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2023

# British Icon Index III



Premier  
League

.YONDER

# Foreword

Much has changed over the last five years since we last published our British Icon Index in 2018, whether of global significance like the Covid-19 pandemic and the Russian invasion of Ukraine, or more domestically divisive like the completion of Brexit. Some things, though, remain constant. One is the need for Britain to be able tell a compelling story about itself to the rest of the world and the importance of brands and industries in conveying that message.

If the UK aspires to be seen as successful, trusted, admired, and open, people around the globe have to recognise those qualities in some of Britain's most prominent organisations and companies.


With that in mind, Yonder presents the third edition of its **British Icon Index**, an analysis of 14 institutions, industries and brands and how 11,000 people across 11 countries - from global powerhouses to emerging nations - respond to them.

Once again, we have asked respondents to rate each of our icons on a range of attributes, from being modern and exciting to being trusted and globally recognised. We have then analysed the results to find the "X factor" - that hidden attribute which comes closest to combining all the positive qualities we've tested. How much of this "X factor" each icon has is what determines its place in our British Icon Index.

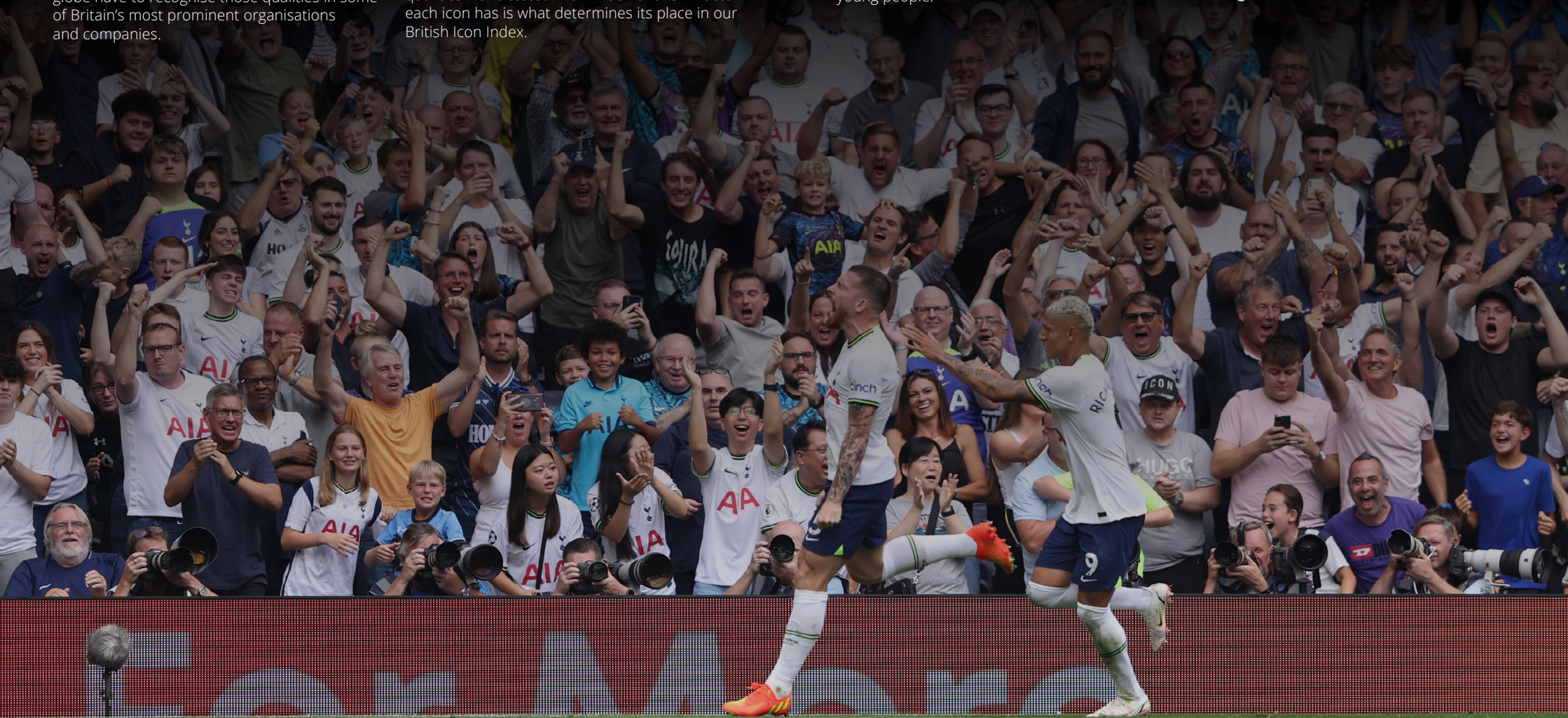
Here another constant emerges. Luxury brands like Rolls-Royce and Jaguar Land Rover continue to perform well across the countries studied here as do institutions like British Universities and the BBC.

