

# The Anholt Ipsos Nation Brands Index<sup>SM</sup>: 2019 report for Northern Ireland

February 2020

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## Key Findings

- Overall reputation (rank)**  
Northern Ireland's international reputation remains stable, achieving a mid-level ranking of 22 out of 50 nations.
- Overall reputation (score)**  
Northern Ireland achieved a Nation Brands Index<sup>SM</sup> score of 59.38 out of 100 – this is the highest score achieved since inclusion in the Index in 2016. NBI<sup>SM</sup> score is used for Indicator 40 of the draft Programme for Government – see [here](#) for more details.
- 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.
- Buying 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.
- Top and bottom ranks from other countries**  
Northern Ireland's reputation is strongest with the UK and European nations – in 2019, NI received its highest ranks from France and United Kingdom (20<sup>th</sup>). The lowest rank in 2019 is from Egypt, who placed Northern Ireland 35<sup>th</sup>.
- Top and bottom scores from other countries**  
Northern Ireland's highest score was from India (68.62) and the lowest score came from Japan (51.28).
- Longer term changes in score**  
Since 2016, Northern Ireland has improved its reputation with 17 of the 20 panel countries surveyed – only Canada, Germany and Japan have shown decreases over this period.
- Top and bottom Six Dimensions**  
Governance received the best ranking at 20<sup>th</sup>, and Culture had the lowest at 32<sup>nd</sup>. Both of these dimensions have been top and bottom respectively in each year since 2016. The top and bottom scoring dimensions has also been consistent since 2016 – Tourism is again top scoring (64.39) and Exports the lowest scoring (54.59)
- Notable Six Dimensions changes**  
The only country to rank all Six Dimensions more positively in 2019 compared with 2018 was Egypt. Meanwhile the opposite was true for Turkey who ranked all 6 more negatively.
- Top and bottom attributes**  
As in all previous years, "Natural beauty" was the attribute with the highest score in 2019 with 5.11 out of 7. The lowest scoring attribute has also been consistent across all years – "Sports" scored 4.03 in 2019.
- Notable attributes changes**  
Between 2018 and 2019, there were 11 instances where a country's perception of a specific attribute changed by 10 or more rank places. The single largest increase was Egypt's perception of "sports" and "cultural heritage" (both up 15 places). The largest decrease was Turkey's perception of NI being "welcoming" (down 14 places).

# Introduction

## 1. What is the Nation Brands Index<sup>SM</sup>?

The Nation Brands Index<sup>SM</sup> (NBI<sup>SM</sup>) is an annual global survey that attempts to evaluate the international image and reputation of countries around the world across Six Dimensions of national competence: Exports; Governance; Culture; People; Tourism; and Immigration and Investment; hereafter known as the Six Dimensions. 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.

## 2. What countries are involved in the Nation Brands Index<sup>SM</sup>?

Twenty countries are surveyed (“panel countries”), and they are asked questions about 50 nations. The 20 panel countries have not changed between 2016 and 2019, but the 50 nations do change between years. See [Annex A](#) for further details.

## 3. What is the source of the data?

The data in this report is collected from responses to the Nation Brands Index<sup>SM</sup> – an online survey issued to 20,000 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 respondents to participate in the survey. NI received 9,587 responses in total for 2019.

## 4. How is data from this report used?

This report is produced to inform Indicator 40 (“Nation Brands Index”) from the draft Programme for Government. The Programme for Government consists of 12 Outcomes of desired societal wellbeing, and Nation Brands Index<sup>SM</sup> provides an indication of progress towards Outcome 10 “We have created a place where people want to live and work, to visit and invest”.

## 5. What time period does the data relate to?

The 2019 results relate to a survey conducted between 15 July and 29 August 2019. Results in previous years were conducted around the same period of that year.

## 6. What does the data measure and how is it presented?

There are three levels of data in the report:

**Nation Brands Index<sup>SM</sup>** – this is an average of the Six Dimensions. The Six Dimensions are: Exports, Governance, Culture, People, Tourism and Immigration & Investment.

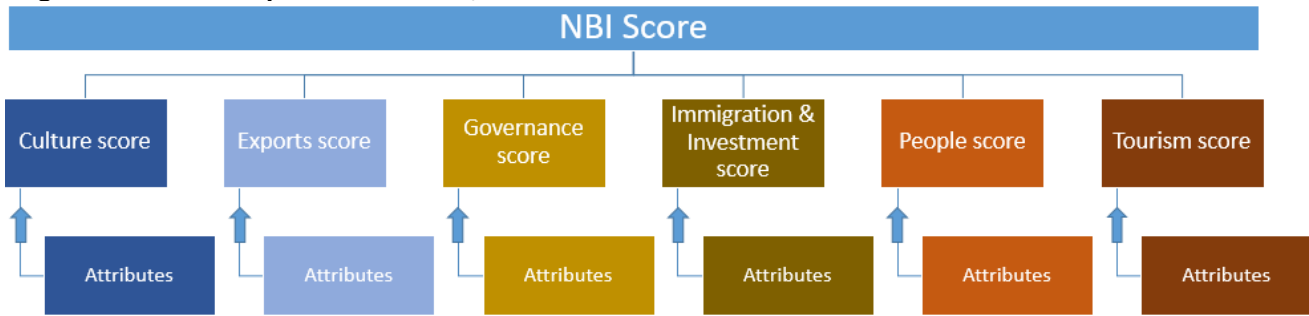
**Six Dimensions level** – these figures are a composite of attribute results, grouped by theme. *For example:* People dimension figures are an average of the answers to the three questions relating to ‘People’.

**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.

[Figure 1](#) below is a graphic illustrating the relationship between these 3 levels.

**Note:** a list of all attribute statements and dimensions can be found in [Annex B](#)

**Figure 1: Relationship between NBI<sup>SM</sup>, Six Dimensions and Attributes levels**



Data are presented in two formats:

**Rank**

As 50 nations are included in the Nation Brands Index<sup>SM</sup>, where a rank is noted in the report, this is Northern Ireland's position between 1 and 50 (where 1 has the highest score, and is placed first amongst all 50 nations).

**Score**

**Dimensions and Nation Brands Index<sup>SM</sup>:** 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<sup>SM</sup> 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.

**7. What breakdowns are available?**

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

**8. Are there other publications related to this work?**

- 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/nation-brands-index-2019-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/nation-brands-index>
- Other nations that take part in NBI<sup>SM</sup> decide themselves whether or not to publish their results. Ipsos publishes some information that users may find helpful - Ipsos press release for NBI<sup>SM</sup> 2019 - <https://www.ipsos.com/en-us/news-polls/Germany-Retains-Top>

**9. Who can I contact to get more information and assistance with this report?**

Further information, copies in alternative formats or help and assistance can be obtained by contacting:

Programme for Government Analytics, Castle Buildings, Stormont Estate, Belfast, BT4 3SR  
 Telephone: 02890 765762 - E-mail: [pfganalytics@executiveoffice-ni.gov.uk](mailto:pfganalytics@executiveoffice-ni.gov.uk)

**10. How can I provide feedback on this report?**

We welcome feedback on the quality of the publication, and are interested to understand how you use the report and the data. Feedback can be provided by answer the following short survey:

<https://consultations.nidirect.gov.uk/nisra-pfg-analytics/3d25fa38/>

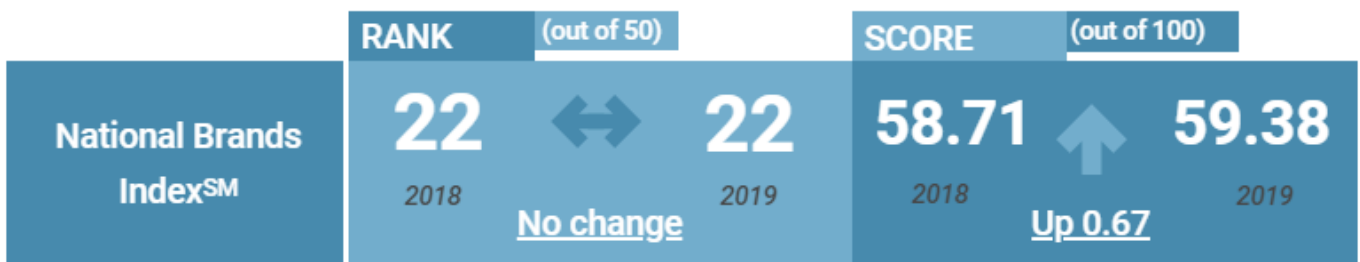
# Northern Ireland's Nation Brands Index<sup>SM</sup> Overall Score and Ranking

**Northern Ireland achieved its highest ever NBI<sup>SM</sup> score in 2019 and has maintained its mid-level ranking relative to other participating nations at 22<sup>nd</sup>**

Northern Ireland was ranked 22<sup>nd</sup> out of 50 participating nations on the 2019 Nation Brands Index<sup>SM</sup> (NBI<sup>SM</sup>), with an overall score of 59.38. Northern Ireland's overall NBI<sup>SM</sup> score in 2019 is the highest it has ever achieved and has increased slightly since 2018 when it achieved a score of 58.71 (a change of +0.67 points).

