Perception of the Nordic Countries

China survey

Patrick Spaven

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Preface

Spaven Evaluation and Research, of Brighton and Hove, England, was commissioned by the Nordic Council of Ministers (NCM) in April 2008 to design, manage and report on a survey of opinions and attitudes in China towards five Nordic countries: Denmark, Finland, Iceland, Norway and Sweden. It was agreed that the research vehicle would be the Global Market Insite (GMI) Poll Platform, a database of around 10 million people worldwide. People on the database accept in principle to take part in on-line surveys. Spaven Evaluation and Research is independent of GMI, but has had extensive experience of working with them in the context of the Anholt Nation and City Brands Indexes, regular surveys of international attitudes towards countries and cities. The contract for the actual polling was concluded between NCM and GMI.

The survey was designed to elicit a broad range of views of the Nordic Countries, to help these countries, and the NCM, in planning for their presence at Expo 2010 in Shanghai.

In addition to the survey data, recent results from the Anholt Nation Brands Index have been used for comparison (see Appendix 3). These have been made available with the kind permission of Simon Anholt.

Patrick Spaven, August 2008

Summary

The results of the survey paint a picture of positive attitudes towards the Nordic countries in China. The countries' strongest attributes, as measured by the level of average scores, are the *quality of life* in general and the standard of *public services* in particular.

The Nordic countries were seen as having considerable social capital and responsible approaches towards the environment. Their scores for some of the economic questions were also high, although relative to Switzerland, a country chosen as a benchmark, the economic results were not as good as in other areas.

Overall, the Nordic countries were seen as successfully balancing social, environmental and economic achievements. This was echoed in the results to the open-ended questions where the Nordic way of life and people were characterised more by references to harmony, contentedness and naturalness than to technology and consumption.

Within the Nordic countries, Sweden had the highest overall average score. Denmark, Finland and Norway followed with similar scores. Iceland's average was the lowest. Size, in the Nordic context, correlates with visibility which usually carries advantages in nation branding. Size also usually implies more choice – in areas like education and tourism for example – which in turn contributes to positive attitudes.

The differences between Sweden and the others were greatest in education and science and technology; and least for the questions on social class¹, the environment and global warming.

Although the Nordic country scores were mostly lower than Switzerland's, they were better than those for France in almost every question. France was suffering from a wave of unpopularity in China relating to events surrounding the Olympic torch relay.

¹ Sweden's score for the unimportance of social class was marginally lower than the average of the other four Nordic countries

1. Methodology

The survey was conducted on-line between 16 and 22 July 2008. A semi-stratified random sample of 2053 people in China completed the questionnaire². Respondents were screened for gender; location; the level of their last formal education; and age group. The sample profile sought was as follows:

- A gender ratio of 50:50
- Resident in Beijing, Liaoning, Shanghai, Jiangsu, Shandong, Tianjin, Zhejiang, Fujian, Guangdong, Sichuan
- Formal education beyond secondary school
- Age distribution matching as far as possible that of China's population (although it was acknowledged that this was an unlikely result because of the other survey requirements – including the need to have an email account and internet access).

The questionnaire (Appendix 1) consisted of 35 questions:

- Four open-ended questions: three soliciting top-of-mind impressions of the Nordic countries in words and phrases, and one soliciting aspects of the Nordic countries that the respondents would like to see presented at Expo 2010.
- Five demographic questions covering age, gender, last education, size of the city/town/village of residence, and personal income.
- Three questions asking respondents to select responses – about commercial companies, tourism activities and arts sectors – from menus.
- A question about likelihood of visiting Expo 2010.
- The remaining 22 questions presenting propositions or questions – such as *How would you rate the quality of products and services from this country?* – and requesting responses on evenly balanced seven-point scales. These scales enabled the calculation of average scores (out of seven) which in turn facilitated comparisons between the countries and, with necessary caution, between the questions.

The questionnaire was presented in Mandarin and the open-ended responses subsequently translated into English.

The demographic results can be found in Appendix 2.

² The survey had a margin of error of 2.16, at the 95% level of confidence, if results were evenly split.

With the 22 quantitative questions, people were asked to respond separately for each of the five Nordic countries, plus two countries that were included as controls or benchmarks. These were included to provide a perspective on the results for the Nordic countries. The countries chosen were France and Switzerland.

France was selected because it has consistently been the highest-ranked country by the Chinese panel in the Anholt Nation Brands Index (NBI), and therefore was thought likely to provide a challenging benchmark for the Nordic countries to compare themselves with. Interestingly, France turned out not to be the defining benchmark after all. Its results for most questions were below the average for the Nordic countries. The main reason for this was undoubtedly the negative view of France, among a significant proportion of the Chinese population, engendered by events shortly before the survey. The vigorous protests in Paris when the Olympic torch passed through Paris on 7 April; the reception of the Dalai Lama in the French capital shortly afterwards; and uncertainty over whether the French president would attend the Olympics opening ceremony, generated much anti-France publicity in China and led for example to a tourism boycott by Chinese travel companies. Chinese visa applications to France were reported by the French Embassy to have plummeted in June.

Comparing the survey results for France with those from the NBI, the effect on Chinese attitudes to France seems to have been substantial, although not as strong as the damage to Denmark's image in some Muslim countries following the cartoons controversy of 2005/2006. As with Denmark, the impact of the reaction of the Chinese people seems to have been felt on all aspects of France's reputation.

Fortunately, by including Switzerland in the survey, there was a meaningful comparator for the Nordic countries – in most respects a more relevant one than France. Switzerland is smaller and tends to have a lower profile than big Western countries like France, Germany, UK and USA. Switzerland is also a challenging benchmark. It has been ranked 5th or 6th by the China panel in the NBI over the last 2 years. Sweden, the highest-ranked Nordic country in the NBI, has consistently been 2–3 places lower than Switzerland.

2. Survey Results

2.1 “Touchstone” questions

Most surveys of attitudes towards other countries include one or two “touchstone” questions that to some extent sum up perceptions of the countries along a positive-negative axis. These are useful in themselves for providing “compass bearings”, but can also serve as dependent variables in regression analysis, which suggests which aspects of the countries contribute most to positive or negative attitudes. The questions chosen for this role were:

- *In terms of your own values and aspirations, how successful would you say this country is?*
- *How would you rate the quality of life in this country?*

Successful countries

The first touchstone question makes no assumptions about what success looks like, but leaves respondents to make up their own minds about this. It is a relevant and meaningful measure of favourability towards other countries, particularly among better educated survey populations.

Figure 1 summarises the results for this question. Switzerland was seen as the most successful of the seven countries, by a significant margin, with an average score of 6.22. 57% of respondents thought it was *very successful*. Switzerland was followed by Sweden with an average of 5.86 (37% choosing *very successful*). Norway, Finland and Denmark had average scores between 5.4 and 5.5, while Iceland and France followed with around 5.2 each.