However, it is the global reach of the Premier League which again sees it emerge as the winner across the countries included in this analysis. Once more the League has demonstrated its ability to engage across populations beyond those interested in football, and an unrivalled appeal among young people.

As the UK seeks to strengthen alliances globally post-Brexit and put the disruption of Covid behind it, the country needs icons that are at once universally recognised and admired and capable of engaging people around the world. The Premier League stands as the very best of these.



**Rick Nye**  
Senior Counsel  
**YONDER**



Highlights:



The Premier League tops the British Icon Index III league table

With Rolls-Royce second and British Universities third.



The Premier League performs strongly across a range of attributes

It has the highest 'familiarity' and 'favourability' scores across the markets included in this study.

Those interested in the Premier League are more outward looking

They are more likely to be favourable towards other countries than their own compared to adults in these markets overall, to be familiar with all the British icons tested, and to be more positive towards the UK when considering each icon.

The Premier League makes people feel more favourable towards the UK

Almost 9 in 10 of those polled say that the Premier League makes them think better of this country.

The Premier League performs consistently across demographics

It is top overall among men and every age group under 65.

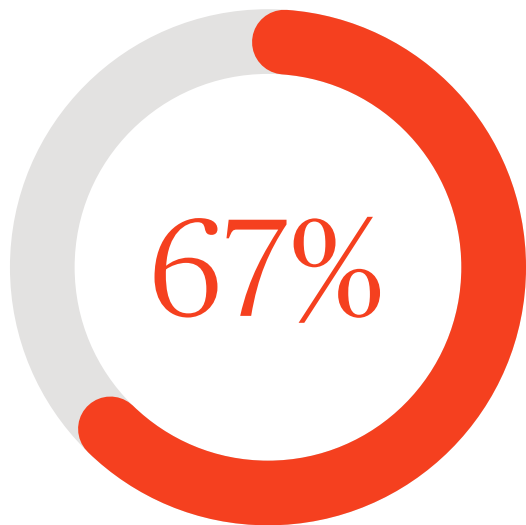


British Icon Index rankings vary by individual country

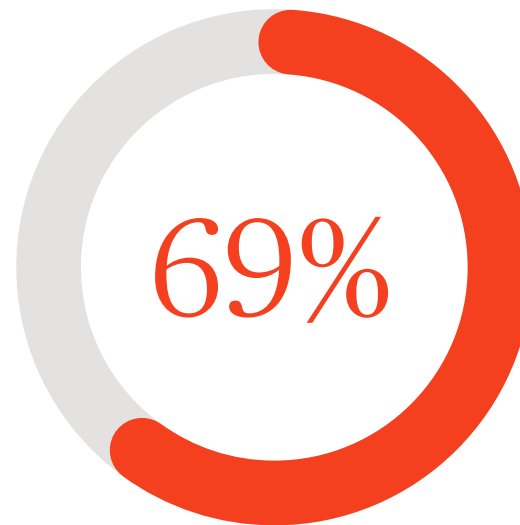
The Premier League comes top in five markets spread across Africa and Asia and Oceania.



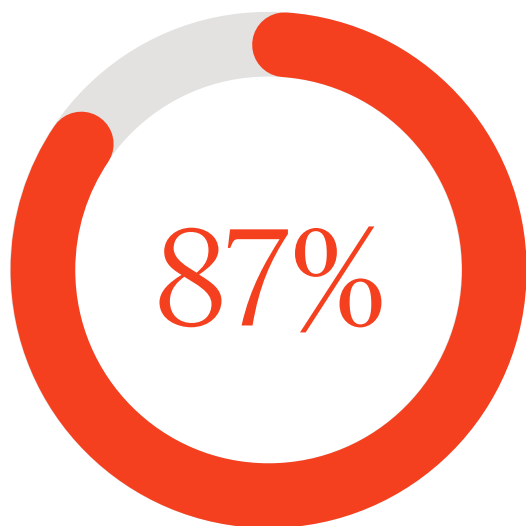
By the numbers:



