

The Anholt-Ipsos Nation Brands IndexSM: 2022 Report For Scotland: Methodology Report

**Scottish Government Constitution,
International and Migration Analysis**

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Introduction

Background

The way a country is perceived can make a difference to the success of its businesses, trade, tourism efforts, as well as its diplomatic and cultural relations with other countries. Given a changing global context, there is a need to better understand how Scotland is seen and thought about by other countries.

Since 2008, the Scottish Government has used the Anholt-Ipsos Nations Brands IndexSM (NBISM) to measure one of Scotland's National Performance Indicators 'Scotland's reputation'.

Conducted annually since 2008, the NBISM examines the reputation of 60 nations.¹ As of 2021, approximately 60,000 adults, aged 18 and over, in 20 core panel countries are interviewed online.² Each of the 60 countries examined receive around 500 responses per panel country. Scotland subscribed to the survey annually in 2008, 2009 and 2010, and thereafter biennially in 2012, 2014, 2016, 2018, 2020 and 2022. Scotland did not subscribe to the 2011, 2013, 2017, 2019 and 2021 surveys, but was included in the sample of evaluated countries in these years. Field dates for the 2022 NBISM survey were from July 5th to August 11th, 2022 for all countries.

The NBISM attempts to measure and rank a country's broad reputation along six dimensions of national competence, all of which are weighted equally. Scotland's NBISM score is presented as a score out of 100, calculated as an average of the scores given for the six underlying dimensions. The six dimensions are: *Exports, Governance, Culture, People, Tourism, and Immigration and Investment*.

The ranks and scores together provide an overall indication of a country's reputation. Looking at the scores and ranks together is useful, as individually they may deliver different messages about Scotland's reputation.

Introduction to the Anholt-Ipsos Nation Brands IndexSM

The NBISM measures the reputation of 60 nations. This annual study is conducted by Ipsos in partnership with Simon Anholt. Mr Anholt developed the Nation Brands IndexSM in 2005 as a way to measure the image and reputation of the world's nations, and to track their profiles over time as they rise or fall.

In 2008 Simon Anholt entered a partnership with Ipsos Public Affairs to offer the Anholt-Ipsos Nation Brands IndexSM – an expanded Nation Brands IndexSM service providing governments and their agencies with information on a country's reputation.

¹ The survey examined the reputation of 50 countries until 2020. In 2021, 10 new countries were added bringing the total up to 60.

² The total sample size used to be 20,000 until 2020, and was expanded to 60,000 in 2021.

The implementation of the NBISM study follows practices endorsed by the American Association for Public Opinion Research and the Council of American Survey Research Organisations, which represent and set standards for the polling industry.

Conscious efforts have been made to keep the 2022 NBISM methodology comparable to the 2020 NBISM methodology, as well as NBISM studies between 2008-2019, including questionnaire content, sample design, sampling techniques, fieldwork procedures, weighting and data processing, to facilitate comparisons between years.

Scotland's National Performance Framework

Scotland's National Performance Framework (NPF) sets out in its purpose, values and National Outcomes, a clear, unified vision for Scotland. The purpose is "to focus on creating a more successful country with opportunities for all of Scotland to flourish through increased wellbeing and sustainable and inclusive economic growth".³

A wide range of National Indicators (81 in total) are used to assess progress towards the purpose, values and National Outcomes. These provide a broad measure of national wellbeing, incorporating a range of economic, social and environmental indicators. One of these indicators aims to assess and monitor Scotland's reputation internationally.

The Scottish Government uses the NBISM to assess progress for Scotland's National Indicator, "Scotland's reputation", which is one of six National Indicators that sit under the National Outcome, "We are open, connected and make a positive contribution internationally".

In line with the National Performance Framework guidelines, assessment of any change in Scotland's reputation is based on Scotland's absolute NBISM score as it compares to that of the previous year. An increase of one point or more in Scotland's absolute NBISM score suggests that the indicator is "improving", whereas a decrease of one point or more in Scotland's absolute NBISM score suggests that the indicator is "worsening".

The Anholt-Ipsos Nation Brands IndexSM: 2022 report for Scotland will comply with these guidelines and will only consider an increase or decrease in Scotland's absolute NBISM score if it exceeds one point, otherwise it will treat the indicator as "maintaining".

