Australia's image in Denmark –
How to measure a nation-brand image?

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Australiens image i Danmark – Hvordan måler man et nation-brand image?

Nation branding er et relativt nyt akademisk felt. Der er ikke meget teori om det på nuværende tidspunkt, men mange lande forsøger sig med en nation branding strategi for at følge med konkurrenterne på den globale markedsplads. Et af de lande er Australien, som netop har lanceret deres første nation-brand under overskriften 'Australia Unlimited'. Da Danmark er et relativt vigtigt marked for Australien på udvalgte områder, er det interessant at undersøge, hvilket nation-brand image Australien har i Danmark. Problemformuleringen for denne kandidatafhandling lyder derfor: *Hvad er Australiens nation-brand image i Danmark, og hvilke nuværende og fremtidige implikationer har det for Australien i en dansk sammenhæng?* Desuden vil afhandlingen give en vurdering af den metode, der bruges til at måle nation-brand image på i det anerkendte Nation Brands Index, som måler forskellige landes image i andre lande.

For at have den teoretiske ballast på plads undersøger afhandlingen først, hvad nation branding er som begreb, og hvordan det hænger sammen med begrebet nation-brand image. Herefter undersøges metoden fra Nation Brands Index og hvordan den kan bidrage til at måle Australiens nation-brand image i Danmark. Selve metoden bygger på en teori af Simon Anholt, som også er ham, der introducerede nation branding begrebet i 1996. Selve teorien går ud på, at et nation-brand image er opbygget af seks dimensioner, som man så kan måle på. De seks dimensioner er: politik, investering og immigration, eksport, turisme, kultur og befolkning.

En del af det empiriske grundlag for afhandlingen er et interview med den australske ambassadør i Danmark. På baggrund af dette interview blev det klart, at Australien ikke har haft en koordineret strategi for, hvordan landet skal brande sig i Danmark. Dette betyder dog ikke, at Australien ikke har noget image i Danmark.

Den anden del af det empiriske grundlag er en online spørgeskemaundersøgelse, der undersøger, hvilket image Australien har blandt danske respondenter. Resultaterne fra denne undersøgelse viser blandt andet, at Australien har et overvejende positivt image i Danmark. De fleste respondenter er interesserede i Australien og vil gerne rejse dertil på ferie og købe flere australske produkter, hvis

der var mulighed for det. Australien ligger især højt i målingerne på kultur-, turisme- og befolkningsdimensionerne. Australien ligger ikke ligeså højt på de andre dimensioner, men der er ingen deciderede bundskrabere. Desuden konkluderer undersøgelsen, at Australien har et relativt stort uudnyttet potentiale i Danmark, da mange af respondenterne gerne vil vide mere om Australien, og at der i fremtiden sagtens kunne eksporteres flere australske produkter til Danmark samt sælges flere rejser til Australien til danske turister.

Desuden vurderer undersøgelsen, at der er en mangel på teoretiske og metodiske overvejelser i forbindelse med Nation Brands Index'ets måde at måle nation-brand image på. Det er vigtigt, at metoder som disse er baseret på et solidt teoretisk grundlag, da de fleste lande poster mange penge i et nation branding projekt og derfor er meget interesserede i en ordentlig undersøgelse af, hvordan deres image ser ud.

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Chapter 1: Introduction

Nation branding is an exciting field because there is very little theory, "but a huge amount of real world activity" (Dinnie 2008: 13). Moreover, it is a field that draws on multiple disciplines very different from traditional branding (Dinnie 2008: 13). Nation branding can be thought of as a nation's attempt to create and manage a brand for itself, which serves to promote all the nation's offerings to its target markets and thereby create a positive image of the nation. This image is called the nation-brand image and is a crucial part of the construct. Both concepts will be defined in more detail in chapter three.

One of the nations which are taking on nation branding is Australia. Australia has just launched a new nation-brand campaign with the aim of branding itself not just as a tourist destination, but also as a great place to study, work and invest (Australian Government n.d.). One of the objectives of nation branding is to enhance the nation's image. An international survey called the Nation Brands Index, which is developed by Simon Anholt, measures the images of different nations (GfK Custom Research North America 2010). However, Australia's image in Denmark is not measured. Even though Denmark is a small market, it is one of Australia's most important wine markets (Australian Government 2010a), and thus it is important for Australia to know what kind of image it has in Denmark. Thus, the research question, which will guide this thesis, is:

What is Australia's nation-brand image in Denmark, and what are the current and future implications of this image for Australia in a Danish context?

In order to be able to investigate this research question, the following questions will guide my investigation:

What is nation branding and nation-brand image in particular?

How can the theory be applied to empirical findings?

What is Brand Australia, and how is Australia branded in Denmark?

My motivation for writing this thesis is a fundamental fascination for cultures and countries and especially Australia. Moreover, nation branding is an interesting academic field because it is fairly young and not widely researched. A literature review conducted by Papadopoulos and Heslop (2002: 298) suggested that the research may still be in an exploratory phase and that it is necessary to conduct more studies in order to understand the different image issues before setting up theories. Thus my hope is that this thesis can be a small contribution to the nation-brand image research. The purpose is to make an exploratory investigation of Australia's nation brand image in Denmark, as this has not been done before, and to give an assessment of this image and what implications it has for Australia when promoting itself in Denmark. A second purpose is to assess the utility of the method used for measuring nation-brand images in the Nation Brands Index.

Theory and data

In my research on nation branding and nation-brand image theory, I will mainly focus on the approaches by Dinnie (2008) and Anholt (2007) as they seem to be two of the most important authors within the field. Dinnie is the author of a comprehensive book on nation branding, and Anholt is a recognised practitioner within the field. Moreover, he has written several books on nation branding and has developed the Nation Brands Index which measures nation-brand image (GfK Custom Research North America 2010). Furthermore, I will draw on research by other authors when relevant.

In my work with this thesis, I have used different methods which are; hermeneutics, deduction and induction, case study design as well as qualitative and quantitative methods. Moreover, this is an empirically founded thesis, and I have used two types of empirical data. One is an interview with the Australian ambassador to Denmark which was conducted to get an understanding of how Australia is branded in Denmark. The other type is an online survey which investigated what type of image Australia has among Danes. Other types of data I have used are; secondary data such as books and scholarly articles on nation branding and general information from other books and the internet on Australia and the new Brand Australia campaign.

Delimitation

The focus of this thesis is nation branding and nation-brand image in particular. I will briefly touch upon nation-brand identity, but only to set it in relation to nation-brand image. Thus, I will not investigate how Australia's new nation brand is developed. Moreover, the related and also very important areas of nation-brand equity and nation-brand architecture are beyond the scope of this thesis and will not be examined here. Australia has several target audiences, but I will only investigate its image in relation to the Danish target audience. Moreover, I will not look at competing nation-brands such as New Zealand, which could also have been relevant here. In addition, I will not go in depth with the individual nation-brand image dimensions as it would be too extensive for a thesis of this size. The focus is to go in depth with the concept of nation-brand image itself and how this is applied and measured.

How the thesis is structured

Chapter 2 will give a detailed description of the different methods employed in this thesis. Chapter 3 will answer the questions; what is nation branding and nation-brand image in particular, and how can the theory be applied to empirical findings? It will discuss the different theoretical considerations and propose a method for measuring Australia's nation-brand image in Denmark. In chapter 4 I will investigate what Brand Australia is, and how Australia is branded in Denmark. The analysis of the survey of Australia's nation-brand image in Denmark will be dealt with in Chapter 5. A discussion of the current and future implications of this image for Australia will be provided in chapter 6 as well as a general discussion of the methods used. Chapter 7 will conclude on the findings from the entire thesis, and chapter 8 will provide some perspectives on the future of nation branding.

Chapter 2: Method

The purpose of this chapter is to describe and explain the methods used in my work with this thesis. Many different methods have been used and they are as follows; hermeneutics, case study design, inductive and deductive methods, research of secondary sources such as books, articles and relevant sources on the internet as well as empirical data collected by use of qualitative and quantitative methods in the form of an interview and a survey. The different methods will be described in details below.

According to Andersen (2008: 36), the research project's purpose, problem statement and object of research should guide the choice of method. Thus, choice of method should not be decided before the objectives are completely clear. As stated in the previous chapter, the problem statement which guides this thesis is; what is Australia's nation-brand image in Denmark, and what are the current and future implications of this image for Australia in a Danish context? This problem statement is both exploratory and explanatory. It is exploratory because it investigates a subject which has never been explored before (Andersen 2008: 22), i.e. Australia's nation brand image in Denmark. However, it is also exploratory in the sense that it is identifying a problem (Andersen 2008: 22) in the current literature on nation-branding, i.e. limitations on how to define and measure nation-brand image. Furthermore, it is explanatory because it aims to explain (Andersen 2008: 23) what the implications are for Australia in a Danish context because of its image.

Theory of science

I have founded my thesis on the hermeneutics theory of science which is concerned with interpretation (Højberg 2003: 90). There are basically three movements within hermeneutics; the traditional, the methodological and the philosophical (Højberg 2003: 91). In the following, I will mainly deal with the philosophical movement but also briefly with the methodological one. The philosophical movement regards "the human as an understanding and interpreting being",[1] and two of the movement's great thinkers are Heidegger and Gadamer (Højberg 2003: 91). The methodological movement is represented by Schleiermacher and Dilthey to whom the purpose of

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[1] "mennesket som et forstående og fortolkende væsen"

hermeneutics is to set up rules for interpretation (Højberg 2003: 91). One of the central principles in hermeneutics is the hermeneutical circle which refers to the interplay between part and whole (Højberg 2003: 91-92). According to the theory, part and whole can only be understood in relation to each other, and it is this relation which creates meaning and makes us able to understand and interpret (Højberg 2003: 92). However, to which areas the relation applies depends on the movement in question. In the methodological theory, the relation is made up of the part and its immediate context, and this demarcated relation is the subject of attention (Højberg 2003: 93). In the philosophical theory, however, the relation is not limited to specific circumstances but can be found in any situation where there is a part and a whole with a relation (Højberg 2003: 92). Furthermore, the relation can also include the interpreter which then takes on an active role in the creation of meaning (Højberg 2003: 92). In my case Australia can be seen as the part, nation branding as the whole and I as the interpreter. Moreover, my continuing understanding of the theory in relation to the specific case and the case in relation to the theory can be seen as the hermeneutical circle in my work. An important difference between the two movements is that the philosophical movement sees the hermeneutical circle as an ontological principle whereas the methodological movement sees it as a theory of science (Højberg 2003: 93). Moreover, according to the philosophical movement as represented by Gadamer, we can never escape the hermeneutical circle – it is a continuing understanding with no beginning and no ending (Højberg 2003: 101). In my work with this thesis, I have used elements from both movements which mean that I use the hermeneutical circle as a theory of science overall, however, I also see myself as the interpreter who takes on an active role in the creation of meaning. Furthermore, the philosophical movement believes that the particular object in focus is understood by the interpreter in his or her own context and not exclusively in the object's original context (Højberg 2003: 94). This means that I understand nation branding and Australia as well as the relation between them in relation to my own context as a Masters student in Denmark and not in relation to their original context.

Another central element in hermeneutics is understanding. To Gadamer, understanding consists of two elements; pre-understanding and pre-judgement (Højberg 2003: 103). The term pre-understanding means that we always understand something on the basis of a previous understanding (Højberg 2003: 102). This again means that understanding is part of the hermeneutical circle as we will always have something to base our understanding on when we encounter a new phenomenon

which demands interpretation (Højberg 2003: 102). The same is the case with the term pre-judgement, which to Gadamer is not necessarily a negative term but should be understood as the foundations on which we base our understanding (Højberg 2003: 102). These pre-judgements stems from culture, history, society etc (Højberg 2003: 102). Practically, this implies that we can never understand something completely objectively as we already have some sort of understanding (Højberg 2003: 102). Furthermore, pre-understanding and pre-judgements together constitute a horizon which belongs to the individual but is shared with others as well (Højberg 2003: 103). The horizon is made up of personal experiences, a linguistic community and a historical and cultural context, and it is the frame of reference for how we understand the world and give meaning to it (Højberg 2003: 104). The meeting between the object, whatever it may be, and the interpreter is termed fusion of horizons, and this is where understanding and meaning is created (Højberg 2003: 104). By fusion of horizons is not meant an agreement on meaning but an ability to understand what is being communicated (Højberg 2003: 104-105). The horizon will expand and become more nuanced as the world is continuingly being interpreted, and by gaining new understanding the boundaries of the horizon will be moved (Højberg 2003: 105).

Thus before I started working on this thesis, I already had some pre-judgements of Australia. I have been to the country twice, and the experiences have given me a certain pre-understanding of and perspective on Australia which is part of my horizon. Thus when I began working on the thesis, I already had some expectations of what I would find. The same goes for the nation branding theory. Before I started researching it, I already had an understanding of it and how it could be applied to my empirical data. During my research, I experienced a fusion of horizons, and I realised that what I originally had planned to do was not possible due to limitations in the theory. This led to a new fusion of horizons as it gave me a new understanding of the theory and how it could be applied to my specific case. The same happened during my work with the empirical data. I gained a new understanding of how nation branding theories work in practise as well as a wider understanding of Australia in general. Thus during the interplay in the hermeneutical circle, I understood how to apply the theory to the case, which gave me a new understanding of the subject and how to interpret the results. A person with a different pre-understanding would perhaps interpret the results differently. Thus after finishing the thesis my horizon has been expanded as I have gained a whole

new understanding of nation branding theory and Australia, which is now part of my pre-understanding and will affect my understanding in the future as well.

Deduction and induction

There are two ways to construct and apply scientific knowledge; either by using deduction or by using induction (Rasmussen et al 2006: 50). The deductive method uses existing theories and models and applies them to new empirical data (Rasmussen et al 2006: 50-51), whereas the inductive method starts by looking at empirical data and attempts to form a theory based on the data (Rasmussen et al 2006: 51). However, sometimes the work process is more circular and thus continues to move from one method to the other. This thesis uses both the inductive and the deductive methods. First, it starts with the deductive method by looking at the existing theory on nation branding with nation-brand image in particular. Second, it applies the theory to the empirical case study of Brand Australia. Third, based on the analysis of the empirical data, the thesis uses the inductive method in order to arrive at new knowledge about the application of nation-brand image theory in general.

Case study design

The research of Australia in this thesis can be seen as a case study. Yin (2003: 13) defines a case study as "an empirical inquiry that investigates a contemporary phenomenon within its real-life context". Moreover, a case study "relies on multiple sources of evidence ... [and] benefits from the prior development of theoretical propositions to guide data collection and analysis" (Yin 2003: 14). Furthermore, case studies can use both qualitative and quantitative methods when collecting data (Yin 2003: 15). The current study can be regarded as a case study because the phenomenon being studied here is Australia's contemporary nation-brand image in Denmark within the larger context of Brand Australia. Nation branding theories and literature provides the case study with theoretical propositions, and different sources of evidence include secondary sources such as articles and books but also empirical research in the form of an interview and a survey. Yin explains that case study research is an all-inclusive method that covers everything from design over data collection to analysis, and thus the case study is a "comprehensive research strategy" (2003: 14). According to Yin (2003: 39), there are different kinds of case study design. The one that is employed here is a

single case study which represents a critical case in testing existing theory propositions in order to confirm, challenge or extend the theory (Yin 2003: 40). Furthermore, such a case study can contribute to the development of existing theory and knowledge (Yin 2003: 40).

Qualitative and quantitative methods

Basically there are two types of methods; qualitative and the quantitative. Qualitative measures are employed to obtain in-depth information about a complex phenomenon in order to understand it (Rasmussen et al 2006: 93), and they can be individualised to suit the specific situation and respondent (Rasmussen et al 2006: 93-94). Quantitative methods, on the other hand, are mostly standardised and structured (Rasmussen et al 2006: 93-94) and result in a series of numbers (Rasmussen et al 2006: 119). Often the goal is to be able to make generalisations about a whole group of people (Rasmussen et al 2006: 123). This thesis employs both a qualitative method in the form of an interview and a quantitative method in the form of a questionnaire survey.

Interview with the Australian ambassador

The first part of my empirical evidence is an interview with Mr James Choi, the Australian ambassador to Denmark. The purpose of the interview with Mr Choi was to get a good understanding of how Brand Australia is managed in Denmark. As there seemed to be no other relevant sources on this topic, an interview was the most suitable method for obtaining this knowledge. Kvale (1996: 5-6) defines a research interview as "*an interview whose purpose is to obtain descriptions of the life world of the interviewee with respect to interpreting the meaning of the described phenomena*" (author's emphasis). My use of the research interview, however, is slightly different from Kvale's description. I use the interview as a way of obtaining factual information from an interviewee who possesses in-depth knowledge of the research topic. Even though my objectives are slightly different from those of Kvale, I have used his interview method as a guideline as the principles of a good interview apply to my interview as well.

Kvale (1996: 95) explains that the interviewer must know what the purpose with the interview is and obtain "a conceptual and theoretical understanding" of the interview's theme, because if the interviewer lacks this knowledge, it will be difficult to assess whether the knowledge obtained in

the interview is useful. Thus, in order to prepare myself for the interview, I studied nation branding literature and information on Brand Australia. The purpose of the interview, as stated above, was to get a good understanding of how Brand Australia is managed in Denmark. The reason why the ambassador was chosen as interviewee is because he, as Australia's representative in Denmark, has specialist knowledge of both Australia and Denmark and thus is a very central source of information. When planning and preparing the interview there were some considerations such as whether to send the questions by email or conduct a face-to-face interview. I chose the face-to-face interview as it allowed me to go into detail with some aspects and obtain more elaborate answers.

According to Kvale (1996: 112), there are also some ethical considerations. One of these is to obtain informed consent from the interviewee, which means that the interviewee must have agreed to participate and be familiar with the overall purpose of the interview and what his or her statements will be used for (Kvale 1996: 112). Thus, I contacted the Australian Embassy by email and was referred to Mr Martin Bo Jensen, Research and Public Diplomacy Officer at the embassy. Through Mr Jensen, an interview was arranged with Mr Choi. Prior to the interview, Mr Choi was informed by email of the purpose of the interview and the wider context of the thesis, and via Mr Jensen he agreed to participate. Furthermore, he wished for the interview not to be recorded on a sound recorder and this was of course complied with. Prior to the interview, an interview guide was made. According to Kvale (1996: 129), "an interview guide indicates the topics and their sequence in the interview". Furthermore, an interview can vary in the degree of structure (Kvale 1996: 126) which is linked to the purpose of the interview. As the purpose of this interview was mostly to gain factual information, a relative structured interview guide was used to ensure that the interview covered the important aspects. How the interview questions were formulated can be seen in enclosure 1 where the entire interview is reported.

The actual interview took place on 19 May 2010 at the Australian Embassy in Copenhagen. Participating in the interview were Mr Choi, Mr Jensen, and me the interviewer. The interview was put into context with a short briefing before the interview and a short debriefing after. This is also apparent from enclosure 1. As mentioned earlier, Mr Choi and Mr Jensen had requested that the interview would not be recorded on a sound recorder, but allowed me to take notes during the interview. This meant that besides asking questions and listening I also had to take notes which

undoubtedly affected my ability to listen to and remember everything what was said. As Mr Choi's answers were relatively long and elaborate, I assume that some of the information obtained during the interview was lost in the process of taking notes. However, research by Ericsson and Simon has shown that some types of retrospective methods are highly valid if they are reported immediately after the occurrence (Ericsson 2006: 227-230). The accumulated evidence from this and other research has led to a general acceptance of data collected from memory (Ericsson 2006: 237). Thus, I managed to capture the essence of the interview by typing in the notes from the interview immediately afterwards. My elaborated notes from the interview can be seen in enclosure 1 together with the interview questions. Just to make it completely clear, as no sound record of the interview exists, no transcript of it exists either.

As it would be too complicated to write down everything which was said during the interview, I conducted a meaning condensation as I wrote down my notes. According to Kvale (1996: 193-194), meaning condensation is a form of analysis which means finding the essence of what is said. Thus, part of the interview was analysed while it was progressing. Further analysis will be dealt with in chapter 4.

Concerning the question of validity, Kvale (1996: 237) writes that "this entails a reflected judgment as to what forms of validation are relevant to a specific study". As the purpose of this interview was to gain factual information, the reliability of the source is a relevant form of validation. However, the researcher must also assess whether the source was able to provide the necessary data (Rasmussen et al 2006: 117). The source is a respected ambassador with knowledge and insight about the research topic and must thus be said to be a highly reliable source. Besides, Mr Choi gave truthful and elaborate answers to the questions he was asked. However, he had only been in Denmark for a month when the interview took place, so perhaps he was not completely familiar with all the aspects surrounding the promotion of Australia in Denmark.

Survey of Australia's nation-brand image in Denmark

The second part of my empirical evidence is a survey of Australia's nation-brand image in Denmark. Lindermann (2008: 14) gives the following definition of a survey; "it is an investigation

of a relatively large number of people about a relatively limited number of variables – and [...] the illustration of the conditions mentioned is conducted on a relatively superficial level" (my translation)[2]. Thus, surveys are useful when one wants to acquire knowledge about a large number of people's actions or feelings about a specific subject without going too much into detail. Before conducting a survey, it is important to decide what the objectives of the survey are because the objectives will decide who the survey audience is going to be and what they will be surveyed about (Sue & Ritter 2007: 18). In addition, objectives should be specific and measurable (Sue & Ritter 2007: 18-19). The purpose of this survey is to investigate what nation-brand image Australia has in Denmark and where the Danes have their knowledge of Australia from.

Sampling frame

When looking at the problem statement in the beginning of the chapter, it can be seen that my overall aim is to investigate Australia's image among the entire Danish population. Traditionally, sampling methods are classified into either probability or nonprobability methods (Sue & Ritter 2007: 28). Probability sampling is a method that calculates each respondent's probability of being included in the survey (Sue & Ritter 2007: 28). The respondents are chosen by random selection from the defined sampling frame, and the researcher can conclude from the sample to the whole population being investigated (Sue & Ritter 2007: 28). The underlying assumption is that the sample represents the entire population and thus can be used to make inferences about the population as a whole (Hansen & Nørregård-Nielsen 2008: 41). However, it will still be difficult for me as a student to investigate a small sample of the Danish population as I do not have access to a sampling frame such as the civil registration number register. Thus nonprobability sampling provides a better alternative. However, nonprobability sampling does not make use of random selection methods and can therefore not be used to make conclusions about the whole population (Sue & Ritter 2007: 32) – in other words, it is not representative of the population. According to Sue and Ritter (2007: 32), some researchers state that nonprobability sampling should be avoided or only be used for exploratory research. The ideal would of course be to conduct a representative sample, but because of time, resource and accessibility constraints, this is not possible. However, as stated in the beginning of the chapter, this is an exploratory study, and as the results will have to be confirmed in another study as well, it is not crucial for the current study to conduct a representative

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[2] "det er en undersøgelse af et relativt stort antal personer om et relativt begrænset antal variable – og [...] belysningen af de nævnte forhold sker på et relativt overfladisk niveau ".

sample. Therefore, nonprobability sampling can be used in this survey. However, I would like to stress that because of this the results cannot be used to make generalisations about the entire Danish population. A combination of two nonprobability methods are used; convenience and snowball sampling. According to Sue and Ritter (2007: 32), "convenience sampling is a non-systematic approach to recruiting respondents that allows potential participants to self-select into the sample". There are some serious drawbacks of convenience sampling such as; no restriction to who can participate, no control over number of submissions by each person and volunteer participation is not representative of the whole population (Sue & Ritter 2007: 32). An obvious advantage of convenience sampling is the potential to reach a large number of respondents, which can be a difficult challenge for researchers without official access to population databases as for instance students. Nevertheless, Sue and Ritter (2007: 32) state that "online polls employing convenience samples should not be presented as legitimate scientific research". However, when making exploratory research, convenience sampling can be a very useful tool for researchers, and it seems that there is no reason why this should not be legitimate scientific research as long as the limitations of convenience sampling are acknowledged. The other nonprobability method employed here is snowball sampling, which means that the respondents are asked to invite other people to participate in the survey (Sue & Ritter 2007: 33), thus spreading the survey to people outside the immediate network of the researcher. The combination of the two methods resulted in a relatively large number of respondents, which would have been difficult to obtain otherwise.

