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| **Indicator 40 :**  | **Nation Brands Index** |

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| **Responsible Statistician:**  | Joanne Cartland, The Executive Office |
| **Web Link to Statistical Publication:** | <https://www.executiveoffice-ni.gov.uk/publications/nation-brands-index-2019-report-northern-ireland> |
| **Frequency of update:** | Annual |
| **Time lag:** | 6-7 months |
| **Data Source:** | Anholt Ipsos Nation Brands IndexSM (NBISM) |
| **National Statistics Status** | Official Statistics |
| **Quality Report:** | Available from <https://www.executiveoffice-ni.gov.uk/publications/nation-brands-index-2019-report-northern-ireland> |
| **Historic Data available from:** | 2016 |
| **Time-series trend:**  | Northern Ireland’s overall score on the 2019 NBISM was 59.38 (scale of 1 to 100), an increase of 1.45 points since 2016 (57.93) when it was first included in this survey.  |
| **For Survey Data** **Sample size and confidence interval for the latest available year:** | Sample size (Northern Ireland): 9,587Confidence interval (95%): N/A |
| **Please indicate whether UK/RoI/International Comparisons are available:** | UK: YesUK Regional: No – although Scotland is included in the NBISM.RoI: YesInternational (please specify countries): Yes – Northern Ireland’s score is comparable to the 49 other nations who subscribe to the NBISM in a given year. This can vary from year to year, depending on which nations subscribe. For example, between the 2018 and 2019 surveys, Croatia and Jamaica left the survey, while Botswana and Ecuador were added. **Note: Comparisons with the UK, RoI and other countries are only possible if these other participating nations choose to make their results publically available.**The full list of participating nations for the 2019 NBISM is as follows:**North America:** Canada, the U.S.**Western Europe:** Austria, Belgium, Denmark, Finland, France, Germany, Greece, Holland, Ireland, Italy, Northern Ireland, Norway, Scotland, Spain, Sweden, Switzerland, the UK**Central/Eastern Europe:** the Czech Republic, Hungary, Poland, Russia, Turkey, Ukraine**Asia-Pacific**: Australia, China, India, Indonesia, Japan, New Zealand, Singapore, South Korea, Taiwan, Thailand**Latin America:** Argentina,Brazil, Chile, Colombia, Ecuador, Mexico, PeruMiddle East/Africa: Botswana, Egypt, Kenya, Nigeria, Qatar, Saudi Arabia, South Africa, United Arab Emirates |
| **Please specify any issues in relation to this data. For example, data limitations, future data availability, any changes to methodology**  | Conscious efforts are made by Ipsos, the data supplier, to keep the NBISM methodology comparable to previous years, including questionnaire content, sample design, sampling techniques, fieldwork procedures, and data processing, to facilitate comparisons between years.  |
| **Is this measure being used to monitor performance against your current/latest Departmental/ Agency Plan** | N/A |
| **If yes, please specify any particular baseline point/year for the measure which is being for performance monitoring purposes** | N/A |

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| **Technical Assessment Panel** |  |
| **Baseline Year** | 2016 |
| **Criteria for reporting change from the baseline** | +/- 1.00 point change on the overall NBI score |

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| **Available groupings\*** | **Yes/No** | **Notes** |
|  **NI Level** | Yes |  |
| **Parliamentary Constituency level** | N/A |  |
| **Local Government District (2014) level** | N/A |  |
| **Deprivation Quintile** | N/A |  |
| **NISRA Geography Urban/Rural Measure**  | N/A |  |
| **Gender** | N/A |  |
| **Age** | N/A |  |
| **Marital Status** | N/A |  |
| **Religion** | N/A |  |
| **Political Opinion** | N/A |  |
| **Disability** | N/A |  |
| **Dependants** | N/A |  |
| **Sexual Orientation** | N/A |  |
| **Racial Group** | N/A |  |
| **Lowest level geography at which the measure is available:** | Northern Ireland |

\* Due to confidentiality constraints, in some instances breakdowns may not be available due to small numbers

**Note**: While disaggregation of the data is possible, it is not applicable here, given where that the respondents are drawn from 20 major developed and developing countries (for a full list of countries please see the methodological document: <https://www.executiveoffice-ni.gov.uk/publications/nation-brands-index-2019-report-northern-ireland>).