³ [Scottish Government - National Performance Framework](#)

Sample design and fieldwork

Survey panel countries

Twenty countries were selected for the survey of the 2022 NBISM study, representing major developed and developing countries that play important and diverse roles in international relations, trade and the flow of business, and cultural and tourism activities. Given the increasing global role played by developing countries, the survey strived to represent regional balance as well as the balance between high-income and middle-income countries. Consistency between survey waves was also taken into consideration.

The core 20 panel countries in 2022 were as follows:

Western Europe/North America	The United States, Canada, the United Kingdom, ⁴ Germany, France, Italy, Sweden
Central and Eastern Europe	Russia, Poland, Turkey
Asia-Pacific	Japan, China, India, South Korea, Australia
Latin America	Argentina, Brazil, Mexico
Middle East/Africa	Saudi Arabia, South Africa

There has been one change to the panel countries since 2020 as Egypt has been replaced by Saudi Arabia.

Scotland as a 21st panel country

In the 2010, 2012, 2014, 2016, 2018, 2020 and 2022 NBISM surveys, Scotland was included as an additional core panel country to explore how Scotland sees itself⁵ by asking the same questions to 500 participants in Scotland. These figures are not included in Scotland's total scores and ranks, and is in addition to the sample size stated above. These figures are only reported in the section "How Scotland sees itself".

⁴ Scotland is included in the United Kingdom online sample and therefore contributes and benefits from the United Kingdom's image overall.

⁵ The data collected from these respondents are exclusively for the Scottish Government. Therefore, this information has not been shared with any other client.

Participating nations

The list of 60 nations asked in the survey was based on the political and economic importance of the nations and on regional balance and representation, and, to some extent, the diversity of political and economic systems was also taken into consideration in order to make the study truly global. NBISM subscription members' interests were also reflected in the selection of the countries.

The list of 60 nations⁶ in 2022 is as follows, listed by region (changes since the Scottish Government last subscribed to the survey in 2020 are signified by an asterisk):

North America	Canada, the United States
Western Europe	Austria, Belgium, Finland, France, Germany, Greece, *Iceland, Ireland, Italy, the Netherlands, Northern Ireland, Norway, Scotland, Spain, Sweden, Switzerland, the United Kingdom, Wales
Central/Eastern Europe	the Czech Republic, Hungary, *Latvia, Poland, Russia, *Slovakia, Turkey, Ukraine, *Serbia
Asia-Pacific	Australia, China, India, Indonesia, Japan, New Zealand, Singapore, South Korea, Taiwan, Thailand, *Vietnam
Latin America and the Caribbean	Argentina, Brazil, Chile, Colombia, *Dominican Republic, *Ecuador, Mexico, Panama, Peru
Middle East/ Africa⁷	Botswana, Egypt, *Israel, Kenya, *Morocco, *Palestine, Qatar, Saudi Arabia, South Africa, *Tanzania, United Arab Emirates

Survey Fieldwork

Across all panel countries, 60,005 interviews were conducted for the 2022 NBISM survey. In each panel country, at least 3,000 adults (aged 18 or over) who were internet users were interviewed. Pre-recruited online panels were utilised for the study. Large and regularly updated panels were selected for each country where quality control procedures such as frequent respondent identity verification were practiced. See the panel maintenance and panel quality control section for details.

⁶ In 2021, 10 new nations were added to the list bringing the total up to 60. Prior to this, the survey examined the reputations of 50 nations.

⁷ Nigeria has been removed from the survey in 2022.

In each panel country the list of 60 nations was randomly assigned to respondents, each of whom rated 10 nations, resulting in each nation getting approximately 500 ratings per panel country.

Online research best practice of today often utilises an approach called “blended panels”, i.e., using more than one online panel to achieve the total sample. This practice helps mitigate unknown sources of biases that may be attributable to one single panel. As the NBISM is a trending service, it is important to keep the online sampling approaches consistent across the NBISM survey waves while gradually adopting the latest and best methodology. Following best practices, the 2022 survey used a blended sample that was consistent with 2021. For 2022, this methodology was used in all 20 panel countries.

