2025 Anholt Nation Brands Index®

October 2025
Prepared for: **LIAA**

Anholt & Co.

Contents

Section 1: Introduction

1.1 Introduction

Welcome to NBI25, our next step towards a more powerful, more actionable Anholt Nation Brands Index®. This Introduction summarises the main improvements we've made to the thirtieth edition of the study.

A brief history of the NBI

The Anholt Nation Brands Index began measuring the images of countries on a quarterly basis in 2005. The questionnaire we used was almost identical to today's, based on my 1998 model, the Hexagon of Nation Brand, which identified six natural channels (governance, exports, tourism, investment and immigration, culture and people) through which countries build their images.

In 2008, I engaged GfK Public Affairs (later acquired by Ipsos) to conduct the study on an annual basis. Sixteen years later, Anholt & Co. took over the Anholt Nation Brands Index® once again, and we're delighted to report that our first expanded and upgraded NBI has received unanimously positive feedback from our subscribers, many of whom have been using the study since its earliest iterations.

We hope you will continue to provide suggestions and comments: this is a syndicated study, so it is very much your research and we rely on you to guide us as we continue to improve, enlarge and upgrade the NBI.

This year's changes

Organisations with the Standard-level NBI subscription will find that their reports include five new analytical features which we announced last year:

- The first and most significant of these is Predictive Response Modelling (PRM), a transformative custom-built machine learning application which effectively increases the NBI's coverage to every country on earth. The PRM is explained in more detail in the relevant section of the Report.

- Secondly, our rankings for each country now reflect the views of two distinct audiences: decision-makers and general public. (We haven't changed the sample, just segmented it differently). This distinction is especially valuable when dealing with G2B sectors in trade, investment, business development and international relations, as distinct from the 'consumer' sectors of tourism, major events, cultural relations and public diplomacy.
- Thirdly, we have introduced some open-ended, qualitative questions to explore our respondents' evolving feelings about the countries in the index and to provide a richer context for any changes that take place from year to year. The data is presented with simple word clouds using AI-powered content analysis. This is the first of a series of tests we will be conducting in future editions in order to capture more qualitative elements in the NBI reporting.
- Fourthly, we have added "Brand Bands" alongside the standard NBI rankings, a more informative way of ordering and clustering country images than simple numerical ranks. They look and work much like sovereign credit ratings, and are derived from the combination of each country's NBI, favourability and familiarity scores.
- Fifthly, given the rising importance (and intensity) of volatility in the image scores of some countries, we are now including a time series analysis, when sufficient historical data is available. This includes a measurement of the volatility or stability of a country's image growth rate over time and can play a useful part in calculating reputational sovereign risk—a topic on which we are increasingly often asked to advise.

Following positive feedback from our subscribers, we have continued to focus on rigorous statistical validation, to ensure that all our insights reflect the reality of international public opinion and aren't random variations mistaken for trends, false assumptions about causality, or over-generalisations based on insufficient evidence.

We very much hope you enjoy your expanded NBI25 report and—above all—find it useful in your work.

Technical notes

- All data from the Russian panel in this year's NBI is fresh data once again, as our new panel provider is able to access Russian respondents.
- We have now upgraded both data dashboards to 13 decimal places, and will no longer be issuing separate high-precision spreadsheets.

- Familiarity, Favourability and attribute scores are now reported based on averaging the actual Likert scale survey question responses. The legacy ‘Top 3 Box’ tables remain in the spreadsheets for compatibility with earlier editions but are no longer used in the reports. It is our intention to phase out these tables next year: of course, they can always be recalculated from the raw data files if needed at any point in the future.

All attribute scores and the Favourability score are measured and reported on a 7-point Likert scale (1 to 7). Only Familiarity is measured and reported on a 5-point scale measuring how well respondents know each country:

1. Never heard of it
2. Heard of, but know almost nothing
3. Just a little
4. Somewhat well
5. Very well

The Familiarity, Favourability and attribute scores are now reported in the same way consistently (and not as indexes, to differentiate them from the composite indicators such as hexagon and overall NBI scores).

- From this year onwards we are allowing for mobile responses in addition to desktop, in order to reflect the fact that in most countries, mobile is the dominant means by which consumers access the internet.
- We have also updated our sample quotas to reflect the most recent census data in the twenty countries where we conduct the survey.

In addition to changing our panel provider, these last two updates have had a real impact on our sampling frame. To our great satisfaction we found that these changes did not produce any surprising or inexplicable disruption to our findings and hence no recalibration was needed. The data collection method of the NBI is now ready to face the future, and support the wide range of further enhancements we are planning to incorporate in the coming years.

1.2 NBI25: Global Overview

For the third year running, Germany and Japan hold the two top slots in the overall Nation Brands Index, and for the second time, Italy ranks third. It's impossible not to reflect that these three countries formed the core Axis Powers in 1940, and subsequently acquired virtual pariah status in most of the rest of the world. Today, a mere three generations later, they seem well established as the most admired countries on the planet.

Few governments today have the patience to plan, or the mandate to act, on such timescales, but nonetheless it's a striking reminder that country images can, and do, change greatly over time, with extensive consequences.

This year, the most dramatic changes to the NBI are in North America: the fall of the United States, and the somewhat more unexpected rise of Canada.

It's worth repeating here what I stated in last year's report:

> "We are now in the seventh year since the United States last appeared in the NBI's top slot: yet from the launch of the NBI in 2005 right through until 2016, America's No. 1 position seemed like a permanent feature of the index. With every year that passes, it seems less and less likely that the US could ever regain this long-standing primacy in the future."

Given the pronounced negative impact on the global image of the United States following the first Trump presidency, the fact that the US should fall again during Trump's second term comes as no great surprise: but its drop of seven places in the ranking is still shocking in a study noted for its extreme stability. In fact, the first decile of the Nation Brands Index has consisted of the same ten countries every year since 2006, even if some of them have occasionally swapped places: in fact, there was even a distinct score gap separating the Top 10 from the rest of the Index. 2025 has changed all this, as the United States finally drops out and Spain moves in.

Most people, as I have often commented, are rather unwilling to change their minds about other countries, and even though the United States is somewhat more volatile than most (perhaps because it's one of the few foreign countries that people around the world regularly think about), seven places is a huge fall for just one year. China fell by eleven places following the pandemic, and the all-time record is held by Russia which lost thirty-one places following its full-scale invasion

of Ukraine in 2022. The US itself previously fell from 1st to 6th between 2016 and 2017 and, until this year, had remained hovering around its “new neighbourhood” of seventh place.

The change in global perceptions of the USA becomes even plainer when one looks at mean favourability scores (this single-question datapoint is a straightforward affective response, whereas the overall NBI score is a composite of 20+ focused questions and is naturally more cognitive in nature). On the measure of simple favourability, the US has fallen from 14th place in 2024 to 23rd place in 2025 – an even more dramatic shift.

These days, we find it’s always worth checking for differences between respondents in G7 countries and BRICS+ countries, as their world-view is often strikingly different. Indeed, between 2024 and 2025 the United States only lost two places in the ranking (and its scores actually increased) in the perception of BRICS+ respondents, but during the same period our G7 respondents downgraded it by fully fifteen places. So it’s in the West that ‘Brand America’ has suffered the most acute damage, perhaps predictably, given that these are America’s traditional allies and trading partners.

America’s loss of its previously universal appeal is hardly surprising, given the policy choices made by the Trump administration during the first year of its second term. Our 2014 driver analysis of the NBI database showed that, by a wide margin, the most powerful driver of a positive national image is the perception that a country contributes positively towards humanity and the planet, to the world outside its own borders: what I have dubbed a “good country”. America First is the diametric opposite of this approach, and the impact on America’s image of punitive tariffs, threats to annexe other countries, calculated insults to long-term allies and antipathy towards international institutions and the rule of law is plain to see.

All the available data suggests that a diminished reputation will, in time, produce diminished commercial, cultural and diplomatic returns, and the first signs of this impact on the U.S. economy are already visible. Trump’s acolytes and imitators around the world would do well to observe that, over time, aggressive nationalism carries an inevitable and potentially incalculable economic cost.

A Good Year for Canada

In the 2024 NBI, things didn’t look very positive for Canada, as our report stated:

> "Canada, a perennially popular country in the NBI, did worse than France, losing three places in 2024. But closer analysis shows that this was simply bad luck: it was the consequence of small increases in the scores in certain other countries and small declines in others that pushed Canada down in the rankings. For this reason, it can be overlooked unless it's repeated next year and becomes a pattern: it reminds us that rankings, unlike scores, can be influenced by changes in the images of other countries."

In fact, far from suffering further decline, Canada has rebounded strongly in 2025, benefiting directly from the Trump effect.

And this connection isn't speculative. The 2025 study includes new, open-ended questions asking respondents whether their overall opinions of other countries have changed over the last year, for better or for worse, and for what reasons.

A substantial 27.7% of respondents worldwide responded that their views of Canada had become more positive since 2024. Many praised Canada's high quality of life, including its social welfare system, educational resources and job opportunities, alongside its natural beauty and appeal as a travel destination. Canada's stance against Donald Trump was frequently mentioned, with many respondents expressing admiration for the country's courage, independence, and resolute political position during trade and political conflicts. Trump is specifically mentioned 67 times, which may not seem like a very large number, but one should bear in mind that people are here being asked why they changed their minds about *Canada*, not the United States.

Rather delightfully, the phrase most frequently used to describe Canada by respondents worldwide was 'Good Country'.

So, it seems, the Trump effect not only punishes America but rewards its victims. Many years ago, I commented in an early NBI editorial that almost the only notion most people around the world have about Canada is that it's not America. The images of the United States and Canada, I argued, were like two kids on a see-saw: whenever America was popular, Canada's scores declined, and vice versa.

But this year, it seems that Canada has itself, as well as Donald Trump, to thank for its improved performance in the NBI.

The Mood of Humanity

Regular subscribers will be familiar with the phenomenon we call the 'mood of humanity' (MOH): the broad, synchronised swing in national reputations that affects most countries in the Index simultaneously, apparently reflecting shared global sentiment rather than local events. This phenomenon has a much greater

impact on country images than any effect which countries can produce themselves, with one exception: armed conflict, which produces truly dramatic downturns in the images of the countries involved, whether as aggressor or victim. Unfortunately, there have never been (at least since the NBI was first published) any examples of deliberate actions that have produced an equally dramatic *upturn*.

In two instances, synchronised global downturns in national image can confidently be attributed to global externalities: the global financial crisis in 2008-2009 and the Covid pandemic in 2020. In all other years, synchronised upward or downward trends are both visible and measurable, but so far impossible to explain.

2025 turned out to have been an "upswing" year for the NBI, which might seem surprising, given that armed conflict intensified and multiplied, geopolitical tensions increased, supply-chain stress and massive trade disruptions dominated the global economy, extreme weather events proliferated and most economists expect 2025 to be a weaker-than-average growth year.

Our investigations into the drivers of MOH continue, and if it's a riddle that can be solved, we hope to solve it. In the meantime, subscribers should note that most countries have had the wind in their sails in 2025, so improvements in most areas are to be expected and may have little to do with domestic or deliberate factors.

Rate of Change

If we compare the rate at which countries' total NBI scores have risen since 2008 (all the countries measured since then have done, with the exception of Russia), a rather different pattern from the NBI ranking begins to emerge. All of the classically admired countries that, since 2005, have always clustered at the top of the ranking (these are all rich democracies, and with the exception of Japan, all in Western Europe or the Anglosphere), are actually to be found at the very bottom of the list of "brand growth". The NBI Top 20 countries are basically grinding to a halt, and that's possibly because there's so little room left for them to improve. The fastest-growing country images are a completely different group, including South Korea (the absolute brand growth champion over the last 20 years), Colombia, Qatar, Saudi Arabia and several other countries that we aren't used to seeing at the top of any country rankings.

The consequence of these trends is that almost all the countries we measure are, year after year, bunching more and more closely together at the top of the scale. Thus, "nation branding" is becoming more and more competitive: traditionally esteemed countries like Germany, Japan, Italy, Spain, Canada, Australia, France, the Netherlands, the UK and the Nordics shouldn't take their excellent reputations for granted: they have basically stopped moving, and although their appeal is well established, in the longer term there really is only one way left for them to go.

The West vs. the Rest: Update

As previously mentioned in the case of the United States, comparing how people in “the West” and “the rest” perceive countries is always an illuminating exercise, although the disparity between these two worldviews appears to have lessened slightly since last year (from an average difference of over 7 ranks in 2024 to just under 5 in 2025). So, not only is humanity’s ‘mood’ more positive this year than last year, it also appears more united. It’s too little and too soon to call this a significant trend, but we’ll be tracking the split carefully in the coming years as it’s such a useful way to monitor our ever more fissiparous world.

Particularly noticeable is the massive disparity between G7 and BRICS+ views of China. Last year, China was only the G7’s forty-third preferred country out of fifty, but the sixth favourite of BRICS+ respondents. This year China’s popularity has risen in both groups (no doubt filling the leadership void that America is creating), from 43rd to 39th among G7 respondents and from 6th to 2nd place among BRICS+ respondents, beaten only by Japan. From this new result, one could hypothesise that as much as 55% of the world’s population now regards China as its second most admired country on earth, and very significantly more attractive than the United States.

China, like America, obviously divides global opinion: but who doesn’t, these days? Last year, just three countries succeeded in appealing equally to the West and the Rest: Australia was ranked 10th, New Zealand 14th and Greece 23rd by both respondent groups. But this year, New Zealand is alone in not dividing global opinion, since views of Australia have dropped from 6th to 10th place in the views of BRICS+ respondents, while Greece has risen to 15th.

However, the clear winner when it comes to truly global appeal is Japan, ranked overall first in the 2024 NBI by both G7 and BRICS+ respondents. In 2025 it was again ranked first by BRICS+ respondents and second by G7 respondents (Canada was the G7’s most favoured nation in 2025, for reasons already discussed).

Simon Anholt

Executive Chairman

Section 2: Overall summary

Latvia Summary

Latvia's overall NBI rank improves from 43rd position in 2022 to 40th in 2025. It is rated C-, among the low scoring countries that respondents are not particularly familiar with.

On the hexagon, Latvia performs particularly well on Governance. Latvia changes rankings on the hexagon in various ways compared to 2022, but none of these changes are statistically significant (some rank changes can be explained by the fact that we moved from a ranking of 60 countries in 2022 to 50 in 2025).

When comparing Latvia's performance to the average of all other countries it generally scores statistically significantly lower on all points of the hexagon.

At the attribute level, when comparing Latvia's scores to the average of all other countries it also scores statistically significantly lower on all attributes.

Latvia ranks 49th on Familiarity. The panel country claiming most familiarity with Latvia is Russia. South Africans report the lowest familiarity towards Latvia.

Latvia ranks 42nd on Favourability. The panel country most favourable towards Latvia is Sweden. Respondents in Russia report the lowest favourability towards Latvia.

Latvia's overall rank in Germany is 26th, down from 24th in 2022. It has declined in its performance in Germany across most of the hexagon, apart from Culture on which it has gone up from 39th to 35th. It is ranked 47th on Familiarity in Germany and 27th on Favourability.

Latvia's overall rank in Sweden is 31st, down from 26th in 2022. It has declined in its performance in Sweden across most of the hexagon, apart from People on which it has maintained its 26th position. It is ranked 37th on Familiarity in Sweden and 26th on Favourability.

Latvia's overall rank in the UK is 35th, up from 38th in 2022. Its performance has improved in the UK across all of the hexagon. It is ranked 47th on Familiarity and 37th on Favourability in the UK.

Latvia's overall rank in the US is 40th, up from 43rd in 2022. Its performance on the hexagon in the US shows a varied picture. It is ranked 49th on Familiarity in the US and 37th on Favourability.

Experience, whether through visiting the country, buying its products or visiting its websites, statistically significantly improves Latvia's overall NBI scores, both globally and in most of its target markets, apart from differences in target markets on Favourability based on whether respondents report having bought Latvian products or not. This is likely due to low familiarity with Latvia and its products and services.

Section 3: Full Panel Perception of Latvia

Overall NBI Rankings & High-level Summary

Nation	Score	Rank	Nation	Score	Rank	Nation	Score	Rank	Nation	Score	Rank	Nation	Score	Rank
Japan	72.66	1st	Norway	67.86	11th	Portugal	64.61	21st	Czechia	59.78	31st	Philippines	55.79	41st
Germany	71.10	2nd	Netherlands	67.59	12th	Iceland	63.90	22nd	Taiwan	59.69	32nd	Saudi Arabia	55.13	42nd
Canada	71.06	3rd	Austria	67.23	13th	South Korea	63.36	23rd	Mexico	58.87	33rd	Lithuania	54.92	43rd
Italy	70.91	4th	United States	66.76	14th	Singapore	63.04	24th	Türkiye	58.75	34th	India	54.22	44th
Switzerland	70.59	5th	New Zealand	66.68	15th	Wales	62.68	25th	Chile	57.41	35th	Kenya	52.44	45th
United Kingdom	70.37	6th	Scotland	66.15	16th	Northern Ireland	62.21	26th	Slovenia	56.56	36th	Russia	52.12	46th
Australia	70.32	7th	Finland	66.15	17th	Brazil	62.21	27th	Bulgaria	56.54	37th	Ukraine	51.91	47th
France	69.97	8th	Belgium	66.04	18th	Poland	62.04	28th	Romania	56.42	38th	Namibia	50.52	48th
Sweden	69.18	9th	Ireland	65.70	19th	China	61.18	29th	Estonia	56.26	39th	Israel	46.31	49th
Spain	68.84	10th	Greece	65.59	20th	Argentina	59.91	30th	Latvia	56.00	40th	Palestine	44.92	50th

Figure 1: Table displaying the overall NBI ranks and scores (scaled and weighted) across all of the rated nations in the 2025 NBI, from the perspective of all of the panel nation respondents.

Brand Banding 2024

A+	A	B+	B	B-	C+	C	C-
Australia	Austria	Argentina	Belgium	Czechia	Egypt	Saudi Arabia	Chile
Canada	Finland	Brazil	Poland	Iceland	India	South Africa	Estonia
France	Ireland	China	Portugal	N. Ireland	Mexico	UAE	Indonesia
Germany	New Zealand	Greece	Singapore	Wales	Türkiye	Israel (uf)	Peru
Italy	Norway	South Korea	Taiwan		Ukraine	Palestine (uf)	Romania
Japan	Scotland				Russia (uf)		Slovakia
Netherlands							
Spain							
Sweden							
Switzerland							
UK							
US							

***Legend: A** = High NBI Score (>63.6) **B** = Neutral NBI Score **C** = Low NBI Score (<57.6) **+** = High Familiarity (>3.1 on 5-point scale) **–** = Low Familiarity (<2.9 on 5-point scale) **UF** = UnFavourable attitude (<3.8 on 7-point scale)*

Figure 2: Table classifying the 2024 NBI-rated nations into brand bands based on overall NBI scores and panel familiarity. "+" indicates higher familiarity (>3.1 on a 5-point scale), and "–" indicates lower familiarity (<2.9). "A" bands include nations with the highest NBI scores (NBI score > 63.6), "B" bands include nations with moderate scores (57.6 < NBI score < 63.6), and "C" bands include nations with the lowest scores (NBI score < 57.6). Countries with low favorability (<3.8 on a 7-point scale) are denoted as "uf."

Brand Banding 2025

A+	A	B+	B	B-	C+	C	C-
Australia	Austria	Argentina	Ireland	Czechia	India	Saudi Arabia	Bulgaria
Canada	Belgium	Brazil	Poland	Iceland	Mexico	Israel (uf)	Chile
France	Finland	China	Portugal	N. Ireland	Türkiye	Palestine (uf)	Estonia
Germany	New Zealand	Greece	Singapore	Taiwan	Ukraine		Kenya
Italy	Norway	South Korea		Wales	Russia (uf)		Latvia
Japan	Scotland						Lithuania
Netherlands							Namibia
Spain							Philippines
Sweden							Romania
Switzerland							Slovenia
UK							
US							

***Legend: A** = High NBI Score (>66) **B** = Neutral NBI Score **C** = Low NBI Score (<59) **+** = High Familiarity (>3.1 on 5-point scale) **–** = Low Familiarity (<2.9 on 5-point scale) **UF** = UnFavourable attitude (<3.8 on 7-point scale)*

Figure 3: Table classifying the 2025 NBI-rated nations into brand bands based on overall NBI scores and panel familiarity. "+" indicates higher familiarity (>3.1 on a 5-point scale), and "–" indicates lower familiarity (<2.9). "A" bands include nations with the highest NBI scores (NBI score > 66), "B" bands include nations with moderate scores (59 < NBI score < 66), and "C" bands include nations with the lowest scores (NBI score < 59). Countries with low favorability (<3.8 on a 7-point scale) are denoted as "uf."

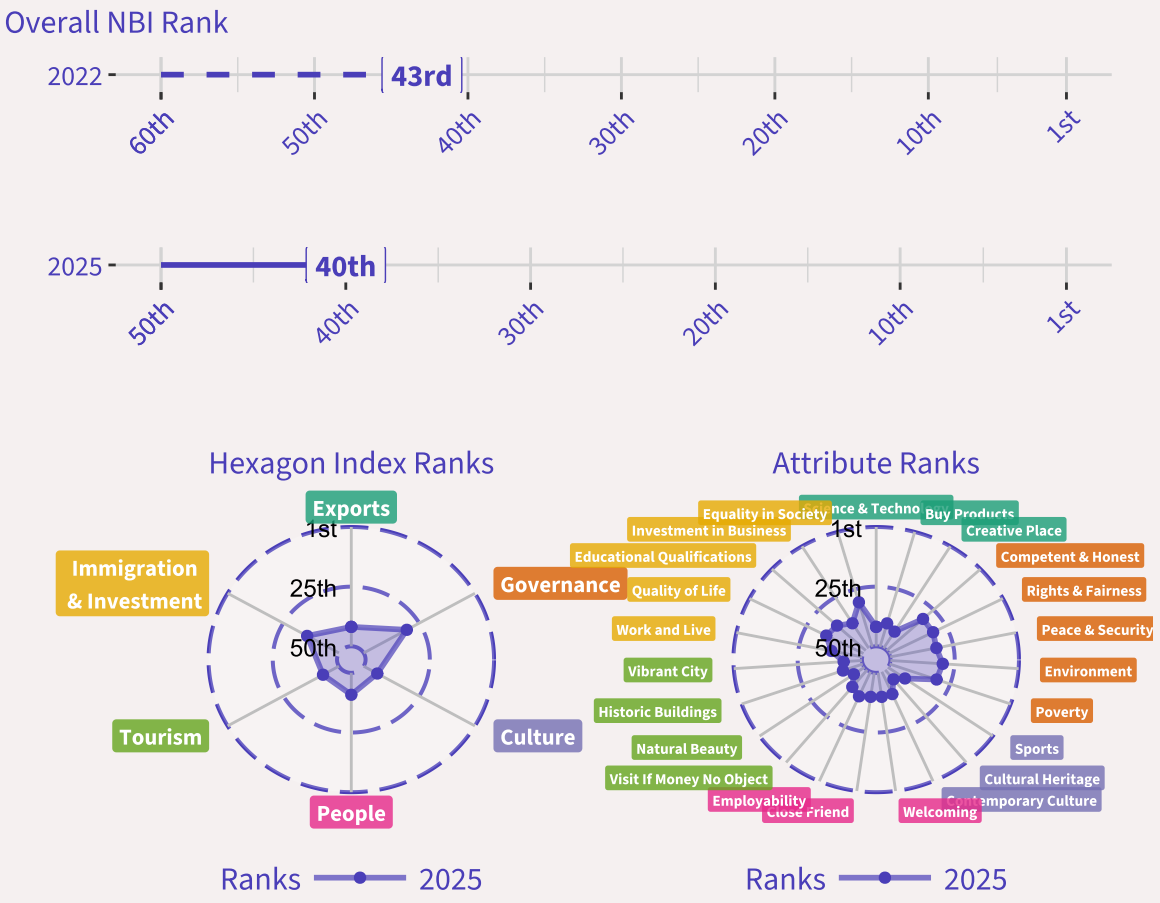

Figure 4: Summary charts displaying the change in Latvia's overall NBI rank compared to the previous NBI year, as well as radar charts summarising the ranks across the Hexagon Indices and all the attributes.

3.2 Hexagon Indices

Overall Index Rankings

Exports		Governance		Culture		People		Tourism		Immigration & Investment	
Nation	Rank	Nation	Rank	Nation	Rank	Nation	Rank	Nation	Rank	Nation	Rank
Argentina	37th	South Korea	26th	Kenya	39th	Slovenia	36th	Romania	38th	China	31st
Chile	38th	Czechia	27th	Bulgaria	40th	Bulgaria	37th	Bulgaria	39th	Argentina	32nd
Bulgaria	39th	Taiwan	28th	Slovenia	41st	China	38th	Slovenia	40th	Estonia	33rd
Slovenia	40th	Estonia	29th	Saudi Arabia	42nd	Estonia	39th	Estonia	41st	Slovenia	34th
Estonia	41st	Slovenia	30th	Estonia	43rd	Romania	40th	Russia	42nd	Türkiye	35th
Latvia	42nd	Latvia	31st	Latvia	44th	Latvia	41st	Latvia	43rd	Latvia	36th
Romania	43rd	Bulgaria	32nd	Philippines	45th	Kenya	42nd	Lithuania	44th	Bulgaria	37th
Philippines	44th	Lithuania	33rd	Ukraine	46th	Lithuania	43rd	Saudi Arabia	45th	Romania	38th
Ukraine	45th	United States	34th	Lithuania	47th	India	44th	Kenya	46th	Chile	39th
Lithuania	46th	Romania	35th	Namibia	48th	Saudi Arabia	45th	Namibia	47th	Mexico	40th
Israel	47th	Chile	36th	Israel	49th	Ukraine	46th	Ukraine	48th	Saudi Arabia	41st

Figure 5: Table displaying the overall rankings of Latvia across each of the six Hexagon Indices, based on the full panel perception. The table also includes the rankings of neighboring countries for comparison.

Latvia ranks: Exports 42nd, Governance 31st, Culture 44th, People 41st, Tourism 43rd, Immigration & Investment 36th. Best performance is Governance (31st) and Immigration & Investment (36th), indicating stronger institutional perception and investment appeal. Weaker perceptions appear in Culture and Tourism (44th, 43rd), with People mid-lower (41st) and Exports mid-lower (42nd). Overall, middling to lower-tier across indices.

