

The Anholt – GfK Roper Nation Brands Index SM: 2017 report for Northern Ireland

February 2018

National Brand Image Northern Ireland - 2017 -

- Rank -

2017

22

out of 50

2016

21

out of 50

- Score -

2017

59.01

out of 100

2016

57.93

out of 100

How the world sees Northern Ireland

Countries awarding Northern Ireland the highest and lowest ranks and scores



Governance

20

20

Competent
& Honest

20

Rights &
Fairness

21

Poverty

20

Environment

20

Peace &
Security

Immigration & Investment

21

21

Equality
in Society

22

Work
& Live

21

Educational
Qualifications

21

Quality
of Life

25

Invest in
Business

People

22

24

Welcoming

23

Close
Friend

21

Employability

Exports

26

23

Buy
Products

26

Creative
Place

28

Science &
Technology

Tourism

28

23

Visit if Money
No Object

21

Natural
Beauty

31

Historic
Buildings

29

Vibrant
City

Culture

30

30

Cultural
Heritage

36

Sports

28

Contemporary
Culture



National Brand Image Northern Ireland - Change between 2016 and 2017 -

- Rank -

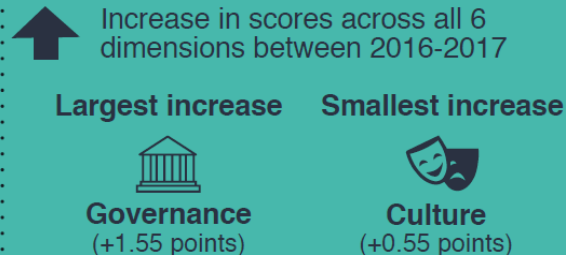
- Score -

Nation Brands IndexSM



Six Dimensions of the NationSM Brands Index

6 dimensions combined to create the NBISM

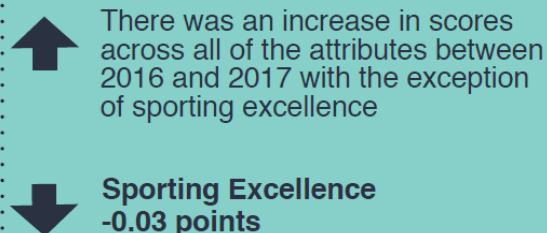


Attributes

23 attributes which combine to create the six dimensions; on a scale from 1 (worst) to 7 (best)

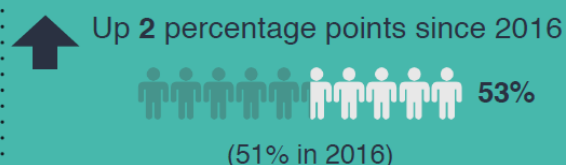
Majority within +/- 2 places of 2016 rankings

All attribute rankings were either unchanged or similar to those achieved in 2016 with the exception of sporting excellence (down 5 places)



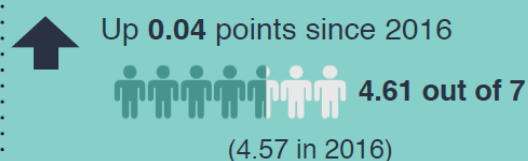
Familiarity with NI

% of respondents who reported at least some knowledge of NI

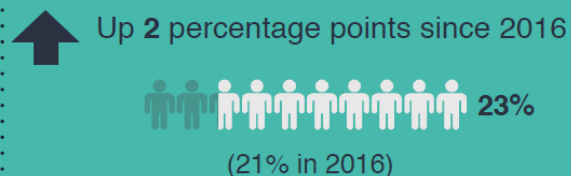
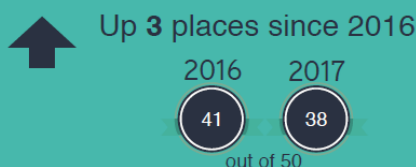


Favourability towards NI

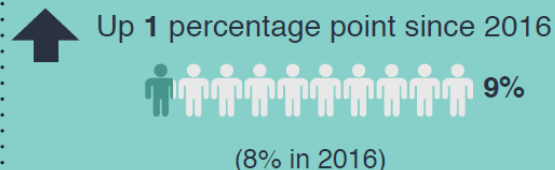
respondents' overall opinion of NI on a scale from 1 (unfavourable) to 7 (favourable)



% respondents who had purchased NI products or services and /or used NI websites



% respondents who had visited NI for holiday and/or business purposes



Note: rankings can be impacted year on year by the inclusion of new countries in the survey, while scores provide a more absolute understanding of how NI is viewed by survey participants.

Contents

Summary infographics.....	2
Introduction.....	5
Northern Ireland's NBI SM overall score and ranking.....	6
Northern Ireland's scores and rankings on the six dimensions of the NBI SM	9
Familiarity with and favourability towards Northern Ireland.....	12
Further Information.....	16
User Feedback.....	17
Appendix 1: Northern Ireland's NBI SM 2017 rankings by panel country.....	18
Appendix 2: Northern Ireland's NBI SM 2017 scores by panel country.....	19
Appendix 3: Change in Northern Ireland's NBI SM scores by panel country.....	20
Appendix 4: Change in Northern Ireland's NBI SM 2017 rankings by panel country.....	21

Background

It has become increasingly important to understand how Northern Ireland is viewed and thought about by other countries around the globe. Northern Ireland's international reputation will affect people's willingness to live, study, visit, do business with, and invest here, and this can have a significant impact on the economy.

In order to assess and monitor its international reputation, Northern Ireland was included in the Anholt GfK-Roper Nation Brands IndexSM (NBISM) for the first time in 2016 and then again in 2017.

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.

The 2017 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.

The overall NBISM score is an average of scores from the six dimensions. The score for each dimension is calculated using scores from three to five questions (attributes) relevant to that dimension. Rankings are based on Northern Ireland's scores relative to the other 49 participating nations.

All rankings presented in the report are out of 50. The overall NBISM score and the score for each of the six dimensions are out of 100, while the attribute scores are an average of participants' ratings on a scale from one (lowest and worst) to seven (highest and best) and four being neither positive nor negative.

This report presents Northern Ireland's NBISM overall score and ranking as well as top level scores and ranks on each of the six dimensions that make up the overall index. A series of six reports will be published later in the year containing further information on Northern Ireland's performance on each of the six dimensions and associated attributes.

Tables containing the data discussed in this report are available at: <https://www.executiveoffice-ni.gov.uk/articles/equality-research-publications>

More information on the methodology used, including more detail on each of the dimensions and attributes, the 50 participating nations and the 20 panel countries can be found in an accompanying methodological document, available from: <https://www.executiveoffice-ni.gov.uk/articles/equality-research-publications>.

