

International Perceptions of Northern Ireland: People

The Anholt-GfK Roper Nation Brands IndexSM, 2016

May 2017

Introduction:

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

The NBISM 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 NBISM 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 People dimension. The overall score for this dimension was calculated using scores from three questions (attributes): Welcoming; Close Friend; and Employability. 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 agree¹. Table 1 presents these statements.

All rankings presented in the report are out of 50. The overall score for the People 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 NBISM Score and Ranking for the People dimension

Northern Ireland received an overall NBISM score of 61.89 on the People dimension. This resulted in Northern Ireland ranking 22nd out of the 50 nations examined. This dimension was one of Northern Ireland's strongest performing attributes in terms of both overall ranking and score.

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



Table 1: Attribute statements, People dimension

Attribute	Statements
Welcoming	'If I visited this country, the people would make me feel very welcome.'
Close Friend	'I would like to have a person from this country as a close friend.'
Employability	'Imagine you are a manager needing to fill an important position in your organisation. How willing would you be to consider a well-qualified person from the following countries?'

¹ In relation to the 'Employability' attribute the anchoring words were as follows: 7 meant respondents would be 'Very Willing' to consider employing a well-qualified person from Northern Ireland; 4 is neither willing nor unwilling; and 1 meant respondents would be 'Very Unwilling' to consider a well-qualified person from Northern Ireland.

People rankings and scores from around the world

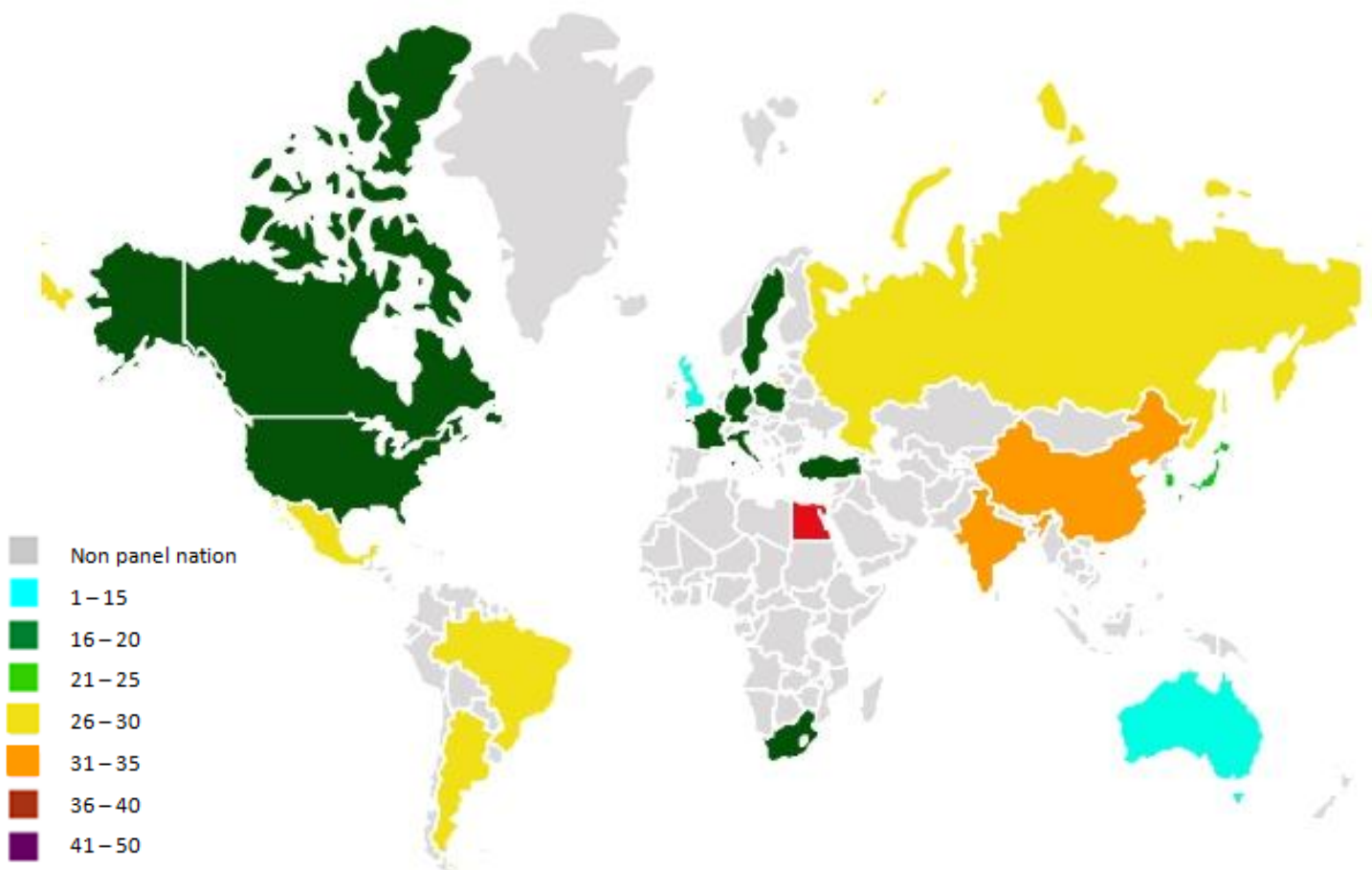
Northern Ireland's People dimension was ranked relatively highly overall, with the highest rankings received from traditionally Western nations (Figure 2). The highest rankings were received from the United Kingdom (12th), Australia (15th), France (17th) and Germany (18th). Northern Ireland's lowest rankings were received from Egypt (40th), China (32nd) and India (32nd).