Comparison to Previous NBI

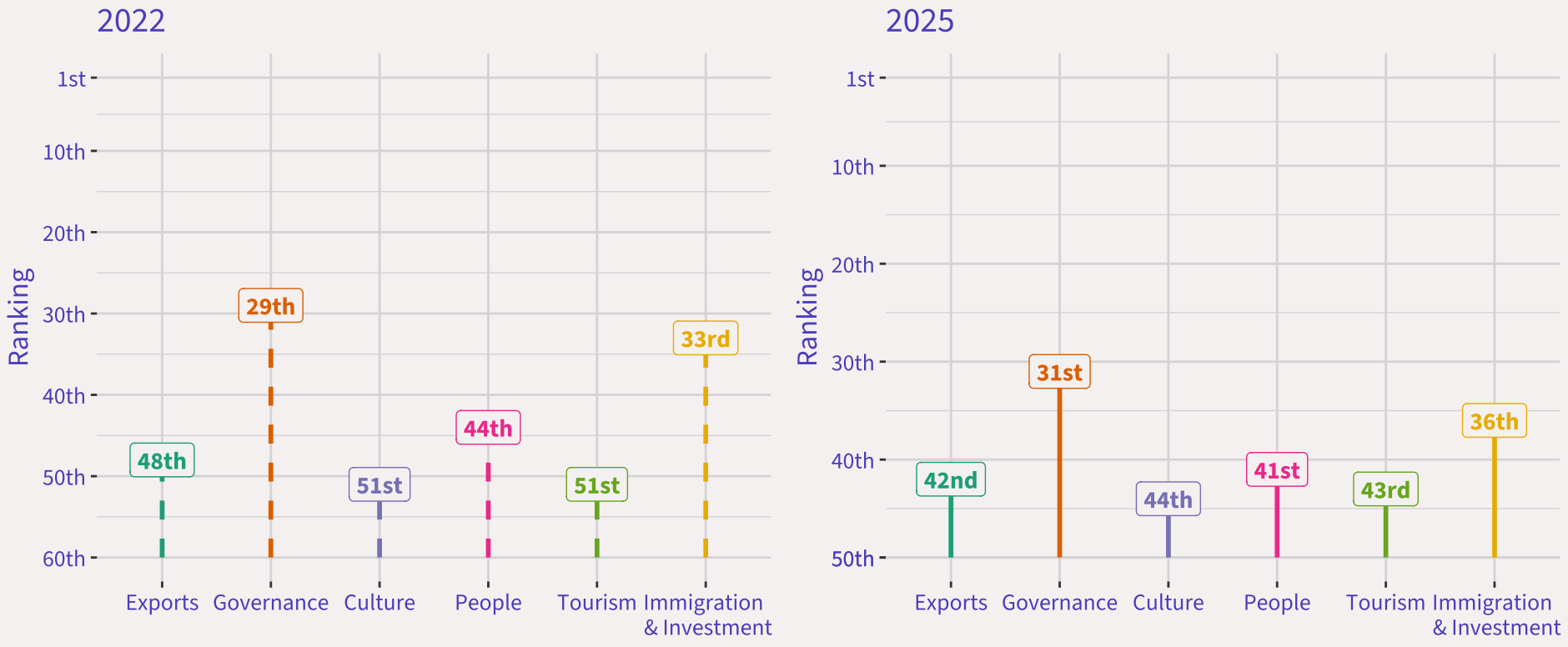

Figure 6: Chart comparing the overall rankings of Latvia across all Hexagon Indices, highlighting the differences between the rankings for 2025 and the previous NBI year.

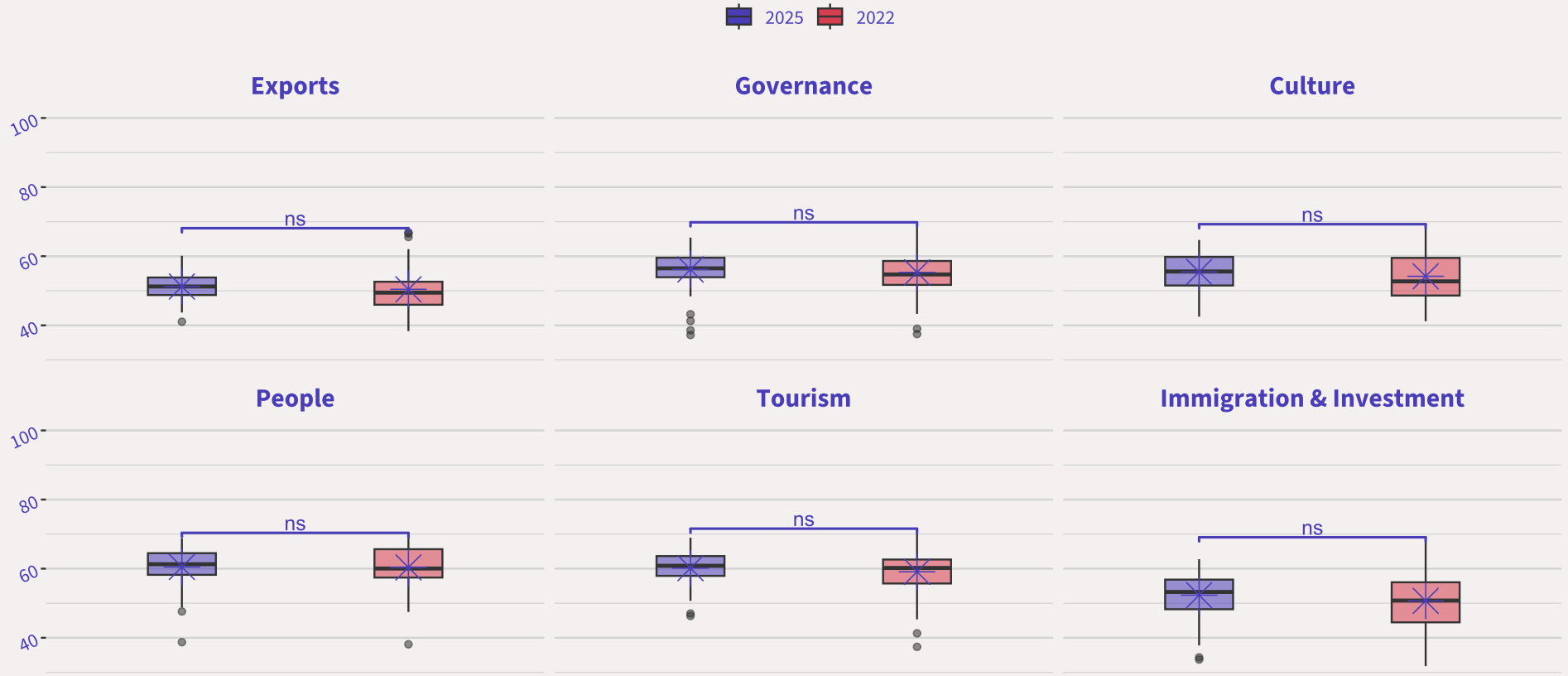

Figure 7: Box plot showing the average scores for all Hexagon Indices across all panel nations rating Latvia, comparing the scores for 2025 and the previous NBI year. Pairwise Wilcoxon tests with Bonferroni correction were used for multiple comparisons. Significance levels are indicated as follows: p < 0.05 (*), p < 0.01 (**), p < 0.001 (***), and p < 0.0001 (****), and ns = 'not significant'. The central asterisk within each box plot represents the mean, while the horizontal bar denotes the median.

Interpretation

This analysis examines the distribution of the average scores from every panel country rating Latvia in the 2025 NBI across all the Hexagon Indices and compares it to the previous year's NBI.

Pairwise Wilcoxon tests were conducted to assess whether there are statistically significant differences in the score distributions, with a focus on Latvia. A p-value indicates the likelihood of observing the given difference in mean scores by chance, with a p-value less than 0.05 suggesting that the difference would occur less than 5% of the time. Significance levels are denoted as: * for $p < 0.05$, ** for $p < 0.01$, *** for $p < 0.001$, **** for $p < 0.0001$, and 'ns' for non-significant results.

- Headline: Latvia's NBI profile is stable year-on-year; all Hexagon Indices show no statistically significant change (all labelled "ns").
- Central tendencies: 2025 (blue) medians are marginally above 2022 (red) in most indices (Exports, Culture, People, Tourism, Immigration & Investment) and roughly equal in Governance.
- Relative positioning: People and Tourism remain the highest-rated dimensions (low 60s). Governance and Culture sit in the mid-50s. Exports are in the low-50s, and Immigration & Investment is the weakest area (low-to-mid 50s).
- Distribution/variability: The interquartile ranges largely overlap between years, with a few low outliers persisting—more visible in 2022—indicating slightly tighter distributions in 2025 but no material shift.
- Implication: Perceptions of Latvia are steady; priority improvements would be in Immigration & Investment and Exports, while maintaining strengths in People and Tourism.

Comparison to All Other Rated Nation Scores

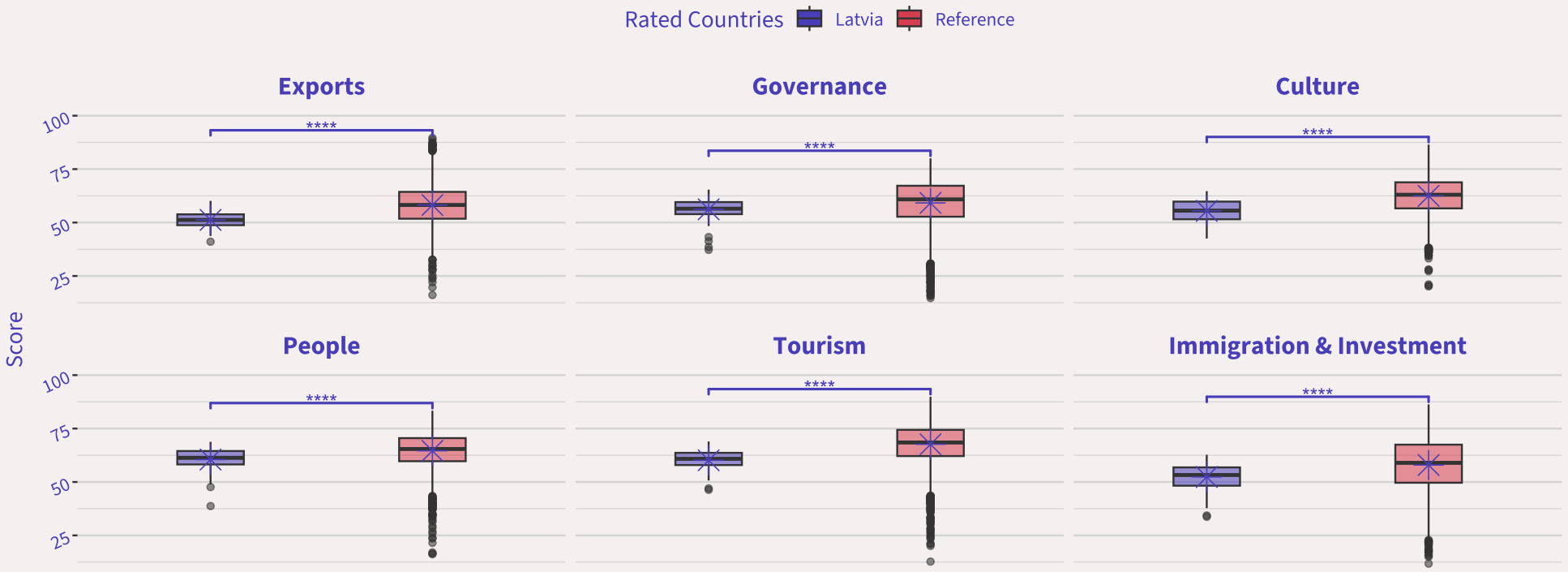

Figure 8: Box plot displaying the average scores for all Hexagon Indices across all panel nations, comparing the scores for Latvia to the average scores of all remaining rated nations in the 2025 NBI ('Reference'). Pairwise Wilcoxon tests with Bonferroni correction were applied for multiple comparisons. Significance levels are denoted as: $p < 0.05$ (*), $p < 0.01$ (**), $p < 0.001$ (***), and $p < 0.0001$ (****), with 'ns' indicating non-significant results. The central asterisk within each box plot represents the mean, while the horizontal bar denotes the median.

Interpretation

This analysis examines the distribution of the average scores for every panel country rating Latvia and all the other rated nations ('Reference') for all of the Hexagon Indices.

Pairwise Wilcoxon tests are conducted to determine if there are statistically significant differences in score distributions, with a focus on comparisons involving Latvia. A p-value indicates the likelihood of observing a difference in mean scores equal to or more extreme than the one found, assuming no actual difference. For example, a p-value of less than 0.05 suggests this difference is expected to occur less than 5% of the time. Significance levels are indicated with asterisks: * for $p < 0.05$, ** for $p < 0.01$, *** for $p < 0.001$, and **** for $p < 0.0001$. The notation 'ns' indicates results that are not statistically significant.

- Latvia scores below the reference group on all six Hexagon Indices; the differences are statistically significant in every case (****).
- Highest absolute scores for Latvia: People and Tourism (around low 60s), followed by Governance (high 50s) and Culture (mid–high 50s).
- Lowest: Exports and Immigration & Investment (low–mid 50s).
- The largest gaps versus the reference are in Tourism, Culture, and Immigration & Investment; the smallest gaps are in People and Governance.
- Latvia's boxplots are relatively tight, indicating consistent perceptions among raters compared with the wide variability seen across the reference countries.

Comparison to Competitive Set

Rank Comparison

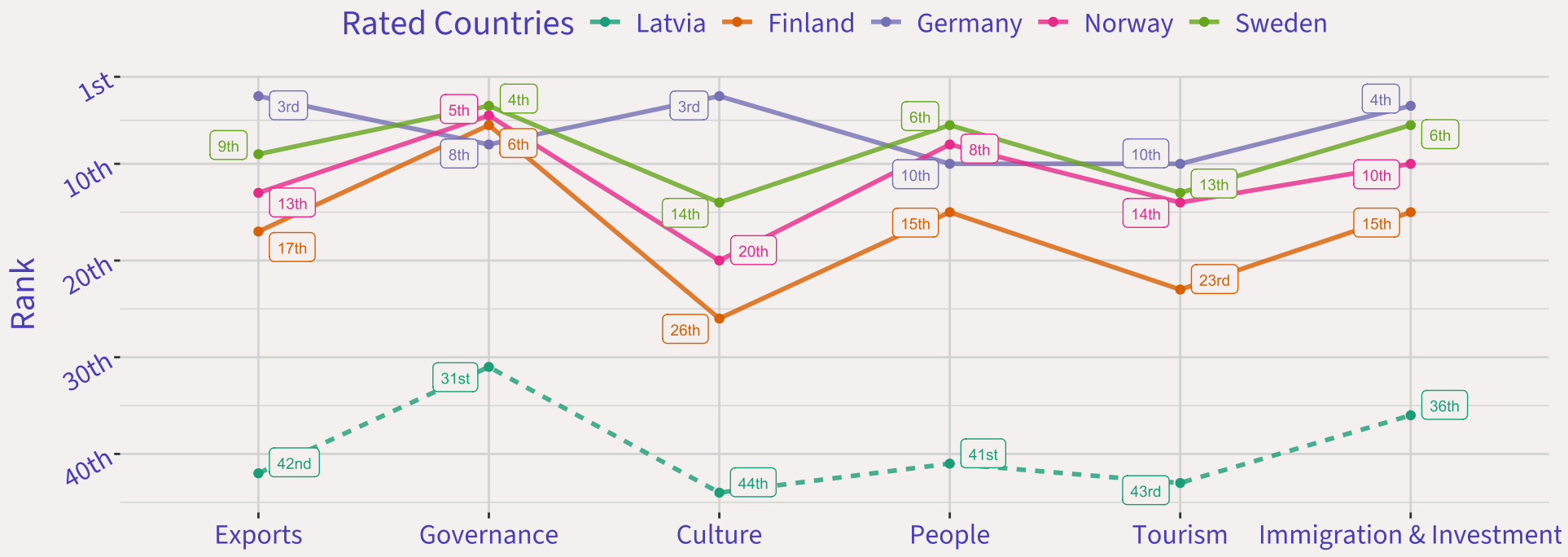

Figure 9: Line chart comparing the ranks between Latvia and its competitive set across all of the Hexagon Indices, based on the full panel perception.

Score Comparison

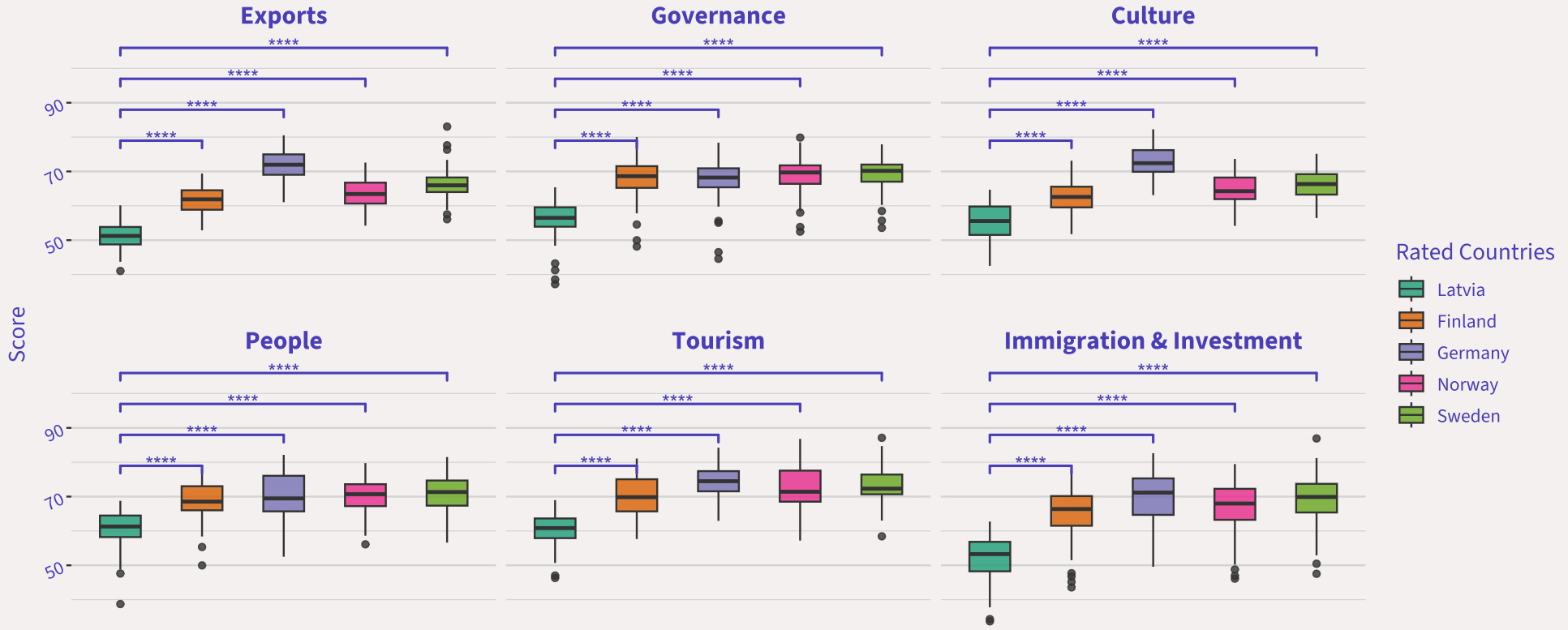

Figure 10: Box plot showing the average scores for all the Hexagon Indices across all panel nations, highlighting a comparison between Latvia and its competitive set. Pairwise Wilcoxon tests with Bonferroni correction were applied for multiple comparisons. Significance levels: p < 0.05 (*), p < 0.01 (**), p < 0.001 (***), and p < 0.0001 (****), ns = 'not significant'. The central asterisk within each box plot represents the mean, while the horizontal bar denotes the median.

Interpretation

This analysis examines the distribution of the average scores for every panel country in the 2025 NBI, rating each nation in the competitive set for all of the Hexagon Indices.

- Exports (Latvia: 51.23)
  - Finland: competitor higher by 10.4; statistically significant (****).
  - Germany: competitor higher by 20.7; statistically significant (****).
  - Norway: competitor higher by 12.0; statistically significant (****).
  - Sweden: competitor higher by 15.0; statistically significant (****).
- Governance (Latvia: 56.18)
  - Finland: competitor higher by 12.1; statistically significant (****).
  - Germany: competitor higher by 11.8; statistically significant (****).
  - Norway: competitor higher by 12.9; statistically significant (****).
  - Sweden: competitor higher by 13.3; statistically significant (****).
- Culture (Latvia: 55.47)
  - Finland: competitor higher by 7.1; statistically significant (****).
  - Germany: competitor higher by 17.2; statistically significant (****).
  - Norway: competitor higher by 9.5; statistically significant (****).
  - Sweden: competitor higher by 10.9; statistically significant (****).
- People (Latvia: 60.50)
  - Finland: competitor higher by 8.3; statistically significant (****).
  - Germany: competitor higher by 9.3; statistically significant (****).
  - Norway: competitor higher by 9.6; statistically significant (****).
  - Sweden: competitor higher by 10.3; statistically significant (****).
- Tourism (Latvia: 60.15)
  - Finland: competitor higher by 10.2; statistically significant (****).
  - Germany: competitor higher by 14.1; statistically significant (****).
  - Norway: competitor higher by 12.5; statistically significant (****).
  - Sweden: competitor higher by 13.1; statistically significant (****).
- Immigration & Investment (Latvia: 52.33)
  - Finland: competitor higher by 12.9; statistically significant (****).
  - Germany: competitor higher by 17.2; statistically significant (****).
  - Norway: competitor higher by 14.7; statistically significant (****).
  - Sweden: competitor higher by 16.8; statistically significant (****).

Summary: Latvia underperforms all four competitors across every index, with all gaps statistically significant. The largest deficits are against Germany in Exports (20.7) and Immigration & Investment (17.2). Persistent 7–15 point gaps in Governance, Tourism, People, and Culture indicate a broad, structural competitiveness challenge.

3.3 Attributes

Comparison to Previous NBI

Figure 11: Chart comparing the overall rankings of Latvia across all attributes, highlighting the differences between the rankings for 2025 and the previous NBI year.

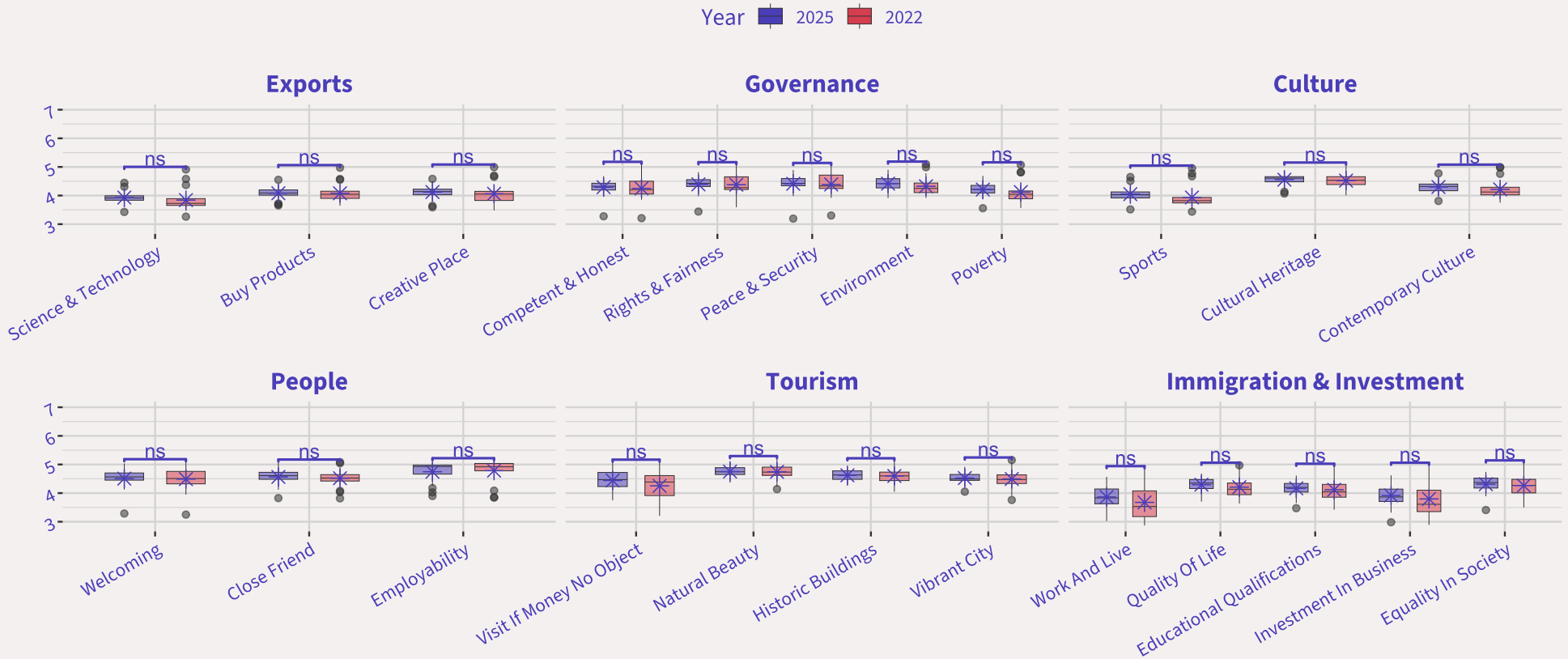

Figure 12: Box plot showing the average scores for all attributes, across all panel countries, highlighting a comparison between the scores for 2025 and the previous NBI year. Pairwise Wilcoxon tests with Bonferroni correction were applied for multiple comparisons. Significance levels: p < 0.05 (*), p < 0.01 (**), p < 0.001 (***), and p < 0.0001 (****), ns = 'not significant'. The central asterisk in each box plot represents the mean, while the horizontal bar denotes the median.

Interpretation

This analysis examines the distribution of the average scores from every panel country rating Latvia in the 2025 NBI across all the attributes and compares it to the previous year's NBI.

Pairwise Wilcoxon tests are conducted to determine if there are statistically significant differences in score distributions, with a focus on comparisons involving Latvia. A p-value indicates the likelihood of observing a difference in mean scores equal to or more extreme than the one found, assuming no actual difference. For example, a p-value of less than 0.05 suggests this difference is expected to occur less than 5% of the time. Significance levels are indicated with asterisks: * for $p < 0.05$, ** for $p < 0.01$, *** for $p < 0.001$, and **** for $p < 0.0001$. The notation 'ns' indicates results that are not statistically significant.

