

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

2021 report for Northern Ireland

15 December 2021

This report uses data from the 2021 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 24 out of 60. Northern Ireland received its highest rankings from Italy and United States (22<sup>nd</sup> out of 60). Northern Ireland received its lowest ranking from China (59<sup>th</sup>).
2. **Overall reputation (score)** - Northern Ireland achieved its highest ever NBI score in 2021. The overall Nation Brands Index<sup>SM</sup> score increased from 59.16 out of 100 in 2020 to 61.27 out of 100 in 2021. Northern Ireland's highest score from an individual panel country was from India (75.61) and the lowest score came from Japan (51.77).
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 NBI<sup>SM</sup> 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 NBI<sup>SM</sup> score.
5. **Six Dimensions ranks and scores** - Governance received the best ranking at 21<sup>st</sup>, and Culture had the lowest at 33<sup>rd</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 (66.52) and Exports the lowest scoring (56.42).
6. **Attribute ranks and scores** – “Natural beauty” continues as Northern Ireland's highest scoring attribute (5.27), while “Environment” was the highest ranked in 2021 (20<sup>th</sup>). The lowest ranked attribute was “sports” (35<sup>th</sup>), and the lowest scoring was “science and technology” (4.17). For the first year, Northern Ireland increased its score for all 23 attributes both compared with 2020, and since inclusion in the NBI in 2016.

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## Introduction

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

Twenty countries are surveyed (“panel countries”), and between 2016 and 2020, they were asked questions about 50 nations. However, in 2021 10 further nations were added and so the 20 panel countries answered questions about 60 nations. There was no change with the 20 panel countries between 2016 and 2020, however in 2021, Egypt was replaced with Saudi Arabia. See [Annex A](#) for further details.

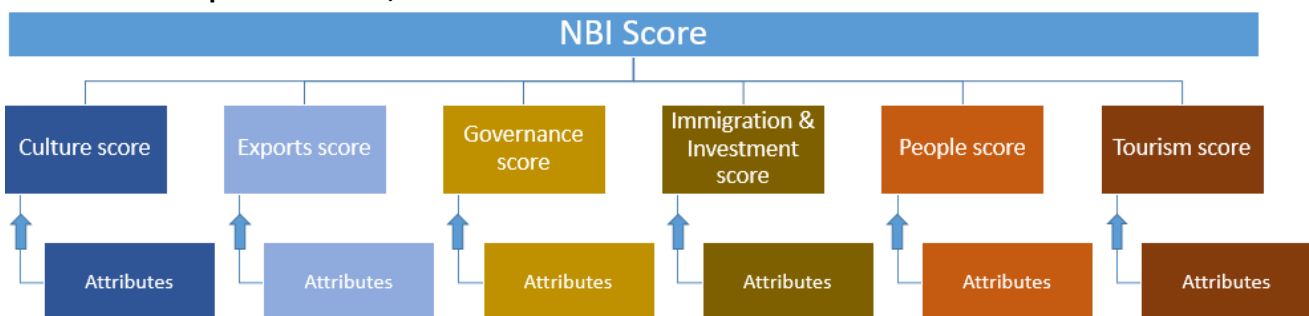
## Data presentation and terms

There are three levels of data in the report:

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

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

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



Data are presented in two formats:

### Rank

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

### Score

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

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

# International reputation in 2021

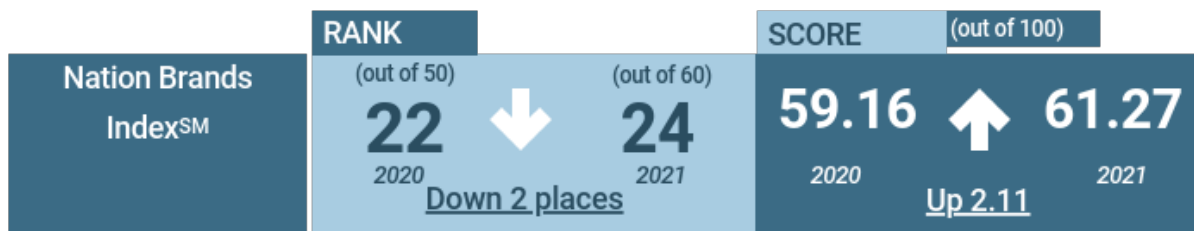
## Overall score and rank

### Northern Ireland achieved its highest ever NBI score in 2021 and maintained its mid-level ranking

Northern Ireland was ranked 24<sup>th</sup> out of 60 participating nations on the 2021 Nation Brands Index (NBI), with an overall score of 61.27, an increase from 2020 (+2.11 points).

Rankings can be impacted year on year due to the inclusion of new countries in the survey, particularly in 2021 due to the inclusion of 10 extra nations. However, the NBI score provides a more absolute understanding of how Northern Ireland is viewed both overall and by each of the individual panel countries. In this sense, it is useful to consider both rankings and scores.

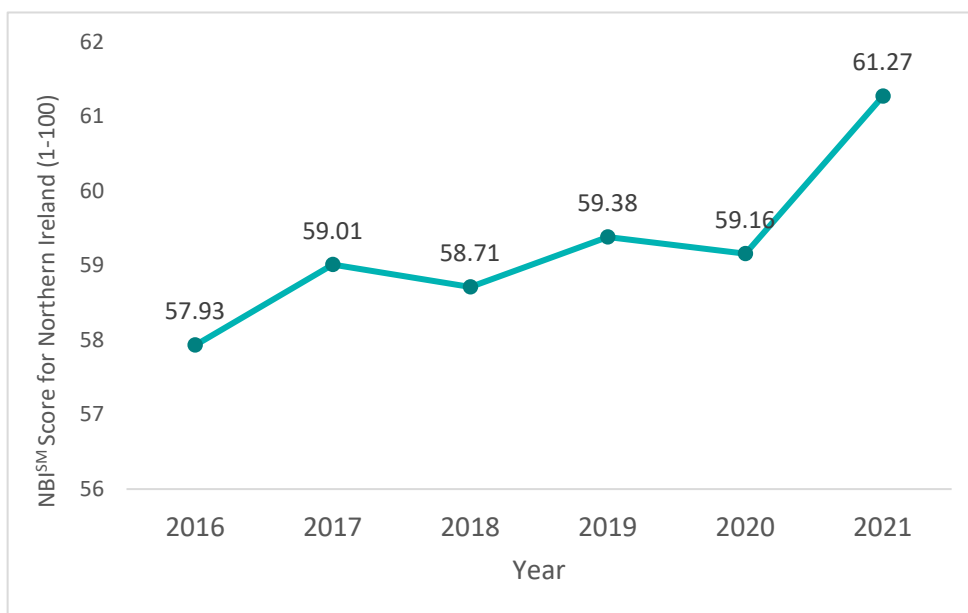
Figure 2: Northern Ireland's NBI overall score and ranking for 2020 and 2021



The overall rank and score is determined by the scores received for the Six Dimensions of the NBI. Northern Ireland's rankings on each of the dimensions are displayed in Figure 6 (page 7). As in previous years, Northern Ireland's global reputation appears relatively balanced, with five of the Six Dimensions in 2021 being ranked 21<sup>st</sup> to 29<sup>th</sup>. The lowest ranking for Northern Ireland in 2020 was Culture, with a rank of 33. These are discussed later in the report.

Figure 3 shows Northern Ireland's NBI score over time, and highlights that Northern Ireland received their highest ever NBI score in 2021.

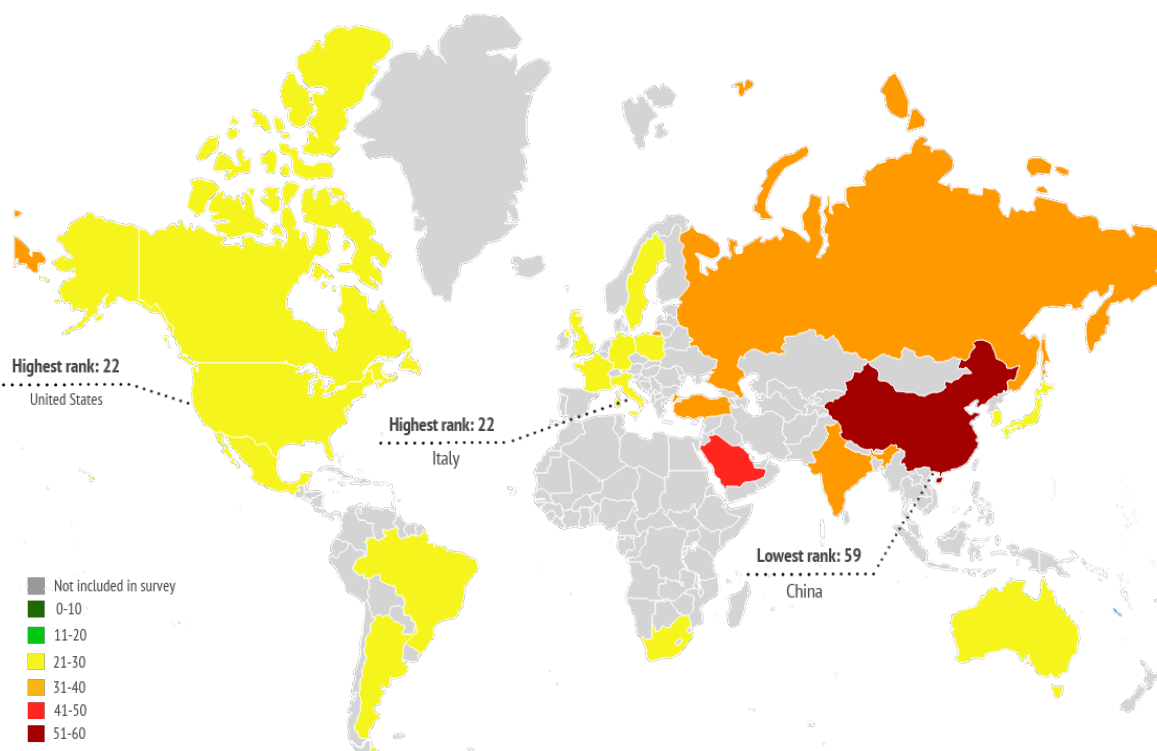
Figure 3: Northern Ireland's overall NBI score 2016-2021



## Northern Ireland's reputation in 2021 is strongest in Italy and United States.

Figure 4 illustrates the overall NBI ranking Northern Ireland received from each of the 20 panel countries<sup>1</sup>. The highest rankings came from Italy and United States, (22<sup>nd</sup> out of 60).

