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Reputation Lab

The reputation of Morocco in the world in 2024

RepCore® Nations 2024

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Introduction

This report, produced by Reputation Lab on behalf of the Royal Institute for Strategic Studies (IRES), is constitutes the tenth edition of the annual analysis of the reputation of the Kingdom of Morocco among international public opinion, launched in 2015. The study covers perceptions of Morocco in 27 countries, including major global powers and other important nations across five continents, selected for their economic, political, or cultural influence. The data analyzed in this report comes from a large-scale study, with fieldwork conducted in March and April 2024 (RepCore® Nations 2024).

Reputation is the combination of feelings about a person, company, or organization based on perceptions, opinions, value judgments, and evaluations made by stakeholders. It is an emotional concept encapsulating feelings such as admiration, respect, and trust. Despite its emotional nature, it can be explained using various rational variables, particularly in the context of a county, where it is linked to economic, political, social, and cultural factors. A good or bad reputation will influence attitudes and behaviors towards a person, company, or organization.

As with individuals and businesses, countries also benefit from a reputation grounded in admiration, respect, and trust among international observers.

A country's reputation is shaped by several factors, including direct experiences, such as travel, interactions with locals, and the consumption of local products, along with the country's communication strategies, including campaigns promoting tourism, products, and brands, as well as external perceptions such as media coverage, and the opinions of family, friends, and others. In the absence of information, stereotypes and prejudices formed over the years by the collective imagination can also influence perceptions.

Empirical evidence demonstrates that reputation has a tangible impact on economic indicators, such as tourist arrivals, exports, and foreign direct investment, underscoring its importance for a nation’s economic well-being. Furthermore, a country that has a strong reputation can wield greater influence within the international community than what might be expected solely from its economic or military capabilities—this is commonly referred to as 'soft power’.

As in previous years, the results of the study regarding Morocco's global reputation are influenced by the geopolitical situation. In addition to the war in Ukraine, conflicts in the Middle East and the war in Gaza, have significantly shaped international public opinion. This has occurred in a context of diverse sentiments and polarization regarding the positions adopted by the governments of each country and the debate generated within nations, reflecting their different political choices.

Furthermore, it is important to note that the context of the analysis of Morocco's global reputation, conducted since 2015 in successive editions, comprises the G7 countries and Russia (formerly G8), encompassing the major Western powers and Russia. In the context of the ongoing conflict in Ukraine, it is notable that the reputation of Morocco has remained relatively stable; this stands in contrast to other countries included in this study, which have adopted a more active stance on the matter.

However, the military operation conducted by Israel in Gaza had a notable impact on the reputation of the 72 countries included in this study. The study reveals that international public opinion is strongly opposed to Israel's intervention, with its reputation indicator declining significantly in 2024. Similarly, nations whose public opinion, media, or political powers have opposed Israel's armed action have seen their reputations decline in that country. Morocco, which has consistently supported the Palestinian cause, serves as a notable example. Similarly, South Africa, which has previously denounced Israel before the International Criminal Court in The Hague for alleged crimes of genocide.

The results of the 2024 edition of the study on the reputation of Morocco in the world reflect a continuation of the trend observed in 2022 and further consolidated in 2023, of the paradigm shift in global public opinion expectations when countries are evaluated. Variables related to environmental, social, and governance (ESG) criteria and the 2030 Agenda, particularly environmental protection, climate change mitigation, and human rights, have become major levers in building a country's reputation, replacing other variables that previously held more weight.

In this complex and changing context, the Kingdom of Morocco faces several issues and challenges in building its national brand and consolidating its international reputation, which are further explored in the subsequent sections of this report.

1 Methodology

1.1 RepCore® Nations

RepCore® Nations is the international study developed by Reputation Lab to assess the reputation of countries among the general population of the country concerned, as well as among those of third countries. The methodology employed is an adaptation of the RepCore® reputation measurement model, usually applied to the diagnosis of corporate reputation.

The RepCore® model explains a company's reputation - defined as the admiration, respect and trust it inspires among its stakeholders - by means of twelve rational variables grouped into three dimensions (Product and Service Offering, Organization and Sustainability). In addition, this model analyzes the extent to which reputation can have an impact on supportive attitudes such as the intention to buy, invest in, recommend or work for the company.

The RepCore® Nations methodology uses the same general RepScore reputation indicator as the corporate model, but adapts the rational variables and supportive attitudes to the context of a country's reputation. The RepCore® Nations variables cover, among other things, the economic, political, social and cultural environment of a nation, as well as its ability to attract tourists, investors or potential buyers of its products and services.

A country's reputation encompasses all existing feelings towards it, formed from perceptions and opinions about different elements of its reality of its various attributes. The "RepScore" indicator measures the emotional attractiveness that people feel towards a nation the emotional appeal that individuals associate with a nation. It is a mathematical construct based on the following elements: admiration, respect, trust and good feeling; values obtained directly through research.

In Reputation Lab's RepCore® Nations methodology, the RepScore, or reputation indicator, is the dependent variable that is explained on the basis of various attributes grouped into dimensions. The mathematical model calculates the influence of each attribute and dimension on a country's reputation, as well as the values obtained from these attributes for each nation analyzed.

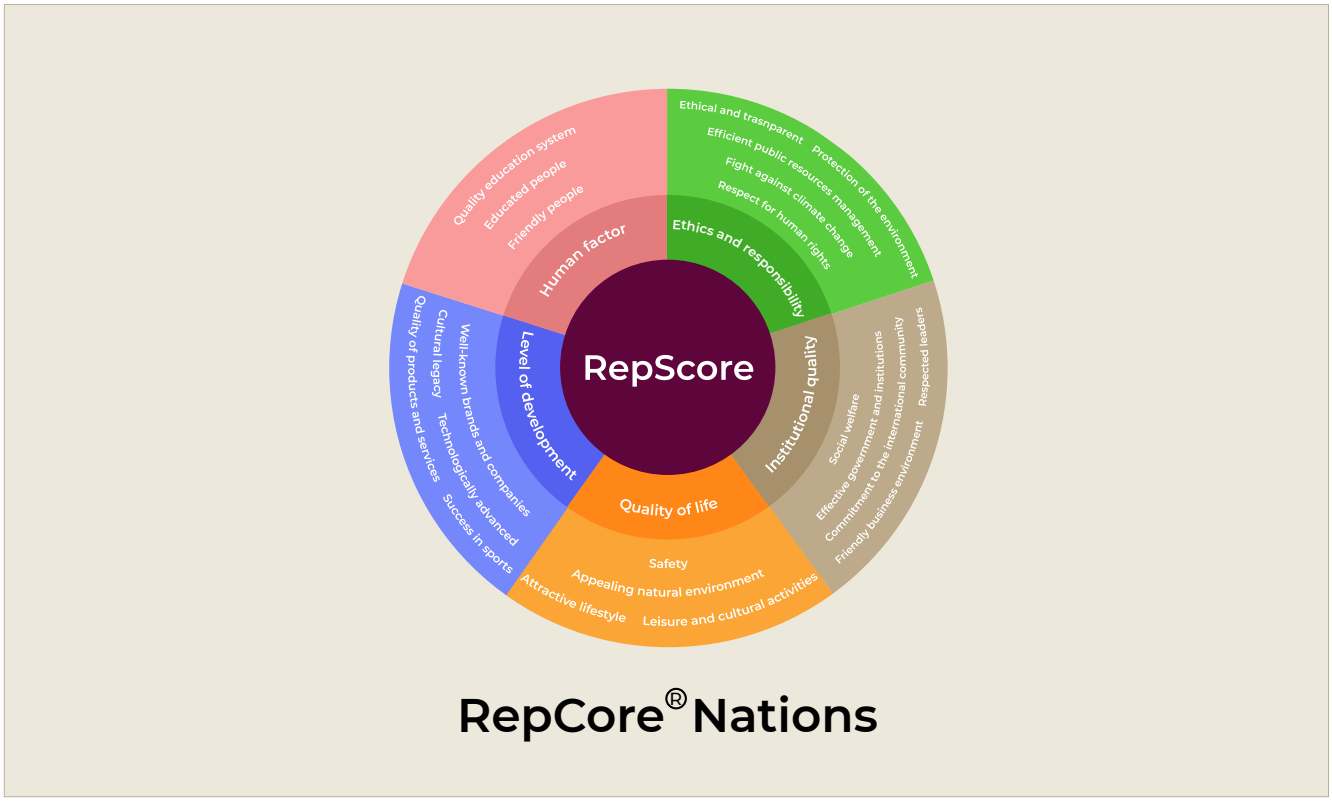
A total of 22 attributes are used to analyze country reputation is utilized to evaluate a country's reputation. Based on a factorial analysis, they have been grouped into five dimensions: Ethics and transparency, Institutional quality, Quality of life, Level of development and Human factors.

All the rational levers of the RepCore® Nations model are detailed in the following table:

Figure 1: *Rational levers of RepCore® Nations: dimensions and attributes*

Dimension	Attribute
Ethics and responsibility	Ethical and transparent
	Respect for human rights
	Protection of the environment
	Fights against climate change
	Efficient management of public resources
Institutional quality	Effective government and institutions
	Respected leaders
	Social welfare
	Friendly business environment
	Commitment to the international community
Quality of life	Attractive lifestyle
	Appealing natural environment
	Leisure and cultural activities
	Safety
Level of development	Well-known brands and companies
	Cultural legacy
	Technologically advanced
	Quality of products and services
	Success in sports
Human factor	Educated and reliable people
	Friendly people
	Quality of the education system

Figure 2: *RepCore® Nations' elements*



The RepCore® Nations methodology also analyzes respondents' intention to recommend visiting the country, investing in it, buying its products or services, or living, studying and working there. Combining these variables with the preceding attributes enables us to study their influence on people's behavior in the country analyzed.

Figure 3: *The relationship between a country's reputation and value creation.*
Pearson correlations between the RepScore indicator and supportive attitudes

1.2 Scope of the RepCore® Nations 2024 study

The fieldwork for this study was conducted in 27 countries by interviewing a sample of the general public with a sample of the general public about their perceptions of Morocco and other nations.

While the analysis of Morocco's reputation was conducted in comparison to with four benchmark countries selected by IRES (Turkey, South Africa, Mexico, and Chile), the study also includes an analysis of the reputation of a much wider group of nations.

For the purposes of the international ranking, a homogeneous group of 60 countries was selected (using GDP as the selection criterion) and their reputations were analyzed by interviewing residents of the most industrialized nations. An additional group of 12 countries were Additionally, a further group of 12 countries was included in the analysis but not in the international ranking, for a total of bringing the total to 72 countries.

To ensure consistency with previous editions, this report continues to use leverage public opinion in eight countries as the general context for analysis: all G7 countries (Canada, France, Germany, Italy, Japan, the UK, and the USA) and Russia.

In light of the prevailing circumstances, Reputation Lab has opted to utilize solely the interviews conducted within the G7 countries as the foundation for its public rankings. Additionally, the results obtained in Russia and China, where the same 72 countries were also analyzed, have been examined separately.

In addition to the fieldwork conducted in the nine countries included in the general RepCore® Nations study (G7+Russia+China), IRES has decided to analyze the reputation of Morocco and the benchmark countries in the following 18 additional countries: Algeria, Australia, Brazil, Belgium, Chile, Egypt, India, Israel, Kenya, Mexico, Morocco, Netherlands, Nigeria, South Africa, South Korea, Spain, Sweden, and Turkey.

The sample size for Morocco is 400 evaluations per country for each country included in the analysis, with the exception of except for Morocco, where the number of ratings is 700, and China and India, where the number of ratings is it is expanded to 1,000.

Technical data

- **Target** (stakeholder):
  General public in the countries participating in the study: people with sufficient (declared) knowledge of the country whose reputation is being assessed.

- **Methodology:**
  CAWI (interviews via the Internet).

- **Date of fieldwork:**
  March-April 2024.

- **Total sample:**
  37,143 interviews carried out.
  - These interviews provided a minimum of 100 ratings for each country in each of the "evaluator" countries.
  - In the case of Morocco, the number of ratings amounts to 1,000 in China and India, 700 in Morocco and 400 in each of the 24 other countries where the Kingdom's reputation has been assessed.

- Scores were adjusted and standardized globally, considering cultural differences between countries, based on historical data.

- The overall scores used in the IRES general report are the result of averaging the scores obtained in all G7 countries plus Russia.

- The overall scores used in Reputation Lab's global rankings are the result of averaging the scores obtained in the G7 countries.

- **Benchmark countries:**
  Morocco's external and internal reputation was compared with those of four benchmark countries: South Africa, Chile, Mexico and Turkey.

1.3 Driver analysis

The RepCore® Nations model allows us to comprehend how a country's reputation is shaped by a set of rational variables. However, not all the variables analyzed have the same impact on reputation, which is defined as the degree of admiration, respect, and trust that a country inspires. The driver analysis enables us to identify which elements are most relevant according to the public opinion expectations.

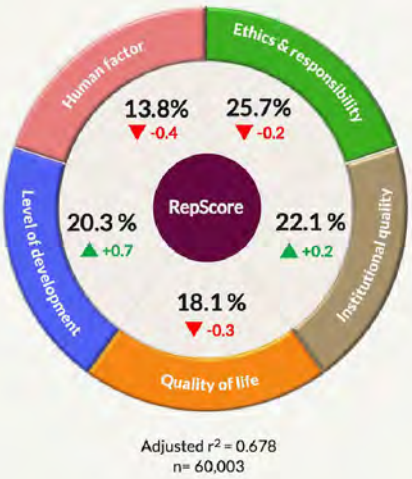
While it is crucial to assess the country across each rational variable to identify its strengths and weaknesses in terms of international image, it is also essential to determine which of these variables have the greatest impact on its reputation to prioritize them for management.

The weight of an attribute is neither set arbitrarily nor derived from external sources. Instead, it is determined based on the study data. As the weight of an attribute increases, so does its impact on a country's reputation, which is measured in terms of admiration, respect, and trust.

The driver analysis has been calculated in relation to the individual attributes, ensuring that the weight of each dimension is equivalent to the sum of the weights of its component attributes.

The result of the international driver analysis revealed the following weights for the rational variables among public opinion in the countries where the fieldwork was conducted:

Figure 4: *Importance of rational levers for building a country's reputation in the G7 countries and Russia as a whole*



Dimension	Attribute	2024	Evolution 2023-2024
Ethics & responsibility	Protection of the environment	5.4	▲ +0,1
Ethics & responsibility	Respect for human rights	5.3	= 0,0
Ethics & responsibility	Efficient management of public resources	5.2	▲ +0,2
Ethics & responsibility	Fight against climate change	5.1	▼ -0,2
Quality of life	Appealing natural environment	5.0	= 0,0
Institutional quality	Effective government and institutions	4.9	▲ +1,0
Human factor	Quality of education system	4.8	= 0,0
Ethics & responsibility	Ethical and transparent	4.7	▼ -0,3
Quality of life	Leisure and cultural activities	4.6	▼ -0,2
Level of development	Success in sports	4.6	▲ +0,4
Institutional quality	Friendly business environment	4.6	▲ +0,2
Human factor	Educated and reliable people	4.5	▲ +0,1
Human factor	Friendly people	4.5	▼ -0,6
Institutional quality	Commitment to international community	4.4	▲ +0,1
Institutional quality	Respected leaders	4.3	▼ -0,1
Quality of life	Safety	4.3	▲ +0,5
Level of development	Technologically advanced	4.2	▼ -0,1
Quality of life	Attractive lifestyle	4.2	▼ -0.6
Level of development	Cultural legacy	4.0	▲ +0,2
Level of development	Well-known brands and companies	4.0	▲ +0,3
Institutional quality	Social welfare	3.9	▼ -1.0
Level of development	Quality of products and services	3.5	▼ -0.1

The R^2 value of the adjusted model is 0.678, which represents a good fit and supports the conclusion that the selected attributes explain the countries' reputations.

It is also important to note that the distribution of weights among the attributes is quite homogeneous: there are no attributes without weight nor any attribute with a weight significantly higher than the others. A country's reputation is therefore based on variables and achieving a high rating in some areas is not sufficient to forge an excellent reputation if the perception is low in other areas.

The 2024 edition of the study confirms that "Ethics and responsibility" is the most important dimension for building a country's reputation. Indeed, "Protection of the environment" is identified as the most important attribute, followed by "Respect for human rights", "Efficient management of public resources" and "Fights against climate change". These four attributes are part of the "Ethics and responsibility" dimension.

The data clearly demonstrate a strong awareness of the climate emergency among the public opinion, and the need to pursue efforts within the framework of the 2030 Agenda at the global level. It is evident that ESG criteria, so important in building corporate reputations, continue to play a pivotal role in strengthening the reputation of nations.

2 The reputation of Morocco across the G7 countries + Russia

2.1 Overview

A review of the reputation indicators of the 60 countries with the highest gross domestic product reveals a general stability. While there was a slight decline last year, this has been offset by a 0.5-point increase in the average reputation index of the major economies evaluated by the general public of the G7 countries and Russia.

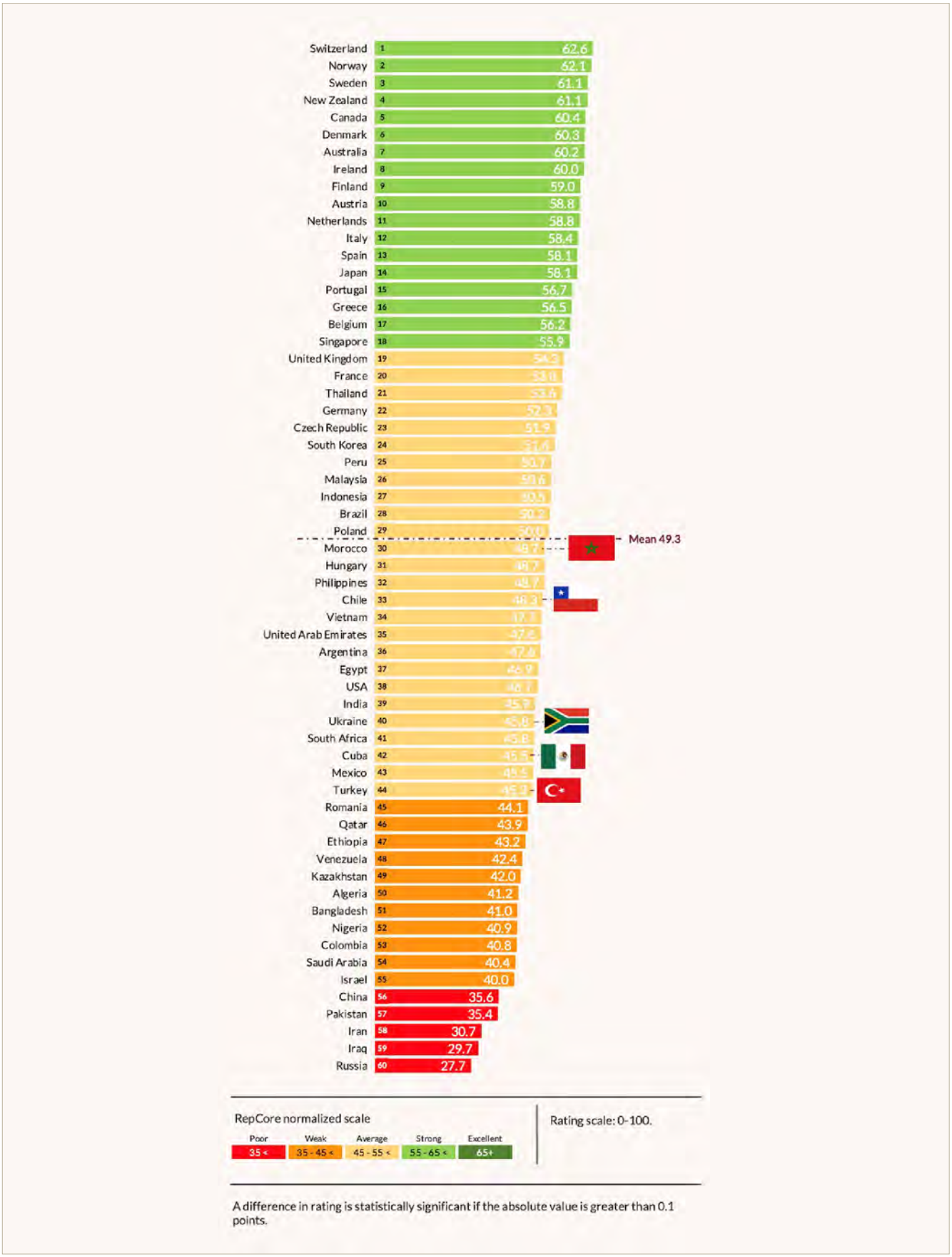
The countries whose reputations have shown the most positive evolution over the past year are Ethiopia, Thailand, Peru, and Qatar. In contrast, the countries whose reputations have experienced the greatest decline are Israel and Ukraine: the former after its disproportionate military intervention in Gaza, which was perceived very negatively on the international scene; the latter, which benefited from the empathy of external observers following the Russian invasion, seems to have lost some of it after two years of war.

Morocco recorded an improvement of +0.8 points on its reputation indicator, reaching 48.7 points, a moderate level on the "RepCore" normative scale and slightly below the average of the 60 countries with the highest GDP (49.3 points). Currently ranked 30th, after moving up 4 positions from 2023, Morocco has established itself as the African and Arab country with the best reputation.

This improvement in Morocco's reputation is more significant in the specific countries where it was analyzed (on average an increase of one point). It is much more significant in Morocco (internal reputation) with an increase of 3.7 points, reaching its historical maximum (64.8 points) and approaching the "excellent" level.

Switzerland, Norway, Sweden and New Zealand are the top-ranked countries, though none of them reaches the "excellent" reputation level, while Russia, Iraq and Iran are the countries with the worst reputation indicators (RepScore) for the third year running, all three rankings are "poor" on the RepCore® normative scale.

Figure 5: *RepScore ranking of the 60 countries with the highest GDP in the G7countries+Russia External Reputation*

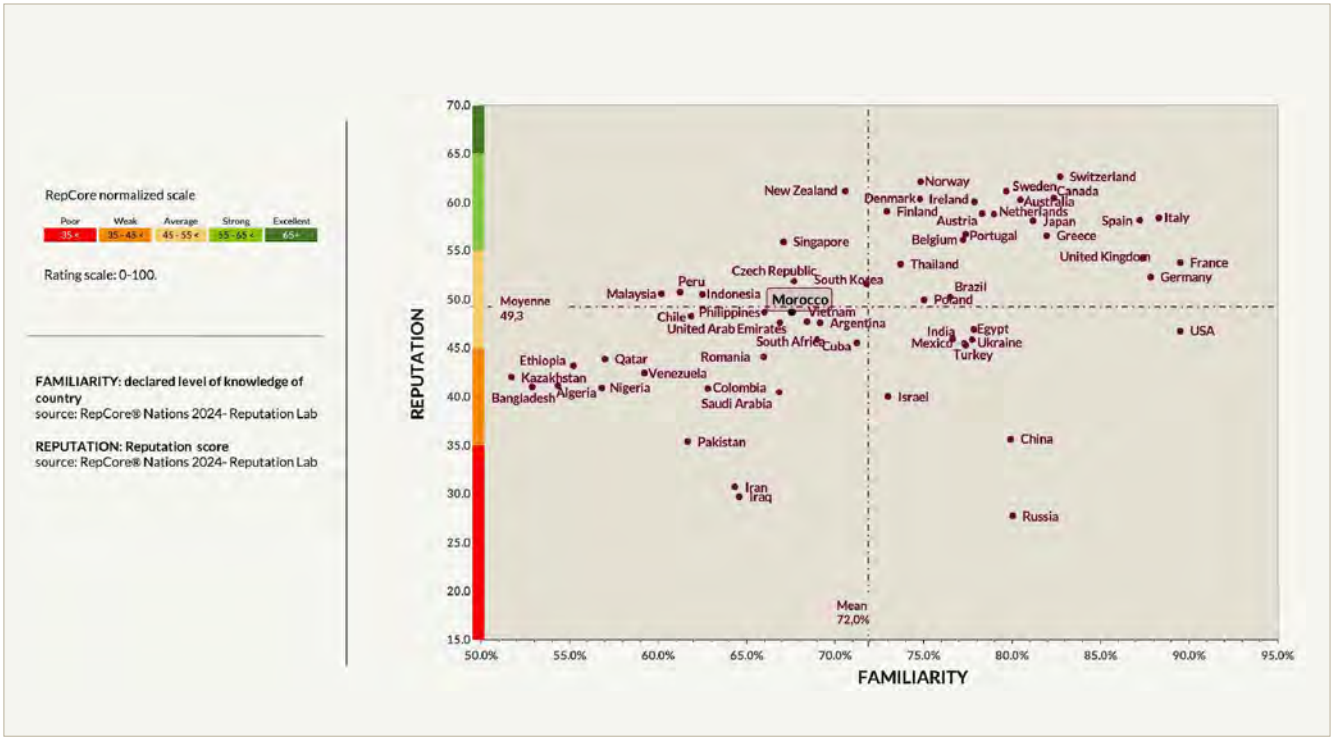


There was a 3.2% decline in familiarity with Morocco among the general public in all G7 countries and Russia in 2024, with the percentage of respondents declaring some knowledge of the country standing at 67.5%. This decline in familiarity may be attributed to a more discreet presence of Morocco in the international media. The success of the national soccer team at the 2022 World Cup led to a significant surge in online searches for Morocco, which, along with other information about the country, contributed to an increase in familiarity levels in 2023. However, this trend reversed in 2024.

As illustrated in the table above, there is almost no correlation between familiarity and reputation. While a high level of familiarity can reinforce the economic impact of a country's reputation, there are instances where countries with high familiarity may have poor reputations (such as Russia or China). Conversely, there are also countries with low familiarity but positive reputations (such as New Zealand or Singapore).

Morocco's benchmarks also showed a slightly positive trend in 2024: Chile (+0.8 points), Mexico (+0.7 points), South Africa (+0.4 points) and Turkey (+0.1 points). Despite this positive movement, Morocco managed to expand the gap in the ranking relative to its benchmarks.

Figure 6: *Familiarity vs. Reputation of the 60 countries with the highest GDP in the G7 and Russia*



Morocco's reputation is not uniform across the G7 countries and Russia. It performs best in Germany, France, and the UK, and least well in Japan and Italy. Compared to its reference countries, Morocco has the best reputation in France, the UK, the USA, and Russia, while Mexico is the best perceived in Italy, Turkey in Japan, and Chile in Canada and Germany.

Figure 7: *Evolution between 2013 and 2024 in the reputation of Morocco and its benchmark countries across the G7 countries and Russia*

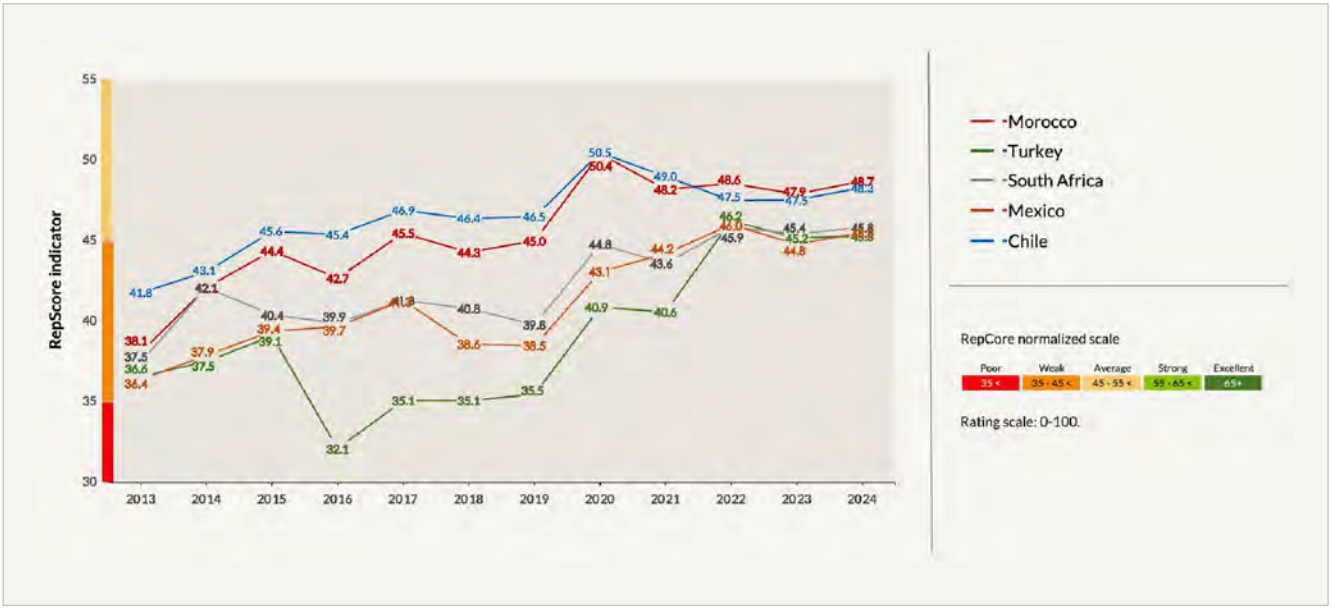


Figure 8: *The reputation of Morocco and the benchmark countries in the G7 and Russia*

	Morocco		South Africa		Chile		Mexico		Turkey	
	2024	vs.'23	2024	vs.'23	2024	vs.'23	2024	vs.'23	2024	vs.'23
Germany	52.8	1.4	49.7	-4.2	55.0	-2.1	54.6	5.8	45.7	0.0
France	52.5	0.5	51.8	-1.6	52.0	-1.0	49.2	-2.9	46.7	-3.3
United Kingdom	51.1	1.7	44.8	-1.2	49.5	-1.5	49.1	0.0	50.7	2.1
USA	49.2	0.7	47.7	3.1	47.7	4.0	37.4	2.3	37.7	-1.5
Canada	47.2	1.2	43.1	5.2	48.4	5.9	41.7	1.7	43.5	3.1
Russia	47.0	0.3	46.0	6.9	43.9	-2.8	45.0	-0.3	46.2	-2.2
Japan	44.9	-0.5	39.7	-1.9	44.6	1.8	41.1	-0.5	49.7	-0.1
Italy	44.9	0.9	43.9	-3.3	45.2	1.7	45.9	-0.5	42.3	2.7

RepCore normalized scale
Poor | Weak | Average | Strong | Excellent
Rating scale: 0-100.

A difference in rating is statistically significant if the absolute value is greater than 1.7 points for Morocco and 3.4 points for the benchmark countries.
A color code shows whether the difference is significant and positive or negative:
Positive significant difference | Negative significant difference | Non significative difference

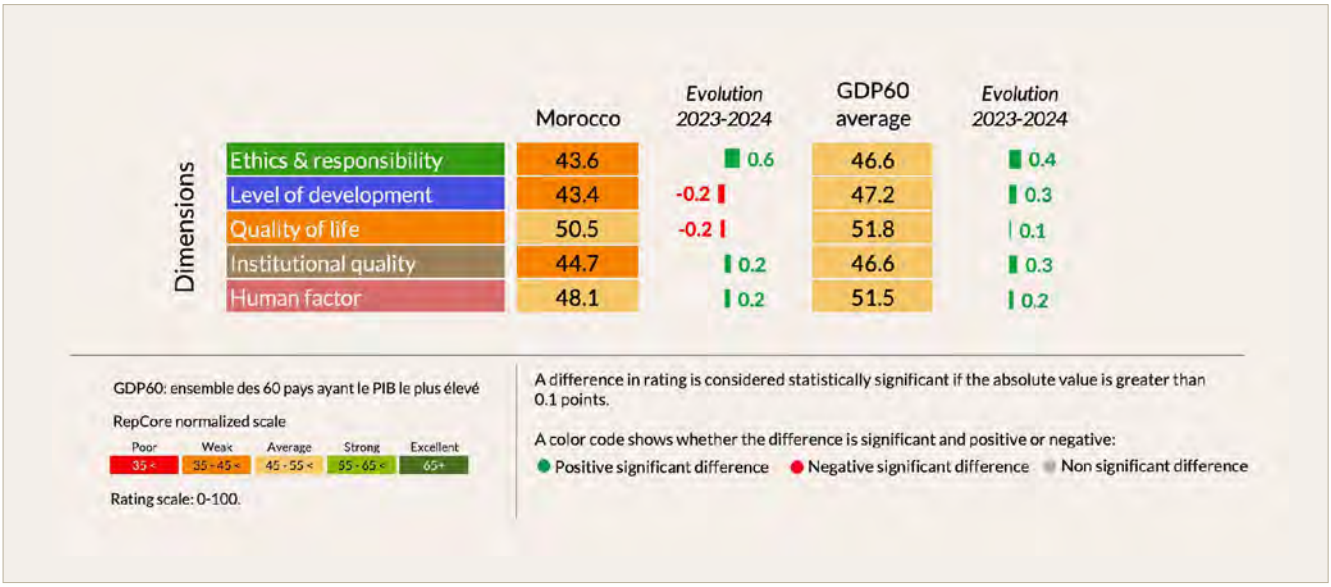
2.2 Strengths and weaknesses of Morocco as perceived across the G7 countries and Russia

In alignment with its reputation indicator, Morocco performs slightly below the average of the 60 countries with the highest GDP across all five rational dimensions. “Quality of life" is Morocco's greatest relative strength, with a difference of just 1.4 points from the average of the 60 largest economies. While "Level of development" remains a challenge for Morocco, falling 4.2 points just below the international average.

A review of the evolution of these dimensions reveals that stability predominates, with minimal fluctuations from the 2023 results. However, the "Ethics and responsibility" dimension stands out with a notable increase of 0.6 points

A comparison of Morocco's rational perception with that of the four reference countries in 2024 reveals a similar reputational profile across all five countries. Moderate scores are observed in the "Quality of life" and "Human factor" dimensions, while lower scores are recorded in the remaining dimensions. Chile is the only country in the group to achieve a moderate level in the "Ethics and Responsibility" dimension. However, its scores in all five dimensions are not significantly different from those of Morocco.

Figure 9: *Evolution, between 2023 and 2024, of the perception of Morocco and all 60 countries with the highest GDP (GDP60) regarding to rational dimensions in all G7 countries and Russia*



Morocco's comparative advantages relative to the benchmark countries, except Chile, lie in the most relevant dimensions involved in building a nation's reputation: "Institutional quality" and "Ethics and responsibility."

A detailed examination of the 22 rational attributes of the RepCore® Nations model reveals that Morocco is slightly below the average of the 60 countries with the highest GDP in each attribute. However, the generally positive trend observed in 2024 has led to a narrowing of the gap in certain areas.

Morocco continues to lag behind the study average in the following rational attributes: "Technologically advanced" (-6.5 points), "Quality of education system" (-5.7 points), "Educated and reliable people" (-4.5 points), and "Well-known brands and companies" (-4.3 points). Conversely, Morocco is closer to the 60-country average for "Respected leaders" (-0.9 points), "Leisure and cultural activities" (-0.9 points), and "Appealing natural environment" (-0.9 points).

Figure 10: *Evaluation of Morocco and benchmark countries in rational dimensions in all G7 countries and Russia*

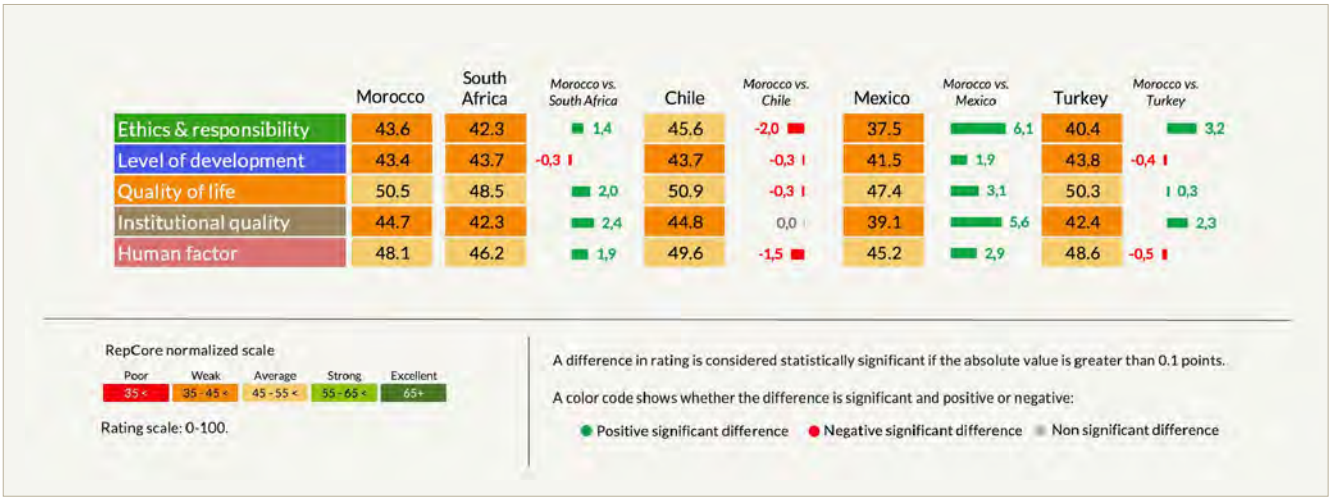


Figure 11: *Evolution, between 2023 and 2024, of the perception of Morocco and benchmark countries regarding to rational dimensions in all G7 countries and Russia*

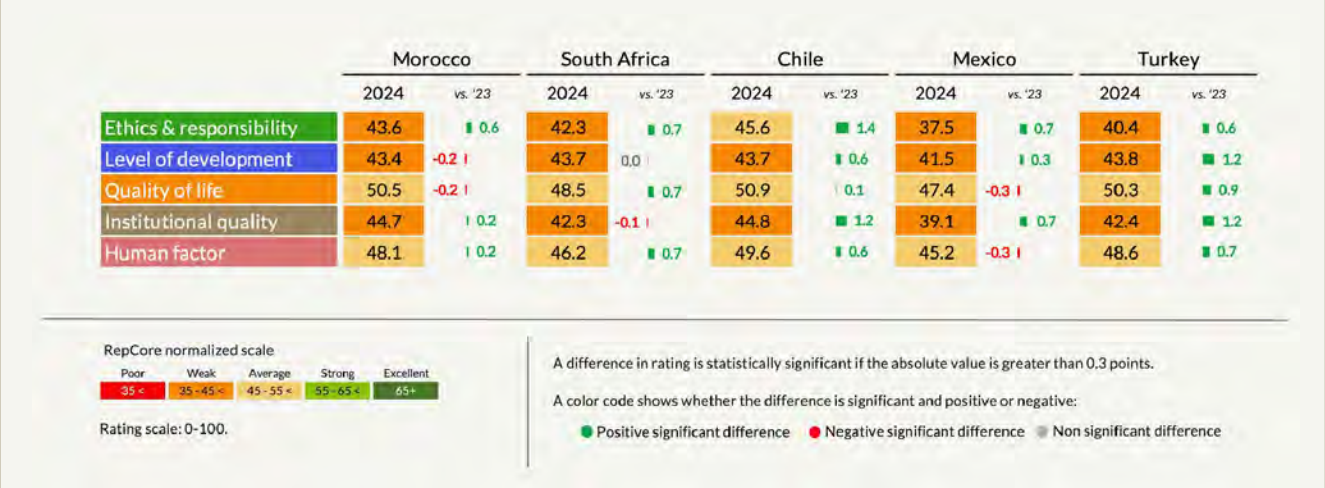
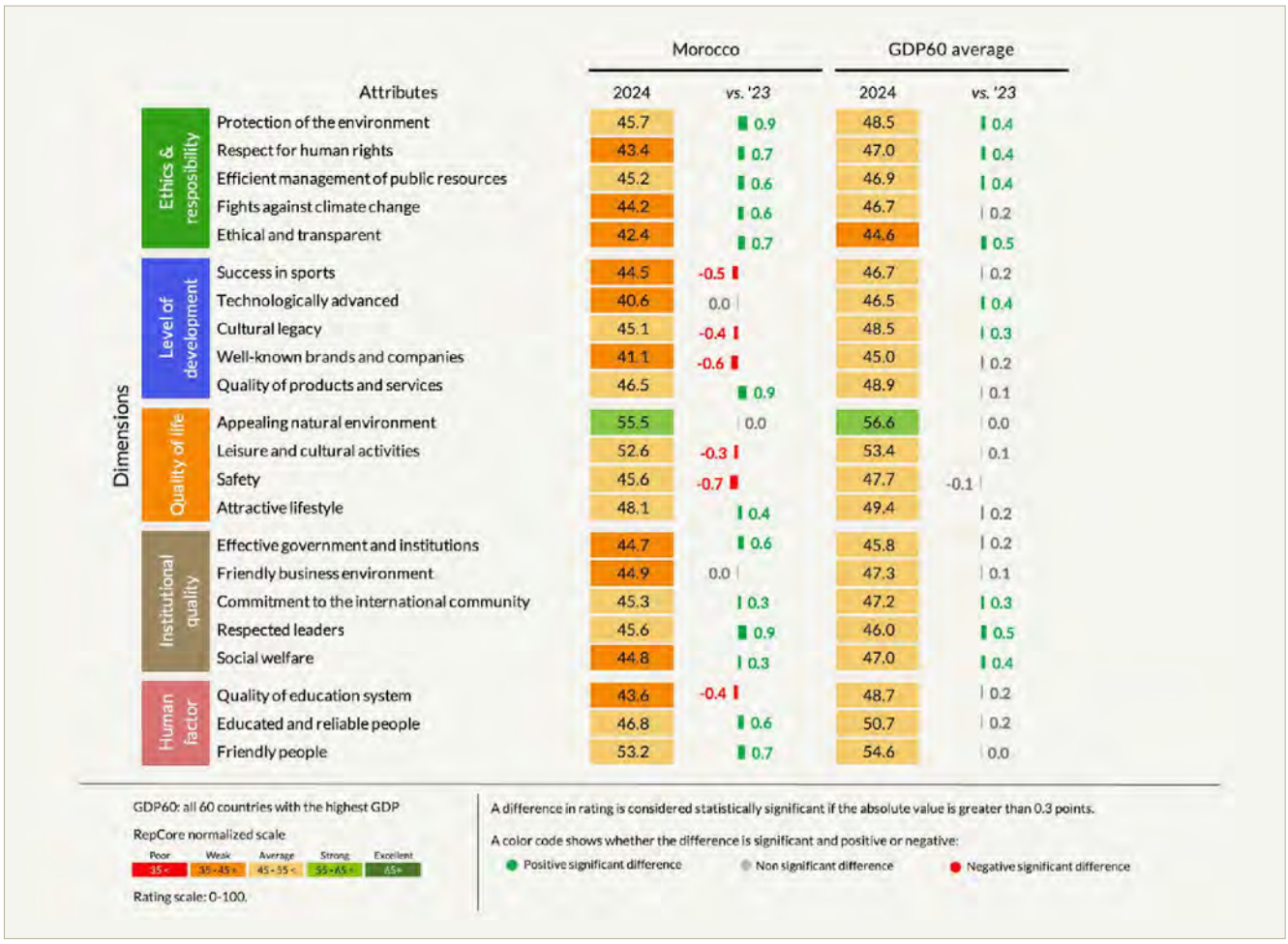


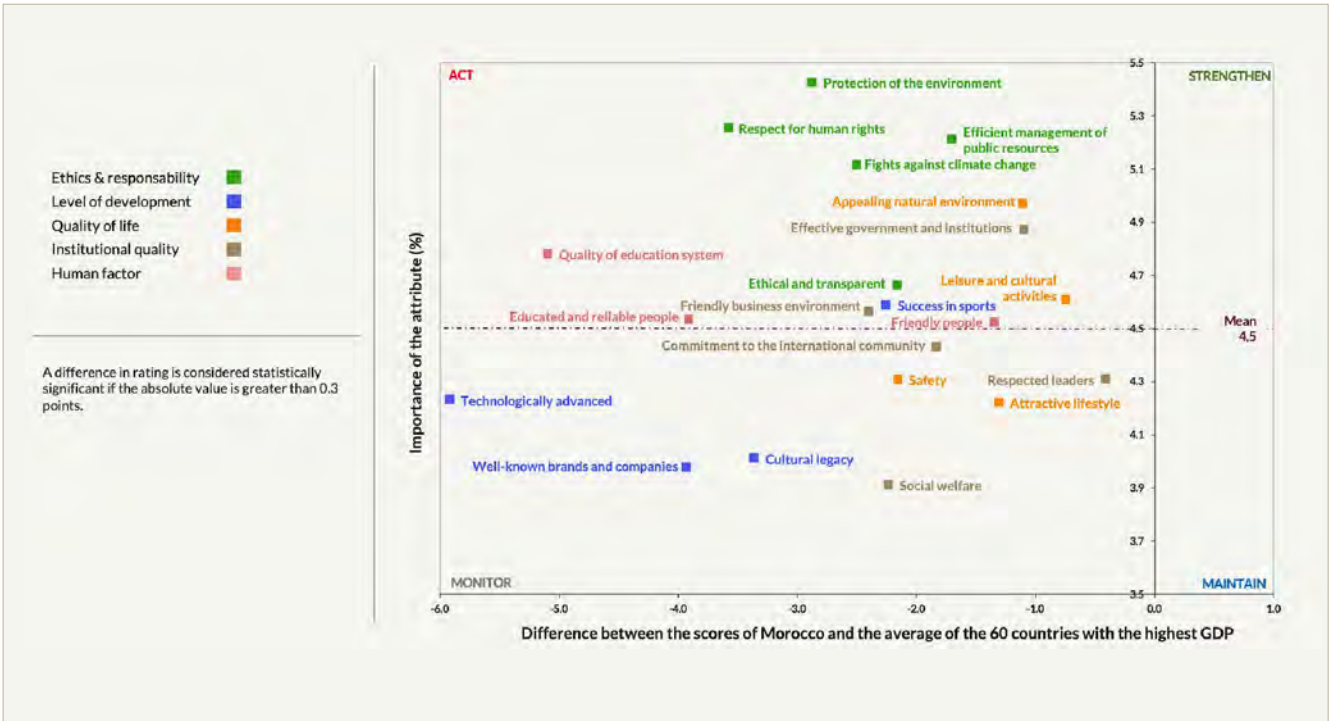
Figure 12: *Evolution between 2023 and 2024 in the perception of Morocco and the average of the 60 countries with the highest GDP regarding to rational attributes in all G7 countries and Russia*



Overall, Morocco's reputational profile remained stable between 2023 and 2024. However, some attributes experienced slight variations, with most showing an upward trend, while others showed declines. It is noteworthy that the ratings for attributes such as "Respected Leaders" (+0.9 points) increased. This is likely due to the leadership of His Majesty King Mohammed VI, the good governance demonstrated during the earthquake of September 2023, and His Far-Sighted Vision, as evidenced by the launch of the Royal Initiative for Atlantic Africa.

Additionally, the evaluation of "Quality of products and services" saw a noteworthy improvement (+0.9 points), as did the perception of "Protection of the environment" (+0.9 points), which may have been influenced by Morocco's efforts to reduce greenhouse gas emissions by investing in renewable energy sources. Also worth mentioning are slight downward movements in "Safety" (-0.7 points), "Well-known brands and companies" (-0.6 points) and "Success in sports" (-0.5 points).

Figure 13: *Risks and opportunities for Morocco compared with the 60 countries with the highest GDP in the G7 and Russia as a whole*



Morocco's relative advantages compared to the world average in the perception of attributes are listed below, in descending order:

- "Leisure and cultural activities"
- "Respected leaders"
- "Appealing natural environment"
- "Effective government and institutions"
- "Friendly people"
- "Attractive lifestyle"

Morocco's weaknesses, compared to the world average, relate to the following attributes:

- "Technologically advanced"
- "Quality of the education system"
- "Educated and reliable people"
- "Well-known brands and companies"
- "Cultural legacy"
- "Respect for human rights"

A comparison between Morocco's results and the benchmark countries reveals that the Kingdom excels in 18 of the 22 rational attributes, including several key variables in building the reputation of nations.

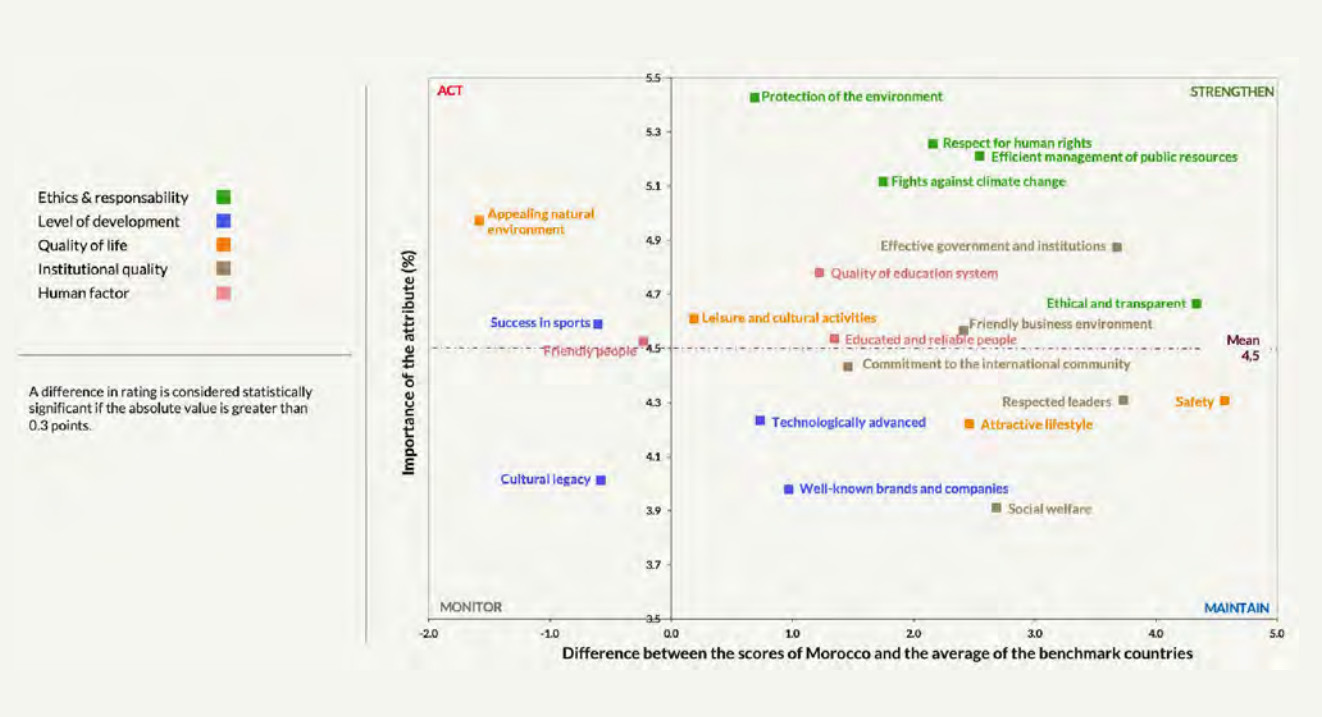
Morocco's key competitive advantages over the average of the reference countries are as follows:

- “Safety”
- “Ethical and transparent”
- “Respected leaders”
- “Effective government and institutions”
- “Social welfare”
- "Efficient management of public resources”

In the same context, Morocco's four main areas for improvement are as follows:

- “Appealing natural environment”
- “Success in sports”
- “Cultural legacy”
- “Friendly people”

Figure 14: *Risks and opportunities for Morocco compared with benchmark countries in the G7 and Russia as a whole*



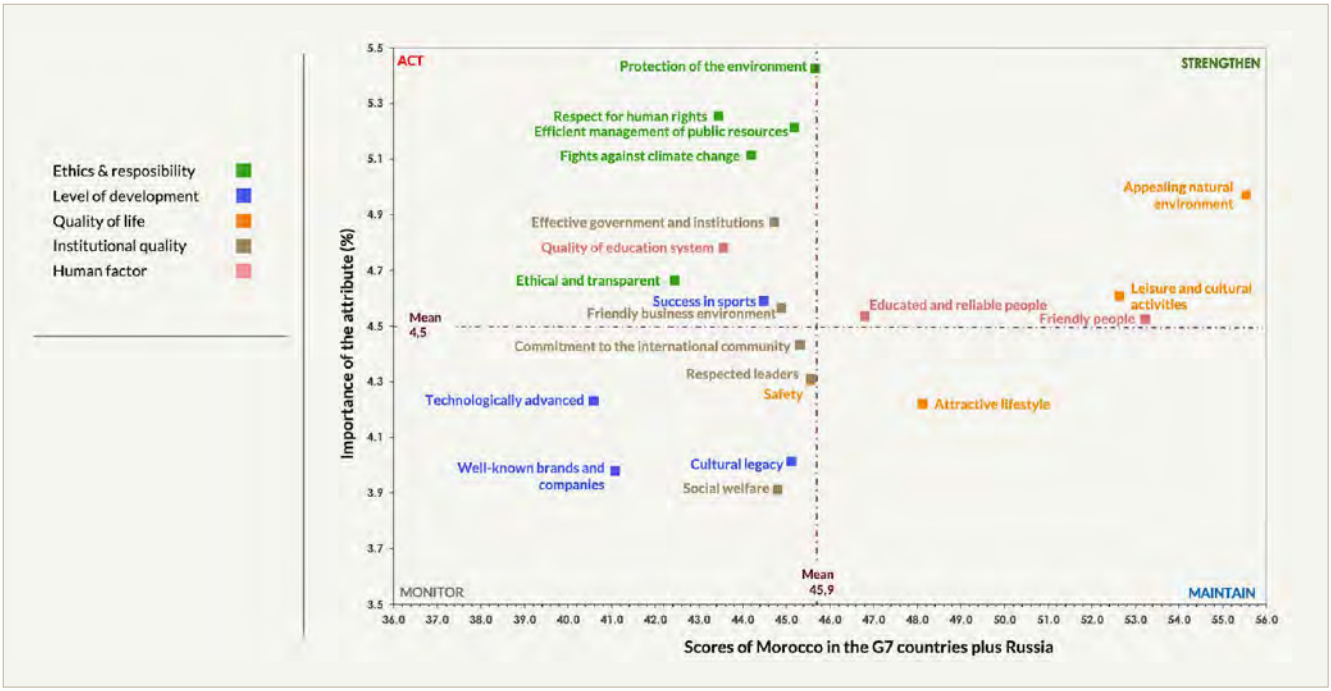
Interestingly, two of these weaknesses ("Appealing natural environment" and "Friendly people"), are in fact relative strengths when we compare Morocco with the global average.

Morocco's reputation profile has evolved between 2015 and 2024. The attributes "Appealing natural environment" and "Leisure and cultural activities" remain its main assets, making the Kingdom an attractive tourist destination. In recent years, perceptions of the "Ethics and responsibility" and "Institutional quality" variables have strengthened, setting Morocco apart from the average of its reference countries, although it has not yet reached the level of the largest economies.

Morocco outperforms the benchmark countries average in attributes such as "Ethical and transparent", "Respected leaders", "Efficient government and institutions" and "Safety", a profile that makes the Kingdom a reliable partner on the international stage.

Morocco continues to excel in absolute terms in three areas crucial for building a nation's reputation: "Appealing natural environment," "Friendly people," and "Leisure and cultural activities." Nevertheless, there is considerable room for improvement in certain attributes where Morocco has already acquired advantages over its benchmark countries, which could contribute to strengthening its brand image, such as "Ethical and transparent", "Respect for human rights" and "Protection of the environment".

Figure 15: *Morocco's strengths and weaknesses among G7 countries and Russia*



2.3 Evolution of the perception of Morocco in the rational attributes between the year 2015 and the year 2024

The remarkable evolution of the perceptions associated with Morocco can be seen by comparing its image profile in 2015, the first year in which the report on its global reputation was compiled, with data from 2024.

While Morocco is consistently highly rated by the inhabitants from the G7 countries and Russia in the attributes “Appealing natural environment”, ”Friendly people”, and “Leisure and cultural activities”, the country's image is increasingly shaped by other factors. It is notable that the "Appealing natural environment" is in fact the only attribute to exhibit a negative trend of -2.7 points between 2015 and 2024. In contrast, attributes within the "Level of Development," "Institutional Quality," and "Ethics and Responsibility" dimensions have shown significant progress during this period.

