

The English nation-brand and international recruitment from Finland

Tove Eriksson

DEGREE THESIS	
Arcada	
Degree Programme:	International Business
Identification number:	3652
Author:	Tove Eriksson
Title:	The English nation-brand and international recruitment from Finland
Supervisor:	Peter Mildén
Commissioned by:	
<p>Abstract:</p> <p>The topic of the thesis is the English nation-brand and international recruitment from Finland. The aim of the research was to determine what the nation-brand of England is based on the perception of university students from England and Finland, and whether the nation-brand attracts talent from Finland. The talent attraction was researched through Finnish university students' interest in moving to England to work. The theoretical framework was gathered from books and internet sources, where nation-brand theories were used as a base for the empirical research. The research method used was a quantitative research method, where questionnaires about the nation-brand of England were distributed through social media in Finland and England. Also a questionnaire researching Finnish university students' interest in moving to England was distributed in Finland. The two research questions of the thesis are; "What is the English nation-brand according to English and Finnish university students?" and "Does the English nation-brand influence Finnish university students' choices to seek a job placement in England in a positive or negative way?" The limitations in researching these questions were the sample size and lack of an absolute truth in what the nation-brand is. The results gathered were analyzed using SPSS and various charts, indicating that the perception of the nation-brand is very similar according to Finnish and English university students and that the talent attraction is quite successful.</p>	
Keywords:	Nation-brand, England, Finland, talent attraction
Number of pages:	46
Language:	English
Date of acceptance:	

CONTENTS

1. INTRODUCTION.....	1
1.1 Purpose and research questions.....	1
1.2 Research methods.....	2
1.3 Limitations.....	2
2. NATION-BRANDING.....	3
2.1 Definition of a nation-brand.....	3
2.2 Purpose of nation-branding.....	4
2.3 Creating a nation-brand	5
2.4 Difficulties in creating and maintaining a nation-brand.....	7
2.5 Measuring a nation-brand and its competitive ranking.....	7
2.5.1 Exports	9
2.5.2 Government	10
2.5.3 Culture and Heritage	11
2.5.4 People.....	11
2.5.5 Investment and Immigration.....	13
2.5.6 Tourism	14
2.6 The English nation-brand.....	16
2.7 Re-branding Britain.....	17
3. NATION-BRAND INDEX.....	18
4. NATION-BRANDING SUMMARY	19
5. EMPIRICAL RESEARCH	19
5.1 Validity and reliability.....	19
5.2 Background and questionnaires.....	19
5.3 Demographics.....	22
5.4 The Finnish perception of the English nation-brand.....	23
5.5 The English perception of the English nation-brand.....	29
5.6 Differences in Finnish and English perception of the nation-brand.....	35
5.7 The influence on international recruitment from Finland.....	37
6. CONCLUSION	43
REFERENCES	45

LIST OF APPENDICES

Appendix 1 <i>The Questionnaire distributed in Finland and England</i>	
Appendix 2 <i>Talent attraction questionnaire</i>	
Appendix 3 <i>Tables</i>	
Appendix 4 <i>Variable coding tables</i>	

LIST OF FIGURES

Figure 1 <i>The conceptual model of a nation-brand</i>	4
Figure 2 <i>Ideal FIRST approach</i>	6
Figure 3 <i>The nation-brand hexagon</i>	8
Figure 4 <i>The categories of measuring customer satisfaction</i>	10
Figure 5 <i>Survey measuring the TIPI</i>	13
Figure 6 <i>Great Britain campaign</i>	17
Figure 7 <i>Sports perceived as most typical for England (FIN)</i>	25
Figure 8 <i>Places and venues visited most in England (FIN)</i>	26
Figure 9 <i>Events perceived as most typical for England (FIN)</i>	26
Figure 10 <i>Bar chart of the investment and immigration aspect (FIN)</i>	27
Figure 11 <i>Perceived image and interest in 15 English aspects (FIN)</i>	28
Figure 12 <i>Finnish perception of England's nation-brand</i>	29
Figure 13 <i>Sports perceived as most typical for England (ENG)</i>	31
Figure 14 <i>Places and venues visited most in England (ENG)</i>	31
Figure 15 <i>Events perceived as most typical for England (ENG)</i>	32
Figure 16 <i>Bar chart of the investment and immigration aspect (ENG)</i>	33
Figure 17 <i>Perceived image and interest in 15 English aspects (ENG)</i>	34
Figure 18 <i>English perception of England's nation-brand</i>	35
Figure 19 <i>Comparison of Finnish and English perception of the nation-brand 1</i>	36
Figure 20 <i>Comparison of Finnish and English perception of the nation-brand 2</i>	37
Figure 21 <i>Differences between male and female respondents</i>	38
Figure 22 <i>Differences between males and females in reasons to move</i>	39
Figure 23 <i>Differences between males and females in reasons not to move</i>	40

Figure 24 <i>Differences between respondents who have and have not considered moving</i>	41
Figure 25 <i>Differences between respondents based on consideration on why to move</i>	42
Figure 26 <i>Differences between respondents based on consideration on why not to move</i>	43

LIST OF TABLES

Table 1 <i>The Big 5 model</i>	12
Table 2 <i>Tourist satisfaction figure</i>	15
Table 3 <i>The 14 motivation items</i>	16
Table 4 <i>Britain's nation-brand ranking</i>	18
Table 5 <i>Original sources for the questionnaires</i>	21
Table 6 <i>Questionnaire distribution and sample size</i>	23
Table 7 <i>Demographics of each questionnaire</i>	24

1. INTRODUCTION

1.1 PURPOSE AND RESEARCH QUESTIONS

The aim of this project was to study the English nation-brand based on the view of Finnish university students as well as English university students. The author was interested in knowing what the English nation-brand was considered to be. Here the author wanted to be specific and only look at the nation-brand of England and not the entire UK. The author also wanted to know whether the perceived nation-brand of England influenced international recruitment, and more specifically if it influenced Finnish university students in their choice of looking for work placements in England.

The research questions the author used were;

1. *What is the English nation-brand according to English and Finnish university students?*
2. *Does the English nation-brand influence Finnish university students' choices to seek a job placement in England in a positive or negative way?*

The aim of the first research question was to study what the English nation-brand is. This was based on the perception of individuals studying in Finland and in England, and comparing these to see whether there were differences, and what the possible differences are, as well as to find out what is shared in the perception of the nation-brand.

The aim of the second research question was to study whether the English nation-brand succeeds in attracting talents from Finland. More specifically, whether Finnish university students find the English nation-brand a positive aspect that will encourage them to seek job placements in England or if it will influence them in a negative way.

The purpose of studying this was to research a very relevant, timely and globally growing topic of nation-branding, where countries put a lot of physical and financial effort into maintaining and creating nation-brands for themselves. Countries compete with each other in many aspects where the nation-brand plays a significant role. Tourism is one of these aspects as well as talent attraction. Countries compete with each other over talented employees and students in order to have the best possible workforce they can have to represent the country.

1.2 RESEARCH METHODS

The theoretical research information was gathered from books, articles as well as the internet, and a quantitative research method was chosen for the empirical research. The research was conducted through questionnaires posted online, while the link to the survey was distributed through the help of social media, like e-mails and Facebook. To ensure the security and to protect individuals' identities the survey was anonymous and the material was to be destroyed immediately after the completion of the Thesis.

Three different questionnaires were used; one with the intention to gather information on the Finnish students' perception of the English nation-brand and another to gather information on the English students' perceptions of the English nation-brand. The questionnaires were the same in order to be able to measure and compare the data accurately, but they were created separately to be posted online as two different questionnaires. The purpose of the third questionnaire was to focus upon the second research question; whether Finns are influenced in either a positive or negative way by their perception of the English nation-brand in their choice to seek job placements in England.

The author set out to receive a sample of 100 – 150 completed questionnaires per researched aspect. The number of completed questionnaires the author received was 100-102 responses per questionnaire.

1.3 LIMITATIONS

The sample size and the population were obvious limitations. Because of the impossibility to study the whole population of Finland and England the author chose to conduct the research on University students. This seemed reasonable because these are the individuals possibly thinking of where to work and might consider the option of moving to England to work.

The author could also have received more responses through completed questionnaire, and that way also decreased the possible sampling error. The sampling error is something that decreases through having a larger sample group because the only way to eliminate the sampling error completely is by using the entire population (Castillo 2009). But due to the time shortage the author

had to choose to settle with a demand of 100-150 questionnaires. Another limitation regarding the empirical research is that the sample was not fully representative, because the questionnaire link was sent to students in a couple of Universities in England and Finland and then the students willing to participate responded. Because of the distribution method of the questionnaire the sample was not randomly selected but based on a voluntary participation to the self-administrated survey. According to Nummenmaa (2006 p. 21-22), the sample is representative if it is mimicking the population in all its features; e.g. the male-female ratio needs to be the same in the population as well as in the sample.

The first research question per say was a limitation since there is no absolute truth to what the English nation-brand is but is fairly subjective. Therefore the author tried to define it through the perception of existing data, Finnish students and English students, and decided to ignore all other nationalities. The author also used existing measurements and questions in order to accurately measure the nation-brand through the questionnaires. The thesis being about whether Finnish students are influenced in seeking jobs in England it was not relevant in the eyes of the author to include other nationalities views upon the English nation-brand.

2. NATION-BRANDING

2.1 Definition of a nation-brand

There are several different definitions of what a nation-brand is. Dinnie (2008 p. 15) defines the nation-brand as “the unique, multi-dimensional blend of elements that provide that nation with culturally grounded differentiation and relevance for all of its target audience.”

A nation-brand is different from other types of brands because it is tied more strongly to cultural resources. A nation-brand is also very much tied to stereotypes. This shows when the intended brand image does not match the perceived brand image of the consumer because of the interference of stereotypes. Because brands exist in the mind of the consumer it might be a struggle to change these pre-existing images. (Dinnie 2008 p. 14-15)

Figure 1 shows the different aspects of nation-branding – what the key components are, what affects the nation-branding image and who the audience is. There are many key components that

build up the identity of the nation-brand. There is still a difference on what the identity is and how it is perceived - the image. Factors that can affect the nation-brand image are the nation-brand communicators, e.g. brand ambassadors, who can affect the perception of the brand image in the eyes of the audience through communication of what the brand identity is and what its key components are. (Dinnie 2008 p. 49 f.)

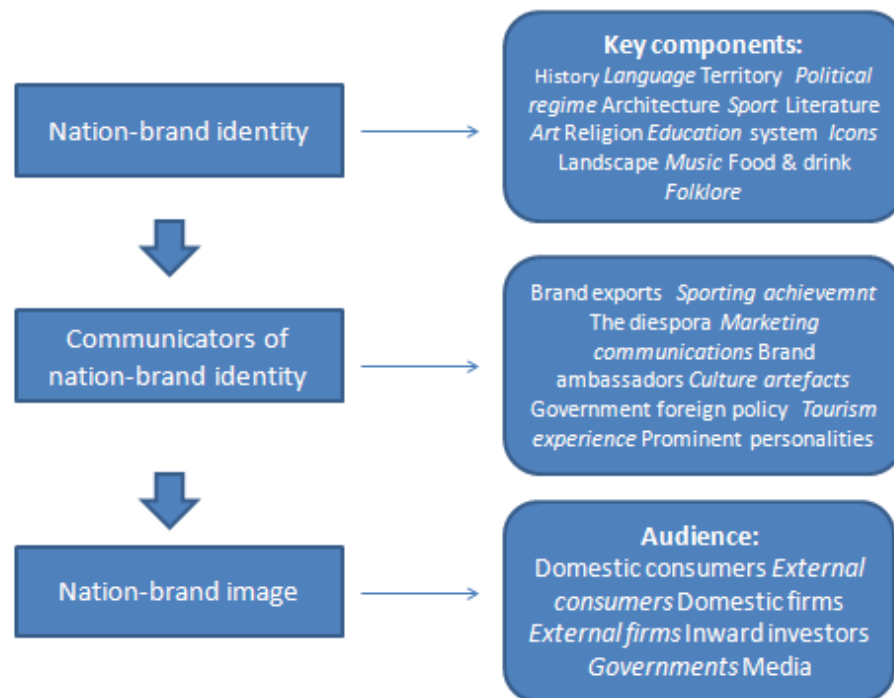


Figure 1 *The conceptual model of a nation-brand.* (Dinnie 2008 p. 49)

According to Anholt (2007 p. 56) a country’s population’s view on their nation-brand strongly influences how others view the particular nation-brand. Because of this, brands are definitely not fully controllable by the marketers (Dinnie 2008 p. 15), since it is a combination of identity; created by the population, communicators; spreading the knowledge of the identity, and image; a mixture of the perception of the identity and the knowledge provided by the communicators (Dinnie 2008 p 49 f.).

2.2 Purpose of nation-branding

The purposes of nation-branding are many, including attracting talented and well educated workers as well as students. Other benefits of nation-branding can be increased credibility and confidence

among investors, which in turn can stabilize the nation's currency, and a strong brand can also put the nation at a global competitive advantage (Dinnie 2008 p.17).

The purpose of a nation-brand is to be beneficial to the nation, but it is also beneficial to the consumer. The brand is a promise of a certain behaviour and code of conduct towards the consumer who can believe in the value of the brand and the product standing behind the brand - in this case the nation. Through this, just like in product branding, the brand creates a loyal base of consumers and ensures its place on the global market. (Anholt 2002 p. 60) A nation's companies can also benefit from a good nation-brand, "because we believe in the country images, we also believe that products possess similar qualities to the countries they come from" (Anholt 2003 p. 114).

Several governments are putting faith in nation-branding as a tool to provide their nation with a competitive advantage both nationally and internationally, instead of leaving the nation to existing stereotypes. This way the government tries to create a more complimentary perception for the world to see instead of leaving the nations' image in the hands of stereotypes. (Dinnie 2008 p. 139) A nation-brand, just like other brands, provides brand equity. Nations want to protect their reputation, and they see a well managed reputation as a great asset (Anholt 2008 p. 3). The main areas in which nation-brands help the nation compete in are export promotions, foreign direct investment (FDI), tourism and in attracting talents (Dinnie 2008 p. 221).

2.3 Creating a nation-brand

"A nation's 'brand' exists with or without any conscious efforts" (Fan 2005 p. 12), because all nations have an identity and that identity forms into an image that is seen by its audience. It does not matter whether a nation-brand has a bad image or a good image, it still exists nevertheless what it is like. Because nation-brands exist without them having to be created, nation-branding can and should only be used to improve the already existing one instead of trying to change it completely or creating a new one, putting the core strength of the nation-brand at risk. (Fan 2005 p. 12)

"Any nation-branding campaign needs to be guided by the identification and selection of a set of appropriate brand values". (Dinnie 2008 p. 172) When nation-brand values are chosen both qualitative and quantitative research needs to be done in a way that includes all stakeholders of the

nation, without excluding any group. (Dinnie 2008 p. 172) Nation-brands are formatted and funded with tax-payers' money, which is an important reason for the government to remember to include, in a considered way, the group of citizens as part of the stakeholders taking part in the nation-brand value research and the strategy of nation-branding. The fully-inclusive stakeholder (FIRST) approach would be the ideal combination of including every stakeholder group in choosing nation-branding values, but realistically this is not the case. (Dinnie 2008 p.188 f.) Figure 2 shows the different sectors incorporated into the FIRST approach:

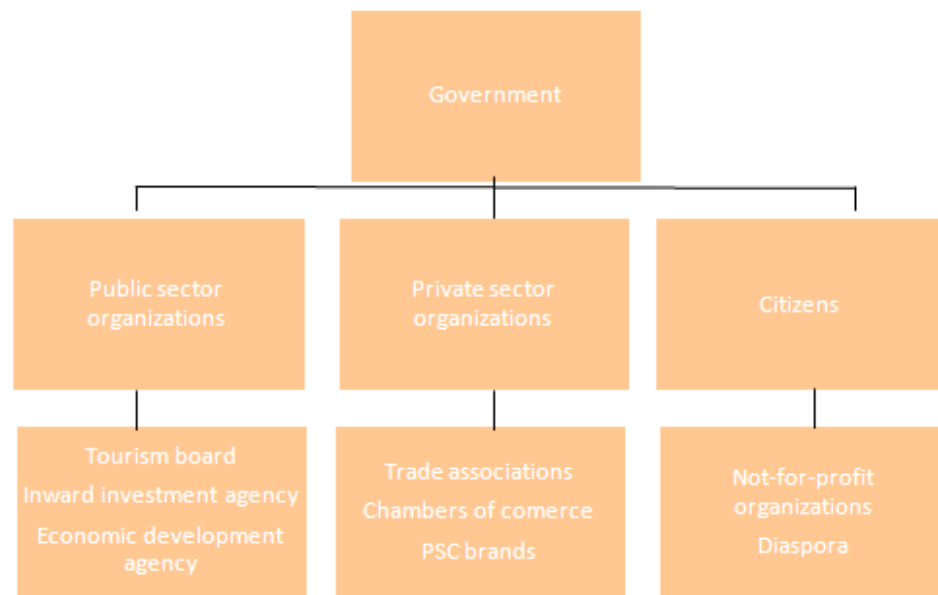


Figure 2 *Ideal FIRST approach stakeholder groups to take into consideration when choosing nation-branding values. (Dinnie, Keith Nation-branding-Concepts, Issues, Practice, p. 188)*

When a nation-brand is created, and values are chosen, it works as an umbrella-brand for everything else within the nation; like tourism, sports, workers, cities, cultural figures and much more, (Dinnie 2008 p. 200) but it is still important to remember that a nation-brand cannot be everything at once and needs to be true to the nation, and has to be focused instead of being a vague mixture of everything (Fan 2005 p. 10).