Choice of survey method

The survey was conducted as an online web page survey. Sue and Ritter (2007: 12-13) give a short list of advantages and disadvantages of using web page surveys. The advantages are; quick responses, access to a large audience, low cost, ease of data entry and preservation of anonymity. The disadvantages are; limited populations because not everybody has access to the internet, ease of quitting the survey in the middle of it, and dependence on software. Lindermann (2008: 31) provides a similar list with further disadvantages such as; no representative sample and relatively low response rates. However, Sue and Ritter (2007: 149) note that the online survey method is very effective when it is not crucial to conduct probability sampling. Other possible methods are telephone interviews and questionnaires sent out by mail. However, the online survey method was chosen because it offered the opportunity to reach a large number of target respondents relatively

easy which would not have been possible with the other methods due to time and resource constraints. By encouraging the initial receivers to pass on the survey invitation to people in their network, the survey was distributed to an even larger audience. Furthermore, the online survey method provided ease of data collection and data entry which made it possible to obtain a relatively large number of respondents as the increased amount of data would not result in increased amounts of work. As this is an exploratory study and probability sampling is thus not crucial, online surveying presented the best option to reach a large number of different people.

Construction of questions and response categories

Boolsen (2008: 68-69) says that there are three types of answer categories which each have positive and negative sides. The three types are closed questions, open questions and semi-open questions. Closed questions are easy to analyse and highly reliable but has relatively low validity because the answer categories are decided by the researcher and not the respondents. Open questions are highly valid but very time consuming and has relatively low reliability. Semi-open questions combine the two; the researcher offers her answer categories and adds an extra open one for the respondents to fill in themselves if they do not agree with the other categories. According to Sue and Ritter (2007: 44), open questions are useful when new topics are explored and when the question can be answered by a short sentence, a phrase or a word. After the collection of answers, coding categories based on the responses can be created in order to see into which categories the responses fall (Sue & Ritter 2007: 45). Furthermore, Boolsen (2008: 48) explains that it is necessary to operate with at least a couple of background variables, such as gender, age etc to be able to identify connections between the responses. It is also important that the respondent has the option of being neutral in order to make the survey valid (Boolsen 2008: 72). Otherwise the respondent will be forced to make a statement about something which he or she may not have any opinion about. Therefore, the answers should make up a balanced scale with a neutral category (Boolsen 2008: 75). However, sometimes a neutral category is not enough and some respondents might actually need a 'don't know' option. Moreover, the likert-scale, which is used in this survey, is a type of rating scale which contains 5-7 answer categories ranging from highly agree to highly disagree (Boolsen 2008: 75). As can be seen from enclosure 2, both open, semi-open and closed questions are used in this survey. Furthermore, the likert-scale is used in matrix questions. In most questions, respondents can

only give one answer, but there are a couple which allows for multiple answers. Moreover, there are text boxes for the open answers.

According to Sue and Ritter (2007: 39), survey questions are valid if they measure the objectives which they are supposed to measure. In other words, if the wording causes the respondents to answer to something else than the defined objectives, then the questions are not valid. Thus, the questions were carefully considered and pre-tested to make sure that they measured the defined objectives. Furthermore, respondents may also pose a threat to the validity of the survey, if they for some reason give inaccurate answers (Sue & Ritter 2007: 39). This could be if the respondent actually has no opinion on a given topic (Sue & Ritter 2007: 41-42). The validity was increased by providing respondents with a 'don't know' option, thus not forcing them to choose a response which did not match their opinion.

Most questions were based on the dimensions and questions used in the Nation Brands Index survey (GfK Roper Public Affairs & Media 2009), and there are two reasons for this. First, there do not seem to be other measurement tools for measuring nation-brand image which are based on actual theory, except for the approaches by the country-of-origin literature which are inadequate for the present study and its purpose. Second, the Nation Brand Index survey is a widely cited study which seems to have a prominent role in the practical field of nation branding. The only questions which are not based on the Nation Brands Index are no. 5, 10, 15, 21 and 22 which were constructed by me for the current purpose. However, with slight adaptations such as wording and replacement of some statements as suggested by the pilot study, the rest are based on the questions in the Nation Brands Index. Moreover a 'don't know' option has been added to most answer categories. It should be noted that the Nation Brands Index is also surveyed online through pre-recruited panels in different countries (GfK Roper Public Affairs & Media 2009) and is thus not representative either. The Nation Brands Index uses a calculated rating based on the scores from each dimension to decide how high the total score for each nation is in the index (GfK Roper Public Affairs & Media 2008). The Nation Brands Index will be described further in chapter 3.

Even though most Danes speak English, it cannot be assured that all respondents understand English at a sufficiently high level in order to conduct the survey in English. Thus to make sure that all respondents understood the questions, the survey was conducted in Danish. Nevertheless, to suit the flow and language of the thesis the questions are translated into English when dealt with in the thesis.

Ethical considerations

Before conducting the survey, some ethical issues should be considered as well. These include issues such as the agreement of the respondents to participate in the survey, questions of anonymity and how the results will be used, for what purpose and where they will appear (Lindermann 2008: 22). Sue and Ritter (2007: 22) say that respondents to online surveys will practically always participate voluntarily, but in order to give their informed consent, they must have some information about the survey prior to participation. Thus, on the first page of the current survey, the participants was informed of the purpose and use of the questionnaire, anonymity and confidentiality, length, owner and target respondents which is also evident from enclosure 2. Anonymity was ensured through the use of online software, and thereby I as researcher had nothing to do with them and thus cannot know who actually responded to the survey.

Pilot study and results

It is important to conduct a pilot study before conducting the actual survey (Sue & Ritter 2007: 58). The reason is that it is impossible to know if the respondents will misunderstand the questions or if there are technical problems which must be eliminated (Sue & Ritter 2007: 58). Therefore a small sample of the target population must be selected to respond to the survey and provide feedback before the survey is published (Sue & Ritter 2007: 58). I conducted a pilot study with nine respondents from my network who completed the survey and provided me with additional feedback. After reviewing the pilot study and feedback, it became evident that; there were too many questions, some questions were difficult to understand, a 'don't know option was needed for all questions and some questions should be reformulated. Thus afterwards, some of the questions which seemed most difficult to understand, were too vague or were superfluous were either removed from the final version or reformulated. The pilot study questions can be seen from enclosure 3, and the final survey questions can be seen from enclosure 2.

Method of distribution and survey host

The survey was conducted as an online survey using the survey host Relationwise (Relationwise A/S n.d.). After creating the survey questionnaire, an internet link to the survey was produced. An invitation to participate, containing a link to the survey, was sent out through the author's profile on the social networking site Facebook (Facebook 2010) and via e-mail to people from the author's immediate network in order to reach as many different people as possible. Furthermore, the invitation was posted on the Danish Scout Association's Facebook group in order to obtain even more breadth in the survey by reaching a large and diversified audience as this group has approximately 3000 members. Moreover, all potential respondents were encouraged to pass on the invitation to others, thereby making use of the snowball sampling method, as described above, in order to reach more people. According to Sue & Ritter (2007: 91), posting the survey on a website is a good way to get data from the general public. Facebook was chosen because of its ease of access to a large number of potential respondents. However, a disadvantage of posting the survey on Facebook is that it can only be seen by people who already have a profile on Facebook. The survey was posted on Facebook and sent out via e-mail on 2 July 2010 and was closed down on 16 July 2010. During the two weeks it was open it elicited 156 commenced responses of which 124 was completed. Only the 124 complete responses are used in the analysis in chapter 5.

Use of association questions from Keller and tag clouds

In order to investigate what kinds of associations Danes have of Australia, I used a qualitative technique called free association, which Keller (2003: 432-433) suggests is a simple but powerful way of tracking the associations which are linked to a brand image. According to Keller (2003: 433), the associations elicited from such exercises can provide a rough indication of the relative strength, favourability and uniqueness of the associations. The sooner an association is mentioned, the stronger it can be said to be (Keller 2003: 433+436). Thus if an association is mentioned as one of the first three words, it may indicate that the association is relatively strong. Favourability can roughly be deduced from whether associations are negative or positive, and relative uniqueness is apparent from whether the associations can apply to competing brands as well (Keller 2003: 436). I have used the free association technique in question no. 10 and a more limited version of it in question no. 13 and 19. In order to analyse the strength, favourability and uniqueness of the

associations I have visualised them in a tag cloud. According to Alag (2008: 14), tagging is a way of classifying items on a computer by attaching a keyword or tag to the item. Tags can also be generated by an automated algorithm (Alag 2008: 14) which analyses the content of e.g. a word document. A tag cloud is a collection of tags where "tags are displayed alphabetically, with the size of the font representing the frequency of occurrence. The larger the font of the tag, the more frequently it occurs" (Alag 2008: 15). I have used an online service called TagCrowd (Steinbock n.d.) to construct tag clouds of the answers to question no. 10, 13 and 19 in order to give a visual impression of the frequency of the different words and phrases which the respondents associated with Australia. The parenthesis next to the associations represents the number of times the associations were actually mentioned. As explained above, the respondents' Danish answers have been translated into English before being converted into a tag-cloud. Furthermore, in order to be able to compare the data in tag-clouds, similar and related words and phrases have been grouped together under suitable headings consisting of one word or a short phrase joint by hyphens in order to fit the tag-cloud programme. Some headings are quite broad such as the heading 'friendliness' in question no. 10. The reason is that answers such as 'friendly, hospitable, obliging and friendly people' are very similar, and the point is to group similar expressions together to allow for comparisons of the different associations. To allow for easy categorisation in question no. 13, I have added the product category to the brands when displayed in the tag cloud. In relation to question 19, some respondents misunderstood the question, and their answers have been omitted from the tag-cloud. The original answers in Danish for all three questions are found in enclosure 4.

Type of statistics used

The survey is analysed by use of descriptive statistics. Descriptive statistics summarise the responses to each survey question, and they form the basis for analysis of quantitative data (Sue & Ritter 2007: 109). They are only used to describe the actual data set and cannot be used for making inferences about the whole population (Sue & Ritter 2007: 109). Thus they are useful when analysing nonprobability samples. A univariate analysis explores one variable at a time and the most common way is by using frequency distribution as it can be used for all kinds of variables (Boolsen 2008: 135). A frequency distribution indicates the number of respondents belonging to one answer category to each variable and often also how many percentages that is (Boolsen 2008: 135). The Relationwise programme presents the frequency distribution in bar charts which is

apparent from enclosure 4. Furthermore, cross-tabulation and filtering were applied to the findings to detect any underlying patterns; however, as no significant patterns were found they were omitted from the thesis.

There can be several sources of error in online surveys. One is coverage error as when not all parts of the population surveyed have access to the internet (Sue & Ritter 2007: 35). This error is quite evident in the current survey as people aged 18-29 years are heavily overrepresented in the survey as compared to the 60+ group. Another concern is item nonresponse which means that some respondents have skipped some questions during the answering of the questionnaire (Sue & Ritter 2007: 35). The Relationwise survey programme calculates how many people started answering the survey and how many actually finished it. Moreover, it calculates the number of respondents for each question. Thus, the number of people who began the survey was 156; however, the actual number of respondents who completed it was 124. By using data filtering, the incomplete answers have been removed from the analysis so the actual number of respondents is 124. Nevertheless, there are also some cases of item nonresponse, and thus the number of respondents may vary slightly from one question to another. An outline of all the responses is found in enclosure 4. Moreover, in the open questions and in the questions where the respondents could give more than one answer each, the Relationwise-programme does not specify the actual number of respondents to each question but the total number of answers given by all the respondents which may be more or less than 124. Thus, some of the calculations are based on the assumption that there are 124 respondents, even though this may not be the case in some of the questions. All calculations are found in enclosure 5. Moreover, the percentages have been rounded off, so if added together the total may not be completely 100%.

Reliability and validity

The quality of a study is evaluated by an assessment of its reliability and validity (Rasmussen et al 2006: 133). Reliability concerns data collection, analysis, measurement, coding and whether the data are consistent and stable over time and across respondents (Rasmussen et al 2006: 133). In quantitative studies, more data do not necessarily mean better data, and it is important to assess the quality of the data before conducting the analysis (Rasmussen et al 2006: 133). The current survey cannot be tested for consistency and stability over time and across different respondents due to time

and resource constraints. Moreover, the survey is not statistically reliable – or representative. However, the aim was to conduct an exploratory study and thus it is not crucial that it is statistically reliable. Nevertheless, it can be said to be reliable to some extent as incomplete answers were removed from the data collection before analysis was undertaken. Moving on to validity, this concerns whether the correct method has been used to investigate the problem in relation to the applied theory, in other words validity is an assessment of the cohesiveness of the entire study (Rasmussen et al 2006: 133). When assessing validity, the question one should ask oneself, according to Rasmussen et al (2006: 134) is "*Are we really measuring what we think we are measuring?*" (authors' emphasis). Content validity refers to whether the questions asked capture the knowledge one wants to obtain (Rasmussen et al 2006: 134). In the current survey, most of the questions applied have been developed by Anholt (GfK Roper Public Affairs & Media 2009), who is an acknowledged nation-brand researcher, and the questions are thus recognised as valid measures for the time being. Whether they are in fact valid will be discussed later in chapters 3 and 5.

A severe limitation of the survey is that it is not representative and that it lacks statistics. This makes it difficult to apply to another sample. However, it still provided some insightful thoughts on how to measure and understand nation-brand image and where the problems of the current method lies.

Chapter 3: Nation branding theory

This chapter will deal with the theory of nation branding. The main focus will be on nation-brand image, which I will return to later in the chapter. However, it will first be necessary to look at some other aspects of nation branding which are a prerequisite for understanding the concept of nation-brand image. First, I will take a look at the concepts of nation-brand and nation branding in general and how this field came into existence. Second, I will look into the nation-brand identity and image construct with focus on image. Third, I will investigate how a nation-brand image can be measured and what problems there are in relation to this.

Defining what a nation-brand is

I will start by defining what a nation-brand actually is. Dinnie (2008: 15) defines a *nation-brand* as *"the unique, multi-dimensional blend of elements that provide the nation with culturally grounded differentiation and relevance for all of its target audiences"* (author's emphasis). Thus, the main difference between a traditional brand and a nation-brand is that a nation-brand concerns the nation as a whole instead of a limited range of products. Dinnie (2008: 14) says that "through the foundations of their national identity, nation-brands possess far richer and deeper cultural resources than any other type of brand, be it product, service, corporate or any other brandable entity". *Nation branding*, on the other hand, "concerns applying branding and marketing communications techniques to promote a nation's image" (Fan 2006: 6). In other words, nation branding is the act of managing a nation-brand. Furthermore, nation-branding goes beyond traditional tourism marketing as it concerns a much wider range of objectives (Dinnie 2008: 19). To Anholt (2007: 1-3), nation branding – or competitive identity as he calls it – is about a country's tourism agency, cultural institutions, ministry of foreign affairs, non-governmental organisations and investment promotion agencies etc making a joint effort to create and manage an overall reputation for the country.

However, there seems to be some confusion over the different terms used in the literature such as destination branding, nation branding and country-of-origin. According to Fan (2006: 7), *place* and *destination branding* is related to tourism marketing which also promotes inward investment and permanent settlement to that specific place or destination. Terms such as *country-of-origin*, *product-*

country image and *country image effect* relate to the traditional products which a country produces and how the country's image is affected by these products or vice versa (Fan 2006: 5-6). Moreover, the term *country image* also belongs to this group (Martin & Eroglu 1993). *Nation branding*, on the other hand, is on a higher level in the taxonomy than the other terms as it concerns the marketing of the whole nation.

How nation branding was developed

The concept of nation branding is relatively new, but the phenomenon is spreading quickly as nations are trying to keep up with their global competitors (Dinnie 2008: 17, Anholt 2007: 1-3). There are primarily four reasons why nations engage in nation branding; to attract tourists, to attract inward investment, to increase exports and to attract qualified labour and university students (Dinnie 2008: 17). It can be argued that because of global competition nations are in a way forced to use branding techniques if they are to keep up with their competitors as these most likely already use nation branding too.

When looking at the academic side of the concept, the field of nation branding can be seen as a result of the interaction between the academic fields of national identity and country-of-origin (Dinnie 2008: 20). Anholt (2007: XI) claims to have coined the term 'nation branding' in 1996 based on the observation that "the reputations of countries are rather like the brand images of companies and products, and equally important". Nevertheless, Dinnie (2008: 20) points to the year 2002 as "an early manifestation of this convergence [...] with the publication of a special issue devoted to nation branding by the *Journal of Brand Management*" (author's emphasis).

Basically, nation branding is about nations applying traditional branding techniques to differentiate themselves from their global competitors, but these techniques are used on a much larger scale than in traditional branding. Because the entity that is being branded is such a complex phenomenon, nation branding incorporates elements from diverse academic disciplines and combines them with branding. Thus the nation is presented as a holistic brand to its target markets as opposed to destination or product brands which only show one side of the nation. According to Dinnie (2008:

139), nation branding is an active approach to creating positive perceptions of a country which would perhaps not arise if the nation's reputation was left solely to stereotypes and clichés. Moreover, nation-brands offer consumers a reassurance of a specific quality or value according to Anholt (2007: 10). Because people do not have time to search for in-depth information about a specific country or product, nation-brands are a fast way to make informed decisions whether they are based on feelings or facts (Anholt 2007: 1 + 10). Thus nation branding is about creating strong perceptions in the mind of the target audience in order for the specific country or product in question to be the first choice when the target audience has to make a decision about a purchase, moving etc.

Another aspect to consider when talking about nation branding is the choice of terminology used. According to Dinnie (2008: 173), for some people the idea of treating a nation as a brand evokes very strong negative feelings, and this could be associated with the use of the word *brand*. Anholt (2007: 3-4) says that branding to some people have connotations like advertising, promotion and persuasion and maybe even propaganda. If perhaps the word *reputation* was used instead, it would not evoke such strong feelings, and people would find the concept easier to come to terms with (Dinnie 2008: 173). In fact, Anholt now calls his idea for ''*Competitive Identity,* because it has more to do with national identity and the politics and economics of competitiveness than with branding as it is usually understood'' (Anholt 2007: XI, author's emphasis). According to Dinnie (2008: 251), '''nation branding' is an imperfect term'', because the activities involved, such as the use of diaspora networks, go beyond those which are traditionally connected with branding. Dinnie (2008: 251) suggests that in the future the term *nation branding* could be replaced with terms such as Anholt's *competitive identity*, *reputation management*, *public diplomacy* or something completely different. Nevertheless, I will use the term *nation branding* throughout the thesis as it seems to be the most widely used term currently. In the following sections, I will examine the concept of nation-brand identity and image.

Identity – image

As recognised by Dinnie (2008) and Anholt (2007), two of the most important aspects of nation branding are identity and image and the relation between them. Dinnie (2008: 42) offers a simple

definition of both; "*identity* refers to what something truly is, its essence, whereas *image* refers to how something is perceived" (author's emphasis). Often there is a gap between a nation's identity and image, and the gap is usually negative resulting from ignorance, stereotypes and sometimes even racism (Dinnie 2008: 42). One of the major tasks of nation branding is to counter the negative image of the nation in order for the nation's economy and reputation to be able to blossom (Dinnie 2008: 42).

As can be seen from Dinnie's conceptual model of nation-brand identity and image below, it "demonstrates and acknowledges the multi-faceted nature of the nation-brand construct" (2008: 49). When constructing their nation-brands, countries will choose those parts of the nation-brand identity and those communicators that will help them achieve their specific goals (Dinnie 2008: 49). The identity component is the essence of the nation, and when the nation-brand identity is communicated through the chosen communicators it will result in a nation-brand image. The nation can aspire to a certain image; however, the image cannot be entirely controlled as the perceptions of the external audiences are uncontrollable (Dinnie 2008: 50). Furthermore, the model shows the different types of audiences for the nation-brand. Next, I will examine each of the three concepts in the model.
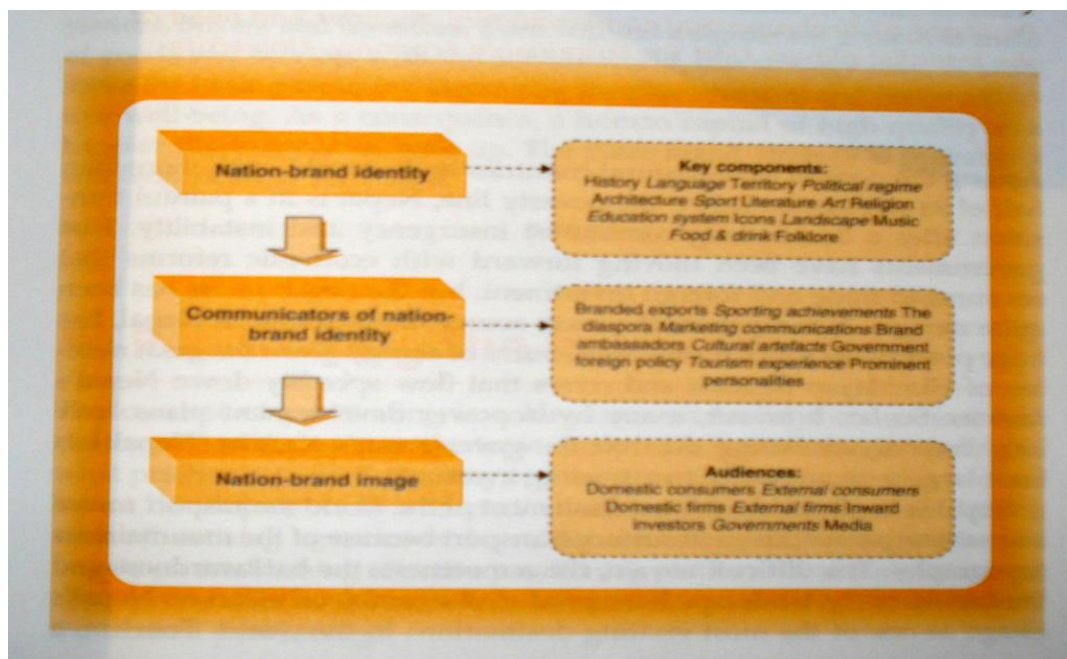
Source: Dinnie (2008: 49)

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Identity

The concept of nation-brand identity is rooted in the concept of national identity. Both concepts consist of many elements and are thus very complex. Dinnie (2008: 111-112) explains that a nation's identity includes all the different aspects of the nation such as company and product brands, but also culture in the widest sense like art, language, history, music, sport etc. The following features of national identity are characterised by Dinnie (2008: 112) as being the most basic ones; "an historic territory, or homeland; common myths and historical memories; a common, mass public culture; common legal rights and duties for all members; and a common economy with territorial mobility for all members". Despite the increasing globalised world, national identity remains the most important source of identity for most people, and it is often very emotional as can be seen at international sporting events (Dinnie 2008: 113). Moreover, there are a large number of visual manifestations of national identity such as flags, national dresses, language, iconic individuals, iconic landscapes and architecture (Dinnie 2008: 113-114). The task of the nation-brand developers is to make sure that the different identity elements are adequately represented in the nation-brand so that it will truly represent the country and not be perceived as an artificial and shallow construct (Dinnie 2008: 112). However, as it would be too complicated and confusing to include all elements of the national identity in the nation-brand identity, the nation-brand developers will have to focus on the core elements that can benefit the country the most in the nation branding campaign (Dinnie 2008: 46). Thus part of the task is finding the right balance between too many and too few elements.