**Figure 4: Northern Ireland's overall NBI ranking by panel countries (2021)**



Northern Ireland received its lowest ranking from China, (59<sup>th</sup>) with relatively low rankings also received from India (37<sup>th</sup>) Russia and Turkey (both 31<sup>st</sup>). Northern Ireland has consistently received low rankings from these countries. Northern Ireland also received a low ranking from Saudi Arabia, (42<sup>nd</sup>) the new panel country included in 2021.

Northern Ireland received its highest overall NBI scores (out of 100) from India (75.61), Mexico (66.81) and South Africa (64.31). The lowest overall NBI scores were received from Japan (51.77), South Korea (55.86) and Sweden (55.93).

When looking at rank and score together for each panel country, the distribution of scores seems to vary considerably depending on the particular panel country. For example, if we look at Northern Ireland's relatively high rank (24<sup>th</sup>) and low score (55.93) from Sweden, this contrasts with the low rank (59<sup>th</sup>) and relatively high score (63.97) from China. Similar patterns have been evident since 2016.

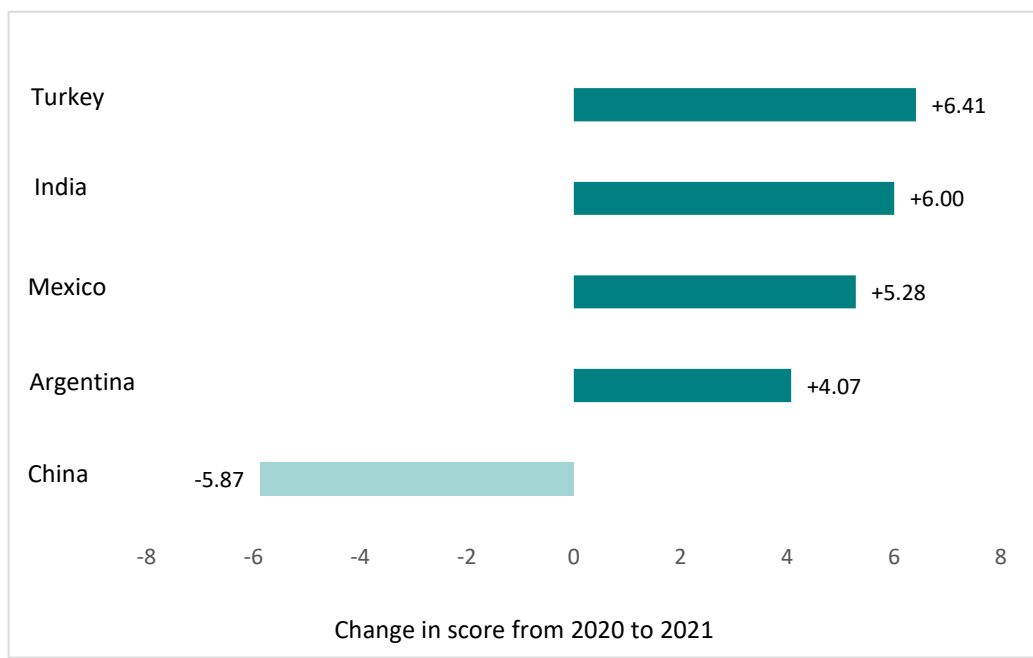
As mentioned previously, it is useful to consider both rankings and scores to understand the overall picture – rankings are useful in that they provide insight into how Northern Ireland is viewed by panel countries relative to the other participating nations in a particular year. However, as changes in the list of participating nations are possible between years, Northern Ireland's rank could increase or decrease simply as a result of these changes. In 2021, the Nation Brands Index increased the number of countries included from 50 to 60. Mean score provides a more absolute understanding of how Northern Ireland is viewed both overall and by each of the individual panel countries.

Figure 5 below shows the countries whose scores have changed the most between 2020 and 2021<sup>2</sup>. The largest increases in score were from Turkey and India, and the largest decrease in score was from China.

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

<sup>2</sup> The full data relating to scores are available in [Appendix 2](#). Comparisons to 2020 scores are available in [Appendix 3](#).

**Figure 5: Countries with the greatest change in overall NBI score between 2020 and 2021**



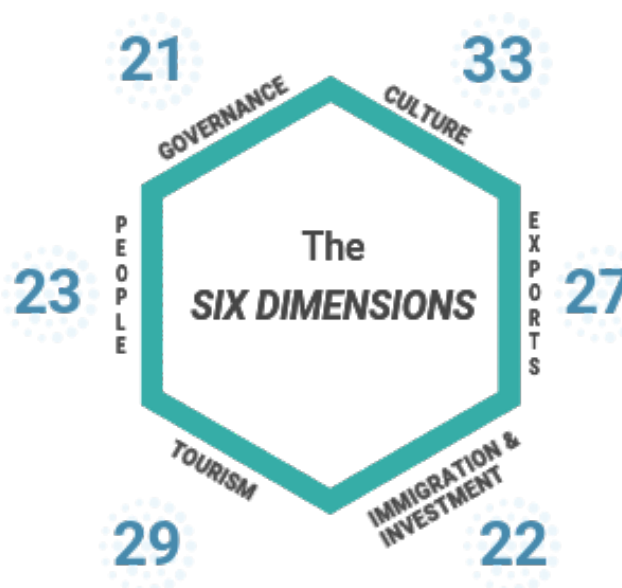
# Northern Ireland's Rank and Score on the Six Dimensions of the Nation Brands Index<sup>SM</sup>

## Ranks for Dimensions and Attributes

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

Looking at the Six Dimensions used to determine the overall scores and ranking, Northern Ireland received its highest ranks in Governance (21<sup>st</sup>), Immigration and Investment (22<sup>nd</sup>) and People (23<sup>rd</sup>). A lower cluster of ranks were found in the Culture (33<sup>rd</sup>), Tourism (29<sup>th</sup>) and Exports (27<sup>th</sup>) dimensions (see Figure 6 and Table 1 below).

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



This pattern is more or less the same in all years since 2016, with Governance consistently ranked highest (or joint highest with Immigration and Investment in 2016) and Culture consistently ranked lowest. When compared with 2020, Northern Ireland's rank for all Six Dimensions declined. For Governance, People and Immigration & Investment, Northern Ireland's rank moved down one place. Northern Ireland's rank for Culture, Tourism and Exports moved down two places. However, this should be considered in the context of 10 additional countries being added in 2021.

**Table 1: Northern Ireland's NBI dimension scores and rankings (2016, 2020 and 2021)**

Dimension	Scores			Ranks		
	2016	2020	2021	2016	2020	2021
Governance	57.96	59.58	60.70	20	20	21
Immigration & Investment	55.25	56.72	59.04	20	21	22
People	61.89	63.29	65.42	22	22	23
Exports	53.76	54.48	56.42	25	25	27
Tourism	63.27	64.11	66.52	28	27	29
Culture	55.47	56.78	59.54	29	31	33

Note: The scores for each of the Six Dimensions on the NBI are out of 100. Rankings for 2016 and 2020 are out of 50, and out of 60 for 2021.

In terms of the individual attributes that are used to compose the Six Dimensions, Northern Ireland ranked generally high for those in the Governance dimension – “environment” ranked 20<sup>th</sup>, “poverty” and “rights and fairness” ranked 21<sup>st</sup>, and “competent and honest” and “peace and security” ranked 22<sup>nd</sup>. 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” (32<sup>nd</sup>) and “historic buildings” (34<sup>th</sup>) and higher rankings for “natural beauty” (23<sup>rd</sup>) and “visit if money was no object” (23<sup>rd</sup>). The People and Immigration & Investment dimensions also ranked generally high across all attributes.

Northern Ireland’s lowest ranking attribute in 2021 was “sports” (35<sup>th</sup>) within the Culture dimension. This is consistently the lowest or joint lowest ranking attribute for Northern Ireland. For all attributes, Northern Ireland’s 2021 rank decreased when compared with 2020<sup>3</sup>. However, this could be due to the inclusion of 10 extra nations and therefore, it is important to look at the scores to be provided with a more accurate representation.

## 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:

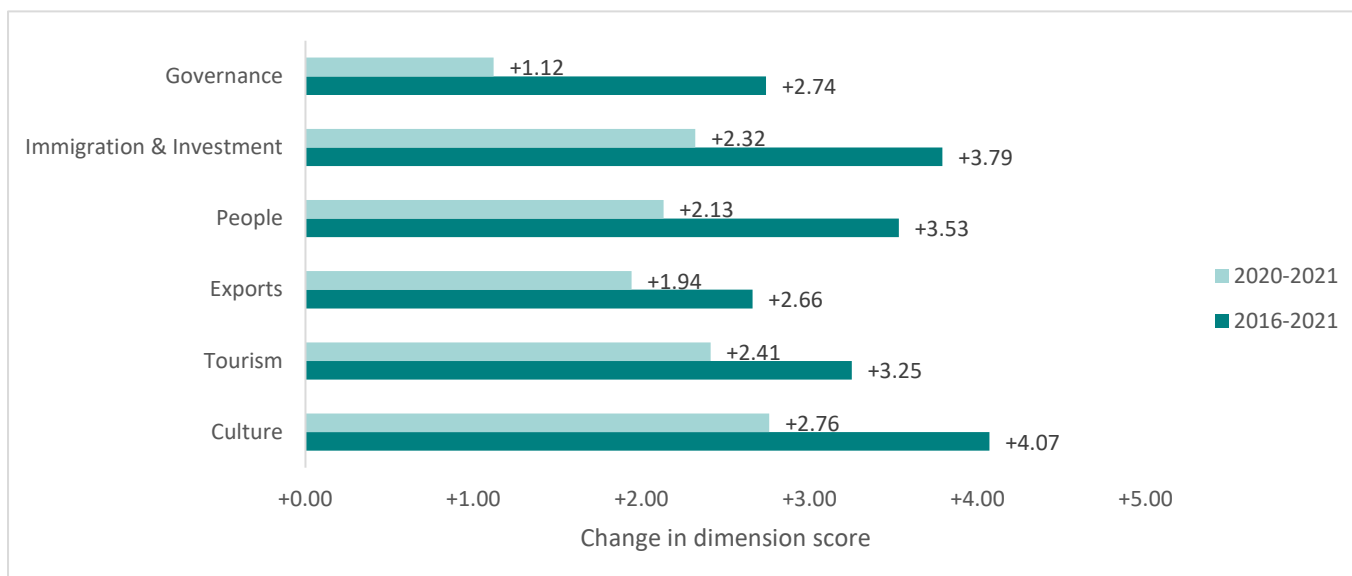
These are an average of scores from participants from each of the 20 panel countries on a scale from one (lowest and worst) to seven (highest and best) with four being neither positive nor negative. For further information see accompanying [methodological report](#).