2.4 Difficulties in creating and maintaining a nation-brand

When creating a nation-brand there has to be awareness and acceptance that creating a nation-brand is not a quick fix but a long term project, and dedication towards this needs to be made (Dinnie 2008 p. 15). One reason for it being a long term project is the issue of individuals remembering and believing what they have always believed. Simply a marketing campaign will most likely not change the consumers' beliefs, at least not towards the better, and this can be a challenge. (See Anholt 2008 p. 1) Unfortunately the negative alteration of a nation-brand can happen very quickly (Fan 2005 p. 10).

According to Anholt (2002 p. 60) "It is within the power and nature of brands to bring transparency, honesty and fairness to all transaction." It is important that the nation puts the money where the mouth is and acts in the way it says it will in terms of nation-branding and nation identity. This has been an issue for many nations. (See Anholt 2002 p. 59)

According to studies it has been shown that nation-branding campaigns, and the amounts of money spent on these, have in no way influenced these nations in a positive matter. On the contrary nations involved in these campaigns have seen no increase or even a decrease in the brand value, while nations not engaging in any sort of nation-branding campaigns had increasing value. This clearly shows that it is still not known what influences the nation-brand value in a positive or negative matter. (Anholt 2008 p. 1) Branding is something that needs to be clear-cut, simple and understandable, but nations are the total opposite, which makes it difficult to develop a branding strategy, at least if tried to be done in the same way as for products (Fan 2005 p. 10).

2.5 Measuring a nation-brand and its competitive ranking

The competitive ranking can be measured through the Anholt-GfK Roper Nation-brands Index, developed by Simon Anholt. Anholt has worked with countries to help them with their nation-brand strategies and actualization of them in order to create a better nation image and nation-brand. (GfK Custom Research North America 2011)

The Anholt-GfK Roper Nation-brands Index measures the competitive ranking through six aspects; exports, governance, culture & heritage, people, tourism, and investment & immigration. (GfK Custom Research North America 2011)



Figure 3 *The nation-brand hexagon (GfK Custom Research North America 2011)*

The nation-brand hexagon does not only provide an insight to how a specific nation-brand is doing, but also how it is doing in relation to other nation-brands. This way a nation can easily see where more effort is needed and can therefore more easily construct a nation-branding strategy. (GfK Custom Research North America, 2011)

The six aspects used in the Anholt-GfK hexagon were looked at more closely in the following chapters below, and broken down into pieces based on what Anholt had intended for the aspects to measure and even a bit more based on existing researches and measurements. Since there is limited material available showing how nation-brands have been studied previously the author has chosen to utilize the material available from the Anholt-GfK index. The index does not actually show in depth how the material was gathered, therefore the author chose to look into the six aspects of the index and breaking them down and utilizing previous research within these separate fields of the six aspects.

2.5.1 Exports

The exports aspect seeks to identify what the overseas public thinks of products that are made in England and whether they aim to steer away from these products or if they actively seek these products. (GfK Custom Research North America 2011)

Looking into UK's export habits and what they mainly export to Finland shows that UK is one of the six biggest countries that Finland imports goods from (EconomyWatch Content 2010). Out of all products produced in the UK vehicles, machinery, pharmaceutical products and tools, iron, steel and chemical products are the ones that are the main goods Finland imports from the UK (UK Trade & Investment 2010).

When measuring exports Anholt seeks to research individual's desire and demand to purchase products from England and to what extent they actually seek these products and are satisfied with them(GfK Custom Research North America 2011).

When measuring customer satisfaction there are many factors that needs to be taken into consideration. The factors vary depending on the company and the theory. B2B International provides a theory of five aspects that are divided into smaller aspects that can be utilized when researching customer satisfaction. These five aspects are product, delivery, price, company and staff and service. In figure 4 all the categories and sub-categories are shown. (B2B International 2011)

The product	<ul style="list-style-type: none"> ▪ Quality of the product ▪ Length of life of the product ▪ Design of the product ▪ Consistency of quality ▪ Range of products ▪ Processibility of the product
Delivery	<ul style="list-style-type: none"> ▪ Delivery on time ▪ Speed of delivery
Staff and service	<ul style="list-style-type: none"> ▪ Courtesy from sales staff ▪ Representative's availability ▪ Representative's knowledge ▪ Reliability of returning calls ▪ Friendliness of the sales staff ▪ Complaint resolution ▪ Responsiveness to enquiries ▪ After sales service ▪ Technical service
The company	<ul style="list-style-type: none"> ▪ Reputation of the company ▪ Ease of doing business ▪ Invoice clarity ▪ Invoices on time
Price	<ul style="list-style-type: none"> ▪ Market price ▪ Total cost of use ▪ Value for money

Figure 4 *The categories of measuring customer satisfaction, as expressed in White Paper: Customer Satisfaction Surveys (B2B International 2011)*

When measuring these aspects it is extremely important to carefully choose which aspects to measure in order for them to be relevant and how to measure them in a way that the results can be analyzed and interpreted correctly. (B2B International 2011)

2.5.2 Government

Governance as an aspect aims to show the perception of competency to govern the nation and how the governing is done. In this is included the aspects of justice and equality in the ways the nation is governed. The perception of the nation's commitment and dedication to pull its weight in global issues, and also how it seeks to work through issues like poverty and environmental issue is measured through the aspect of governance. (GfK Custom Research North America 2011)

England has a constitutional monarchy which means that the Queen of England acts as the Head of State. In a constitutional monarchy there is also a parliament that is elected by the people, which passes legislations. (The British Monarchy 2011)BBC conducted a public survey in 2007 that researched the public's view upon whether the monarchy should be kept or if Britain should have a

republic. The survey proved that 78% of the 1000 respondents thought Britain should retain its monarchy while only 19% would have got rid of it. In connection with this survey BBC also refers to another survey which shows that young individuals perceive that the monarchy does not provide value for the money. (BBC 2007)

The World Values Survey is an example of a survey that has repeatedly and extensively measured different values and aspects and beliefs of individuals around the world. Some of these aspects concern the beliefs of global issues, human right, criminal justice systems and other issues related to governance of their own nation. (see World Values Survey 2005-2006)

2.5.3 Culture and Heritage

Culture and heritage are important aspects of measuring a nation-brand. Through research, this aspect shows how others view a nation's culture and heritage and how it is evident in the modern day. This includes everything from historic music and cultural traits to modern sports and artistic fields. (GfK Custom Research North America 2011)

England's Department for Media, Culture and Sports conducts a survey quarterly and annually for adults and only annually for children aged 5-15, and has done so since 2005. The survey is called Taking Part and measures culture, sporting and leisure habits. The Taking Part research has been nominated a National Statistic award by the UK Statistics Authority. The nomination proves that the quality and standard of the research is very high and satisfactory in the eyes of the Statistics Authority of the UK. (DCMS 2008) Some key findings of the 2010/2011 statistical report are that the individuals in England have a high score on engaging in sports activities both as players and audience. They also have a high charity level where 31.8 % has done volunteer work and 88.4 % has donated money within the last 12 months. (DCMS 2011, pp.7-8)

2.5.4 People

The people are an extremely important aspect of the nation to measure, since after all the nation would not exist without them. The aspect aims to measure the traits of the people of the nation in terms of personality traits and social attitudes. Examples of these are introversion/extroversion and

prejudice towards situations and other individuals. On top of this the aspect also measures the level of education and professional skills and expertise. (GfK Custom Research North America 2011)

Measuring perceptions about people can to some extent be done through measuring personality traits and social attitudes. There are several models that provide their own way of doing this with different reasoning behind why that model is the best. One model that has become well-known and accepted is the Big 5 model, created by Costa & McCrae in 1990. The reasoning behind the big 5 traits model is the belief that everyone possesses all of these traits to a certain extent and what makes people different is to what extent they possess each trait and the combination of these. The 5 traits that are measured in this model are Extraversion, Agreeableness, Conscientiousness, Neuroticism and Openness to experience. These factors are further broken down into 6 smaller traits, and they are measured through a scaling system. Table 1 shows how the Big 5 are broken down into smaller traits. (Psychometric Success 2008)

Table 1 *The Big 5 model to measure personality traits (Psychometric Success 2008)*

Extraversion	Agreeableness	Conscientiousness	Neuroticism	Openness to experience
Friendliness	Trust	Self-Efficacy	Anxiety	Imagination
Gregariousness	Morality	Orderliness	Anger	Artistic Interests
Assertiveness	Altruism	Dutifulness	Depression	Emotionality
Activity Level	Cooperation	Achievement-Striving	Self-Consciousness	Adventurousness
Excitement-Seeking	Modesty	Self-Discipline	Immoderation	Intellect
Cheerfulness	Sympathy	Cautiousness	Vulnerability	Liberalism

One way that the Big 5 can, and has been used in for measuring personality traits is through a ten-item personality inventory (TIPI). The TIPI is a simplistic way of measuring the personality traits evident in the Big 5 theory through ten points by rating them from 1-7 according to instructions. (Gosling et al 2003 p. 515) The TIPI model can be found in figure 5.

Disagree strongly	Disagree moderately	Disagree a little	Neither agree nor disagree	Agree a little	Agree moderately	Agree strongly
1	2	3	4	5	6	7
<i>I see myself as:</i>						
1. _____ Extraverted, enthusiastic.						
2. _____ Critical, quarrelsome.						
3. _____ Dependable, self-disciplined.						
4. _____ Anxious, easily upset.						
5. _____ Open to new experiences, complex.						
6. _____ Reserved, quiet.						
7. _____ Sympathetic, warm.						
8. _____ Disorganized, careless.						
9. _____ Calm, emotionally stable.						
10. _____ Conventional, uncreative.						

Figure 5 Survey measuring the TIPI. (Gosling et al 2003 p. 525)

2.5.5 Investment and Immigration

Talent attraction is what is sought to be identified through the aspect of investment and immigration where the level of the nation's capacity to attract talent is measured. The nation's economic situation is also measured from the view of overseas individuals. (GfK Custom Research North America 2011)

According to the Quality of life Index 2010 UK was ranked as the 25th best country to live in (International Living 2010, 2010 Quality of Life Index). The same index in 2011 ranked UK as the 9th best country to live in. The top 10 countries were ranked in the following order; United States, New Zealand, Malta, France, Monaco, Belgium, Germany, Austria, United Kingdom, and Japan (International Living 2011, 2011 Quality of Life Index) The 192 countries that were scored and ranked in the 2011 Quality of Life Index were measured based on cost of living, culture, economy, environment, freedom, health, infrastructure, safety & risk and climate. These factors are scored out of 100 and count for a certain percentage in the final score. (International Living 2010, International Living's Quality of Life Index 2011: Where the Numbers Come From)

Even though UK has been ranked as 9th on the Quality of Life Index (International Living 2011, 2011 Quality of Life Index), The Guardian puts UK at the bottom of all European countries based on a quality of life survey conducted in 10 European countries. The ranking is based on the high cost of living and the low governmental spending on education and health services. Also the

situation for employees does not seem optimal with a high retirement age and lower amount of holiday days than average in Europe. (King 2011)

According to Karjanmaa's article in Taloussanomat (2012) Finland's purchasing power is low compared to most of Europe and especially compared to England. Lehto explains that well educated white collar workers in England have a significantly higher purchasing power than employees possessing the same level of education and work positions in Finland while blue collar workers in Finland have a higher purchasing power than the ones in England. Looking at white collar workers who earn approximately 2 950€/month, Finland places as the 15th best country what comes to purchasing power, while England places as the 9th. The gap is even bigger when looking at white collar workers earning approximately 5 290 €/month. Here England places as the 5th country while Finland is at the very bottom as the 17th country. This means that white collar workers in England can afford more with the money they earn than individuals in the same position can in Finland. (Taloussanomat 2012)

2.5.6 Tourism

Tourism has to do with attracting visitors which is also one of the goals of nation-branding. Measuring tourism aims to identify how eagerly overseas individuals want to visit the nation and what it is that attracts the visitors. It also aims to identify whether nature attractions or attractions built by humans appeal the most to tourists. (GfK Custom Research North America 2011)

According to Kim Liên (2002 p.14) tourism occurs through a push and pull system that affects possible tourists. The push motivator is something the potential tourist re-enforces himself/herself like need for a change or feeling adventurous in general or other similar factors, while the pull motivator is something the place uses to attract tourists e.g. good food, excellent wine or great art. (Kim Liên 2002 p.14)

According to ALVA (Association of Leading Visitor Attractions) the amount of tourists increased in 2010. ALVA researches different tourist attractions and ranks them based on annual visits. In the entire Great Britain the attractions that received the most visits were mostly man-made. Even though England does not seem to have many high ranking natural tourist attractions it has many

man-made ones. Out of the top 25 attractions in Great Britain only 3 of them were not situated in England. (ALVA 2011)

Table 2 shows an example of how to measure how satisfactory and what expectations there are for tourist attraction is the way Jin Huh (2002 p.68) researched it for a thesis. It includes both natural and built attractions, along with other things as well. It also shows how satisfactory these attractions are in the eye of the beholder. Below is the first question of Jin Huh's (2002 p.68) questionnaire;

Table 2 *The answering options of Jin Huh's questionnaire in the TOURIST SATISFACTION WITH CULTURAL / HERITAGE SITES: The Virginia Historic Triangle thesis. (Huh 2002 p.68)*

Attributes	Expectation					Satisfaction				
	Very low expectation				Very high expectation	Very dissatisfied				Very satisfied
Monument	1	2	3	4	5	1	2	3	4	5
Historical buildings	1	2	3	4	5	1	2	3	4	5
Culture villages	1	2	3	4	5	1	2	3	4	5
Museums	1	2	3	4	5	1	2	3	4	5
Galleries	1	2	3	4	5	1	2	3	4	5
Traditional scenery	1	2	3	4	5	1	2	3	4	5
Arts(music/dance)	1	2	3	4	5	1	2	3	4	5
Architecture	1	2	3	4	5	1	2	3	4	5
Handicrafts	1	2	3	4	5	1	2	3	4	5
Theaters	1	2	3	4	5	1	2	3	4	5
Festivals/Events	1	2	3	4	5	1	2	3	4	5
Historic people	1	2	3	4	5	1	2	3	4	5
Religious places	1	2	3	4	5	1	2	3	4	5
Food	1	2	3	4	5	1	2	3	4	5
Shopping places	1	2	3	4	5	1	2	3	4	5
Information centers	1	2	3	4	5	1	2	3	4	5
Atmosphere/people	1	2	3	4	5	1	2	3	4	5
Indoor facilities	1	2	3	4	5	1	2	3	4	5
Accessibility	1	2	3	4	5	1	2	3	4	5
Expensiveness	1	2	3	4	5	1	2	3	4	5
Climate/Weather	1	2	3	4	5	1	2	3	4	5
Accommodations	1	2	3	4	5	1	2	3	4	5
Tour packages	1	2	3	4	5	1	2	3	4	5
Guides	1	2	3	4	5	1	2	3	4	5
Souvenirs	1	2	3	4	5	1	2	3	4	5
Theme parks	1	2	3	4	5	1	2	3	4	5

The Leisure Motivation Scale is something that is used in many researches within the tourism field. The model has 14 motivation items, which function as a motivator to visit a certain place. Table 3 shows the list of the 14 motivation items as Phan Thị Kim Liên presented it in her thesis (Kim Liên 2010 p.15)

Table 3 *The 14 motivation items as presented in Phan Thị Kim Liên's thesis (Kim Liên 2010 p.15)*

Ord. No	Name of motivation items
1	Challenge my Abilities
2	Use my Imagination
3	Gain a Feeling of Belonging
4	Use my Physical Abilities/Skills in Sport
5	Develop Close Friendships
6	Relax Physically
7	Be in a Calm Atmosphere
8	Relax Mentally
9	Avoid the Hustle and Bustle of Daily Life
10	Be with Others
11	Build Friendships with Others
12	Have a Good Time with Friends
13	Discover New Places and Things
14	Increase my Knowledge

2.6 The English nation-brand

The English nation identity is a fairly new thing and does not stretch further back than the late 19th century. Kumar (2003 p. 2) claims that the English nation identity and brand is tied to the British nation-brand and that because of this it can be problematic for the English nation-brand to grow and separate from to common British nation-brand into its own. That might be why England is not marketed widely to different countries, while Britain and London are. In fact England, specifically, is only marketed to Ireland, France, Germany, the Netherlands and domestically. (Wetzel 2006 p. 151)

Because Britain works as part of the brand of England's nation-brand it should be taken into consideration that Britain's brand works as a umbrella-brand for all nations within it; England, Wales, Scotland and Northern Ireland. When the umbrella-brand differs too much from the sub-brands the performance of the nation might not match the perceived brand image anymore, which can weaken all brands significantly and harm the nation. (Wetzel 2006 p.152 f.)

