

# International Perceptions of Northern Ireland: Culture

## The Anholt-GfK Roper Nation Brands Index<sup>SM</sup>, 2016

May 2017

### Introduction

In order to assess and monitor its international reputation, Northern Ireland was included on the Anholt GfK-Roper Nation Brands Index<sup>SM</sup> (NBI<sup>SM</sup>) for the first time in 2016.

The NBI<sup>SM</sup> is an analytical tool which measures and ranks the broad international reputation of 50 nations, across six dimensions of national competence: Exports; Governance; Culture; People; Tourism; and Immigration and Investment

The 2016 NBI<sup>SM</sup> involved the completion of over 20,000 online surveys, across 20 major developed and developing panel countries, with at least 1,000 surveys per panel country.

This bulletin examines how Northern Ireland is viewed in relation to the Culture dimension. The overall score for this dimension was calculated using scores from three questions (attributes): Sports; Cultural Heritage; and Contemporary Culture. For each attribute, respondents were presented with a statement and asked to state to what extent they agree or disagree on a seven point Likert scale, where 1 is strongly disagree, 4 is neither agree nor disagree, and 7 is strongly agree. Table 1 presents these statements.

All rankings presented in the report are out of 50. The overall score for the Culture dimension is indexed to 100, while the score for each of the attributes are averaged from respondents' scores, based on a scale from 1 to 7 (with 7 being the highest and best, and 1 being the lowest and worst).

The overall published report, associated data tables and accompanying methodological document are available from: <https://www.executiveoffice-ni.gov.uk/publications/anholt-gfk-roper-nation-brands-index-2016-report-northern-ireland>.

### Northern Ireland's NBI<sup>SM</sup> Score and Ranking for the Culture dimension

Northern Ireland received an overall NBI<sup>SM</sup> score of 55.47 on the Culture Dimension. When this score was compared to the other participating nations it resulted in Northern Ireland ranking 29<sup>th</sup> out of the 50 nations examined. This was the lowest ranking Northern Ireland received for any of the six dimensions of national competence.

**Figure 1: Overall ranking and score for Northern Ireland's Culture**



**Table 1: Attribute statements, Culture dimension**

Attribute	Statement
Sports	'This country excels at sport.'
Cultural Heritage	'This country has a rich cultural heritage.'
Contemporary Culture	'This country is an interesting and exciting place for contemporary culture such as music, films, art and literature.'