Figure 1. “In terms of your own values and aspirations, how successful would you say this country is?”

The general pattern in Figure 1 is typical of many of the question results, although the margins between the countries were often substantially different.

Quality of life

Another question in the survey covering several aspects of a country’s image and reputation, is: *How would you rate the quality of life in this country?* Like “success”, “quality of life” is a highly subjective concept. It is defined by people’s values and lifestyle preferences.

Figure 2 shows a similar pattern to the results for “success”. Switzerland was in front with an average score of 6.46. 65% chose “very high” for Switzerland for this question. Sweden was second with an average of 6.22, closer to Switzerland than with the success question. The gap between Sweden and the other Nordic countries was similar. For this question, Iceland was significantly lower than France.

Figure 2. “how would you rate the quality of life in this country?”

2.2 Unprompted impressions

The survey included three questions that asked respondents to write in their unprompted impressions of the Nordic countries. Two presented the Nordic countries as a group, while one asked about each of the five countries separately.

Figure 3 presents a summary of the results from the question: *What word or phrase would you use to describe the way of life in the Nordic countries?* There was a “None” option, and this was chosen by only 28.5% of respondents.

The first thing to point out is the overwhelmingly positive nature of the words and phrases used. There were a few negative words like *boring* and *complacent*, but these were used by only a handful of respondents. The exception was the concept of *coldness* – used by about 80 respondents – which was mostly presented negatively as in *bitterly cold* or *too cold*.

Some of the words used, such as *rich* or *quiet*, were neutral or ambiguous in a positive-negative axis; but the large majority of words and phrases were unambiguously positive. This can be partly explained by the tendency of Chinese people to express themselves politely. Nevertheless the responses radiate a real sense of admiration for the Nordic way of life – underpinned by a surprisingly high level of awareness.

Figure 3: Words and phrases used to describe the way of life in the Nordic countries.

The predominant image of the Nordic way of life reflected in these results is non-materialistic. Contentedness, simplicity, naturalness, harmony and beauty come together in a cluster accounting for 680 of the responses. Several people used words and phrases such as *art of living*, *coexistence of traditional and modern*, *harmonious and stable society*, *elegant* – even *heaven on earth*. These are concepts that are more deeply rooted in the Chinese psyche than in that of most Western peoples. What is interesting and important is that so many respondents identified these qualities with the Nordic way of life.

The responses also contained a significant number of references to more politically- and economically-shaped aspects of the Nordic way of life, aspects that are more commonly associated in the West with the Nordic countries. References to welfare – about 130 in total–formed the largest group from this perspective. References to affluence numbered about 90; and to openness, freedom and democracy about 80. Few respondents – about 40 – chose to refer directly to the economy and technology.

Figure 4 contains the most frequently used word and phrase groups in referring to the *people* of the Nordic countries. It reinforces the results from the “way of life” question. The Nordic people were seen in the main as happy, carefree, romantic, passionate, friendly, warm, hospitable.

Figure 4: Most frequent words and phrases used to describe the people of the Nordic countries

Many Nordic people – and other Westerners–would not recognise this picture. They are used to seeing the Nordic people portrayed as reserved and often anxious. But the dominant picture seen through Chinese eyes seemingly owes nothing to Ingmar Bergman.

Affluent was there in significant numbers, as were *big*, *strong*, *bold* and *brave*. But these more masculine concepts were outweighed by the softer, more feminine, ones. Almost all the words and phrases were positive. 27.7% of respondents ticked the “None” box.

The final question analysed in this section asked the respondents to record the image that first comes to mind when they think about each of the Nordic countries. The six most frequent references for each country are presented in Tables 1–5. The numbers are approximations because it was not always easy to allocate responses to particular headings.

Table 1: Denmark

Most frequent images	Number of references
HC Andersen, fairy tales	680
Biscuits	55
Little Mermaid	55
Beauty	45
Cold, ice, snow, skiing	30
Football	25
Nothing	665

Table 2: Finland

Most frequent images	Number of references
Nokia, mobile phones	145
Cold, ice, snow, skiing	130
Sauna	75
Lakes	75
Beauty	55
Clean, lack of pollution	30
Nothing	885

Table 3: Iceland

Most frequent images	Number of references
Cold, ice, snow, Arctic	660
Geothermal and volcanic	85
Beauty	35
Tourism	35
Fish	30
Clean, lack of pollution	25
Nothing	715

Table 4: Norway

Most frequent images	Number of references
Forests	205
Cold, ice, snow, skiing	90
Salmon, fish	90
Vikings	80
Football	40
Beauty	35
Nothing	800

Table 5: Sweden

Most frequent images	Number of references
Economy, prosperity	110
Welfare	75
Clocks and watches	75
Beauty	70
Football	60
Neutrality	55
Nothing	720

Although there were some common themes – the recurring references to beauty and to coldness for example – the results are interesting for the differences between the countries.

Denmark is distinguished by the multitude of references to H C Andersen and/or fairy tales – a part Danish cultural heritage that has become deeply embedded in China, reinforced by the bi-centenary in 2005.

The most frequent reference for Finland was Nokia and mobile phones. Cold, ice, snow and skiing were also associated more frequently with Finland than most of the other Nordic countries, possibly by default, signifying that relatively few alternative images of Finland were top-of-mind in China. Finland attracted the highest number of “None” returns.

The results for Iceland give a somewhat false sense of familiarity. More respondents recorded images for Iceland than for any other country apart from Denmark. However, about half were references to cold, ice, snow, skiing, or the Arctic. Many of these no doubt were default responses and reflected superficial impressions of Iceland based to some extent on its name. There were about 85 geothermal and volcanic references; and surprisingly few relating to fish and fishing.

Norway’s results were the most eclectic, apart from Sweden’s. There were over 200 references to forests and wood, but a wide range of other current and historical references, including significant numbers to Vikings and fish. Surprisingly there were only six explicit references to fjords.

Sweden’s references were the most mixed and un-stereotyped. The economy featured much more strongly than for the other countries. Welfare and neutrality were mentioned in significant numbers, as were football and beauty. There was evidently some confusion between Sweden and Switzerland—there were well over 100 references that were more closely linked to Switzerland than Sweden: clocks and watches, Olympics, chocolate, banks for example – and probably some of the references to neutrality.

2.3 Society, culture and values

Nordic countries are perhaps best-known around the world for their equitable societies and responsible welfare provision. This next section probes several aspects of this theme, as well as other societal and cultural issues.

