

# **The Anholt-Ipsos Nation Brands Index<sup>SM</sup>: 2020 Report for Scotland Methodology Report**

**Scottish Government Constitution and  
External Affairs Analysis**

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# Contents

<b>Introduction</b> .....	<b>3</b>
Background .....	3
Introduction to the Anholt-Ipsos Nation Brands Index <sup>SM</sup> .....	3
Scotland’s National Performance Framework .....	4
<b>Sample design and fieldwork</b> .....	<b>5</b>
Survey panel countries.....	5
Scotland as a 21 <sup>st</sup> panel country .....	5
Participating nations.....	5
Survey Fieldwork .....	6
<b>Questionnaire overview</b> .....	<b>8</b>
Questionnaire development and implementation .....	8
Six dimensions of the Nation Brands Index <sup>SM</sup> .....	9
Questionnaire Outline .....	10
Interpreting the 2020 Nation Brands Index <sup>SM</sup> data .....	12
<b>Quality considerations</b> .....	<b>13</b>
Fieldwork dates and fieldwork quality control .....	13
General panel maintenance and panel quality control.....	13
Sample balancing and weighting.....	14
Analyses.....	14
Scottish Government’s quality assurance processes .....	14
Voluntary compliance with the Code of Practice for Official Statistics.....	14
Limitations .....	15
Reporting.....	15
<b>Further information</b> .....	<b>16</b>
<b>Annex A: Voluntary compliance with the Code of Practice for Official Statistics</b> .....	<b>17</b>

# 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 Index<sup>SM</sup> (NBI<sup>SM</sup>) to measure one of Scotland's National Performance Indicators 'Scotland's reputation'.

Conducted annually since 2008, the NBI<sup>SM</sup> examines the reputation of 50 countries. Each year, approximately 20,000 adults, aged 18 and over, in 20 core panel countries are interviewed online. Scotland subscribed to the survey annually in 2008, 2009 and 2010, and thereafter biennially, in 2012, 2014, 2016, 2018 and 2020. Scotland did not subscribe to the 2011, 2013, 2017 and 2019 surveys, but was included in the sample of 50 evaluated countries in these years. Field dates for the 2020 NBI<sup>SM</sup> survey were from July 15<sup>th</sup> to August 29<sup>th</sup>, 2020 for all countries.

The NBI<sup>SM</sup> attempts to measure and rank a country's broad reputation along six dimensions of national competence, all of which are weighted equally. Scotland's NBI<sup>SM</sup> 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 Investment and Immigration*.

The rank 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 Index<sup>SM</sup>

The NBI<sup>SM</sup> measures the image of 50 nations. This annual study is conducted by Ipsos in partnership with Simon Anholt. Mr Anholt developed the Nation Brands Index<sup>SM</sup> 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 Index<sup>SM</sup> – an expanded Nation Brands Index<sup>SM</sup> service providing governments and their agencies with information on a country's reputation.

The implementation of the NBI<sup>SM</sup> 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 2020 NBI<sup>SM</sup> methodology comparable to the 2018 NBI<sup>SM</sup> methodology, as well as NBI<sup>SM</sup> studies between 2008-2018, 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"<sup>1</sup>.

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 NBI<sup>SM</sup> 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 NBI<sup>SM</sup> score as it compares to that of the previous year. An increase of one point or more in Scotland's absolute NBI<sup>SM</sup> score suggests that the indicator is "improving", whereas a decrease of one point or more in Scotland's absolute NBI<sup>SM</sup> score suggests that the indicator is "worsening".

The Anholt-Ipsos Nation Brands Index<sup>SM</sup>: 2020 report for Scotland will comply with these guidelines and will only consider an increase or decrease in Scotland's absolute NBI<sup>SM</sup> score if it exceeds one point, otherwise it will treat the indicator as "maintaining".

