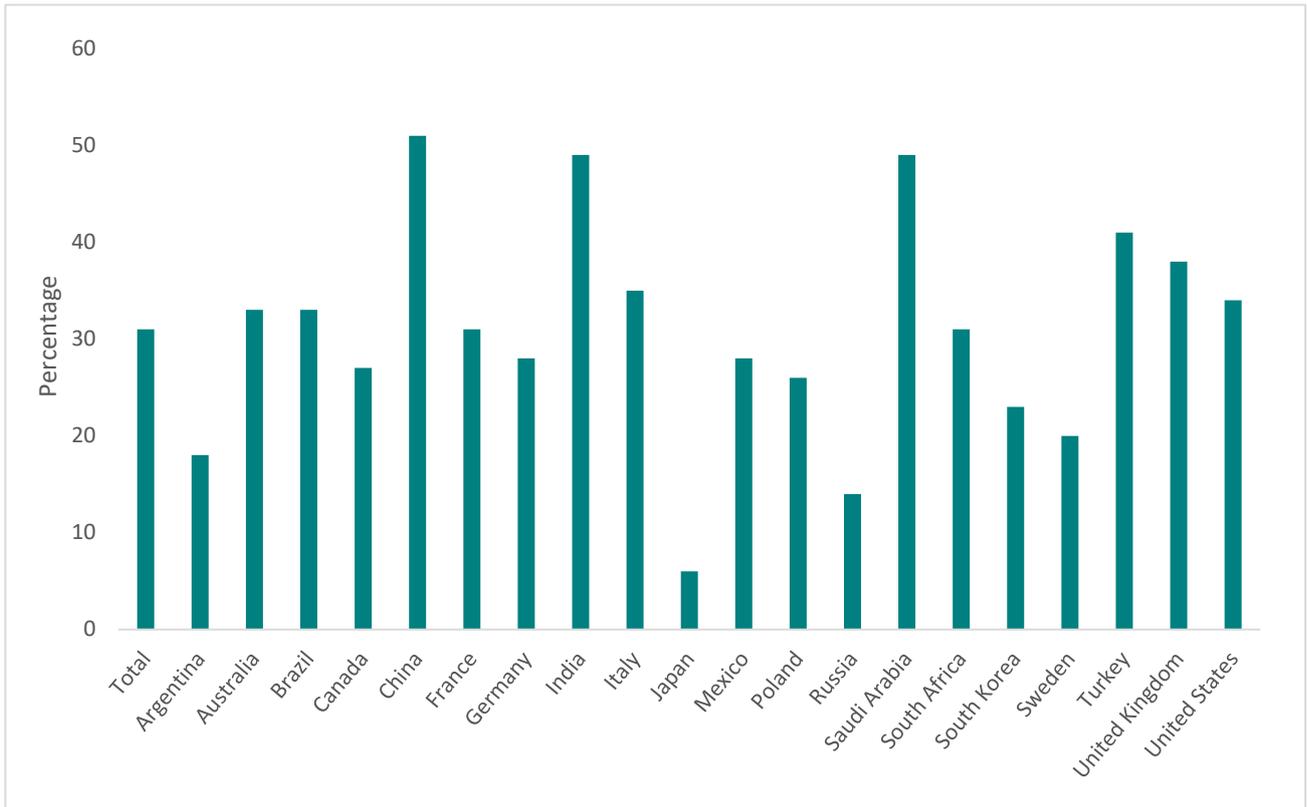
### Over 3 in 10 participants said they were likely to visit Northern Ireland within the next five years

For the first time as part of the 2022 NBI survey, participants were asked how likely they were to visit Northern Ireland in the next five years, either for business or leisure (Figure 12, page 16)<sup>9</sup>. Over 3 in 10 (31 per cent) participants reported that they were likely (somewhat likely/ very likely) to visit Northern Ireland within the next five years. This resulted in Northern Ireland ranking 29<sup>th</sup> out of 60. The highest percentage of participants reporting that they were likely to visit Northern Ireland in the next five years was from China (51 per cent), however this was coupled with the lowest ranking of 59<sup>th</sup>. India, Saudi Arabia (49 per cent each), Turkey (41 per cent) and the United Kingdom (38 per cent) were the countries with the next highest percentages reporting that they were likely to visit in the next five years.

Smaller proportions of participants from Japan (6 per cent), Russia (14 per cent), Argentina (18 per cent) and Sweden (20 per cent) said that they were likely to visit Northern Ireland in the next five years.

<sup>9</sup> The full data relating to likelihood of visiting NI for holiday and/or business are available in Table 11 of the [data download](#).

**Figure 12: Percentage of participants reporting that they were likely to visit Northern Ireland in the next five years either for business or leisure (2022)**



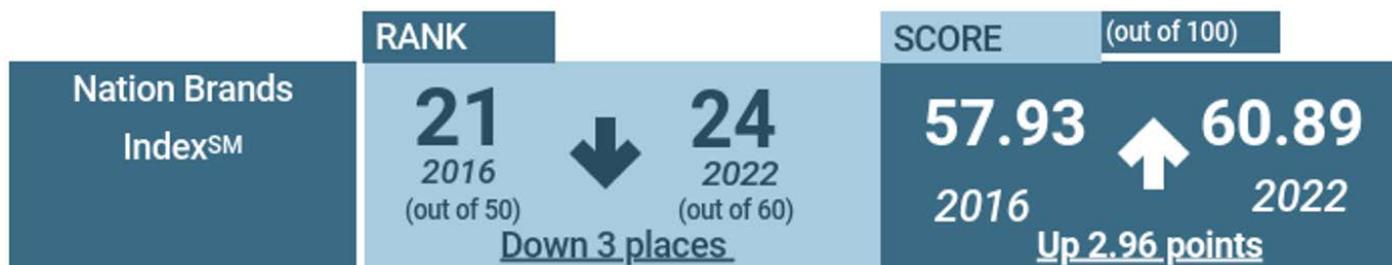
# International Reputation: Long-term trends

## Overall score and ranking – 2016 and 2022

### Northern Ireland's 2022 NBI score has increased by 2.96 points since 2016

In 2022, Northern Ireland's NBI Score was 60.89, giving it a rank of 24<sup>th</sup> out of 60 nations. Northern Ireland's overall NBI score has increased since 2016, when it achieved a score of 57.93 (an increase of 2.96 points). Northern Ireland maintained a mid-level ranking relative to other nations, with a small decrease from 21<sup>st</sup> out of 50 nations in 2016 to 24<sup>th</sup> out of 60 nations in 2022.