Figure 5 contains the results for the question about the unimportance of social class. The pattern is substantially different from the majority of questions. Iceland, with an average score of 3.86, is the country where social class is thought to be least important. This is a logical response because of Iceland’s size. The other Nordic countries, and Switzerland,

had similar scores to Iceland, with Norway slightly above the others. On the other hand, the largest country, France, had a significantly lower score than any of the others.

Figure 5: “In this country, social class is not considered to be important”

With the proposition about gender equality (Figure 6), we return to the most common pattern in these survey results: Switzerland leading, followed by Sweden, then Norway. Iceland had the lowest average score among the Nordic countries, but was ahead of France. For this proposition, the difference between Switzerland and Sweden was very narrow: 5.55 and 5.51. The respondents were more positive about the gender equality proposition than they were about the unimportance of social class. Around 30% “strongly agreed” with it in relation to Switzerland and Sweden.

Figure 6: “In this country women and men have equal opportunity”

Although class and gender equality can be encouraged by the state, they are also dependent on the attitudes and behaviour of ordinary citizens.

The next proposition also reflects societal priorities, but is more dependent on state action. Figure 7 presents the results for *This country looks after its more vulnerable citizens*. Switzerland, followed by Sweden and Norway, again were rewarded with the highest average scores. 32% “strongly agreed” with the proposition in Switzerland’s case. The margins were relatively narrow among all the countries except France, which trailed Iceland’s average score by 0.45.

Figure 7: “This country looks after its more vulnerable citizens”

The flipside of strong welfare provision can be weakness in the family as a social unit – either as cause or effect. To test whether people in China have this perception about the seven countries, respondents were asked how high they thought the family was valued in them. China boasts, justifiably or not, that it combines the benefits of strong family values with equitable social provision.

Figure 8 indicates that the survey respondents did not see a trade-off between social provision and family bonds. Average scores for the family question were relatively high and the pattern among the seven countries was almost identical to that of the preceding question. 39% thought that the family was valued “very highly” in Switzerland and 36% in Sweden.

Figure 8: "How high is the family valued as a social unit in this country?"

The degree of corruption in a society is regarded widely as an indicator of its health. Figure 9 presents the results for the seven countries. Although the average scores were not as high as for most questions, the Nordic countries and Switzerland had very similar results, ranging from Switzerland's 4.61 to Denmark's 4.32. France, with 3.57, was much lower. This was the second widest margin between France and the Nordic countries in any question.

Figure 9: "This country is free from corruption"

The final question in this section is free from value judgments. It asked respondents to pick one or two—out of seven—cultural sectors which they thought were strongest in each of the five Nordic countries. The results are presented in Figure 10. Instead of the countries competing with each other, the cultural sectors were competing for precedence in each country.

Figure 10: “Out of the following cultural sectors, which one or two is the strongest in this country?”

Figure 11 looks at the extent to which people made positive choices of one or two cultural sectors for each country, rather than selecting “Don’t know”. This gives us an indication of the differing degrees of recognition in China of the cultural sphere of each Nordic country. According to these results, it seems that Denmark’s culture had most recognition – powered by the H C Andersen factor.

Figure 11: % of positive choices for the 7 cultural sectors

2.4 Environment and international development

In the light of international concerns over the environment, and climate change in particular, the survey included two questions in this area, and one in the closely related area of international development.

Figure 12 presents the results for the question about behaviour towards the environment in general. Switzerland and Sweden were ranked highest with average scores of 5.70 and 5.63; and the results for the other

Nordic countries were close behind. France's average score was significantly lower at 5.04.

Figure 12: "This country behaves responsibly towards the environment"

The pattern of results for the question about global warming (Figure 13) was almost identical, although the level was slightly lower. For global warming, 29% "agreed strongly" with the proposition in Switzerland's case, and 27% for Sweden. For the general environment proposition, the equivalent figures were 34% and 31%.

Figure 13: "This country is taking active steps to meet the challenge of global warming"

Figure 14 presents the results for the final question in this section: about international development. The general level of scores is lower than average, but the rank order among the seven countries is a familiar one. The margins between Switzerland and Sweden, and between Sweden and Norway, were greater than for the two environment questions. France continued to receive the weakest result.

Figure 14: “How much does this country assist development in poorer countries?”

2.5 The economy, business and public services

This section looks at the countries as economies, as business environments and as providers of public services, including education.

It begins with a general question about the economy. Figure 15 suggests that Switzerland’s economy is seen in China to be significantly more successful than the Nordic countries’ with the high average score of 6.13 compared with Sweden’s 5.87 and Norway’s 5.57. 46% of respondents thought Switzerland’s economy was “very successful”, 33% responded in this way for Sweden and 23% for Norway. France was ranked lowest.

Figure 15: “How successful is this country’s economy?”

A country with a successful economy is usually seen as a good place to set up a business, (although it is not always a sufficient condition). Figure 16 suggests that the China panel saw the seven countries this way. The overall level of results, and the differences between Switzerland and the Nordic countries, were not as high as for the economy question. For this question, Finland’s average score was slightly higher than Norway’s.

Figure 16: “How good a place would this country be to set up a business?”

The next question, about products and services, is less hypothetical for respondents than the previous one. The overall results (Figure 17) were high, with Switzerland’s average score at 6.13, and Sweden’s at 5.87 – exactly the same as for the question on the economy. Finland was third with 5.65. France was last.

Figure 17: “How would you rate the quality of the products and services from this country?”

Innovation in science and technology promotes future success for an economy. Figure 18 presents encouraging results for most of the Nordic countries. The overall level was quite high and the margin between Switzerland and Sweden was negligible. This was a particularly good result for Finland, which was in third place with one of its highest average scores – 5.38 – in the survey. The world-wide recognition of Nokia undoubtedly played a big part in this. Iceland suffered from being small and not linked to any well-known technological brand. For this proposition, France achieved a better result than Denmark and Iceland.

Figure 18: “This country is innovative in science and technology”

In the next question, respondents were presented with 10 commercial companies and asked which, if any, of the Nordic countries each one was from. They also had the option to choose “Another country” or “Don’t know”. Three of the companies presented – Siemens, Alstom and Astra Zeneca – were non-Nordic.

Figure 19 shows that the company with the strongest association with a Nordic country was Nokia. 44% of respondents associated it with Finland. A further 21% thought it was from “Another country” and 11% from Sweden. Nokia attracted the lowest number of “Don’t knows” at 16%.

The company with the next strongest Nordic association was IKEA, with 36% making the link with Sweden, and 12% choosing “Another country”. Ericsson was also quite strongly linked to Sweden (31%), although 26% thought it was from “Another country”. 26% of respondents linked Maersk to Denmark.