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

**Figure 2<sup>1</sup>: Northern Ireland's NBI<sup>SM</sup> overall score and ranking for 2018 and 2019**



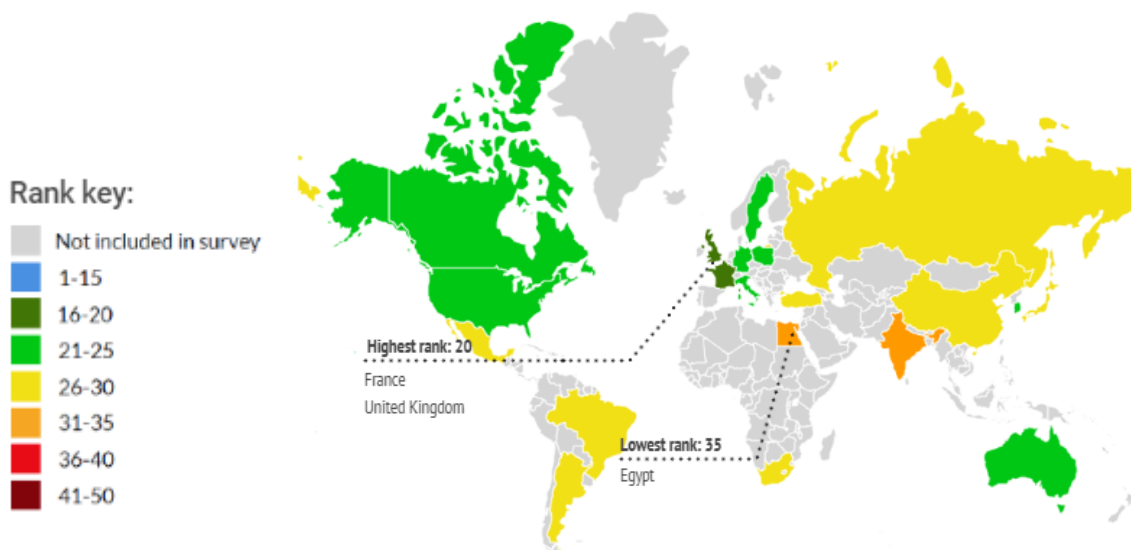
The overall rank and score is determined by the scores received for the Six Dimensions of the NBI<sup>SM</sup>. NI's rankings on each of the dimensions are displayed in [Figure 4](#). As in previous years, Northern Ireland's global reputation appears relatively balanced, with five of the Six Dimensions in 2019 being ranked 20<sup>th</sup> to 28<sup>th</sup>. The lowest ranking for Northern Ireland in 2019 was Culture, with a rank of 32. These are discussed later in the report.

## Northern Ireland's reputation in 2019 is strongest with the UK and European nations

[Figure 3](#) 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 European neighbours, with the highest overall rankings received from the United Kingdom and France (20<sup>th</sup> out of 50) and from Germany and Italy (21<sup>st</sup> out of 50).

Northern Ireland received its lowest ranking from Egypt (35<sup>th</sup>), with relatively low rankings also received from India (33<sup>rd</sup>), Turkey (30<sup>th</sup>) and Brazil (29<sup>th</sup>). Similar patterns were noted in each year of NBI<sup>SM</sup> since 2016.

**Figure 3<sup>1</sup>: Northern Ireland's overall NBI<sup>SM</sup> ranking by panel countries (2019)**



<sup>1</sup> The full set of results for rank and score are available in [Appendix 1](#) and [Appendix 2](#), respectively.

Northern Ireland received its highest overall NBI<sup>SM</sup> scores (out of 100) from India (68.62), Mexico (63.69) and China (63.36). The lowest overall NBI<sup>SM</sup> scores were received from Japan (51.28), Sweden (55.68) and South Korea (56.31).

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 (55.68) from Sweden, this contrasts with the relatively low rank (33<sup>rd</sup>) and high score (68.62) from India. 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 is possible between years, Northern Ireland's rank could increase or decrease simply as a result of these changes.

Table 1 below shows the countries whose scores have changed the most between 2018 and 2019. The largest increases in score were from India and Egypt, and the largest decreases in score were from Canada and South Korea.

**Table 1<sup>2</sup>: Countries with the greatest change in overall NBI<sup>SM</sup> score between 2018 and 2019**

Overall NBI <sup>SM</sup> Score Change							
Panel countries whose impressions of Northern Ireland have improved the most from 2018 to 2019				Panel countries whose impressions of Northern Ireland have declined the most from 2018 to 2019			
Country	2018 score	2019 score	Change (2018 to 2019)	Country	2018 score	2019 score	Change (2018 to 2019)
India	63.69	68.62	+4.93	Canada	59.22	57.14	-2.08
Egypt	56.23	61.05	+4.82	South Korea	57.19	56.31	-0.88
Italy	58.33	60.59	+2.26	Mexico	64.52	63.69	-0.83
China	61.48	63.36	+1.88	South Africa	61.86	61.09	-0.77
U.K.	58.96	60.69	+1.73	Germany	59.30	58.63	-0.67

<sup>2</sup> Full score results are available in [Appendix 2](#); the full results from 2018 to 2019 score comparison is available in [Appendix 3](#).

# Northern Ireland's Scores and Rankings 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 (20<sup>th</sup>), Immigration and Investment (21<sup>st</sup>) and People (22<sup>nd</sup>). A lower cluster of ranks were found in the Culture (32<sup>nd</sup>), Tourism (28<sup>th</sup>) and Exports (26<sup>th</sup>) dimensions ([Table 2](#)). Overall, the trend and rankings have remained similar in all years since 2016.

Between 2018 and 2019, the perception of Northern Ireland across all Six Dimensions changed entirely for Egypt and for Turkey – for Egypt, Northern Ireland ranked higher on all Six Dimensions, while the opposite was true for Turkey where Northern Ireland ranked lower for all six. The longer term trend between 2016 and 2019 shows no instances of another country rankings NI more positively across all Six Dimensions. However, there were five instances where NI was ranked more negatively for all six – by Brazil, Japan, Russia, United Kingdom and United States.

[Figure 4<sup>3</sup>](#): Northern Ireland's rank across the Six Dimensions of NBI<sup>SM</sup>



When compared with 2018, only People (up 1 place to 22<sup>nd</sup>) and Culture (up 3 places to 32<sup>nd</sup>) improved. All other dimension ranks remained unchanged.

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 – “environment” ranked 19<sup>th</sup>, and “competent and honest”, “rights and fairness”, “peace & security” and “poverty” all ranked 20<sup>th</sup>. The Tourism dimension received a more mixed response, with some of the lower rankings coming in “vibrant city” and “historic buildings” (both 31<sup>st</sup>). This is contrasted with higher rankings in “natural beauty” (20<sup>th</sup>) and for “visit if money was no object” (22<sup>nd</sup>). Northern Ireland's lowest ranking attribute was “sports” (34<sup>th</sup>) within the Culture dimension.

<sup>3</sup> The full data relating to ranks for all Six Dimensions and their corresponding attributes is available in [Appendix 1](#).



## Scores for dimensions and attributes

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

Despite a relatively low ranking (28<sup>th</sup>), Tourism was the highest scoring dimension in 2019 at 64.39. Moderately high scores were also recorded for People (63.45) and Governance (60.13) dimensions. The score for Exports (54.59) was the lowest dimension score for Northern Ireland.

When we look at change in dimension scores over time, the 2019 results show an increase compared with both 2016 and 2018. The longer term trend from 2016 sees positive changes across all dimensions, ranging from +0.76 (Immigration & Investment) to +2.17 (Governance). All one year changes between 2018 and 2019 were also positive, indicating a development of positive trends from previous years – the largest change from 2018 was with Culture (+1.17) and the smallest with Tourism (+0.22).

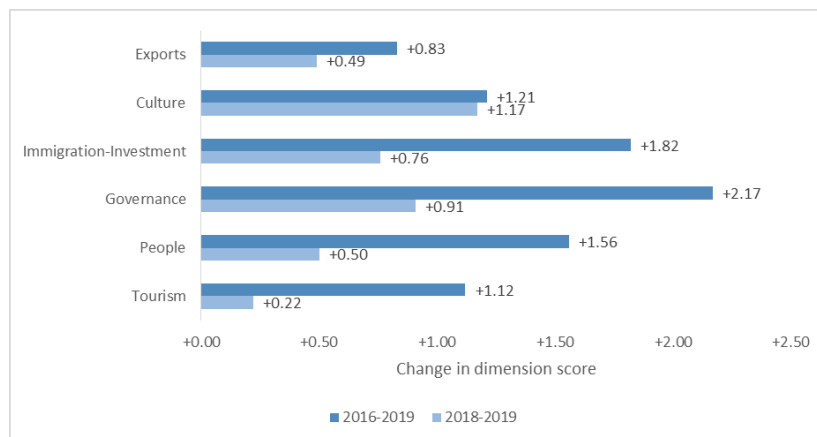
#### Dimension scores:

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/nation-brands-index-2019-report-northern-ireland>

**Figure 5<sup>4</sup>: Changes in scores between 2018-2019 and 2016-2019 for each of the Six Dimensions of the NBI<sup>SM</sup>**



### “Natural beauty” continues as Northern Ireland’s highest scoring attribute







As in all previous years of Northern Ireland’s inclusion in NBI<sup>SM</sup>, “natural beauty” was again the highest scoring attribute for Northern Ireland in 2019 (5.11), followed by the “employability” (4.94) and for “visit if money was no object” (4.89). These three attributes have consistently been the top three for Northern Ireland in all previous years. Changes in score between 2018 and 2019 were comparatively small at a 0.03 increase for “visit if money was no object” and “employability”, and a 0.04 decrease for “natural beauty”.

Northern Ireland’s three lowest scoring attributes have also been consistent in all years Northern Ireland has been included in NBI<sup>SM</sup>, with “sports” (4.03), “science and technology” (4.08) and “invest in business” (4.11). Each score has increased slightly compared with 2018 with changes of 0.10, 0.02 and 0.05 respectively.