Based on the most up-to-date online population statistics in each country, the sample frame in each country was stratified by four sample cells: males aged 18-34 and 35+, and females aged 18-34 and 35+. For each cell, random sample replicates were drawn and invitations were sent out to respondents to participate in the survey.

Questionnaire overview

Questionnaire development and implementation

The NBISM core question items had been developed and translated into local languages prior to 2008. When new question items were developed by the Ipsos NBISM team and Simon Anholt, they were translated into the languages mentioned below by professional translators, and proof-reading of the translations was done by separate translation teams to ensure accuracy. Translators also checked for proper grammar, syntax, style and punctuation to assure correct understanding at the local country level and in keeping with the intent of the original document. The Standard Guide for Quality Assurance in Translations published by ASTM International was followed.

Online programming of the questionnaire for all survey countries was done by Ipsos Online Operations. Before the live launch of the survey, the programmed versions in all languages were tested online by either the Ipsos NBISM research team (for English versions) or by the NBISM translation teams (for non-English versions).

Below is a list of the languages used for each survey panel country (in alphabetical order):

Country	Languages
Argentina	Spanish, localised
Australia	English
Brazil	Portuguese
Canada	English and localised French
China	Chinese (Simplified)
France	French
Germany	German
India	English
Italy	Italian
Japan	Japanese
Mexico	Spanish, localised
Poland	Polish
Russia	Russian
Saudi Arabia	Arabic
South Africa	English
South Korea	Korean
Sweden	Swedish
Turkey	Turkish
United Kingdom	English
United States	English

Six dimensions of the Nation Brands IndexSM

The NBISM measures the power and appeal of each country's 'brand image' by examining six dimensions of national competence, the six dimensions are:

Exports	Perceptions of products and services from each country; their view of a country's contribution to innovation in science and technology; and the degree to which a country is recognised as a creative place.
Governance	Perceptions of a country's government's competency and fairness, as well as its perceived commitment to global issues such as peace, poverty and the environment.
Culture	Perceptions of a country's cultural heritage; appreciation of its contemporary culture; and perceptions of its sporting excellence.
People	A country's reputation for employability; how open and welcoming its people are perceived to be; and appeal of the people on a personal level.
Tourism	The level of interest in visiting a country and the draw of its natural beauty, historic built environment, and city attractions.
Immigration and Investment	A country's appeal as a place to live, work, invest or study; and how people perceive a country's economic and social situation.

The NBISM score is an average of the scores from these six dimensions, and each of the six indices is an average of the scores of the ratings questions from the corresponding area. There are between three and five ratings questions for each of the indices. Ratings for each attribute are based on a scale from one to seven, with seven being the highest and best, one being the lowest and worst, and four being the middle position that is neither positive nor negative. Each dimension also has a word choice question which helps enrich the understanding of the properties of a nation's image.

Questionnaire Outline

The questionnaire for all survey countries contained the following questions:

- Awareness of nations: very familiar, somewhat familiar, know just a little, know name only, haven't heard of
- Favourability toward nations: (7 point scale: 7 = Extremely favourable, 4 = Neither favourable nor unfavourable, 1 = Extremely unfavourable)
- Nation Brands hexagon questions which are ratings scale questions, and word association questions in each of the six Nation Brands areas. For the ratings questions, seven-point scales anchored by strongly agree and strongly disagree, and middle point anchored by neither agree nor disagree (or other appropriate anchor words) were used:

Exports:
• feel better/worse about buying products from the country;
• makes major contribution to innovation in science and technology;
• is a creative place with cutting-edge ideas and new ways of thinking;
• product/service categories most associated with each country (multiple answers allowed in 2009-2022; single answer in 2008)

Governance:
• is competently and honestly governed;
• respects rights of its citizens and treats them with fairness;
• behaves responsibly in international peace and security;
• behaves responsibly to protect the environment;
• behaves responsibly to help reduce world poverty;
• adjective that most accurately describe the government (single word answer only for 2008-2022)

Culture:
• excels at sports;
• has rich cultural heritage;
• is an interesting/exciting place for contemporary culture such as music, films, art and literature;
• cultural activities/products most expected to see produced (multiple answers allowed in 2009-2022; single answer in 2008)