- Headline: Latvia's 2025 scores are broadly stable versus last year; no attribute shows a statistically significant change.
- Overall level: Most averages sit in the mid-4s to just under 5 on the 1–7 scale.
- Relative strengths in 2025:
  - Tourism: Natural beauty and historic buildings are among the highest-rated items (around the high-4s).
  - People: Employability and general friendliness are relatively strong (upper-4s).
  - Governance: Environment and peace & security are mid-to-upper-4s.
- Softer areas:
  - Immigration & Investment remains the weakest pillar, especially work-and-live appeal and investment in business (low-to-mid-4s).
  - Governance on poverty and "close friend" under People trail other items.
- Direction of change (non-significant): small upticks are visible in some Exports, Tourism and Employability items; slight dips in parts of Culture and Governance, but none reach significance.
- Spread: A few items (e.g., visit if money no object; work and live) show wider dispersion across rating countries, indicating mixed perceptions.

Comparison to All Other Rated Nation Scores

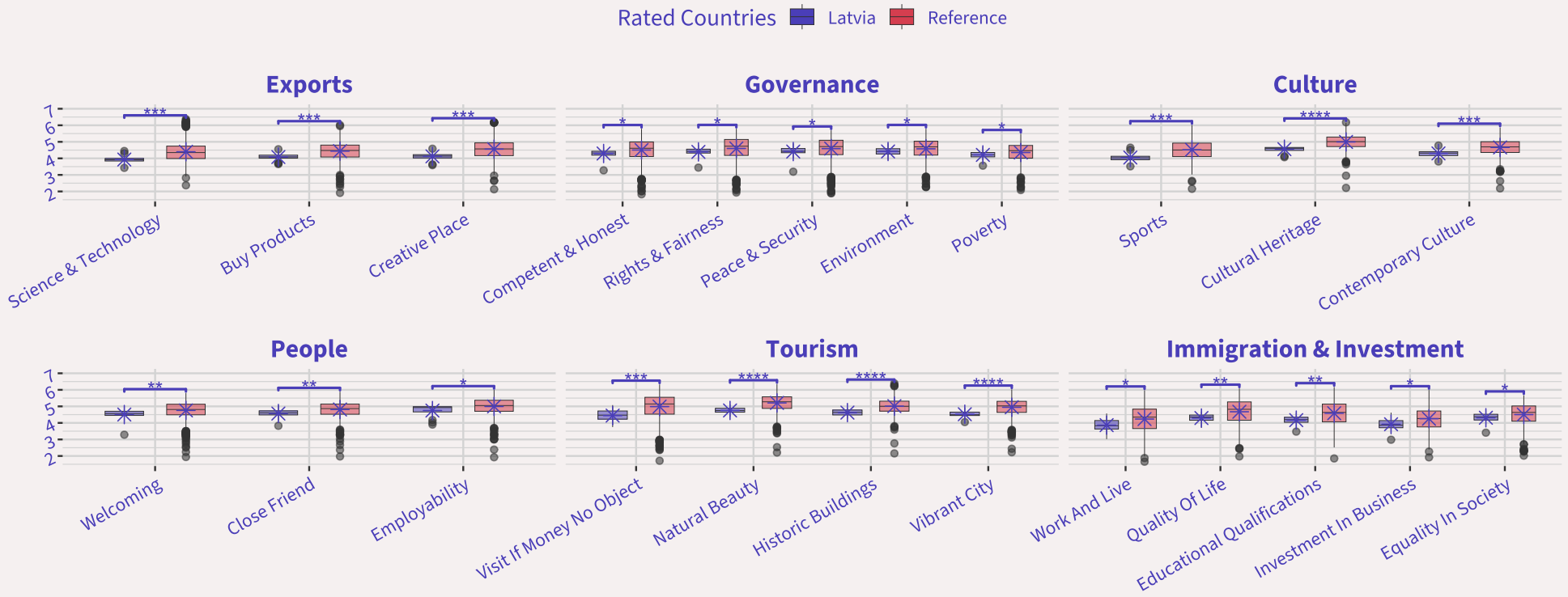

Figure 13: Box plot showing the average scores for all attributes across all panel countries, comparing Latvia's scores to the average scores of all other rated countries in the 2025 NBI ('Reference'). Pairwise Wilcoxon tests with Bonferroni correction were applied for multiple comparisons. Significance levels are indicated as: p < 0.05 (*), p < 0.01 (**), p < 0.001 (***), and p < 0.0001 (****), with 'ns' for non-significant results. The central asterisk in each box plot represents the mean, while the horizontal bar denotes the median.

Interpretation

This analysis examines the distribution of the average scores for every panel country rating Latvia and all the other rated countries ('Reference') for the individual attributes that comprise all of the Hexagon Indices.

Pairwise Wilcoxon tests are conducted to determine if there are statistically significant differences in score distributions, with a focus on comparisons involving Latvia. A p-value indicates the likelihood of observing a difference in mean scores equal to or more extreme than the one found, assuming no actual difference. For example, a p-value of less than 0.05 suggests this difference is expected to occur less than 5% of the time. Significance levels are indicated with asterisks: * for $p < 0.05$, ** for $p < 0.01$, *** for $p < 0.001$, and **** for $p < 0.0001$. The notation 'ns' indicates results that are not statistically significant.

- Overall: Latvia is rated below the reference across almost all attributes, with many gaps statistically significant. Latvia's averages sit in the low–mid 4s, versus mid–high 4s (sometimes low 5s) for the reference.
- Exports: Weaker on Science & Technology and being a Creative Place; buying Latvian products is closer to the reference.
- Governance: Consistently lower on Competent & Honest government, Rights & Fairness, Peace & Security, Environment and Poverty.
- Culture: Under the reference on Sports and Contemporary Culture; Cultural Heritage is Latvia's strongest cultural attribute but still trails the benchmark.
- People: Perceptions of being Welcoming and as a Close Friend are only slightly below the reference; Employability is also just below.
- Tourism: Biggest shortfalls – Visit if Money No Object, Natural Beauty, Historic Buildings and Vibrant City all lag clearly.
- Immigration & Investment: Lower on Work and Live, Quality of Life, Educational Qualifications and Investment in Business; Equality in Society is also a little below.

In short, Latvia's profile is broadly mid-tier, with comparatively better perceptions for friendliness and heritage, but clear deficits in governance, tourism appeal and innovation/creativity.

Comparison to Competitive Set Ranks

Figure 14: Line chart comparing the ranks between Latvia and its competitive set across all of the attributes, across Hexagon Indices, based on the full panel perception.

Section 4: Familiarity

Familiarity Rankings

Nation	Score	Rank	Nation	Score	Rank	Nation	Score	Rank	Nation	Score	Rank	Nation	Score	Rank
United States	3.81	1st	Russia	3.30	11th	Argentina	3.15	21st	Norway	3.04	31st	Czechia	2.77	41st
France	3.61	2nd	Brazil	3.29	12th	Sweden	3.13	22nd	New Zealand	3.02	32nd	Romania	2.72	42nd
United Kingdom	3.59	3rd	Mexico	3.24	13th	Portugal	3.09	23rd	Palestine	2.98	33rd	Wales	2.70	43rd
Italy	3.55	4th	Greece	3.24	14th	Austria	3.08	24th	Singapore	2.96	34th	Bulgaria	2.69	44th
Germany	3.53	5th	India	3.22	15th	Ireland	3.06	25th	Finland	2.94	35th	Kenya	2.68	45th
Japan	3.52	6th	Switzerland	3.20	16th	Israel	3.06	26th	Taiwan	2.87	36th	Slovenia	2.49	46th
China	3.43	7th	South Korea	3.19	17th	Poland	3.06	27th	Philippines	2.84	37th	Lithuania	2.45	47th
Spain	3.42	8th	Ukraine	3.17	18th	Saudi Arabia	3.06	28th	Chile	2.84	38th	Estonia	2.42	48th
Canada	3.40	9th	Türkiye	3.17	19th	Scotland	3.05	29th	Iceland	2.83	39th	Latvia	2.41	49th
Australia	3.37	10th	Netherlands	3.16	20th	Belgium	3.04	30th	Northern Ireland	2.78	40th	Namibia	2.24	50th

Figure 15: Table displaying the overall familiarity ranks and scores (weighted) across all of the rated nations in the 2025 NBI, across all of the panel nation respondents.

Latvia ranks 49th for overall familiarity in the 2025 NBI, with a weighted score of 2.41. It is in the lower tier, trailing Estonia (48th, 2.42) and Slovenia (46th, 2.49), but ahead of Namibia (50th, 2.24).

Ranked Familiarity across the Panel Nations

Nation	Z-Score	Rank	Nation	Z-Score	Rank	Nation	Z-Score	Rank	Nation	Z-Score	Rank
Russia	−0.04	1st	Türkiye	−0.43	6th	United States	−0.64	11th	India	−0.75	16th
Poland	−0.18	2nd	Italy	−0.43	7th	Australia	−0.67	12th	Argentina	−0.75	17th
Sweden	−0.26	3rd	Mexico	−0.48	8th	Canada	−0.68	13th	South Korea	−0.78	18th
France	−0.42	4th	United Kingdom	−0.60	9th	China	−0.72	14th	Saudi Arabia	−0.86	19th
Germany	−0.42	5th	Brazil	−0.60	10th	Japan	−0.73	15th	South Africa	−0.87	20th

Figure 16: Table showing the ranked mean familiarity Z-scores for all panel nations rating Latvia in terms of familiarity. A positive Z-score indicates that a panel nation rated Latvia higher than the average familiarity it assigned to all the other rated nations. Conversely, a negative Z-score means the panel nation rated Latvia lower than the average familiarity given to all the other rated nations.

All Z-scores are negative, meaning every panel nation rated Latvia below its average familiarity for other countries. Relative familiarity is highest in Russia (-0.04), Poland (-0.18) and Sweden (-0.26); mid-ranking European and American markets sit around −0.42 to −0.68. Lowest familiarity is in South Africa (-0.87), Saudi Arabia (-0.86) and South Korea (-0.78).

Highest and Lowest Familiarity by Demographics

Nation	Age	Sex	Employment	Income	N	Z-Score	Rank
Sweden	18-27	Male	Employed	High-mid Income	32	0.39	1st
Poland	38-47	Male	Employed	High Income	36	0.19	2nd
Russia	38-47	Female	Employed	High-mid Income	46	0.15	3rd
China	38-47	Female	Employed	High Income	31	−0.99	79th
Canada	38-47	Female	Employed	High-mid Income	34	−1.03	80th
Saudi Arabia	18-27	Female	Employed	Low-mid Income	33	−1.12	81st

Figure 17: Table displaying the ranked mean familiarity Z-scores for demographic groups across all panel nation respondents in which there are at least 30 respondents. These groups are categorised by country of origin, age (grouped in 10-year increments), sex, employment status (employed, unemployed, or inactive) and income quartile (low to high). A Z-score above zero indicates that the group's familiarity score is higher than the overall mean, while a score below zero indicates it is lower than the mean. N denotes the number of respondents in each demographic group.

Familiarity with Latvia is highest among nearby European respondents, led by Swedish males aged 18–27 (Z=0.39), followed by Polish males 38–47 (0.19) and Russian females 38–47 (0.15). All are employed and higher-income, with Ns 32–46. Lowest familiarity appears among female groups: China 38–47 (Z=–0.99), Canada 38–47 (–1.03), and Saudi Arabia 18–27 (–1.12). These negative Z-scores indicate markedly below-average familiarity. Overall, geography and sex appear influential: proximity to Latvia and male cohorts show higher familiarity; distant countries' female cohorts show the least.

Comparison to All Other Rated Nation Scores

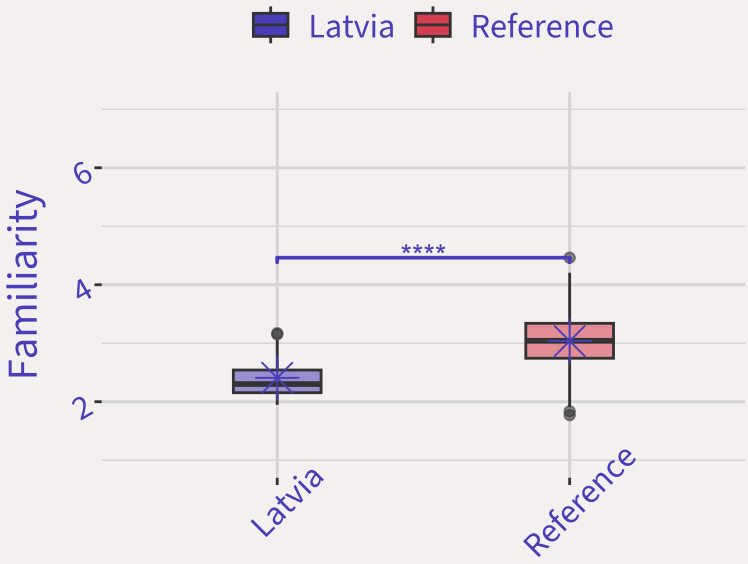

Figure 18: Box plot displaying the average scores for familiarity across all of the panel nations, highlighting a comparison between the scores for Latvia and the average scores for all of the remaining rated nations in the 2025 NBI ('Reference'). Pairwise Wilcoxon tests with Bonferroni correction were applied for multiple comparisons. Significance levels: p < 0.05 (*), p < 0.01 (**), p < 0.001 (***), and p < 0.0001 (****), ns = 'not significant'. The central asterisk in each boxplot represents the mean, while the horizontal bar denotes the median.

Interpretation

This analysis examines distributions of the weighted averaged familiarity scores from every panel nation rating Latvia and compares it to the average familiarity scores of all the other rated nations.

Pairwise Wilcoxon tests are conducted to determine if there are statistically significant differences in score distributions, with a focus on comparisons involving Latvia. A p-value indicates the likelihood of observing a difference in mean scores equal to or more extreme than the one found, assuming no actual difference. For example, a p-value of less than 0.05 suggests this difference is expected to occur less than 5% of the time. Significance levels are indicated with asterisks: * for p < 0.05, ** for p < 0.01, *** for p < 0.001, and **** for p < 0.0001. The notation 'ns' indicates results that are not statistically significant.

- Latvia's familiarity is markedly lower than the panel average (Reference).
- Central tendency: Latvia's mean/median sit in the low 2s, versus the Reference in the low 3s (roughly 0.7–0.8 points higher).
- Dispersion: Latvia shows a tight, low-range distribution with little variability and a single higher outlier; the Reference group has a wider IQR and higher upper whisker.
- Statistical test: The pairwise Wilcoxon comparison indicates a highly significant difference (****).

Overall, Latvia is substantially less well known than the typical nation in the 2025 NBI sample.

Comparison to Competitive Set Scores

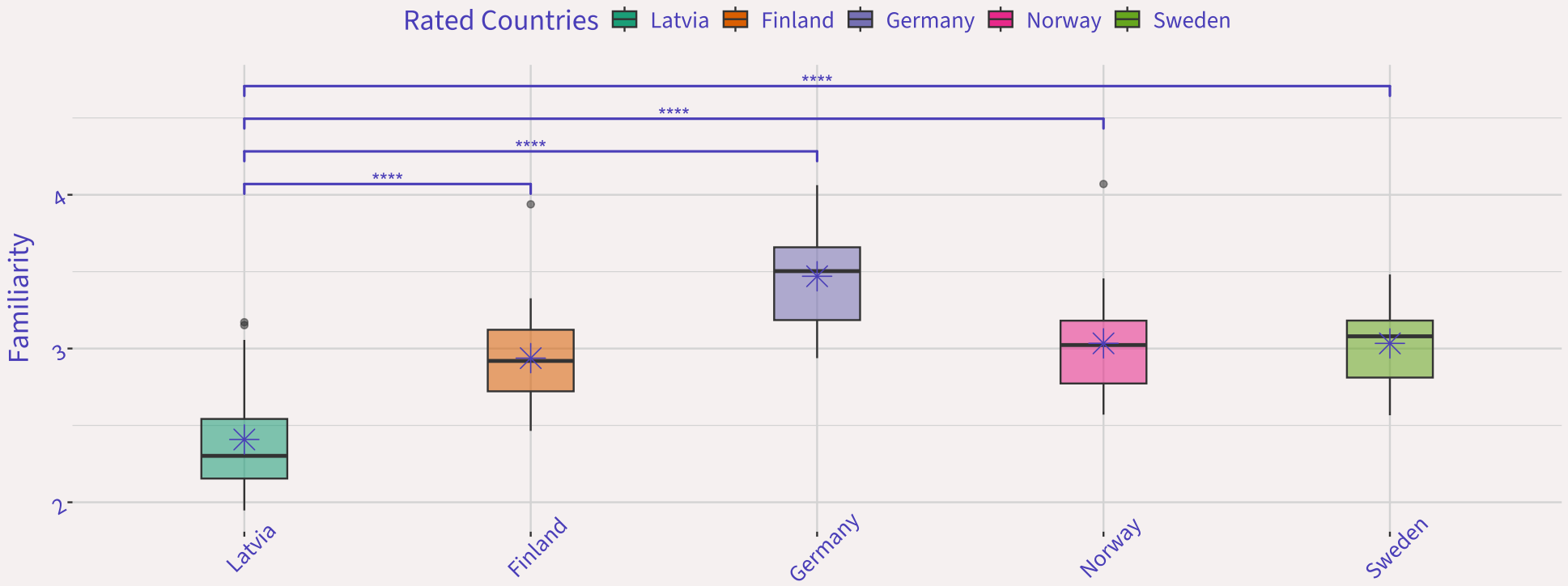

Figure 19: Box plot displaying the average scores for familiarity across all panel countries, highlighting a comparison between Latvia and its competitive set. Pairwise Wilcoxon tests with Bonferroni correction were applied for multiple comparisons. Significance levels: p < 0.05 (*), p < 0.01 (**), p < 0.001 (***), and p < 0.0001 (****), ns = 'not significant'. The central asterisk in each boxplot represents the mean, while the horizontal bar denotes the median.

Interpretation

This analysis examines distributions of the weighted averaged familiarity scores from every panel nation rating Latvia and compares it to the average familiarity scores for the competitive set nations.

Pairwise Wilcoxon tests are conducted to determine if there are statistically significant differences in score distributions, with a focus on comparisons involving Latvia. A p-value indicates the likelihood of observing a difference in mean scores equal to or more extreme than the one found, assuming no actual difference. For example, a p-value of less than 0.05 suggests this difference is expected to occur less than 5% of the time. Significance levels are indicated with asterisks: * for $p < 0.05$, ** for $p < 0.01$, *** for $p < 0.001$, and **** for $p < 0.0001$. The notation 'ns' indicates results that are not statistically significant.

Overview: Familiarity with competitor countries is consistently higher than with Latvia (Latvia mean score 2.41).

- Finland: 2.94 vs Latvia 2.41; Finland higher by 0.53 (****).
- Germany: 3.47 vs Latvia 2.41; Germany higher by 1.06 (****).
- Norway: 3.03 vs Latvia 2.41; Norway higher by 0.63 (****).
- Sweden: 3.03 vs Latvia 2.41; Sweden higher by 0.63 (****).

All differences are statistically significant (****). Germany shows the largest advantage over Latvia, followed by Norway and Sweden, which are virtually identical, with Finland showing the smallest advantage. Overall, Latvia trails each comparator on familiarity.

Summary: Germany leads familiarity by a wide margin over Latvia, Norway and Sweden are moderately higher, and Finland is modestly higher; all gaps are significant.

Section 5: Favourability

Favourability Rankings

Nation	Score	Rank	Nation	Score	Rank	Nation	Score	Rank	Nation	Score	Rank	Nation	Score	Rank
Canada	5.36	1st	Germany	5.07	11th	Iceland	4.84	21st	Czechia	4.45	31st	Estonia	4.20	41st
Switzerland	5.34	2nd	New Zealand	5.06	12th	Singapore	4.79	22nd	Taiwan	4.44	32nd	Latvia	4.19	42nd
Italy	5.32	3rd	Netherlands	5.04	13th	United States	4.73	23rd	Mexico	4.40	33rd	Lithuania	4.13	43rd
Japan	5.29	4th	Austria	5.00	14th	Brazil	4.69	24th	Chile	4.39	34th	Kenya	4.05	44th
Australia	5.26	5th	Greece	4.99	15th	Wales	4.64	25th	Philippines	4.34	35th	Ukraine	3.97	45th
Spain	5.19	6th	Finland	4.98	16th	Northern Ireland	4.64	26th	Slovenia	4.29	36th	India	3.95	46th
Sweden	5.16	7th	Scotland	4.97	17th	Poland	4.63	27th	Bulgaria	4.28	37th	Namibia	3.93	47th
Norway	5.11	8th	Ireland	4.95	18th	South Korea	4.60	28th	China	4.25	38th	Palestine	3.75	48th
United Kingdom	5.10	9th	Belgium	4.89	19th	Argentina	4.58	29th	Saudi Arabia	4.20	39th	Russia	3.56	49th
France	5.08	10th	Portugal	4.88	20th	Türkiye	4.48	30th	Romania	4.20	40th	Israel	3.43	50th

Figure 20: Table displaying the overall favourability ranks and scores (weighted) across all of the rated nations in the 2025 NBI, across all of the panel nation respondents.

Latvia ranks 42nd overall with a weighted favourability score of 4.19. It sits just below Estonia (41st, 4.20) and above Lithuania (43rd, 4.13). This places Latvia in the lower-middle tier—ahead of Kenya and Ukraine, far behind top performers such as Canada and Switzerland, and comfortably above the bottom countries Russia and Israel.

Ranked Favourability Across the Panel Nations

Nation	Z-Score	Rank	Nation	Z-Score	Rank	Nation	Z-Score	Rank	Nation	Z-Score	Rank
Sweden	−0.03	1st	Mexico	−0.26	6th	Japan	−0.28	11th	India	−0.42	16th
Poland	−0.07	2nd	China	−0.26	7th	United States	−0.29	12th	Saudi Arabia	−0.42	17th
Germany	−0.10	3rd	Canada	−0.28	8th	South Korea	−0.32	13th	Argentina	−0.43	18th
Türkiye	−0.13	4th	United Kingdom	−0.28	9th	Australia	−0.34	14th	South Africa	−0.47	19th
Italy	−0.23	5th	France	−0.28	10th	Brazil	−0.38	15th	Russia	−0.58	20th

Figure 21: Table showing the ranked mean favourability Z-scores for all panel nations rating Latvia in terms of favourability. A positive Z-score indicates that a panel nation rated Latvia higher than the average favourability it assigned to all the other rated nations. Conversely, a negative Z-score means the panel nation rated Latvia lower than the average favourability given to all the other rated nations.

All panel nations rate Latvia below their typical favourability for other countries (all Z-scores negative). Sweden, Poland and Germany are least negative, suggesting relatively warmer views, followed by Türkiye and Italy. Mexico to Brazil cluster around −0.26 to −0.38. India to Russia are most negative, with Russia lowest. Overall variance is modest, indicating mild underperformance rather than strong dislike.

Highest and Lowest Favourability by Demographics

Nation	Age	Sex	Employment	Income	N	Z-Score	Rank
Italy	*38-47*	*Male*	*Employed*	*High-mid Income*	*50*	*0.20*	*1st*
Poland	*38-47*	*Male*	*Employed*	*High Income*	*36*	*0.14*	*2nd*
Australia	*18-27*	*Male*	*Employed*	*High-mid Income*	*59*	*0.10*	*3rd*
India	*18-27*	*Male*	*Employed*	*High-mid Income*	*98*	*−0.59*	*79th*
Saudi Arabia	*18-27*	*Female*	*Employed*	*Low-mid Income*	*33*	*−0.65*	*80th*
Russia	*38-47*	*Male*	*Employed*	*High-mid Income*	*40*	*−1.00*	*81st*

Figure 22: Table displaying the ranked mean favourability Z-scores for demographic groups across all panel nation respondents in which there are at least 30 respondents. These groups are categorised by country of origin, age (grouped in 10-year increments), sex, employment status (employed, unemployed, or inactive) and income quartile (low to high). A Z-score above zero indicates that the group's favourability score is higher than the overall mean, while a score below zero indicates it is lower than the mean. N denotes the number of respondents in each demographic group.

Among groups rating Latvia, the most favourable are employed men: Italy aged 38–47 (Z=+0.20; N=50; 1st), Poland aged 38–47 (Z=+0.14; N=36; 2nd) and Australia aged 18–27 (Z=+0.10; N=59; 3rd). The least favourable are employed men from India aged 18–27 (Z=−0.59; N=98; 79th), employed women from Saudi Arabia aged 18–27 (Z=−0.65; N=33; 80th) and employed men from Russia aged 38–47 (Z=−1.00; N=40; 81st). Overall, positive lean among select European cohorts; notably negative among Indian, Saudi and Russian cohorts. All groups have N≥30.

Comparison to All Other Rated Nation Scores

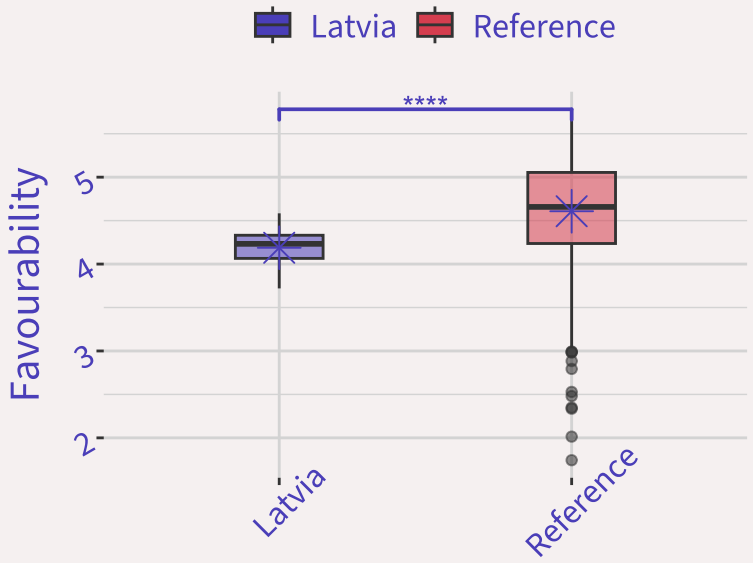

Figure 23: Box plot displaying the average scores for favourability across all of the panel nations, highlighting a comparison between the scores for Latvia and the average scores for all of the remaining rated nations in the 2025 NBI ('Reference'). Pairwise Wilcoxon tests with Bonferroni correction were applied for multiple comparisons. Significance levels: p < 0.05 (*), p < 0.01 (**), p < 0.001 (***), and p < 0.0001 (****), ns = 'not significant'. The central asterisk in each boxplot represents the mean, while the horizontal bar denotes the median.