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

Despite a relatively low ranking (29<sup>th</sup>), Tourism was the highest scoring dimension in 2021 at 66.52. A high score was also recorded for the People dimension (65.42). The score for Exports (56.42) was the lowest dimension score for Northern Ireland<sup>4</sup>.

When we look at change in dimension scores over time, the 2021 dimensions scores are higher than in 2016 and in 2020. Between 2016 and 2021 all scores improved with changes ranging from +2.66 (Exports) to +4.07 (Culture). Scores for all Six Dimensions also improved between 2020 and 2021, with changes ranging from +1.12 (Governance) to +2.76 (Culture).

**Figure 7: Changes in scores between 2020-2021 and 2016-2021 for each of the Six Dimensions<sup>5</sup>**



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

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

<sup>5</sup> The full data comparing 2021 scores to 2020 and 2016 scores are available in [Appendix 3](#) and [Appendix 4](#).



**“Natural beauty” continues as Northern Ireland’s highest scoring attribute, while “Science and technology” takes the lowest scoring place for the first year, closely followed by “Sports”.**

As in all previous years of Northern Ireland’s inclusion in NBI, “natural beauty” was the highest scoring attribute for Northern Ireland in 2021 (5.27), a 0.16 increase since 2020. Second highest was “employability” (5.08), followed by “visit if money was no object” (4.96). Changes in score were small for these attributes between 2020 and 2021, a 0.16 increase for “employability” and a 0.11 increase for “visit if money was no object”. These three attributes have consistently been in the top three for Northern Ireland since 2016.

In 2021, the lowest scoring attribute was “Science and technology” (4.17). This is the first year “sports” has not been the lowest scoring attribute, although it was a close second (4.18), followed by “invest in business” (4.22). While these three have consistently been Northern Ireland’s lowest scoring attributes since 2016, the scores for the each have increased since 2020, including a 0.09 increase for “science and technology”, and an increase of 0.14 for both “sports” and “invest in business”.

For the first year, Northern Ireland increased its score for all 23 attributes both compared with 2020, and since inclusion in the NBI in 2016.

**Table 2: Northern Ireland’s NBI attribute scores and rankings (2016, 2020 and 2021)**

Dimension	Attribute	Scores			Ranks		
		2016	2020	2021	2016	2020	2021
Governance	Competent & Honest	4.45	4.52	4.58	20	20	22
	Rights & Fairness	4.64	4.71	4.79	20	20	21
	Peace & Security	4.49	4.60	4.62	20	20	22
	Environment	4.51	4.58	4.68	19	17	20
	Poverty	4.17	4.31	4.42	20	20	21
Immigration & Investment	Work & Live	4.07	4.12	4.31	20	22	23
	Quality of Life	4.61	4.69	4.82	20	21	23
	Educational Qualifications	4.32	4.44	4.61	20	21	24
	Invest in Business	4.01	4.08	4.22	24	24	26
	Equality in Society	4.44	4.52	4.62	20	20	21
People	Welcoming	4.63	4.71	4.78	23	22	24
	Close Friend	4.66	4.71	4.85	22	21	23
	Employability	4.78	4.92	5.08	20	21	23
Exports	Science & Technology	4.04	4.08	4.17	26	27	31
	Buy Products	4.28	4.33	4.46	21	22	25
	Creative Place	4.27	4.30	4.44	25	25	26
Tourism	Visit if Money No Object	4.82	4.85	4.96	21	22	23
	Natural Beauty	5.05	5.11	5.27	23	20	23
	Historic Buildings	4.62	4.71	4.87	31	28	34
	Vibrant City	4.60	4.64	4.78	28	29	32
Culture	Sports	3.99	4.04	4.18	31	34	35
	Cultural Heritage	4.62	4.74	4.91	31	29	32
	Contemporary Culture	4.29	4.35	4.56	27	28	30

Note: The score for each of the 23 attributes are an average of participants’ ratings on a scale from one (lowest and worst) to seven (highest and best) with four being neither positive nor negative. Rankings for 2016 and 2020 are out of 50, and out of 60 for 2021.

## Dimensions and Attributes by Country

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

In 2021, seven countries - Australia, Canada, France, Germany, Italy, United Kingdom and the United States - ranked all Six Dimensions for Northern Ireland in the top half of nations (i.e. all Six Dimensions received ranks of 30<sup>th</sup> or higher). This is an increase on previous years where it has ranged between zero countries to five. Australia, Italy and United Kingdom also awarded all Six Dimensions top half ranks in 2020. The UK has consistently awarded top half ranks for all of Northern Ireland's Six Dimensions, with the exception of 2018. Although in 2020 China gave Northern Ireland top half ranks for all 23 attributes, in 2021 they ranked Northern Ireland in the bottom half (i.e. 31<sup>st</sup> or lower) across all Six Dimensions.

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

The majority of panel countries (18 out of 20) ranked Northern Ireland in the top half of nations for the Governance dimension (30<sup>th</sup> or higher). Although this does reflect Northern Ireland's positive reputation for governance, it is a decrease from 2020, when 19 out of 20 panel countries ranked Northern Ireland in the top half of nations for the Governance dimension. In contrast, the Culture dimension received 'bottom half' rankings from 12 of 20 panel countries. When compared with 2020 and previous years, Northern Ireland consistently receives mostly bottom half rankings for Culture.

In terms of dimension scores, Northern Ireland only received scores below 50 from Japan across two dimensions. Exports received a score of 48.47 whilst Immigration & Investment received a score of 47.24. Northern Ireland has never received scores below 50 from panel countries for the other four dimensions. Meanwhile, Northern Ireland received scores over 70 from India, for all Six Dimensions. Both Mexico and South Africa gave Northern Ireland scores over 70 for the Tourism and People dimensions. Northern Ireland also received a score above 70 for Tourism from Argentina.

All attributes received more positive scores than negative scores from the panel countries. The dimension "sports" has consistently received more negative scores between 2016 and 2020. Therefore, 2021 is the first year it has received more positive than negative scores.

### A reversal of fortune is apparent for Northern Ireland in China

China's perception of Northern Ireland dropped between 2020 and 2021, with China scoring and therefore, ranking Northern Ireland lower for all 23 attributes, and therefore all Six Dimensions. The largest decreases in attributes were for "work and live" (-0.66) and "educational qualifications" (-0.63), while for dimensions the largest decrease was for Immigration and Investment (-9.33). This resulted in a change in rank for Northern Ireland overall of 46 places (down to 59<sup>th</sup> from 13<sup>th</sup>).

Despite these decreases, scores from China have still improved in the longer-term, rising 4.71 between 2016 and 2021. All Six Dimensions scores have also risen in this period, ranging from +1.75 for Tourism, to +8.38 for Culture. Only one attribute score decreased during the same timeframe – "visit if money was no object" (-0.12).

Germany, Sweden and the United Kingdom were the only other countries whose ranking either decreased or stayed the same for all 23 attributes in 2021 compared with 2020. The largest improvement came from Mexico, who ranked "employability" 13 places higher than 2020 from 33<sup>rd</sup> to 20<sup>th</sup> and Italy, who ranked "close friend" 10 places higher from 20<sup>th</sup> to 10<sup>th</sup>.

The longer term change between 2016 and 2021 shows that along with China, Germany, Russia and Sweden also ranked Northern Ireland lower on all 23 attributes. Meanwhile India shows the most positive change towards Northern Ireland in the same time-period, with an increase in rank for 15 out of 23 attributes.

# 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](#).

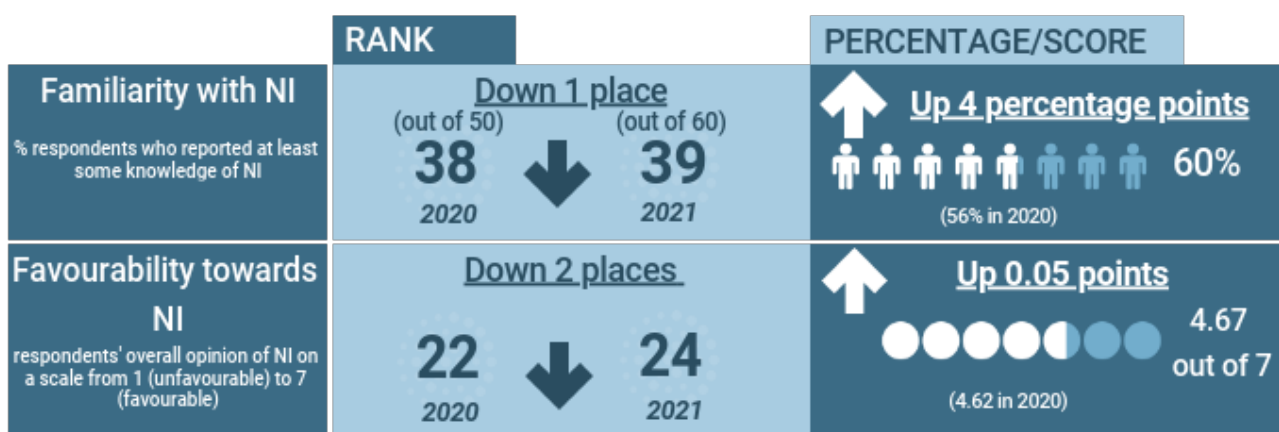
As part of the NBI survey, participants were asked to rate how familiar with and how favourable they are towards each nation.

Results from the 2021 survey show that 60 per cent of participants reported that they had some familiarity with Northern Ireland, resulting in a familiarity ranking of 39<sup>th</sup> out of the 60 participating nations. Although Northern Ireland's familiarity rank decreased by one place from 2020 (38<sup>th</sup>), the percentage of participants reporting familiarity increased since 2020, when 56 per cent of participants reported some knowledge of Northern Ireland.

Northern Ireland was rated relatively highly in terms of favourability with a rank of 24<sup>th</sup> out of 60 participating nations and a score of 4.67. Although Northern Ireland's favourability rank has decreased two places from 2020 (22<sup>nd</sup>), their score has increased slightly by 0.05 points.

Favourability scores awarded suggest Northern Ireland is consistently viewed positively by all panel countries; none of the 20 panel countries gave Northern Ireland a favourability score of four or less (four being the 'neutral' score in the range from one to seven) in any year since 2016 when NI was first included.