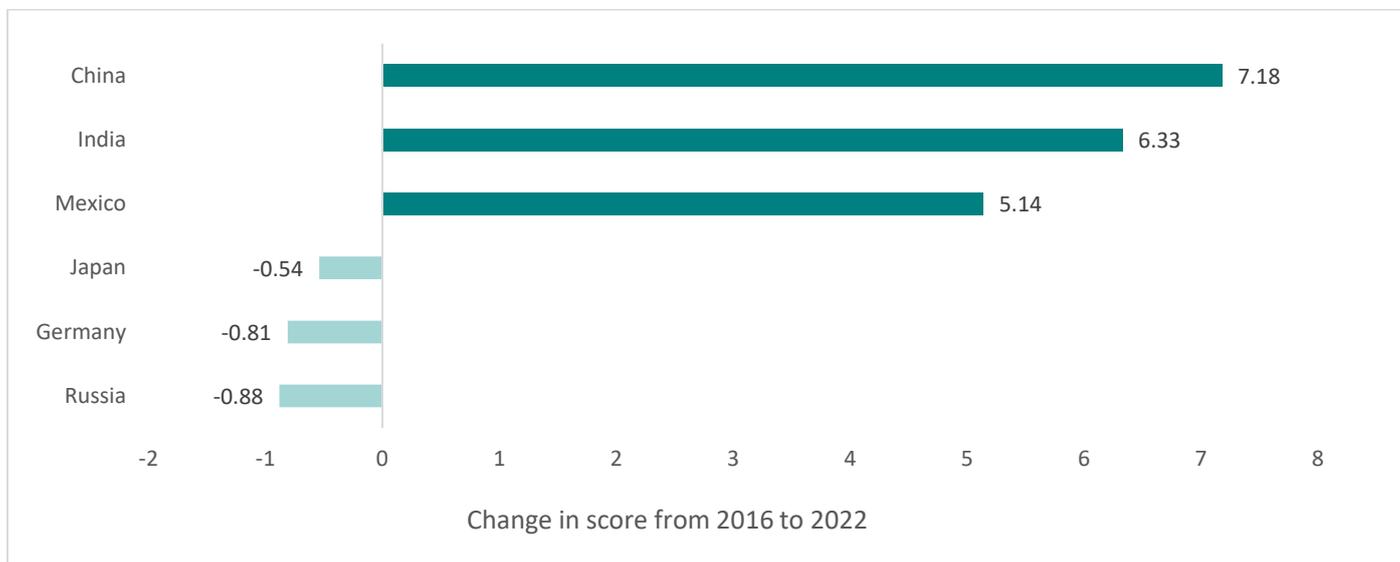
Figure 13: Northern Ireland's NBI overall score and ranking for 2016 and 2022<sup>10</sup>



### Northern Ireland has improved its reputation with 16 of 19 NBI panel nations since 2016<sup>11</sup>

The largest positive changes came from China, India and Mexico (see Figure 14 below). Russia, Germany, and Japan were the only panel countries whose score decreased from 2016.

Figure 14: Greatest positive and negative changes in overall NBI score between 2016 and 2022<sup>12</sup>



<sup>10</sup> The full data relating to ranks and scores are available in [Appendix 1](#) and [Appendix 2](#), respectively.

<sup>11</sup> In 2021, Saudi Arabia replaced Egypt as a panel nation, meaning comparisons between 2016 and 2022 were only possible for 19 nations.

<sup>12</sup> The full data comparing 2022 ranks and scores to 2016 ranks and scores are available in [Appendix 6](#) and [Appendix 4](#). Data from all years are available on [The Executive Office website](#).

## Six Dimensions scores and ranking – 2016 and 2022

All of Northern Ireland's Six Dimensions that are used in the calculation of the overall NBI score have increased since 2016. The Culture Dimension sees the largest increase in score between 2016 and 2022 (+3.90 from 55.47 in 2016) and the smallest increase in Exports (+2.21 points from 53.76 in 2016).

However, when we look at rank, five of the Six Dimensions have dropped places, although this should continue to be considered in the context of 10 additional countries being added in 2021. Although Culture sees the largest increase in score, it also sees the largest drop in rank, down five places from 29<sup>th</sup> in 2016. Governance, People and Exports have all dropped one place. The rank for Immigration and Investment dropped three places (to 23<sup>rd</sup>). Tourism was the only Dimension to see an increase in rank by one place since 2016.

Small increases in score between 2016 and 2022 can be seen for all of the individual attributes that make up the Six Dimensions. The largest of these are for "contemporary culture" (Culture Dimension) which increased by +0.27 points and "historic buildings" (Tourism Dimension), "employability" (People Dimension), "cultural heritage" (Culture Dimension) and "educational qualifications" (Immigration & Investment Dimension) all of which increased by +0.26 points, (see Table 2, page 9).

For rank, 20 of the 23 attributes have dropped since 2016. Two of the attributes have the same overall ranking - "welcoming" (People Dimension, 23<sup>rd</sup>) and "contemporary culture" (Culture Dimension, 27<sup>th</sup>), and "natural beauty" (Tourism Dimension) increased since 2016 (up one place to 22<sup>nd</sup>). The largest fall was for "science & technology", in the Exports dimension; NI dropped five places from 26<sup>th</sup> to 31<sup>st</sup>. Other attributes that dropped in rank included "work and live", "quality of life", "educational qualifications", "invest in business" (all Immigration & Investment Dimension), "employability" (People Dimension), "buy products" (Exports Dimension), and "vibrant city" (Tourism Dimension) which all dropped three places between 2016 and 2022.

## Measuring the data

The data in this report is collected from responses to the Nation Brands Index – an online survey issued to 60,000 people across 20 countries by Ipsos. Based on the most up-to-date online population statistics in each panel country, the outgoing sample in each country is stratified by four sample cells: males 18-34 and 35+, and females 18-34 and 35+. For each cell, random sample replicates are drawn and invitations are sent out to participants to take part in the survey. The global completion percentage in 2022 was 26.83%.

The 2022 results relate to a survey conducted between July 5<sup>th</sup> to August 11<sup>th</sup> 2022. Results in previous years were also conducted around the same period of each year.

## Strengths and limitations

Between 2016 and 2020, all 20 panel countries remained consistent. However, in 2021, Egypt was replaced by Saudi Arabia as a panel country. Although 44 of the 50 nations included in NBI have remained the same since 2016, in 2021 a further 10 nations were added, making that a total of 60 nations for the first year. More detail on changes can be seen in [Annex A](#).

The data used in the report is collected and provided to PFG Analytics by a third party, and as such we are not in control of the data collection methodology. Every effort is taken to quality assure the data, with regular communication with the provider as part of the ongoing development of this report.

## Related links

A series of six reports will be published in spring 2023 containing further information on Northern Ireland's performance on each of the Six Dimensions and associated attributes.

The data discussed in this report are available in the [accompanying tables](#).

More information on the methodology used, including more detail on each of the Dimensions and attributes, the 60 participating nations and the 20 panel countries can be found in an accompanying [methodological document](#).

Other nations that take part in NBI decide themselves whether or not to publish their results. Ipsos has published some information that users may find helpful in an [Ipsos press release for NBI 2022](#).

## Feedback and contact details

We are interested in understanding more about the quality of this publication and how it is used. This will help us provide a high quality service which meets users' needs. We would be grateful if you could spend a couple of minutes answering our [User Feedback Survey questions](#).