Interpretation

This analysis examines distributions of the weighted averaged favourability scores from every panel nation rating Latvia and compares it to the average favourability scores of all the other rated nations.

Pairwise Wilcoxon tests are conducted to determine if there are statistically significant differences in score distributions, with a focus on comparisons involving Latvia. A p-value indicates the likelihood of observing a difference in mean scores equal to or more extreme than the one found, assuming no actual difference. For example, a p-value of less than 0.05 suggests this difference is expected to occur less than 5% of the time. Significance levels are indicated with asterisks: * for p < 0.05, ** for p < 0.01, *** for p < 0.001, and **** for p < 0.0001. The notation 'ns' indicates results that are not statistically significant.

Latvia's favourability is lower than the panel benchmark. Its mean and median sit in the low 4s, while the Reference group centres in the mid-to-high 4s. The difference is statistically significant (****). Latvia's scores show limited variability (narrow box and short whiskers), indicating consistent but modest evaluations across respondents. By contrast, the Reference distribution is wider with several low outliers, yet its central tendency remains higher. Overall, Latvia is rated less favourably than the average for other nations, though perceptions of Latvia are comparatively stable.

Comparison to Competitive Set Scores

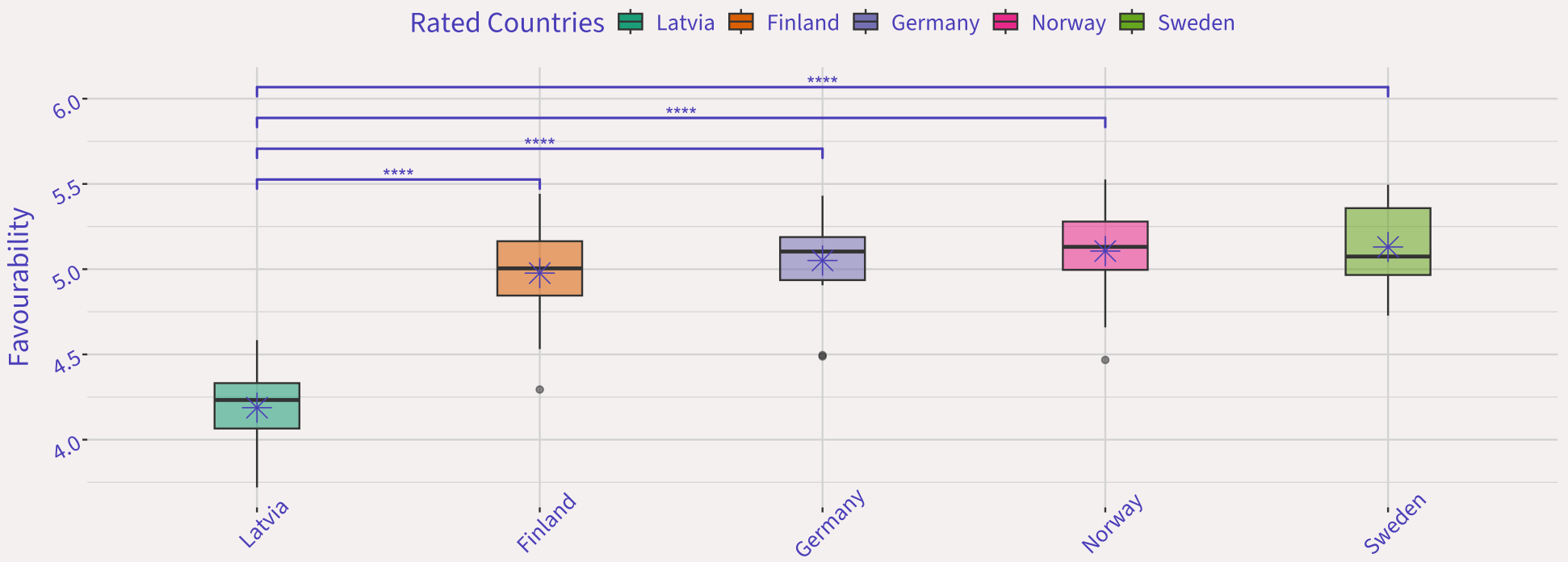

Figure 24: Box plot displaying the average scores for favourability across all panel countries, highlighting a comparison between Latvia and its competitive set. Pairwise Wilcoxon tests with Bonferroni correction were applied for multiple comparisons. Significance levels: p < 0.05 (*), p < 0.01 (**), p < 0.001 (***), and p < 0.0001 (****), ns = 'not significant'. The central asterisk in each boxplot represents the mean, while the horizontal bar denotes the median.

Interpretation

This analysis examines distributions of the weighted averaged favourability scores from every panel nation rating Latvia and compares it to the average favourability scores for the competitive set nations.

Pairwise Wilcoxon tests are conducted to determine if there are statistically significant differences in score distributions, with a focus on comparisons involving Latvia. A p-value indicates the likelihood of observing a difference in mean scores equal to or more extreme than the one found, assuming no actual difference. For example, a p-value of less than 0.05 suggests this difference is expected to occur less than 5% of the time. Significance levels are indicated with asterisks: * for $p < 0.05$, ** for $p < 0.01$, *** for $p < 0.001$, and **** for $p < 0.0001$. The notation 'ns' indicates results that are not statistically significant.

Overview: Latvia's favourability score is 4.19. All competitor countries score higher, with statistically significant differences.

- Finland: 4.98 vs Latvia 4.19; higher by 0.79 (****).
- Germany: 5.05 vs Latvia 4.19; higher by 0.86 (****).
- Norway: 5.11 vs Latvia 4.19; higher by 0.92 (****).
- Sweden: 5.13 vs Latvia 4.19; higher by 0.94 (****).

Interpretation: - Every competitor outperforms Latvia on favourability, with consistent and significant gaps. - The disparity is largest for Sweden (+0.94) and Norway (+0.92), followed by Germany (+0.86) and Finland (+0.79). - Among competitors, Sweden has the highest favourability, then Norway, Germany, and Finland.

Summary: Latvia trails all benchmarked countries on favourability by 0.79–0.94 points, with all differences statistically significant, indicating a clear and meaningful competitive deficit.

Favourability vs Familiarity

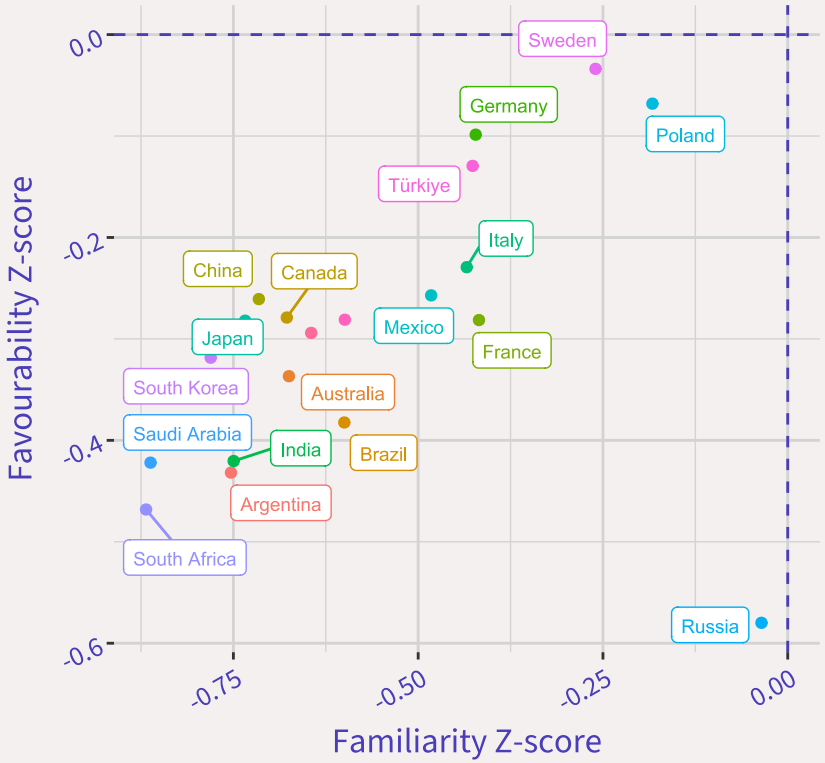

Figure 25: Scatter plot comparing how a panel country scores Latvia in familiarity as well as in favourability, specifically plotting the mean Z-score for each panel nation. The horizonal dashed line at y = 0 denotes the threshold at which familiarity Z-scores are greater than zero, i.e. greater than the panel's mean familiarity score. The vertical dashed line at x = 0 denotes the threshold at which favourability Z-scores are greater than zero, i.e. greater than the panel's mean favourablity score.

Interpretation

- Big picture: Every country scores Latvia below the panel average on both familiarity and favourability (all points lie left of x=0 and below y=0). Latvia has a general awareness and perception deficit across the panel.
- Relative bright spots: Sweden and Poland are the least negative on favourability and are among the most familiar. Germany and Türkiye are also relatively more favourable than most.
- Neighbour effect: Nearby European countries (Poland, Sweden, Germany, Italy, France) know Latvia better and view it less negatively than distant markets, though still below-average overall.
- Anglosphere: UK, US, Canada and Australia sit mid-pack with moderate familiarity and mildly negative favourability.
- Lowest favourability: Russia stands out with the most negative favourability despite near-average familiarity.
- Lowest familiarity: South Africa, Saudi Arabia and South Korea cluster at the far left, combining low familiarity with relatively poor favourability.
- Spread: Familiarity varies widely (roughly −0.85 to 0), while favourability is consistently slightly negative (roughly −0.55 to 0).

Section 6: Target markets

Target Markets: Germany

Overall NBI Rankings & High-level Summary

Nation	Score	Rank	Nation	Score	Rank	Nation	Score	Rank	Nation	Score	Rank	Nation	Score	Rank
Germany	72.54	1st	Australia	68.62	11th	Greece	64.56	21st	Brazil	56.85	31st	India	51.37	41st
Switzerland	71.32	2nd	Japan	67.96	12th	Wales	61.32	22nd	Lithuania	55.93	32nd	Bulgaria	51.32	42nd
Norway	70.89	3rd	United Kingdom	67.33	13th	Northern Ireland	60.66	23rd	China	55.68	33rd	Romania	50.26	43rd
Sweden	70.56	4th	Ireland	66.62	14th	Estonia	60.24	24th	Argentina	55.17	34th	Namibia	49.62	44th
Austria	70.33	5th	Spain	66.43	15th	United States	59.75	25th	Mexico	55.16	35th	Kenya	48.90	45th
Canada	69.34	6th	New Zealand	66.23	16th	Latvia	59.47	26th	Slovenia	55.12	36th	Ukraine	46.12	46th
Finland	69.06	7th	Belgium	65.97	17th	Poland	58.32	27th	Taiwan	54.42	37th	Israel	45.84	47th
Netherlands	68.88	8th	Scotland	65.82	18th	Czechia	58.28	28th	Chile	53.70	38th	Saudi Arabia	45.53	48th
France	68.88	9th	Iceland	65.71	19th	Singapore	58.27	29th	Philippines	52.05	39th	Russia	44.96	49th
Italy	68.73	10th	Portugal	64.74	20th	South Korea	57.46	30th	Türkiye	52.02	40th	Palestine	38.19	50th

Figure 26: Table displaying the overall NBI ranks and scores (weighted) across all of the rated nations in the 2025 NBI, from the perspective of Germany.

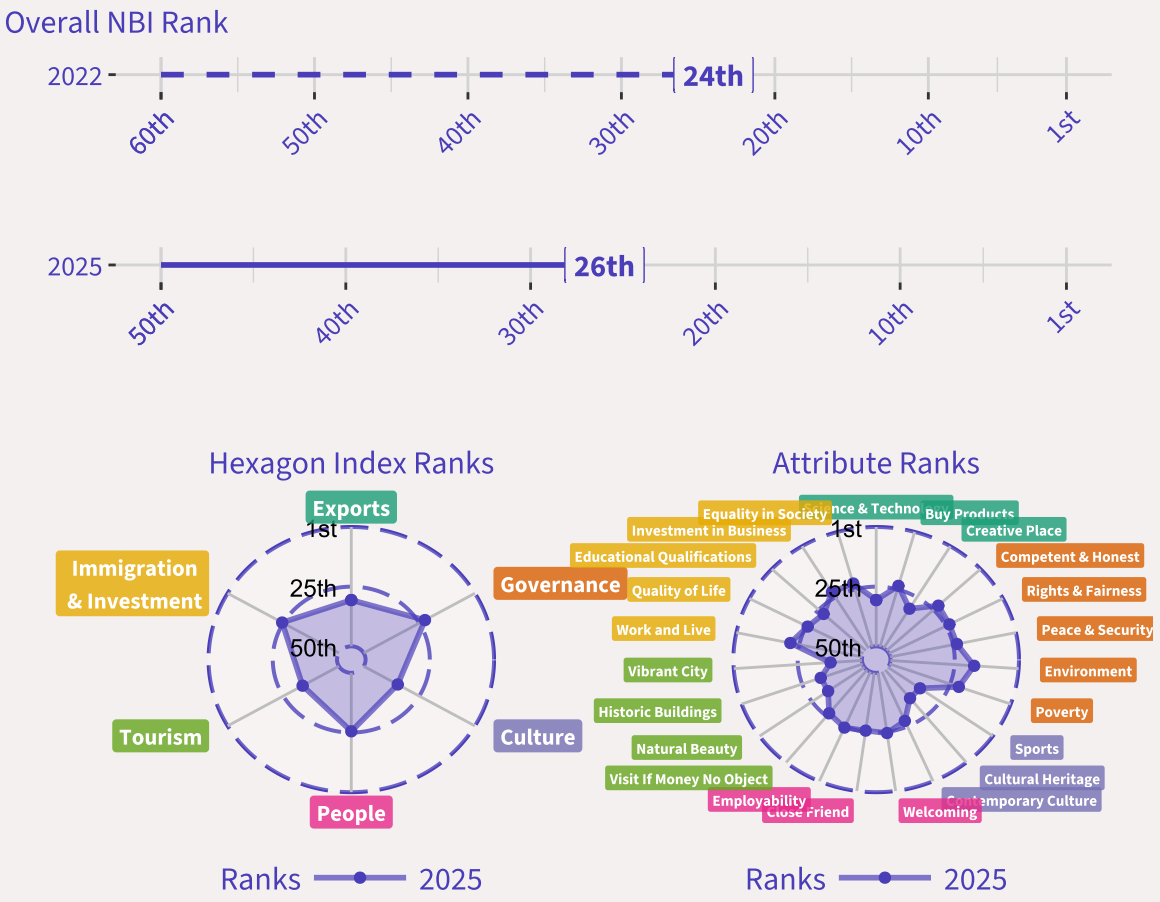

Figure 27: Summary charts displaying the change in Latvia's overall NBI rank compared to the previous NBI year, as well as radar charts summarising the ranks across the Hexagon Indices and all the attributes, from the perspective of Germany.

Overall Hexagon Index Rankings & Comparison to Previous NBI

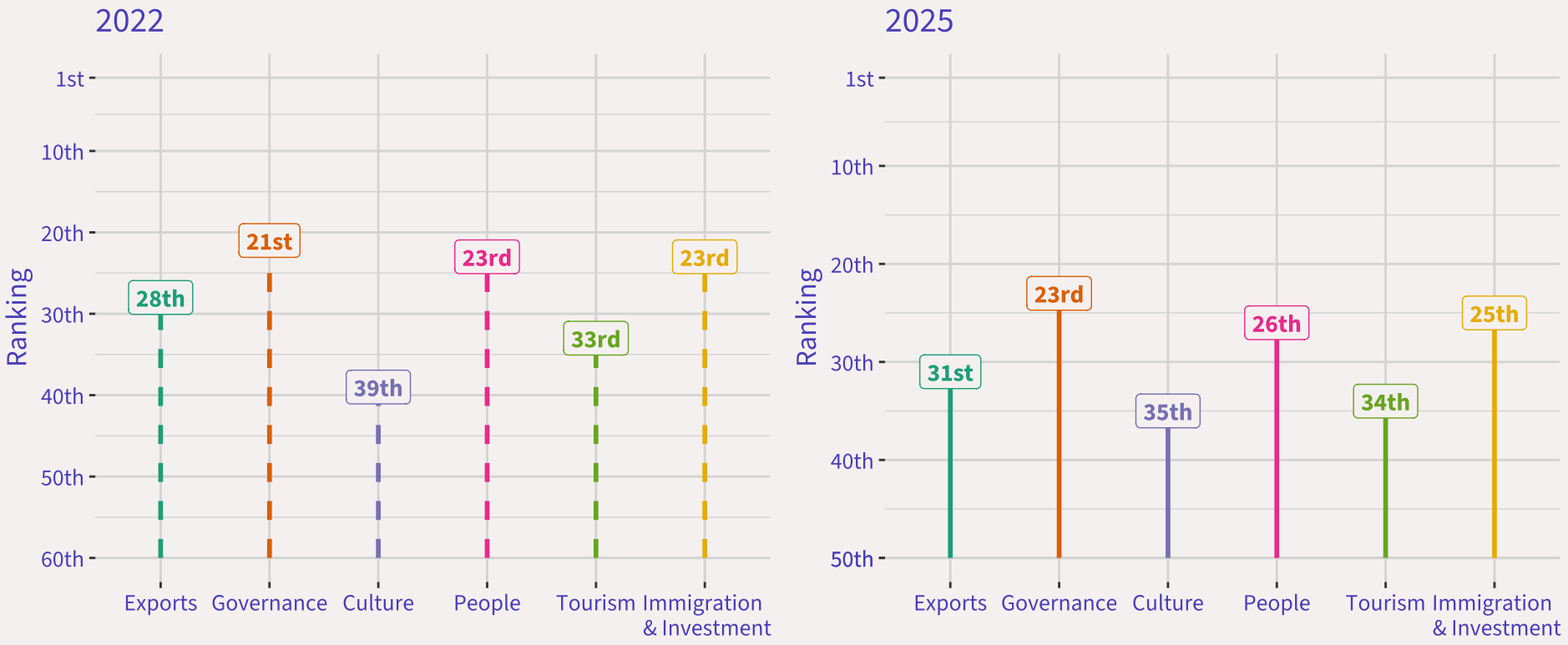

Figure 28: Chart comparing the overall ranks for Latvia across all of the Hexagon Indices, highlighting a comparison between the ranks for 2025 and the previous NBI year from the perspective of Germany.

Hexagon Index Rankings: Comparison to Competitive Set

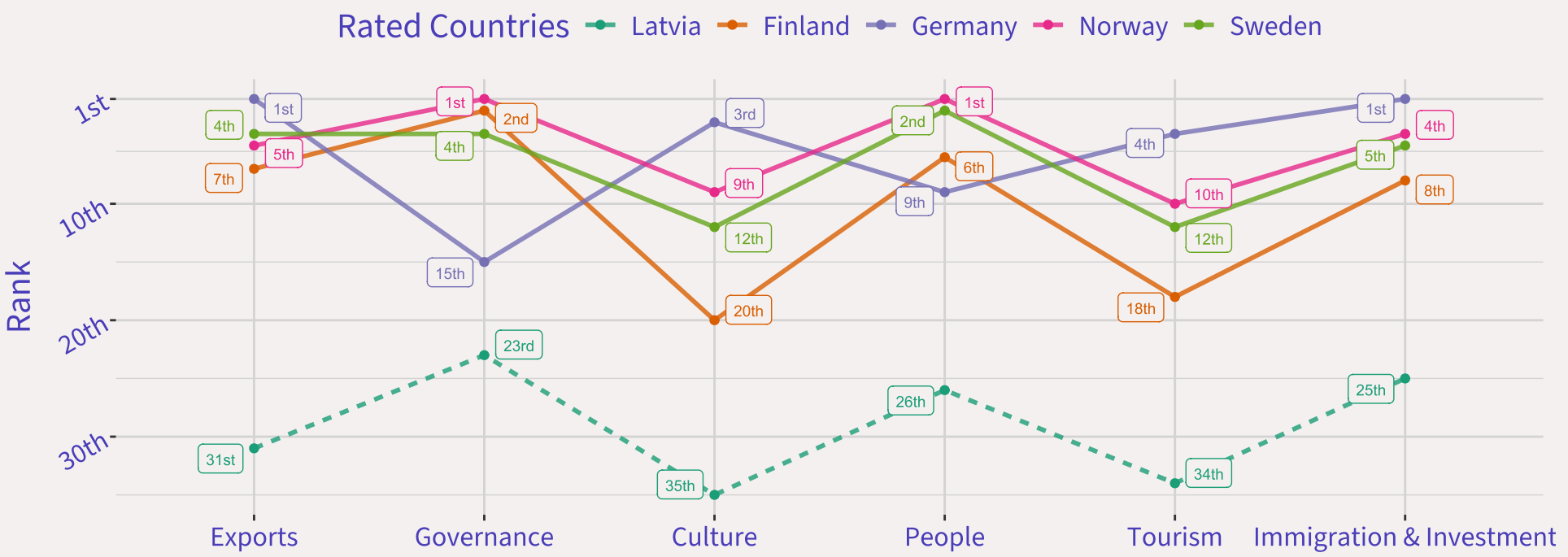

Figure 29: Chart comparing the overall ranks between Latvia and all of the competitive set nations, across all of the Hexagon Indices from the perspective of Germany.

Overall Attribute Rankings & Comparison to Previous NBI

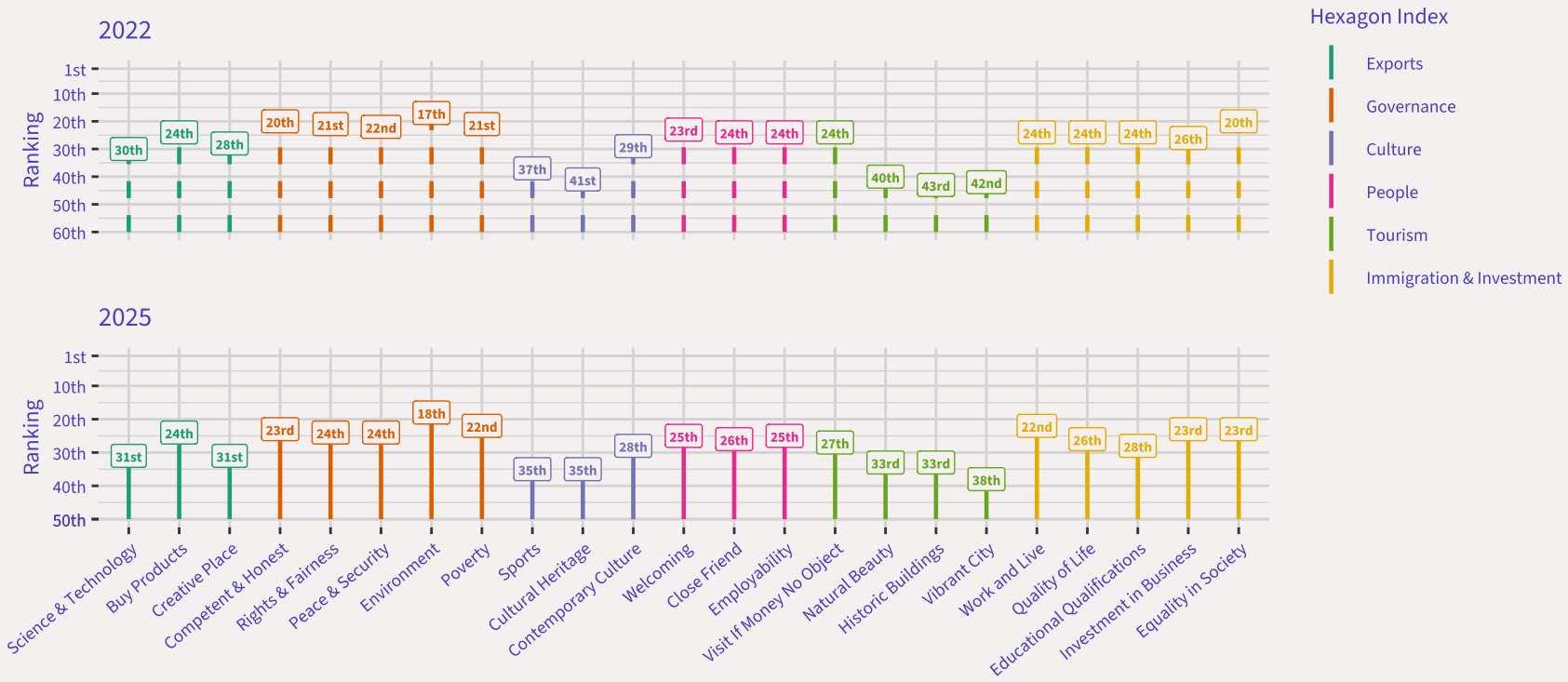

Figure 30: Chart comparing the overall ranks for Latvia across all of the attributes, highlighting a comparison between the ranks for 2025 and the previous NBI year from the perspective of Germany.

Attribute Rankings: Comparison to Competitive Set

Figure 31: Chart comparing the overall ranks between Latvia and all of the competitive set nations, across all of the attributes from the perspective of Germany.

Familiarity Rankings

Nation	Score	Rank	Nation	Score	Rank	Nation	Score	Rank	Nation	Score	Rank	Nation	Score	Rank
Germany	4.69	1st	Türkiye	3.20	11th	Canada	3.05	21st	Mexico	2.80	31st	Saudi Arabia	2.64	41st
Austria	3.61	2nd	Poland	3.18	12th	China	3.05	22nd	India	2.79	32nd	Palestine	2.63	42nd
Italy	3.56	3rd	Belgium	3.16	13th	Japan	2.97	23rd	Bulgaria	2.77	33rd	Philippines	2.61	43rd
France	3.53	4th	Norway	3.13	14th	Scotland	2.95	24th	New Zealand	2.74	34th	Chile	2.59	44th
Netherlands	3.44	5th	Sweden	3.12	15th	Finland	2.94	25th	Northern Ireland	2.74	35th	Lithuania	2.58	45th
Spain	3.39	6th	Australia	3.10	16th	Ukraine	2.91	26th	Singapore	2.73	36th	Estonia	2.58	46th
Switzerland	3.35	7th	Portugal	3.09	17th	Brazil	2.89	27th	Wales	2.69	37th	Latvia	2.57	47th
United Kingdom	3.35	8th	Ireland	3.07	18th	Iceland	2.87	28th	Slovenia	2.67	38th	Kenya	2.55	48th
United States	3.29	9th	Russia	3.06	19th	Argentina	2.84	29th	Romania	2.65	39th	Taiwan	2.50	49th
Greece	3.29	10th	Czechia	3.05	20th	Israel	2.80	30th	South Korea	2.64	40th	Namibia	2.46	50th

Figure 32: Table displaying the overall familiarity ranks and scores (weighted) across all of the rated nations in the 2025 NBI, from the perspective of Germany.