With each of the other three Nordic companies, more people linked it to its host country than to any other Nordic country, but the percentages answering correctly were 15% or below and were greatly outweighed by the ones who answered “Don’t know”.

Few respondents thought that Siemens, Alstom and Astra Zeneca were Nordic companies. Siemens was linked in the largest numbers (62%) to “Another country”.

Figure 19: “% of respondents who associate named companies with Nordic countries”

Figure 20 presents the number of “Don’t knows” for each company. Nokia received the least, (16%) followed by Siemens (19%) and then Ericsson (23%). Ossur attracted the most (72%), followed by Astra Zeneca (69%) and then Vestas (67%).

Figure 20: % choosing "Don't know" for the named companies

There is little information about how much importance people in China place on social responsibility in business. The relatively high scores for Switzerland and the Nordic countries presented in Figure 21, with "Don't knows" at about 19%, suggest that appreciation of the concept is quite well-developed. The margins among the Nordic countries were narrow. France was significantly lower.

Figure 21: "This country's businesses are socially responsible"

With the final two questions in this section, we turn to public services. The first asked about public services in general, and the second about the value of a university degree from each of the countries. Figure 22 presents the results for the first question. These were relatively strong for all seven countries. 58% of respondents rated public services in Switzerland "very high", and 53% responded with "very high" for Sweden.

Figure 22: “How would you rate public services – for example for health – in this country?”

In considering the value of a university degree in China from each of the seven countries, the panel seems to have taken a more detached perspective on France, recognising the size and strength of its higher education sector. For this question, France achieved its highest ranking in the survey, second to Switzerland. Sweden was third, with 22% saying that its degrees would have “very much” value, compared with 27% choosing this for Switzerland. Denmark, Finland and Norway had virtually the same average scores.

Figure 23: “How much value would a university degree from this country have in China?”

2.6 Potential interaction

The last main section of the report looks at results of questions that asked respondents about their potential interest in interacting with the countries – as tourists, for study, work or just living. It also asked how they would expect to be treated by the people of the countries if they were to go there.

The country with most tourism potential at the time of the survey appears to be Switzerland, followed by Sweden, with Denmark and Norway equal third. 66% said they had “very much” interest in visiting Switzerland as a tourist (see Figure 24). The equivalent figure for Sweden was 55%, for Denmark 52% and Norway 50%. No conditions – such as affordability – were attached to this question, so much of this potential will undoubtedly remain latent. The relatively low average score for France would be very surprising if we did not know about the Olympic-related events earlier in the year. 8% of respondents said they had “very little” interest in visiting France, around three times the equivalent figure for the other six countries.

Figure 24: “How much interest do you have in visiting this country as tourist?”

Figure 25 presents the tourist activities – one or two per country – that people said they would be most interested in:

- Sweden is the only country where shopping was chosen by significant numbers (36%). 38% would be interested in cultural life if they visited Sweden.
- Denmark is most attractive for its cultural life and touring in the countryside.
- 50% of people who expressed a choice for Iceland opted for winter sports, clearly associating the country with that season.
- Norway and Finland had similar activity preference profiles, fairly evenly distributed between culture, touring, holiday cottages and winter sports.

Figure 25: “If you visited this country as a tourist, which one or two of the following activities would attract you most?”

Switzerland is the country that would attract most interest as a study destination, according to the survey, followed by Sweden and then France. Finland, Norway and Denmark had very similar average scores, with Iceland relatively far behind them. Figure 26 presents the results for this question.

Figure 26: “If you were thinking about studying outside China, how much interest would you have in studying in this country?”

Figure 27 addresses potential interest in working in each of the seven countries. Switzerland is the leading country from this perspective with an average score of 6.00 followed by Sweden with 5.75. Denmark, Norway, and Finland had similar scores – between 5.43 and 5.48. France and Iceland had lower scores.

Figure 27: “If you were thinking about working outside China, how much interest would you have in working in this country?”

When the panel focused on living in these countries, rather than being there for the specific purpose of working, it produced a similar response profile. This is not surprising as it is likely that, when people think about working abroad, they are greatly influenced by living conditions as well as employment opportunities. The main differences between the two sets of results were that, for living, the scores overall were slightly higher, and France’s relative position was slightly weaker.

Figure 28: “How happy would you be to live in this country for a year or more?”

If people are thinking about moving to another country, they are usually concerned about how they will be treated by the people there. Anticipation of race discrimination and other types of disrespectful behaviour can be a disincentive. Figure 29 suggests that in Switzerland and all the Nordic countries, most of the people in the panel would expect to be treated with respect. With all six countries, less than 4% of the China panel opted for one of the negative points on the scale. By contrast, for France, 24%

of the panel chose negative points. This was the biggest contrast between France and the Nordic countries in any question.

Figure 29: “If you visited this country, with how much respect would you be treated by the people?”

2.7 Expo 2010

The survey is designed to help the Nordic countries plan their presence at Expo 2010 in Shanghai. Table 6 suggests that the event will be a great opportunity for them to engage with the type of people polled in the survey. The majority of respondents said they intended to visit Expo 2010.

Table 6

How likely are you to visit Expo 2010?	%
1 Very unlikely	6
2	2
3	4
4 Neither unlikely nor likely	23
5	13
6	12
7 Very likely	33
Don't know	7

The respondents were asked to imagine they were entering the pavilions for each of the Nordic countries and to say what aspect of each country they would most like to find presented there. The results are summarised in Figure 30. About half of respondents recorded preferences, with similar numbers for each country.

Figure 30: Aspects of the 5 Nordic countries respondents would like to see presented at Expo 2010

According to the respondents, the most popular aspect of the Nordic countries that could be presented at Expo 2010 would be technology. This is somewhat at odds with the predominant images the Chinese seem to have of the Nordic way of life, but is probably structured by their pre-conceptions of what Expo will be about. Within that generalised interest in technology, however there are some important distinctions to make. The respondents directed their interest in technology mainly towards Sweden and Finland. With Finland, mobile telecommunications dominated references to specific types of technology; while with Sweden they were more varied and included references to chronometers and other types of instrumentation that probably had their roots in the confusion with Switzerland.

Denmark dominated the interest in the arts, the next most popular area overall. Denmark had a disproportionate number of references to literature.

Tourism, society and lifestyle were the next areas in popularity. They overlap each other to a considerable extent, as much interest in tourism is directed towards the way of life of the people in the five countries. Iceland and Norway had the greatest number of expressions of interest in tourism, partly because they did not attract strong interest in any other area.

The other three areas identified in Figure 30 attracted smaller numbers of preferences, but there were a considerable number that defied easy categorisation. A substantial minority of the preferences demonstrated accurate knowledge of the economic and social geography of the Nordic countries.