Programme for Government

The Northern Ireland Executive published a draft Programme for Government for public consultation between October and December 2016. This draft Programme for Government uses an Outcomes Based Accountability (OBATM) approach and is constructed around a framework of outcomes with a purpose of improving wellbeing for all by tackling disadvantage and driving economic growth.

Northern Ireland's score on the Nation Brands IndexSM was included in this consultation as a population indicator for one of the draft Programme for Government Outcomes; "We have created a place where people want to live and work, to visit and invest."

Northern Ireland was first included in the Nation Brands Survey in 2016 and this is taken as the baseline year for the draft indicator. Criteria for reporting positive, negative or no change from the baseline for this indicator has been agreed as a change of +/- one point in the overall NBISM score.

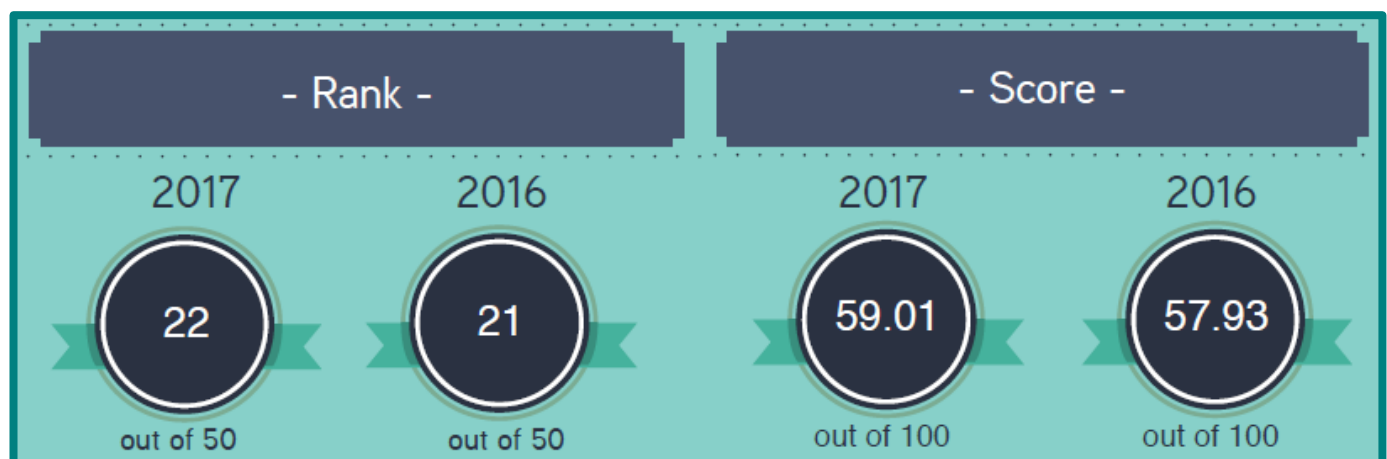
Northern Ireland's Nation Brands IndexSM Overall Score and Ranking

Overall result

Northern Ireland was ranked 22nd out of 50 participating nations on the 2017 Nation Brands IndexSM (NBISM), with an overall score of 59.01. Northern Ireland's overall NBISM score has increased since 2016 (57.93) when it was first included in the survey. This increase represents a positive change (+1.08 points) in Northern Ireland's score compared with the 2016 baseline figure. Northern Ireland maintained a mid-level ranking relative to other participating nations despite a small decrease from 21st out of 50 nations in 2016 to 22nd in 2017. Although Northern Ireland is ranked 22nd, its score is closer to the top scoring nations than the lowest.

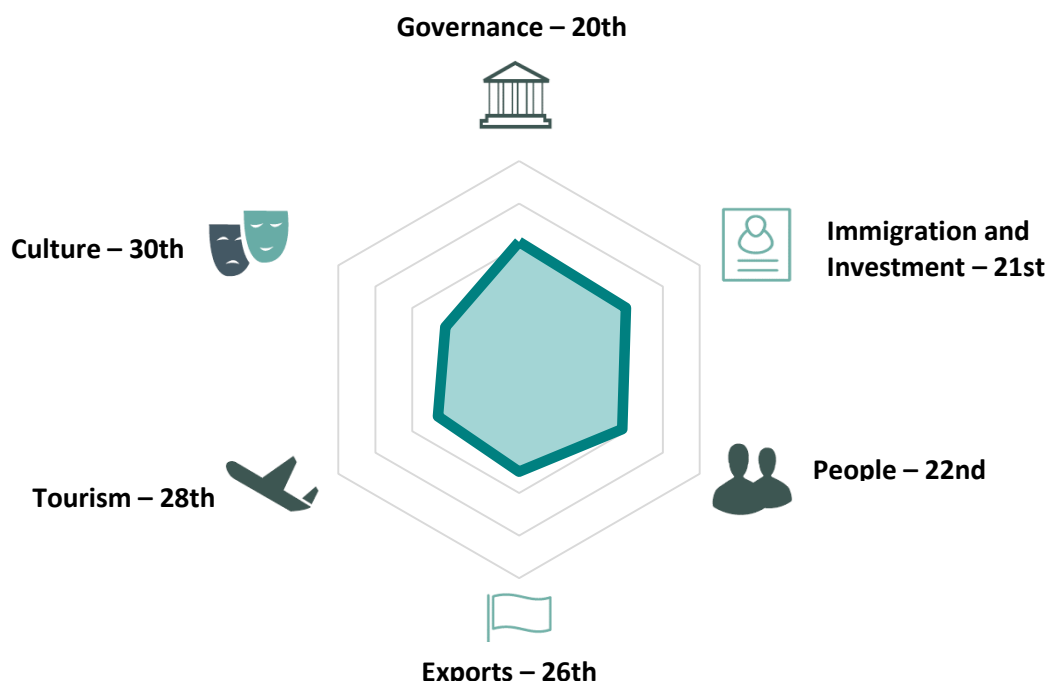
Rankings can be impacted year on year due to the inclusion of new countries in the survey however the overall NBISM score provides a more absolute understanding of how Northern Ireland is viewed, both overall and by each of the individual panel countries. In this sense, it is useful to consider both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

Figure 1: Northern Ireland's NBISM overall score and ranking for 2016 and 2017



The overall score and rank is determined by the scores received for the six dimensions of the NBISM. NI's rankings on each of the six dimensions are displayed in Figure 2. As was the case in 2016, Northern Ireland's global reputation appears to be reasonably balanced with rankings ranging from 20th to 30th across the six dimensions. These are discussed later in the report.