Latvia ranks 47th out of 50 for familiarity from Germany, with a weighted score of 2.57. This places it among the least known countries; only Kenya, Taiwan and Namibia score lower. Latvia trails its Baltic neighbours Estonia (46th) and Lithuania (45th).

Familiarity Rankings: Comparison to All Other Rated Nation Scores

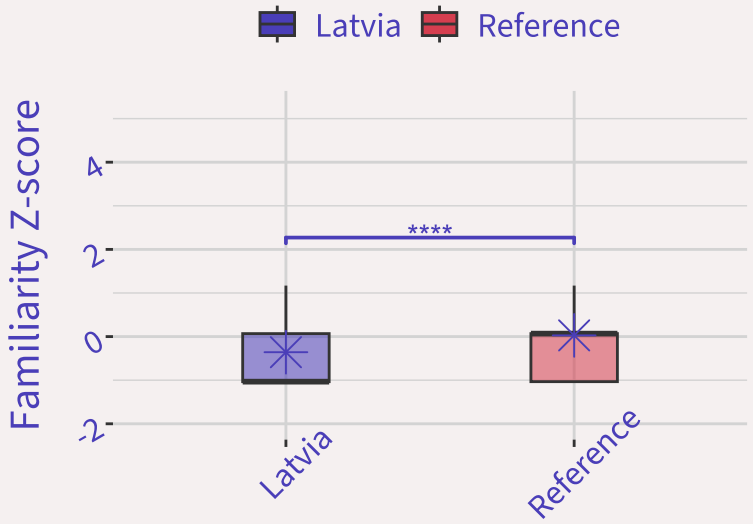

Figure 33: Box plot showing the Z-scores for familiarity, highlighting a comparison between the scores for Latvia and the Z-scores for all of the remaining rated countries in the 2025 NBI ('Reference'), from the perspective of Germany. Pairwise t-tests tests with Bonferroni correction were applied for multiple comparisons. Significance levels: p < 0.05 (*), p < 0.01 (**), p < 0.001 (***), and p < 0.0001 (****), ns = 'not significant'. The central asterisk in each box plot represents the mean, while the horizontal bar denotes the median.

Interpretation

This analysis examines distributions of the familiarity weighted Z-scores for Latvia and compares it to the distribution of Z-scores for all the other remaining rated nations, from the perspective of Germany.

Pairwise Wilcoxon tests are conducted to determine if there are statistically significant differences in score distributions, with a focus on comparisons involving Latvia. A p-value indicates the likelihood of observing a difference in mean scores equal to or more extreme as the one found, assuming no actual difference. For example, a p-value of less than 0.05 suggests this difference is expected to occur less than 5% of the time. Significance levels are indicated with asterisks: * for $p < 0.05$, ** for $p < 0.01$, *** for $p < 0.001$, and **** for $p < 0.0001$. The notation 'ns' indicates results that are not statistically significant.

German respondents report significantly lower familiarity with Latvia than with other countries (****, $p < 0.0001$). Latvia's mean and median Z-scores are below zero, indicating below-average familiarity, whereas the reference distribution centres near zero.

Favourability Rankings

Nation	Score	Rank	Nation	Score	Rank	Nation	Score	Rank	Nation	Score	Rank	Nation	Score	Rank
Austria	5.50	1st	Spain	5.25	11th	Japan	4.85	21st	Lithuania	4.35	31st	Bulgaria	4.06	41st
Sweden	5.50	2nd	Iceland	5.17	12th	Wales	4.63	22nd	South Korea	4.27	32nd	Kenya	3.87	42nd
Switzerland	5.48	3rd	New Zealand	5.15	13th	Czechia	4.63	23rd	Philippines	4.26	33rd	China	3.79	43rd
Norway	5.47	4th	Portugal	5.15	14th	Northern Ireland	4.62	24th	Argentina	4.25	34th	Romania	3.76	44th
Netherlands	5.44	5th	Ireland	5.09	15th	Singapore	4.58	25th	Chile	4.21	35th	India	3.76	45th
Germany	5.37	6th	Scotland	5.09	16th	Estonia	4.49	26th	Taiwan	4.20	36th	Ukraine	3.75	46th
Italy	5.34	7th	France	5.05	17th	Latvia	4.47	27th	Türkiye	4.16	37th	Saudi Arabia	3.50	47th
Finland	5.30	8th	Belgium	5.03	18th	Poland	4.46	28th	Mexico	4.13	38th	Palestine	3.49	48th
Canada	5.30	9th	Greece	4.99	19th	Slovenia	4.37	29th	Namibia	4.12	39th	Israel	3.35	49th
Australia	5.28	10th	United Kingdom	4.87	20th	Brazil	4.36	30th	United States	4.06	40th	Russia	3.08	50th

Figure 34: Table displaying the overall favourability ranks and scores (weighted) across all of the rated nations in the 2025 NBI, from the perspective of Germany.

From Germany's perspective in the 2025 NBI, Latvia ranks 27th overall with a weighted score of 4.47. It sits just below Estonia (26th, 4.49) and just above Poland (28th, 4.46), placing Latvia slightly below the mid-table among 50 countries—indicating moderate favourability.

Favourability Rankings: Comparison to All Other Rated Nation Scores

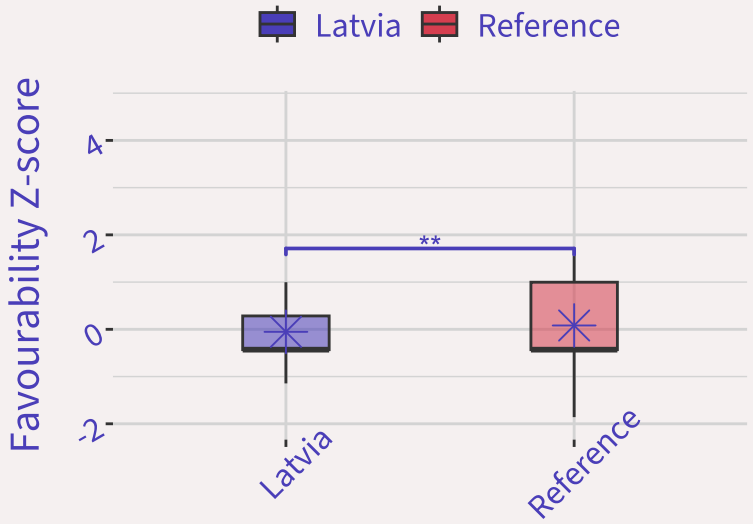

Figure 35: Box plot showing the Z-scores for favourability, highlighting a comparison between the scores for Latvia and the Z-scores for all of the remaining rated countries in the 2025 NBI ('Reference'), from the perspective of Germany. Pairwise t-tests tests with Bonferroni correction were applied for multiple comparisons. Significance levels: p < 0.05 (*), p < 0.01 (**), p < 0.001 (***), and p < 0.0001 (****), ns = 'not significant'. The central asterisk in each box plot represents the mean, while the horizontal bar denotes the median.

Interpretation

This analysis examines distributions of the familiarity weighted Z-scores for Latvia and compares it to the distribution of Z-scores for all the other remaining rated nations, from the perspective of Germany.

Pairwise Wilcoxon tests are conducted to determine if there are statistically significant differences in score distributions, with a focus on comparisons involving Latvia. A p-value indicates the likelihood of observing a difference in mean scores equal to or more extreme as the one found, assuming no actual difference. For example, a p-value of less than 0.05 suggests this difference is expected to occur less than 5% of the time. Significance levels are indicated with asterisks: * for $p < 0.05$, ** for $p < 0.01$, *** for $p < 0.001$, and **** for $p < 0.0001$. The notation 'ns' indicates results that are not statistically significant.

German respondents rate Latvia slightly below the overall average: Latvia's mean and median Z-scores are just under zero with a relatively narrow spread, while the reference group sits slightly above zero. The Latvia–reference difference is statistically significant ($p<0.01$), indicating lower favourability for Latvia.

Target Markets: Sweden

Overall NBI Rankings & High-level Summary

Nation	Score	Rank	Nation	Score	Rank	Nation	Score	Rank	Nation	Score	Rank	Nation	Score	Rank
Sweden	77.06	1st	Austria	68.87	11th	Portugal	63.26	21st	Latvia	56.60	31st	Philippines	49.60	41st
Norway	72.84	2nd	France	68.53	12th	Wales	61.85	22nd	Argentina	56.09	32nd	India	49.42	42nd
Germany	72.23	3rd	Netherlands	66.38	13th	United States	60.52	23rd	Lithuania	54.52	33rd	Kenya	47.98	43rd
Canada	71.38	4th	Iceland	66.21	14th	Czechia	59.84	24th	Chile	54.16	34th	Türkiye	44.58	44th
Finland	69.98	5th	Spain	66.00	15th	Poland	58.45	25th	Slovenia	53.43	35th	Romania	43.99	45th
United Kingdom	69.84	6th	Ireland	65.84	16th	Singapore	58.38	26th	Taiwan	53.12	36th	Namibia	43.33	46th
Italy	69.62	7th	Scotland	65.50	17th	South Korea	58.24	27th	Mexico	52.99	37th	Israel	39.47	47th
Japan	69.56	8th	New Zealand	65.05	18th	Northern Ireland	57.90	28th	Ukraine	51.14	38th	Saudi Arabia	38.34	48th
Australia	69.37	9th	Belgium	64.52	19th	Brazil	57.21	29th	China	50.94	39th	Palestine	35.60	49th
Switzerland	69.04	10th	Greece	63.83	20th	Estonia	56.66	30th	Bulgaria	50.58	40th	Russia	33.08	50th

Figure 36: Table displaying the overall NBI ranks and scores (weighted) across all of the rated nations in the 2025 NBI, from the perspective of Sweden.

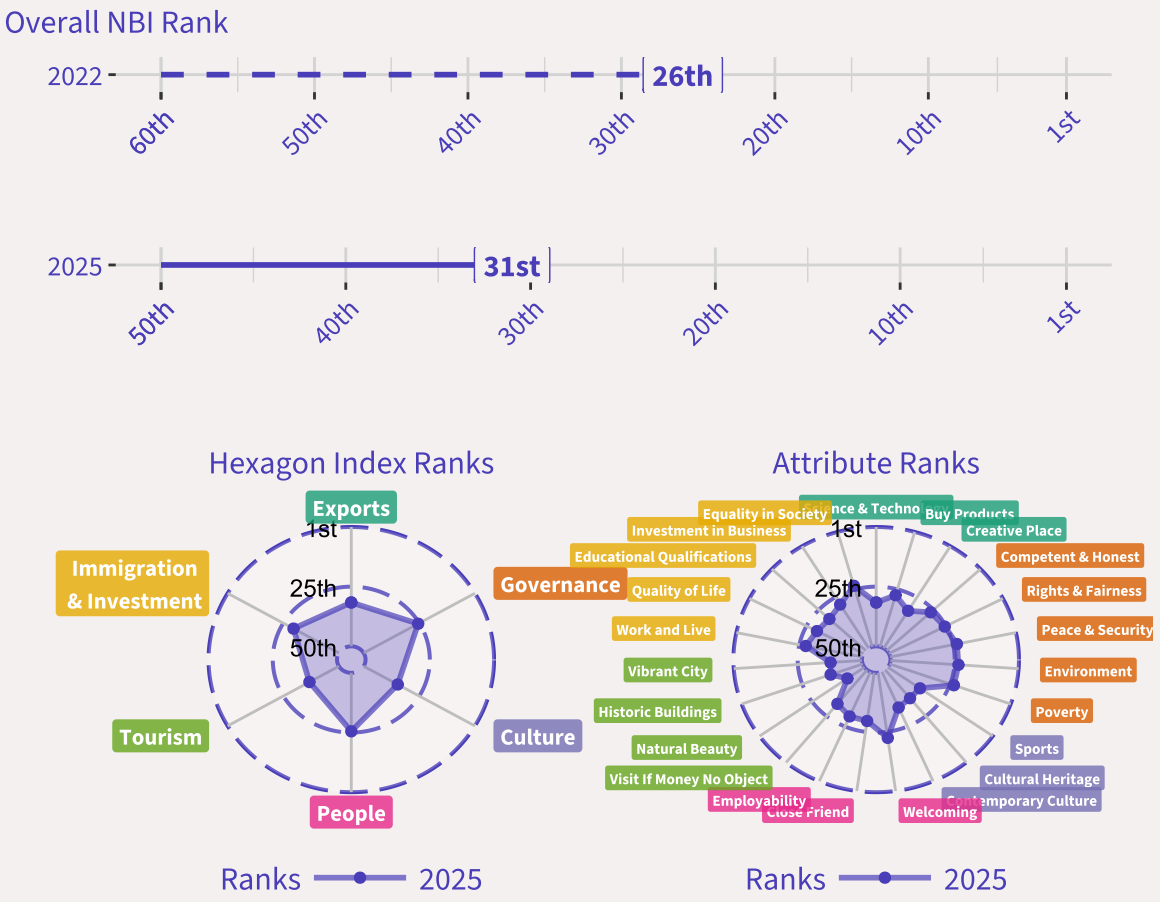

Figure 37: Summary charts displaying the change in Latvia's overall NBI rank compared to the previous NBI year, as well as radar charts summarising the ranks across the Hexagon Indices and all the attributes, from the perspective of Sweden.

Overall Hexagon Index Rankings & Comparison to Previous NBI

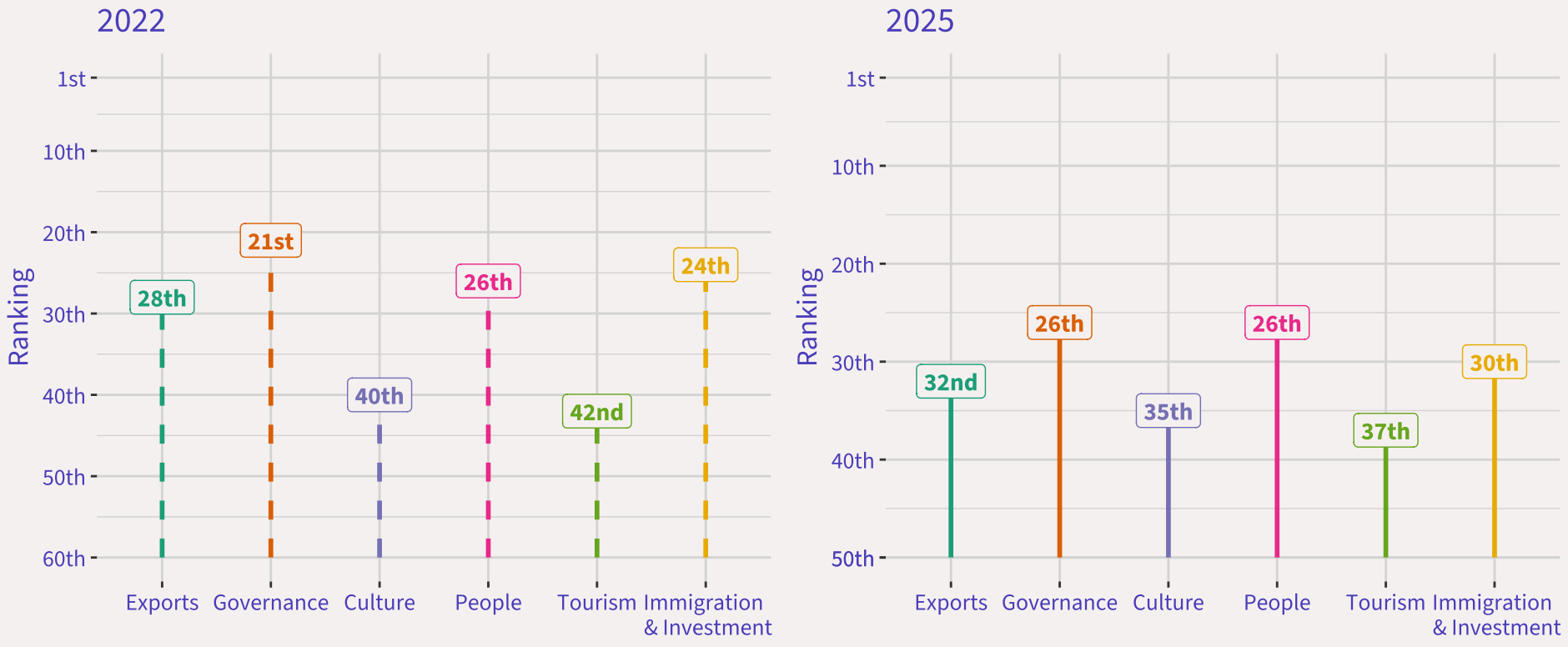

Figure 38: Chart comparing the overall ranks for Latvia across all of the Hexagon Indices, highlighting a comparison between the ranks for 2025 and the previous NBI year from the perspective of Sweden.

Hexagon Index Rankings: Comparison to Competitive Set

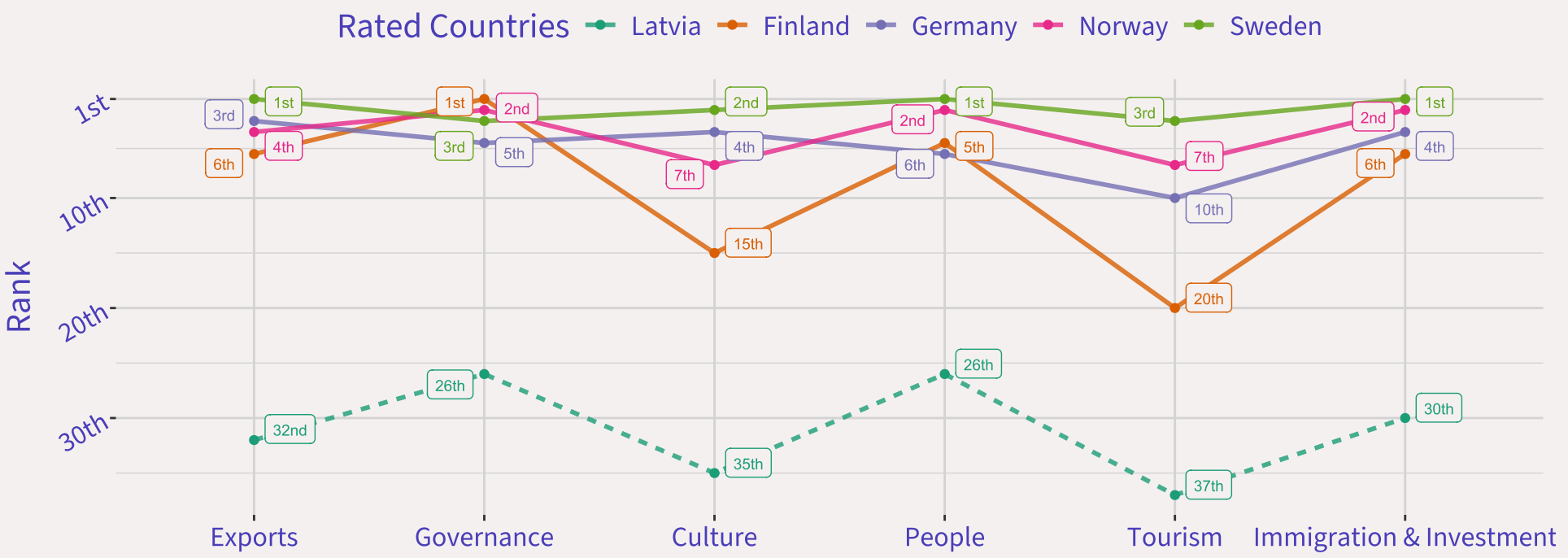

Figure 39: Chart comparing the overall ranks between Latvia and all of the competitive set nations, across all of the Hexagon Indices from the perspective of Sweden.

Overall Attribute Rankings & Comparison to Previous NBI

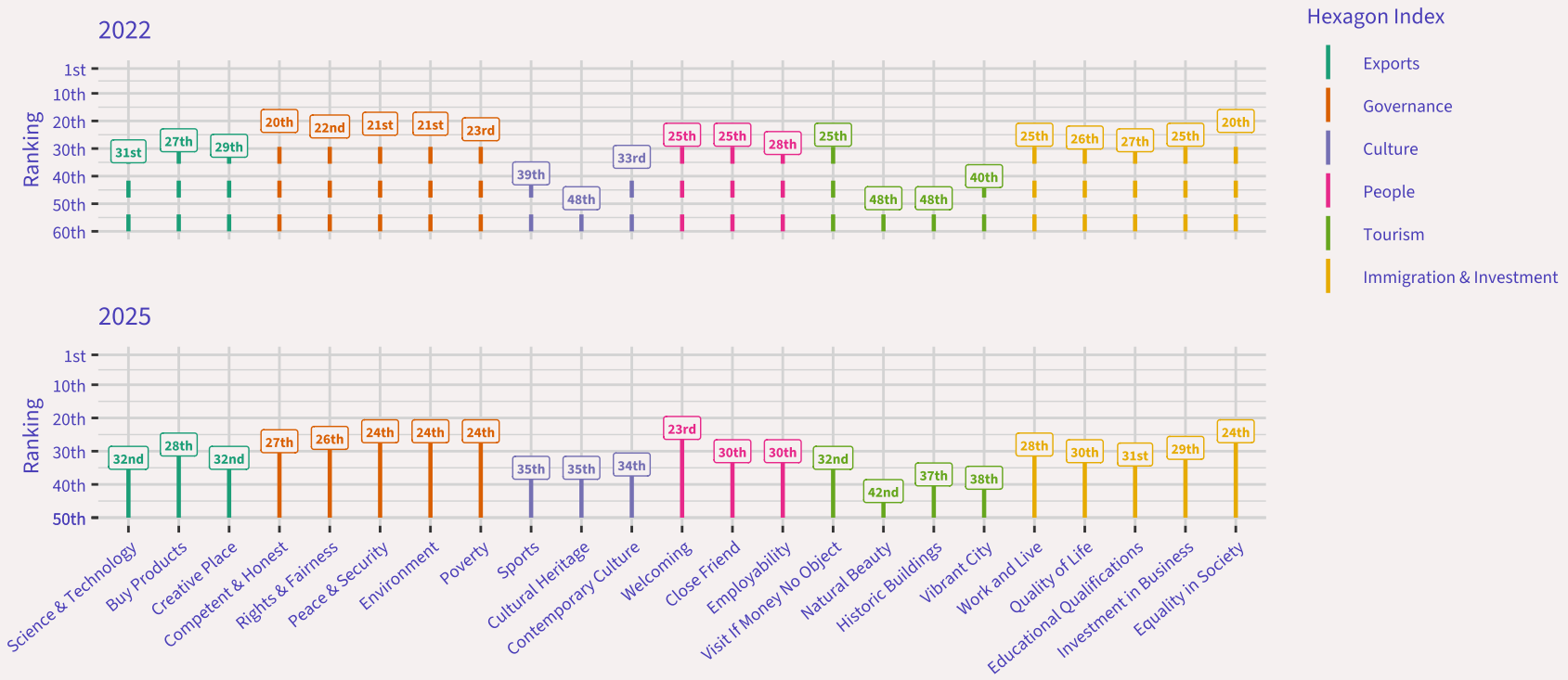

Figure 40: Chart comparing the overall ranks for Latvia across all of the attributes, highlighting a comparison between the ranks for 2025 and the previous NBI year from the perspective of Sweden.

Attribute Rankings: Comparison to Competitive Set

Figure 41: Chart comparing the overall ranks between Latvia and all of the competitive set nations, across all of the attributes from the perspective of Sweden.

Familiarity Rankings

Nation	Score	Rank	Nation	Score	Rank	Nation	Score	Rank	Nation	Score	Rank	Nation	Score	Rank
Sweden	4.88	1st	Australia	3.51	11th	Switzerland	3.38	21st	Mexico	3.16	31st	Singapore	2.95	41st
Norway	4.07	2nd	China	3.50	12th	Japan	3.38	22nd	Argentina	3.14	32nd	Lithuania	2.95	42nd
United States	4.01	3rd	Russia	3.49	13th	Belgium	3.37	23rd	Palestine	3.12	33rd	Bulgaria	2.93	43rd
Germany	3.94	4th	Netherlands	3.45	14th	Iceland	3.37	24th	New Zealand	3.09	34th	Saudi Arabia	2.93	44th
Finland	3.94	5th	Canada	3.44	15th	Portugal	3.35	25th	Estonia	3.08	35th	Romania	2.88	45th
United Kingdom	3.92	6th	Ukraine	3.43	16th	Scotland	3.30	26th	South Korea	3.06	36th	Kenya	2.83	46th
Spain	3.81	7th	Türkiye	3.43	17th	Brazil	3.25	27th	Latvia	3.06	37th	Taiwan	2.82	47th
France	3.73	8th	Ireland	3.41	18th	Israel	3.23	28th	Chile	3.05	38th	Philippines	2.82	48th
Italy	3.70	9th	Austria	3.41	19th	India	3.22	29th	Northern Ireland	2.96	39th	Slovenia	2.81	49th
Greece	3.69	10th	Poland	3.38	20th	Czechia	3.20	30th	Wales	2.96	40th	Namibia	2.41	50th

Figure 42: Table displaying the overall familiarity ranks and scores (weighted) across all of the rated nations in the 2025 NBI, from the perspective of Sweden.

From Sweden's perspective in the 2025 NBI, Latvia ranks 37th for overall familiarity, with a weighted score of 3.06. It sits below South Korea (36th) and above Chile (38th), and trails nearby Estonia (35th). This places Latvia in the lower-mid tier of familiarity among the rated countries.