Communicators of nation-brand identity

When a nation has defined and developed its nation-brand, it is time to make use of it and communicate it to the target markets. As can be seen from Dinnie's conceptual model above, nations can use all sorts of communication channels depending on their purpose and specific target audience. There are all the traditional communication channels such as branded exports and advertising and news reports in different media but also some which are perhaps not thought of as communication channels. These could be different kinds of events, cultural artefacts, government policy etc. I will only mention two types here which are perhaps less familiar than the others, i.e. brand ambassadors and the country's diaspora.

The first type, brand ambassadors, can be a potentially cost-effective way of promoting a nation (Dinnie 2008: 72). Brand ambassadors can be selected from a range of sport stars, internationally known companies etc, however, it must be assured that the ones appointed live up to the ambitions of the nation, and their personalities must truly reflect that of the nation as well (Dinnie 2008: 72). According to Dinnie (2008: 228), nations have traditionally employed brand ambassadors very discreetly so that in fact they went largely unnoticed. However, sports stars and other celebrities may function as brand ambassadors without being officially named so because the public sees them as being representatives of their country. Along this line, ordinary citizens can be perceived as brand ambassadors too when they are abroad or interacting with foreigners in their own country (Dinnie 2008: 228). If the actions of these individuals as well as celebrities are unacceptable, it can damage the image of the whole nation. Dinnie states that it is impossible to get all citizens to act as nation-brand ambassadors but that it could be possible to find a couple of qualified people who could take on the role of brand ambassadors (Dinnie 2008: 228).

The second type, which I will mention, is a nation's diaspora. According to Dinnie (2008: 72), the diaspora can be seen as an already existing network of possible brand ambassadors which the nation can use to promote itself. Dinnie (2008: 153) describes how diaspora networks are often very patriotic and thus possess a great ability and willingness to help promote their home country. Furthermore, if the diaspora networks are strategically managed, they could perhaps be more effective in building strong nation-brands than traditional advertising campaigns (Dinnie 2008: 153). According to Dinnie (2008: 228), diaspora networks are "a unique and precious resource". Nations who do not use them strategically are wasting a potentially very useful asset. Diaspora networks can play an active role in enhancing the nation-brand image of their home country (Dinnie 2008: 228). These two examples suggest that nations can gain much from being a little creative when it comes to communicating their brand. Perhaps using less traditional ways of communication can be a way for nations to differentiate themselves from competing nation-brands? I will return to the concept of differentiation later in this chapter.

Image

Now I will discuss the concept mainly in focus here – nation-brand image. Opinions about the concept are many even though the literature is limited, and I will look at the concept from many angles. Dinnie (2008: 47) explains how a country's nation-brand image can be created in many ways in people's minds and that it is often a mix of several impressions as for instance first-hand experience through working or holidaying in a country and second-hand experience through word-of-mouth, stereotypes, political events, products, films, celebrities and media in general. Along the same line, Kotler and Gertner (2002: 251) explain that a nation's image is based on dimensions such as geography, history, art, music, famous people etc. They add that especially the media and the entertainment business is a strong factor when it comes to influencing people's image of different nations (Kotler & Gertner 2002: 251). According to Papadopoulos and Heslop (2002: 296), images are multifaceted and may include factual as well as affective information. Furthermore, a nation's image can be positive or negative, diffused or focused, widely held or not and actively managed or not (Papadopoulos & Heslop 2002: 295). According to Dinnie (2008: 71), a nation's image may not always reflect reality, and it is at this point that a branding programme must be put in place in order to counter the negative perceptions. Other times, the nation's negative image may truly reflect some underlying problems such as high levels of crime, corrupt politicians etc, and then it is not enough to set up a branding programme (Dinnie 2008: 71). If this is the situation, the real problems must be dealt with first, otherwise the branding campaign will be perceived as an advertising stunt with no foundation in reality (Dinnie 2008: 71). Furthermore, Dinnie (2008: 71) explains that it is important to monitor a nation's image and to manage it effectively. He adds that "sometimes, a country's image is strongly positive but only in one dimension, and this can be problematical in that it limits that nation's potential scope of activity" (Dinnie 2008: 71). Like Dinnie (2008) and Anholt (2007), whom I will return to later, Papadopoulos and Heslop (2002: 309) also recommend that countries track their image as a means of investigating what type of image they have in order to improve it if necessary. Other researchers have pointed to the fact that traditional organisations who conduct long-term image tracking are better at responding to their target audiences (Papadopoulos & Heslop 2002: 310). However, according to Papadopoulos and Heslop (2002: 295), the image of a nation cannot be directly controlled by the brand owners as opposed to the image of a company or a traditional brand.

According to Kotler and Gertner (2002: 250), a country's name has the same effect as a brand. Different associations are linked to the name, and the associations can affect the perceived value of the country's products in a positive or negative direction (Kotler & Gertner 2002: 250). Even though a nation is not deliberately managed as a brand, it still has an image which can affect people's attitudes about moving or travelling to the country, investing in or purchasing products from that specific country (Kotler & Gertner 2002: 250). This is for instance the case with Australia which I will return to in chapter 4. Papadopoulos and Heslop (2002: 295) explain that we use images "to make sense of the world around us" when we categorise them and associate them with different objects or events. In addition, the formation of images relies very much on perception and is closely linked to stereotyping (Papadopoulos & Heslop 2002: 295). Kotler & Gertner (2002: 251) say that many images in reality are stereotypes because they are oversimplified and not necessarily true. According to Dinnie (2008: 126), nations often suffer from negative stereotypes, and one of the primary goals of nation-branding is to counter such negative stereotypes which can be very damaging to a nation. However, Djursaa (1988: 15) says that stereotypes are not necessarily bad as long as they are recognised as stereotypes which must be modified when knowledge of the other culture is gained. In this way, stereotypes become closely related to the concept of image (Djursaa 1988: 15). Thus there is a very fine line between image and stereotype, and it can be difficult to determine which one is the dominant in each case. Moreover, an image will never be completely equal to reality, but can be thought of as one version of reality which can be modified along the way (Djursaa 1988: 15). Dinnie (2008: 126) mentions cultural artefacts as an important creator of stereotypes, especially films. The effect of such stereotypical portrayals in films etc. on the national image is of course of major importance to nation branding (Dinnie 2008: 126). If the stereotypes are positive, they can provide the nation with great opportunities, but if they are negative, the nation might have to counter the negative portrayals in order not to suffer long-term damage. Another problem with stereotypes and image is that people are very selective when it comes to different aspects of national image (Dinnie 2008: 127). People choose, perhaps unconsciously, which aspects of a nation-brand they focus on, and it may not be easy for the nation to uphold a coherent image of itself (Dinnie 2008: 127). Besides, the stereotypical view of a country may be difficult to change even though new and correct evidence prove the old stereotypes wrong (Dinnie 2008: 126). As evident from this discussion, nation-brand image like nation-brand identity is a very complex phenomenon. On one hand, nations have to do something to manage their nation-brand images so they can serve the nations in their different purposes. On the other hand, they are not easy to

manage as target markets will always create their own image of a nation based on whatever information they have at their disposal. In the next section, I will investigate how nations can take on a more systematic approach to analysing their nation-brand image.

Anholt's theory of competitive identity

This section will deal with the approach developed by the nation-brand practitioner Simon Anholt. Anholt (2007: 26) has developed a theory of nation-brand image – which he calls competitive identity – and he shows the theory as a hexagon with six points each representing one dimension. As mentioned in the beginning of this chapter, he started developing the concept in 1996. The actual shape of the hexagon and the names of the dimensions have undergone some transformations during the course of its life, but basically they remain the same. However, in the newest version the six dimensions are shown as components of the hexagon instead of points. Regarding the hexagon, Anholt (2007: 25) says that countries either "deliberately or accidently create their reputation through six natural channels" when communicating with the world around them. Throughout the thesis, I am referring to these 'natural channels' as dimensions. The six dimensions are:

- Tourism promotion and first-hand experience with the country through tourism or business travels. This is often the biggest contributor in nation branding because of the big budgets allocated to the tourist boards.
- Export brands which act as powerful ambassadors of the nation-brand image abroad.
- Policy decisions from a country's government – both foreign and domestic – that either affect overseas populations or are reported in international media.
- Business audiences: inward investments, attraction of foreign students and workers, set-up of foreign subsidiaries in the country.
- Cultural exchange, activities and exports: Sports teams, music, poets, authors, films etc.
- The people of the country; high-profile leaders, media and sports stars, general population – how they behave abroad and treat visitors at home (Anholt 2007: 25).

The hexagon looks as follows:

Nation Brand Hexagon

Tourism

People

Exports

Nation Brand

Culture and Heritage

Governance

Investment and Immigration

The Nation Brand Hexagon
© 2000 Simon Anholt

Source: GfK Custom Research North America (2010)

In Anholt's words:

> The basic theory behind Competitive Identity is that when governments have a good,
> clear, believable and positive idea of what their country really is, what it stands for
> and where it's going, and manage to coordinate the actions, investments, policies and
> communications of all six points of the hexagon so that they prove and reinforce this
> idea, then they stand a good chance of building and maintaining a competitive national
> identity both internally and externally. (2007: 26).

Anholt (2007: 30-31) explains that a nation-brand cannot be built or changed through communications. Advertising, design or public relations are not the primary way to create a strong nation-brand although these techniques are helpful for promoting the actions and products of the country. The country first of all needs to show a strong nation-brand through its actions (Anholt 2007: 30-31).

According to Anholt (2007: 47) images of countries only change for two reasons; "either because the country changes, or because it *does something* to people" (author's emphasis). The first reason is a gradual process which is often not affected by brand management at all (Anholt 2007: 47). The

reason could be political or economic actions to improve the country. The second reason for image change is when people are personally affected by the country somehow (Anholt 2007: 48). This can be a positive as well as a negative change. Anholt has found a significant correlation in his Nation Brands Index data – which I will return to later in this chapter – between the positive experience of visiting a country and positive feelings about its products, government, culture and people (Anholt 2007: 48). He suggests the following hypothesis: *"any positive experience of a country, its people or its productions tends to create a positive bias towards some or all aspects of the country"* (Anholt 2007: 48, author's emphasis). People's views on other countries rarely change, and when they do, it is a result of something very serious and personal (Anholt 2007: 51). Moreover, according to Anholt (2007: 54) a nation-brand image is not really affected by incidents happening to the country such as war, terrorist attacks, natural disasters, marketing campaigns, propaganda etc. However, this is a topic open for discussion. When the World Trade Centre in New was hit by a terrorist attack in 2001, it seemed to change the American sense of identity, but it can be argued that perhaps it also changed the American image abroad as people around the world realised that maybe America was not as invincible as once thought. Furthermore, Anholt (2007: 55) says that we are all subjected to an enormous amount of information every day, and therefore we process most of it at a very low level. Anholt (2007: 55) argues that we may remember the name of the nation but not if the news about it was good or bad. This is again a topic open for discussion. If a major catastrophe such as a tsunami, terrorist attack or war occurs somewhere in the world, it will most likely be remembered by people and affect their perceptions about that place. However, if it is a minor incident, Anholt may be right.

According to Anholt (2007: 63) governments may want to improve the nation's image because it is outdated and no longer useful. A common reason for developing a nation-brand strategy is to make sure that the image of the nation matches the always changing reality (Anholt 2007: 63) or – as Dinnie (2008) would put it – the changing identity. Sometimes the image problem is not really understood and governments are eager to find a solution even though the problem has not been properly analysed (Anholt 2007: 64). Nations must ask themselves if they deserve a bad image if they perhaps have done something or failed to do something which created the negative perceptions (Anholt 2007: 64). Anholt (2007: 64) says that objectivity is important because nations must know whether their image is an unfair gap between reality and perception – or identity and image as

Dinnie (2008) would call it – which perhaps can be fixed with a communication strategy, or whether the nation deserves its negative image and the only solution is new policies and new behaviours. It can be seen from Anholt's work that he is more interested in how these images work for or against the nation and how they can be measured than developing traditional theory.

Contributions from traditional branding literature

To investigate the concept of nation-brand image, I will also draw upon some traditional branding techniques such as brand associations, positioning, differentiation and points of difference which are also useful in a nation-brand setting.

According to Keller (2003: 70), a positive brand image is reflected by strong, favourable and unique associations in the minds of the consumers. Brand associations can be created by the brand owners through marketing, but also through other channels such as direct experience, information from the brand owners or others, word of mouth, assumptions and inferences or by particular companies, places, persons or events (Keller 2003: 70). The strength of brand associations is a result of the amount and quality of processing of the information about the brand (Keller 2003: 71). In other words, strong brand associations result from a high level of brand processing. The favourability of brand associations concerns how desirable the associations with the brand are for the consumers (Keller 2003: 72). Thus if the associations a consumer has for a brand are desirable for the consumer, the associations can be said to be favourable. The uniqueness of brand associations is closely related to the concept of positioning (Keller 2003: 73) which will be discussed below. Uniqueness concerns whether the associations a consumer has for a brand are only related to that specific brand or if they are shared with other similar brands (Keller 2003: 73). Points-of-difference associations are those associations which are strong, favourable and unique to the brand (Keller 2003: 131) as compared to a competing nation-brand. Thus points-of-difference associations are exceptionally powerful because they include all three dimensions of positive associations.

Positioning is another concept closely related to image. Kotler and Keller (as cited in Dinnie 2008: 52) give this definition of positioning; "positioning is the act of designing the company's offering

and image to occupy a distinctive place in the mind of the target market". Thus positioning is about creating a unique position for the brand in the minds of the consumers (Keller 2003: 119-120). Differentiation is a cornerstone in positioning, because differentiation is what makes one brand unique compared to another brand. Dinnie (2008: 52) gives the example of national tourism advertising campaigns which are often "undifferentiated" in their claims for the best beaches, nice weather and attractive lifestyles. If brands are not differentiated, they become commoditised, and therefore focusing on a few target markets can be a way of creating a more specific position because the brand can then be focused on e.g. quality cultural tourism and thereby create unique differentiation (Dinnie 2008: 52). However, when wanting to attract one target market over another it can result in the other target markets feeling alienated, but this sacrifice is a characteristic of highly differentiated brands. However, this is not very fortunate for nation-brands because they must encompass all areas of the nation's economic life. Thus the dilemma here is that if a nation places itself in a relative safe position in order to avoid alienating potential target markets, it will not seem very attracting and unique to those target markets either (Dinnie 2008: 52).

By using branding techniques, nations can create differentiation which is a prerequisite for obtaining a competitive advantage over other nations (Dinnie 2008: 19). Thus, differentiation is a way of finding a niche, "a unique identity" for the nation in order to distinguish it from its competitors (Dinnie 2008: 19). Powerful sources of differentiation for countries include iconography, landscape, culture etc. because these elements are distinctive to each country and thus cannot be copied (Dinnie 2008: 68-69). However, some elements are not as unique as others, e.g. sun and beaches are assets which several countries can claim to have, and thus they need to differentiate themselves on other aspects in order to attract target audiences.

Measuring nation-brand image

It is very useful for nations to know how their nation-brand strategy works and how their target markets perceive their image. Different types of tracking studies measure different aspects of the nation-brand (Dinnie 2008: 230). Dinnie (2008: 230) mentions the Anholt-GMI Nations Brands Index as a widely publicised survey for examining nation-brand images worldwide. Anholt has

since changed business partners, and the index is now called The Anholt-GfK Roper Nation Brands Index (GfK Custom Research North America 2010).

Anholt's theory of nation branding – competitive identity – has been translated into an operational construct called the Nation Brands Index which is intended to measure nation-brand images. This index annually measures the images of 50 nations around the world by asking the respondents questions concerning the six dimensions of the hexagon (GfK Roper Public Affairs & Media 2009). How exactly the measures are conducted was described in chapter 2.

There are, however, some problems with Anholt's (2007) approach to nation-brand image. First, it is not clear from his writings or his Nation Brands Index reports how he has identified the six points of the hexagon. One can ask why he chose exactly these six dimensions as there may be others which are equally relevant. Or there may be fewer or more dimensions. There seems to be no academic research, literature reviews or systematic exploratory fieldwork as a prerequisite for the development of his theory. There is no doubt that he is an experienced practitioner, however, it seems that he just started developing his theory without consulting the existing literature at first. Second, the methodology outline for the Nation Brands Index (GfK Roper Public Affairs & Media 2009) also does not contain any description of a pilot study or how the survey questionnaire was developed. Why did he choose these exact questions? How did he find that this approach was the best way to measure nation-brand image? Dinnie (2008) who has written an extensive book on the nation-brand topic does not give any considerations on how a nation-brand image can be measured besides pointing to Anholt's Nation Brands Index. The advantage of this method is that it considers six different dimensions which are relevant to most nations and that it is an acknowledged survey because of its considerable scope. The disadvantage is that its theoretical and methodological considerations are somewhat limited. However, as this is currently the only available nation-brand image measurement approach which is founded on theory, I will base my investigation of Australia's nation-brand image in Denmark on the theory and methods of this approach.
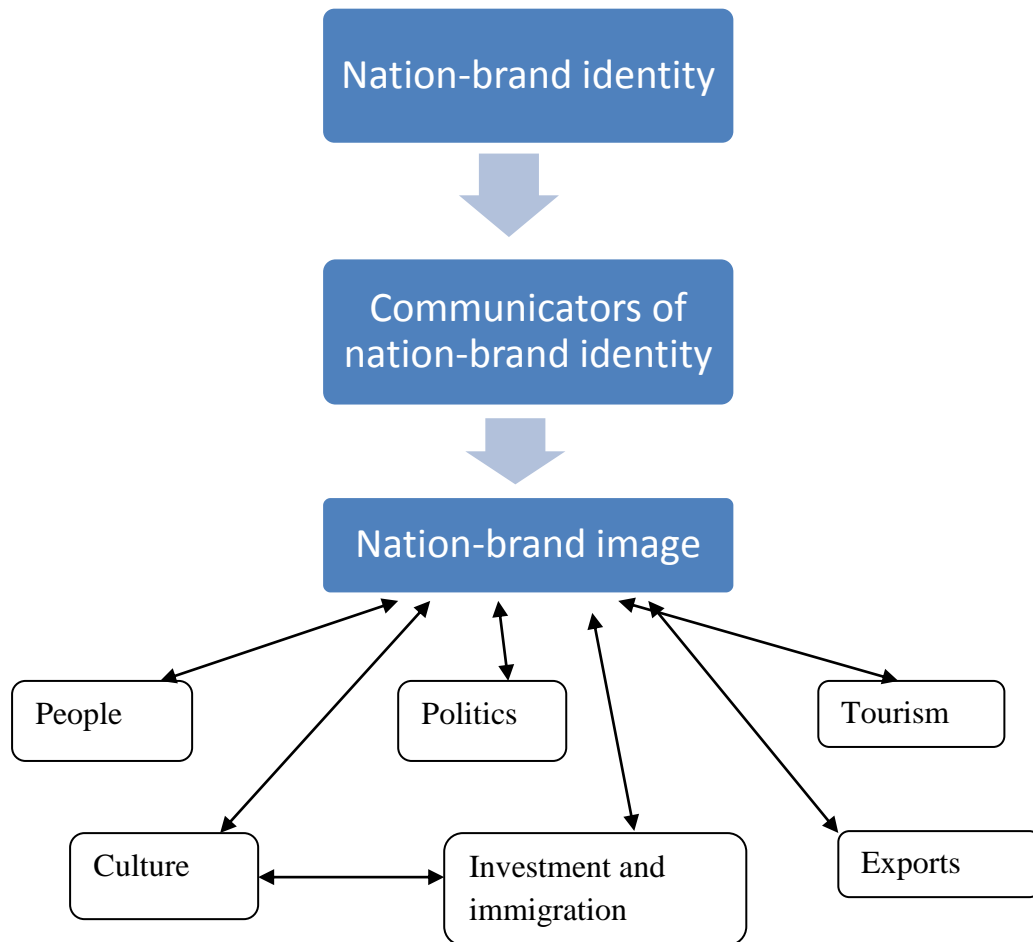

In 1993 Martin & Eroglu (1993: 192) noted that there was a shortage of valid and reliable measurements for investigating country image. According to Martin & Eroglu (1993: 192), most of the country image measurements used in 1993 did not clearly distinguish whether they were measuring country image or product image. The shortage of valid and reliable measurements can be

said to be true about nation-brand image in 2010 as well even though the reason is different. As explained above, Anholt's competitive identity is the only nation-brand image measurement approach which is founded on actual theory. According to Martin & Eroglu (1993: 192), "an accurate scale of country image needs to clearly specify the construct's domain and to be exact concerning what is included as well as what is excluded from the definition". This can be said to apply to nation-brand image measurements as well. Thus thorough research on how to develop an appropriate nation-brand image measurement must be undertaken before nation-brand images can actually be measured. However, as nation-brand image is such a complex phenomenon, perhaps there should first be more academic research on and a discussion of what dimensions a nation-brand image actually consists of before deciding on the measurement itself.

A combined model of the nation-brand construct

As Dinnie (2008) and Anholt (2007) have pointed out, the nation brand image is more complex than is acknowledged by the country-of-origin literature. Nation brand image consists of several dimensions, not just products or brands. According to Anholt, it consists of six dimensions. However, there seems to be no evidence that the six dimensions suggested by Anholt are in fact the right dimensions or the only dimensions of nation brand image. It seems to be a question of taxonomy, i.e. how to divide the image into different dimensions and at what levels. If for example 'exports' is chosen as one dimension, is 'exports' then at the same level as 'politics'? 'Politics' seems to be more general than 'exports', so perhaps 'exports' should be the more general term 'economy' in order for the two dimensions to be at the same level? Or if more details are important, 'politics' should perhaps be divided into 'domestic' and 'foreign' politics? Nevertheless, as there currently exists no other literature on how to measure a nation-brand image, I will use the approach suggested by Anholt. In addition, as Anholt's hexagon does not take into consideration the formation of nation-brand image on the basis of the communicated nation-brand identity, and as Dinnie's conceptual model does not take into consideration the different dimensions of the nation brand image, I propose a combined model which shows the complex relationships of the nation brand construct. Ideally, the different image dimensions should be a reflection of the different identity dimensions as communicated through the nation-brand. However, as the focus of this thesis is the nation-brand image, the model will only show the image and not the identity dimensions. The combined model is depicted below.

```
                    ┌─────────────────────┐
                    │ Nation-brand identity│
                    └─────────────────────┘
                              ↓
                    ┌─────────────────────┐
                    │   Communicators of   │
                    │ nation-brand identity│
                    └─────────────────────┘
                              ↓
                    ┌─────────────────────┐
                    │ Nation-brand image   │
                    └─────────────────────┘
```

People		Politics		Tourism
	Culture		Investment and immigration	Exports

Adapted from Dinnie (2008: 49) and Anholt (2007: 26)

As should be noted from the model, the different image dimensions are not viewed separately. According to (Anholt 2007: 48) as described previously in this chapter, positive perceptions of one image dimension can lead to positive perceptions of another image dimension, but it can also lead to positive perceptions of the whole nation-brand image. For instance, if a person has a positive tourism image of a country, the person may come to have a positive image of the local people as well. It can be suggested that this may be true for negative perceptions as well so that if a person has an overall negative image of a country, it may perhaps affect the person's image of the country's products in a negative way too. An example could be the Danish cartoon crisis in 2005 which led to a boycott of Danish dairy products in the Middle East (Pfanner 2006).

The concept of nation-brand image and the approach to measure one such will be applied to the case study 'Brand Australia' in the following chapters.

Chapter 4: Brand Australia

This chapter will provide a short overview of different aspects of Brand Australia. It will look into the launch of the new Brand Australia programme, Australia's relationship with Denmark and how Australia is being branded in Denmark.