2.7 Re-branding Britain

In the 1990's Britain attempted a rebranding because of the perception of the nation as old-fashioned, which of course for business was not a desirable image. This attempt is remembered by the title 'Cool Britain' that was given to the act by the media. The attempt to rebrand a nation was not received well. People did not appreciate that nations were to be branded like products. The aggressive reactions towards the rebranding attempt lead to a quick end to the campaign. Clearly the strategy was faulty and did not succeed in targeting the audience in a desirable and plausible way. (Dinnie 2008 p. 30)

Now, in 2011 Britain launched a new attempt at re-branding and mending the nation-brand. The ad agency Mother is the master mind behind the new campaign. The new campaign is for the UK Government and goes by the title Great Britain. The idea behind the campaign is to endorse the idea of Britain as an exciting place to go on a trip to and emerge in business ventures at. This campaign uses the name Great Britain to emphasize different aspects and things as great things and also as a clear connection to Britain. The campaign is explained as simple but strong and very clearly aims to attract talent in terms of business, employees, students and tourists. (Montgomery 2011) In figure 6 you can see an image that is used in the new campaign that aims to show how great Great Britain is.



Figure 6 *Great Britain campaign for re-branding Britain in 2011. (Montgomery 2011)*

3. NATION-BRAND INDEX

There is very little information in regards to how nation-brands are measured in reality, but it is evident that a similar pattern is used as the Anholt-Gfk hexagon. These results are published but the actual ways of measuring and the questions used remain company secrets.

A web site called Nation-Branding has over the years collected information of the nation-brand and its development in different countries. There is no nation-brand for England but a general nation-brand for Britain. The 2010 brand of Britain showed that it was rated as one of the top six brands out of the 50 nation-brands that were measured. The research was also based on the Anholt –Gfk hexagon with its six aspects building up the nation-brand. All of the six aspects have improved over the years with an exception of culture and heritage which has got worse ratings over the past two years. (VisitBritain 2011)

Table 4 demonstrates the aspects that were measured when trying to establish the nation-brand of Britain, and what ratings they got.

Table 4 Britain’s nation-brand and how it ranks against 50 other nations (Markessinis 2010, Britain at the Nation Brands Index 2010)

	Britain's ranking out of 50 nations		Britain's ranking out of 50 nations		Britain's ranking out of 50 nations
Immigration and Investment	3rd	Exports	4th	Governance	6th
Willingness to work and live in Britain for an extensive time period	4th	Have a good image of British products and purchasing them	5th		
Perception of how high the quality of life is in Britain	7th	Perception of Britain as an innovative place	5th		
Perception of Britain as a good place to study at and getting an education at	2nd				
	Britain's ranking out of 50 nations		Britain's ranking out of 50 nations		Britain's ranking out of 50 nations
Tourism	5th	Culture and Heritage	6th	People	6th
Would visit Britain if money was no object	8th	Britain is perceived to excel at sports	8th	British people's welcomingness	13th
Britain is perceived to be rich in natural beauty	22nd	Britain is perceived to have a rich cultural heritage	8th	British person as a friend	5th
Britain is perceived to be rich in historic buildings and monuments	4th	Britain is perceived to be an exciting place for modern culture	4th	Openness to hire a British person	5th
Britain is perceived to have a vibrant city life and urban attractions	4th				

Through all these aspects and their separate ratings Britain has managed to reach the spot of the top 4th nation-brand in 2010. (Markessinis 2010, Nation Brands Index 2010 released)

4. NATION-BRANDING SUMMARY

Nation-brands are heavily tied to and influenced by stereotypes (Dinnie 2008 p.14-15), and are therefore compared between Finnish and English University students to see how the images differ from each other. Figure 1 is also important when explaining how a nation-brand takes form. There is a nation-brand identity that is spread through communicators which in turn gives the audience an image of the nation-brand, which can differ from the nation-brand identity (Dinnie 2008 p 49). In this case the audience are the local English people and overseas Finnish people. Since a nation-brand aims to be beneficial for the nation it is important to have a positive and strong nation-brand (Anholt 2002 p.60), and this is measured in the empirical section by comparing the nation-brand images of England in both England and Finland by using Anholt's nation-brand hexagon.

Talent attraction is an important aim of nation-brands (Dinnie 2008 p.221), and this is measured among Finnish University students by researching whether England is successful in attracting and persuading Finns to move to England to work.

5. EMPIRICAL RESEARCH

5.1 Validity and Reliability

Both validity and reliability proved to be difficult matters but the author tried to reach some reliability and validity by basing the questionnaires on the Anholt –GfK Roper Nation-brands Index and furthermore by using parts of already existing researches and questionnaires. The author also decided to strive for validity by letting three selected volunteers (pre-test group) read through the questionnaires before conducting the survey in order to ensure it measures the right things. When creating the questionnaires the author made sure the researched aspects were asked with several questions so that the chance of misinterpretation was decreased and the level of reliability was increased.

When conducting the test-reading with the three individuals to reach validity the researcher first showed the group the suggested questions for each questionnaire. After letting them read this the researcher asked the group what they thought the question measured and then provided the group with explanations for what the questions actually intended to measure. This way the author could determine whether she thought the questionnaires were valid and whether changes had to be made.

5.2 Background and questionnaires

When creating the survey the author chose to use the material and existing researches previously mentioned in the theoretical section that helped in researching the six aspects of the Anholt-Gfk hexagon. Since there is little available material showing how nation-brands have been researched, the author chose to separately look into the six aspects of the Anholt-Gfk hexagon and find out how these have been researched and measured previously as separate fields of research.

The author used parts of the B2B International's (2011) five categories to develop questions from when measuring the exports factor and the customer satisfaction, and people's desire for English products. The author more specifically focused on the technical quality, design of the product, product pricing in comparison to other similar product and the desire for products from a specific country. In the questionnaire the author chose to research the factors through comparing England with Germany and Sweden, which are two of the countries Finland imports from the most (EconomyWatch Content 2010) and the author felt were the most similar to Finland and England.

Governmental aspects and belief have been measured repeatedly through the World Values Survey. The author chose a few questions from the extensive World Values survey to measure perception on the English government. To be specific the author chose the questions V69-70, V163, V164, V168-169, V175 and V177 from the 2005 World Values Survey and modified them to fit the needs of the author's research.

DCMS's quarterly and annual surveys show culture, sport and leisure habits, so the author has utilized the existing material and changed it to measure the perceived culture and sports habits. The author has also added some new questions in order to meet the requirements of this research.

For the people aspect the author chose to use the Big 5 and the TIPI derived from the Big 5 theory. TIPI measures both personality traits as well as social attitudes. The author chose to use the same

formatting of the question as Gosling et al (2003) in their TIPI survey, but changing the perspective from measuring the individual’s perception of their own traits to the perception of the traits of individuals from England. The author also chose to change the scale from 1-7, to only 1-5 in order to make it easier to analyse.

With the Quality of Life Index showing which are the best countries to live in the world the author chose to research the immigration and investment aspect in a similar manner. The research was measured through a list of the top 4 ranked countries and the UK, changing UK to England, in the 2011 Quality of Life Index and let the respondents rank the countries as well as their level of attractiveness in terms of living conditions and economic situation.

The author felt that Jin Huh used a well-managed way of researching tourism and chose to use a similar approach as in figure 5. The author used most of the categories used by Jin Huh but changed the categories of expectation and satisfaction to perceived image and interest in visiting. The main idea of researching the aspect of tourism can easily be measured in a well-managed way through using Huh’s model.

The questionnaires distributed in England and Finland aiming to research the nation-brand of England was based on previous model. Some questions used were kept the same while most questions were modified a bit to suite the Author’s needs. Table x shows the original sources for the various questions used in the six aspects in the questionnaires.

Table 5 Original sources for the questionnaires

ASPECTS & QUESTIONS	SOURCES
<u>EXPORTS</u> Questions 6-8, 11-13. 16-18	B2B International. <i>White paper: Customer Satisfaction Surveys</i>
<u>GOVERNMENT</u> Question 20 Question 21 Question 22 Question 23 Question 24 Question 25 Question 26	V164 V177 V163 V168-169 Influenced by V168-168 V175 Influenced by V69-70

Question 27	V69-70 World Values Survey. 2005-2006. 2005-2006 <i>WORLD VALUES SURVEY</i>
<u>PEOPLE</u> Question 33	Gosling et al. 2003 <i>A very brief measure of the Big-Five personality domains</i> . P.525
<u>IMMIGRATION & INVESTMENT</u> Question 34-38	Influenced by; International Living. 2010. <i>International Living's Quality of Life Index 2011: Where the numbers come from</i>
<u>TOURISM</u> Question 39	Huh, Jin. 2002. <i>TOURIST SATISFACTION WITH CULTURAL/HERITAGE SITES: The Virginia Historic Triangle</i>
<u>CULTURE & HERITAGE</u> Question 28-29 Question 30-32	Influenced by Ch. 4 Influenced by Ch. 10 DCMS. 2011. <i>This Cultural and Sporting Life: The Taking Part 2010/11 Adult and Child Report</i>

Creating the last questionnaire measuring Finnish university students' interest in moving to England is based on some of the questions and answering options as the European Commission used in their Geographical and labour market Mobility report conducted in 2009 and published in 2010.

5.3 Demographics

Since three questionnaires were used they all represented different demographics. Two questionnaires were distributed in Finland through social-media and 1 questionnaire was distributed in England. Questionnaires 1 and 3 were compared to each other to find differences and similarities between the perceptions of the nation-brand of England in the two nations.

Table 6 Questionnaire distribution and sample size

<p>QUESTIONNAIRES DISTRIBUTED IN FINLAND</p> <p>Questionnaire 1 International recruitment (FIN) N= 102</p> <p>Questionnaire 2 Talent attraction N= 101</p>	<p>QUESTIONNAIRES DISTRIBUTED IN ENGLAND</p> <p>Questionnaire 3 International recruitment (ENG) N= 100</p>
---	--

The questionnaire about England’s nation-brand conducted in Finland (International recruitment [FIN]) was mainly answered by females (64.7%). The average age of respondents was 23.2 years, with a median of 23 years of age and a range between 19-29 years. 93.1% of respondents were from Finland while only 7 respondents were from other countries. Through SPSS frequency analysis it can also be seen that 53.9% of the respondents have visited England 1-3 times, which has the highest percentage of responses followed by 4-6 visits to England (20.6%).

The questionnaire about England’s nation-brand conducted in England (International recruitment [ENG]) shows demographics where the gender distribution was more even with 55% females and 45% males. The average age is lower than in the previous questionnaire with an average age of 21.05 years and a median of 21 years, within the range of 18-29 years. The English nationality was represented by 88% of the respondents. Assuming that all students studying in England also live there the question about how many times England has been visited was not included in this questionnaire.

The third questionnaire researching the level of talent attraction was answered by respondents between the ages of 19-31 with an average of 23.36 years and a median of 23 years. The gender distribution was quite uneven with 69.3% females and 30.7% males. Out of all the respondents 96% were Finnish and 46.5% had visited England 1-3 times, which was the highest percentage of times visited England.

Table 7 Demographics of each sample

Questionnaire	Gender distribution		Age distribution		Nationalities		Visits to England	
International recruitment from Finland (FIN)	Females	64.7%	Average age	23.20	Finnish	93.1%	Never visited	11.8%
	Males	35.3%	Median	23	European	4.9%	1-3 visits	53.9%
			Range	19-29	English	1%	4-6 visit	20.6%
					Other	1%	Over 7 visits	11.8%
							Lived in England	2%
International recruitment from Finland (ENG)	Females	55%	Average age	21.05	English	88%	/	
	Males	45%	Median	21	Finnish	9%		
			Range	18-29	European	3%		
Talen attraction	Females	69.3%	Average age	23.36	Finnish	96%	Never visited	24.8%
	Males	30.7%	Median	23	Asia	2%	1-3 visits	46.5%
			Range	19-31	English	1%	4-6 visits	14.9%
					European	1%	Over 7 visits	8.9%
							Lived in England	5%

5.4 The Finnish perception of the English nation-brand

In the exports aspect three products (motor vehicles, beer and clothing) were compared between England, Germany and Sweden. Motor vehicles from Germany seem to have got the best all over rating while England placed second and Sweden came last. Nevertheless a majority of 38.4% of respondents did not think the country-of-origin for a motor vehicle played a big difference in the purchasing decision. The country-of-origin for beer seemed to be of even less importance (42.9%). Both German and English beer were perceived as good, but German beer seemed to be preferred over English. The country-of-origin for clothing was of the least importance with 44.9% of respondents stating that it is not very important. Clothing from Sweden got the best ranking while England placed second. Overall England ranked as second for all products, not standing out as an outstanding source for these products but neither being displayed as a country with poor quality products and raising low desire for the products in these categories.

The image of the English government seems fairly good with a perception that England is governed fairly democratically (63.6%) and that fairly much respect (44.3%) exists for individual human rights. Also the foreign aid England provides is perceived as sufficient (40.2%), and is mostly thought to go to decreasing poverty (35.6%) abroad. The view upon whether taxes should be

increased to provide more foreign aid was evenly distributed among those who thought taxes should be increased, decreased, kept the same and the ones who did not know. This can be a result of lack of knowledge about the English taxation system. The most serious problem in England is thought to be a low employment rate (39.2%), which is also the aspect respondents felt England should focus the most on (30.6%) instead of focusing mostly on a high level of economic growth instead, like perceived by 59.8% to be currently focused the most on.

In Finland, England is perceived as more historic than modern with 51.02% thinking England is fairly historic with historical traits clearly visible in the society. Also historical aspects are seen as most typical for England (47.9%) over for example sport which came second (17.7%) on the perception of what England is typically known for and what aspect represents England best. The sports perceived as most typical for England were; football, rugby, cricket, horse polo and snooker & darts (Figure 7).

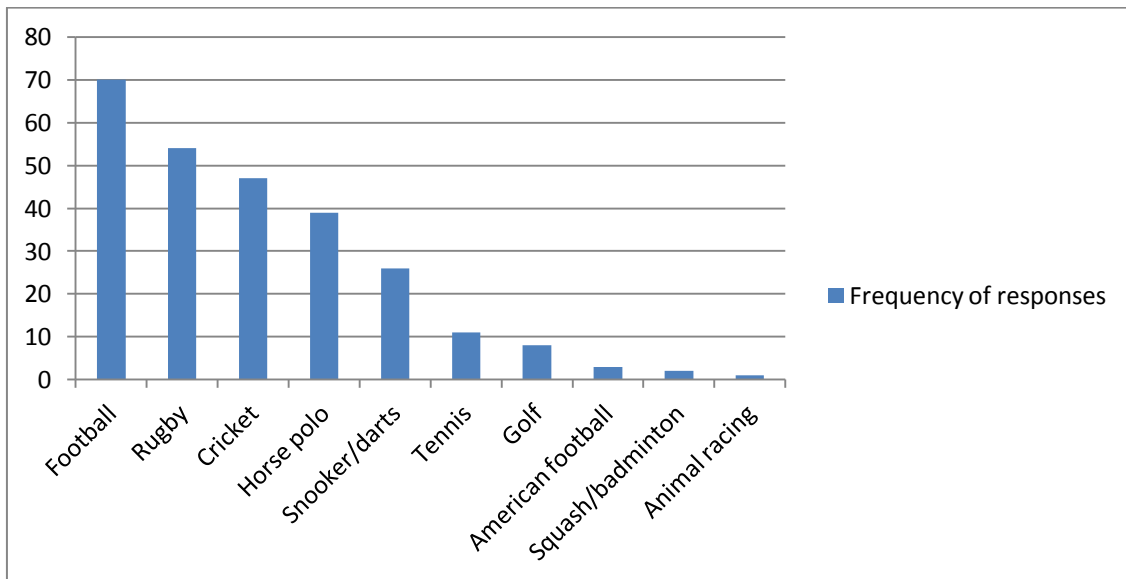


Figure 7 Sports perceived as most typical for England, according to University students in Finland.

