



# Best Countries 2022

Global rankings, international news and data insights



RANK	COUNTRY	AGILITY	ENTREPRENEURSHIP	QUALITY OF LIFE	MOVERS	SOCIAL PURPOSE	CULTURAL INFLUENCE	OPEN FOR BUSINESS	POWER	ADVENTURE	HERITAGE
1	Switzerland	16	7	4	26	8	8	1	20	14	24
2	Germany	2	1	7	44	13	9	23	4	42	21
3	Canada	3	8	3	63	5	15	10	12	17	28
4	United States	1	2	21	27	18	3	53	1	32	20
5	Sweden	6	9	1	46	1	13	7	22	19	38
6	Japan	4	3	14	8	23	4	39	8	28	9
7	Australia	5	14	9	29	9	10	16	16	8	19
8	United Kingdom	10	4	12	65	12	6	32	5	37	14
9	France	14	13	15	41	15	2	34	7	12	4
10	Denmark	7	10	2	53	3	21	6	27	29	45
11	New Zealand	8	20	10	17	7	20	9	35	6	25
12	Netherlands	9	11	8	60	6	17	11	24	13	26
13	Norway	17	17	5	47	2	22	5	34	22	36
14	Italy	21	21	19	25	19	1	41	15	2	1
15	Finland	20	16	6	55	4	28	3	47	23	46
16	Spain	12	23	18	30	17	5	28	19	3	3
17	China	11	5	25	6	73	11	51	2	59	13
18	Belgium	19	15	11	75	10	23	12	25	38	39
19	Singapore	15	12	23	10	26	18	8	26	20	29
20	South Korea	13	6	24	13	42	7	76	6	51	30
21	United Arab Emirates	18	18	26	1	61	14	57	9	55	53
22	Austria	24	19	13	82	11	26	17	37	21	15
23	Ireland	23	24	16	62	14	30	15	52	16	17
24	Luxembourg	27	22	17	57	16	32	4	43	41	56
25	Greece	29	33	28	11	22	12	36	41	4	2
26	Portugal	22	30	20	52	21	25	20	39	7	12
27	Brazil	26	38	47	9	35	16	67	21	1	11
28	Thailand	35	36	35	7	46	24	13	36	5	10
29	Qatar	25	25	30	3	81	29	70	23	64	82
30	Turkey	32	34	32	14	57	27	61	17	15	7

RANK	COUNTRY	AGILITY	ENTREPRENEURSHIP	QUALITY OF LIFE	MOVERS	SOCIAL PURPOSE	CULTURAL INFLUENCE	OPEN FOR BUSINESS	POWER	ADVENTURE	HERITAGE
31	India	40	31	38	5	72	34	37	13	48	8
32	Poland	28	29	22	85	20	48	46	38	40	32
33	Mexico	36	41	39	21	40	19	58	29	9	5
34	Saudi Arabia	34	28	34	4	64	36	82	11	72	47
35	Egypt	50	45	54	2	55	31	69	31	27	6
36	Russia	31	27	48	16	59	35	85	3	66	37
37	Israel	30	26	44	15	53	42	81	10	74	34
38	Argentina	33	43	46	33	29	33	65	42	11	18
39	Malaysia	38	37	31	22	49	40	14	46	30	33
40	Costa Rica	43	62	56	18	43	37	19	70	10	43
41	Indonesia	44	42	36	28	47	45	21	32	34	27
42	South Africa	39	39	60	19	41	39	74	33	35	23
43	Morocco	56	59	52	12	70	38	31	54	24	16
44	Czechia	37	32	27	72	24	51	63	57	43	49
45	Croatia	41	44	29	67	27	43	48	78	26	41
46	Philippines	46	48	37	37	54	44	18	45	25	42
47	Vietnam	53	40	40	24	78	54	29	30	44	31
48	Hungary	51	35	33	81	25	55	55	74	49	40
49	Chile	45	57	53	45	39	50	42	53	36	35
50	Peru	62	75	58	34	45	46	33	68	33	22
51	Dominican Republic	60	73	62	36	50	41	49	67	18	55
52	Colombia	49	63	68	35	60	47	72	40	31	44
53	Panama	64	56	67	66	48	52	2	65	39	59
54	Romania	48	51	43	73	36	49	71	77	45	48
55	Sri Lanka	79	66	63	20	82	57	25	56	46	52
56	Estonia	54	46	42	76	28	70	24	85	63	71
57	Lithuania	42	54	50	61	32	84	45	83	68	75
58	Kenya	71	78	72	23	44	56	44	63	52	54
59	Slovakia	52	49	45	71	33	79	56	80	62	64
60	Bulgaria	59	52	41	80	37	67	54	79	56	60