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## Annex A: Technical notes

### Summary of changes in the 60 Nations of NBI

Decisions on which nations are included in the NBI are made by Ipsos, and their decision is informed by current political and economic importance, regional representation and other factors which help present a more global study.

Between 2016 and 2020, there was a total of 50 nations. However, in 2021, a further 10 nations were added. Between 2016 and 2022, 44 of the 60 nations included in NBI have remained the same:

- **North America:** Canada, United States of America
- **Western Europe:** Austria, Belgium, Finland, France, Germany, Greece, Ireland, Italy, the Netherlands, Northern Ireland, Scotland, Spain, Sweden, Switzerland, United Kingdom
- **Central/Eastern Europe:** Czech Republic, Hungary, Poland, Russia, Turkey
- **Asia-Pacific:** Australia, China, India, Indonesia, Japan, New Zealand, Singapore, South Korea, Taiwan, Thailand
- **Latin America:** Argentina, Brazil, Chile, Columbia, Mexico, Peru
- **Middle East/Africa:** Egypt, Kenya, Qatar, Saudi Arabia, South Africa, United Arab Emirates

Other nations included in at least one other year between 2016 and 2022. In 2022, two nations were added as follows:

Nation	Region	2016	2017	2018	2019	2020	2021	2022
Botswana	Middle East/Africa		✓		✓	✓	✓	✓
Croatia	Central/Eastern Europe			✓				
Cuba	Latin America and the Caribbean	✓						
Denmark	Western Europe	✓	✓	✓	✓			
Dominican Republic	Latin America and the Caribbean						✓	✓
Ecuador	Latin America and the Caribbean	✓	✓		✓		✓	✓
Iceland	Western Europe						✓	✓
Iran	Middle East/Africa	✓						
Israel	Middle East/Africa						✓	✓
Jamaica	Latin America and the Caribbean			✓				
Kazakhstan	Central/Eastern Europe	✓						
Latvia	Central/Eastern Europe						✓	✓
Mongolia	Asia-Pacific						✓	
Morocco	Middle East/Africa						✓	✓
Nigeria	Middle East/Africa	✓	✓	✓	✓	✓	✓	
Norway	Western Europe		✓	✓	✓	✓	✓	✓
Palestine	Middle East/Africa						✓	✓
Panama	Latin America and the Caribbean					✓	✓	✓
Serbia	Central/Eastern Europe							✓
Slovakia	Central/Eastern Europe						✓	✓
Tanzania	Middle East/Africa						✓	✓
Ukraine	Central/Eastern Europe		✓	✓	✓	✓	✓	✓
Vietnam	Asia-Pacific							✓
Wales	Western Europe					✓	✓	✓

## Available population characteristics

As this survey is issued to international participants to gather their opinion about Northern Ireland, it is not appropriate to present the results by smaller population groups such as gender, age etc. Sampling carried out by Ipsos aims to broadly represent target populations within each country.

## Attribute statements within Six Dimensions

### Exports:

- feel better/worse about buying products from [Northern Ireland];
- [Northern Ireland] makes major contribution to innovation in science and technology;
- [Northern Ireland] is a creative place with cutting-edge ideas and new ways of thinking;
- product/service categories most associated with [Northern Ireland]

### Governance:

- [Northern Ireland] is competently and honestly governed;
- [Northern Ireland] respects rights of its citizens and treats them with fairness;
- [Northern Ireland] behaves responsibly in international peace and security;
- [Northern Ireland] behaves responsibly to protect the environment;
- [Northern Ireland] behaves responsibly to help reduce world poverty;
- adjectives most accurately describe the government [of Northern Ireland] (single word answer only)

### Culture:

- [Northern Ireland] excels at sports;
- [Northern Ireland] has rich cultural heritage;
- [Northern Ireland] is an interesting/exciting place for contemporary culture such as music, films, art and literature;
- cultural activities/products most expected to see produced [in Northern Ireland]

### People:

- would like a person from [Northern Ireland] as close friend;
- the people [of Northern Ireland] would make me feel very welcome;
- willingness to hire well-qualified people from [Northern Ireland];
- adjectives most accurately describe people [in Northern Ireland]

### Tourism:

- strongly like/not like to visit [Northern Ireland] if money is no object;
- [Northern Ireland is] rich in natural beauty;
- [Northern Ireland is] rich in historic buildings and monuments;
- [Northern Ireland] has a vibrant city life and urban attractions;
- words most accurately describe experience of visit [to Northern Ireland]

### Immigration and Investment:

- willingness to live and work for substantial period [in Northern Ireland];
- [Northern Ireland is a] place with a high quality of life;
- [Northern Ireland is a] good place to study for educational qualifications;
- [Northern Ireland] has businesses I'd like to invest in;
- [Northern Ireland] cares about equality in society;
- word most accurately describes current economic and business conditions [in Northern Ireland] (single word answer only)