To research the English culture experienced by Finnish tourists and the places they perceive as desirable to visit and most commonly therefore go to in England respondents were asked to choose the places most commonly visited as well as most common events for England. The results showed that the most common places to visit were pubs (74.5%) and shopping malls (62.75%), while events most typical for England were; historical events, sporting events, musicals/drama. The response

frequencies for places most commonly visited can be found in figure 8, and the most common events in figure 9.

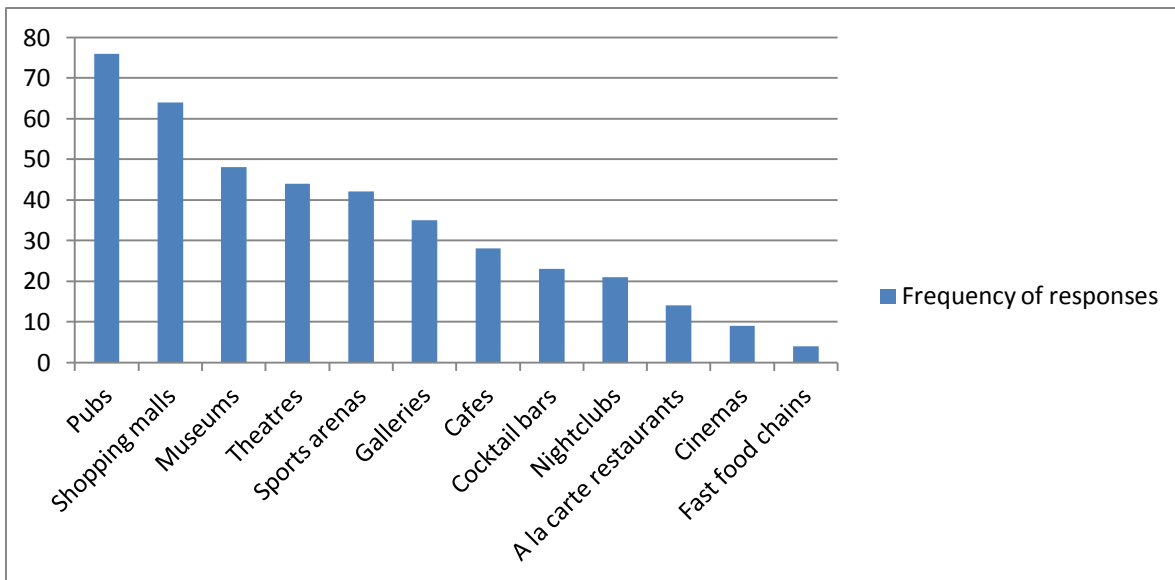


Figure 8 Places and venues visited most in England, according to University students in Finland.

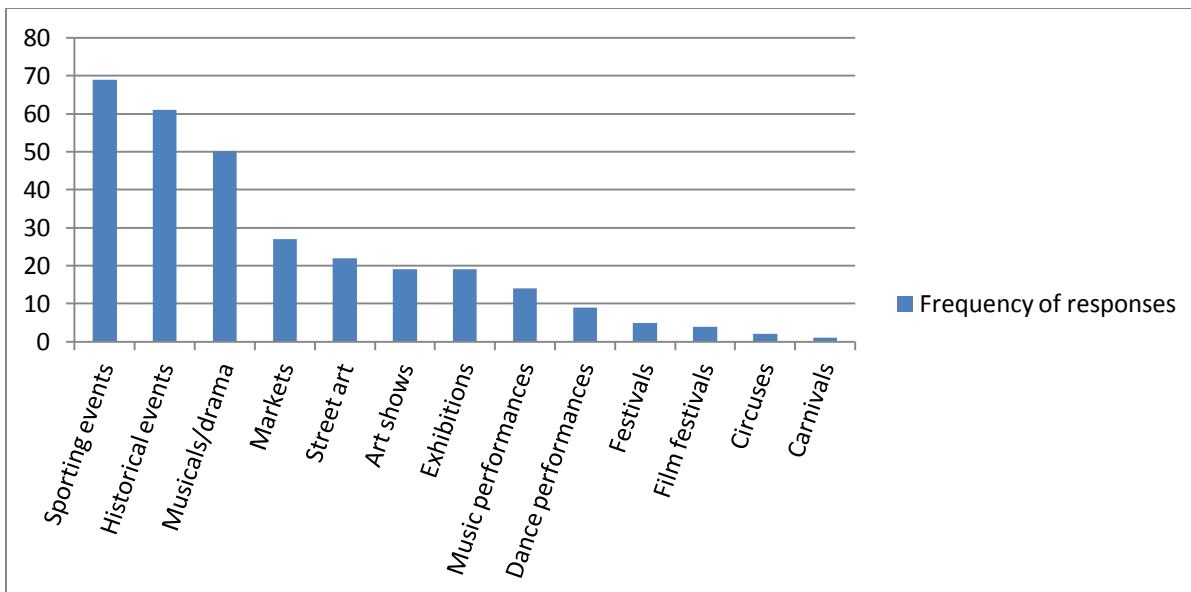


Figure 9 Events perceived as most typical for England, according to University students in Finland.

The Finnish perception of the English people and their personalities is that they are moderately extraverted and open to new experiences while simultaneously sympathetic individuals with a tendency to fairly easily get upset. English people are perceived as far from quiet and reserved and are not perceived as very calm and emotionally stable individuals.

When comparing England to four other countries chosen from the top countries in the quality of life index England was perceived as the 3rd most expensive country to live in, with the 2nd best University education and job market opportunities even though England placed on 4th place in terms of economic situation, implying that the economic situation is not perceived as good. Figure 10 shows the rankings and can be interpreted with the help of the box placed above the graph.

Cost of living: 1 most expensive – 5 least expensive
 Level of University education: 1 best education – 5 worst education
 Job market opportunities: 1 best opportunities – 5 worst opportunities
 Economic situation: 1 best economic situation – 5 worst economic situation

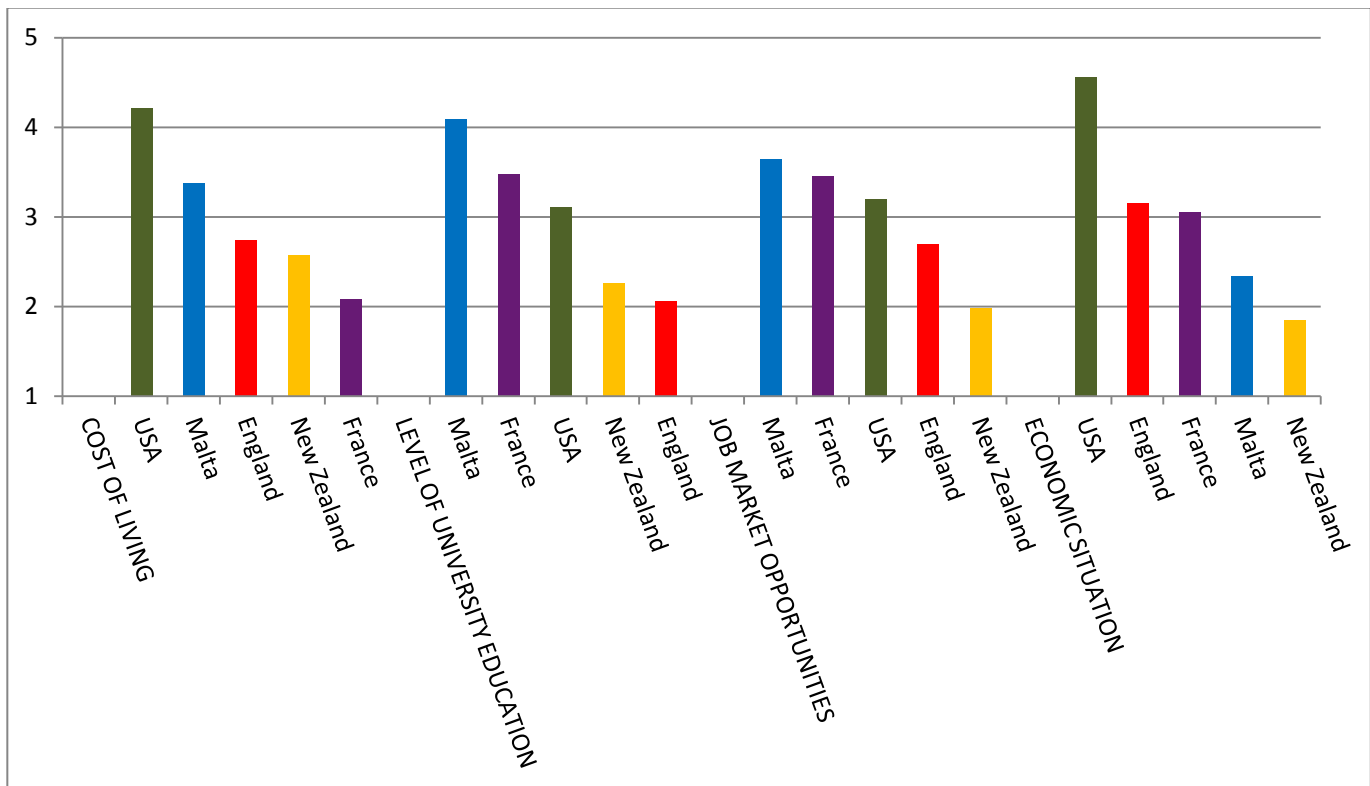


Figure 10 A bar chart of the four questions aiming to research the investment and immigration aspect. The figures were based on response means from SPSS.

Since the questions above did not research the educational difference between England and Finland the author asked the participants whether the level of education is higher in England than in Finland, and 45.4% agreed while only 13.4% thought Finland’s level of education was higher.

The tourism aspect researched in Finland demonstrates both the perceived image and the interest in visiting the specific types of places in England. The results show that most aspect had a more positive or neutral image than a negative with only a few exceptions; theme parks, architecture and food, in terms of image of them. These are also the aspect that got a negative bound interest in experiencing them.

Figure 11 shows the means of the perceived images and interest in experiencing the aspect, where the lowest number represents the best image and highest desire to experience it and the highest number represents the worst image and lowest desire to experience the type of place.

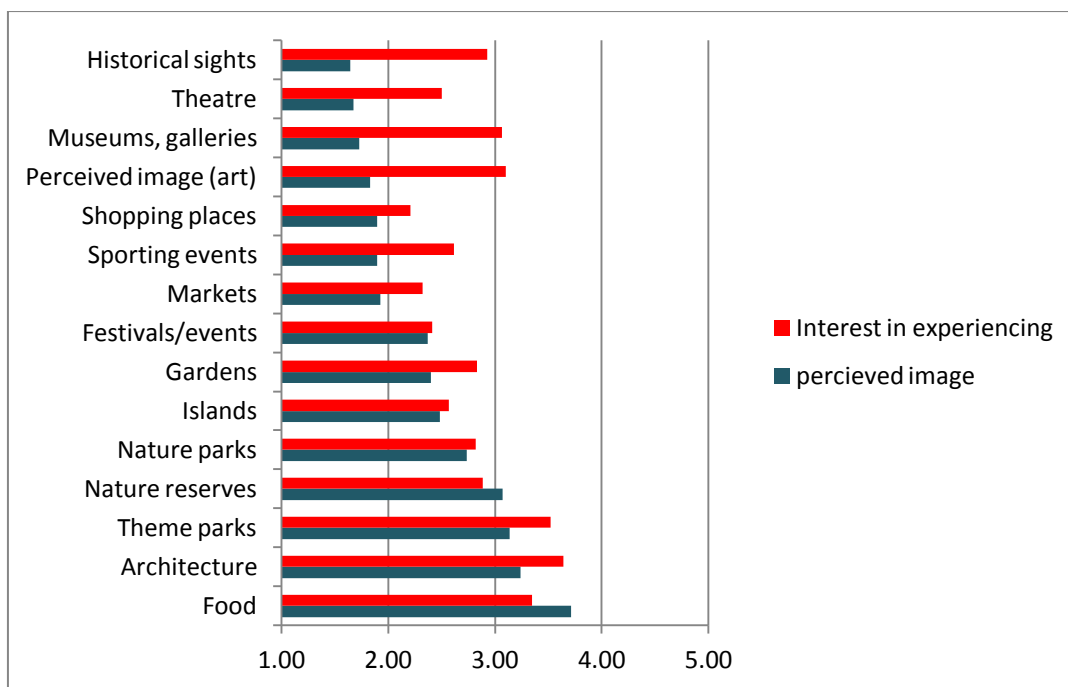


Figure 11 Shows the perceived image of the 15 English aspects as well as the interest in experiencing them, according to University students in Finland.

To summarize the Finnish view of England’s nation-brand figure 13 shown a concise overview and image of all six nation-brand dimensions simultaneously.

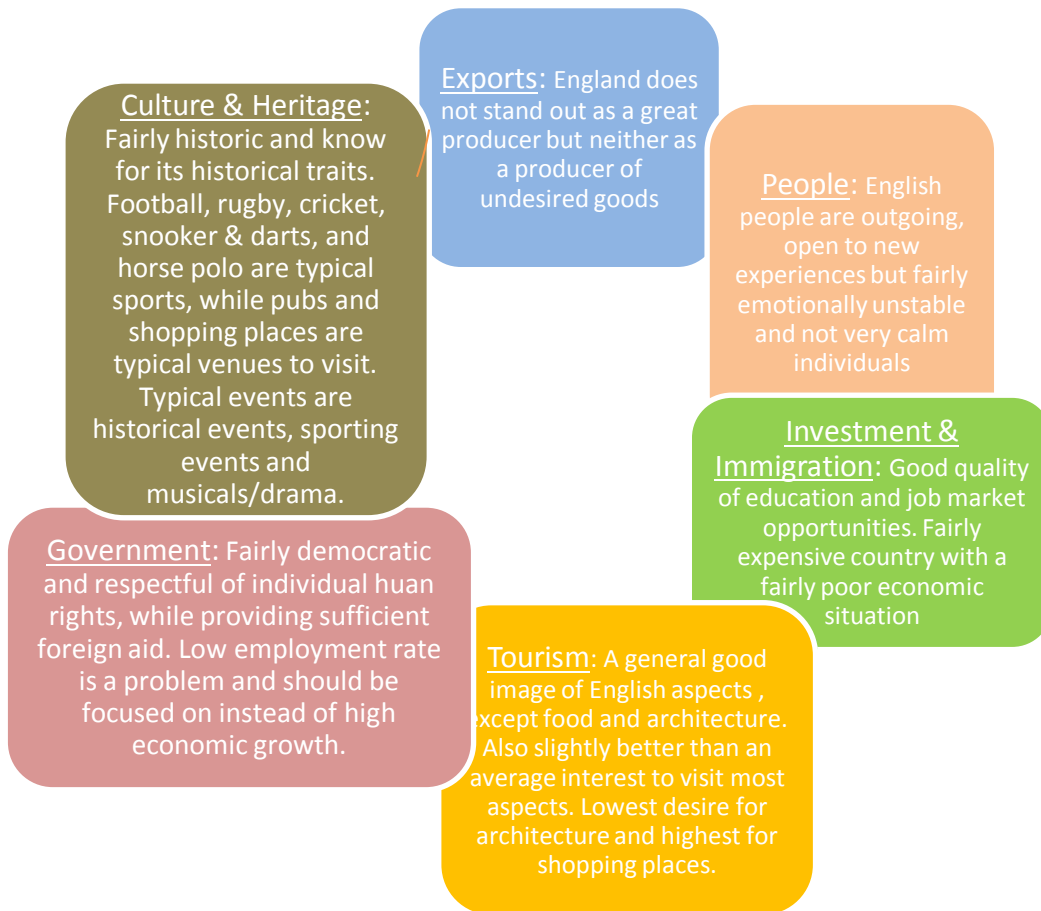


Figure 12 Summary of the Finnish perception of England's nation-brand built up by Anholt's six nation-branding aspects. (See GfK Custom Research North America 2011)

5.5 The English perception on the English nation-brand

The English perception of the exports aspect, i.e. the desire for English produced products (motor vehicles, beer and clothing) in comparison to German and Swedish, England ranked really well. England ranked as the best producer of beer in general followed by Germany. The country-of-origin for beer was not perceived as important at all (34%), or not very important (32%) when making a purchasing decision. England was also perceived to produce the best pieces of clothing, followed by Sweden which actually ranked a slightly bit better on the aspect of physical quality of clothing but came second on all other aspects. The country-of-origin did not seem to be of very big importance here either (43.9%), neither in the aspect of motor vehicle production (38.4%). The biggest difference in opinion in country-of-origin importance was seen in the aspect of motor vehicles where 29.3% thought

it was fairly important. England ranked second on motor vehicle production with a score very close to Sweden's, while Germany was a clear first.