The new Brand Australia Programme

I will start this chapter by looking at the new Brand Australia Programme. Until this year, Australia had not had what can be defined as a real nation-brand. However, it was already recognised by senior Australian trade commissioner Rob O'Donovan in 1995 that the image of Australia abroad was mostly associated with beaches, open spaces and beer (as reported in Richardson 1996: 60). An image, which according to O'Donovan, was developed by the Australian tourist industry and worked well for the promotion thereof, but which did not work for promoting Australia as a progressive economy with world class technological products (Richardson 1996: 60). According to O'Donovan, part of the problem was that Australia did not have a hi-tech brand name which was famous all over the world (Richardson 1996: 60).

However, it took some years before Australia had acknowledged the scope of the problem and was ready to launch their nation-brand. On 14 May 2010, the then Australian Minister for Trade, Simon Crean, announced the first Australian nation-brand under the heading 'Australia Unlimited' with a budget of A$20 million over the next four years (Australian Government n.d.). According to Mr Crean, "Brand Australia is about selling Australia to the world and demonstrating the full versatility and diversity this nation has to offer" (Australian Government n.d.). The purpose of the Brand Australia concept is to make the world see that Australia is more than a great place to take a vacation but also a good place to do business, and a country that have invented such things as WiFi technology and a type of cancer vaccine (Australian Government n.d.). The programme will provide a strategic platform for positioning Australia in the international market place under the umbrella brand 'Australia Unlimited' (Australian Government Austrade n.d.). This programme is different from Tourism Australia's brand which uses destination branding to promote Australia as a great

place to visit (Australian Government Austrade n.d.). According to Tourism Australia (2010)[3], "Australia has established a reputation as an innovator in tourism marketing and has built one of the world's most successful and desirable destination brands". *However, confusion between Tourism Australia's brand and the new Brand Australia campaign may arise as the tourism brand is also sometimes referred to as 'Brand Australia' (Gidman 2008). It should just be kept in mind that t*he tourism brand is a sub-brand under Brand Australia (Tourism Australia 2010) but with its own branding strategy etc for the time being. Among others, i*ts* brand positioning statement express *that Tourism Australia wants Australia to be seen as a country with friendly and relaxed people, beautiful scenery, vibrant cities and as a place with room for adventure* (Tourism Australia 2010). Perhaps it can be said that the success of the tourism brand has been partly at the expense of Australia's other attributes and now is the time to do something about it. Thus the Brand Australia programme intends to be a true nation-brand that encompasses all that Australia has to offer the world – not just tourism. What exactly the strategic foundation of such as positioning strategy etc will be has yet to be revealed. However, it is going to build on Australia's achievements in all kinds of sectors, and the aim is to position Australia as a "unique, strong, fair and future-focused nation" (Australian Government Austrade n.d.). However, not all comments are exclusively positive. A news article from Farm Weekly reported concerns that the catch line is too "business-like" and needs more emotion, life and "an Australian tone of voice" (Lee 2010). Another news reporter from the Lowy Interpreter refers to Anholt and says that a nation-brand programme should show real changes in a country and not just be "a glossy advertising campaign" (Oliver 2010). Even though Australia has not had a nation-brand before, its image has still been measured in the Nation Brands Index, which can be seen in appendix 1. Australia's image in Denmark is not being measured in the Nation Brands Index, so the next two sections will examine the relationship Australia has with Denmark.

Australia's relationship with Denmark

This section will give a brief introduction to Australia's relationship with Denmark in different areas. According to the Australian Government's Department of Foreign Affairs and Trade, Australia and Denmark have a strong bilateral relationship when it comes to matters such as

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[3] This reference refers to different places on the Tourism Australia website. For the sake of simplicity, only one reference to Tourism Australia's main site is given.

cooperation in international forums and global security (Australian Government 2010a). Furthermore, a large number of Danes have migrated to Australia over the past two centuries, and 50,000 Australians claimed to have Danish ancestors in a 2006 census (Australian Government 2010a). One event which has increased Denmark's interest in Australia was when Crown Prince Frederik married Ms Mary Donaldson from Australia in 2004 (Australian Government 2010a). As a result, the links between the people of the two countries have been strengthened (Australian Government 2010a). Turning to the business side of the relationship, Denmark is one of Australia's most important wine markets, and Austrade, which is the Australian trade commission, is working closely with the wine producers to promote the different brands in Denmark (Australian Government 2010a). Other Australian products which are exported to Denmark are; alcoholic beverages, beef, coal and medical instruments (Australian Government 2010b). There is also an emerging market in Denmark for Australian gourmet food (Australian Government 2010a). In addition, sectors such as clean energy, bioinformatics, nanotechnology and information and human resource management also offer opportunities for Australian exports to Denmark (Australian Government 2010a). Furthermore, together with the other Scandinavian countries, Denmark is one of Europe's biggest suppliers of international students to Australia (Australian Government 2010a). In relation to tourism, Australia's market share of Danish outbound travel – Western Europe excluded – was only 1.1% in 2009 (Tourism Australia 2010). However, when looking at the visitor arrivals data from January to November 2009, Australia received 20,800 visitors from Denmark, which is a fairly high number (Tourism Australia 2009). The next section will focus on how Australia is branded in Denmark.

How Australia is branded in Denmark

This final section will look at how Australia is actually branded in Denmark. As there appears to be no other available information on the subject, my data is an interview with Mr Choi, the Australian ambassador to Denmark. The interview was conducted in May 2010, and Mr Jensen, Research and Public Diplomacy Officer at the Australian embassy, was also present. The purpose of the interview was to investigate how Australia is branded in Denmark, what communication channels are used and what image Australia is pursuing in Denmark. In the following, all references to Mr Choi refer to this interview. The complete notes from the interview can be found in enclosure 1.

When I began the interview, I first asked Mr Choi to describe Brand Australia. He described it as a brand with certain qualities like a clean environment, beaches, sun and wide open spaces etc. However, he said that Australia aspires to have a more diversified brand which can encapsulate all dimensions of Australia and not just the tourism dimension. Some of the dimensions Australia would like to emphasise are; a robust economy, good economic policies, good management of those policies, invention of new technology and an active role in global competition. Furthermore, Australia has a competitive advantage because of the country's strategic position between Europe and Asia, physically as well as culturally. One of Australia's assets is being a multinational society possessing a high level of multicultural skills such as language and communication. To the question of what makes Australia unique compared to other nation-brands, Mr Choi answered that Australia is unique because it is Australia. It has the advantage of being a fairly big country, it is cosmopolitan, it has robust links with Asia, a high scale economy, a diverse society – and it has added value. However, the problem for Australia is that its uniqueness does not shine through. As Mr Choi said, Australia's image abroad is very limited. It is centred on the tourist image, which on the other hand is very strong and has done a good job of promoting Australia. This is a good thing that should not be altered. Nevertheless, Mr Choi said that the effect is that it crowds out the other dimensions of Brand Australia such as technology, innovation etc. In fact, he mentioned that Australia has 11 Nobel-prize winners, a fact which is largely unnoticed abroad. He hopes that the new branding campaign 'Australia Unlimited' will do a great job of making Brand Australia more diversified.

The interview moved on to look at how Australia is being branded in Denmark, and I asked Mr Choi how detailed Australia's target audience analysis of Scandinavia is. He answered that the market has not been coordinated – in fact, only the tourism strategy is coordinated from an office in London. Traditionally, there has been no organising body to coordinate the branding of the different focus areas. To the question of whether Denmark is an important market for Australia, Mr Choi answered yes, but on a small scale. The two countries are mostly cooperating on the strategic level such as clean technology, but of course they are cooperating on trade as well. However, Denmark is not a very large market due to its small size. Denmark is more important to Australia when it comes to international issues. The two countries are like-minded on issues like the war in Afghanistan, the climate and the United Nations. Thus Australia's target audience in Denmark include the strategic level such as politicians and decision-makers, but also tourists, students and trade. Australian

tourism and trade are promoted through the government agencies Tourism Australia, which has an office in London, and Austrade, which is concerned with the trade aspects and is located at the embassy. The ambassador himself mostly promotes the strategic, political and multinational issues as well as public diplomacy. Regarding the question about which communication channels Australia uses when promoting itself in Denmark, Mr Choi answered that Tourism Australia only uses traditional marketing and advertising. Asked about whether Australia uses their diaspora or brand ambassadors to promote the country in Denmark, the answer was no. Of course Australia has celebrities, but they are all independent icons who are not employed by the Australian government. To Mr Choi's knowledge, these methods are not used by other countries either. Mr Choi added that images change and so do the attitudes and popularity of celebrities and icons and that may not make them very good brand ambassadors.

Moreover, I asked Mr Choi what kind of image he would like Australia to have in Denmark. Much in line with the goal of the Brand Australia campaign, he answered that he would like Australia to be seen as a multidimensional country with an updated image that includes more than the tourist image. Australia should also be known for its advanced economy and innovations. Mr Choi thinks that Australia has an overall positive image in Denmark, but the problem is that it is too narrow. Mr Jensen added that Crown Princess Mary is a strong Australian brand. She has added to the nation-brand, but Brand Australia was strong in Denmark before she became well-known. Moreover, Mr Jensen said that the Australian wine industry also has a good image in Denmark.

To summarise, it can be said that even though Australia has not had a real nation-brand until now it has still managed to earn a positive image in the minds of many people across the world. This is mainly due to the country's natural beauty and other attributes assisted by its successful tourism brand. Furthermore, I discovered that Australia as a whole is not really being branded in Denmark. In fact, the country has not previously been branded in a coordinated manner in Denmark or anywhere else. Only the tourism and wine industry have made more coherent efforts to promote themselves in Denmark. In addition, Denmark is not a very important market for Australia overall which may also be a reason why they have not done so much to brand themselves in Denmark. However, in specific areas such as the wine and tourism industries and at the political and strategic level, Denmark has a more prominent role. The general public may not be very aware of the

cooperation on the political and strategic level though. Nevertheless, as described above, Denmark may become a more important trading partner for Australia in the future. Finally, Mr Choi is of the general opinion that Australia has an overall positive but somewhat vague image in Denmark. This image is built mainly on the tourist image which is also evident from the Nation Brands Index in appendix 1.

Chapter 5: Analysis

This chapter will provide an analysis of the survey of Brand Australia's image in Denmark. It will investigate the nine different sections of the survey with the related questions and their respective answers from the Danish respondents. Moreover, it will establish links between theory and results. Again it should be noted that the survey is not representative and that the following analyses and conclusions only apply to the 124 completed surveys. An outline of all the responses is found in enclosure 4 and the calculations are found in enclosure 5.

Personal information

This section deals with the demographics of the respondents. Questions no. 2-4 in the questionnaire asked the respondents about their age, gender and education level. The purpose of these questions was to get some background information about the respondents. When looking at the age variation, 66% of the respondents were aged 18-29 years, 15% were aged 30-39 years, 7% were aged 40-49 years, 9% were aged 50-59 years and only 2% were aged 60 years or above. Moreover, the respondents were divided into 73% females and 27% males. Regarding the question 'what is the highest level of education that you have completed?' 4% of the respondents answered primary and lower secondary school, 17% answered upper secondary school / Danish gymnasium, 15% answered vocational education, 10% answered academy profession degree, 36% answered bachelor's degree and 18% answered master's degree or above. What is quite evident from the numbers reported above is that the age group 18-29 year, women and people with a bachelor's degree or above are heavily overrepresented in the sample. This may reflect the unequal composition of my acquaintances and their acquaintances as well. Furthermore, the fact that there are more internet and Facebook users among young people than older people may also affect the response bias. However, as the overall purpose is to make an exploratory investigation of the Australian image in Denmark and as the sample cannot be representative because of limited resources, the response bias may be less significant.

Relation to Australia

The focus of this section is to investigate different topics related to the respondents' personal relation to Australia. The topics are investigated in questions no. 5-10. To question no. 5, 'how much do you know about Australia in general', 38% answered that they 'know very much' or 'have quite some knowledge' about Australia. A large number of the respondents, 59%, answered that they 'know a little about Australia', and only 3% answered that they do not know anything about Australia. Question no. 6 asked the respondents about their relation to Australia, and they had the opportunity for giving more than one answer each. Thus the total number of answers is much higher than the actual number of respondents as described in chapter 2. The majority of the respondents, 78%, answered that they 'have their knowledge of Australia from books, films, newspapers, the internet and/or other media'. Other answers with relatively high scores were; 'buys Australian products' – 43%, 'have talked to / know a person from Australia' – 40% and 'have been to Australia' – 27%. The percentage of people who have been to Australia may be slightly higher as a few respondents indicated that they had studied in Australia under the 'other' option. Question no. 7 also allowed the respondents to give more than one answer and is thus calculated the same way as question no. 6. Question no. 7 shows that the main reasons why the respondents had been to Australia were 'vacation' – 21% and 'visiting friends / family' – 11%. In question no. 8, the respondents were asked if they wanted to go to Australia for three reasons. The first reason was 'on vacation' where a very high number of respondents, i.e. 98%, answered 'yes'. The second reason was 'to study' where 28% answered 'yes' and 48% answered 'no'. The third reason was 'to live and work' with 37% answering 'yes' and 38% answering 'no'. The rest of the answers were assigned to the option 'don't know'. However, it should be noted that the three sub-questions have only been answered by 96-120 respondents respectively and are thus somewhat incomplete. Question no. 9 asked the respondents 'what is your general impression of Australia' and a total of 87% answered 'very good' or 'good'. 10% answered 'neither good nor bad' and only 2% answered 'don't know'. None of the respondents answered 'bad' or 'very bad'. Question no. 10 was an open question which asked the respondents to think about the word 'Australia' and write down the first three words which came to their mind. By arranging all the respondents' three answers in a tag cloud, a visual impression is created which can be used for analysing the strength, favourability and uniqueness of the associations. The tag cloud is displayed below.
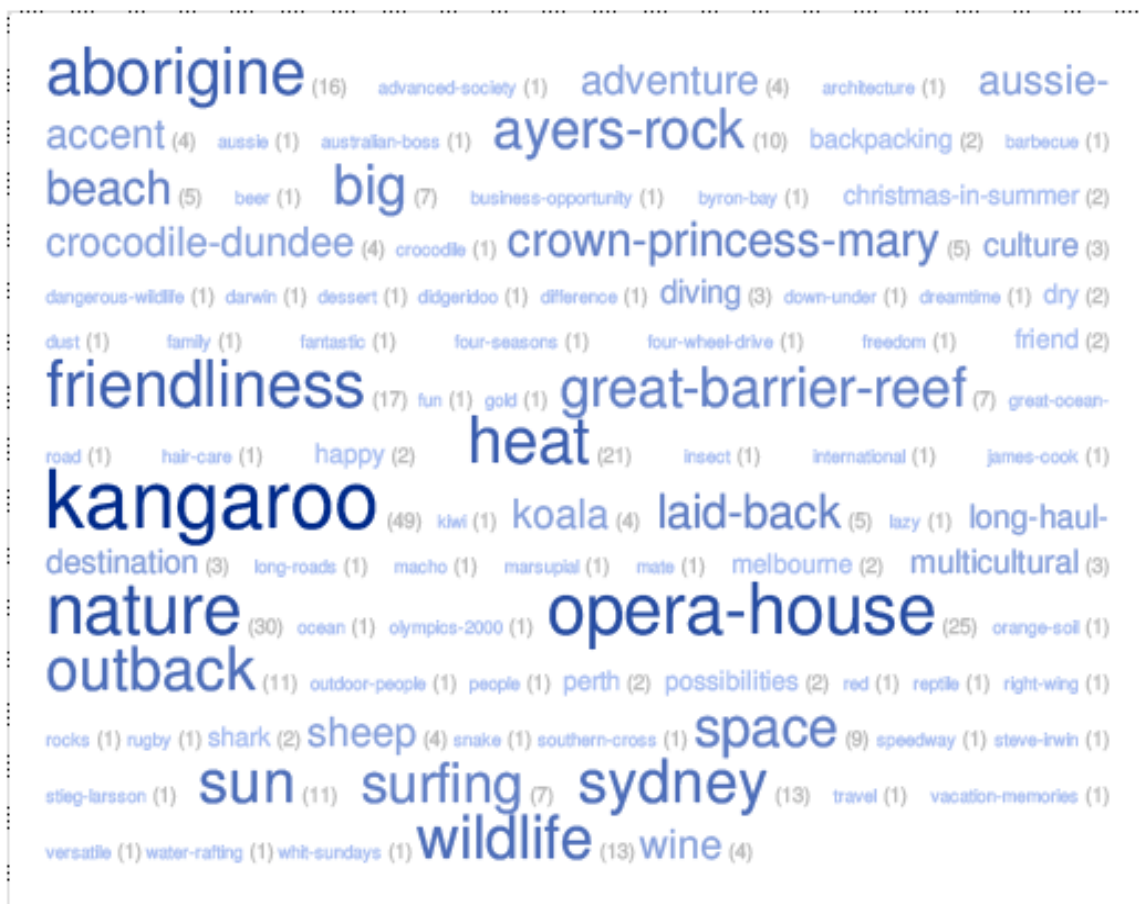
Tag cloud, question no. 10, own creation 2010

The words and phrases shown in the tag cloud can be said to be relatively strong as they are the first three which came to the respondents' minds when they thought of Australia. The majority of the answers can be said to be favourable as well, with only a few words mentioned by a few respondents which can be regarded as somewhat negative. These are answers such as; dangerous wildlife (1), dessert (1), dry (2), dust (1), insect (1), lazy (1), macho (1) and right-wing (1). The uniqueness of the answers is less clear. Some answers are quite unique to Australia and can thus be thought of as Australia's points of difference. These are answers such as; aborigine (16), Ayers rock (10), Crocodile Dundee (4), Great Barrier Reef (7), Kangaroo (49), opera house (25), outback (11) and Sydney (13). Others such as; adventure (4), heat (21), sun (11) and surfing (7) are not unique to Australia but may be associated with e.g. New Zealand as well. Furthermore, most of the answers relate to Australia's nature, animals, sights and culture – all things which are connected to tourism and travelling. E.g. only a couple of answers relate to Australian products like; beer (1), hair care

(1) and wine (4). The three most frequent answers are; kangaroo (49), nature (30) and opera house (25). To summarise, it can be said that most of the respondents have at least some knowledge of Australia and that this knowledge mainly comes from different kinds of media, Australian products and from talking to Australians and visiting the country. The major reasons for respondents to visit Australia is vacation or to visit friends and family. Vacation is also the main reason why respondents want to go to Australia, but approx 1/3 also want to study or work in Australia. Overall the respondents have a very good impression of Australia even though 73% answered that they have never been to Australia, and 6% have no relation to Australia at all. The respondents' associations with the country are mainly favourable, strong and fairly unique. Most associations, however, relate to the image of Australia as a tourist destination.

The following six sections refer to the six dimensions in Anholt's (2007) framework of competitive identity. The questions are slightly adapted from the Nation Brands Index Methodology Outline (Anholt 2009) as mentioned in chapter 2.

Politics

This section deals with question no. 11 which asked the respondents to indicate to which degree they agree or disagree with five statements about Australian politics. The five statements are 'Australia is governed by competent people', 'Australia acts responsibly in international peace and security matters', 'Australia acts responsibly in connection with the protection of the environment', 'Australia has a strong economy' and 'Australia is good at integrating immigrants in the Australian society'. The response rates to the different answer categories are quite similar across the different statements in this dimension, and therefore they are analysed together. The percentage of respondents who 'highly agree' or 'agree' to four of the five statements ranges between 31% and 41%. However, to the statement 'Australia acts responsibly in connection with protection of the environment', over half of the respondents, 54%, answered 'highly agree' or 'agree'. The percentage of respondents who answered 'neither agree nor disagree' to the five statements ranges between 12% and 23% whereas the percentage of respondents who answered 'don't know' ranges between 31% and 46%. No more than 10% of the respondents answered 'disagree' or 'highly disagree' to any of the five statements. These percentages suggest that between approx ⅓ and half

of the respondents are quite positive about the way Australia is being governed, and less than 10% are negative about it. However, another ⅓ to half of the respondents answered that they do not know anything about it at all.

Investment and immigration

This section deals with question no. 12, and like the previous section this question asked the respondents to indicate to which degree they agree or disagree with five different statements about Australian investment and immigration. The first three statements are; 'Australia has a high living standard', 'Australia is a good place to take an education' and 'Australia is a good place to work'. The distribution of the answers to the first three statements is quite similar. Between 58% and 63% of the respondents answered that they 'highly agree' or 'agree' to the three statements. The number of respondents who answered 'neither agree nor disagree' is between 12% and 15% whereas the number of respondents answering 'don't know' is between 16% and 27%. To all three statements, less than 5% answered 'disagree' or 'highly disagree'. The fourth statement 'Australia is a good place for businesses to invest' shows a relatively high percentage, i.e. 45%, of respondents answering 'don't know'. The number of respondents answering 'neither agree nor disagree' is also slightly higher than by the previous statements, i.e. 21%. However, the number of respondents who answered 'highly agree' or 'agree' drops to 29%. To the fifth statement 'Australia treats immigrants from foreign countries well' the number of respondents who 'highly agree' or 'agree' is slightly higher than in the fourth statement, i.e. 38%, and the number who 'don't know' is approx 10% lower amounting to 35%. What is most interesting about the responses to this section is that over half of the respondents responded positively to the first three statements about living, studying and working in Australia and less than ⅓ indicated lack of knowledge on these subjects. However, in the last two statements about investment and immigration answers are more mixed with approx ⅓ responding positively to the statements and between ⅓ and half of the respondents indicating lack of knowledge on the subject. Thus the respondents' opinions and level of knowledge were more divided on the last two subjects.

Export

The focus of this section is question nos. 13-16 which are about Australian exports. Question no. 13 is an open question which asked the respondents to write down the first three Australian products which came to their mind or to indicate if they did not know any Australian products. 35% of the respondents indicated that they do not know any Australian products or simply 'don't know'. The open answers are displayed in the tag cloud below.

Tag cloud, question no. 13, own creation 2010

As evident from this tag cloud, the three most frequent Australian products mentioned by the respondents are; wine (19), tea tree oil (17) and kangaroo meat (14). If the separate categories of red and white wine as well as specific brands are added together, then wine is mentioned by 40 respondents which are almost ⅓ of all the respondents. Other broad categories mentioned by the respondents are; personal care products (31), different kinds of meat (30), clothing (20) and different kinds of beer (13). Some of the products are quite special to Australia such as crocodile, emu and kangaroo meat, tea tree oil, eucalyptus and vegemite spread – others such as wine, beer and clothing are quite common, and most countries have their own brands. Most of the products

mentioned are food, drink, clothing or personal care products – only five respondents mention a technological product from Australia namely cars. To question no. 14 'do you buy Australian products in Denmark?', 44% of the respondents answered yes, 24% answered no and 31% answered 'don't know'. That means that almost half of the respondents do in fact buy Australian products, but also that the rest of them do not or are at least not aware of it. However, in question no. 15, 56% of the respondents indicated that they would consider buying (more) Australian products if there was a wider range in Danish shops. Only 6% indicated that they would not buy any Australian products, and 38% answered 'don't know'. Question no. 16 asked the respondents to indicate to which degree they agree or disagree with two statements about Australian products. 44% of the respondents indicated that they 'agree' or 'highly agree' to the first statement 'Australian products are generally of a high standard' whereas less than 1% indicated that they 'disagree'. The rest of the respondents are divided between 'neither agree nor disagree', 25%, and 'don't know', 31%. The responses to the second statement 'Australia is good at innovating in science, technology etc' are somewhat different with only 11% indicating that they 'agree' or 'highly agree'. In comparison, over half of the respondents, 54%, indicate that they 'don't know', 28% indicate that they 'neither agree nor disagree' and 8% indicate that they 'disagree'. To summarise, the analysis suggests that there is a potential for Australian products among the Danish respondents. Over half of them would by more Australian products if there was a wider range in the Danish shops. Furthermore, ⅓ of the respondents do not know any Australian products at all. Especially it seems like Australian technology products and innovative science are unknown to the respondents as suggested by the answers to question no. 13 and 16, whereas products like meat, wine and personal care are known by a fairly large part of the respondents.