3. Further Analysis

3.1 Demographic differences

The analysis so far has been at the aggregate level of the sample of 2053 people in China. This sample is big enough to support at least one level of sub-analysis. Cross-tabulation was therefore employed to identify significant differences in responses to the quantitative questions among the main demographic subgroups. This was achieved by applying tests of statistical significance³ to each of the sub-analyses for the 22 quantitative questions. In each case, the analysis was performed on a two-way division of the demographic variable: for example people with personal incomes under US\$15,000 and those with US\$15,000 or over.

The main findings from the analysis are as follows:

- There was a strong tendency⁴ of people with personal incomes of US\$15,000 or over to be more positive than those with lower incomes, about all the Nordic countries. This was more pronounced with perceptions of the countries – such as the quality of life—and less when asking about potential interactions such as willingness to live there.
- There was a similar positive tendency for people with at least undergraduate education, although not as strong as for income. In this case differences in their readiness to visit, live, or work there⁵ were as significant as for their perceptions of aspects of the countries such as the way of life.
- There were weak (though still statistically significant) tendencies of people in cities with populations over 3,000,000, men, and people aged 35 or over, to be more positive about some aspects of the Nordic countries.

Although the income variable is clearly the most potent, these analyses have to some extent been fishing in the same pool. People with higher income are more likely to have had higher education, be older, live in larger cities and be men. These people are likely to be better informed about other countries; and more information tends to lead to more positive views.

³ A Cramér's V score of 0.100 was taken the definition of "significant"

⁴ In many cases with Cramér's V scores of over 0.200

⁵ Differences in willingness to study in Nordic countries were not significant

There is supporting evidence for this tendency. With this “better informed” group, the differences in positivity were more significant towards Iceland, Finland, Denmark and Norway than towards Sweden. Sweden is better known than the other four countries among Chinese people as a whole, so it is likely that the “better informed” group knew enough about the other four countries to “level up” their scores in the direction of those for Sweden.

It is important to bear in mind that the most significant differences in positivity thrown up by this sub-analysis, were in questions about perceptions of the Nordic countries and not the ones about potential interaction such as working or studying there. These differences are more in the head than the heart.

3.2 Key drivers

The second piece of further analysis was aimed at identifying specific factors that might be “driving” overall attitudes towards the Nordic countries. The questions which come closest to summarising overall attitudes are the “touchstones”:

- *In terms of your own values and aspirations, how successful would you say this country is?*
- *How would you rate the quality of life in this country?*

It was hoped that statistical analysis would uncover the relationships between these and the other questions in the survey.

The methodology chosen for this was multiple regression analysis. Multiple regression is a well-established technique that, like correlation analysis, contributes to an understanding of the relationship between survey variables. Unlike correlation, regression suggests the direction of the relationship between results for survey questions, hinting at causality. As with any statistical analysis of social data, the output should be interpreted with caution.

Each of the two “touchstone” questions was taken in turn as the “dependent variable”. Multiple regression was used to identify which of the other questions in the survey contributed most to the scores for the “touchstone” question⁶. This was done for each of the five Nordic countries in turn.

Looking first at the question about *success*, the strongest relationship⁷ by far was found to be with the other touchstone question – the one about quality of life. The statistical relationship was reciprocal, suggesting that the two concepts – success and high quality of life – were mutually rein-

⁶ Results for questions probing potential interaction were excluded.

⁷ Significance was defined as a p-value of 0.05 or less.

forcing. All five countries had similarly high regression scores for this relationship.

Digging deeper into the regression results for success as a country in general, it was found that in four of the five countries, having a successful economy seemed to be the next most important contributory variable, after quality of life. The exception was Iceland where the economy was only a marginal contributor, and the most significant factor was the relatively low importance of social class. The social class variable was a contributory factor with the other countries.

Other variables contributing significantly to the “success” result were as follows:

- Denmark – high standard of public services; treating respondents with respect.
- Finland – looking after vulnerable citizens; equal opportunities for men and women.
- Iceland – treating respondents with respect.
- Norway – treating respondents with respect; looking after vulnerable citizens, valuing the family as a social unit; innovative in science and technology.
- Sweden – looking after vulnerable citizens; innovative in science and technology; behaving responsibly towards the environment.

Turning to look at what contributed most to the scores for *quality of life* – apart from the “touchstone” question about success – the most consistently powerful variable was the standard of public services. Innovation in science and technology was the next most important factor. Apart from these, the results were very similar for those for success, with a strong presence of social and environmental capital.

It is important to stand back from these multiple regression results and look at the big picture they contribute to. The main conclusion from these results is that the Nordic countries were seen as successful by respondents because of their high quality of life – and that a high quality of life is seen as much, or more, in social and environmental terms as through an economic prism. People who think the Nordic countries are very successful do so because they see them as countries that balance economic progress with social capital and a respect for the environment. This is probably the most important finding of the survey, and is supported by other research.

It is also worth noting how these results consistently point to the phenomenon of *mutual respect*. People who believe they will be respected in another country are more likely to have positive attitudes towards that country.

On the other side of the coin, the two most notable absences from the linkages to success and quality of life were products and services, and

education. Positive images of the Nordic countries – even Sweden – in China do not seem to be primarily defined by what they produce; and Nordic education also does not seem to be significant as a driver.

Even with a close analogue like Switzerland, the picture is different from that of the Nordics. Multiple regression analysis revealed that economic factors – including products and services—were far more significant as drivers of the results for the two touchstone questions. One suspects that with Germany, the difference would be even greater.

4. Conclusions

The results of the survey paint a picture of positive attitudes towards the Nordic countries in China. The countries' strongest attributes, as measured by the level of average scores (see Table 7), are the quality of life in general and the standard of public services in particular. The countries are seen as having considerable social capital and responsible approaches towards the environment. The scores for some of the economic questions were also high, although relative to the Switzerland, the results were not as good as in other areas. Overall, however, the Nordic countries were seen as successfully balancing social, environmental and economic achievements.

Table 7: Average scores for 22 quantitative questions

Perceptions	Average scores	Potential interactions	Average scores
Public services	6.01	Tourism	5.95
Quality of life	5.89	Live	5.67
Family valued	5.66	Work	5.53
Goods and services	5.64	Study	5.13
Responsible towards the environment	5.56		
Successful economy	5.56		
Responsible businesses	5.53		
Successful country	5.49		
Action on global warming	5.46		
Look after vulnerable citizens	5.41		
Treat me with respect	5.39		
Gender equality	5.38		
Innovative science and technology	5.29		
Good place for a business	5.29		
Value of a university degree	4.95		
International development	4.56		
Free from corruption	4.38		
Social class unimportant	3.79		

Of course there is room for improvement. In all but one question, even the highest scoring Nordic country – Sweden – was beaten by Switzerland. Switzerland's overall average score in the survey was 6.5% higher than the Nordic average (see Table 8).