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<sup>1</sup> [Scotland's National Performance Framework](#)

# Sample design and fieldwork

## Survey panel countries

Twenty countries were selected for the survey of the 2020 NBI<sup>SM</sup> study, representing major developed and developing countries that play important and diverse roles in international relations, trade and the flow of business, 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 2020 were the same as all previous studies:

<b>Western Europe/North America</b>	The United States, Canada, the United Kingdom <sup>2</sup> , Germany, France, Italy, Sweden
<b>Central and Eastern Europe</b>	Russia, Poland, Turkey
<b>Asia-Pacific</b>	Japan, China, India, South Korea, Australia
<b>Latin America</b>	Argentina, Brazil, Mexico
<b>Middle East/Africa</b>	Egypt, South Africa

## Scotland as a 21<sup>st</sup> panel country

In the 2010, 2012, 2014, 2016, 2018 and 2020 NBI<sup>SM</sup> surveys, Scotland was included as an additional core panel country to explore how Scotland sees itself<sup>3</sup> 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'.

## Participating nations

The list of 50 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

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<sup>2</sup> Scotland is included in the United Kingdom online sample and therefore contributes and benefits from the United Kingdom's image overall.

<sup>3</sup> The data collected from these respondents are exclusively for the Scottish Government. Therefore, this information has not been shared with any other client.

order to make the study truly global. NBI<sup>SM</sup> subscription members' interests were also reflected in the selection of the countries.

The list of 50 nations in 2020 is as follows, listed by region:

<b>North America</b>	Canada, the United States
<b>Western Europe</b>	Austria, Belgium, Wales, Finland, France, Germany, Greece, Holland, Ireland, Italy, Northern Ireland, Norway, Scotland, Spain, Sweden, Switzerland, the United Kingdom.
<b>Central/Eastern Europe</b>	the Czech Republic, Hungary, Poland, Russia, Turkey, Ukraine
<b>Asia-Pacific</b>	Australia, China, India, Indonesia, Japan, New Zealand, Singapore, South Korea, Taiwan, Thailand
<b>Latin America and the Caribbean</b>	Argentina, Brazil, Chile, Colombia, Mexico, Panama, Peru
<b>Middle East/ Africa</b>	Botswana, Egypt, Kenya, Nigeria, Qatar, Saudi Arabia, South Africa, United Arab Emirates

## Survey Fieldwork

Across all countries, 20,019 interviews were conducted for the 2020 NBI<sup>SM</sup> survey. In each panel country, at least 1,000 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.

In each panel country the list of 50 nations was randomly assigned to respondents, each of whom (except Egypt) rated 25 nations, resulting in each nation getting approximately 500 ratings per panel country. In Egypt, where respondents were not as familiar and experienced with online surveys, survey length was reduced, resulting in each nation getting approximately 200 ratings.

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 NBI<sup>SM</sup> is a trending service, it is important to keep the online sampling approaches consistent across the NBI<sup>SM</sup> survey waves while gradually adopting the latest and best

methodology. Following best practices, the 2020 survey used a blended sample that was consistent with 2019. For 2020 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 NBI<sup>SM</sup> core question items had been developed and translated into local languages prior to 2008. When new question items were developed by the Ipsos NBI<sup>SM</sup> 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 NBI<sup>SM</sup> research team (for English versions) or by the NBI<sup>SM</sup> 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)
Egypt	Arabic
France	French
Germany	German
India	English
Italy	Italian
Japan	Japanese
Mexico	Spanish, localised
Poland	Polish
Russia	Russian
South Africa	English
South Korea	Korean
Sweden	Swedish
Turkey	Turkish
United Kingdom	English
United States	English

## Six dimensions of the Nation Brands Index<sup>SM</sup>

The NBI<sup>SM</sup> measures the power and appeal of each country's 'brand image' by examining six dimensions of national competence, the six dimensions are:

<b>Exports</b>	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.
<b>Governance</b>	Perceptions of a country's government competency and fairness, as well as its perceived commitment to global issues such as peace, poverty and the environment.
<b>Culture</b>	Perceptions of a country's cultural heritage; appreciation of its contemporary culture; and perceptions of its sporting excellence.
<b>People</b>	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.
<b>Tourism</b>	The level of interest in visiting a country and the draw of its natural beauty, historic built environment, and city attractions.
<b>Immigration and Investment</b>	A country's appeal as a place to live, work, invest or study, how people perceive a country's economic and social situation.