The English perception on the government of England is that it is fairly democratic (72.7%), but the respect for individual human rights is only adequate (42%) according to the majority but a close percentage of 35% think there is fairly much respect for individual human rights. What comes to foreign aid, taxes should not be increased (72.7%) more and in fact it is perceived that the amount spent on foreign aid is too high (39%). Only 20% think the amount is too low, and 23% think the amount is about right. The view upon where the foreign aid money goes to is according to the majority to decreasing poverty abroad (37.8%) while quite a few also think it goes to improving healthcare (18.4%) and education (19.4%) abroad. The biggest problem within England seems to be a low employment level, with a clear majority of the responses of 54.9%, which is also the aspect respondents feel should be focused on (53.1%) instead of what is perceived to be focused on the most; a high level of economic growth (56.2%).

English people see England as a nation which is neither historic nor modern (41.4%), where historical traits as well as modern traits are equally evident in the society. Based on the response frequency the view of England is slightly leaning towards a more historic image rather than more modern image. Historical traditions are also seen as one typical aspect for England by 30% of the respondents, while sports were seen as the most typical aspect for England by 41%. The sports represented in England which are perceived as typical English sports were football, cricket and rugby with over 50 responses each, while also snooker & darts, tennis, horse polo, golf and animal racing were seen as typical sports for England by some respondents. The results can be seen in figure 13.

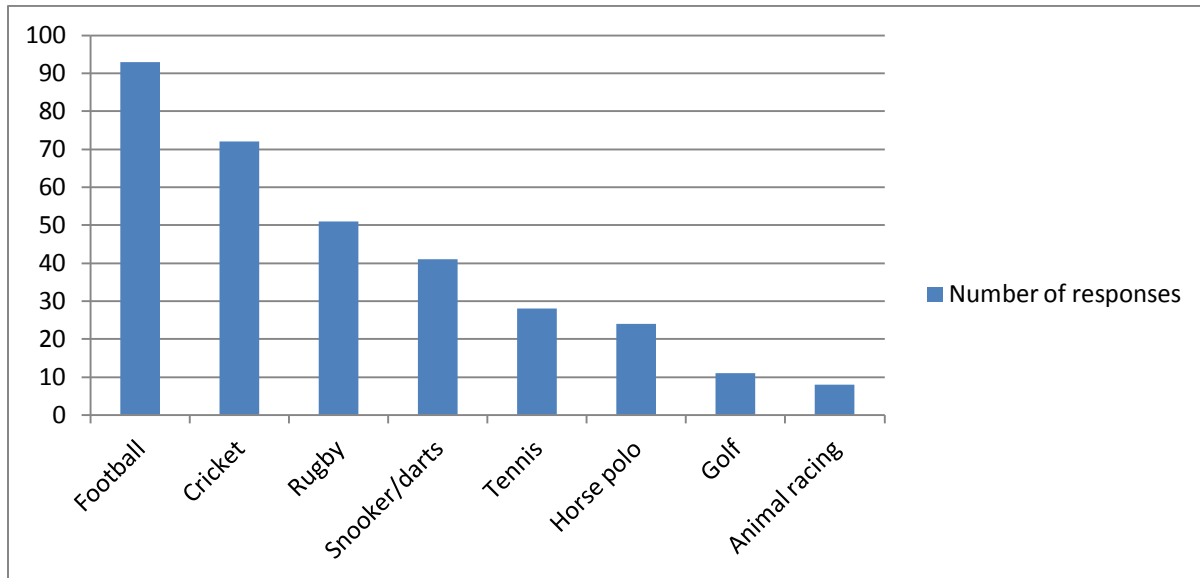


Figure 13 Sports perceived as most typical for England, according to University students in England.

The places most visited in England, according to the English perception are pubs, shopping malls, nightclubs, sports arenas and cafés with all over 50 responses each while other types of places also are perceived to be part of the typical places to visit in England but with a lower response rate.

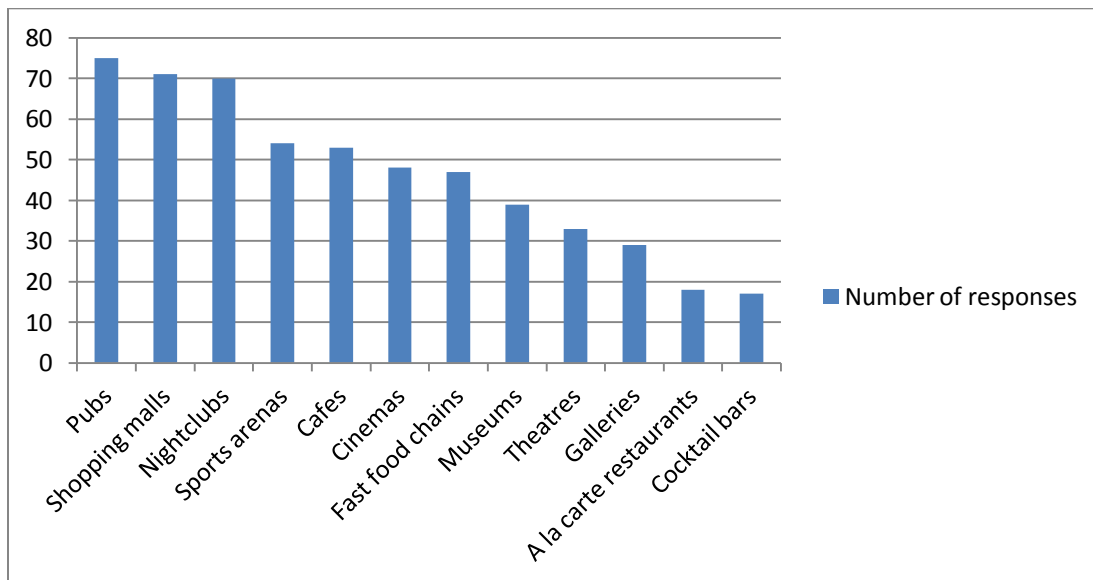


Figure 14 Types of places most typically visited in England, according to English University students.

The events typical for England, according to English University students' perception, are sporting events with a clear majority of responses (89), while musicals/drama and festivals come second with the equal amount of responses (53). The response frequency of most typical events can be observed in figure 15.

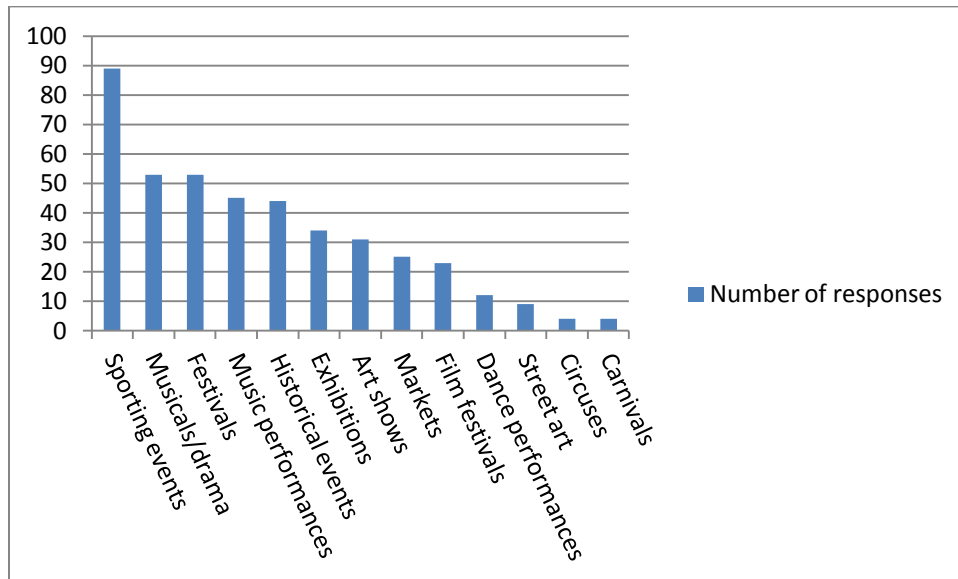


Figure 15 Events typical for England, according to English University students

Overall, English University students seem to think England is a very sport oriented country where most typical events are sporting events, there are a lot of typical sports, and sports arenas are one of the most typical place to visit in England.

The respondents in England perceived English people as extraverted, outgoing, open to new experiences and far from reserved and quiet. The people are seen as sympathetic and warm individuals with a tendency to have a fairly low self-discipline and be undependable, while they are fairly creative and not too conventional.

In the investment & immigration section it showed that the respondents in England perceive England to have a higher level of University education than Finland (45.4%) while only 13.4% perceived Finland to have a higher level of University education. England was ranked 3rd most expensive country to live in, possessing the 2nd best University education level, 3rd best job market opportunities, and to have the 2nd best economic situation. Figure 16 shows a graph of the rankings which can be interpreted with the help of the ranking box above the graph.

Cost of living: 1 most expensive – 5 least expensive
 Level of University education: 1 best education – 5 worst education
 Job market opportunities: 1 best opportunities – 5 worst opportunities
 Economic situation: 1 best economic situation – 5 worst economic situation

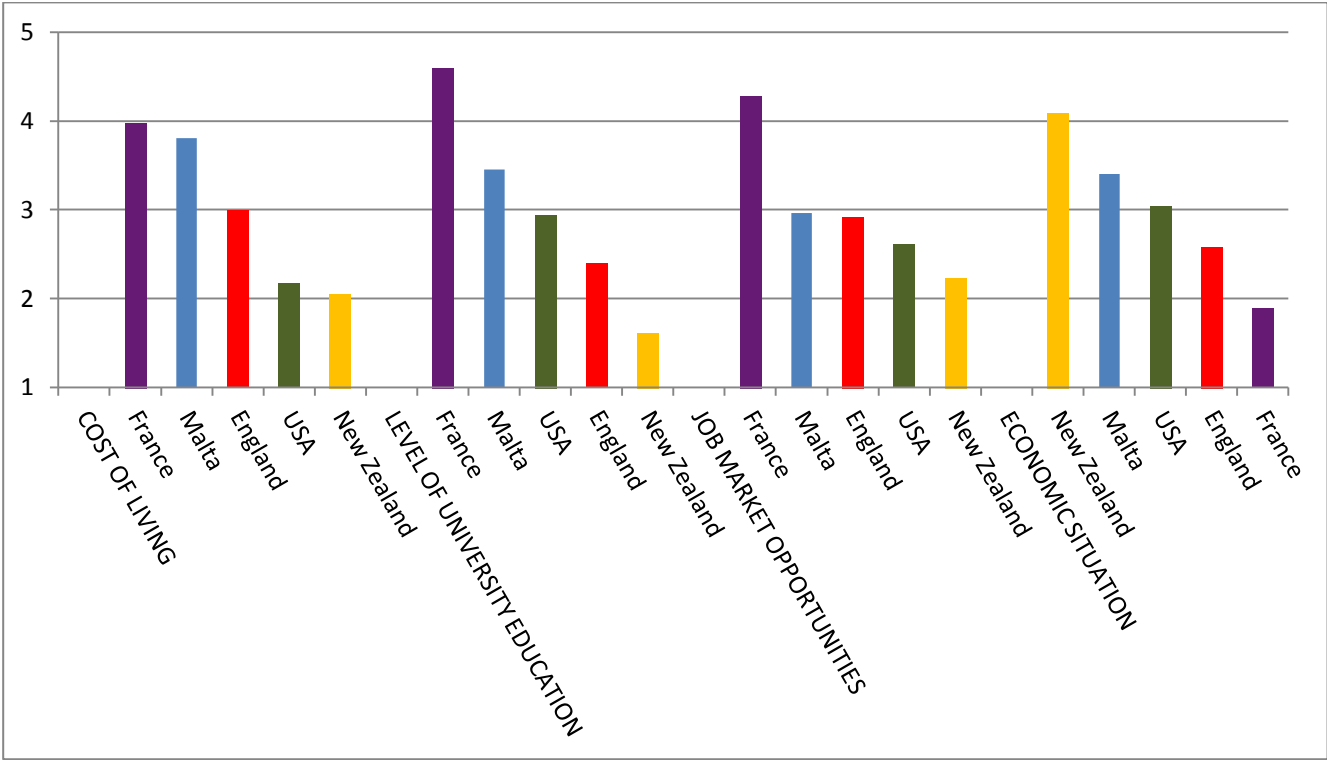


Figure 16 A bar chart of the four questions aiming to research the investment and immigration aspect. The figures were based on response means calculated with SPSS from the responses gathered in England.

The tourism aspect was researched through listing types of places in England and letting the respondents rate the image of them and their interest in visiting them, which showed that all types of places except nature reserves and islands had a positive image. The interest in experiencing most places was also positive with an exception for art, gardens, architecture, nature parks, islands and nature reserves which were rated as having a fairly low interest in experiencing them. In most cases the interest in visiting the places was better than the perceived image of the places. Figure 17 displays the means of both aspects (image, interest in experiencing) in a chart.

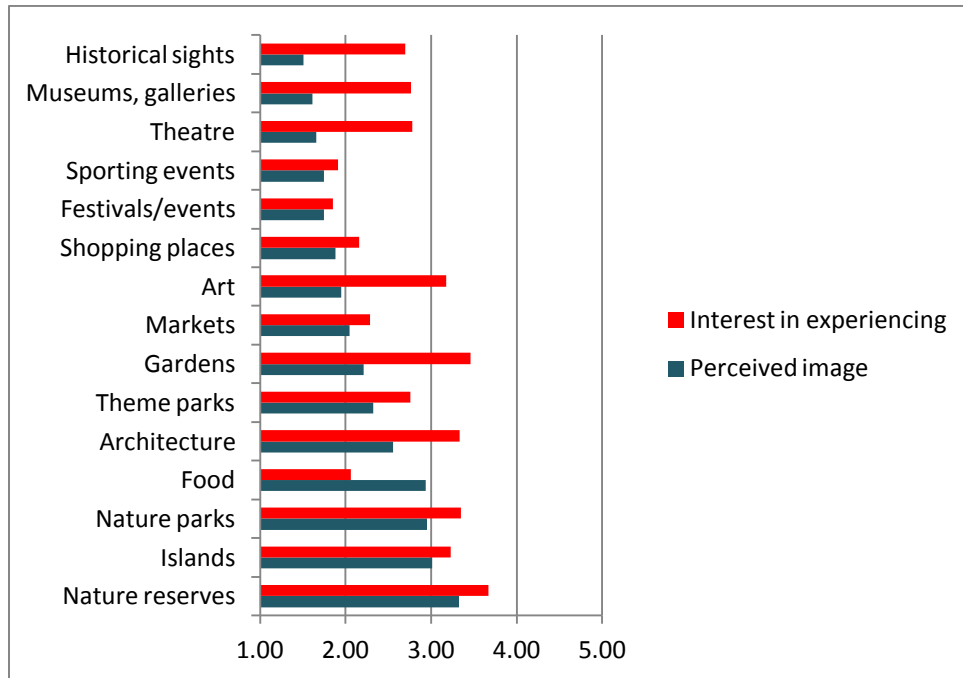


Figure 17 Perceived image and interest in experiencing types of places in England, based on calculated means.

To summarize the English perception of the nation-brand figure 18 shows a concise overview of the six nation-brand dimensions measured.

