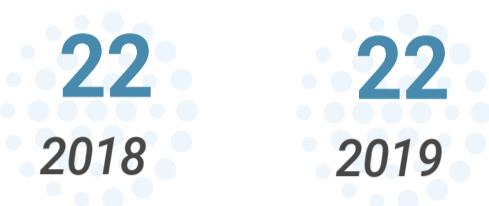
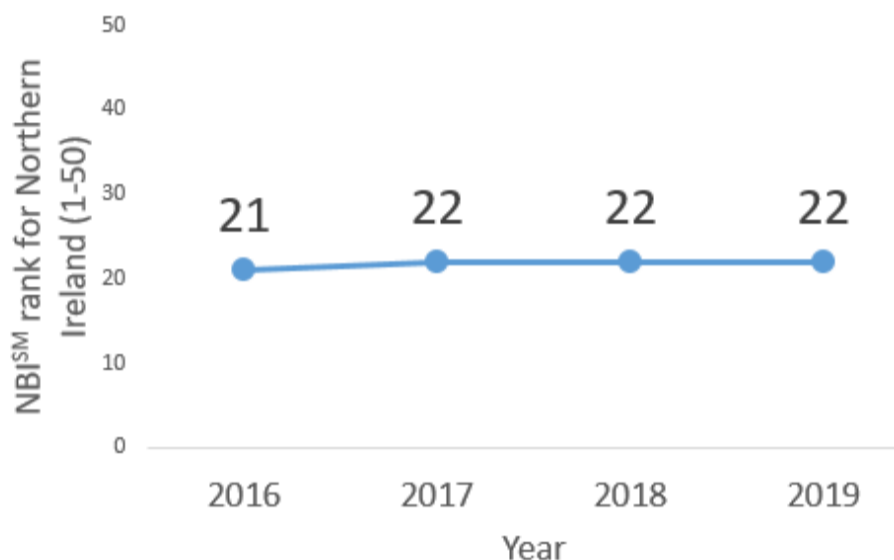


RANK

(out of 50)



Northern Ireland's rank over time - 2016 to 2019



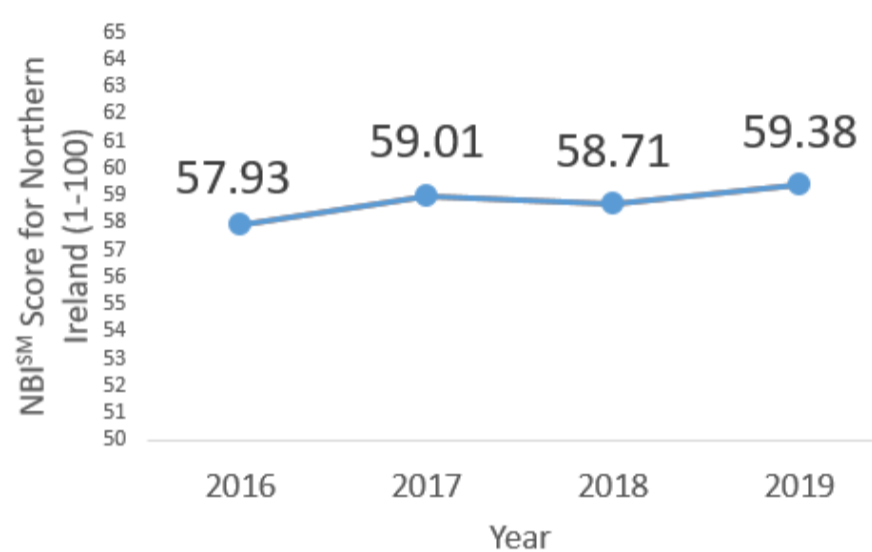
Note: lower rank is better

SCORE

(out of 100)