# Annex B: Data

## Appendix 1: Northern Ireland's NBI 2022 rankings by panel country

	Total	Argentina	Australia	Brazil	Canada	China	France	Germany	India	Italy	Japan	Mexico	Poland	Russia	Saudi Arabia	South Africa	South Korea	Sweden	Turkey	United Kingdom	United States
NBI <sup>SM</sup> rank	24	25	24	28	23	58	23	23	39	23	27	27	25	33	48	35	22	24	27	22	20
<b>Dimension</b>																					
Governance	21	19	21	22	22	56	19	18	33	20	25	21	22	21	44	27	20	22	23	20	20
Immigration & Investment	23	21	22	23	22	59	22	22	34	22	25	24	22	27	41	28	21	23	25	22	22
People	23	28	19	33	23	54	20	20	40	23	31	29	25	35	52	36	19	24	29	13	16
Exports	26	32	26	32	27	59	21	24	40	24	27	29	27	35	49	39	25	27	27	25	24
Tourism	27	28	21	35	23	52	25	23	41	17	32	36	30	35	47	38	23	28	33	21	18
Culture	34	37	25	41	32	57	24	24	45	23	39	41	27	32	53	35	29	31	32	27	22
<b>Attribute</b>																					
<b>Governance</b>																					
Competent & honest	21	17	21	22	20	47	16	19	36	17	25	19	22	18	42	29	22	21	23	18	18
Rights & Fairness	21	18	22	21	21	58	20	20	32	20	25	22	23	20	42	24	21	21	24	16	21
Peace & Security	21	18	23	22	25	52	21	24	31	20	28	22	23	24	52	28	20	24	25	21	23
Environment	21	17	21	21	21	57	14	16	36	17	23	22	17	23	44	26	20	20	23	17	16
Poverty	21	19	20	19	22	54	19	17	40	20	24	16	21	29	47	26	17	21	20	19	19
<b>Immigration &amp; Investment</b>																					
Work & Live	23	23	22	23	23	56	16	20	30	23	27	23	21	32	45	29	21	23	26	18	13
Quality of Life	23	21	23	23	22	57	19	21	36	23	27	22	23	27	33	26	22	22	23	23	22
Educational Qualifications	23	21	21	22	23	58	21	23	30	20	25	25	21	27	37	26	20	25	24	20	24
Invest in Business	27	27	24	27	24	58	22	23	49	24	34	33	22	33	41	33	22	26	28	19	22
Equality in Society	21	19	21	22	22	58	20	21	32	20	25	19	20	21	37	22	19	22	24	17	21
<b>People</b>																					
Welcoming	23	28	22	36	20	49	17	18	39	22	37	31	25	33	55	40	23	23	27	15	15
Close Friend	24	27	18	32	24	49	20	18	46	20	31	35	24	33	43	35	17	24	28	13	19
Employability	23	24	17	34	22	56	17	21	37	20	25	19	19	28	53	30	16	22	29	15	12
<b>Exports</b>																					
Science & Technology	31	35	29	34	30	60	24	27	40	27	35	35	28	40	45	40	29	29	27	26	25
Buy Products	24	29	21	32	22	59	19	21	36	21	23	29	24	32	49	37	21	24	27	12	18
Creative Place	26	27	27	32	27	58	21	25	41	22	26	25	26	31	49	40	25	26	25	26	22
<b>Tourism</b>																					
Visit if Money No Object	23	25	22	31	23	58	18	19	33	21	27	28	26	34	43	38	23	23	31	22	17
Natural Beauty	22	28	16	33	17	39	25	24	37	15	21	32	33	26	40	33	18	29	29	20	11
Historic Buildings	33	38	24	36	25	41	25	34	51	23	38	43	28	29	55	39	26	42	33	22	17
Vibrant City	31	33	25	32	33	58	24	35	39	23	37	30	33	38	43	35	22	33	37	15	28
<b>Culture</b>																					
Sports	32	38	28	38	37	58	28	31	40	30	40	37	28	37	56	33	28	35	33	32	31
Cultural Heritage	33	35	27	39	31	46	27	29	50	20	39	46	28	27	52	32	29	34	32	25	20
Contemporary Culture	27	37	24	36	23	49	21	21	41	19	32	39	23	29	52	40	23	25	32	19	15

Note: All rankings presented are out of 60. 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 2022 scores by panel country

	Total	Argentina	Australia	Brazil	Canada	China	France	Germany	India	Italy	Japan	Mexico	Poland	Russia	Saudi Arabia	South Africa	South Korea	Sweden	Turkey	United Kingdom	United States
NBI <sup>SM</sup> score	60.89	60.62	61.28	62.06	59.32	66.44	58.91	58.80	69.13	60.19	51.02	65.46	61.44	56.47	64.37	64.28	58.06	56.83	60.12	60.76	62.21
<b>Dimension</b>																					
Governance	60.74	59.42	59.57	59.97	56.96	67.17	57.80	60.22	69.35	60.66	52.63	63.76	62.00	55.53	63.97	63.55	62.62	56.78	60.14	61.38	61.27
Immigration & Investment	57.81	60.57	55.27	62.43	54.43	64.00	54.29	50.84	68.87	56.41	45.06	65.98	59.57	49.98	64.75	65.21	56.01	50.50	60.32	55.72	56.19
People	65.01	64.85	68.62	65.44	65.91	67.87	64.76	65.81	70.95	64.09	54.10	71.40	65.60	57.73	64.53	67.85	57.95	65.01	61.29	68.06	68.19
Exports	55.97	54.44	54.85	57.37	53.07	64.77	54.51	54.07	64.23	55.63	49.21	59.15	55.87	51.66	61.88	56.79	52.23	50.96	56.66	55.38	56.86
Tourism	66.43	68.35	68.14	67.52	66.78	68.28	64.67	65.61	72.75	67.93	53.62	71.87	68.20	65.32	67.16	68.84	62.82	62.68	64.36	65.32	68.33
Culture	59.37	56.10	61.19	59.61	58.75	66.54	57.42	56.27	68.64	56.41	51.52	60.59	57.40	58.59	63.90	63.43	56.72	55.04	57.95	58.71	62.42
<b>Attribute</b>																					
<b>Governance</b>																					
Competent & honest	4.60	4.46	4.46	4.55	4.40	5.05	4.45	4.64	5.05	4.68	4.13	4.78	4.68	4.29	4.79	4.77	4.78	4.39	4.56	4.54	4.64
Rights & Fairness	4.77	4.70	4.71	4.68	4.64	4.94	4.72	4.86	5.23	4.85	4.18	4.81	4.84	4.50	4.87	4.93	4.89	4.65	4.75	4.99	4.74
Peace & Security	4.66	4.61	4.66	4.64	4.46	5.02	4.54	4.67	5.27	4.67	4.07	4.86	4.77	4.14	4.77	4.83	4.74	4.52	4.53	4.76	4.71
Environment	4.64	4.50	4.57	4.64	4.36	5.03	4.39	4.47	5.20	4.65	4.22	4.92	4.74	4.54	4.89	4.81	4.73	4.22	4.74	4.61	4.66
Poverty	4.42	4.44	4.36	4.37	4.10	5.02	4.12	4.31	4.95	4.23	4.04	4.64	4.47	4.05	4.77	4.61	4.54	4.13	4.34	4.40	4.50
<b>Immigration &amp; Investment</b>																					
Work & Live	4.23	4.54	3.98	4.55	3.97	4.75	4.08	3.38	5.17	4.31	3.18	4.93	4.37	3.52	4.65	4.76	4.35	3.57	4.47	3.93	4.08
Quality of Life	4.74	4.97	4.64	4.96	4.65	4.82	4.61	4.54	5.21	4.61	4.01	5.17	4.88	4.65	4.97	5.13	4.59	4.45	4.71	4.58	4.74
Educational Qualifications	4.58	4.70	4.53	4.95	4.40	4.73	4.39	4.21	5.17	4.58	3.75	5.06	4.61	4.07	4.89	5.10	4.49	4.12	4.62	4.67	4.52
Invest in Business	4.07	4.36	3.78	4.59	3.75	4.86	3.71	3.43	4.83	3.93	3.34	4.65	4.13	3.34	4.86	4.64	3.70	3.56	4.48	3.73	3.84
Equality in Society	4.59	4.49	4.52	4.56	4.42	4.93	4.35	4.54	5.19	4.37	4.07	4.88	4.76	4.26	4.95	4.83	4.54	4.29	4.70	4.67	4.54
<b>People</b>																					
Welcoming	4.80	4.72	5.00	4.75	4.76	5.11	4.89	5.11	5.24	4.70	4.18	4.94	4.92	4.33	4.82	4.76	4.34	4.80	4.49	5.08	4.98
Close Friend	4.80	4.78	4.92	4.80	4.79	5.07	4.60	4.70	5.18	4.62	4.20	5.27	4.75	4.41	4.92	5.13	4.65	4.74	4.84	4.77	4.86
Employability	5.04	5.11	5.37	5.17	5.25	4.98	5.10	4.97	5.30	5.14	4.27	5.59	5.08	4.58	4.81	5.27	4.36	5.10	4.63	5.34	5.38
<b>Exports</b>																					
Science & Technology	4.16	4.01	4.07	4.18	3.91	4.81	4.07	4.14	4.69	4.04	3.83	4.24	4.25	3.75	4.66	4.13	3.95	3.83	4.18	4.11	4.25
Buy Products	4.42	4.27	4.45	4.58	4.37	4.88	4.26	4.34	4.89	4.38	3.96	4.51	4.32	4.28	4.68	4.53	4.25	4.14	4.43	4.52	4.46
Creative Place	4.41	4.44	4.27	4.50	4.19	4.90	4.40	4.17	4.91	4.51	3.98	4.82	4.41	4.19	4.73	4.48	4.12	4.11	4.51	4.27	4.44
<b>Tourism</b>																					
Visit if Money No Object	4.92	5.38	4.90	4.98	4.81	4.94	4.85	4.93	5.44	5.23	3.76	5.41	5.02	4.72	4.90	5.00	4.68	4.87	5.01	4.65	4.90
Natural Beauty	5.26	5.36	5.44	5.24	5.37	5.22	5.22	5.29	5.49	5.43	4.73	5.54	5.25	5.41	5.17	5.29	5.11	5.09	4.90	5.17	5.52
Historic Buildings	4.88	4.82	5.10	5.02	5.08	5.14	4.72	4.69	5.16	4.80	4.33	5.04	5.04	4.85	4.92	5.11	4.66	4.48	4.74	4.85	5.11
Vibrant City	4.80	4.76	4.83	4.88	4.70	5.01	4.65	4.75	5.30	4.77	3.93	5.19	4.98	4.62	5.04	5.04	4.53	4.51	4.71	4.92	4.80
<b>Culture</b>																					
Sports	4.16	3.75	4.22	3.94	3.93	4.87	4.04	3.96	4.97	4.01	3.89	4.22	4.07	3.88	4.69	4.38	4.16	3.81	4.23	4.00	4.27
Cultural Heritage	4.88	4.87	5.17	5.01	5.03	5.06	4.82	4.79	5.14	4.78	4.27	4.85	4.72	4.99	4.89	5.23	4.60	4.69	4.68	4.89	5.19
Contemporary Culture	4.56	4.41	4.56	4.71	4.53	4.99	4.40	4.30	5.19	4.29	4.03	4.77	4.46	4.60	4.86	4.74	4.38	4.32	4.45	4.60	4.71