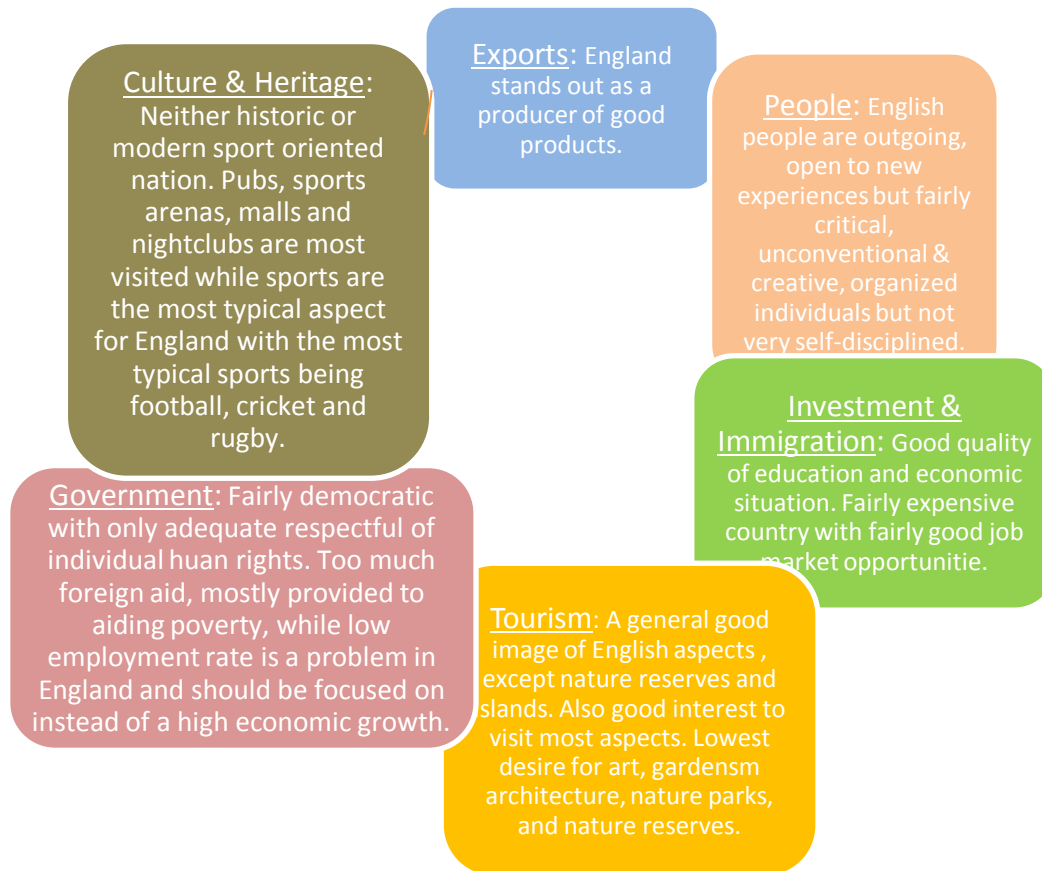


Figure 18 Summary of the English perception of England's nation-brand built up by Anholt's six nation-branding aspects. (See GfK Custom Research North America 2011)

5.6 Differences in the Finnish and English perception of the nation-brand

The differences between the Finnish and English perception of England's nation-brand were compared based on response means and compared in spider diagrams. The results that showed a big difference were further analyzed with an independent – sample T-test with SPSS. Some results were also simply compared in graphs. A list of what the numbers in the spider diagrams symbolize and which variable they represent can be found in the appendix.

Figure 19 shows most of the variables measured but excludes questions 22-23, 25-30 from the questionnaire distributed in England. These variables were measured and compared separately, also the image and experience in visiting different types of places in England is displayed in a separate spider diagram (figure 20).

Figure 19 shows a pattern of fairly similar responses in Finland and in England. The spider diagram only shows two variables, variable 29 and 32, that seem to have received fairly different responses in England and Finland. These two variables were further tested with an independent - sample T-test in order to determine whether a true significant difference is detectable. Variable 29, which researched the personality trait of calmness in English individuals, received a significance value of 0.565 indicating that there is no real significant difference between the responses from Finland and the ones from England. The significance value for variable 32 was 0.946, also indicating that no real significant difference occurs. The T –tests clearly indicated that no real significant difference was found between perceptions of the nation-brand of England in Finland and England.

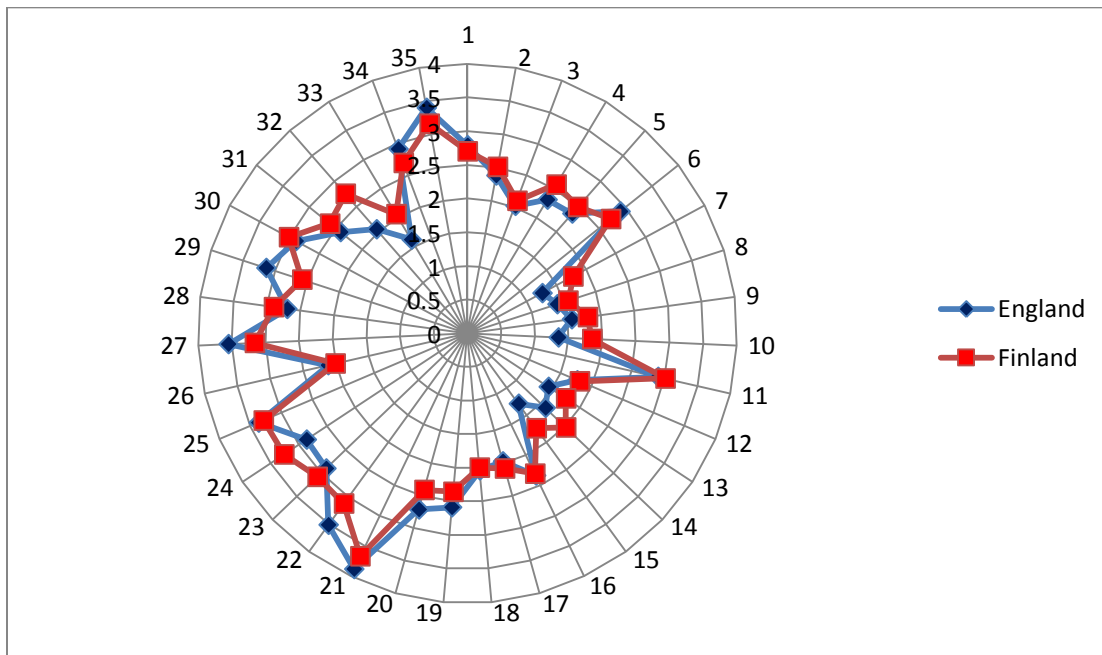


Figure 19 Comparison of the Finnish and English perception on the nation-brand of England based on questionnaire questions. A list of what the variable numbers indicate can be found in the appendix.

Figure 20 shows the differences in responses answering the questions of image and interest in experiencing different types of places in England also shows fairly similar patterns. Some differences occur, which were tested with the independent – sample T-test. Variables 5, 6, 7, 10, 12, 21, 22, 27, 28, 29 and 30 were tested with the T-test for a significant difference, but no significant difference was found (see appendix).

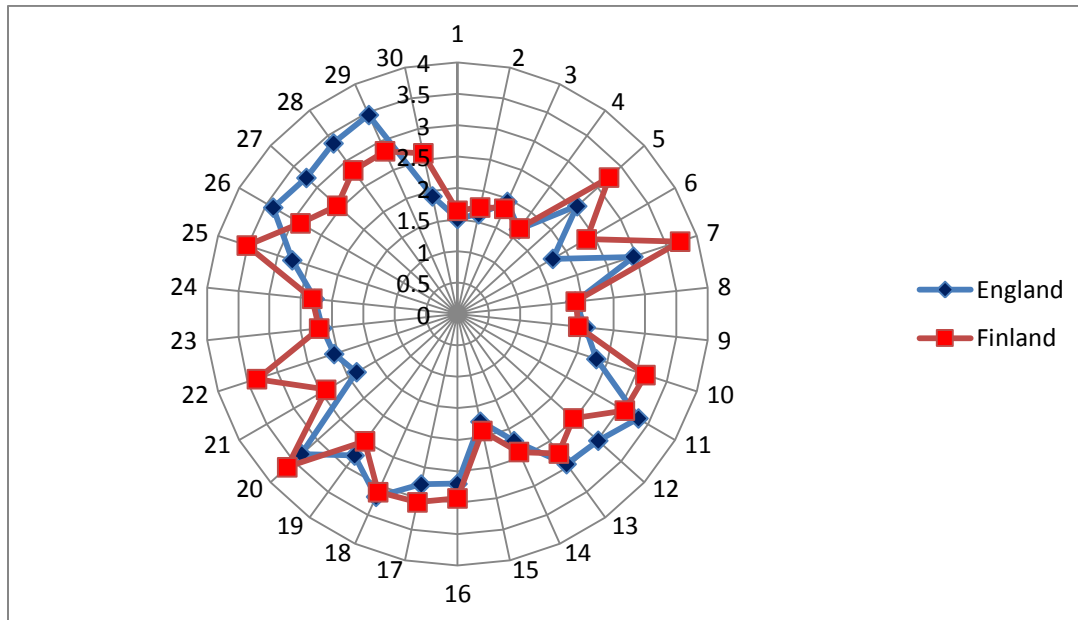


Figure 20 Comparison of the Finnish and English perception of the nation-brand of England based on the image and interest in visiting different types of places in England. A list of what the variable numbers indicate can be found in the appendix.

No significance levels received from independent – sample T-test provided a value that would have indicated any significant differences between the Finnish and English views of the nation-brand of England. The results were not significant enough to determine a difference, but the results did not either show identical responses on all variables.

5.7 Talent attraction from Finland

The talent attraction questionnaire filled in by University students in Finland showed that the average compound perception of England is fairly good or neither good or bad. This indicates that the image of England as a nation is slightly on the more positive side, which might be a reason for why a majority of 54.5% of all respondents have considered moving to England to work. Even though a majority have considered moving to England to work only 39.7% of the respondents felt the job market in England to be on the appealing side. The majority of the respondent felt England as a nation, the English culture and the English people to be fairly appealing, while the attitude towards the government, English products, and the job market in England were considered neither good nor bad.

The results from the talent attraction survey were analyzed and compared in order to determine whether a difference between males and females could be detected, and to see how the perception of England differed between respondents who had considered working in England and the ones who had not. The comparisons were done by spider diagrams using response means calculated with SPSS. No further independent – sample T-test was conducted on variables because no clear and enormous differences were detected in the spider diagrams.

In figure 21 the male and female respondents are separated and their responses are compared. The results are fairly similar to each other. Females seemed to have a higher average of visits to England than men (variable 1), while male respondents had a slightly more positive image of England as a nation (variable 2) as well as a more positive attitude towards the government (variable 6). Despite these results more females on average had considered working in England (variable 9), even though men seem to have a more positive overall image of England.

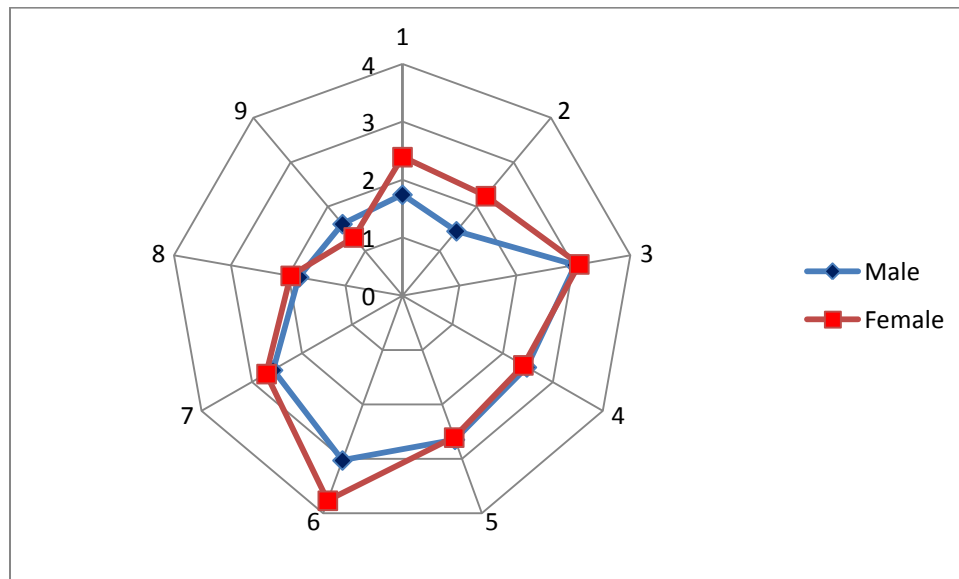


Figure 21 Displays the differences between male and female respondents answers in the talent attraction questionnaire. A list of what the variable numbers indicate can be found in the appendix.

The two last questions in the talent attraction questionnaire were analyzed by using bar charts, comparing the males’ and females’ responses on what factors would be reasons for the respondents to move to England to work and what would be the reasons not to move there to work. The graphs displaying the information can be found in figure 22 and 23.

For females the language and culture in England especially stood out as factors that would attract them to go work in England. Females in general chose more factors, than men, as positive and a reason they would like to work in England. For males the factors that got most responses, besides “would not like to work in England”, was the appeal of the job market. Even though it was the factor receiving most votes by males, approximately double the number of females though the job market was appealing. The graph clearly indicates and confirms that females have a higher desire to work in England.

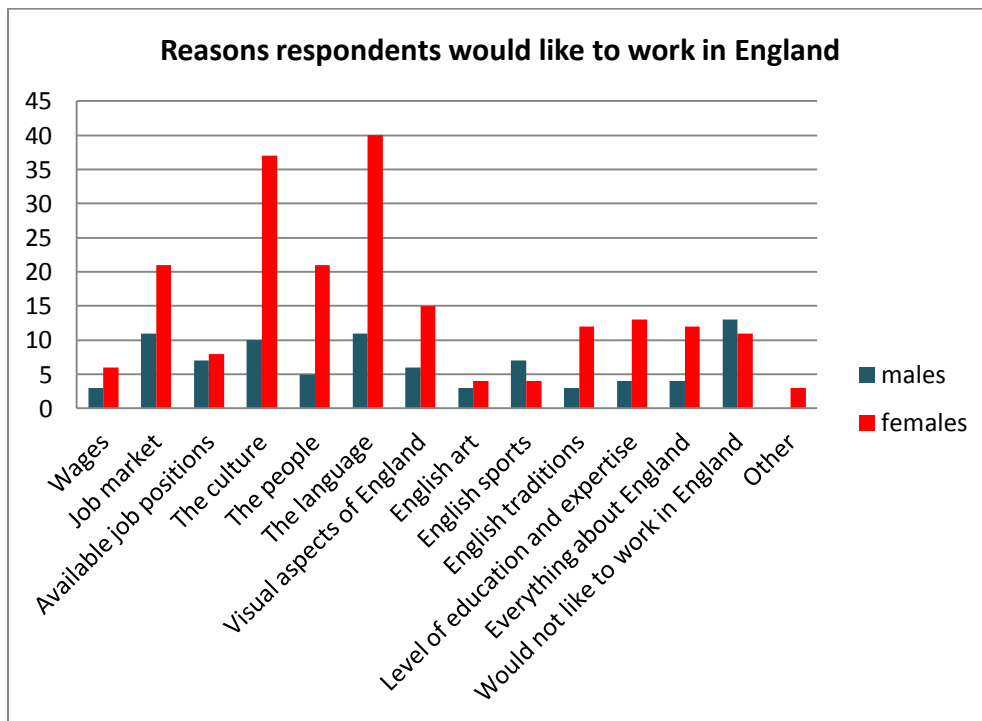


Figure 22 Displays differences between males and females responses on which aspects would be a reason for the respondents to move to England to work.

More females than males had considered moving to England to work, but most responses by women on why not to move to England to work was the wages and the available job positions. Also the culture received 15 responses by females as a reason not to move to England to work, resulting in the 3rd highest scoring reason not to go. The responses for male respondents were more evenly distributed, but the top three reasons not to move to England to work, according to men, were the people, the English traditions and the culture.

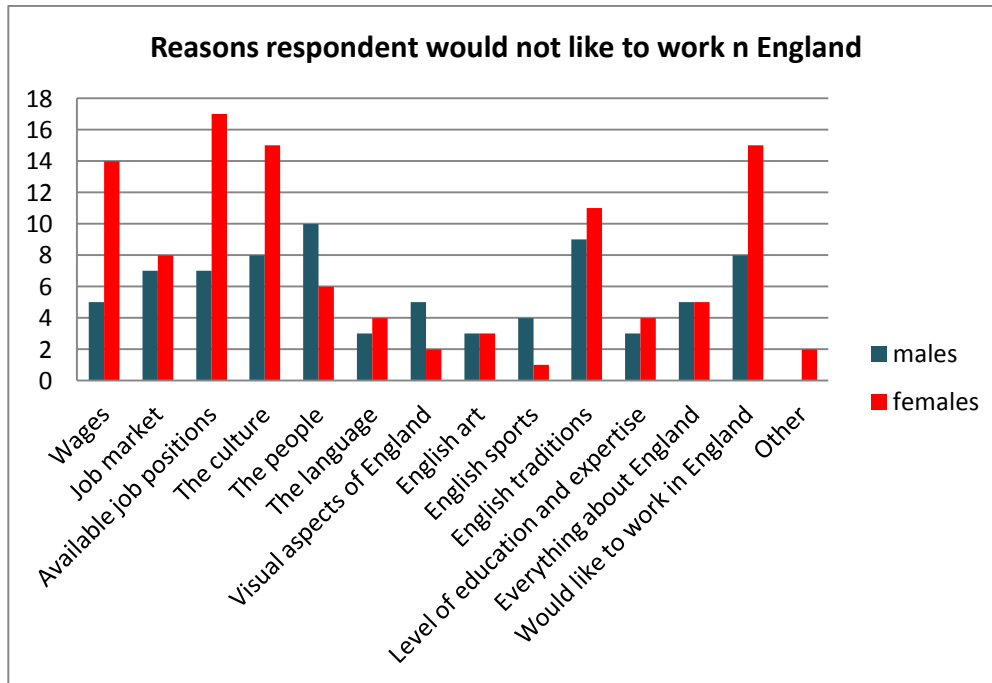


Figure 23 Displays differences between males and females responses on which aspects would be a reason for the respondents not to move to England to work

The distribution between the individuals who had considered moving to England and the ones who had not was fairly even, where 45.5% had never considered moving to England to work and 54.5% had considered it at some point. The respondents who had considered moving to England to work were mainly female, 43 respondents (78.2%), and the rest, 12 respondents (21.8%), were male.