Looking at how individual nation’s perception of Northern Ireland has changed over time, there have been 11 instances of changes by +/-10 rank places between 2018 and 2019 – the largest increases were from Egypt where the ranks for “sports” and “cultural heritage” increased by 15 places. Turkey’s perception of NI being “welcoming” seen the largest decrease, dropping by 14 places (see [Appendix 5](#) for more details).

<sup>4</sup> The full data relating to 2018 to 2019, and 2016 to 2019 score changes can be found in [Appendix 3](#) and [Appendix 4](#).

**Table 2<sup>5</sup>: Northern Ireland’s NBI<sup>SM</sup> dimension and attribute scores and rankings (2016, 2018 and 2019)**

Dimension	NBI Score (out of 100)			Rank (out of 50)			Attributes	NBI Score (from 1-7)			Rank (out of 50)		
	2016	2018	2019	2016	2018	2019		2016	2018	2019	2016	2018	2019
<b>Governance</b> 	57.96	59.22	60.13	20	20	20	Competent & Honest	4.45	4.51	4.55	20	20	20
							Rights & Fairness	4.64	4.69	4.74	20	20	20
							Peace & Security	4.49	4.57	4.63	20	20	20
							Environment	4.51	4.61	4.64	19	20	19
							Poverty	4.17	4.27	4.36	20	20	20
<b>Immigration and Investment</b> 	55.25	56.31	57.07	20	21	21	Work & Live	4.07	4.13	4.15	20	22	22
							Quality of Life	4.61	4.67	4.72	20	21	21
							Educational Qualifications	4.32	4.37	4.44	20	22	21
							Invest in Business	4.01	4.06	4.11	24	26	24
							Equality in Society	4.44	4.54	4.57	20	20	20
<b>People</b> 	61.89	62.95	63.45	22	23	22	Welcoming	4.63	4.70	4.70	23	23	24
							Close Friend	4.66	4.70	4.71	22	23	23
							Employability	4.78	4.86	4.94	20	21	21
<b>Exports</b> 	53.76	54.10	54.59	25	26	26	Science and Technology	4.04	4.06	4.08	26	29	28
							Buy Products	4.28	4.29	4.33	21	23	23
							Creative Place	4.27	4.30	4.33	25	26	26
<b>Tourism</b> 	63.27	64.17	64.39	28	28	28	Visit if Money No Object	4.82	4.86	4.89	21	23	22
							Natural Beauty	5.05	5.15	5.11	23	19	20
							Historic Buildings	4.62	4.67	4.70	31	31	31
							Vibrant City	4.60	4.64	4.66	28	32	31
<b>Culture</b> 	55.47	55.51	56.68	29	35	32	Sports	3.99	3.93	4.03	31	38	34
							Cultural Heritage	4.62	4.65	4.72	31	31	31
							Contemporary Culture	4.29	4.32	4.37	27	28	29

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.
3. 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.
4. Dimension scores are calculated using the ratings received for each of its composite attributes.

<sup>5</sup> The full data relating to NBI<sup>SM</sup> ranks and scores in 2019 is available in [Appendix 1](#) and [Appendix 2](#). Data from previous years is available on [The Executive Office website](#).

# Familiarity with and favourability towards Northern Ireland

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

Results from the 2019 survey show that 53 per cent of participants reported that they had some familiarity with Northern Ireland, resulting in a familiarity ranking of 41<sup>st</sup> out of the 50 participating nations. This is a small increase from 2018 when 51 per cent of participants reported some knowledge of Northern Ireland, with a rank of 37<sup>th</sup>.

Northern Ireland was rated relatively highly in terms of favourability (score of 4.61) with a rank of 23<sup>rd</sup> out of 50 participating nations. This was a small decrease in score (-0.01) compared with 2018 – the rank in both years has remained the same.

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 NI was included in NBI (2016).

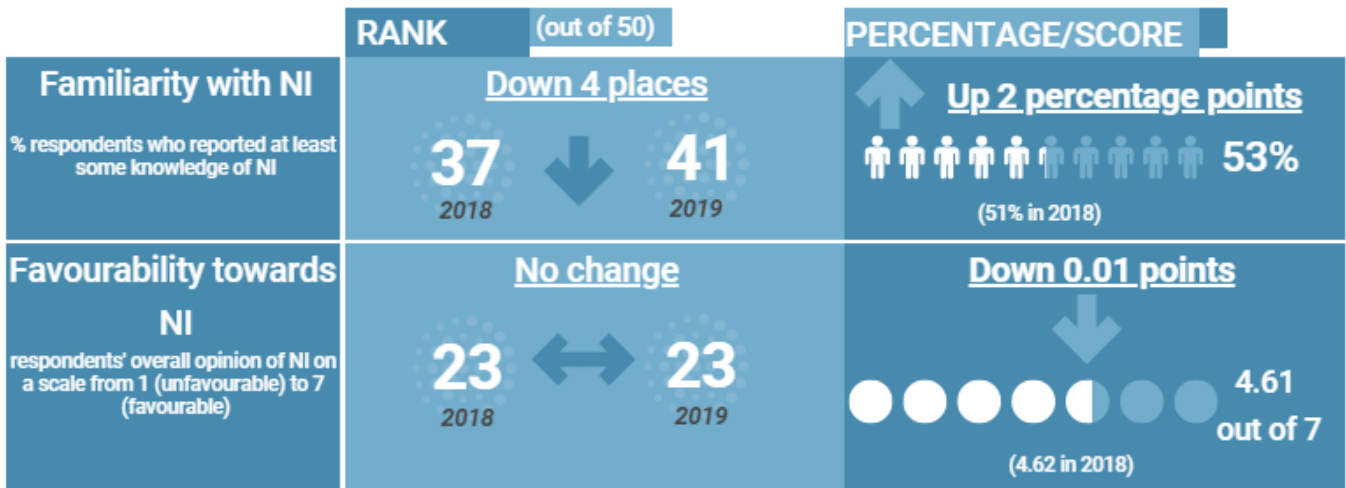
## Familiarity:

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/nation-brands-index-2019-report-northern-ireland>

Figure 6<sup>6</sup>: Familiarity with and favourability towards Northern Ireland in 2018 and 2019



## Global citizens continue to have more exposure to Northern Ireland through online media than through products and services from Northern Ireland / Digital exposure to Northern Ireland through online media continues

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 ten per cent of participants had purchased a product from Northern Ireland (ranked 42<sup>nd</sup>), while 16 per cent reported that they had previously visited a Northern Irish website (ranked 36<sup>th</sup>). These are very similar to results from the 2018 survey when nine per cent of participants reported that they had purchased a product from Northern Ireland (ranked 40<sup>th</sup>) and 14 per cent reported that they had previously visited a Northern Irish website (ranked 38<sup>th</sup>).

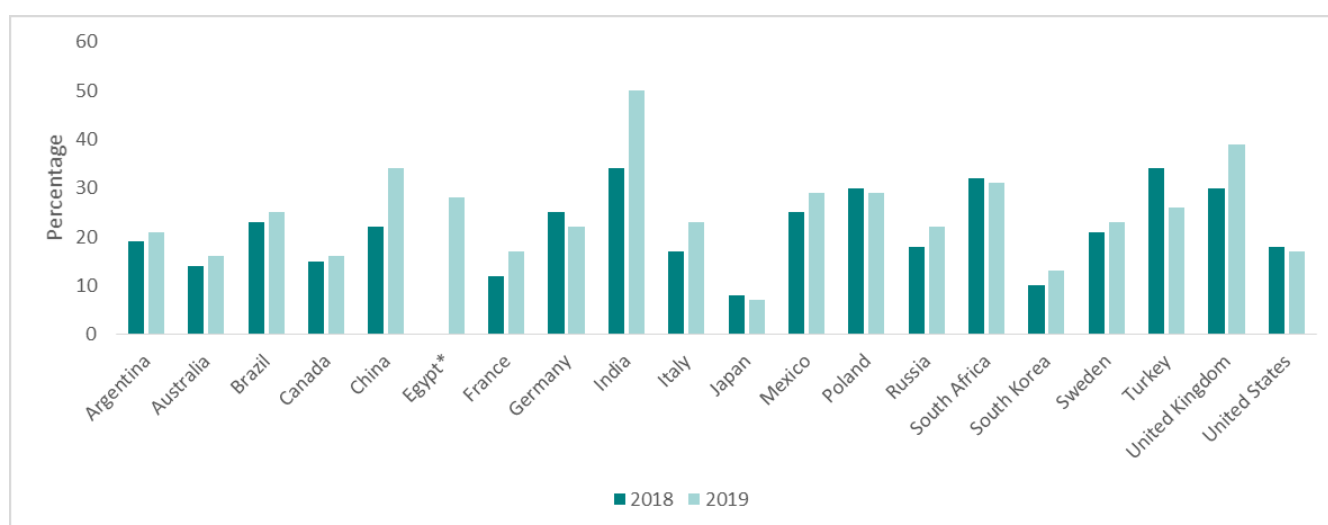
<sup>6</sup> The full data relating to the Familiarity and Favourability results for 2019 are available in Table 7 and Table 8 of the [data download](#).

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 (24 per cent). This compares with 21 per cent and a ranking of 41<sup>st</sup> overall in 2018.

Of the 20 panel countries, India (50 per cent), United Kingdom (39 per cent), China (34 per cent), South Africa (31 per cent) and Mexico and Poland (both 29 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 2019.