"Educated and reliable people" is the attribute with the most remarkable increase (+9.1 points), followed by "Quality of products and services" (+6.2 points) and "Commitment to the international community" (+5.8 points).

Figure 16: *Evolution of the perception of Morocco in the rational attributes between 2015 and 2024 in all G7 countries and Russia*

The greatest progress in the perception of the attributes of the dimensions "Level of development", "Institutional quality" and "Ethics and responsibility" takes place between 2019 and 2022.

Figure 17: *Evolution between 2015 and 2024 of the perception of Morocco across the G7 countries and Russia in the attributes of the "Ethics and responsibility" dimension*

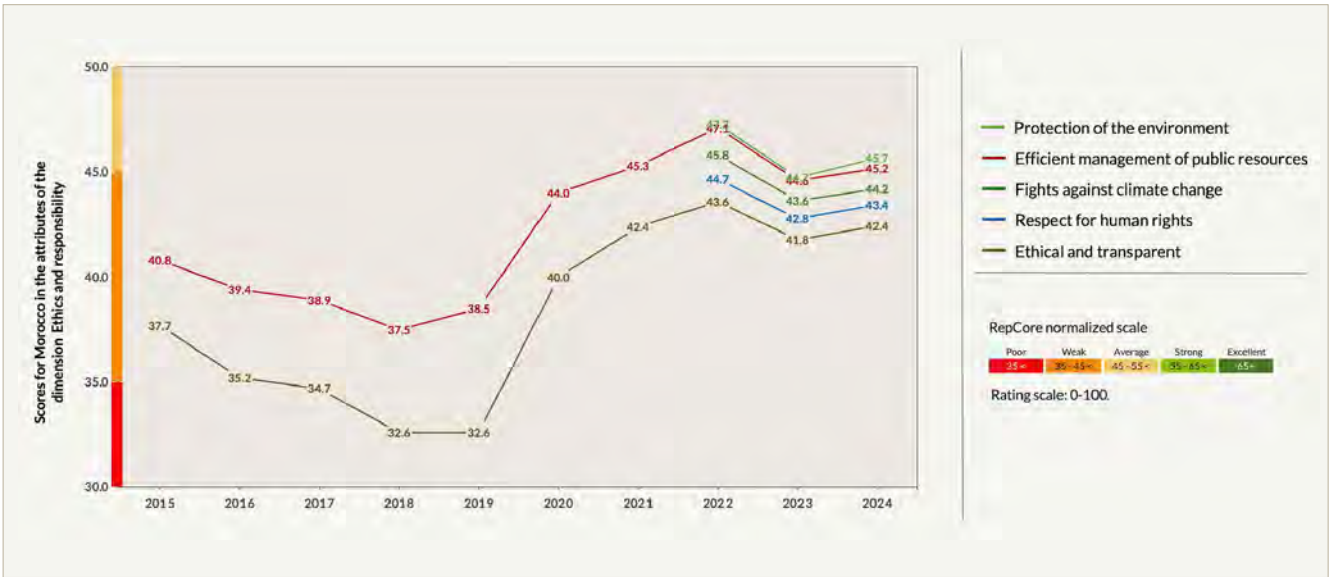


Figure 18: *Evolution between 2015 and 2024 of the perception of Morocco across the G7 countries and Russia in the attributes of the "Level of development" dimension*

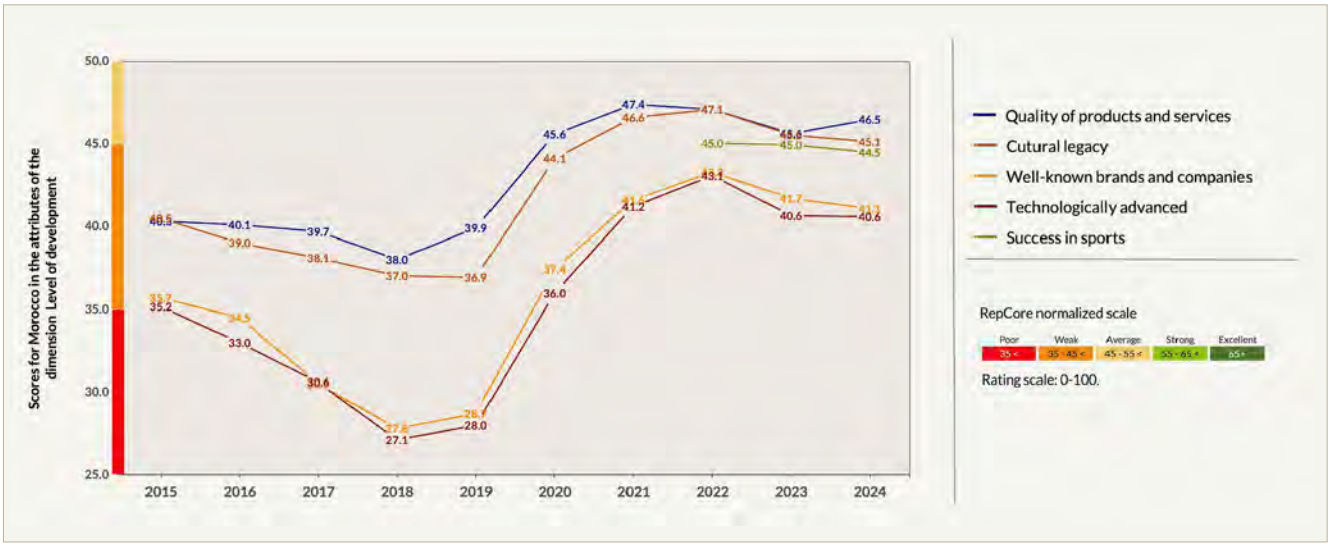


Figure 19: *Evolution between 2015 and 2024 of the perception of Morocco across the G7 countries and Russia in the attributes of the "Institutional quality" dimension*

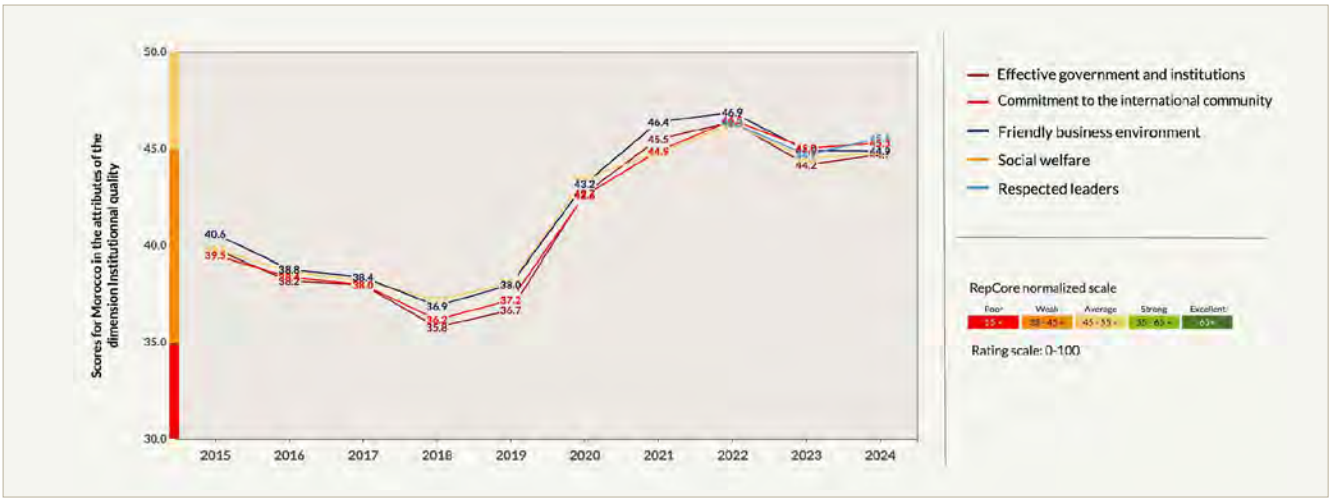


Figure 20: *Evolution between 2015 and 2024 of the perception of Morocco across the G7 countries and Russia in the attributes of the "Quality of life" dimension*

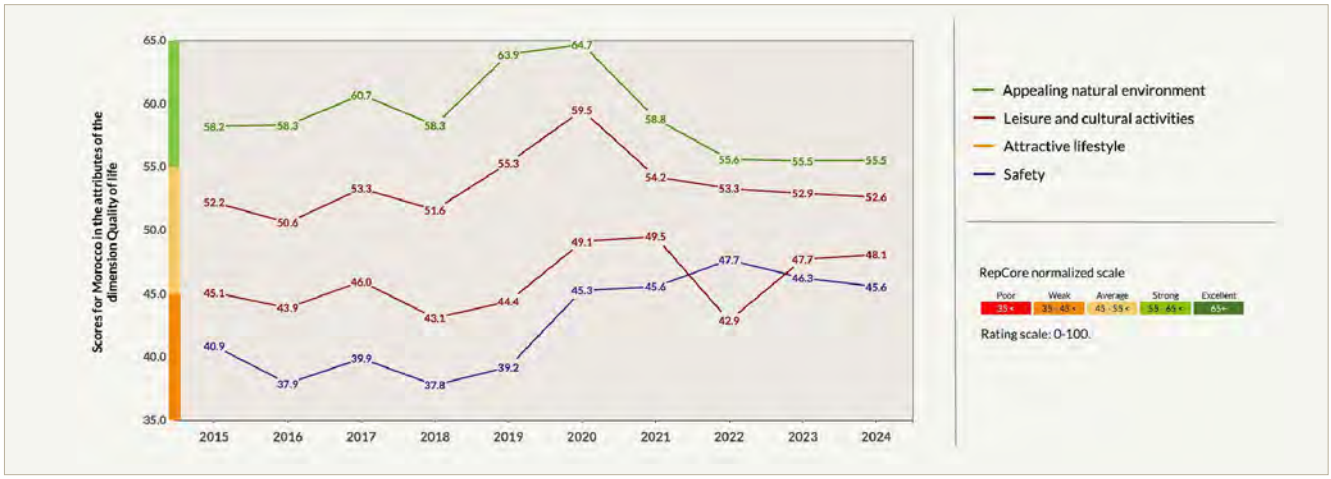
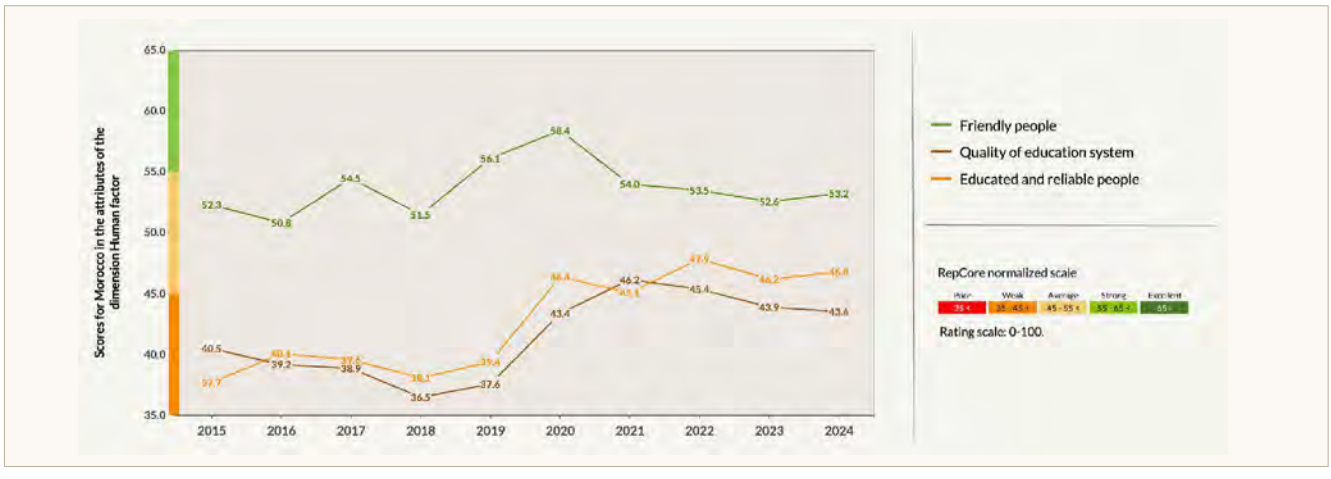


Figure 21: *Evolution between 2015 and 2024 of the perception of Morocco across the G7 countries and Russia in the attributes of the "Human factor" dimension*



2.4 Supportive attitudes towards Morocco in the G7 countries and Russia

The RepCore® Nations study also analyzes respondents' supportive attitudes towards each country, providing a deeper understanding of how a nation's reputation can create or destroy value. As indicated in the methodology section, there is a strong correlation between the reputation indicator and supportive attitudes, such as the intention to visit the country, invest in it, or buy its products.

The intention to visit the country is the supportive attitude where Morocco scores highest, in line with good perceptions of attributes such as "Appealing natural environment" or "Leisure and cultural activities". In fact, Morocco scores slightly higher on this variable than the average of the 60 countries with the highest GDP. Other supportive attitudes for which Morocco is close to the international average include recommend visiting the country and organizing or attending events there. However, the supportive attitude where Morocco is furthest from the international average is to recommend studying in the country, which is not surprising given its low score on the "Quality of the education system" attribute.

In 2024, Morocco saw a slight improvement in the intention to attend or organize events in the country (+0.5 points) and a modest decline in the recommendations to visit the country (-0.7 points), live there (-0.4 points) or work there (-0.3 points).

In line with its stronger reputation, Morocco also outperforms the reference countries in nearly all support attitudes. Chile, however, scores slightly higher in the intention to purchase products from the country and in the intention to recommend living and studying there. Turkey recorded the best results in intention to visit or recommend visiting, although the differences with Morocco are minimal.

Figure 22: *Comparison of supportive attitudes for Morocco and the average of the 60 countries with the highest GDP across the G7 and Russia*

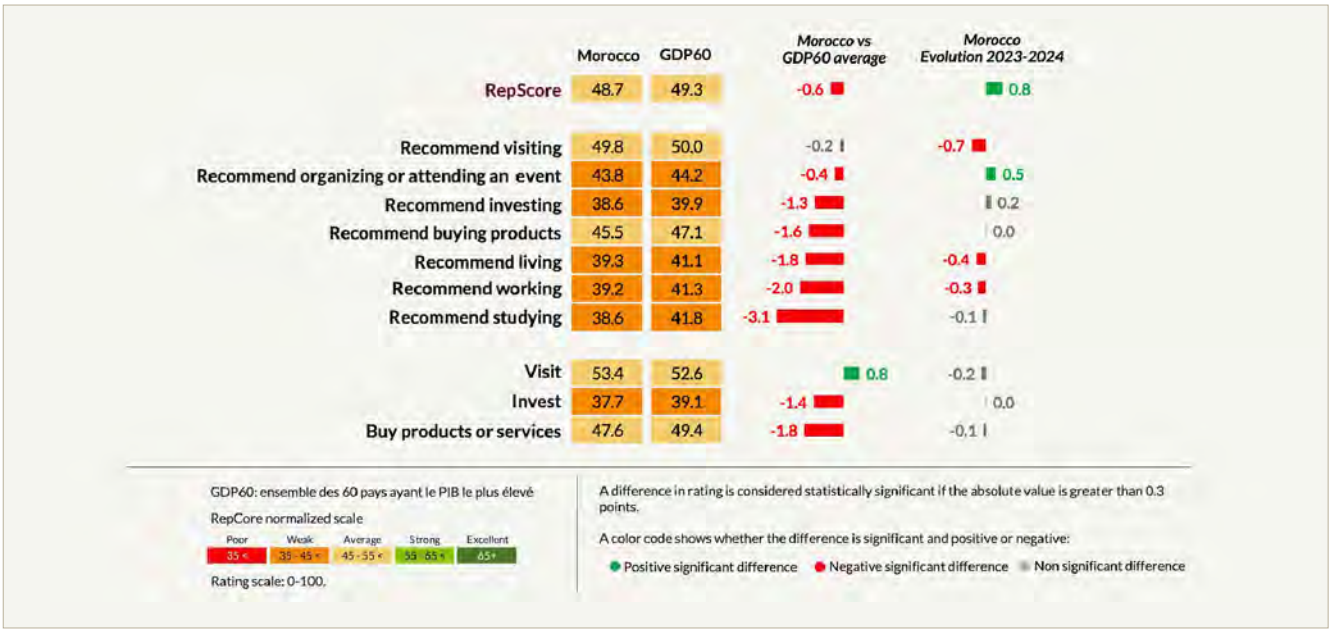


Figure 23: *Comparison of supportive attitudes for Morocco and the benchmark countries across the G7 countries and Russia*

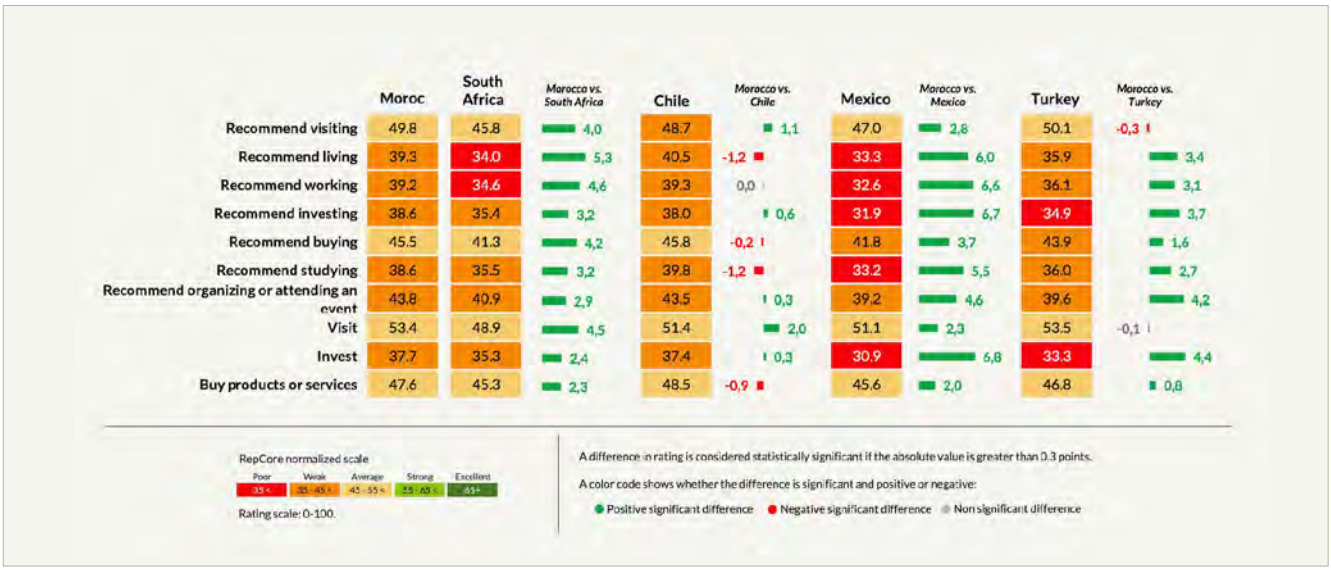
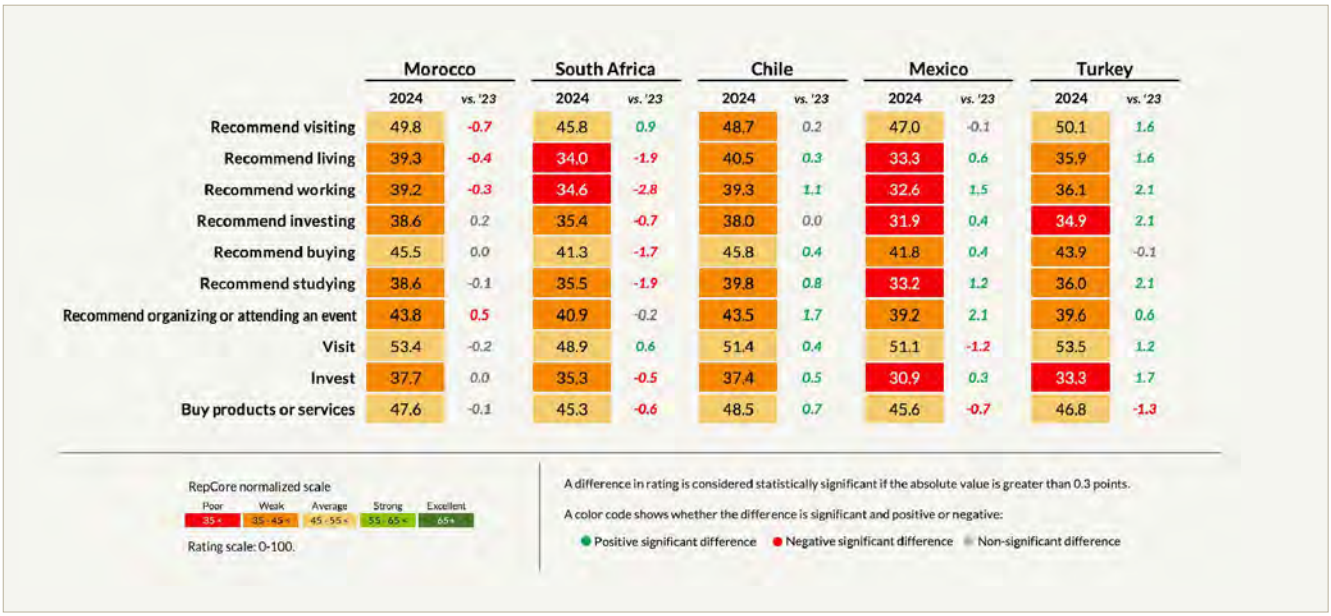


Figure 24: *Evolution between 2023 and 2024 in supportive attitudes towards Morocco and the benchmark countries in the G7 countries and Russia*



3 The reputation of Morocco outside the G7 countries and Russia

3.1 The reputation of Morocco in 18 specific countries

Morocco's reputation in the international arena is not homogeneous. It varies considerably depending on the geographical context in which it is analyzed. Morocco achieves its highest score on the reputation indicator (64.8 points) among its own population, which rates its reputation as "strong" (very close to "excellent"). We will return to Morocco's internal reputation in Part 4.

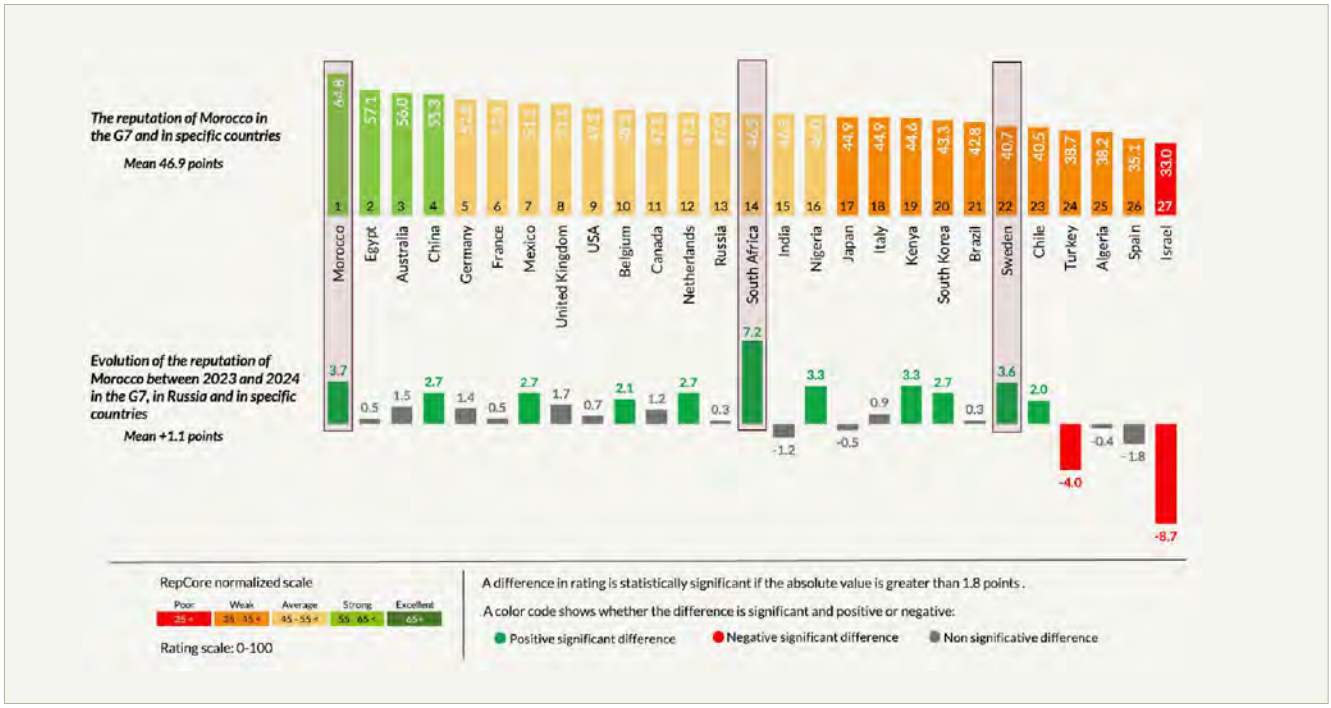
Morocco also enjoys a "strong" reputation (over 55 points) in three other countries: Egypt, Australia and China. It has a moderate reputation in 12 countries, including Germany, France, Mexico, and the United Kingdom, with scores above 50 points. Conversely, it is perceived as weak in 10 countries, with scores ranging from 35 to 45 points. Notably, the Kingdom records its largest decline in Israel, reaching a poor reputation indicator of 33.0 points in 2024.

As previously stated in the introduction to this report, the ongoing conflict in Gaza has had a detrimental impact on Israel's reputation and the perception among the Israeli population of countries advocating for international legality. Morocco is a case in point.

An analysis of Morocco's reputation between 2023 and 2024 indicates notable improvements in 11 of the 27 countries studied. South Africa, Sweden, Nigeria, and Kenya are the countries where Morocco's reputation saw the most significant growth. The overall enhancement in Morocco's reputation in the African countries included in the study can be attributed to the favorable response to the Atlantic Initiative promoted by His Majesty King Mohammed VI.

It is also noteworthy that Morocco's reputation has strengthened in a large market like China, rising from "moderate" in 2023 to "strong" in 2024. However, it is worth noting the unexpected decline in Morocco's reputation in Turkey.

Figure 25: *Evolution of Morocco's reputation in specific countries as well as in G7 countries and Russia*



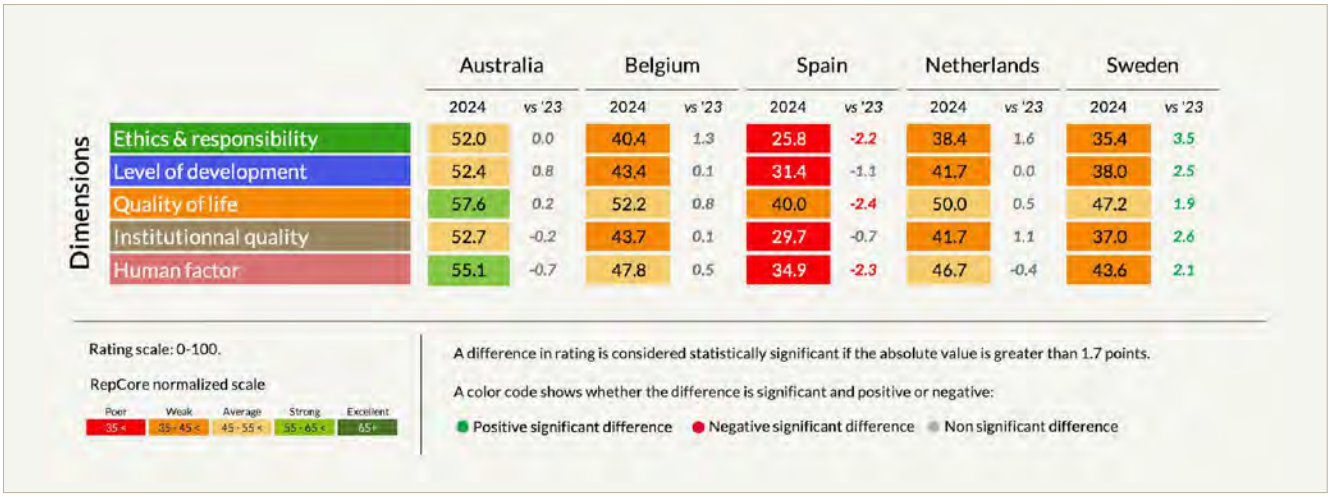
3.2 Strengths and weaknesses of Morocco's reputation in specific countries

A review of the rational motivations behind Morocco's reputation in the various specific countries reveals that the strengths and weaknesses observed by the public in all G7 countries and Russia are consistent.

Morocco has achieved its highest score in the "Quality of Life" dimension. This result is consistent across the 18 specific markets where the country's reputation was analyzed. Additionally, in nearly all markets, the second-highest rated dimension is "Human Factor," with the exception of China, Kenya, and Nigeria, where other dimensions are perceived more favorably. Therefore, we can conclude that these two dimensions are the primary assets of Morocco's external perception in the specific countries.

Conversely, the "Level of development" and "Ethics and responsibility" dimensions present the most significant areas for improvement in Morocco. In fact, these dimensions are the ones in which Morocco has the lowest ratings in the largest number of specific markets.

Figure 26: *Evaluation of Morocco in the 5 rational dimensions in specific Western European countries and Australia*



Dimensions	Australia 2024	Australia vs '23	Belgium 2024	Belgium vs '23	Spain 2024	Spain vs '23	Netherlands 2024	Netherlands vs '23	Sweden 2024	Sweden vs '23
Ethics & responsibility	52.0	0.0	40.4	1.3	25.8	-2.2	38.4	1.6	35.4	3.5
Level of development	52.4	0.8	43.4	0.1	31.4	-1.1	41.7	0.0	38.0	2.5
Quality of life	57.6	0.2	52.2	0.8	40.0	-2.4	50.0	0.5	47.2	1.9
Institutionnal quality	52.7	-0.2	43.7	0.1	29.7	-0.7	41.7	1.1	37.0	2.6
Human factor	55.1	-0.7	47.8	0.5	34.9	-2.3	46.7	-0.4	43.6	2.1

Rating scale: 0-100.

RepCore normalized scale

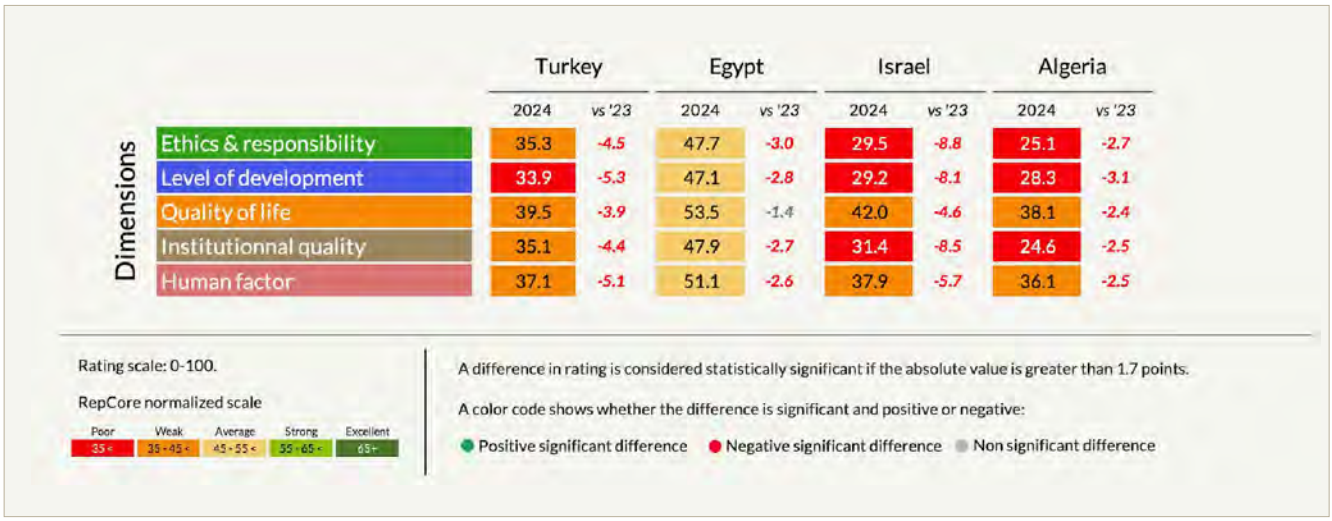
Poor 35< | Weak 35-45< | Average 45-55< | Strong 55-65< | Excellent 65+

A difference in rating is considered statistically significant if the absolute value is greater than 1.7 points.

A color code shows whether the difference is significant and positive or negative:

Positive significant difference | Negative significant difference | Non significant difference

Figure 27: *Evaluation of Morocco in the 5 rational dimensions in specific Mediterranean countries*



Dimensions	Turkey 2024	Turkey vs '23	Egypt 2024	Egypt vs '23	Israel 2024	Israel vs '23	Algeria 2024	Algeria vs '23
Ethics & responsibility	35.3	-4.5	47.7	-3.0	29.5	-8.8	25.1	-2.7
Level of development	33.9	-5.3	47.1	-2.8	29.2	-8.1	28.3	-3.1
Quality of life	39.5	-3.9	53.5	-1.4	42.0	-4.6	38.1	-2.4
Institutionnal quality	35.1	-4.4	47.9	-2.7	31.4	-8.5	24.6	-2.5
Human factor	37.1	-5.1	51.1	-2.6	37.9	-5.7	36.1	-2.5

Rating scale: 0-100.

RepCore normalized scale

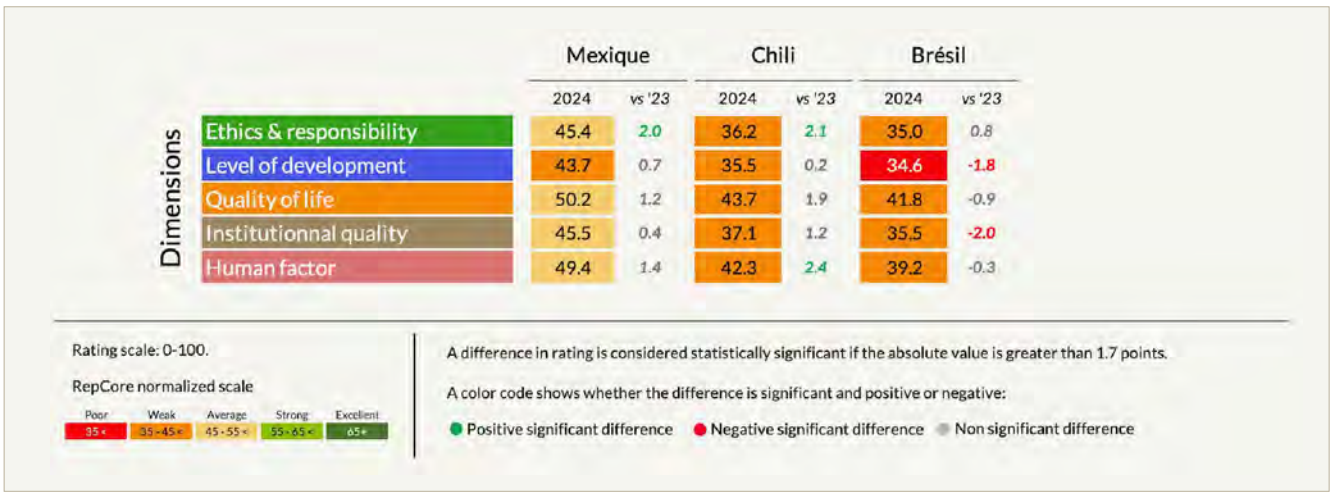
Poor 35< | Weak 35-45< | Average 45-55< | Strong 55-65< | Excellent 65+

A difference in rating is considered statistically significant if the absolute value is greater than 1.7 points.

A color code shows whether the difference is significant and positive or negative:

Positive significant difference | Negative significant difference | Non significant difference

Figure 28: *Evaluation of Morocco in the 5 rational dimensions in specific Latin American countries*



Dimensions	Mexique 2024	Mexique vs '23	Chili 2024	Chili vs '23	Brésil 2024	Brésil vs '23
Ethics & responsibility	45.4	2.0	36.2	2.1	35.0	0.8
Level of development	43.7	0.7	35.5	0.2	34.6	-1.8
Quality of life	50.2	1.2	43.7	1.9	41.8	-0.9
Institutionnal quality	45.5	0.4	37.1	1.2	35.5	-2.0
Human factor	49.4	1.4	42.3	2.4	39.2	-0.3

Rating scale: 0-100.

RepCore normalized scale

Poor 35< | Weak 35-45< | Average 45-55< | Strong 55-65< | Excellent 65+

A difference in rating is considered statistically significant if the absolute value is greater than 1.7 points.

A color code shows whether the difference is significant and positive or negative:

Positive significant difference | Negative significant difference | Non significant difference

Figure 29: Evaluation of Morocco in the 5 rational dimensions in specific African countries

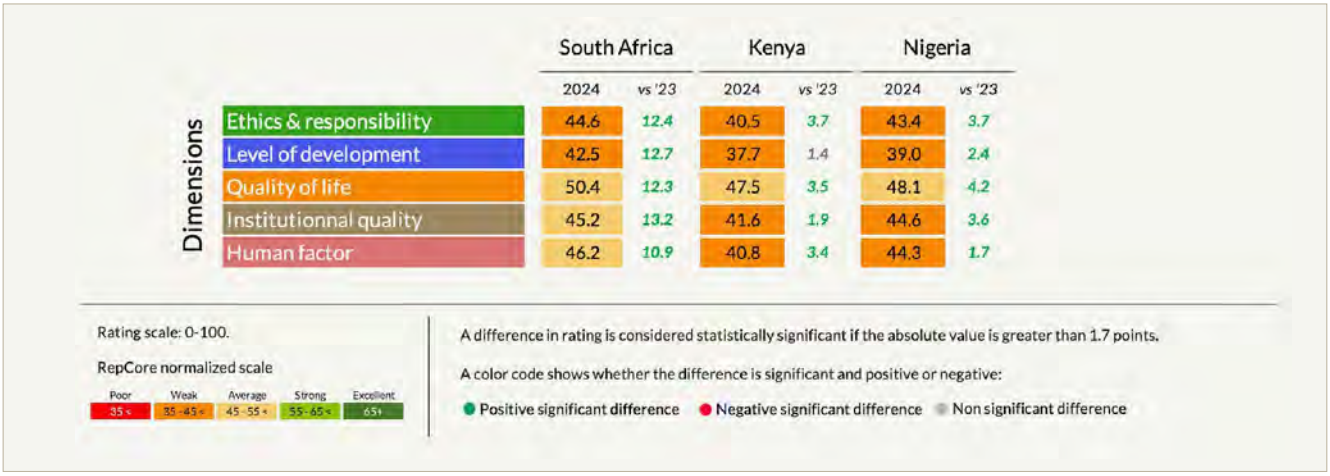
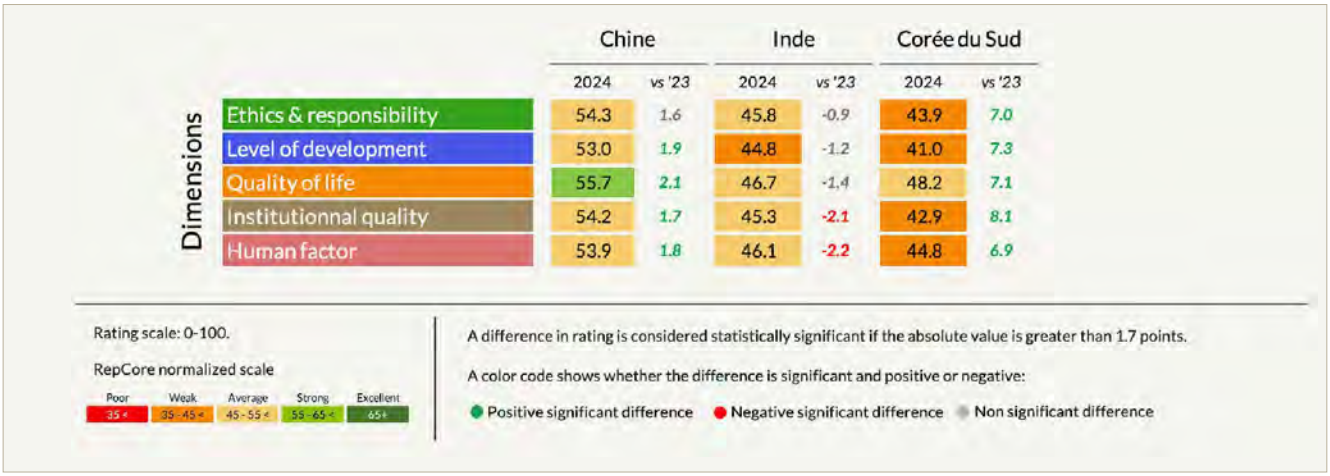


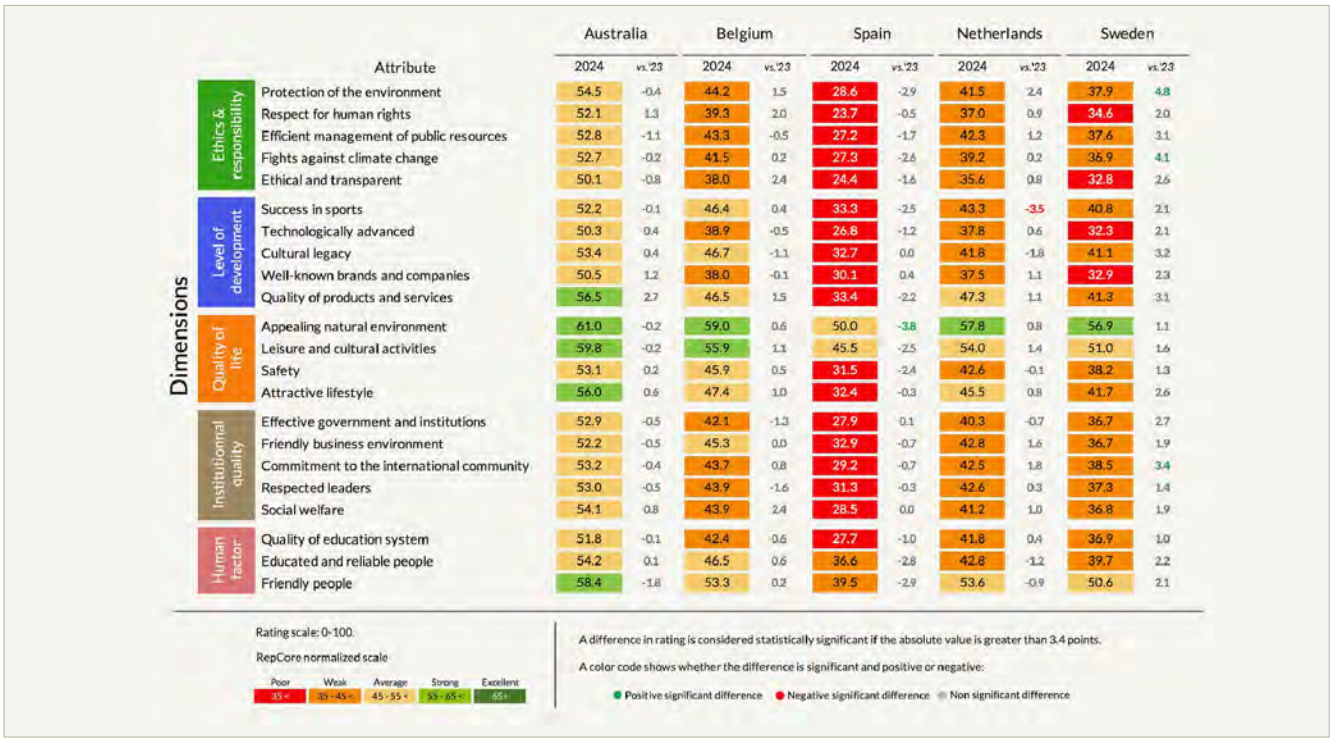
Figure 30: Evaluation of Morocco in the 5 rational dimensions in specific Asian countries



As we move forward with our analysis of the rational component of reputation at the attribute level, we find that Morocco is viewed favorably by the various specific countries. The three attributes that receive the highest scores in nearly all countries are "Leisure and cultural activities," "Appealing natural environment" and "Friendly people," indicating that they are key factors driving overall perceptions.

Similarly, the deficiencies in Morocco's international profile are prevalent across different markets. The attributes "Technologically advanced" and "Well-known brands and companies" receive the lowest ratings in most countries, while the perception of "Ethical and transparent" is also low in European countries surveyed.

Figure 31: *Evaluation of Morocco in the 22 rational attributes in the specific countries of Western Europe and Australia*



Dimensions	Attribute	Australia 2024	Australia vs.'23	Belgium 2024	Belgium vs.'23	Spain 2024	Spain vs.'23	Netherlands 2024	Netherlands vs.'23	Sweden 2024	Sweden vs.'23
Ethics & responsibility	Protection of the environment	54.5	-0.4	44.2	1.5	28.6	-2.9	41.5	2.4	37.9	4.8
	Respect for human rights	52.1	1.3	39.3	2.0	23.7	-0.5	37.0	0.9	34.6	2.0
	Efficient management of public resources	52.8	-1.1	43.3	-0.5	27.2	-1.7	42.3	1.2	37.6	3.1
	Fights against climate change	52.7	-0.2	41.5	0.2	27.3	-2.6	39.2	0.2	36.9	4.1
	Ethical and transparent	50.1	-0.8	38.0	2.4	24.4	-1.6	35.6	0.8	32.8	2.6
Level of development	Success in sports	52.2	-0.1	46.4	0.4	33.3	-2.5	43.3	-3.5	40.8	2.1
	Technologically advanced	50.3	0.4	38.9	-0.5	26.8	-1.2	37.8	0.6	32.3	2.1
	Cultural legacy	53.4	0.4	46.7	-1.1	32.7	0.0	41.8	-1.8	41.1	3.2
	Well-known brands and companies	50.5	1.2	38.0	-0.1	30.1	0.4	37.5	1.1	32.9	2.3
	Quality of products and services	56.5	2.7	46.5	1.5	33.4	-2.2	47.3	1.1	41.3	3.1
Quality of life	Appealing natural environment	61.0	-0.2	59.0	0.6	50.0	-3.8	57.8	0.8	56.9	1.1
	Leisure and cultural activities	59.8	-0.2	55.9	1.1	45.5	-2.5	54.0	1.4	51.0	1.6
	Safety	53.1	0.2	45.9	0.5	31.5	-2.4	42.6	-0.1	38.2	1.3
	Attractive lifestyle	56.0	0.6	47.4	1.0	32.4	-0.3	45.5	0.8	41.7	2.6
Institutionnal quality	Effective government and institutions	52.9	-0.5	42.1	-1.3	27.9	0.1	40.3	-0.7	36.7	2.7
	Friendly business environment	52.2	-0.5	45.3	0.0	32.9	-0.7	42.8	1.6	36.7	1.9
	Commitment to the international community	53.2	-0.4	43.7	0.8	29.2	-0.7	42.5	1.8	38.5	3.4
	Respected leaders	53.0	-0.5	43.9	-1.6	31.3	-0.3	42.6	0.3	37.3	1.4
	Social welfare	54.1	0.8	43.9	2.4	28.5	0.0	41.2	1.0	36.8	1.9
Human factor	Quality of education system	51.8	-0.1	42.4	0.6	27.7	-1.0	41.8	0.4	36.9	1.0
	Educated and reliable people	54.2	0.1	46.5	0.6	36.6	-2.8	42.8	-1.2	39.7	2.2
	Friendly people	58.4	-1.8	53.3	0.2	39.5	-2.9	53.6	-0.9	50.6	2.1

Rating scale: 0-100.

RepCore normalized scale

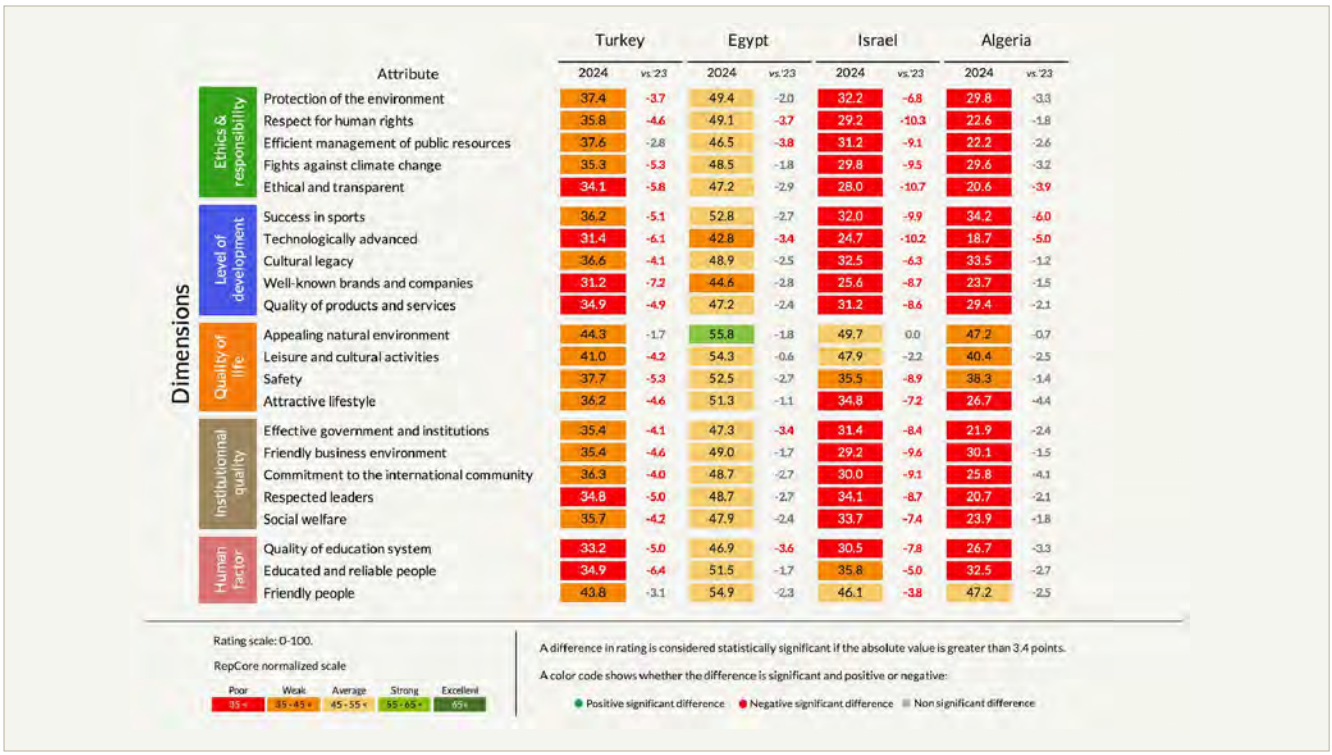
Poor 35 < | Weak 35 - 45 < | Average 45 - 55 < | Strong 55 - 65 < | Excellent 65 +

A difference in rating is considered statistically significant if the absolute value is greater than 3.4 points.

A color code shows whether the difference is significant and positive or negative:

● Positive significant difference ● Negative significant difference ● Non significant difference

Figure 32: *Evaluation of Morocco in the 22 rational attributes in specific Mediterranean countries*



Dimensions	Attribute	Turkey 2024	Turkey vs.'23	Egypt 2024	Egypt vs.'23	Israel 2024	Israel vs.'23	Algeria 2024	Algeria vs.'23
Ethics & responsibility	Protection of the environment	37.4	-3.7	49.4	-2.0	32.2	-6.8	29.8	-3.3
	Respect for human rights	35.8	-4.6	49.1	-2.7	29.2	-10.3	22.6	-1.8
	Efficient management of public resources	37.6	-2.8	46.5	-3.8	31.2	-9.1	22.2	-2.6
	Fights against climate change	35.3	-5.3	48.5	-1.8	29.8	-9.5	29.6	-3.2
	Ethical and transparent	34.1	-5.8	47.2	-2.9	28.0	-10.7	20.6	-3.9
Level of development	Success in sports	36.2	-5.1	52.8	-2.7	32.0	-9.9	34.2	-6.0
	Technologically advanced	31.4	-6.1	42.8	-3.4	24.7	-10.2	18.7	-5.0
	Cultural legacy	36.6	-4.1	48.9	-2.5	32.5	-6.3	33.5	-1.2
	Well-known brands and companies	31.2	-7.2	44.6	-2.8	25.6	-8.7	23.7	-1.5
	Quality of products and services	34.9	-4.9	47.2	-2.4	31.2	-8.6	29.4	-2.1
Quality of life	Appealing natural environment	44.3	-1.7	55.8	-1.8	49.7	0.0	47.2	-0.7
	Leisure and cultural activities	41.0	-4.2	54.3	-0.6	47.9	-2.2	40.4	-2.5
	Safety	37.7	-5.3	52.5	-2.7	35.5	-8.9	38.3	-1.4
	Attractive lifestyle	36.2	-4.6	51.3	-1.1	34.8	-7.2	26.7	-4.4
Institutionnal quality	Effective government and institutions	35.4	-4.1	47.3	-3.4	31.4	-8.4	21.9	-2.4
	Friendly business environment	35.4	-4.6	49.0	-1.7	29.2	-9.6	30.1	-1.5
	Commitment to the international community	36.3	-4.0	48.7	-2.7	30.0	-9.1	25.8	-4.1
	Respected leaders	34.8	-5.0	48.7	-2.7	34.1	-8.7	20.7	-2.1
	Social welfare	35.7	-4.2	47.9	-2.4	33.7	-7.4	23.9	-1.8
Human factor	Quality of education system	33.2	-5.0	46.9	-3.6	30.5	-7.8	26.7	-3.3
	Educated and reliable people	34.9	-6.4	51.5	-1.7	35.8	-5.0	32.5	-2.7
	Friendly people	43.8	-3.1	54.9	-2.3	46.1	-3.8	47.2	-2.5

Rating scale: 0-100.

RepCore normalized scale

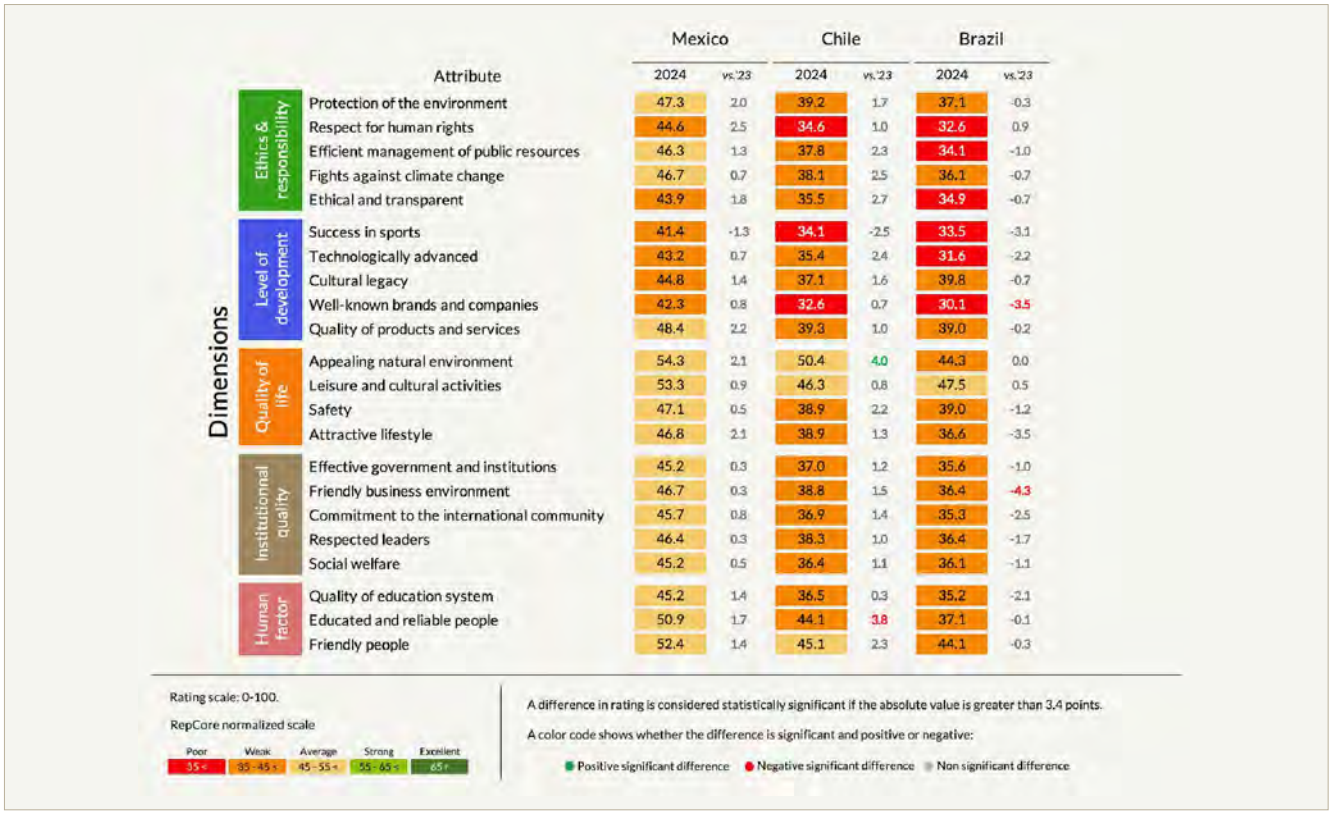
Poor 35 < | Weak 35 - 45 < | Average 45 - 55 < | Strong 55 - 65 < | Excellent 65 +

A difference in rating is considered statistically significant if the absolute value is greater than 3.4 points.