Figure 24 displays the differences in responses to the questionnaires based on if they have considered moving to England to work. The circle represents the respondents who have considered moving to England to work and their average responses on the other questions in the talent attraction questionnaire, while the square represents the respondents who have never considered moving to England to work. The figure shows that individuals who have considered moving to England have also on average visited England more often and perceives England as more appealing as a whole, than the individuals who have not considered it.

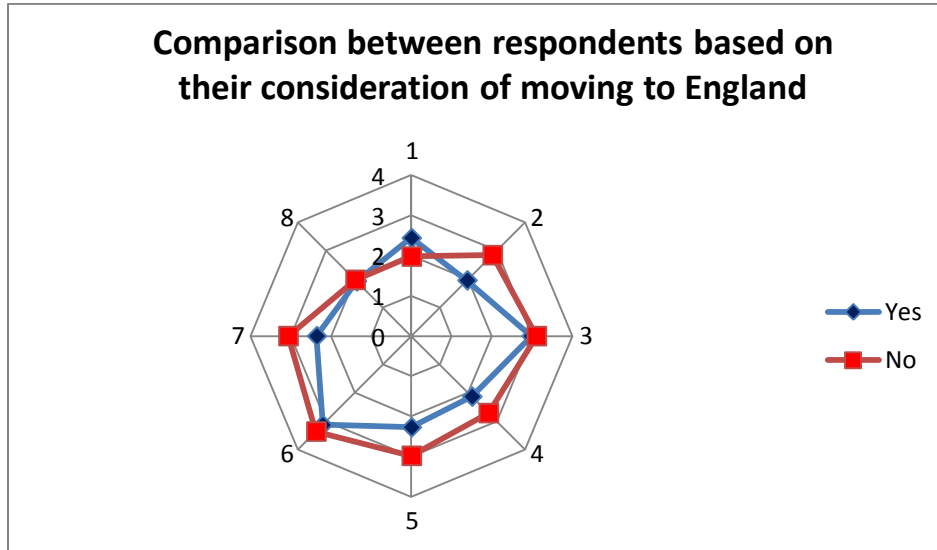


Figure 24 Displays the differences between respondents answers, based on if they have considered moving to England to work, in the talent attraction questionnaire. A list of what the variable numbers indicate can be found in the appendix.

Different factors that appeal to individuals are compared, between respondents who have considered moving to England and the ones who have not, in figure 25. Individuals who have considered working in England seemed to be most attracted by the language, the culture and the job market. These three aspects got the largest number of responses, while wages and available job positions which are tied to the job market got significantly lower number of responses.

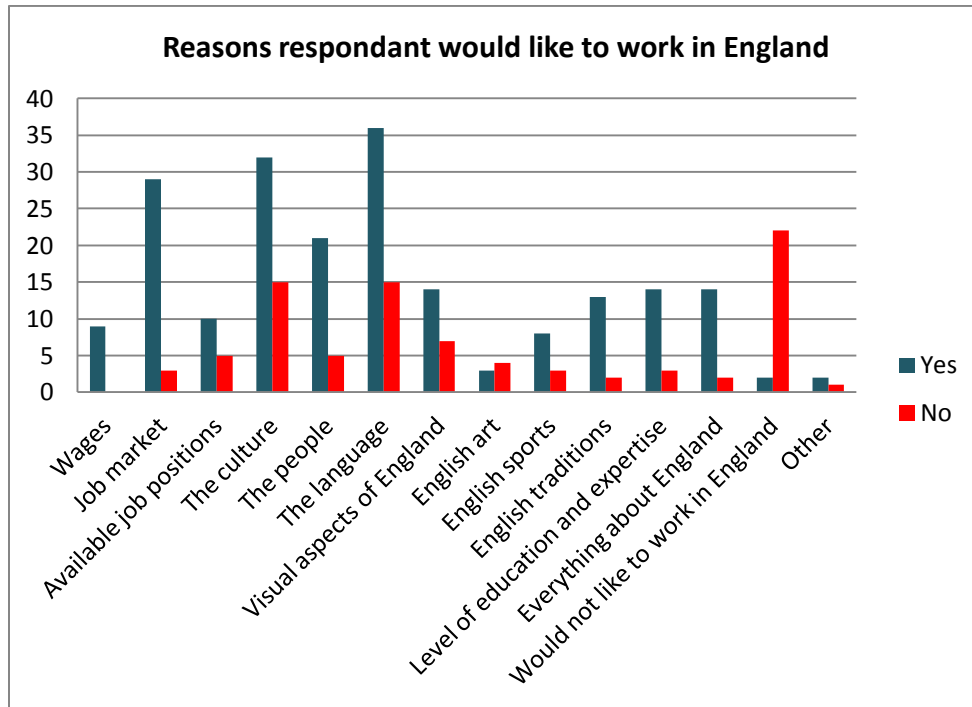


Figure 25 Displays the differences between respondents answers, based on if they have considered moving to England to work, in the talent attraction questionnaire.

Figure 26, shows reasons individuals would not like to move to England to work. The individuals who have considered moving to England to work are not attracted by the wages, the available job positions, the culture or English traditions. The reason for not being attracted to moving to England to work among the respondents who had never considered moving there in the first place were the available job positions, the culture, English traditions and the English people, also the job market and wages got a fair amount of responses.

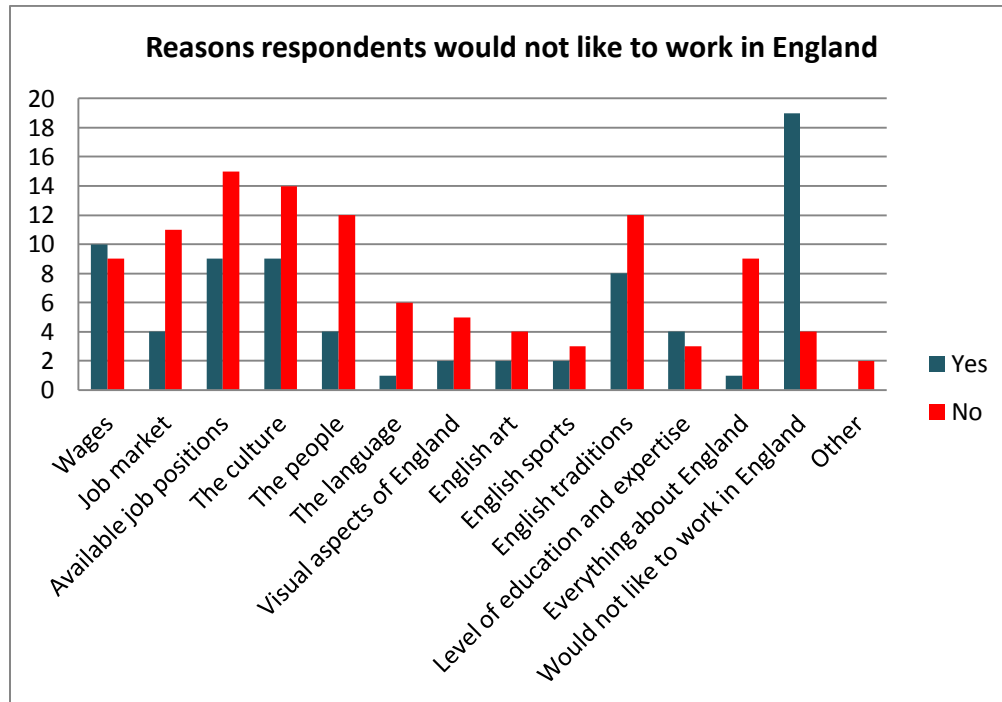


Figure 26 Displays the differences between respondents answers, based on if they have considered moving to England to work, in the talent attraction questionnaire.

6. CONCLUSION

No significant differences between the perceptions of the nation-brand of England were detected between Finnish and English respondents. The six dimensions Anholt used in his nation-branding strategy (see GfK Custom Research North America 2011) were used and the responses were compared and interpreted into a nation-brand for England in the eyes of English and Finnish people. As a whole where the Finnish and English perceptions of England were interpreted as on, the nation-brand of England gives a fairly neutral image, slightly leaning towards the more positive side. English products were neither seen as good nor bad. The products researched (motor vehicle, beer and clothing) places England slightly on the more positive side as a producer. This indicates that England is not a producer of highly valued clothes, but neither a producer individuals steer away from, but merely a neutral producer of average standard products. The attitude towards the government on the other hand indicates a slightly negative image of England. The governments gives the impression of only being fairly democratic and only having between adequately and fairly much respect for individual human rights. The aspects focused on by the government are also perceived to be the wrong main focus points which indicates that people think the government does not focus on the real issues but are more focused

on the wealth and even to some extent a bit too much on foreign aid, while more effort could be made within England on aspects that require attention. The interesting difference between Finnish and English individuals nation-brand image is that Finnish individuals see England as a historic nation with many historical traits and events evident in daily life, while sports are only the second most typical aspect for England. English individuals on the other hand perceive England as a nation filled with sports activities and as a fairly modern nation with also many historical traits evident. England can therefore be concluded to be a nation where both a historic environment is present, while also a modern environment is present and can for example be seen through a modern sports culture. The English culture in terms of personality traits is very extraverted, outgoing and loud, with lacking self-discipline and stable mindsets. England is perceived to have a good level of University education, which is indicated to be better than the level of education in Finland. A decent job market, but a fairly expensive nation is what is thought about England. The view of the economic situation varies; in England they see it as fairly good, while in Finland it is perceived that England struggles a bit with the economic situation. Nevertheless that some views might be on the negative side the overall image was more positive, which can also be seen in the images of different places in England and peoples interest in visiting these places. This indicates that at least in a tourism aspect England has attractions with a good image which raise the interest in visiting them.

Slightly over half of the respondents have considered moving to England to work, out of which the clear majority were female. Females had visited England more often also having a slightly more negative image than men, but still considering moving to England to work more than men. The percentage of individuals who have at some point considered moving to England to work was not a clear majority but England still manages to attract individuals on a large scale. England seems more neutral than positively attracting, to some extent the talent attraction might be based on the language which was indicated by respondents as a reason for considering moving to England. Even though over half of the respondents had considered moving to England it has to be considered that not everyone might want to move abroad. Keeping this in mind, a large percentage of the respondents had considered it which indicates that England is successful in attracting talent from Finland. The neutral image along with a few positive aspects can attract individuals, but as for how the talent attraction of the nation-brand functions when it competes with other nations about the talents is yet to be researched.

REFERENCES

ALVA. 2011, *Visits made in 2010 to visitor attractions in membership with ALVA*

Accessed 23.11.2011

http://www.alva.org.uk/visitor_statistics/

Anholt, Simon. 2003, *Brand new justice – the upside of global branding.*

Elsevier Ltd., p. 114

Anholt, Simon. 2007, *Competitive identity: the new brand management for nations, cities and regions,*

Palgrave MacMillan, pp. 56

Anholt, Simon. 2002, *Nation-branding: A continuing theme.* Journal: The journal of brand management, Vol. 10, No 1, pp. 59-60

Anholt, Simon. 2008, *Place branding: Is it marketing, or isn't it?*

Accessed 28.09.2011

<https://secure.palgrave-journals.com/pb/journal/v4/n1/full/6000088a.html>

BBC. 2007, *Poll respondents back UK monarchy*

Accessed 29.11.2011

http://news.bbc.co.uk/2/hi/uk_news/7162649.stm

B2B International. *White Paper: Customer Satisfaction Surveys*

Accessed 29.11.2011

<http://www.b2binternational.com/publications/white-papers/customer-satisfaction-survey/>

Castillo, Joan Joseph. 2009. *Sampling Error in Research*

Accessed 21.11.2011

<http://www.experiment-resources.com/sampling-error.html>

DCMS. 2008, *about taking part*

Accessed 30.11.2011

http://www.culture.gov.uk/what_we_do/research_and_statistics/7390.aspx

- DCMS. 2011, *This Cultural and Sporting Life: The Taking Part 2010/11 Adult and Child Report*
pp. 7-8
Accessed 30.11.2011
<http://www.culture.gov.uk/images/research/taking-part-Y6-child-adult-report.pdf>
- Dinnie, Keith. 2008, *Nation-branding – Concepts, Issues, Practice*, Elsevier Ltd., pp. 14-15, 17-18, 23, 30, 49-50, 139, 172, 188-189, 220-223
- EconomyWatch Content. 2010, *Finland Trade, Finland Exports, Finland Imports*
Accessed 25.11.2011
http://www.economywatch.com/world_economy/finland/export-import.html
- Fan, Ying. 2005, *Branding the nation: What is being branded?* Journal: Journal of Vacation Marketing, vol. 12, No 1, pp.5-14
Accessed 29.9.2011
<http://jvm.sagepub.com/content/12/1/5.full.pdf+html>
- Gosling, Samuel., Rentfrow, Peter., Swann Jr., William. 2003, *A very brief measure of the Big-Five personality domains*
Accessed 14.12.2011
<http://homepage.psy.utexas.edu/homepage/faculty/gosling/tipi%20site/jrp%2003%20tipi.pdf>
- GfK Custom Research North America. 2011, *The Anholt-GfK Roper Nation-brands Index*
Accessed 03.10.2011
http://www.gfkamerica.com/practice_areas/roper_pam/nbi_index/index.en.html
- Huh, Jin. 2002, *TOURIST SATISFACTION WITH CULTURAL / HERITAGE SITES: The Virginia Historic Triangle*
Accessed 23.11.2011
<http://scholar.lib.vt.edu/theses/available/etd-05142002-171010/unrestricted/Thesis.pdf>
- International Living. 2010, *2010 Quality of Life Index*
Accessed 29.11.2011
<http://www1.internationalliving.com/qofl2010/>

International Living. 2011, *2011 Quality of Life Index*

Accessed 29.11.2011

<http://www1.internationalliving.com/qofl2011/>

International Living. 2010, *International Living's Quality of Life Index 2011: Where the Numbers Come From*

Accessed 29.11.2011

<http://internationalliving.com/2010/12/quality-of-life-index-2011-where-the-numbers-come-from/>

Karjanmaa, Heini. 2012, Taloussanomat, Koulutettu, ole iloinen huonosta palkastasi

Accessed 09.02.2011

<http://www.taloussanomat.fi/tyo-ja-koulutus/2012/02/10/koulutettu-ole-iloinen-huonosta-palkastasi/201222723/139>

Kim Liên, Phan Thi. 2010, *Tourist Motivation and Activities – A case study of Nha Trang, Vietnam*, p. 14-15

Accessed 23.11.2011

<http://www.ub.uit.no/munin/bitstream/handle/10037/2586/thesis.pdf?sequence=2>

King, Mark. 2011, The Guardian, *UK has 'worst quality of life in Europe'*

Accessed 1.1.2012

<http://www.guardian.co.uk/money/2011/sep/29/uk-worst-quality-of-life-europe>

Kumar, Krishna. 2004, *The Making of English National Identity*

Accessed 29.09.2011

<http://www.cjsonline.ca/pdf/english.pdf>

Montgomery, Angus. 2011, *Mother creates Great Britain brand campaign for UK Government*

Accessed 21.11.2011

<http://www.designweek.co.uk/mother-creates-great-britain-brand-campaign-for-uk-government/3030372.article>

Nummenmaa, Lauri. 2006, *Tilastolliset menetelmät*, Kustannusosakeyhtiö Tammi, pp. 21-22.