Familiarity Rankings: Comparison to All Other Rated Nation Scores

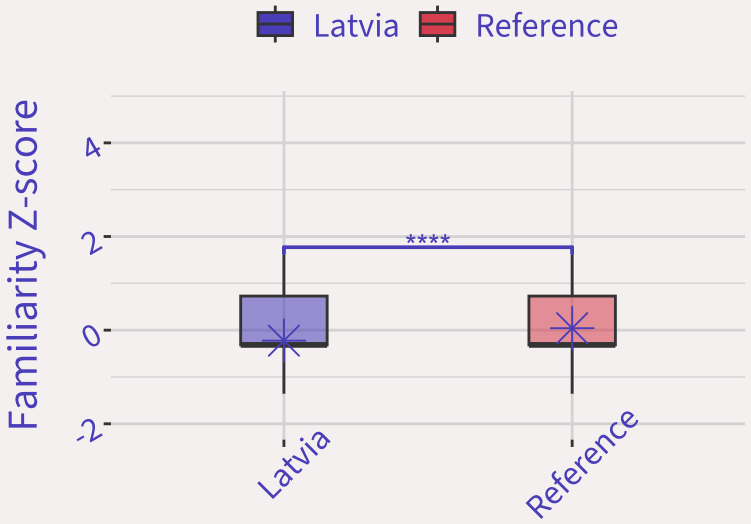

Figure 43: Box plot showing the Z-scores for familiarity, highlighting a comparison between the scores for Latvia and the Z-scores for all of the remaining rated countries in the 2025 NBI ('Reference'), from the perspective of Sweden. Pairwise t-tests tests with Bonferroni correction were applied for multiple comparisons. Significance levels: p < 0.05 (*), p < 0.01 (**), p < 0.001 (***), and p < 0.0001 (****), ns = 'not significant'. The central asterisk in each box plot represents the mean, while the horizontal bar denotes the median.

Interpretation

This analysis examines distributions of the familiarity weighted Z-scores for Latvia and compares it to the distribution of Z-scores for all the other remaining rated nations, from the perspective of Sweden.

Pairwise Wilcoxon tests are conducted to determine if there are statistically significant differences in score distributions, with a focus on comparisons involving Latvia. A p-value indicates the likelihood of observing a difference in mean scores equal to or more extreme as the one found, assuming no actual difference. For example, a p-value of less than 0.05 suggests this difference is expected to occur less than 5% of the time. Significance levels are indicated with asterisks: * for $p < 0.05$, ** for $p < 0.01$, *** for $p < 0.001$, and **** for $p < 0.0001$. The notation 'ns' indicates results that are not statistically significant.

Among Swedes, Latvia's familiarity is significantly lower than the reference set (****, $p<0.0001$). Latvia's mean and median Z-scores are slightly negative, while the reference is around zero, indicating relatively lower perceived familiarity, though variability is comparable.

Favourability Rankings

Nation	Score	Rank	Nation	Score	Rank	Nation	Score	Rank	Nation	Score	Rank	Nation	Score	Rank
Sweden	5.82	1st	New Zealand	4.97	11th	Portugal	4.76	21st	United States	4.13	31st	Kenya	3.62	41st
Norway	5.53	2nd	Austria	4.96	12th	Wales	4.54	22nd	Brazil	4.10	32nd	India	3.57	42nd
Finland	5.33	3rd	Japan	4.95	13th	Singapore	4.42	23rd	Lithuania	4.10	33rd	Türkiye	3.49	43rd
Germany	5.18	4th	Netherlands	4.94	14th	Czechia	4.41	24th	Slovenia	4.09	34th	China	3.38	44th
Canada	5.16	5th	United Kingdom	4.92	15th	Poland	4.37	25th	Taiwan	4.03	35th	Romania	3.36	45th
Italy	5.15	6th	Greece	4.87	16th	Latvia	4.31	26th	Chile	4.00	36th	Namibia	3.30	46th
Australia	5.11	7th	Scotland	4.85	17th	Estonia	4.29	27th	Philippines	3.96	37th	Palestine	3.11	47th
Switzerland	5.07	8th	France	4.84	18th	South Korea	4.24	28th	Bulgaria	3.85	38th	Saudi Arabia	2.99	48th
Iceland	5.05	9th	Ireland	4.80	19th	Northern Ireland	4.24	29th	Mexico	3.78	39th	Israel	2.98	49th
Spain	5.02	10th	Belgium	4.77	20th	Argentina	4.16	30th	Ukraine	3.73	40th	Russia	2.34	50th

Figure 44: Table displaying the overall favourability ranks and scores (weighted) across all of the rated nations in the 2025 NBI, from the perspective of Sweden.

In Sweden's 2025 NBI, Latvia ranks 26th of 50 with a weighted favourability score of 4.31. This places it mid-table, slightly below Poland (25th, 4.37) and above Estonia (27th, 4.29). Latvia is rated notably higher than Lithuania (33rd, 4.10) and far above Russia (50th).

Favourability Rankings: Comparison to All Other Rated Nation Scores

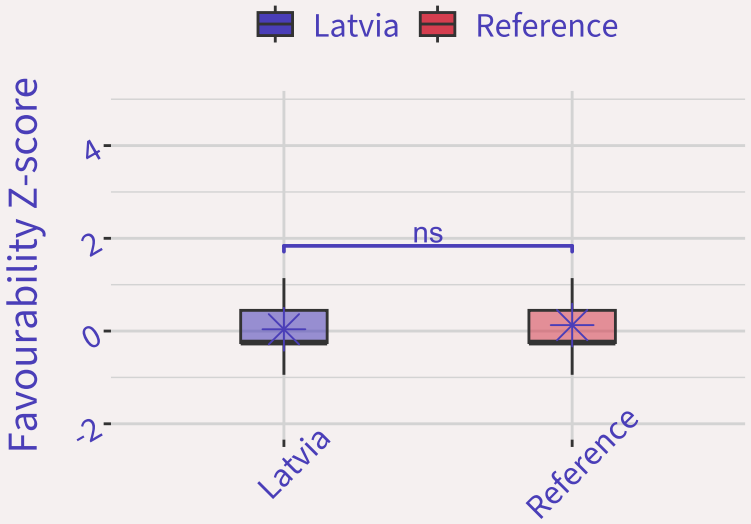

Figure 45: Box plot showing the Z-scores for favourability, highlighting a comparison between the scores for Latvia and the Z-scores for all of the remaining rated countries in the 2025 NBI ('Reference'), from the perspective of Sweden. Pairwise t-tests tests with Bonferroni correction were applied for multiple comparisons. Significance levels: p < 0.05 (*), p < 0.01 (**), p < 0.001 (***), and p < 0.0001 (****), ns = 'not significant'. The central asterisk in each box plot represents the mean, while the horizontal bar denotes the median.

Interpretation

This analysis examines distributions of the familiarity weighted Z-scores for Latvia and compares it to the distribution of Z-scores for all the other remaining rated nations, from the perspective of Sweden.

Pairwise Wilcoxon tests are conducted to determine if there are statistically significant differences in score distributions, with a focus on comparisons involving Latvia. A p-value indicates the likelihood of observing a difference in mean scores equal to or more extreme as the one found, assuming no actual difference. For example, a p-value of less than 0.05 suggests this difference is expected to occur less than 5% of the time. Significance levels are indicated with asterisks: * for p < 0.05, ** for p < 0.01, *** for p < 0.001, and **** for p < 0.0001. The notation 'ns' indicates results that are not statistically significant.

From Sweden's perspective, Latvia's favourability Z-scores cluster around zero, with mean and median near the reference group's. The spread and quartiles are comparable, and pairwise t-tests with Bonferroni correction show no significant difference (ns) between Latvia and the remaining countries. Overall, Latvia is viewed about average, neither notably better nor worse than others.

Target Markets: United Kingdom

Overall NBI Rankings & High-level Summary

Nation	Score	Rank	Nation	Score	Rank	Nation	Score	Rank	Nation	Score	Rank	Nation	Score	Rank
United Kingdom	74.39	1st	Norway	68.18	11th	United States	65.25	21st	Argentina	57.83	31st	Lithuania	55.38	41st
Canada	71.65	2nd	Spain	67.80	12th	Portugal	64.76	22nd	Mexico	57.33	32nd	India	54.86	42nd
Australia	71.50	3rd	Wales	67.52	13th	Greece	63.63	23rd	Türkiye	57.20	33rd	Ukraine	54.64	43rd
Japan	70.18	4th	New Zealand	67.50	14th	Northern Ireland	63.14	24th	Slovenia	56.56	34th	Romania	54.31	44th
Italy	70.02	5th	France	67.05	15th	Poland	62.70	25th	Latvia	56.54	35th	Kenya	53.08	45th
Germany	69.74	6th	Sweden	66.57	16th	Singapore	61.95	26th	Philippines	56.23	36th	Saudi Arabia	52.13	46th
Scotland	69.70	7th	Finland	66.37	17th	Czechia	59.57	27th	Taiwan	56.07	37th	Namibia	49.43	47th
Switzerland	68.34	8th	Belgium	66.32	18th	Brazil	59.35	28th	Estonia	55.99	38th	Israel	44.43	48th
Netherlands	68.22	9th	Iceland	65.74	19th	China	57.88	29th	Bulgaria	55.38	39th	Russia	43.00	49th
Ireland	68.21	10th	Austria	65.54	20th	South Korea	57.83	30th	Chile	55.38	40th	Palestine	39.96	50th

Figure 46: Table displaying the overall NBI ranks and scores (weighted) across all of the rated nations in the 2025 NBI, from the perspective of United Kingdom.

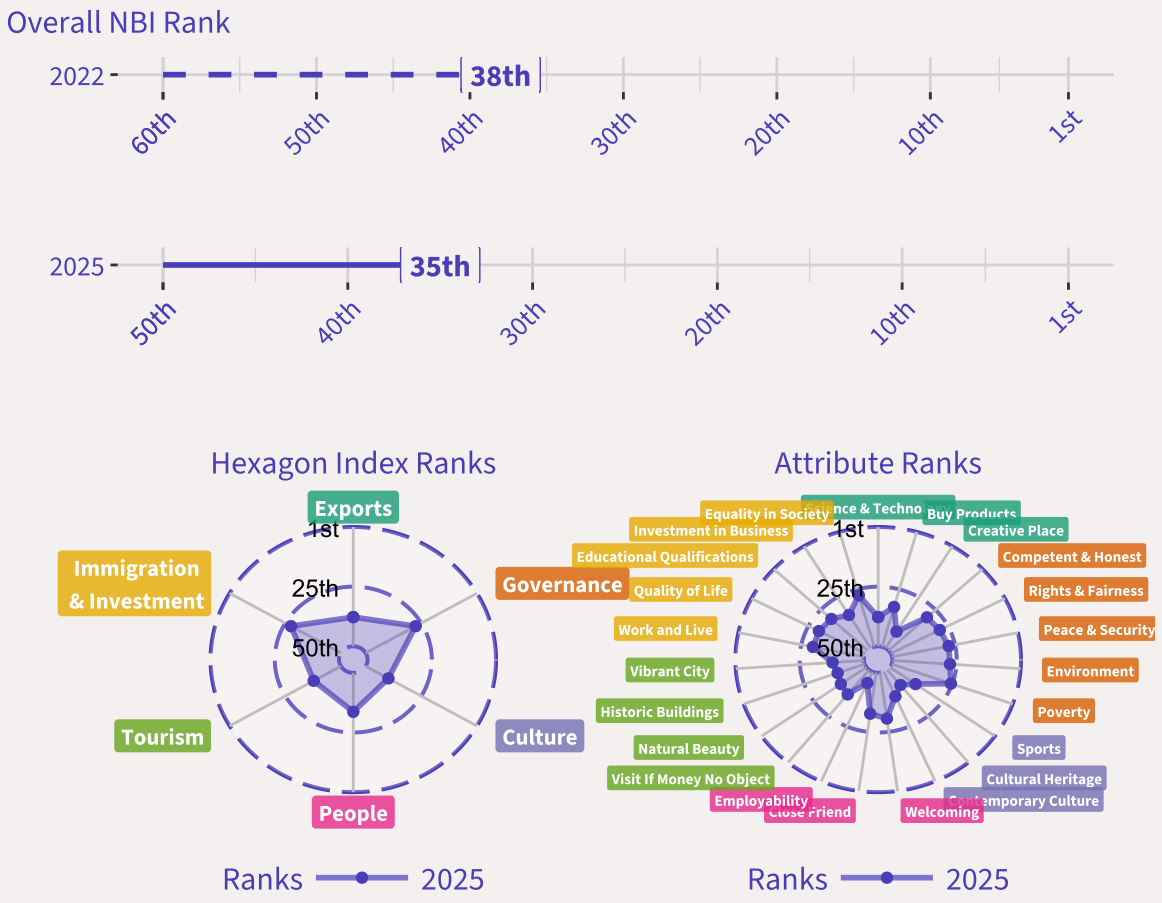

Figure 47: Summary charts displaying the change in Latvia's overall NBI rank compared to the previous NBI year, as well as radar charts summarising the ranks across the Hexagon Indices and all the attributes, from the perspective of United Kingdom.

Overall Hexagon Index Rankings & Comparison to Previous NBI

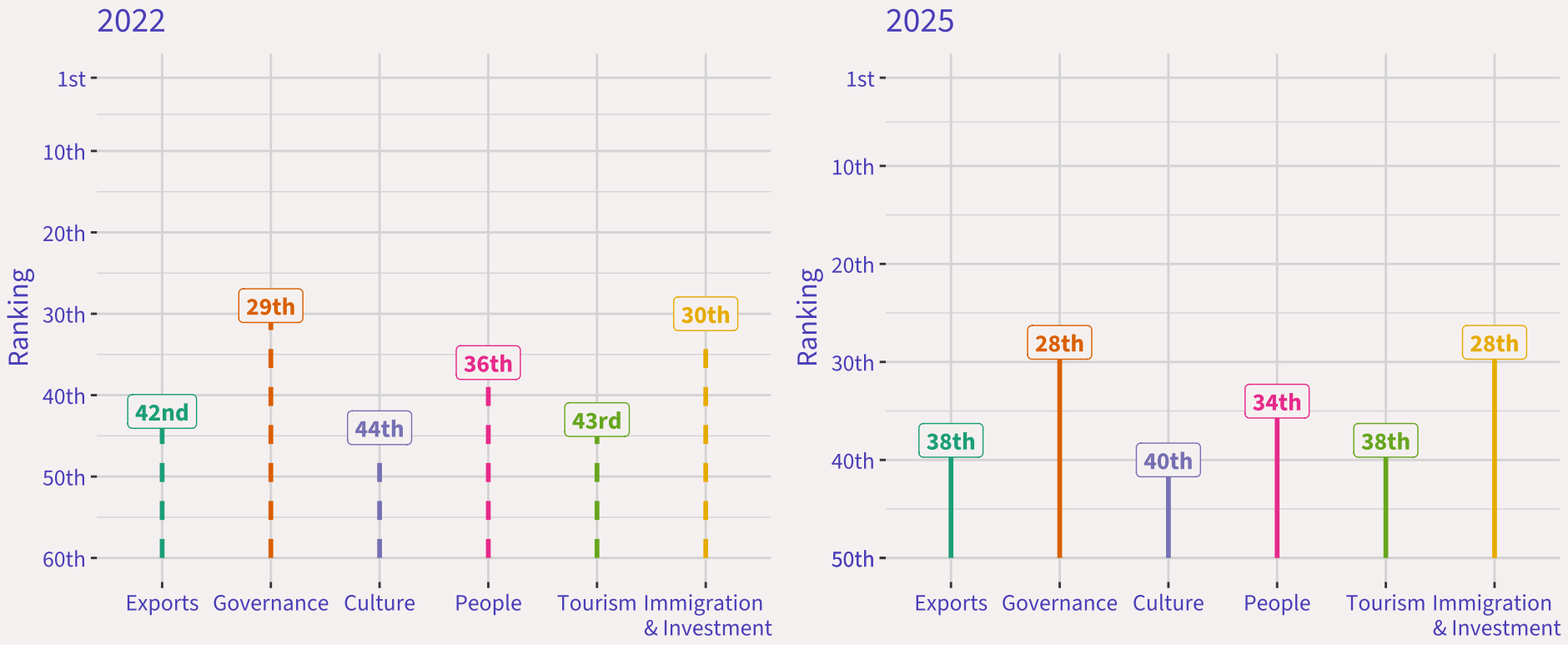

Figure 48: Chart comparing the overall ranks for Latvia across all of the Hexagon Indices, highlighting a comparison between the ranks for 2025 and the previous NBI year from the perspective of United Kingdom.

Hexagon Index Rankings: Comparison to Competitive Set

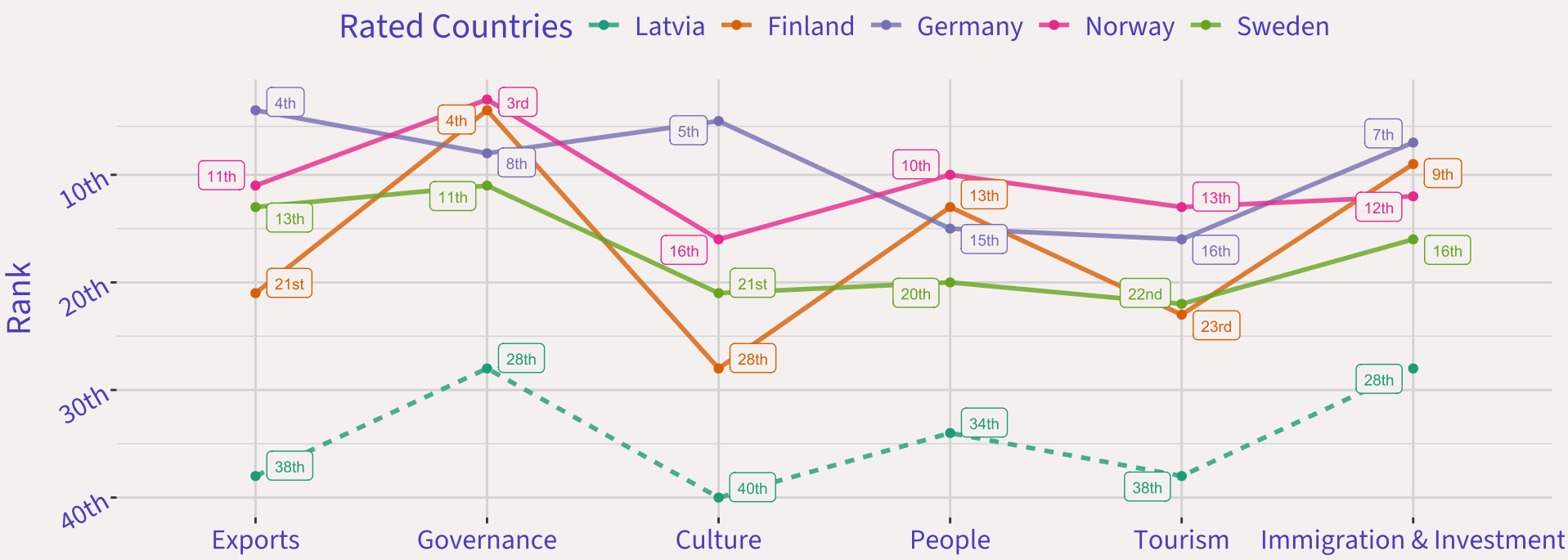

Figure 49: Chart comparing the overall ranks between Latvia and all of the competitive set nations, across all of the Hexagon Indices from the perspective of United Kingdom.

Overall Attribute Rankings & Comparison to Previous NBI

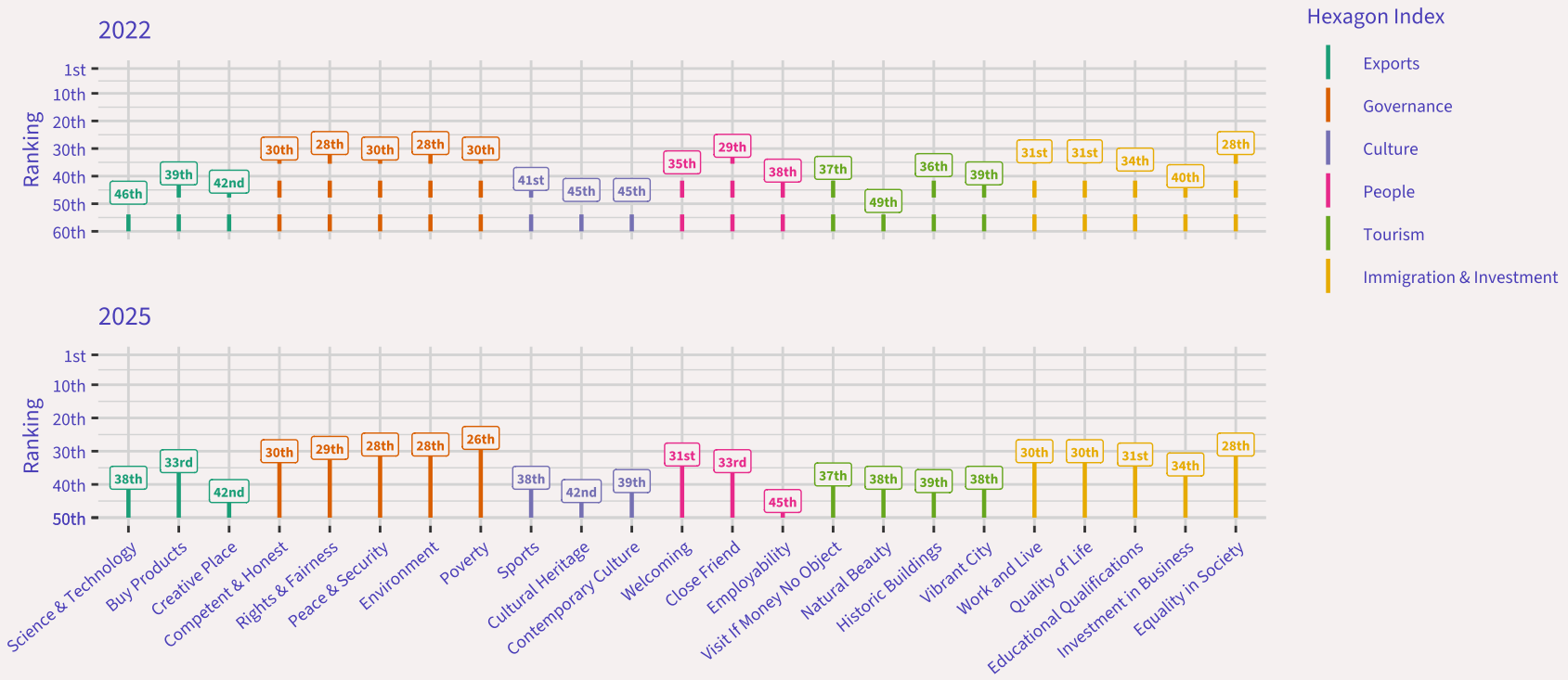

Figure 50: Chart comparing the overall ranks for Latvia across all of the attributes, highlighting a comparison between the ranks for 2025 and the previous NBI year from the perspective of United Kingdom.

Attribute Rankings: Comparison to Competitive Set

Figure 51: Chart comparing the overall ranks between Latvia and all of the competitive set nations, across all of the attributes from the perspective of United Kingdom.

Familiarity Rankings

Nation	Score	Rank	Nation	Score	Rank	Nation	Score	Rank	Nation	Score	Rank	Nation	Score	Rank
United Kingdom	4.87	1st	Northern Ireland	3.53	11th	Ukraine	3.18	21st	Austria	3.07	31st	Philippines	2.76	41st
Scotland	4.06	2nd	Canada	3.48	12th	New Zealand	3.18	22nd	Argentina	2.98	32nd	Chile	2.73	42nd
United States	3.98	3rd	Greece	3.39	13th	Switzerland	3.17	23rd	Israel	2.96	33rd	Romania	2.73	43rd
Wales	3.92	4th	Portugal	3.35	14th	Poland	3.14	24th	Finland	2.93	34th	Kenya	2.70	44th
France	3.82	5th	Netherlands	3.27	15th	Iceland	3.12	25th	Saudi Arabia	2.90	35th	Taiwan	2.61	45th
Spain	3.79	6th	China	3.26	16th	Russia	3.11	26th	South Korea	2.88	36th	Slovenia	2.56	46th
Ireland	3.64	7th	Japan	3.24	17th	Norway	3.11	27th	Singapore	2.86	37th	Latvia	2.50	47th
Australia	3.59	8th	India	3.24	18th	Brazil	3.10	28th	Palestine	2.81	38th	Lithuania	2.49	48th
Italy	3.56	9th	Belgium	3.21	19th	Sweden	3.08	29th	Czechia	2.79	39th	Estonia	2.49	49th
Germany	3.56	10th	Türkiye	3.19	20th	Mexico	3.08	30th	Bulgaria	2.78	40th	Namibia	2.28	50th

Figure 52: Table displaying the overall familiarity ranks and scores (weighted) across all of the rated nations in the 2025 NBI, from the perspective of United Kingdom.

In the UK's NBI familiarity rankings, Latvia is 47th with a weighted score of 2.50, sitting between Slovenia (46th, 2.56) and Lithuania (48th, 2.49). It is in the lower tail, close to Estonia (49th, 2.49) and well behind countries like the Philippines (41st, 2.76). This suggests limited UK familiarity with Latvia.

Familiarity Rankings: Comparison to All Other Rated Nation Scores

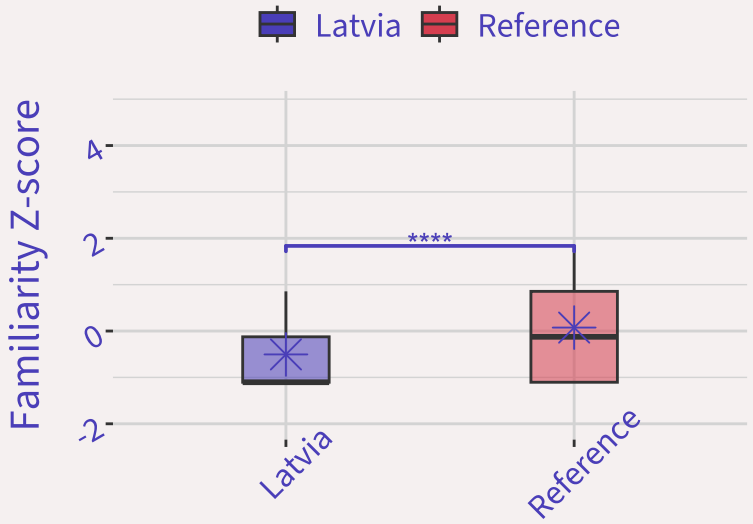

Figure 53: Box plot showing the Z-scores for familiarity, highlighting a comparison between the scores for Latvia and the Z-scores for all of the remaining rated countries in the 2025 NBI ('Reference'), from the perspective of United Kingdom. Pairwise t-tests tests with Bonferroni correction were applied for multiple comparisons. Significance levels: p < 0.05 (*), p < 0.01 (**), p < 0.001 (***), and p < 0.0001 (****), ns = 'not significant'. The central asterisk in each box plot represents the mean, while the horizontal bar denotes the median.