Compared with 2018, there was a large increase in the proportion of participants from India who had purchased a product or service from NI and/or visited a website from or about Northern Ireland (16 percentage points) – this was the biggest change between 2018 and 2019. There was also a large increase in those who had done so from China (12 percentage points) and United Kingdom (9 percentage points). The largest decreases were for participants from Turkey (8 percentage points) and the Germany (3 percentage points). Moderate decreases were also reported by participants from Japan, Poland, South Africa and the United States (all down 1 percentage point each).

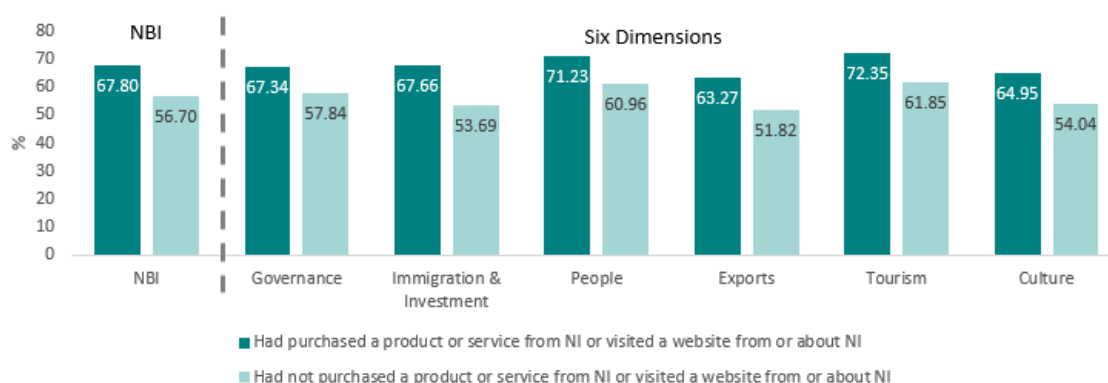
**Figure 7<sup>7</sup>: Percentage of participants who had purchased a product or service from Northern Ireland and/or visited a website or social networking site from or about Northern Ireland – 2018 and 2019**



\* Note: These questions were not asked of survey participants in Egypt in 2018.

In 2019, 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 and 2018.

**Figure 8: 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 (2019)**



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

## Participants who had visited Northern Ireland

### Overall reported visits up since 2018, led by visitors from China, India and UK

Results from the 2019 NBI<sup>SM</sup> revealed that ten 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 seven per cent and a ranking of 41<sup>st</sup> in 2018.

A larger proportion of people visited Northern Ireland for a holiday (seven per cent) than for business purposes (four per cent), showing a similar pattern to that of 2018 (see Table 3 below).

Just over a third of participants from the UK (34 per cent) had previously visited Northern Ireland, the largest proportion among the panel countries. India (20 per cent), China (17 per cent), Italy (14 per cent) and France and Poland 12 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 South Korea (two per cent), Japan and Russia (three per cent each), Argentina and Turkey (four 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 2018 and 2019. For all but two panel countries the percentage of people visiting for business and/or holiday increased or stayed the same between the years - Germany and Canada (both down one percentage point). The largest increases were for China (up eleven percentage points), India and United Kingdom (both up nine percentage points) and Brazil, France and Poland (all up four percentage points).

**Table 3<sup>8</sup>: Percentage of participants who had visited NI, by reason and panel country in 2018 and 2019**

	% visiting NI for business		% visiting NI for holiday		% visiting NI for any reason	
	2018	2019	2018	2019	2018	2019
Argentina	1	1	2	3	4	4
Australia	2	2	8	7	10	10
Brazil	1	3	2	5	3	7
Canada	2	4	6	4	9	8
China	2	8	5	9	6	17
Egypt	-	-	-	-	-	-
France	2	4	6	8	8	12
Germany	2	3	7	6	9	8
India	7	9	4	12	11	20
Italy	4	3	9	11	12	14
Japan	<1	1	<1	3	1	3
Mexico	2	2	3	3	4	5
Poland	4	6	5	7	8	12
Russia	1	1	1	2	2	3
South Africa	1	2	3	4	3	6
South Korea	<1	1	2	2	2	2
Sweden	4	3	5	7	9	9
Turkey	3	3	1	2	4	4
United Kingdom	6	11	22	25	25	34
United States	2	3	5	7	7	10
<b>Total</b>	<b>2</b>	<b>4</b>	<b>5</b>	<b>7</b>	<b>7</b>	<b>10</b>

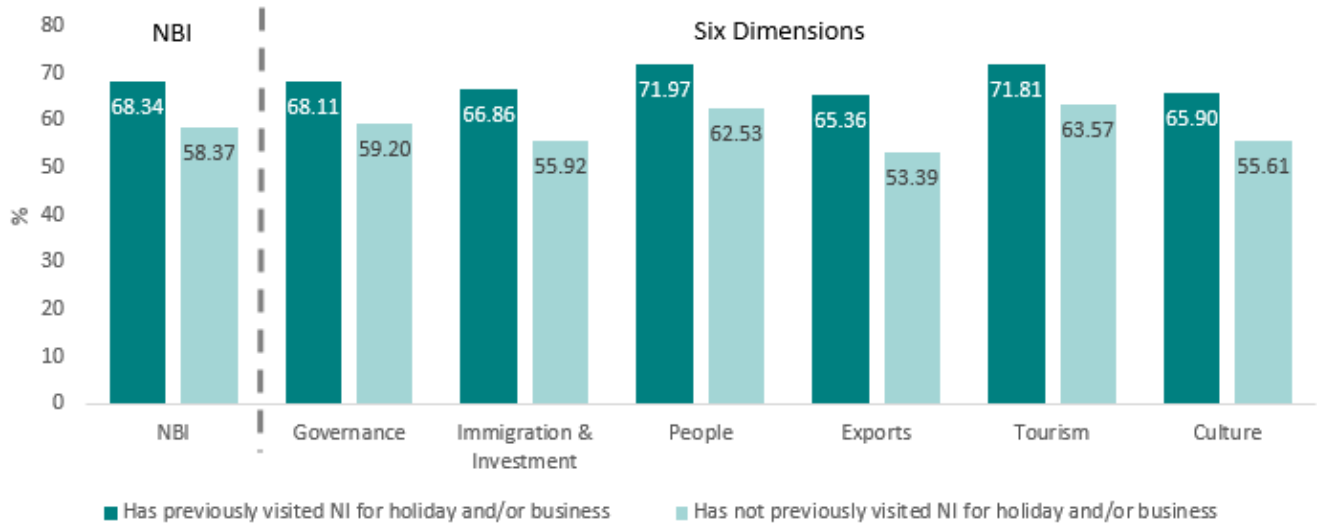
**Note:** these questions were not asked of survey participants in Egypt

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

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

**Figure 9: Scores for NI on the NBI<sup>SM</sup> and the Six Dimensions among those who had and had not previously visited Northern Ireland (2019)**



# Draft Programme for Government – 2016 to 2019

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. The draft Programme for Government used 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 Ipsos 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. The baseline year for comparison was set as 2016, and a criteria for change as +/- one point in the overall NBI<sup>SM</sup> score.

Further information on the draft 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 2019

### Northern Ireland’s 2019 NBI<sup>SM</sup> score has increased by 1.45 points since 2016

In 2019, Northern Ireland’s NBI<sup>SM</sup> Score was 59.38, 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 1.45 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 2019.

**Figure 10<sup>9</sup>: Northern Ireland’s NBI<sup>SM</sup> overall score and ranking for 2016 and 2019**

National Brands Index <sup>SM</sup>	RANK (out of 50)		SCORE (out of 100)	
	2016	2019	2016	2019
	21	22	57.93	59.38

The status of the Nation Brands Index<sup>SM</sup> Indicator within Outcome 10, along with Indicators from all other Outcomes, can be viewed online [here](#).

<sup>9</sup> The full set of results for rank and score are available in [Appendix 1](#) and [Appendix 2](#), respectively

## Northern Ireland's Nation Brands Index<sup>SM</sup> score changes – 2016 and 2019

### Northern Ireland has improved its reputation with 17 of 20 NBI<sup>SM</sup> panel nations since 2016

Table 4 below lists the countries whose scores of Northern Ireland have changed most between 2016 and 2019. India, China, Egypt, Mexico and Argentina see the largest positive changes in score between 2016 and 2019, with all but three of the panel countries showing a positive change over this period. Only Canada, Germany and Japan show a decrease in score since 2016 (see Table 4 below for more details).

**Table 4<sup>10</sup>: Countries with the greatest change in overall NBI<sup>SM</sup> score between 2016 and 2019**

Overall NBI <sup>SM</sup> Score Change – 2016 to 2019							
Panel countries whose impressions of Northern Ireland have improved the most from 2016 to 2019				Panel countries whose impressions of Northern Ireland have declined from 2016 to 2019			
Country	2016 score	2019 score	Change (2016 to 2019)	Country	2016 score	2019 score	Change (2016 to 2019)
India	62.80	68.62	+5.82	Canada	58.84	57.14	-1.70
China	59.26	63.36	+4.10	Germany	59.61	58.63	-0.98
Egypt	57.11	61.05	+3.94	Japan	51.56	51.28	-0.28
Mexico	60.32	63.69	+3.37				
Argentina	56.04	58.49	+2.45				

### Northern Ireland's Nation Brands Index<sup>SM</sup> Six Dimensions – 2016 and 2019

Looking at the Six Dimensions that are used in the calculation of the overall NBI<sup>SM</sup> score, all of Northern Ireland's dimensions increased in score since 2016. The Governance dimension sees the largest increase in score between 2016 and 2019 (+2.17 from 57.96 in 2016) and the smallest increase in Exports (+0.83 points from 53.76 in 2016).