Table 8: Average scores for all 22 questions in aggregate

	Aggregate average scores
Denmark	5.30
Finland	5.31
France	5.04
Iceland	5.19
Norway	5.35
Sweden	5.54
Switzerland	5.69

The margin between Switzerland and the Nordic countries varied considerably. For success as a country, Switzerland's average score was 13% higher than the average for the Nordic countries together, and 6% higher than Sweden's. For quality of life, the gap was narrower: Switzerland's average score was 10% higher than the average for the Nordic countries, and 4% higher than Sweden's. For the public services, Switzerland's lead over the overall Nordic average was only 5% and over Sweden 1%.

Generally, the gap between Switzerland and the Nordic countries was narrower in social and environmental areas than in economic. Switzerland was particularly strong in products and services.

The open-ended results reinforced the conclusion that people in China see the Nordic countries as attractive particularly for their social capital. The respondents saw the Nordic countries enjoying a contented, balanced, equitable and natural way of life.

Within the Nordic countries, Sweden had the highest overall average score. Denmark, Finland and Norway followed with similar scores. Iceland's average was the lowest. This rank order reflects population size. It also echoes the results from the NBI (Appendix 3). Size, in the Nordic context, correlates with visibility which usually carries advantages in nation branding. Size also usually implies more choice – in areas like education and tourism for example.

The differences between Sweden and the others were greatest in education and science and technology; and least for the questions on social class⁸, the environment and global warming. The open-ended results confirm that Sweden was seen as a nation with more complexity, while retaining essential Nordic qualities.

Both the demographic sub-analysis, and the overall sense of these results, point to the close link between visibility and positive attitudes and perceptions. Bigger countries are better known and generally attract more interest and positive attitudes. Better informed people know more about the less visible countries and are generally more positive about them too. However, more visible countries can also be more vulnerable to controversy and negative reactions – as France has shown in this survey.

⁸ Sweden's score for the unimportance of social class was marginally lower than the average of the other four Nordic countries

In conclusion, this survey has produced encouraging results for the Nordic countries if they are aiming to optimise their image in China. Regression analysis suggests that those people in China who see the Nordic countries as successful, do so mainly because they perceive the quality of life there to be high. The same analysis suggests that people see Nordic strengths – like good public services—as very important contributors to the concept of quality of life.

This may sound like a circular argument, but it is not. It is possible for a country to score low on a variable that is an important driver of a “touchstone” question—with the implication that it needs to improve the scores on that variable to realise its potential. The Nordic countries however would seem to be in positive territory from this important perspective. However they need to continue to improve their visibility all round. They also have a challenge to convert the very positive perceptions this survey has revealed into higher levels of engagement with China.

Sammendrag

Resultatene av undersøkelsen gir et inntrykk av positive holdninger til de nordiske landene i Kina. Landenes sterkeste egenskaper, målt ved en gjennomsnittsskår for hovedspørsmålene, er *livskvalitet*, generelt, og standarden av *offentlige tjenester*, spesielt.

De nordiske landene ble ansett for å ha betydelige mengder sosial kapital, samt en ansvarlig holdning til miljøet. Skår for enkelte av spørsmålene om økonomi var også høye, selv om de økonomiske resultatene ikke var så gode som på andre områder i forhold til Sveits, et land valgt som standardverdi.

Generelt ble de nordiske landene ansett for å ha oppnådd en vellykket likevekt mellom sosiale, miljømessige og økonomiske prestasjoner. Det samme viste seg i svarene på åpne spørsmål, hvor kommentarer om livsstil og mennesker i Norden oftere handlet om harmoni, tilfredshet og naturlighet enn om teknologi og konsum.

Av alle de nordiske landene hadde Sverige høyest gjennomsnittsskår. Deretter fulgte Danmark, Finland og Norge, med lignende skår. Islands gjennomsnitt var lavest. I nordisk sammenheng korreleres størrelse med synlighet, som vanligvis er en fordel når en ser på land som merkevare, såkalt "nation branding". Størrelse innebærer også vanligvis flere valgmuligheter – på områder som for eksempel utdanning og turisme – som i sin tur bidrar til positive holdninger.

Forskjellene mellom Sverige og de andre landene var størst innenfor utdanning og vitenskap og teknologi; og minst når det gjaldt spørsmål om sosial klasse⁹, miljø og global oppvarming.

Selv om de nordiske landenes skår for det meste var lavere enn for Sveits, var de bedre enn for Frankrike på nesten hvert eneste spørsmål. Frankrike var rammet av en bølge av antipati i Kina i forbindelse med hendelser rundt OL-ild-stafetten.

⁹ Sveriges skår på spørsmål om uviktighet av sosial klasse var marginalt lavere enn gjennomsnittet for de fire andre nordiske landene.

Appendices

Appendix 1. NCM China questionnaire

1. When you think about this country, what image first comes to mind?
Please express this in no more than 3 words. If nothing comes to mind, please tick the box “NONE”.

Denmark
Finland
Iceland
Norway
Sweden

2. Denmark, Finland, Iceland, Norway and Sweden are 5 countries in Northern Europe that have some common cultural characteristics. They are known as the Nordic countries. From what you know about these countries, what word or phrase (no more than 3 words) would you use to describe the way of life in the Nordic countries? If nothing comes to mind, please tick the box “NONE”.

3. What word or phrase (no more than 3 words) would you use to describe the people of the Nordic countries? If nothing comes to mind, please tick the box “NONE”.

4. In terms of your own values and aspirations, how successful would you say this country is?

1=Very unsuccessful
2
3
4=Neither unsuccessful nor successful
5
6
7=Very successful

Denmark
Finland
France
Iceland
Norway
Sweden
Switzerland

5. How would you rate the quality of life in this country?

- 1=Very low
- 2
- 3
- 4=Neither low nor high
- 5
- 6
- 7=Very high

Denmark
Finland
France
Iceland
Norway
Sweden
Switzerland

6. If you visited this country, with how much respect would you be treated by the people?

- 1=Very little
- 2
- 3
- 4=Neither little nor much
- 5
- 6
- 7=Very much

Denmark
Finland
France
Iceland
Norway
Sweden
Switzerland

7. How much interest do you have in visiting this country as tourist?

- 1=Very little
- 2
- 3
- 4=Neither little nor much
- 5
- 6
- 7=Very much

Denmark
Finland
France
Iceland
Norway
Sweden
Switzerland

8. If you visited this country as a tourist, which one or two of the following activities would attract you most?

Shopping in the cities	Staying in a holiday cottage	Winter sports
Touring in the countryside	Sampling the cultural life	Eating and drinking
Other (please specify in no more than 3 words)		

Denmark
Finland
Iceland
Norway
Sweden

9. Out of the following cultural sectors, which one or two is strongest in this country?

Computer games	Design	Film	Literature
Music	Painting and sculpture	Theatre	

Denmark
Finland
Iceland
Norway
Sweden

10. Please state how far you disagree or agree with the following sentence: In this country, social class is not considered to be important.

