

The Anholt Ipsos Nation Brands IndexSM

2020 report for Northern Ireland

25 February 2021

This report uses data from the 2020 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

1. **Overall reputation (rank)** - Northern Ireland's international reputation remains stable, achieving an overall ranking of 22 out of 50. Northern Ireland received its highest ranking from China (13th out of 50). This is the highest ranking Northern Ireland has ever received from any panel country. Northern Ireland received its lowest ranking from Egypt (39th).
2. **Overall reputation (score)** - Northern Ireland achieved an overall Nation Brands IndexSM score of 59.16 out of 100 – this is Northern Ireland's second highest score since inclusion in the Index in 2016. Northern Ireland's highest score from an individual panel country was from China (69.84) and the lowest score came from Japan (51.27).
3. **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 NBISM score.
4. **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 NBISM score.
5. **Six Dimensions ranks and scores** - Governance received the best ranking at 20th, and Culture had the lowest at 31st. 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 (64.11) and Exports the lowest scoring (54.48).

Contents

Key findings	1
Contents.....	2
Introduction	3
Data presentation and terms.....	3
International reputation in 2020	4
Overall score and rank.....	4
Northern Ireland’s Rank and Score on the Six Dimensions of the Nation Brands Index SM	6
Ranks for Dimensions and Attributes	6
Scores for Dimensions and Attributes	7
Dimensions and Attributes by Country.....	8
How is reputation impacted when people have had some exposure to Northern Ireland?.....	10
Familiarity with and favourability towards Northern Ireland.....	10
Online Presence and Commerce.....	10
Visitors to Northern Ireland.....	12
International Reputation: Long-term trends	14
Overall score and ranking – 2016 and 2020	14
Six Dimensions scores and ranking – 2016 and 2020	15
Measuring the data.....	16
Strengths and limitations.....	16
Related links.....	16
Feedback and contact details	16
Annex A: Technical notes.....	17
Annex B: Data.....	19
Appendix 1: Northern Ireland’s NBI 2020 rankings by panel country	19
Appendix 2: Northern Ireland’s NBI 2020 scores by panel country.....	20
Appendix 3: Change in Northern Ireland’s NBI scores by panel country – 2019 to 2020.....	21
Appendix 4: Change in Northern Ireland’s NBI scores by panel country – 2016 to 2020.....	22
Appendix 5: Change in Northern Ireland’s NBI rankings by panel country – 2019 to 2020	23
Appendix 6: Change in Northern Ireland’s NBI rankings by panel country – 2016 to 2020	24

Introduction

The Nation Brands IndexSM (NBISM) (hereafter referred to as ‘Nation Brands Index’ or ‘NBI’) 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.

Twenty countries are surveyed (“panel countries”), and they are asked questions about 50 nations. The 20 panel countries have not changed between 2016 and 2020, but the 50 nations do change between years. See Annex A for further details.

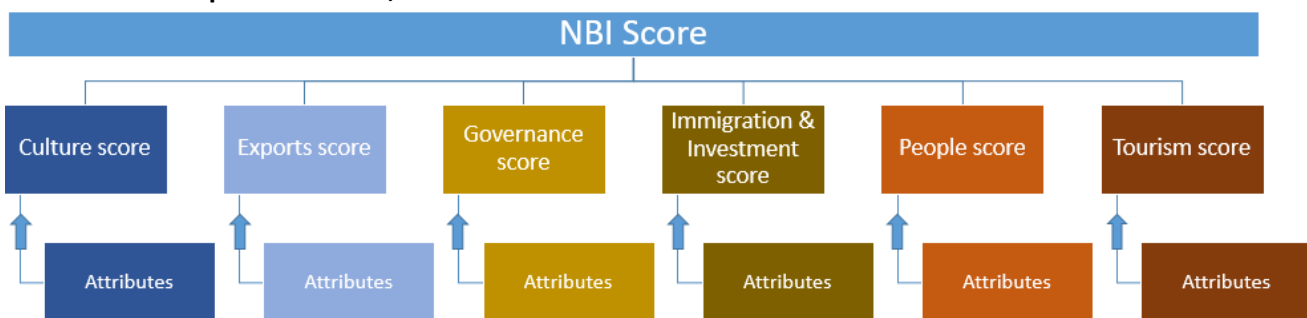
Data presentation and terms

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 3 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 50 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 50 (where 1 is the highest, representing first place amongst all 50 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 2020

Overall score and rank

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

Northern Ireland was ranked 22nd out of 50 participating nations on the 2020 Nation Brands Index (NBI), with an overall score of 59.16. Northern Ireland's overall NBI score in 2020 is a slight decrease from 2019 (-0.22 points).

Rankings can be impacted year on year due to the inclusion of new countries in the survey. 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 2019 and 2020

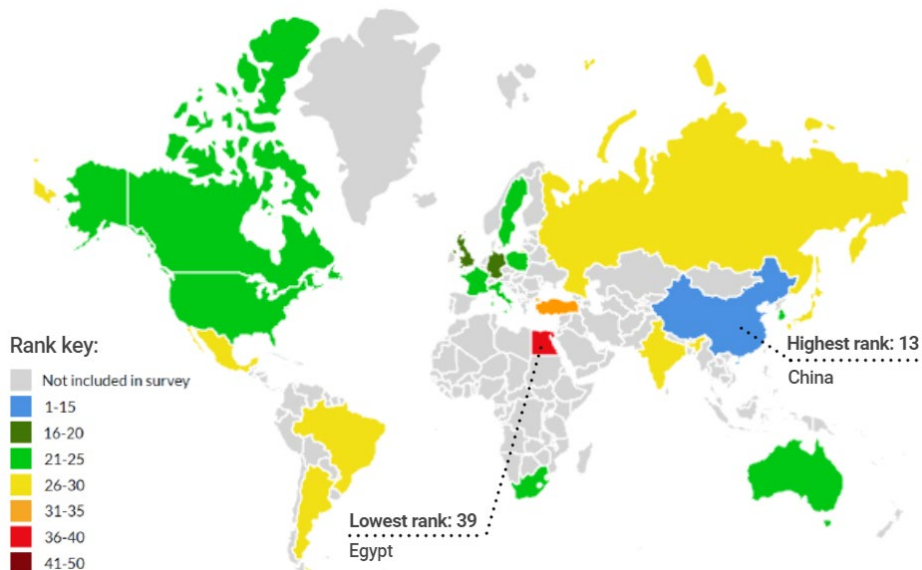


The overall rank and score is determined by the scores received for the Six Dimensions of the NBI. NI's rankings on each of the dimensions are displayed in Figure 5. As in previous years, Northern Ireland's global reputation appears relatively balanced, with five of the Six Dimensions in 2020 being ranked 20th to 27th. The lowest ranking for Northern Ireland in 2020 was Culture, with a rank of 31. These are discussed later in the report.

Northern Ireland's reputation in 2020 is strongest in China, the UK and Germany

Figure 3 illustrates the overall NBI ranking Northern Ireland received from each of the 20 panel countries¹. As with other years, relatively high rankings came from European neighbours and North America, particularly from the United Kingdom (17th out of 50) and Germany (20th out of 50). However, for the first time since its inclusion in 2016, Northern Ireland received its highest overall ranking from China (13th out of 50). This is the highest ranking Northern Ireland has ever received from any nation.

Figure 3: Northern Ireland's overall NBI ranking by panel countries (2020)



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

Northern Ireland received its lowest ranking from Egypt (39th), with relatively low rankings also received from Turkey (31st) and Brazil, India and Mexico (28th). Northern Ireland has consistently received low rankings from these countries.

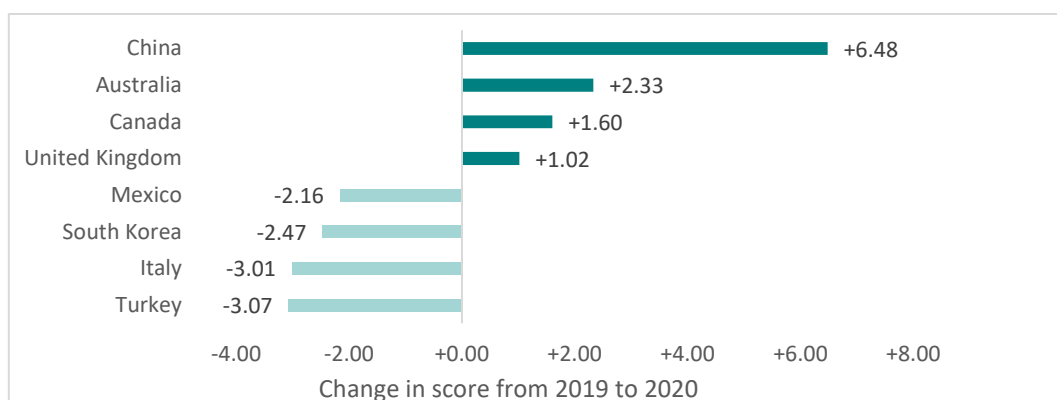
Northern Ireland received its highest overall NBI scores (out of 100) from China (69.84), India (69.61), the United Kingdom (61.71) and Mexico (61.53). The lowest overall NBI scores were received from Japan (51.27), Turkey (53.71), South Korea (53.84) and Sweden (55.59).