When we look at rank, Governance, People and Tourism remain unchanged (20<sup>th</sup>, 22<sup>nd</sup> and 28<sup>th</sup> respectively), while the others decreased slightly (Immigration and Investment and Exports down 1 place to 21<sup>st</sup> and 26<sup>th</sup> respectively), with Culture losing three places (29<sup>th</sup> in 2016 and 32<sup>nd</sup> in 2019).

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. These scores can be observed in [Table 2](#) and in changes in score and rank can be seen in more detail in [Appendix 4](#) and [Appendix 6](#).

<sup>10</sup> The full data relating to 2019 scores is available in [Appendix 2](#), and comparisons with 2016 are available in [Appendix 4](#). The full data relating to 2016 results is available on [The Executive Office website](#).



## Annex A – Summary of changes in the 50 Nations of NBI<sup>SM</sup>

Decisions on which nations are included in the NBI<sup>SM</sup> 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 2019, 46 of the 50 nations included in NBI<sup>SM</sup> have remained the same:

**North America:** Canada, United States of America

**Western Europe:** Austria, Belgium, Denmark, Finland, France, Germany, Greece, Holland, Ireland, Italy, Northern Ireland, Scotland, Spain, Sweden, Switzerland, United Kingdom

**Central/Eastern Europe:** the 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, Nigeria, Qatar, Saudi Arabia, South Africa, United Arab Emirates

Other nations included in at least 1 other year between 2016 and 2019:

Nation	Region	2016	2017	2018	2019
Botswana	Middle East/Africa		✓		✓
Cuba	Latin America	✓			
Croatia	Central/Eastern Europe			✓	
Ecuador	Latin America	✓	✓		✓
Iran	Middle East/Africa	✓			
Jamaica	Latin America and the Caribbean			✓	
Kazakhstan	Central/Eastern Europe	✓			
Norway	Western Europe		✓	✓	✓
Ukraine	Central/Eastern Europe		✓	✓	✓

## Annex B – 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] (multiple answers allowed in 2009-2019; single answer in 2008)

### 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 for 2008-2019)

### 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] (multiple answers allowed in 2009-2019; single answer in 2008)

### 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] (multiple answers allowed in 2009-2019; single answer in 2008)

### 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] (multiple answers allowed in 2009-2019; single answer in 2008)

### 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 for 2008-2019)

## Appendix 1: Northern Ireland's NBI<sup>SM</sup> 2019 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	27	23	29	22	26	35	20	21	33	21	28	27	25	28	26	23	22	30	20	22
<b>Dimension</b>																					
Governance	20	20	20	22	20	22	31	17	16	26	18	24	20	21	24	20	21	20	23	18	21
Immigration & Investment	21	23	21	23	21	25	34	21	21	25	21	24	26	23	29	21	22	21	25	21	22
People	22	29	16	30	22	29	34	19	19	29	20	32	30	24	30	26	21	21	33	16	21
Exports	26	30	26	28	25	25	35	23	23	38	24	27	32	26	32	32	26	25	28	23	26
Tourism	28	30	19	36	23	27	38	20	21	29	23	32	34	34	35	30	21	29	40	20	21
Culture	32	36	27	37	30	34	32	25	26	38	26	36	39	29	33	33	33	31	35	19	28
<b>Attribute</b>																					
<b>Governance</b>																					
Competent & Honest	20	20	19	22	19	23	32	15	18	30	18	25	23	20	25	21	22	19	23	19	21
Rights & Fairness	20	20	19	23	20	23	26	17	17	21	19	25	21	21	22	20	21	20	22	19	21
Peace & Security	20	20	22	23	20	22	34	17	17	26	19	25	20	21	28	22	19	21	22	19	23
Environment	19	19	17	21	18	18	29	17	13	21	16	20	17	18	21	19	17	17	23	17	21
Poverty	20	20	19	21	19	23	25	17	16	27	20	24	20	19	25	22	22	20	23	16	21
<b>Immigration &amp; Investment</b>																					
Work & Live	22	24	16	25	20	23	32	17	19	27	21	24	23	25	26	22	20	22	27	19	20
Quality of Life	21	21	21	22	21	24	36	19	20	24	22	26	22	22	26	23	22	21	25	21	21
Educational Qualifications	21	25	21	25	21	26	31	21	21	28	21	25	25	23	27	22	23	22	26	17	22
Invest in Business	24	31	24	27	21	24	39	21	22	29	25	34	29	25	33	28	22	24	27	21	21
Equality in Society	20	20	18	23	19	22	28	18	17	22	19	23	19	22	23	21	20	19	23	19	21
<b>People</b>																					
Welcoming	24	26	18	32	21	32	37	16	19	27	18	37	32	25	34	31	25	23	39	16	21
Close Friend	23	30	16	31	22	23	35	20	18	37	20	31	31	25	27	24	21	23	29	14	20
Employability	21	25	16	30	21	24	31	19	18	24	20	27	27	23	27	23	22	19	26	15	23
<b>Exports</b>																					
Science & Technology	28	33	27	33	27	26	30	26	27	31	28	29	38	27	36	33	28	28	30	27	27
Buy products	23	28	21	28	21	23	38	20	21	40	20	24	34	23	32	27	24	21	29	13	21
Creative Place	26	30	27	27	25	26	35	22	24	31	23	26	28	26	33	32	26	25	28	24	26
<b>Tourism</b>																					
Visit if Money No Object	22	27	20	31	22	27	37	20	20	30	18	30	27	28	31	28	22	23	34	22	20
Natural Beauty	20	28	17	32	20	20	29	16	18	28	16	14	30	34	20	27	12	23	27	23	14
Historic Buildings	31	27	19	39	21	38	30	24	24	28	25	34	35	26	32	26	28	34	39	18	23
Vibrant City	31	35	25	33	29	26	36	24	32	34	27	32	32	32	37	34	25	35	36	17	28
<b>Culture</b>																					
Sports	34	39	29	38	32	35	29	28	33	34	32	37	37	28	35	34	28	36	33	24	38
Cultural Heritage	31	32	27	36	30	38	30	19	25	40	22	36	37	32	29	29	33	34	36	18	20
Contemporary Culture	29	33	24	32	26	31	32	17	25	34	19	32	33	28	33	31	29	22	37	14	25

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> 2019 scores by panel country