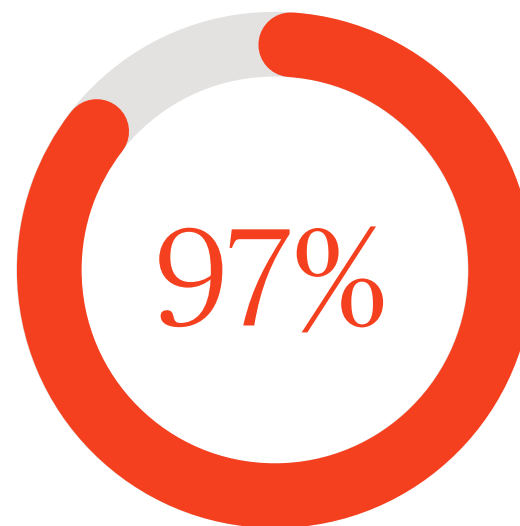
of those surveyed say **they are very familiar with the Premier League**, more than any other icon. That rises to 70% of all people aged 18-34.



of those surveyed say **they have a very favourable view of the Premier League**, more than any other icon.



of all those polled say the Premier League **makes them think better of the UK.**



of people interested in the Premier League say it **makes them think better of the UK.**




















In a league



of its own.

# The Premier League tops the British Icon Index III league table

The British Icon Index rates how well different British icons, institutions and brands combine the qualities the UK wants to project, from being successful and admired to being trusted, modern and globally recognised.

		Asia & Oceania					South America	North America	Middle East	Africa		
	All	 China	 India	 Indonesia	 Thailand	 Vietnam	 Brazil	 USA	 UAE	 Egypt	 Nigeria	 South Africa
	1	2	5	1	1	1	3	8	4	1	1	3
	2	1	1	5	3	2	5	1	1	5	4	1
British Universities	3	4	4	2	2	3	1	7	3	2	3	6
	4	3	2	7	4	5	2	2	2	6	7	2
	5	12	6	4	5	10	4	4	6	3	2	5
	6	9	3	8	9	6	8	6	5	4	5	4
British Film	7	7	7	9	7	8	7	9	8	7	6	7
British Music	8	8	10	6	6	4	6	5	11	10	9	8
British Fashion	9	6	8	11	8	7	10	10	10	9	8	9
	10	11	9	12	12	9	13	14	9	8	10	13
	11	10	11	10	13	11	9	13	7	12	12	11
	12	13	12	3	11	14	11	11	13	11	11	10
dyson	13	5	13	14	14	12	14	3	12	14	14	14
Harrods	14	14	14	13	10	13	12	12	14	13	13	12

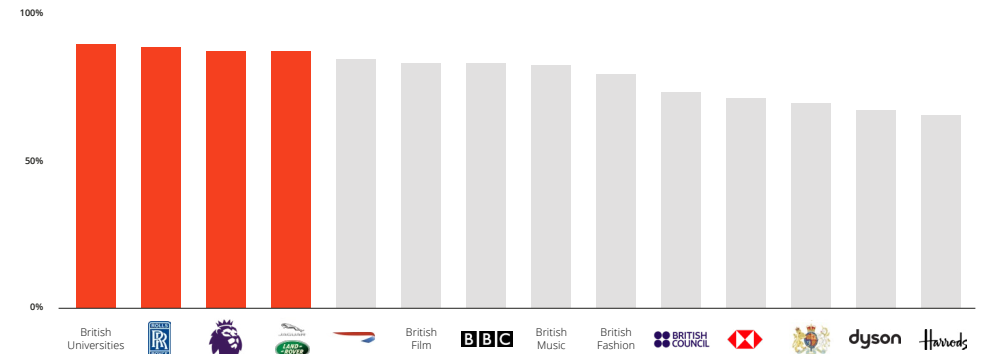
# A leading influencer

The icons making global citizens think better of the UK

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% Saying icon makes them feel more positive towards the UK

