BGR
IMPACT INDEX

The first data-driven analysis of foreign countries' impact in Washington D.C.

COUNTRY NAME

Table of Contents

CATEGORY RANKINGSS

BGR IMPACT INDEX
Introduction

The BGR Impact Index is a first-of-its-kind, data-based analysis of foreign countries' impact in the U.S. and Washington. It aggregates and analyzes data across 25 main categories divided into 109 indicators. The data are compiled, weighted and scored to produce a ranking for each of the 195 U.N. Member and Observer nations in each of the 25 main categories, as well as an overall ranking.

Unlike other indexes that attempt to determine the influence of foreign countries, the BGR Impact Index differs in three key areas:

1) It is the only Index that incorporates **online media monitoring and social media monitoring** and analysis. This gives countries up-to-the-minute insight about what is being said about them online. BGR analyzed 3.8 trillion pieces of online and social media data from Jan. 1 – Dec. 31, 2022.

2) It is the only Index that focuses on determining **foreign countries' impact in the U.S. and Washington**, as opposed to the world at large.

3) It is the only Index that is **designed to be actionable** – countries can clearly see where they stand in regard to peer and rival countries and how they can improve their ranking.

The BGR Impact Index is designed to be an efficient, cost-effective tool for foreign countries in building their advocacy and communications campaigns in the U.S. and Washington. Countries no longer have to rely on anecdotal, outdated and untested assumptions and gut feeling when determining where they stand and deciding how to engage with policymakers and the media. As with most data-based analysis, the BGR Impact Index overturns many assumptions about which countries hold the most sway in the U.S. and Washington.

The BGR Impact Index was created by the Data Science Team of BGR Group, a top-ranked Washington D.C. government affairs and communications firm.

Executive Summary

Each BGR Impact Index report contains a customized Executive Summary for the client's convenience, which presents key findings of the data across all 25 Impact Index categories. The Executive Summary provides three key takeaways to the client:

1 **An overview of their country's strengths and weaknesses relative to all other countries in terms of their impact in Washington and the U.S.**

2 **A focus on how their country compares to key rival/peer countries to determine where they are punching above and below their weight in Washington and the U.S.**

3 **A summarization of a recommended government relations and communications strategic plan designed to amplify their country's strengths, especially compared to peer/rival countries, and address their key weaknesses, as viewed from Washington and the U.S.**

On Point 1: The Executive Summary will identify those categories in which the client's country is outperforming and underperforming their overall ranking. These are peaks of excellence that can be built upon and areas of concern for attention.

On Point 2: The client is shown where their country ranks compared to peer/rival countries – these can be countries in geographic proximity to the client's country, or that compare by size, population, GDP or other metrics. The client will be shown countries that official Washington considers as peer/rival countries, as the client will be competing against them for Washington's attention and affinity. These category employs cross-tabular data comparisons which often expose unknown or under-reported peaks of excellence for the client country; i.e., BGR digs deeply into the data to tell the client country's story.

On Point 3: Because the BGR Impact Index is designed to be actionable, the client will be presented with a brief overview of a strategic government relations and communications campaign recommended by BGR designed to improve awareness of and affinity for the client's country in Washington D.C. and the U.S. At the client's request, a detailed proposal will follow.

BGR
IMPACT INDEX

BGR
IMPACT INDEX
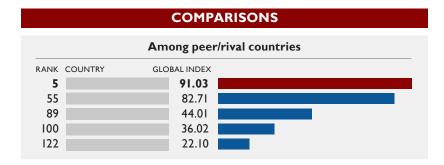
FOCUS COUNTRY: #65

Overall Ranking

The BGR Impact Index Overall Ranking of the U.N.'s 195 Member and Observer nations, based on the aggregate scoring of the Index's 25 weighted categories. Focus country is highlighted in red; peer and rival countries are highlighted in blue.