	Total	Argentina	Australia	Brazil	Canada	China	Egypt	France	Germany	India	Italy	Japan	Mexico	Poland	Russia	South Africa	South Korea	Sweden	Turkey	United Kingdom	United States
NBI <sup>SM</sup> score	59.38	58.49	57.44	62.28	57.14	63.36	61.05	58.69	58.63	68.62	60.59	51.28	63.69	59.14	58.76	61.09	56.31	55.68	56.78	60.69	58.56
<b>Dimension</b>																					
Governance	60.13	57.79	57.51	61.78	57.60	65.06	63.00	58.34	61.82	70.33	60.51	53.39	62.07	61.23	59.67	61.08	60.93	55.97	57.19	61.88	57.11
Immigration & Investment	57.07	56.68	53.30	61.86	53.40	63.02	60.97	55.26	53.35	68.48	58.64	46.79	64.20	57.14	53.55	61.27	55.93	50.90	56.46	57.43	54.78
People	63.45	62.01	64.36	65.41	62.96	63.95	62.67	63.30	64.89	69.99	65.33	53.61	68.90	63.46	63.45	64.86	55.91	63.50	58.21	66.46	64.44
Exports	54.59	53.64	50.77	59.75	51.47	60.97	55.56	54.92	53.93	63.98	56.56	48.97	58.46	54.65	52.24	53.81	50.47	50.73	52.32	55.72	52.84
Tourism	64.39	66.30	63.11	65.72	61.87	65.85	64.84	63.92	64.86	71.41	67.52	54.59	69.55	63.85	66.35	66.45	61.13	60.74	62.14	63.69	63.73
Culture	56.68	54.49	55.59	59.14	55.56	61.32	59.25	56.38	52.95	67.50	54.99	50.30	58.95	54.49	57.27	59.04	53.47	52.26	54.37	58.97	58.44
<b>Attribute</b>																					
<b>Governance</b>																					
Competent & honest	4.55	4.42	4.36	4.68	4.35	4.84	4.65	4.43	4.70	5.11	4.67	4.16	4.60	4.65	4.47	4.63	4.68	4.28	4.45	4.58	4.36
Rights & Fairness	4.74	4.48	4.65	4.80	4.65	4.91	5.01	4.70	4.93	5.28	4.84	4.28	4.72	4.81	4.77	4.82	4.77	4.53	4.63	4.85	4.52
Peace & Security	4.63	4.49	4.47	4.76	4.46	4.85	4.62	4.65	4.87	5.23	4.70	4.16	4.79	4.71	4.39	4.68	4.64	4.45	4.36	4.75	4.53
Environment	4.64	4.45	4.46	4.70	4.46	4.98	4.95	4.44	4.66	5.31	4.69	4.28	4.85	4.66	4.84	4.67	4.70	4.31	4.53	4.68	4.39
Poverty	4.36	4.37	4.18	4.48	4.24	4.83	4.56	4.16	4.27	5.08	4.14	3.99	4.55	4.42	4.30	4.39	4.37	4.08	4.06	4.59	4.21
<b>Immigration &amp; Investment</b>																					
Work & Live	4.15	4.25	3.79	4.43	3.73	4.67	4.55	4.09	3.47	5.00	4.37	3.37	4.77	4.21	3.98	4.61	4.35	3.49	4.15	4.02	3.85
Quality of Life	4.72	4.74	4.60	4.97	4.57	4.90	4.66	4.70	4.72	5.25	4.73	4.15	5.02	4.72	4.73	4.85	4.60	4.44	4.56	4.72	4.71
Educational Qualifications	4.44	4.40	4.24	4.88	4.32	4.62	4.61	4.38	4.26	4.99	4.60	3.80	4.89	4.33	4.12	4.71	4.32	4.14	4.31	4.65	4.40
Invest in Business	4.11	4.14	3.68	4.58	3.81	4.70	4.59	3.88	3.60	5.01	4.24	3.41	4.68	4.20	3.66	4.45	3.87	3.72	4.30	4.01	3.87
Equality in Society	4.57	4.34	4.53	4.59	4.45	4.90	4.76	4.39	4.82	5.19	4.53	4.14	4.78	4.56	4.44	4.64	4.50	4.32	4.48	4.70	4.46
<b>People</b>																					
Welcoming	4.70	4.70	4.79	4.82	4.65	4.78	4.60	4.71	4.93	5.22	4.83	4.17	4.82	4.73	4.73	4.65	4.22	4.59	4.29	4.96	4.70
Close Friend	4.71	4.48	4.66	4.81	4.58	4.83	4.78	4.63	4.69	5.11	4.68	4.17	5.20	4.63	4.80	4.91	4.58	4.70	4.68	4.67	4.75
Employability	4.94	4.92	5.07	5.08	5.03	4.84	4.84	4.99	5.00	5.22	5.19	4.23	5.32	4.99	4.82	5.05	4.18	5.07	4.43	5.27	5.08
<b>Exports</b>																					
Science & Technology	4.08	4.01	3.87	4.32	3.85	4.52	4.41	4.04	4.10	4.82	4.10	3.80	4.30	4.11	3.82	4.02	3.89	3.86	3.89	4.12	3.99
Buy Products	4.33	4.26	4.22	4.66	4.18	4.72	3.96	4.31	4.35	4.64	4.48	3.97	4.45	4.35	4.28	4.29	4.10	4.14	4.17	4.51	4.21
Creative Place	4.33	4.30	3.96	4.71	4.15	4.66	4.54	4.45	4.17	4.99	4.53	3.95	4.70	4.29	4.22	4.29	4.00	4.05	4.28	4.32	4.22
<b>Tourism</b>																					
Visit if Money No Object	4.89	5.21	4.59	4.92	4.58	4.94	4.68	4.89	4.94	5.33	5.44	3.94	5.35	4.99	5.10	5.04	4.73	4.76	5.01	4.70	4.48
Natural Beauty	5.11	5.21	5.10	5.11	4.89	5.08	5.20	5.19	5.25	5.37	5.30	4.83	5.35	4.89	5.46	5.12	5.00	4.97	4.74	4.98	5.26
Historic Buildings	4.70	4.74	4.83	4.81	4.79	4.76	4.69	4.55	4.63	5.16	4.70	4.25	4.91	4.64	4.71	4.94	4.49	4.37	4.41	4.75	4.84
Vibrant City	4.66	4.66	4.53	4.85	4.50	4.93	4.91	4.63	4.66	5.20	4.69	3.97	5.01	4.71	4.56	4.77	4.36	4.38	4.66	4.77	4.62
<b>Culture</b>																					
Sports	4.03	3.63	3.91	3.99	3.94	4.54	4.37	3.97	3.75	4.93	3.90	3.82	4.12	4.01	3.84	4.10	4.05	3.68	4.10	4.17	3.99
Cultural Heritage	4.72	4.75	4.82	4.91	4.75	4.71	4.61	4.76	4.67	5.08	4.64	4.26	4.80	4.47	5.00	4.97	4.37	4.47	4.38	4.84	5.04
Contemporary Culture	4.37	4.35	4.19	4.67	4.23	4.72	4.62	4.34	4.02	5.08	4.28	3.89	4.62	4.24	4.38	4.49	4.13	4.17	4.23	4.53	4.41

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 – 2018 to 2019

	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	0.67	0.08	0.34	1.29	-2.08	1.88	4.82	1.18	-0.67	4.93	2.26	-0.64	-0.83	0.94	0.55	-0.77	-0.88	-0.40	0.89	1.73	-0.55
<b>Dimension</b>																					
Governance	0.91	1.49	-0.63	1.47	-1.52	1.76	3.82	0.92	0.46	5.55	0.89	-0.79	-0.66	2.35	2.39	-0.53	0.62	0.28	1.18	1.97	-1.19
Immigration & Investment	0.76	-0.03	1.15	0.33	-0.54	2.70	3.92	1.93	-0.96	5.82	2.31	0.24	-1.17	0.84	-0.37	-0.71	-0.88	-0.70	0.75	2.20	0.51
People	0.50	-1.03	0.16	1.02	-3.19	1.21	5.78	0.43	-1.04	4.04	3.72	-1.15	-3.04	1.27	0.23	-0.51	-0.21	-1.09	0.83	1.30	-0.12
Exports	0.49	-0.88	0.17	2.12	-2.27	3.79	3.10	1.23	-0.23	5.42	1.59	-0.85	1.36	0.34	-0.42	-0.38	-3.77	-0.02	-0.32	0.39	-0.49
Tourism	0.22	0.36	1.03	0.64	-3.33	0.35	4.07	1.09	-1.16	3.99	2.86	-0.25	-1.96	0.18	0.37	-2.02	-0.19	-1.37	0.15	0.91	-1.47
Culture	1.17	0.53	0.17	2.12	-1.58	1.51	8.19	1.48	-1.05	4.71	2.21	-1.05	0.50	0.64	1.09	-0.47	-0.85	0.53	2.75	3.65	-0.56
<b>Attribute</b>																					
<b>Governance</b>																					
Competent & honest	0.04	0.15	-0.06	0.09	-0.13	0.08	0.16	0.08	-0.04	0.30	0.05	-0.04	-0.09	0.17	0.13	0.04	0.00	-0.06	0.06	0.12	-0.08
Rights & Fairness	0.05	0.06	0.04	0.01	-0.09	0.12	0.19	0.05	-0.01	0.26	0.01	-0.03	-0.14	0.25	0.18	0.06	0.10	-0.02	0.02	0.18	-0.03
Peace & Security	0.06	0.05	-0.09	0.09	-0.09	0.11	0.27	0.12	0.13	0.34	0.10	-0.07	-0.08	0.10	0.16	-0.13	0.04	0.06	0.11	0.14	-0.12
Environment	0.03	0.04	-0.07	0.08	-0.07	0.06	0.18	-0.02	0.04	0.37	0.02	-0.02	0.04	0.07	0.12	-0.10	0.05	0.07	0.00	0.01	-0.10
Poverty	0.09	0.16	-0.01	0.17	-0.07	0.16	0.36	0.05	0.01	0.41	0.09	-0.08	0.07	0.12	0.12	-0.05	0.00	0.03	0.17	0.14	-0.02
<b>Immigration &amp; Investment</b>																					
Work & Live	0.02	0.07	0.06	-0.07	-0.08	0.23	0.29	0.11	-0.29	0.30	0.08	0.00	-0.08	0.13	0.03	-0.15	-0.08	-0.09	0.09	0.13	-0.10
Quality of Life	0.05	0.06	0.03	0.04	-0.09	0.17	0.07	0.11	0.04	0.37	0.09	0.03	-0.07	0.04	-0.02	-0.05	-0.04	0.02	-0.01	0.14	0.06
Educational Qualifications	0.07	0.03	0.08	0.02	0.00	0.06	0.32	0.17	0.04	0.28	0.21	0.10	-0.04	0.07	0.04	0.08	-0.10	-0.02	0.08	0.09	0.09
Invest in Business	0.05	-0.20	0.15	0.09	0.07	0.30	0.27	0.08	-0.12	0.55	0.21	-0.13	-0.08	0.04	-0.19	-0.01	-0.02	-0.13	0.17	0.16	0.04
Equality in Society	0.03	0.02	0.03	0.03	-0.06	0.06	0.24	0.11	0.04	0.26	0.11	0.07	-0.10	-0.02	0.03	-0.08	-0.04	0.00	-0.10	0.15	0.06
<b>People</b>																					
Welcoming	0.00	-0.03	-0.02	0.10	-0.20	0.02	0.23	0.04	-0.10	0.19	0.15	-0.10	-0.14	-0.02	-0.09	-0.15	-0.04	-0.09	0.06	0.14	-0.08
Close Friend	0.01	-0.10	0.06	0.11	-0.20	0.01	0.20	0.02	-0.14	0.17	0.15	-0.08	-0.22	0.10	0.03	0.05	0.03	-0.09	0.10	0.08	0.06
Employability	0.08	-0.05	-0.02	-0.03	-0.18	0.19	0.63	0.03	0.05	0.37	0.37	-0.03	-0.20	0.14	0.10	0.01	-0.03	-0.02	-0.01	0.02	0.00
<b>Exports</b>																					
Science & Technology	0.02	-0.08	0.02	0.07	-0.18	0.23	0.36	0.09	-0.05	0.40	0.09	-0.13	0.02	-0.01	0.01	-0.05	-0.31	0.06	0.07	0.00	-0.02
Buy Products	0.04	-0.05	0.03	0.18	-0.09	0.34	-0.03	0.01	-0.02	0.24	0.13	-0.03	0.05	0.07	-0.04	0.01	-0.21	-0.05	-0.06	0.05	-0.03
Creative Place	0.03	-0.03	-0.02	0.14	-0.14	0.11	0.22	0.12	0.02	0.34	0.08	0.00	0.18	0.00	-0.04	-0.03	-0.17	0.00	-0.06	0.02	-0.04
<b>Tourism</b>																					
Visit if Money No Object	0.03	0.01	0.00	0.07	-0.17	0.04	0.12	0.12	-0.14	0.35	0.16	-0.03	-0.16	0.27	0.09	-0.09	-0.09	-0.04	-0.02	0.19	-0.21
Natural Beauty	-0.04	-0.03	0.07	0.08	-0.28	-0.01	0.22	-0.01	-0.03	0.10	0.11	0.00	-0.18	-0.13	-0.04	-0.25	0.10	-0.17	-0.04	-0.07	-0.03
Historic Buildings	0.03	0.09	0.10	-0.06	-0.16	0.00	0.42	0.03	-0.07	0.22	0.26	-0.05	-0.04	-0.05	0.02	-0.07	0.03	-0.14	0.09	-0.01	-0.05
Vibrant City	0.02	0.00	0.08	0.06	-0.19	0.04	0.22	0.13	-0.04	0.29	0.17	0.03	-0.09	-0.05	0.01	-0.07	-0.09	0.01	0.00	0.12	-0.07
<b>Culture</b>																					
Sports	0.10	0.12	0.04	0.26	-0.05	0.12	0.62	0.09	-0.02	0.43	0.14	-0.10	0.13	0.08	0.07	-0.08	-0.07	0.09	0.25	0.23	-0.19
Cultural Heritage	0.07	0.00	-0.02	-0.06	-0.17	0.04	0.60	0.08	-0.01	0.13	0.07	0.00	-0.04	0.01	0.16	0.04	0.01	-0.10	0.20	0.22	0.05
Contemporary Culture	0.05	-0.02	0.01	0.19	-0.06	0.11	0.28	0.10	-0.17	0.30	0.20	-0.09	0.01	0.02	-0.04	-0.03	-0.08	0.10	0.06	0.22	0.03