## Culture rankings from around the world:

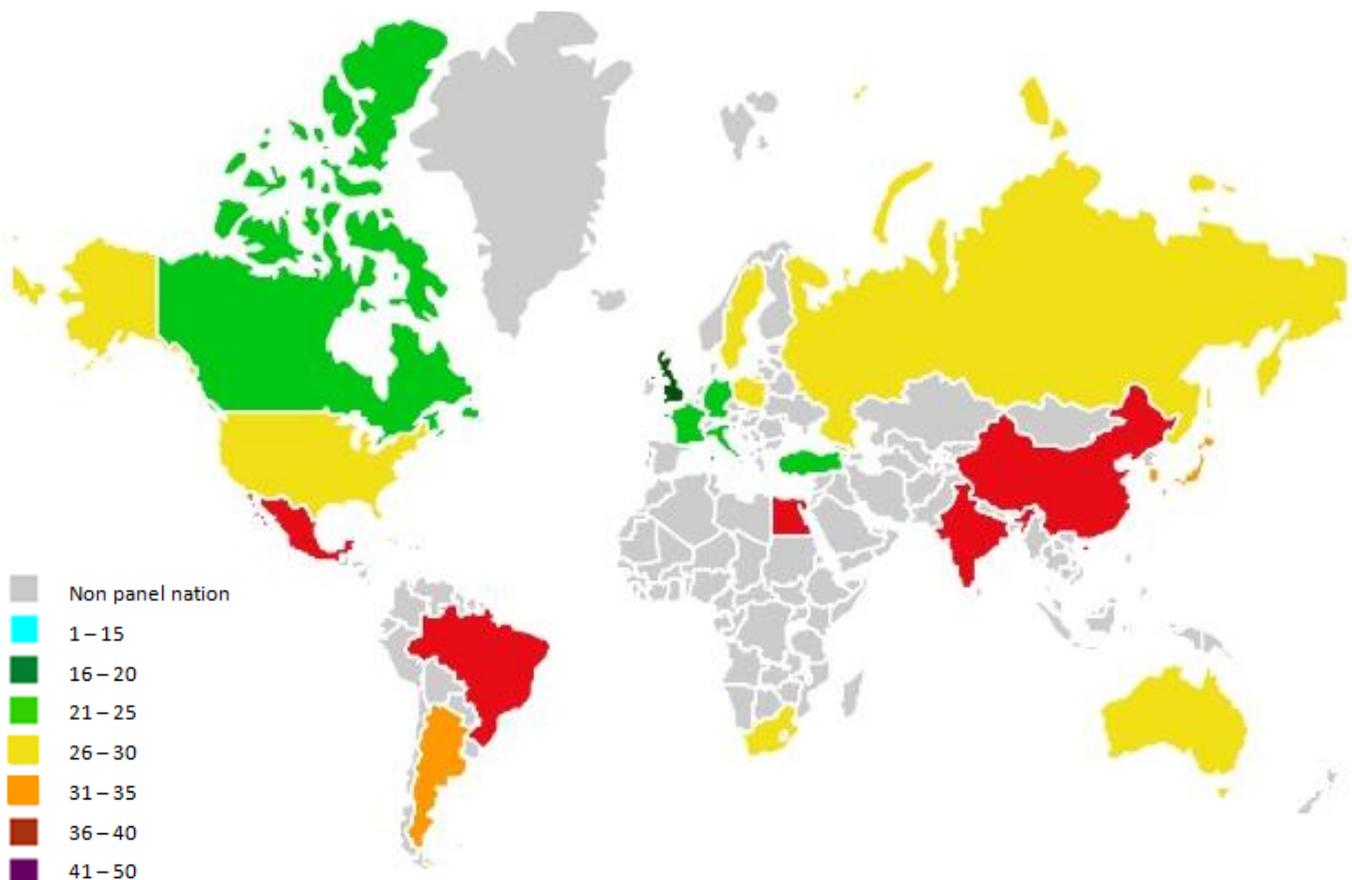
Northern Ireland received its highest rankings from the United Kingdom (18<sup>th</sup>), Italy (23<sup>rd</sup>), Germany (24<sup>th</sup>), Turkey, Canada and France (all 25<sup>th</sup>). The lowest rankings were received from Egypt (38<sup>th</sup>), Mexico (38<sup>th</sup>) and India (39<sup>th</sup>) (Figure 2).

While rankings provide an insight into how Northern Ireland's culture is viewed by panel countries relative to the other participating nations, the overall dimension 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.

Northern Ireland's highest score was received from India (62.05), with relatively high scores also received from South Africa (59.14) and the United Kingdom (57.75). Northern Ireland's lowest scores were received from Italy (52.62), Sweden (52.06), and Japan (50.73).

Northern Ireland's relatively high rank (23<sup>rd</sup>) and low score (52.62) from Italy, contrasts with the relatively low rank (39<sup>th</sup>) and high score (62.05) from India. This suggests that the distribution of scores varies across different panel countries.

**Figure 2: Northern Ireland Culture rankings from around the world**



## Attribute Scores and Rankings

The score for each attribute was averaged from respondents' scores, based 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 or negative).

Two of Northern Ireland's attribute scores on the Culture dimension were noted to be above the neutral value of 4; Cultural Heritage (4.62) and Contemporary Culture (4.29). Northern Ireland's score for Sports (3.99) was below the neutral value of 4 and was noted to be the region's lowest score across all 23 attributes of the NBI<sup>SM</sup> (Figure 3).