Figure 2: Northern Ireland's rank across the six NBISM dimensions



Rankings and scores from around the globe

Figure 3 (page 8) illustrates the overall NBISM ranking Northern Ireland received from each of the 20 panel countries. Northern Ireland received higher overall rankings from western European and Anglo–American nations, with the highest overall rankings received from the United Kingdom, France, Germany and Italy (21st out of 50).

Lower rankings were received from countries outside of this group of western European and Anglo–American nations. Northern Ireland received its lowest ranking from Egypt (37th), with relatively low rankings also received from India and Brazil (both 30th).

Similar patterns were noted in 2016 with Northern Ireland receiving higher rankings from western European and Anglo-American panel nations and lower rankings from other nations.

As mentioned previously, it is useful to consider both rankings and scores as rankings provide an insight into how Northern Ireland is viewed by panel countries relative to the other participating nations but can be impacted over time due to the inclusion of new countries in the survey, while the overall NBISM score provides a more absolute understanding of how Northern Ireland is viewed, both overall and by each of the individual panel countries.

Northern Ireland received its highest overall NBISM scores (out of 100) from India (64.86), China (63.71) and the United States (62.14). The lowest overall NBISM scores were received from Japan (51.52), Sweden (55.65) and South Korea (55.84).

Northern Ireland's relatively high rank (22nd) and low score (55.65) from Sweden, contrasts with the relatively low rank (30th) and high score (64.86) from India. This suggests that the distribution of scores varies across different panel countries.

Again, similar patterns were evident in 2016.

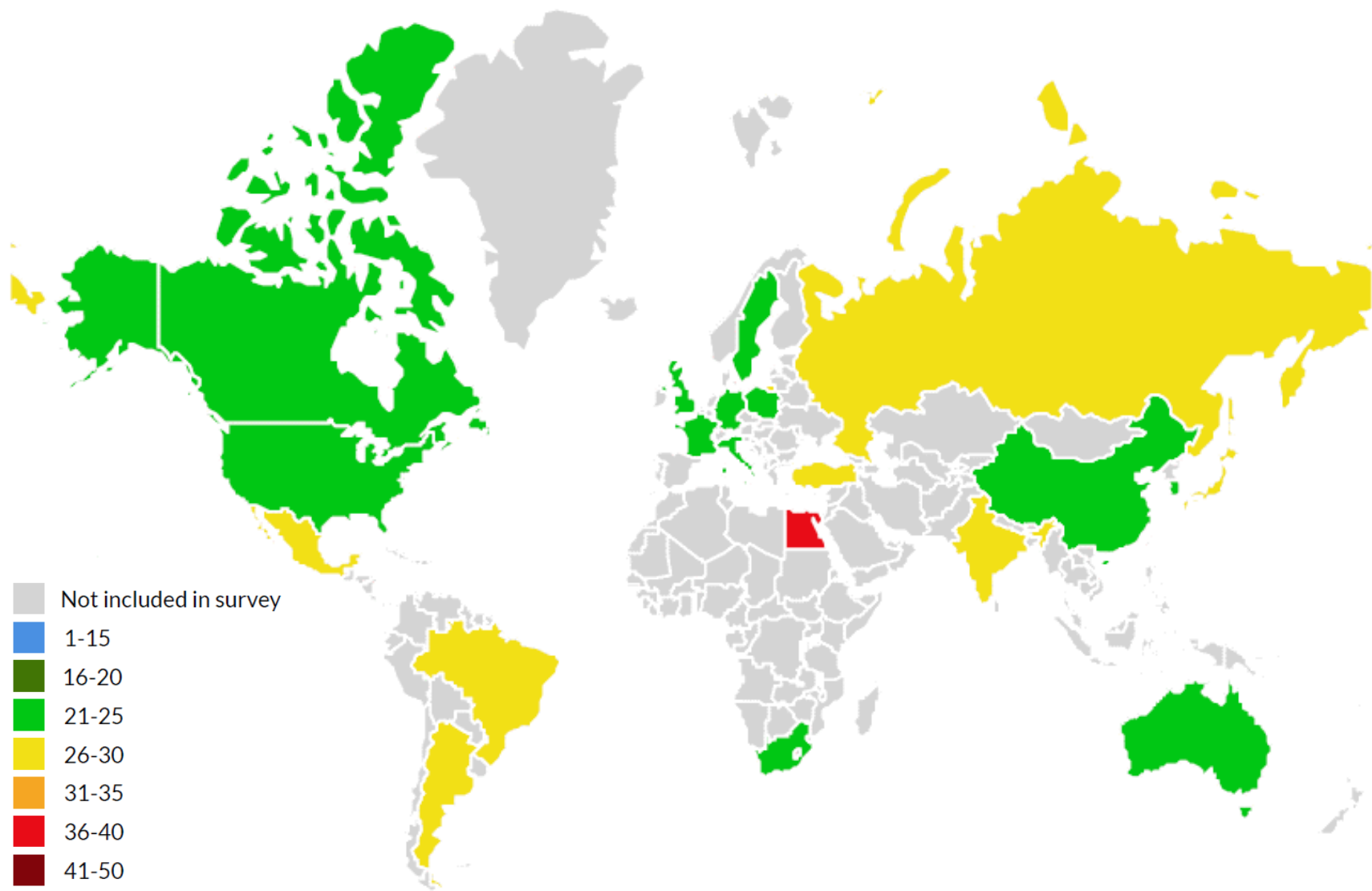
Table 1 below shows the countries whose scores have changed the most between 2016 and 2017. The largest increases in score were from the United States and China, and while NI's lowest ranking was from Egypt, the NBISM score from Egypt increased by 3.75 points since 2016.

The largest declines in score were from Brazil and the United Kingdom.

Table 1: Countries with the greatest change in overall NBISM score between 2016 and 2017

Overall NBI SM Score Change							
Panel countries whose impressions of Northern Ireland have improved the most from 2016 to 2017				Panel countries whose impressions of Northern Ireland have declined the most from 2016 to 2017			
Country	2016 score	2017 score	Change in score	Country	2016 score	2017 score	Change in score
United States	57.29	62.14	+4.85	Brazil	60.98	58.99	-1.99
China	59.26	63.71	+4.45	United Kingdom	60.41	59.17	-1.24
Egypt	57.11	60.86	+3.75	Canada	58.84	57.99	-0.85
India	62.80	64.86	+2.06	France	57.66	57.61	-0.05
Argentina	56.04	58.08	+2.04	Japan	51.56	51.52	-0.04

Figure 3: Northern Ireland’s overall NBISM ranking by core panel nation



Northern Ireland's Scores and Rankings on the Six Dimensions of the Nation Brands IndexSM

Rankings for dimensions and attributes

In terms of the six dimensions of the NBISM which determine the overall score and ranking, Northern Ireland was ranked highest in relation to Governance (20th), Immigration and Investment (21st) and People (22nd). Lower rankings were evident for Exports (26th), Tourism (28th) and Culture (30th) (Table 2, page 11). This was similar in 2016.