Best Countries Overall Rankings 2022

RANK	COUNTRY	AGILITY	ENTREPRENEURSHIP	QUALITY OF LIFE	MOVERS	SOCIAL PURPOSE	CULTURAL INFLUENCE	OPEN FOR BUSINESS	POWER	ADVENTURE	HERITAGE
61	Slovenia	61	53	49	83	31	78	27	82	58	67
62	Ukraine	47	47	82	78	34	62	78	14	69	70
63	Cambodia	78	70	57	32	75	64	38	59	61	57
64	Latvia	63	50	51	84	30	85	22	84	65	72
65	Uruguay	55	60	59	77	38	59	30	81	50	63
66	Jordan	65	65	70	31	74	58	64	50	60	50
67	Bahrain	57	55	61	38	84	53	59	60	78	85
68	Ecuador	58	79	69	59	56	66	40	64	47	58
69	Tunisia	76	69	64	69	65	61	43	69	53	51
70	Paraguay	69	80	66	70	52	63	26	76	54	65
71	Bangladesh	80	64	55	58	80	68	35	44	83	77
72	Ghana	74	83	65	43	58	69	52	66	77	73
73	Azerbaijan	66	71	80	40	67	80	66	58	73	74
74	Cameroon	70	74	75	49	68	65	50	71	71	80
75	Guatemala	81	84	77	54	62	72	47	73	57	62
76	Myanmar	84	77	74	39	83	74	62	49	76	76
77	Zambia	82	85	76	42	66	73	60	75	75	78
78	Oman	75	68	73	48	77	75	68	62	81	81
79	Lebanon	73	82	83	56	71	60	80	48	67	61
80	Algeria	72	72	81	68	63	77	75	61	79	69
81	Serbia	67	61	71	79	51	83	79	72	70	68
82	Kazakhstan	83	76	79	50	79	81	77	51	84	83
83	Iran	77	67	85	51	85	71	84	18	85	66
84	Uzbekistan	85	81	84	64	76	82	73	55	82	79
85	Belarus	68	58	78	74	69	76	83	28	80	84

# Methodology

Here's a look at the global perception data behind our rankings.

Behind a country's wealth and success are the policies that create possibilities, the people that drive the effort and the history that shapes the environment and perspective.

Globalization has expanded a country's presence beyond its physical borders, and the [U.S. News Best Countries rankings](#) – now in their seventh year – seek to examine a nation's worth beyond hard metrics.

The rankings report is based on how global perceptions define countries in terms of a number of qualitative characteristics – impressions that have the potential to drive trade, travel and investment, and directly affect national economies. The report covers perceptions of 85 nations.

## Ranking the Countries

The study and model used to score and rank countries were developed by BAV Group – a unit of global marketing communications company WPP – and [the Wharton School](#) of the University of Pennsylvania, specifically professor David Reibstein, in consultation with U.S. News & World Report.

A set of 73 country attributes – terms that can be used to describe a country and that are also relevant to the success of a modern nation – were identified. Various

attributes and nations were presented in a 2022 survey of more than 17,000 people from across the globe from April 30 to July 13. Participants assessed whether they associated an attribute with a nation.

Each country was scored on each of the 73 country attributes based on a collection of individual survey responses. The more a country was perceived to exemplify a certain characteristic in relation to the average, the higher that country's attribute score and vice versa. These scores were normalized to account for outliers and transformed into a scale that could be compared across the board.

Attributes were grouped into 10 subrankings that rolled into the Best Countries rankings: Adventure, Agility, Cultural Influence, Entrepreneurship, Heritage, Movers, Open for Business, Power, Social Purpose and Quality of Life. These thematic subrankings were formed by grouping country attributes that had similar global trends in survey responses. Subranking scores for each country were determined by averaging the scores that country received in each of the attributes comprising that subranking.

To determine the weight each subranking score had in the overall Best Countries score, most were correlated to 2021 gross domestic product at purchasing power parity per capita – a measure of inclusive prosperity comparable across countries

– as reported by the World Bank. Subrankings that demonstrated a stronger relationship with the wealth category were weighted more heavily, and all weights were standardized to total 100.

The Movers subranking represents a version of BAV's BrandAsset Valuator Model of Brand Building, a metric developed by BAV that is predictive of a country's future growth in terms of gross domestic product at purchasing power parity. It was correlated to GDP-PPP for 2026, as projected by the International Monetary Fund.