**Figure 8: Familiarity with and favourability towards Northern Ireland in 2020 and 2021<sup>6</sup>**



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

## Online Presence and Commerce

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

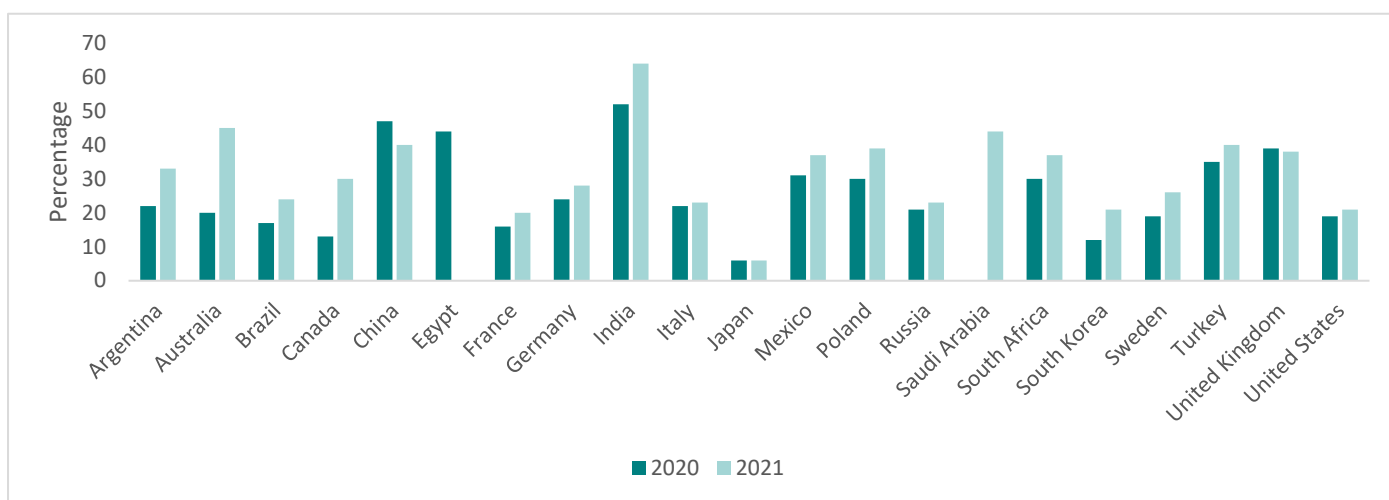
As part of the NBI survey, participants were asked if they had purchased products or services from each nation or if they had visited a website or social networking site from or about each nation. Results show that 14 per cent of participants had purchased a product from Northern Ireland (ranked 46<sup>th</sup>) while 20 per cent reported that they had previously visited a Northern Irish website (ranked 38<sup>th</sup>). Compared with 2020, Northern Ireland's rank has decreased in both areas, when purchasing a product from Northern Ireland ranked 41<sup>st</sup> and visiting a Northern Irish website ranked 37<sup>th</sup>. However, the percentage of participants increased in 2021 by 3 percentage points for those purchasing a product from Northern Ireland and by 4 percentage points for those visiting a Northern Irish website.

When these results were combined, in 2021 Northern Ireland ranked 44<sup>th</sup> overall; 32 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 25 per cent and a ranking of 40<sup>th</sup> overall in 2020. This 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 (64 per cent), Australia (45 per cent) and Saudi Arabia (44 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 2021.

Compared with 2020, there was a large increase in the proportion of participants from Australia (25 percentage points) and Canada (17 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 India (12 percentage points) and Argentina (11 percentage points). The only countries that decreased in the proportion of participants purchasing a product or service from NI and/or visited a website from or about Northern Ireland were China (7 percentage points) and the United Kingdom (1 percentage point).

**Figure 9: Percentage of participants who had purchased a product or service from Northern Ireland and/or visited a website or social networking site from or about Northern Ireland – 2020 and 2021<sup>7</sup>.**

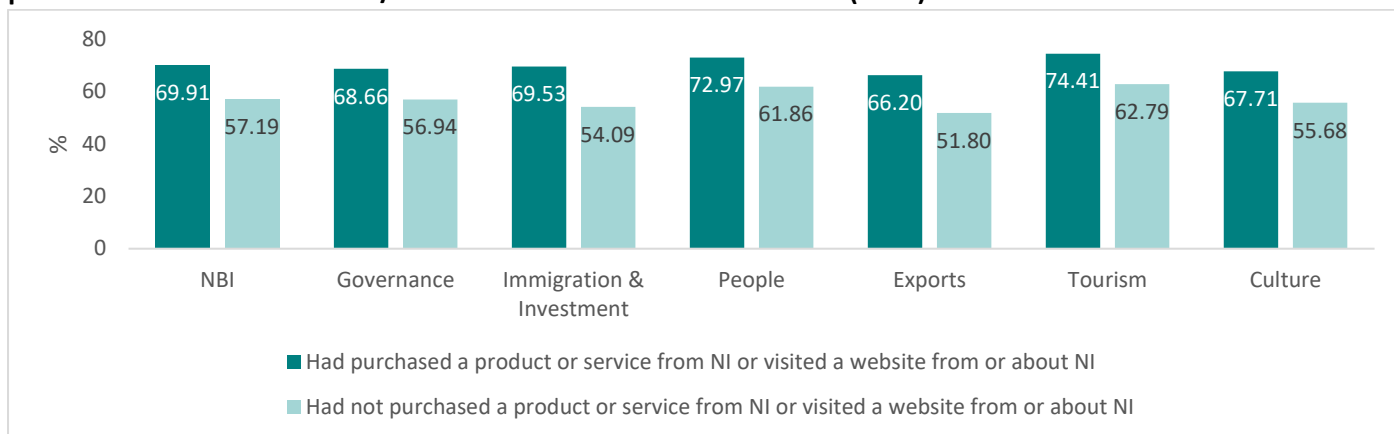


Note: In 2021, Saudi Arabia replaced Egypt as a panel nation, meaning comparisons were only possible for 19 nations.

In 2021, participants who had visited a Northern Irish website and/or had purchased a product from Northern Ireland scored Northern Ireland significantly higher on all of the Six Dimensions than those who had not (see Figure 10 below). This was also the case from 2017-2020.

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

**Figure 10: Mean scores for NI on the NBI and the Six Dimensions among those who had and had not purchased a product or service from NI and/or visited a website from or about NI (2021)**



## Visitors to Northern Ireland

### Overall reported visits up since 2020, led by visitors from UK, India and Australia.

Results from the 2021 NBI revealed that 16 per cent of participants had previously visited Northern Ireland to take a holiday and/or for business purposes. This resulted in Northern Ireland ranking 44<sup>th</sup> out of the 60 nations in regards to foreign visits. This compares with 12 per cent and a ranking of 40<sup>th</sup> in 2020 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 (9 per cent) than for business purposes (7 per cent), showing a similar pattern to that of 2020 (see Table 3 below).

**Table 3: Percentage of participants who had visited NI, by reason and panel country in 2020 and 2021<sup>8</sup>**

Panel country	Visited for business (%)		Visited for holiday (%)		Visited total (%)	
	2020	2021	2020	2021	2020	2021
Argentina	2	3	4	5	6	7
Australia	2	16	13	21	15	36
Brazil	2	3	3	3	5	6
Canada	2	9	6	13	7	22
China	15	14	12	9	27	23
France	3	3	9	8	12	11
Germany	3	4	8	10	11	14
India	15	24	18	18	31	41
Italy	3	5	11	12	14	15
Japan	1	1	1	1	2	3
Mexico	3	4	3	6	5	10
Poland	4	7	7	10	10	16
Russia	3	2	1	3	4	5
Saudi Arabia	-	13	-	9	-	21
South Africa	1	2	4	6	5	8
South Korea	2	2	2	3	4	5
Sweden	4	5	6	9	10	14
Turkey	6	9	7	10	13	18
United Kingdom	6	8	30	26	34	31
United States	4	6	4	5	8	10
<b>Total</b>	4	7	8	9	12	16

Note: these questions were not asked of survey participants in Egypt in 2020, and in 2021 Egypt was replaced by Saudi Arabia as a panel country.

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

Just over two fifths of participants from India (41 per cent) had previously visited Northern Ireland, the largest proportion among the panel countries. Australia (36 per cent), United Kingdom (31 per cent), China (23 per cent) and Canada (22 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 (3 per cent), South Korea and Russia (5 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 2020 and 2021. The percentage of people visiting for business and/or holiday increased for sixteen panel countries and decreased for three panel countries.<sup>9</sup> The largest increases were for Australia (up 21 percentage points), Canada (up 15 percentage points), and India (up 10 percentage points).

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

Participants who had visited Northern Ireland (for any reason) scored Northern Ireland significantly higher in each of the Six Dimensions than participants who had not previously visited (Figure 11, below). This follows similar patterns seen in each year since 2016.

**Figure 11: Scores for NI on the NBI and the Six Dimensions among those who had and had not previously visited Northern Ireland (2021)**



<sup>9</sup> In 2021, Saudi Arabia replaced Egypt as a panel nation, meaning comparisons were only possible for 19 nations.

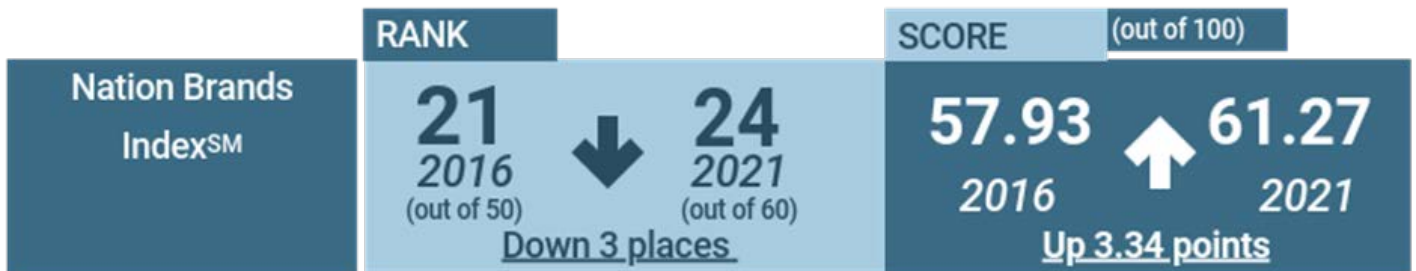
# International Reputation: Long-term trends

## Overall score and ranking – 2016 and 2021

### Northern Ireland's 2021 NBI score has increased by 3.34 points since 2016

In 2021, Northern Ireland's NBI Score was 61.27, giving it a rank of 24<sup>th</sup> out of 60 nations. Northern Ireland's overall NBI score has increased since 2016, when it achieved a score of 57.93 (an increase of 3.34 points). Northern Ireland maintained a mid-level ranking relative to other nations, with a small decrease from 21<sup>st</sup> out of 50 nations in 2016 to 24<sup>th</sup> out of 60 nations in 2021.