People:
• would like a person from country as close friend;
• the people would make me feel very welcome;
• willingness to hire well-qualified people from country;
• adjectives most accurately describe people (multiple answers allowed in 2009-2022; single answer in 2008)

Tourism:
• desire to visit if money is no object;
• rich in natural beauty;
• rich in historic buildings and monuments;
• has a vibrant city life and urban attractions;
• words most accurately describe experience of visit (multiple answers allowed in 2009-2022; single answer in 2008)

Immigration and Investment:
• willingness to live and work for substantial period;
• place with a high quality of life;
• good place to study for educational qualifications;
• has businesses I'd like to invest in;
• country cares about equality in society;
• word most accurately describes current economic and business conditions (single word answer only for 2008-2022)

Standard demographic questions asked in the NBISM survey include age, gender, type of area lived in, education, employment status, profession, income and, where applicable, geographical region and race/ethnicity.

Interpreting the 2022 Nation Brands IndexSM data

In the long term, the NBISM represents a useful tool to track and monitor Scotland's reputation internationally. However, it does not provide an evaluative measure of policy interventions.

The contractors, Ipsos Public Affairs and Simon Anholt, own the concept, data and intellectual rights. The Scottish Government is therefore restricted in what it can publish from the NBISM. The data published and analysed in this report represents the core information on Scotland's position in the NBISM. The report has been checked by the contractors to ensure it complies with the Scottish Government's contractual obligations.

The NBISM provides both a rank and score of the overall and individual elements of a country's reputation. It is important to note that the rank is responsive to changes in the sample of evaluated countries and is therefore informative about the relative rankings in a particular year only. The score enables direct comparison between years.

Ipsos Public Affairs supplied the Scottish Government with a methodology report, a narrative report, and the following datasets:

Full SPSS dataset. This includes all respondent data from the survey.

The 2022 Data Dashboard. This included data for the six dimensions, the attributes that comprise the dimensions, and other fundamental brand metrics covered in the NBISM (for example: familiarity and favourability). The data dashboard was structured into the ratings and rankings for all 60 countries for all questions asked of the 20 panel countries and data for Scotland as a 21st panel country.

The Demographic Dashboard. This comprised data for the ratings and rankings from the 20 panel countries combined (on a global level), disaggregated by some basic demographic variables: gender (male and female); three age groups (18-29; 30-44; 45+); two categories of occupation (business/executives and other occupations); whether respondents have visited Scotland for either business or vacation (Yes or No), and whether respondents have visited a Scottish website (Yes or No).

Word Association Tables. For each of the six dimensions, respondents were presented with a list of words that might best describe a country in terms of that dimension. Each question had between eight to ten words to select from. For the Exports, Culture, People and Tourism dimensions, multiple words were permitted. For the Governance and Immigration and Investment dimensions, only one word was permitted.

Quality considerations

Fieldwork dates and fieldwork quality control

Across all countries, 60,005 interviews were conducted online with at least 3,000 interviews per country for the 2022 NBISM Survey. Ipsos Online Operations' online survey server hosted the interviews for all survey countries. Field dates were July 5th to August 11th, 2022 for all countries.

Survey data validation and cleaning was an essential part of the quality control procedures. Unlike telephone or face-to-face surveys which are administered by trained interviewers, online surveys are self-administered and are therefore at a higher risk of respondent error or falsification. The quality control procedure started with the removal of "speeders" (respondents who complete the survey in an unreasonably fast amount of time). A patterned response analysis was then conducted which examined: Straight-lining (clicking through a survey giving the same answers for each item); Extremism (exclusive use of only extreme response options); and Zig-zagging (moving diagonally across response items in a grid). Offending respondents' questionnaires were removed from the data-file and replacement interviews were added. Additionally, Gatekeeper, a proprietary de-duplicating system, was used to prevent a respondent from entering and completing the survey more than once.

General panel maintenance and panel quality control

For online panel quality control in general, ongoing strict verification and cleaning rules were in place including the removal of lapsed panellists and undeliverable emails. The ongoing monitoring system of the panels also identified potential fraudulent behaviour based on survey-taking activities and patterns; offending panellists were then removed from the panel. At the same time, the panel supplier continually recruited new members to ensure that the panel was dynamic in nature and reflected the changes in online population composition over time.