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 (22nd) and low score (53.84) from South Korea, this contrasts with the relatively low rank (28th) and high score (69.61) 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.

Figure 4 below shows the countries whose scores have changed the most between 2019 and 2020². The largest increases in score were from China and Australia, and the largest decreases in score were from Turkey and Italy.

Figure 4: Countries with the greatest change in overall NBI score between 2019 and 2020



² The full data relating to scores are available in [Appendix 2](#). Comparisons to 2019 scores are available in [Appendix 3](#).

Northern Ireland's Rank and Score on the Six Dimensions of the Nation Brands IndexSM

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 (20th), Immigration and Investment (21st) and People (22nd). A lower cluster of ranks were found in the Culture (31st), Tourism (27th) and Exports (25th) dimensions (see Figure 5 and Table 1 below).

Figure 5: 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 2019, the overall ranks for Governance, Immigration and Investment and People were unchanged. For Exports, Tourism and Culture, Northern Ireland's rank improved (up one place to 25th, 27th and 31st respectively).

Table 1: Northern Ireland's NBI dimension scores and rankings (2016, 2019 and 2020)

Dimension	Scores			Ranks		
	2016	2019	2020	2016	2019	2020
Governance	57.96	60.13	59.58	20	20	20
Immigration & Investment	55.25	57.07	56.72	20	21	21
People	61.89	63.45	63.29	22	22	22
Exports	53.76	54.59	54.48	25	26	25
Tourism	63.27	64.39	64.11	28	28	27
Culture	55.47	56.68	56.78	29	32	31

Note: The scores for each of the Six Dimensions on the NBI are out of 100. All rankings are out of 50.

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 17th, and “competent and honest”, “rights and fairness”, “peace and security” and “poverty” all ranked 20th. With the exception of 2018, “environment” has been the highest or joint highest ranking attribute for Northern Ireland in each year since 2016. The Tourism dimension received a mixed response, with lower rankings for “vibrant city” (29th) and “historic buildings” (28th) and higher rankings for “natural beauty” (20th) and “visit if money was no object” (22nd). Northern Ireland's lowest ranking attribute in 2020 was “sports” (34th) within the Culture dimension. This is consistently the lowest or joint lowest ranking attribute for Northern. For all attributes, Northern Ireland's 2020 rank either remained the same or improved when compared to 2019³.

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

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:

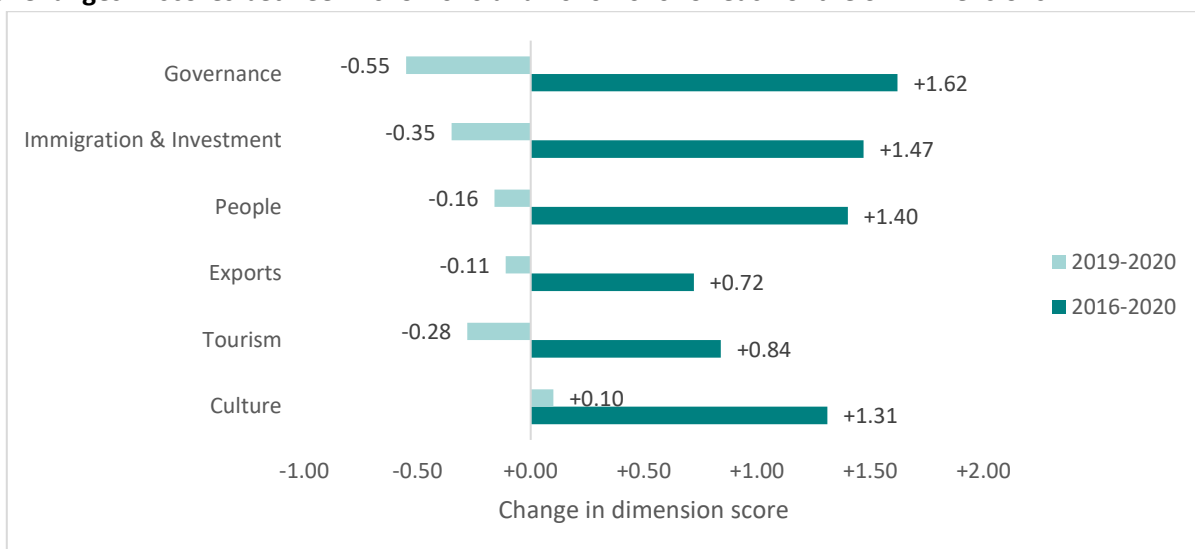
These are an average of scores from participants from each of the 20 panel countries on a scale from one (lowest and worst) to seven (highest and best) with four being neither positive nor negative. For further information see accompanying [methodological report](#).

Tourism continues to be Northern Ireland's highest scoring dimension

Despite a relatively low ranking (27th), Tourism was the highest scoring dimension in 2020 at 64.11. A moderately high score was also recorded for the People dimension (63.29). The score for Exports (54.48) was the lowest dimension score for Northern Ireland⁴.

When we look at change in dimension scores over time, the 2020 dimensions scores are higher than in 2016 but, for the most part, they are lower than in 2019. Between 2016 and 2020 all scores improved with changes ranging from +0.72 (Exports) to +1.62 (Governance). However, scores for five of Six Dimensions were lower in 2020 than in 2019. Changes range from -0.55 (Governance) to +0.10 (Culture).

Figure 6: Changes in scores between 2019-2020 and 2016-2020 for each of the Six Dimensions⁵



“Natural beauty” continues as Northern Ireland's highest scoring attribute, while “Sports” continues as the lowest scoring.

As in all previous years of Northern Ireland's inclusion in NBI, “natural beauty” was the highest scoring attribute for Northern Ireland in 2020 (5.11). Second highest was “employability” (4.92), followed by “visit if money was no object” (4.85). Changes in score were small for these attributes between 2019 and 2020, a 0.04 decrease for “visit if money was no object”, a 0.02 decrease for “employability”, and no change for “natural beauty”. These three attributes have consistently been in the top three for Northern Ireland since 2016.

In 2020, the lowest scoring attribute was “sports” (4.04); this has also been the case in all previous years. This is preceded by “invest in business” (4.08) and “science and technology” (4.08). These scores are similar to 2019 with

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

⁵ The full data comparing 2020 scores to 2019 and 2016 scores are available in [Appendix 3](#) and [Appendix 4](#).

changes of +0.01 for “sports”, -0.03 for “invest in business” and no change 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, 2019 and 2020)

Dimension	Attribute	Scores			Ranks		
		2016	2019	2020	2016	2019	2020
Governance	Competent & Honest	4.45	4.55	4.52	20	20	20
	Rights & Fairness	4.64	4.74	4.71	20	20	20
	Peace & Security	4.49	4.63	4.60	20	20	20
	Environment	4.51	4.64	4.58	19	19	17
	Poverty	4.17	4.36	4.31	20	20	20
Immigration & Investment	Work & Live	4.07	4.15	4.12	20	22	22
	Quality of Life	4.61	4.72	4.69	20	21	21
	Educational Qualifications	4.32	4.44	4.44	20	21	21
	Invest in Business	4.01	4.11	4.08	24	24	24
	Equality in Society	4.44	4.57	4.52	20	20	20
People	Welcoming	4.63	4.70	4.71	23	24	22
	Close Friend	4.66	4.71	4.71	22	23	21
	Employability	4.78	4.94	4.92	20	21	21
Exports	Science & Technology	4.04	4.08	4.08	26	28	27
	Buy Products	4.28	4.33	4.33	21	23	22
	Creative Place	4.27	4.33	4.30	25	26	25
Tourism	Visit if Money No Object	4.82	4.89	4.85	21	22	22
	Natural Beauty	5.05	5.11	5.11	23	20	20
	Historic Buildings	4.62	4.70	4.71	31	31	28
	Vibrant City	4.60	4.66	4.64	28	31	29
Culture	Sports	3.99	4.03	4.04	31	34	34
	Cultural Heritage	4.62	4.72	4.74	31	31	29
	Contemporary Culture	4.29	4.37	4.35	27	29	28

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. All rankings are out of 50.