While rankings provide an insight into how Northern Ireland is viewed by panel countries relative to the other participating nations, the overall dimension score provides a more absolute understanding of how Northern Ireland's people are 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 Germany (66.64), with relatively high scores also received from the United Kingdom (66.27), Mexico (66.11), Canada (65.83), and Australia (64.72). Northern Ireland's lowest scores were received from Egypt (56.88), South Korea (54.91) and Japan (54.46).

Northern Ireland's moderately high rank (25th) and low score (54.46) from Japan, contrasts with the relatively low rank (32nd) and high score (64.57) from India. This suggests that the distribution of scores varies across different panel countries.

Figure 2: Northern Ireland People 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).

Northern Ireland's overall score for each attribute on the People dimension was noted to be positive (i.e. above the neutral value of 4) and ranged from 4.63 (Welcoming) to 4.78 (Employability). The score received for the Employability attribute (4.78) was the third highest score Northern Ireland received for any of the 23 attributes of the NBISM.

When attribute scores were ranked relative to the performance of the other nations examined, Northern Ireland received a relatively high ranking (between 20th and 23rd out of 50) in each case (Figure 3).

Figure 3: Attribute scores and rankings



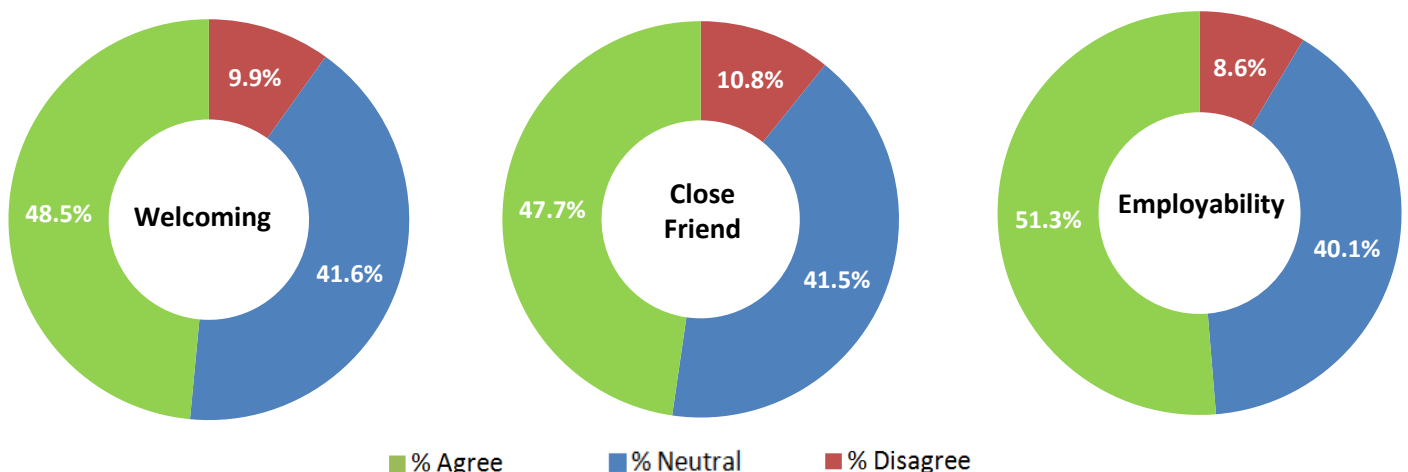
Note: Attribute scores range from 1 to 7 and all rankings are out of 50

Attributes of the People dimension: proportion of respondents who agreed or disagreed with each attribute statement

As well as examining the overall scores and ranks, it is also possible to consider the proportion of respondents who either agreed or disagreed with each attribute statement² (Figure 4).