A color code shows whether the difference is significant and positive or negative:

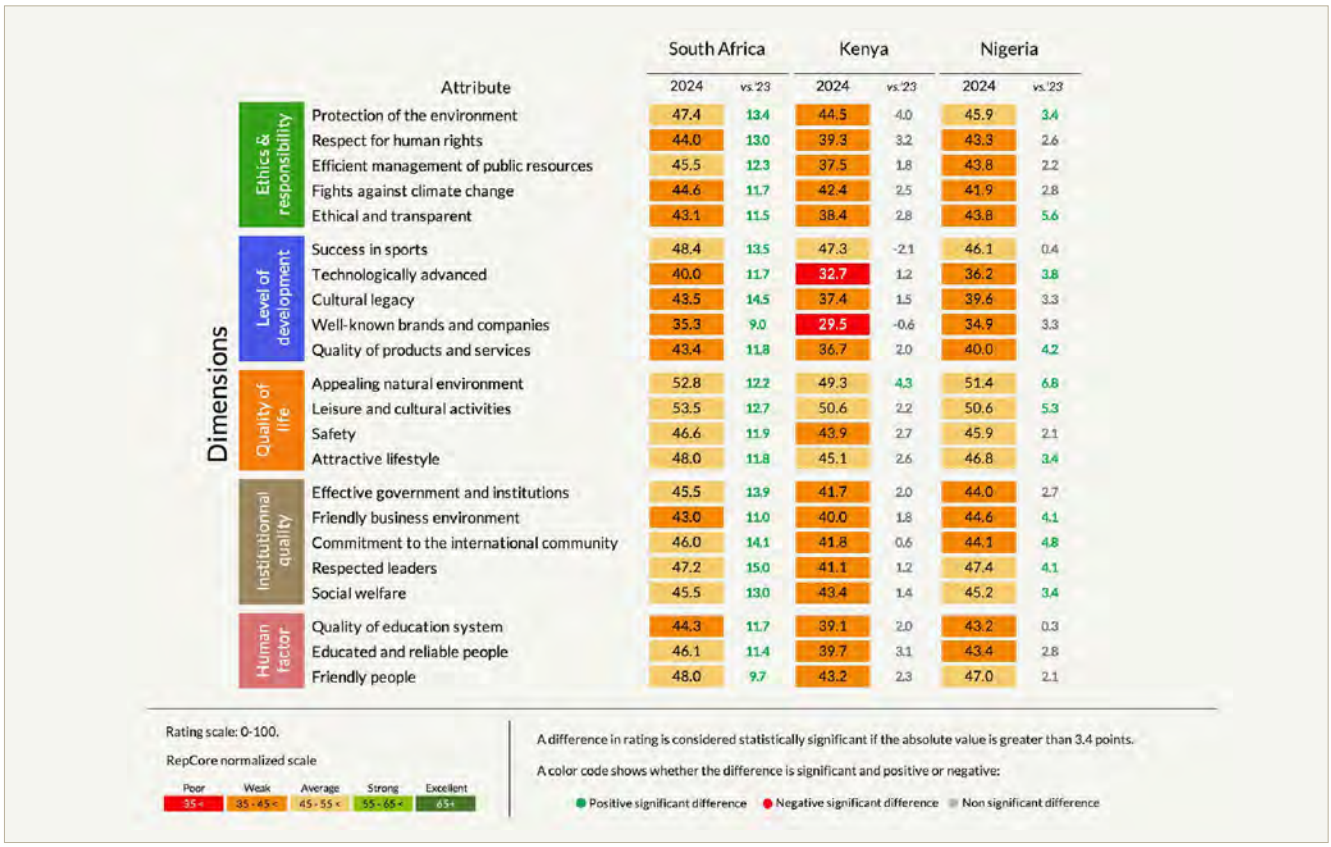
● Positive significant difference ● Negative significant difference ● Non significant difference

Figure 33: *Evaluation of Morocco in the 22 rational attributes in specific Latin American countries*



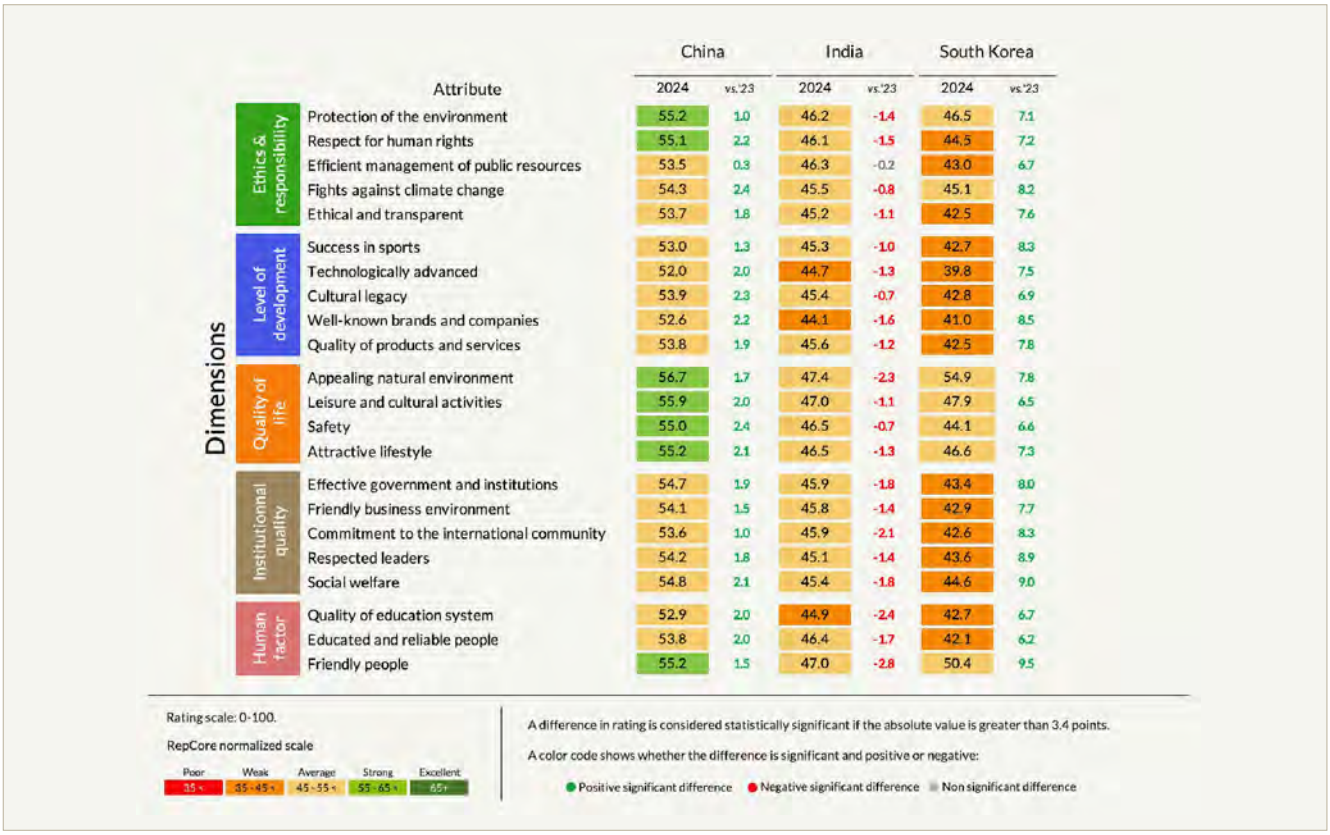
Dimensions	Attribute	Mexico 2024	Mexico vs.'23	Chile 2024	Chile vs.'23	Brazil 2024	Brazil vs.'23
Ethics & responsibility	Protection of the environment	47.3	2.0	39.2	1.7	37.1	-0.3
	Respect for human rights	44.6	2.5	34.6	1.0	32.6	0.9
	Efficient management of public resources	46.3	1.3	37.8	2.3	34.1	-1.0
	Fights against climate change	46.7	0.7	38.1	2.5	36.1	-0.7
	Ethical and transparent	43.9	1.8	35.5	2.7	34.9	-0.7
Level of development	Success in sports	41.4	-1.3	34.1	-2.5	33.5	-3.1
	Technologically advanced	43.2	0.7	35.4	2.4	31.6	-2.2
	Cultural legacy	44.8	1.4	37.1	1.6	39.8	-0.7
	Well-known brands and companies	42.3	0.8	32.6	0.7	30.1	-3.5
	Quality of products and services	48.4	2.2	39.3	1.0	39.0	-0.2
Quality of life	Appealing natural environment	54.3	2.1	50.4	4.0	44.3	0.0
	Leisure and cultural activities	53.3	0.9	46.3	0.8	47.5	0.5
	Safety	47.1	0.5	38.9	2.2	39.0	-1.2
	Attractive lifestyle	46.8	2.1	38.9	1.3	36.6	-3.5
Institutionnal quality	Effective government and institutions	45.2	0.3	37.0	1.2	35.6	-1.0
	Friendly business environment	46.7	0.3	38.8	1.5	36.4	-4.3
	Commitment to the international community	45.7	0.8	36.9	1.4	35.3	-2.5
	Respected leaders	46.4	0.3	38.3	1.0	36.4	-1.7
	Social welfare	45.2	0.5	36.4	1.1	36.1	-1.1
Human factor	Quality of education system	45.2	1.4	36.5	0.3	35.2	-2.1
	Educated and reliable people	50.9	1.7	44.1	3.8	37.1	-0.1
	Friendly people	52.4	1.4	45.1	2.3	44.1	-0.3

Figure 34: *Evaluation of Morocco in the 22 rational attributes in specific African countries34*



Dimensions	Attribute	South Africa 2024	South Africa vs.'23	Kenya 2024	Kenya vs.'23	Nigeria 2024	Nigeria vs.'23
Ethics & responsibility	Protection of the environment	47.4	13.4	44.5	4.0	45.9	3.4
	Respect for human rights	44.0	13.0	39.3	3.2	43.3	2.6
	Efficient management of public resources	45.5	12.3	37.5	1.8	43.8	2.2
	Fights against climate change	44.6	11.7	42.4	2.5	41.9	2.8
	Ethical and transparent	43.1	11.5	38.4	2.8	43.8	5.6
Level of development	Success in sports	48.4	13.5	47.3	-2.1	46.1	0.4
	Technologically advanced	40.0	11.7	32.7	1.2	36.2	3.8
	Cultural legacy	43.5	14.5	37.4	1.5	39.6	3.3
	Well-known brands and companies	35.3	9.0	29.5	-0.6	34.9	3.3
	Quality of products and services	43.4	11.8	36.7	2.0	40.0	4.2
Quality of life	Appealing natural environment	52.8	12.2	49.3	4.3	51.4	6.8
	Leisure and cultural activities	53.5	12.7	50.6	2.2	50.6	5.3
	Safety	46.6	11.9	43.9	2.7	45.9	2.1
	Attractive lifestyle	48.0	11.8	45.1	2.6	46.8	3.4
Institutionnal quality	Effective government and institutions	45.5	13.9	41.7	2.0	44.0	2.7
	Friendly business environment	43.0	11.0	40.0	1.8	44.6	4.1
	Commitment to the international community	46.0	14.1	41.8	0.6	44.1	4.8
	Respected leaders	47.2	15.0	41.1	1.2	47.4	4.1
	Social welfare	45.5	13.0	43.4	1.4	45.2	3.4
Human factor	Quality of education system	44.3	11.7	39.1	2.0	43.2	0.3
	Educated and reliable people	46.1	11.4	39.7	3.1	43.4	2.8
	Friendly people	48.0	9.7	43.2	2.3	47.0	2.1

Figure 35: *Evaluation of Morocco in the 22 rational attributes in specific Asian countries*



Dimensions	Attribute	China 2024	China vs.'23	India 2024	India vs.'23	South Korea 2024	South Korea vs.'23
Ethics & responsibility	Protection of the environment	55.2	1.0	46.2	-1.4	46.5	7.1
	Respect for human rights	55.1	2.2	46.1	-1.5	44.5	7.2
	Efficient management of public resources	53.5	0.3	46.3	-0.2	43.0	6.7
	Fights against climate change	54.3	2.4	45.5	-0.8	45.1	8.2
	Ethical and transparent	53.7	1.8	45.2	-1.1	42.5	7.6
Level of development	Success in sports	53.0	1.3	45.3	-1.0	42.7	8.3
	Technologically advanced	52.0	2.0	44.7	-1.3	39.8	7.5
	Cultural legacy	53.9	2.3	45.4	-0.7	42.8	6.9
	Well-known brands and companies	52.6	2.2	44.1	-1.6	41.0	8.5
	Quality of products and services	53.8	1.9	45.6	-1.2	42.5	7.8
Quality of life	Appealing natural environment	56.7	1.7	47.4	-2.3	54.9	7.8
	Leisure and cultural activities	55.9	2.0	47.0	-1.1	47.9	6.5
	Safety	55.0	2.4	46.5	-0.7	44.1	6.6
	Attractive lifestyle	55.2	2.1	46.5	-1.3	46.6	7.3
Institutionnal quality	Effective government and institutions	54.7	1.9	45.9	-1.8	43.4	8.0
	Friendly business environment	54.1	1.5	45.8	-1.4	42.9	7.7
	Commitment to the international community	53.6	1.0	45.9	-2.1	42.6	8.3
	Respected leaders	54.2	1.8	45.1	-1.4	43.6	8.9
	Social welfare	54.8	2.1	45.4	-1.8	44.6	9.0
Human factor	Quality of education system	52.9	2.0	44.9	-2.4	42.7	6.7
	Educated and reliable people	53.8	2.0	46.4	-1.7	42.1	6.2
	Friendly people	55.2	1.5	47.0	-2.8	50.4	9.5

Rating scale: 0-100.

RepCore normalized scale

Poor 35 - Weak 35 - 45 - Average 45 - 55 - Strong 55 - 65 - Excellent 65+

A difference in rating is considered statistically significant if the absolute value is greater than 3.4 points.

A color code shows whether the difference is significant and positive or negative:

Positive significant difference · Negative significant difference · Non significant difference

3.3 Supportive attitudes towards Morocco from inhabitants of specific countries

The value of managing a country's reputation lies in its tangible impact on value creation. A country that is admired will naturally attract more visitors, who will then appreciate its products or services, or even invest in it. This phenomenon, which also works for companies, has been known since 2010 as "the reputation economy".

The data from the RepCore® Nations 2024 study once again validates the premise that reputation drives value. There is a significant correlation between the reputation indicator RepScore, and the supportive attitudes expressed by stakeholders in the various countries analyzed. Morocco is a case in point. In countries where the RepScore is highest, the support attitudes of the respondents are also highest.

Morocco performs well in terms of supportive attitudes in most markets, particularly in relation to willingness to visit, recommend visiting and purchase Moroccan products or services. In contrast, there is less favorable sentiment regarding Morocco in relation to willingness to invest or recommend studying there. Additionally, there is room for improvement in terms of recommending living or investing in Morocco.

Figure 36: *Supportive attitudes towards Morocco in specific Western European countries and Australia*

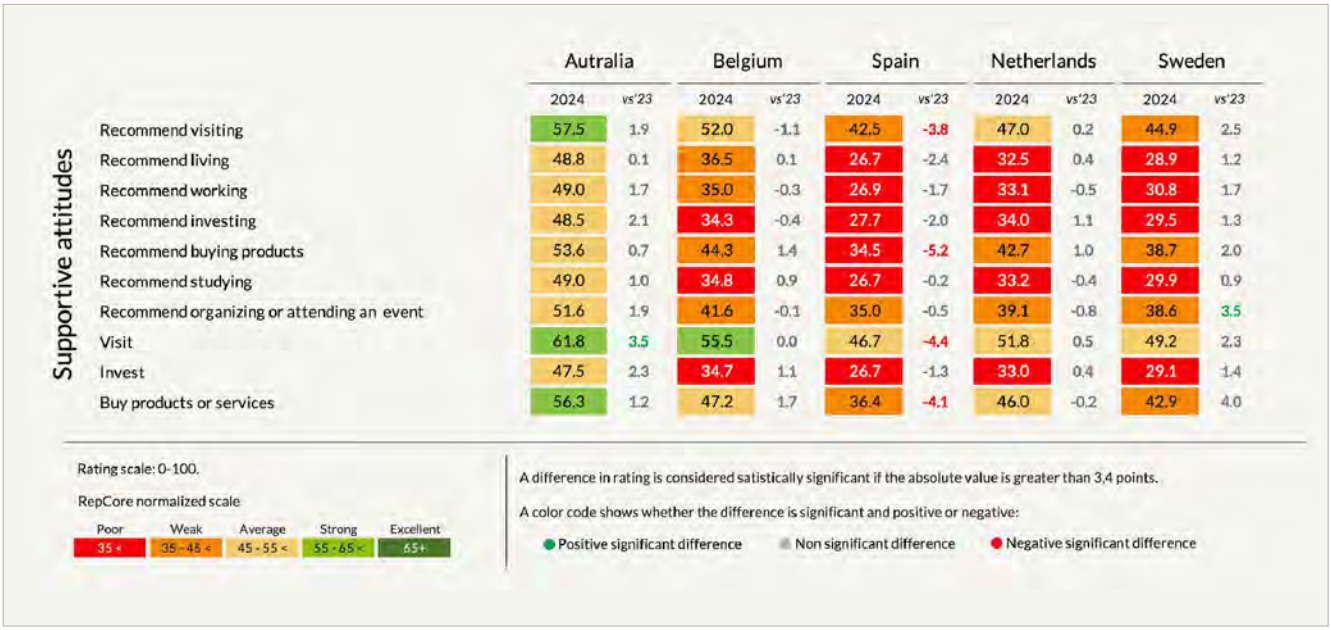
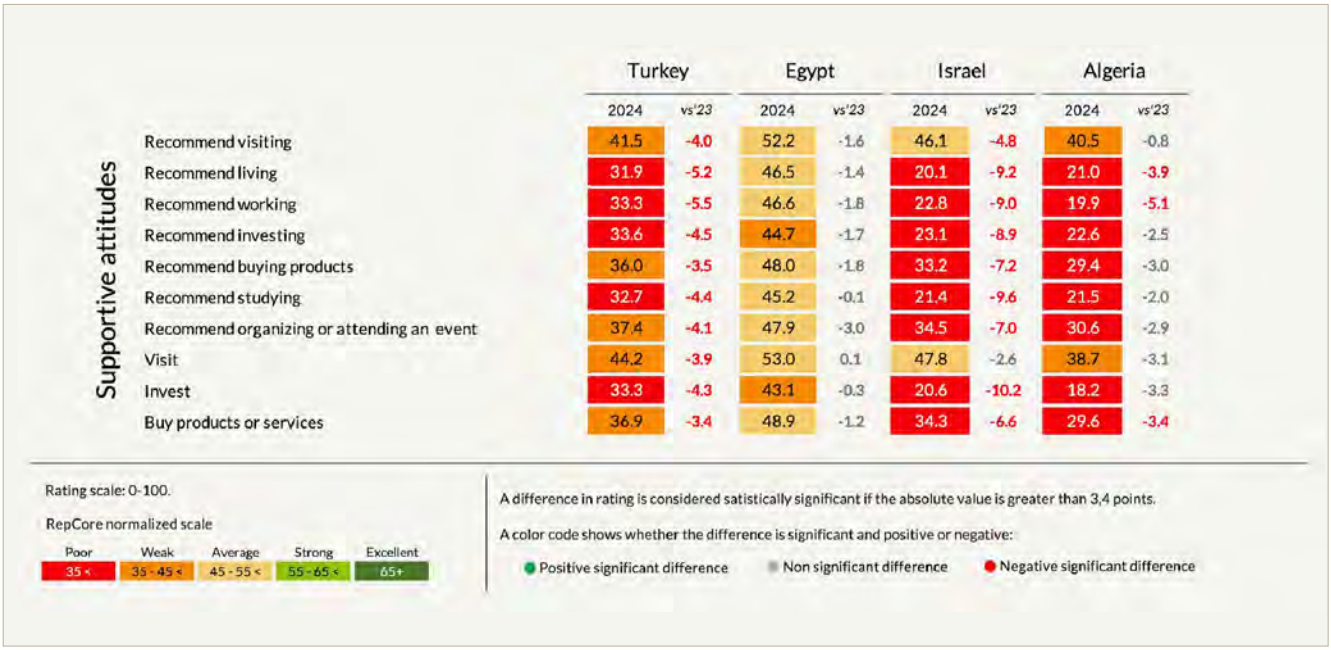
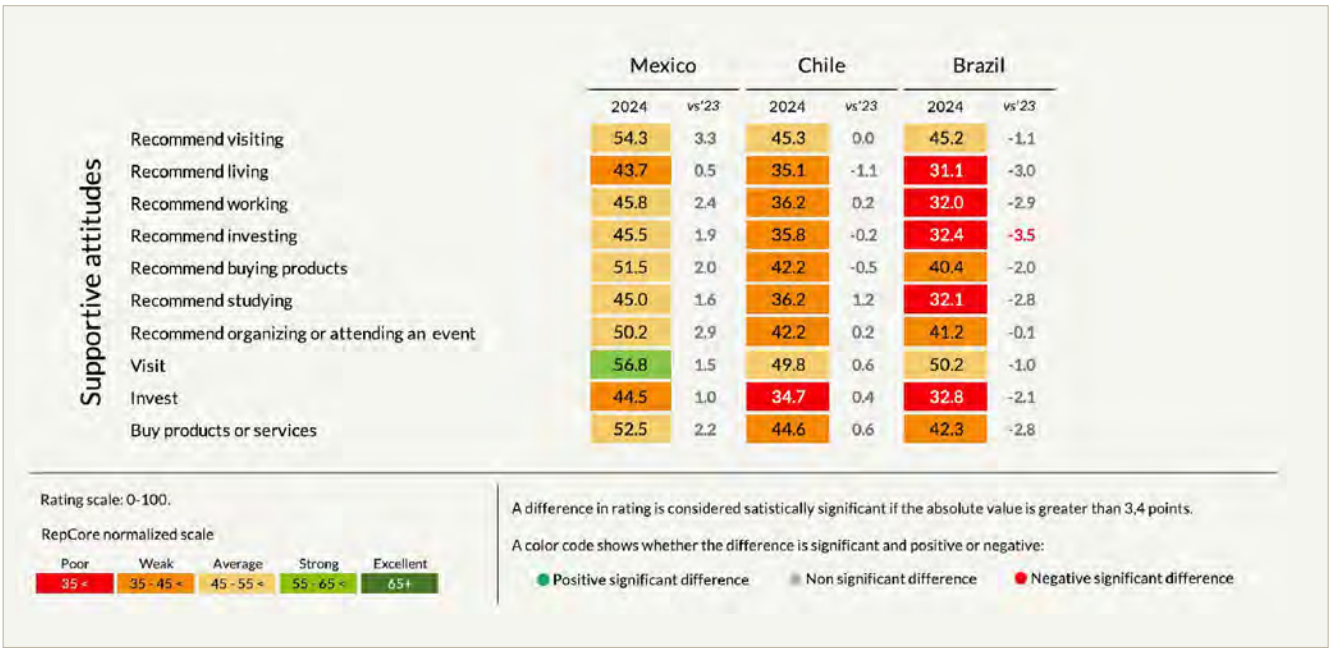


Figure 37: *Supportive attitudes towards Morocco in specific Mediterranean countries*



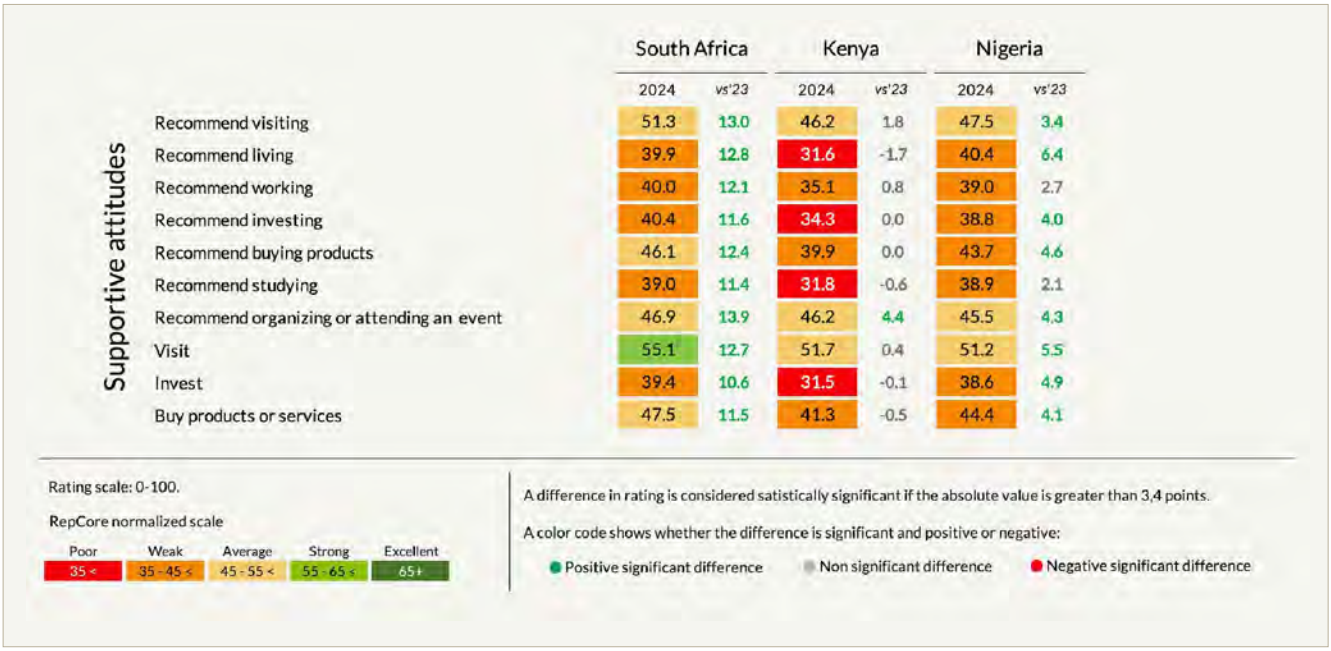
Supportive attitudes	Turkey		Egypt		Israel		Algeria	
	2024	vs'23	2024	vs'23	2024	vs'23	2024	vs'23
Recommend visiting	41.5	-4.0	52.2	-1.6	46.1	-4.8	40.5	-0.8
Recommend living	31.9	-5.2	46.5	-1.4	20.1	-9.2	21.0	-3.9
Recommend working	33.3	-5.5	46.6	-1.8	22.8	-9.0	19.9	-5.1
Recommend investing	33.6	-4.5	44.7	-1.7	23.1	-8.9	22.6	-2.5
Recommend buying products	36.0	-3.5	48.0	-1.8	33.2	-7.2	29.4	-3.0
Recommend studying	32.7	-4.4	45.2	-0.1	21.4	-9.6	21.5	-2.0
Recommend organizing or attending an event	37.4	-4.1	47.9	-3.0	34.5	-7.0	30.6	-2.9
Visit	44.2	-3.9	53.0	0.1	47.8	-2.6	38.7	-3.1
Invest	33.3	-4.3	43.1	-0.3	20.6	-10.2	18.2	-3.3
Buy products or services	36.9	-3.4	48.9	-1.2	34.3	-6.6	29.6	-3.4

Figure 38: *Supportive attitudes towards Morocco in specific Latin American countries*



Supportive attitudes	Mexico		Chile		Brazil	
	2024	vs'23	2024	vs'23	2024	vs'23
Recommend visiting	54.3	3.3	45.3	0.0	45.2	-1.1
Recommend living	43.7	0.5	35.1	-1.1	31.1	-3.0
Recommend working	45.8	2.4	36.2	0.2	32.0	-2.9
Recommend investing	45.5	1.9	35.8	-0.2	32.4	-3.5
Recommend buying products	51.5	2.0	42.2	-0.5	40.4	-2.0
Recommend studying	45.0	1.6	36.2	1.2	32.1	-2.8
Recommend organizing or attending an event	50.2	2.9	42.2	0.2	41.2	-0.1
Visit	56.8	1.5	49.8	0.6	50.2	-1.0
Invest	44.5	1.0	34.7	0.4	32.8	-2.1
Buy products or services	52.5	2.2	44.6	0.6	42.3	-2.8

Figure 39: *Supportive attitudes towards Morocco in specific African countries*



Supportive attitudes	South Africa		Kenya		Nigeria	
	2024	vs'23	2024	vs'23	2024	vs'23
Recommend visiting	51.3	13.0	46.2	1.8	47.5	3.4
Recommend living	39.9	12.8	31.6	-1.7	40.4	6.4
Recommend working	40.0	12.1	35.1	0.8	39.0	2.7
Recommend investing	40.4	11.6	34.3	0.0	38.8	4.0
Recommend buying products	46.1	12.4	39.9	0.0	43.7	4.6
Recommend studying	39.0	11.4	31.8	-0.6	38.9	2.1
Recommend organizing or attending an event	46.9	13.9	46.2	4.4	45.5	4.3
Visit	55.1	12.7	51.7	0.4	51.2	5.5
Invest	39.4	10.6	31.5	-0.1	38.6	4.9
Buy products or services	47.5	11.5	41.3	-0.5	44.4	4.1

Figure 40: *Supportive attitudes towards Morocco in specific Asian countries*

Supportive attitudes	China		India		South Korea	
	2024	vs'23	2024	vs'23	2024	vs'23
Recommend visiting	55.0	1.8	46.1	-2.8	43.5	4.1
Recommend living	52.1	2.7	43.9	-1.6	36.6	6.2
Recommend working	51.8	2.5	44.9	-1.7	37.6	6.6
Recommend investing	51.8	2.0	43.9	-1.8	37.2	6.0
Recommend buying products	54.2	2.7	45.9	-1.1	40.3	6.8
Recommend studying	53.2	2.8	43.7	-1.6	36.9	6.4
Recommend organizing or attending an event	53.4	3.1	45.9	-1.2	39.6	4.5
Visit	55.1	1.8	47.1	-2.2	45.3	4.8
Invest	50.8	2.6	43.3	-1.9	36.6	7.1
Buy products or services	54.4	1.9	46.4	-1.0	40.9	6.1

4 The internal reputation of Morocco

4.1 The internal reputation of Morocco in relation to its external reputation

Morocco saw a notable improvement in its internal reputation in 2024 compared to the previous year, with the reputation indicator reaching its highest point in the historical series since 2015, at 64.8 points. This level of reputation reputation level is regarded as "strong," just two-tenths of a point shy of "excellent."

This represents an extremely positive outcome, independent of any global trends, and a reflection of reflecting the country's commendable progress. In 2024, the average evolution of the 16 countries where the internal reputation was analyzed saw minimal movement, at just +0.3 points, despite notable shifts upwards (France and South Africa) and downwards (Japan and the UK) that offset one another.

Figure 41: *Evaluation and evolution, between 2023 and 2024, of the internal reputations of various countries*

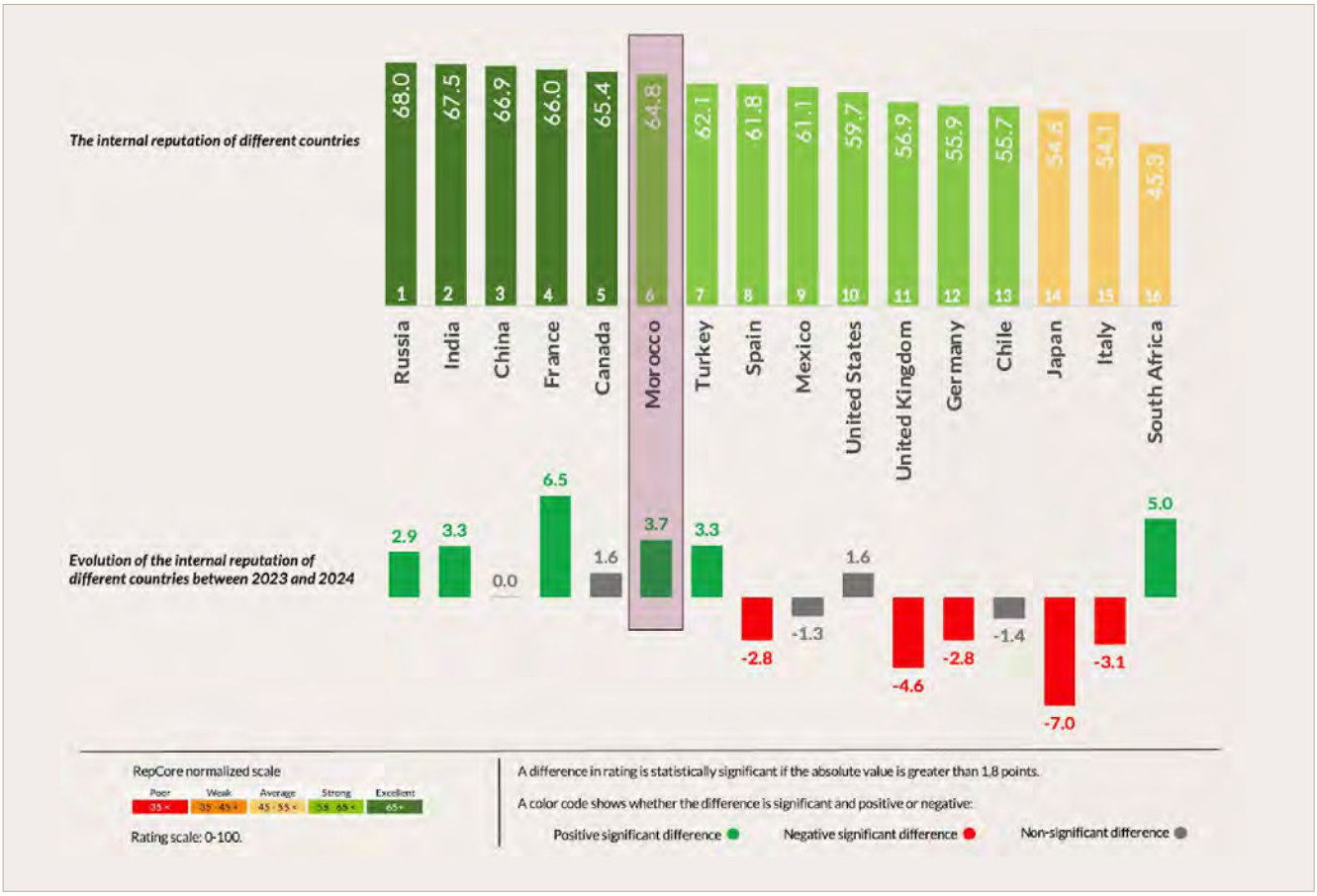
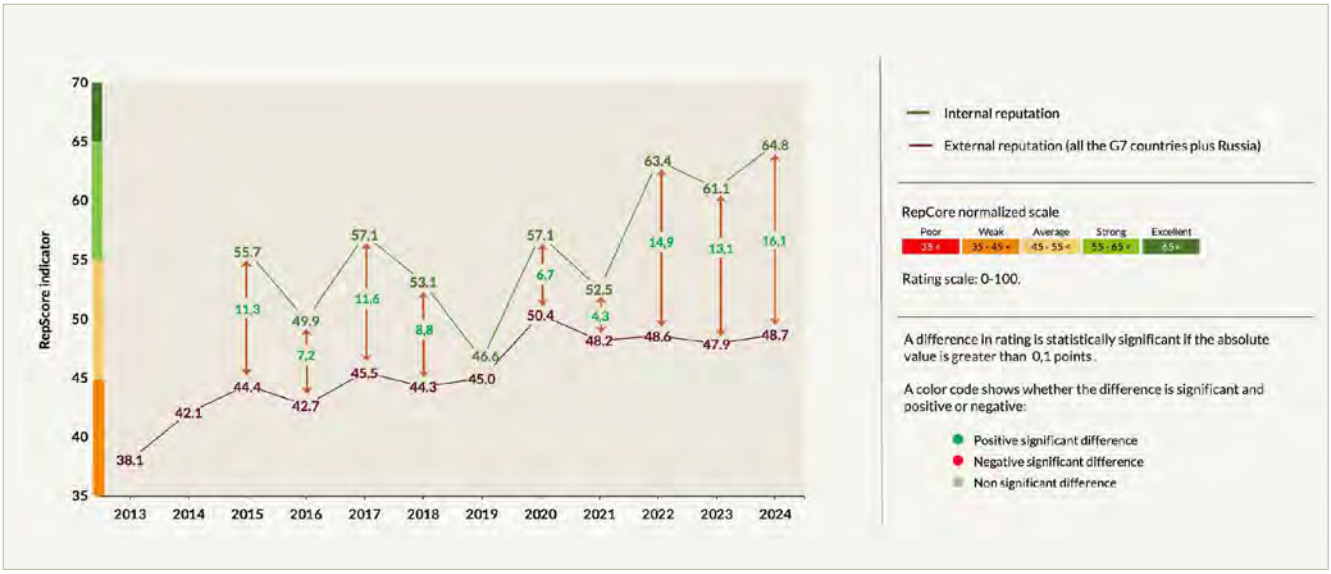


Figure 42: *Evolution of Morocco's internal and external reputation*



As a result of this notable enhancement in Morocco's internal reputation, the gap between its internal and external reputations increased to 16.1 points, representing the widest difference observed in the historical data series. Normally, the inhabitants of a country tend to evaluate their own country more favorably than international observers. There are, however, rare exceptions, such as Japan or Italy, where external perception is much better than internal perception, or other countries such as Russia and China, where the perception of their reputation is markedly different, with excellent assessments by their fellow citizens contrasting with a poor international reputation.

Moroccans have a positive view of the Kingdom, which makes them effective ambassadors for their country's brand. However, they do not display the same extreme levels of positivity seen in the previous examples.

Figure 43: *Comparison between the internal and external reputations of different countries in the G7 and Russia*

4.2 Strengths and weaknesses of Morocco as perceived by Moroccans

The evaluation of Morocco by its own citizens in the rational attributes reveals a notable discrepancy between its strengths and weaknesses. While the country exhibits considerable strengths across various rational attributes, there are also significant shortcomings.

In absolute terms, Morocco scores over 55 points for eight attributes, which is equivalent to a "strong" score on the RepCore® normative scale, two of which even exceed 65 points, equivalent to an "excellent" level on the aforementioned scale, namely "Friendly people" and "Appealing natural environment". The table below illustrates these strengths as perceived by the inhabitants of Morocco.

Tableau 1 : *Points forts de la perception interne du Maroc*

Attribute	Score
Friendly people	66.8 points
Appealing natural environment	66.4 points
Leisure and cultural activities	62.6 points
Safety	61.7 points
Commitment to the international community	57.7 points
Success in sports	57.4 points
Cultural legacy	57.3 points
Fights against climate change	55.3 points

In seven attributes, Morocco performs poorly in terms of internal perception, with scores below 45 points on the normative scale.

These weaknesses in the internal perception are concentrated in the following attributes:

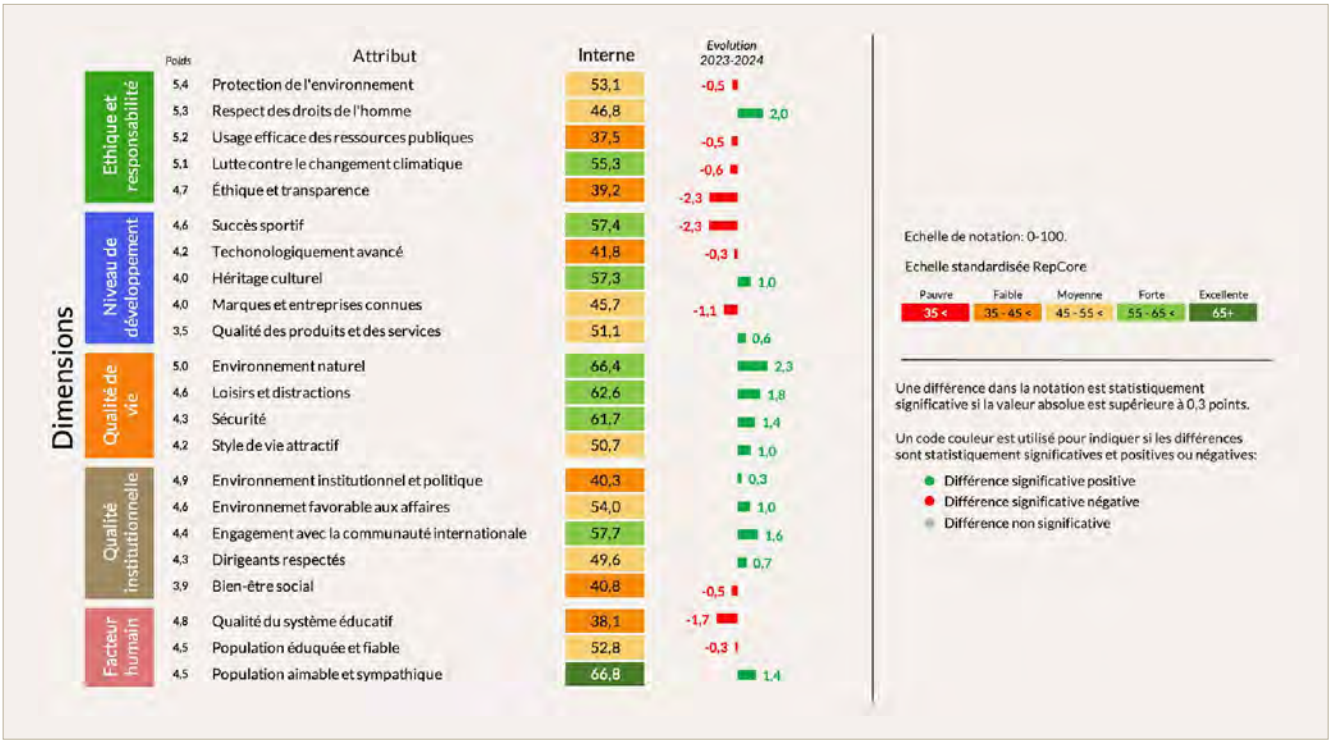
Table 2: *Weaknesses of Morocco's internal perception*

Attribute	Score
Efficient management of public resources	37.5 points
Quality of the education system	38.1 points
Ethical and transparent	39.2 points
Effective governement and institutions	40.3 points
Social welfare	40.8 points
Technologically advanced	41.8 points

In 2024, the strengthening of internal perception concerns attributes such as "Appealing natural environment" (+2.3 points), "Respect for human rights" (+2.0 points), "Leisure and cultural activities" (+1.8 points) and "Commitment to the international community" (+1.6 points).

However, some attributes experienced a notable decline. For instance, the attribute "Success in sports" (-2.3 points) was adjusted downward following the considerable increase in 2023, which corresponded to the soccer team's success at the Qatar World Cup. A similar adjustment was made for "Ethical and transparent" (-2.3 points) and "Quality of education system" (-1.7 points).

Figure 44 : *Evaluation interne du Maroc dans les attributs rationnels et son évolution entre 2023 et 2024*



As has been the case in previous years, there are significant differences between the internal and external perceptions of Morocco. While internal evaluations of rational attributes are typically more favorable than external assessments, one group of attributes deviates from this trend.

There are five attributes where the perceptions of Moroccans of their homeland are significantly lower than those of international observers:

- "Efficient management of public resources" (-7.7 points)
- "Quality of the education system" (-5.5 points)
- "Effective government and institutions" (-4.4 points)
- "Social welfare" (-4.0 points)
- "Ethical and transparent" (-3.2 points)

These attributes could represent risks for Morocco's reputation, particularly given that internal perceptions are often shaped by more extensive experience than external perceptions, which are frequently influenced by communication and stereotypes. However, the citizens of each country tend to be more critical of their own nation when it comes to ethics/corruption and institutional quality. Negative information on these issues often has a significant impact within the country. The evaluation of Moroccan citizens of the quality of the education system and social welfare is nevertheless cause for concern, suggesting the need to accelerate the implementation of reforms in these areas.

Attributes in which Moroccans, better informed than international observers, rate their country much more positively, could represent long-term communication opportunities. For example, "Safety," "Fights against climate change," and "Cultural legacy" could be used to differentiate the country brand. International communication supported by validated information illustrating Morocco's strength in these areas could improve public perception in the tourism and investment-sending countries.

4.3 Comparison of the reputation of the Kingdom and the benchmark countries in Morocco

Moroccan ratings of Morocco are significantly higher than those of reference countries in terms of admiration, respect, and trust. Turkey has the best reputation indicator among the benchmark countries (54.0 points), but is nevertheless more than 10 points below Morocco, at a "moderate" level. Mexico (40.9 points), Chile (39.4 points) and South Africa (35.6 points) are rated unfavorably by the Moroccan population, with low reputation indicators.

From 2023 to 2024, Turkey's reputation indicator in Morocco remained stable (+0.2 points), South Africa's indicator showed a statistically non-significant improvement (2.6 points), while Mexico's (-2.6 points) and Chile's (-3.9 points) reputations declined.

Figure 45: Evolution of the reputation of Morocco and the benchmark countries in Morocco between 2023 and 2024

An analysis of internal perceptions in the benchmark countries, i.e. how each country is rated by its own citizens, shows that all countries achieve a "strong" reputation indicator RepScore, with the exception of South Africa, which receives a "moderate" rating from its citizens.

Of the five countries included under consideration, South Africa experienced the most favorable evolution in its internal reputation between 2023 and 2024 (+5.0 points), followed by Morocco (+3.7 points) and Turkey (+3.3 points). Over the same period, Mexico and Chile experienced a slight decline in their reputation indicators (statistically non-significant), with a score decrease of -1.3 points and -1.4 points, respectively.

Figure 46: Evolution between 2023 and 2024 of the internal reputation of Morocco and benchmark countries

Moroccans perceive their country better than South Africa, Chile and Mexico in all the rational attributes of the RepCore® Nations model, with big differences in some of them. However, the comparison with Turkey deserves particular attention.

Moroccans give their country significant advantages over Turkey in attributes such as "Friendly people" (+27.1 points), "Success in sports" (+16.8 points) and "Safety" (+12.4 points). In contrast, respondents expressed significantly more favorable perceptions of Turkey than of their own country on seven key attributes:

- "Quality of the education system" (+17.7 points)
- "Effective government and institutions" (+15.1 points)
- "Social welfare" (+13.7 points)
- "Respected leaders" (+9.9 points)
- "Efficient management of public resources" (+7.9 points)
- "Well-known brands and companies" (+7.4 points)

These differences highlight some of the deficiencies in Morocco's internal reputation that were previously mentioned.

Figure 47: *Evaluation in Morocco of the perception of Morocco and of the benchmark countries in terms of rational attributes*

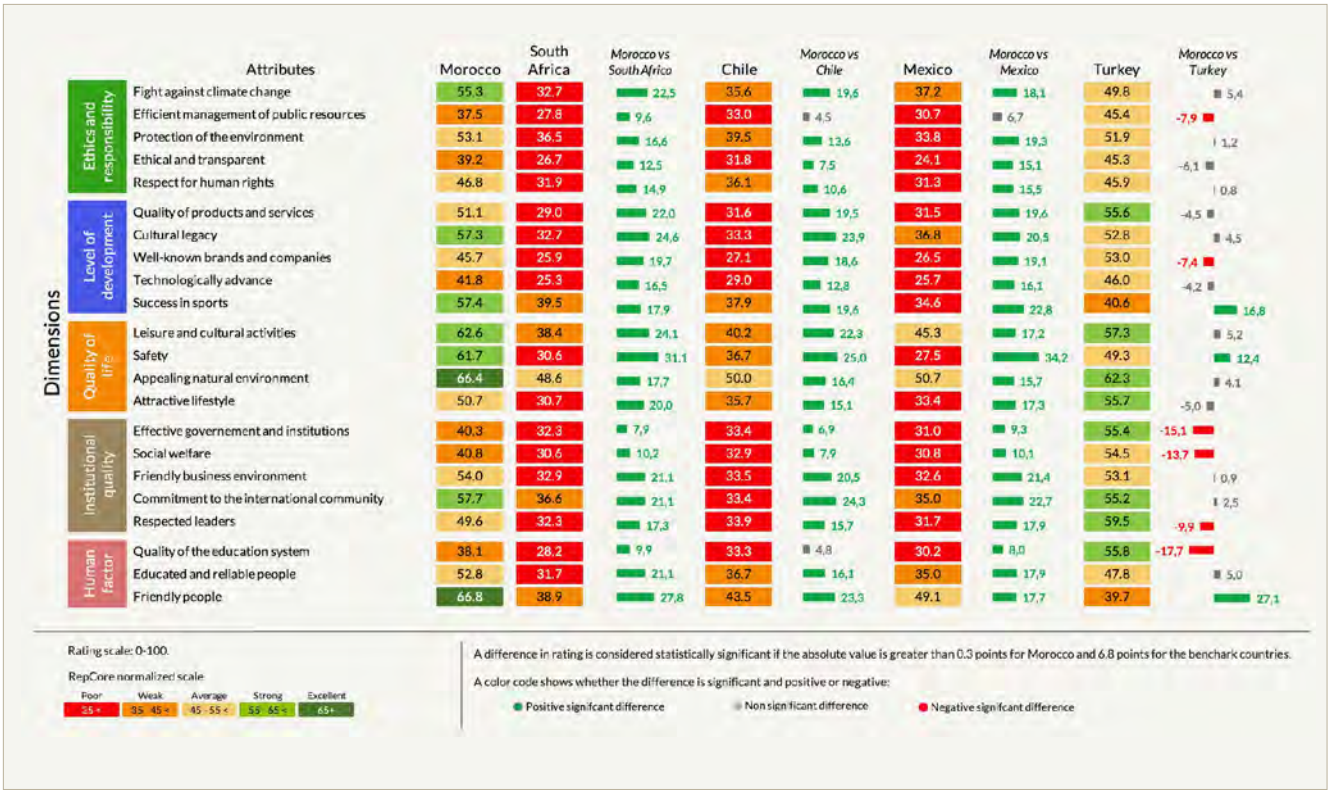
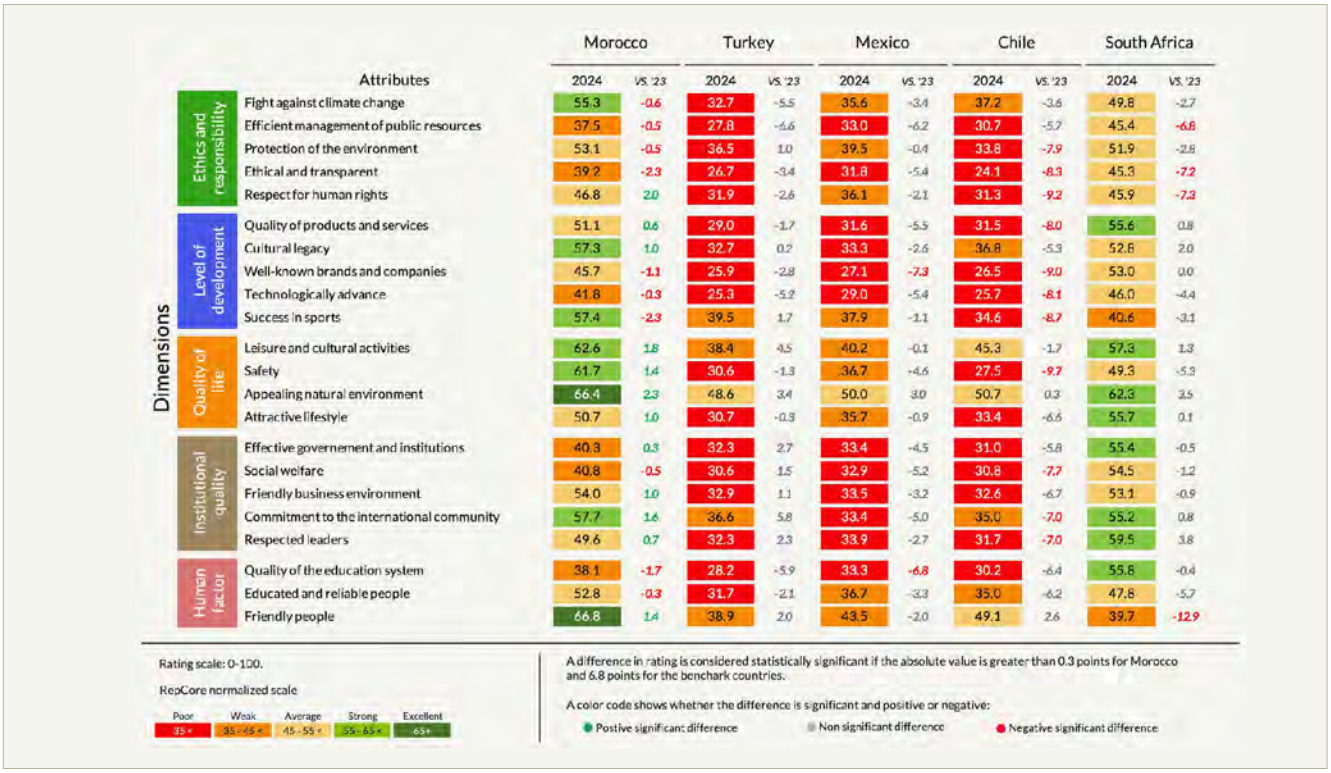


Figure 48: Evolution between 2023 and 2024 in the rational attribute for Morocco and benchmark countries in Morocco



Dimensions	Attributes	Morocco 2024	Morocco vs '23	Turkey 2024	Turkey vs '23	Mexico 2024	Mexico vs '23	Chile 2024	Chile vs '23	South Africa 2024	South Africa vs '23
Ethics and responsibility	Fight against climate change	55.3	-0.6	32.7	-5.5	35.6	-3.4	37.2	-3.6	49.8	-2.7
	Efficient management of public resources	37.5	-0.5	27.8	-6.6	33.0	-6.2	30.7	-5.7	45.4	-6.8
	Protection of the environment	53.1	-0.5	36.5	1.0	39.5	-0.4	33.8	-7.9	51.9	-2.8
	Ethical and transparent	39.2	-2.3	26.7	-3.4	31.8	-5.4	24.1	-8.3	45.3	-7.2
	Respect for human rights	46.8	2.0	31.9	-2.6	36.1	-2.1	31.3	-9.2	45.9	-7.3
Level of development	Quality of products and services	51.1	0.6	29.0	-1.7	31.6	-5.5	31.5	-8.0	55.6	0.8
	Cultural legacy	57.3	1.0	32.7	0.2	33.3	-2.6	36.8	-5.3	52.8	2.0
	Well-known brands and companies	45.7	-1.1	25.9	-2.8	27.1	-7.3	26.5	-9.0	53.0	0.0
	Technologically advance	41.8	-0.3	25.3	-5.2	29.0	-5.4	25.7	-8.1	46.0	-4.4
	Success in sports	57.4	-2.3	39.5	1.7	37.9	-1.1	34.6	-8.7	40.6	-3.1
Quality of life	Leisure and cultural activities	62.6	1.8	38.4	4.5	40.2	-0.1	45.3	-1.7	57.3	1.3
	Safety	61.7	1.4	30.6	-1.3	36.7	-4.6	27.5	-9.7	49.3	-5.3
	Appealing natural environment	66.4	2.3	48.6	3.4	50.0	3.0	50.7	0.3	62.3	3.5
	Attractive lifestyle	50.7	1.0	30.7	-0.3	35.7	-0.9	33.4	-6.6	55.7	0.1
Institutional quality	Effective governement and institutions	40.3	0.3	32.3	2.7	33.4	-4.5	31.0	-5.8	55.4	-0.5
	Social welfare	40.8	-0.5	30.6	1.5	32.9	-5.2	30.8	-7.7	54.5	-1.2
	Friendly business environment	54.0	1.0	32.9	1.1	33.5	-3.2	32.6	-6.7	53.1	-0.9
	Commitment to the international community	57.7	1.6	36.6	5.8	33.4	-5.0	35.0	-7.0	55.2	0.8
	Respected leaders	49.6	0.7	32.3	2.3	33.9	-2.7	31.7	-7.0	59.5	3.8
Human factor	Quality of the education system	38.1	-1.7	28.2	-5.9	33.3	-6.8	30.2	-6.4	55.8	-0.4
	Educated and reliable people	52.8	-0.3	31.7	-2.1	36.7	-3.3	35.0	-6.2	47.8	-5.7
	Friendly people	66.8	1.4	38.9	2.0	43.5	-2.0	49.1	2.6	39.7	-12.9

This analysis demonstrates once again that the "Security" and "Fights against climate change" attributes present valuable communication opportunities for Morocco, as they are positively evaluated domestically and confer distinct advantages to the Kingdom over benchmark countries.