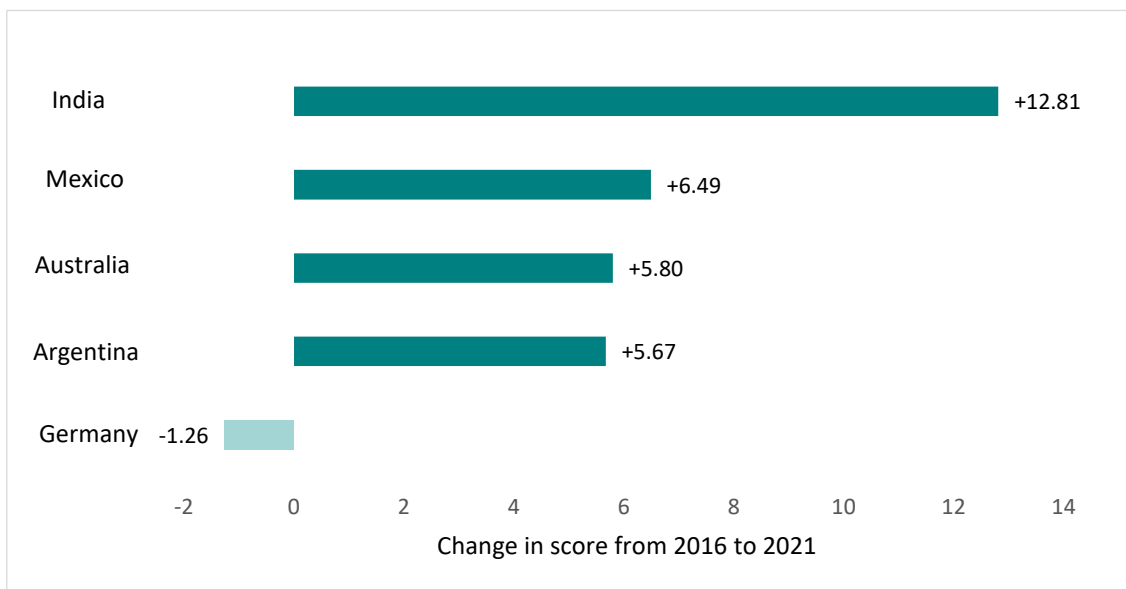
Figure 12: Northern Ireland's NBI overall score and ranking for 2016 and 2021<sup>10</sup>



### Northern Ireland has improved its reputation with 18 of 19 NBI panel nations since 2016

The largest positive changes came from India, Mexico and Australia and Argentina (see Figure 13 below). Germany was the only panel country whose score decreased from 2016 (-1.26 points).

Figure 13: Greatest increases and decreases in overall NBI score between 2016 and 2021<sup>11</sup>



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

<sup>11</sup> The full data comparing 2021 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 2021

All of Northern Ireland's Six Dimensions that are used in the calculation of the overall NBI score have increased since 2016. The Culture dimension sees the largest increase in score between 2016 and 2021 (+4.07 from 55.47 in 2016) and the smallest increase in Exports (+2.66 points from 53.76 in 2016).

However, when we look at rank, all Six Dimensions have dropped places, although this should be considered in the context of 10 additional countries being added in 2021. Although Culture sees the largest increase in score, it also sees the largest drop in rank, down four places from 29<sup>th</sup> in 2016. Tourism, People and Governance have all dropped one place. The rank for both Exports and Immigration and Investment dropped two places (to 27<sup>th</sup> and 22<sup>nd</sup> respectively).

Small increases in score between 2016 and 2021 can be seen for all of the individual attributes that make up the Six Dimensions. The largest of these are for "employability" which increased by +0.30 points and "educational qualifications" and "cultural heritage" which both increased by +0.29 points, (see Table 2, page 9).

For rank, apart from "natural beauty" which has remained the same in both 2016 and 2021 (23<sup>rd</sup>), there were drops in the ranks for all other attributes, again however, this should be considered in the context of 10 additional countries being added in 2021. The largest fall was for "science & technology", in the Exports dimension; NI dropped five places from 26<sup>th</sup> to 31<sup>st</sup>. Other attributes that dropped in rank included "sports", "educational qualifications", "buy products" and "vibrant city" which all dropped four places between 2016 and 2021.



## Measuring the data

The data in this report is collected from responses to the Nation Brands Index – an online survey issued to 60,000 people across 20 countries by Ipsos. Based on the most up-to-date online population statistics in each panel country, the outgoing sample in each country is stratified by four sample cells: males 18-34 and 35+, and females 18-34 and 35+. For each cell, random sample replicates are drawn and invitations are sent out to respondents to participate in the survey. NI received 9,915 responses in total for 2021.

The 2021 results relate to a survey conducted between July 6<sup>th</sup> to August 13<sup>th</sup> 2021. Results in previous years were also conducted around the same period of each year.

## Strengths and limitations

Between 2016 and 2020, all 20 panel countries remained consistent. However, in 2021, Egypt was replaced by Saudi Arabia as a panel country. Although 45 of the 50 nations included in NBI have remained the same, in 2021 a further 10 nations were added, making that a total of 60 nations for the first year. More detail on changes can be seen in [Annex A](#).

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

## Related links

A series of six reports will be published early in 2022 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 2021](#).

## 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:

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## Annex A: Technical notes

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

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

Between 2016 and 2020, there was a total of 50 nations. However, in 2021, a further 10 nations were added. Between 2016 and 2021, 45 of the 60 nations included in NBI have remained the same:

- **North America:** Canada, United States of America
- **Western Europe:** Austria, Belgium, Finland, France, Germany, Greece, 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 one other year between 2016 and 2021, and the 10 new additions in 2021 are as follows:

Nation	Region	2016	2017	2018	2019	2020	2021
Botswana	Middle East/Africa		✓		✓	✓	✓
Croatia	Central/Eastern Europe			✓			
Cuba	Latin America and the Caribbean	✓					
Denmark	Western Europe	✓	✓	✓	✓		
Dominican Republic	Latin America and the Caribbean						✓
Ecuador	Latin America and the Caribbean	✓	✓		✓		✓
Iceland	Western Europe						✓
Iran	Middle East/Africa	✓					
Israel	Middle East/Africa						✓
Jamaica	Latin America and the Caribbean			✓			
Kazakhstan	Central/Eastern Europe	✓					
Latvia	Central/Eastern Europe						✓
Mongolia	Asia-Pacific						✓
Morocco	Middle East/Africa						✓
Norway	Western Europe		✓	✓	✓	✓	✓
Palestine	Middle East/Africa						✓
Panama	Latin America and the Caribbean					✓	✓
Slovakia	Central/Eastern Europe						✓
Tanzania	Middle East/Africa						✓
Ukraine	Central/Eastern Europe		✓	✓	✓	✓	✓
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 gender, age etc. Sampling carried out by Ipsos aims to broadly represent target populations within each country.

## Attribute statements within Six Dimensions

### Exports:

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

### Governance:

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

### Culture:

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

### People:

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

### Tourism:

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

### Immigration and Investment:

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

# Annex B: Data

## Appendix 1: Northern Ireland's NBI 2021 rankings by panel country

	Total	Argentina	Australia	Brazil	Canada	China	France	Germany	India	Italy	Japan	Mexico	Poland	Russia	Saudi Arabia	South Africa	South Korea	Sweden	Turkey	United Kingdom	United States
NBI <sup>SM</sup> score	24	27	24	26	23	59	23	23	37	22	26	28	25	31	42	26	25	24	31	23	22
<b>Dimension</b>																					
Governance	21	21	21	20	21	56	20	21	29	19	25	23	23	26	34	22	22	21	25	19	22
Immigration & Investment	22	22	21	22	22	59	22	22	30	22	25	25	22	31	37	24	22	22	28	22	22
People	23	28	20	30	23	57	20	22	37	16	24	25	24	28	44	21	26	23	39	22	16
Exports	27	31	24	29	25	56	23	25	40	23	27	30	27	34	41	34	27	27	29	22	25
Tourism	29	30	22	32	24	59	27	23	37	20	30	30	32	36	44	28	29	31	39	27	19
Culture	33	37	24	42	28	50	25	29	41	22	35	39	28	35	42	36	32	36	35	28	25
<b>Attribute</b>																					
<b>Governance</b>																					
Competent & honest	22	22	20	22	20	45	18	21	35	20	25	24	23	27	36	23	22	22	27	20	23
Rights & Fairness	21	20	20	21	21	57	20	20	26	19	25	20	23	22	26	21	21	21	25	20	22
Peace & Security	22	23	23	21	24	52	22	24	32	22	25	21	23	30	38	23	22	25	28	22	22
Environment	20	20	20	18	20	57	17	17	27	14	19	20	19	23	36	20	20	21	22	16	21
Poverty	21	19	18	20	21	59	14	18	30	21	25	22	22	24	28	25	22	21	26	13	22
<b>Immigration &amp; Investment</b>																					
Work & Live	23	24	19	27	23	59	22	20	30	21	27	26	23	26	37	23	22	23	28	23	12
Quality of Life	23	21	23	21	23	59	21	22	33	22	26	22	23	29	36	25	22	24	26	23	22
Educational Qualifications	24	26	21	24	24	59	21	22	26	21	24	24	22	31	37	26	22	24	26	20	22
Invest in Business	26	28	23	32	24	59	20	22	33	24	25	25	24	30	41	29	28	29	33	24	20
Equality in Society	21	21	19	20	21	59	20	20	25	20	26	23	21	26	31	21	21	20	23	20	21
<b>People</b>																					
Welcoming	24	28	23	30	19	45	17	22	34	17	30	32	22	35	47	23	29	25	50	23	21
Close Friend	23	27	16	29	23	55	22	22	42	10	24	22	23	25	47	21	24	23	34	18	11
Employability	23	28	20	25	23	59	19	21	29	18	22	20	25	29	36	23	24	23	31	16	14
<b>Exports</b>																					
Science & Technology	31	36	30	29	29	58	28	28	36	28	34	31	27	36	43	36	30	31	32	27	28
Buy Products	25	29	19	28	20	58	21	22	40	17	26	31	23	31	42	29	24	22	28	9	21
Creative Place	26	25	26	26	24	51	25	26	40	22	24	28	29	31	40	37	27	30	29	26	26
<b>Tourism</b>																					
Visit if Money No Object	23	27	23	26	22	59	22	23	38	20	28	27	24	33	47	26	23	23	36	25	19
Natural Beauty	23	28	22	31	28	53	23	21	27	23	15	24	28	21	36	25	20	25	31	34	16
Historic Buildings	34	33	20	31	29	51	25	28	34	28	36	38	29	31	44	26	37	39	42	26	21
Vibrant City	32	36	28	33	31	59	25	35	40	21	35	31	37	39	44	34	28	37	40	24	22
<b>Culture</b>																					
Sports	35	42	29	44	30	48	28	34	36	32	38	38	30	35	42	36	29	37	37	31	34
Cultural Heritage	32	33	20	45	23	44	20	32	44	17	37	37	25	29	43	35	34	40	37	29	18
Contemporary Culture	30	35	20	38	21	58	16	24	38	19	27	34	25	34	42	36	28	29	30	22	23

Note: All rankings presented are out of 60. Cells are coloured according to ranking; dark green shows the most positive rankings and dark red the most negative rankings.