Panellists were only contacted for the purposes of conducting market or survey research. They were not exposed to third party advertising or direct marketing campaigns, nor was their personal data sold to third parties. Also, a real-time support help desk was provided to panellists in their native language to solve any technical problems that might have occurred and to ensure the experience in survey participation was satisfactory to panellists.

Panel operators employed a variety of incentive approaches, while obeying rules and laws of the panel countries, and based on what works best within a given country. Such incentives included donations to charities on behalf of panellists, sweepstakes, points, gift cards, prizes, music downloads and cash payments.

Sample balancing and weighting

For NBISM 2022, multiple outgoing sample replicates were carefully spaced across the six-week field period so that the achieved total sample in each country included early and late responders, as well as weekday and weekend responders. This procedure by Ipsos ensured sufficient fielding periods for each launched replicate to ensure responses from people who had different time availability (reflecting age, lifestyle and working status differences) and to minimise early responder biases.

It is important to highlight that the NBISM assessed the perceptions of the online population of each of the panel nations. As such, samples were recruited to reflect the composition of the online population rather than that of the overall population of the country. Using the most up-to-date online population parameters, the achieved sample in each country was weighted to reflect key demographic characteristics such as age, gender and education of the online population in that country. Additionally, in the United States, the United Kingdom, South Africa, India and Brazil, race/ethnicity was used for sample balancing. The report reflects the views and opinions of online populations in these 20 countries. Weights for each country were calculated by Ipsos' in-house Sampling and Statistics department.

As the achieved sample sizes may vary slightly across survey countries, when computing the aggregated 20-country average, "one-country-one-vote" weighting was applied so each survey country was treated equally in the global average.

Analyses

Data processing and statistical analyses were performed by Ipsos's in-house Data Processing department and Marketing Sciences department. The NBISM score is an average of the scores from the six NBISM indices. And each of the six indices is an average of the scores of the ratings questions from the corresponding area. There are between three and five ratings questions for each of the indices.

Scottish Government's quality assurance processes

The Scottish Government received the analysed data from Ipsos on the 8th of October 2022. Once the Scottish Government received the data, analysts performed rigorous quality assurance checks on the data to make sure that they were as accurate, reliable and coherent as possible.

Voluntary compliance with the Code of Practice for Official Statistics

Scotland's NBISM report is not published as Official Statistics, however for the third time, Scottish Government analysts have decided to voluntarily comply with some aspects of the Code of Practice for Official Statistics.

The approach is flexible and entirely optional. Analysts have reviewed the approach to producing and publishing the Nation Brands IndexSM report in relation to the three pillars (Trustworthiness, Quality and Value) and considered what is already being achieved and whether there are ways of improving practice. Compliance with the code relates to the handling of data once it has been received by the Scottish Government.

A statement has been published in Annex A within this methodology document to outline why users can be reassured that what the Scottish Government has produced achieves Trustworthiness, Quality and Value.

Limitations

The Scottish Government purchases this data from Ipsos Public Affairs – Simon Anholt. Therefore the Scottish Government has no input in to how the survey is designed or carried out and also has limited insight in to how the data is analysed at Ipsos Public Affairs – Simon Anholt.

Reporting

Report writing was carried out by Scottish Government analysts and reviewed by Ipsos Public Affairs before publication.⁸

⁸ Any increase or decrease mentioned in the report has not been significance tested.

Further information

Further information and copies in alternative formats can be obtained by contacting:

Minna Liinpää

Constitution, International and Migration Analysis Scottish Government
5 Atlantic Quay
Glasgow
G2 8JB
Email: minna.liinpaa@gov.scot

Fergus Christie

Constitution, International and Migration Analysis Scottish Government
Scottish Government
St Andrews House
Edinburgh
EH1 3DG
Email: fergus.christie@gov.scot

Annex A: Voluntary compliance with the Code of Practice for Official Statistics

The purpose of this statement of compliance is to provide transparency to users by recording the way that the Nation Brands Index (NBISM) report has been prepared in terms of the UK Statistics Authority’s Code of Practice for Official Statistics. This relates to how the data are handled once they have been received by the SG.

We are committed to the pillars and principles underlying the Code, and to improving our statistics over time. This statement sets out our approach to adopting the Code on a voluntary basis.