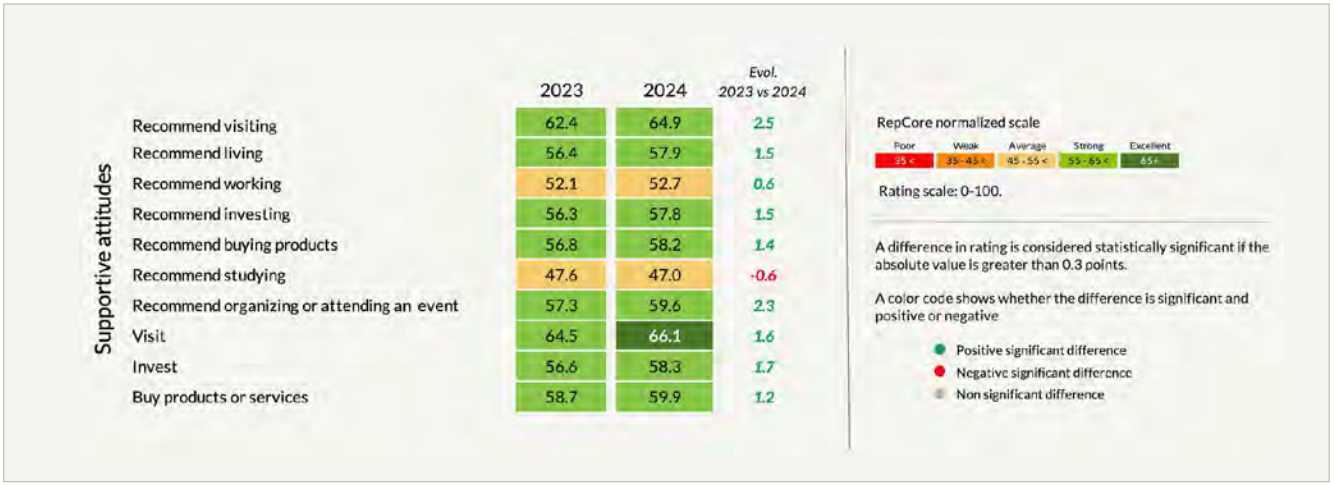
4.4 Moroccans' supportive attitudes towards Morocco and the benchmark countries

In accordance with the improvement of the internal reputation of the Kingdom in 2024, the supportive attitudes of Moroccans towards their country exhibit a positive evolution, albeit at a more moderate pace than that of the reputation indicator.

The supportive attitudes showing the most positive trends are the recommendation to visit the country (+2.5 points), the recommendation to attend or organize events in the country (+2.3 points) and the intention to invest in the country (+1.7 points). The exception to these positive movements is the recommendation to study in the country, which fell slightly (-0.6 points), weighed down by the decline in the internal assessment of the attribute "Quality of the education system".

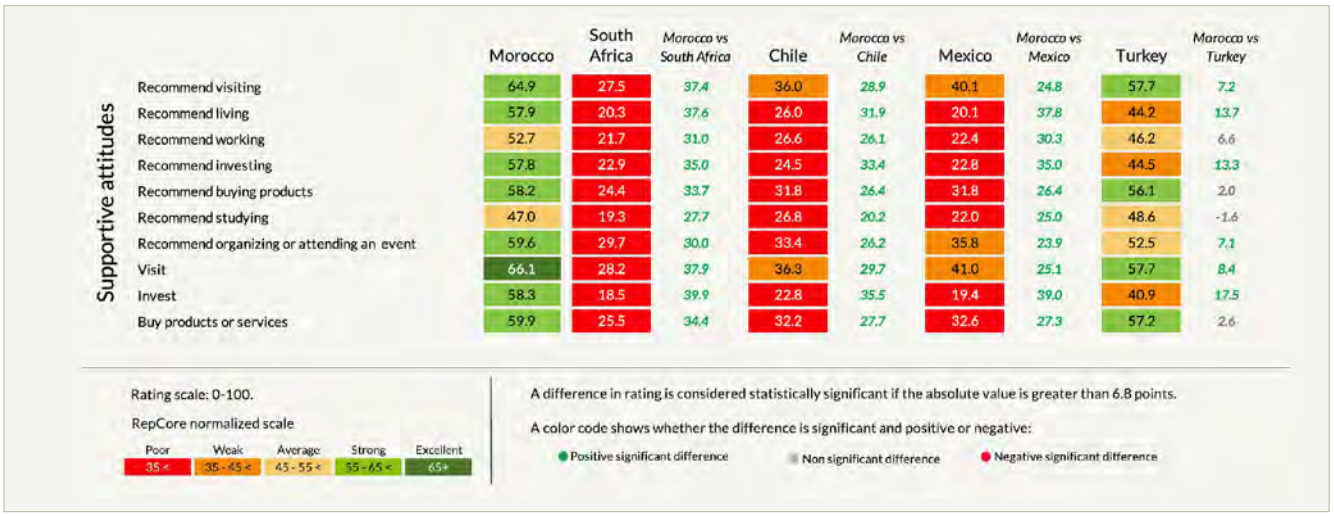
In any case, Moroccan nationals continue to be good ambassadors for their country's brand, rating almost all supportive attitudes as "strong" and the intention to visit the country as "excellent". Only the recommendation to study or work in the country registers moderate values.

Figure 49: *Evolution of supportive attitudes towards Morocco between 2023 and 2024 in Morocco*



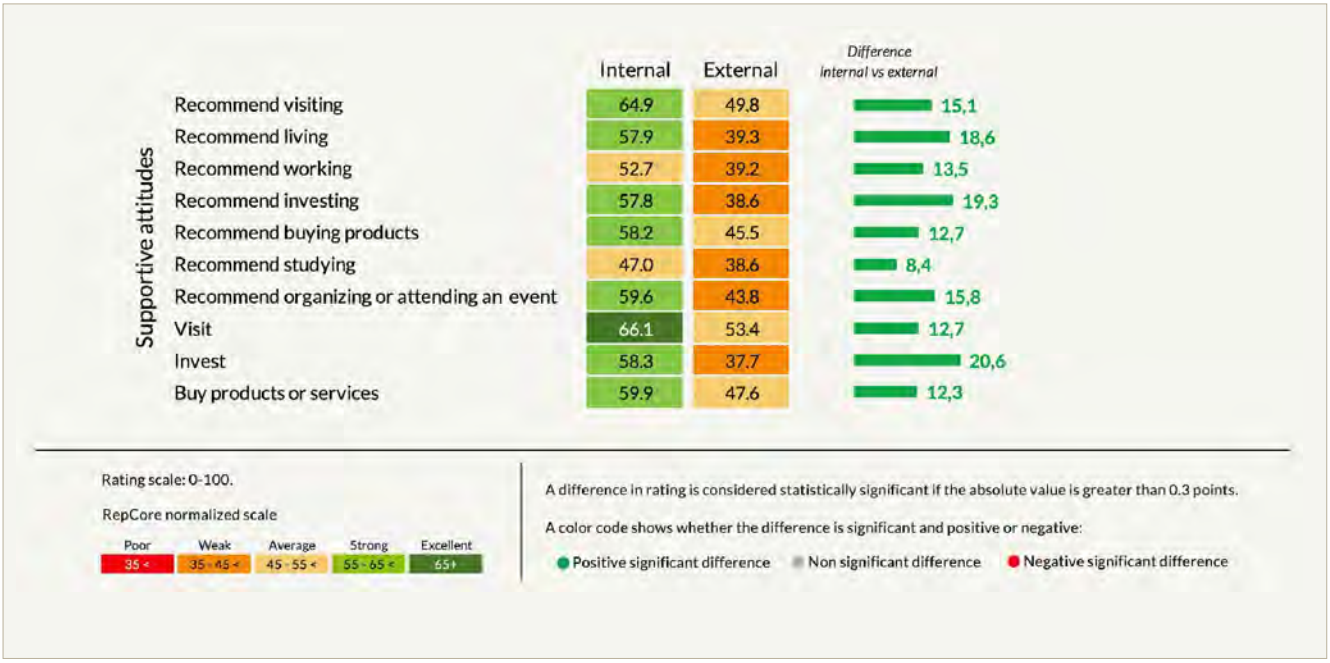
A comparison of Moroccan attitudes towards their country with those towards reference countries reveals that support for Morocco is generally higher, particularly in terms of investment intentions, visit intentions and recommendations to live in the country.

Figure 50: *Supportive attitudes towards Morocco vs the benchmark countries in Morocco*



It can be stated that, in general, Moroccans exhibit positive attitudes towards their country, which aligns with the high internal reputation indicator. In all the supportive attitudes analyzed, Morocco is evaluated more favorably by its own inhabitants than by international observers. This is particularly evident in areas such as the intention to invest, where the discrepancies are notably significant.

Figure 51: *Comparison of the internal and external evaluations (G7 countries and Russia as a whole) for Morocco in terms of the supportive attitudes.*



5 The international community's perception of the Royal Initiative for Atlantic Africa

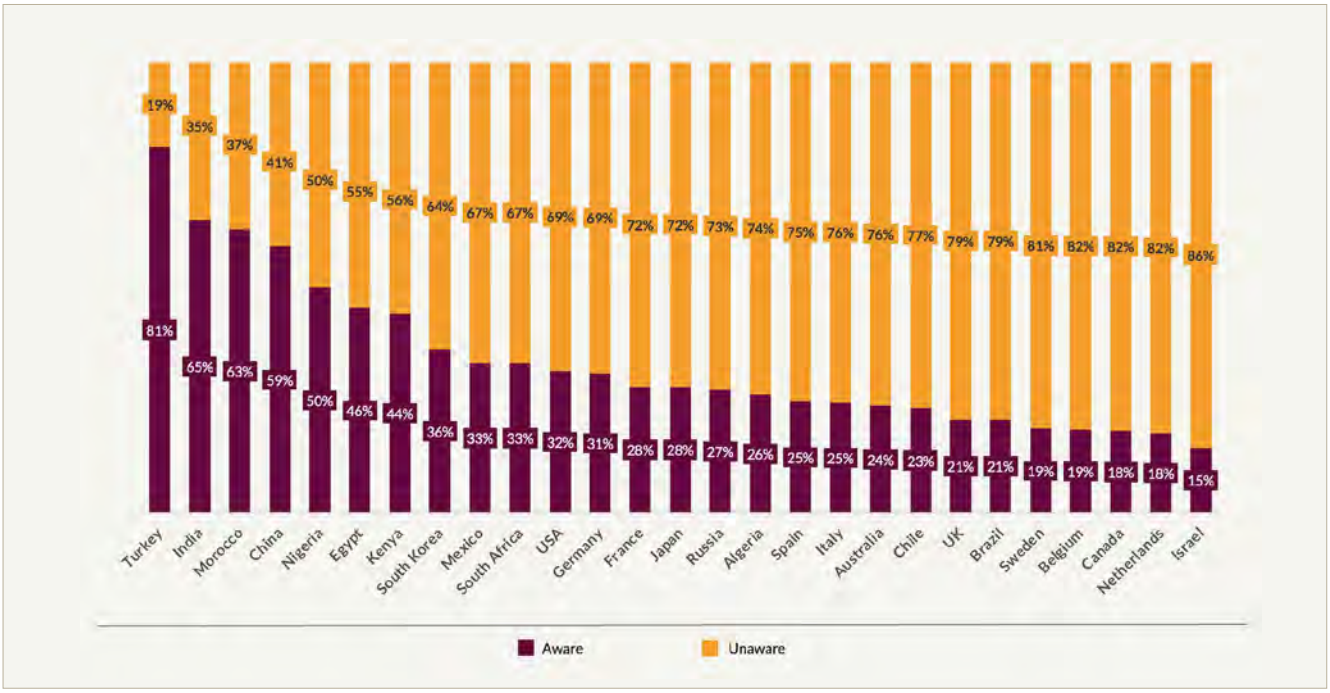
The 2024 edition of the study on Morocco's reputation in the world included questions on the Royal Initiative for Atlantic Africa to evaluate the level of awareness and perception of this Initiative by the international community and its impact on the Kingdom's external reputation.

Awareness of the Royal Initiative for Atlantic Africa reaches 81% in Turkey, between 50% and 65% in Nigeria, China and India, and 45% in Kenya and Egypt, reflecting the interest of these countries in the opportunities offered by the African continent.

On the other hand, the initiative is less well known in the Netherlands, Canada, Belgium and Sweden, with less than 20% of respondents aware of it.

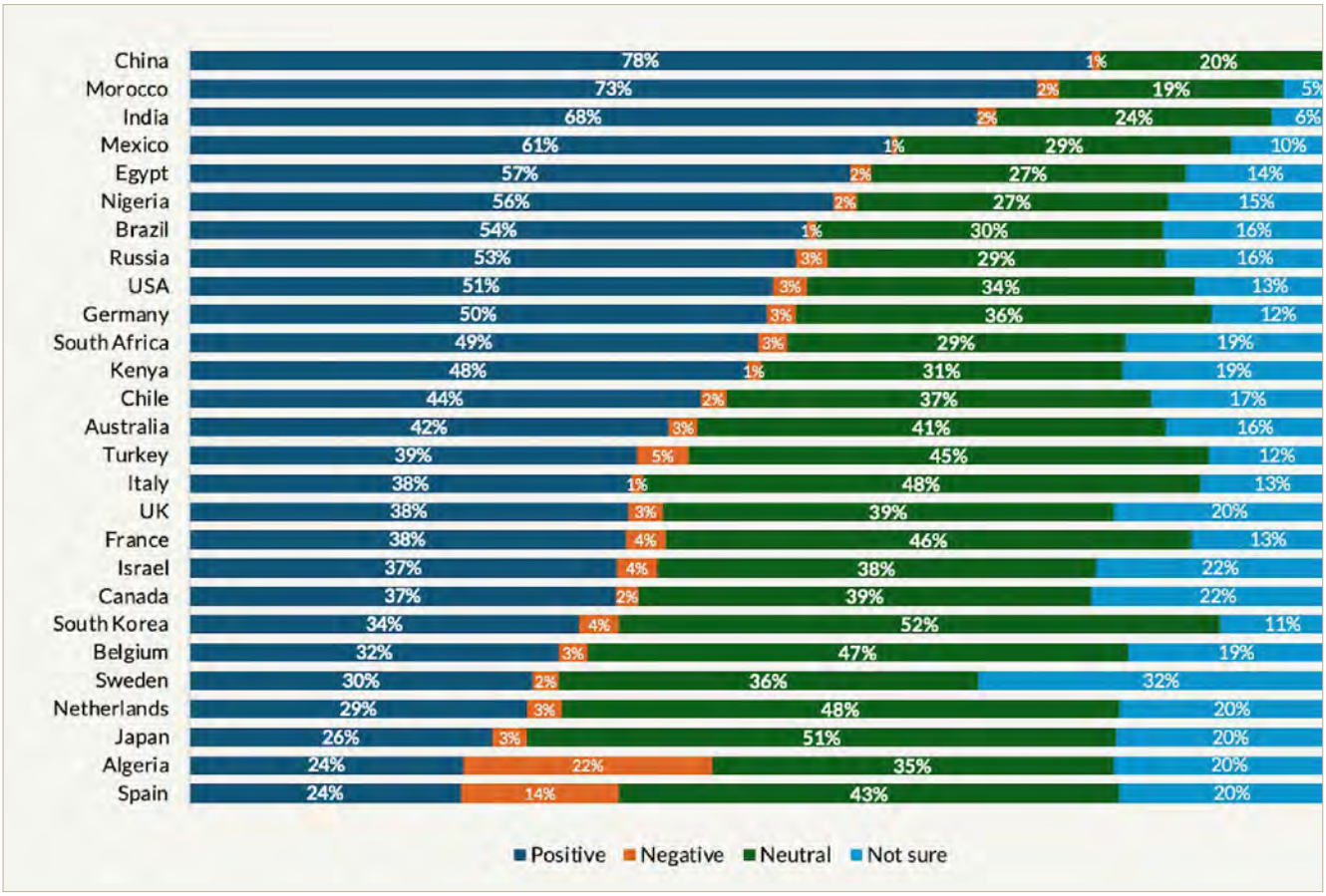
In the specific case of G7 countries + Russia, awareness of the Initiative is highest in the USA (32%) and Germany (31%), followed by France (28%), Japan (28%), Russia (27%), Italy (25%) and the UK (21%). This level of knowledge barely exceeds 18% in Canada.

Figure 52: *Awareness of the Royal Initiative for Atlantic Africa*



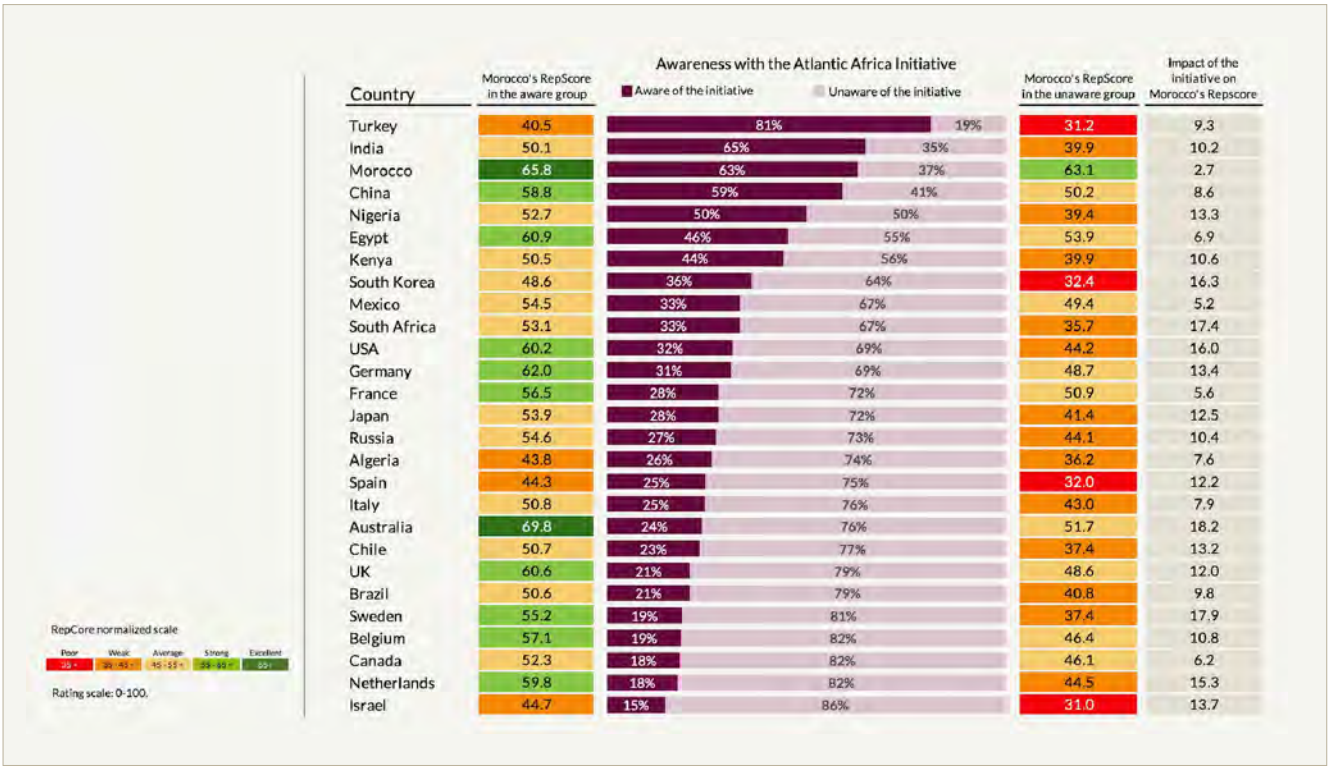
The Royal Initiative for Atlantic Africa is perceived positively in the majority of the 26 countries included in the study, with particularly excellent ratings in Australia, Germany, the United States, the United Kingdom, and the Netherlands. In contrast, the perception of the Initiative in Algeria and Spain is particularly unfavorable.

Figure 53: *Perception of the Royal Initiative for Atlantic Africa*



In terms of the tangible impact of the Royal Initiative for Atlantic Africa on the external reputation of Morocco, the results are promising. One of the reasons is the considerable positive divergence observed in Morocco's external reputation indicator between respondents "aware" of the Initiative and those "unaware". By way of illustration, the difference in question stands at 18.2 points in Australia, 17.9 points in Sweden, 17.4 points in South Africa, 13.3 points in Nigeria, 10.6 points in Kenya, and 7.6 points in Algeria.

Figure 54: *Impact of the Royal Initiative for Atlantic Africa on the external reputation of Morocco*



Country	Morocco's RepScore in the aware group	Awareness with the Atlantic Africa Initiative: Aware of the initiative	Awareness with the Atlantic Africa Initiative: Unaware of the initiative	Morocco's RepScore in the unaware group	Impact of the initiative on Morocco's Repscore
Turkey	40.5	81%	19%	31.2	9.3
India	50.1	65%	35%	39.9	10.2
Morocco	65.8	63%	37%	63.1	2.7
China	58.8	59%	41%	50.2	8.6
Nigeria	52.7	50%	50%	39.4	13.3
Egypt	60.9	46%	55%	53.9	6.9
Kenya	50.5	44%	56%	39.9	10.6
South Korea	48.6	36%	64%	32.4	16.3
Mexico	54.5	33%	67%	49.4	5.2
South Africa	53.1	33%	67%	35.7	17.4
USA	60.2	32%	69%	44.2	16.0
Germany	62.0	31%	69%	48.7	13.4
France	56.5	28%	72%	50.9	5.6
Japan	53.9	28%	72%	41.4	12.5
Russia	54.6	27%	73%	44.1	10.4
Algeria	43.8	26%	74%	36.2	7.6
Spain	44.3	25%	75%	32.0	12.2
Italy	50.8	25%	76%	43.0	7.9
Australia	69.8	24%	76%	51.7	18.2
Chile	50.7	23%	77%	37.4	13.2
UK	60.6	21%	79%	48.6	12.0
Brazil	50.6	21%	79%	40.8	9.8
Sweden	55.2	19%	81%	37.4	17.9
Belgium	57.1	19%	82%	46.4	10.8
Canada	52.3	18%	82%	46.1	6.2
Netherlands	59.8	18%	82%	44.5	15.3
Israel	44.7	15%	86%	31.0	13.7

6 Conclusions

International context once again had a strong influence on a country's reputation results

In 2024, the international and geopolitical context continued to influence the reputation of various countries, as they had to react and position themselves regarding major international events, sometimes to the detriment of public opinion. The year 2024 was marked by the following key events:

- The war in Ukraine: after two years of armed confrontation, the conflict continues without significant progress and has started to lose its international profile. However, its geopolitical implications and possible outcomes remain a key element in international politics.
- The conflict in Gaza: this ongoing crisis has had a major impact on the international perception of Israel, as well as on the perception of other countries among the Israeli population.
- The upcoming elections in the United States: the polarization of American society and its influence on the position of its government in relation to the two aforementioned conflicts are a source of uncertainty on the international scene.

Stability in Country Reputation Metrics Across Various Countries

The analysis of the behavior of the reputation indicators of the 60 countries with the highest gross domestic product reveals relative stability. The average reputation index of the main economies rated by the general public in the G7 countries and Russia, which had fallen slightly in 2023, saw a 0.5-point increase in 2024.

The countries whose reputations improved in 2024 were Ethiopia, Thailand, Peru, and Qatar. Conversely, the countries whose reputations have deteriorated are Israel and Ukraine: the former has suffered due to its disproportionate military intervention in Gaza, which has been perceived very negatively on the international scene; the latter, which previously enjoyed the empathy of outside observers following the Russian invasion, appears to have lost some of that support after two years of war.

Switzerland, Norway, Sweden and New Zealand top the ranking, although none of them achieves the "excellent" reputation level, while Russia, Iraq and Iran are the countries with the poorest reputation indicators (RepScore) for the third year running, all three ranking "poor" on the RepCore® normative scale.

Morocco climbs 4 places in international reputation ranking across among G7 countries and Russia as a whole

Morocco has made a notable improvement in its external reputation, with a 0.8-point increase bringing the score to 48.7; placing it in the moderate range of the RepCore® normative scale, slightly below the average of the 60 countries with the highest GDP (49.3). Currently ranked 30th, Morocco has risen four positions from 2023 and now holds the best reputation among African and Arab countries.

The enhancement in Morocco's standing is more pronounced in the countries where it has been analyzed, with an average increase of one point. Notably, Morocco has seen a substantial rise in its internal reputation, with a 3.7-point growth reaching its historical peak of 64.8 points and nearing the "excellent" level.

Morocco's benchmarks also show a slightly positive trend in 2024: Chile (+0.8 points), Mexico (+0.7 points), South Africa (+0.4 points) and Turkey (+0.1 points).

"Ethics and responsibility" remains the most influential dimension in building nations' reputation

Public opinion expectations in the G7 countries and Russia remain stable, with no significant shifts in the weighting of variables compared to 2023. The "Ethics and responsibility" dimension proves to be the most crucial factor in shaping a nation's reputation, representing 25.7% of the total weight.

The top four attributes are "Protection of the environment," "Respect for human rights," "Efficient management of public resources," and "Fights against climate change."

Slight improvement in Morocco's rational reputation profile

On a rational level, perceptions of Morocco show slight improvement in most of the attributes analyzed, notably in "Protection of the environment," "Respected leaders," and "Quality of products and services." However, compared to 2023, attributes such as "Safety," "Well-known brands and companies," and "Success in sports" have seen a decline in scores.

To further enhance Morocco's international reputation through specific actions, it is crucial to consider the gaps between perception and reality.

The analysis should focus on key attributes that, while currently below the average of the 60 countries with the highest GDP, have the potential to become future strengths such as "Protection of the environment", "Fights against climate change", and "Efficient management of public resources".

Morocco's reputation profile varies across geographic locations

A broader analysis of Morocco's reputation on the international stage reveals an improved reputation profile in China, South Korea, and African countries (notably South Africa, Nigeria, and Kenya).

However, a significant decline in Morocco's reputation has been observed across a range of variables in Mediterranean countries, particularly in Israel, Turkey, Algeria, Egypt, and Spain.

The internal reputation of Morocco shows significant progress

In line with the internal reputation indicator, Moroccans' assessments of their own country have improved, particularly in the variables such as "Appealing natural environment", "Respect of human rights", "Leisure and cultural activities", and "Commitment to the international community".

However, there are some significant exceptions in certain attributes where the country's internal perception has declined, particularly in "Ethical and transparent ", "Success in sports" and "Quality of education system".

The discrepancy between internal and external perceptions suggests both communication opportunities and reputational risks

A comparison of internal and external (G7 and Russia) perceptions of Morocco reveals notable discrepancies. Moroccan respondents hold more favorable views of the Kingdom than nationals of the G7 countries and Russia in terms of the attributes "Safety", "Friendly people", "Success in sports", "Commitment to the international community," and "Cultural legacy.", which represent potential communication opportunities. In contrast, Moroccan respondents are less enthusiastic about Morocco than foreign observers in variables such as "Efficient management of public resources", "Quality of the education system", "Effective government and institutions", "Social welfare", and "Ethical and transparent". These shortcomings could pose real risks to Morocco's reputation, both internally and externally, and should be addressed as a matter of priority.

There is a strong correlation between the country's reputation and the supportive attitudes of foreign observers

As in previous editions of the study, there is a strong correlation between the reputation indicator and supportive attitudes.

Morocco performs well in terms of the intention to visit the country among the inhabitants of the G7 countries and Russia, with an indicator score exceeding the average of the 60 countries with the highest GDP. Conversely, Morocco receives the lowest score when it comes to the recommendation to study there.

Moroccans are good ambassadors for their country and their supportive attitudes towards Morocco are generally positive, significantly higher than external evaluations. All these attitudes also had a positive evolution between 2023 and 2024, except for the recommendation to study in the country.

The Royal Initiative for Atlantic Africa has been very well received

The Royal Initiative for Atlantic Africa, promoted by His Majesty King Mohammed VI, has been well acclaimed on the international scene, with a very positive impact on the Kingdom's external reputation. Its impact has been considerable, especially in Turkey, India, China, and Nigeria.

Appendix 1

Rankings of the 72 countries examined by Reputation Lab according to the variables in the RepCore® Nations model

In this appendix, you will find the rankings of the 72 countries included in the RepCore® Nations 2024 study, according to the scores obtained for each of the variables monitored by the RepCore® Nations model:

- RepScore indicator
- Rational attributes (22)
- Supportive attitudes (7)

Each table presents the country's ranking in the 2024 study, along with a comparison to its position in 2023.

The RepCore® normative scale was used to qualify the score obtained.

Appendix 1.1
Ranking according to the RepScore reputation indicator

RepScore reputation indicator

Figure 55: *Ranking of the 72 countries included in RepCore® Nations 2024 according to evaluation in the global RepScore reputation indicator, in all G7 countries and Russia*

Country	Ranking position 2024	Evol. 2023-2024
Switzerland	1	0
Norway	2	0
Sweden	3	0
New Zealand	4	1
Canada	5	-1
Denmark	6	0
Australia	7	1
Ireland	8	2
Finland	9	-2
Austria	10	4
Netherlands	11	-2
Italy	12	0
Spain	13	-2
Japan	14	-1
Portugal	15	0
Greece	16	1
Belgium	17	-1
Singapore	18	0
United Kingdom	19	0
France	20	1
Thailand	21	3
Germany	22	-2
Czech Republic	23	0
South Korea	24	4
Peru	25	10
Malaysia	26	4
Indonesia	27	-1
Brazil	28	6
Costa Rica	29	-7
Poland	30	-5
Morocco	31	6
Hungary	32	-1
Philippines	33	-1
Puerto Rico	34	-5
Chile	35	3
Panama	36	6

Country	Ranking position 2024	Evol. 2023-2024
Vietnam	37	-4
United Arab Emirates	38	9
Argentina	39	2
Egypt	40	3
Dominican Republic	41	-5
USA	42	3
India	43	-4
Ukraine	44	-17
South Africa	45	1
Cuba	46	4
Mexico	47	2
Turkey	48	0
Uruguay	49	-9
Paraguay	50	2
Bolivia	51	2
Romania	52	-1
Ecuador	53	-9
Qatar	54	7
Ethiopia	55	9
Guatemala	56	0
Honduras	57	6
Venezuela	58	1
El Salvador	59	-1
Kazakhstan	60	0
Nicaragua	61	1
Algeria	62	-7
Bangladesh	63	2
Nigeria	64	3
Colombia	65	-8
Saudi Arabia	66	0
Israel	67	-13
China	68	1
Pakistan	69	-1
Iran	70	1
Iraq	71	-1
Russia	72	0

Rating scale: 0-100 | RepCore normalized scale: Poor 35 < | Weak 35 - 45 < | Average 45 - 55 < | Strong 55 - 65 < | Excellent 65+

Appendix 1.2
Ranking according to the rational attributes of RepCore® Nations

Appealing natural environment

Figure 56: *Ranking of the 72 countries included in RepCore® Nations 2024 according to the rating of the "Appealing natural environment" attribute in all G7 countries and Russia*

Country	Ranking position 2024	Evol. 2023-2024
Canada	1	-1
Switzerland	2	1
New Zealand	3	-1
Norway	4	1
Australia	5	0
Sweden	6	-2
Ireland	7	1
Italy	8	-1
Finland	9	2
Austria	10	-2
Denmark	11	0
Japan	12	-1
Greece	13	-1
Netherlands	14	-1
Thailand	15	-3
Spain	16	6
Brazil	17	0
Portugal	18	2
Indonesia	19	-2
Peru	20	-6
France	21	2
Costa Rica	22	2
Germany	23	-1
Belgium	24	2
South Africa	25	-6
Argentina	26	-8
Philippines	27	2
United Kingdom	28	-1
Chile	29	2
Malaysia	30	7
Dominican Republic	31	-4
Mexico	32	4
Turkey	33	-4
Czech Republic	34	-2
USA	35	3
Vietnam	36	3

Country	Ranking position 2024	Evol. 2023-2024
Singapore	37	-5
Egypt	38	0
Morocco	39	0
South Korea	40	-11
Puerto Rico	41	11
Poland	42	-4
Hungary	43	-1
Colombia	44	-3
Panama	45	4
Venezuela	46	-4
Cuba	47	7
Romania	48	-4
Uruguay	49	0
India	50	-3
Ecuador	51	8
Bolivia	52	7
Nigeria	53	-5
Paraguay	54	0
Guatemala	55	7
Honduras	56	1
El Salvador	57	1
Nicaragua	58	1
Ethiopia	59	-6
Algeria	60	-1
Kazakhstan	61	2
China	62	-2
Israel	63	1
United Arab Emirates	64	1
Qatar	65	-2
Bangladesh	66	0
Ukraine	67	7
Russia	68	-1
Saudi Arabia	69	1
Pakistan	70	0
Iran	71	0
Iraq	72	0

Rating scale: 0-100 | RepCore normalized scale

Poor	Weak	Average	Strong	Excellent
35 <	35 - 45 <	45 - 55 <	55 - 65 <	65+

Leisure and cultural activities

Figure 57: *Ranking of the 72 countries included in RepCore® Nations 2024 according to the rating of the "Leisure and cultural activities" attribute in all G7 countries and Russia*

Country	Ranking position 2024	Evol. 2023-2024	Country	Ranking position 2024	Evol. 2023-2024
Italy	1	0	United Arab Emirates	37	7
Spain	2	0	Chile	38	2
Japan	3	1	Vietnam	39	3
Canada	4	1	Egypt	40	-10
Australia	5	3	Puerto Rico	41	-8
Switzerland	6	-3	India	42	1
Norway	7	3	Philippines	43	-5
France	8	-2	Dominican Republic	44	-7
Sweden	9	-2	Cuba	45	2
Austria	10	7	South Africa	46	2
Netherlands	11	0	Panama	47	-1
Ireland	12	2	Qatar	48	8
Denmark	13	2	Romania	49	1
New Zealand	14	-2	Uruguay	50	-5
Greece	15	-2	Paraguay	51	1
Portugal	16	0	Colombia	52	2
Finland	17	-8	China	53	6
Thailand	18	4	Ecuador	54	-5
United Kingdom	19	0	Venezuela	55	2
Belgium	20	-2	Bolivia	56	-3
Germany	21	-1	Honduras	57	4
Brazil	22	1	Guatemala	58	-3
Singapore	23	1	Kazakhstan	59	5
South Korea	24	1	Israel	60	-2
USA	25	-4	Nicaragua	61	-10
Czech Republic	26	0	Algeria	62	3
Indonesia	27	5	Ethiopia	63	-3
Argentina	28	8	Saudi Arabia	64	4
Costa Rica	29	-2	Nigeria	65	-2
Turkey	30	1	Bangladesh	66	0
Malaysia	31	-2	Ukraine	67	0
Mexico	32	-4	Pakistan	68	-6
Hungary	33	6	Russia	69	0
Morocco	34	0	Iran	70	0
Peru	35	6	Iraq	71	0
Poland	36	-1	El Salvador	72	0

Rating scale: 0-100 | RepCore normalized scale | Poor 35 < | Weak 35 - 45 < | Average 45 - 55 < | Strong 55 - 65 < | Excellent 65+

Friendly business environment

Figure 58: *Ranking of the 72 countries included in RepCore® Nations 2024 according to the rating of the "Friendly business environment" attribute in all G7 countries and Russia*

	Ranking position	
Country	2024	Evol. 2023-2024
Switzerland	1	0
Norway	2	1
Sweden	3	-1
Denmark	4	1
Australia	5	4
Netherlands	6	0
Canada	7	0
New Zealand	8	2
Austria	9	4
Japan	10	-2
Finland	11	-7
Singapore	12	3
Ireland	13	1
Belgium	14	-2
United Arab Emirates	15	2
Germany	16	-5
Spain	17	-1
South Korea	18	2
United Kingdom	19	-1
Portugal	20	-1
Italy	21	2
France	22	0
USA	23	-2
Czech Republic	24	0
Qatar	25	2
Malaysia	26	3
Thailand	27	7
Indonesia	28	3
Saudi Arabia	29	-3
Poland	30	-2
Panama	31	1
Hungary	32	-2
Greece	33	2
Costa Rica	34	-9
Brazil	35	14
Morocco	36	0

	Ranking position	
Country	2024	Evol. 2023-2024
Vietnam	37	-12
Puerto Rico	38	10
Chile	39	-2
China	40	0
Peru	41	6
Turkey	42	8
Philippines	43	0
Paraguay	44	5
India	45	6
Romania	46	-13
Uruguay	47	-8
Dominican Republic	48	-2
South Africa	49	4
Israel	50	-5
Argentina	51	-10
Kazakhstan	52	-17
Honduras	53	-1
Egypt	54	0
Ecuador	55	0
El Salvador	56	2
Bolivia	57	2
Mexico	58	-1
Guatemala	59	5
Bangladesh	60	-4
Nicaragua	61	-1
Algeria	62	0
Colombia	63	0
Ethiopia	64	2
Venezuela	65	3
Nigeria	66	-1
Cuba	67	-6
Pakistan	68	-1
Ukraine	69	0
Iran	70	0
Russia	71	0
Iraq	72	0

Rating scale: 0-100 | RepCore normalized scale: Poor 35 < | Weak 35 - 45 < | Average 45 - 55 < | Strong 55 - 65 < | Excellent 65+

Effective government and institutions

Figure 59: *Ranking of the 72 countries included in RepCore® Nations 2024 according to the rating of the attribute "Effective government and institutions" in all G7 countries and Russia*

Country	Ranking position 2024	Evol. 2023-2024
Switzerland	1	0
Sweden	2	0
Norway	3	1
Denmark	4	2
Finland	5	-2
New Zealand	6	-1
Australia	7	2
Netherlands	8	-1
Canada	9	-1
Austria	10	2
Belgium	11	0
Ireland	12	3
Japan	13	-3
Spain	14	2
Singapore	15	-1
Germany	16	-3
Portugal	17	1
South Korea	18	4
United Kingdom	19	1
Italy	20	-1
Czech Republic	21	0
France	22	-5
Costa Rica	23	4
United Arab Emirates	24	2
Poland	25	-1
USA	26	4
Hungary	27	1
Malaysia	28	1
Puerto Rico	29	8
Greece	30	-5
Panama	31	12
Uruguay	32	3
Indonesia	33	5
Morocco	34	-1
Ukraine	35	-3
Thailand	36	-2
Dominican Republic	37	4
Chile	38	-2
Paraguay	39	1
Ecuador	40	2
Qatar	41	-10
Vietnam	42	4
Israel	43	-20
South Africa	44	4
Romania	45	0
Peru	46	-2
Philippines	47	3
Argentina	48	-9
Bolivia	49	-2
Saudi Arabia	50	12
India	51	-2
Kazakhstan	52	-1
Guatemala	53	0
Brazil	54	3
Algeria	55	1
Turkey	56	-4
El Salvador	57	-2
Honduras	58	1
Nicaragua	59	1
Egypt	60	-6
Colombia	61	2
Bangladesh	62	-4
Mexico	63	-2
Cuba	64	0
China	65	1
Venezuela	66	-1
Nigeria	67	1
Ethiopia	68	-1
Pakistan	69	0
Iran	70	0
Iraq	71	0
Russia	72	0

Rating scale: 0-100 | RepCore normalized scale: Poor 35 < | Weak 35 - 45 < | Average 45 - 55 < | Strong 55 - 65 < | Excellent 65+

Social welfare

Figure 60: *Ranking of the 72 countries included in RepCore® Nations 2024 according to the rating of the "Social welfare" attribute in all G7 countries and Russia*

Country	Ranking position 2024	Evol. 2023-2024
Norway	1	2
Switzerland	2	-1
Sweden	3	-1
Denmark	4	0
Finland	5	0
Netherlands	6	0
New Zealand	7	0
Austria	8	2
Canada	9	-1
Australia	10	-1
Ireland	11	0
Belgium	12	1
Japan	13	2
Singapore	14	3
Germany	15	-3
Spain	16	-2
Portugal	17	-1
South Korea	18	4
Italy	19	-1
United Kingdom	20	-1
France	21	-1
Czech Republic	22	-1
United Arab Emirates	23	4
Poland	24	0
Greece	25	1
Costa Rica	26	-3
Malaysia	27	3
Hungary	28	-3
Panama	29	4
Thailand	30	4
Indonesia	31	0
Puerto Rico	32	-3
USA	33	-1
Qatar	34	12
Peru	35	7
Chile	36	1

Country	Ranking position 2024	Evol. 2023-2024
Morocco	37	-1
Philippines	38	1
Brazil	39	14
Uruguay	40	-12
Israel	41	-6
Vietnam	42	-4
Paraguay	43	1
Argentina	44	-4
Romania	45	-2
Dominican Republic	46	-5
Turkey	47	5
Saudi Arabia	48	0
South Africa	49	0
Kazakhstan	50	1
Egypt	51	7
Ecuador	52	-7
Guatemala	53	1
Bolivia	54	-4
El Salvador	55	1
Honduras	56	4
Mexico	57	5
Ethiopia	58	9
Nicaragua	59	-4
Bangladesh	60	4
Algeria	61	-2
Cuba	62	1
Venezuela	63	2
India	64	-7
Ukraine	65	-18
Colombia	66	-5
Nigeria	67	-1
China	68	0
Pakistan	69	0
Iran	70	0
Iraq	71	0
Russia	72	0

Rating scale: 0-100 | RepCore normalized scale: Poor 35< | Weak 35 - 45 < | Average 45 - 55 < | Strong 55 - 65 < | Excellent 65+

Commitment to the international community

Figure 61: *Ranking of the 72 countries included in RepCore® Nations 2024 according to the rating of the attribute "Commitment to the international community" in all G7 countries and Russia*

Country	Ranking position 2024	Evol. 2023-2024
Switzerland	1	3
Norway	2	-1
Sweden	3	-1
Denmark	4	-1
Australia	5	3
Canada	6	0
New Zealand	7	0
Finland	8	-3
Netherlands	9	0
Austria	10	2
Ireland	11	4
Japan	12	-2
Belgium	13	-2
Portugal	14	2
Germany	15	-2
Italy	16	1
Spain	17	-3
Singapore	18	2
United Kingdom	19	-1
France	20	-1
South Korea	21	0
Greece	22	1
Czech Republic	23	-1
Poland	24	1
USA	25	1
Malaysia	26	4
Costa Rica	27	-3
Brazil	28	10
Indonesia	29	0
United Arab Emirates	30	1
Thailand	31	1
Hungary	32	-5
Chile	33	6
Peru	34	12
Puerto Rico	35	-7
Panama	36	1
Morocco	37	-1
Argentina	38	-3
Philippines	39	3
South Africa	40	3
Qatar	41	11
India	42	-2
Uruguay	43	-10
Turkey	44	7
Vietnam	45	-1
Dominican Republic	46	2
Paraguay	47	-2
Ecuador	48	-7
Romania	49	0
Guatemala	50	6
Egypt	51	9
Mexico	52	2
Ethiopia	53	14
Kazakhstan	54	-1
Bolivia	55	-5
Saudi Arabia	56	2
Ukraine	57	-23
Honduras	58	3
El Salvador	59	-4
Algeria	60	-3
Bangladesh	61	4
Nicaragua	62	-3
Colombia	63	-1
Venezuela	64	-1
Cuba	65	1
Nigeria	66	-2
Israel	67	-20
China	68	0
Pakistan	69	0
Iran	70	1
Iraq	71	-1
Russia	72	0

Rating scale: 0-100 | RepCore normalized scale: Poor 35 < | Weak 35 - 45 < | Average 45 - 55 < | Strong 55 - 65 < | Excellent 65+

Respected leaders

Figure 62: *Ranking of the 72 countries included in RepCore® Nations 2024 according to the rating of the attribute "Respected leaders" in all G7 countries and Russia*

Country	Ranking position 2024	Evol. 2023-2024
Switzerland	1	4
Norway	2	0
Sweden	3	-2
New Zealand	4	2
Denmark	5	-1
Finland	6	-3
Australia	7	0
Netherlands	8	0
Austria	9	3
Ireland	10	0
Canada	11	-2
Singapore	12	4
Japan	13	-2
Belgium	14	1
Spain	15	-1
Portugal	16	-3
South Korea	17	4
United Arab Emirates	18	1
Germany	19	-2
United Kingdom	20	3
Czech Republic	21	1
Italy	22	-2
France	23	2
Malaysia	24	4
Poland	25	1
Thailand	26	11
Qatar	27	7
Greece	28	2
Indonesia	29	3
Costa Rica	30	-6
Panama	31	4
Morocco	32	1
Hungary	33	-6
Puerto Rico	34	-3
Chile	35	3
Ukraine	36	-18

Country	Ranking position 2024	Evol. 2023-2024
Peru	37	10
Brazil	38	18
Uruguay	39	-3
Saudi Arabia	40	6
India	41	2
Philippines	42	-2
USA	43	-14
Vietnam	44	-3
South Africa	45	-1
Romania	46	5
Turkey	47	7
Kazakhstan	48	4
Paraguay	49	-10
Argentina	50	0
Dominican Republic	51	-2
Egypt	52	6
Guatemala	53	0
Bolivia	54	-6
Ecuador	55	-13
Honduras	56	6
Ethiopia	57	11
El Salvador	58	-3
Cuba	59	2
China	60	-1
Nicaragua	61	2
Bangladesh	62	4
Algeria	63	-6
Israel	64	-19
Venezuela	65	0
Mexico	66	-2
Colombia	67	-7
Nigeria	68	-1
Pakistan	69	0
Iran	70	0
Russia	71	1
Iraq	72	-1

Rating scale: 0-100 | RepCore normalized scale: Poor 35 < | Weak 35 - 45 < | Average 45 - 55 < | Strong 55 - 65 < | Excellent 65+

Quality of products and services

Figure 63: *Ranking of the 72 countries included in RepCore® Nations 2024 according to the rating of the attribute "Quality of products and services" in all G7 countries and Russia*

Country	Ranking position 2024	Evol. 2023-2024
Switzerland	1	0
Japan	2	0
Sweden	3	1
Italy	4	1
Germany	5	-2
Norway	6	2
Denmark	7	2
Canada	8	-1
Netherlands	9	1
Austria	10	3
Finland	11	-5
New Zealand	12	0
France	13	-2
South Korea	14	6
Australia	15	0
Ireland	16	2
Belgium	17	-3
United Kingdom	18	1
Singapore	19	2
Spain	20	-3
USA	21	-5
Portugal	22	0
United Arab Emirates	23	2
Greece	24	-1
Czech Republic	25	-1
Malaysia	26	4
Brazil	27	5
Poland	28	-1
Qatar	29	2
Hungary	30	-1
Israel	31	-3
Costa Rica	32	-6
Thailand	33	2
Indonesia	34	-1
Panama	35	12
Morocco	36	2

Country	Ranking position 2024	Evol. 2023-2024
Turkey	37	-3
Peru	38	8
Argentina	39	-3
Chile	40	-1
Saudi Arabia	41	-1
Puerto Rico	42	-5
Vietnam	43	0
India	44	5
Philippines	45	-4
Mexico	46	10
South Africa	47	-3
Romania	48	3
Dominican Republic	49	-4
Uruguay	50	-8
Ecuador	51	-3
Paraguay	52	-2
Egypt	53	5
Kazakhstan	54	3
Guatemala	55	0
El Salvador	56	3
Colombia	57	-5
Bolivia	58	-4
Honduras	59	4
Venezuela	60	5
China	61	-1
Cuba	62	2
Ukraine	63	-10
Algeria	64	-3
Ethiopia	65	3
Bangladesh	66	0
Nicaragua	67	-5
Nigeria	68	-1
Pakistan	69	0
Russia	70	0
Iran	71	0
Iraq	72	0

Rating scale: 0-100 | RepCore normalized scale: Poor 35 < | Weak 35 - 45 < | Average 45 - 55 < | Strong 55 - 65 < | Excellent 65+

Well-known brands and companies

Figure 64: *Ranking of the 72 countries included in RepCore® Nations 2024 according to the rating of the attribute "Well-known brands and companies" in all G7 countries and Russia*

Country	Ranking position 2024	Evol. 2023-2024
Japan	1	-2
United Kingdom	2	0
USA	3	2
Germany	4	0
Australia	5	0
Portugal	6	4
France	7	0
Switzerland	8	0
Denmark	9	1
Brazil	10	2
Indonesia	11	0
Finland	12	4
Norway	13	-2
Panama	14	-4
United Arab Emirates	15	3
Netherlands	16	3
Hungary	17	1
Argentina	18	0
Romania	19	8
Canada	20	5
China	21	2
South Africa	22	0
Italy	23	-6
Saudi Arabia	24	6
Philippines	25	-1
Uruguay	26	4
Israel	27	0
Spain	28	-1
New Zealand	29	-10
Honduras	30	-5
Colombia	31	4
Ireland	32	7
Nicaragua	33	3
Czech Republic	34	0
Venezuela	35	-1
Ukraine	36	2

Country	Ranking position 2024	Evol. 2023-2024
Austria	37	3
Ecuador	38	-1
Sweden	39	1
Guatemala	40	-6
Malaysia	41	10
El Salvador	42	-5
Morocco	43	0
Bangladesh	44	0
Qatar	45	-13
Singapore	46	-1
Puerto Rico	47	0
Chile	48	2
Nigeria	49	0
Belgium	50	14
Pakistan	51	1
Ethiopia	52	4
Egypt	53	0
Russia	54	-3
Cuba	55	-7
Bolivia	56	-6
Algeria	57	8
Poland	58	-7
Iraq	59	11
Thailand	60	4
Turkey	61	-9
Kazakhstan	62	-4
Paraguay	63	-1
Iran	64	-10
Peru	65	7
Greece	66	-11
Costa Rica	67	-10
Vietnam	68	0
India	69	7
South Korea	70	9
Dominican Republic	71	-7
Mexico	72	-9

Rating scale: 0-100 | RepCore normalized scale: Poor 35 < | Weak 35 - 45 < | Average 45 - 55 < | Strong 55 - 65 < | Excellent 65+

Cultural legacy

Figure 65: *Ranking of the 72 countries included in RepCore® Nations 2024 according to the rating of the "Cultural legacy" attribute in all G7 countries and Russia*

Country	Ranking position 2024	Evol. 2023-2024
Italy	1	0
France	2	0
United Kingdom	3	0
Sweden	4	1
Germany	5	1
Greece	6	5
Japan	7	2
Netherlands	8	2
Austria	9	-2
Switzerland	10	2
Spain	11	-7
Norway	12	1
Denmark	13	-5
Ireland	14	3
Canada	15	-1
USA	16	-1
Australia	17	2
New Zealand	18	2
Finland	19	-3
Belgium	20	-2
Portugal	21	0
Czech Republic	22	0
Poland	23	3
South Korea	24	0
Singapore	25	0
India	26	-3
Brazil	27	2
Hungary	28	-1
Argentina	29	1
Egypt	30	1
Israel	31	-3
Turkey	32	4
Costa Rica	33	0
Malaysia	34	8
Peru	35	5
Mexico	36	2

Country	Ranking position 2024	Evol. 2023-2024
Thailand	37	8
Indonesia	38	6
Chile	39	-5
South Africa	40	-3
Panama	41	12
Morocco	42	-7
United Arab Emirates	43	7
Puerto Rico	44	-12
China	45	1
Romania	46	-5
Cuba	47	8
Uruguay	48	-9
Philippines	49	-1
Russia	50	14
Colombia	51	0
Vietnam	52	4
Kazakhstan	53	5
Qatar	54	9
Paraguay	55	-6
Ecuador	56	-9
Ukraine	57	-14
Ethiopia	58	10
Dominican Republic	59	-5
Bolivia	60	-8
Venezuela	61	0
El Salvador	62	-5
Honduras	63	3
Algeria	64	-5
Guatemala	65	-5
Nicaragua	66	-1
Bangladesh	67	2
Nigeria	68	-1
Saudi Arabia	69	-7
Pakistan	70	0
Iran	71	0
Iraq	72	0

Rating scale: 0-100 | RepCore normalized scale: Poor 35 < | Weak 35 - 45 < | Average 45 - 55 < | Strong 55 - 65 < | Excellent 65+

Success in sport

Figure 66: *Ranking of the 72 countries included in RepCore® Nations 2024 according to the rating of the attribute "Success in sports" in all G7 countries and Russia*

Country	Ranking position 2024	Evol. 2023-2024
Brazil	1	1
Australia	2	9
USA	3	0
Spain	4	-3
Canada	5	0
Italy	6	-2
Norway	7	2
United Kingdom	8	0
Germany	9	-3
New Zealand	10	4
Sweden	11	-1
Argentina	12	3
Portugal	13	-6
Netherlands	14	-1
France	15	-3
Finland	16	1
Austria	17	2
Denmark	18	-2
Switzerland	19	-1
Ireland	20	2
Japan	21	0
Belgium	22	-2
Czech Republic	23	0
South Africa	24	0
South Korea	25	3
Greece	26	0
Uruguay	27	-2
Ethiopia	28	15
Poland	29	0
Nigeria	30	3
Hungary	31	0
Puerto Rico	32	-5
Russia	33	12
Costa Rica	34	-4
Chile	35	2
Singapore	36	-2

Country	Ranking position 2024	Evol. 2023-2024
Morocco	37	-5
China	38	0
Cuba	39	-4
Mexico	40	1
Panama	41	13
Qatar	42	9
Peru	43	4
Colombia	44	-4
Dominican Republic	45	-3
Romania	46	-2
Paraguay	47	-11
Malaysia	48	8
Turkey	49	3
United Arab Emirates	50	-1
Indonesia	51	11
Ecuador	52	-13
Algeria	53	-5
Ukraine	54	-8
Philippines	55	3
Venezuela	56	-3
Kazakhstan	57	0
Bolivia	58	-8
Honduras	59	6
Guatemala	60	0
Thailand	61	0
El Salvador	62	-7
India	63	1
Nicaragua	64	-5
Saudi Arabia	65	1
Egypt	66	1
Israel	67	-4
Bangladesh	68	1
Vietnam	69	-1
Pakistan	70	0
Iran	71	0
Iraq	72	0

Rating scale: 0-100 | RepCore normalized scale | Poor 35 < | Weak 35 - 45 < | Average 45 - 55 < | Strong 55 - 65 < | Excellent 65+