Note: The overall NBI 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 scores by panel country – 2021 to 2022

	Total	Argentina	Australia	Brazil	Canada	China	France	Germany	India	Italy	Japan	Mexico	Poland	Russia	Saudi Arabia	South Africa	South Korea	Sweden	Turkey	United Kingdom	United States
NBI <sup>SM</sup> score	-0.38	-1.09	-1.63	-0.33	-0.34	2.47	-0.78	0.45	-6.48	-0.32	-0.75	-1.35	0.63	-4.74	1.58	-0.03	2.20	0.90	0.00	0.18	1.71
<b>Dimension</b>																					
Governance	0.04	0.21	-2.43	0.79	-0.67	2.74	-1.26	2.61	-6.56	-0.12	-0.45	-0.02	1.38	-4.67	0.04	1.08	3.44	1.93	0.13	-0.68	3.29
Immigration & Investment	-1.23	-1.00	-3.69	0.28	-0.92	3.40	-2.19	-2.51	-6.98	-1.80	-2.18	-1.71	-0.22	-6.75	2.24	0.45	1.01	-0.92	-0.73	0.17	-0.32
People	-0.41	-1.21	0.62	-1.41	0.47	2.45	0.68	1.23	-6.14	-0.93	-0.41	-1.92	0.04	-8.12	1.58	-2.72	3.32	1.37	1.27	0.53	0.84
Exports	-0.45	-2.38	-2.92	-1.17	-1.78	1.74	0.04	0.85	-7.53	-0.76	0.74	-1.01	0.16	-2.69	2.89	1.35	1.63	0.39	-0.16	-1.59	3.24
Tourism	-0.09	-1.73	0.55	-1.55	2.43	3.30	-0.64	-0.74	-5.41	1.21	-1.60	-1.74	1.37	-3.61	2.44	-2.05	2.40	0.74	-0.07	1.97	0.93
Culture	-0.17	-0.41	-1.94	1.06	-1.58	1.17	-1.33	1.25	-6.23	0.46	-0.56	-1.71	1.08	-2.59	0.23	1.68	1.39	1.89	-0.45	0.68	2.31
<b>Attribute</b>																					
<b>Governance</b>																					
Competent & honest	0.02	0.05	-0.22	0.06	-0.02	0.14	0.03	0.13	-0.37	0.03	-0.02	0.10	0.04	-0.21	0.08	0.08	0.21	0.08	0.01	-0.07	0.27
Rights & Fairness	-0.02	-0.01	-0.12	0.03	0.03	0.13	-0.03	0.14	-0.41	-0.02	-0.06	-0.05	0.04	-0.34	-0.07	0.05	0.17	0.07	-0.02	0.03	0.15
Peace & Security	0.04	0.15	-0.08	-0.01	0.03	0.12	-0.05	0.25	-0.27	0.06	-0.06	-0.04	0.14	-0.27	0.00	0.05	0.24	0.29	0.05	0.15	0.17
Environment	-0.04	-0.06	-0.13	0.06	-0.08	0.19	-0.14	0.15	-0.43	-0.10	-0.06	-0.07	0.10	-0.23	0.02	-0.09	0.19	0.06	-0.04	-0.15	0.19
Poverty	0.00	-0.06	-0.18	0.11	-0.16	0.26	-0.18	0.14	-0.52	0.00	0.06	0.06	0.10	-0.37	-0.01	0.23	0.24	0.09	0.04	-0.17	0.21
<b>Immigration &amp; Investment</b>																					
Work & Live	-0.08	-0.02	-0.32	0.07	0.01	0.26	-0.04	-0.28	-0.34	-0.06	-0.15	-0.09	-0.01	-0.60	0.14	-0.16	0.09	-0.13	-0.07	0.11	-0.07
Quality of Life	-0.08	-0.09	-0.19	-0.17	0.07	0.14	-0.10	-0.08	-0.38	-0.17	-0.15	-0.14	0.04	-0.32	0.17	0.00	-0.01	0.06	-0.04	-0.17	0.07
Educational Qualifications	-0.03	-0.01	-0.09	-0.01	-0.05	0.16	-0.14	-0.13	-0.29	-0.01	-0.11	-0.09	0.02	-0.28	0.13	0.20	0.12	-0.09	-0.02	0.00	-0.04
Invest in Business	-0.15	-0.18	-0.32	0.14	-0.31	0.21	-0.27	-0.26	-0.62	-0.20	-0.20	-0.21	-0.12	-0.50	0.13	0.03	-0.02	-0.08	-0.04	-0.01	-0.13
Equality in Society	-0.03	0.00	-0.20	0.05	-0.01	0.26	-0.12	-0.01	-0.48	-0.10	-0.05	0.02	0.00	-0.35	0.11	0.07	0.14	-0.04	-0.04	0.12	0.06
<b>People</b>																					
Welcoming	0.02	-0.15	0.02	0.07	-0.09	0.09	0.12	0.22	-0.39	-0.04	-0.03	-0.01	0.06	-0.46	0.11	-0.16	0.20	0.15	0.16	0.20	0.22
Close Friend	-0.05	-0.02	0.01	-0.09	0.01	0.17	0.03	0.03	-0.34	-0.14	-0.09	-0.28	-0.02	-0.64	0.20	-0.14	0.15	0.03	0.08	0.04	-0.09
Employability	-0.04	-0.05	0.08	-0.24	0.16	0.19	-0.03	-0.03	-0.39	0.00	0.03	-0.07	-0.03	-0.37	-0.03	-0.19	0.25	0.07	-0.02	-0.15	0.03
<b>Exports</b>																					
Science & Technology	-0.01	-0.02	-0.23	-0.08	-0.15	0.14	0.04	0.08	-0.54	0.01	0.04	-0.10	0.04	-0.17	0.30	0.09	0.05	0.02	-0.02	-0.06	0.16
Buy Products	-0.04	-0.18	-0.15	-0.05	0.00	0.10	-0.04	0.01	-0.37	-0.12	0.07	-0.10	-0.04	-0.14	0.07	0.04	0.14	-0.08	-0.04	-0.13	0.22
Creative Place	-0.03	-0.23	-0.16	-0.07	-0.17	0.07	0.01	0.07	-0.46	-0.03	0.03	0.02	0.04	-0.16	0.16	0.11	0.11	0.13	0.04	-0.09	0.21
<b>Tourism</b>																					
Visit if Money No Object	-0.04	-0.09	-0.08	-0.27	0.02	0.19	0.00	0.03	-0.19	0.01	-0.14	-0.20	-0.08	-0.43	0.36	-0.35	0.10	0.05	-0.07	0.17	0.11
Natural Beauty	-0.01	-0.09	0.19	-0.05	0.38	0.20	-0.11	-0.10	-0.35	0.17	-0.16	-0.13	0.07	-0.27	-0.02	-0.18	0.14	0.00	-0.05	0.14	0.10
Historic Buildings	0.01	-0.15	0.02	-0.07	0.18	0.15	0.02	-0.08	-0.46	0.12	-0.02	-0.09	0.21	-0.08	0.06	-0.07	0.16	0.01	0.13	0.04	0.07
Vibrant City	0.02	-0.09	-0.01	0.00	0.02	0.25	-0.06	-0.04	-0.32	0.00	-0.08	-0.01	0.13	-0.08	0.19	0.09	0.18	0.12	-0.02	0.12	-0.04
<b>Culture</b>																					
Sports	-0.02	0.15	-0.16	0.21	-0.29	-0.02	-0.07	0.07	-0.42	0.06	-0.04	-0.01	0.12	-0.14	-0.01	0.16	-0.01	0.05	-0.04	-0.07	0.19
Cultural Heritage	-0.03	-0.11	0.01	0.01	0.00	0.04	-0.09	0.09	-0.41	-0.04	-0.04	-0.22	0.00	-0.23	0.02	0.05	0.14	0.10	0.06	0.04	0.05
Contemporary Culture	0.00	-0.11	-0.20	-0.02	-0.01	0.20	-0.08	0.07	-0.31	-0.07	-0.02	-0.08	0.07	-0.10	0.04	0.10	0.13	0.19	-0.09	0.15	0.18