In terms of the attributes which make up each of the six dimensions, Northern Ireland was ranked relatively highly in relation to the composite attributes for the Governance dimension; competency and honesty of government, respect for citizens' rights and fair treatment, global behaviour in the areas of peace and security and environmental protection (all 20th) and poverty reduction (21st). Northern Ireland's natural beauty (Tourism dimension), quality of life, educational qualifications, equality in society (Immigration and Investment dimension respectively) and employability of its people (People dimension) were also ranked relatively highly (all 21st) among the participating nations.

Northern Ireland was ranked lower in relation to sporting excellence (36th), historic buildings (31st) and cultural heritage (30th).

All attribute rankings were either unchanged or similar to those achieved in 2016 (within +/- 2 places) with the exception of sporting excellence which fell from a ranking of 31st in 2016 to 36th in 2017.

Scores for dimensions and attributes

Tourism was scored highest out of the six dimensions (64.42) despite the associated low ranking (28th). Northern Ireland's People (63.01) and Governance (59.51) also received high overall scores. The lowest overall score was reported for Exports (54.52) (see Table 2, page 11). This pattern was also evident in 2016.

Scores for each of the six dimensions increased between 2016 and 2017 with the greatest increase in the Governance dimension (1.55 points) and the smallest in the Culture dimension (0.55 points) (see Figure 4 below).

Dimension scores:

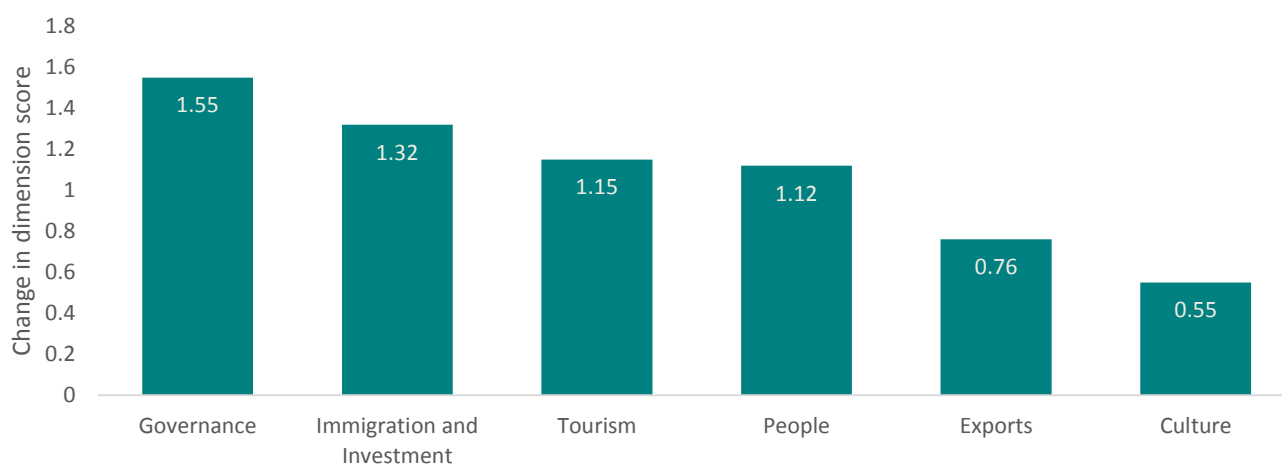
These are scored out of 100 and are based on responses to the composite attributes for each dimension.

Attribute scores:

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

<https://www.executiveoffice-ni.gov.uk/articles/equality-research-publications>

Figure 4: Increase in scores between 2016 and 2017 for each of the six dimensions of the NBISM









Examining the 23 composite attributes for the NBISM, Northern Ireland received its highest scores for natural beauty (5.14), as somewhere participants would like to visit if money was no object (4.88) and for the employability of its people (4.86). Northern Ireland scored lowest in relation to sporting excellence (3.96), having businesses that participants would like to invest in (4.09), and its contribution to innovation in science and technology (4.11). Again, a similar pattern was evident in 2016.

All of the attributes showed an increase in score between 2016 and 2017 with the exception of sporting excellence which had a decrease of 0.03 points. The largest increases were seen in three of the governance attributes; peace and security, environment and poverty (all 0.11 points).

Full details on the rankings and scores Northern Ireland received from each of the 20 panel countries can be found in Appendix 1 (page 18) and Appendix 2 (page 19). Score change between 2016 and 2017 by panel country can be found at Appendix 3 (page 20), and changes in rankings between the two years can be found at Appendix 4 (page 21).

Tables containing the data discussed in this report are available at: <https://www.executiveoffice-ni.gov.uk/articles/equality-research-publications>

Table 2: Northern Ireland's NBISM dimension and attribute scores and rankings (2017)

Dimension	NBI Score (out of 100)	Ranking (1-50)	Composite attributes	NBI Score (1- 7)	Ranking (1-50)
Governance 	59.51	20	Competent & Honest	4.51	20
			Rights & Fairness	4.73	20
			Peace & Security	4.60	20
			Environment	4.62	20
			Poverty	4.28	21
Immigration and Investment 	56.57	21	Work & Live	4.13	22
			Quality of Life	4.71	21
			Educational Qualifications	4.39	21
			Invest in Business	4.09	25
			Equality in Society	4.53	21
People 	63.01	22	Welcoming	4.70	24
			Close Friend	4.72	23
			Employability	4.86	21
Exports 	54.52	26	Science and Technology	4.11	28
			Buy Products	4.31	23
			Creative Place	4.31	26
Tourism 	64.42	28	Visit if Money No Object	4.88	23
			Natural Beauty	5.14	21
			Historic Buildings	4.68	31
			Vibrant City	4.68	29
Culture 	56.02	30	Sports	3.96	36
			Cultural Heritage	4.68	30
			Contemporary Culture	4.36	28

Notes:

1. All rankings presented in the table above are out of 50

2. The overall score for each of the six dimensions on the NBISM are out of 100. 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. Dimension scores are calculated using the ratings received for each of its composite attributes.

Familiarity with and favourability towards Northern Ireland

As part of the NBISM survey, participants were asked to rate how familiar they are with each nation and how favourable they are towards each nation. Familiarity is presented as the percentage of participants who had at least some knowledge of Northern Ireland, while favourability is taken as an average of participants' scores to a question on their overall opinion of Northern Ireland.