Tourism

This section relates to question no. 17 which asked the respondents to indicate to which degree they agree or disagree with five statements about Australian tourism. The first and the fifth statement, 'the Australian nature is beautiful' and 'Australia is an exciting country for tourists', both have a very high percentage of respondents answering either 'highly agree' or 'agree', i.e. 99% and 98% respectively. The second, third and fourth statements relate to whether Australia has interesting historic buildings and monuments, vibrant cities with many attractions and a cosmopolitan atmosphere. A large part of the respondents reacted positively to these statements with between

68% and 80% answering 'agree' or 'highly agree'. Approx 10% of the respondents answered 'don't know' to the three statements. The only statement, where the percentage of respondents who 'disagree' or 'highly disagree' reaches almost 10%, is the statement about interesting historic buildings and monuments. In summary, the only two statements that almost all respondents agree with are that 'the Australian nature is beautiful' and that 'Australia is an exciting country for tourists' overall. Nevertheless, most agree to the other statements as well.

Culture

Like the previous section, this section relates to one question, i.e. no. 18, which asked the respondents whether they agree or disagree to four statements about Australian culture. The first three statements are; 'Australians are good at sports', 'Australia has a rich cultural heritage' and 'Australia produces exciting cultural products'. Between half and ¾ of the respondents answered that they 'agree' or 'highly agree' to these statements. The percentage of respondents who answered 'neither agree nor disagree' ranges between 11% and 21%, and the percentage who answered 'don't know' ranges between 12% and 19%. In all three cases, the percentage of respondents who answered 'disagree' is less than 7%. To the fourth statement 'Australia has an exciting culture overall', 84% of the respondents answered that they 'agree' or 'highly agree'. This is a fairly large part, and only 2% of the respondents 'disagree'. Thus it can be said that the respondents are mostly positive about the Australian culture.

People

The focus of this section is the Australian people, and the related questions are no. 19-20. Question no. 19 is the third open question in this survey, and here the respondents were asked to write down three words which in their opinion best describe the Australian people. As with the other open questions, the respondents were given the opportunity for answering 'don't know' which 29% of the respondents made use of. The open questions are displayed in the tag cloud below.
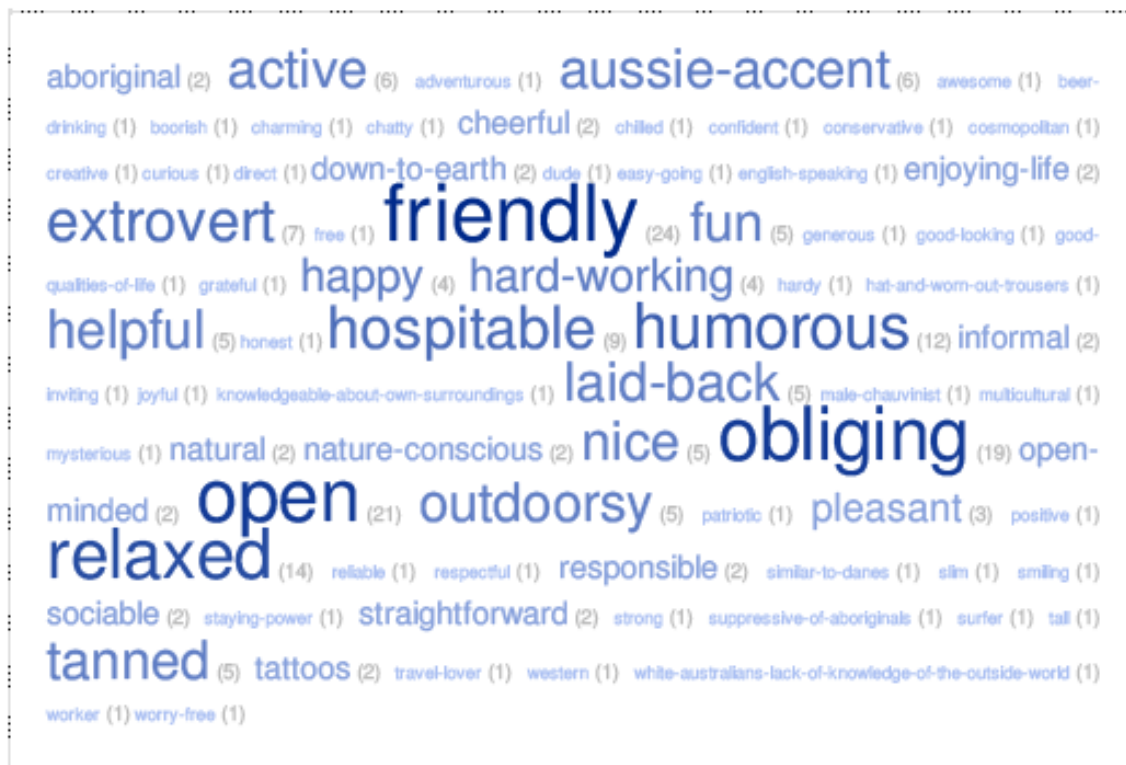
Tag cloud, question no. 19, own creation 2010

As can be seen from the tag cloud, the three most frequently mentioned adjectives used to describe the Australian people are; friendly (24), open (21) and obliging (19). Most adjectives mentioned are positive with only a couple of negative mentioned such as; boorish (1), male chauvinist (1), suppressive of aboriginals (1) and white Australians' lack of knowledge of the outside world (1). Moreover, there are a couple of words which can be both positive and negative depending on the context. These are words such as; aboriginal (2), conservative (1) and patriotic (1). In addition, most adjectives relate to internal qualities, but a couple relate to physical appearance. Moving on to question no. 20, the respondents were asked to indicate whether they agree or disagree to six statements about the Australian people. The qualities enquired about in the statements are; informal and down to earth, helpful, friendly and obliging, hardworking, humorous and practical and nature conscious. As can be seen in the tag cloud, almost all of these qualities have been mentioned by the respondents themselves in question no. 19. However, the possibility that some respondents may have been inspired by the statements in no. 20 before answering no. 19 cannot be excluded. Regarding question no. 20, a large percentage of the respondents, between 69% and 77%, answered

that they 'agree' or 'highly agree' to five of the six statements, and between 5% and 10% of respondents indicated that they 'neither agree nor disagree'. The percentage of respondents who answered 'don't know' to these five statements ranges between 15% and 21% and virtually none answered 'disagree'. The fourth statement is somewhat different from the others. Only approx half of the respondents answered that they 'agree' or 'highly agree' to the statement 'the Australians are hardworking people'. The rest of the respondents are almost equally divided between 'neither agree nor disagree' and 'don't know' with 25% and 24% respectively. Less than 2% answered 'disagree' or 'highly disagree'. To summarise, less than 25% of the respondents do not have any opinion about the Australian people. The majority of those who have an opinion are more or less positive about the Australians, and the words used to describe the Australians are also mainly positive. However, approx 30% did not know what to write.

Knowledge of Australia

The focus of the final section is whether the respondents would like to know more about Australia and if so, how they would like to have this information communicated to them. The section deals with question no. 21-22. To the question in no. 21 'would you like to know more about Australia', as many as 81% of the respondents answered 'yes'. Only 6% answered 'no', and 14% answered 'don't know'. In question no. 22, the respondents were asked which means of communication they would like to obtain this knowledge from, and they had the opportunity to give more than one answer. Most of the respondents, i.e. 86%, would like to gain more knowledge of Australia through tourism experiences. Information from ordinary Australians were valued by 69% of the respondents, and 61% would like to obtain knowledge through cultural products such as films and music. Moving down the list, 35% would like more knowledge through purchase of regular products, 27% would like to have information from Australian brand ambassadors or spokespersons, and 26% would like to have more information through advertising and marketing communications. To summarise, most of the respondents seem interested in knowing more about Australia, thus suggesting that there could be a void of knowledge about Australia among the respondents. Furthermore, the respondents are open to different kinds of communication channels, however, some being more popular than others. Most respondents would like to acquire the knowledge themselves by actually visiting the country.

Overall image

This section will gather the threads from the theory and brand Australia chapters and set them in relation to the results from the survey.

One of the most obvious results from the survey is that Australia has a very strong tourism image among the respondents. This is quite evident as Australia is rated rather high on the tourism, culture and people dimensions, and 98% of the respondents said that they would like to go to Australia for vacation. This parallels the results in the 2009 Nation Brands Index, as described in appendix 1, except that the culture dimension was not ranked as high as the others (Australian Government Austrade 2010). Furthermore, many of the associations that came up when the respondents thought of Australia are also connected to the tourism image. This corresponds well with what was expected based on the research on Brand Australia. In fact, Tourism Australia's positioning statement included expressions such as; friendly and relaxed people, beautiful scenery, vibrant cities and adventure (Tourism Australia 2010), which was also among the associations mentioned by the respondents. Moreover, Mr Choi also thought that Australia had a very strong tourism image in Denmark. However, as Dinnie (2008: 71) said, it can severely limit the nation's scope of activity if it has such a strong image but only in one dimension. Thus, the purpose of the new Brand Australia campaign 'Australia Unlimited' is precisely to make target markets understand that Australia is much more than a good place to visit (Australian Government n.d.). However, it may be difficult for the Australia Unlimited Brand to create a unique position for itself in the mind of the Danish target market. The results from this survey could suggest that the position is already occupied heavily by Tourism Australia. Thus Australia Unlimited will have to differentiate itself both from competitors but also from its own sub-brand in order to create a unique position for itself.

The three association questions gave good insights into the respondents' thoughts on Australia, its people and its products. Overall, the associations were diverse and plenty and showed a positive attitude towards Australia. However, it was suggested by Mr Jensen and mentioned in the section about Australia and Denmark's relationship that Crown Princess Mary had increased Denmark's interest in Australia, but she was only mentioned seven times in total. This could be because the majority of the respondents are under 40 years and are perhaps not as interested in the royal family

as the older generation. On the other hand, Australian wine was mentioned 44 times in total which corresponds well with the fact that Denmark is an important wine market for Australia and that Austrade is making a great effort to promote Australian wine in Denmark (Australian Government 2010a). Other Australian exports such as beer and meat were also mentioned by the respondents. Furthermore, the respondents mentioned many other Australian products, some of which they may have become acquainted with during a stay in Australia as they are not sold in Denmark. These are products such as vegemite-spread, tim-tam biscuits and perhaps some of the clothing brands.

According to Papadopoulos and Heslop (2002: 295), the formation of images is closely linked to stereotyping, and Dinnie (2008: 126) mentions cultural artefacts as an important source of stereotypes, especially films. When considering whether the respondents have any stereotypical images of Australia and especially the Australian people, it may have been expected that more respondents would mention Crocodile Dundee and Steve Irwin. However, they were only mentioned four and two times respectively. Nevertheless, in question no. 20 more than 70% of the respondents think that Australian people are informal, down to earth and friendly as well as practical and know how to deal with nature. These are traits which are often associated with Crocodile Dundee and Steve Irwin. On the other hand, in the association question in no. 19 most respondents answered friendly, open, obliging and relaxed which are not so stereotypical. Thus based on these respondents, it seems that the image of Australia is not very affected by stereotypes.

When investigating how the respondents' image of Australia was created, 78% of the respondents said they had their knowledge of Australia from media, books and films etc. This corresponds with the fact that the media and the entertainment business are heavy-weights when it comes to influencing people's image (Kotler & Gertner 2002: 251). However, Australian people and products were also an important source of information and knowledge for the respondents. When turning the question around and asking the respondents if and how they would like to gain more knowledge of Australia, the image of Australia as a tourist destination is once again confirmed as 86% would like to gain knowledge of Australia from a vacation in the country. However, 69% of the respondents also answered that they would like more information from ordinary Australians. According to Dinnie (2008: 72), nations can benefit from using their diaspora to promote the home country

abroad; however, this method is not used by Australia according to Mr Choi. Nevertheless, these results suggest that Australia could benefit from such an approach in Denmark. Of course, more research on this is needed, and it should probably be done with a less advertising and more relationship building approach in mind. Dinnie (2008: 72) also suggested that brand ambassadors could be a potentially cost effective way of promoting a nation. However, there does not seem to be an overwhelming support for this approach among the respondents as only 27% chose this option.

Moreover, Papadopoulos and Heslop (2002: 296), say that images are multifaceted and consist of factual as well as affective information. In this survey however, the respondents' answers to the free association question in no. 10 were mostly factual, perhaps suggesting that Australia's emotional appeal has not really influenced the respondents to a significant degree. This could perhaps be because Australia is not actually branded in Denmark. Furthermore, the fact that Australia has not been branded in Denmark – or anywhere else until now – does not mean that Australia does not have an image in Denmark. In fact, Australia has a rather positive image in Denmark, perhaps founded too much on the tourism image.

This chapter has analysed and discussed the findings from the survey of Australia's image in Denmark. The results are based on the current study, but whether some of them would apply to a representative sample of Danes will have to be researched in another study. The next chapter will discuss the findings on a more general level as well as some general considerations in relation to the entire thesis.

Chapter 6: Discussion

The implications of Australia's nation-brand image in Denmark

Regarding the current study, one should be careful not to take the results for granted. They are not representative and can thus not be used to draw inferences about the whole Danish population. On the other hand, they may give some suggestions as to what can be found if a larger survey using probability sampling is conducted. Overall, Australia has a very positive image among the respondents. Nevertheless, it may be a somewhat diffuse image as Australia has not been branded in Denmark and thus the image has not been managed. Moreover, the majority of the respondents would like to go to Australia, buy more Australian products and know more about Australia in general. Thus there seems to be a somewhat unused potential for Australia in Denmark. They could perhaps market more tourism and introduce more products. However, as Denmark is such a small market for Australia, the benefit of such initiatives should of course be weighed against the cost of more promotion. Perhaps it will be easier to promote Australia in Denmark under the new Australia Unlimited brand and thus exploit the potential that Australia seems to have in Denmark. Furthermore, perhaps the Australia Unlimited brand could open up for new ways of promoting the country such as using the Australian diaspora to communicate with the Danish target market as the Australian people seem to have a lot of goodwill among the respondents.

My method and general considerations on measuring nation-brand image

Concerning the quality of the current study, it can be said to be valid to a high degree as the method has been applied as intended by its developer and prominent contributor to nation-brand image theory, i.e. Simon Anholt. As to whether the study is reliable is more difficult to assess. It is reliable to the extent that data have been collected and analysed according to directions, and no assertions have been made which cannot be supported. However, when this is said, there are several sources which affect the reliability. One is that certain groups are overrepresented in the sample which may distort results. Moreover, the respondents' self-selection into the survey also added to the distortion of results. Furthermore, more statistical calculations could have been made to enhance the reliability of results.

However, an important question to ask is whether the approach by Anholt in his Nation Brands Index is in itself valid at all? As already mentioned in previous chapters, Anholt does not give any evidence for why these particular dimensions and questions are found to be valid measurements for measuring a nation-brand image. It could be argued that there might be several relevant dimensions which are not included in this approach, and that other questions might be more adequate to detect the respondents' true opinions. Moreover, it can be discussed whether a term such as 'culture' is understood the same way by different respondents and if and in what way this affects the results. In addition to this, it can be discussed whether my 'improvements' to Anholt's questions are actually better or worse than the originals? However, the reliability of my survey was enhanced somewhat by a pilot study.

Another consideration is whether a dimension such as 'investment' is relevant to ordinary citizens, and if they are able to answer such a question? Nevertheless, it may be relevant for the nation who is to use the results. Thus, the question is what type of dimensions should be included? Some which are relevant to the nations who use the results, or some which are relevant to the people who are going to respond to the survey?

What became apparent during my work with this survey was that there are so many details and considerations to take into account when conducting a survey like this. The outcome is affected by every decision on how to formulate questions or how many or few questions to pose etc. Thus, if nations are to trust these kinds of measures, much more effort should go into research on how image is measured. After all, large amounts of money are involved which could be spent on better projects than a nation-brand image survey which turns out to be useless. Another important question is; can a survey like this actually be used to say something about a nation's image in other countries? Or put differently; is it actually possible to pin down and measure such a blurred concept as image?

Moreover, an interesting thought is; can a nation-brand image actually be measured when the corresponding nation-brand has not yet been constructed such as in the case with Australia? However, one thing is certain, there are some theoretical and methodological problems with the

current method for measuring nation-brand image which should be considered before accepting the results implicitly.

Chapter 7: Conclusion

This chapter will give a conclusion on the major findings in the thesis. The purpose of the thesis, as indicated by the problem statement, was to investigate what kind of nation-brand image Australia has in Denmark. In order to find out how Australia was branded in Denmark, an interview was conducted with the Australian ambassador to Denmark. What became evident from this interview was that Australia had not previously had a nation-brand or a coordinated approach on how to brand itself in Denmark. Thus a survey of Australia's general image in Denmark was conducted instead. The survey was conducted as an online survey and measured six nation-brand image dimensions by using a method developed by nation-brand practitioner Simon Anholt. Moreover, it measured some additional elements such as the respondent's relation to Australia. It was however, not possible to conduct a representative sample and thus the findings could not be applied to the whole Danish population. Nevertheless, the results provided good insight into the concept. The major findings will be presented here.

Overall, the respondents were found to have a fair knowledge of Australia even though most of them had not been there themselves. Nevertheless, many respondents had a good impression of Australia and would like to go there on vacation. The majority of the respondents saw Australia as a tourist destination, which were also evident from the associations they had to Australia which were also strongly linked to Australian nature, culture and sights. In the politics dimension, the results indicated that the majority of respondents were either positive about Australian politics or had no knowledge about it at all. Over half the respondents also indicated that Australia would be a good place to live, study and work, but many reported that they did not have any knowledge on investment and immigration in the corresponding dimension. Furthermore, the survey showed that ⅓ of the respondents did not know any Australian products, but over half of them would by more if there was a wider range of Australian products available in Denmark. Overall, the respondents were very positive about the Australian culture, people and tourism offers. Moreover, most of the respondents would like to know more about Australia, which could suggest that there is an unused potential for Australia in Denmark.

Thus, Australia had an overall positive image in Denmark but perhaps it was based too much on the tourism image. However, it did not seem to be much affected by traditional Australian stereotypes even though most respondents' biggest source of knowledge on Australia was the media.

Furthermore, the thesis examined what the current and future implications of this image are for Australia when promoting itself in Denmark. Australia was found to have a positive but somewhat limited image as most respondents associated Australia with tourism. It was suggested that Australia had a somewhat unused potential in Denmark, as many respondents were interested in more knowledge about and products from Australia. Even its otherwise strong tourism image seemed to have unused potential. Thus it was suggested that the new Australia Unlimited campaign could benefit from the goodwill that Australia seems to have among the Danish respondents and perhaps try out new forms of communication such as the use of the Australian diaspora.

On the theoretical level, the thesis found that the approach by Anholt and his Nation Brands Index on how to measure nation-brand images was inadequate for the time being. The approach lacks a discussion and validation of why exactly the six dimensions chosen were found to be essential when measuring a nation-brand image. When nations are relying on measures like these, it is important that they are based on a sound theoretical and methodological foundation, especially because large amounts of money are involved.

Chapter 8: Future perspective

More and more nations are taking on nation branding approaches in order to be able to compete in the global market place, and Australia is now one of them. It will be interesting to see what difference Australia Unlimited can do for Australia's image in Denmark in the future. Hopefully, it will have a positive effect in Denmark as well as abroad. In a couple of years, a new study of Australia's nation-brand image in Denmark should be conducted to see if the branding programme has had the desired effect or if it needs to be adjusted.

Even though a lot of research and practical work have already been conducted in relation to nation branding, the theoretical contributions are still in their infant stage. As more and more nations are taking on the approach, proper research should be conducted to help nations deal with the challenges. Especially, there seems to be a lack of methods on how to construct scales for measuring nation-brand image and how to define what the concept actually consists of. It is concerning that countries such as Australia spend a lot of money on constructing a nation-brand when there are not any adequate scales to measure the resulting image. It is also concerning that these countries put their trust in measures such as the Nation Brands Index which are not based on a sound foundation. Perhaps the efforts made by the country-of-origin and branding research can help develop a proper research strategy for nation-brand image.

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Appendices

Appendix 1: Australia's ranking in the Nation Brands Index

This appendix concerns how Australia is ranked in the Nation Brands Index. In the fourth quarter 2005 Nation Brands Index survey, Australia was ranked 9th overall (Anholt 2007: 44-46). When commenting on this in his book, Anholt (2007: 45-46) says that the kind of country which has powerful financial brand values is; "a stable, liberal, democratic Western state with a tendency to neutrality, often producing several well-known branded products, and a strong international presence in the media (either through entertainment and culture or through attractive tourist promotion)". Furthermore, the countries with the best brands are also the richest countries (Anholt 2007: 46). Anholt (2007: 46) says about Australia that the world's fascination for the country is not quite understandable and furthermore difficult to account for. Australia is not associated with world-famous commercial brands, the political figures are not very dominant in international politics, and the country is not a big contributor to cultural offerings worldwide. However, the country is large, relatively remote and the population is relatively small. Furthermore, the country is beautiful and has an exotic appeal (Anholt 2007: 46). Moreover, countries with a prominent role in world affairs suffer from negative brand attributes which less prominent countries, such as Australia, may not suffer from and thus rank higher on the Nation Brands Index (Anholt 2007: 46). In the 2009 Nation Brands Index, Australia was again ranked 9th overall (Australian Government Austrade 2010). The country's best scores were in the 'people' and 'tourism' dimensions, but it also ranked high in the 'governance' dimension (Australian Government Austrade 2010). In the 'investment and immigration' dimension, Australia was ranked as one of the most desirable countries to live and work in (Australian Government Austrade 2010). Australia received its lowest scores in the 'culture' and 'exports' dimensions even though the scores are still relatively high (Australian Government Austrade 2010). Thus Australia continues to have a strong brand in the Nation Brands index. It is not surprising that its best rankings are in the 'tourism' and 'people' dimensions as these areas are the ones which have been promoted by the highly successful tourism brand.

Appendix 2: Hypotheses

The following hypotheses are based on my general impression of Australia's image in Denmark. They should not be thought of as theoretical hypotheses, but as a tool that guided my work with the thesis. Whether the hypotheses could eventually be confirmed or falsified is described below.

The hypotheses are:

1) Danes mostly see Australia as a tourist destination, not a place with great opportunities for studying and working.

2) Danes are not very familiar with Australian products and brands.

3) Danes have an overall positive but somewhat vague image of Australia.

4) The image of Australia's tourism brand has a positive effect on the perception of other nation-brand image dimensions such as politics and investment, which Danes are not very familiar with.

Confirming or falsifying hypotheses

The first hypothesis was that Danes mostly see Australia as a tourist destination. The analysis showed that at least 27% of the respondents have been to Australia. 21% have been there on vacation, 11% have been there to visit friends / family and only 5% have been there in relation to work and 3% in relation to studying. 98% indicated that they would like to go to Australia on vacation, however, 28% also indicated that they would like to study there and 37% that they would like to live and work there. These are fairly high numbers, but it should be kept in mind that most respondents are in the age group 18-29 years and are thus probably still studying or at least have not decided where to live yet. In question no. 10 where the respondents were asked about which associations came to mind when they thought of Australia, most of the answers related to Australia's nature, animals, sights and culture, words normally associated with tourism. Moreover, 98% agreed to the statement in question no. 17 that Australia is an exciting country for tourists. However, between half and ¾ of the respondents also found that Australia has a high living

standard and is a good place to study and work. Thus the picture is not quite clear, and the hypothesis cannot be either confirmed or falsified.