7. Peer/Rival Country 1

60. Peer/Rival Country 3

65. Focus country

75. Peer/Rival Country 4

33. Peer/Rival Country 2

Online Presence Composite

RANKED
5
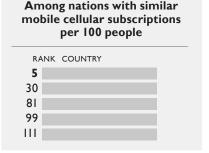
Measures the share of each nation's social mentions in the world, as well as the positive, negative and neutral mentions of each nation's total social mentions.

COMPARISONS

Among peer/rival countries

RANK	COUNTRY	GLOBAL INDEX	
5		**91.03**	
55		82.71	
89		44.01	
100		36.02	
122		22.10	

Compared with top European Nations for Online Presence Composite

RANK	COUNTRY
5	
9	
11	
13	
20	

Among nations with similar mobile cellular subscriptions per 100 people

RANK	COUNTRY
5	
30	
81	
99	
111	

SUMMARY

The BGR Impact Index monitored online news and social media from January 1 to December 31, 2021, analyzing 14.7 million pieces of data from news sites and blogs, as well as social media sites, including Twitter, YouTube, Reddit and others. The data are tracked in two categories: 1) total number of mentions of a country and 2) sentiment toward that country, based on each mention's positive/neutral/negative tone.

This category is a composite ranking that combines online and social media mentions concerning political and cultural topics. U.S.-based sentiments are tracked, in order to show what Americans are saying about foreign countries online.

The Focus Country out-performed all peer/rival countries in this key category. This means that the Focus Country was featured prominently in the Washington and U.S. online conversation and generally was discussed in positive terms. The overall volume of conversation was consistently high throughout the monitoring year of 2022 and spiked among expatriates in the U.S. around news events related to the Focus Country.

Sourcing: Meltwater

How this measure is weighted:
50%: Share of the country's U.S.-based sentiments via online presence, news and social media (politics/leadership/culture combined)— considered positive; 45%: Share of the country's U.S.-based sentiments via online presence, news and social media (politics/leadership/culture combined) — considered negative; 5%: Share of the country's U.S.-based sentiments via online presence, news and social media (politics/leadership/culture combined) — neutral/unclassified

ALL COUNTRIES RANKED

Data Sources

The BGR Impact Index draws its data from the following sources:

Meltwater Data Analytics

OpenSecret.org

Dept. of Justice Foreign Agent Registration Act filings

117th U.S. Congressional Member Organizations

International Monetary Fund

World Bank

United Nations

Freedom House

CATO Institute

Institute for Economics & Peace

Financial Action Task Force

Transparency International

World Economic Forum

U.S. Bureau of Economic Analysis

Forbes

Bloomberg

U.S. Department of Homeland Security

World Travel & Tourism Council/Oxford Economics

Taiwan Tourism Bureau, Ministry of Economic Affairs, Bureau of Trade

U.S. Census

UNESCO Institute for Statistics

UNESCO World Heritage Center

Google Trend

Official organization websites

CIA World Factbook

WHO Covid Dashboard

Johns Hopkins University Covid Resource Center

International Telecommunication Union

BGR Research

Methodology

The BGR Impact Index seeks to examine each nation's aggregate ties — in terms of cultural, economic, trade, diplomatic, and institutional perceptions— to the United States.

The index is based on seven weighted pillars of measure:

- Online and social media sentiments
- Washington D.C. influence
- Economy size
- Institution (measurement of national characteristics, such as government transparency)
- Outward orientation
- Cultural imprint
- Geopolitical

In addition, a COVID penalty was included in this year's final score. The seven pillars are further divided into 25 indicator groups comprising 109 indicators.

Each indicator was normalized and scored, among all economies with data, before applying respective weights (see report for detail) for the aggregate total score. The maximum score possible for each indicator is 100 and the total final 2,500.

The rankings are based on the scores.

To avoid the appearance of subjectivity, no surveying of countries on our part was done. Only publicly available data, largely from the United Nations and its subsidiary/sister organizations were sourced. All economies were included to avoid biases. However, not all have sufficient data for every indicator.

BGR | GROUP