

Anholt Nation Brands Index Q4 2007 Overall Results (Global Average scores - all panel countries combined)

All questions overall ranking	Score	Rank
Germany	127.8	1
UK	127.1	2
Canada	126.8	3
France	126.5	4
Australia	124.5	5
Italy	124.2	6
Switzerland	124.1	7
Japan	123.9	8
Sweden	123.5	9
United States	122.0	10
Netherlands	119.7	11
Norway	119.6	12
Denmark	118.9	13
Spain	118.8	14
Scotland	118.3	15
New Zealand	118.1	16
Finland	117.3	17
Ireland	116.2	18
Belgium	115.2	19
Wales	114.5	20
Portugal	111.4	21
Brazil	107.7	22
Russia	105.7	23
China	105.2	24
Singapore	104.5	25
India	103.3	26
Mexico	103.2	27
Poland	102.5	28
Egypt	102.1	29
South Korea	101.6	30
South Africa	98.3	31
Malaysia	98.0	32
Turkey	96.9	33
Estonia	96.0	34
Lithuania	95.7	35
Latvia	95.5	36

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Exports overall ranking	Score	Rank
Japan	21.95	1
United States	21.31	2
Germany	20.97	3
UK	19.75	4
France	19.06	5
Switzerland	18.76	6
Canada	18.63	7
Sweden	18.35	8
Italy	17.80	9
Australia	17.63	10
Netherlands	17.19	11
Denmark	17.10	12
Norway	17.05	13
Finland	16.96	14
South Korea	16.78	15
Russia	16.67	16
China	16.52	17
Belgium	16.51	18
Singapore	16.20	19
Spain	16.09	20
New Zealand	15.98	21
Ireland	15.96	22
Scotland	15.86	23
Wales	15.23	24
India	15.02	25
Portugal	14.66	26
Brazil	14.35	27
Poland	14.07	28
Malaysia	13.67	29
South Africa	13.49	30
Mexico	13.34	31
Turkey	12.94	32
Egypt	12.89	33
Estonia	12.55	34
Lithuania	12.50	35
Latvia	12.46	36

Governance overall ranking	Score	Rank
Canada	20.23	1
Switzerland	20.16	2
Sweden	20.10	3
Norway	19.70	4
Denmark	19.69	5
Australia	19.67	6
Germany	19.65	7
Finland	19.56	8
Netherlands	19.39	9
New Zealand	18.96	10
France	18.95	11
Belgium	18.93	12
Scotland	18.73	13
UK	18.70	14
Wales	18.43	15
Ireland	18.27	16
Italy	18.15	17
Spain	17.93	18
Japan	17.83	19
Portugal	17.49	20
Singapore	15.91	21
Poland	15.78	22
Estonia	15.33	23
United States	15.31	24
Latvia	15.29	25
Lithuania	15.25	26
Brazil	15.09	27
South Korea	14.46	28
Mexico	14.45	29
Malaysia	14.34	30
Egypt	14.33	31
Turkey	13.80	32
India	13.71	33
South Africa	13.60	34
Russia	13.13	35
China	12.38	36

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Immigration overall ranking	Score	Rank
Canada	20.86	1
UK	20.23	2
Australia	20.22	3
Switzerland	20.10	4
Germany	19.80	5
France	19.57	6
Sweden	19.56	7
United States	19.11	8
Denmark	18.79	9
Netherlands	18.68	10
New Zealand	18.59	11
Norway	18.55	12
Italy	18.41	13
Scotland	18.25	14
Finland	18.01	15
Belgium	18.00	16
Spain	17.78	17
Ireland	17.70	18
Japan	17.69	19
Wales	17.65	20
Portugal	16.13	21
Singapore	14.91	22
Brazil	14.09	23
Poland	13.81	24
Mexico	13.17	25
Estonia	13.03	26
Russia	13.02	27
South Korea	12.96	28
Lithuania	12.89	29
Latvia	12.89	30
Malaysia	12.72	31
India	12.69	32
South Africa	12.52	33
China	12.51	34
Egypt	12.43	35
Turkey	12.04	36

Culture overall ranking	Score	Rank
France	23.27	1
Italy	23.17	2
UK	22.65	3
Germany	22.60	4
United States	22.29	5
China	21.82	6
Japan	21.79	7
Russia	21.62	8
Spain	21.40	9
Brazil	20.63	10
Australia	20.60	11
Canada	20.57	12
Sweden	20.25	13
Netherlands	20.12	14
Scotland	20.10	15
Ireland	19.70	16
India	19.70	17
Norway	19.64	18
Portugal	19.60	19
Denmark	19.55	20
Switzerland	19.47	21
Egypt	19.43	22
Wales	19.38	23
Mexico	19.27	24
Finland	19.21	25
Belgium	19.18	26
New Zealand	19.11	27
Poland	18.56	28
South Korea	18.45	29
South Africa	18.45	30
Turkey	18.25	31
Singapore	17.20	32
Malaysia	16.99	33
Lithuania	16.97	34
Estonia	16.94	35
Latvia	16.87	36

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People overall ranking	Score	Rank
Canada	22.94	1
Australia	22.68	2
Sweden	22.11	3
UK	22.07	4
Switzerland	22.01	5
Italy	22.00	6
New Zealand	21.97	7
Spain	21.85	8
Germany	21.83	9
Netherlands	21.77	10
Norway	21.72	11
Denmark	21.71	12
Scotland	21.68	13
Ireland	21.64	14
Japan	21.53	15
Finland	21.52	16
United States	21.50	17
France	21.46	18
Wales	21.23	19
Belgium	21.22	20
Portugal	21.04	21
Brazil	20.94	22
Mexico	20.31	23
Singapore	20.07	24
India	19.93	25
Poland	19.86	26
Malaysia	19.50	27
Russia	19.47	28
South Africa	19.44	29
China	19.41	30
South Korea	19.35	31
Egypt	19.33	32
Estonia	19.17	33
Lithuania	19.14	34
Latvia	19.14	35
Turkey	18.91	36

Tourism overall ranking	Score	Rank
Italy	24.72	1
France	24.22	2
Spain	23.80	3
UK	23.75	4
Australia	23.73	5
Scotland	23.72	6
Egypt	23.68	7
Canada	23.62	8
Switzerland	23.60	9
New Zealand	23.47	10
Sweden	23.16	11
Japan	23.11	12
Germany	22.92	13
Norway	22.91	14
Ireland	22.88	15
Mexico	22.65	16
Brazil	22.62	17
China	22.59	18
Wales	22.59	19
Portugal	22.51	20
Netherlands	22.51	21
United States	22.49	22
India	22.24	23
Denmark	22.09	24
Finland	22.07	25
Russia	21.80	26
Belgium	21.33	27
Turkey	21.00	28
South Africa	20.85	29
Malaysia	20.79	30
Poland	20.46	31
Singapore	20.18	32
South Korea	19.55	33
Estonia	18.95	34
Lithuania	18.93	35
Latvia	18.90	36

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