

International Perceptions of Northern Ireland: Exports

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 Exports dimension. The overall score for this dimension was calculated using scores from three questions (attributes): Science and Technology; Buying Products; and Creative Place. 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 Export 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 Export dimension

Northern Ireland received an overall NBISM score of 53.76 for the Export dimension, which was the lowest score Northern Ireland received for any dimension. This means that Northern Ireland was ranked 25th out of the 50 nations examined.

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



Table 1: Attribute statements, Export dimension

Attribute	Statement
Science and Technology	'This country makes a major contribution to innovation in science and technology.'
Buying Products	'Imagine you are about to buy a product when you notice that it is made in Northern Ireland. Please indicate whether you think this would make you:' ¹
Creative Place	'This country is a creative place with cutting-edge ideas and new ways of thinking.'

¹ In relation to the attribute 'Buying Products', the anchoring words were as follows: 7 meant respondents would 'feel better about buying it (product)'; 1 meant respondents would 'feel less good about buying it (product)'; and a score of 4 meant that the respondent would 'feel the same about buying it (product)'.

Export rankings and scores from around the world

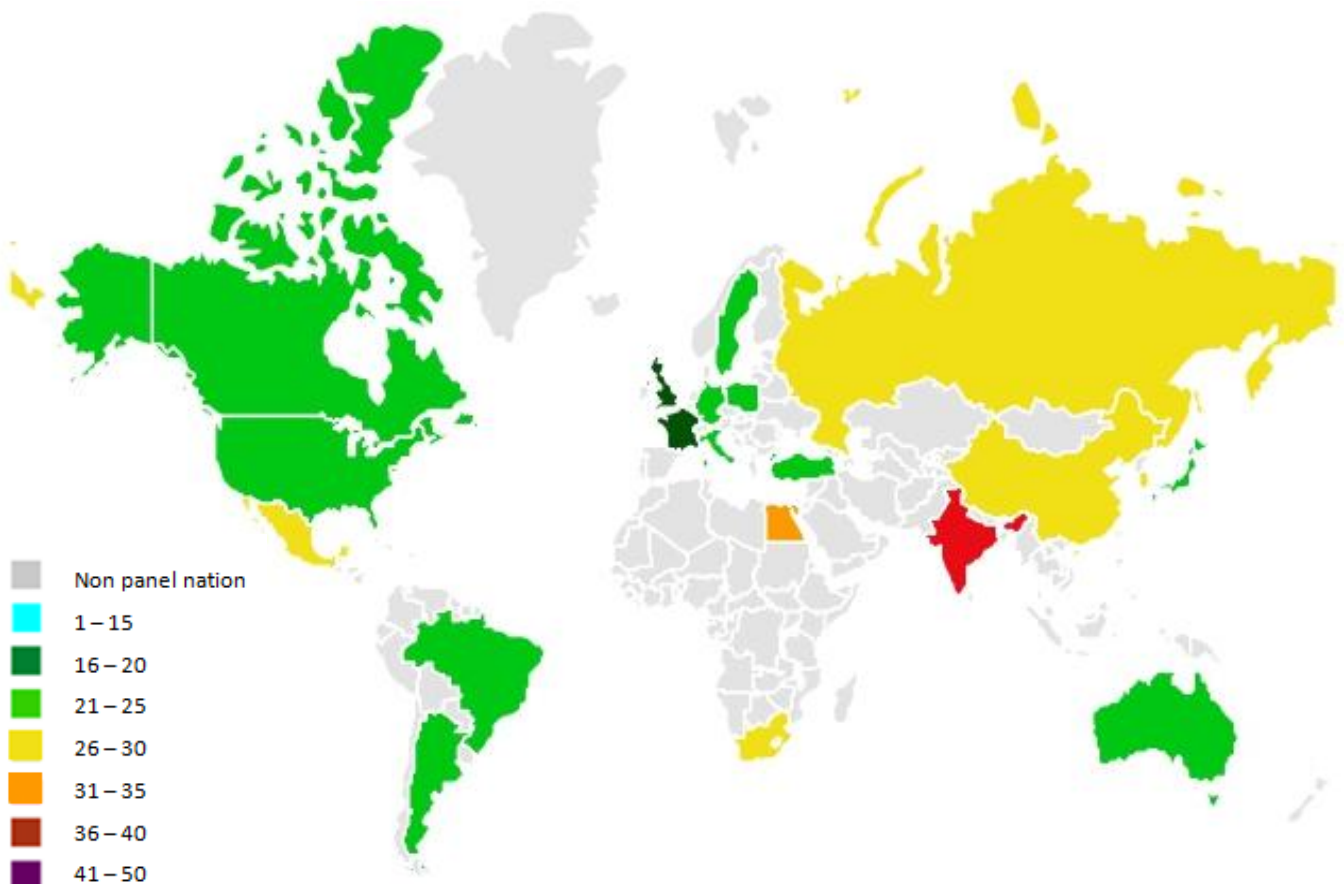
Northern Ireland was well ranked globally in relation to the Export dimension, with most panel nations providing Northern Ireland with a ranking between 18th and 26th (Figure 2). Northern Ireland received its highest Export rankings from a number of European nations including the United Kingdom (18th), France (18th), Italy (21st) and Germany (21st). The lowest rankings were received from South Africa (30th), Egypt (34th) and India (37th).