Approximately half of respondents agreed with each attribute statement, while a large proportion of respondents (over 40% in each case) expressed a more neutral view. For each attribute statement, a small proportion, approximately 10%, of respondents disagreed.

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



² 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. For the Employability attributes, appropriate alternative anchor words were used – please refer to footnote 1.

Attribute scores in relation to previous visits to Northern Ireland

In 2016, 8% of NBISM respondents had previously visited Northern Ireland. Respondents who had previously visited the region scored Northern Ireland significantly higher³ for the People dimension overall, as well as for each of the individual attributes, than those who had not (Figures 5 and 6).

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

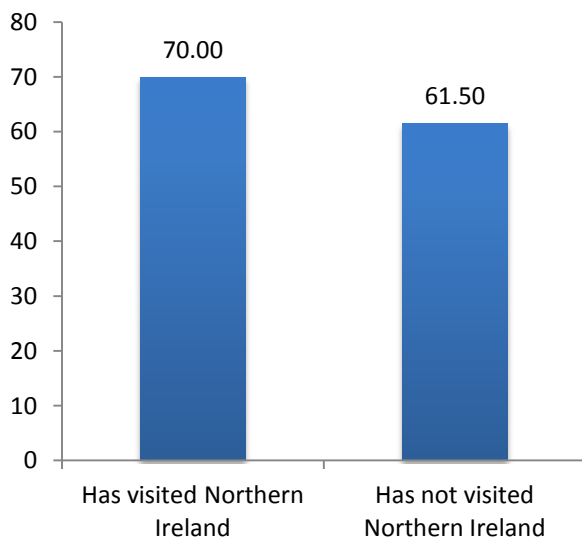
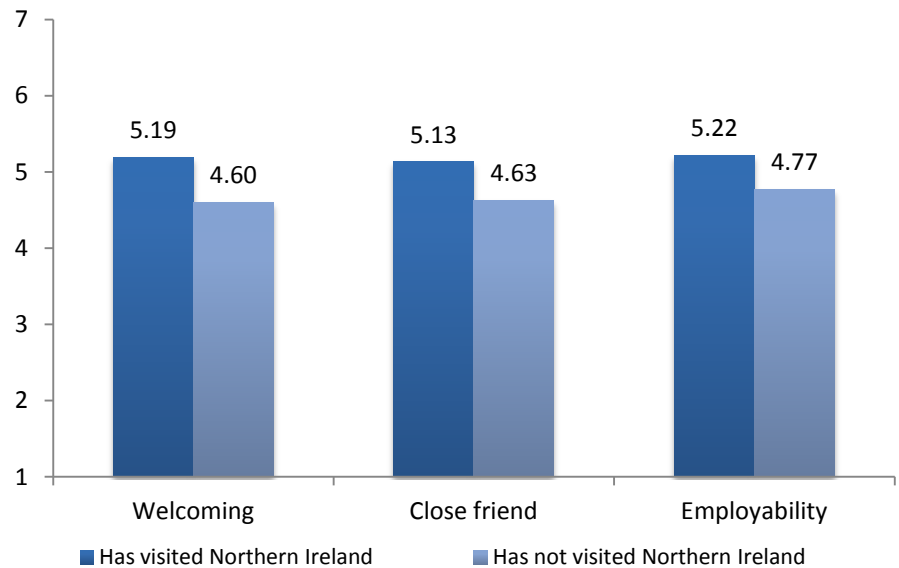


Figure 6: Difference in attribute scores between those who have visited Northern Ireland and those who have not



Words associated with the People of Northern Ireland

Respondents were asked to select, from a predetermined list, adjectives they thought most accurately described the people of Northern Ireland. Figure 7 presents a word cloud of the results.

The words most commonly associated with the people of Northern Ireland were 'Hard Working' (24% of respondents), 'Honest' (18%), 'Skillful' (18%), 'Fun' (15%) and 'Tolerant' (12%).⁴

A much smaller proportion of respondents associated the words 'Unreliable' (6%), 'Aggressive' (6%), 'Lazy' (4%) or 'Ignorant' (4%) with the people of Northern Ireland.

Figure 7: Words associated with the People of Northern Ireland



³ p<0.001

⁴ Respondents were able to select more than one adjective from the predetermined list of words to describe Northern Ireland's People, therefore the total may sum to a figure higher than 100%