Dimensions and Attributes by Country

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

In 2020, four countries - Australia, China, Italy and the United Kingdom - ranked all Six Dimensions for Northern Ireland in the top half of nations (i.e. all Six Dimensions received ranks of 25th or higher). In previous years this has varied from zero countries to five. The UK has consistently awarded top half ranks for all of Northern Ireland’s Six Dimensions, with the exception of 2018. This is the first year Australia and China have awarded all Six Dimensions top half ranks. China also gave Northern Ireland top half ranks for all 23 attributes. Northern Ireland has only achieved this once previously (from the United Kingdom in 2016).

Only Egypt ranked Northern Ireland 26th or lower (i.e. bottom half) across all Six Dimensions. Egypt have consistently awarded bottom half ranks to Northern Ireland each year since was first included.

Northern Ireland’s reputation for Governance compares well with other nations

All panel countries with the exception of Egypt ranked Northern Ireland in the top half of nations for the Governance dimension (25th or higher). This is a slight improvement on consistently strong rankings by panel countries for Governance. In contrast the Culture dimension received ‘bottom half’ rankings from 16 of 20 panel countries. Northern Ireland consistently receives mostly bottom half rankings for Culture and, to a lesser degree, Tourism.

In terms of dimension scores, Northern Ireland only received scores below 50 from two countries across two dimensions. Exports received a score below 50 from Japan and South Korea (48.74 and 49.85 respectively), and

Immigration and Investment received a score below 50 from Japan (46.22). Northern Ireland has never received scores below 50 from panel countries for the other four dimensions.

The only attribute to receive more negative scores than positive scores from the panel countries were “science and technology” (Exports dimension) and “sports” (Culture dimension). This is the norm for “sports” but a decline for “science and technology” compared with all previous years.

Northern Ireland’s reputation improves in China in 2020

Since last year, the perception of Northern Ireland across all Six Dimensions changed entirely for China; China ranked Northern Ireland higher on all Six Dimensions. In contrast, Egypt ranked Northern Ireland lower for five of the Six Dimensions. For attributes, there are 19 instances of changes by +/- ten rank places between 2019 and 2020. 13 of these instances were from China who ranked (and scored) Northern Ireland higher on all 23 attributes. The largest improvement in rank was for “historic buildings”; China ranked Northern Ireland 27 places higher in 2020 than 2019. The largest decreases were both from Egypt; the ranks for “sports” and “historic buildings” decreased by ten places from 29th and 30th to 39th and 40th respectively.

The longer term change between 2016 and 2020 again shows China ranking Northern Ireland higher in 2020 for all Six Dimensions. In contrast, Brazil, South Africa and Turkey ranked Northern Ireland lower in 2020 across all Six Dimensions. For attributes, China ranked Northern Ireland higher on 22 of 23 attributes in 2020 (compared with 2016) while South Africa ranked Northern Ireland lower on 21 of 23 attributes⁶.

⁶ The full data comparing 2020 ranks to 2019 and 2016 scores are available in [Appendix 5](#) and [Appendix 6](#). Data from all years are available on [The Executive Office website](#).

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 2020 survey show that 56 per cent of participants reported that they had some familiarity with Northern Ireland, resulting in a familiarity ranking of 38th out of the 50 participating nations. This is a small increase from 2019 when 53 per cent of participants reported some knowledge of Northern Ireland, with a rank of 41st.

Northern Ireland was rated relatively highly in terms of favourability with a rank of 22nd out of 50 participating nations and a score of 4.62. This was a small increase in rank (up one place) and score (+0.01) compared with 2019.

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 7: Familiarity with and favourability towards Northern Ireland in 2019 and 2020⁷



Online Presence and Commerce

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 11 per cent of participants had purchased a product from Northern Ireland (ranked 41st), while 16 per cent reported that they had previously visited a Northern Irish website (ranked 37th). These are very similar to results from the 2019 survey when

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

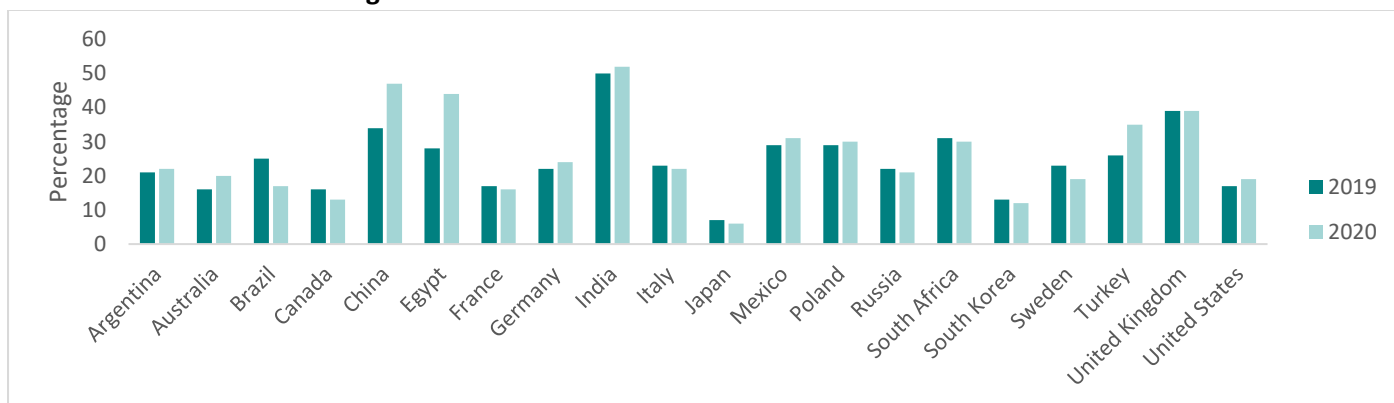
ten per cent of participants reported that they had purchased a product from Northern Ireland (ranked 42nd) and 16 per cent reported that they had previously visited a Northern Irish website (ranked 36th).

When these results were combined, Northern Ireland was ranked 40th overall; 25 per cent of participants who had purchased a product or service from Northern Ireland and/or had visited a Northern Irish website. This compares with 24 per cent and a ranking of 41st overall in 2019 and is 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, India (52 per cent), China (47 per cent), Egypt (44 per cent), United Kingdom (39 per cent), and Turkey (35 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 2020.

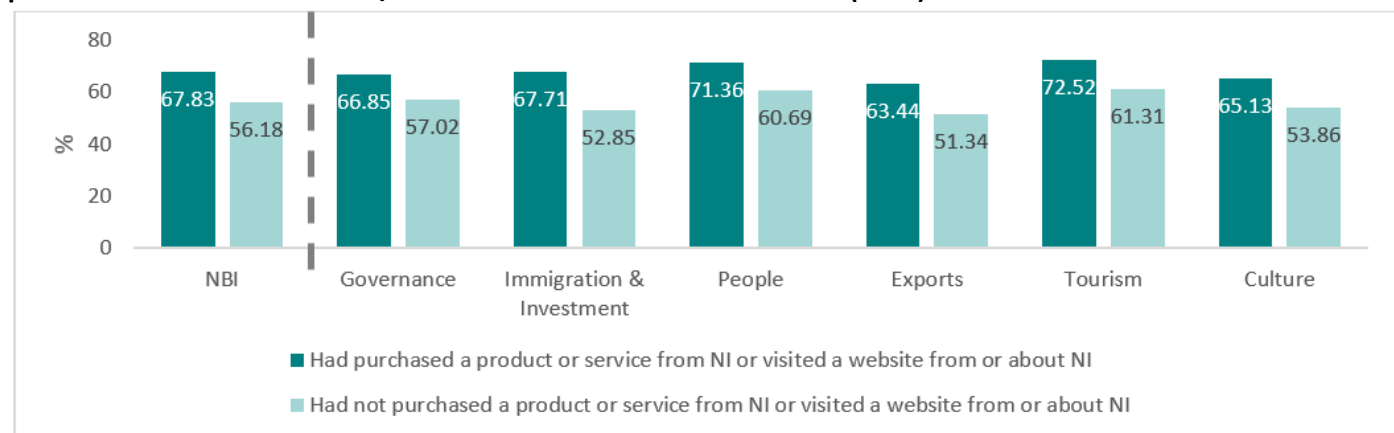
Compared with 2019, there was a large increase in the proportion of participants from Egypt (16 percentage points) and China (13 percentage points) who had purchased a product or service from NI and/or visited a website from or about Northern Ireland. There were also large increases in those who had done so from Turkey (9 percentage points) and Australia (4 percentage points). The largest decreases were for participants from Brazil (8 percentage points), Sweden (4 percentage points) and Canada (3 percentage points). For other panel countries, the difference between 2019 and 2020 was 2 percentage points or fewer.

Figure 8: 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 – 2019 and 2020⁸



In 2020, 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 9 below). This was also the case in 2017, 2018 and 2019.

Figure 9: 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 (2020)



⁸ The full data relating to purchasing products/visiting websites are available in Table 9a-9c of the [data download](#).