Results from the 2017 survey show that 53 per cent of participants reported that they had some familiarity with Northern Ireland, resulting in a familiarity ranking of 37th out of the 50 participating nations. This is an increase in both score and ranking from 2016 when 51 per cent of participants reported some knowledge of Northern Ireland, resulting in a ranking of 43rd out of the 50 nations.

Northern Ireland was rated relatively highly in terms of favourability (score of 4.61) with a rank of 23rd out of 50 participating nations. This was a small increase in score (4.57) and compares with a ranking of 21st in 2016.

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 either 2016 or 2017, suggesting that Northern Ireland is viewed comparatively positively by all panel countries.

Familiarity:

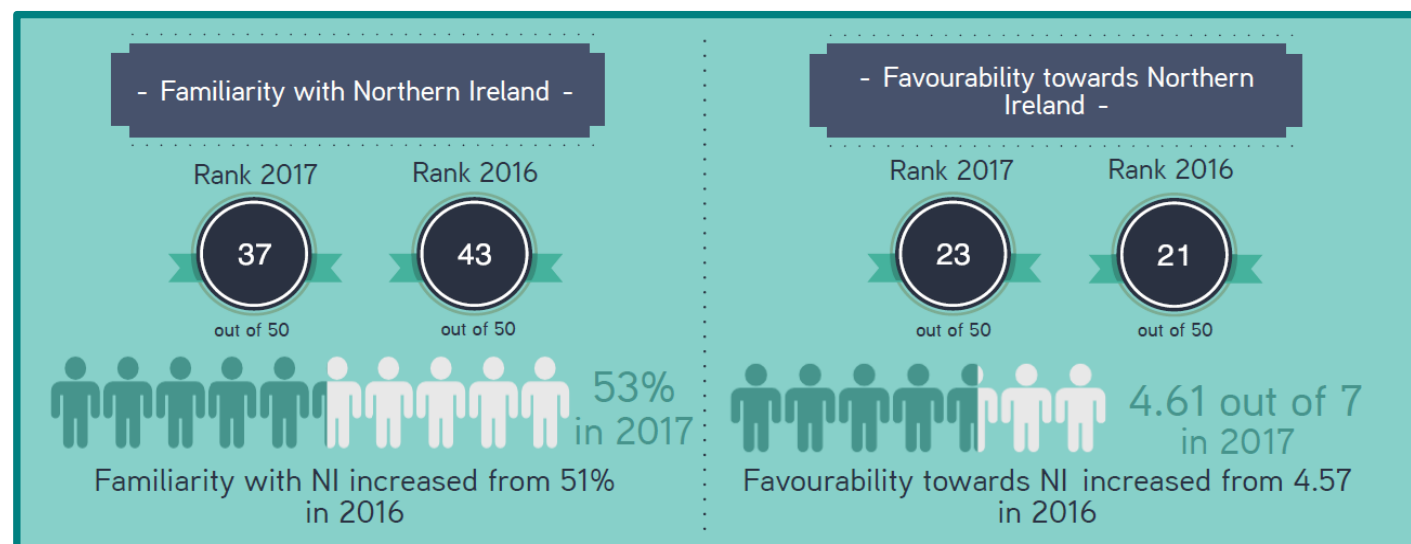
The percentage of participants who reported some knowledge of NI, said they were familiar with NI or were very familiar.

Favourability:

An average of scores from participants from each of the panel countries on their overall opinion of NI. Responses are given on a scale from one (extremely unfavourable) to seven (extremely favourable) with four being neither favourable nor unfavourable. For further information see accompanying methodological report:

<https://www.executiveoffice-ni.gov.uk/articles/equality-research-publications>

Figure 5: Familiarity with and favourability towards Northern Ireland in 2016 and 2017



Purchase of Northern Irish products or services and use of Northern Irish websites

As part of the NBISM 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 nine per cent of participants had purchased a product from Northern Ireland (ranked 40th), while 15 per cent reported that they had previously visited a Northern Irish website (ranked 34th). These are similar to results from the 2016 survey when eight per cent of participants reported that they had purchased a product from Northern Ireland (ranked 40th) and 15 per cent reported that they had previously visited a Northern Irish website (ranked 33rd).

When these results were combined, Northern Ireland was ranked 38th overall in relation to the proportion of participants who had purchased a product or service from Northern Ireland and/or had visited a Northern Irish website (23 per cent). This compares with 21 per cent and a ranking of 41st overall in 2016.

Of the 20 panel countries, India (41 per cent), Mexico (33 per cent), China (32 per cent), the UK (32 per cent), South Africa (31 per cent) and Poland (30 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 2017. Aside from China and South Africa, these countries also had the highest percentage of participants who had purchased a product from NI and/or visited a Northern Irish website in 2016 (see Figure 6).

There was a large increase in the proportion of participants from the United States (12 percentage points) and China (10 percentage points) who had purchased a product or service from NI and/or visited a website from or about Northern Ireland. The proportion of those from Russia and South Africa who had done so also showed a reasonable increase (both seven percentage points). The largest decrease was for participants from Brazil (five percentage points).

Figure 6: 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



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

In 2017, participants who had visited a Northern Irish website and/or had purchased a product from Northern Ireland scored Northern Ireland significantly higher on all of the six dimensions than those who had not. This was also the case in 2016 with the exception of tourism when the scores were not significantly different between the two groups.

Figure 7: Mean scores for NI on the NBISM 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 (2017)



Participants who had visited Northern Ireland

Results from the 2017 NBISM revealed that nine per cent of participants had previously visited Northern Ireland to take a holiday and/or for business purposes. This resulted in Northern Ireland ranking 39th out of the 50 nations in regard to foreign visits. This compares with eight per cent and a ranking of 38th in 2016.

A larger proportion of people visited Northern Ireland for a holiday (six per cent) than for business purposes (three per cent), showing a similar pattern to that of 2016 (see Table 3 below).

A quarter of participants from the UK (25 per cent) had previously visited Northern Ireland, the largest proportion among the panel countries. India (14 per cent), Australia (13 per cent), France (11 per cent), Italy and Poland (11 per cent respectively) 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), Argentina and South Korea (three per cent respectively), Mexico and Turkey (four per cent respectively) 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 2016 and 2017. For all but three panel countries the percentage increased or stayed the same between the two years. The largest increases were for Australia (four percentage points), India (three percentage points) and Poland (three percentage points). A smaller proportion of participants visited NI from the United Kingdom (decrease of three percentage points), Italy (decrease of two percentage points) and Turkey (decrease of one percentage point) in 2017 compared with 2016.