Interpretation

This analysis examines distributions of the familiarity weighted Z-scores for Latvia and compares it to the distribution of Z-scores for all the other remaining rated nations, from the perspective of United Kingdom.

Pairwise Wilcoxon tests are conducted to determine if there are statistically significant differences in score distributions, with a focus on comparisons involving Latvia. A p-value indicates the likelihood of observing a difference in mean scores equal to or more extreme as the one found, assuming no actual difference. For example, a p-value of less than 0.05 suggests this difference is expected to occur less than 5% of the time. Significance levels are indicated with asterisks: * for $p < 0.05$, ** for $p < 0.01$, *** for $p < 0.001$, and **** for $p < 0.0001$. The notation 'ns' indicates results that are not statistically significant.

UK respondents show markedly lower familiarity with Latvia than with other countries. Latvia's Z-scores lie mostly below zero, with a negative mean and median, while the reference distribution is around zero. The difference is highly significant (****, $p<0.0001$), indicating Latvia is relatively unfamiliar to the UK audience.

Favourability Rankings

Nation	Score	Rank	Nation	Score	Rank	Nation	Score	Rank	Nation	Score	Rank	Nation	Score	Rank
United Kingdom	5.79	1st	Greece	5.25	11th	Austria	5.02	21st	Mexico	4.39	31st	Kenya	4.17	41st
Scotland	5.57	2nd	Norway	5.23	12th	Northern Ireland	4.95	22nd	Bulgaria	4.33	32nd	Taiwan	4.15	42nd
Canada	5.57	3rd	Netherlands	5.23	13th	France	4.95	23rd	Slovenia	4.32	33rd	South Korea	4.15	43rd
Italy	5.53	4th	Switzerland	5.19	14th	United States	4.88	24th	Argentina	4.29	34th	India	4.02	44th
Spain	5.51	5th	Iceland	5.16	15th	Singapore	4.79	25th	Estonia	4.27	35th	China	3.96	45th
Wales	5.41	6th	Japan	5.10	16th	Poland	4.73	26th	Ukraine	4.27	36th	Saudi Arabia	3.91	46th
Australia	5.37	7th	Germany	5.09	17th	Czechia	4.52	27th	Latvia	4.26	37th	Namibia	3.81	47th
Ireland	5.34	8th	Sweden	5.07	18th	Brazil	4.51	28th	Chile	4.26	38th	Palestine	3.43	48th
New Zealand	5.31	9th	Belgium	5.03	19th	Türkiye	4.48	29th	Lithuania	4.24	39th	Israel	3.38	49th
Portugal	5.27	10th	Finland	5.02	20th	Philippines	4.42	30th	Romania	4.22	40th	Russia	2.88	50th

Figure 54: Table displaying the overall favourability ranks and scores (weighted) across all of the rated nations in the 2025 NBI, from the perspective of United Kingdom.

From a UK perspective, Latvia ranks 37th overall with a weighted favourability score of 4.26. It sits in the lower half, just behind Ukraine (36th, 4.27) and Estonia (35th, 4.27), and marginally ahead of Chile (38th, 4.26) and Lithuania (39th, 4.24).

Favourability Rankings: Comparison to All Other Rated Nation Scores

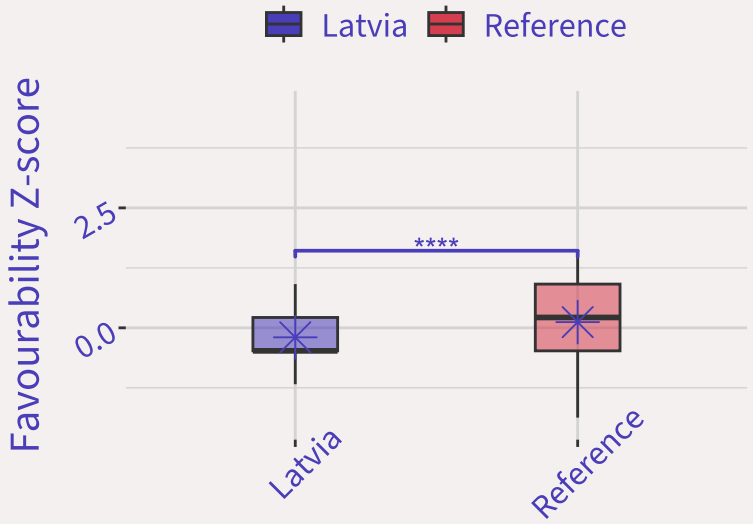

Figure 55: Box plot showing the Z-scores for favourability, highlighting a comparison between the scores for Latvia and the Z-scores for all of the remaining rated countries in the 2025 NBI ('Reference'), from the perspective of United Kingdom. Pairwise t-tests tests with Bonferroni correction were applied for multiple comparisons. Significance levels: p < 0.05 (*), p < 0.01 (**), p < 0.001 (***), and p < 0.0001 (****), ns = 'not significant'. The central asterisk in each box plot represents the mean, while the horizontal bar denotes the median.

Interpretation

This analysis examines distributions of the familiarity weighted Z-scores for Latvia and compares it to the distribution of Z-scores for all the other remaining rated nations, from the perspective of United Kingdom.

Pairwise Wilcoxon tests are conducted to determine if there are statistically significant differences in score distributions, with a focus on comparisons involving Latvia. A p-value indicates the likelihood of observing a difference in mean scores equal to or more extreme as the one found, assuming no actual difference. For example, a p-value of less than 0.05 suggests this difference is expected to occur less than 5% of the time. Significance levels are indicated with asterisks: * for $p < 0.05$, ** for $p < 0.01$, *** for $p < 0.001$, and **** for $p < 0.0001$. The notation 'ns' indicates results that are not statistically significant.

UK respondents rate Latvia slightly below the overall country benchmark: its mean Z-score is mildly negative, versus a slightly positive reference mean. The difference is highly significant (****, $p < 0.0001$). Latvia's distribution clusters near neutral with limited variability relative to the reference, indicating consistently lower favourability than the average of other countries.

Target Markets: United States

Overall NBI Rankings & High-level Summary

Nation	Score	Rank	Nation	Score	Rank	Nation	Score	Rank	Nation	Score	Rank	Nation	Score	Rank
United States	77.13	1st	Switzerland	67.15	11th	Wales	64.29	21st	Romania	59.12	31st	Estonia	54.52	41st
Canada	73.02	2nd	Netherlands	66.87	12th	Iceland	63.03	22nd	Argentina	58.58	32nd	Bulgaria	54.38	42nd
Australia	70.97	3rd	New Zealand	66.38	13th	Brazil	62.55	23rd	Mexico	58.56	33rd	Slovenia	54.22	43rd
Italy	70.15	4th	Scotland	66.30	14th	Northern Ireland	62.41	24th	Czechia	58.06	34th	Lithuania	53.82	44th
United Kingdom	69.97	5th	Greece	65.95	15th	Poland	62.29	25th	Philippines	57.16	35th	China	53.54	45th
France	68.90	6th	Ireland	65.56	16th	Portugal	61.78	26th	India	56.51	36th	Kenya	51.83	46th
Sweden	68.80	7th	Austria	65.12	17th	Taiwan	61.55	27th	Türkiye	55.34	37th	Namibia	51.46	47th
Japan	68.52	8th	Spain	64.98	18th	Singapore	61.32	28th	Ukraine	55.00	38th	Saudi Arabia	51.30	48th
Germany	68.39	9th	Finland	64.61	19th	South Korea	59.82	29th	Israel	54.95	39th	Russia	48.28	49th
Norway	67.62	10th	Belgium	64.34	20th	Chile	59.51	30th	Latvia	54.73	40th	Palestine	42.65	50th

Figure 56: Table displaying the overall NBI ranks and scores (weighted) across all of the rated nations in the 2025 NBI, from the perspective of United States.

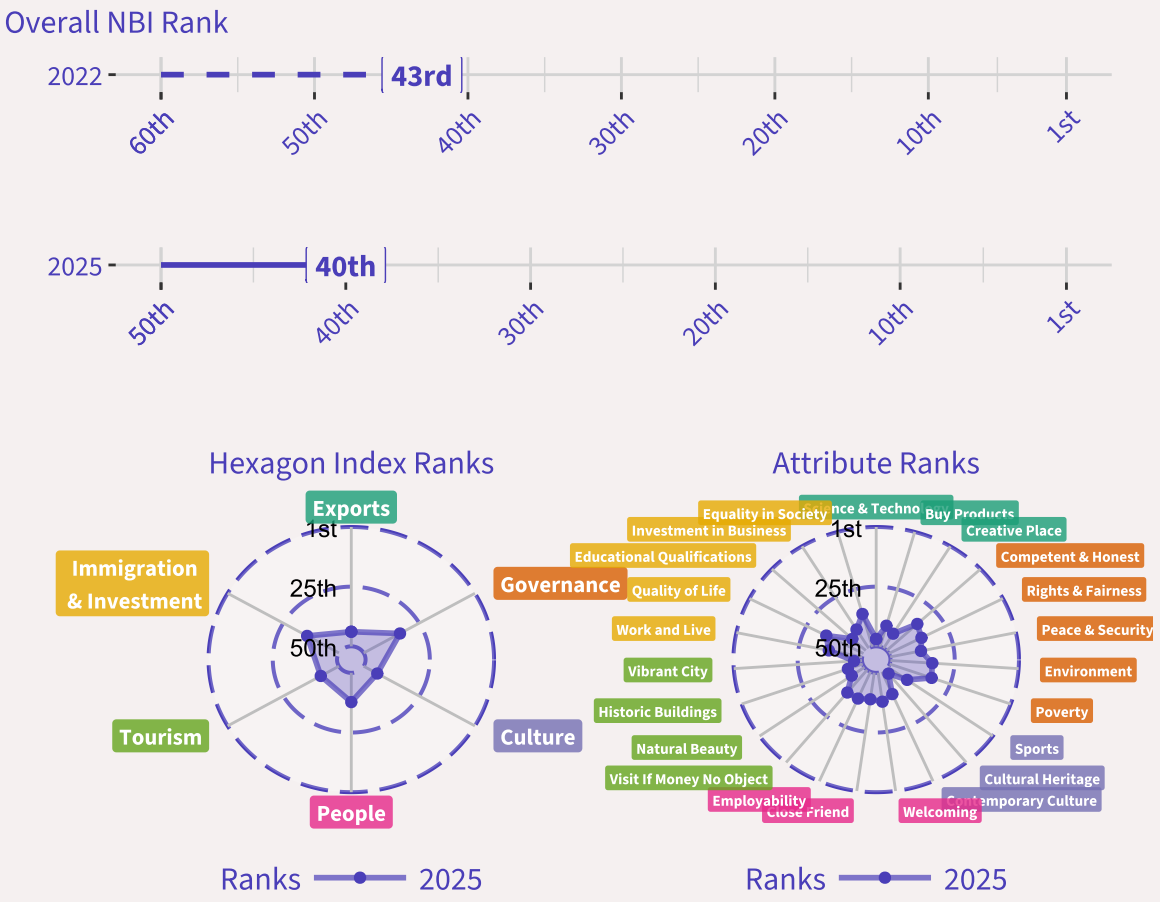

Figure 57: Summary charts displaying the change in Latvia's overall NBI rank compared to the previous NBI year, as well as radar charts summarising the ranks across the Hexagon Indices and all the attributes, from the perspective of United States.

Overall Hexagon Index Rankings & Comparison to Previous NBI

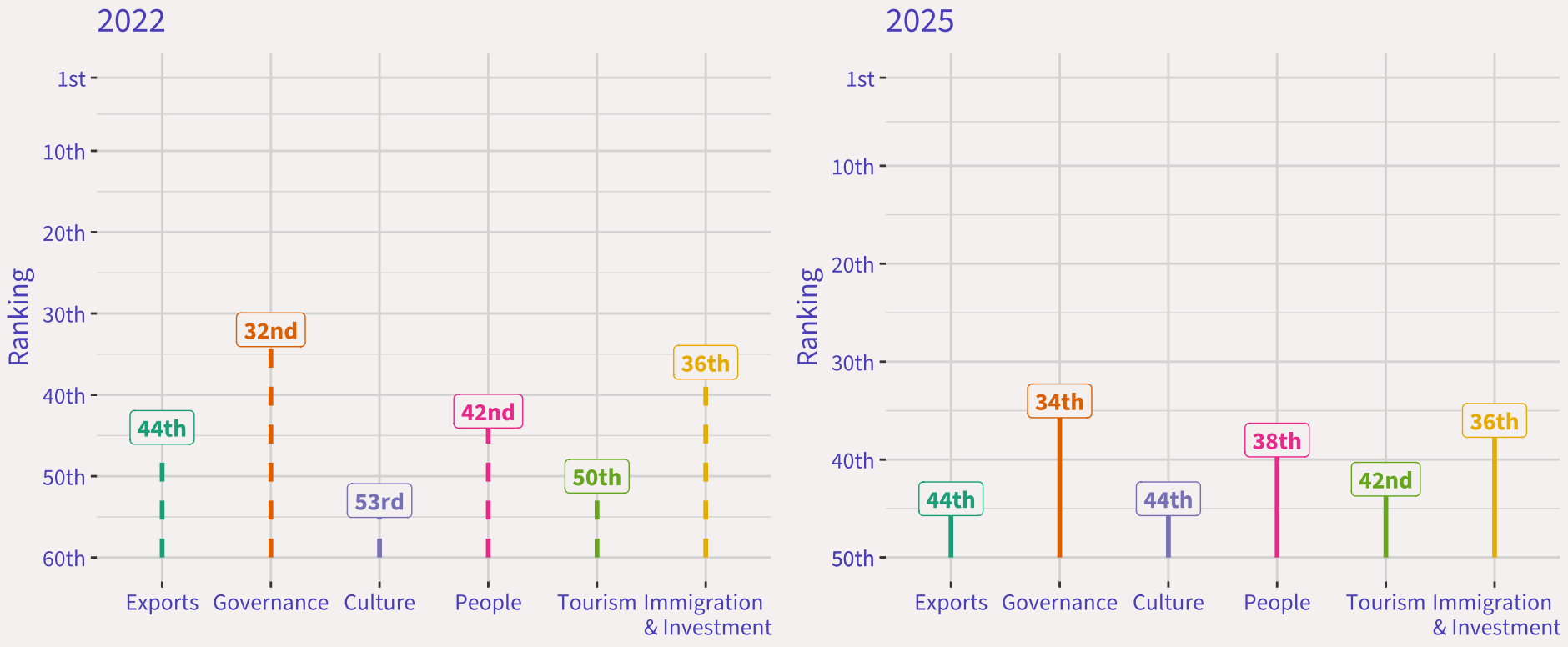

Figure 58: Chart comparing the overall ranks for Latvia across all of the Hexagon Indices, highlighting a comparison between the ranks for 2025 and the previous NBI year from the perspective of United States.

Hexagon Index Rankings: Comparison to Competitive Set

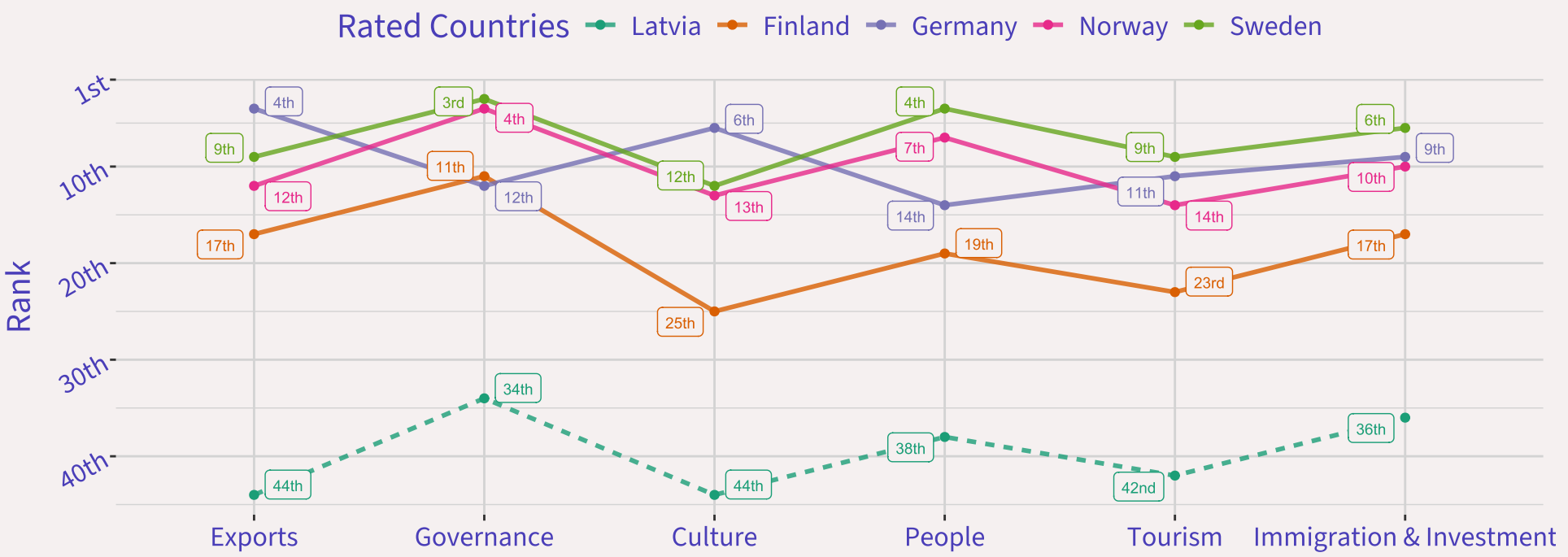

Figure 59: Chart comparing the overall ranks between Latvia and all of the competitive set nations, across all of the Hexagon Indices from the perspective of United States.

Overall Attribute Rankings & Comparison to Previous NBI

Figure 60: Chart comparing the overall ranks for Latvia across all of the attributes, highlighting a comparison between the ranks for 2025 and the previous NBI year from the perspective of United States.

Attribute Rankings: Comparison to Competitive Set

Figure 61: Chart comparing the overall ranks between Latvia and all of the competitive set nations, across all of the attributes from the perspective of United States.

Familiarity Rankings

Nation	Score	Rank	Nation	Score	Rank	Nation	Score	Rank	Nation	Score	Rank	Nation	Score	Rank
United States	4.82	1st	Russia	3.29	11th	South Korea	3.09	21st	Iceland	2.98	31st	Argentina	2.85	41st
Canada	3.77	2nd	Israel	3.26	12th	New Zealand	3.09	22nd	Northern Ireland	2.96	32nd	Romania	2.77	42nd
Mexico	3.66	3rd	India	3.24	13th	Sweden	3.09	23rd	Portugal	2.96	33rd	Kenya	2.73	43rd
Italy	3.62	4th	Ireland	3.23	14th	Netherlands	3.08	24th	Belgium	2.92	34th	Czechia	2.68	44th
United Kingdom	3.57	5th	Spain	3.23	15th	Saudi Arabia	3.05	25th	Finland	2.91	35th	Bulgaria	2.59	45th
China	3.54	6th	Brazil	3.21	16th	Poland	3.04	26th	Chile	2.91	36th	Lithuania	2.49	46th
Germany	3.51	7th	Greece	3.16	17th	Taiwan	2.99	27th	Palestine	2.91	37th	Slovenia	2.36	47th
France	3.49	8th	Ukraine	3.15	18th	Philippines	2.99	28th	Singapore	2.91	38th	Estonia	2.33	48th
Australia	3.46	9th	Scotland	3.12	19th	Austria	2.99	29th	Türkiye	2.90	39th	Latvia	2.27	49th
Japan	3.39	10th	Switzerland	3.11	20th	Norway	2.98	30th	Wales	2.87	40th	Namibia	2.12	50th

Figure 62: Table displaying the overall familiarity ranks and scores (weighted) across all of the rated nations in the 2025 NBI, from the perspective of United States.

Latvia ranks 49th out of 50 for familiarity, with a weighted score of 2.27—ahead of only Namibia. It trails nearby peers: Estonia 48th (2.33), Lithuania 46th (2.49), and Slovenia 47th (2.36). Overall, Latvia's brand awareness among Americans is very low.

Familiarity Rankings: Comparison to All Other Rated Nation Scores

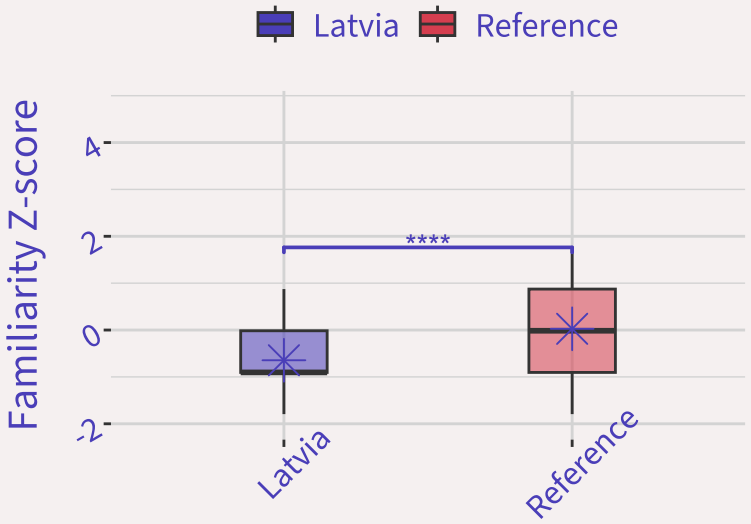

Figure 63: Box plot showing the Z-scores for familiarity, highlighting a comparison between the scores for Latvia and the Z-scores for all of the remaining rated countries in the 2025 NBI ('Reference'), from the perspective of United States. Pairwise t-tests tests with Bonferroni correction were applied for multiple comparisons. Significance levels: p < 0.05 (*), p < 0.01 (**), p < 0.001 (***), and p < 0.0001 (****), ns = 'not significant'. The central asterisk in each box plot represents the mean, while the horizontal bar denotes the median.

Interpretation

This analysis examines distributions of the familiarity weighted Z-scores for Latvia and compares it to the distribution of Z-scores for all the other remaining rated nations, from the perspective of United States.

Pairwise Wilcoxon tests are conducted to determine if there are statistically significant differences in score distributions, with a focus on comparisons involving Latvia. A p-value indicates the likelihood of observing a difference in mean scores equal to or more extreme as the one found, assuming no actual difference. For example, a p-value of less than 0.05 suggests this difference is expected to occur less than 5% of the time. Significance levels are indicated with asterisks: * for $p < 0.05$, ** for $p < 0.01$, *** for $p < 0.001$, and **** for $p < 0.0001$. The notation 'ns' indicates results that are not statistically significant.

US respondents show significantly lower familiarity with Latvia than with other NBI countries (****, $p < 0.0001$). Latvia's mean and median Z-scores are negative, whereas the reference median is about zero. The distribution is shifted downward, indicating below-average familiarity relative to the broader country set.

Favourability Rankings

Nation	Score	Rank	Nation	Score	Rank	Nation	Score	Rank	Nation	Score	Rank	Nation	Score	Rank
United States	5.96	1st	New Zealand	5.08	11th	Northern Ireland	4.88	21st	Chile	4.52	31st	Israel	4.19	41st
Canada	5.60	2nd	Japan	5.07	12th	Spain	4.88	22nd	Philippines	4.48	32nd	Türkiye	4.18	42nd
Australia	5.45	3rd	Netherlands	5.05	13th	Belgium	4.86	23rd	South Korea	4.40	33rd	Estonia	4.18	43rd
Italy	5.40	4th	Greece	5.05	14th	Brazil	4.84	24th	Czechia	4.39	34th	Bulgaria	4.15	44th
United Kingdom	5.25	5th	Norway	5.04	15th	Poland	4.79	25th	Romania	4.39	35th	Kenya	4.14	45th
Sweden	5.25	6th	Austria	4.98	16th	Taiwan	4.71	26th	India	4.25	36th	Namibia	3.93	46th
Ireland	5.21	7th	Finland	4.97	17th	Portugal	4.67	27th	Latvia	4.21	37th	Saudi Arabia	3.88	47th
Scotland	5.19	8th	Iceland	4.94	18th	Argentina	4.58	28th	Ukraine	4.21	38th	Palestine	3.64	48th
France	5.19	9th	Germany	4.91	19th	Singapore	4.57	29th	Slovenia	4.21	39th	China	3.55	49th
Switzerland	5.18	10th	Wales	4.90	20th	Mexico	4.54	30th	Lithuania	4.19	40th	Russia	3.24	50th

Figure 64: Table displaying the overall favourability ranks and scores (weighted) across all of the rated nations in the 2025 NBI, from the perspective of United States.

Latvia is ranked 37th with a weighted favourability score of 4.21 from the United States' perspective in the 2025 NBI. It sits just below India (36th, 4.25) and above Ukraine (38th, 4.21), indicating lower-middle tier favourability relative to other nations.

Favourability Rankings: Comparison to All Other Rated Nation Scores

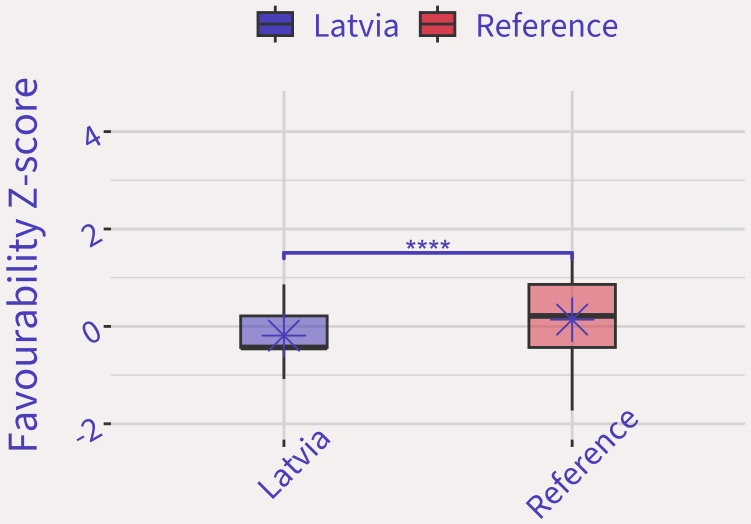

Figure 65: Box plot showing the Z-scores for favourability, highlighting a comparison between the scores for Latvia and the Z-scores for all of the remaining rated countries in the 2025 NBI ('Reference'), from the perspective of United States. Pairwise t-tests tests with Bonferroni correction were applied for multiple comparisons. Significance levels: p < 0.05 (*), p < 0.01 (**), p < 0.001 (***), and p < 0.0001 (****), ns = 'not significant'. The central asterisk in each box plot represents the mean, while the horizontal bar denotes the median.