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 scores by panel country – 2016 to 2022

	Total	Argentina	Australia	Brazil	Canada	China	France	Germany	India	Italy	Japan	Mexico	Poland	Russia	South Africa	South Korea	Sweden	Turkey	United Kingdom	United States
NBI <sup>SM</sup> score	2.96	4.58	4.17	1.08	0.48	7.18	1.25	-0.81	6.33	2.02	-0.54	5.14	3.17	-0.88	4.78	3.08	1.79	3.73	0.35	4.92
<b>Dimension</b>																				
Governance	2.78	4.75	3.27	0.35	-1.01	7.20	1.07	-1.71	5.21	1.97	-0.82	5.62	3.01	-0.82	5.35	5.11	2.48	3.88	-0.74	5.68
Immigration & Investment	2.56	6.35	3.14	2.28	0.86	5.23	0.85	-3.58	6.98	1.15	-1.81	6.12	3.71	-1.83	6.23	1.78	0.33	4.75	-1.19	3.49
People	3.12	6.23	3.90	1.19	0.08	7.97	1.84	-0.83	6.38	2.28	-0.36	5.29	2.84	-3.86	5.16	3.04	2.22	3.92	1.79	5.54
Exports	2.21	1.32	3.34	-2.43	-0.43	8.07	-0.34	-0.09	6.34	0.11	0.15	3.91	2.89	-0.35	4.59	0.30	0.77	4.41	-0.62	4.67
Tourism	3.16	5.64	5.59	2.38	2.01	5.05	1.63	-0.47	6.49	2.82	-1.16	4.34	3.78	0.47	3.08	4.24	1.96	1.86	1.90	5.09
Culture	3.90	3.24	5.73	2.70	1.37	9.55	2.46	1.87	6.59	3.79	0.79	5.56	2.79	1.12	4.29	3.99	2.98	3.52	0.96	5.04
<b>Attribute</b>																				
<b>Governance</b>																				
Competent & honest	0.15	0.25	0.19	0.03	0.02	0.55	0.13	-0.13	0.29	0.09	-0.07	0.23	0.06	-0.02	0.37	0.28	0.11	0.13	-0.14	0.31
Rights & Fairness	0.13	0.33	0.12	-0.03	-0.03	0.31	0.08	-0.14	0.31	0.08	-0.07	0.28	0.11	-0.04	0.31	0.26	0.17	0.13	0.07	0.35
Peace & Security	0.17	0.36	0.29	-0.04	-0.09	0.48	0.07	-0.16	0.39	0.09	-0.10	0.24	0.18	-0.19	0.33	0.41	0.20	0.23	0.05	0.29
Environment	0.13	0.21	0.17	0.10	-0.07	0.28	0.00	-0.21	0.32	0.09	-0.02	0.37	0.27	0.00	0.27	0.28	0.08	0.17	-0.06	0.33
Poverty	0.25	0.30	0.23	0.06	-0.13	0.56	0.06	0.13	0.25	0.25	0.01	0.57	0.31	-0.02	0.34	0.33	0.20	0.51	-0.14	0.43
<b>Immigration &amp; Investment</b>																				
Work & Live	0.16	0.53	0.23	0.18	0.18	0.32	0.01	-0.35	0.56	-0.02	-0.25	0.42	0.36	-0.22	0.32	0.07	-0.10	0.47	-0.11	0.28
Quality of Life	0.13	0.43	0.09	0.08	0.12	0.18	0.08	-0.14	0.37	0.04	-0.13	0.35	0.19	-0.02	0.37	0.14	0.08	0.17	-0.08	0.18
Educational Qualifications	0.26	0.40	0.37	0.23	-0.01	0.32	0.16	-0.11	0.62	0.26	-0.06	0.47	0.34	0.11	0.57	0.28	0.06	0.21	0.11	0.28
Invest in Business	0.06	0.25	0.15	0.15	-0.07	0.48	-0.13	-0.31	0.24	-0.01	-0.09	0.17	0.01	-0.31	0.37	-0.13	0.02	0.34	-0.25	0.08
Equality in Society	0.15	0.32	0.10	0.05	0.04	0.29	0.13	-0.18	0.33	0.09	-0.03	0.45	0.23	-0.12	0.26	0.18	0.03	0.25	-0.03	0.23
<b>People</b>																				
Welcoming	0.17	0.18	0.27	0.00	-0.07	0.56	0.11	0.02	0.34	-0.05	0.03	0.31	0.13	-0.28	0.12	0.18	0.10	0.30	0.15	0.36
Close Friend	0.14	0.38	0.15	0.12	0.01	0.42	-0.06	-0.18	0.39	0.10	-0.17	0.21	0.16	-0.28	0.42	0.17	0.04	0.17	0.14	0.23
Employability	0.26	0.57	0.28	0.10	0.08	0.47	0.27	0.00	0.43	0.35	0.07	0.43	0.22	-0.14	0.41	0.21	0.26	0.24	0.03	0.42
<b>Exports</b>																				
Science & Technology	0.12	0.05	0.24	-0.19	-0.11	0.56	0.00	0.02	0.30	0.05	-0.03	0.15	0.24	-0.15	0.18	-0.09	0.04	0.32	-0.05	0.31
Buy Products	0.14	-0.01	0.19	-0.12	0.07	0.43	-0.06	-0.03	0.44	-0.08	0.03	0.19	0.12	0.09	0.31	0.09	0.01	0.24	0.01	0.22
Creative Place	0.14	0.20	0.18	-0.12	-0.03	0.48	0.01	-0.01	0.41	0.05	0.04	0.36	0.17	0.00	0.34	0.06	0.09	0.24	-0.06	0.31
<b>Tourism</b>																				
Visit if Money No Object	0.10	0.46	0.31	0.05	-0.04	0.07	-0.08	-0.23	0.57	-0.01	-0.34	0.19	0.20	-0.07	0.09	0.09	0.01	-0.01	-0.02	0.35