## Appendix 2: Northern Ireland's NBI 2021 scores by panel country

	Total	Argentina	Australia	Brazil	Canada	China	France	Germany	India	Italy	Japan	Mexico	Poland	Russia	Saudi Arabia	South Africa	South Korea	Sweden	Turkey	United Kingdom	United States
NBI <sup>SM</sup> score	61.27	61.71	62.91	62.39	59.66	63.97	59.69	58.35	75.61	60.51	51.77	66.81	60.81	61.21	62.79	64.31	55.86	55.93	60.12	60.58	60.50
<b>Dimension</b>																					
Governance	60.70	59.21	62.00	59.18	57.63	64.43	59.06	57.61	75.91	60.78	53.08	63.78	60.62	60.20	63.93	62.47	59.18	54.85	60.01	62.06	57.98
Immigration & Investment	59.04	61.57	58.96	62.15	55.35	60.60	56.48	53.35	75.85	58.21	47.24	67.69	59.79	56.73	62.51	64.76	55.00	51.42	61.05	55.55	56.51
People	65.42	66.06	68.00	66.85	65.44	65.42	64.08	64.58	77.09	65.02	54.51	73.32	65.56	65.85	62.95	70.57	54.63	63.64	60.02	67.53	67.35
Exports	56.42	56.82	57.77	58.54	54.85	63.03	54.47	53.22	71.76	56.39	48.47	60.16	55.71	54.35	58.99	55.44	50.60	50.57	56.82	56.97	53.62
Tourism	66.52	70.08	67.59	69.07	64.35	64.98	65.31	66.35	78.16	66.72	55.22	73.61	66.83	68.93	64.72	70.89	60.42	61.94	64.43	63.35	67.40
Culture	59.54	56.51	63.13	58.55	60.33	65.37	58.75	55.02	74.87	55.95	52.08	62.30	56.32	61.18	63.67	61.75	55.33	53.15	58.40	58.03	60.11
<b>Attribute</b>																					
<b>Governance</b>																					
Competent & honest	4.58	4.41	4.68	4.49	4.42	4.91	4.42	4.51	5.42	4.65	4.15	4.68	4.64	4.50	4.71	4.69	4.57	4.31	4.55	4.61	4.37
Rights & Fairness	4.79	4.71	4.83	4.65	4.61	4.81	4.75	4.72	5.64	4.87	4.24	4.86	4.80	4.84	4.94	4.88	4.72	4.58	4.77	4.96	4.59
Peace & Security	4.62	4.46	4.74	4.65	4.43	4.90	4.59	4.42	5.54	4.61	4.13	4.90	4.63	4.41	4.77	4.78	4.50	4.23	4.48	4.61	4.54
Environment	4.68	4.56	4.70	4.58	4.44	4.84	4.53	4.32	5.63	4.75	4.28	4.99	4.64	4.77	4.87	4.90	4.54	4.16	4.78	4.76	4.47
Poverty	4.42	4.50	4.54	4.26	4.26	4.76	4.30	4.17	5.47	4.23	3.98	4.58	4.37	4.42	4.78	4.38	4.30	4.04	4.30	4.57	4.29
<b>Immigration &amp; Investment</b>																					
Work & Live	4.31	4.56	4.30	4.48	3.96	4.49	4.12	3.66	5.51	4.37	3.33	5.02	4.38	4.12	4.51	4.92	4.26	3.70	4.54	3.82	4.15
Quality of Life	4.82	5.06	4.83	5.13	4.58	4.68	4.71	4.62	5.59	4.78	4.16	5.31	4.84	4.97	4.80	5.13	4.60	4.39	4.75	4.75	4.67
Educational Qualifications	4.61	4.71	4.62	4.96	4.45	4.57	4.53	4.34	5.46	4.59	3.86	5.15	4.59	4.35	4.76	4.90	4.37	4.21	4.64	4.67	4.56
Invest in Business	4.22	4.54	4.10	4.45	4.06	4.65	3.98	3.69	5.45	4.13	3.54	4.86	4.25	3.84	4.73	4.61	3.72	3.64	4.52	3.74	3.97
Equality in Society	4.62	4.49	4.72	4.51	4.43	4.67	4.47	4.55	5.67	4.47	4.12	4.86	4.76	4.61	4.84	4.76	4.40	4.33	4.74	4.55	4.48
<b>People</b>																					
Welcoming	4.78	4.87	4.98	4.68	4.85	5.02	4.77	4.89	5.63	4.74	4.21	4.95	4.86	4.79	4.71	4.92	4.14	4.65	4.33	4.88	4.76
Close Friend	4.85	4.80	4.91	4.89	4.78	4.90	4.57	4.67	5.52	4.76	4.29	5.55	4.77	5.05	4.72	5.27	4.50	4.71	4.76	4.73	4.95
Employability	5.08	5.16	5.29	5.41	5.09	4.79	5.13	5.00	5.69	5.14	4.24	5.66	5.11	4.95	4.84	5.46	4.11	5.03	4.65	5.49	5.35
<b>Exports</b>																					
Science & Technology	4.17	4.03	4.30	4.26	4.06	4.67	4.03	4.06	5.23	4.03	3.79	4.34	4.21	3.92	4.36	4.04	3.90	3.81	4.20	4.17	4.09
Buy Products	4.46	4.45	4.60	4.63	4.37	4.78	4.30	4.33	5.26	4.50	3.89	4.61	4.36	4.42	4.61	4.49	4.11	4.22	4.47	4.65	4.24
Creative Place	4.44	4.67	4.43	4.57	4.36	4.83	4.39	4.10	5.37	4.54	3.95	4.80	4.37	4.35	4.57	4.37	4.01	3.98	4.47	4.36	4.23
<b>Tourism</b>																					
Visit if Money No Object	4.96	5.47	4.98	5.25	4.79	4.75	4.85	4.90	5.63	5.22	3.90	5.61	5.10	5.15	4.54	5.35	4.58	4.82	5.08	4.48	4.79
Natural Beauty	5.27	5.45	5.25	5.29	4.99	5.02	5.33	5.39	5.84	5.26	4.89	5.67	5.18	5.68	5.19	5.47	4.97	5.09	4.95	5.03	5.42
Historic Buildings	4.87	4.97	5.08	5.09	4.90	4.99	4.70	4.77	5.62	4.68	4.35	5.13	4.83	4.93	4.86	5.18	4.50	4.47	4.61	4.81	5.04
Vibrant City	4.78	4.85	4.84	4.88	4.68	4.76	4.71	4.79	5.62	4.77	4.01	5.20	4.85	4.70	4.85	4.95	4.35	4.39	4.73	4.80	4.84
<b>Culture</b>																					
Sports	4.18	3.60	4.38	3.73	4.22	4.89	4.11	3.89	5.39	3.95	3.93	4.23	3.95	4.02	4.70	4.22	4.17	3.76	4.27	4.07	4.08
Cultural Heritage	4.91	4.98	5.16	5.00	5.03	5.02	4.91	4.70	5.55	4.82	4.31	5.07	4.72	5.22	4.87	5.18	4.46	4.59	4.62	4.85	5.14
Contemporary Culture	4.56	4.52	4.76	4.73	4.54	4.79	4.48	4.23	5.50	4.22	4.05	4.85	4.39	4.70	4.82	4.64	4.25	4.13	4.54	4.45	4.53