Table 3: Percentage of participants who had visited NI, by reason and panel country in 2016 and 2017

	% visiting NI for business		% visiting NI for holiday		% visiting NI for any reason	
	2016	2017	2016	2017	2016	2017
Argentina	1	1	2	2	3	3
Australia	3	5	7	9	9	13
Brazil	2	4	2	1	4	5
Canada	2	3	6	5	8	8
China	3	4	4	6	8	9
Egypt	-	-	-	-	-	-
France	4	2	7	9	10	11
Germany	2	2	6	6	7	9
India	7	9	4	7	11	14
Italy	4	3	9	9	13	11
Japan	0	1	1	1	2	2
Mexico	1	2	2	2	3	4
Poland	2	4	6	7	8	11
Russia	1	2	1	3	2	5
South Africa	1	3	4	4	5	7
South Korea	2	1	1	1	3	3
Sweden	4	4	6	6	10	10
Turkey	3	1	2	3	5	4
United Kingdom	9	5	23	21	28	25
United States	5	4	5	7	10	10
Total	3	3	5	6	8	9

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

As in 2016, participants who had visited Northern Ireland (for any reason) scored Northern Ireland significantly higher in each of the six dimensions than participants who had not previously visited (Figure 8, below).

Figure 8: Mean scores for NI on the NBISM and the six dimensions among those who had and had not previously visited Northern Ireland (2017)



Further information

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

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User feedback

We are interested in understanding more about the quality of this publication and how it is used. This is important, as it will help us provide a high quality service which meets users' needs. We would be extremely grateful if you could spend a couple of minutes answering a few questions on our User Feedback Survey. This can be accessed using the link below.

<https://www.surveymonkey.co.uk/r/NationBrandsIndex>

Thank you.

For more details, or for help in completing the survey, please contact: research@executiveoffice-ni.gov.uk

In writing:

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Appendix 1: Northern Ireland's NBISM 2017 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 rank	22	26	22	30	22	24	37	21	21	30	21	27	29	23	27	24	25	22	26	21	22
Dimension																					
Governance	20	20	20	20	20	17	33	19	18	26	17	24	21	21	22	19	22	20	19	19	21
Immigration & Investment	21	22	22	28	21	22	35	20	21	31	21	25	22	22	26	21	24	21	24	20	21
People	22	30	20	35	22	20	39	19	19	31	19	27	31	23	29	20	25	22	26	18	22
Exports	26	29	25	31	26	29	36	21	22	33	23	25	32	25	32	30	28	24	25	23	25
Tourism	28	33	22	36	24	26	36	26	20	29	21	30	32	33	28	24	27	29	31	21	20
Culture	30	36	28	42	28	32	37	28	27	36	23	36	36	29	32	29	35	32	33	24	24
Attribute																					
Governance																					
Competent & Honest	20	18	19	21	20	15	38	17	17	28	17	25	21	18	24	20	24	19	20	20	20
Rights & Fairness	20	20	21	22	20	20	28	18	18	26	18	25	21	21	21	19	23	20	20	19	21
Peace & Security	20	19	22	23	20	18	23	20	19	31	19	25	21	21	27	20	24	20	14	20	22
Environment	20	20	20	20	19	17	31	19	16	26	13	22	22	17	21	16	18	19	18	17	19
Poverty	21	18	21	23	21	20	34	19	17	25	11	22	21	20	22	20	23	19	18	17	21
Immigration & Investment																					
Work & Live	22	24	19	29	20	21	37	19	19	31	19	26	22	21	24	20	23	22	25	21	17
Quality of Life	21	21	22	22	21	20	32	20	20	30	19	25	21	21	26	23	23	21	22	21	21
Educational Qualifications	21	24	22	29	21	23	35	21	21	24	21	25	26	22	27	20	23	21	24	17	22
Invest in Business	25	28	23	38	23	21	41	21	21	31	21	38	29	24	29	27	27	24	26	18	22
Equality in Society	21	20	19	23	19	22	31	18	18	30	17	25	21	21	22	20	22	19	20	18	20
People																					
Welcoming	24	29	23	33	22	10	44	17	18	32	17	31	29	22	32	19	26	23	30	20	21
Close Friend	23	27	19	36	22	25	39	19	18	32	17	28	29	19	26	21	26	22	25	16	20
Employability	21	25	20	33	20	22	39	18	19	31	19	28	30	23	26	21	21	22	27	13	18
Exports																					
Science & Technology	28	29	27	32	27	32	36	26	27	38	26	25	31	28	31	31	28	27	27	27	27
Buy products	23	26	21	31	21	26	39	20	21	32	19	22	32	24	29	24	26	21	25	16	20
Creative Place	26	29	26	31	25	29	36	21	24	33	22	27	26	26	32	30	27	24	25	23	25
Tourism																					
Visit if Money No Object	23	28	22	31	22	24	36	19	18	31	18	27	24	31	28	23	25	24	34	22	17
Natural Beauty	21	32	22	34	21	23	31	20	19	23	13	15	26	32	16	19	20	21	14	23	14
Historic Buildings	31	35	26	42	25	32	40	22	22	28	22	32	38	29	29	24	41	36	28	22	18
Vibrant City	29	37	28	35	30	22	34	26	29	32	21	35	33	29	35	29	28	33	35	21	24
Culture																					
Sports	36	38	31	42	35	33	40	29	32	38	32	35	38	26	33	31	33	32	36	22	33
Cultural Heritage	30	33	31	37	27	25	26	22	24	35	19	35	34	29	27	27	39	34	28	27	18
Contemporary Culture	28	33	20	36	27	28	38	26	22	31	15	31	31	25	30	25	29	26	28	19	22

