



The United States's NBI 2020 Performance Overview

NBI 2020
United States
Top-10

Strength	Weakness
 Exports	 Governance

The United States performs below the Nation Brands Index's Regional Average, but it outperforms the Global Average.

Exports
United States
Top-5

Strength	Weakness
 Science & Technology	 Buy Products

The United States outperforms the Exports Index's Regional and Global Averages.

Governance
United States
Top-30

Strength	Weakness
 Reduce Poverty	 Peace & Security

The United States underperforms the Governance Index's Regional and Global Averages.

Culture
United States
Top-5

Strength	Weakness
 Sports	 Cultural Heritage

The United States outperforms the Culture Index's Regional and Global Averages.

People
United States
Top-15

Strength	Weakness
 Friendliness	 Welcoming



The United States performs below the People Index's Regional Average, but it outperforms the Global Average.

Tourism
United States
Top-10

Strength	Weakness
 Urban Vibrancy	 Natural Beauty

The United States performs below the Tourism Index's Regional Average, but it outperforms the Global Average.

Immigration & Investment
United States
Top-10

Strength	Weakness
 Educational Qualifications	 Equality in Society

The United States performs below the Immigration-Investment Index's Regional Average, but it outperforms the Global Average.

Find Out More...

- [NBI Thought Leadership Series: Tourism](#)
- [NBI Thought Leadership Series: Exports](#)
- [NBI Thought Leadership Series: COVID-19](#)
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