Natural Beauty	0.21	0.37	0.34	0.14	0.29	0.32	0.14	-0.04	0.36	0.32	-0.03	0.26	0.14	0.08	0.15	0.36	0.14	0.17	0.17	0.34
Historic Buildings	0.26	0.29	0.36	0.27	0.20	0.52	0.24	0.04	0.35	0.23	0.10	0.25	0.29	0.12	0.18	0.31	0.16	0.26	0.08	0.30
Vibrant City	0.20	0.25	0.34	0.10	0.05	0.32	0.10	0.12	0.29	0.15	-0.02	0.35	0.29	0.00	0.32	0.26	0.16	0.02	0.22	0.25
<b>Culture</b>																				
Sports	0.17	0.12	0.34	0.10	-0.01	0.59	0.10	0.02	0.40	0.22	0.01	0.35	0.06	-0.04	0.25	0.12	0.03	0.08	-0.12	0.30
Cultural Heritage	0.26	0.29	0.38	0.21	0.07	0.56	0.15	0.18	0.34	0.29	0.08	0.24	0.21	0.14	0.24	0.35	0.24	0.34	0.10	0.29
Contemporary Culture	0.27	0.19	0.32	0.18	0.18	0.59	0.20	0.15	0.47	0.18	0.05	0.42	0.23	0.10	0.28	0.27	0.27	0.23	0.20	0.33

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 rankings by panel country – 2021 to 2022

	Total	Argentina	Australia	Brazil	Canada	China	France	Germany	India	Italy	Japan	Mexico	Poland	Russia	Saudi Arabia	South Africa	South Korea	Sweden	Turkey	United Kingdom	United States
NBI <sup>SM</sup> rank	0	2	0	-2	0	1	0	0	-2	-1	-1	1	0	-2	-6	-9	3	0	4	1	2
<b>Dimension</b>																					
Governance	0	2	0	-2	-1	0	1	3	-4	-1	0	2	1	5	-10	-5	2	-1	2	-1	2
Immigration & Investment	-1	1	-1	-1	0	0	0	0	-4	0	0	1	0	4	-4	-4	1	-1	3	0	0
People	0	0	1	-3	0	3	0	2	-3	-7	-7	-4	-1	-7	-8	-15	7	-1	10	9	0
Exports	1	-1	-2	-3	-2	-3	2	1	0	-1	0	1	0	-1	-8	-5	2	0	2	-3	1
Tourism	2	2	1	-3	1	7	2	0	-4	3	-2	-6	2	1	-3	-10	6	3	6	6	1
Culture	-1	0	-1	1	-4	-7	1	5	-4	-1	-4	-2	1	3	-11	1	3	5	3	1	3
<b>Attribute</b>																					
<b>Governance</b>																					
Competent & honest	1	5	-1	0	0	-2	2	2	-1	3	0	5	1	9	-6	-6	0	1	4	2	5
Rights & Fairness	0	2	-2	0	0	-1	0	0	-6	-1	0	-2	0	2	-16	-3	0	0	1	4	1
Peace & Security	1	5	0	-1	-1	0	1	0	1	2	-3	-1	0	6	-14	-5	2	1	3	1	-1
Environment	-1	3	-1	-3	-1	0	3	1	-9	-3	-4	-2	2	0	-8	-6	0	1	-1	-1	5
Poverty	0	0	-2	1	-1	5	-5	1	-10	1	1	6	1	-5	-19	-1	5	0	6	-6	3
<b>Immigration &amp; Investment</b>																					
Work & Live	0	1	-3	4	0	3	6	0	0	-2	0	3	2	-6	-8	-6	1	0	2	5	-1
Quality of Life	0	0	0	-2	1	2	2	1	-3	-1	-1	0	0	2	3	-1	0	2	3	0	0
Educational Qualifications	1	5	0	2	1	1	0	-1	-4	1	-1	-1	1	4	0	0	2	-1	2	0	-2
Invest in Business	-1	1	-1	5	0	1	-2	-1	-16	0	-9	-8	2	-3	0	-4	6	3	5	5	-2
Equality in Society	0	2	-2	-2	-1	1	0	-1	-7	0	1	4	1	5	-6	-1	2	-2	-1	3	0
<b>People</b>																					
Welcoming	1	0	1	-6	-1	-4	0	4	-5	-5	-7	1	-3	2	-8	-17	6	2	23	8	6
Close Friend	-1	0	-2	-3	-1	6	2	4	-4	-10	-7	-13	-1	-8	4	-14	7	-1	6	5	-8
Employability	0	4	3	-9	1	3	2	0	-8	-2	-3	1	6	1	-17	-7	8	1	2	1	2
<b>Exports</b>																					
Science & Technology	0	1	1	-5	-1	-2	4	1	-4	1	-1	-4	-1	-4	-2	-4	1	2	5	1	3
Buy Products	1	0	-2	-4	-2	-1	2	1	4	-4	3	2	-1	-1	-7	-8	3	-2	1	-3	3
Creative Place	0	-2	-1	-6	-3	-7	4	1	-1	0	-2	3	3	0	-9	-3	2	4	4	0	4
<b>Tourism</b>																					
Visit if Money No Object	0	2	1	-5	-1	1	4	4	5	-1	1	-1	-2	-1	4	-12	0	0	5	3	2
Natural Beauty	1	0	6	-2	11	14	-2	-3	-10	8	-6	-8	-5	-5	-4	-8	2	-4	2	14	5
Historic Buildings	1	-5	-4	-5	4	10	0	-6	-17	5	-2	-5	1	2	-11	-13	11	-3	9	4	4
Vibrant City	1	3	3	1	-2	1	1	0	1	-2	-2	1	4	1	1	-1	6	4	3	9	-6
<b>Culture</b>																					
Sport	3	4	1	6	-7	-10	0	3	-4	2	-2	1	2	-2	-14	3	1	2	4	-1	3
Cultural Heritage	-1	-2	-7	6	-8	-2	-7	3	-6	-3	-2	-9	-3	2	-9	3	5	6	5	4	-2
Contemporary Culture	3	-2	-4	2	-2	9	-5	3	-3	0	-5	-5	2	5	-10	-4	5	4	-2	3	8