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 2019

	Total	Argentina	Australia	Brazil	Canada	China	Egypt	France	Germany	India	Italy	Japan	Mexico	Poland	Russia	South Africa	South Korea	Sweden	Turkey	United Kingdom	United States
NBI <sup>SM</sup> score	1.45	2.45	0.33	1.30	-1.70	4.10	3.94	1.03	-0.98	5.82	2.42	-0.28	3.37	0.87	1.41	1.59	1.33	0.64	0.39	0.28	1.27
<b>Dimension</b>																					
Governance	2.17	3.12	1.21	2.16	-0.37	5.09	4.69	1.61	-0.11	6.19	1.82	-0.06	3.93	2.24	3.32	2.88	3.42	1.67	0.93	-0.24	1.52
Immigration & Investment	1.82	2.46	1.17	1.71	-0.17	4.25	2.87	1.82	-1.07	6.59	3.38	-0.08	4.34	1.28	1.74	2.29	1.70	0.73	0.89	0.52	2.08
People	1.56	3.39	-0.36	1.16	-2.87	4.05	5.79	0.38	-1.75	5.42	3.52	-0.85	2.79	0.70	1.86	2.17	1.00	0.71	0.84	0.19	1.79
Exports	0.83	0.52	-0.74	-0.05	-2.03	4.27	1.42	0.07	-0.23	6.09	1.04	-0.09	3.22	1.67	0.23	1.61	-1.46	0.54	0.07	-0.28	0.65
Tourism	1.12	3.59	0.56	0.58	-2.90	2.62	4.11	0.88	-1.22	5.15	2.41	-0.19	2.02	-0.57	1.50	0.69	2.55	0.02	-0.36	0.27	0.49
Culture	1.21	1.63	0.13	2.23	-1.82	4.33	4.77	1.42	-1.45	5.45	2.37	-0.43	3.92	-0.12	-0.20	-0.10	0.74	0.20	-0.06	1.22	1.06
<b>Attribute</b>																					
<b>Governance</b>																					
Competent & honest	0.10	0.21	0.09	0.16	-0.03	0.34	0.35	0.11	-0.07	0.35	0.08	-0.04	0.05	0.03	0.16	0.23	0.18	0.00	0.02	-0.10	0.03
Rights & Fairness	0.10	0.11	0.06	0.09	-0.02	0.28	0.15	0.06	-0.07	0.36	0.07	0.03	0.19	0.08	0.23	0.20	0.14	0.05	0.01	-0.07	0.13
Peace & Security	0.14	0.24	0.10	0.08	-0.09	0.31	0.28	0.18	0.04	0.35	0.12	-0.01	0.17	0.12	0.06	0.18	0.31	0.13	0.06	0.04	0.11
Environment	0.13	0.16	0.06	0.16	0.03	0.23	0.20	0.05	-0.02	0.43	0.13	0.04	0.30	0.19	0.30	0.13	0.25	0.17	-0.04	0.01	0.06
Poverty	0.19	0.23	0.05	0.17	0.01	0.37	0.44	0.10	0.09	0.38	0.16	-0.04	0.48	0.26	0.23	0.12	0.16	0.15	0.23	0.05	0.14
<b>Immigration &amp; Investment</b>																					
Work & Live	0.08	0.24	0.04	0.06	-0.06	0.24	0.19	0.02	-0.26	0.39	0.04	-0.06	0.26	0.20	0.24	0.17	0.07	-0.18	0.15	-0.02	0.05
Quality of Life	0.11	0.20	0.05	0.09	0.04	0.26	-0.03	0.17	0.04	0.41	0.16	0.01	0.20	0.03	0.06	0.09	0.15	0.07	0.02	0.06	0.15
Educational Qualifications	0.12	0.10	0.08	0.16	-0.09	0.21	0.27	0.15	-0.06	0.44	0.28	-0.01	0.30	0.06	0.16	0.18	0.11	0.08	-0.10	0.09	0.16
Invest in Business	0.10	0.03	0.05	0.14	-0.01	0.32	0.11	0.04	-0.14	0.42	0.30	-0.02	0.20	0.08	0.01	0.18	0.04	0.18	0.16	0.03	0.11
Equality in Society	0.13	0.17	0.11	0.08	0.07	0.26	0.32	0.17	0.10	0.33	0.25	0.04	0.35	0.03	0.06	0.07	0.14	0.06	0.03	0.00	0.15
<b>People</b>																					
Welcoming	0.07	0.16	0.06	0.07	-0.18	0.23	0.26	-0.07	-0.16	0.32	0.08	0.02	0.19	-0.06	0.12	0.01	0.06	-0.11	0.10	0.03	0.08
Close Friend	0.05	0.08	-0.11	0.13	-0.20	0.18	0.30	-0.03	-0.19	0.32	0.16	-0.20	0.14	0.04	0.11	0.20	0.10	0.00	0.01	0.04	0.12
Employability	0.16	0.38	-0.02	0.01	-0.14	0.33	0.51	0.16	0.03	0.35	0.40	0.03	0.16	0.13	0.10	0.19	0.03	0.23	0.04	-0.04	0.12
<b>Exports</b>																					
Science & Technology	0.04	0.05	0.04	-0.05	-0.17	0.27	0.17	-0.03	-0.02	0.43	0.11	-0.06	0.21	0.10	-0.08	0.07	-0.15	0.07	0.03	-0.04	0.05
Buy Products	0.05	-0.02	-0.04	-0.04	-0.12	0.27	-0.08	-0.01	-0.02	0.19	0.02	0.04	0.13	0.15	0.09	0.07	-0.06	0.01	-0.02	0.00	-0.03
Creative Place	0.06	0.06	-0.13	0.09	-0.07	0.24	0.16	0.06	-0.01	0.49	0.07	0.01	0.24	0.05	0.03	0.15	-0.06	0.03	0.01	-0.01	0.09
<b>Tourism</b>																					
Visit if Money No Object	0.07	0.29	0.00	-0.01	-0.27	0.07	0.14	-0.04	-0.22	0.46	0.20	-0.16	0.13	0.17	0.31	0.13	0.14	-0.10	-0.01	0.03	-0.07
Natural Beauty	0.06	0.22	0.00	0.01	-0.19	0.18	0.28	0.11	-0.08	0.24	0.19	0.07	0.07	-0.22	0.13	-0.02	0.25	0.02	0.01	-0.02	0.08
Historic Buildings	0.08	0.21	0.09	0.06	-0.09	0.14	0.40	0.07	-0.02	0.35	0.13	0.02	0.12	-0.11	-0.02	0.01	0.14	0.05	-0.07	-0.02	0.03
Vibrant City	0.06	0.15	0.04	0.07	-0.15	0.24	0.18	0.08	0.03	0.19	0.07	0.02	0.17	0.02	-0.06	0.05	0.09	0.03	-0.03	0.07	0.07
<b>Culture</b>																					
Sports	0.04	0.00	0.03	0.15	0.00	0.26	0.25	0.03	-0.19	0.36	0.11	-0.06	0.25	0.00	-0.08	-0.03	0.01	-0.10	-0.05	0.05	0.02
Cultural Heritage	0.10	0.17	0.03	0.11	-0.21	0.21	0.26	0.09	0.06	0.28	0.15	0.07	0.19	-0.04	0.15	-0.02	0.12	0.02	0.04	0.05	0.14
Contemporary Culture	0.08	0.13	-0.05	0.14	-0.12	0.32	0.36	0.14	-0.13	0.36	0.17	-0.09	0.27	0.01	-0.12	0.03	0.02	0.12	0.01	0.13	0.03