The subrankings, their weights in calculating the overall rankings score and the country attributes factored into each are below. The country attribute scores were equally weighted within each subranking. Subranking weights differ slightly from previous years, as they are tied to more recent gross domestic product data. They may not add up precisely to 100 due to rounding.

**Quality of Life (14.52%):** a good job market, affordable, economically stable, family friendly, income equality, politically stable, safe, well-developed public education system, well-developed public health system.

**Entrepreneurship (14.17%):** connected to the rest of the world, educated population, entrepreneurial, innovative, provides easy access to capital, skilled labor force, technological expertise, transparent business practices, well-developed infrastructure, well-developed digital infrastructure, well-developed legal framework.

**Agility (13.96%):** adaptable, dynamic, modern, progressive, responsive.

**Social Purpose (13.49%):** cares about human rights, cares about the environment, gender equality, religious freedom, respects property rights, trustworthy, well-distributed political power, racial equity, cares about animal rights, committed to climate goals, committed to social justice.

**Movers (10.57%):** different, distinctive, dynamic, unique.

**Cultural Influence (10.36%):** culturally significant in terms of entertainment, fashionable, happy, influential culture, strong consumer brands, modern, prestigious, trendy.

**Open for Business (9.35%):** cheap manufacturing costs, favorable tax environment, bureaucratic, corrupt, transparent government practices.

**Adventure (5.48%):** friendly, fun, good for tourism, pleasant climate, scenic, sexy.

**Power (5.02%):** a leader, economically influential, strong exports, politically influential, strong international alliances, strong military.

**Heritage (3.09%):** culturally accessible, rich history, great food, many cultural attractions, many geographical attractions.

To arrive at a country's rank, we first calculated its standardized scores for each of the above country attributes. Each country received 10 subranking scores

by averaging its scores for the country attributes grouped into that subranking. A country's overall score reflects the weighted sum of its subranking scores. The subranking and overall scores were rescaled so that the top country in each subcategory received a value of 100, and others were calculated as a proportion of that top score. Scores were ranked in descending order.

Additional lists rank countries on more specific topics, and include the **Best Countries for Women**, the **Best Countries to Raise Kids**, the **Best Countries for Racial Equality** and the **Best Countries for Education**. Groups of relevant country attribute data were used to score and rank countries for these lists, but they do not affect the overall Best Countries score or rankings.

### Choosing Survey Participants

To understand how countries are perceived, we endeavored to survey engaged citizens who are broadly representative of the global population, with an emphasis on those who would deem the topic and findings most relevant to their lives.

Self-identification in demographic questions distinguished respondents into three defined groups: informed elites – college-educated individuals who consider themselves middle-class or higher and who read or watch the news at least four days a week; business decision-makers – senior leaders in an organization or small-business owners who employ others; and general public – adults at least 18 years

old who were nationally representative of their country in terms of age and gender.

Individuals who were likely to fit these descriptions were targeted and sent the link to an online survey powered by the Kantar Profiles Audience Network. A total of 17,991 individuals from 36 countries in regions spanning the globe – the Americas, Africa, Asia, Europe and the Middle East – were surveyed. Of the respondents, 8,061 were informed elites, 4,536 were business decision-makers and 8,035 were considered general public. Some respondents were considered both informed elites and business decision-makers.

Regardless of demographics or participant type, each individual's responses weighed equally in the results.

### Data Source: About the Survey

Survey participants were given a random subset of countries and country attributes to consider. The combinations were presented in a grid form where participants were prompted to associate countries with various characteristics. If a participant indicated that they were not familiar with a country, it was removed from their survey.

Each participant considered about half of the country attributes for about a third of the countries. The more times an attribute-country pair was checked off, the higher the attribute score was for that country.

In addition to considering countries in terms of attributes, each survey

participant was asked to respond to a set of questions gauging perceptions of the state of the world today on a variety of topics, including world events, the economy, the environment, leadership and social issues.

A set of standard demographic questions helped to screen for global diversity and equal weight among participant groups.

### Choosing the Countries to Rank

We narrowed the world's nations down to a statistically manageable group by comparing the performance of countries in a number of key business, economic and quality-of-life indicators.

The 85 countries in the 2022 Best Countries rankings had to meet four benchmark criteria to be included in the study:

- Top 100 countries in terms of gross domestic product in any year between 2016 to 2020, based on World Bank data.
- Top 100 countries in terms of foreign direct investment inflows in any year between 2016 to 2020, based on World Bank data.
- Top 100 countries in terms of international tourism receipts or tourism arrivals in any year between 2016 to 2020, based on World Bank data.
- Top 150 countries in the **U.N.'s Human Development Index** in any year between 2015 to 2019.