The Anholt-Ipsos Nation Brands Index^{SM 9}: 2022 Report for Scotland is aimed at transparently informing readers on the progress of the National Performance Framework Indicator ‘**Scotland’s Reputation**’.

We reviewed our approach to producing and publishing this analysis against the three pillars of Trustworthiness, Quality and Value and considered how we were already meeting the principles within the Code and what could be improved upon.

Tables A, B and C below show how these pillars provide a framework to demonstrate voluntary compliance with many parts of this code, in line with the Guide for Voluntary Compliance.

Table A: Voluntary compliance with the Code of Practice – Trustworthiness

<p>Trustworthiness – trusted people, systems and processes</p> <p><i>Trustworthiness means that the statistics and other numerical information are produced free from vested interest, based on the best professional judgement of statisticians and other analysts. Trustworthiness is a product of the people, systems and processes within organisations that enable and support the production of statistics and other numerical information.</i></p>	<p>The data preparation, collection and analysis were conducted independently by Ipsos’s in-house Data Processing department and Marketing Sciences department. A methodology is attached to this report as an annex which details survey design and methods.</p>
	<p>The Scottish Government purchased the data and the report has been produced independently by analysts within the Scottish Government. These analysts are impartial and are appropriately skilled, trained and supported in their roles and professional development.</p>
	<p>The report was pre-announced prior to publication on the Scottish Government’s Forthcoming Publications calendar.</p>
	<p>The 2022 data is stored electronically and securely in line with data management best practice.</p>

⁹ GfK Social and Strategic Research was acquired by Ipsos on 10 October 2018.

Table B: Voluntary compliance with the Code of Practice – Quality

<p>Quality – robust data, methods and processes</p> <p><i>Quality means that the statistics and numerical information represent the best available estimate of what they aim to measure at a particular point in time and are not materially misleading. Quality is analytical in nature and is a product of the professional judgments made in the specification, collection, aggregation, processing, analysis and dissemination of data.</i></p>	<p>The data source was purchased from an independent contractor (Ipsos in partnership with Simon Anholt). We have published the methodology alongside the main report as an annex which outlines methods used for country selection, respondent selection, fieldwork process, sampling, weighting, and analysis that is carried out before the Scottish Government receives the data. This allows us to be as transparent as possible, informing users of the quality and limitations of this data source.</p>
	<p>Before procurement of the 2022 data, a market alternatives review was undertaken to determine if the NBISM continues to represent the best data source to measure progress against Scotland’s National Performance Framework Indicator: ‘Scotland’s Reputation’. It was found that the NBI(SM) is currently the most appropriate data source for this National Indicator.</p>
	<p>Once the data were received by the Scottish Government, analysts performed rigorous quality assurance of the data to make sure that it was accurate, reliable, coherent and that the report could be published without any unexpected delays.</p>

Table C: Voluntary compliance with the Code of Practice – Public value

<p>Public value – statistics that serves the public good</p> <p><i>Value means that the statistics and other numerical information are accessible, relevant and benefit society; helping the public to understand important issues and answer key questions. Value is a product of the interface between the statistics or other numerical information and those who use them as a basis for forming judgements.</i></p>	<p>Statistics produced in Scotland’s NBISM report are a valuable public asset. The data in this report feeds into monitoring the Scotland’s National Performance Framework, and in particular is used to measure the National Indicator ‘Scotland’s Reputation’. This National Indicator sits under the National Outcome ‘We are open, connected and make a positive contribution internationally’.</p>
	<p>Since the last publication of The Anholt-Ipsos Nation Brands IndexSM: Report for Scotland, in 2020, Scottish Government analysts have improved the report and its outputs. The Government Statistical Service guidance was a useful resource when improving the report, taking into consideration user accessibility.</p>
	<p>The Scottish Government is committed to ensuring that the published information is accessible and can be reused as much as possible. The tables and figures that appear in this report have been made available in spreadsheet form. The report itself has been published in PDF and HTML formats on the Scottish Government’s website.</p>
	<p>A regular review of the data source before procurement is undertaken to make sure the NBISM is still the best measure for the National Indicator ‘Scotland’s reputation’.</p>



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