The NBI<sup>SM</sup> 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, familiar, some knowledge, 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:

<b>Exports:</b>
• 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 2009-2020; single answer in 2008)

<b>Governance:</b>
• 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;
• adjectives most accurately describe the government (single word answer only for 2008-2020)

<b>Culture:</b>
• 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 2009-2020; single answer in 2008)

<b>People:</b>
• 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 2009-2020; single answer in 2008)

<b>Tourism:</b>
• strongly like/not like 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 2009-2020; single answer in 2008)

<b>Immigration and Investment:</b>
• 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 2008-2020)

- Standard demographic questions asked in the NBI<sup>SM</sup> survey include age, gender, type of area lived in, education, employment status, profession, income, and where applicable, geographical region and race/ethnicity

In 2020, a number of questions were added to the Anholt-Ipsos NBI<sup>SM</sup> survey in response to the COVID-19 pandemic. These looked at how nations around the world perceive Scotland's response to healthcare crises (including COVID-19) and, with that in mind, how comfortable respondents would be visiting Scotland in the next five years. This data has not been discussed in this report and does not contribute towards Scotland's NBI<sup>SM</sup> score or rank. See the International Perceptions of Scotland's Response to Covid-19 report found in the supporting files, alongside this report for more details.

## Interpreting the 2020 Nation Brands Index<sup>SM</sup> data

In the long term, the NBI<sup>SM</sup> 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 Nation Brands Index<sup>SM</sup>. The data published and analysed in this report represents the core information on Scotland's position in the NBI<sup>SM</sup>. The report has been checked by the contractors to ensure it complies with the Scottish Government's contractual obligations.

The NBI<sup>SM</sup> 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, and the following datasets:

**The 2020 Data Dashboard.** This included data for the six dimensions, the attributes that comprise the dimensions, and other fundamental brand metrics covered in the NBI<sup>SM</sup> (for example: familiarity and favourability). The data dashboard was structured into the ratings and rankings for all 50 countries for all questions asked of the 20 panel countries and data for Scotland as a 21<sup>st</sup> 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, 20,019 interviews were conducted online with at least 1,000 interviews per country for the 2020 NBI<sup>SM</sup> Survey. Ipsos Online Operations' online survey server hosted the interviews for all survey countries. Field dates were July 7<sup>th</sup> to August 31<sup>st</sup>, 2020 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 NBI<sup>SM</sup> 2020, multiple outgoing sample replicates were carefully spaced across the two 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 NBI<sup>SM</sup> 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 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 NBI<sup>SM</sup> score is an average of the scores from the six NBI<sup>SM</sup> 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 30<sup>th</sup> of September 2020. 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 NBI<sup>SM</sup> report is not published as Official Statistics, however for the second 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 Index<sup>SM</sup> 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<sup>4</sup>.

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<sup>4</sup> 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:

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# 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 (NBI<sup>SM</sup>) 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<sup>SM</sup> 5: 2020 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><b>Trustworthiness</b> – 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 2020 data is stored electronically and securely in line with data management best practice.</p>

<sup>5</sup> GfK Social and Strategic Research, was acquired by Ipsos on October 10, 2018

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

<p><b>Quality</b> – 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 receive 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 2020 data, a review was undertaken to determine if this is the best data source to measure progress against Scotland’s National Performance Framework Indicator: ‘Scotland’s Reputation’ and it was found that this 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><b>Public value</b> – 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 NBI<sup>SM</sup> 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 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 Index<sup>SM</sup>: Report for Scotland, in 2018, 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 NBI<sup>SM</sup> is still the best measure for the National Indicator ‘Scotland’s reputation’.</p>