The second hypothesis that Danes are not very familiar with Australian products and brands is more straightforward. Even though 35% indicated that they did not know any Australian products, the rest of the respondents did, and they mentioned many different types of brands and products in question no. 13. Thus this hypothesis can be falsified.

The third hypothesis that Danes have an overall positive but somewhat vague image of Australia is not as straightforward either. Part of it is confirmed as 87% answered that their general impression of Australia is 'very good' or 'good'. The second part of the hypothesis is split between fairly high percentages of respondents answering 'don't know' to many of the questions, especially regarding politics and investment and immigration, and fairly high percentages reporting having either a positive or negative opinion on many of the questions, especially regarding tourism, culture and people. Perhaps this relates to the first hypothesis that the respondents tend to have more knowledge on subjects relating to tourism and travelling. Thus like the first hypothesis, this cannot be either confirmed or falsified.

The fourth hypothesis is whether Australia's tourism brand has a positive effect on the perception of the other dimensions. This is in fact very similar to Anholt's (2007: 48, author's emphasis) hypothesis that *"any positive experience of a country, its people or its productions tends to create a positive bias towards some or all aspects of the country"*. These are interesting hypotheses, however, in reality they may be very difficult to confirm. It cannot be deduced from the present survey whether the respondents' answers are based on knowledge or partly guessing. If it were to be investigated, respondents would have to be interviewed on why they answered in a particular way after taking the survey. However, some respondents may not be aware of why they answered the way they did.

Enclosures

Enclosure 1: Interview

The following interview took place 19 May 2010 at the Australian Embassy in Copenhagen. The interviewee was Mr James Choi, Ambassador to Australia, and the interviewer was me, the researcher. Moreover, Mr Martin Bo Jensen, Research and Public Diplomacy Officer at the embassy, was also present. The answers to the questions are based on my written notes which were taken during the interview.

Briefing: The **theme** of the interview was Brand Australia, and the **purpose** was for me to get an in-depth understanding of Brand Australia, and how it is managed in a Danish context. The reason why I would like to interview Mr Choi was because he as ambassador has a good knowledge of how Australia is promoted in Denmark.

Do you have any questions before we start?

Mr Choi asked me why I was interested in Australia. I answered that it was an interesting country, I had been there twice and when I should choose a thesis topic I was interested in something with culture and language. I read something about Australia and found out that they had a strong international brand and found that it would be interesting to examine from a Danish perspective. He asked me what I thought of Australia and where I had been. I said I had been to Cairns the first time and the second time I travelled from Sydney via Brisbane to Cairns. What I liked about Australia was the good atmosphere, relaxed people and beautiful nature. Mr Choi said that this was the typical image of Australia – positive, but centred on the landscapes and the friendly and welcoming people.

- How would you describe Brand Australia? (Characteristics, aspects, dimensions etc.)

Mr Choi described Brand Australia as having certain qualities: a clean environment, beaches, sun, wide spaces etc which are all characteristics used by the tourism brand. However, Australia has an aspiration to have a more diversified brand which should include all dimensions of Australia: the

robust economy – Australia has handled the financial crisis well, good economic policies and good management of those policies, Australia is also taking an active part in the global competition, they are inventing new technology, Wi-Fi technology was actually invented by Australian scientists. The problem is that Australia is a small market with only 20 million people, so they have to sell their ideas overseas for other countries to develop. But Australia has a competitive advantage because they have a strategic position between Europe and Asia, physically as well as culturally. Australia is a multinational society and they possess a high level of multicultural skills such as language, communication etc.

- Can you describe what makes Brand Australia unique compared to other nation brands?

New Zealand is Australia's closest competitor because they are very similar in many respects. They are likeminded and have the same competitive relationship as Denmark has with the other Nordic countries. They also have the same historical background. New Zealand brands themselves as 100% pure which goes for the clean and green environment, food and wine.

Australia is unique because it is Australia. Australia has the advantage of being bigger – 20 million people compared to New Zealand's 4 million – it is more cosmopolitan, has robust links with Asia, a good economic base – high scale economy, it is diverse, it has added value. New Zealand is not member of all the big international communities as Australia is.

What Brand Australia's problem is, is that it has a very limited image. The tourism image is very strong, which is very good and that should not be altered, but it has the effect of crowding out the other dimensions of Brand Australia such as technology, innovation etc. In fact Australia has 11 Nobel-prize winners, which is largely unnoticed. The new branding campaign Australia Unlimited is set up to make Brand Australia more diversified. It has just been launched, and hopefully it will do a great job to expand Brand Australia to include other things than tourism.

Do you think there is a spillover effect from the strong image of the Australian tourism brand onto other Australian dimensions?

Yes, the tourism brand has been very good at promoting Australia. You can say that there is a spillover effect on the other dimensions.

- How detailed is your target audience analysis e.g. in relation to Scandinavia or Northern Europe?

Traditionally the market has not been coordinated; it is only the tourism strategy which is coordinated from the London office. There are no other coordinated areas of branding/promoting Australia.

- Is Denmark an important market for Australia? If yes, how?

Yes, it is important on a small scale. Australia and Denmark is cooperating on the strategic level, such as clean technology. Vestas is greatly represented in Australia. The two countries are of course cooperating on trade as well, but Denmark is not a very large market due to its small size. Denmark is more important to Australia, when it comes to international issues. The two countries are likeminded when it comes to issues on the war in Afghanistan, the climate and UN. They are both advanced economies, robust democracies and they have shared values.

- o Who are Australia's target audiences here in Denmark? (Investors, tourists, trading partners, consumers, students/workers, politicians?) (Age groups, income level, educational level etc.?)

Target audiences are found on the strategic level such as politicians and decision-makers. But also tourists, students and trade are target markets. There is an overlap in cooperative areas. Vestas and Maersk are represented in Australia. Australia exports a lot of wine to Denmark and Europe in general.

- Is there anything which you give special attention to in relation to a Danish target audience? (Cultural, economic considerations etc). If yes, can you describe what?

No, but there is a lot of competition for attention like in the rest of the EU. Denmark has a natural focus on the EU and the Scandinavian countries, and it can be difficult for Australia to get attention because of the distance. The distance is the key barrier, not the communication because it is easy through the advanced communication technology, and products are also easily sent between the countries. But the distance in focus is a key barrier.

- How do you as ambassador promote Australia here in Denmark?

- *Mr Choi promotes everything but mostly the strategic, political, multinational issues and public diplomacy. Tourism is promoted through Tourism Australia's London office and Austrade is concerned with the trade aspects.*

      o   What are your focus areas? (Tourism, exports, culture, politics, investments etc.)?

Some areas are dealt with by specific government agencies such as Tourism Australia which operates from its office in London. Austrade is also a government agency which deals with the trade relations. Thus the embassy is mostly concerned with the strategic level and public diplomacy, but besides that has no specific focus areas.

- Are you given advice or instructions from the Australian government in Canberra on how Australia should be promoted? If yes, what is the advice or instructions?

No they don't give any instructions. They leave it up to the embassy to promote Australia as they find best and to use the different opportunities strategically.

- How would you like Australia to be seen by the Danes?

Mr Choi would like Australia to be seen as a multidimensional country. Australia's image should be updated to include other things than the image portrayed by tourism. The ambassador would like Australia also to be known for its advanced economy and innovations. This is also why the new Australia Unlimited campaign has been set up.

- When promoting Australia in Denmark, which kinds of communication channels do you use? (Advertising/marketing communications, branded exports, brand ambassadors, diaspora, public relations, cultural artefacts (films, music etc), tourism experience etc.?)

Tourism Australia uses traditional marketing/advertising. But Australia does not use their diaspora or brand ambassadors. Of course they have brand ambassadors such as celebrities, sports stars,

Crown princess Mary etc, but they are independent icons who are not employed by the Australian government. Besides, Australian sport stars are perhaps not very well-known in Denmark. Mr Choi believes that other countries do not use these communication channels either.

- o Why do you use these specific channels instead of others? (Low cost, high effectiveness etc).

Mr Choi said that an image change and so do the attitudes and popularity of celebrities and icons and that may not make them very good ambassadors.

- Australia is currently developing a new nation brand campaign, called 'Building Brand Australia'. How do you think this campaign will be different from the previous ones?

Hopefully it will be good at promoting the other dimensions of Australia and making people aware that Australia has more than scenery etc. to offer.

- What kind of image do you think Australia has in Denmark?

Australia has a positive image which comes from tourists, students etc. But as mentioned before, it is too narrow. Mr Jensen added that Crown princess Mary is a strong Australian brand, she has added to it, but Brand Australia was strong before she was known. Perhaps Tasmania has benefitted more than Australia itself from Princess Mary, because nobody in Denmark knew about the island before she became crown princess of Denmark. The Australian wine industry has a good image in Denmark as well.

- Finally, is there anything you would like to add?

The competition from US and UK is crowding out Australia. Mr Choi thinks that a brand should be concentrated in a recognisable slogan, because it is too difficult for people to know about all the different dimensions of a country.

Debriefing: As I had previously written in an email to Mr Jensen, the interview would serve as a source of information on how Australia is branded and promoted in Denmark. Later on, a survey

would be conducted among Danes to discover how they perceive Australia – i.e. what image Australia has in Denmark.

Mr Choi said that it would be interesting to see what my survey would result in. In line with my own hypotheses, he believed that Australia had a strong image in Denmark, but that it was based too much on the tourism dimension.

Enclosure 2: Final survey questionnaire

Velkommen!

Denne spørgeskemaundersøgelse er en del af mit speciale om Australiens image i Danmark. Undersøgelsen henvender sig til danskere på 18 år og opefter, men også til andre som har boet i Danmark i et længere stykke tid, og som betegner sig selv som dansker i en vis forstand. Besvarelserne er 100% anonyme, og alle data vil blive behandlet fortroligt. Det er vigtigt, at du svarer på alle spørgsmålene. Spørgeskemaet tager cirka 10 minutter at besvare.

På forhånd tak for din hjælp!

Heidi Hansen, cand.ling.merc. studerende, CBS

Først lidt om dig selv: - - Hvad er din alder?

- ○   18-29 år

- ○   30-39 år

- ○   40-49 år

- ○   50-59 år

- ○   60 år eller ældre

Hvilket køn er du?

○   Kvinde

○   Mand

Hvad er din højest afsluttede uddannelse?

○   Grundskole (7.-10. klasse)

○   Gymnasial uddannelse (alm. gymnasium, HF, HTX, HHX)

○   Erhvervsuddannelse (f.eks. tømrer, elektriker, salgsassistent)

○   Kort videregående uddannelse under tre år (f.eks. laborant, markedsføringsøkonom)

○   Mellemlang videregående uddannelse tre-fire år (f.eks. diplomingeniør, pædagog)

○   Lang videregående uddannelse over fire år (f.eks. læge, civilingeniør)

Dit forhold til Australien: - - Hvor meget kender du generelt til Australien?

○   Jeg ved rigtig meget om Australien

○   Jeg ved en del om Australien

○   Jeg ved en smule om Australien

○   Jeg ved ikke noget om Australien

Hvad er dit forhold til Australien? - - Markér alle de udsagn, som passer på dig.

❑   Jeg har været i Australien

❑   Jeg har købt australske produkter

❑   Jeg har min viden om Australien fra bøger, film, aviser, internettet og/eller andre medier

❑   Jeg har snakket med / kender en australier

❑   Andet

_____

❑   Jeg har intet forhold til Australien

Hvis du har været i Australien, hvad var formålet med dit besøg? - - Markér alle de udsagn, som passer på dig.

❑   Ferie

❑   Arbejde

❑ Studie

❑ Besøge venner / familie

❑ Andet

_____

❑ Jeg har ikke været i Australien

Vil du gerne rejse til Australien?

	Ja	Nej	Ved ikke
På ferie	○	○	○
For at studere	○	○	○
For at bo og arbejde	○	○	○

Hvad synes du generelt om Australien?

○ Rigtig godt

○   Godt

○   Hverken godt eller dårligt

○   Dårligt

○   Rigtig dårligt

○   Ved ikke

Tænk på ordet 'Australien'.   - Hvad er de første tre ord, der falder dig ind, når du tænker på 'Australien'? -   - Skriv de tre ord her...

○   1

       _____

○   2

       _____

○   3

       _____

○   Ved ikke

Politik: -   - I hvor høj grad er du enig eller uenig i følgende udsagn? -   - Det er mit indtryk at...

	Meget enig	Enig	Hverken enig eller uenig	Uenig	Meget uenig	Ved ikke
Australien er regeret af kompetente mennesker	○	○	○	○	○	○
Australien opfører sig ansvarligt i internationale freds- og sikkerhedsspørgsmål	○	○	○	○	○	○
Australien opfører sig ansvarligt i forbindelse med at beskytte miljøet	○	○	○	○	○	○
Australien har en robust økonomi	○	○	○	○	○	○
Australien er god til at integrere indvandrere i samfundet	○	○	○	○	○	○

Investering og immigration: - - I hvor høj grad er du enig eller uenig i følgende udsagn? - - Det er mit indtryk at...

	Meget enig	Enig	Hverken enig eller uenig	Uenig	Meget uenig	Ved ikke
Australien har en høj levestandard	○	○	○	○	○	○

Australien er et godt sted at tage en uddannelse	○	○	○	○	○	○
Australien er et godt sted at arbejde	○	○	○	○	○	○
Australien er et godt land for virksomheder at investere i	○	○	○	○	○	○
Australien tager godt imod indvandrere fra andre lande	○	○	○	○	○	○

Eksport: - - Kender du nogle australske produkter? - - Hvis ja, skriv de første tre du kommer i tanke om her...

○   1

_____

○   2

_____

○   3

_____

$\bigcirc$ Nej, jeg kender ingen australske produkter

$\bigcirc$ Ved ikke

Køber du australske produkter i Danmark?

$\bigcirc$ Ja

$\bigcirc$ Nej

$\bigcirc$ Ved ikke

Ville du overveje at købe (flere) australske produkter, hvis der var et større udbud i Danmark af f.eks. australske fødevarer, elektronik, tøj osv.?

$\bigcirc$ Ja

$\bigcirc$ Nej

$\bigcirc$ Ved ikke

I hvor høj grad er du enig eller uenig i følgende udsagn? - - Det er mit indtryk at...

	Meget enig	Enig	Hverken enig eller uenig	Uenig	Meget uenig	Ved ikke
australske produkter generelt er af høj kvalitet	❍	❍	❍	❍	❍	❍
Australien er god til at lave nyskabelser indenfor videnskab, teknologi osv.	❍	❍	❍	❍	❍	❍

Turisme: - - I hvor høj grad er du enig eller uenig i følgende udsagn? - - Det er mit indtryk at...

	Meget enig	Enig	Hverken enig eller uenig	Uenig	Meget uenig	Ved ikke
Australien har en smuk natur	❍	❍	❍	❍	❍	❍
Australien har interessante historiske	❍	❍	❍	❍	❍	❍

	Meget enig	Enig	Hverken enig eller uenig	Uenig	Meget uenig	Ved ikke
bygninger og monumenter						
Australien har et livligt byliv og mange attraktioner i byerne	◯	◯	◯	◯	◯	◯
Australien har et internationalt præg	◯	◯	◯	◯	◯	◯
Australien er et spændende land for turister	◯	◯	◯	◯	◯	◯

Kultur: - - I hvor høj grad er du enig eller uenig i følgende udsagn? - - Det er mit indtryk at...

	Meget enig	Enig	Hverken enig eller uenig	Uenig	Meget uenig	Ved ikke
Australierne er gode til sport	◯	◯	◯	◯	◯	◯
Australien har en rig kulturarv i form af f.eks. sagn,	◯	◯	◯	◯	◯	◯

skikke og kunst					
Australien laver spændende kulturelle produkter som f.eks. film, musik, kunst, litteratur, mad og drikke	⦾	⦾	⦾	⦾	⦾	⦾
Australien generelt har en spændende kultur	⦾	⦾	⦾	⦾	⦾	⦾

Befolkning: - - Hvilke tre ord, synes du, beskriver en australier bedst? - - Skriv de tre ord her...

⦾   1

_____

⦾   2

_____

⦾   3

_____

○   Ved ikke

I hvor høj grad er du enig eller uenig i følgende udsagn? - - Det er mit indtryk at...

	Meget enig	Enig	Hverken enig eller uenig	Uenig	Meget uenig	Ved ikke
australierne er uformelle og nede på jorden	○	○	○	○	○	○
australierne er hjælpsomme	○	○	○	○	○	○
australierne er venlige og imødekommende	○	○	○	○	○	○
australierne er hårdtarbejdende mennesker	○	○	○	○	○	○
australierne har humor og let til latter	○	○	○	○	○	○
australierne er praktiske og ved hvordan man skal begå sig i naturen	○	○	○	○	○	○

Viden om Australien: - - Vil du gerne vide mere om Australien?

○   Ja

○   Nej

○   Ved ikke

På hvilke måder foretrækker du at få (mere) viden om Australien? - - Markér gerne flere svar.

❑   Gennem reklamer / marketingskommunikation

❑   Gennem australske produkter

❑   Fra australske talspersoner (som f.eks. kendte australiere, australske virksomhedsledere, ambassadefolk osv.)

❑   Fra almindelige australiere

❑   Gennem PR kontakt

❑   Gennem kulturelle produkter (som f.eks. film, musik osv.)

❑   Gennem turistoplevelser

❑   Andet

_____

❑   Jeg ønsker ikke at få mere viden om Australien

Mange tak for din besvarelse!

Tryk på 'færdig!' for at afslutte spørgeskemaet.

Enclosure 3: Pilot study questionnaire

Velkommen!

Denne spørgeskemaundersøgelse er en del af mit speciale om Australiens image i Danmark. Undersøgelsen henvender sig derfor til danskere på 18 år og opefter, men også til andre som har boet i Danmark i et længere stykke tid, og som betegner sig selv som dansker i en vis forstand. Besvarelserne er 100% anonyme, og alle data vil blive behandlet fortroligt. Spørgeskemaet tager cirka 10 minutter at besvare.

På forhånd tak for din hjælp!

Heidi Hansen, cand.ling.merc. studerende, CBS

Først lidt om dig selv: - - Hvor gammel er du?

- ❍ 18-29 år
- ❍ 30-39 år
- ❍ 40-49 år
- ❍ 50-59 år
- ❍ 60 år eller ældre

Hvilket køn er du?

○   Kvinde

○   Mand

Hvad er den højeste uddannelse du har afsluttet?

○   Grundskole (7.-10. klasse)

○   Erhvervsuddannelse (f.eks. tømrer, elektriker, salgsassistent)

○   Gymnasial uddannelse (alm. gymnasium, HF, HTX, HHX)

○   Kort videregående uddannelse under tre år (f.eks. laborant, markedsføringsøkonom)

○   Mellemlang videregående uddannelse tre-fire år (f.eks. diplomingeniør, pædagog)

○   Lang videregående uddannelse over fire år (f.eks. læge, civilingeniør)

Dit forhold til Australien: - - Hvor meget kender du til Australien?

○   Jeg ved rigtig meget om Australien

○   Jeg ved en del om Australien

○ Jeg ved en smule om Australien

○ Jeg ved ikke noget om Australien

Hvad er dit forhold til Australien? - - Markér alle de udsagn, som passer på dig.

❑ Jeg har været i Australien

❑ Jeg har købt australske produkter

❑ Jeg har min viden om Australien fra bøger, film, aviser, internettet og/eller andre medier

❑ Jeg har snakket med / kender en australier

❑ Andet

_____

❑ Jeg har intet forhold til Australien

Hvis du har været i Australien, hvad var formålet med dit besøg? - - Markér alle de udsagn, som passer på dig.

❑ Ferie

❑ Arbejde

❑   Studie

❑   Besøge venner / familie

❑   Andet

_____

❑   Jeg har ikke været i Australien

Vil du gerne rejse til Australien?

	Ja	Nej	Ved ikke
På ferie	❍	❍	❍
For at studere	❍	❍	❍
For at bo og arbejde	❍	❍	❍

Hvad synes du generelt om Australien?

❍   Rigtig godt

○   Godt

○   Hverken godt eller dårligt

○   Dårligt

○   Rigtig dårligt

○   Ved ikke

Tænk på ordet 'Australien'. - Hvad er de første tre ord, der falder dig ind, når du tænker på 'Australien'? - - Skriv de tre ord her…

1

_____

2

_____

3

_____

Politik: - - I hvor høj grad er du enig eller uenig i følgende udsagn?

	Meget enig	Enig	Hverken enig eller uenig	Uenig	Meget uenig	Ved ikke

Australien er regeret af kompetente mennesker	O	O	O	O	O	O
Australien respekterer borgernes rettigheder og behandler dem retfærdigt	O	O	O	O	O	O
Australien opfører sig ansvarligt i internationale freds- og sikkerhedsspørgsmål	O	O	O	O	O	O
Australien opfører sig ansvarligt i forbindelse med at beskytte miljøet	O	O	O	O	O	O
Australien har en robust økonomi	O	O	O	O	O	O
Australien er et konkurrencedygtigt land	O	O	O	O	O	O
Australien er god til at håndtere en befolkning, der er sammensat af mange nationaliteter	O	O	O	O	O	O

Investering og immigration: - - I hvor høj grad er du enig eller uenig i følgende udsagn?

	Meget enig	Enig	Hverken enig eller uenig	Uenig	Meget uenig	Ved ikke
Australien har en høj levestandard	❍	❍	❍	❍	❍	❍
Australien er et godt sted at tage en uddannelse	❍	❍	❍	❍	❍	❍
Australien er et godt sted at arbejde	❍	❍	❍	❍	❍	❍
Australien er et godt land for virksomheder at investere i	❍	❍	❍	❍	❍	❍
Australien lægger stor vægt på lighed i samfundet	❍	❍	❍	❍	❍	❍
Australien tager godt imod indvandrere fra andre lande	❍	❍	❍	❍	❍	❍

Eksport: - - Kender du nogle australske produkter eller mærker? - Hvis ja, skriv de første tre du kommer i tanke om her …

❍   1

       _____

❍   2

       _____

❍   3

       _____

❍   Nej, jeg kender ingen australske produkter

❍   Ved ikke

Køber du australske produkter i Danmark?

❍   Ja

❍   Nej

❍   Ved ikke

Ville du overveje at købe (flere) australske produkter, hvis der var et større udbud i Danmark af f.eks. australske fødevarer,

elektronik, tøj osv.?

○   Ja

○   Nej

○   Ved ikke

Hvordan vil du vurdere de australske produkter, som du kender?

○   Rigtig gode

○   Gode

○   Hverken gode eller dårlige

○   Dårlige

○   Rigtig dårlige

○   Jeg kender ingen australske produkter

Hvis du ser, at et produkt er lavet i Australien, vil du så have det godt med at købe det?

○   Ja

○   Nej

○   Ved ikke

I hvor høj grad er du enig eller uenig i følgende udsagn?

	Meget enig	Enig	Hverken enig eller uenig	Uenig	Meget uenig	Ved ikke
Australien er god til at lave nyskabelser indenfor videnskab og teknologi	○	○	○	○	○	○
Australien er et kreativt sted, som er på forkant med nye idéer og nye måder at tænke på	○	○	○	○	○	○

Turisme: - - I hvor høj grad er du enig eller uenig i følgende udsagn?

	Meget enig	Enig	Hverken enig eller uenig	Uenig	Meget uenig	Ved ikke
Australien har en smuk natur	○	○	○	○	○	○
Australien har interessante historiske bygninger og monumenter	○	○	○	○	○	○
Australien har et livligt byliv og mange attraktioner i byerne	○	○	○	○	○	○
Australien har et internationalt præg	○	○	○	○	○	○
Australien er et spændende land for turister	○	○	○	○	○	○

Kultur: - - I hvor høj grad er du enig eller uenig i følgende udsagn?