Attractive lifestyle

Figure 67: *Ranking of the 72 countries included in RepCore® Nations 2024 according to rating of the "Attractive lifestyle" attribute in all G7 countries and Russia*

Country	Ranking position 2024	Evol. 2023-2024
Switzerland	1	0
Sweden	2	0
Norway	3	0
Denmark	4	0
Australia	5	3
Canada	6	0
Netherlands	7	2
New Zealand	8	-1
Italy	9	2
Spain	10	0
Austria	11	3
Finland	12	-7
Ireland	13	0
Portugal	14	-2
France	15	1
Belgium	16	-1
Singapore	17	4
Greece	18	0
Japan	19	-2
Germany	20	-1
United Kingdom	21	-1
Thailand	22	3
United Arab Emirates	23	4
South Korea	24	2
Czech Republic	25	-1
USA	26	-4
Costa Rica	27	-4
Brazil	28	4
Indonesia	29	1
Hungary	30	-2
Malaysia	31	0
Puerto Rico	32	1
Panama	33	5
Qatar	34	9
Poland	35	-6
Morocco	36	0

Country	Ranking position 2024	Evol. 2023-2024
Argentina	37	-3
Peru	38	3
Chile	39	0
Philippines	40	0
Dominican Republic	41	-6
Turkey	42	0
Uruguay	43	-6
Paraguay	44	2
Vietnam	45	-1
South Africa	46	3
Mexico	47	1
Romania	48	3
Cuba	49	9
Ecuador	50	-5
Guatemala	51	4
Honduras	52	5
Bolivia	53	-3
Egypt	54	-1
Saudi Arabia	55	-1
El Salvador	56	-4
Colombia	57	-1
Israel	58	-11
Kazakhstan	59	2
Nicaragua	60	2
Venezuela	61	2
India	62	-2
Ethiopia	63	2
Algeria	64	-5
Bangladesh	65	2
Nigeria	66	0
China	67	1
Ukraine	68	-4
Pakistan	69	0
Russia	70	2
Iran	71	-1
Iraq	72	-1

Rating scale: 0-100 | RepCore normalized scale: Poor 35 < | Weak 35 - 45 < | Average 45 - 55 < | Strong 55 - 65 < | Excellent 65+

Technologically advanced

Figure 68: *Ranking of the 72 countries included in RepCore® Nations 2024 according to rating of the "Technologically advanced" attribute in all G7 countries and Russia*

	Ranking position			Ranking position	
Country	2024	Evol. 2023-2024	Country	2024	Evol. 2023-2024
Japan	1	0	India	37	-4
Sweden	2	1	Brazil	38	13
Switzerland	3	-1	Puerto Rico	39	-2
South Korea	4	7	Turkey	40	5
Norway	5	3	Chile	41	2
Germany	6	-2	Argentina	42	-3
Denmark	7	0	Uruguay	43	-7
Canada	8	2	Peru	44	9
Finland	9	-3	Morocco	45	2
Netherlands	10	-1	Philippines	46	-4
USA	11	-6	Kazakhstan	47	8
Singapore	12	0	Paraguay	48	-8
Australia	13	1	Vietnam	49	-1
Austria	14	2	South Africa	50	-6
New Zealand	15	-2	Romania	51	-5
United Kingdom	16	1	Honduras	52	9
Belgium	17	-2	Bolivia	53	-3
China	18	0	El Salvador	54	-2
United Arab Emirates	19	4	Guatemala	55	5
Ireland	20	-1	Egypt	56	6
France	21	-1	Dominican Republic	57	-3
Spain	22	0	Ecuador	58	-9
Italy	23	-2	Russia	59	6
Israel	24	1	Ukraine	60	-3
Portugal	25	-1	Nicaragua	61	-5
Qatar	26	1	Ethiopia	62	8
Czech Republic	27	-1	Algeria	63	-4
Malaysia	28	4	Venezuela	64	-1
Poland	29	0	Mexico	65	-1
Greece	30	1	Bangladesh	66	0
Saudi Arabia	31	-3	Colombia	67	-9
Hungary	32	-2	Cuba	68	0
Panama	33	5	Nigeria	69	-2
Indonesia	34	1	Pakistan	70	-1
Costa Rica	35	-1	Iran	71	0
Thailand	36	5	Iraq	72	0

Rating scale: 0-100 | RepCore normalized scale: Poor 35 < | Weak 35 - 45 < | Average 45 - 55 < | Strong 55 - 65 < | Excellent 65+

Safety

Figure 69: *Ranking of the 72 countries included in RepCore® Nations 2024 according to the rating of the "Safety" attribute in all G7 countries and Russia*

Country	Ranking position 2024	Evol. 2023-2024
Norway	1	1
Switzerland	2	-1
Denmark	3	2
Sweden	4	2
Austria	5	6
Finland	6	-3
New Zealand	7	0
Canada	8	-4
Netherlands	9	-1
Australia	10	0
Japan	11	-2
Ireland	12	0
Belgium	13	0
Singapore	14	2
Portugal	15	0
Spain	16	-2
Germany	17	1
Italy	18	-1
Greece	19	0
United Kingdom	20	0
South Korea	21	1
Czech Republic	22	-1
United Arab Emirates	23	4
Poland	24	1
France	25	-2
Thailand	26	2
Hungary	27	-3
Malaysia	28	1
Indonesia	29	1
Costa Rica	30	-4
Qatar	31	2
Panama	32	3
Peru	33	7
Chile	34	7
Puerto Rico	35	-4
Morocco	36	-4

Country	Ranking position 2024	Evol. 2023-2024
Romania	37	1
Vietnam	38	-4
Philippines	39	-3
Uruguay	40	-3
USA	41	8
Argentina	42	-3
Saudi Arabia	43	2
Dominican Republic	44	-2
Turkey	45	1
Paraguay	46	-3
Kazakhstan	47	0
Bolivia	48	2
Cuba	49	-1
Brazil	50	9
Ecuador	51	-7
El Salvador	52	0
China	53	8
Egypt	54	1
Guatemala	55	-1
South Africa	56	-3
Honduras	57	3
India	58	-1
Bangladesh	59	3
Ethiopia	60	4
Algeria	61	-10
Nicaragua	62	-4
Venezuela	63	2
Mexico	64	2
Nigeria	65	2
Colombia	66	-3
Pakistan	67	1
Israel	68	-12
Iran	69	1
Russia	70	1
Ukraine	71	-2
Iraq	72	0

Rating scale: 0-100 | RepCore normalized scale: Poor 35 < | Weak 35 - 45 < | Average 45 - 55 < | Strong 55 - 65 < | Excellent 65+

Efficient public resources management

Figure 70: *Ranking of the 72 countries included in RepCore® Nations 2024 according to the rating of the attribute "Efficient management of public resources" in all G7 countries and Russia*

Country	Ranking position 2024	Evol. 2023-2024
Norway	1	2
Switzerland	2	-1
Denmark	3	2
Sweden	4	-2
Finland	5	-1
New Zealand	6	0
Netherlands	7	0
Austria	8	3
Australia	9	1
Ireland	10	-1
Canada	11	-3
Japan	12	2
Singapore	13	3
Belgium	14	-2
Portugal	15	-2
Spain	16	-1
South Korea	17	2
Germany	18	-1
United Arab Emirates	19	1
Czech Republic	20	-2
Italy	21	0
United Kingdom	22	1
France	23	2
Malaysia	24	4
Poland	25	-1
Thailand	26	4
Greece	27	0
Hungary	28	-2
Qatar	29	8
Costa Rica	30	-8
Chile	31	5
Panama	32	2
Indonesia	33	-4
Peru	34	9
Puerto Rico	35	-3
Morocco	36	2

Country	Ranking position 2024	Evol. 2023-2024
Saudi Arabia	37	-2
Brazil	38	17
Israel	39	-8
Uruguay	40	-7
Philippines	41	0
Dominican Republic	42	4
Vietnam	43	-4
Argentina	44	1
Paraguay	45	-3
South Africa	46	3
Romania	47	-7
USA	48	3
Turkey	49	-2
Kazakhstan	50	7
Ecuador	51	-7
Bolivia	52	-4
Egypt	53	7
Guatemala	54	0
Ethiopia	55	13
Honduras	56	5
El Salvador	57	-7
India	58	0
Bangladesh	59	5
China	60	7
Algeria	61	-9
Cuba	62	0
Mexico	63	0
Nicaragua	64	-8
Colombia	65	-6
Venezuela	66	-1
Ukraine	67	-14
Nigeria	68	-2
Pakistan	69	0
Iran	70	0
Iraq	71	0
Russia	72	0

Rating scale: 0-100 | RepCore normalized scale: Poor 35 < | Weak 35 - 45 < | Average 45 - 55 < | Strong 55 - 65 < | Excellent 65+

Friendly people

Figure 71: *Ranking of the 72 countries included in RepCore® Nations 2024 according to the rating of the attribute "Friendly people" in all G7 countries and Russia*

Country	Ranking position 2024	Evol. 2023-2024
New Zealand	1	4
Canada	2	-1
Norway	3	1
Denmark	4	6
Italy	5	-2
Australia	6	-4
Spain	7	0
Switzerland	8	4
Ireland	9	2
Netherlands	10	-1
Sweden	11	-5
Finland	12	-4
Japan	13	1
Thailand	14	4
Portugal	15	-2
Greece	16	-1
Austria	17	0
Singapore	18	1
Belgium	19	-3
Brazil	20	3
South Korea	21	16
Indonesia	22	0
Philippines	23	1
United Kingdom	24	2
Malaysia	25	3
Argentina	26	6
Chile	27	9
Costa Rica	28	-8
Czech Republic	29	-8
Cuba	30	0
Germany	31	-4
Peru	32	1
India	33	-2
Hungary	34	4
Turkey	35	5
Poland	36	-1

Country	Ranking position 2024	Evol. 2023-2024
Vietnam	37	-12
Dominican Republic	38	-4
Mexico	39	0
Morocco	40	4
Puerto Rico	41	-12
Panama	42	0
France	43	2
United Arab Emirates	44	12
Egypt	45	4
Uruguay	46	-3
South Africa	47	8
USA	48	3
Venezuela	49	-2
Paraguay	50	3
Honduras	51	11
Ethiopia	52	13
Ukraine	53	-12
Romania	54	0
Bangladesh	55	4
Bolivia	56	-6
Ecuador	57	-11
Colombia	58	-6
Qatar	59	5
Guatemala	60	-12
Nigeria	61	-1
Nicaragua	62	1
El Salvador	63	-6
Algeria	64	-3
Saudi Arabia	65	1
Kazakhstan	66	1
Israel	67	-9
China	68	0
Pakistan	69	0
Iran	70	0
Russia	71	0
Irak	72	0

Rating scale: 0-100 | RepCore normalized scale: Poor 35< | Weak 35-45< | Average 45-55< | Strong 55-65< | Excellent 65+

Educated and reliable people

Figure 72: *Ranking of the 72 countries included in RepCore® Nations 2024 according to the rating of the attribute "Educated and reliable people" in all G7 countries and Russia*

Country	Ranking position 2024	Evol. 2023-2024
Switzerland	1	1
Norway	2	1
Sweden	3	-2
Denmark	4	2
Japan	5	0
Canada	6	1
Finland	7	-3
Netherlands	8	0
New Zealand	9	0
Austria	10	3
Australia	11	0
Ireland	12	0
Belgium	13	-3
Germany	14	0
Singapore	15	4
Spain	16	-1
South Korea	17	4
United Kingdom	18	0
Italy	19	-3
Portugal	20	-3
Greece	21	1
France	22	-2
Czech Republic	23	0
Poland	24	0
Hungary	25	1
United Arab Emirates	26	-1
Malaysia	27	3
Israel	28	-1
Qatar	29	11
Thailand	30	5
Costa Rica	31	-3
Indonesia	32	-1
China	33	-1
Chile	34	5
Argentina	35	7
USA	36	8
Morocco	37	10
Brazil	38	14
Peru	39	9
Turkey	40	5
Panama	41	-3
Puerto Rico	42	-9
India	43	-7
Uruguay	44	-1
Ukraine	45	-16
Vietnam	46	-12
Saudi Arabia	47	-6
Romania	48	-2
Philippines	49	-12
South Africa	50	7
Egypt	51	2
Cuba	52	3
Paraguay	53	-3
Kazakhstan	54	0
Dominican Republic	55	1
Venezuela	56	5
Honduras	57	5
Bolivia	58	-7
Ecuador	59	-10
Ethiopia	60	9
El Salvador	61	-2
Guatemala	62	1
Mexico	63	2
Algeria	64	-6
Colombia	65	-5
Nicaragua	66	-2
Nigeria	67	0
Bangladesh	68	-2
Russia	69	2
Pakistan	70	0
Iran	71	-3
Iraq	72	0

Rating scale: 0-100 | RepCore normalized scale: Poor 35 < | Weak 35 - 45 < | Average 45 - 55 < | Strong 55 - 65 < | Excellent 65+

Quality of the education system

Figure 73: *Ranking of the 72 countries included in RepCore® Nations 2024 according to the rating of the attribute "Quality of the education system" in all G7 countries and Russia*

Country	Ranking position 2024	Evol. 2023-2024
Switzerland	1	0
Norway	2	2
Sweden	3	-1
Denmark	4	1
Japan	5	3
Finland	6	-3
Netherlands	7	-1
Canada	8	-1
Austria	9	4
United Kingdom	10	-1
New Zealand	11	-1
Australia	12	0
Germany	13	-2
Belgium	14	0
Singapore	15	3
Ireland	16	-1
South Korea	17	3
France	18	-2
Spain	19	-2
Italy	20	-1
Portugal	21	0
Czech Republic	22	1
United Arab Emirates	23	2
USA	24	-2
Greece	25	1
Hungary	26	2
Israel	27	0
Poland	28	-4
Qatar	29	2
China	30	0
Malaysia	31	2
Costa Rica	32	-3
Chile	33	5
Indonesia	34	-2
Thailand	35	9
Saudi Arabia	36	-2

Country	Ranking position 2024	Evol. 2023-2024
Panama	37	0
Argentina	38	-3
Puerto Rico	39	-3
Peru	40	9
Turkey	41	5
Brazil	42	14
Uruguay	43	-4
Morocco	44	-4
Romania	45	-4
Philippines	46	1
Paraguay	47	-4
India	48	-3
Vietnam	49	1
Cuba	50	3
Egypt	51	7
South Africa	52	0
Ukraine	53	-11
Dominican Republic	54	-3
Kazakhstan	55	0
El Salvador	56	1
Ecuador	57	-9
Honduras	58	7
Guatemala	59	2
Bolivia	60	-6
Venezuela	61	3
Algeria	62	-3
Colombia	63	-3
Ethiopia	64	5
Mexico	65	-2
Nicaragua	66	-4
Bangladesh	67	-1
Russia	68	0
Nigeria	69	-2
Pakistan	70	0
Iran	71	0
Iraq	72	0

Rating scale: 0-100 | RepCore normalized scale: Poor 35 < | Weak 35 - 45 < | Average 45 - 55 < | Strong 55 - 65 < | Excellent 65+

Ethical and transparent

Figure 74: *Ranking of the 72 countries included in RepCore® Nations 2024 according to the rating of the "Ethical and transparent" attribute in all G7 countries and Russia*

Country	Ranking position 2024	Evol. 2023-2024
Norway	1	0
Switzerland	2	2
Sweden	3	0
Denmark	4	1
New Zealand	5	1
Finland	6	-4
Netherlands	7	0
Australia	8	1
Austria	9	2
Canada	10	-2
Ireland	11	-1
Belgium	12	0
Singapore	13	4
Japan	14	-1
Portugal	15	-1
Germany	16	-1
Spain	17	-1
United Kingdom	18	0
South Korea	19	3
France	20	0
Czech Republic	21	-2
Greece	22	1
Italy	23	2
Poland	24	-3
Malaysia	25	4
Costa Rica	26	-2
Hungary	27	-1
United Arab Emirate	28	6
Panama	29	2
Indonesia	30	0
Puerto Rico	31	-4
Peru	32	7
Chile	33	0
Thailand	34	3
Uruguay	35	-7
Morocco	36	-1

Country	Ranking position 2024	Evol. 2023-2024
Qatar	37	10
Philippines	38	6
Paraguay	39	-7
Dominican Republic	40	5
USA	41	7
Vietnam	42	-4
El Salvador	43	11
Romania	44	-2
Argentina	45	-4
Honduras	46	11
Bolivia	47	-1
Kazakhstan	48	1
Guatemala	49	3
Brazil	50	10
South Africa	51	-1
Ethiopia	52	13
Ecuador	53	-17
Turkey	54	1
Israel	55	-15
Nicaragua	56	-3
Bangladesh	57	2
Egypt	58	4
India	59	-1
Algeria	60	-9
Saudi Arabia	61	-5
Cuba	62	-1
Ukraine	63	-20
Nigeria	64	2
Venezuela	65	-2
Colombia	66	-2
Mexico	67	0
Pakistan	68	0
China	69	0
Iran	70	0
Iraq	71	0
Russia	72	0

Rating scale: 0-100	RepCore normalized scale	Poor	Weak	Average	Strong	Excellent
		35 <	35 - 45 <	45 - 55 <	55 - 65 <	65+

Respect for human rights

Figure 75: *Ranking of the 72 countries included in RepCore® Nations 2024 according to the rating of the attribute "Respect for human rights" in all G7 countries and Russia*

Country	Ranking position 2024	Evol. 2023-2024
Norway	1	3
Switzerland	2	-1
Sweden	3	0
Denmark	4	1
Netherlands	5	1
Finland	6	-4
New Zealand	7	1
Canada	8	-1
Austria	9	3
Australia	10	0
Belgium	11	0
Ireland	12	-3
United Kingdom	13	2
Spain	14	-1
Portugal	15	-1
Germany	16	0
Japan	17	1
Italy	18	-1
France	19	0
Greece	20	0
Singapore	21	1
Czech Republic	22	-1
South Korea	23	0
Poland	24	0
Costa Rica	25	0
Malaysia	26	5
Hungary	27	2
Puerto Rico	28	-2
Thailand	29	5
Indonesia	30	8
Peru	31	6
USA	32	-5
Panama	33	3
Chile	34	1
Uruguay	35	-5
Romania	36	-4

Country	Ranking position 2024	Evol. 2023-2024
Brazil	37	9
Argentina	38	-5
Dominican Republic	39	5
Morocco	40	5
Paraguay	41	-2
Ukraine	42	-14
Bolivia	43	-1
Philippines	44	-4
Vietnam	45	-2
Ecuador	46	-5
United Arab Emirates	47	7
South Africa	48	0
Guatemala	49	0
Honduras	50	0
Kazakhstan	51	2
Turkey	52	-1
Qatar	53	3
Ethiopia	54	10
Nicaragua	55	10
Mexico	56	-4
Venezuela	57	2
Cuba	58	4
Egypt	59	4
Algeria	60	0
Bangladesh	61	-6
India	62	-1
Israel	63	-6
Colombia	64	-17
Nigeria	65	-7
Saudi Arabia	66	0
Pakistan	67	0
China	68	0
Iran	69	0
Iraq	70	1
Russia	71	-1
El Salvador	72	0

Rating scale: 0-100 | RepCore normalized scale: Poor 35 < | Weak 35 - 45 < | Average 45 - 55 < | Strong 55 - 65 < | Excellent 65+

Protection of the environment

Figure 76: *Ranking of the 72 countries included in RepCore® Nations 2024 according to the rating of the "Protection of the environment" attribute in all G7 countries and Russia*

Country	Ranking position 2024	Evol. 2023-2024
Norway	1	3
Switzerland	2	0
Sweden	3	0
Denmark	4	1
Finland	5	-4
New Zealand	6	0
Netherlands	7	0
Canada	8	0
Australia	9	0
Austria	10	1
Ireland	11	-1
Germany	12	1
Belgium	13	-1
Japan	14	2
Spain	15	0
United Kingdom	16	4
Singapore	17	0
Portugal	18	-4
France	19	0
Italy	20	-2
South Korea	21	4
Greece	22	0
Costa Rica	23	-2
Czech Republic	24	-1
Malaysia	25	4
Poland	26	-2
Thailand	27	0
Indonesia	28	3
Peru	29	4
Chile	30	2
Hungary	31	-5
Panama	32	4
Puerto Rico	33	-5
South Africa	34	4
Argentina	35	0
Uruguay	36	-6

Country	Ranking position 2024	Evol. 2023-2024
Dominican Republic	37	4
Morocco	38	6
Philippines	39	-2
Brazil	40	11
United Arab Emirates	41	4
Bolivia	42	4
Paraguay	43	-1
Guatemala	44	3
Romania	45	-5
Vietnam	46	-3
Ecuador	47	-13
Qatar	48	10
Honduras	49	6
El Salvador	50	-1
Kazakhstan	51	3
Ethiopia	52	12
Turkey	53	-5
Egypt	54	2
Israel	55	-16
USA	56	3
Nicaragua	57	-5
Cuba	58	-8
Mexico	59	2
Venezuela	60	3
Algeria	61	-8
Colombia	62	-5
Nigeria	63	2
Saudi Arabia	64	-2
Bangladesh	65	2
India	66	0
Ukraine	67	-7
Pakistan	68	0
China	69	0
Iran	70	0
Iraq	71	0
Russia	72	0

Rating scale: 0-100 | RepCore normalized scale: Poor 35 < | Weak 35 - 45 < | Average 45 - 55 < | Strong 55 - 65 < | Excellent 65+

Fights against climate change

Figure 77: *Ranking of the 72 countries included in RepCore® Nations 2024 according to the rating of the attribute "Fight againsts climate change" in all G7 countries and Russia*

Country	Ranking position 2024	Evol. 2023-2024
Norway	1	1
Denmark	2	1
Sweden	3	-2
Switzerland	4	2
Finland	5	-1
New Zealand	6	-1
Netherlands	7	0
Canada	8	0
Australia	9	0
Austria	10	1
Ireland	11	-1
Belgium	12	0
Germany	13	0
Japan	14	0
Spain	15	0
Singapore	16	3
Portugal	17	-1
United Kingdom	18	-1
France	19	-1
Italy	20	0
South Korea	21	2
Czech Republic	22	0
Greece	23	1
Costa Rica	24	-3
Malaysia	25	4
Poland	26	-1
Hungary	27	0
Chile	28	8
Peru	29	10
Panama	30	2
Indonesia	31	-3
Thailand	32	3
Puerto Rico	33	-7
United Arab Emirates	34	9
Brazil	35	20
Uruguay	36	-5

Country	Ranking position 2024	Evol. 2023-2024
Morocco	37	3
USA	38	6
Argentina	39	-1
South Africa	40	5
Paraguay	41	0
Philippines	42	-8
Qatar	43	5
Dominican Republic	44	-2
Bolivia	45	1
Israel	46	-13
Romania	47	-10
El Salvador	48	3
Guatemala	49	0
Ethiopia	50	17
Vietnam	51	-4
Honduras	52	7
Ecuador	53	-23
Kazakhstan	54	-2
Egypt	55	2
Turkey	56	-6
Mexico	57	5
Nicaragua	58	-5
Saudi Arabia	59	1
Algeria	60	-4
Cuba	61	0
Venezuela	62	2
India	63	0
Colombia	64	-10
Bangladesh	65	0
Nigeria	66	0
Ukraine	67	-9
Pakistan	68	0
China	69	0
Iran	70	0
Iraq	71	0
Russie	72	0

Rating scale: 0-100 | RepCore normalized scale: Poor 35 < | Weak 35 - 45 < | Average 45 - 55 < | Strong 55 - 65 < | Excellent 65+

Appendix 1.3
Ranking of the supportive behavior of the RepCore Nations

Recommend visiting

Figure 78: *Ranking of the 72 countries included in RepCore® Nations 2024 according to the rating in the supportive attitude "I would recommend visiting the country" in all G7 countries and Russia*

Country	Ranking position 2024	Evol. 2023-2024
Norway	1	10
Canada	2	1
Australia	3	7
Austria	4	12
Switzerland	5	-3
Italy	6	-5
Japan	7	0
Netherlands	8	1
New Zealand	9	-5
Spain	10	-4
Denmark	11	1
Sweden	12	-7
Ireland	13	0
Greece	14	0
Finland	15	-7
Portugal	16	-1
United Kingdom	17	2
Belgium	18	-1
Thailand	19	4
France	20	-2
Germany	21	-1
Singapore	22	-1
Czech Republic	23	-1
South Korea	24	6
Costa Rica	25	0
Indonesia	26	2
USA	27	-3
Malaysia	28	4
Peru	29	7
Hungary	30	1
Dominican Republic	31	-5
Poland	32	-5
Brazil	33	7
Turkey	34	8
Morocco	35	-2
Puerto Rico	36	-1

Country	Ranking position 2024	Evol. 2023-2024
Vietnam	37	1
Chile	38	3
Egypt	39	-10
Argentina	40	-1
Philippines	41	-7
Cuba	42	-5
Panama	43	3
United Arab Emirates	44	1
Mexico	45	-1
South Africa	46	5
India	47	2
Qatar	48	7
Uruguay	49	-6
Romania	50	-3
Ecuador	51	-3
Paraguay	52	-2
Bolivia	53	-1
Guatemala	54	0
Honduras	55	4
Kazakhstan	56	4
Nicaragua	57	5
El Salvador	58	-2
Ethiopia	59	7
Saudi Arabia	60	3
Colombia	61	-3
Venezuela	62	-1
Algeria	63	-6
China	64	0
Bangladesh	65	0
Nigeria	66	1
Israel	67	-14
Pakistan	68	0
Russia	69	1
Iran	70	1
Ukraine	71	-2
Iraq	72	0

Rating scale: 0-100 | RepCore normalized scale: Poor 35 < | Weak 35 - 45 < | Average 45 - 55 < | Strong 55 - 65 < | Excellent 65+

Recommend living in the country

Figure 79: *Ranking of the 72 countries included in RepCore® Nations 2024 according to the rating in the supportive attitude "I would recommend living in the country" in all G7 countries and Russia*

Country	Ranking position 2024	Evol. 2023-2024
Switzerland	1	1
New Zealand	2	1
Canada	3	-2
Norway	4	4
Sweden	5	0
Australia	6	4
Denmark	7	-3
Netherlands	8	-1
Austria	9	4
Spain	10	-1
Finland	11	-5
Ireland	12	-1
Japan	13	2
Portugal	14	0
Italy	15	-3
Belgium	16	0
United Kingdom	17	3
Singapore	18	0
France	19	0
Greece	20	1
Germany	21	-4
Thailand	22	5
Costa Rica	23	-1
Czech Republic	24	-1
Malaysia	25	4
South Korea	26	2
USA	27	-3
Panama	28	3
Indonesia	29	4
United Arab Emirates	30	6
Hungary	31	-5
Puerto Rico	32	-7
Poland	33	-3
Peru	34	7
Chile	35	2
Brazil	36	11

Country	Ranking position 2024	Evol. 2023-2024
Morocco	37	1
Qatar	38	6
Argentina	39	3
Philippines	40	-1
Dominican Republic	41	-7
Uruguay	42	-7
Paraguay	43	-11
Vietnam	44	4
Honduras	45	7
Bolivia	46	-3
Ecuador	47	-7
Guatemala	48	5
El Salvador	49	-4
Turkey	50	5
Kazakhstan	51	6
Romania	52	-6
Nicaragua	53	-3
South Africa	54	-5
Ethiopia	55	10
Algeria	56	-5
Saudi Arabia	57	4
Venezuela	58	1
Mexico	59	1
Colombia	60	-4
Cuba	61	-7
Egypt	62	1
India	63	-1
Bangladesh	64	0
Nigeria	65	1
Israel	66	-8
China	67	0
Pakistan	68	0
Iran	69	1
Russia	70	2
Iraq	71	0
Ukraine	72	-3

Rating scale: 0-100 | RepCore normalized scale: Poor 35 < | Weak 35 - 45 < | Average 45 - 55 < | Strong 55 - 65 < | Excellent 65+

Recommend working in the country

Figure 80: *Ranking of the 72 countries included in RepCore® Nations 2024 according to the rating in the supportive attitude "I would recommend working in the country" in all G7 countries and Russia*

Country	Ranking position 2024	Evol. 2023-2024
Switzerland	1	0
Canada	2	0
Norway	3	5
Australia	4	5
New Zealand	5	-1
Denmark	6	-1
Netherlands	7	0
Sweden	8	-5
Austria	9	1
Finland	10	-4
Ireland	11	2
Belgium	12	0
Japan	13	-2
United Kingdom	14	4
Singapore	15	4
Spain	16	-1
Germany	17	-3
Portugal	18	-1
Italy	19	-3
France	20	0
Greece	21	3
South Korea	22	3
United Arab Emirates	23	3
USA	24	-3
Malaysia	25	4
Czech Republic	26	-4
Costa Rica	27	-4
Thailand	28	6
Panama	29	1
Indonesia	30	3
Hungary	31	-3
Peru	32	10
Poland	33	-1
Puerto Rico	34	-7
Qatar	35	8
Chile	36	5
Morocco	37	-1
Brazil	38	10
Paraguay	39	-2
Uruguay	40	-9
Philippines	41	-1
Argentina	42	-3
Honduras	43	13
Bolivia	44	0
Dominican Republic	45	-10
Kazakhstan	46	5
Ecuador	47	-9
Vietnam	48	1
El Salvador	49	-3
Turkey	50	8
Nicaragua	51	1
Guatemala	52	1
Romania	53	-6
Saudi Arabia	54	-4
South Africa	55	-10
Algeria	56	-2
Ethiopia	57	7
Egypt	58	4
Bangladesh	59	4
Colombia	60	-1
Venezuela	61	0
Mexico	62	3
India	63	-3
Cuba	64	-7
Nigeria	65	1
Israel	66	-11
China	67	0
Pakistan	68	0
Iran	69	2
Iraq	70	0
Russia	71	1
Ukraine	72	-3

Rating scale: 0-100	RepCore normalized scale	Poor	Weak	Average	Strong	Excellent
		35 <	35 - 45 <	45 - 55 <	55 - 65 <	65+

Recommend investing in the country

Figure 81: *Ranking of the 72 countries included in RepCore® Nations 2024 according to the rating in the supportive attitude "I would recommend investing in the country" across all G7 countries and Russia*

Country	Ranking position 2024	Evol. 2023-2024	Country	Ranking position 2024	Evol. 2023-2024
Switzerland	1	0	Chile	37	2
New Zealand	2	3	Peru	38	5
Norway	3	4	Uruguay	39	-8
Canada	4	-1	Paraguay	40	-4
Japan	5	3	Honduras	41	14
Denmark	6	-2	Argentina	42	7
Sweden	7	-5	El Salvador	43	3
Finland	8	-2	Philippines	44	-4
Australia	9	5	Bolivia	45	-3
Netherlands	10	-1	Ecuador	46	-9
Austria	11	0	Kazakhstan	47	9
Singapore	12	1	Nicaragua	48	4
Belgium	13	-3	Dominican Republic	49	-8
Ireland	14	-2	Saudi Arabia	50	-6
Portugal	15	0	Guatemala	51	3
Germany	16	0	Vietnam	52	-7
Spain	17	0	South Africa	53	-6
United Kingdom	18	2	Ethiopia	54	11
United Arab Emirates	19	5	Turkey	55	6
France	20	-1	Romania	56	-8
South Korea	21	2	India	57	0
USA	22	3	Bangladesh	58	2
Italy	23	-5	Algeria	59	-6
Malaysia	24	4	Egypt	60	3
Qatar	25	7	Nigeria	61	3
Greece	26	4	Cuba	62	-3
Costa Rica	27	-6	Colombia	63	-5
Czech Republic	28	-6	Mexico	64	-2
Indonesia	29	4	Venezuela	65	1
Thailand	30	5	China	66	1
Panama	31	3	Israel	67	-16
Poland	32	-3	Pakistan	68	1
Puerto Rico	33	-7	Ukraine	69	-1
Hungary	34	-7	Iran	70	1
Morocco	35	3	Iraq	71	-1
Brazil	36	14	Russia	72	0

Rating scale: 0-100 | RepCore normalized scale: Poor 35 < | Weak 35 - 45 < | Average 45 - 55 < | Strong 55 - 65 < | Excellent 65+

Recommend buying products

Figure 82: *Ranking of the 72 countries included in RepCore® Nations 2024 according to the rating in the supportive attitude "I will recommend buying products from the country" in all G7 countries and Russia*

Country	Ranking position 2024	Evol. 2023-2024	Country	Ranking position 2024	Evol. 2023-2024
Japan	1	0	Panama	37	6
Switzerland	2	0	Puerto Rico	38	-10
Sweden	3	0	Turkey	39	2
Norway	4	5	Philippines	40	-6
Denmark	5	1	Vietnam	41	3
Netherlands	6	5	Qatar	42	12
New Zealand	7	0	Dominican Republic	43	-5
Germany	8	2	Uruguay	44	-9
Italy	9	-5	Paraguay	45	4
Canada	10	-2	India	46	4
Finland	11	-6	Bolivia	47	1
Austria	12	4	Ecuador	48	-6
Australia	13	1	Mexico	49	4
Ireland	14	1	Honduras	50	13
Belgium	15	-3	South Africa	51	-6
France	16	1	Romania	52	-6
Spain	17	-4	Guatemala	53	-2
United Kingdom	18	1	Cuba	54	1
South Korea	19	2	Colombia	55	-3
Portugal	20	-2	Kazakhstan	56	5
Singapore	21	-1	Egypt	57	2
USA	22	1	Ethiopia	58	10
Greece	23	-1	Nicaragua	59	-1
Czech Republic	24	0	El Salvador	60	-4
Thailand	25	4	Venezuela	61	4
Malaysia	26	6	Bangladesh	62	4
Poland	27	-1	Israel	63	-16
Costa Rica	28	-3	Algeria	64	-4
Indonesia	29	1	China	65	-1
Hungary	30	-3	Saudi Arabia	66	-4
Brazil	31	5	Ukraine	67	-10
Peru	32	5	Nigeria	68	-1
Chile	33	0	Pakistan	69	0
Morocco	34	-3	Iran	70	0
United Arab Emirates	35	4	Iraq	71	0
Argentina	36	4	Russia	72	0

Rating scale: 0-100 | RepCore normalized scale | Poor 35 < | Weak 35 - 45 < | Average 45 - 55 < | Strong 55 - 65 < | Excellent 65+

Recommend studying in the country

Figure 83: *Ranking of the 72 countries included in RepCore® Nations 2024 according to the rating in the supportive attitude "I would recommend studying in the country" in all G7 countries and Russia*

Country	Ranking position 2024	Evol. 2023-2024
Switzerland	1	0
Sweden	2	2
New Zealand	3	2
Canada	4	-2
Denmark	5	1
United Kingdom	6	4
Norway	7	0
Australia	8	1
Netherlands	9	-1
Austria	10	4
Finland	11	-8
Japan	12	0
Ireland	13	-2
Belgium	14	-1
Singapore	15	6
France	16	2
Germany	17	0
Spain	18	-3
Italy	19	-3
Portugal	20	-1
USA	21	-1
Greece	22	1
South Korea	23	1
Czech Republic	24	-2
Costa Rica	25	0
Poland	26	1
Malaysia	27	4
Hungary	28	-2
United Arab Emirates	29	0
Panama	30	4
Puerto Rico	31	-3
Thailand	32	8
Peru	33	5
Indonesia	34	1
Chile	35	-2
Qatar	36	5

Country	Ranking position 2024	Evol. 2023-2024
Argentina	37	5
Morocco	38	-2
Brazil	39	10
Uruguay	40	-10
Paraguay	41	-9
Honduras	42	10
El Salvador	43	1
Philippines	44	-7
Ecuador	45	-6
Bolivia	46	1
Guatemala	47	4
Kazakhstan	48	9
Dominican Republic	49	-6
Turkey	50	10
Romania	51	-5
South Africa	52	-7
Nicaragua	53	-3
Vietnam	54	-1
Egypt	55	7
Ethiopia	56	10
Mexico	57	6
Cuba	58	-4
Colombia	59	0
Algeria	60	-4
Venezuela	61	0
Saudi Arabia	62	-4
India	63	-8
Nigeria	64	3
Bangladesh	65	-1
China	66	-1
Israel	67	-19
Pakistan	68	0
Iran	69	3
Russia	70	0
Iraq	71	0
Ukraine	72	-3

Rating scale: 0-100 | RepCore normalized scale: Poor 35 < | Weak 35 - 45 < | Average 45 - 55 < | Strong 55 - 65 < | Excellent 65+

Recommend organizing or attending events in the country

Figure 84: *Ranking of the 72 countries included in RepCore® Nations 2024 according to the rating in the supportive attitude "I would recommend organizing or attending events in the country" in all G7 countries and Russia*

Country	Ranking position 2024	Evol. 2023-2024
Switzerland	1	0
Norway	2	3
Netherlands	3	4
Denmark	4	4
Austria	5	6
New Zealand	6	-4
Canada	7	-3
Sweden	8	-5
Japan	9	0
Australia	10	5
Ireland	11	2
Finland	12	-6
Italy	13	-3
Belgium	14	0
Spain	15	-3
United Kingdom	16	4
Singapore	17	0
Portugal	18	-2
Germany	19	-1
France	20	-1
Greece	21	0
South Korea	22	3
Thailand	23	7
Czech Republic	24	-2
Malaysia	25	2
Costa Rica	26	-3
USA	27	-3
Indonesia	28	6
United Arab Emirates	29	2
Poland	30	-2
Brazil	31	13
Panama	32	3
Puerto Rico	33	-7
Peru	34	7
Hungary	35	-6
Morocco	36	-4

Country	Ranking position 2024	Evol. 2023-2024
Chile	37	3
Qatar	38	9
Dominican Republic	39	-3
Argentina	40	2
Uruguay	41	-8
Philippines	42	-5
South Africa	43	2
Paraguay	44	-5
Bolivia	45	1
Vietnam	46	2
Turkey	47	3
Romania	48	-5
Guatemala	49	5
India	50	3
Honduras	51	9
Mexico	52	9
Ecuador	53	-15
Egypt	54	2
Kazakhstan	55	4
El Salvador	56	-7
Saudi Arabia	57	0
Cuba	58	-7
Nicaragua	59	-1
Ethiopia	60	5
Algeria	61	-6
Venezuela	62	2
Colombia	63	-1
Bangladesh	64	-1
Nigeria	65	1
China	66	1
Israel	67	-15
Pakistan	68	0
Iran	69	1
Iraq	70	1
Russia	71	1
Ukraine	72	-3

Rating scale: 0-100 | RepCore normalized scale: Poor 35< | Weak 35-45< | Average 45-55< | Strong 55-65< | Excellent 65+

Visit the country

Figure 85: *Ranking of the 72 countries included in RepCore® Nations 2024 according to the rating in the supportive attitude "I wouldl visit the country" in all G7 countries and Russia*

	Ranking position	
Country	2024	Evol. 2023-2024
Italy	1	0
Japan	2	3
Switzerland	3	0
Canada	4	-2
Norway	5	5
Spain	6	0
Australia	7	7
Netherlands	8	-4
Ireland	9	0
Austria	10	7
Sweden	11	-4
Denmark	12	1
New Zealand	13	-5
Greece	14	-3
Finland	15	-3
Portugal	16	-1
Thailand	17	6
France	18	0
United Kingdom	19	0
Belgium	20	-4
Germany	21	-1
Singapore	22	-1
Czech Republic	23	-1
USA	24	0
South Korea	25	9
Indonesia	26	4
Malaysia	27	-1
Costa Rica	28	-3
Peru	29	6
Brazil	30	11
Turkey	31	8
Hungary	32	-4
Dominican Republic	33	-4
Morocco	34	-1
Argentina	35	7
Poland	36	-9

	Ranking position	
Country	2024	Evol. 2023-2024
Egypt	37	-5
Puerto Rico	38	-7
Cuba	39	-3
Chile	40	3
Panama	41	4
Mexico	42	-2
Philippines	43	-6
United Arab Emirates	44	2
Vietnam	45	-7
South Africa	46	5
Romania	47	-3
India	48	1
Paraguay	49	1
Ecuador	50	-3
Uruguay	51	-3
Bolivia	52	0
Qatar	53	8
Guatemala	54	-1
Honduras	55	3
Venezuela	56	1
El Salvador	57	-1
Nicaragua	58	4
Kazakhstan	59	4
Colombia	60	-5
Ethiopia	61	6
China	62	-2
Algeria	63	-4
Saudi Arabia	64	0
Bangladesh	65	0
Nigeria	66	0
Israel	67	-13
Pakistan	68	0
Russia	69	2
Iran	70	0
Ukraine	71	-2
Iraq	72	0

Rating scale: 0-100 | RepCore normalized scale: Poor 35 < | Weak 35 - 45 < | Average 45 - 55 < | Strong 55 - 65 < | Excellent 65+

Invest in the country

Figure 86: *Ranking of the 72 countries included in RepCore® Nations 2024 according to the rating in the "I wouldl invest in the country" attitude of support in all G7 countries and Russia*

Country	Ranking position 2024	Evol. 2023-2024	Country	Ranking position 2024	Evol. 2023-2024
Switzerland	1	0	Chile	37	4
Canada	2	0	Uruguay	38	-7
New Zealand	3	3	Paraguay	39	-9
Norway	4	3	Brazil	40	10
Japan	5	3	El Salvador	41	-3
Denmark	6	-1	Philippines	42	1
Finland	7	-4	Bolivia	43	-4
Sweden	8	-4	Saudi Arabia	44	-2
Netherlands	9	0	Honduras	45	11
Australia	10	2	Kazakhstan	46	6
Austria	11	-1	Argentina	47	6
Singapore	12	1	Ethiopia	48	15
Ireland	13	-2	South Africa	49	-4
Belgium	14	0	Guatemala	50	1
United Arab Emirates	15	5	Nicaragua	51	3
United Kingdom	16	5	Ecuador	52	-19
Spain	17	0	Vietnam	53	-4
Portugal	18	-2	Dominican Republic	54	-8
South Korea	19	3	Romania	55	-8
Germany	20	-5	India	56	-1
France	21	3	Algeria	57	0
USA	22	-3	Turkey	58	4
Italy	23	-5	Bangladesh	59	1
Malaysia	24	5	Colombia	60	-1
Qatar	25	2	Venezuela	61	0
Panama	26	10	Egypt	62	5
Czech Republic	27	-4	Nigeria	63	2
Indonesia	28	9	Mexico	64	2
Costa Rica	29	-4	Cuba	65	-7
Thailand	30	2	China	66	-2
Puerto Rico	31	-5	Israel	67	-19
Poland	32	8	Pakistan	68	1
Greece	33	1	Ukraine	69	-1
Peru	34	10	Iran	70	1
Morocco	35	0	Iraq	71	-1
Hungary	36	-8	Russia	72	0

Rating scale: 0-100 | RepCore normalized scale: Poor 35 < | Weak 35 - 45 < | Average 45 - 55 < | Strong 55 - 65 < | Excellent 65+

Buy local products

Figure 87: *Ranking of the 72 countries included in RepCore® Nations 2024 according to the rating in the supportive attitude "I would buy products from the country" in all G7 countries and Russia*

Country	Ranking position 2024	Evol. 2023-2024
Japan	1	0
Switzerland	2	0
Sweden	3	1
Norway	4	6
Canada	5	0
Italy	6	-3
Denmark	7	-1
Netherlands	8	-1
Germany	9	2
Ireland	10	4
Finland	11	-3
Austria	12	5
New Zealand	13	-4
Australia	14	1
Belgium	15	-3
Spain	16	-3
United Kingdom	17	2
France	18	-2
South Korea	19	2
Singapore	20	3
Portugal	21	-3
USA	22	-2
Greece	23	-1
Czech Republic	24	0
Thailand	25	3
Poland	26	-1
Indonesia	27	3
Malaysia	28	1
Costa Rica	29	-3
Brazil	30	9
Hungary	31	-4
Chile	32	2
Peru	33	5
Puerto Rico	34	-1
Morocco	35	0
Panama	36	10

Country	Ranking position 2024	Evol. 2023-2024
United Arab Emirates	37	3
Turkey	38	-7
Vietnam	39	-3
Philippines	40	-8
Argentina	41	-4
Mexico	42	-1
South Africa	43	2
India	44	4
China	45	5
Qatar	46	14
Dominican Republic	47	2
Bolivia	48	4
Paraguay	49	2
Uruguay	50	-8
Ecuador	51	-8
Romania	52	-5
Egypt	53	4
Cuba	54	-1
Colombia	55	-1
Honduras	56	9
Guatemala	57	-2
Venezuela	58	4
Bangladesh	59	2
Kazakhstan	60	6
Ethiopia	61	7
El Salvador	62	-4
Nicaragua	63	0
Israel	64	-20
Algeria	65	-6
Saudi Arabia	66	-2
Ukraine	67	-11
Nigeria	68	-1
Pakistan	69	0
Iran	70	0
Iraq	71	0
Russia	72	0

Rating scale: 0-100 | RepCore normalized scale: Poor 35 < | Weak 35 - 45 < | Average 45 - 55 < | Strong 55 - 65 < | Excellent 65+

Appendix 2

The reputation of Morocco and the benchmark countries in the G7 countries, Russia and 18 specific countries

The reputation of Morocco and the benchmark countries in Morocco

Figure 88: *RepScore indicator for Morocco and benchmark countries in 2024*

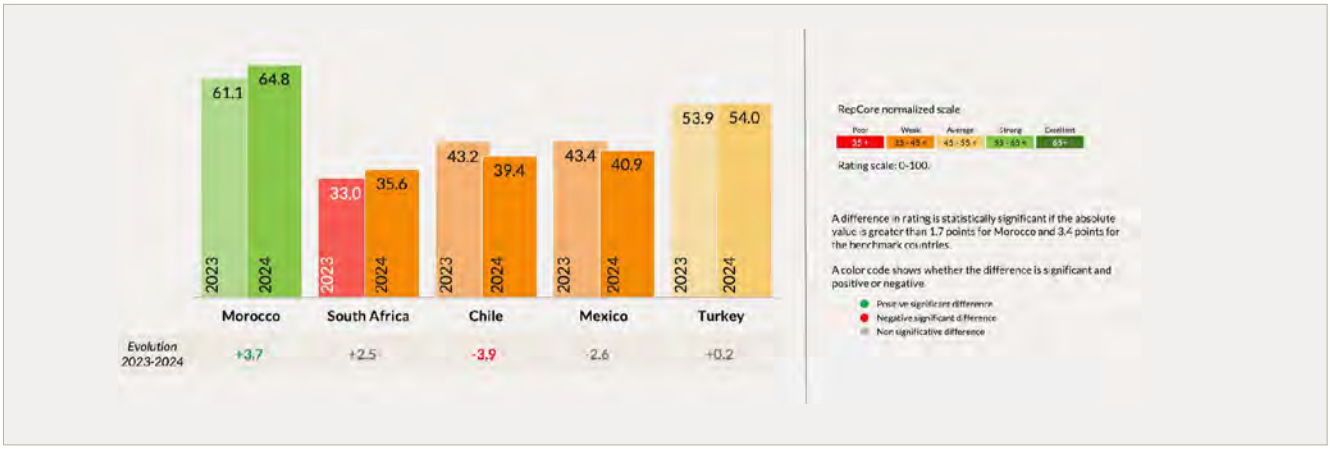


Figure 89: *Evolution between 2023 and 2024 of the scores of the attributes for Morocco and benchmark countries*

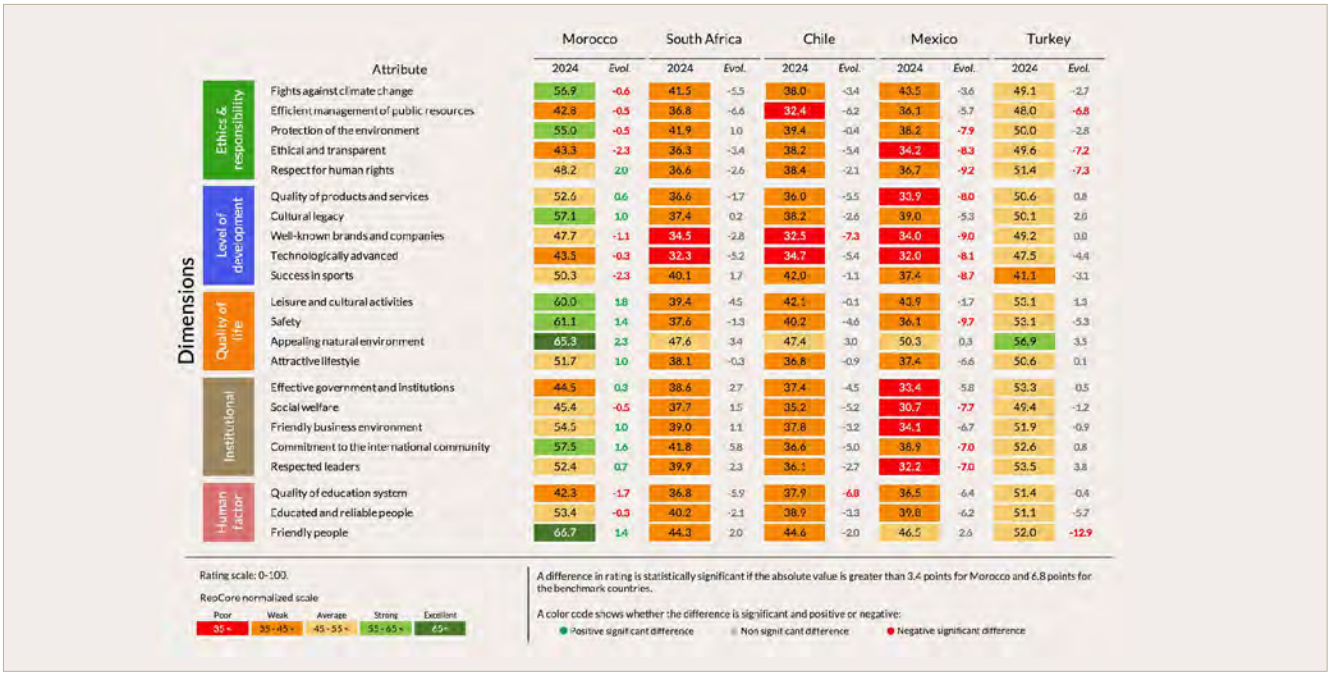
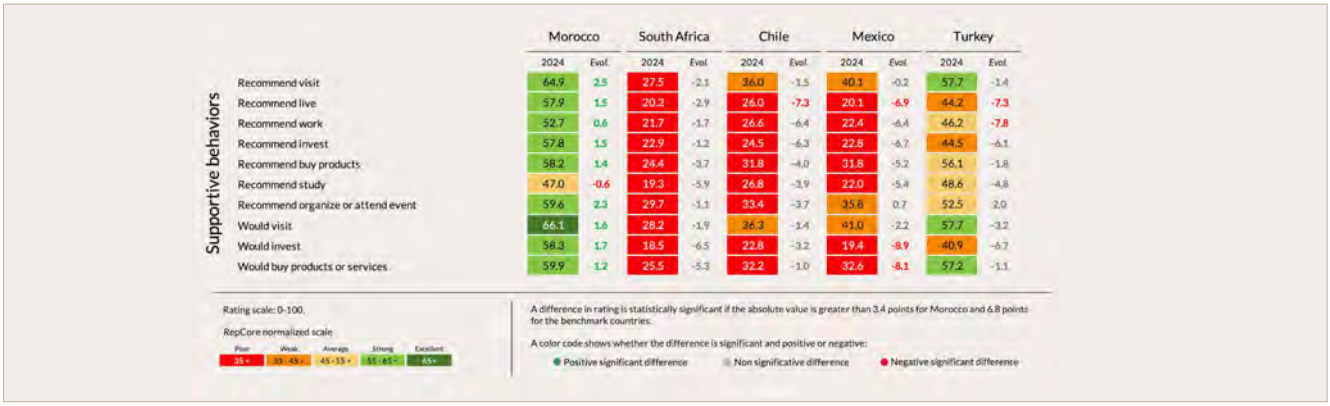


Figure 90: *Evolution of supportive attitudes towards Morocco and the benchmark countries between 2023 and 2024*



The reputation of Morocco and the benchmark countries in Germany

Figure 91: *RepScore indicator for Morocco and benchmark countries in 2024*

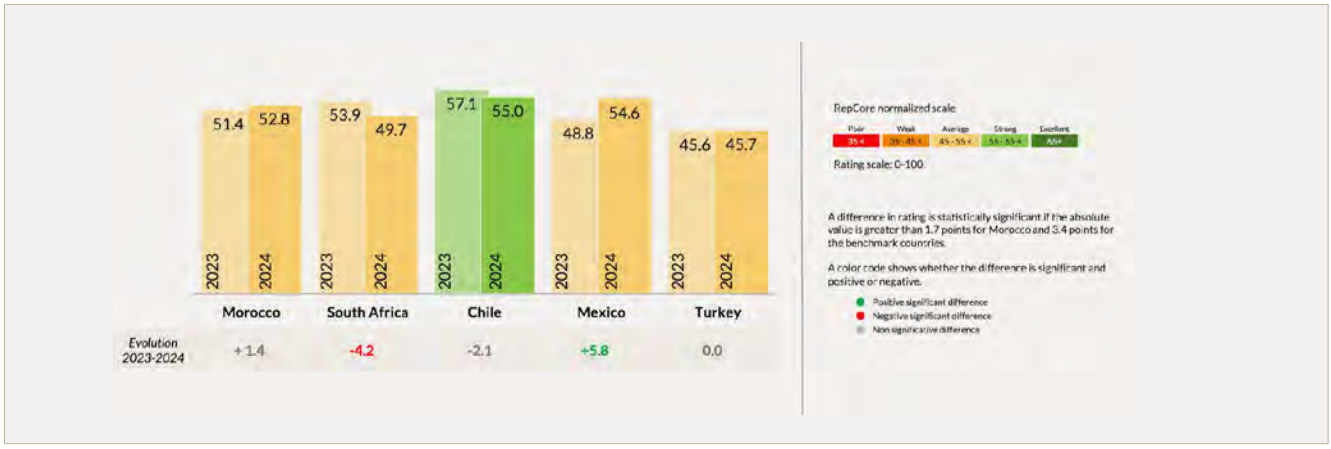
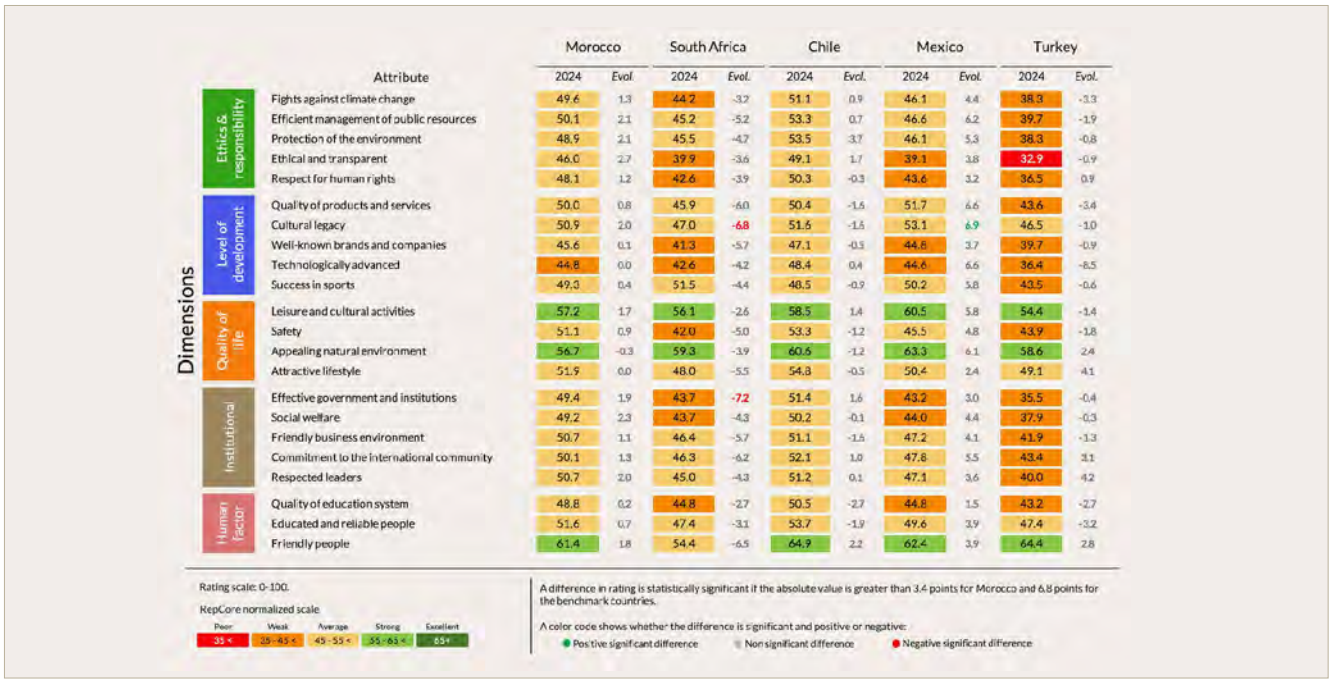
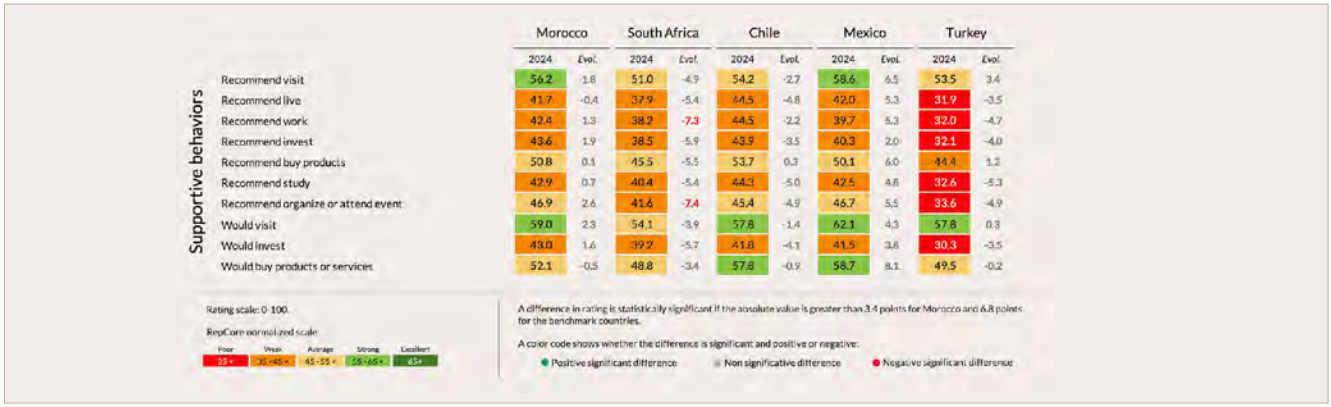