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 – 2020 to 2021

	Total	Argentina	Australia	Brazil	Canada	China	France	Germany	India	Italy	Japan	Mexico	Poland	Russia	South Africa	South Korea	Sweden	Turkey	United Kingdom	United States
NBI <sup>SM</sup> score	2.11	4.07	3.14	2.08	0.92	-5.87	2.40	-0.16	6.00	2.93	0.50	5.28	2.50	2.65	3.99	2.02	0.34	6.41	-1.13	1.37
<b>Dimension</b>																				
Governance	1.12	2.39	3.06	-0.02	-0.16	-5.46	1.59	-3.05	5.82	2.68	-0.20	4.24	1.36	1.02	2.55	1.91	-2.32	6.95	-1.78	-0.70
Immigration & Investment	2.32	5.20	4.13	2.60	1.34	-9.33	2.68	0.92	5.45	3.81	1.02	5.67	3.10	3.00	4.62	1.89	0.48	8.25	-3.10	1.98
People	2.13	4.23	0.83	3.36	-0.87	-5.27	1.65	-1.34	6.10	3.49	-0.04	6.47	2.52	3.67	6.40	1.25	0.95	5.11	-0.31	1.73
Exports	1.94	3.68	4.92	0.47	2.51	-4.98	1.20	0.36	7.15	2.71	-0.27	3.79	2.70	1.48	1.87	0.75	0.20	6.69	0.71	0.71
Tourism	2.41	5.42	2.18	5.30	-0.67	-6.43	2.89	0.66	5.88	3.10	0.68	6.74	2.37	2.83	5.06	3.36	0.40	5.73	-1.82	2.55
Culture	2.76	3.51	3.70	0.76	3.36	-3.74	4.37	1.52	5.62	1.82	1.79	4.76	2.95	3.86	3.48	2.98	2.33	5.76	-0.47	1.92
<b>Attribute</b>																				
<b>Governance</b>																				
Competent & honest	0.06	0.08	0.26	-0.10	-0.03	-0.15	0.03	-0.12	0.32	0.16	-0.05	0.13	0.09	0.09	0.15	0.13	-0.15	0.41	-0.08	-0.11
Rights & Fairness	0.08	0.19	0.12	0.00	-0.08	-0.41	0.00	-0.19	0.48	0.13	-0.01	0.24	0.09	0.20	0.18	0.17	-0.10	0.47	-0.10	-0.09
Peace & Security	0.02	0.02	0.10	0.07	-0.12	-0.31	0.04	-0.35	0.31	0.11	0.01	0.29	0.08	-0.04	0.12	0.12	-0.25	0.30	-0.26	-0.05
Environment	0.10	0.23	0.23	0.05	0.03	-0.40	0.18	-0.25	0.32	0.20	0.03	0.32	0.08	-0.01	0.25	0.10	-0.17	0.48	-0.06	0.00
Poverty	0.11	0.21	0.22	-0.02	0.15	-0.40	0.23	-0.03	0.33	0.20	-0.04	0.30	0.09	0.07	0.07	0.07	-0.04	0.44	-0.04	0.02
<b>Immigration &amp; Investment</b>																				
Work & Live	0.19	0.43	0.42	0.21	0.06	-0.66	0.23	0.26	0.33	0.38	0.06	0.33	0.21	0.25	0.41	0.13	0.14	0.54	-0.43	0.27
Quality of Life	0.13	0.38	0.11	0.26	-0.06	-0.55	0.12	-0.10	0.29	0.22	0.03	0.43	0.17	0.21	0.27	0.20	0.00	0.51	-0.03	0.02
Educational Qualifications	0.17	0.31	0.27	0.21	0.15	-0.63	0.21	0.06	0.33	0.21	0.09	0.34	0.30	0.24	0.22	0.18	0.10	0.52	-0.05	0.16
Invest in Business	0.14	0.36	0.30	0.10	0.23	-0.47	0.10	0.13	0.31	0.20	0.11	0.32	0.10	0.10	0.31	-0.04	-0.06	0.41	-0.27	0.06
Equality in Society	0.10	0.10	0.15	0.01	0.04	-0.52	0.15	-0.08	0.40	0.15	0.02	0.29	0.17	0.10	0.19	0.09	-0.04	0.51	-0.16	0.09
<b>People</b>																				
Welcoming	0.07	0.19	0.05	0.01	0.03	-0.21	0.07	-0.19	0.36	0.07	0.00	0.25	0.12	0.17	0.28	0.09	0.05	0.21	-0.13	0.01
Close Friend	0.14	0.28	0.06	0.21	0.00	-0.34	0.00	-0.02	0.34	0.36	0.03	0.43	0.16	0.38	0.40	0.13	0.07	0.26	-0.08	0.17
Employability	0.16	0.31	0.04	0.41	-0.18	-0.41	0.22	-0.04	0.41	0.21	-0.03	0.51	0.18	0.12	0.49	0.00	0.05	0.47	0.16	0.13
<b>Exports</b>																				
Science & Technology	0.09	0.03	0.31	-0.01	0.15	-0.35	0.05	0.12	0.43	0.14	-0.06	0.11	0.25	-0.04	0.06	0.01	0.05	0.36	0.07	0.09
Buy Products	0.13	0.22	0.32	0.07	0.10	-0.32	0.07	-0.03	0.44	0.12	-0.03	0.29	0.13	0.17	0.21	0.12	0.04	0.45	0.05	-0.02
Creative Place	0.14	0.41	0.27	0.02	0.20	-0.24	0.10	-0.02	0.42	0.24	0.04	0.28	0.11	0.13	0.07	0.01	-0.06	0.40	0.01	0.05
<b>Tourism</b>																				
Visit if Money No Object	0.11	0.40	0.18	0.50	-0.05	-0.52	0.08	0.01	0.35	0.13	-0.03	0.43	0.12	0.24	0.31	0.19	-0.07	0.36	-0.44	0.13
Natural Beauty	0.16	0.34	0.02	0.36	-0.21	-0.29	0.16	0.00	0.43	0.15	0.11	0.47	0.14	0.23	0.33	0.28	0.00	0.47	-0.08	0.13
Historic Buildings	0.16	0.33	0.19	0.29	0.05	-0.29	0.23	0.02	0.36	0.21	0.07	0.39	0.16	0.18	0.32	0.21	0.02	0.25	0.06	0.14
Vibrant City	0.14	0.23	0.14	0.14	0.05	-0.45	0.22	0.14	0.29	0.26	0.02	0.35	0.15	0.03	0.27	0.14	0.14	0.30	0.03	0.21
<b>Culture</b>																				
Sports	0.14	0.05	0.29	-0.11	0.28	-0.21	0.21	0.18	0.38	0.04	0.07	0.18	0.07	0.12	0.13	0.20	0.04	0.25	-0.05	0.06
Cultural Heritage	0.17	0.37	0.12	0.07	0.05	-0.15	0.23	-0.01	0.29	0.20	0.14	0.33	0.27	0.33	0.23	0.21	0.20	0.35	-0.03	0.15
Contemporary Culture	0.21	0.22	0.27	0.18	0.29	-0.32	0.35	0.11	0.37	0.09	0.11	0.37	0.20	0.25	0.27	0.13	0.18	0.44	0.00	0.14

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 2021

	Total	Argentina	Australia	Brazil	Canada	China	France	Germany	India	Italy	Japan	Mexico	Poland	Russia	South Africa	South Korea	Sweden	Turkey	United Kingdom	United States
NBI <sup>SM</sup> score	3.34	5.67	5.80	1.41	0.82	4.71	2.03	-1.26	12.81	2.34	0.21	6.49	2.54	3.86	4.81	0.88	0.89	3.73	0.17	3.21
<b>Dimension</b>																				
Governance	2.74	4.54	5.70	-0.44	-0.34	4.46	2.33	-4.32	11.77	2.09	-0.37	5.64	1.63	3.85	4.27	1.67	0.55	3.75	-0.06	2.39
Immigration & Investment	3.79	7.35	6.83	2.00	1.78	1.83	3.04	-1.07	13.96	2.95	0.37	7.83	3.93	4.92	5.78	0.77	1.25	5.48	-1.36	3.81
People	3.53	7.44	3.28	2.60	-0.39	5.52	1.16	-2.06	12.52	3.21	0.05	7.21	2.80	4.26	7.88	-0.28	0.85	2.65	1.26	4.70
Exports	2.66	3.70	6.26	-1.26	1.35	6.33	-0.38	-0.94	13.87	0.87	-0.59	4.92	2.73	2.34	3.24	-1.33	0.38	4.57	0.97	1.43
Tourism	3.25	7.37	5.04	3.93	-0.42	1.75	2.27	0.27	11.90	1.61	0.44	6.08	2.41	4.08	5.13	1.84	1.22	1.93	-0.07	4.16
Culture	4.07	3.65	7.67	1.64	2.95	8.38	3.79	0.62	12.82	3.33	1.35	7.27	1.71	3.71	2.61	2.60	1.09	3.97	0.28	2.73
<b>Attribute</b>																				
<b>Governance</b>																				
Competent & honest	0.13	0.20	0.41	-0.03	0.04	0.41	0.10	-0.26	0.66	0.06	-0.05	0.13	0.02	0.19	0.29	0.07	0.03	0.12	-0.07	0.04
Rights & Fairness	0.15	0.34	0.24	-0.06	-0.06	0.18	0.11	-0.28	0.72	0.10	-0.01	0.33	0.07	0.30	0.26	0.09	0.10	0.15	0.04	0.20
Peace & Security	0.13	0.21	0.37	-0.03	-0.12	0.36	0.12	-0.41	0.66	0.03	-0.04	0.28	0.04	0.08	0.28	0.17	-0.09	0.18	-0.10	0.12
Environment	0.17	0.27	0.30	0.04	0.01	0.09	0.14	-0.36	0.75	0.19	0.04	0.44	0.17	0.23	0.36	0.09	0.02	0.21	0.09	0.14
Poverty	0.25	0.36	0.41	-0.05	0.03	0.30	0.24	-0.01	0.77	0.25	-0.05	0.51	0.21	0.35	0.11	0.09	0.11	0.47	0.03	0.22
<b>Immigration &amp; Investment</b>																				
Work & Live	0.24	0.55	0.55	0.11	0.17	0.06	0.05	-0.07	0.90	0.04	-0.10	0.51	0.37	0.38	0.48	-0.02	0.03	0.54	-0.22	0.35
Quality of Life	0.21	0.52	0.28	0.25	0.05	0.04	0.18	-0.06	0.75	0.21	0.02	0.49	0.15	0.30	0.37	0.15	0.02	0.21	0.09	0.11
Educational Qualifications	0.29	0.41	0.46	0.24	0.04	0.16	0.30	0.02	0.91	0.27	0.05	0.56	0.32	0.39	0.37	0.16	0.15	0.23	0.11	0.32
Invest in Business	0.21	0.43	0.47	0.01	0.24	0.27	0.14	-0.05	0.86	0.19	0.11	0.38	0.13	0.19	0.34	-0.11	0.10	0.38	-0.24	0.21
Equality in Society	0.18	0.32	0.30	0.00	0.05	0.03	0.25	-0.17	0.81	0.19	0.02	0.43	0.23	0.23	0.19	0.04	0.07	0.29	-0.15	0.17
<b>People</b>																				
Welcoming	0.15	0.33	0.25	-0.07	0.02	0.47	-0.01	-0.20	0.73	-0.01	0.06	0.32	0.07	0.18	0.28	-0.02	-0.05	0.14	-0.05	0.14
Close Friend	0.19	0.40	0.14	0.21	0.00	0.25	-0.09	-0.21	0.73	0.24	-0.08	0.49	0.18	0.36	0.56	0.02	0.01	0.09	0.10	0.32
Employability	0.30	0.62	0.20	0.34	-0.08	0.28	0.30	0.03	0.82	0.35	0.04	0.50	0.25	0.23	0.60	-0.04	0.19	0.26	0.18	0.39
<b>Exports</b>																				
Science & Technology	0.13	0.07	0.47	-0.11	0.04	0.42	-0.04	-0.06	0.84	0.04	-0.07	0.25	0.20	0.02	0.09	-0.14	0.02	0.34	0.01	0.15
Buy Products	0.18	0.17	0.34	-0.07	0.07	0.33	-0.02	-0.04	0.81	0.04	-0.04	0.29	0.16	0.23	0.27	-0.05	0.09	0.28	0.14	0.00
Creative Place	0.17	0.43	0.34	-0.05	0.14	0.41	0.00	-0.08	0.87	0.08	0.01	0.34	0.13	0.16	0.23	-0.05	-0.04	0.20	0.03	0.10
<b>Tourism</b>																				
Visit if Money No Object	0.14	0.55	0.39	0.32	-0.06	-0.12	-0.08	-0.26	0.76	-0.02	-0.20	0.39	0.28	0.36	0.44	-0.01	-0.04	0.06	-0.19	0.24
Natural Beauty	0.22	0.46	0.15	0.19	-0.09	0.12	0.25	0.06	0.71	0.15	0.13	0.39	0.07	0.35	0.33	0.22	0.14	0.22	0.03	0.24
Historic Buildings	0.25	0.44	0.34	0.34	0.02	0.37	0.22	0.12	0.81	0.11	0.12	0.34	0.08	0.20	0.25	0.15	0.15	0.13	0.04	0.23
Vibrant City	0.18	0.34	0.35	0.10	0.03	0.07	0.16	0.16	0.61	0.15	0.06	0.36	0.16	0.08	0.23	0.08	0.04	0.04	0.10	0.29
<b>Culture</b>																				
Sports	0.19	-0.03	0.50	-0.11	0.28	0.61	0.17	-0.05	0.82	0.16	0.05	0.36	-0.06	0.10	0.09	0.13	-0.02	0.12	-0.05	0.11
Cultural Heritage	0.29	0.40	0.37	0.20	0.07	0.52	0.24	0.09	0.75	0.33	0.12	0.46	0.21	0.37	0.19	0.21	0.14	0.28	0.06	0.24
Contemporary Culture	0.27	0.30	0.52	0.20	0.19	0.39	0.28	0.08	0.78	0.11	0.07	0.50	0.16	0.20	0.18	0.14	0.08	0.32	0.05	0.15