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 exports 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 Brazil (59.80), with relatively high scores also received from India (57.89) and China (56.70). Northern Ireland's lowest scores were received from Australia (51.51), Sweden (50.19), and Japan (49.09).

Northern Ireland's relatively high ranking (24th) and low score (49.06) from Japan, contrasts with the relatively low ranking (37th) and high score (57.89) from India. This suggests that the distribution of scores varies across different panel countries.

Figure 2: Northern Ireland Export rankings from around the world



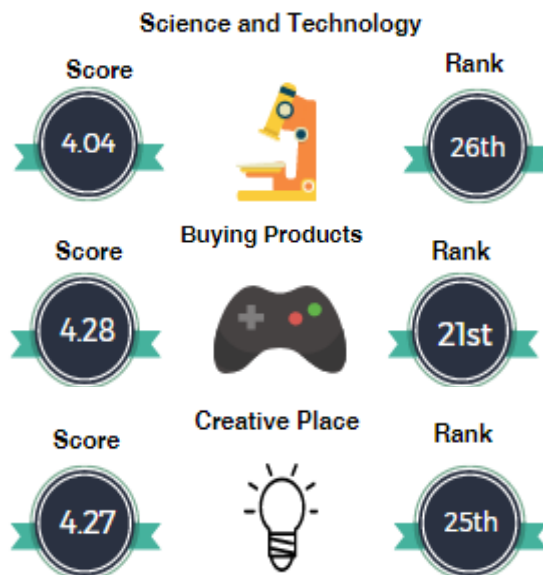
Attribute Scores and Rankings

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).

In this dimension, the highest attribute score was received for Buying Products produced in Northern Ireland (4.28); this was followed by Creative Place (4.27), and Science and Technology (4.04). The attribute score for Science and Technology was close to the neutral value of 4 and was the third lowest score Northern Ireland received for any of the 23 attributes of the NBISM.

Attribute scores were then ranked relative to the performance of the other nations examined. Despite the low attribute scores, Northern Ireland was ranked relatively highly for each attribute, with overall rankings between 21st and 26th received (Figure 3).

Figure 3: Attribute Scores and Rankings for Northern Ireland's Exports



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

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

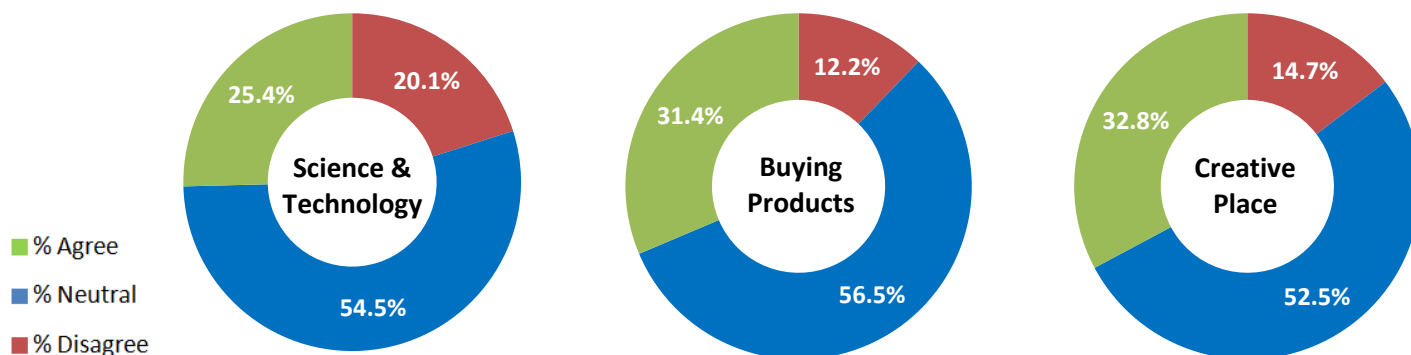
As well as examining the overall scores and rankings, it is also possible to consider the proportion of respondents who either agreed or disagreed with each attribute statement² (Figure 4).