Figure 92: *Evolution between 2023 and 2024 of the scores of the attributes for Morocco and benchmark countries*



Dimensions	Attribute	Morocco 2024	Morocco Evol.	South Africa 2024	South Africa Evol.	Chile 2024	Chile Evol.	Mexico 2024	Mexico Evol.	Turkey 2024	Turkey Evol.
Ethics & responsibility	Fights against climate change	49.6	1.3	44.2	-3.2	51.1	0.9	46.1	4.4	38.3	-3.3
	Efficient management of public resources	50.1	2.1	45.2	-5.2	53.3	0.7	46.6	6.2	39.7	-1.9
	Protection of the environment	48.9	2.1	45.5	-4.7	53.5	3.7	46.1	5.3	38.3	-0.8
	Ethical and transparent	46.0	2.7	39.9	-3.6	49.1	1.7	39.1	3.8	32.9	-0.9
	Respect for human rights	48.1	1.2	42.6	-3.9	50.3	-0.3	43.6	3.2	36.5	0.9
Level of development	Quality of products and services	50.0	0.8	45.9	-6.0	50.4	-1.6	51.7	6.6	43.6	-3.4
	Cultural legacy	50.9	2.0	47.0	-6.8	51.6	-1.5	53.1	6.9	46.5	-1.0
	Well-known brands and companies	45.6	0.1	41.3	-5.7	47.1	-0.3	44.8	3.7	39.7	-0.9
	Technologically advanced	44.8	0.0	42.6	-4.2	48.4	0.4	44.6	6.6	36.4	-8.5
	Success in sports	49.3	0.4	51.5	-4.4	48.5	-0.9	50.2	5.8	43.5	-0.6
Quality of life	Leisure and cultural activities	57.2	1.7	56.1	-2.6	58.5	1.4	60.5	5.8	54.4	-1.4
	Safety	51.1	0.9	42.0	-5.0	53.3	-1.2	45.5	4.8	43.9	-1.8
	Appealing natural environment	56.7	-0.3	59.3	-3.9	60.6	-1.2	63.3	6.1	58.6	2.4
	Attractive lifestyle	51.9	0.0	48.0	-5.5	54.8	-0.5	50.4	2.4	49.1	4.1
Institutional	Effective government and institutions	49.4	1.9	43.7	-7.2	51.4	1.6	43.2	3.0	35.5	-0.4
	Social welfare	49.2	2.3	43.7	-4.3	50.2	-0.1	44.0	4.4	37.9	-0.3
	Friendly business environment	50.7	1.1	46.4	-5.7	51.1	-1.5	47.2	4.1	41.9	-1.3
	Commitment to the international community	50.1	1.3	46.3	-6.2	52.1	1.0	47.8	5.5	43.4	3.1
	Respected leaders	50.7	2.0	45.0	-4.3	51.2	0.1	47.1	3.6	40.0	4.2
Human Factor	Quality of education system	48.8	0.2	44.8	-2.7	50.5	-2.7	44.8	1.5	43.2	-2.7
	Educated and reliable people	51.6	0.7	47.4	-3.1	53.7	-1.9	49.6	3.9	47.4	-3.2
	Friendly people	61.4	1.8	54.4	-6.5	64.9	2.2	62.4	3.9	64.4	2.8

Figure 93: *Evolution of supportive attitudes towards Morocco and the benchmark countries between 2023 and 2024*



Supportive behaviors	Morocco 2024	Morocco Evol.	South Africa 2024	South Africa Evol.	Chile 2024	Chile Evol.	Mexico 2024	Mexico Evol.	Turkey 2024	Turkey Evol.
Recommend visit	56.2	1.8	51.0	-4.9	54.2	-2.7	58.6	6.5	53.5	3.4
Recommend live	41.7	-0.4	37.9	-5.4	44.5	-4.8	42.0	5.3	31.9	-3.5
Recommend work	42.4	1.3	38.2	-7.3	44.5	-2.2	39.7	5.3	32.0	-4.7
Recommend invest	43.6	1.9	38.5	-5.9	43.9	-3.5	40.3	2.0	32.1	-4.0
Recommend buy products	50.8	0.1	45.5	-5.5	53.7	0.3	50.1	6.0	44.4	1.2
Recommend study	42.9	0.7	40.4	-5.4	44.3	-5.0	42.5	4.8	32.6	-5.3
Recommend organize or attend event	46.9	2.6	41.6	-7.4	45.4	-4.9	46.7	5.5	33.6	-4.9
Would visit	59.0	2.3	54.1	-3.9	57.8	-1.4	62.1	4.3	57.8	0.3
Would invest	43.0	1.6	39.2	-5.7	41.0	-4.1	41.5	3.8	30.3	-3.5
Would buy products or services	52.1	-0.5	48.8	-3.4	57.8	-0.9	58.7	8.1	49.5	-0.2

The reputation of Morocco and the benchmark countries in Canada

Figure 94: *RepScore indicator for Morocco and benchmark countries in 2024*

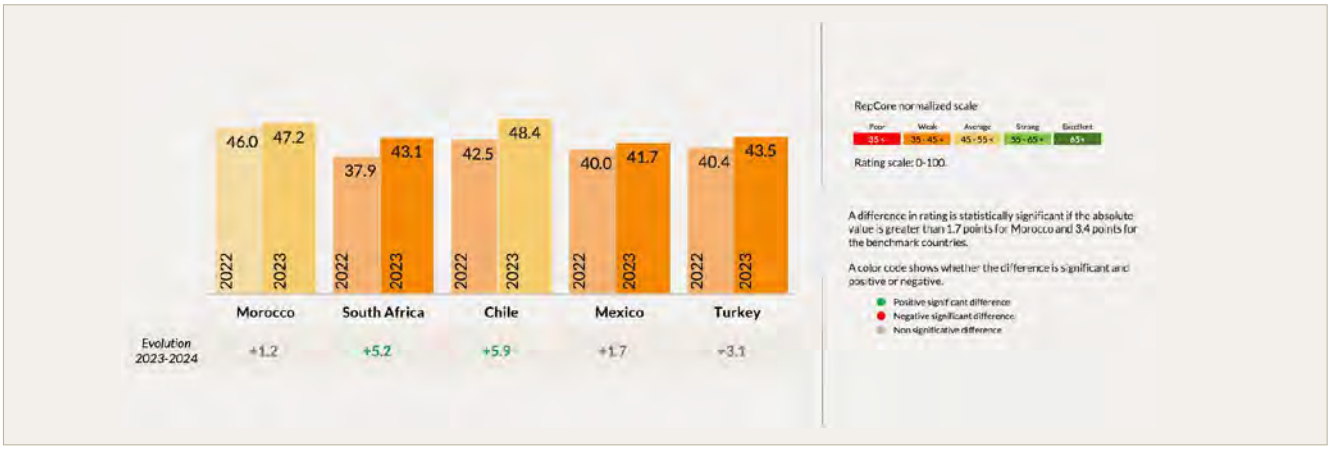
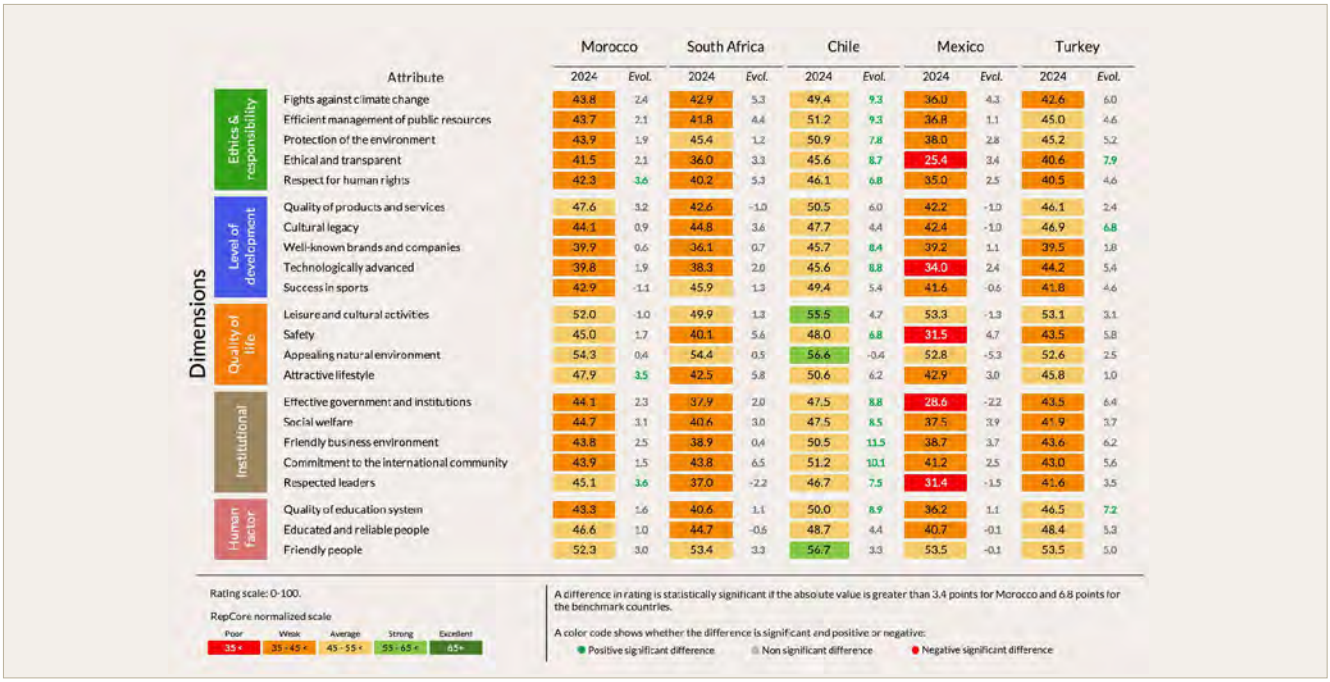


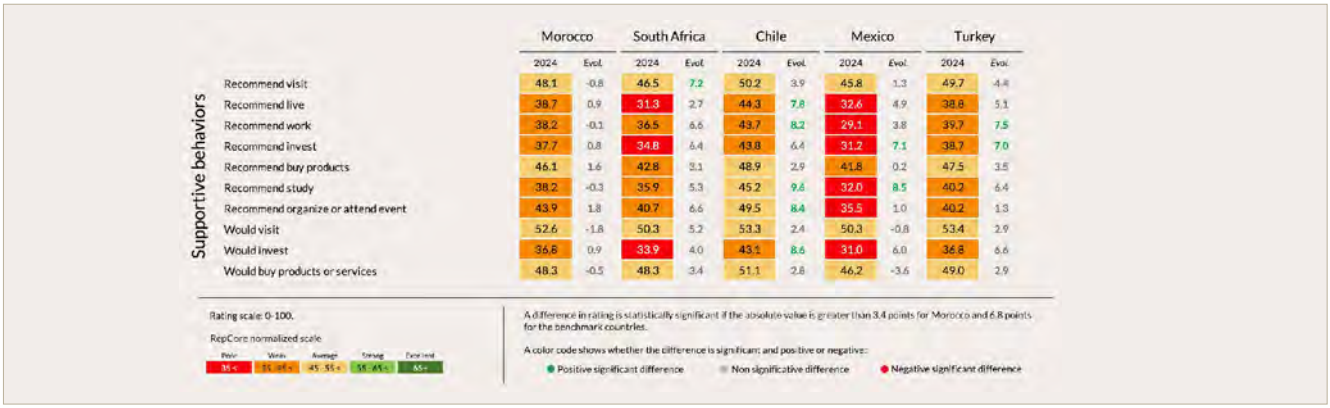
Figure 95: *Evolution between 2023 and 2024 of the scores of the attributes for Morocco and benchmark countries*



Dimensions	Attribute	Morocco 2024	Morocco Evol.	South Africa 2024	South Africa Evol.	Chile 2024	Chile Evol.	Mexico 2024	Mexico Evol.	Turkey 2024	Turkey Evol.
Ethics & responsibility	Fights against climate change	43.8	2.4	42.9	5.3	49.4	9.3	36.0	4.3	42.6	6.0
	Efficient management of public resources	43.7	2.1	41.8	4.4	51.2	9.3	36.8	1.1	45.0	4.6
	Protection of the environment	43.9	1.9	45.4	1.2	50.9	7.8	38.0	2.8	45.2	5.2
	Ethical and transparent	41.5	2.1	36.0	3.3	45.6	8.7	25.4	3.4	40.6	7.9
	Respect for human rights	42.3	3.6	40.2	5.3	46.1	6.8	35.0	2.5	40.5	4.6
Level of development	Quality of products and services	47.6	3.2	42.6	-1.0	50.5	6.0	42.2	-1.0	46.1	2.4
	Cultural legacy	44.1	0.9	44.8	3.6	47.7	4.4	42.4	-1.0	46.9	6.8
	Well-known brands and companies	39.9	0.6	36.1	0.7	45.7	8.4	39.2	1.1	39.5	1.8
	Technologically advanced	39.8	1.9	38.3	2.0	45.6	8.8	34.0	2.4	44.2	5.4
	Success in sports	42.9	-1.1	45.9	1.3	49.4	5.4	41.6	-0.6	41.8	4.6
Quality of life	Leisure and cultural activities	52.0	-1.0	49.9	1.3	55.5	4.7	53.3	-1.3	53.1	3.1
	Safety	45.0	1.7	40.1	5.6	48.0	6.8	31.5	4.7	43.5	5.8
	Appealing natural environment	54.3	0.4	54.4	0.5	56.6	-0.4	52.8	-5.3	52.6	2.5
	Attractive lifestyle	47.9	3.5	42.5	5.8	50.6	6.2	42.9	3.0	45.8	1.0
Institutional	Effective government and institutions	44.1	2.3	37.9	2.0	47.5	8.8	28.6	-2.2	43.5	6.4
	Social welfare	44.7	3.1	40.6	3.0	47.5	8.5	37.5	3.9	41.9	3.7
	Friendly business environment	43.8	2.5	38.9	0.4	50.5	11.5	38.7	3.7	43.6	6.2
	Commitment to the international community	43.9	1.5	43.8	6.5	51.2	10.1	41.2	2.5	43.0	5.6
	Respected leaders	45.1	3.6	37.0	-2.2	46.7	7.5	31.4	-1.5	41.6	3.5
Human Factor	Quality of education system	43.3	1.6	40.6	1.1	50.0	8.9	36.2	1.1	46.5	7.2
	Educated and reliable people	46.6	1.0	44.7	-0.6	48.7	4.4	40.7	-0.1	48.4	5.3
	Friendly people	52.3	3.0	53.4	3.3	56.7	3.3	53.5	-0.1	53.5	5.0

Rating scale: 0-100.
RepCore normalized scale
Poor 35 < | Weak 35 - 45 < | Average 45 - 55 < | Strong 55 - 65 < | Excellent 65+
A difference in rating is statistically significant if the absolute value is greater than 3.4 points for Morocco and 6.8 points for the benchmark countries.
A color code shows whether the difference is significant and positive or negative:
Positive significant difference | Non significant difference | Negative significant difference

Figure 96: *Evolution of supportive attitudes towards Morocco and the benchmark countries between 2023 and 2024*



Supportive behaviors	Morocco 2024	Morocco Evol.	South Africa 2024	South Africa Evol.	Chile 2024	Chile Evol.	Mexico 2024	Mexico Evol.	Turkey 2024	Turkey Evol.
Recommend visit	48.1	-0.8	46.5	7.2	50.2	3.9	45.8	1.3	49.7	4.4
Recommend live	38.7	0.9	31.3	2.7	44.3	7.8	32.6	4.9	38.8	5.1
Recommend work	38.2	-0.1	36.5	6.6	43.7	8.2	29.1	3.8	39.7	7.5
Recommend invest	37.7	0.8	34.8	6.4	43.8	6.4	31.2	7.1	38.7	7.0
Recommend buy products	46.1	1.6	42.8	3.1	48.9	2.9	41.8	0.2	47.5	3.5
Recommend study	38.2	-0.3	35.9	5.3	45.2	9.6	32.0	8.5	40.2	6.4
Recommend organize or attend event	43.9	1.8	40.7	6.6	49.5	8.4	35.5	1.0	40.2	1.3
Would visit	52.6	-1.8	50.3	5.2	53.3	2.4	50.3	-0.8	53.4	2.9
Would invest	36.8	0.9	33.9	4.0	43.1	8.6	31.0	6.0	36.8	6.6
Would buy products or services	48.3	-0.5	48.3	3.4	51.1	2.8	46.2	-3.6	49.0	2.9

Rating scale: 0-100.
RepCore normalized scale
A difference in rating is statistically significant if the absolute value is greater than 3.4 points for Morocco and 6.8 points for the benchmark countries.
A color code shows whether the difference is significant and positive or negative:
Positive significant difference | Non significative difference | Negative significant difference

The reputation of Morocco and the benchmark countries in the United States

Figure 97: *RepScore indicator for Morocco and benchmark countries in 2024*

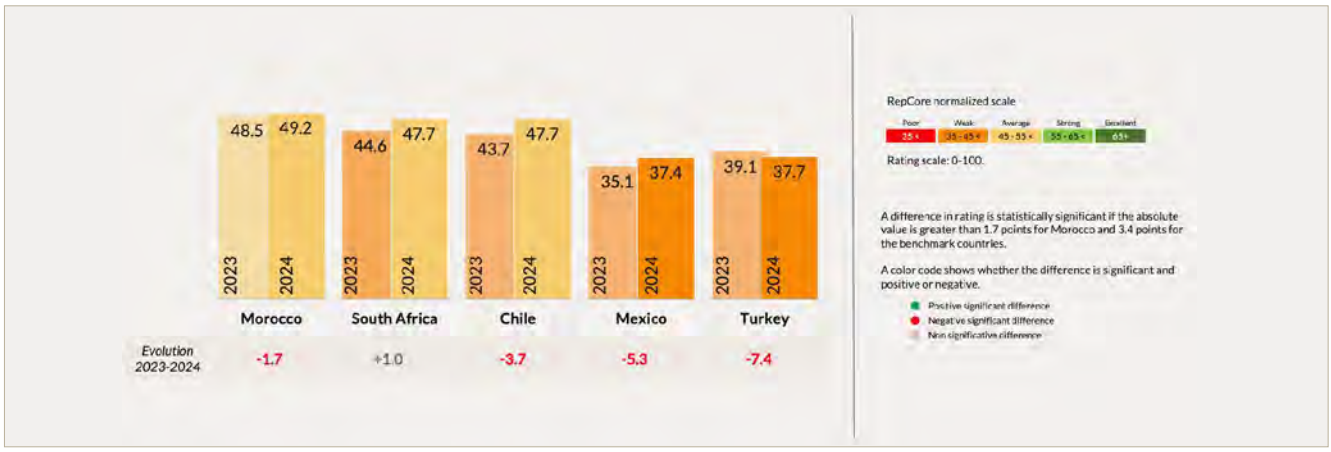


Figure 98: *Evolution between 2023 and 2024 of the scores of the attributes for Morocco and benchmark countries*

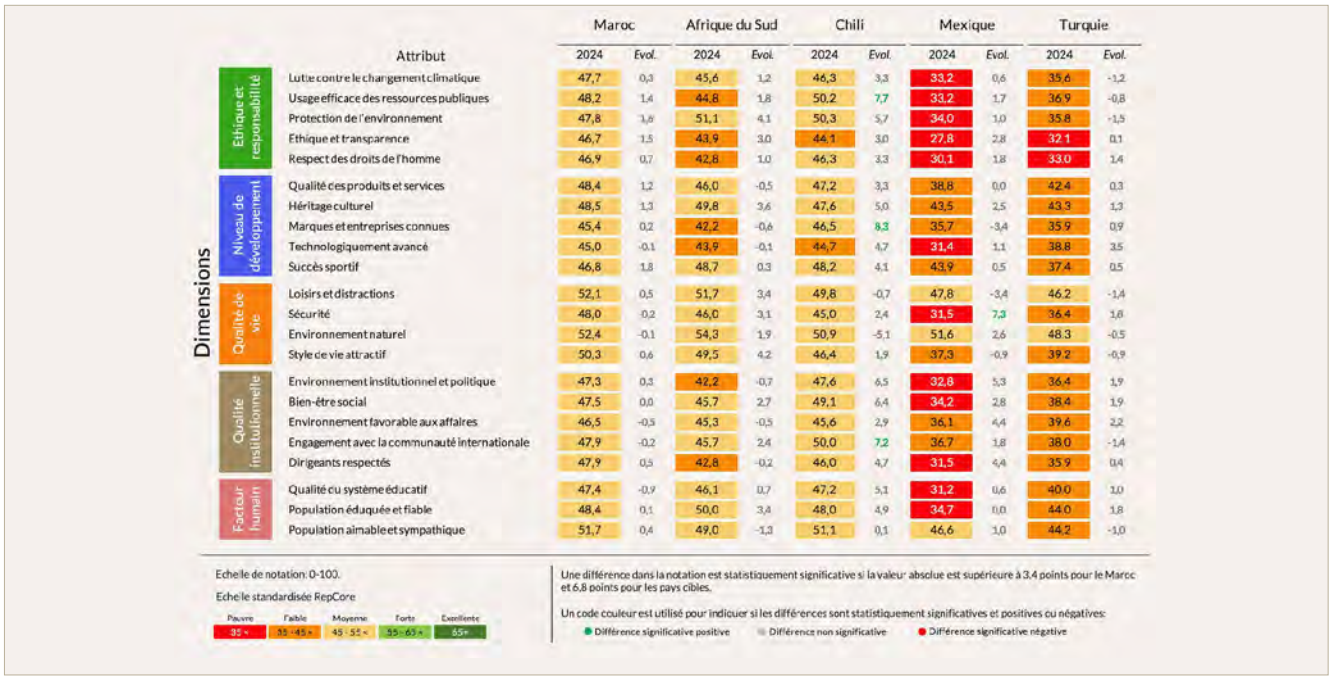
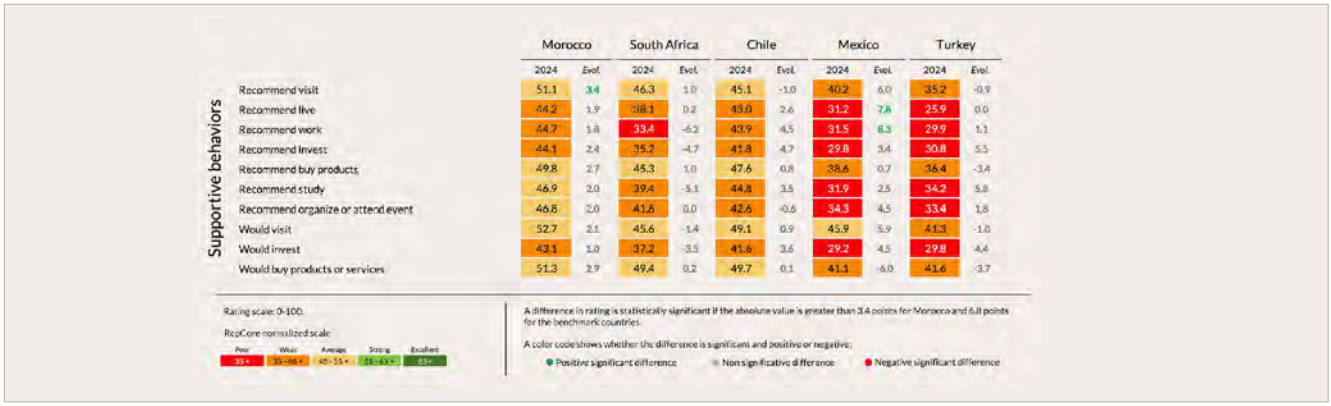


Figure 99: *Evolution of supportive attitudes towards Morocco and the benchmark countries between 2023 and 2024*



The reputation of Morocco and the benchmark countries in France

Figure 100: *RepScore indicator for Morocco and benchmark countries in 2024*

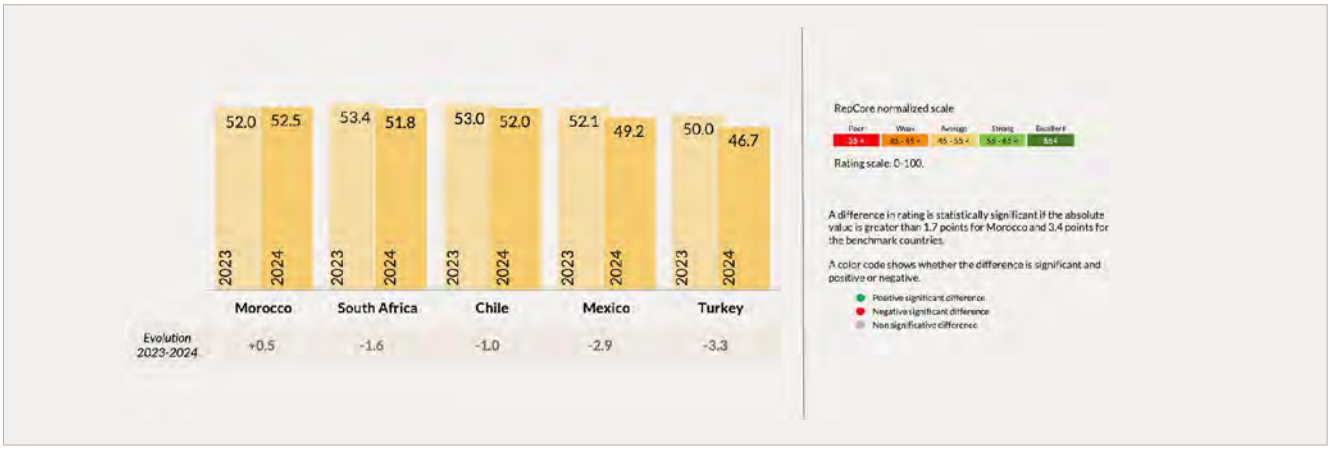


Figure 101: *Evolution between 2023 and 2024 of the scores of the attributes for Morocco and benchmark countries*

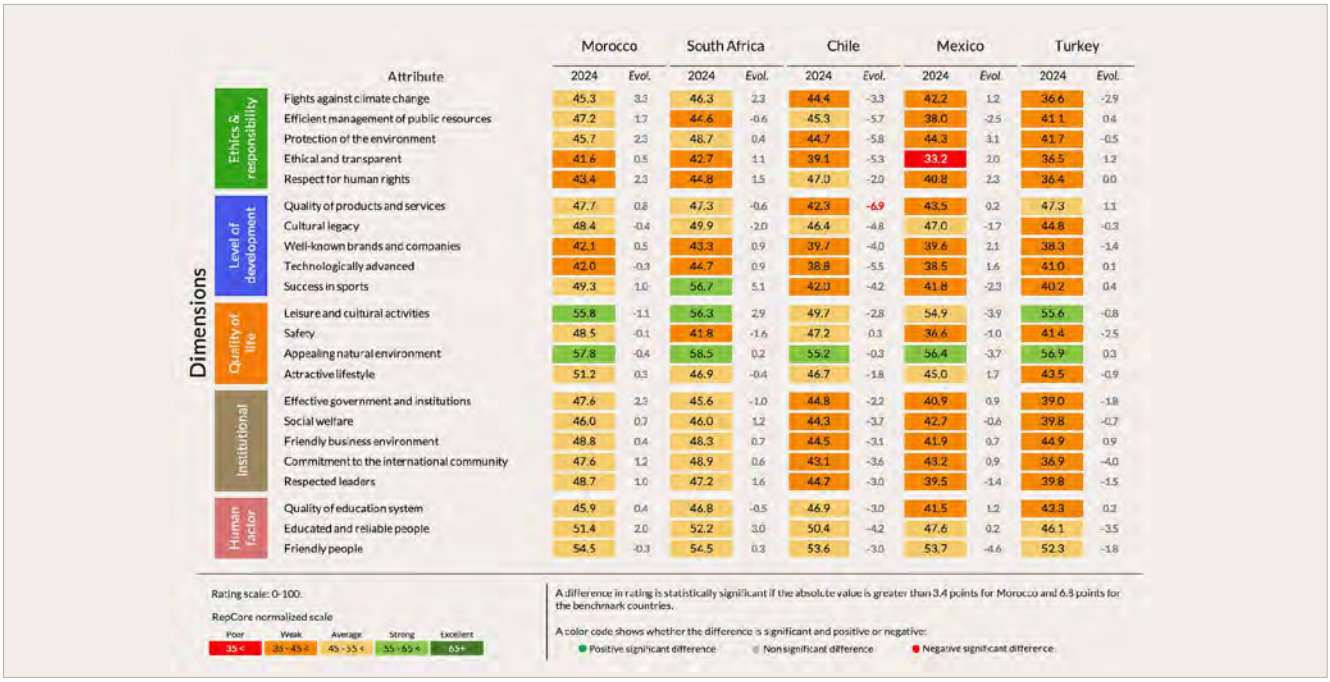
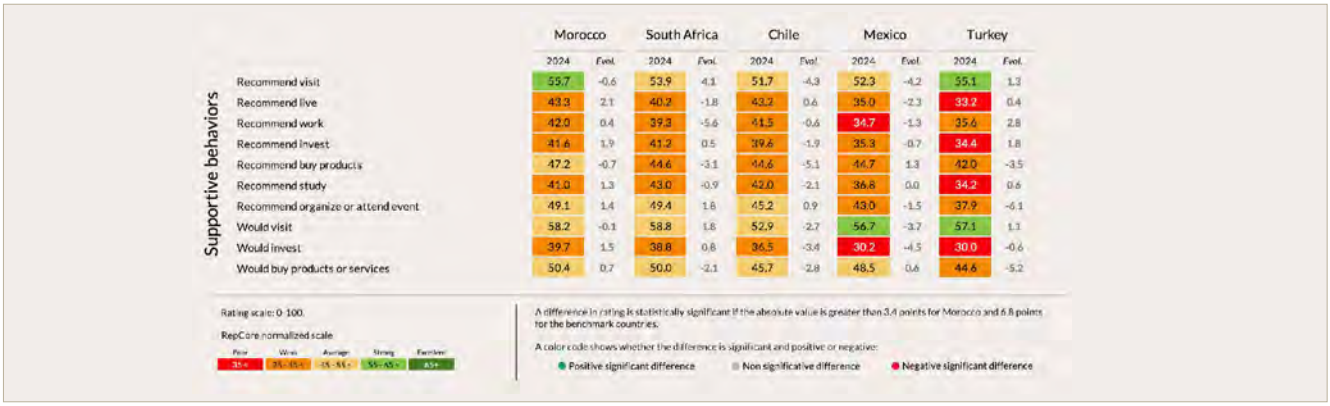


Figure 102: *Evolution of supportive attitudes towards Morocco and the benchmark countries between 2023 and 2024*



The reputation of Morocco and the benchmark countries in Italy

Figure 103: *RepScore indicator for Morocco and benchmark countries in 2024*

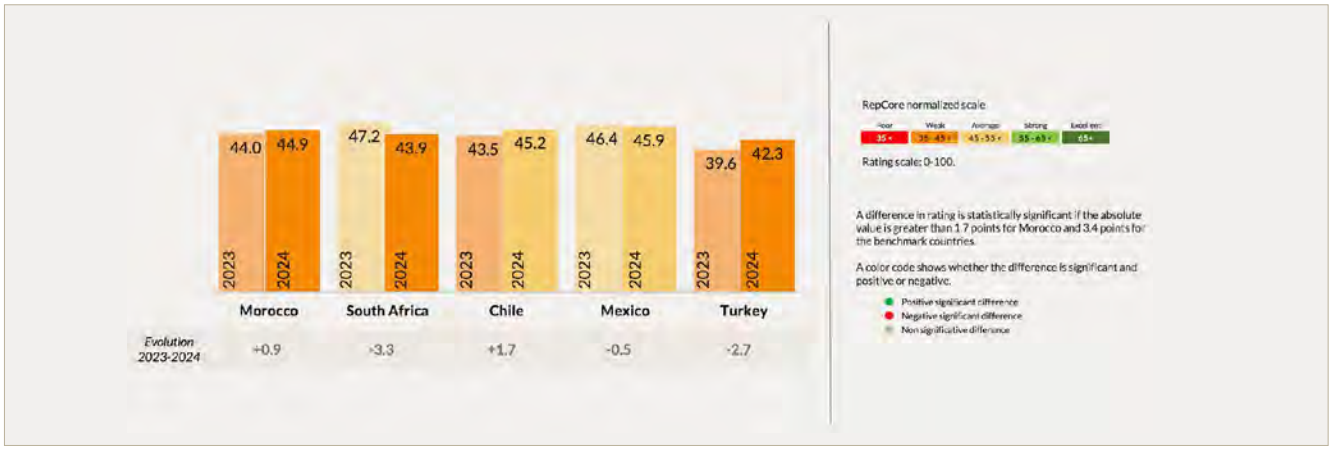


Figure 104: *Evolution between 2023 and 2024 of the scores of the attributes for Morocco and benchmark countries*

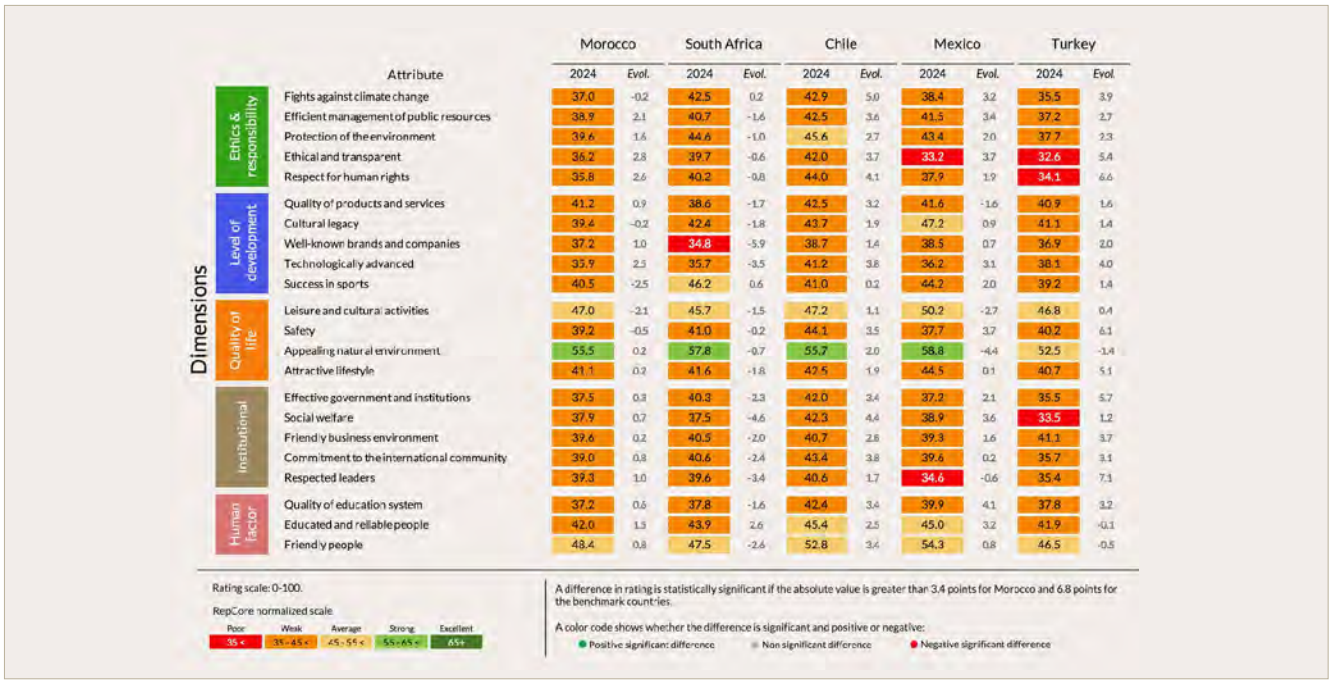
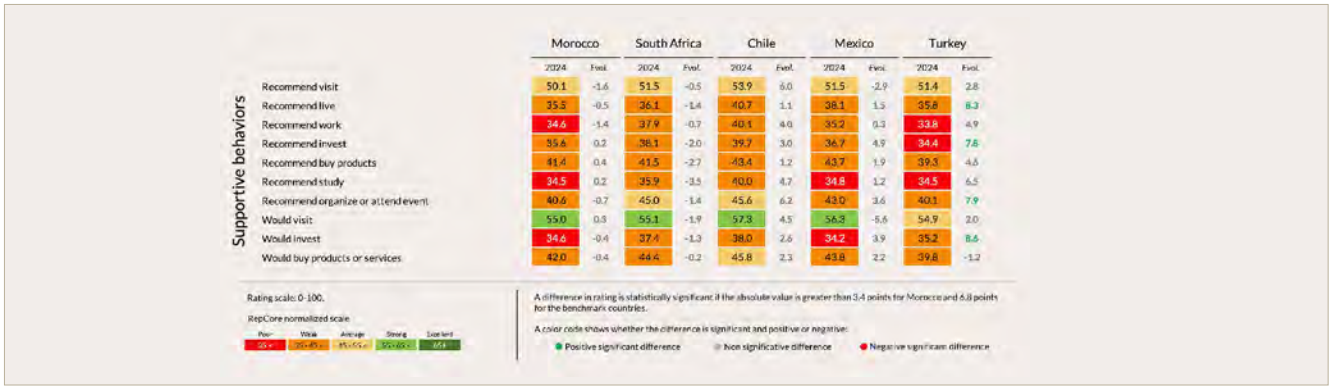


Figure 105: *Evolution of supportive attitudes towards Morocco and the benchmark countries between 2023 and 2024*



The reputation of Morocco and the benchmark countries in Japan

Figure 106: *RepScore indicator for Morocco and benchmark countries in 2024*

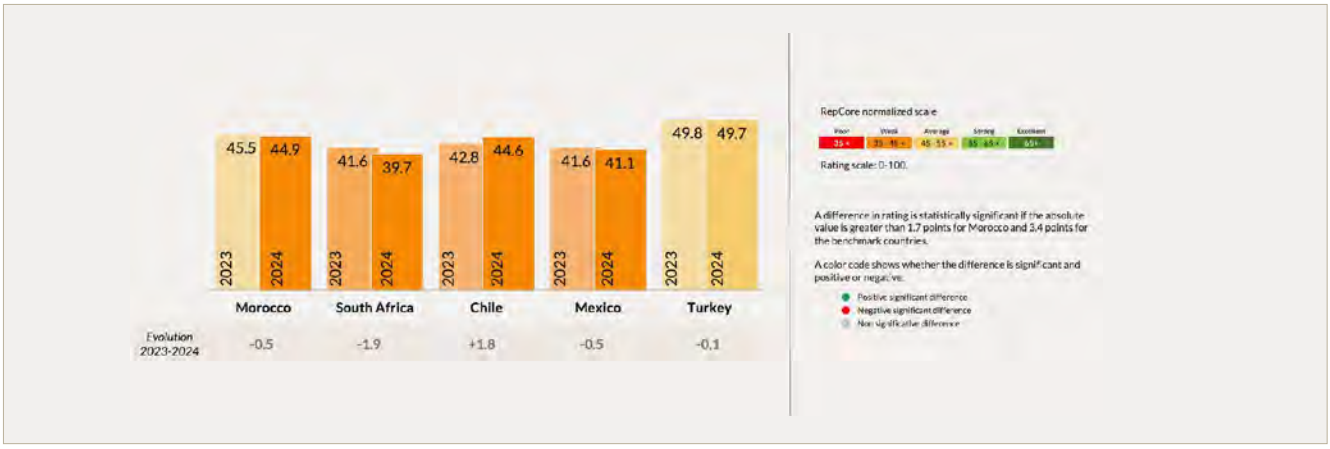


Figure 107: *Evolution between 2023 and 2024 of the scores of the attributes for Morocco and benchmark countries*

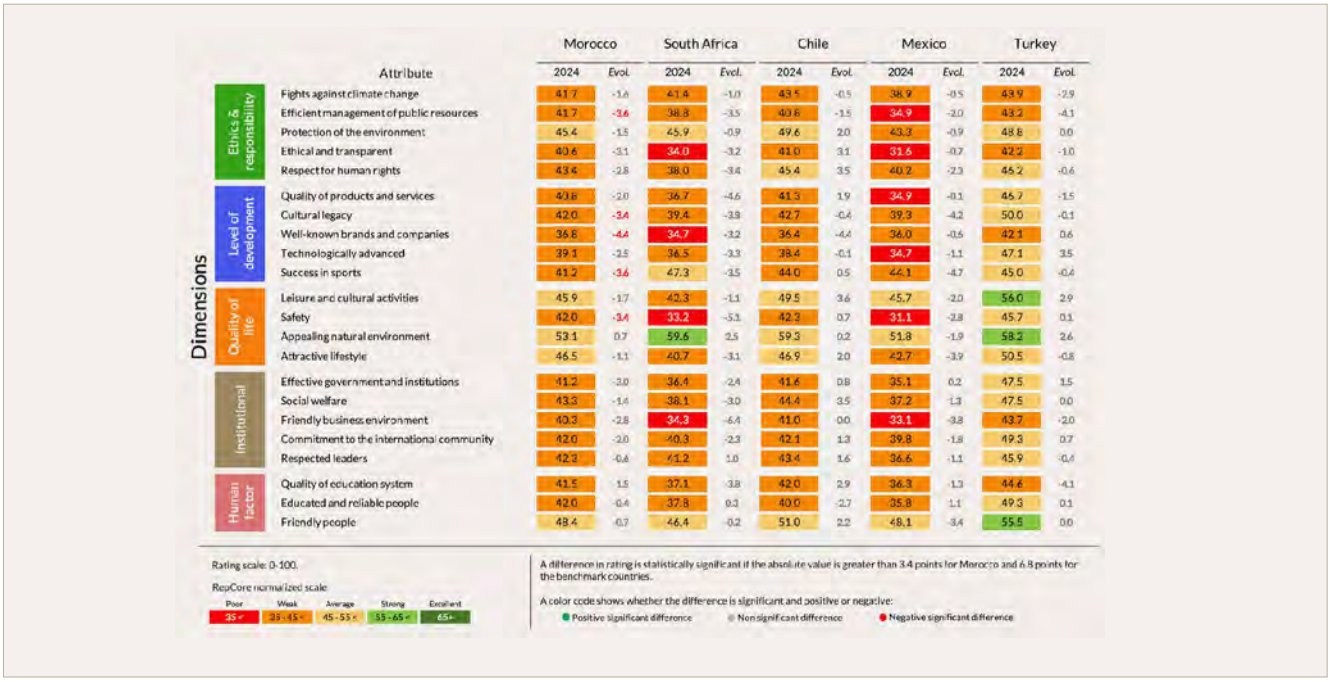
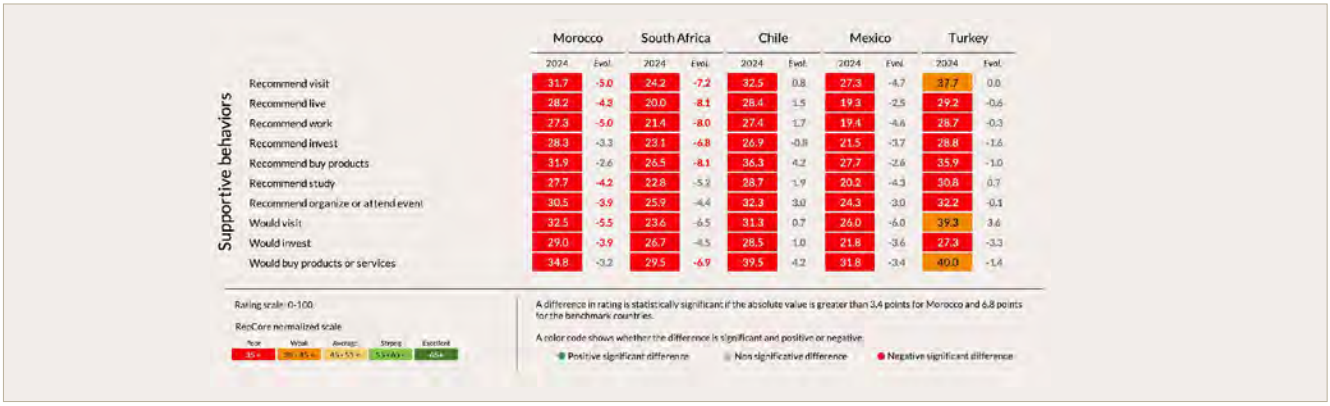


Figure 108: *Evolution of supportive attitudes towards Morocco and the benchmark countries between 2023 and 2024*



The reputation of Morocco and the benchmark countries in the UK

Figure 109: *RepScore indicator for Morocco and benchmark countries in 2024*

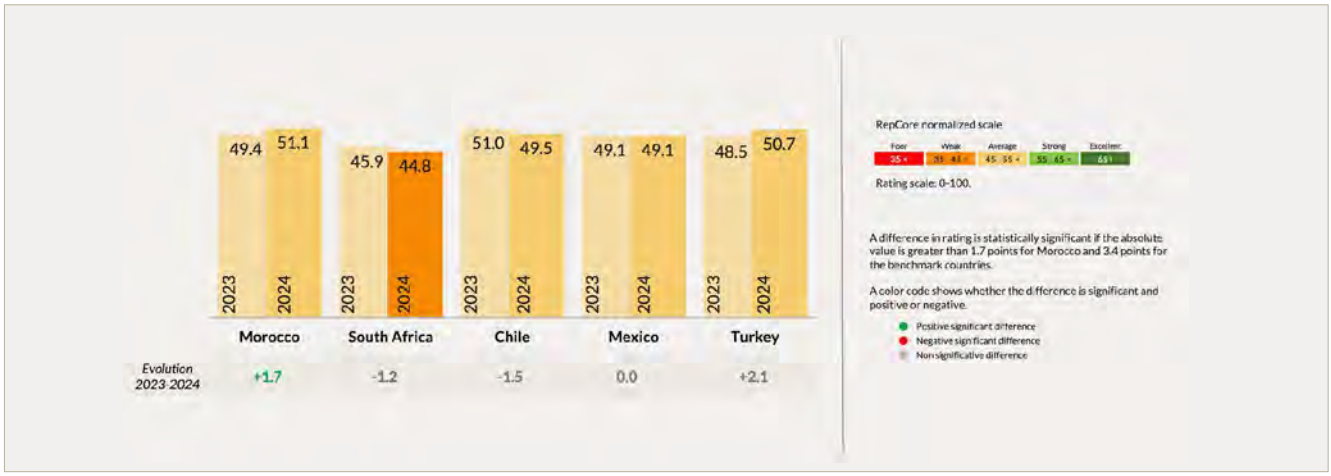


Figure 110: *Evolution between 2023 and 2024 of the scores of the attributes for Morocco and benchmark countries*

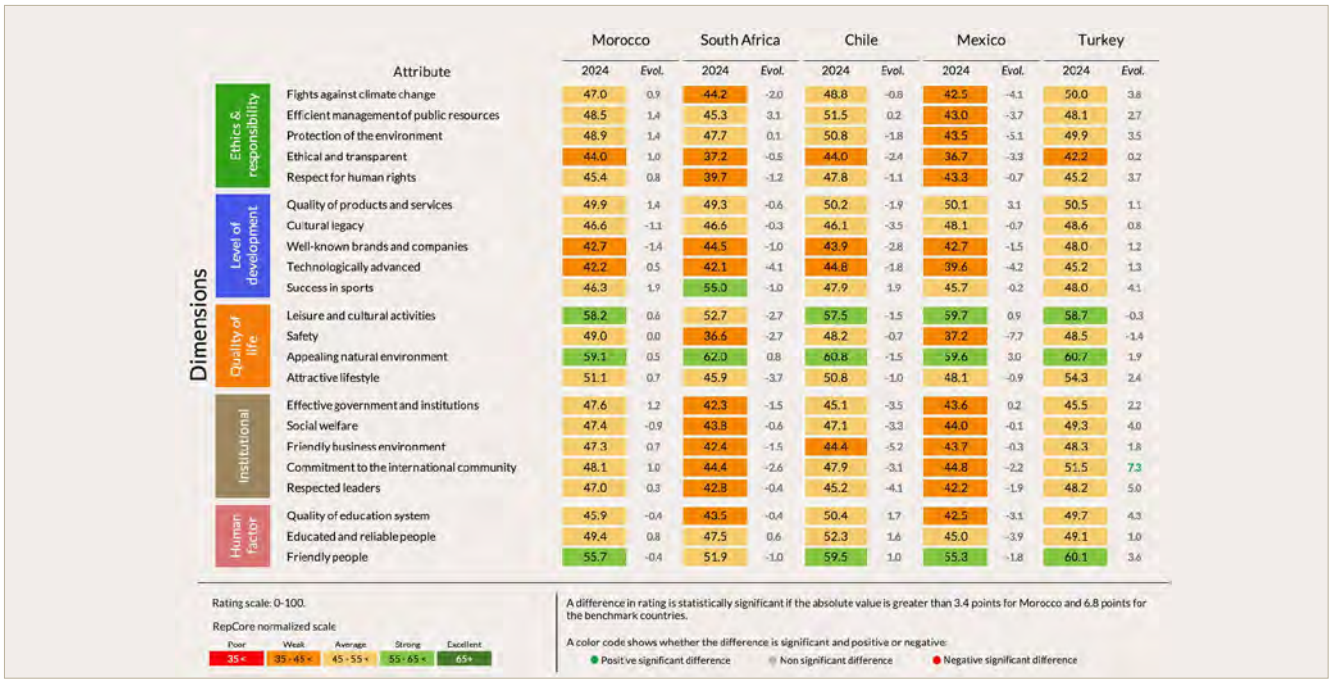
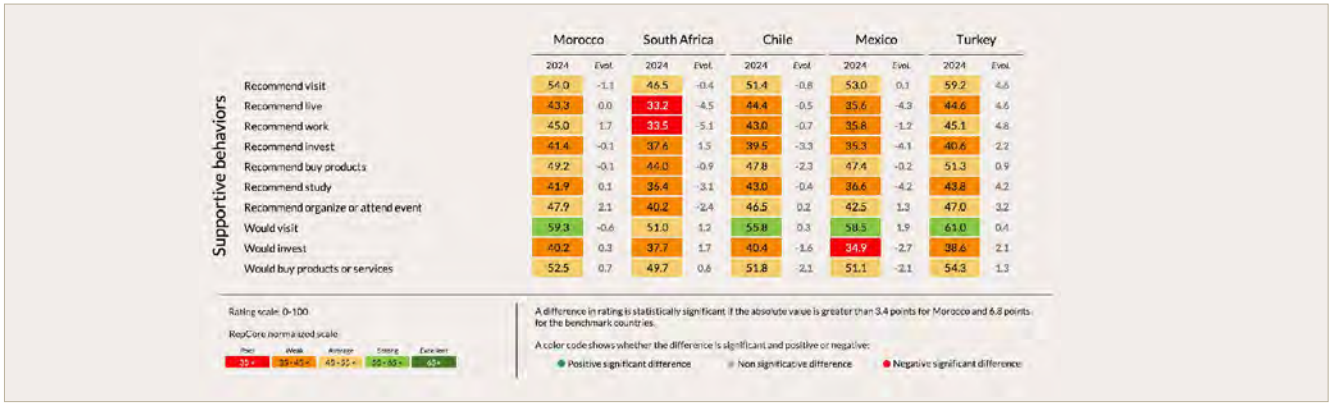


Figure 111: *Evolution of supportive attitudes towards Morocco and the benchmark countries between 2023 and 2024*



The reputation of Morocco and the benchmark countries in Russia

Figure 112: *RepScore indicator for Morocco and benchmark countries in 2024*

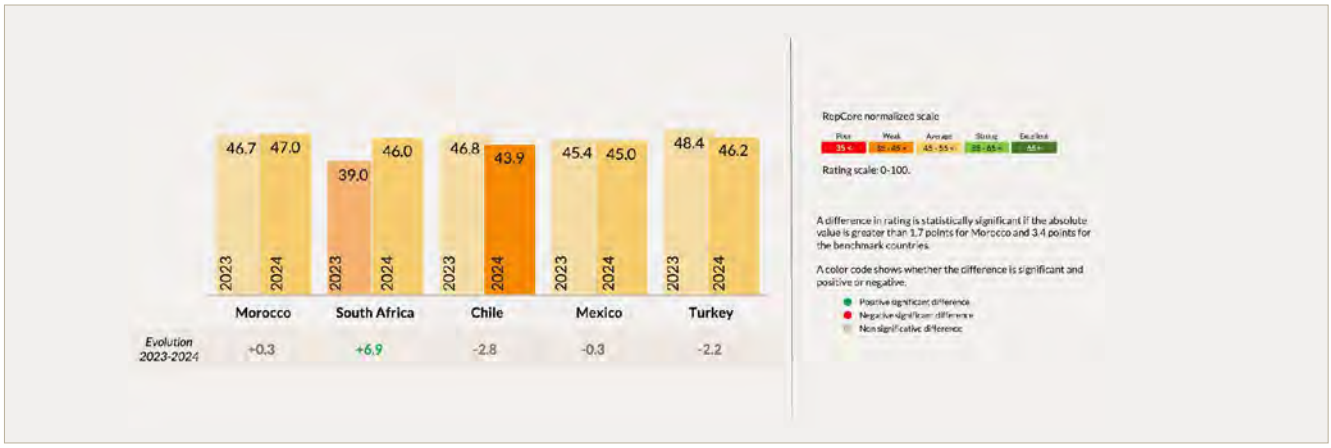


Figure 113: *Evolution between 2023 and 2024 of the scores of the attributes for Morocco and benchmark countries*