Visitors to Northern Ireland

Overall reported visits up since 2019, led by visitors from UK, India and China

Results from the 2020 NBI revealed that 12 per cent of participants had previously visited Northern Ireland to take a holiday and/or for business purposes. This resulted in Northern Ireland ranking 40th out of the 50 nations in regard to foreign visits. This compares with ten per cent and a ranking of 41st in 2019 and is 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 (eight per cent) than for business purposes (four per cent), showing a similar pattern to that of 2019 (see Table 3 below).

Table 3: Percentage of participants who had visited NI, by reason and panel country in 2019 and 2020⁹

Panel country	Visited for business (%)		Visited for holiday (%)		Visited total (%)	
	2019	2020	2019	2020	2019	2020
Argentina	1	2	3	4	4	6
Australia	2	2	8	13	10	15
Brazil	3	2	5	3	8	5
Canada	4	2	4	6	8	7
China	9	15	9	12	17	27
Egypt	-	-	-	-	-	-
France	4	3	8	9	12	12
Germany	3	3	6	8	8	11
India	9	15	12	18	20	31
Italy	3	3	11	11	14	14
Japan	1	1	3	1	3	2
Mexico	2	3	3	3	5	5
Poland	6	4	7	7	12	10
Russia	1	3	2	1	3	4
South Africa	2	1	4	4	6	5
South Korea	1	2	2	2	2	4
Sweden	3	4	7	6	9	10
Turkey	3	6	2	7	4	13
United Kingdom	11	6	25	30	34	34
United States	3	4	7	4	10	8
Total	4	4	7	8	10	12

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

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 (31 per cent), China (27 per cent), Australia (15 per cent) and Italy (14 per cent) were the countries that had the next largest proportions of participants who had previously visited Northern Ireland.

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

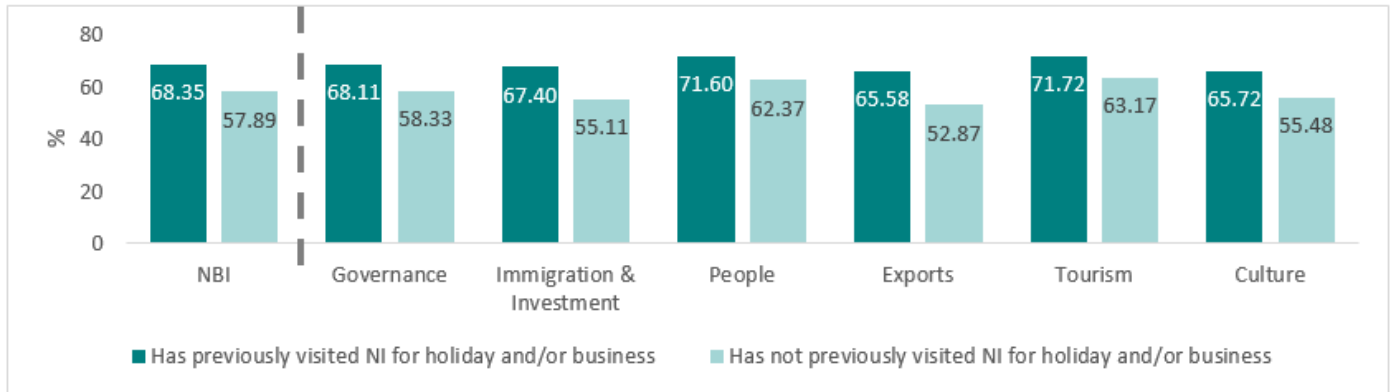
Table 3 shows the proportion of people who had visited NI from each of the panel countries in 2019 and 2020. The percentage of people visiting for business and/or holiday increased for nine panel countries, decreased for five panel countries and stayed the same for four panel countries. The largest increases were for India (up 11 percentage points), China (up ten percentage points), and Turkey (up nine percentage points).

⁹ The full data relating to visiting NI for holiday and/or business are available in Table 10a-10c 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 10, below). This follows similar patterns seen in each year since 2016.

Figure 10: Scores for NI on the NBI and the Six Dimensions among those who had and had not previously visited Northern Ireland (2020)



International Reputation: Long-term trends

In 2016, the draft Programme for Government (PfG) framework for Northern Ireland was developed following extensive public [consultation in 2016-17](#). It used an Outcomes Based Accountability (OBA™) approach to construct a suite of Outcomes and Indicators. Northern Ireland's score on the Nation Brands Index was included as a population indicator for one of these Outcomes.

A subscription to the Anholt Ipsos Nation Brands Index 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 score.

A strategic framework of Outcomes, supported by Indicators, is currently under development. More information can be found [here](#).

Overall score and ranking – 2016 and 2020

Northern Ireland's 2020 NBI score has increased by 1.23 points since 2016

In 2020, Northern Ireland's NBI Score was 59.16, giving it a rank of 22nd out of 50 nations. Northern Ireland's overall NBI score has increased slightly since 2016, when it achieved a score of 57.93 (an increase of 1.23 points). Northern Ireland maintained a mid-level ranking relative to other nations, with a small decrease from 21st out of 50 nations in 2016 to 22nd in 2020.

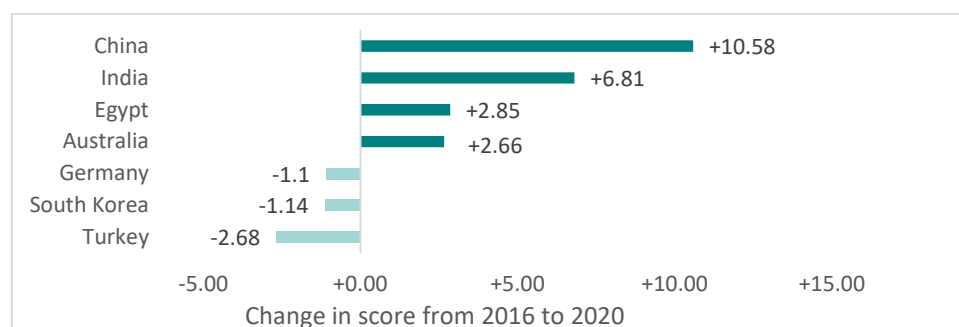
Figure 11: Northern Ireland's NBI overall score and ranking for 2016 and 2020¹⁰



Northern Ireland has improved its reputation with 12 of 20 NBI panel nations since 2016

Figure 12 below lists the countries whose scores of Northern Ireland have changed most between 2016 and 2020. 12 of 20 panel countries gave Northern Ireland a higher score in 2020 than in 2016. China, India, Egypt and Australia saw the largest positive changes in score. The largest negative changes came from Turkey, South Korea and Germany.

Figure 12: Countries with the greatest change in overall NBI score between 2016 and 2020¹¹



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

¹¹ The full data comparing 2020 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 2020

All of Northern Ireland's Six Dimensions that are used in the calculation of the overall NBI score have increased since 2016. The Governance dimension sees the largest increase in score between 2016 and 2020 (+1.62 from 57.96 in 2016) and the smallest increase in Exports (+0.72 points from 53.76 in 2016).

When we look at rank, Governance, People and Exports remain unchanged (20th, 22nd and 25th respectively), the rank for Tourism improved (up one place to 27th) and there were drops in the ranks for Culture (down two places to 31st) and Immigration and Investment (down one place to 21st).

Small increases in score between 2016 and 2020 can be seen for all of the individual attributes that make up the Six Dimensions. The largest of these are for "poverty" and "employability" which both increased by +0.14 points (see Table 2, page 8). For rank, there is a more varied pattern; the ranks for six attributes are the same as they were in 2016, for six others the rank has improved and there were drops in the ranks for the remaining 11 attributes. The largest rises in rank were for "natural beauty" and "historic buildings", both in the Tourism dimension; NI moved up three places in both (from 23rd to 20th, and from 31st to 28th respectively). The largest fall was for "sports", in the Culture dimension; NI dropped three places from 31st to 34th. This attribute was the lowest ranked attribute, and Culture the lowest ranked dimension, in 2016 and 2020, and in all the intervening years.

Measuring the data

The data in this report is collected from responses to the Nation Brands Index – 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 9,398 responses in total for 2020.

The 2020 results relate to a survey conducted between 15 July to 29 August 2020. 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 have remained consistent. 45 of the 50 nations included in NBI have also remained the same. 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 later in the year 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 50 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 2020](#).

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](#).

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

Emma Morgan

PfG Analytics

Castle Buildings

Stormont Estate

Belfast BT4 3SR

E-mail: pfganalytics@executiveoffice-ni.gov.uk

Annex A: Technical notes

Summary of changes in the 50 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, 45 of the 50 nations included in NBI have remained the same:

- **North America:** Canada, United States of America
- **Western Europe:** Austria, Belgium, Finland, France, Germany, Greece, Netherlands, 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 2020:

Nation	Region	2016	2017	2018	2019	2020
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	✓				
Denmark	Western Europe	✓	✓	✓	✓	
Norway	Western Europe		✓	✓	✓	✓
Ukraine	Central/Eastern Europe		✓	✓	✓	✓
Panama	Latin America					✓
Wales	Western Europe					✓

Available population characteristics

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.