Northern Ireland was ranked relatively low in relation to each attribute; Contemporary Culture (27<sup>th</sup>), Cultural Heritage (31<sup>st</sup>) and Sports (31<sup>st</sup>). The rankings for Cultural Heritage and Sports were noted to be two of the lowest received by Northern Ireland across the 23 attributes of the NBI<sup>SM</sup>.

**Figure 3: Attribute Scores and Rankings**



**Note: Attribute scores range from 1 to 7 and all rankings are out of 50**

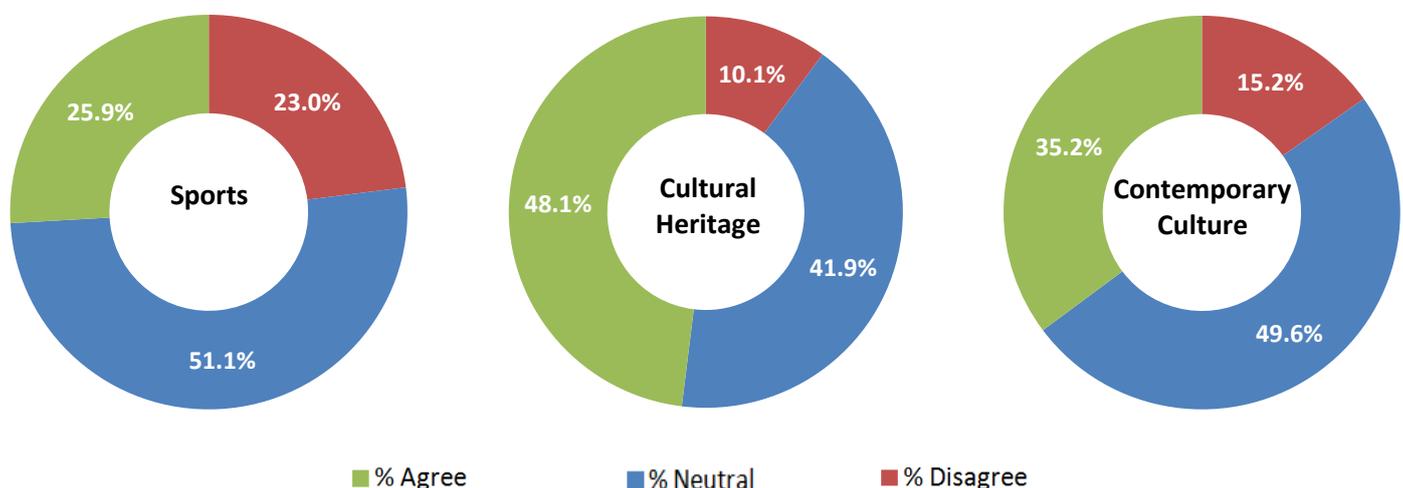
## Attributes of the Culture dimension: proportion of respondents who agreed or disagreed with each statement

As well as examining the overall scores and ranks, it was also possible to consider the proportion of respondents who agreed or disagreed with each attribute statement<sup>1</sup>.

A large proportion of respondents (48.1%) agreed with the statement that Northern Ireland has a rich cultural heritage, while 35.2% agreed that Northern Ireland was an exciting place for contemporary culture. Only a small proportion of respondents disagreed with either the contemporary culture (15.2%) or cultural heritage (10.1%) attribute statements.

One quarter of respondents (25.9%) agreed that Northern Ireland excelled in sports; however, a similar proportion of respondents (23.0%) disagreed with this statement, with the majority (51.1%) neither agreeing nor disagreeing with this statement (Figure 4).