1=Strongly disagree
2
3
4=Neither disagree nor agree
5
6
7=Strongly agree

Denmark
Finland
France
Iceland
Norway
Sweden
Switzerland

11. How high is the family valued as a social unit in this country?

1=Very low
2
3
4=Neither low nor high
5
6
7=Very high

Denmark
Finland
France
Iceland
Norway
Sweden
Switzerland

12. Please state how far you disagree or agree with the following sentence: In this country women and men have equal opportunity

1=Strongly disagree
2
3
4=Neither disagree nor agree
5
6
7=Strongly agree

Denmark
Finland
France
Iceland
Norway
Sweden
Switzerland

13. Please state how far you disagree or agree with the following sentence: This country looks after its more vulnerable citizens

1=Strongly disagree
2
3
4=Neither disagree nor agree
5
6
7=Strongly agree

Denmark
Finland
France
Iceland
Norway
Sweden
Switzerland

14. Please state how far you disagree or agree with the following sentence: This country is free from corruption

1=Strongly disagree
2
3
4=Neither disagree nor agree
5
6
7=Strongly agree

Denmark
Finland
France
Iceland
Norway
Sweden
Switzerland

15. How would you rate public services – for example for health—in this country?

- 1=Very low
- 2
- 3
- 4=Neither low nor high
- 5
- 6
- 7=Very high

Denmark
Finland
France
Iceland
Norway
Sweden
Switzerland

16. How much does this country assist development in poorer countries?

- 1=Very little
- 2
- 3
- 4=Neither little nor much
- 5
- 6
- 7=Very much

Denmark
Finland
France
Iceland
Norway
Sweden
Switzerland

17. Please state how far you disagree or agree with the following sentence: This country is taking active steps to meet the challenge of global warming

- 1=Strongly disagree
- 2
- 3
- 4=Neither disagree nor agree
- 5
- 6
- 7=Strongly agree

Denmark
Finland
France
Iceland
Norway
Sweden
Switzerland

18. Please state how far you disagree or agree with the following sentence: This country behaves responsibly towards the environment

- 1=Strongly disagree
- 2
- 3
- 4=Neither disagree nor agree
- 5
- 6
- 7=Strongly agree

Denmark
Finland
France
Iceland
Norway
Sweden
Switzerland

19. How successful is this country's economy?

- 1=Very unsuccessful
- 2
- 3
- 4=Neither unsuccessful nor successful
- 5
- 6
- 7=Very successful

Denmark
Finland
France
Iceland
Norway
Sweden
Switzerland

20. How would you rate the quality of products and services from this country?

- 1=Very high
- 2
- 3
- 4=Neither low nor high
- 5
- 6
- 7=Very high

Denmark
Finland
France
Iceland
Norway
Sweden
Switzerland

21. How good a place would this country be to set up a business?

- 1=Very bad
- 2
- 3
- 4=Neither bad nor good
- 5
- 6
- 7=Very good

Denmark
Finland
France
Iceland
Norway
Sweden
Switzerland

22. Which of these companies do you believe is from a Nordic country?

Maersk
Jotun
Alstom
Vestas
Nokia
Siemens
IKEA
Astra Zeneca
Ossur
Ericsson

23. Please state how far you disagree or agree with the following sentence: This country is innovative in science and technology

1=Strongly disagree
2
3
4=Neither disagree nor agree
5
6
7=Strongly agree

Denmark
Finland
France
Iceland
Norway
Sweden
Switzerland

24. Please state how far you disagree or agree with the following sentence: This country's businesses are socially responsible

1=Strongly disagree
2
3
4=Neither disagree nor agree
5
6
7=Strongly agree

Denmark
Finland
France
Iceland
Norway
Sweden
Switzerland

25. How much value would a university degree from this country have in China?

- 1=Very little
- 2
- 3
- 4=Neither little nor much
- 5
- 6
- 7=Very much

Denmark
Finland
France
Iceland
Norway
Sweden
Switzerland

26. If you were thinking about studying outside China, how much interest would you have in studying in this country?

- 1=Very little
- 2
- 3
- 4=Neither little nor much
- 5
- 6
- 7=Very much

Denmark
Finland
France
Iceland
Norway
Sweden
Switzerland

27. If you were thinking about working outside China, how much interest would you have in working in this country?

- 1=Very little
- 2
- 3
- 4=Neither little nor much
- 5
- 6
- 7=Very much

Denmark
Finland
France
Iceland
Norway
Sweden
Switzerland

28. How happy would you be to live in this country for a year or more?

- 1=Very unhappy
- 2
- 3
- 4=Neither unhappy nor happy
- 5
- 6
- 7=Very happy

Denmark
Finland
France
Iceland
Norway
Sweden
Switzerland

29. In 2010 Shanghai is the host for World Expo. World Expositions are grand events where countries present aspects of their economic, scientific, technological and cultural life. Imagine you are entering the pavilion for this country. In no more than 3 words, what aspect of the country would you most like to find presented there? If nothing comes to mind, please tick the box "NONE".

Denmark
Finland
Iceland
Norway
Sweden

30. How likely are you to visit Expo 2010 in Shanghai?

- 1=Very unlikely
- 2
- 3
- 4=Neither unlikely nor likely
- 5
- 6
- 7=Very unlikely

Demographics

1. Age
[Write in]
2. Gender
3. Personal income
4. Highest level of last education
5. Population size of the city, town, village in which they live

Appendix 2 Results for the demographic questions in the NCM China survey

Age	%
17–24	16
25–34	39
35–44	23
45–54	15
55–64	7
Gender	%
Male	49
Female	51
Highest level of education reached in the past or currently undertaken	%
Post-secondary technical	32
University undergraduate	54
Masters level postgraduate	11
Doctorate level postgraduate	2
Population of the city, town or village in which respondents live	%
Under 30,000	1
30,000–100,000	9
100,001–500,000	13
500,001–3,000,000	18
Over 3,000,000	54
Don't know	6
Current level of personal income	%
Less than US\$15,000	50
US\$15,001–30,000	23
US\$30,001–60,000	11
US\$60,001–100,000	5
Over US\$100,000	1
Prefer not to say	9

Appendix 3 Average scores (out of 7) from the China panel for the Anholt Nation Brands Index December 2007¹⁰