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 2009-2020; 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 2008-2020)

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 2009-2020; 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 2009-2020; 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 2009-2020; 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 2008-2020)

Annex B: Data

Appendix 1: Northern Ireland's NBI 2020 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 SM score	22	27	23	28	21	13	39	21	20	28	21	26	28	23	27	24	22	22	31	17	21
Dimension																					
Governance	20	19	20	21	19	11	28	19	16	24	18	22	22	21	22	21	21	19	25	15	21
Immigration & Investment	21	23	22	23	21	13	35	20	19	23	21	24	26	22	28	23	21	21	27	16	21
People	22	27	17	29	19	13	41	17	14	26	18	27	31	25	26	28	24	22	30	10	17
Exports	25	29	24	28	24	18	37	22	23	38	24	26	29	26	31	33	24	24	28	20	24
Tourism	27	30	21	35	22	16	42	20	20	30	23	27	38	31	34	27	27	23	36	20	18
Culture	31	35	25	37	30	17	40	28	26	32	20	36	36	30	33	33	33	33	31	20	30
Attribute																					
Governance																					
Competent & honest	20	18	19	20	18	22	34	15	17	26	17	23	22	22	24	22	21	19	27	15	21
Rights & Fairness	20	19	21	21	19	9	24	18	16	28	18	22	20	21	22	20	21	20	25	14	21
Peace & Security	20	18	22	22	20	9	34	20	19	22	21	26	22	21	24	23	21	20	21	19	21
Environment	17	18	19	21	17	14	28	17	12	16	14	20	20	16	19	18	19	17	20	13	19
Poverty	20	18	19	21	20	12	29	19	15	24	19	19	23	21	22	21	21	18	22	10	20
Immigration & Investment																					
Work & Live	22	22	20	25	18	10	39	20	19	25	22	25	23	23	27	23	20	22	26	15	20
Quality of Life	21	21	21	22	20	19	33	19	18	25	21	23	26	21	26	23	21	20	28	21	21
Educational Qualifications	21	24	22	21	21	12	30	21	21	24	20	23	25	23	26	23	21	22	25	15	22
Invest in Business	24	28	23	29	23	12	39	19	18	27	24	26	32	22	29	31	22	23	25	15	19
Equality in Society	20	20	19	19	20	15	32	19	17	22	20	24	21	21	21	20	20	18	26	17	21
People																					
Welcoming	22	25	17	31	17	8	42	16	13	30	14	30	29	24	34	31	29	22	37	14	20
Close Friend	21	28	12	32	17	6	39	15	16	33	20	25	31	24	27	24	22	21	28	9	13
Employability	21	24	21	26	21	12	39	19	14	22	20	22	33	24	24	25	21	20	31	12	15
Exports																					
Science & Technology	27	32	29	30	27	18	37	26	27	39	26	28	28	27	34	33	27	27	26	26	26
Buy Products	22	29	22	26	21	20	38	19	19	38	18	24	35	25	29	30	24	22	28	9	20
Creative Place	25	29	25	29	24	18	36	21	23	36	22	26	29	26	31	33	24	24	28	20	24
Tourism																					
Visit if Money No Object	22	27	20	32	21	17	43	18	17	34	17	28	30	28	34	28	26	22	32	18	19
Natural Beauty	20	27	17	33	15	13	32	16	14	28	20	13	32	23	21	29	19	20	31	19	13
Historic Buildings	28	30	22	35	26	11	40	24	21	27	26	32	43	27	30	26	35	28	30	20	18
Vibrant City	29	33	23	36	28	20	44	20	34	24	24	28	37	32	34	32	28	33	34	17	24
Culture																					
Sports	34	38	29	39	32	16	39	28	33	37	29	34	36	27	36	29	31	31	32	24	34
Cultural Heritage	29	35	24	38	23	18	30	22	24	25	18	35	37	33	30	34	37	37	32	17	25
Contemporary Culture	28	33	18	36	28	22	34	22	22	33	14	28	36	26	30	36	27	24	30	15	24

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 2020 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 SM score	59.16	57.64	59.77	60.31	58.74	69.84	59.96	57.29	58.51	69.61	57.58	51.27	61.53	58.31	58.56	60.32	53.84	55.59	53.71	61.71	59.13
Dimension																					
Governance	59.58	56.82	58.94	59.20	57.79	69.89	61.47	57.47	60.66	70.09	58.10	53.28	59.54	59.26	59.18	59.92	57.27	57.17	53.06	63.84	58.68
Immigration & Investment	56.72	56.37	54.83	59.55	54.01	69.93	59.83	53.80	52.43	70.40	54.40	46.22	62.02	56.69	53.73	60.14	53.11	50.94	52.80	58.65	54.53
People	63.29	61.83	67.17	63.49	66.31	70.69	60.27	62.43	65.92	70.99	61.53	54.55	66.85	63.04	62.18	64.17	53.38	62.69	54.91	67.84	65.62
Exports	54.48	53.14	52.85	58.07	52.34	68.01	56.70	53.27	52.86	64.61	53.68	48.74	56.37	53.01	52.87	53.57	49.85	50.37	50.13	56.26	52.91
Tourism	64.11	64.66	65.41	63.77	65.02	71.41	62.71	62.42	65.69	72.28	63.62	54.54	66.87	64.46	66.10	65.83	57.06	61.54	58.70	65.17	64.85
Culture	56.78	53.00	59.43	57.79	56.97	69.11	58.80	54.38	53.50	69.25	54.13	50.29	57.54	53.37	57.32	58.27	52.35	50.82	52.64	58.50	58.19
Attribute																					
Governance																					
Competent & honest	4.52	4.33	4.42	4.59	4.45	5.06	4.51	4.39	4.63	5.10	4.49	4.20	4.55	4.55	4.41	4.54	4.44	4.46	4.14	4.69	4.48
Rights & Fairness	4.71	4.52	4.71	4.65	4.69	5.22	4.90	4.75	4.91	5.16	4.74	4.25	4.62	4.71	4.64	4.70	4.55	4.68	4.30	5.06	4.68
Peace & Security	4.60	4.44	4.64	4.58	4.55	5.21	4.59	4.55	4.77	5.23	4.50	4.12	4.61	4.55	4.45	4.66	4.38	4.48	4.18	4.87	4.59
Environment	4.58	4.33	4.47	4.53	4.41	5.24	4.77	4.35	4.57	5.31	4.55	4.25	4.67	4.56	4.78	4.65	4.44	4.33	4.30	4.82	4.47
Poverty	4.31	4.29	4.32	4.28	4.11	5.16	4.54	4.07	4.20	5.14	4.03	4.02	4.28	4.28	4.35	4.31	4.23	4.08	3.86	4.61	4.27
Immigration & Investment																					
Work & Live	4.12	4.13	3.88	4.27	3.90	5.15	4.37	3.89	3.40	5.18	3.99	3.27	4.69	4.17	3.87	4.51	4.13	3.56	4.00	4.25	3.88
Quality of Life	4.69	4.68	4.72	4.87	4.64	5.23	4.68	4.59	4.72	5.30	4.56	4.13	4.88	4.67	4.76	4.86	4.40	4.39	4.24	4.78	4.65
Educational Qualifications	4.44	4.40	4.35	4.75	4.30	5.20	4.57	4.32	4.28	5.13	4.38	3.77	4.81	4.29	4.11	4.68	4.19	4.11	4.12	4.72	4.40
Invest in Business	4.08	4.18	3.80	4.35	3.83	5.12	4.52	3.88	3.56	5.14	3.93	3.43	4.54	4.15	3.74	4.30	3.76	3.70	4.11	4.01	3.91
Equality in Society	4.52	4.39	4.57	4.50	4.39	5.19	4.69	4.32	4.63	5.27	4.32	4.10	4.57	4.59	4.51	4.57	4.31	4.37	4.23	4.71	4.39
People																					
Welcoming	4.71	4.68	4.93	4.67	4.82	5.23	4.57	4.70	5.08	5.27	4.67	4.21	4.70	4.74	4.62	4.64	4.05	4.60	4.12	5.01	4.75
Close Friend	4.71	4.52	4.85	4.68	4.78	5.24	4.67	4.57	4.69	5.18	4.40	4.26	5.12	4.61	4.67	4.87	4.37	4.64	4.50	4.81	4.78
Employability	4.92	4.85	5.25	5.00	5.27	5.20	4.53	4.91	5.04	5.28	4.93	4.27	5.15	4.93	4.83	4.97	4.11	4.98	4.18	5.33	5.22
Exports																					
Science & Technology	4.08	4.00	3.99	4.27	3.91	5.02	4.29	3.98	3.94	4.80	3.89	3.85	4.23	3.96	3.96	3.98	3.89	3.76	3.84	4.10	4.00
Buy Products	4.33	4.23	4.28	4.56	4.27	5.10	4.30	4.23	4.36	4.82	4.38	3.92	4.32	4.23	4.25	4.28	3.99	4.18	4.02	4.60	4.26
Creative Place	4.30	4.26	4.16	4.55	4.16	5.07	4.53	4.29	4.12	4.95	4.30	3.91	4.52	4.26	4.22	4.30	4.00	4.04	4.07	4.35	4.18
Tourism																					
Visit if Money No Object	4.85	5.07	4.80	4.75	4.84	5.27	4.59	4.77	4.89	5.28	5.09	3.93	5.18	4.98	4.91	5.04	4.39	4.89	4.72	4.92	4.66
Natural Beauty	5.11	5.11	5.23	4.93	5.20	5.31	5.00	5.17	5.39	5.41	5.11	4.78	5.20	5.04	5.45	5.14	4.69	5.09	4.48	5.11	5.29
Historic Buildings	4.71	4.64	4.89	4.80	4.85	5.28	4.63	4.47	4.75	5.26	4.47	4.28	4.74	4.67	4.75	4.86	4.29	4.45	4.36	4.75	4.90
Vibrant City	4.64	4.62	4.70	4.74	4.63	5.21	4.73	4.49	4.65	5.33	4.51	3.99	4.85	4.70	4.67	4.68	4.21	4.25	4.43	4.77	4.63
Culture																					
Sports	4.04	3.55	4.09	3.84	3.94	5.10	4.33	3.90	3.71	5.01	3.91	3.86	4.05	3.88	3.90	4.09	3.97	3.72	4.02	4.12	4.02
Cultural Heritage	4.74	4.61	5.04	4.93	4.98	5.17	4.64	4.68	4.71	5.26	4.62	4.17	4.74	4.45	4.89	4.95	4.25	4.39	4.27	4.88	4.99
Contemporary Culture	4.35	4.30	4.49	4.55	4.25	5.11	4.54	4.13	4.12	5.13	4.13	3.94	4.48	4.19	4.45	4.37	4.12	3.95	4.10	4.45	4.39