Those that did not reach all four of these benchmarks and those that did not

report these statistics were not included. Reflective of global trends captured in the benchmark data, two countries that were ranked last year failed to meet all four benchmarks this year and have therefore dropped out of the rankings: El Salvador and Iraq. Four countries are making their first appearance in the Best Countries rankings in 2022: Bangladesh, Cameroon, Paraguay and Zambia. Five countries have been added back into the analysis: Algeria, Bahrain, Ghana, Iran and Luxembourg.

Collectively, the 85 countries in the report account for about 95% of global gross domestic product and represent nearly 80% of the world's population. They span the globe, covering Africa, Asia, Central America, Eurasia, Europe, the Middle East, North America, Oceania and South America.

Best Countries first launched in 2016 based on a model of a country's brand evaluation created by former BAV Consulting CEO John Gerzema and University of Pennsylvania professor David Reibstein, tested by former BAV Group Senior Vice President Anna Blender and validated by WPP Senior Advisor David Sable.

### Methodology FAQ

*What's different about this year's Best Countries report?*

The Best Countries rankings are based largely on perception, and countries received their overall score and rank based on the same set of attributes as last year. However, the four benchmarks used to determine the set of countries



that are assessed each year are driven by hard data. Incorporating newly available data for these benchmarks – gross domestic product, foreign direct investment inflows, international tourism receipts or tourism arrivals, and the U.N.'s Human Development Index – can change the set of countries that are included in the analysis annually. This year, four new countries were added to the analysis, five countries returned, and two countries included in last year's rankings did not make the cut.

*Some of the country attributes reflect more unfavorable aspects of a country. Could high scores on these attributes help raise a country's score or rank?*

Scores for the negative country attributes – bureaucratic and corrupt – were inverted when calculated into the subranking and overall scores. In this way, the countries that were the most closely associated with these attributes performed worse.

*Were there ties?*

No, scores were calculated in relation to each other in a way that did not allow for ties.

*Could survey participants answer about their country of residence or citizenship?*

Yes. Survey participants could answer about any country that was randomly assigned to them as long as they indicated that they were familiar with that country.

*The survey refers to 73 country attributes, but there are not that many listed alongside the subrankings categories.*

Five country attributes were not included in any of the subrankings and therefore do not factor into the overall Best Countries scores or rankings. This data may be used in additional analyses.

*This methodology mentions a group of 85 countries and a group of 36 countries. What's the difference?*

Eighty-five countries were reviewed via survey to create these rankings. People from 36 countries answered the survey. In many cases, countries overlapped, but the survey was fielded in some countries that were not ranked and vice versa.

*Was the survey fielded in the same countries this year as last year?*

Due to the Russian invasion of Ukraine, the survey for this year's rankings was not fielded in Russia for business reasons. The survey was newly fielded in Romania to maintain regional balance.

*Where can I learn more about the study and the model?*

See the answers to some **frequently asked questions here**, and contact [pr@usnews.com](mailto:pr@usnews.com) to reach U.S. News. Professor David Reibstein can be reached at [reibstein@wharton.upenn.edu](mailto:reibstein@wharton.upenn.edu). For additional information, see [www.bavgroup.com](http://www.bavgroup.com).

# FAQ

## What is Best Countries?

**Best Countries** is a dynamic multimedia portal that includes rankings, interactive data visualization tools and insightful reporting. The content leverages data derived from a proprietary survey produced in partnership between **U.S. News & World Report, BAV Group** – a unit of global marketing communications company WPP – and **the Wharton School of the University of Pennsylvania**, specifically professor David J. Reibstein.

The 2022 Best Countries rankings include an overall list of 85 nations numerically ranked as well as 10 subrankings: **Agility, Social Purpose, Cultural Influence, Entrepreneurship, Quality of Life, Power, Heritage, Open for Business, Movers** and **Adventure**.

Additional featured rankings include the countries that are best to **retire, raise a family**, receive an **education** and more.

## Why rank countries?

The Best Countries project is designed to help citizens, business leaders and policymakers better understand how their nations and others are perceived on a global scale.

As a growing number of businesses and people have the ability to choose where in the world to invest their time and money, it has become increasingly valuable to understand how a nation's policies,

politics and products affect its perceived standing in the world. Perceptions have an impact on the willingness of people to invest in, conduct trade in and travel to nations, thereby having a direct impact on national economies.

The data behind the rankings can shed light on a country's potential for economic, political and cultural success and can be used as a strategic decision-making tool for citizens, business leaders and governments to better evaluate their countries.