Almost one third of respondents agreed that Northern Ireland was a creative place (32.8%) or indicated that they would feel better if they knew that a product they had purchased came from the region (31.4%). A lower proportion (25.4%) agreed that Northern Ireland makes a major contribution to innovation in Science and Technology – the lowest proportion of agreement across all 23 attribute statements of the NBISM.

Fewer than 15% of respondents disagreed with the statements that Northern Ireland is a creative place, and that they would feel better about buying a product from Northern Ireland. One fifth of respondents (20.1%) did, however, disagree with the statement that Northern Ireland makes a major contribution to innovation in Science and Technology.

For each statement, a large proportion of respondents (over 50% in each case) expressed a neutral view.

Figure 4: Proportion of respondents who agreed or disagreed with each attribute statement²



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 'Buying Products' attribute alternative anchor words were used, please see footnote 1 for further details.

Proportion of respondents who have previously purchased products and / or visited websites from Northern Ireland

As part of the NBISM survey, respondents were also asked if they had purchased products / services or visited websites from each nation. Results show that 8% of respondents had purchased a product from Northern Ireland (ranked 40th), while 15% of respondents reported that they had previously visited a Northern Irish website (ranked 33rd).

When these results were combined, Northern Ireland was ranked 41st overall in relation to the percentage of respondents who had purchased a product from Northern Ireland and / or had visited a Northern Irish website (21%).

Respondents who had previously visited a Northern Irish website and / or had purchased a product from Northern Ireland, scored the region significantly higher for the Export dimension overall, as well as on each of the individual attributes, than those who had not³ (Figures 5 and 6).

Figure 5: Export NBISM scores by whether respondents had purchased a product and/or visited a website from Northern Ireland

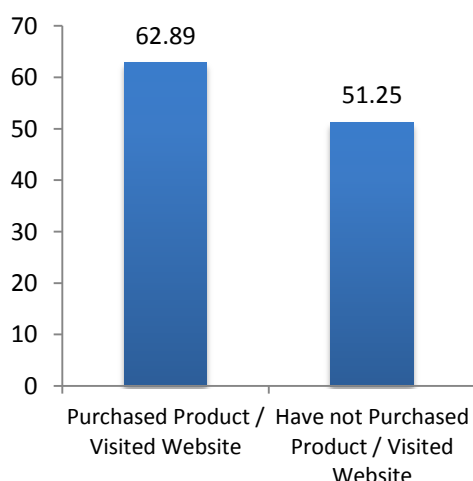
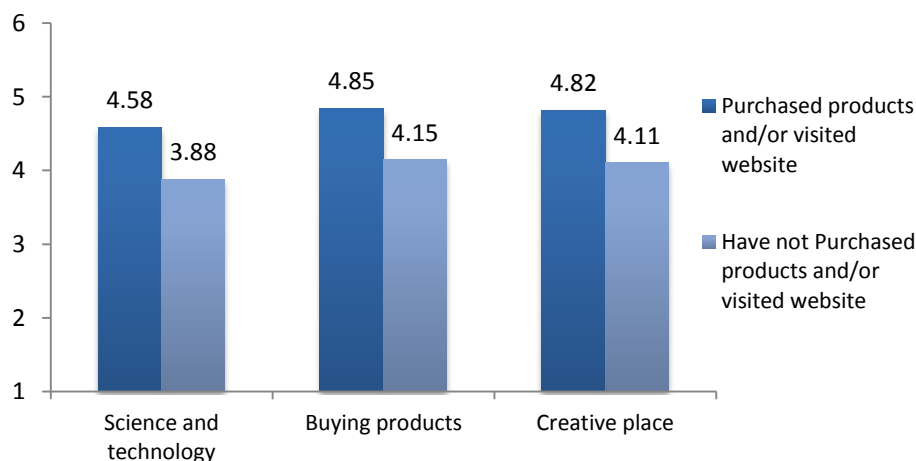


Figure 6: Exports attribute scores by whether respondents had purchased a product and/or visited a website from Northern Ireland



Products or services most associated with Northern Ireland

Respondents were asked to select from a predetermined list, the products or services they most associated with Northern Ireland⁴. Figure 7 presents a word cloud of the results.

Respondents were most likely to associate 'Agriculture' (20%), 'Food' (11%) and 'Crafts' (11%) with Northern Ireland.

A smaller proportion of respondents associated 'Banking' (8%), 'Advertising' (8%), 'High Technology' (7%), 'Fashion' (6%), 'Film and Television' (5%), 'Automotive' (5%) and 'Oil' (3%) with Northern Ireland.

Figure 7: Products or services most associated with Northern Ireland



³ p<0.001

⁴ Respondents were able to select more than one product or service from the predetermined list for the word association task, as such, results may add up to over 100%.