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 – 2019 to 2020

	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 SM score	-0.22	-0.85	2.33	-1.97	1.60	6.48	-1.09	-1.40	-0.12	0.99	-3.01	-0.01	-2.16	-0.83	-0.20	-0.77	-2.47	-0.09	-3.07	1.02	0.57
Dimension																					
Governance	-0.55	-0.97	1.43	-2.58	0.19	4.83	-1.53	-0.87	-1.16	-0.24	-2.41	-0.11	-2.53	-1.97	-0.49	-1.16	-3.66	1.20	-4.13	1.96	1.57
Immigration & Investment	-0.35	-0.31	1.53	-2.31	0.61	6.91	-1.14	-1.46	-0.92	1.92	-4.24	-0.57	-2.18	-0.45	0.18	-1.13	-2.82	0.04	-3.66	1.22	-0.25
People	-0.16	-0.18	2.81	-1.92	3.35	6.74	-2.40	-0.87	1.03	1.00	-3.80	0.94	-2.05	-0.42	-1.27	-0.69	-2.53	-0.81	-3.30	1.38	1.18
Exports	-0.11	-0.50	2.08	-1.68	0.87	7.04	1.14	-1.65	-1.07	0.63	-2.88	-0.23	-2.09	-1.64	0.63	-0.24	-0.62	-0.36	-2.19	0.54	0.07
Tourism	-0.28	-1.64	2.30	-1.95	3.15	5.56	-2.13	-1.50	0.83	0.87	-3.90	-0.05	-2.68	0.61	-0.25	-0.62	-4.07	0.80	-3.44	1.48	1.12
Culture	0.10	-1.49	3.84	-1.35	1.41	7.79	-0.45	-2.00	0.55	1.75	-0.86	-0.01	-1.41	-1.12	0.05	-0.77	-1.12	-1.44	-1.73	-0.47	-0.25
Attribute																					
Governance																					
Competent & honest	-0.03	-0.09	0.06	-0.09	0.10	0.22	-0.14	-0.04	-0.07	-0.01	-0.18	0.04	-0.05	-0.10	-0.06	-0.09	-0.24	0.18	-0.31	0.11	0.12
Rights & Fairness	-0.03	0.04	0.06	-0.15	0.04	0.31	-0.11	0.05	-0.02	-0.12	-0.10	-0.03	-0.10	-0.10	-0.13	-0.12	-0.22	0.15	-0.33	0.21	0.16
Peace & Security	-0.03	-0.05	0.17	-0.18	0.09	0.36	-0.03	-0.10	-0.10	0.00	-0.20	-0.04	-0.18	-0.16	0.06	-0.02	-0.26	0.03	-0.18	0.12	0.06
Environment	-0.06	-0.12	0.01	-0.17	-0.05	0.26	-0.18	-0.09	-0.09	0.00	-0.14	-0.03	-0.18	-0.10	-0.06	-0.02	-0.26	0.02	-0.23	0.14	0.08
Poverty	-0.05	-0.08	0.14	-0.20	-0.13	0.33	-0.02	-0.09	-0.07	0.06	-0.11	0.03	-0.27	-0.14	0.05	-0.08	-0.14	0.00	-0.20	0.02	0.06
Immigration & Investment																					
Work & Live	-0.03	-0.12	0.09	-0.16	0.17	0.48	-0.18	-0.20	-0.07	0.18	-0.38	-0.10	-0.08	-0.04	-0.11	-0.10	-0.22	0.07	-0.15	0.23	0.03
Quality of Life	-0.03	-0.06	0.12	-0.10	0.07	0.33	0.02	-0.11	0.00	0.05	-0.17	-0.02	-0.14	-0.05	0.03	0.01	-0.20	-0.05	-0.32	0.06	-0.06
Educational Qualifications	0.00	0.00	0.11	-0.13	-0.02	0.58	-0.04	-0.06	0.02	0.14	-0.22	-0.03	-0.08	-0.04	-0.01	-0.03	-0.13	-0.03	-0.19	0.07	0.00
Invest in Business	-0.03	0.04	0.12	-0.23	0.02	0.42	-0.07	0.00	-0.04	0.13	-0.31	0.02	-0.14	-0.05	0.08	-0.15	-0.11	-0.02	-0.19	0.00	0.04
Equality in Society	-0.05	0.05	0.04	-0.09	-0.06	0.29	-0.07	-0.07	-0.19	0.08	-0.21	-0.04	-0.21	0.03	0.07	-0.07	-0.19	0.05	-0.25	0.01	-0.07
People																					
Welcoming	0.01	-0.02	0.14	-0.15	0.17	0.45	-0.03	-0.01	0.15	0.05	-0.16	0.04	-0.12	0.01	-0.11	-0.01	-0.17	0.01	-0.17	0.05	0.05
Close Friend	0.00	0.04	0.19	-0.13	0.20	0.41	-0.11	-0.06	0.00	0.07	-0.28	0.09	-0.08	-0.02	-0.13	-0.04	-0.21	-0.06	-0.18	0.14	0.03
Employability	-0.02	-0.07	0.18	-0.08	0.24	0.36	-0.31	-0.08	0.04	0.06	-0.26	0.04	-0.17	-0.06	0.01	-0.08	-0.07	-0.09	-0.25	0.06	0.14
Exports																					
Science & Technology	0.00	-0.01	0.12	-0.05	0.06	0.50	-0.12	-0.06	-0.16	-0.02	-0.21	0.05	-0.07	-0.15	0.14	-0.04	0.00	-0.10	-0.05	-0.02	0.01
Buy Products	0.00	-0.03	0.06	-0.10	0.09	0.38	0.34	-0.08	0.01	0.18	-0.10	-0.05	-0.13	-0.12	-0.03	-0.01	-0.11	0.04	-0.15	0.09	0.05
Creative Place	-0.03	-0.04	0.20	-0.16	0.01	0.41	-0.01	-0.16	-0.05	-0.04	-0.23	-0.04	-0.18	-0.03	0.00	0.01	0.00	-0.01	-0.21	0.03	-0.04
Tourism																					
Visit if Money No Object	-0.04	-0.14	0.21	-0.17	0.26	0.33	-0.09	-0.12	-0.05	-0.05	-0.35	-0.01	-0.17	-0.01	-0.19	0.00	-0.34	0.13	-0.29	0.22	0.18
Natural Beauty	0.00	-0.10	0.13	-0.18	0.31	0.23	-0.20	-0.02	0.14	0.04	-0.19	-0.05	-0.15	0.15	-0.01	0.02	-0.31	0.12	-0.26	0.13	0.03
Historic Buildings	0.01	-0.10	0.06	-0.01	0.06	0.52	-0.06	-0.08	0.12	0.10	-0.23	0.03	-0.17	0.03	0.04	-0.08	-0.20	0.08	-0.05	0.00	0.06
Vibrant City	-0.02	-0.04	0.17	-0.11	0.13	0.28	-0.18	-0.14	-0.01	0.13	-0.18	0.02	-0.16	-0.01	0.11	-0.09	-0.15	-0.13	-0.23	0.00	0.01
Culture																					
Sports	0.01	-0.08	0.18	-0.15	0.00	0.56	-0.04	-0.07	-0.04	0.08	0.01	0.04	-0.07	-0.13	0.06	-0.01	-0.08	0.04	-0.08	-0.05	0.03
Cultural Heritage	0.02	-0.14	0.22	0.02	0.23	0.46	0.03	-0.08	0.04	0.18	-0.02	-0.09	-0.06	-0.02	-0.11	-0.02	-0.12	-0.08	-0.11	0.04	-0.05
Contemporary Culture	-0.02	-0.05	0.30	-0.12	0.02	0.39	-0.08	-0.21	0.10	0.05	-0.15	0.05	-0.14	-0.05	0.07	-0.12	-0.01	-0.22	-0.13	-0.08	-0.02