Interpretation

This analysis examines distributions of the familiarity weighted Z-scores for Latvia and compares it to the distribution of Z-scores for all the other remaining rated nations, from the perspective of United States.

Pairwise Wilcoxon tests are conducted to determine if there are statistically significant differences in score distributions, with a focus on comparisons involving Latvia. A p-value indicates the likelihood of observing a difference in mean scores equal to or more extreme as the one found, assuming no actual difference. For example, a p-value of less than 0.05 suggests this difference is expected to occur less than 5% of the time. Significance levels are indicated with asterisks: * for $p < 0.05$, ** for $p < 0.01$, *** for $p < 0.001$, and **** for $p < 0.0001$. The notation 'ns' indicates results that are not statistically significant.

From the US perspective, Latvia's favourability Z-scores are significantly lower than the reference countries (****, Bonferroni). Latvia's mean and median are slightly negative, whereas the reference median is positive. The distribution for Latvia is shifted left, indicating weaker favourability and fewer high scores relative to other rated countries.

Section 7: Experience

NBI Scores vs Experiences

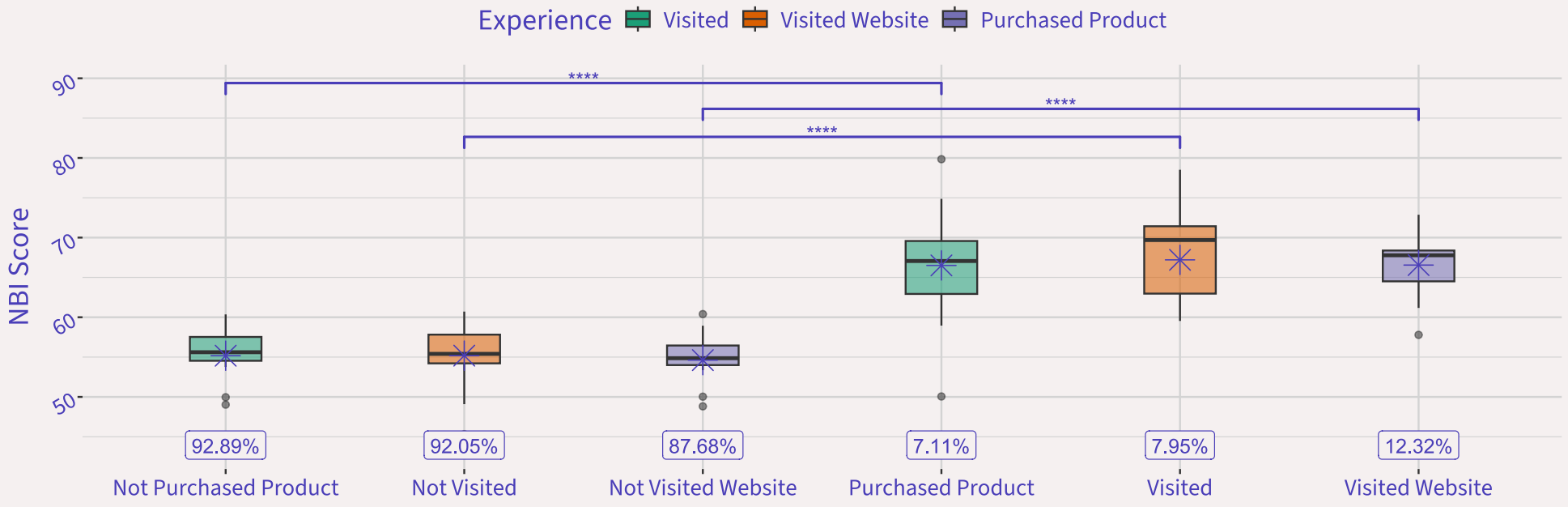

Figure 66: Box plot showing the relationship between various experiences (purchasing a product from Latvia, visiting Latvia - either on holiday or for business - or visiting a website from Latvia) and the overall NBI score across all of the panel nations. Pairwise Wilcoxon tests with Bonferroni correction were applied for multiple comparisons. Significance levels: $p < 0.05$ (*), $p < 0.01$ (**), $p < 0.001$ (***), and $p < 0.0001$ (****), ns = 'not significant'. The central asterisk in each boxplot represents the mean, while the horizontal bar denotes the median. The proportions of respondents within each experience group are displayed as a percentage.

Familiarity: Visited vs Not Visited

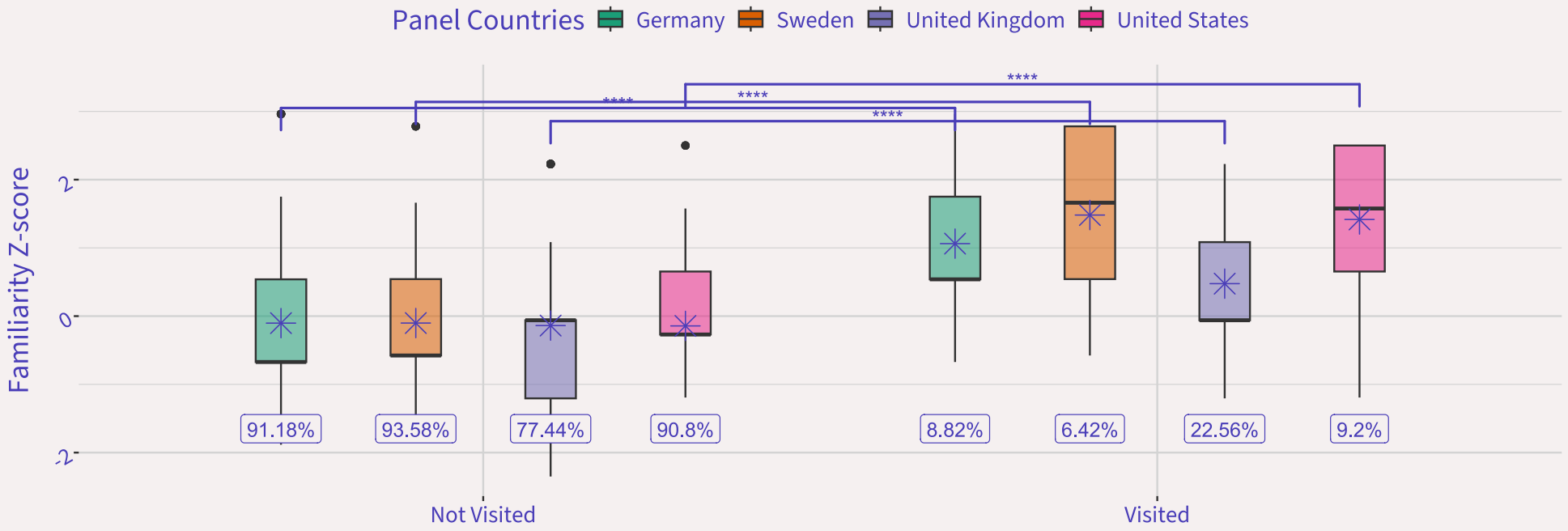

Figure 67: Box plot showing the relationship between familiarity Z-scores (calculated per panel nation in the target markets) and respondents across the target market panel nations who have visited Latvia (either on holiday or for business). Pairwise t-tests with Bonferroni correction were applied for multiple comparisons. Significance levels: p < 0.05 (*), p < 0.01 (**), p < 0.001 (***), and p < 0.0001 (****), ns = 'not significant'. The central asterisk in each boxplot represents the mean, while the horizontal bar denotes the median. The proportions of respondents within each experience group are displayed as a percentage.

Familiarity: Visited Website vs Not Visited Website

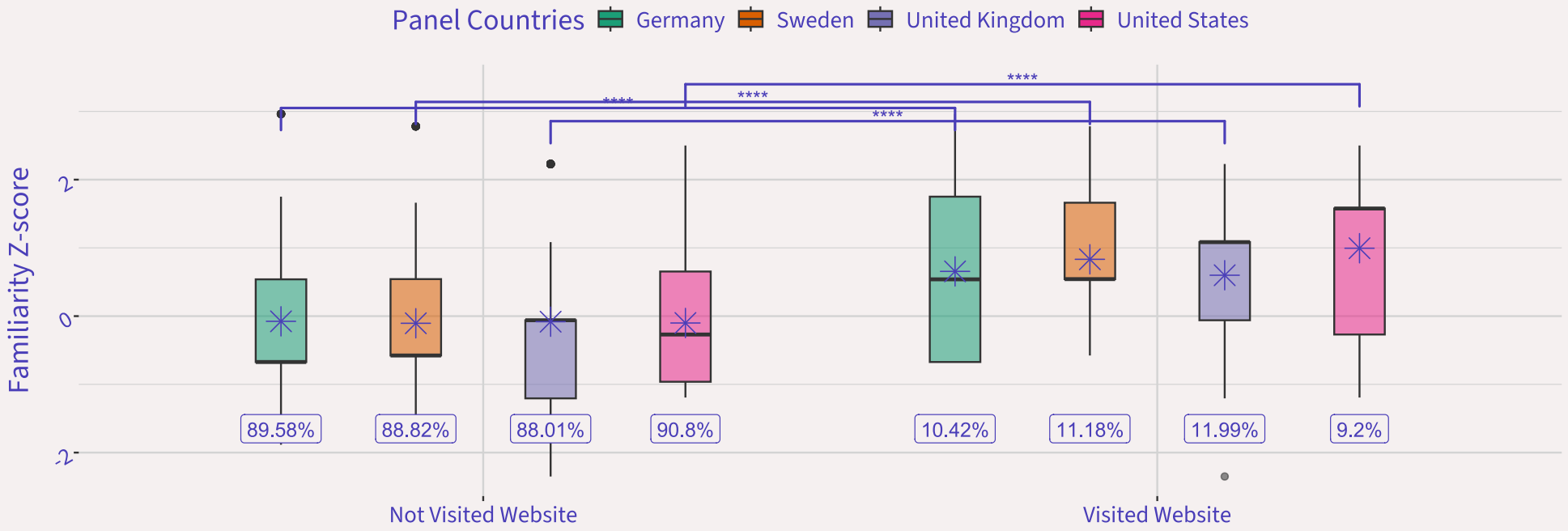

Figure 68: Box plot showing the relationship between familiarity Z-scores (calculated per panel nation in the target markets) and respondents across the target market panel nations who have visited a website from Latvia. Pairwise t-tests with Bonferroni correction were applied for multiple comparisons. Significance levels: p < 0.05 (*), p < 0.01 (**), p < 0.001 (***), and p < 0.0001 (****), ns = 'not significant'. The central asterisk in each boxplot represents the mean, while the horizontal bar denotes the median. The proportions of respondents within each experience group are displayed as a percentage.

Familiarity: Purchased Product vs Not Purchased Product

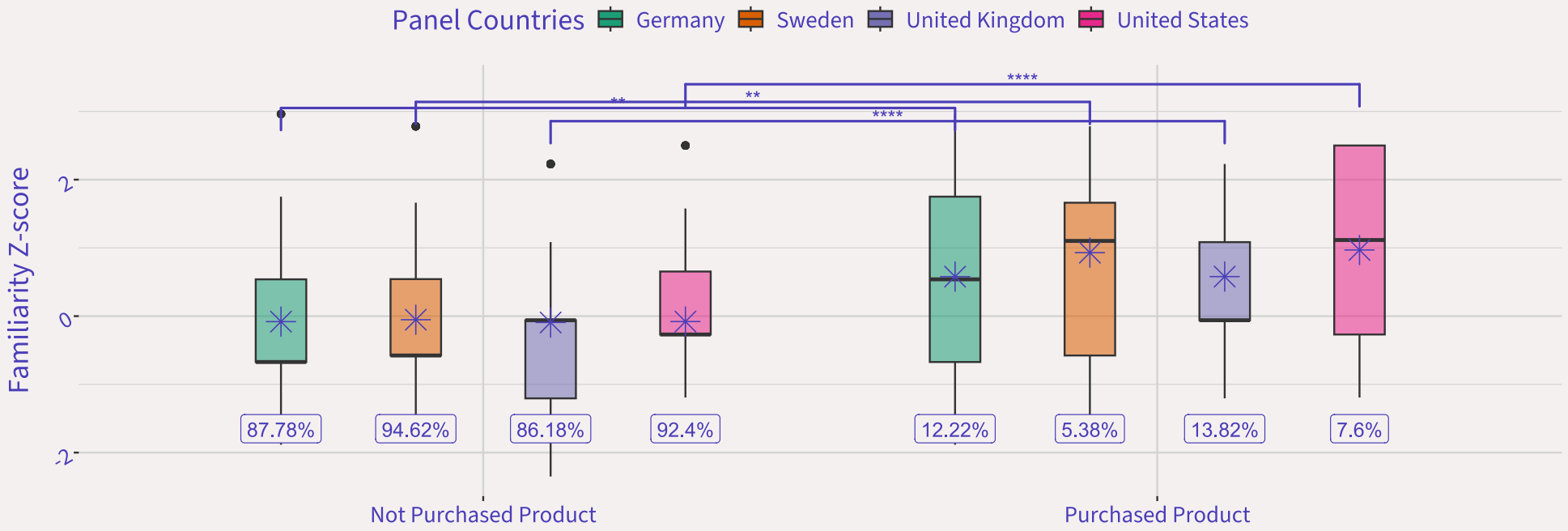

Figure 69: Box plot showing the relationship between familiarity Z-scores (calculated per panel nation in the target markets) and respondents across the target market panel nations who have purchased a product from Latvia. Pairwise t-tests with Bonferroni correction were applied for multiple comparisons. Significance levels: p < 0.05 (*), p < 0.01 (**), p < 0.001 (***), and p < 0.0001 (****), ns = 'not significant'. The central asterisk in each boxplot represents the mean, while the horizontal bar denotes the median. The proportions of respondents within each experience group are displayed as a percentage.

Favourability: Visited vs Not Visited

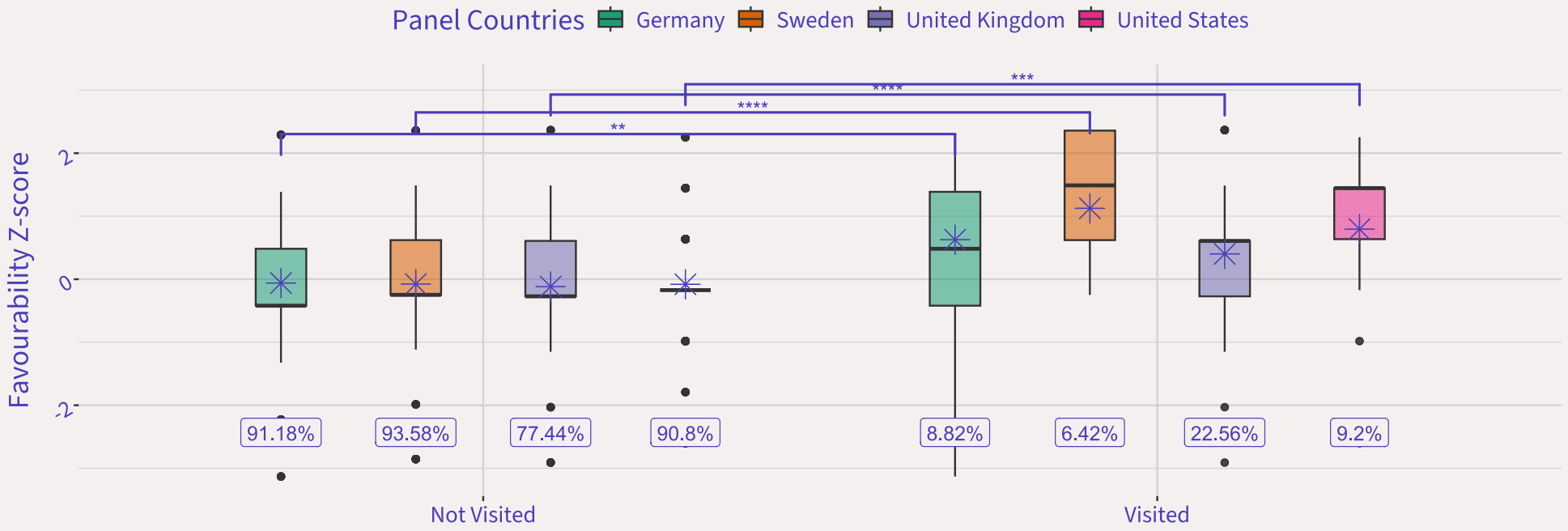

Figure 70: Box plot showing the relationship between favourability Z-scores (calculated per panel nation in the target markets) and respondents across the target market panel nations who have visited Latvia (either on holiday or for business). Pairwise t-tests with Bonferroni correction were applied for multiple comparisons. Significance levels: p < 0.05 (*), p < 0.01 (**), p < 0.001 (***), and p < 0.0001 (****), ns = 'not significant'. The central asterisk in each boxplot represents the mean, while the horizontal bar denotes the median. The proportions of respondents within each experience group are displayed as a percentage.

Favourability: Visited Website vs Not Visited Website

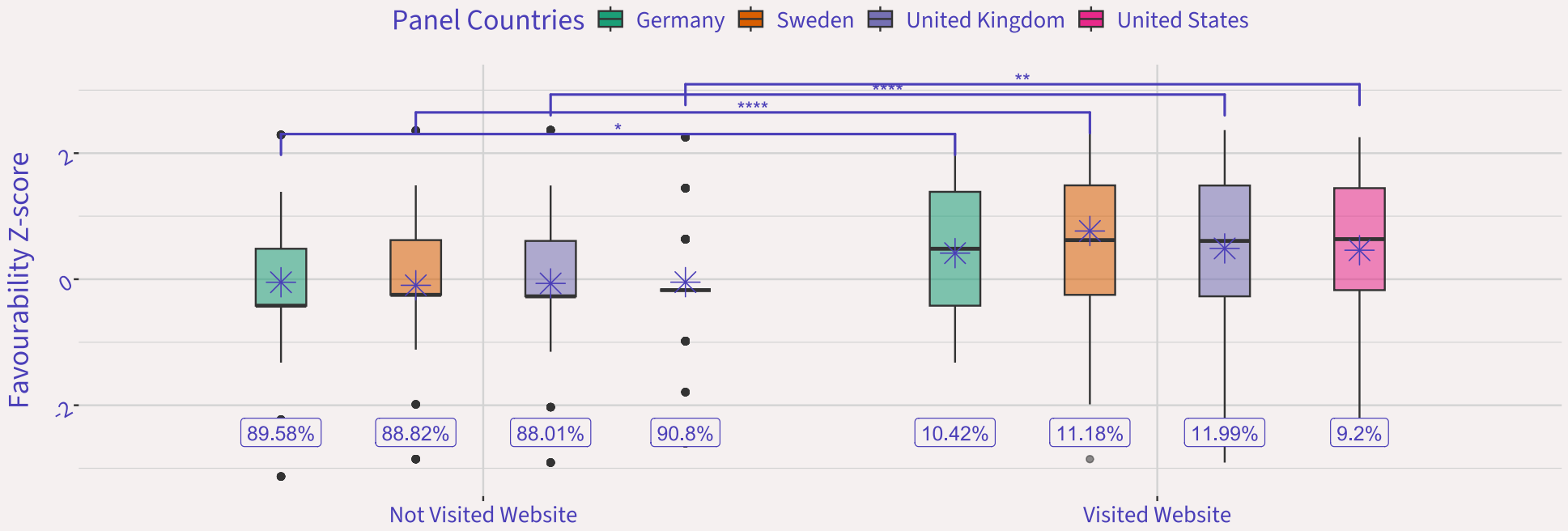

Figure 71: Box plot showing the relationship between favourability Z-scores (calculated per panel nation in the target markets) and respondents across the target market panel nations who have visited a website from Latvia. Pairwise t-tests with Bonferroni correction were applied for multiple comparisons. Significance levels: p < 0.05 (*), p < 0.01 (**), p < 0.001 (***), and p < 0.0001 (****), ns = 'not significant'. The central asterisk in each boxplot represents the mean, while the horizontal bar denotes the median. The proportions of respondents within each experience group are displayed as a percentage.

Favourability: Purchased Product vs Not Purchased Product

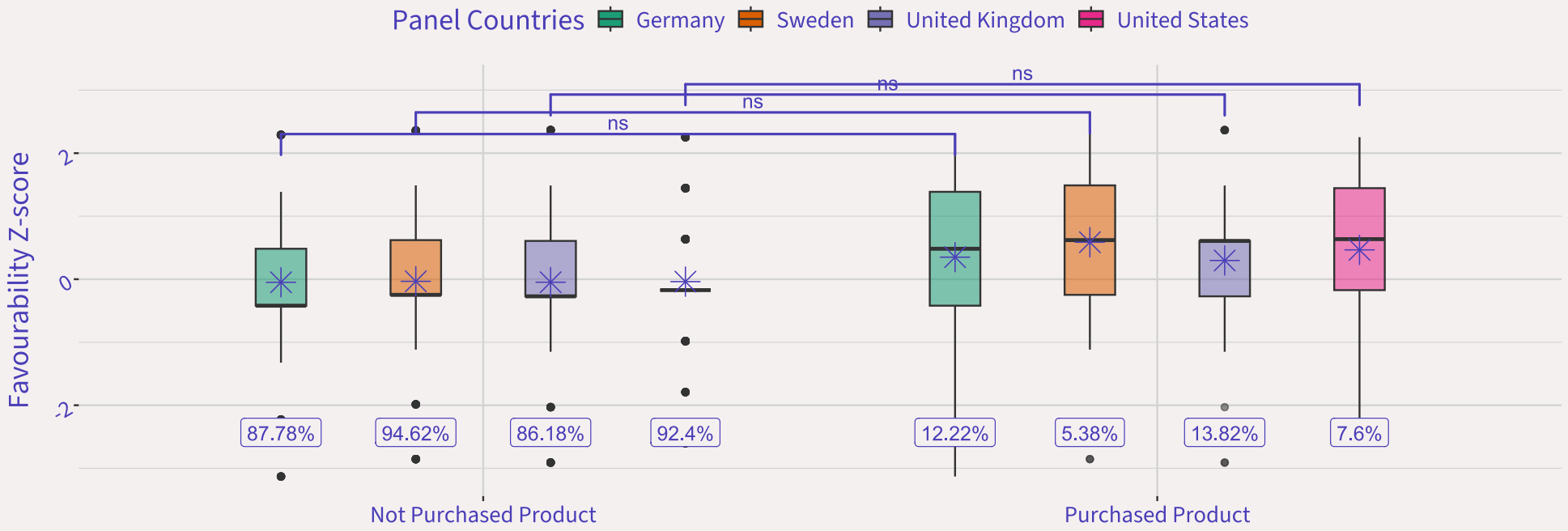

Figure 72: Box plot showing the relationship between favourability Z-scores (calculated per panel nation in the target markets) and respondents across the target market panel nations who have purchased a product from Latvia. Pairwise t-tests with Bonferroni correction were applied for multiple comparisons. Significance levels: p < 0.05 (*), p < 0.01 (**), p < 0.001 (***), and p < 0.0001 (****), ns = 'not significant'. The central asterisk in each boxplot represents the mean, while the horizontal bar denotes the median. The proportions of respondents within each experience group are displayed as a percentage.

Section 8: Appendix

Box Plots

Box plots are statistical visualisation tools used to display the distribution of a dataset through five key summary statistics, as follows:

1. Median (Q2): The horizontal line inside the box represents the median (the middle value) of the dataset. It divides the data into two equal parts.
2. Quartiles:

- Lower Quartile (Q1): The bottom line of the box represents the 25th percentile, meaning 25% of the data falls below this value.
- Upper Quartile (Q3): The top line of the box shows the 75th percentile, meaning 75% of the data falls below this value.

3. Interquartile Range (IQR): The distance between the lower and upper quartiles (Q3 - Q1) is the IQR. This range contains the middle 50% of the data.
4. Whiskers:

- Lower Whisker: Extends from Q1 down to the smallest data point within 1.5 times the IQR.
- Upper Whisker: Extends from Q3 up to the largest data point within 1.5 times the IQR.

5. Outliers: Data points that lie outside 1.5 times the IQR are considered outliers. These are represented as individual coloured dots.

How to Read a Box Plot

The box itself represents the central 50% of the data. A taller box indicates more spread-out data, while a shorter box suggests less variability (i.e. more respondents give similar responses to the question or group of questions). The whiskers show the range of the data (excluding outliers), giving a sense of overall spread. The position of the median line shows the data's "skewness". If the median is closer to Q1, the data is skewed to the right (positive skew); if closer to Q3, it's skewed to the left (negative skew).

Outliers are points far from the main body of the data and indicate extreme values.

A bracket joining two box plots indicates how statistically significant their differences are, ranging from “ns” (which means that the differences are not statistically significant and the two plots are effectively the same) followed by one asterisk (a less than 5% probability that the differences are a chance finding) to four asterisks (a less than 0.0001% probability that they are a chance finding).

Beeswarm plots

In a beeswarm plot, positive SHAP values indicate that a feature increases the predicted Z-score, meaning the model predicts a respondent is more likely to feel positively about the attribute being predicted. For example, buying a product from Latvia. Conversely, negative SHAP values indicate that the feature lowers the predicted Z-score, implying a more negative feeling about the attribute being predicted.

Each dot in the beeswarm plot represents a feature’s SHAP value for an individual respondent, with the colour denoting the actual value of the feature for that respondent:

- Purple dots represent low feature values (e.g., a low Z-score or a respondent voting negatively for that question/attribute).
- Yellow dots represent high feature values (e.g., a high Z-score or a respondent voting positively for that question/attribute).

Note, for demographic features like age, a low value (purple) represents younger respondents, and a high value (yellow) represents older respondents. For binary features, such as “Purchased product” or “Visited website”, 0 (purple) indicates “No”, while 1 (yellow) indicates “Yes”. For the binary variable gender, 0 (purple) indicates male respondents and 1 (yellow) indicates female respondents.

The features are sorted in the beeswarm plot based on their absolute mean SHAP values, meaning they are ordered by their overall importance in influencing the model’s predictions. Features at the top of the plot are the most important in determining the predicted attribute, for example how a respondent feels about buying a product from Latvia, while features at the bottom have a lesser impact.

Z-scores

A Z-score (sometimes called a standard score) represents the number of standard deviations a data point is from the mean of a dataset. It allows for comparison across different datasets by standardising values, regardless of the original scale.

In other words, it tells you how far and in what direction (above or below the mean) a particular value is from the average of the dataset. A positive z-score indicates the value is above the mean, and a negative Z-score indicates it's below the mean. For example, it's useful when we compare panel countries in the NBI as it compensates for cultural differences in scoring habits.