	Meget enig	Enig	Hverken enig eller uenig	Uenig	Meget uenig	Ved ikke
Australierne er gode til sport	❍	❍	❍	❍	❍	❍
Australien har en rig kulturarv	❍	❍	❍	❍	❍	❍
Australien laver spændende kulturelle produkter som f.eks. film, musik, kunst, litteratur, mad og drikke	❍	❍	❍	❍	❍	❍
Australien har en spændende kultur	❍	❍	❍	❍	❍	❍

Mennesker: - - Hvilke tre ord, synes du, beskriver en australier bedst? - - Skriv de tre ord her…

1

_____

2

_____

3

_____

I hvor høj grad er du enig eller uenig i følgende udsagn?

	Meget enig	Enig	Hverken enig eller uenig	Uenig	Meget uenig	Ved ikke
Australierne er uformelle og nede på jorden	❍	❍	❍	❍	❍	❍
Australierne er hjælpsomme	❍	❍	❍	❍	❍	❍
Australierne er venlige og imødekommende	❍	❍	❍	❍	❍	❍
Australierne er et hårdtarbejdende folk	❍	❍	❍	❍	❍	❍
Australierne har meget humor og har let til latter	❍	❍	❍	❍	❍	❍
Australierne er praktiske og ved hvordan man	❍	❍	❍	❍	❍	❍

skal begå sig i naturen						
Den australske mentalitet minder meget om den danske	◯	◯	◯	◯	◯	◯

Kender du nogle kendte personer fra Australien? - - Hvis ja, så skriv de tre første, du kommer i tanke om her…

◯   1

_____

◯   2

_____

◯   3

_____

◯   Nej, jeg kender ikke nogen kendte personer fra Australien

◯   Ved ikke

Kommunikationskanaler: - - Vil du gerne vide mere om Australien?

○ Ja

○ Nej

○ Ved ikke

❏ Gennem reklamer / marketingskommunikation

❏ Gennem australske produkter

❏ Fra australske talspersoner (som f.eks. kendte australiere, virksomhedsledere, ambassadefolk osv.)

❏ Fra almindelige australiere

❏ Gennem PR kontakt

❏ Gennem kulturelle produkter (som f.eks. film, musik osv.)

❏ Gennem turistoplevelser

❏ Andet

_____

❏ Jeg ønsker ikke at få mere viden om Australien

Mange tak fordi du besvarede spørgeskemaet!

Enclosure 4: Survey responses

Survey: Australia's nation-brand image in Denmark

Forfatter: Heidi Hansen

Publiceret: 02-07-2010, 22:45:19

Forventet: 0

Påbegyndt: 156

Færdiggjort: 124

Kriterium: Medtag udelukkende respondenter som har færdiggjort besvarelsen

Antal af respondenter: 124

1	TEKST / BILLEDE CONTENT			
	N/A	N/A	N/A	N/A
2	**Først lidt om dig selv:** **Hvad er din alder?**	**Antal**	**Procent**	**Grafik**
1	1. 18-29 år	82	66,13%	82
2	2. 30-39 år	19	15,32%	19
3	3. 40-49 år	9	7,26%	9
4	4. 50-59 år	11	8,87%	11
5	5. 60 år eller ældre	3	2,42%	3
	Total	**124**	**100%**	
	Gennemsnit	**1,66**		
3	**Hvilket køn er du?**	**Antal**	**Procent**	**Grafik**
1	1. Kvinde	90	72,58%	90
2	2. Mand	34	27,42%	34
	Total	**124**	**100%**	
	Gennemsnit	**1,27**		
4	**Hvad er din højest afsluttede uddannelse?**	**Antal**	**Procent**	**Grafik**
1	1. Grundskole (7.-10. klasse)	5	4,03%	5
2	2. Gymnasial uddannelse (alm. gymnasium, HF, HTX, HHX)	21	16,94%	21
3	3. Erhvervsuddannelse (f.eks. tømrer, elektriker, salgsassistent)	19	15,32%	19
4	4. Kort videregående uddannelse under tre år (f.eks. laborant, markedsføringsøkonom)	12	9,68%	12
5	5. Mellemlang videregående uddannelse tre-fire år (f.eks. diplomingeniør, pædagog)	45	36,29%	45
6	6. Lang videregående uddannelse over fire år (f.eks. læge, civilingeniør)	22	17,74%	22
	Total	**124**	**100%**	
	Gennemsnit	**4,10**		
5	**Dit forhold til Australien:**	**Antal**	**Procent**	**Grafik**

	Hvor meget kender du generelt til Australien?			
1	■ 1. Jeg ved rigtig meget om Australien	6	4,84%	
2	■ 2. Jeg ved en del om Australien	41	33,06%	
3	■ 3. Jeg ved en smule om Australien	73	58,87%	
4	■ 4. Jeg ved ikke noget om Australien	4	3,23%	
	Total	**124**	**100%**	
	Gennemsnit	**2,60**		

	Hvad er dit forhold til Australien? Markér alle de udsagn, som passer på dig.	Antal	Procent	Grafik
1	■ 1. Jeg har været i Australien	33	12,94%	
2	■ 2. Jeg har købt australske produkter	53	20,78%	
3	■ 3. Jeg har min viden om Australien fra bøger, film, aviser, internettet og/eller andre medier	97	38,04%	
4	■ 4. Jeg har snakket med / kender en australier	49	19,22%	
5	■ 5. Andet	15	5,88%	
6	■ 6. Jeg har intet forhold til Australien	8	3,14%	
	Total	**255**	**100%**	
	Gennemsnit	**2,94**		

7	Hvis du har været i Australien, hvad var formålet med dit besøg? Markér alle de udsagn, som passer på dig.	Antal	Procent	Grafik
1	■ 1. Ferie	26	17,93%	
2	■ 2. Arbejde	6	4,14%	
3	■ 3. Studie	4	2,76%	
4	■ 4. Besøge venner / familie	14	9,66%	
5	■ 5. Andet	4	2,76%	
6	■ 6. Jeg har ikke været i Australien	91	62,76%	
	Total	**145**	**100%**	
	Gennemsnit	**4,63**		

8	Vil du gerne rejse til Australien?	Antal	Procent	Grafik
	8.1 På ferie			
1	■ 1. Ja	118	98,33%	
2	■ 2. Nej	0	0,00%	
3	■ 3. Ved ikke	2	1,67%	
	Total	**120**	**100%**	
	Gennemsnit	**1,03**		
	8.2 For at studere			
1	■ 1. Ja	27	28,13%	
2	■ 2. Nej	46	47,92%	
3	■ 3. Ved ikke	23	23,96%	
	Total	**96**	**100%**	
	Gennemsnit	**1,96**		
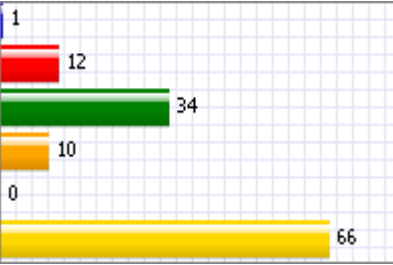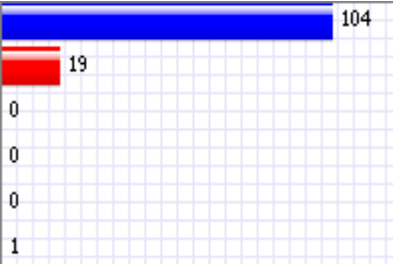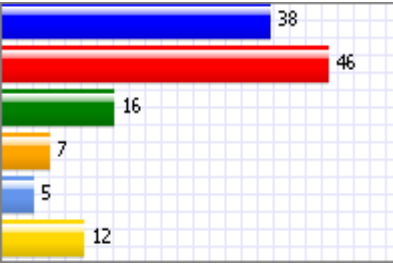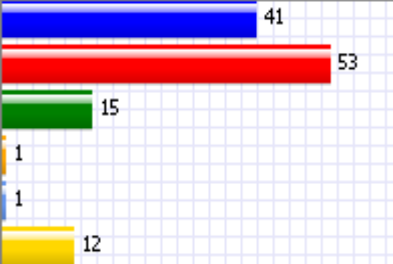
	8.3 For at bo og arbejde			
1	1. Ja	37	37,00%	
2	2. Nej	38	38,00%	
3	3. Ved ikke	25	25,00%	
	Total	**100**	**100%**	
	Gennemsnit	**1,88**		
9	**Hvad synes du generelt om Australien?**	**Antal**	**Procent**	**Grafik**
1	1. Rigtig godt	38	30,65%	
2	2. Godt	70	56,45%	
3	3. Hverken godt eller dårligt	13	10,48%	
4	4. Dårligt	0	0,00%	
5	5. Rigtig dårligt	0	0,00%	
6	6. Ved ikke	3	2,42%	
	Total	**124**	**100%**	
	Gennemsnit	**1,90**		
10	**Tænk på ordet 'Australien'.** **Hvad er de første tre ord, der falder dig ind, når du tænker på 'Australien'?** **Skriv de tre ord her...**	**Antal**	**Procent**	**Grafik**
1	1. 1	28	57,14%	
2	2. 2	7	14,29%	
3	3. 3	12	24,49%	
4	4. Ved ikke	2	4,08%	
	Total	**49**	**100%**	
	Gennemsnit	**1,76**		
11	**Politik:** **I hvor høj grad er du enig eller uenig i følgende udsagn?** **Det er mit indtryk at...**	**Antal**	**Procent**	**Grafik**
	11.1 Australien er regeret af kompetente mennesker			
1	1. Meget enig	7	5,69%	
2	2. Enig	37	30,08%	
3	3. Hverken enig eller uenig	28	22,76%	
4	4. Uenig	6	4,88%	
5	5. Meget uenig	1	0,81%	
6	6. Ved ikke	44	35,77%	
	Total	**123**	**100%**	
	Gennemsnit	**3,72**		

	11.2 Australien opfører sig ansvarligt i internationale freds- og sikkerhedsspørgsmål			Grafik
1	1. Meget enig	11	8,94%	
2	2. Enig	40	32,52%	
3	3. Hverken enig eller uenig	27	21,95%	
4	4. Uenig	1	0,81%	
5	5. Meget uenig	1	0,81%	
6	6. Ved ikke	43	34,96%	
	Total	**123**	**100%**	
	Gennemsnit	**3,57**		
	11.3 Australien opfører sig ansvarligt i forbindelse med at beskytte miljøet			
1	1. Meget enig	21	16,94%	
2	2. Enig	46	37,10%	
3	3. Hverken enig eller uenig	15	12,10%	
4	4. Uenig	3	2,42%	
5	5. Meget uenig	1	0,81%	
6	6. Ved ikke	38	30,65%	
	Total	**124**	**100%**	
	Gennemsnit	**3,25**		
	11.4 Australien har en robust økonomi			
1	1. Meget enig	7	5,65%	
2	2. Enig	32	25,81%	
3	3. Hverken enig eller uenig	25	20,16%	
4	4. Uenig	3	2,42%	
5	5. Meget uenig	0	0,00%	
6	6. Ved ikke	57	45,97%	
	Total	**124**	**100%**	
	Gennemsnit	**4,03**		
	11.5 Australien er god til at integrere indvandrere i samfundet			
1	1. Meget enig	9	7,26%	
2	2. Enig	30	24,19%	
3	3. Hverken enig eller uenig	20	16,13%	
4	4. Uenig	6	4,84%	
5	5. Meget uenig	6	4,84%	
6	6. Ved ikke	53	42,74%	
	Total	**124**	**100%**	
	Gennemsnit	**4,04**		
12	**Investering og immigration:** **I hvor høj grad er du enig eller uenig i følgende udsagn?** **Det er mit indtryk at...**	**Antal**	**Procent**	**Grafik**

12.1 Australien har en høj levestandard

1	1. Meget enig	12	9,76%	
2	2. Enig	66	53,66%	
3	3. Hverken enig eller uenig	19	15,45%	
4	4. Uenig	5	4,07%	
5	5. Meget uenig	1	0,81%	
6	6. Ved ikke	20	16,26%	
	Total	123	100%	
	Gennemsnit	2,81		

12.2 Australien er et godt sted at tage en uddannelse

1	1. Meget enig	16	13,01%	
2	2. Enig	56	45,53%	
3	3. Hverken enig eller uenig	18	14,63%	
4	4. Uenig	0	0,00%	
5	5. Meget uenig	0	0,00%	
6	6. Ved ikke	33	26,83%	
	Total	123	100%	
	Gennemsnit	3,09		

12.3 Australien er et godt sted at arbejde

1	1. Meget enig	13	10,66%	
2	2. Enig	58	47,54%	
3	3. Hverken enig eller uenig	15	12,30%	
4	4. Uenig	2	1,64%	
5	5. Meget uenig	1	0,82%	
6	6. Ved ikke	33	27,05%	
	Total	122	100%	
	Gennemsnit	3,16		

12.4 Australien er et godt land for virksomheder at investere i

1	1. Meget enig	6	4,88%	
2	2. Enig	30	24,39%	
3	3. Hverken enig eller uenig	26	21,14%	
4	4. Uenig	6	4,88%	
5	5. Meget uenig	0	0,00%	
6	6. Ved ikke	55	44,72%	
	Total	123	100%	
	Gennemsnit	4,05		

	12.5 Australien tager godt imod indvandrere fra andre lande			
1	1. Meget enig	6	4,88%	
2	2. Enig	41	33,33%	
3	3. Hverken enig eller uenig	24	19,51%	
4	4. Uenig	8	6,50%	
5	5. Meget uenig	1	0,81%	
6	6. Ved ikke	43	34,96%	
	Total	**123**	**100%**	
	Gennemsnit	**3,70**		

	Eksport: **Kender du nogle australske produkter?** **Hvis ja, skriv de første tre du kommer i tanke om her...**	**Antal**	**Procent**	**Grafik**
13				
1	1. 1	12	18,18%	
2	2. 2	4	6,06%	
3	3. 3	6	9,09%	
4	4. Nej, jeg kender ingen australske produkter	30	45,45%	
5	5. Ved ikke	14	21,21%	
	Total	**66**	**100%**	
	Gennemsnit	**3,45**		

14	**Køber du australske produkter i Danmark?**	**Antal**	**Procent**	**Grafik**
1	1. Ja	55	44,35%	
2	2. Nej	30	24,19%	
3	3. Ved ikke	39	31,45%	
	Total	**124**	**100%**	
	Gennemsnit	**1,87**		

15	**Ville du overveje at købe (flere) australske produkter, hvis der var et større udbud i Danmark af f.eks. australske fødevarer, elektronik, tøj osv.?**	**Antal**	**Procent**	**Grafik**
1	1. Ja	69	55,65%	
2	2. Nej	8	6,45%	
3	3. Ved ikke	47	37,90%	
	Total	**124**	**100%**	
	Gennemsnit	**1,82**		

16	**I hvor høj grad er du enig eller uenig i følgende udsagn?** **Det er mit indtryk at...**	**Antal**	**Procent**	**Grafik**
	16.1 australske produkter generelt er af høj kvalitet			
1	1. Meget enig	6	4,84%	
2	2. Enig	48	38,71%	
3	3. Hverken enig eller uenig	31	25,00%	
4	4. Uenig	1	0,81%	
5	5. Meget uenig	0	0,00%	
6	6. Ved ikke	38	30,65%	
	Total	**124**	**100%**	
	Gennemsnit	**3,44**		

		16.2 Australien er god til at lave nyskabelser indenfor videnskab, teknologi osv.	Antal	Procent	Grafik
1		1. Meget enig	1	0,81%	
2		2. Enig	12	9,76%	
3		3. Hverken enig eller uenig	34	27,64%	
4		4. Uenig	10	8,13%	
5		5. Meget uenig	0	0,00%	
6		6. Ved ikke	66	53,66%	
		Total	**123**	**100%**	
		Gennemsnit	**4,58**		

	Turisme:				
17	**I hvor høj grad er du enig eller uenig i følgende udsagn?** **Det er mit indtryk at...**		**Antal**	**Procent**	**Grafik**
	17.1 Australien har en smuk natur				
1		1. Meget enig	104	83,87%	
2		2. Enig	19	15,32%	
3		3. Hverken enig eller uenig	0	0,00%	
4		4. Uenig	0	0,00%	
5		5. Meget uenig	0	0,00%	
6		6. Ved ikke	1	0,81%	
		Total	**124**	**100%**	
		Gennemsnit	**1,19**		
	17.2 Australien har interessante historiske bygninger og monumenter				
1		1. Meget enig	38	30,65%	
2		2. Enig	46	37,10%	
3		3. Hverken enig eller uenig	16	12,90%	
4		4. Uenig	7	5,65%	
5		5. Meget uenig	5	4,03%	
6		6. Ved ikke	12	9,68%	
		Total	**124**	**100%**	
		Gennemsnit	**2,44**		
	17.3 Australien har et livligt byliv og mange attraktioner i byerne				
1		1. Meget enig	41	33,33%	
2		2. Enig	53	43,09%	
3		3. Hverken enig eller uenig	15	12,20%	
4		4. Uenig	1	0,81%	
5		5. Meget uenig	1	0,81%	
6		6. Ved ikke	12	9,76%	
		Total	**123**	**100%**	
		Gennemsnit	**2,22**		

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		17.4 Australien har et internationalt præg			
1		1. Meget enig	34	27,64%	
2		2. Enig	65	52,85%	
3		3. Hverken enig eller uenig	7	5,69%	
4		4. Uenig	3	2,44%	
5		5. Meget uenig	0	0,00%	
6		6. Ved ikke	14	11,38%	
		Total	**123**	**100%**	
		Gennemsnit	**2,28**		
		17.5 Australien er et spændende land for turister			
1		1. Meget enig	94	75,81%	
2		2. Enig	28	22,58%	
3		3. Hverken enig eller uenig	1	0,81%	
4		4. Uenig	0	0,00%	
5		5. Meget uenig	0	0,00%	
6		6. Ved ikke	1	0,81%	
		Total	**124**	**100%**	
		Gennemsnit	**1,28**		
		Kultur:			
18		**I hvor høj grad er du enig eller uenig i følgende udsagn?** **Det er mit indtryk at...**	**Antal**	**Procent**	**Grafik**
		18.1 Australierne er gode til sport			
1		1. Meget enig	25	20,33%	
2		2. Enig	57	46,34%	
3		3. Hverken enig eller uenig	22	17,89%	
4		4. Uenig	2	1,63%	
5		5. Meget uenig	0	0,00%	
6		6. Ved ikke	17	13,82%	
		Total	**123**	**100%**	
		Gennemsnit	**2,56**		
		18.2 Australien har en rig kulturarv i form af f.eks. sagn, skikke og kunst			
1		1. Meget enig	44	35,77%	
2		2. Enig	46	37,40%	
3		3. Hverken enig eller uenig	14	11,38%	
4		4. Uenig	4	3,25%	
5		5. Meget uenig	0	0,00%	
6		6. Ved ikke	15	12,20%	
		Total	**123**	**100%**	
		Gennemsnit	**2,31**		

	18.3 Australien laver spændende kulturelle produkter som f.eks. film, musik, kunst, litteratur, mad og drikke			
1	1. Meget enig	21	17,07%	
2	2. Enig	45	36,59%	
3	3. Hverken enig eller uenig	26	21,14%	
4	4. Uenig	8	6,50%	
5	5. Meget uenig	0	0,00%	
6	6. Ved ikke	23	18,70%	
	Total	**123**	**100%**	
	Gennemsnit	**2,92**		

	18.4 Australien generelt har en spændende kultur			
1	1. Meget enig	38	30,65%	
2	2. Enig	66	53,23%	
3	3. Hverken enig eller uenig	12	9,68%	
4	4. Uenig	2	1,61%	
5	5. Meget uenig	0	0,00%	
6	6. Ved ikke	6	4,84%	
	Total	**124**	**100%**	
	Gennemsnit	**2,02**		

	Befolkning: **Hvilke tre ord, synes du, beskriver en australier bedst?** **Skriv de tre ord her...**	**Antal**	**Procent**	**Grafik**
1	1. 1	4	8,89%	
2	2. 2	4	8,89%	
3	3. 3	1	2,22%	
4	4. Ved ikke	36	80,00%	
	Total	**45**	**100%**	
	Gennemsnit	**3,53**		

	I hvor høj grad er du enig eller uenig i følgende udsagn? **Det er mit indtryk at...**	**Antal**	**Procent**	**Grafik**
	20.1 australierne er uformelle og nede på jorden			
1	1. Meget enig	44	35,48%	
2	2. Enig	49	39,52%	
3	3. Hverken enig eller uenig	9	7,26%	
4	4. Uenig	0	0,00%	
5	5. Meget uenig	0	0,00%	
6	6. Ved ikke	22	17,74%	
	Total	**124**	**100%**	
	Gennemsnit	**2,43**		

	20.2 australierne er hjælpsomme		
1	1. Meget enig	34	27,64%
2	2. Enig	59	47,97%
3	3. Hverken enig eller uenig	9	7,32%
4	4. Uenig	0	0,00%
5	5. Meget uenig	0	0,00%
6	6. Ved ikke	21	17,07%
	Total	**123**	**100%**
	Gennemsnit	**2,48**	

	20.3 australierne er venlige og imødekommende		
1	1. Meget enig	49	39,52%
2	2. Enig	47	37,90%
3	3. Hverken enig eller uenig	6	4,84%
4	4. Uenig	0	0,00%
5	5. Meget uenig	0	0,00%
6	6. Ved ikke	22	17,74%
	Total	**124**	**100%**
	Gennemsnit	**2,36**	

	20.4 australierne er hårdtarbejdende mennesker		
1	1. Meget enig	15	12,20%
2	2. Enig	46	37,40%
3	3. Hverken enig eller uenig	31	25,20%
4	4. Uenig	1	0,81%
5	5. Meget uenig	1	0,81%
6	6. Ved ikke	29	23,58%
	Total	**123**	**100%**
	Gennemsnit	**3,11**	

	20.5 australierne har humor og let til latter		
1	1. Meget enig	33	26,61%
2	2. Enig	52	41,94%
3	3. Hverken enig eller uenig	13	10,48%
4	4. Uenig	0	0,00%
5	5. Meget uenig	0	0,00%
6	6. Ved ikke	26	20,97%
	Total	**124**	**100%**
	Gennemsnit	**2,68**	

	20.6 australierne er praktiske og ved hvordan man skal begå sig i naturen			
1	1. Meget enig	31	25,00%	
2	2. Enig	59	47,58%	
3	3. Hverken enig eller uenig	13	10,48%	
4	4. Uenig	2	1,61%	
5	5. Meget uenig	0	0,00%	
6	6. Ved ikke	19	15,32%	
	Total	**124**	**100%**	
	Gennemsnit	**2,50**		
21	**Viden om Australien:** **Vil du gerne vide mere om Australien?**	**Antal**	**Procent**	**Grafik**
1	1. Ja	100	80,65%	
2	2. Nej	7	5,65%	
3	3. Ved ikke	17	13,71%	
	Total	**124**	**100%**	
	Gennemsnit	**1,33**		
22	**På hvilke måder foretrækker du at få (mere) viden om Australien?** **Markér gerne flere svar.**	**Antal**	**Procent**	**Grafik**
1	1. Gennem reklamer / marketingskommunikation	32	8,12%	
2	2. Gennem australske produkter	43	10,91%	
3	3. Fra australske talspersoner (som f.eks. kendte australiere, australske virksomhedsledere, ambassadefolk osv.)	34	8,63%	
4	4. Fra almindelige australiere	85	21,57%	
5	5. Gennem PR kontakt	5	1,27%	
6	6. Gennem kulturelle produkter (som f.eks. film, musik osv.)	76	19,29%	
7	7. Gennem turistoplevelser	107	27,16%	
8	8. Andet	4	1,02%	
9	9. Jeg ønsker ikke at få mere viden om Australien	8	2,03%	
	Total	**394**	**100%**	
	Gennemsnit	**4,81**		
23	**TEKST / BILLEDE CONTENT**			
	N/A	N/A	N/A	N/A