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 2020

	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 SM score	1.23	1.60	2.66	-0.67	-0.10	10.58	2.85	-0.37	-1.10	6.81	-0.59	-0.29	1.21	0.04	1.21	0.82	-1.14	0.55	-2.68	1.30	1.84
Dimension																					
Governance	1.62	2.15	2.64	-0.42	-0.18	9.92	3.16	0.74	-1.27	5.95	-0.59	-0.17	1.40	0.27	2.83	1.72	-0.24	2.87	-3.20	1.72	3.09
Immigration & Investment	1.47	2.15	2.70	-0.60	0.44	11.16	1.73	0.36	-1.99	8.51	-0.86	-0.65	2.16	0.83	1.92	1.16	-1.12	0.77	-2.77	1.74	1.83
People	1.40	3.21	2.45	-0.76	0.48	10.79	3.39	-0.49	-0.72	6.42	-0.28	0.09	0.74	0.28	0.59	1.48	-1.53	-0.10	-2.46	1.57	2.97
Exports	0.72	0.02	1.34	-1.73	-1.16	11.31	2.56	-1.58	-1.30	6.72	-1.84	-0.32	1.13	0.03	0.86	1.37	-2.08	0.18	-2.12	0.26	0.72
Tourism	0.84	1.95	2.86	-1.37	0.25	8.18	1.98	-0.62	-0.39	6.02	-1.49	-0.24	-0.66	0.04	1.25	0.07	-1.52	0.82	-3.80	1.75	1.61
Culture	1.31	0.14	3.97	0.88	-0.41	12.12	4.32	-0.58	-0.90	7.20	1.51	-0.44	2.51	-1.24	-0.15	-0.87	-0.38	-1.24	-1.79	0.75	0.81
Attribute																					
Governance																					
Competent & honest	0.07	0.12	0.15	0.07	0.07	0.56	0.21	0.07	-0.14	0.34	-0.10	0.00	0.00	-0.07	0.10	0.14	-0.06	0.18	-0.29	0.01	0.15
Rights & Fairness	0.07	0.15	0.12	-0.06	0.02	0.59	0.04	0.11	-0.09	0.24	-0.03	0.00	0.09	-0.02	0.10	0.08	-0.08	0.20	-0.32	0.14	0.29
Peace & Security	0.11	0.19	0.27	-0.10	0.00	0.67	0.25	0.08	-0.06	0.35	-0.08	-0.05	-0.01	-0.04	0.12	0.16	0.05	0.16	-0.12	0.16	0.17
Environment	0.07	0.04	0.07	-0.01	-0.02	0.49	0.02	-0.04	-0.11	0.43	-0.01	0.01	0.12	0.09	0.24	0.11	-0.01	0.19	-0.27	0.15	0.14
Poverty	0.14	0.15	0.19	-0.03	-0.12	0.70	0.42	0.01	0.02	0.44	0.05	-0.01	0.21	0.12	0.28	0.04	0.02	0.15	0.03	0.07	0.20
Immigration & Investment																					
Work & Live	0.05	0.12	0.13	-0.10	0.11	0.72	0.01	-0.18	-0.33	0.57	-0.34	-0.16	0.18	0.16	0.13	0.07	-0.15	-0.11	0.00	0.21	0.08
Quality of Life	0.08	0.14	0.17	-0.01	0.11	0.59	-0.01	0.06	0.04	0.46	-0.01	-0.01	0.06	-0.02	0.09	0.10	-0.05	0.02	-0.30	0.12	0.09
Educational Qualifications	0.12	0.10	0.19	0.03	-0.11	0.79	0.23	0.09	-0.04	0.58	0.06	-0.04	0.22	0.02	0.15	0.15	-0.02	0.05	-0.29	0.16	0.16
Invest in Business	0.07	0.07	0.17	-0.09	0.01	0.74	0.04	0.04	-0.18	0.55	-0.01	0.00	0.06	0.03	0.09	0.03	-0.07	0.16	-0.03	0.03	0.15
Equality in Society	0.08	0.22	0.15	-0.01	0.01	0.55	0.25	0.10	-0.09	0.41	0.04	0.00	0.14	0.06	0.13	0.00	-0.05	0.11	-0.22	0.01	0.08
People																					
Welcoming	0.08	0.14	0.20	-0.08	-0.01	0.68	0.23	-0.08	-0.01	0.37	-0.08	0.06	0.07	-0.05	0.01	0.00	-0.11	-0.10	-0.07	0.08	0.13
Close Friend	0.05	0.12	0.08	0.00	0.00	0.59	0.19	-0.09	-0.19	0.39	-0.12	-0.11	0.06	0.02	-0.02	0.16	-0.11	-0.06	-0.17	0.18	0.15
Employability	0.14	0.31	0.16	-0.07	0.10	0.69	0.20	0.08	0.07	0.41	0.14	0.07	-0.01	0.07	0.11	0.11	-0.04	0.14	-0.21	0.02	0.26
Exports																					
Science & Technology	0.04	0.04	0.16	-0.10	-0.11	0.77	0.05	-0.09	-0.18	0.41	-0.10	-0.01	0.14	-0.05	0.06	0.03	-0.15	-0.03	-0.02	-0.06	0.06
Buy Products	0.05	-0.05	0.02	-0.14	-0.03	0.65	0.26	-0.09	-0.01	0.37	-0.08	-0.01	0.00	0.03	0.06	0.06	-0.17	0.05	-0.17	0.09	0.02
Creative Place	0.03	0.02	0.07	-0.07	-0.06	0.65	0.15	-0.10	-0.06	0.45	-0.16	-0.03	0.06	0.02	0.03	0.16	-0.06	0.02	-0.20	0.02	0.05
Tourism																					
Visit if Money No Object	0.03	0.15	0.21	-0.18	-0.01	0.40	0.05	-0.16	-0.27	0.41	-0.15	-0.17	-0.04	0.16	0.12	0.13	-0.20	0.03	-0.30	0.25	0.11
Natural Beauty	0.06	0.12	0.13	-0.17	0.12	0.41	0.08	0.09	0.06	0.28	0.00	0.02	-0.08	-0.07	0.12	0.00	-0.06	0.14	-0.25	0.11	0.11
Historic Buildings	0.09	0.11	0.15	0.05	-0.03	0.66	0.34	-0.01	0.10	0.45	-0.10	0.05	-0.05	-0.08	0.02	-0.07	-0.06	0.13	-0.12	-0.02	0.09
Vibrant City	0.04	0.11	0.21	-0.04	-0.02	0.52	0.00	-0.06	0.02	0.32	-0.11	0.04	0.01	0.01	0.05	-0.04	-0.06	-0.10	-0.26	0.07	0.08
Culture																					
Sports	0.05	-0.08	0.21	0.00	0.00	0.82	0.21	-0.04	-0.23	0.44	0.12	-0.02	0.18	-0.13	-0.02	-0.04	-0.07	-0.06	-0.13	0.00	0.05
Cultural Heritage	0.12	0.03	0.25	0.13	0.02	0.67	0.29	0.01	0.10	0.46	0.13	-0.02	0.13	-0.06	0.04	-0.04	0.00	-0.06	-0.07	0.09	0.09
Contemporary Culture	0.06	0.08	0.25	0.02	-0.10	0.71	0.28	-0.07	-0.03	0.41	0.02	-0.04	0.13	-0.04	-0.05	-0.09	0.01	-0.10	-0.12	0.05	0.01