Nation Brands Index questions	Denmark	Finland	France	Iceland	Norway	Sweden	Switzerland
This country makes a major contribution to innovation in science and technology	4.2	4.2	5.2	3.3	3.8	4.4	4.6
Country of origin of product is likely to support purchasing decision	4.1	4.1	5.2	3.6	3.8	4.4	4.9
This country is competently, honestly and fairly governed	4.8	4.7	5.0	4.7	4.6	4.9	5.0
This country respects the human rights of its citizens and treats them with fairness	4.9	4.9	5.1	4.9	4.7	4.9	5.1
This country behaves responsibly in the areas of international peace and security	4.7	4.7	4.9	4.7	4.5	4.7	4.8
This country behaves responsibly towards international concerns over the environment and world poverty	4.7	4.7	4.8	4.9	4.6	4.7	4.8
This country excels at sport	4.1	4.0	4.9	3.5	4.0	4.2	4.0
This country has a rich cultural heritage	4.7	4.4	5.4	4.1	4.4	4.6	4.6
This country is an interesting and exciting place for contemporary culture such as music, films, art and literature	4.5	4.4	5.5	4.0	4.3	4.4	4.4
If I visited this country, the people would make me feel very welcome	4.7	4.6	4.9	4.8	4.6	4.7	4.7
I would like to have a person from this country as a close friend	4.9	4.9	5.2	5.0	4.8	4.9	5.0
Willing to consider a well-qualified person from these countries for an important job	4.7	4.7	5.0	4.6	4.7	4.9	4.9
Likelihood of visiting this country – money no obstacle	5.4	5.3	5.8	5.2	5.2	5.5	5.6
This country is rich in natural beauty	5.1	5.2	5.3	5.4	5.2	5.1	5.3
This country is rich in built heritage/ historical heritage	4.9	4.6	5.3	4.5	4.7	4.7	4.8
Willing to live and work for a substantial period in this country	5.0	4.9	5.3	4.4	4.8	5.1	5.4
This country is a good place to study for educational qualifications	4.4	4.4	5.3	3.9	4.3	4.7	4.8
AVERAGE	4.7	4.6	5.2	4.4	4.5	4.8	4.9

¹⁰ Iceland was not included in the NBI survey in December 2007. The results for Iceland are from December 2006.

Appendix 4 Average scores (out of 7) for the 22 quantitative questions in the NCM survey

NCM Questions	Denmark	Finland	France	Iceland	Norway	Sweden	Switzerland
How good a place would this country be to set up a business?	5.28	5.30	4.91	5.11	5.29	5.48	5.64
How happy would you be to live in this country for a year or more?	5.72	5.70	5.42	5.37	5.68	5.90	6.10
How high is the family valued as a social unit in this country	5.63	5.61	5.26	5.58	5.69	5.81	5.88
How much does this country assist development in poorer countries?	4.52	4.53	4.32	4.41	4.56	4.77	4.88
How much interest do you have in visiting this country as tourist?	5.95	5.86	5.62	5.88	5.95	6.11	6.33
How much value would a university degree from this country have in China?	4.95	4.94	5.38	4.66	4.92	5.29	5.46
How successful is this country's economy?	5.47	5.51	5.35	5.37	5.57	5.87	6.13
How would you rate public services – for example for health—in this country?	5.96	5.97	5.67	5.88	6.02	6.24	6.32
How would you rate the quality of life in this country?	5.82	5.83	5.78	5.66	5.91	6.22	6.46
How would you rate the quality of products and services from this country?	5.59	5.65	5.39	5.46	5.61	5.87	6.13
If you visited this country, with how much respect would you be treated by the people?	5.37	5.36	4.54	5.32	5.40	5.52	5.57
If you were thinking about studying outside China, how much interest would you have in studying in this country?	5.16	5.10	5.31	4.75	5.11	5.51	5.78
If you were thinking about working outside China, how much interest would you have in working in this country?	5.48	5.44	5.26	5.15	5.46	5.75	6.00
In terms of your own values and aspirations, how successful would you say this country is?	5.42	5.44	5.21	5.22	5.50	5.86	6.22
In this country women and men have equal opportunity	5.34	5.37	5.22	5.28	5.40	5.51	5.55
In this country, social class is not considered to be important.	3.71	3.75	3.33	3.86	3.84	3.78	3.77
This country behaves responsibly towards the environment	5.51	5.52	5.04	5.56	5.57	5.63	5.70
This country is free from corruption	4.32	4.33	3.57	4.39	4.40	4.49	4.61
This country is innovative in science and technology	5.19	5.38	5.23	5.00	5.28	5.61	5.66
This country is taking active steps to meet the challenge of global warming	5.39	5.42	5.07	5.48	5.47	5.51	5.56
This country looks after its more vulnerable citizens	5.38	5.37	4.90	5.35	5.43	5.54	5.60
This country's businesses are socially responsible	5.50	5.52	5.05	5.42	5.53	5.67	5.74

Appendix 5 % choices for three menu questions in the NCM survey

If you visited this country as a tourist, which one or two of the following activities would attract you most?

	Shopping	Holiday cottage	Winter sports	Countryside	Cultural life	Eating/drinking
Denmark	19%	26%	9%	36%	42%	9%
Finland	16%	28%	19%	33%	31%	9%
Iceland	6%	23%	50%	20%	28%	8%
Norway	13%	26%	23%	32%	33%	12%
Sweden	36%	18%	16%	20%	38%	12%

Out of the following cultural sectors, which one or two is strongest in this country?

	Computer games	Design	Film	Literature	Music	Painting and sculpture	Theatre	Don't know
Denmark	9%	10%	8%	41%	8%	21%	9%	26%
Finland	13%	20%	7%	9%	14%	14%	10%	36%
Iceland	5%	8%	9%	9%	11%	12%	6%	54%
Norway	6%	11%	13%	15%	15%	14%	12%	37%
Sweden	13%	19%	9%	10%	16%	13%	15%	32%

Respondents' choices of country of origin for 10 companies

	Maersk	Jotun	Alstom	Vestas	Siemens	Nokia	IKEA	Astra Zeneca	Ossur	Ericsson
Denmark	26%	3%	4%	14%	4%	4%	8%	3%	2%	5%
Finland	3%	6%	4%	2%	3%	44%	4%	2%	2%	9%
Iceland	2%	3%	5%	4%	1%	1%	2%	3%	5%	1%
Norway	3%	15%	5%	6%	3%	3%	4%	4%	3%	4%
Sweden	3%	2%	5%	2%	8%	11%	36%	8%	2%	31%
Another	5%	6%	21%	6%	62%	21%	12%	12%	13%	26%
Don't know	58%	66%	55%	67%	19%	16%	35%	69%	72%	23%