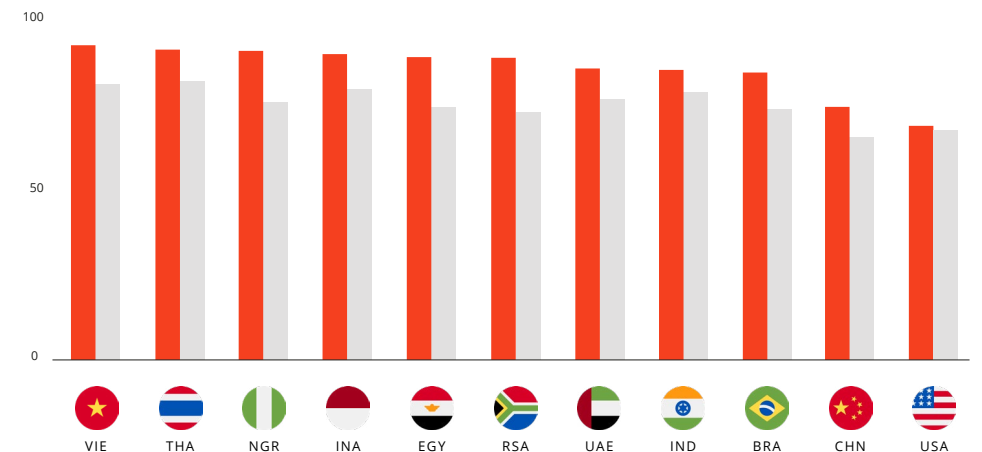
As the chart below shows, all the British icons we tested have a positive influence on attitudes towards the UK. The Premier League is among the most influential icons: **87% of those polled said the League makes them think better of the UK**, compared with 89% saying the same for British Universities, 88% for Rolls-Royce and 87% for Jaguar Land Rover.



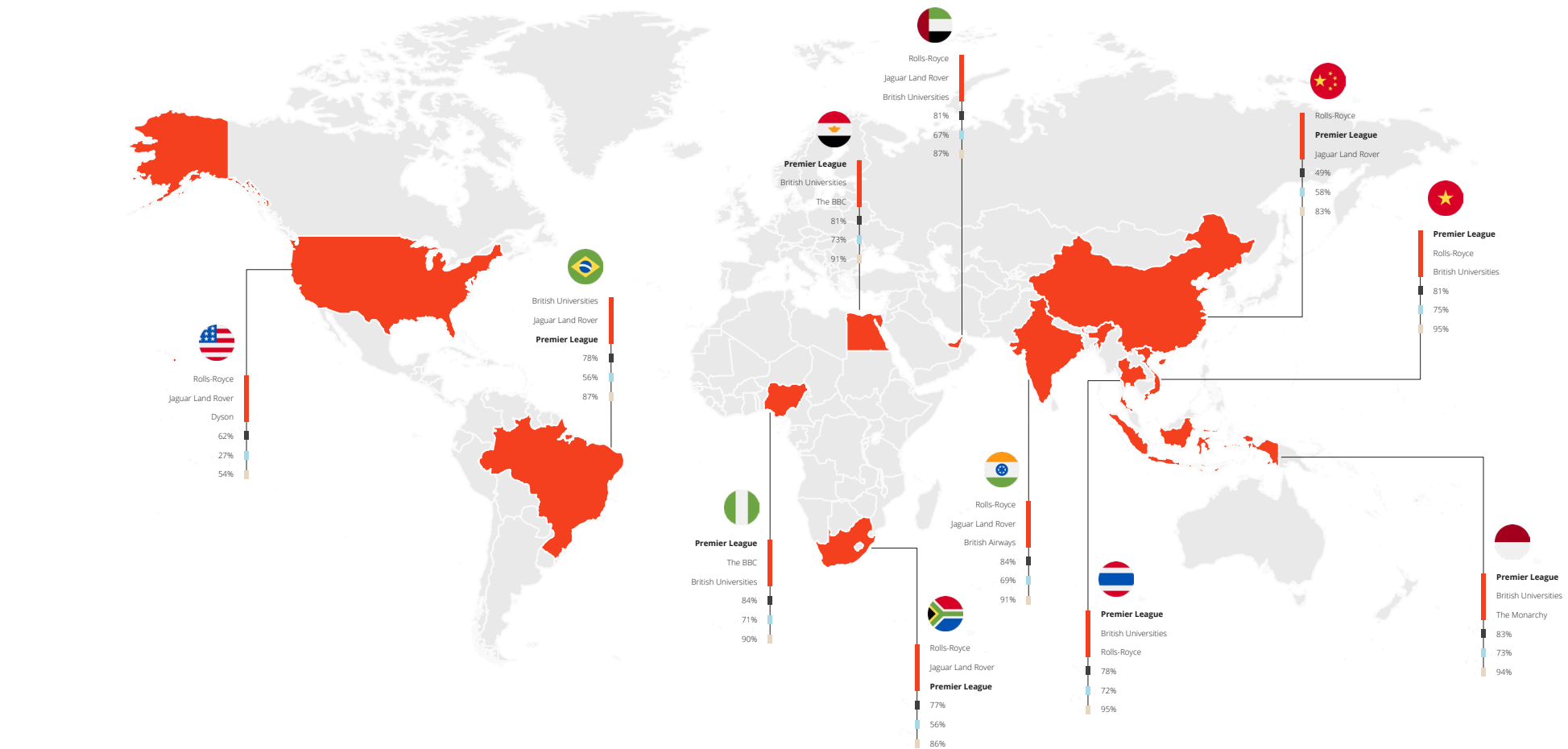
Mean Icon Index Score across all icons and countries

Premier League Average

The Premier League scores consistently well across this range of countries, outperforming the average icon score particularly in Africa and South East Asia.