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 – 2019 to 2020

	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 SM score	0	0	0	1	1	13	-4	-1	1	5	0	2	-1	2	1	2	1	0	-1	3	1
Dimension																					
Governance	0	1	0	1	1	11	3	-2	0	2	0	2	-2	0	2	-1	0	1	-2	3	0
Immigration & Investment	0	0	-1	0	0	12	-1	1	2	2	0	0	0	1	1	-2	1	0	-2	5	1
People	0	2	-1	1	3	16	-7	2	5	3	2	5	-1	-1	4	-2	-3	-1	3	6	4
Exports	1	1	2	0	1	7	-2	1	0	0	0	1	3	0	1	-1	2	1	0	3	2
Tourism	1	0	-2	1	1	11	-4	0	1	-1	0	5	-4	3	1	3	-6	6	4	0	3
Culture	1	1	2	0	0	17	-8	-3	0	6	6	0	3	-1	0	0	0	-2	4	-1	-2
Attribute																					
Governance																					
Competent & honest	0	2	0	2	1	1	-2	0	1	4	1	2	1	-2	1	-1	1	0	-4	4	0
Rights & Fairness	0	1	-2	2	1	14	2	-1	1	-7	1	3	1	0	0	0	0	0	-3	5	0
Peace & Security	0	2	0	1	0	13	0	-3	-2	4	-2	-1	-2	0	4	-1	-2	1	1	0	2
Environment	2	1	-2	0	1	4	1	0	1	5	2	0	-3	2	2	1	-2	0	3	4	2
Poverty	0	2	0	0	-1	11	-4	-2	1	3	1	5	-3	-2	3	1	1	2	1	6	1
Immigration & Investment																					
Work & Live	0	2	-4	0	2	13	-7	-3	0	2	-1	-1	0	2	-1	-1	0	0	1	4	0
Quality of Life	0	0	0	0	1	5	3	0	2	-1	1	3	-4	1	0	0	1	1	-3	0	0
Educational Qualifications	0	1	-1	4	0	14	1	0	0	4	1	2	0	0	1	-1	2	0	1	2	0
Invest in Business	0	3	1	-2	-2	12	0	2	4	2	1	8	-3	3	4	-3	0	1	2	6	2
Equality in Society	0	0	-1	4	-1	7	-4	-1	0	0	-1	-1	-2	1	2	1	0	1	-3	2	0
People																					
Welcoming	2	1	1	1	4	24	-5	0	6	-3	4	7	3	1	0	0	-4	1	2	2	1
Close Friend	2	2	4	-1	5	17	-4	5	2	4	0	6	0	1	0	0	-1	2	1	5	7
Employability	0	1	-5	4	0	12	-8	0	4	2	0	5	-6	-1	3	-2	1	-1	-5	3	8
Exports																					
Science & Technology	1	1	-2	3	0	8	-7	0	0	-8	2	1	10	0	2	0	1	1	4	1	1
Buy Products	1	-1	-1	2	0	3	0	1	2	2	0	0	-1	-2	3	-3	0	-1	1	4	1
Creative Place	1	1	2	-2	1	8	-1	1	1	-5	1	0	-1	0	2	-1	2	1	0	4	2
Tourism																					
Visit if Money No Object	0	0	0	-1	1	10	-6	2	3	-4	1	2	-3	0	-3	0	-4	1	2	4	1
Natural Beauty	0	1	0	-1	5	7	-3	0	4	0	-4	1	-2	11	-1	-2	-7	3	-4	4	1
Historic Buildings	3	-3	-3	4	-5	27	-10	0	3	1	-1	2	-8	-1	2	0	-7	6	9	-2	5
Vibrant City	2	2	2	-3	1	6	-8	4	-2	10	3	4	-5	0	3	2	-3	2	2	0	4
Culture																					
Sports	0	1	0	-1	0	19	-10	0	0	-3	3	3	1	1	-1	5	-3	5	1	0	4
Cultural Heritage	2	-3	3	-2	7	20	0	-3	1	15	4	1	0	-1	-1	-5	-4	-3	4	1	-5
Contemporary Culture	1	0	6	-4	-2	9	-2	-5	3	1	5	4	-3	2	3	-5	2	-2	7	-1	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.

Appendix 6: Change in Northern Ireland's NBI rankings by panel country – 2016 to 2020

	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 SM score	-1	-1	-2	-3	-1	16	-2	-1	0	9	-1	-4	-1	-1	1	0	3	-2	-8	1	0
Dimension																					
Governance	0	-1	0	-2	1	10	4	-1	1	10	-3	0	-2	0	1	-1	1	1	-6	1	-1
Immigration & Investment	-1	1	-1	-4	-1	11	-3	-1	0	11	-1	-2	-4	0	-3	-2	1	-1	-8	2	-1
People	0	3	-2	-1	1	19	-1	0	4	6	2	-2	-2	-5	3	-8	1	-2	-10	2	3
Exports	0	-4	1	-4	-1	8	-3	-4	-2	-1	-3	-2	-3	-1	-2	-3	2	0	-3	-2	-2
Tourism	1	4	-1	-7	-1	14	-2	-2	-4	6	-8	0	-7	1	-4	-1	2	1	-9	-2	1
Culture	-2	0	1	-1	-5	19	-2	-3	-2	7	3	-2	2	-2	-5	-7	0	-5	-6	-2	-4
Attribute																					
Governance																					
Competent & honest	0	0	0	-1	2	-1	0	0	-1	8	0	-1	-4	-1	-2	-2	0	0	-5	2	-1
Rights & Fairness	0	0	-1	-2	1	14	1	0	2	6	-1	1	-1	0	-1	-1	0	0	-7	4	-1
Peace & Security	0	2	1	-5	0	14	3	-1	-1	11	-3	-4	-3	2	-5	0	2	0	-3	1	-1
Environment	2	0	-1	-3	1	9	0	-2	2	20	-3	1	-1	4	2	0	3	0	-3	2	-1
Poverty	0	0	1	-3	0	17	7	-2	1	14	0	1	-1	0	-2	-2	2	2	5	1	0
Immigration & Investment																					
Work & Live	-2	1	0	-3	1	13	-8	-1	0	8	-4	-3	-1	-1	-2	-2	1	-2	-5	2	-2
Quality of Life	-1	-1	0	-3	0	7	-3	0	1	9	-1	-1	-6	0	-3	-2	1	0	-9	-1	-1
Educational Qualifications	-1	0	-2	0	-1	13	-1	-1	-1	10	0	-3	-1	-1	-2	-2	2	-1	-7	2	-1
Invest in Business	0	-2	-1	-5	0	14	-4	1	2	9	-2	3	-5	2	2	-2	4	1	1	1	1
Equality in Society	0	-1	-1	-1	-1	9	1	-1	1	11	-2	-2	2	0	0	-1	0	1	-8	-1	-2
People																					
Welcoming	1	1	3	-1	3	29	-5	-3	3	3	5	-1	-1	-5	-2	-8	-2	-1	-13	1	-1
Close Friend	1	2	1	-1	2	22	0	-2	1	-1	-3	-5	-2	-3	2	-5	0	-2	-6	5	7
Employability	-1	2	-6	0	-1	18	-2	-1	6	11	0	3	-6	-5	0	-2	1	0	-12	-4	4
Exports																					
Science & Technology	-1	-3	-3	-4	-1	11	-6	-3	-2	-3	-1	-3	3	2	-5	-2	0	-1	2	-4	1
Buy Products	-1	-6	-2	-6	-1	5	-2	0	1	-1	1	-3	-10	-2	-4	-7	0	-2	-5	3	-2
Creative Place	0	-1	0	-4	-2	8	-4	-2	0	3	-2	-2	-3	-2	-1	-3	3	0	-3	-1	-2
Tourism																					
Visit if Money No Object	-1	3	1	-8	0	8	-7	-1	0	3	0	-2	-4	1	-4	-3	-2	-2	-6	2	0
Natural Beauty	3	6	0	-10	4	16	2	2	4	4	-6	0	-2	5	0	-10	2	1	-14	0	5
Historic Buildings	3	3	3	-3	-1	25	-3	2	1	15	-3	1	-11	-2	-2	-3	2	6	-7	-3	5
Vibrant City	-1	2	2	-11	0	9	-4	0	-1	12	-3	-2	-5	0	1	-4	2	-4	-9	1	3
Culture																					
Sports	-3	-4	1	-3	-1	19	-3	-2	-5	-1	1	-6	0	-2	-7	-1	-3	-3	-9	-3	-4
Cultural Heritage	2	-4	4	4	1	20	5	-2	0	15	5	-1	-1	-4	-3	-11	1	-9	-7	0	1
Contemporary Culture	-1	2	5	-7	-6	13	6	-1	-2	6	8	-8	-1	-2	-4	-9	6	-1	-6	1	0

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.