**Figure 4: Proportion of respondents who agreed or disagreed with each attribute statement**

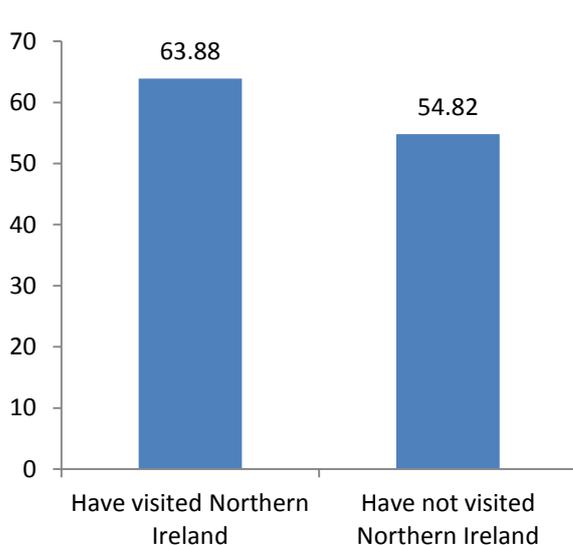


<sup>1</sup> For each attribute statement, respondents reported to what extent they agreed or disagreed on a seven point Likert scale, where 1 is strongly disagree; 4 is neither agree nor disagree; and 7 is strongly agree. Respondents who provided a scores between 1 and 3 were categorised as disagreeing with the statement, scores between 5 and 7 were categorised as agreeing, while scores of 4 were categorised as neutral.

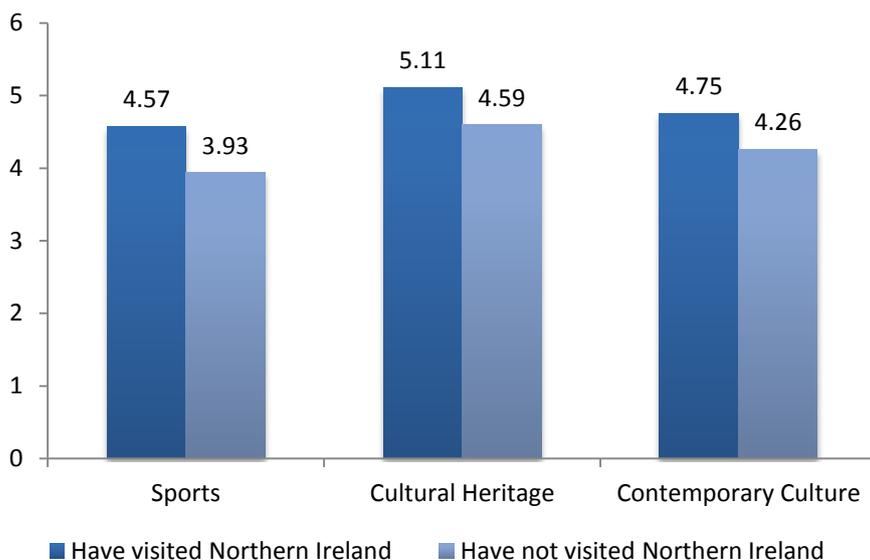
## Attribute scores in relation to previous visits to Northern Ireland

Results for the 2016 NBI<sup>SM</sup> revealed that only 8% of respondents had previously visited Northern Ireland. Respondents who had previously visited the region scored Northern Ireland significantly higher<sup>2</sup> on the Culture dimension overall, as well as on each of the individual attributes within the dimension, than those who had not (Figures 5 and 6).

**Figure 5: Difference in Culture dimension scores between those who have visited Northern Ireland and those who have not**



**Figure 6: Difference in attribute scores between those who have visited Northern Ireland and those who have not**



## Cultural activities or products associated with Northern Ireland

Respondents were asked to select, from a predetermined list, the cultural activities or products that they would most associate with each country. Figure 7 presents a word cloud of the results for Northern Ireland.<sup>3</sup>

An analysis of the key words revealed that Museums (18% of respondents), Music (17%), Sport (14%) and Sculpture (12%) were most commonly associated with Northern Ireland's Culture.

A smaller proportion of respondents associated Opera (6%), the Circus (6%) or Modern Design (10%) with Northern Ireland.

**Figure 7: Activities or products associated with Northern Ireland's Culture**



<sup>2</sup> P < 0.001

<sup>3</sup> Respondents were able to select more than one adjective from the predetermined list for the word association task, as such, results may add up to over 100%