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 NBISM 2017 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	59.01	58.08	57.97	58.99	57.99	63.71	60.86	57.61	60.22	64.86	58.74	51.52	61.75	58.29	59.09	61.05	55.84	55.65	56.63	59.17	62.14
Dimension																					
Governance	59.51	57.06	57.63	58.65	57.28	65.24	63.47	58.22	62.88	66.41	59.66	53.32	58.72	59.49	58.48	60.71	59.65	56.32	56.65	59.78	60.57
Immigration & Investment	56.57	56.80	54.39	57.10	53.97	63.47	60.95	53.72	54.99	63.76	56.15	46.60	62.55	56.43	54.40	60.48	55.10	51.40	55.44	55.48	58.22
People	63.01	61.38	64.47	62.04	63.93	65.76	61.14	62.49	66.69	65.85	63.22	54.54	67.30	62.63	63.26	64.97	55.59	62.21	58.59	65.86	68.26
Exports	54.52	54.60	52.98	56.85	53.04	59.82	55.35	54.21	54.95	60.27	55.61	48.98	55.64	54.37	53.10	55.02	51.59	51.58	52.74	54.40	55.34
Tourism	64.42	65.13	62.06	63.74	62.82	67.16	66.83	62.70	67.16	69.23	64.99	55.14	69.58	62.64	67.82	66.74	59.61	60.90	62.60	62.86	68.76
Culture	56.02	53.49	56.32	55.53	56.88	60.82	57.42	54.32	54.66	63.63	52.83	50.57	56.72	54.18	57.50	58.36	53.49	51.49	53.78	56.64	61.70
Attribute																					
Governance																					
Competent & honest	4.51	4.39	4.37	4.50	4.39	4.81	4.48	4.41	4.80	4.88	4.62	4.19	4.44	4.64	4.45	4.61	4.63	4.37	4.36	4.29	4.56
Rights & Fairness	4.73	4.52	4.62	4.58	4.58	4.90	5.12	4.78	5.06	5.05	4.83	4.26	4.58	4.73	4.74	4.80	4.68	4.61	4.56	4.73	4.76
Peace & Security	4.60	4.46	4.54	4.62	4.47	4.86	4.83	4.59	4.90	4.92	4.61	4.14	4.61	4.57	4.35	4.70	4.49	4.45	4.42	4.68	4.72
Environment	4.62	4.34	4.40	4.57	4.43	5.07	5.04	4.43	4.70	5.09	4.66	4.24	4.62	4.58	4.67	4.73	4.68	4.23	4.61	4.68	4.66
Poverty	4.28	4.28	4.22	4.20	4.18	4.83	4.46	4.13	4.28	4.87	4.05	4.02	4.25	4.21	4.22	4.25	4.30	4.11	3.92	4.43	4.36
Immigration & Investment																					
Work & Live	4.13	4.21	4.02	4.15	3.81	4.69	4.39	4.05	3.71	4.67	4.31	3.41	4.73	4.19	3.92	4.55	4.26	3.56	3.93	3.74	4.22
Quality of Life	4.71	4.71	4.63	4.75	4.62	5.02	4.86	4.52	4.73	4.99	4.65	4.13	4.96	4.76	4.82	4.85	4.56	4.47	4.56	4.67	4.84
Educational Qualifications	4.39	4.46	4.29	4.54	4.30	4.65	4.53	4.20	4.38	4.78	4.35	3.75	4.75	4.30	4.08	4.68	4.28	4.18	4.25	4.55	4.54
Invest in Business	4.09	4.27	3.77	4.23	3.84	4.68	4.63	3.82	3.76	4.69	4.04	3.42	4.56	4.09	3.89	4.34	3.81	3.74	4.20	3.92	4.13
Equality in Society	4.53	4.25	4.47	4.33	4.49	4.89	4.75	4.38	4.79	4.89	4.37	4.12	4.65	4.46	4.47	4.60	4.47	4.32	4.56	4.62	4.62
People																					
Welcoming	4.70	4.56	4.78	4.60	4.72	5.01	4.47	4.75	5.09	4.99	4.77	4.23	4.69	4.75	4.71	4.77	4.30	4.62	4.32	4.88	4.89
Close Friend	4.72	4.60	4.70	4.56	4.67	4.91	4.87	4.56	4.85	4.86	4.60	4.29	5.17	4.63	4.91	4.82	4.44	4.64	4.74	4.64	4.97
Employability	4.86	4.82	5.06	4.94	5.06	4.85	4.60	4.87	5.00	4.94	4.95	4.21	5.20	4.82	4.71	5.04	4.19	4.87	4.41	5.27	5.36
Exports																					
Science & Technology	4.11	4.15	4.06	4.19	4.00	4.44	4.29	4.00	4.18	4.44	4.05	3.90	4.19	4.11	3.95	4.08	4.01	3.92	3.98	4.06	4.14
Buy Products	4.31	4.27	4.29	4.47	4.24	4.66	4.06	4.32	4.42	4.62	4.46	3.94	4.24	4.25	4.31	4.41	4.09	4.18	4.13	4.43	4.40
Creative Place	4.31	4.33	4.10	4.49	4.22	4.59	4.53	4.35	4.20	4.71	4.42	3.88	4.50	4.34	4.21	4.34	4.10	4.09	4.29	4.23	4.34
Tourism																					
Visit if Money No Object	4.88	5.16	4.54	4.87	4.56	5.08	4.94	4.81	5.17	5.05	5.20	4.15	5.39	4.61	5.16	5.03	4.65	4.73	4.98	4.47	4.98
Natural Beauty	5.14	5.16	5.00	4.97	4.98	5.17	5.34	5.12	5.35	5.34	5.24	4.76	5.40	4.97	5.53	5.19	4.87	5.05	4.86	5.04	5.47
Historic Buildings	4.68	4.63	4.72	4.69	4.85	4.83	4.55	4.52	4.77	5.09	4.49	4.32	4.85	4.59	4.82	4.94	4.33	4.38	4.49	4.72	5.09
Vibrant City	4.68	4.60	4.55	4.68	4.59	4.96	5.13	4.51	4.74	5.07	4.58	3.90	4.99	4.76	4.69	4.78	4.36	4.36	4.61	4.76	4.89
Culture																					
Sports	3.96	3.55	3.96	3.61	3.88	4.43	4.15	3.87	3.85	4.59	3.75	3.81	3.88	4.02	3.86	4.08	3.99	3.78	3.96	4.05	4.15
Cultural Heritage	4.68	4.67	4.72	4.86	4.90	4.80	4.59	4.64	4.69	4.90	4.52	4.27	4.74	4.43	4.94	4.91	4.32	4.40	4.38	4.69	5.24
Contemporary Culture	4.36	4.32	4.38	4.45	4.38	4.65	4.52	4.18	4.21	4.90	4.15	3.93	4.51	4.22	4.48	4.44	4.24	3.99	4.26	4.38	4.65