Open responses from the questions above – columns beside each other belong to the same question:

6	Hvad er dit forhold til Australien?--Markér alle de udsagn, som passer på dig.
	5. Andet
	Jeg har boet i Australien
	har gået i skole og boet der i to måneder
	Fra undervisning på mit studie
	Studievenner og andre, der har boet i australien over en længere periode
	Jeg kender nogen der har været i Australien
	Stor interasse for deres dyreliv
	Jeg har boet og arbejdet i Australien i 7mdr og været tilbage flere gange
	Kender personer der har rejst længere tid i Australien
	Har masser af venner der har været i Australien
	Har familie i Australien
	Familie
	Skal i praktik i Melbourne til Januar
	australsk kæreste og venner
	har læst om det i forb. med mit antropologistudie
	Jeg har familie der bor der
	Fra venner som har været der.
	Min datter har jest i Australien og fortalt en masse

7	Hvis du har været i Australien, hvad var formålet med dit besøg?--Markér alle de udsagn, som passer på dig.
	5. Andet
	Sprogrejse
	Tager til Australien for at arbejde til januar
	Backpacker
	Undervise og opvise i gymnastik

_____

10	Tænk på ordet 'Australien'. -Hvad er de første tre ord, der falder dig ind, når du tænker på 'Australien'?--Skriv de tre ord her...	
	1. 1	Kænguru
	stort	Bush
	Operahuset	Jul om sommeren
	Sol	Kænguruer
	Aboriginies	Sydnye
	aboriginal (ikke stavet rigtigt)	Stort
	Landets mange muligheder	kænguru
	crocodile dundee	kænguru
	great barrier reef	kænguruer
	Venlighed	Back-packing
	Rugby	kænguruer
		venlighed
		natur
		masser af plads

122

Kænguruer
Kænguro
sol
Varmt
kænguru
kænguru
Kænguru
Ayers rock
Operahuset
Varme
Outback/wildlife
Kronprinsesse Mary
exotisk dyreliv
Imødekommende
Byron bay
kænguru
spicialt dyreliv
Spændende natur
Operahus
kænguro
Storslået natur
Koala
store vidder
Kangaroo
Natur
Flinke mennesker
Sydney
Kænguru
Et stort land med mange forskellige kulturer
Operahuset
aras rock
Lange veje
SIdney
kænguru
dyr
Dyr
Sol
kænguruer
Operahuset
Kænguru
Hjælpsomme, åbne, festglade mennesker
great ocian road
ayers rock
Ayas Rock
Afslappethed
The Outback
Rigt dyre- og planteliv
Flot natur
Operahuset
"easy going" lifestyle

Aboriginals
Kænguru
Flot land
Natur
sol
AYERS ROCK
vin
Kænguru
Rødvin
Det har de 4 årstider
Frihed
Kænguru
Kænguru
Natur
Aboriginals
Åbne, glade og gæstfrie mennesker
Down under
Aberiginals
Surfere
Venlig
Varmt
Kænguru
Flot natur
imødekommende
perahuset i Sydney
multikulturelt
tørt
sol
aboriginer
kinguru
kænguru
Smukt landskab
Natur
Familie
Altid sol og varme
aboriginals
Kænguruer
Ayers Rock
Wilderness
Sydney
Sol
Kænguruer
hajer
insekter
Strand
Sol
kingure
godt vejr

123

10	Tænk på ordet 'Australien'. -Hvad er de første tre ord, der falder dig ind, når du tænker på 'Australien'?--Skriv de tre ord her...
	2. 2
	kænguru
	kaenguru
	Flinke mennesker
	kænguru
	Kiwi
	Great Berrier Reef
	great berrier reef
	sydney
	Alsidigt
	sheepfarms
	Aboriginals
	Natur
	Aussi accant
	får
	Kænguro
	Forskellighed
	varme
	outback
	Natur
	Vilde dyr
	fantastisk natur
	smukt land
	operahuset
	varme
	Koalabjørne
	operahus
	surfe
	Sjovt
	aboriginal
	varme/tørke
	Sydney
	Great barrier reef
	kænguru
	Dyreliv
	Pungdyr
	Operahuset
	øde sletter
	Varmt
	Whit sundays
	Sydney
	Varme
	Operahuset
	Sydney
	lam
	Aboriginals
	Kænguru
	kænguruer
	Southern Cross
	Oplevelser
	fantastisk kultur

Natur
Operahuset
kænguroer
Kænguroer
the outback
Dyr der ikke findes andre steder
Operahus
varme
natur
Sten
gode strande
sol
Aboriginals
Varme
Flotte naturoplevelser
BBQ
kenguru
Strande og surfing
Natur
Aboriginals
Afslappet/'laid-back' mentalitet hos befolkningen
Operahuset i Sydney
Kænguru
storslået natur
Vildnis
Ayers Rock
Meget venlig befolkning
Rejse
drømmetiden
ABORIGINALS
kenguru
Fantastisk landskab
Natur
Mulighedernes land.
natur mennesker
Backpacker
Operahus
Dyrelivet
Outback
Surfing
rød
Darwin
Kænguruer
Imødekommende
Afslappet
Aboriginal
Venlige mennesker
eventytligt
min chef (han er fra Australien)
varmt
varmt
surf
sol

Perth	Dyr
koala bjørn	strand
varme	Ayers Rock
Kultur	varmt
Varme	krybdyr
Bushen	Kænguru
varme	Hajer
Sydney	surfing
James Cook	firmamulighed
Flot natur	

_____

10	**Tænk på ordet 'Australien'. -Hvad er de første tre ord, der falder dig ind, når du tænker på 'Australien'?--Skriv de tre ord her...**	water rafting
	3. 3	Great barrier reef
	varmt	Dykke
	enormt	God rødvin
	Store afstande	Kænguru
	operahuset	mænd der hader kvinder
	Sidney	Afslappet folkefærd
	Fed engelsk accent	Steve irwin
	ossie	fårehold
	operaen	Four-wheel drive
	Store afstande	Mennesker
	crocodille dunde hehe	fantastisk natur
	Natur	Dyreliv
	Melbourne	Bushen
	Crocodile Dundi	sydney
	dykning	arboriginiers (ikke stavet rigtigt)
	guld	great barreilreef
	Sidney	Varme
	krokodiller	Kænguru
	vin	store områder
	Kronprinsesse Mary	varme
	Kronprinsesse Mary	Indfødte
	store afstande	surfing
	spænende dyr	kronprinsesse Mary
	store afstande	kinguru
	mange nationaliteter	Turkisblåt vand!
	ørken	Veludviklet samfund
	Kømpe land	melbourne
	venner	Operahuset
	Eventyr	Natur
	operahuset	Operahuset
	lang flyrejse	Perth
	Ayersrock	Langt væk
	nomnom dundee	OL 2000
	bush	moderne arkitektur
	Venner	Macho/ vildmand/ fladpande
	operahuset	Koala
	Kænguruer	Kæmpe land
	operahustet	Oplevelser
	Glade	ferieminder
		STRANDE
		speedway (cromp)

Hey mate	støv
Kænguruer	operahuset i sydney
Godt øl	dansk designer har lavet en flot bygning
ligefremme og venlige mennesker	jul om sommeren
Accenten	oplevelser
Ayers Rock	Sidney
kultur	Venlighed
Greet barrier reef	orange jord
Smuk natur	Gode hårplejeprodukter
Dykning	Kænguru
langt til alting	Operahuset i sydney
Varme	Kronprinsesse Mary
Natur	sproget
Dovent	Fantastisk natur
Didjerido	den anden ene af verden
Farlige dyr	glæde
dejlige mennesker	natur
kænguru	Slanger
højreorienteret	søde mennesker
internationalt	stort
rare mennesker	

_____

13	**Eksport:--Kender du nogle australske produkter?--Hvis ja, skriv de første tre du kommer i tanke om her...**	quicksliver
	1. 1	Foster's
	tea tree oil	Rødvine
	Holden	rødvin
	Honning	Fosters
	Country Road	Vegemite
	veggiemite	Jacobs Creek vine
	holden	øl og vin
	vin	Fosters
	Forskellige hudpleje serier	tee trea olie
	tee tree oil	Billabong tøj
	rødvin	Får
	Rødvin	tintara (rødvin)
	Honning	Australien body tree
	vin	Vin
	fosters	Tree tea oile
	tea tree oil	Lindeman vin
	vin	Teatreeoil
	vin	fosters
	Billabong	Rødvin (kan ikke huske navnet)
	xxxx	Tøjmærker
	Jacob greek	Billabong
	Rød- og hvidvin	Fosters - øl
	xxx øl	vegemite
	Billabong	Aussie hårshampoo
	Kød	Vin
	"Vildt kød" - kænguru, krokodille osv	Holden
		uld

vin
Kød
Rødvin
Kænguruer
sko/støvler
Rødvin
tea tree oil
Nicole Fendel Jewellery
Tim Tam
Kængurukød
Buttercup smør
Tea tee oil
Fudge
vin
Bonds

tea tree oil
aussie hårpleje
billabong
jurlique Hudpleje
Sol creme
Hårplejeprodukter, men husker ikke mærket
Rødvin
Tea Tree olie
vin
teatree-oil
vin
herbalife

13	Eksport:--Kender du nogle australske produkter?--Hvis ja, skriv de første tre du kommer i tanke om her...
	2. 2
	hårkur
	Badetoej
	Olga
	boomerang
	kødprodukter, wagyee, kænguru, crocodille
	krokodille og kænguru kød
	Øl
	billabong
	lam
	kængurobøf
	kængurukød
	vegemite
	rip curl
	Kænguru steaks
	Holden
	vin
	Vegemite
	Lammekød
	lam
	Green lea
	Tea Tree Oil
	Bundaberg rom
	Pawpaw creme
	Vin
	Kød (emu, kænguru)
	Kinguru bøffer

Aussie (hårprodukt)
kronprinsesse Mary
the tree oil
Yellowtail - vin
Barossa Valley - vin
krokilleskind
australian tee tree oil
fornyligt blevet bilfabrikant
Diverse vine
rødvin
tøj
Uld
Kød
Australian open
Kængurubøffer
marmite
Aussie Shampoo Products
Black Swan wine
opaler
Greenzone
Vin
eksotisk kød (kænguru og krokodillekød)
Mooks
quantas airways
grillkul
vin
Mango frugter
Oksekød
en eller anden voks jeg engang har prøvet

13	Eksport:--Kender du nogle australske produkter?--Hvis ja, skriv de første tre du kommer i tanke om her...
	3. 3
	vin
	Cremer

Jurlique
rødvin
tøj
Vin
Oksekød
uld

god vin	didgeridoo
vitimat	tea tree oil - produkter
stev irwing	Rødvin
Hvidvine	Guld
kænguro kød	Eucalyptus
Rip Curl	fosters
Lammekød	Princess with a Backpack by Lauren Resnick (hilarious book)
... kronprinsesse Mary ;)	Rip Curl
tim tams	eukalyptus
Uld	diamanter
kunst	lammekød
Alterntive kødprodukter så sov kængurukød mv.	Jayjay
VB	tea tree oil
UGG Boots	guld (forskellige grundstoffer)
mineraler	Øl
marmite	

_____

19	Befolkning:--Hvilke tre ord, synes du, beskriver en australier bedst?--Skriv de tre ord her...	
	1. 1	Gæstfri
	åbne	Udadvendte
	afslappet	naturbevidst
	Flink	Relaxed
	glad	Åbne
	åben	flinke
	åben	udholdenhed
	natur	Accent
	Venlige	Undertrykkende (af de indfødte)
	åbne	Naturrig
	Imødekommende	Charmerende accent
	åben	Festlig-social
	Åben	åbenhed
	Sprog	Imødekommende
	Humor	Openminded
	Åben	afslappede
	venlig	Awesome
	gammel londonengelsk sprog	laid back
	Venlig	venlig
	Bondske	afslappet
	sol skin	Sjove
	God humor	Lange røde veje
	hårdføre	Åben
	sand	afslappet
	Humor	VENLIG
	Aktiv	Åben
	gæstfrie	Go` humor
	aburitinels	Hat og slidte bukser
	indbydende	ligefrem
	afslappede	Arbejder
	frisk	Imødekommende
	imødekommende	imødekommende
		Glade
		laid back
		Høj

hyggelig
Åben
Afslappet
Kosmopolit
Venlige
rar
uformel
venlige
afslappet
venlige
afslappet

venlige mennesker
Glade
Gæstfrihed over for fremmede
Udadvendt
Uformel
venlig
Mændene kan være manchovinistiske
humor
Åben
venlig

19	Befolkning:--Hvilke tre ord, synes du, beskriver en australier bedst?--Skriv de tre ord her...
	2. 2
	nede på jorden
	tatoveringer
	Easy-going
	humoristisk
	venlig
	hjælpsom
	smukt
	Sportsglade
	venlige
	Naturlig
	friluftsmenneske
	Videnbegærlig
	Gaestfrie
	øldrikkere
	Imødekommende
	naturmenneske
	solbrændt
	Naturlig
	Arbejder hårdt
	smuk natur
	Godt udseende
	afslappet
	varme
	Gæstfri
	Imødekommende
	venlige
	sydney
	venlige
	imødekommende
	blandet kultur
	venlig
	Aktiv

Hjælpsomme
stærk
Joyful
Flinke
hjælpsomme og åbne
Humør
Imødekomne overfor turister
Solrig
Hyggeligt folkefærd
Aktiv (sportsligt)
fedt humør
Livsglade
Relaxed
åbne/imødekommende
laid back
bekymringsfri
kan lide at rejse
uhøjtidelig
Åbne
venlig befolkning
Afslappet
humoristisk
IMØDEKOMMENDE
Rar
Smilende
ærlig
Charmerende
Arbejdsom
fri
Sociale
Aboriginal
slank
gæstfri
Udadvendt
Imødekommende

Jordnær	sjove
Imødekommende	Venlighed
morsom	Vestlig
solbrændt	Venlig
for hvide australiere: dårligt kendskab til omverdenen	hyggelig
åben	men dog meget imødekommende
åbne	varme
mystisk	glad
rigt og spændende dyreliv	humoristisk

_____

19	**Befolkning:--Hvilke tre ord, synes du, beskriver en australier bedst?--Skriv de tre ord her...**	ansvarlig
	3. 3	Direkte kalder en spade for en spade!
	venlige	Mange dyr
	Laid back	Naturbevidst
	imødekommende	imødekommende
	imødekommen	SNAKKESALIG
	stort	Humor
	Kreative	Udadvendt
	flittige	naturmenneske
	National	Taknemlig
	Tatoveringer	livsnydere
	Kender sit opland	Utrolig gæstfrie
	Speciel accent	dude
	engelsktalende	brun
	selvsikker	solbrun
	Afslappet	Eventyrlysten
	uadvendt	Sjov
	venlige mennekser	Naturmenneske
	Meget imødekommende	Åbne
	vand	gæstfri
	Udadvendt	udadvendt
	afslappet	gæstfri
	ansvarsfulde	aktiv
	øde landskaber	konservative
	stort	arbejdsom
	venlige	stort
	glad for naturen	åbne
	solbrændt	Minder meget om danskerne
	Frisindet	Positive
	?	Åben
	Generous	sjov
	Hjælpsomme	hjælpsomme
	livsnydere	handlekraftig
	tørt	respektfuld
	Stor afstand..	laid back
	Imødekommende	
	gode livskvaliteter	
	Surfer	
	Chilled	
	reel	
	sjov dialekt	

22	På hvilke måder foretrækker du at få (mere) viden om Australien?--Markér gerne flere svar.
	8. Andet
	Studie/udvekslingsophold
	Sportsopleveler i Australien eller følge professionelle australiere, fx. i cykling og rugby
	Faglitteratur
	Familie
	Ved selv at rejse dertil. Det er en gammel drøm.

Enclosure 5: Calculations – survey results

Question no. 5:

I know very much about Australia – 4.84%, I have quite some knowledge about Australia – 33.06%:

$$4.84 + 33.06 = 37.9\% \sim 38\%$$

Question no. 6:

124 respondents = 100%

I have been to Australia – 33 respondents: $33 \div 124 * 100 = 26.61\% \sim 27\%$

I have bought Australian products – 53 respondents: $53 \div 124 * 100 = 42.74\% \sim 43\%$

I have my knowledge of Australia from books, films, newspapers, the internet and/or other media –
97 respondents: $97 \div 124 * 100 = 78.25\% \sim 78\%$

I have talked to / know a person from Australia – 49 respondents:

$$49 \div 124 * 100 = 39.52\% \sim 40\%$$

Other – 15 respondents: $15 \div 124 * 100 = 12.1\% \sim 12\%$

I have no relation to Australia – 8 respondents: $8 \div 124 * 100 = 6.45\% \sim 6\%$

Question no. 7:

124 respondents = 100%

Vacation – 26 respondents: $26 \div 124 * 100 = 20.97\% \sim 21\%$

Work – 6 respondents: $6 \div 124 * 100 = 4.84\% \sim 5\%$

Study – 4 respondents: $4 \div 124 * 100 = 3.23\% \sim 3\%$

Visit friends / family – 14 respondents: $\qquad$ $14 \div 124 * 100 = 11.29\% \sim 11\%$

Other – 4 respondents: $\qquad$ $4 \div 124 * 100 = 3.23\% \sim 3\%$

I have never been to Australia – 91 respondents: $\qquad$ $91 \div 124 * 100 = 73.39\% \sim 73\%$

Question no. 9:

Very Good – 30.65%, good – 56.45%: $\qquad$ $30.65 + 56.45 = 87.1\% \sim 87\%$

Question no. 11:

11.1: Highly agree – 5.69%, agree – 30.08%: $\qquad$ $5.69 + 30.08 = 35.7\% \sim 36\%$

Disagree – 4.88%, highly disagree – 0.81%: $\qquad$ $4.88 + 0.81 = 5.69\% \sim 6\%$

11.2: Highly agree – 8.94%, agree – 32.52%: $\qquad$ $8.94 + 32.52 = 41.46\% \sim 41\%$

Disagree – 0.81%, highly disagree – 0.81%: $\qquad$ $0.81 * 2 = 1.62\% \sim 2\%$

11.3: Highly agree – 16.94%, agree – 37.1%: $\qquad$ $16.94 + 37.1 = 54.04\% \sim 54\%$

Disagree – 2.42%, highly disagree – 0.81%: $\qquad$ $2.42 + 0.81 = 3.23\% \sim 3\%$

11.4: Highly agree – 5.65%, agree – 25.81%: $\qquad$ $5.65 + 25.81 = 34.46\% \sim 34\%$

11.5: Highly agree – 7.26%, agree – 24.19%: $\qquad$ $7.26 + 24.19 = 31.45\% \sim 31\%$

Disagree – 4.84%, highly disagree – 4.84%: $\qquad$ $4.84 * 2 = 9.68\% \sim 10\%$

Question no. 12:

12.1: Highly agree – 9.76%, agree – 53.66%: $\qquad$ $9.76 + 53.66 = 63.42\% \sim 63\%$

Disagree – 4.07%, highly disagree – 0.81%: $\qquad$ $4.07 + 0.81 = 4.88\% \sim 5\%$

12.2: Highly agree – 13.01%, agree – 45.53%: $\qquad$ $13.01 + 45.53 = 58.54\% \sim 59\%$

12.3: Highly agree – 10.66%, agree – 47.54%: $10.66 + 47.54 = 58.2\% \sim 58\%$

Disagree – 1.64%, highly disagree – 0.82%: $1.64 + 0.82 = 2.46\% \sim 2\%$

12.4: Highly agree – 4.88%, agree – 24.39%: $4.88 + 24.39 = 29.27\% \sim 29\%$

12.5: Highly agree – 4.88%, agree – 33.33%: $4.88 + 33.33 = 38.21\% \sim 38\%$

Disagree – 6.5%, highly disagree – 0.81%: $6.5 + 0.81 = 7.31\% \sim 7\%$

Question no. 13:

124 respondents = 100%

No, I don't know any Australian products – 30 respondents, don't know – 14 respondents:

$$(30 \div 124 * 100 = 24.19\%) + (14 \div 124 * 100 = 11.29\%) = 35.48\% \sim 35\%$$

Question no. 16:

16.1: Highly agree – 4.84%, agree – 38.71%: $4.84 + 38.71 = 43.55\% \sim 44\%$

16.2: Highly agree – 0.81%, agree – 9.76%: $0.81 + 9.76 = 10.57\% \sim 11\%$

Question no. 17:

17.1: Highly agree – 83.87%, agree – 15.32%: $83.87 + 15.32 = 99.19\% \sim 99\%$

17.2: Highly agree – 30.65%, agree – 37.1%: $30.65 + 37.1 = 67.75\% \sim 68\%$

Disagree – 5.65%, highly disagree – 4.03%: $5.65 + 4.03 = 9.68\% \sim 10\%$

17.3: Highly agree – 33.33%, agree – 43.09%: $33.33 + 43.09 = 76.42\% \sim 76\%$

Disagree – 0.81%, highly disagree – 0.81%: $0.81 * 2 = 1.62\% \sim 2\%$

17.4: Highly agree – 27.64%, agree – 52.85%: $27.64 + 52.85 = 80.49\% \sim 80\%$

17.5: Highly agree – 75.81%, agree – 22.58%:   75.81 + 22.58 = 98.39% ~ 98%

Question no. 18:

18.1: Highly agree – 20.33%, agree – 46.34%:   20.33 + 46.34 = 66.67% ~ 67%

18.2: Highly agree – 35.77%, agree – 37.40%:   35.77 + 37.40 = 73.17% ~ 73%

18.3: Highly agree – 17.07%, agree – 36.59%:   17.07 + 36.59 = 53.66% ~ 54%

18.4: Highly agree – 30.65%, agree – 53.23%:   30.65 + 53.23 = 83.88% ~ 84%

Question no. 19:

124 respondents = 100%

Don't know – 36 respondents: $36 \div 124 * 100 = 29.03\%$ ~ 29%

Question no. 20:

20.1: Highly agree – 35.48%, agree – 39.52%:   35.48 + 39.52 = 75%

20.2: Highly agree – 27.64%, agree – 47.97%:   27.64 + 47.97 = 75.61% ~ 76%

20.3: Highly agree – 39.52%, agree – 37.9%:   39.52 + 37.9 = 77.42% ~ 77%

20.4: Highly agree – 12.2%, agree – 37.40%:   12.2 + 37.40 = 49.6% ~ 50%

Disagree – 0.81%, highly disagree – 0.81%:   0.81 * 2 = 1.62% ~ 2%

20.5: Highly agree – 26.61%, agree – 41.94%:   26.61 + 41.94 = 68.55% ~ 69%

20.6: Highly agree – 25%, agree – 47.58%:   25 + 47.58 = 72.58% ~ 73%

Question no. 22:

124 respondents = 100%

Through advertising and marketing communications – 32 respondents:

$$32 \div 124 * 100 = 25.8\% \sim 26\%$$

Through Australian products – 43 respondents: $\quad 43 \div 124 * 100 = 34.68\% \sim 35\%$

From Australian spokespersons – 34 respondents: $\quad 34 \div 124 * 100 = 27.42\% \sim 27\%$

From ordinary Australians – 85 respondents: $\quad 85 \div 124 * 100 = 68.55\% \sim 69\%$

Through PR contact – 5 respondents: $\quad 5 \div 124 * 100 = 4.03\% \sim 4\%$

Through cultural products – 76 respondents: $\quad 76 \div 124 * 100 = 61.29\% \sim 61\%$

Through tourism experiences – 107 respondents: $\quad 107 \div 124 * 100 = 86.29\% \sim 86\%$

Other – 4 respondents: $\quad 4 \div 124 * 100 = 3.23\% \sim 3\%$

I don't wish to know more about Australia – 8 respondents:

$$8 \div 124 * 100 = 6.45\% \sim 6\%$$