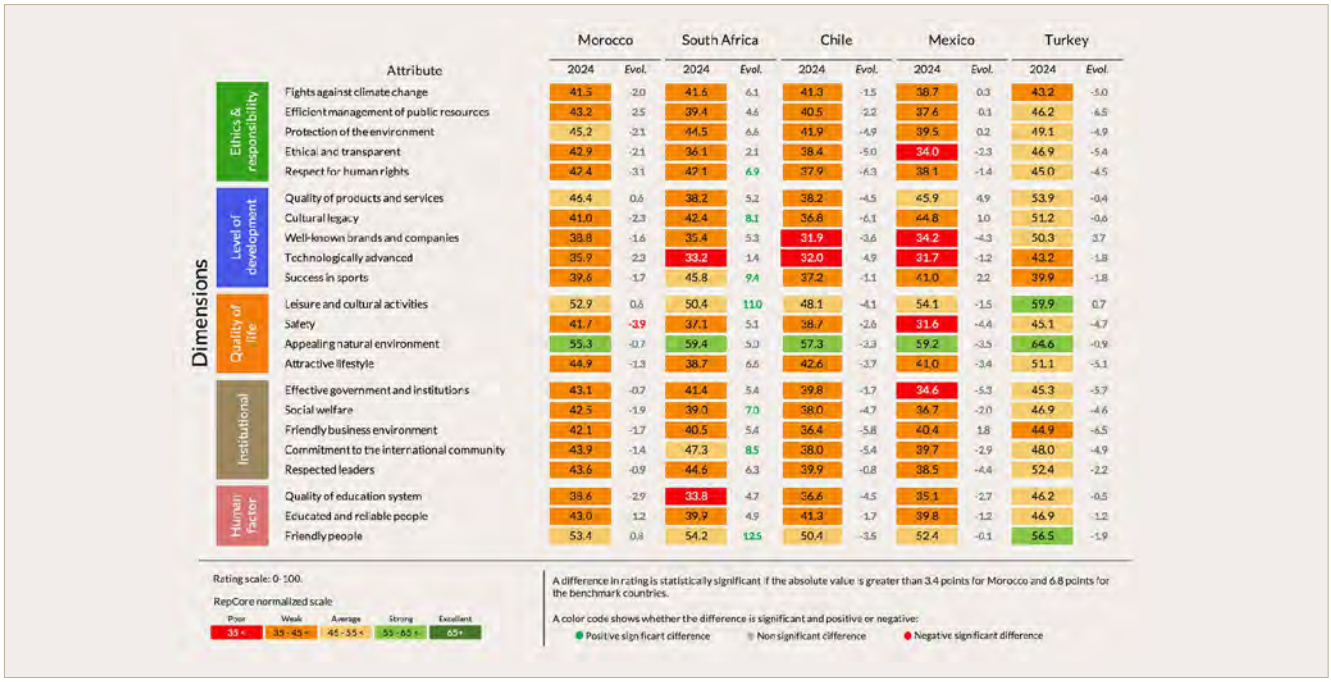
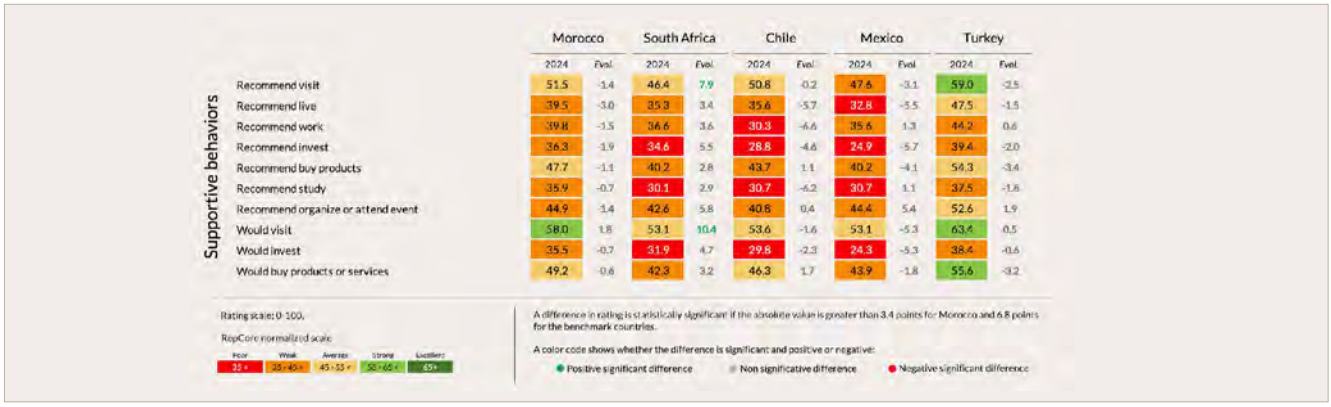


Figure 114: *Evolution of supportive attitudes towards Morocco and the benchmark countries between 2023 and 2024*



The reputation of Morocco and the benchmark countries in Australia

Figure 115: *RepScore indicator for Morocco and benchmark countries in 2024*

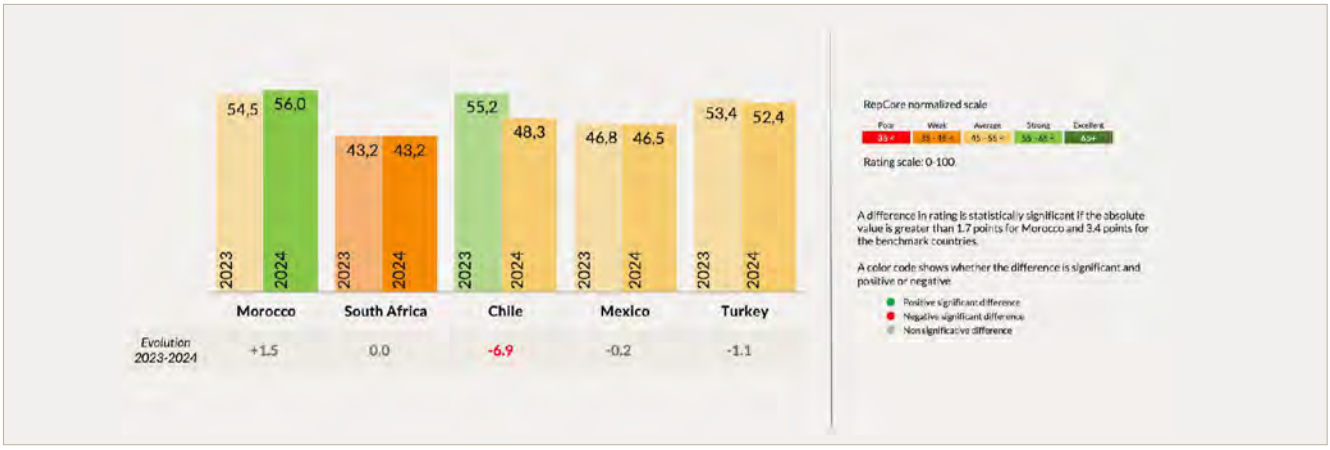
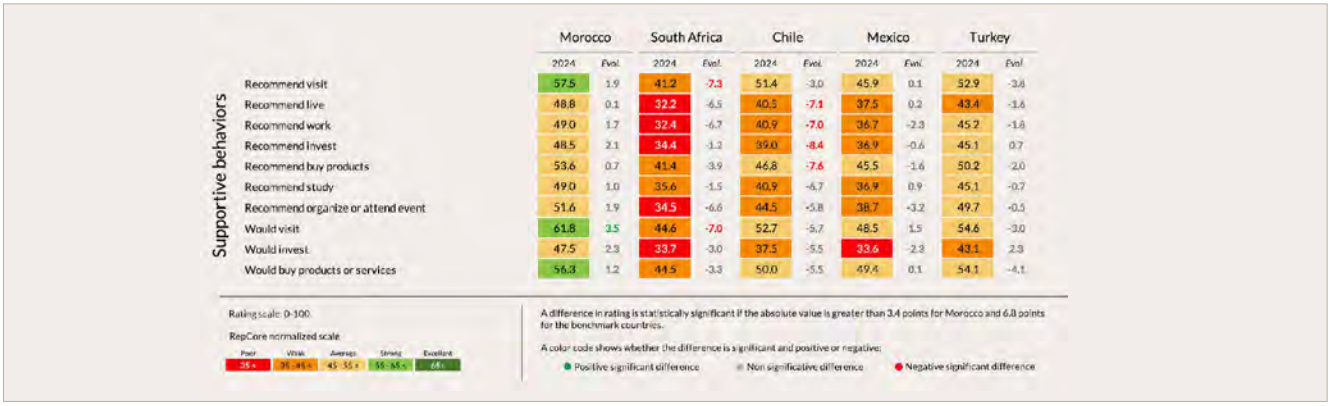


Figure 116: *Changes between 2023 and 2024 in attribute ratings for Morocco and benchmark countries*

Figure 117: *Evolution of supportive attitudes towards Morocco and the benchmark countries between 2023 and 2024*



The reputation of Morocco and the benchmark countries in Belgium

Figure 118: *RepScore indicator for Morocco and benchmark countries in 2024*

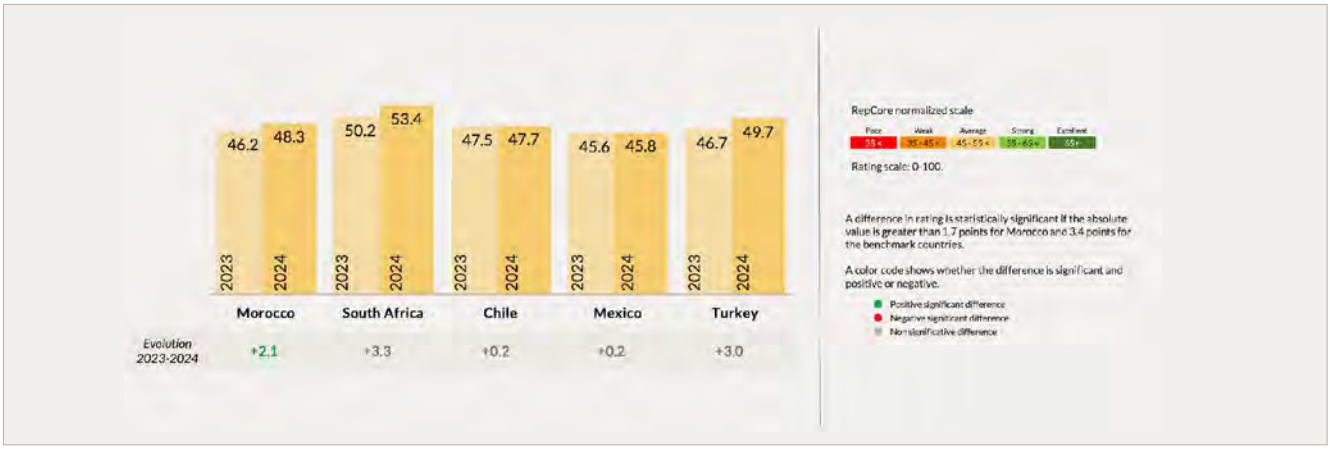


Figure 119: *Evolution between 2023 and 2024 of the scores of the attributes for Morocco and benchmark countries*

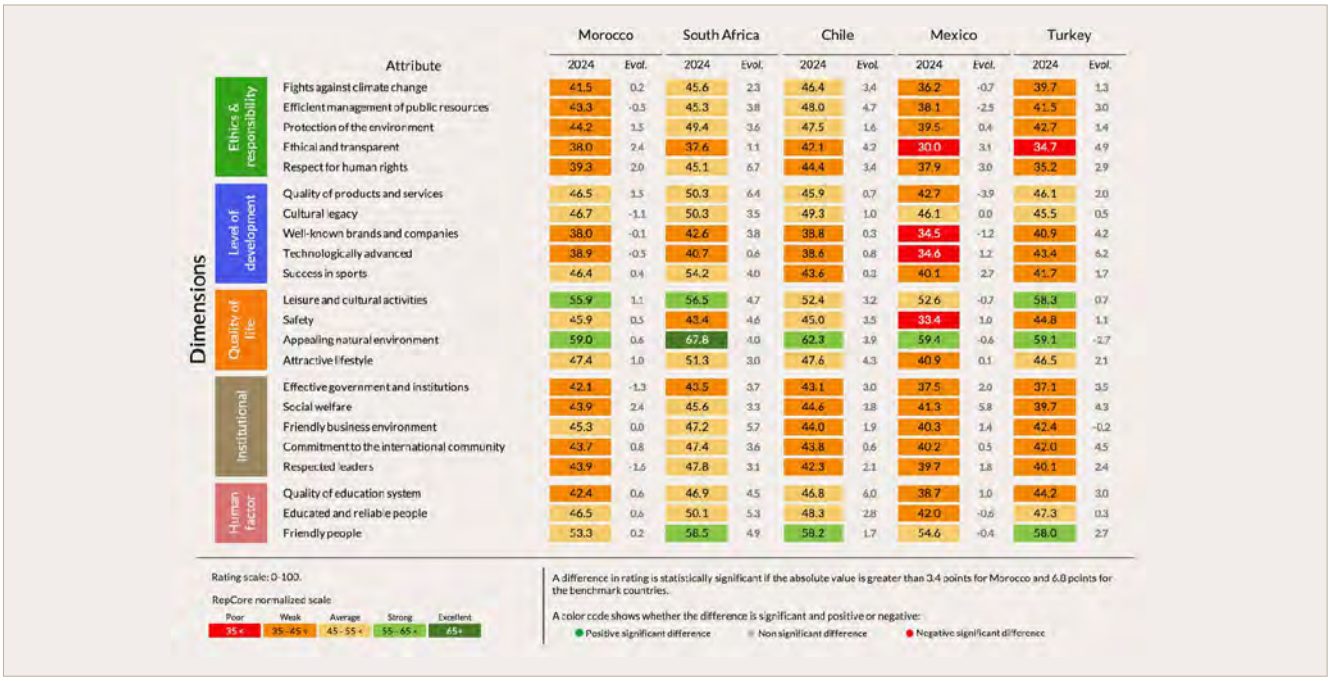
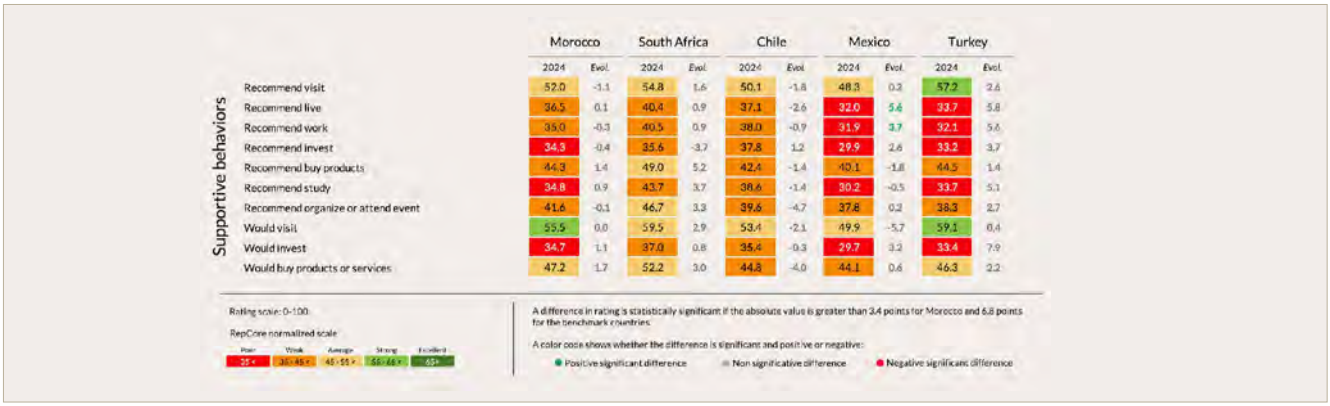


Figure 120: *Evolution of supportive attitudes towards Morocco and the benchmark countries between 2023 and 2024*



The reputation of Morocco and the benchmark countries in Spain

Figure 121: *RepScore indicator for Morocco and benchmark countries in 2024*

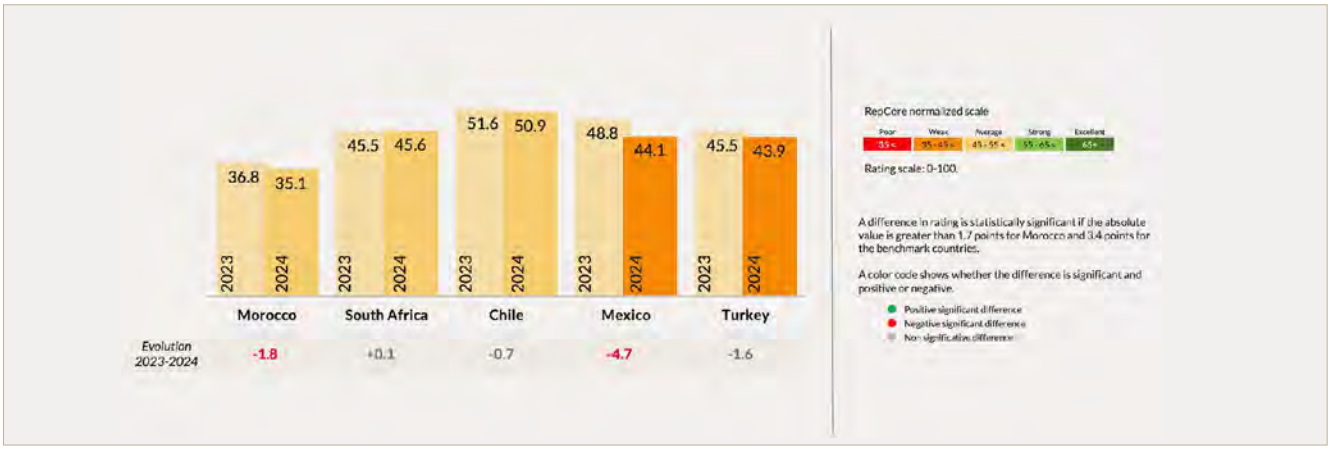


Figure 122: *Evolution between 2023 and 2024 of the scores of the attributes for Morocco and benchmark countries*

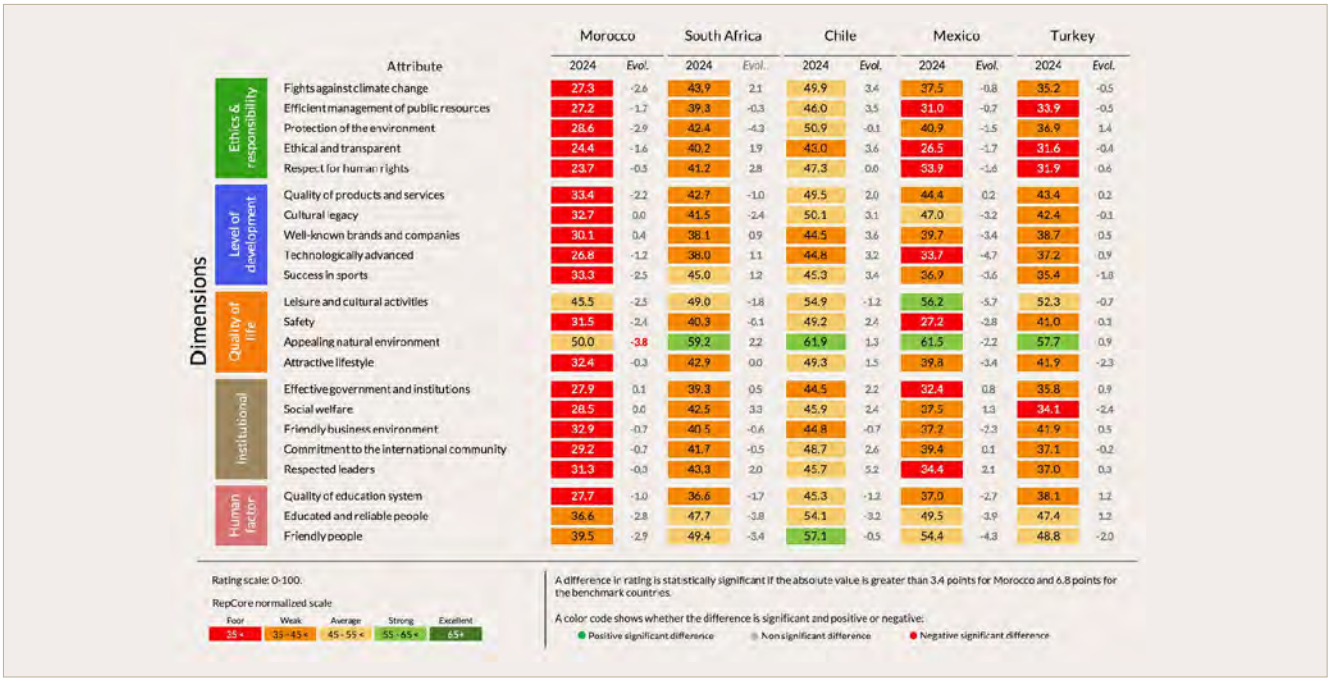
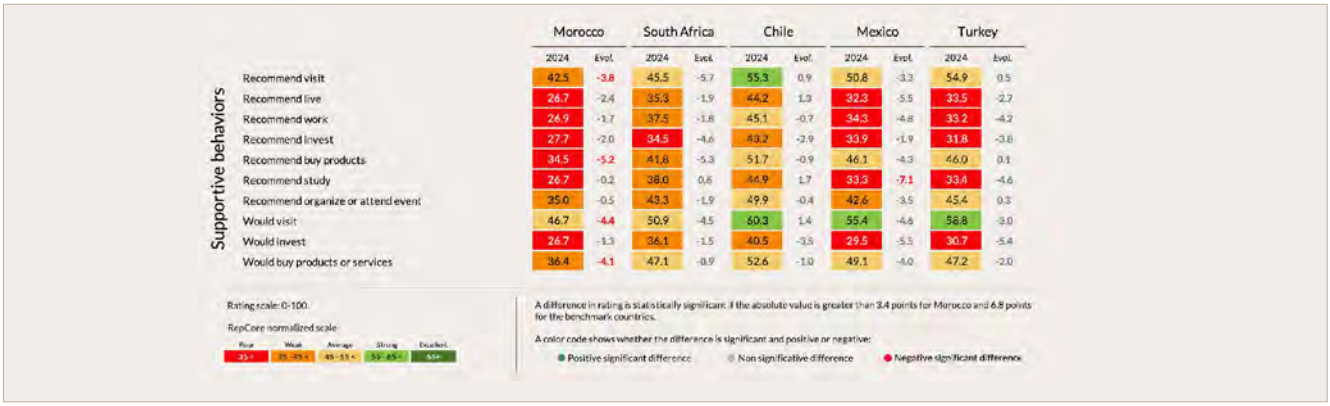


Figure 123: *Evolution of supportive attitudes towards Morocco and the benchmark countries between 2023 and 2024*



The reputation of Morocco and the benchmark countries in the Netherlands

Figure 124: *RepScore indicator for Morocco and benchmark countries in 2024*

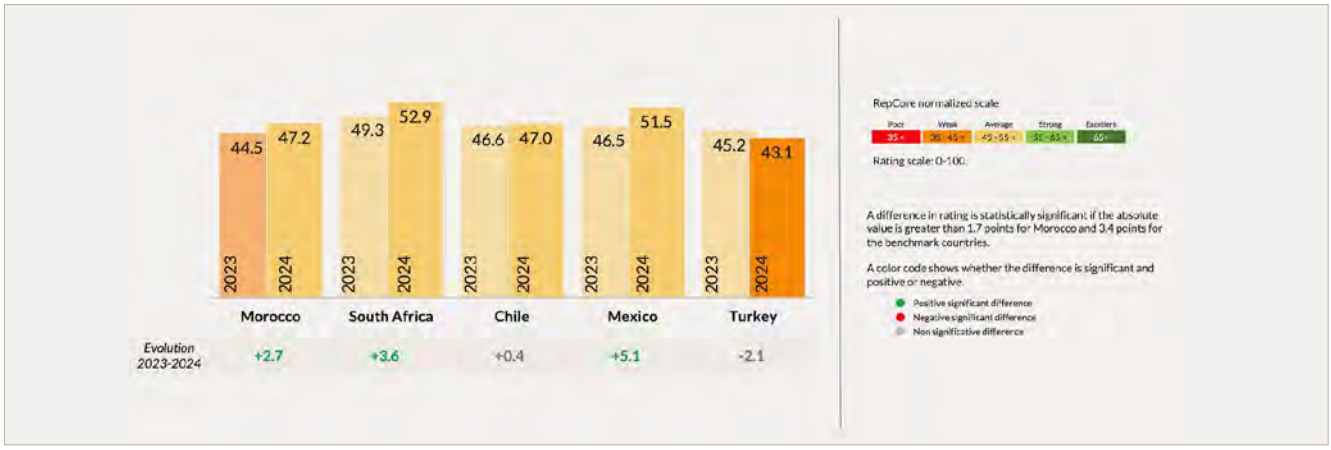


Figure 125: *Evolution between 2023 and 2024 of the scores of the attributes for Morocco and benchmark countries*

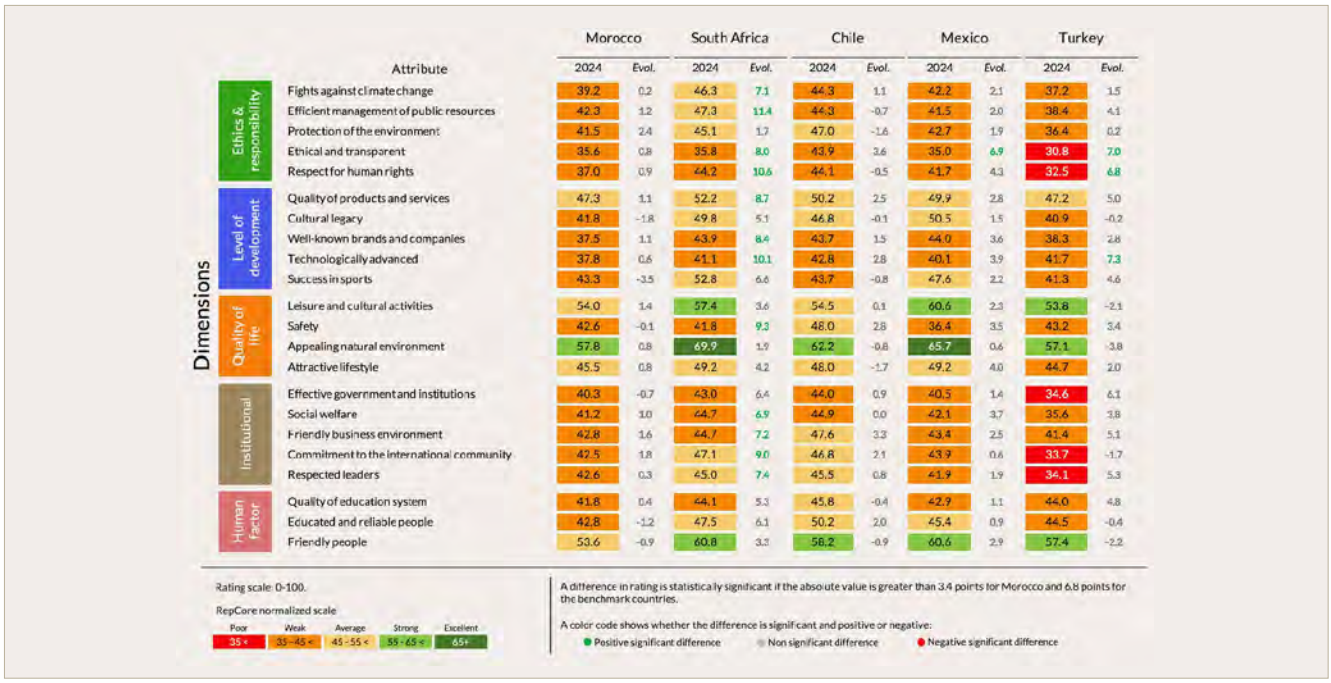
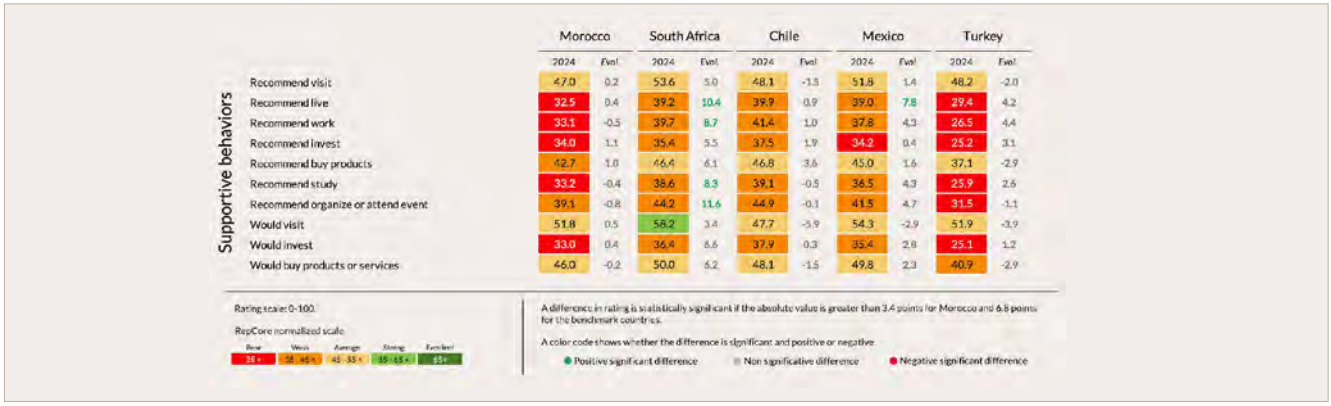


Figure 126: *Evolution of supportive attitudes towards Morocco and the benchmark countries between 2023 and 2024*



The reputation of Morocco and the benchmark countries in Sweden

Figure 127: *RepScore indicator for Morocco and benchmark countries in 2024*

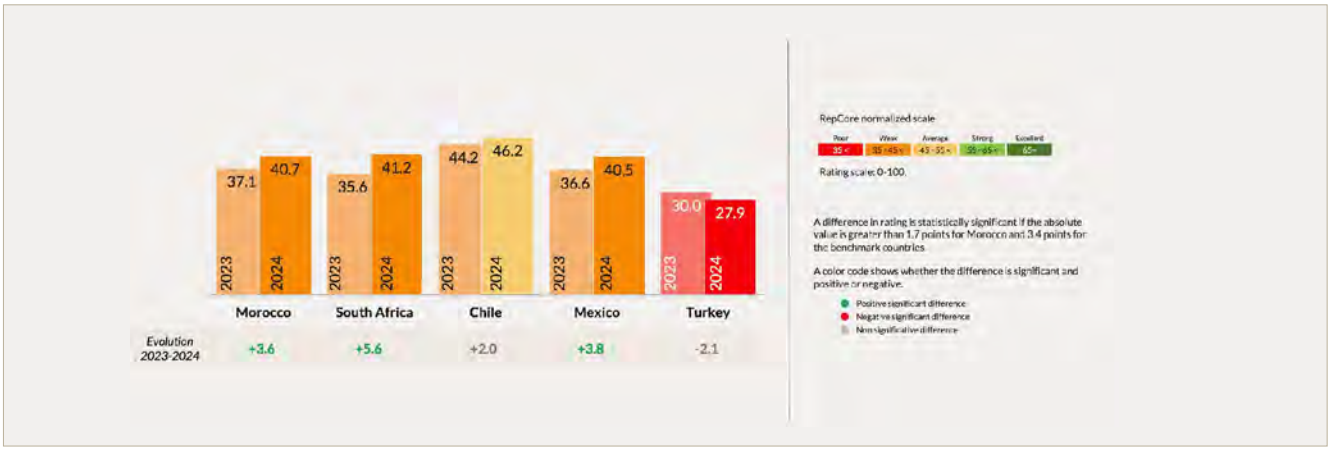
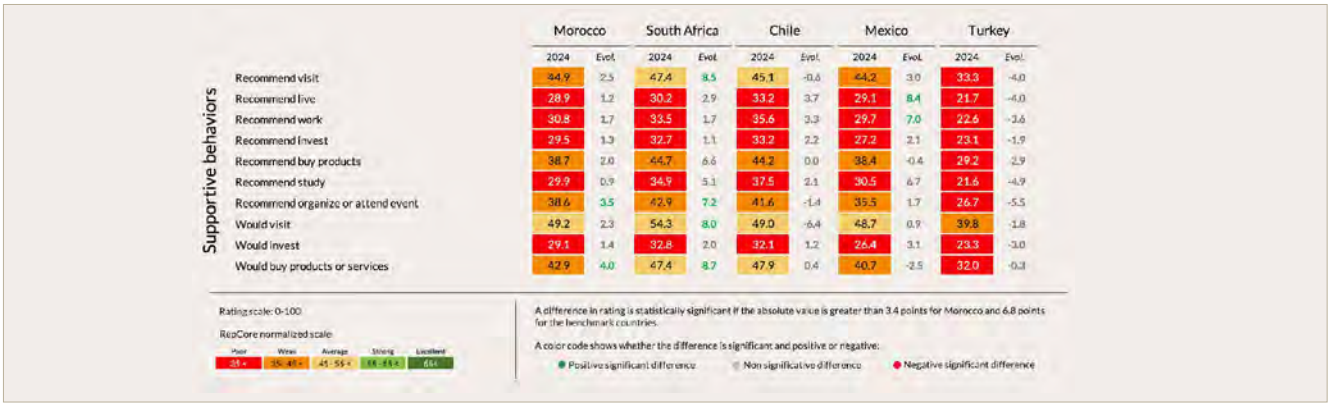


Figure 128: *Evolution between 2023 and 2024 of the scores of the attributes for Morocco and benchmark countries*

Figure 129: *Evolution of supportive attitudes towards Morocco and the benchmark countries between 2023 and 2024*



The reputation of Morocco and the benchmark countries in Turkey

Figure 130: *RepScore indicator for Morocco and benchmark countries in 2024*

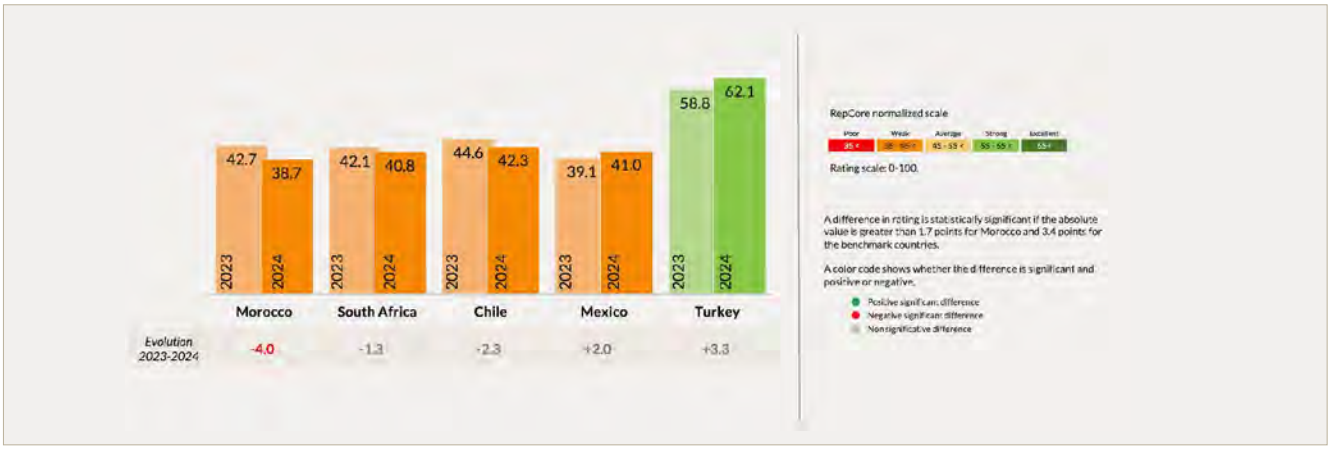


Figure 131: *Evolution between 2023 and 2024 of the scores of the attributes for Morocco and benchmark countries*

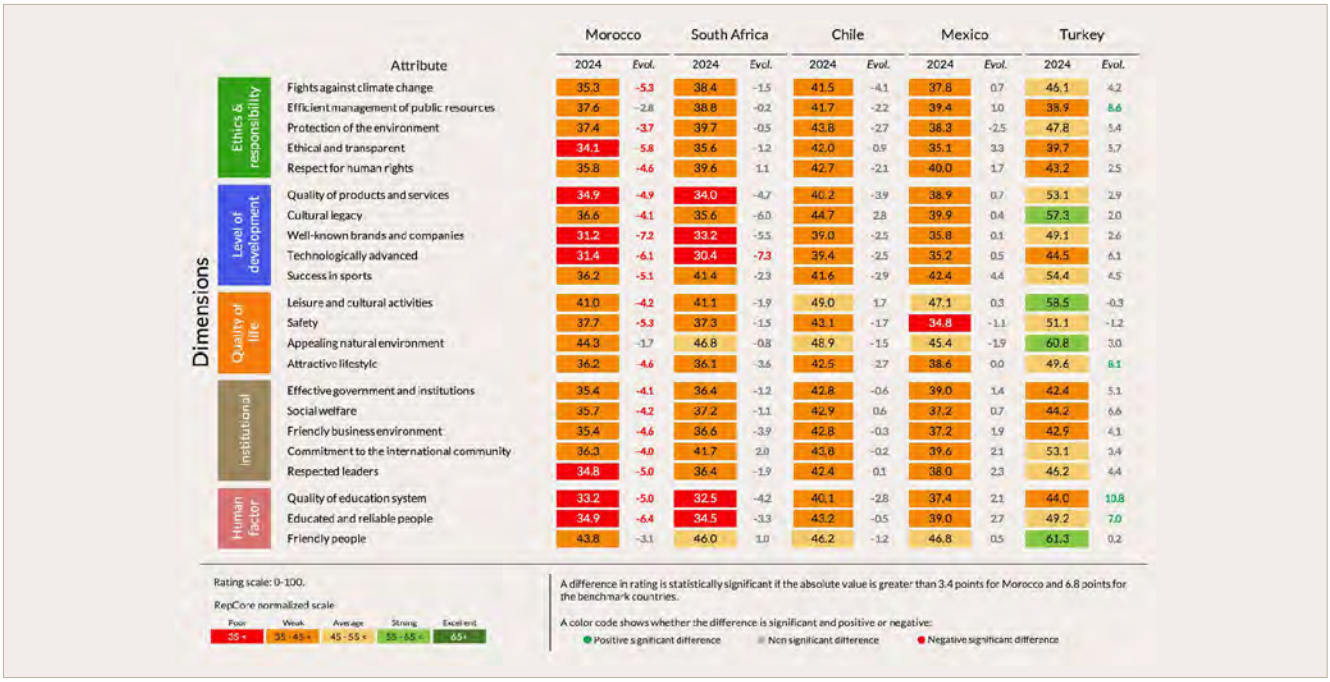
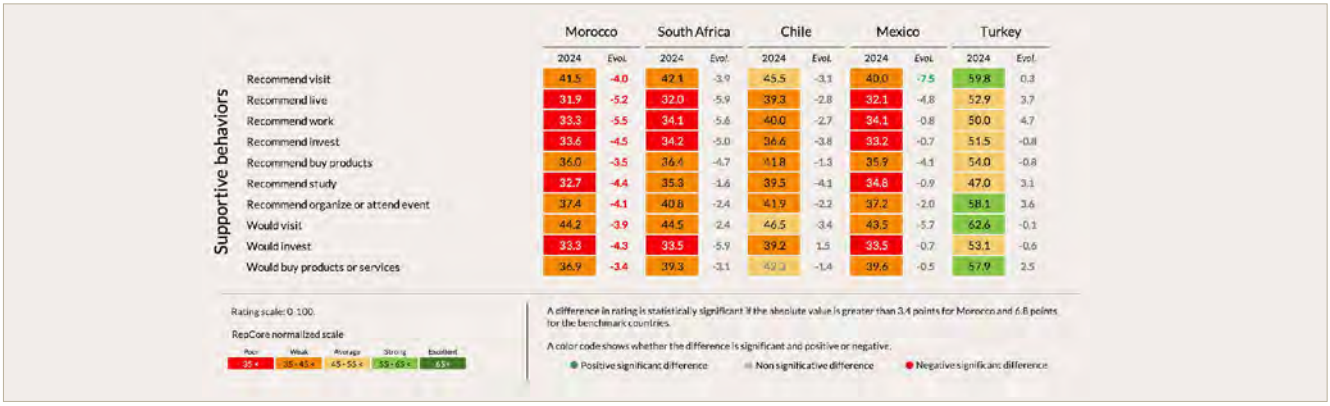


Figure 132: *Evolution of supportive attitudes towards Morocco and the benchmark countries between 2023 and 2024*



The reputation of Morocco and the benchmark countries in Egypt

Figure 133: *RepScore indicator for Morocco and benchmark countries in 2024*

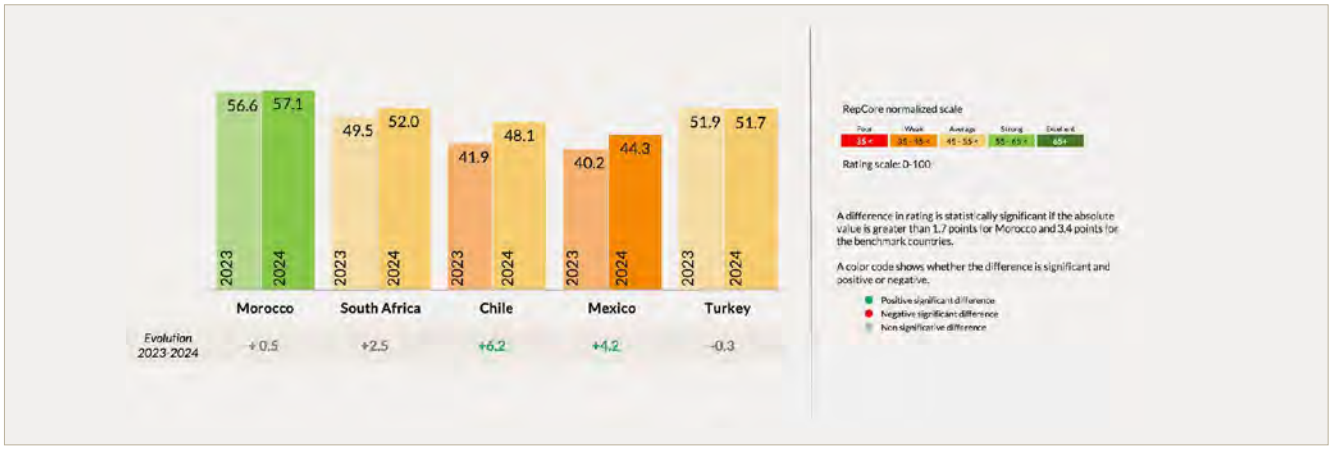


Figure 134: *Evolution between 2023 and 2024 of the scores of the attributes for Morocco and benchmark countries*

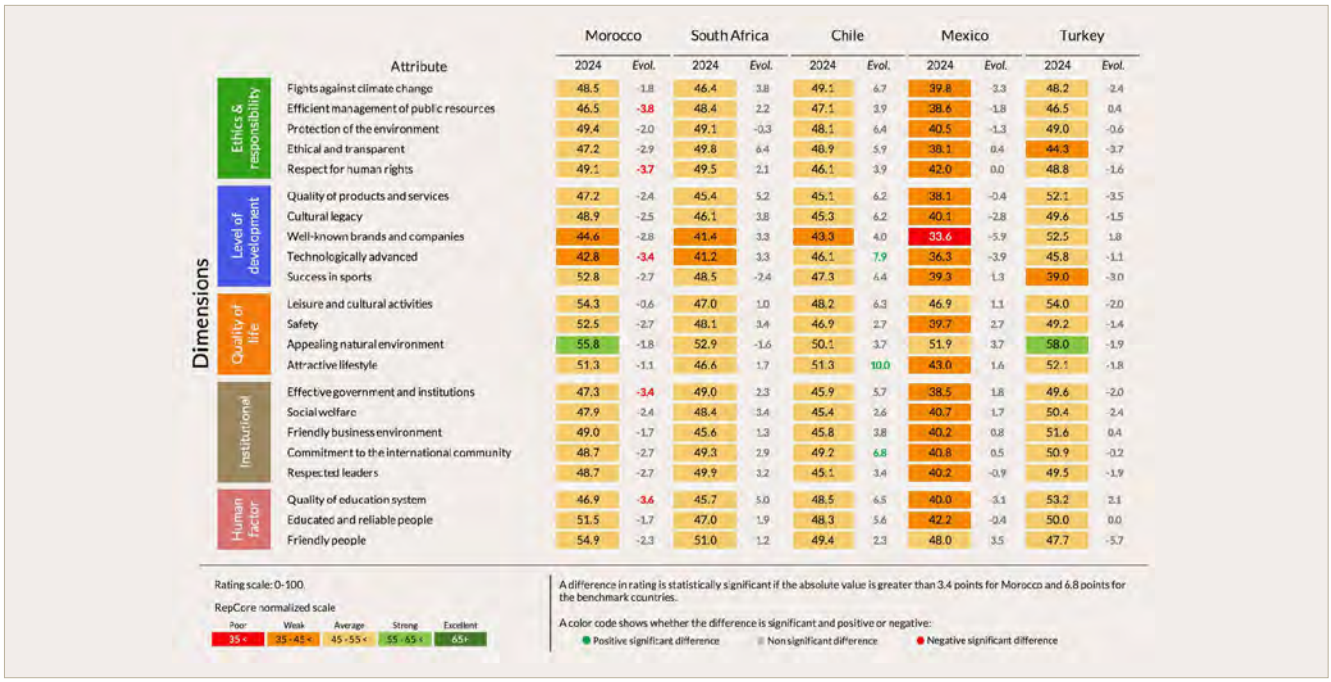
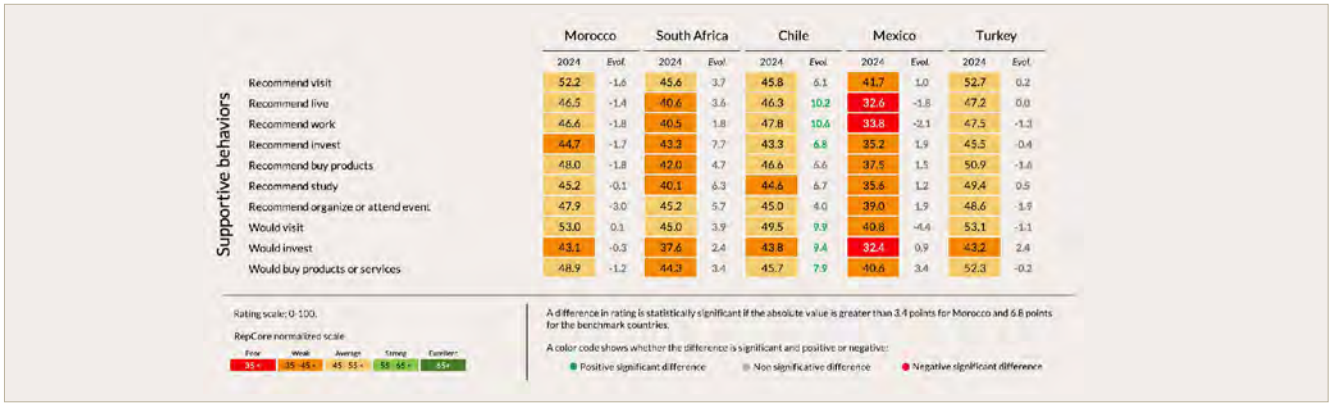


Figure 135: *Evolution of supportive attitudes towards Morocco and the benchmark countries between 2023 and 2024*



The reputation of Morocco and the benchmark countries in Israel

Figure 136: *RepScore indicator for Morocco and benchmark countries in 2024*

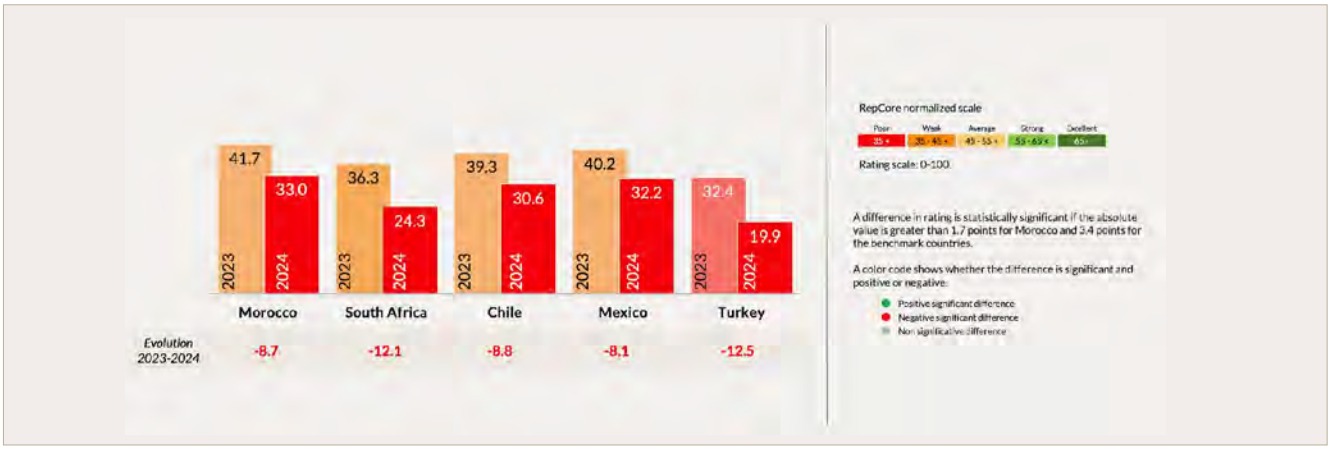


Figure 137: *Evolution between 2023 and 2024 of the scores of the attributes for Morocco and benchmark countries*

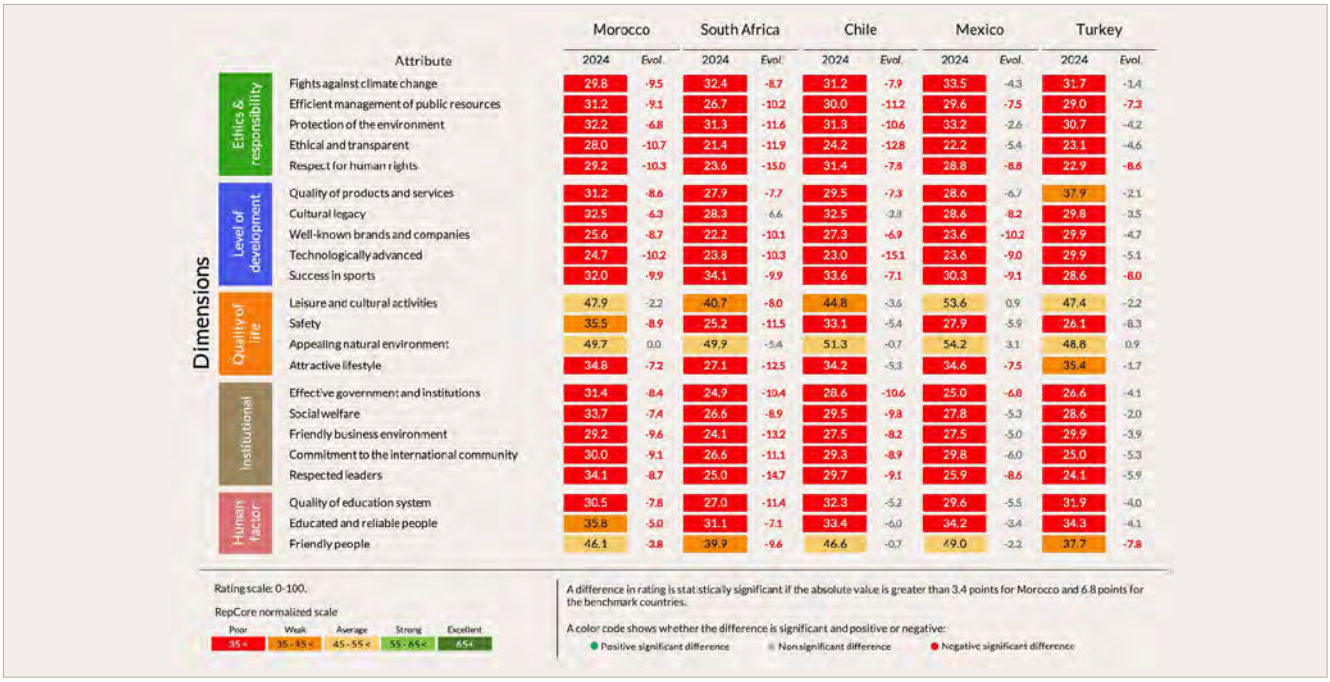
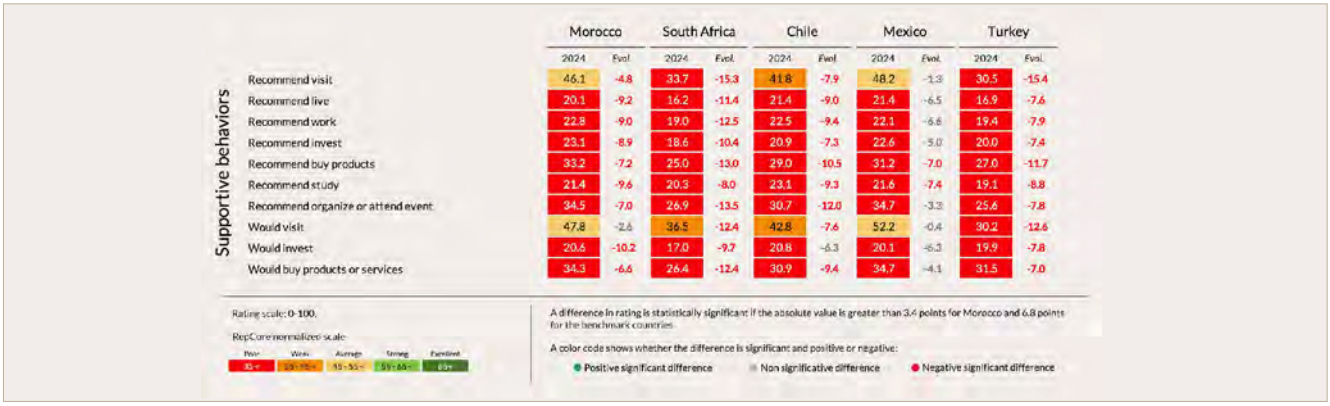


Figure 138: *Evolution of supportive attitudes towards Morocco and the benchmark countries between 2023 and 2024*



The reputation of Morocco and the benchmark countries in Algeria

Figure 139: *RepScore indicator for Morocco and benchmark countries in 2024*

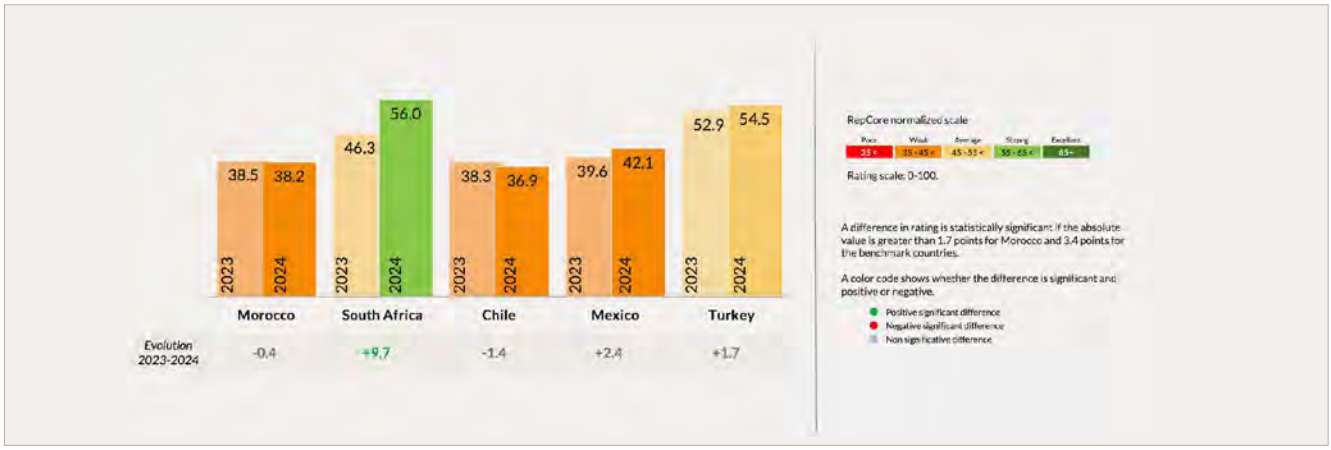


Figure 140: *Evolution between 2023 and 2024 of the scores of the attributes for Morocco and benchmark countries*

