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

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| **Responsible Statistician:** | Emma Morgan, The Executive Office |
| **Web Link to Statistical Publication:** | <https://www.executiveoffice-ni.gov.uk/publications/anholt-gfk-roper-nation-brands-index-2018-report-northern-ireland> |
| **Frequency of update:** | Annual |
| **Time lag:** | 6-7 months |
| **Data Source:** | Anholt GfK-Roper Nation Brands IndexSM (NBISM) |
| **National Statistics Status** | Official Statistics |
| **Quality Report:** | Currently being prepared |
| **Historic Data available from:** | 2016 |
| **Time-series trend:** | Northern Ireland’s overall score on the 2018 NBISM was 58.71 (scale of 1 to 100), an increase of 0.78 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): 9,773  Confidence interval (95%): N/A |
| **UK/RoI/International comparisons:** | UK: Yes  UK Regional: No – although Scotland is included in the NBISM.  RoI: Yes  International (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 2017 and 2018 surveys, Botswana and Ecuador left the survey, while Croatia and Jamaica 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 2018 NBISM is as follows:  **North America:** Canada, The US  **Western Europe:** Austria, Belgium, Denmark, Finland, France, Germany, Greece, Holland, Ireland, Italy, Northern Ireland, Norway , Scotland, Spain, Sweden, Switzerland, the United Kingdom  **Central/Eastern Europe:** Croatia , 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, Jamaica, Mexico, Peru  **Middle East/Africa:** Egypt, Kenya, Nigeria, Qatar, Saudi Arabia, South Africa, United Arab Emirates |
| **Issues in relation to this data, e.g. data limitations, future data availability, changes to methodology** | Conscious efforts are made by GfK, 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:** | NI Level | |

\* 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/anholt-gfk-roper-nation-brands-index-2018-report-northern-ireland>).