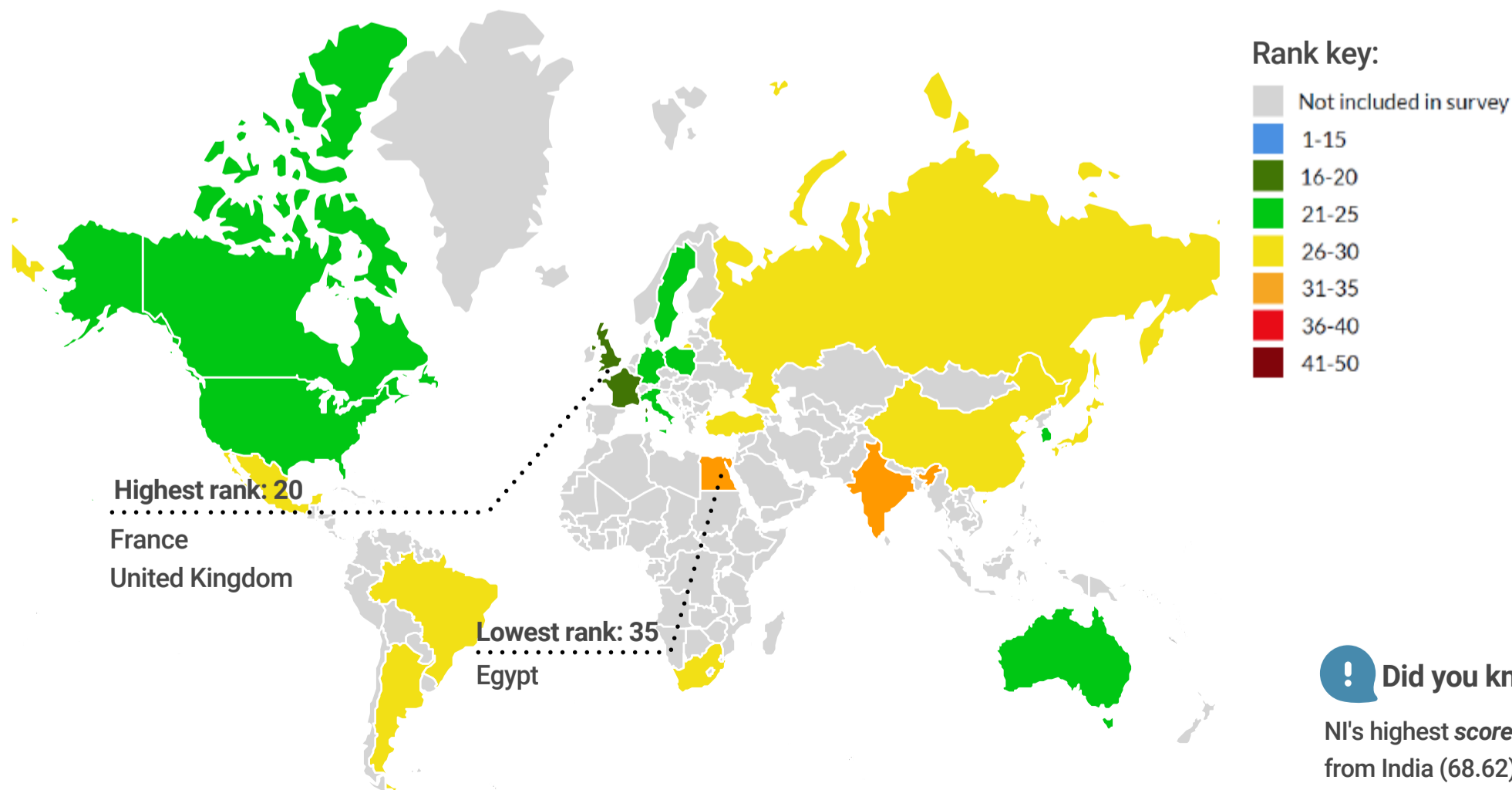
Northern Ireland's score over time - 2016 to 2019



Note: higher score is better

HOW THE WORLD SEES NORTHERN IRELAND

How countries around the world rank Northern Ireland



Did you know?
NI's highest score came from India (68.62), and the lowest came from Japan (51.28)

Nation Brands Index Northern Ireland 2019

Six Dimensions & Attributes Summary



RANK

(out of 50)



GOVERNANCE

- 19 ENVIRONMENT
- 20 COMPETENT & HONEST
- 20 PEACE & SECURITY
- 20 POVERTY
- 20 RIGHTS & FAIRNESS



CULTURE

- 29 CONTEMPORARY CULTURE
- 31 CULTURAL HERITAGE
- 34 SPORTS



PEOPLE

- 21 EMPLOYABILITY
- 23 CLOSE FRIEND
- 24 WELCOMING

22

PEOPLE



26

EXPORTS

EXPORTS



- 23 BUY PRODUCTS
- 26 CREATIVE PLACE
- 28 SCIENCE & TECHNOLOGY



TOURISM

- 20 NATURAL BEAUTY
- 22 VISIT IF MONEY NO OBJECT
- 31 HISTORIC BUILDINGS
- 31 VIBRANT CITY

IMMIGRATION & INVESTMENT



- 20 EQUALITY IN SOCIETY
- 21 EDUCATIONAL QUALIFICATIONS
- 21 QUALITY OF LIFE
- 22 WORK & LIVE
- 24 INVEST IN BUSINESS