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 rankings by panel country – 2016 to 2022

	Total	Argentina	Australia	Brazil	Canada	China	France	Germany	India	Italy	Japan	Mexico	Poland	Russia	South Africa	South Korea	Sweden	Turkey	United Kingdom	United States
NBI <sup>SM</sup> rank	-3	1	-3	-3	-3	-29	-3	-3	-2	-3	-5	0	-3	-5	-11	3	-4	-4	-4	1
<b>Dimension</b>																				
Governance	-1	-1	-1	-3	-2	-35	-1	-1	1	-5	-3	-1	-1	2	-7	2	-2	-4	-4	0
Immigration & Investment	-3	3	-1	-4	-2	-35	-3	-3	0	-2	-3	-2	0	-2	-7	1	-3	-6	-4	-2
People	-1	2	-4	-5	-3	-22	-3	-2	-8	-3	-6	0	-5	-6	-16	6	-4	-9	-1	4
Exports	-1	-7	-1	-8	-4	-33	-3	-3	-3	-3	-3	-3	-2	-6	-9	1	-3	-2	-7	-2
Tourism	1	6	-1	-7	-2	-22	-7	-7	-5	-2	-5	-5	2	-5	-12	6	-4	-6	-3	1
Culture	-5	-2	1	-5	-7	-21	1	0	-6	0	-5	-3	1	-4	-9	4	-3	-7	-9	4
<b>Attribute</b>																				
<b>Governance</b>																				
Competent & honest	-1	1	-2	-3	0	-26	-1	-3	-2	0	-3	-1	-1	4	-9	-1	-2	-1	-1	2
Rights & Fairness	-1	1	-2	-2	-1	-35	-2	-2	2	-3	-2	-3	-2	1	-5	0	-1	-6	2	-1
Peace & Security	-1	2	0	-5	-5	-29	-2	-6	2	-2	-6	-3	0	-5	-5	3	-4	-7	-1	-3
Environment	-2	1	-3	-3	-3	-34	1	-2	0	-6	-2	-3	3	-2	-8	2	-3	-6	-2	2
Poverty	-1	-1	0	-1	-2	-25	-2	-1	-2	-1	-4	6	0	-9	-7	6	-1	7	-8	1
<b>Immigration &amp; Investment</b>																				
Work & Live	-3	0	-2	-1	-4	-33	3	-1	3	-5	-5	-1	1	-7	-8	0	-3	-5	-1	5
Quality of Life	-3	-1	-2	-4	-2	-31	0	-2	-2	-3	-5	-2	-2	-4	-5	0	-2	-4	-3	-2
Educational Qualifications	-3	3	-1	-1	-3	-33	-1	-3	4	0	-5	-1	1	-3	-5	3	-4	-6	-3	-3
Invest in Business	-3	-1	-2	-3	-1	-32	-2	-3	-13	-2	-5	-6	2	-2	-4	4	-2	-2	-3	-2
Equality in Society	-1	0	-3	-4	-3	-34	-2	-3	1	-2	-3	4	1	0	-3	1	-3	-6	-1	-2
<b>People</b>																				
Welcoming	0	-2	-2	-6	0	-12	-4	-2	-6	-3	-8	-3	-6	-1	-17	4	-2	-3	0	4
Close Friend	-2	3	-5	-1	-5	-21	-7	-1	-14	-3	-11	-6	-3	-4	-16	5	-5	-6	1	1
Employability	-3	2	-2	-8	-2	-26	1	-1	-4	0	0	8	0	-4	-7	6	-2	-10	-7	7
<b>Exports</b>																				
Science & Technology	-5	-6	-3	-8	-4	-31	-1	-2	-4	-2	-10	-4	1	-11	-9	-2	-3	1	-4	2
Buy Products	-3	-6	-1	-12	-2	-34	0	-1	1	-2	-2	-4	-1	-7	-14	3	-4	-4	0	0
Creative Place	-1	1	-2	-7	-5	-32	-2	-2	-2	-2	-2	1	-2	-1	-10	2	-2	0	-7	0
<b>Tourism</b>																				
Visit if Money No Object	-2	5	-1	-7	-2	-33	-1	-2	4	-4	-1	-2	3	-4	-13	1	-3	-5	-2	2
Natural Beauty	1	5	1	-10	2	-10	-7	-6	-5	-1	-8	-2	-5	-5	-14	3	-8	-12	-1	7
Historic Buildings	-2	-5	1	-4	0	-5	1	-12	-9	0	-5	-11	-3	-1	-16	11	-8	-10	-5	6
Vibrant City	-3	2	0	-7	-5	-29	-4	-2	-3	-2	-11	2	-1	-3	-7	8	-4	-12	3	-1
<b>Culture</b>																				
Sports	-1	-4	2	-2	-6	-23	-2	-3	-4	0	-12	-1	-3	-8	-5	0	-7	-10	-11	-1
Cultural Heritage	-2	-4	1	3	-7	-8	-7	-5	-10	3	-5	-10	1	0	-9	9	-6	-7	-8	6
Contemporary Culture	0	-2	-1	-7	-1	-14	0	-1	-2	3	-12	-4	1	-3	-13	10	-2	-8	-3	9

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