Note: The overall NBISM 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 NBISM 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	1.08	2.04	0.86	-1.99	-0.85	4.45	3.75	-0.05	0.61	2.06	0.57	-0.04	1.43	0.02	1.74	1.55	0.86	0.61	0.24	-1.24	4.85
Dimension																					
Governance	1.55	2.39	1.33	-0.97	-0.69	5.27	5.16	1.49	0.95	2.27	0.97	-0.13	0.58	0.50	2.13	2.51	2.14	2.02	0.39	-2.34	4.98
Immigration & Investment	1.32	2.58	2.26	-3.05	0.40	4.70	2.85	0.28	0.57	1.87	0.89	-0.27	2.69	0.57	2.59	1.50	0.87	1.23	-0.13	-1.43	5.52
People	1.12	2.76	-0.25	-2.21	-1.90	5.86	4.26	-0.43	0.05	1.28	1.41	0.08	1.19	-0.13	1.67	2.28	0.68	-0.58	1.22	-0.41	5.61
Exports	0.76	1.48	1.47	-2.95	-0.46	3.12	1.21	-0.64	0.79	2.38	0.09	-0.08	0.40	1.39	1.09	2.82	-0.34	1.39	0.49	-1.60	3.15
Tourism	1.15	2.42	-0.49	-1.40	-1.95	3.93	6.10	-0.34	1.08	2.97	-0.12	0.36	2.05	-1.78	2.97	0.98	1.03	0.18	0.10	-0.56	5.52
Culture	0.55	0.63	0.86	-1.38	-0.50	3.83	2.94	-0.64	0.26	1.58	0.21	-0.16	1.69	-0.43	0.03	-0.78	0.76	-0.57	-0.65	-1.11	4.32
Attribute																					
Governance																					
Competent & honest	0.06	0.18	0.10	-0.02	0.01	0.31	0.18	0.09	0.03	0.12	0.03	-0.01	-0.11	0.02	0.14	0.21	0.13	0.09	-0.07	-0.39	0.23
Rights & Fairness	0.09	0.15	0.03	-0.13	-0.09	0.27	0.26	0.14	0.06	0.13	0.06	0.01	0.05	0.00	0.20	0.18	0.05	0.13	-0.06	-0.19	0.37
Peace & Security	0.11	0.21	0.17	-0.06	-0.08	0.32	0.49	0.12	0.07	0.04	0.03	-0.03	-0.01	-0.02	0.02	0.20	0.16	0.13	0.12	-0.03	0.30
Environment	0.11	0.05	0.00	0.03	0.00	0.32	0.29	0.04	0.02	0.21	0.10	0.00	0.07	0.11	0.13	0.19	0.23	0.09	0.04	0.01	0.33
Poverty	0.11	0.14	0.09	-0.11	-0.05	0.37	0.34	0.07	0.10	0.17	0.07	-0.01	0.18	0.05	0.15	-0.02	0.09	0.18	0.09	-0.11	0.29
Immigration & Investment																					
Work & Live	0.06	0.20	0.27	-0.22	0.02	0.26	0.03	-0.02	-0.02	0.06	-0.02	-0.02	0.22	0.18	0.18	0.11	-0.02	-0.11	-0.07	-0.30	0.42
Quality of Life	0.10	0.17	0.08	-0.13	0.09	0.38	0.17	-0.01	0.05	0.15	0.08	-0.01	0.14	0.07	0.15	0.09	0.11	0.10	0.02	0.01	0.28
Educational Qualifications	0.07	0.16	0.13	-0.18	-0.11	0.24	0.19	-0.03	0.06	0.23	0.03	-0.06	0.16	0.03	0.12	0.15	0.07	0.12	-0.16	-0.01	0.30
Invest in Business	0.08	0.16	0.14	-0.21	0.02	0.30	0.15	-0.02	0.02	0.10	0.10	-0.01	0.08	-0.03	0.24	0.07	-0.02	0.20	0.06	-0.06	0.37
Equality in Society	0.09	0.08	0.05	-0.18	0.11	0.25	0.31	0.16	0.07	0.03	0.09	0.02	0.22	-0.07	0.09	0.03	0.11	0.06	0.11	-0.08	0.31
People																					
Welcoming	0.07	0.02	0.05	-0.15	-0.11	0.46	0.13	-0.03	0.00	0.09	0.02	0.08	0.06	-0.04	0.10	0.13	0.14	-0.08	0.13	-0.05	0.27
Close Friend	0.06	0.20	-0.07	-0.12	-0.11	0.26	0.39	-0.10	-0.03	0.07	0.08	-0.08	0.11	0.04	0.22	0.11	-0.04	-0.06	0.07	0.01	0.34
Employability	0.08	0.28	-0.03	-0.13	-0.11	0.34	0.27	0.04	0.03	0.07	0.16	0.01	0.04	-0.04	-0.01	0.18	0.04	0.03	0.02	-0.04	0.40
Exports																					
Science & Technology	0.07	0.19	0.23	-0.18	-0.02	0.19	0.05	-0.07	0.06	0.05	0.06	0.04	0.10	0.10	0.05	0.13	-0.03	0.13	0.12	-0.10	0.20
Buy Products	0.03	-0.01	0.03	-0.23	-0.06	0.21	0.02	0.00	0.05	0.17	0.00	0.01	-0.08	0.05	0.12	0.19	-0.07	0.05	-0.06	-0.08	0.16
Creative Place	0.04	0.09	0.01	-0.13	0.00	0.17	0.15	-0.04	0.02	0.21	-0.04	-0.06	0.04	0.10	0.02	0.20	0.04	0.07	0.02	-0.10	0.21
Tourism																					
Visit if Money No Object	0.06	0.24	-0.05	-0.06	-0.29	0.21	0.40	-0.12	0.01	0.18	-0.04	0.05	0.17	-0.21	0.37	0.12	0.06	-0.13	-0.04	-0.20	0.43
Natural Beauty	0.09	0.17	-0.10	-0.13	-0.10	0.27	0.42	0.04	0.02	0.21	0.13	0.00	0.12	-0.14	0.20	0.05	0.12	0.10	0.13	0.04	0.29
Historic Buildings	0.06	0.10	-0.02	-0.06	-0.03	0.21	0.26	0.04	0.12	0.28	-0.08	0.09	0.06	-0.16	0.09	0.01	-0.02	0.06	0.01	-0.05	0.28
Vibrant City	0.08	0.09	0.06	-0.10	-0.06	0.27	0.40	-0.04	0.11	0.06	-0.04	-0.05	0.15	0.07	0.07	0.06	0.09	0.01	-0.08	0.06	0.34
Culture																					
Sports	-0.03	-0.08	0.08	-0.23	-0.06	0.15	0.03	-0.07	-0.09	0.02	-0.04	-0.07	0.01	0.01	-0.06	-0.05	-0.05	0.00	-0.19	-0.07	0.18
Cultural Heritage	0.06	0.09	-0.07	0.06	-0.06	0.30	0.24	-0.03	0.08	0.10	0.03	0.08	0.13	-0.08	0.09	-0.08	0.07	-0.05	0.04	-0.10	0.34
Contemporary Culture	0.07	0.10	0.14	-0.08	0.03	0.25	0.26	-0.02	0.06	0.18	0.04	-0.05	0.16	-0.01	-0.02	-0.02	0.13	-0.06	0.04	-0.02	0.27

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

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