Markessinis, Andreas. 2010, *Britain at the Nation Brands Index 2010*

Accessed 23.11.2011

<http://nation-branding.info/2010/11/10/britain-nation-brands-index-2010/>

Markessinis, Andreas. 2010, *Nation Brands Index 2010 released*

Accessed 23.11.2011

<http://nation-branding.info/2010/10/13/nation-brands-index-2010/>

Psychometric Success. 2008, *Psychometric Tests > Personality Questionnaires*

Accessed 23.11.2011

<http://www.psychometric-success.com/psychometric-tests/psychometric-tests-personality-questionnaires.htm>

The British Monarchy. *What is constitutional monarchy?*

Accessed 29.11.2011

<http://www.royal.gov.uk/MonarchUK/HowtheMonarchyworks/Whatisconstitutionalmonarchy.asp>

UK Trade & Investment. 2010, *Doing Business in Finland*

Accessed 25.11.2011

<http://www.ukti.gov.uk/export/countries/europe/northerneurope/finland/doingbusiness.html>

Wetzel, Felix. 2006, *Brand England*. Journal: Place Branding and Public Diplomacy, vol. 2, No 2, pp.144-154

World Values Survey. 2005-2006, *2005-2006 WORLD VALUES SURVEY*

Accessed 29.11.2011

http://www.worldvaluessurvey.org/wvs/articles/folder_published/survey_2005/files/WVSQuest_RootVers.pdf

6. Rank the technical quality of motor vehicles produced in these countries, according to your own opinion. (*1 best quality*) – *3 worst quality*)
- __ England
 - __ Germany
 - __ Sweden
7. Rank the physical design of motor vehicles produced in these countries, according to your own opinion. (*1 Most appealing*) – *3 Least appealing*)
- __ England
 - __ Germany
 - __ Sweden
8. Rank the price – value ratio of motor vehicles produced in these countries, according to your own opinion. (*1 best price-value ratio*) – *3 worst price-value ratio*)
- __ England
 - __ Germany
 - __ Sweden
9. Rank the order of preferred motor vehicle producing country to purchase the product from, according to your own opinion. (*1 Most preferred*) – *3 Least preferred*)
- __ England
 - __ Germany
 - __ Sweden
10. Is the country-of-origin important for you when choosing a beer?
- | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|
| Very important | Fairly important | Not very important | Not important |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
11. Rank the quality of beer produced in these countries, according to your own opinion. (*1 best quality*) – *3 worst quality*)
- __ England
 - __ Germany
 - __ Sweden
12. Rank the appearance of a beer produced in these countries, according to your own opinion. (*1 Most appealing*) – *3 Least appealing*)
- __ England
 - __ Germany
 - __ Sweden
13. Rank the price – value ratio of beer produced in these countries, according to your own opinion. (*1 best price-value ratio*) – *3 worst price-value ratio*)
- __ England
 - __ Germany
 - __ Sweden
14. Rank the order of preferred beer producing country to purchase the product from, according to your own opinion. (*1 most preferred*) – *3 least preferred*)
- __ England
 - __ Germany
 - __ Sweden

15. Is the country-of-origin important for you when choosing an item of clothing?
- | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|
| Very important | Fairly important | Not very important | Not important |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
16. Rank the quality of an item of clothing from these countries, according to your own opinion. (*1 best quality*) – *3 worst quality*)
- a. ___ England
 - b. ___ Germany
 - c. ___ Sweden
17. Rank the physical design of an item of clothing produced in these countries, according to your own opinion. (*1 Most appealing* – *3 Least appealing*)
- a. ___ England
 - b. ___ Germany
 - c. ___ Sweden
18. Rank the price – value ratio of an item of clothing produced in these countries, according to your own opinion. (*1 best price-value ratio* – *3 worst price-value ratio*)
- a. ___ England
 - b. ___ Germany
 - c. ___ Sweden
19. Rank the order of preferred clothing producing country to purchase the product from, according to your own opinion. (*1 Most preferred* – *3 Least preferred*)
- a. ___ England
 - b. ___ Germany
 - c. ___ Sweden

GOVERNMENT

20. How much respect is there in England for individual human rights nowadays, according to your own opinion?
- | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| A lot | fairly much | adequately | fairly little | None |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
21. Should England increase taxes in order to increase foreign aid, according to your opinion?
- a. Yes
 - b. No
 - c. Don't know
22. How democratically do you think England is being governed today?
- | | | | | |
|-----------------|---|---|---|----------------|
| Very democratic | | | | Not democratic |
| 1 | 2 | 3 | 4 | 5 |
23. Which of these problems is the most serious one in England, according to your own opinion? (*choose one*)

	Most serious in England
Poverty	<input type="checkbox"/>
Discrimination	<input type="checkbox"/>
Inadequate healthcare	<input type="checkbox"/>
Inadequate education	<input type="checkbox"/>
Environmental pollution	<input type="checkbox"/>
Low employment rate	<input type="checkbox"/>

None of the above

24. What does England provide most help for on an international level, according to your opinion? (*Choose one*)

Provide most help for

- Poverty
- Discrimination
- Inadequate healthcare
- Inadequate education
- Environmental pollution
- Low employment rate
- None of the above

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

25. Do you think the amount England spends on foreign aid is ____

- a. Too low
- b. About right
- c. Too high
- d. Don't know

26. What does England focus on the most today, according to your opinion?

(*Choose one*)

England currently focuses the most on

- A high level of economic growth
- Making sure this country has strong defense forces
- Allowing people to have more influential power over aspects at work and in their communities
- Trying to make cities and countryside more beautiful
- Promoting human rights
- Healthcare
- Social-aid
- Improving the quality of education
- Fighting poverty
- Improving employment rate

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

27. What should England focus the most on during the coming year, according to your own opinion? (*Choose one*)

England should focus the most on

- A high level of economic growth
- Making sure this country has strong defense forces
- Allowing people to have more influential power over aspects at work and in their

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

communities

Trying to make cities and countryside more beautiful

Promoting human rights

Healthcare

Social-aid

Improving the quality of education

Fighting poverty

Improving employment rate

CULTURE AND HERITAGE

28. What kinds of places would you most typically visit in England, according to your own opinion? (*Choose multiple*)

- a. Pubs
- b. Nightclubs
- c. A la carte restaurants
- d. Fast food chains
- e. Cocktail bars
- f. Cafés
- g. Museums
- h. Galleries
- i. Theatres
- j. Cinemas
- k. Shopping malls/department stores
- l. Sports arenas

29. Which sports represent England's sporting culture best, according to your opinion?

(*Choose multiple*)

- a. American football
- b. rugby
- c. Baseball / softball
- d. Basketball
- e. Cricket
- f. Football
- g. Golf
- h. Ice skating, Ice hockey
- i. Skiing, snowboarding
- j. Snooker, darts
- k. Tennis
- l. Squash, badminton
- m. Volleyball
- n. Horse polo
- o. Animal racing

30. What single aspect is most typical for England, according to your opinion?

- a. Historical traditions
- b. Sporting events
- c. Arts and culture (music, film, literature, art etc.)

- d. Architecture and historic buildings
- e. English food and venues
- f. Other _____

31. Which events are typical for England, according to your opinion? (*Choose multiple*)

- a. Film festivals/events
- b. Arts shows
- c. Exhibitions
- d. Street art
- e. Circuses
- f. Carnivals
- g. Festivals
- h. Musicals/Drama
- b. Music performance
- c. Dance performances
- d. Markets
- e. Sporting events
- f. Historical event

32. Rate England as a nation, according to your own opinion.

Very historic with historical traits, buildings and monuments		Very modern with modern traits, buildings and lifestyle habits
1	2	3
		4
		5

PEOPLE

33. Rank English people on the items listed below, according to your own opinion.

Strongly disagree	moderately disagree	neither disagree nor agree	moderately agree	strongly agree	
1	2	3	4	5	

- ___ Extraverted, enthusiastic
- ___ Critical, quarrelsome
- ___ Dependable, self-discipline
- ___ Anxious, easily upset
- ___ Open to new experience, complex
- ___ Reserved, quiet
- ___ Sympathetic, warm
- ___ Disorganized, careless
- ___ Calm, emotionally stable
- ___ Conventional, uncreative

INVESTMENT AND IMMIGRATION

34. What is the level of University education in England compared to the level of University education in Finland, according to your opinion?

- ___ Lower than in Finland
- ___ The same as in Finland
- ___ Higher than in Finland
- ___ Don't know

35. Rank the following nations based on the cost of living, according to your own opinion.

(*1 most expensive – 5 least expensive*)

- ___ France
- ___ Malta

- New Zealand
- England
- United States

36. Rank the following nations based on the level of University education, according to your own opinion. (*1 best level of education – 5 worst level of education*)

- France
- Malta
- New Zealand
- England
- United States

37. Rank the following nations based on their job market opportunities, according to your own opinion. (*1 best opportunities – 5 worst opportunities*)

- France
- Malta
- New Zealand
- England
- United States

38. Rank the following nations based on the nation’s economic situation, according to your own opinion. (*1 best economic situation – 5 worst economic situation*)

- France
- Malta
- New Zealand
- England
- United States

TOURISM

39. For every English aspect listed rate the image you have of it and your interest in it.

Aspects	My perceived image of England’s...					My interest in England’s...				
	Very bad image		Very good image			Very low interest		Very high interest		
Historical sights	1	2	3	4	5	1	2	3	4	5
Museums, Galleries	1	2	3	4	5	1	2	3	4	5
Art	1	2	3	4	5	1	2	3	4	5
Theatre	1	2	3	4	5	1	2	3	4	5
Architecture	1	2	3	4	5	1	2	3	4	5
Festivals/Events	1	2	3	4	5	1	2	3	4	5
Food	1	2	3	4	5	1	2	3	4	5
Shopping Places	1	2	3	4	5	1	2	3	4	5
Markets	1	2	3	4	5	1	2	3	4	5
Theme Parks	1	2	3	4	5	1	2	3	4	5
Nature Reserves	1	2	3	4	5	1	2	3	4	5
Islands	1	2	3	4	5	1	2	3	4	5
Nature Parks	1	2	3	4	5	1	2	3	4	5
Gardens	1	2	3	4	5	1	2	3	4	5
Sporting events	1	2	3	4	5	1	2	3	4	5

APPENDIX 2

Questionnaire about talent attraction researching the desire to move to England, distributed in Finland.

Talent attraction

This survey is conducted among university students in Finland in order to determine their interest to work in England based on the English nation brand researched previously. This study is a thesis study for my Bachelor's degree in International Business at Arcada – University of Applied Science. The survey is both anonymous and optional, but your response is much appreciated. To ensure the results are only used for this study all the answers will be destroyed after the analysis.

When completing the survey please answer the questions according to your own perception and opinion. PLEASE NOTE! This survey aims to research the nation-brand of England and *not the entire UK*.

Thank you for participating and helping with the research!

1) Age	

2) Gender	
Male	
Female	

3) Nationality	
Finnish	
English	
European	
Asian	
North American	
South American	
Australian	
Other	

4) Number of visits to England in your life?	
Never visited England	
1-3 visits to England	
4-6 visits to England	
Over 7 visits to England	
I have lived in England	

5) Is England appealing to you as a nation?	
Very appealing	
Fairly appealing	
Neither appealing or unappealing	

Not very appealing	
Not appealing	

6) Are English products appealing to you?	
Very appealing	
Fairly appealing	
Neither appealing or unappealing	
Not very appealing	
Not appealing	

7) How appealing is the English culture to you?	
Very appealing	
Fairly appealing	
Neither appealing or unappealing	
Not very appealing	
Not appealing	

8) Do you find the personality of English people appealing?	
Very appealing	
Fairly appealing	
Neither appealing or unappealing	
Not very appealing	
Not appealing	

9) Is your attitude towards the British government positive?	
Very positive	
Fairly positive	
Neither positive or negative	
Fairly negative	
Very negative	

10) Does the English job market appeal to you?	
Very appealing	
Fairly appealing	
Neither appealing or unappealing	
Not very appealing	
Not appealing	

11) Have you ever worked in England?	
Yes	
No	

12) Have you considered working in England?	
Yes	
No	

13) What would best describe the reason you would like to work in England? <i>(multiple answers can be chosen)</i>	
The wages/salaries	
The job market	

The available job positions	
The culture	
The people	
The language	
The visual aspects of England	
English art	
English sports	
English traditions (e.g. 5 o'clock tea)	
The level of education and expertise	
Everything about England and the brand (the image) it has	
I would not like to work in England at all	
Other (Please Specify):	

14) What would best describe the reason you would not like to work in England? (<i>multiple answers can be chosen</i>)	
The wages	
The job market	
The available job positions	
The culture	
The people	
The language	
The visual aspects of England	
English art	
English sports	
English traditions (e.g. 5 o'clock tea)	
The level of education and expertise	
Everything about England and the brand (the image) it has	
I would like to work in England	
Other (Please Specify):	

7. APPENDIX 3

Tables

T-test for question 29, measuring the personality trait of calmness in English people and compares the results, gathered in Finland and England.

		Levene's Test for Equality of Variances		t-test for Equality of	t-test for Equality of Means			t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Personality traits (calm, emotionally stable)	Equal variances assumed	1.435	.237	-.580	47	.565	-.220	.378	-.981	.542
	Equal variances not assumed			-.453	8.364	.662	-.220	.484	-1.328	.889

T-test for question 32, measuring the cost of living in England and compares the results, gathered in Finland and England.

		Levene's Test for Equality of Variances		t-test for Equality of	t-test for Equality of Means			t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Cost of living (England)	Equal variances assumed	.099	.755	.068	34	.946	.029	.421	-.827	.884
	Equal variances not assumed			.068	30.878	.946	.029	.419	-.826	.883

Significance values for variables in Figure 20.

VARIABLE	SIGNIFICANCE VALUE
5	0.211
6	0.148
7	0.519
10	0.915
12	0.192
21	0.210
22	0.673
27	0.908
28	0.284
29	0.304
30	0.768

Descriptive statistics tables displaying the means and responses of the questions in the talent attraction questionnaire can be seen below.

Question	Mean
Visits to England	2.23
Appeal of England	2.37
Product appeal	3.04
Culture appeal	2.39
Personality appeal	2.59
Attitude towards government	3.23
Job market appeal	2.68
Worked in England	1.95
Considered working in England	1.46

Question	Responses	Question	Responses
Reason to work in England (wages)	9	Reason not to work in England (wages)	19
Reason to work in England (job market)	32	Reason not to work in England (job market)	15
Reason to work in England (job positions)	15	Reason not to work in England (job positions)	24
Reason to work in England (culture)	47	Reason not to work in England (culture)	23
Reason to work in England (people)	26	Reason not to work in England (people)	16
Reason to work in England (language)	51	Reason not to work in England (language)	7
Reason to work in England (visual aspects)	21	Reason not to work in England (visual aspects)	7
Reason to work in England (art)	7	Reason not to work in England (art)	6
Reason to work in England (sports)	11	Reason not to work in England (sports)	5
Reason to work in England (traditions)	15	Reason not to work in England (traditions)	20
Reason to work in England (level of education and expertise)	17	Reason not to work in England (level of education and expertise)	7
Reason to work in England (whole image)	16	Reason not to work in England (whole image)	10
Reason to work in England (would not want to work in England)	24	Reason not to work in England (would not want to work in England)	23

APPENDIX 4

Variable coding table, used in figure 19 and figure 20

VARIABLE (FIGURE 19)	QUESTION REPRESENTED from international recruitment questionnaire distributed in England	VARIABLE (FIGURE 20)	QUESTION REPRESENTED from international recruitment questionnaire distributed in England
1	Question 4	1	Question 38a (historical sights)
2	Question 5	2	Question 38b (museums)
3	Question 6	3	Question 38c (art)
4	Question 7	4	Question 38d (theatre)
5	Question 8	5	Question 38e (architecture)
6	Question 9	6	Question 38f (festivals)
7	Question 10	7	Question 38g (food)
8	Question 11	8	Question 38h (shopping places)
9	Question 12	9	Question 38i (markets)
10	Question 13	10	Question 38j (theme parks)
11	Question 14	11	Question 38k (nature reserves)
12	Question 15	12	Question 38l (islands)
13	Question 16	13	Question 38m (nature parks)
14	Question 17	14	Question 38n (gardens)
15	Question 18	15	Question 38o (sporting events)
16	Question 19	16	Question 39a (historical sights)
17	Question 20	17	Question 39b (museums)
18	Question 21	18	Question 39c (art)
19	Question 24	19	Question 39d (theatre)
20	Question 31	20	Question 39e (architecture)
21	Question 32a (Extraverted)	21	Question 39f (festivals)
22	Question 32b (Critical)	22	Question 39g (food)
23	Question 32c (Dependable)	23	Question 39h (shopping places)
24	Question 32d (Anxious)	24	Question 39i (markets)
25	Question 32e (Open to new experience)	25	Question 39j (theme parks)
26	Question 32f (Reserved)	26	Question 39k (nature reserves)
27	Question 32g (Sympathetic)	27	Question 39l (islands)
28	Question 32h (Disorganized)	28	Question 39m (nature parks)
29	Question 32i (Calm)	29	Question 39n (gardens)
30	Question 32j (Conventional)	30	Question 39o (sporting events)
31	Question 33		
32	Question 34 (England's positioning)		
33	Question 35 (England's positioning)		
34	Question 36 (England's positioning)		
35	Question 37 (England's positioning)		

Variable coding table, used in figure 21 and figure 24

VARIABLE (FIGURE 21)	QUESTION REPRESENTED in the international recruitment questionnaire distributed in England	VARIABLE (FIGURE 24)	QUESTION REPRESENTED in the international recruitment questionnaire distributed in England
1	Question 4	1	Question 4
2	Question 5	2	Question 5
3	Question 6	3	Question 6
4	Question 7	4	Question 7
5	Question 8	5	Question 8
6	Question 9	6	Question 9
7	Question 10	7	Question 10
8	Question 11	8	Question 11
9	Question 12		