# How icons tell the UK's story across the globe...



Over the first 30 seasons of the Premier League, **120 nationalities** were represented by a total of **4,488 players** who have featured in a game.

In 2021/22 alone, **63 different nationalities** were represented by **537 players** from every corner of the globe.

The Premier League is one of the world's most popular sporting competitions, with matches **broadcast to 800 million homes in 188 countries.**

On top



of the



world.

# The unique profile of the Premier League

Analysing the performance of the different icons across the attributes tested reveals **why the Premier League is top of the table.**

The Premier League **outperforms all other icons** on several metrics, and its consistently strong scores across all the qualities measured give it a more **rounded profile.**

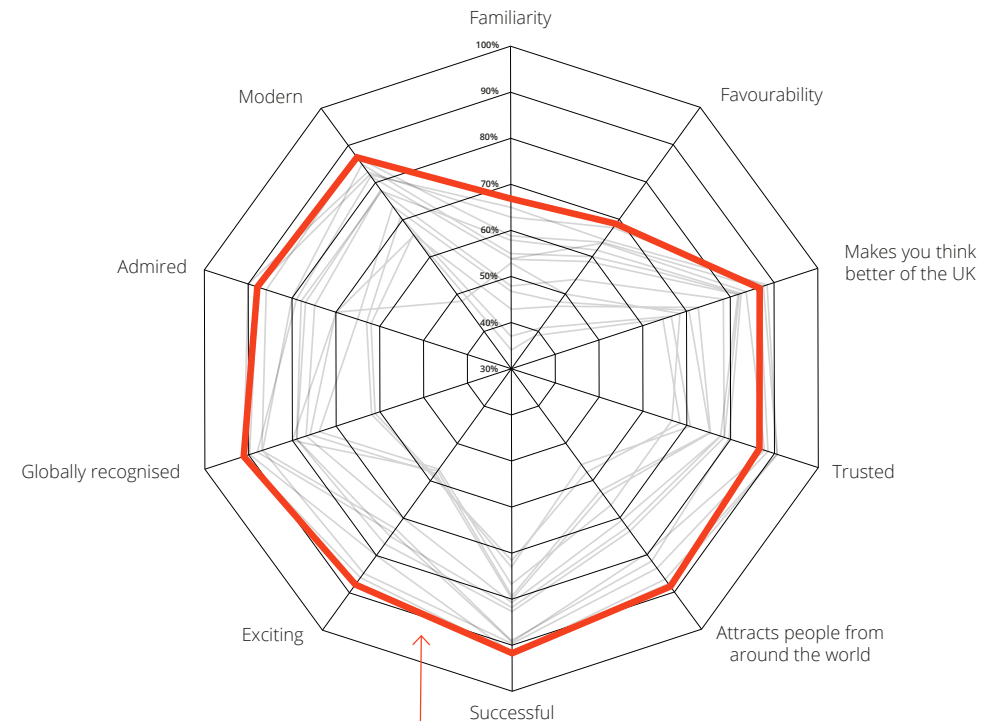
The Premier League's reach is a key differentiator: while other icons are globally recognised, **international audiences are more likely to be familiar with the League.**

The Premier League often makes people think better of the UK. However, its effect as an icon **does not rely on existing favourability towards the UK.** Because you don't have to like the UK in order to like the Premier League, the League has the power to 'pull' people towards the UK.