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 – 2020 to 2021

	Total	Argentina	Australia	Brazil	Canada	China	France	Germany	India	Italy	Japan	Mexico	Poland	Russia	South Africa	South Korea	Sweden	Turkey	United Kingdom	United States
NBI <sup>SM</sup> score	-2	0	-1	2	-2	-46	-2	-3	-9	-1	0	0	-2	-4	-2	-3	-2	0	-6	-1
<b>Dimension</b>																				
Governance	-1	-2	-1	1	-2	-45	-1	-5	-5	-1	-3	-1	-2	-4	-1	-1	-2	0	-4	-1
Immigration & Investment	-1	1	1	1	-1	-46	-2	-3	-7	-1	-1	1	0	-3	-1	-1	-1	-1	-6	-1
People	-1	-1	-3	-1	-4	-44	-3	-8	-11	2	3	6	1	-2	7	-2	-1	-9	-12	1
Exports	-2	-2	0	-1	-1	-38	-1	-2	-2	1	-1	-1	-1	-3	-1	-3	-3	-1	-2	-1
Tourism	-2	0	-1	3	-2	-43	-7	-3	-7	3	-3	8	-1	-2	-1	-2	-8	-3	-7	-1
Culture	-2	-2	1	-5	2	-33	3	-3	-9	-2	1	-3	2	-2	-3	1	-3	-4	-8	5
<b>Attribute</b>																				
<b>Governance</b>																				
Competent & honest	-2	-4	-1	-2	-2	-23	-3	-4	-9	-3	-2	-2	-1	-3	-1	-1	-3	0	-5	-2
Rights & Fairness	-1	-1	1	0	-2	-48	-2	-4	2	-1	-3	0	-2	0	-1	0	-1	0	-6	-1
Peace & Security	-2	-5	-1	1	-4	-43	-2	-5	-10	-1	1	1	-2	-6	0	-1	-5	-7	-3	-1
Environment	-3	-2	-1	3	-3	-43	0	-5	-11	0	1	0	-3	-4	-2	-1	-4	-2	-3	-2
Poverty	-1	-1	1	1	-1	-47	5	-3	-6	-2	-6	1	-1	-2	-4	-1	-3	-4	-3	-2
<b>Immigration &amp; Investment</b>																				
Work & Live	-1	-2	1	-2	-5	-49	-2	-1	-5	1	-2	-3	0	1	0	-2	-1	-2	-8	8
Quality of Life	-2	0	-2	1	-3	-40	-2	-4	-8	-1	-3	4	-2	-3	-2	-1	-4	2	-2	-1
Educational Qualifications	-3	-2	1	-3	-3	-47	0	-1	-2	-1	-1	1	1	-5	-3	-1	-2	-1	-5	0
Invest in Business	-2	0	0	-3	-1	-47	-1	-4	-6	0	1	7	-2	-1	2	-6	-6	-8	-9	-1
Equality in Society	-1	-1	0	-1	-1	-44	-1	-3	-3	0	-2	-2	0	-5	-1	-1	-2	3	-3	0
<b>People</b>																				
Welcoming	-2	-3	-6	1	-2	-37	-1	-9	-4	-3	0	-3	2	-1	8	0	-3	-13	-9	-1
Close Friend	-2	1	-4	3	-6	-49	-7	-6	-9	10	1	9	1	2	3	-2	-2	-6	-9	2
Employability	-2	-4	1	1	-2	-47	0	-7	-7	2	0	13	-1	-5	2	-3	-3	0	-4	1
<b>Exports</b>																				
Science & Technology	-4	-4	-1	1	-2	-40	-2	-1	3	-2	-6	-3	0	-2	-3	-3	-4	-6	-1	-2
Buy Products	-3	0	3	-2	1	-38	-2	-3	-2	1	-2	4	2	-2	1	0	0	0	0	-1
Creative Place	-1	4	-1	3	0	-33	-4	-3	-4	0	2	1	-3	0	-4	-3	-6	-1	-6	-2
<b>Tourism</b>																				
Visit if Money No Object	-1	0	-3	6	-1	-42	-4	-6	-4	-3	0	3	4	1	2	3	-1	-4	-7	0
Natural Beauty	-3	-1	-5	2	-13	-40	-7	-7	1	-3	-2	8	-5	0	4	-1	-5	0	-15	-3
Historic Buildings	-6	-3	2	4	-3	-40	-1	-7	-7	-2	-4	5	-2	-1	0	-2	-11	-12	-6	-3
Vibrant City	-3	-3	-5	3	-3	-39	-5	-1	-16	3	-7	6	-5	-5	-2	0	-4	-6	-7	2
<b>Culture</b>																				
Sports	-1	-4	0	-5	2	-32	0	-1	1	-3	-4	-2	-3	1	-7	2	-6	-5	-7	0
Cultural Heritage	-3	2	4	-7	0	-26	2	-8	-19	1	-2	0	8	1	-1	3	-3	-5	-12	7
Contemporary Culture	-2	-2	-2	-2	7	-36	6	-2	-5	-5	1	2	1	-4	0	-1	-5	0	-7	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 2021

	Total	Argentina	Australia	Brazil	Canada	China	France	Germany	India	Italy	Japan	Mexico	Poland	Russia	South Africa	South Korea	Sweden	Turkey	United Kingdom	United States
NBI <sup>SM</sup> score	-3	-1	-3	-1	-3	-30	-3	-3	0	-2	-4	-1	-3	-14	-2	0	-4	-8	-5	-1
<b>Dimension</b>																				
Governance	-1	-3	-1	-1	-1	-35	-2	-4	5	-4	-3	-3	-2	-11	-2	0	-1	-6	-3	-2
Immigration & Investment	-2	2	0	-3	-2	-35	-3	-3	4	-2	-3	-3	0	-12	-3	0	-2	-9	-4	-2
People	-1	2	-5	-2	-3	-25	-3	-4	-5	4	1	4	-4	-15	-1	-1	-3	-19	-10	4
Exports	-2	-6	1	-5	-2	-30	-5	-4	-3	-2	-3	-4	-2	-12	-4	-1	-3	-4	-4	-3
Tourism	-1	4	-2	-4	-3	-29	-9	-7	-1	-5	-3	1	0	-14	-2	0	-7	-12	-9	0
Culture	-4	-2	2	-6	-3	-14	0	-5	-2	1	-1	-1	0	-14	-10	1	-8	-10	-10	1
<b>Attribute</b>																				
<b>Governance</b>																				
Competent & honest	-2	-4	-1	-3	0	-24	-3	-5	-1	-3	-3	-6	-2	-14	-3	-1	-3	-5	-3	-3
Rights & Fairness	-1	-1	0	-2	-1	-34	-2	-2	8	-2	-2	-1	-2	-5	-2	0	-1	-7	-2	-2
Peace & Security	-2	-3	0	-4	-4	-29	-3	-6	1	-4	-3	-2	0	-19	0	1	-5	-10	-2	-2
Environment	-1	-2	-2	0	-2	-34	-2	-3	9	-3	2	-1	1	-15	-2	2	-4	-5	-1	-3
Poverty	-1	-1	2	-2	-1	-30	3	-2	8	-2	-5	0	-1	-8	-6	1	-1	1	-2	-2
<b>Immigration &amp; Investment</b>																				
Work & Live	-3	-1	1	-5	-4	-36	-3	-1	3	-3	-5	-4	-1	-12	-2	-1	-3	-7	-6	6
Quality of Life	-3	-1	-2	-2	-3	-33	-2	-3	1	-2	-4	-2	-2	-13	-4	0	-4	-7	-3	-2
Educational Qualifications	-4	-2	-1	-3	-4	-34	-1	-2	8	-1	-4	0	0	-13	-5	1	-3	-8	-3	-1
Invest in Business	-2	-2	-1	-8	-1	-33	0	-2	3	-2	4	2	0	-10	0	-2	-5	-7	-8	0
Equality in Society	-1	-2	-1	-2	-2	-35	-2	-2	8	-2	-4	0	0	-10	-2	-1	-1	-5	-4	-2
<b>People</b>																				
Welcoming	-1	-2	-3	0	1	-8	-4	-6	-1	2	-1	-4	-3	-15	0	-2	-4	-26	-8	-2
Close Friend	-1	3	-3	2	-4	-27	-9	-5	-10	7	-4	7	-2	-18	-2	-2	-4	-12	-4	9
Employability	-3	-2	-5	1	-3	-29	-1	-1	4	2	3	7	-6	-12	0	-2	-3	-12	-8	5
<b>Exports</b>																				
Science & Technology	-5	-7	-4	-3	-3	-29	-5	-3	0	-3	-9	0	2	-14	-5	-3	-5	-4	-5	-1
Buy Products	-4	-6	1	-8	0	-33	-2	-2	-3	2	-5	-6	0	-17	-6	0	-2	-5	3	-3
Creative Place	-1	3	-1	-1	-2	-25	-6	-3	-1	-2	0	-2	-5	-10	-7	0	-6	-4	-7	-4
<b>Tourism</b>																				
Visit if Money No Object	-2	3	-2	-2	-1	-34	-5	-6	-1	-3	-2	-1	5	-17	-1	1	-3	-10	-5	0
Natural Beauty	0	5	-5	-8	-9	-24	-5	-3	5	-9	-2	6	0	-15	-6	1	-4	-14	-15	2
Historic Buildings	-3	0	5	1	-4	-15	1	-6	8	-5	-3	-6	-4	-16	-3	0	-5	-19	-9	2
Vibrant City	-4	-1	-3	-8	-3	-30	-5	-2	-4	0	-9	1	-5	-9	-6	2	-8	-15	-6	5
<b>Culture</b>																				
Sports	-4	-8	1	-8	1	-13	-2	-6	0	-2	-10	-2	-5	-13	-8	-1	-9	-14	-10	-4
Cultural Heritage	-1	-2	8	-3	1	-6	0	-8	-4	6	-3	-1	4	-16	-12	4	-12	-12	-12	8
Contemporary Culture	-3	0	3	-9	1	-23	5	-4	1	3	-7	1	-1	-16	-9	5	-6	-6	-6	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.