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Summary Quality Report –The Anholt – GfK
Roper Nation Brands Index: 2016 report for
Northern Ireland

PfG Analytics

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NISRA
Northern Ireland Statistics & Research Agency

Dimension	Assessment by the author.
Introduction	Context for the quality report.
	<p>‘The Anholt – GfK Roper Nation Brands IndexSM: 2016 report for Northern Ireland’ provides a measure and rank, relative to 49 other participating nations, of Northern Ireland’s international reputation.</p> <p>The data in this report are derived from the Anholt GfK-Roper Nation Brands IndexSM (NBISM), with 2016 the first year Northern Ireland was included in the survey.</p> <p>The NBISM is an analytical tool which attempts to measure and rank the broad international reputation of 50 nations, across six dimensions of national competence: Exports; Governance; Culture; People; Tourism; and Immigration and Investment.</p> <p>The market research company GfK carry out the survey design, sample recruitment, survey fieldwork, data collection and cleansing, and initial data analysis for the NBISM.</p> <p>The 2016 NBISM involved the completion of over 20,000 online surveys, in 20 major developed and developing panel countries, with at least 1,000 per panel country.</p> <p>In each panel country the list of 50 examined nations was randomly assigned to the 1,000 respondents, each of whom (except Egypt) rated 25 nations, resulting in each nation providing approximately 500 ratings per panel country. In Egypt, where respondents are not as familiar and experienced with online surveys, survey length was reduced, resulting in each nation getting approximately 200 ratings.</p> <p>This resulted in an achieved sample of 9,826 respondents for Northern Ireland in 2016, with a response rate of 9.9%.</p>
Relevance	The degree to which the statistical product meets the user needs in both coverage and content.
	<p>The report provides a baseline measure and rank of Northern Ireland’s broad international reputation, with further information provided on how Northern Ireland is viewed in relation the aforementioned dimensions and the categories, or ‘attributes’, that make up these dimensions.</p> <p>Northern Ireland’s overall score on the NBISM has been included as an indicator in the Northern Ireland Executive’s draft Programme for Government.</p> <p>The report includes various infographics, charts, titles and associated commentary to communicate the findings to the end user. Notes and explanations are included throughout to provide the end user with additional information.</p>
Accuracy and Reliability	The proximity between an estimate and the unknown true value.
	<p>GfK draw a large sample from their pre-existing online panels. Based on the most up-to-date online population statistics in each country, the sample in</p>

	<p>each country is stratified by four sample cells: males 18-34 and 35+, and females 18-34 and 35+.</p> <p>Using the most up-to-date online population parameters, the achieved sample in each country is then weighted to reflect key demographic characteristics such as age, gender and education of the online population in that country.</p>
<p>Timeliness and Punctuality</p>	<p>Timeliness refers to the time gap between publication and the reference period. Punctuality refers to the gap between planned and actual publication dates.</p>
	<p>The fieldwork for the 2016 survey was carried out between 7 July and 25 July 2016. The final, validated dataset and related information were provided to PfG Analytics in December 2016. The final report was published in February 2017, meaning there was a seven month time gap between the reference period and publication, and a two month time gap between PfG Analytics receiving the final dataset and publishing the report.</p> <p>The report was published on the planned date, as pre-announced on the Executive Office’s ‘National Statistics Protocol and Compliance’ page and Gov.uk.</p>
<p>Accessibility and Clarity</p>	<p>Accessibility is the ease with which users are able to access the data, also reflecting the format in which the data are available and the availability of supporting information. Clarity refers to the quality and sufficiency of the metadata, illustrations and accompanying advice.</p>
	<p>‘The Anholt – GfK Roper Nation Brands IndexSM: 2016 report for Northern Ireland’ report was published, in PDF format, on the Executive Office website on the pre-announced publication date. The report is also available in alternative formats upon request. Within the report, a number of charts and graphics have been provided with titles, axis names and footnotes added to help clarify certain information where applicable. Additionally, a separate Methodological Report is available, in PDF format, on the Executive Office’s website. This report provides summary background information, definitions and methodological explanations.</p> <p>Accompanying data tables, in Microsoft Excel and Open Document format, are also available on the Executive Office’s website. These data tables are also included as annexes in the main report.</p> <p>The key findings from the report have been summarised in an infographic and this has been included within the report.</p>
<p>Coherence and Comparability</p>	<p>Coherence is the degree to which data that are derived from different sources or methods, but refer to the same topic, are similar. Comparability is the degree to which data can be compared over time and domain.</p>
	<p>The data within the report are derived solely from the NBISM and are not comparable with data from other sources.</p> <p>Conscious efforts are made to keep the NBISM methodology consistent over time, including questionnaire content, sample design, sampling techniques,</p>

	<p>fieldwork procedures, and data processing, to facilitate comparisons between years. Northern Ireland was included in the NBISM for the first time in 2016, and the data presented in this report will be comparable with future years.</p> <p>Data for Northern Ireland, collected via the NBISM, are comparable to data collected for the other 49 participating nations, and these comparisons are included in the report. A full list of these participating nations for 2016 is included in the published Methodological Report.</p>
Trade-offs between output quality components	<p>Trade-offs are the extent to which different aspects of quality are balanced against each other.</p>
	<p>PfG Analytics are dependent on GfK for receipt of the NBISM dataset and associated information. For the 2016 NBISM a data issue resulted in an unanticipated delay in PfG Analytics receiving the final, validated dataset. This delay increased the time gap between the reference period and publication date.</p>
Assessment of user needs and perceptions	<p>The process for finding out about users and uses, and their views on the statistical products.</p>
	<p>As this was a statistical first release, work in this area is ongoing, including consultation with key policy customers.</p> <p>An online user survey is available at the following link: https://www.surveymonkey.co.uk/r/NationBrandsIndex</p>
Performance, cost and respondent burden	<p>The effectiveness, efficiency and economy of the statistical output.</p>
	<p>The total cost for subscribing to, and receiving the associated key deliverables from, the 2016 NBISM was 50,500 USD.</p> <p>Once the data are received, PfG Analytics manage, analyse, publish and disseminate output derived from the NBISM.</p>
Confidentiality, transparency and security	<p>The procedures and policy used to ensure sound confidentiality, security and transparent practices.</p>
	<p>The NBISM data received by PfG Analytics have been anonymised. The dataset is stored on a secure network which is only accessible to staff working on the publication. Printouts relating to unpublished figures are locked away securely when not in use.</p>