The rankings are the centerpiece of the Best Countries portal, which also features thoughtful journalism exploring global issues such as foreign policy, immigration, human rights, security and more.

## How is this different from existing country rankings?

Best Countries was produced using a proprietary survey and methodology developed in partnership with U.S. News, BAV Group and the Wharton School. The Best Countries analysis is based on 73 metrics, making it among the most comprehensive global evaluation of nations to date. The breadth and depth of the proprietary survey uncovers exclusive trends and correlations that tell new stories about nations.

The methodology was inspired by BAV's **BrandAsset® Valuator** Model of Brand Equity, the world's largest database of

consumer perceptions of brands and the largest and longest running study of brands, uniquely tying the Best Countries rankings to a proven model of measuring perceptions.

### **What role did each partner play in producing Best Countries?**

U.S. News, the global authority in rankings, news and analysis, designed and hosts the online platform. It leads the daily editorial direction of [the website](#).

BAV Group led market research for 2022 Best Countries, using their proprietary BrandAsset® Valuator, the world's largest brand management tool and database of consumer perceptions of brands.

Marketing professor David Reibstein of Penn's Wharton School oversaw the methodology's development.

All three partners were involved in producing the proprietary survey and methodology used in the global study.

### **How were the countries ranked?**

Eighty-five nations were ranked using data fielded from a proprietary perception survey developed by U.S. News, BAV Group and the Wharton School.

Perception data were derived from a survey of 17,991 respondents – including members of the general population, informed elites and business decision-makers – across 36 countries in regions spanning the globe: the Americas, Africa, Asia, Europe and the Middle East. The

surveys were conducted online.

Respondents were asked to share their perceptions of countries in terms of specific characteristics, or attributes. These attributes were scored individually and separated into 10 thematic groupings that had similar trends in survey responses.

The relative importance, or weight, given to a subranking was typically based on the magnitude of that subranking's correlation with gross domestic product at purchasing power parity per capita and then rolled into one overall Best Countries ranking.

See the [methodology](#) for more details.

### **How were the 85 countries chosen?**

Collectively, the 85 nations represented in the 2022 Best Countries rankings account for about 95% of global gross domestic product and represent more than three-quarters of the world's population.

These countries were selected based on composite performance in key business, economic and quality-of-life data. Nations included in the 2022 rankings had to meet four benchmarks:

- Top 100 countries in terms of gross domestic product in any year between 2016 to 2020, based on World Bank data.
- Top 100 countries in terms of foreign direct investment inflows in any year between 2016 to 2020, based on World Bank data.

- Top 100 countries in terms of international tourism receipts or tourism arrivals in any year between 2016 to 2020, based on World Bank data.
- Top 150 countries in the U.N.'s Human Development Index in any year between 2015 to 2019.

See the [methodology](#) for more details.

### **Are the rankings objective?**

To ensure the objectivity of the methodology, the weights assigned to subranking variables were based solely on correlation with GDP at purchasing power parity data.

To keep the rankings comparable, the Best Countries rankings only included nations that reached benchmarks in four separate performance rankings: the top 150 countries in the U.N.'s Human Development Index, the World Bank's top 100 countries in terms of foreign direct investment inflows, the World Bank's top 100 countries in terms of GDP and the World Bank's top 100 countries in terms of international tourism receipts or tourism arrivals.

To make the rankings comprehensive, perception data was derived from a survey of more than 17,000 respondents – including the general population, informed elites and business decision-makers – across 36 countries in regions across the world: the Americas, Africa, Asia, Europe and the Middle East.

See the [methodology](#) for more details.

### **What's different about this year's Best Countries report?**

The Best Countries rankings are based largely on perception, and countries received their overall score and rank based on the same set of attributes as last year. However, the four benchmarks used to determine the set of countries that are assessed each year are driven by hard data. Incorporating newly available data for these benchmarks – gross domestic product, foreign direct investment inflows, international tourism receipts or tourism arrivals, and the U.N.'s Human Development Index – can change the set of countries that are included in the analysis annually. This year, four new countries were added to the analysis: Bangladesh, Cameroon, Paraguay and Zambia, while five countries returned: Algeria, Bahrain, Ghana, Iran and Luxembourg. Two other countries – El Salvador and Iraq – dropped from the list.

### **Was the survey fielded in the same countries this year as last year?**

Due to the Russian invasion of Ukraine, the survey for this year's rankings was not fielded in Russia for business reasons. The survey was newly fielded in Romania to maintain regional balance.

### **Whom should I email with questions?**

For questions about Best Countries, please email [pr@usnews.com](mailto:pr@usnews.com).