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 – 2018 to 2019

	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	1	-1	1	-1	-2	3	1	0	1	1	0	1	0	2	0	2	0	-3	1	0
<b>Dimension</b>																					
Governance	0	2	0	-1	-1	-2	5	3	2	1	0	0	1	2	0	0	2	-1	-4	0	0
Immigration & Investment	0	0	1	-1	0	-3	2	0	0	8	0	1	-1	0	-2	1	1	0	-1	0	0
People	1	1	4	6	-3	-7	6	-1	1	2	-1	-3	-1	2	2	2	5	-1	-5	-1	-1
Exports	0	0	0	4	0	5	4	1	1	-5	0	0	3	0	-1	-1	-1	0	-5	-3	-1
Tourism	0	2	3	-1	-3	-1	3	1	1	7	0	-1	-2	2	1	-5	4	-2	-9	0	-1
Culture	3	1	2	2	-3	-9	13	3	4	-4	2	2	1	3	1	-1	0	3	-1	7	0
<b>Attribute</b>																					
<b>Governance</b>																					
Competent & Honest	0	2	0	-1	-1	-4	3	1	0	-3	-1	0	-3	3	-1	2	1	0	-4	-1	-1
Rights & Fairness	0	2	1	-2	-1	-3	6	3	0	3	0	-3	-2	2	2	0	3	0	-4	1	0
Peace & Security	0	3	-1	1	0	-1	3	3	3	5	0	-1	-1	-1	3	-1	3	-1	-5	1	-2
Environment	1	2	1	0	-1	-1	5	-1	3	6	-2	2	4	3	-1	0	5	1	-4	0	-1
Poverty	0	2	1	1	0	-2	10	2	1	2	-4	-1	2	2	-3	-3	1	-2	-6	-1	0
<b>Immigration &amp; Investment</b>																					
Work & Live	0	0	5	-1	0	-1	6	2	0	2	0	4	0	0	-1	-3	1	0	-3	1	0
Quality of Life	0	2	1	-1	0	-1	0	1	0	7	0	-2	0	0	0	-2	1	0	-2	0	1
Educational Qualifications	1	0	0	-2	0	-4	2	1	0	0	-1	1	0	0	-2	2	-1	0	-2	0	1
Invest in Business	2	-2	0	1	3	0	2	3	0	13	-1	-8	-1	-2	-4	-2	1	-1	0	3	4
Equality in Society	0	0	0	-2	0	-2	8	0	2	4	-3	1	1	1	-1	0	2	-1	-3	0	0
<b>People</b>																					
Welcoming	-1	2	1	4	-3	-10	3	5	1	-1	2	-4	-4	2	-2	-4	4	-1	-14	3	-2
Close Friend	0	1	3	6	-5	-10	3	-2	-1	-8	0	-3	2	3	3	1	4	-6	1	1	0
Employability	0	3	4	0	0	-3	11	1	0	11	1	1	-1	1	2	3	1	-3	-2	-3	-2
<b>Exports</b>																					
Science & Technology	1	-2	2	-1	0	5	9	1	-1	0	-1	1	-4	2	-1	-1	-2	-1	-5	-2	2
Buy products	0	3	1	0	0	11	0	0	-1	-4	1	0	-2	2	-3	1	-3	0	-6	4	-1
Creative Place	0	1	1	3	-2	1	3	2	1	-2	0	0	8	2	-3	-1	1	0	-6	-2	-1
<b>Tourism</b>																					
Visit if Money No Object	1	3	1	2	-3	-3	4	1	-3	8	-1	0	-1	5	0	-6	0	0	-7	0	1
Natural Beauty	-1	0	4	3	-6	3	8	0	4	-4	1	1	3	-4	0	-9	7	-3	-10	-4	2
Historic Buildings	0	13	9	-6	-2	-6	11	-1	-1	11	0	1	3	4	1	-1	8	-6	-1	-1	-4
Vibrant City	1	0	2	4	-4	-1	5	7	1	3	1	3	2	2	1	-4	0	-1	-4	2	-1
<b>Culture</b>																					
Sports	4	0	4	3	2	-7	15	3	2	2	5	-1	2	3	1	-3	3	3	3	4	-4
Cultural Heritage	0	1	1	-1	-8	-7	15	5	-1	-13	-3	1	-3	3	2	-3	5	-6	-3	10	0
Contemporary Culture	-1	1	0	6	-1	-8	7	6	-3	2	2	-1	3	0	1	0	2	4	-8	2	2

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

## Appendix 6: Change in Northern Ireland's NBI<sup>SM</sup> rankings by panel country – 2016 to 2019

	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	-1	-2	-4	-2	3	2	0	-1	4	-1	-6	0	-3	0	-2	2	-2	-7	-2	-1
<b>Dimension</b>																					
Governance	0	-2	0	-3	0	-1	1	1	1	8	-3	-2	0	0	-1	0	1	0	-4	-2	-1
Immigration & Investment	-1	1	0	-4	-1	-1	-2	-2	-2	9	-1	-2	-4	-1	-4	0	0	-1	-6	-3	-2
People	0	1	-1	-2	-2	3	6	-2	-1	3	0	-7	-1	-4	-1	-6	4	-1	-13	-4	-1
Exports	-1	-5	-1	-4	-2	1	-1	-5	-2	-1	-3	-3	-6	-1	-3	-2	0	-1	-3	-5	-4
Tourism	0	4	1	-8	-2	3	2	-2	-5	7	-8	-5	-3	-2	-5	-4	8	-5	-13	-2	-2
Culture	-3	-1	-1	-1	-5	2	6	0	-2	1	-3	-2	-1	-1	-5	-7	0	-3	-10	-1	-2
<b>Attribute</b>																					
<b>Governance</b>																					
Competent & Honest	0	-2	0	-3	1	-2	2	0	-2	4	-1	-3	-5	1	-3	-1	-1	0	-1	-2	-1
Rights & Fairness	0	-1	1	-4	0	0	-1	1	1	13	-2	-2	-2	0	-1	-1	0	0	-4	-1	-1
Peace & Security	0	0	1	-6	0	1	3	2	1	7	-1	-3	-1	2	-9	1	4	-1	-4	1	-3
Environment	0	-1	1	-3	0	5	-1	-2	1	15	-5	1	2	2	0	-1	5	0	-6	-2	-3
Poverty	0	-2	1	-3	1	6	11	0	0	11	-1	-4	2	2	-5	-3	1	0	4	-5	-1
<b>Immigration &amp; Investment</b>																					
Work & Live	-2	-1	4	-3	-1	0	-1	2	0	6	-3	-2	-1	-3	-1	-1	1	-2	-6	-2	-2
Quality of Life	-1	-1	0	-3	-1	2	-6	0	-1	10	-2	-4	-2	-1	-3	-2	0	-1	-6	-1	-1
Educational Qualifications	-1	-1	-1	-4	-1	-1	-2	-1	-1	6	-1	-5	-1	-1	-3	-1	0	-1	-8	0	-1
Invest in Business	0	-5	-2	-3	2	2	-4	-1	-2	7	-3	-5	-2	-1	-2	1	4	0	-1	-5	-1
Equality in Society	0	-1	0	-5	0	2	5	0	1	11	-1	-1	4	-1	-2	-2	0	0	-5	-3	-2
<b>People</b>																					
Welcoming	-1	0	2	-2	-1	5	0	-3	-3	6	1	-8	-4	-6	-2	-8	2	-2	-15	-1	-2
Close Friend	-1	0	-3	0	-3	5	4	-7	-1	-5	-3	-11	-2	-4	2	-5	1	-4	-7	0	0
Employability	-1	1	-1	-4	-1	6	6	-1	2	9	0	-2	0	-4	-3	0	0	1	-7	-7	-4
<b>Exports</b>																					
Science & Technology	-2	-4	-1	-7	-1	3	1	-3	-2	5	-3	-4	-7	2	-7	-2	-1	-2	-2	-5	0
Buy products	-2	-5	-1	-8	-1	2	-2	-1	-1	-3	-1	-3	-9	0	-7	-4	0	-1	-6	-1	-3
Creative Place	-1	-2	-2	-2	-3	0	-3	-3	-1	8	-3	-2	-2	-2	-3	-2	1	-1	-3	-5	-4
<b>Tourism</b>																					
Visit if Money No Object	-1	3	1	-7	-1	-2	-1	-3	-3	7	-1	-4	-1	1	-1	-3	2	-3	-8	-2	-1
Natural Beauty	3	5	0	-9	-1	9	5	2	0	4	-2	-1	0	-6	1	-8	9	-2	-10	-4	4
Historic Buildings	0	6	6	-7	4	-2	7	2	-2	14	-2	-1	-3	-1	-4	-3	9	0	-16	-1	0
Vibrant City	-3	0	0	-8	-1	3	4	-4	1	2	-6	-6	0	0	-2	-6	5	-6	-11	1	-1
<b>Culture</b>																					
Sports	-3	-5	1	-2	-1	0	7	-2	-5	2	-2	-9	-1	-3	-6	-6	0	-8	-10	-3	-8
Cultural Heritage	0	-1	1	6	-6	0	5	1	-1	0	1	-2	-1	-3	-2	-6	5	-6	-11	-1	6
Contemporary Culture	-2	2	-1	-3	-4	4	8	4	-5	5	3	-12	2	-4	-7	-4	4	1	-13	2	-1

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.