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Icon Profile: All Respondents

■ Premier League ■ Other Icons

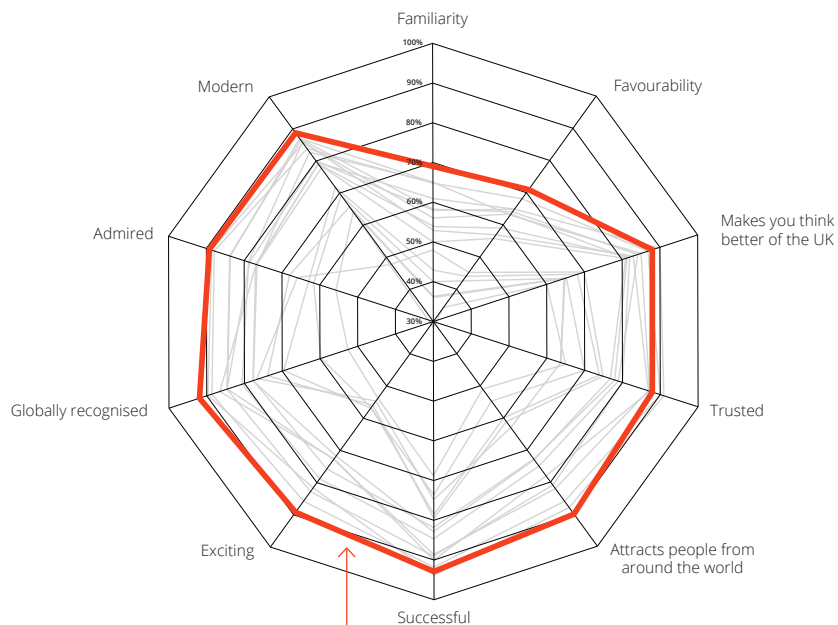


The Premier League **finishes top in 7 out of 10** measures

# Helping to build relationships with the leaders of tomorrow...

Icon Profile: **Young People**  
those aged 18–34

■ Premier League ■ Other Icons



	All young people	Male young people	Female young people
Premier League	1	1	2
Rolls Royce	2	2	3
British Universities	3	3	1
JAGUAR LAND ROVER	4	4	4
BBC	5	6	5
British Airways	6	5	6
British Film	7	7	7
British Music	8	8	9
British Fashion	9	9	8
BRITISH COUNCIL	10	11	10
British Olympic Team	11	10	11
Crest	12	12	12
dyson	13	13	13
Harrods	14	14	14

If the young are the leaders of tomorrow, **then the Premier League is the most potent way of reaching them** among the UK icons tested here.

Among this audience **the Premier League again tops the table.** The Premier League ranks first among young men and second among young women behind only British Universities.

The Premier League's high icon score among young people is again the result of **consistently strong performance across all attributes.**

# Followers of the Premier League around the world are champions for the UK and its institutions



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Across all markets polled, Premier League followers are:

— 37% —  
**more likely**

than non-followers to be **favourable towards the UK**

Across all markets polled, Premier League followers are:

— 87% —  
**more likely**

than non-followers to be **favourable towards other British icons**, on average

Across all markets polled, Premier League followers are:

— 29% —  
**more likely**

than non-followers to say that **each icon makes them feel positive towards the UK**



# Our methodology

This analysis is based on online interviews with **11,352 adults** in 11 international markets, with at least **1,000 interviews** in each market.

Quotas were set and post-weighting applied to make each national sample representative of either the total adult population of that country or, in countries with poorer internet penetration in rural areas, the urban adult population.

Respondents were asked to rate 14 British institutions, brands and icons (Premier League, Rolls-Royce, British Universities, British Airways, the BBC, Jaguar Land Rover, British Film, British Music, British Fashion, The British Council, HSBC, The Monarchy, Dyson and Harrods) on each of 10 attributes / measures (admired; successful; attracts people from around the world; trusted; globally recognised; exciting; makes you think better of the UK; modern; favourability; familiarity).

We then conducted a Factor Analysis on the data generated by respondents' ratings and analysed them to find the 'X factor', the hidden mathematical factor that underpins all these different attributes. We then analysed each icon to determine how much of this 'X factor' each one had. The resulting measure allowed us to create the British Icon Index.

Where this report refers to 'young people', that is those aged 18-34 in the markets polled.

Where this report refers to those interested in the Premier League or Premier League followers, these are defined as those rating themselves 7-10 on a 0-10 interest scale.

Where this report refers to non-Premier League followers, these are defined as all those who do not qualify for the above definition of Premier League followers.

Please note that due to changes in sampling approach and the different range of countries covered these results are not directly comparable with the 2015 or 2018 studies.

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## About Yonder

Yonder is a consultancy that blends insight, strategy and imagination to unlock opportunity and deliver impact.

Launched in October 2020, we bring together the expertise of four specialist businesses; the award-winning research and consultancy of Populus (which started in 2003), the state-of-the-art data capture of Populus Data Solutions, the brand and business strategy of BrandCap, and the insight-led innovation of Decidedly.



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