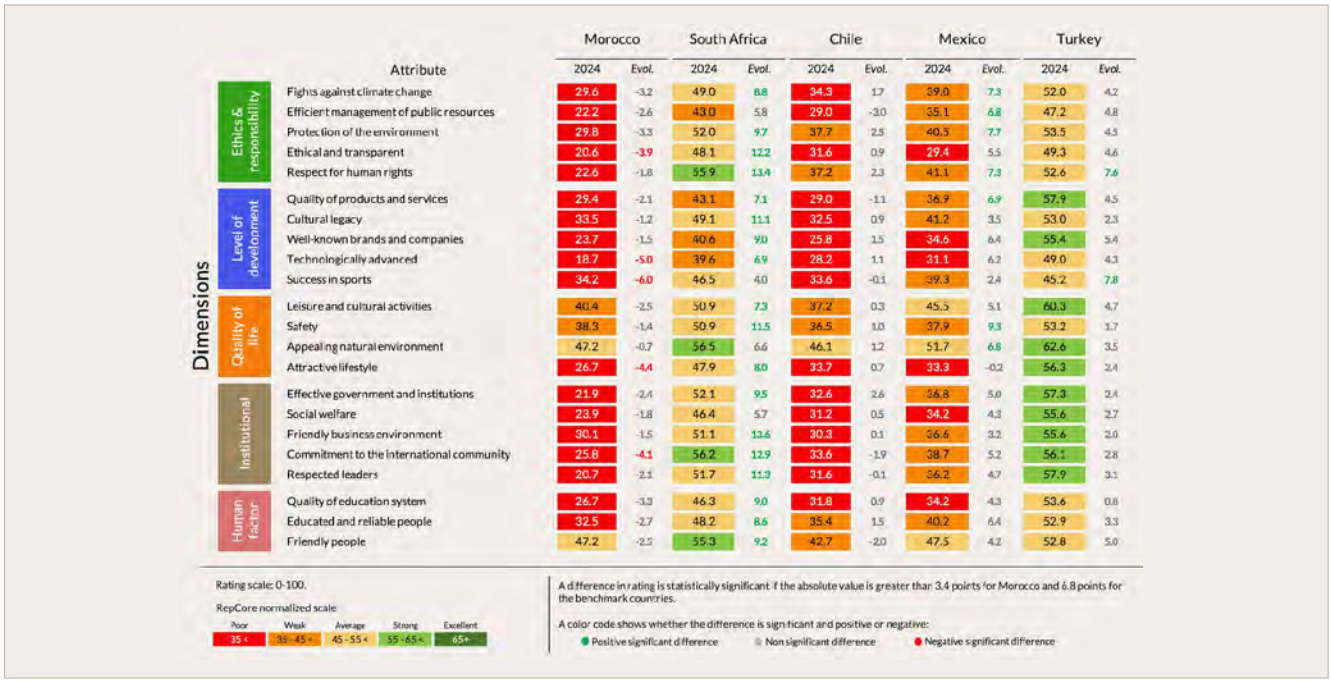
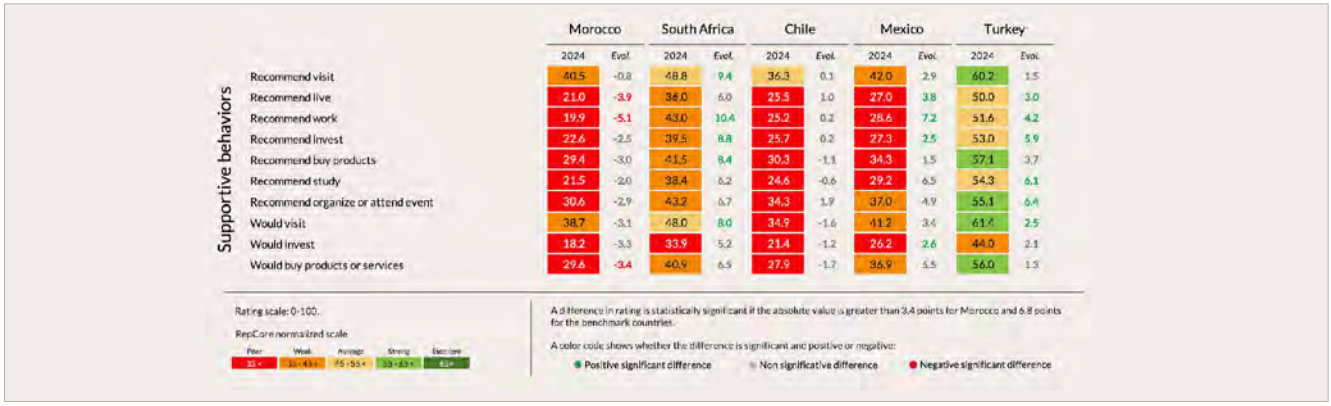


Figure 141: *Evolution of supportive attitudes towards Morocco and the benchmark countries between 2023 and 2024*



The reputation of Morocco and the benchmark countries in Mexico

Figure 142: *RepScore indicator for Morocco and benchmark countries in 2024*

Figure 143: *Evolution between 2023 and 2024 of the scores of the attributes for Morocco and benchmark countries*

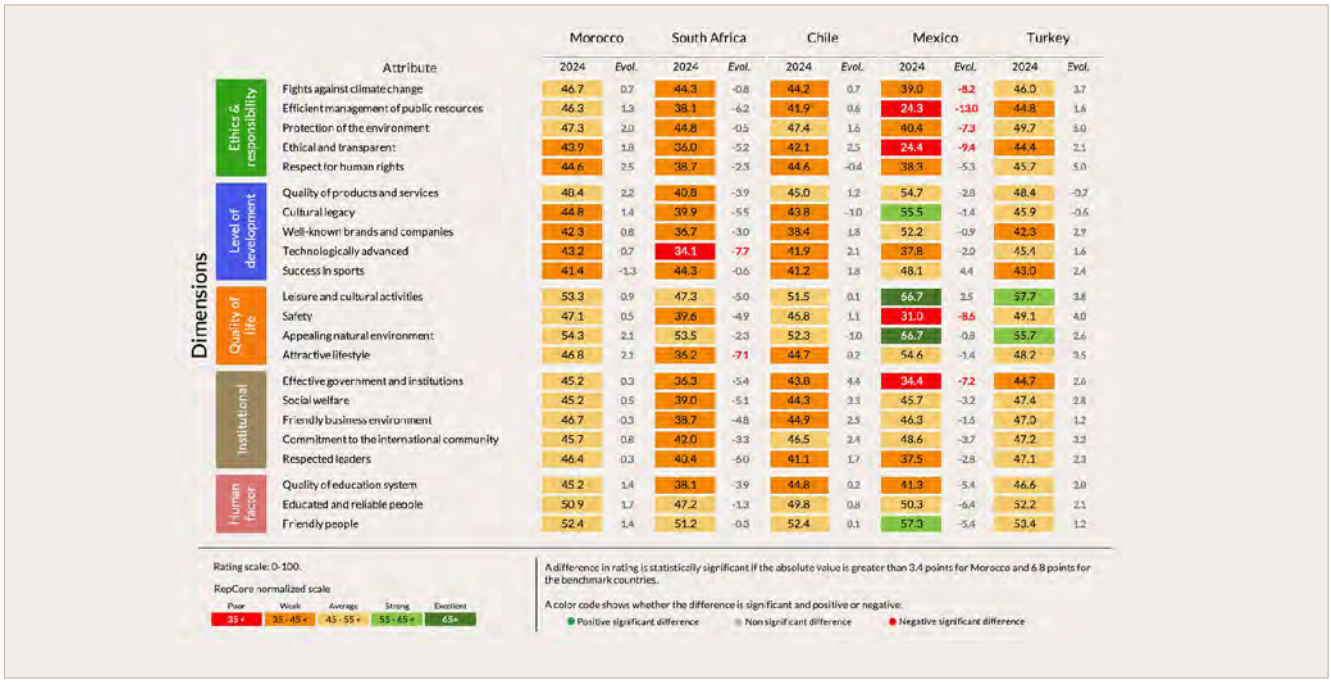
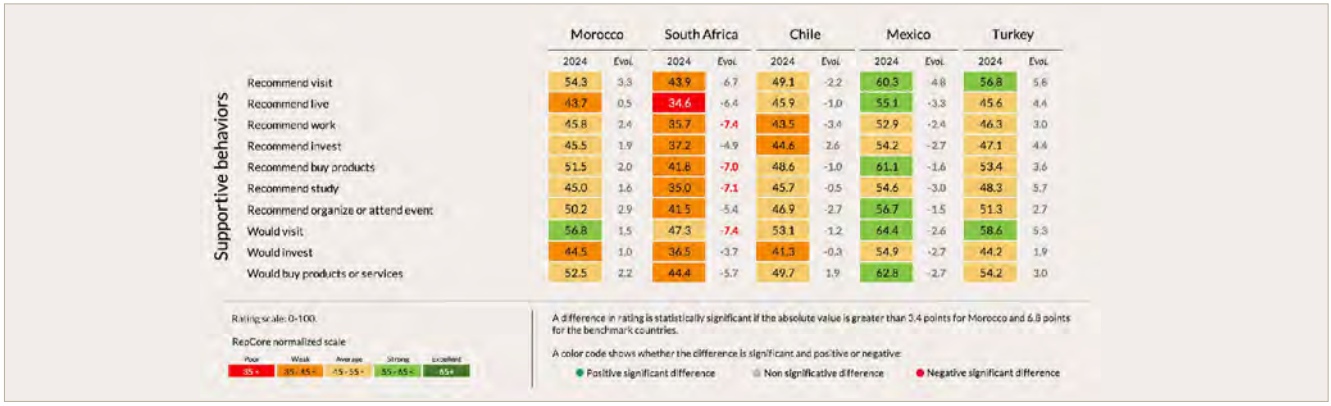


Figure 144: *Evolution of supportive attitudes towards Morocco and the benchmark countries between 2023 and 2024*



The reputation of Morocco and the benchmark countries in Brazil

Figure 145: *RepScore indicator for Morocco and benchmark countries in 2024*

Figure 146: *Evolution between 2023 and 2024 of the scores of the attributes for Morocco and benchmark countries*

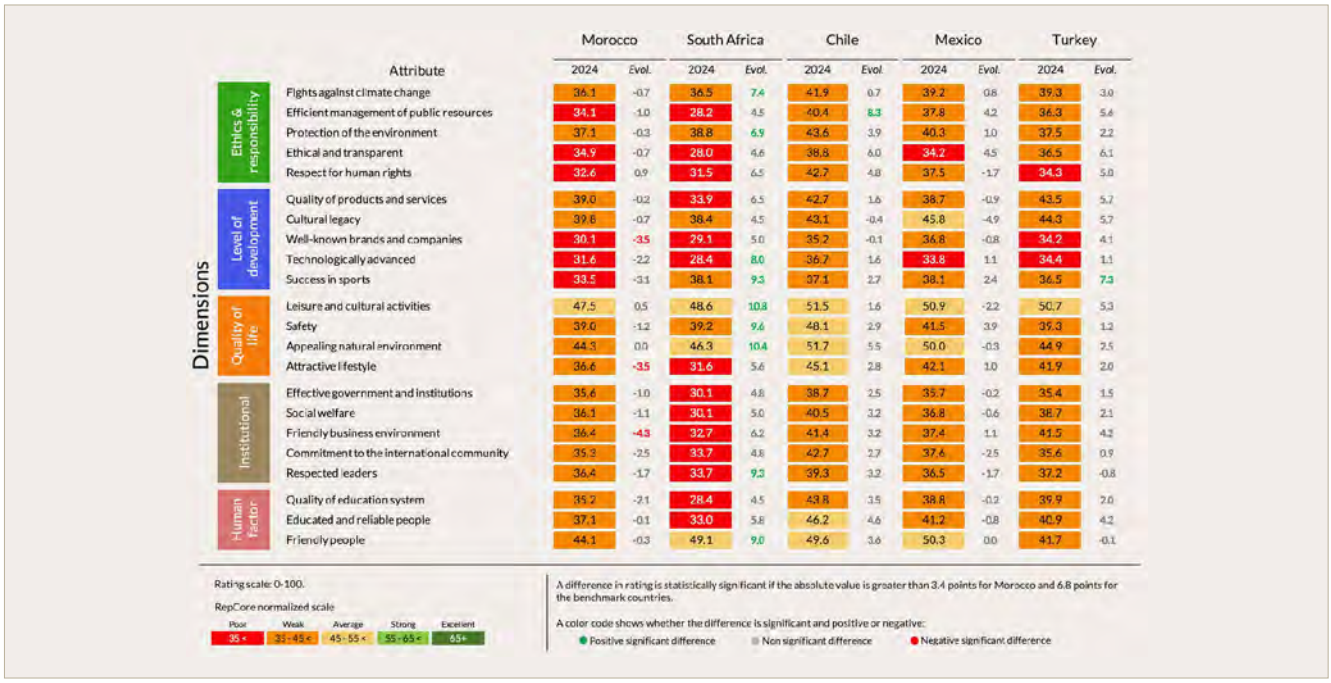
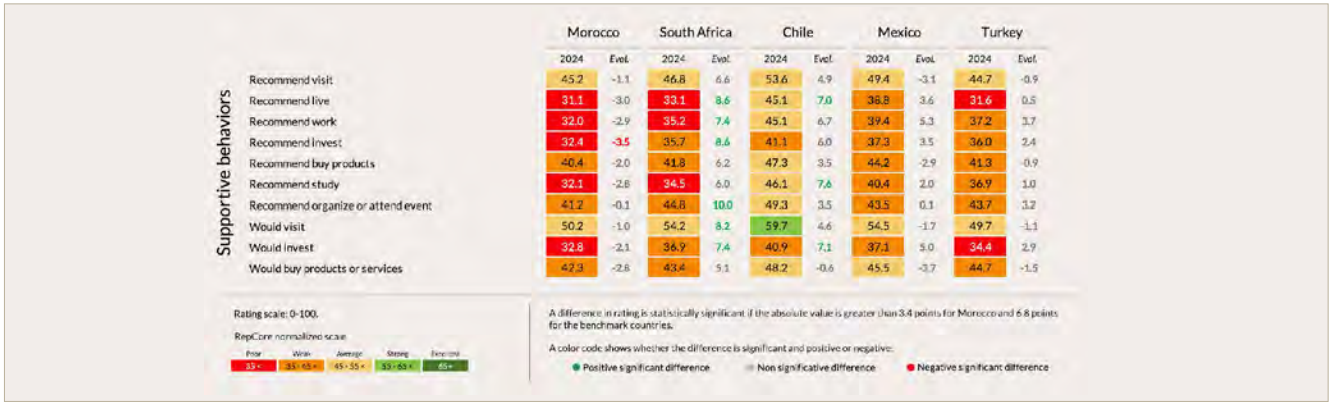


Figure 147: *Evolution of supportive attitudes towards Morocco and the benchmark countries between 2023 and 2024*



The reputation of Morocco and the benchmark countries in Chile

Figure 148: *RepScore indicator for Morocco and benchmark countries in 2024*

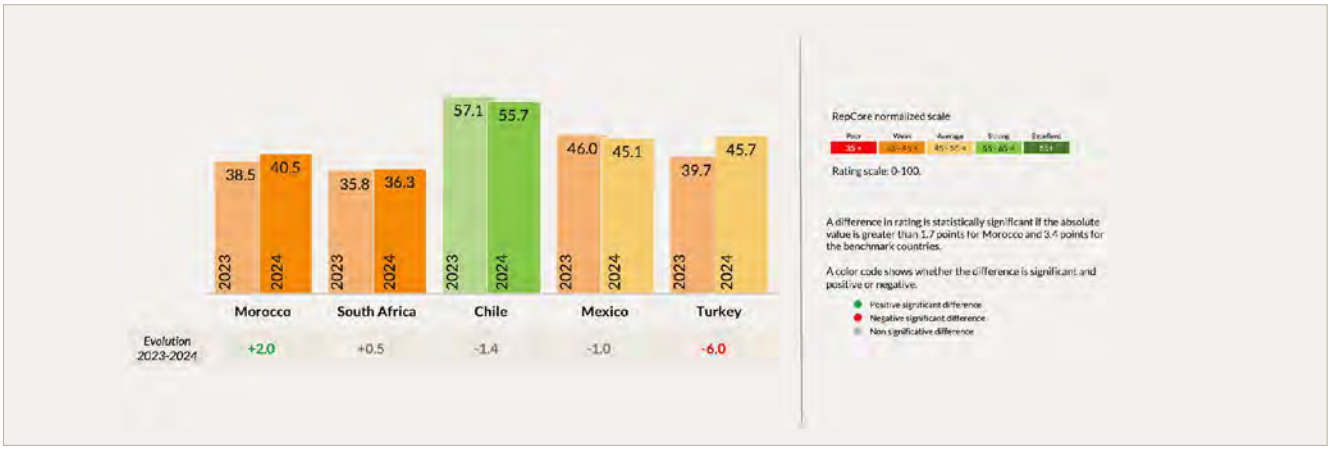


Figure 149: *Evolution between 2023 and 2024 of the scores of the attributes for Morocco and benchmark countries*

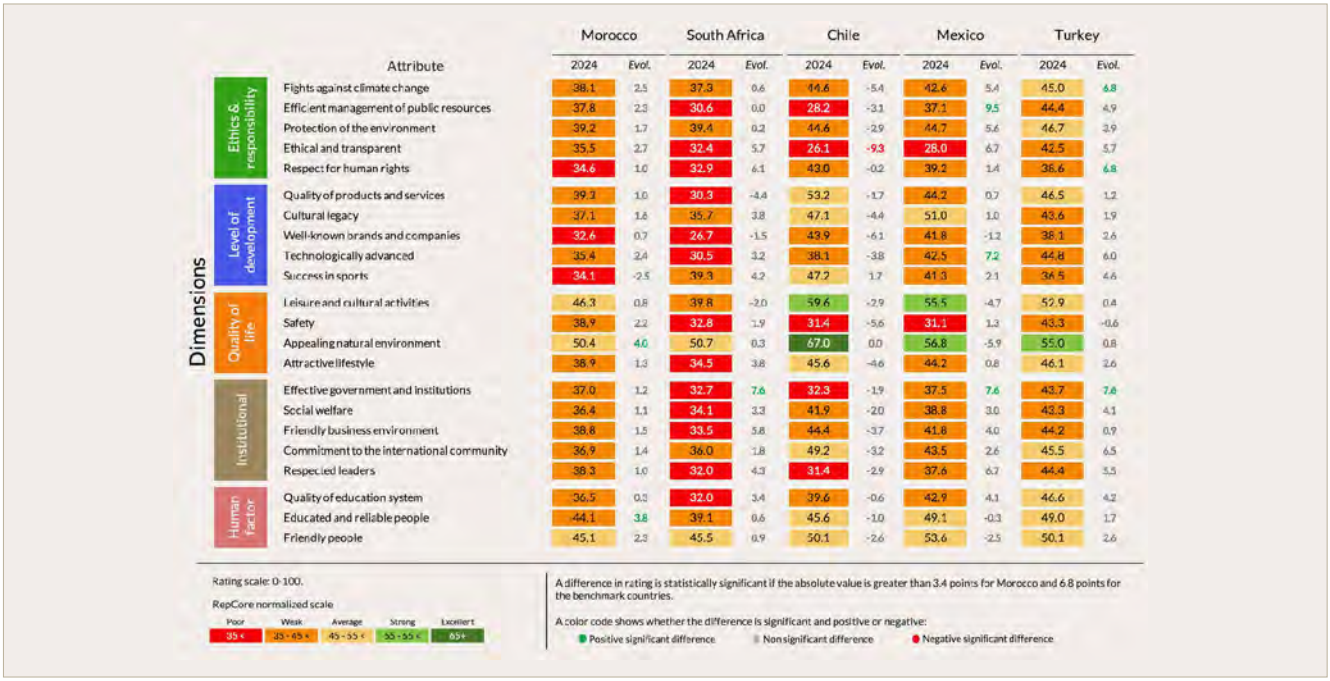
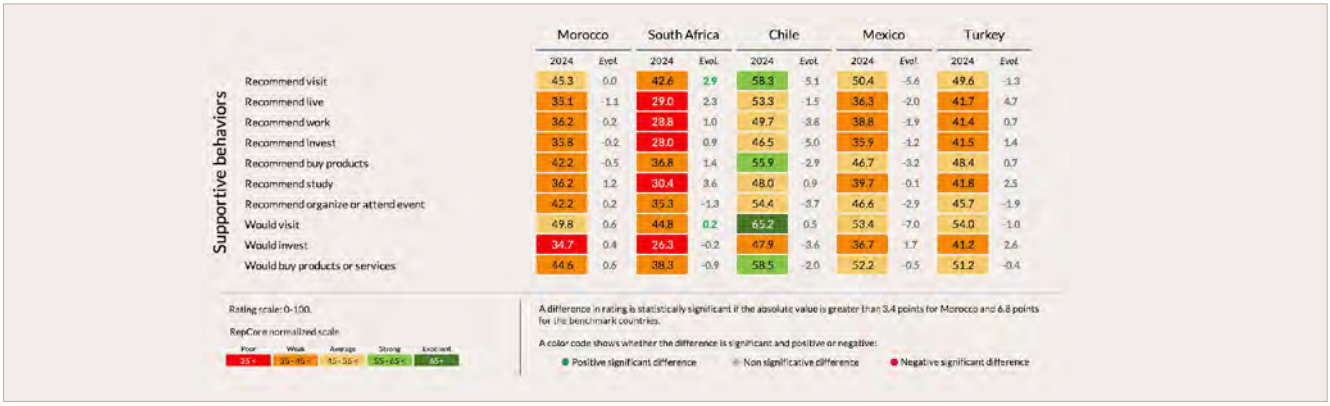


Figure 150: *Evolution of supportive attitudes towards Morocco and the benchmark countries between 2023 and 2024*

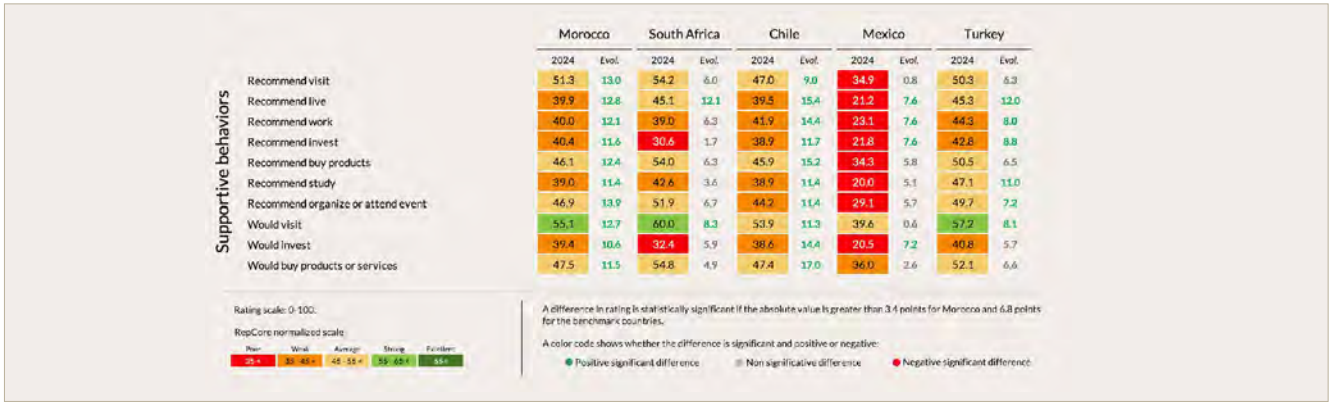


The reputation of Morocco and the benchmark countries in South Africa

Figure 151: *RepScore indicator for Morocco and benchmark countries in 2024*

Figure 152: *Evolution between 2023 and 2024 of the scores of the attributes for Morocco and benchmark countries*

Figure 153: *Evolution of supportive attitudes towards Morocco and the benchmark countries between 2023 and 2024*



Réputation du Maroc et des pays cibles au Kenya

Figure 154: *RepScore indicator for Morocco and benchmark countries in 2024*

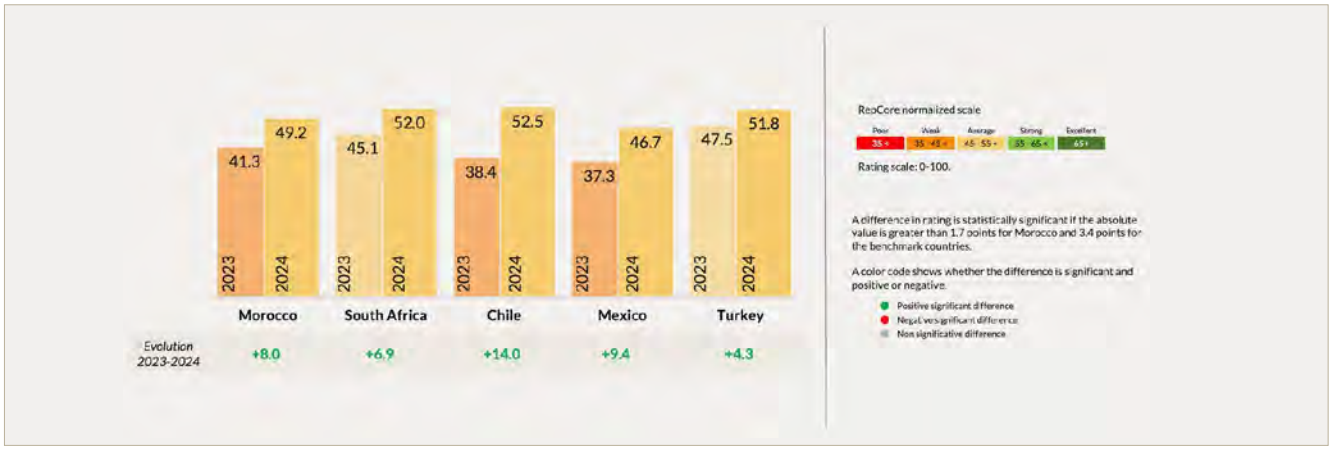


Figure 155: *Evolution between 2023 and 2024 of the scores of the attributes for Morocco and benchmark countries*

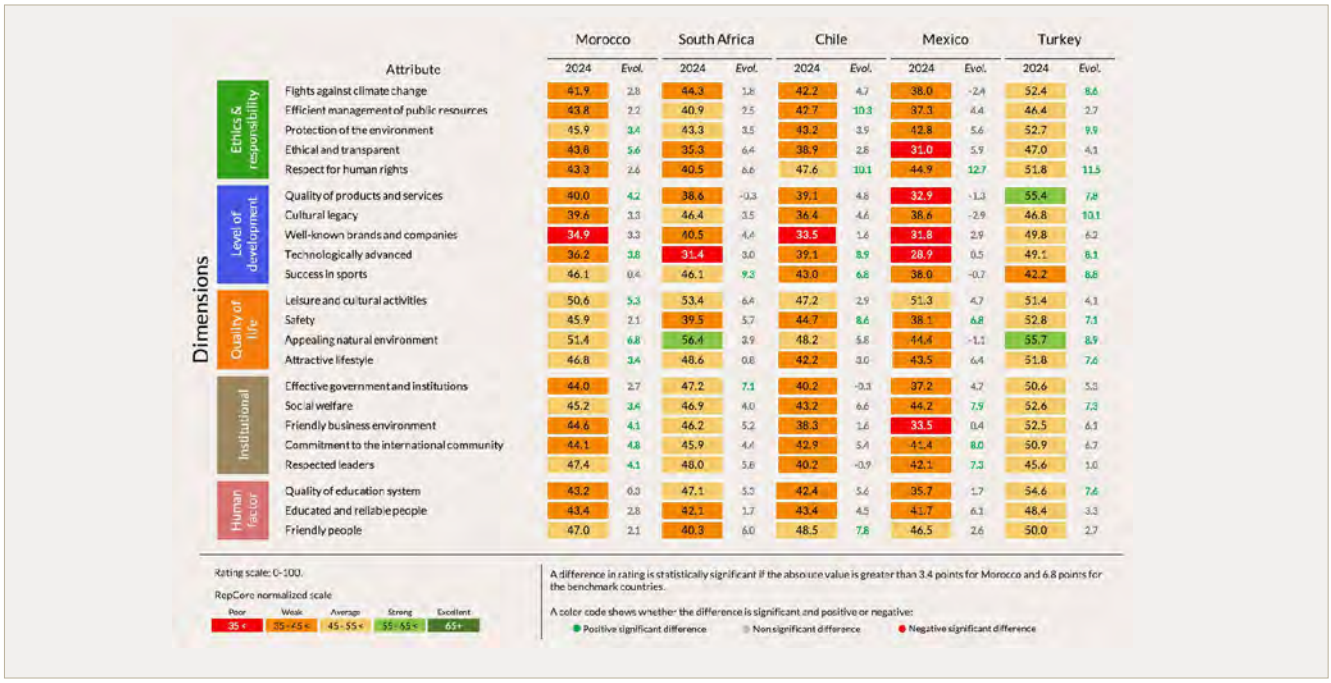
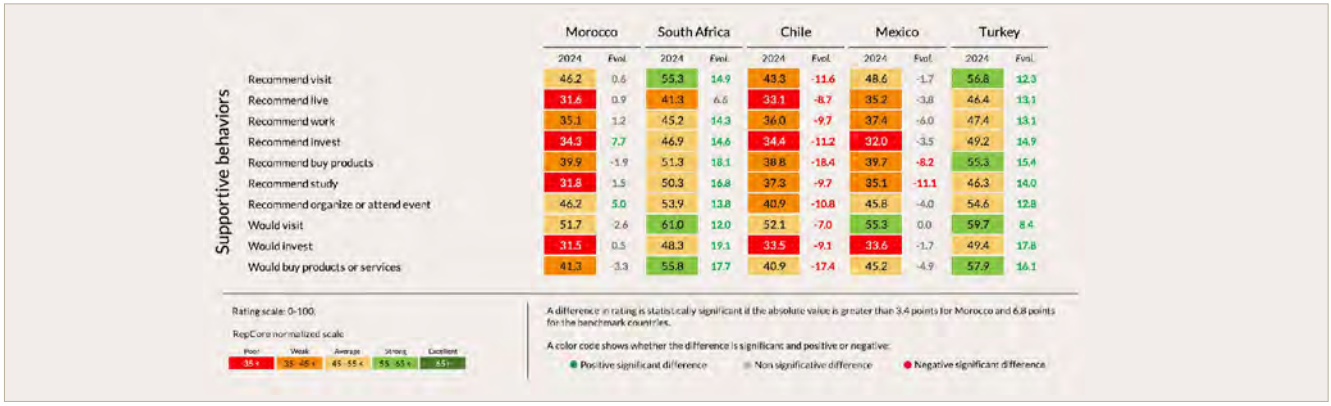


Figure 156: *Evolution of supportive attitudes towards Morocco and the benchmark countries between 2023 and 2024*



The reputation of Morocco and the benchmark countries in Nigeria

Figure 157: *RepScore indicator for Morocco and benchmark countries in 2024*

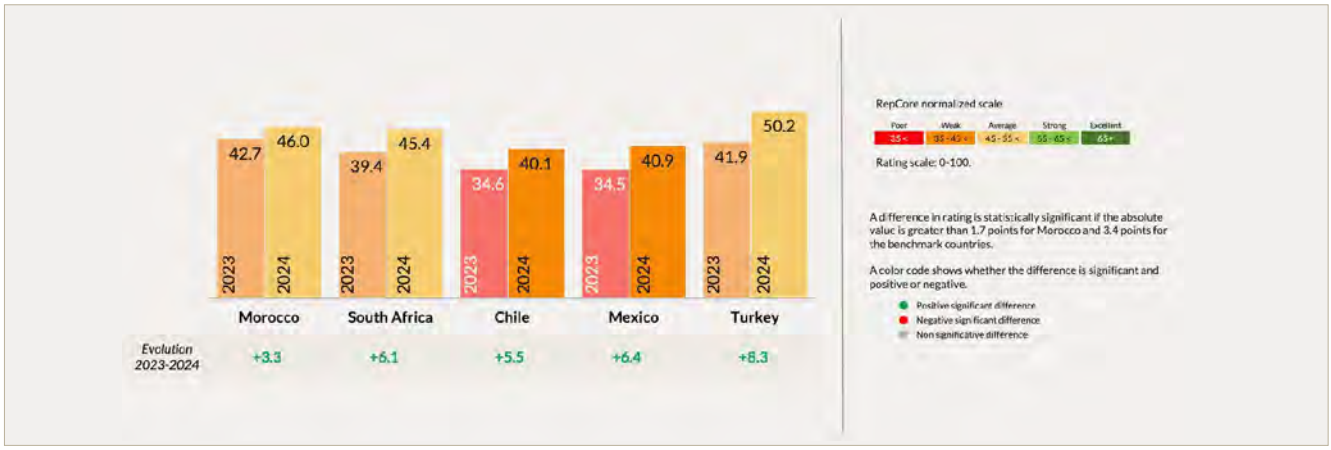


Figure 158: *Evolution between 2023 and 2024 of the scores of the attributes for Morocco and benchmark countries*

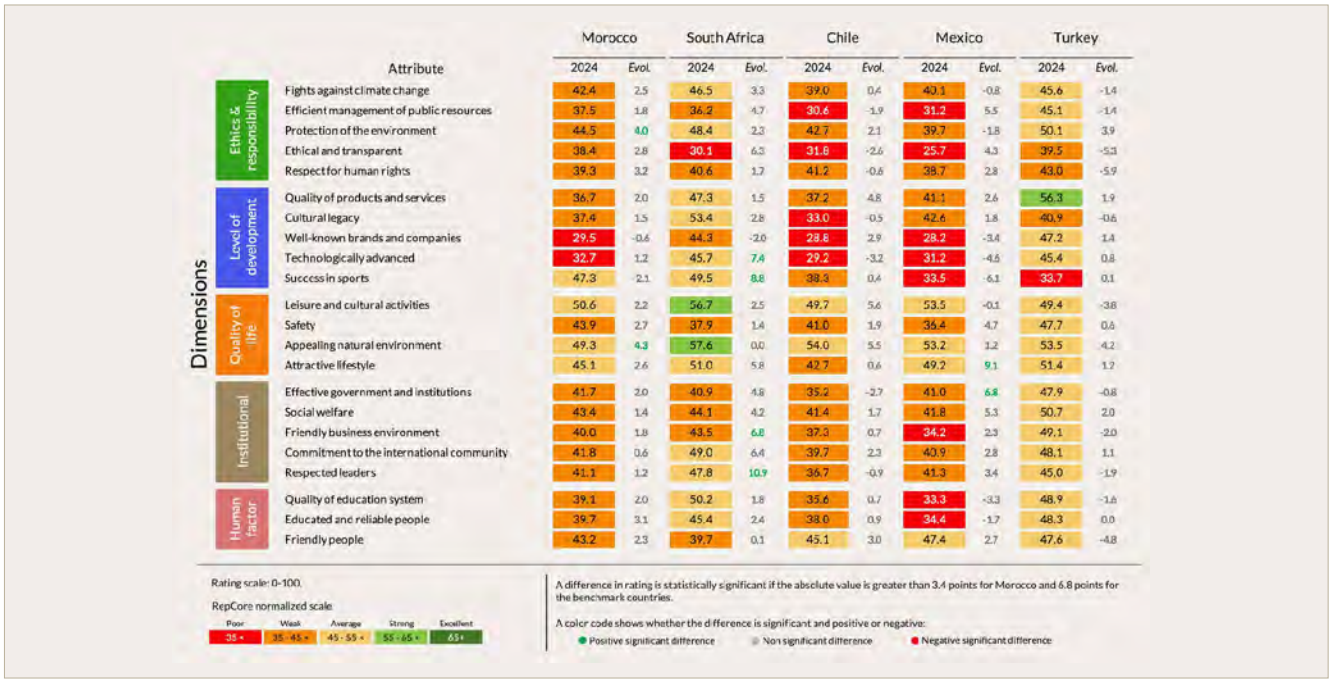
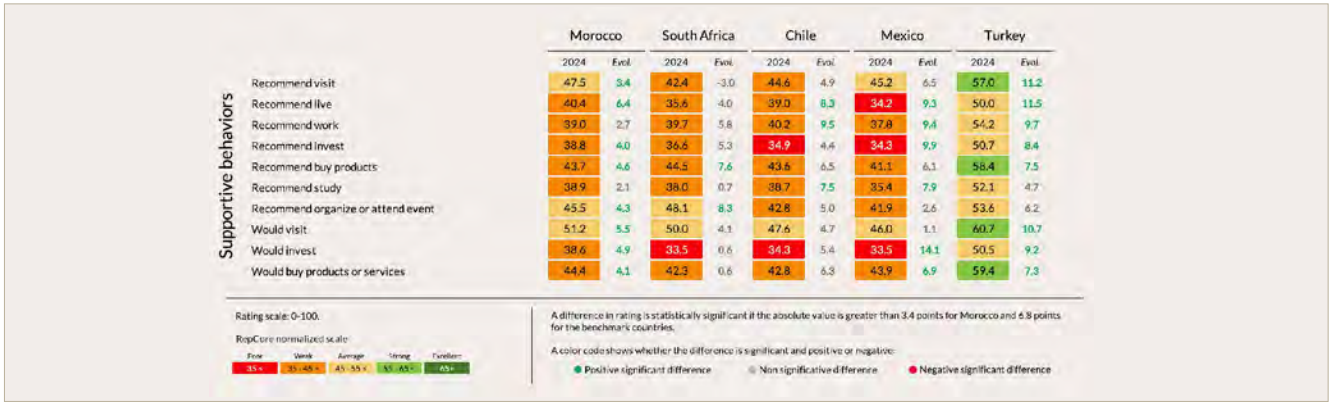


Figure 159: *Evolution of supportive attitudes towards Morocco and the benchmark countries between 2023 and 2024*



The reputation of Morocco and the benchmark countries in China

Figure 160: *RepScore indicator for Morocco and benchmark countries in 2024*

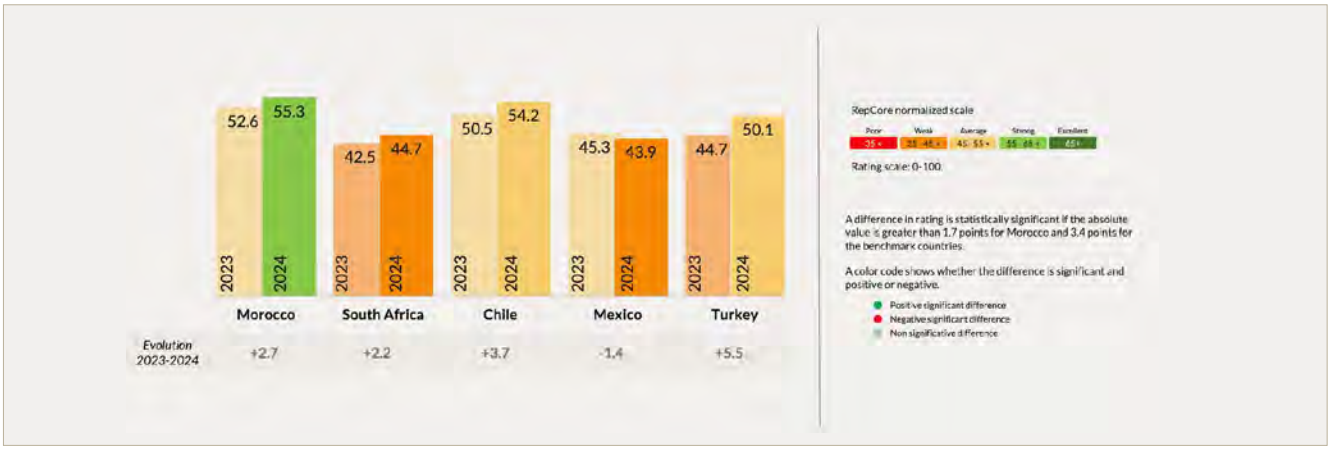
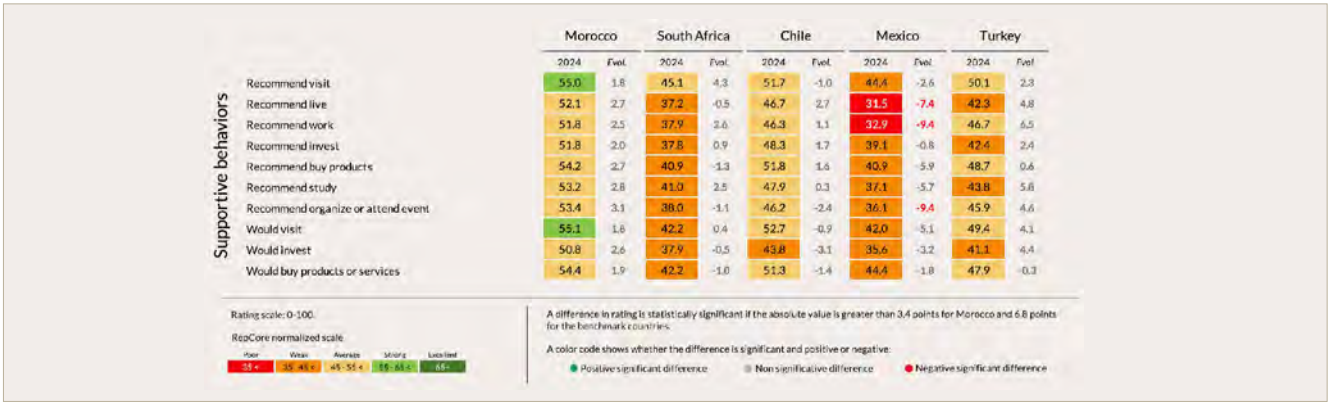


Figure 161: *Evolution between 2023 and 2024 of the scores of the attributes for Morocco and benchmark countries*

Dimensions	Attribute	Morocco 2024	Morocco Evol.	South Africa 2024	South Africa Evol.	Chile 2024	Chile Evol.	Mexico 2024	Mexico Evol.	Turkey 2024	Turkey Evol.
Ethics & responsibility	Fights against climate change	54.3	2.4	44.2	-1.4	51.8	1.2	42.6	-5.1	51.5	6.9
	Efficient management of public resources	53.5	0.3	42.0	-1.6	49.8	0.1	44.5	-2.7	50.0	2.9
	Protection of the environment	55.2	1.0	45.0	1.8	53.9	0.9	45.5	-1.7	50.5	0.8
	Ethical and transparent	53.7	1.8	43.3	3.3	50.1	2.1	38.0	-7.0	48.2	1.1
	Respect for human rights	55.1	2.2	44.6	2.5	53.4	2.4	44.1	-2.7	49.7	3.4
Level of development	Quality of products and services	53.8	1.9	44.0	4.0	53.7	3.6	41.4	-3.5	48.2	2.2
	Cultural legacy	53.9	2.3	45.4	4.2	49.7	1.7	43.1	-1.5	49.9	3.6
	Well-known brands and companies	52.6	2.2	42.9	2.1	51.0	2.8	41.1	-4.1	48.2	2.1
	Technologically advanced	52.0	2.0	40.0	-1.7	47.6	0.4	40.7	-5.1	49.2	3.6
	Success in sports	53.0	1.3	47.3	2.9	50.0	-0.5	44.3	-4.1	50.5	5.7
Quality of life	Leisure and cultural activities	55.9	2.0	46.1	2.4	54.6	3.6	49.4	0.5	53.0	3.4
	Safety	55.0	2.4	41.1	0.0	53.6	4.6	41.5	-1.4	50.2	3.7
	Appealing natural environment	56.7	1.7	49.5	1.6	56.2	1.7	48.8	-4.7	53.5	0.1
	Attractive lifestyle	55.2	2.1	45.0	4.8	52.1	2.5	44.7	0.7	52.7	5.0
Institutional	Effective government and institutions	54.7	1.9	43.3	0.4	54.6	5.6	39.6	-4.8	51.0	4.7
	Social welfare	54.8	2.1	45.0	1.2	53.7	4.1	43.6	0.5	51.3	4.9
	Friendly business environment	54.1	1.5	44.8	3.7	53.8	4.1	41.4	-4.8	48.2	-0.7
	Commitment to the international community	53.6	1.0	43.7	0.6	53.0	2.2	44.4	0.4	50.1	3.9
	Respected leaders	54.2	1.8	45.5	-0.4	51.0	0.4	41.7	-3.2	50.6	3.9
Human Factor	Quality of education system	52.9	2.0	43.2	3.6	50.5	1.2	44.0	-1.7	50.0	3.0
	Educated and reliable people	53.8	2.0	40.9	0.3	54.6	6.0	40.9	-3.7	48.8	4.1
	Friendly people	55.2	1.5	47.1	-1.1	53.9	1.5	47.4	1.6	51.2	0.9

Figure 162: *Evolution of supportive attitudes towards Morocco and the benchmark countries between 2023 and 2024*



	Morocco 2024	Morocco Evol.	South Africa 2024	South Africa Evol.	Chile 2024	Chile Evol.	Mexico 2024	Mexico Evol.	Turkey 2024	Turkey Evol.
Recommend visit	55.0	1.8	45.1	4.3	51.7	-1.0	44.4	-2.6	50.1	2.3
Recommend live	52.1	2.7	37.2	-0.5	46.7	2.7	31.5	-7.4	42.3	4.8
Recommend work	51.8	2.5	37.9	2.6	46.3	1.1	32.9	-9.4	46.7	6.5
Recommend invest	51.8	2.0	37.8	0.9	48.3	1.7	39.1	-0.8	42.4	2.4
Recommend buy products	54.2	2.7	40.9	-1.3	51.8	1.6	40.9	-5.9	48.7	0.6
Recommend study	53.2	2.8	41.0	2.5	47.9	0.3	37.1	-5.7	43.8	5.8
Recommend organize or attend event	53.4	3.1	38.0	-1.1	46.2	-2.4	36.1	-9.4	45.9	4.6
Would visit	55.1	1.8	42.2	0.4	52.7	-0.9	42.0	-5.1	49.4	4.1
Would invest	50.8	2.6	37.9	-0.5	43.8	-3.1	35.6	-3.2	41.1	4.4
Would buy products or services	54.4	1.9	42.2	-1.0	51.3	-1.4	44.4	-1.8	47.9	-0.3

The reputation of Morocco and the benchmark countries in South Korea

Figure 163: *RepScore indicator for Morocco and benchmark countries in 2024*

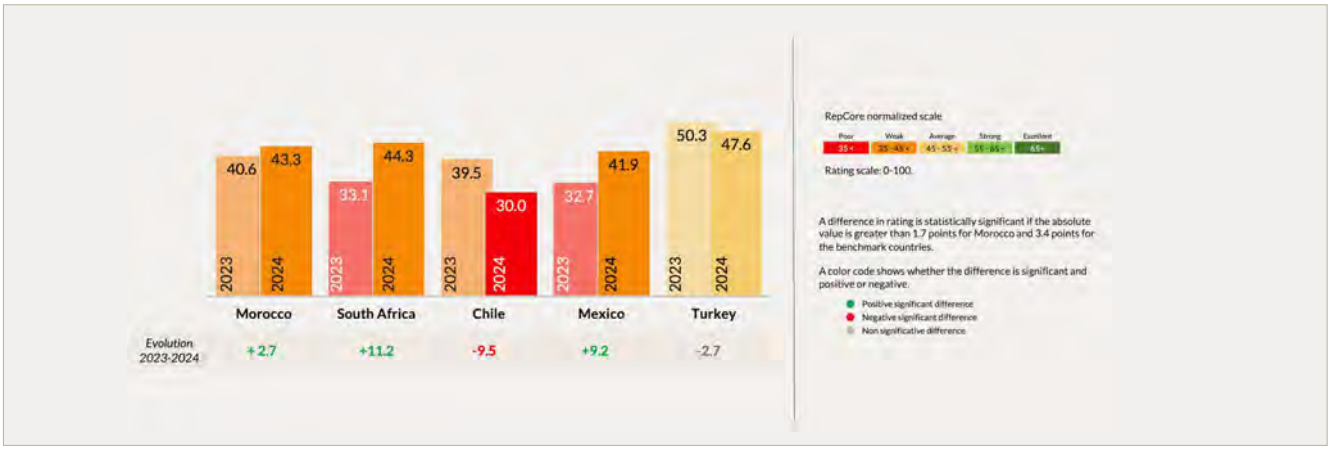


Figure 164: *Evolution between 2023 and 2024 of the scores of the attributes for Morocco and benchmark countries*

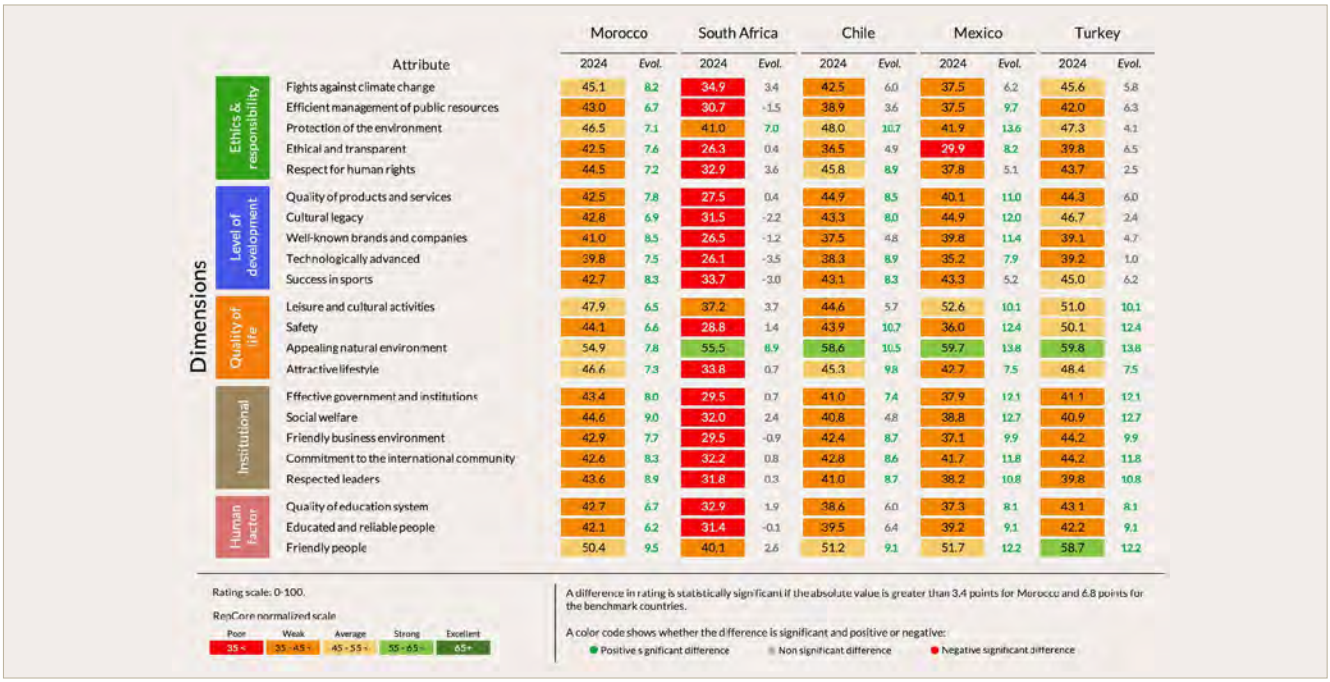
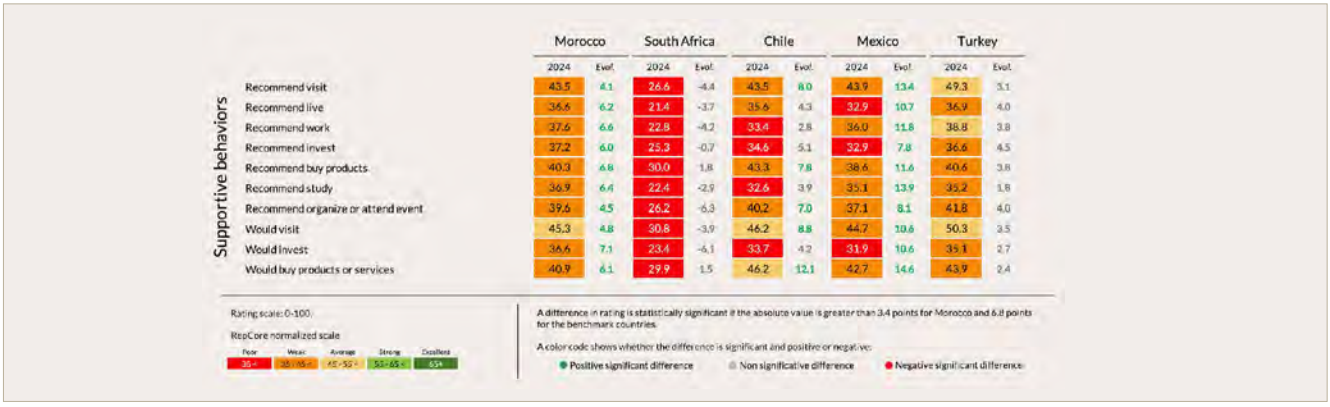


Figure 165: *Evolution of supportive attitudes towards Morocco and the benchmark countries between 2023 and 2024*



The reputation of Morocco and the benchmark countries in India

Figure 166: *RepScore indicator for Morocco and benchmark countries in 2024*

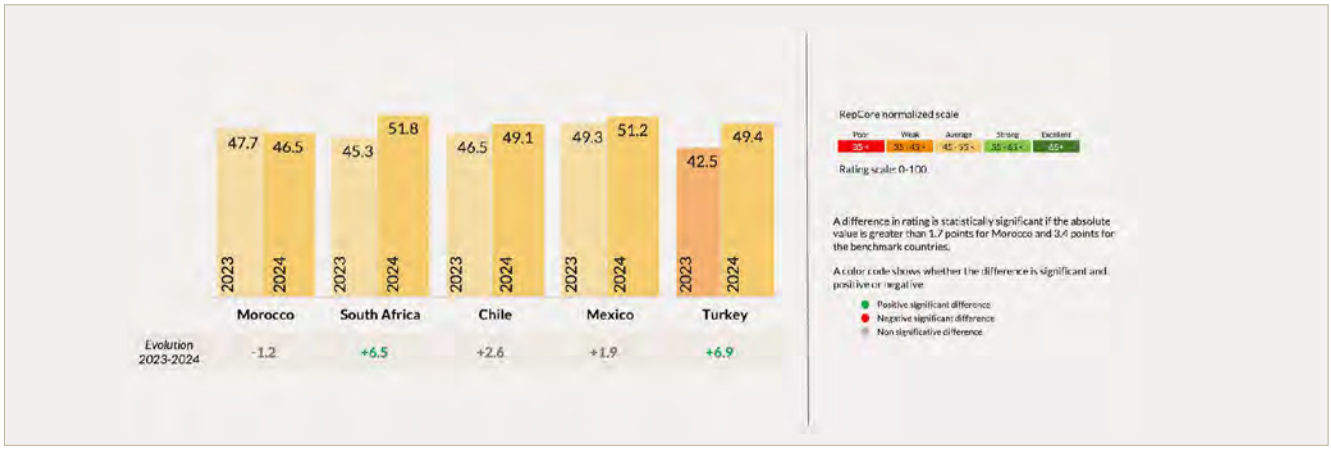
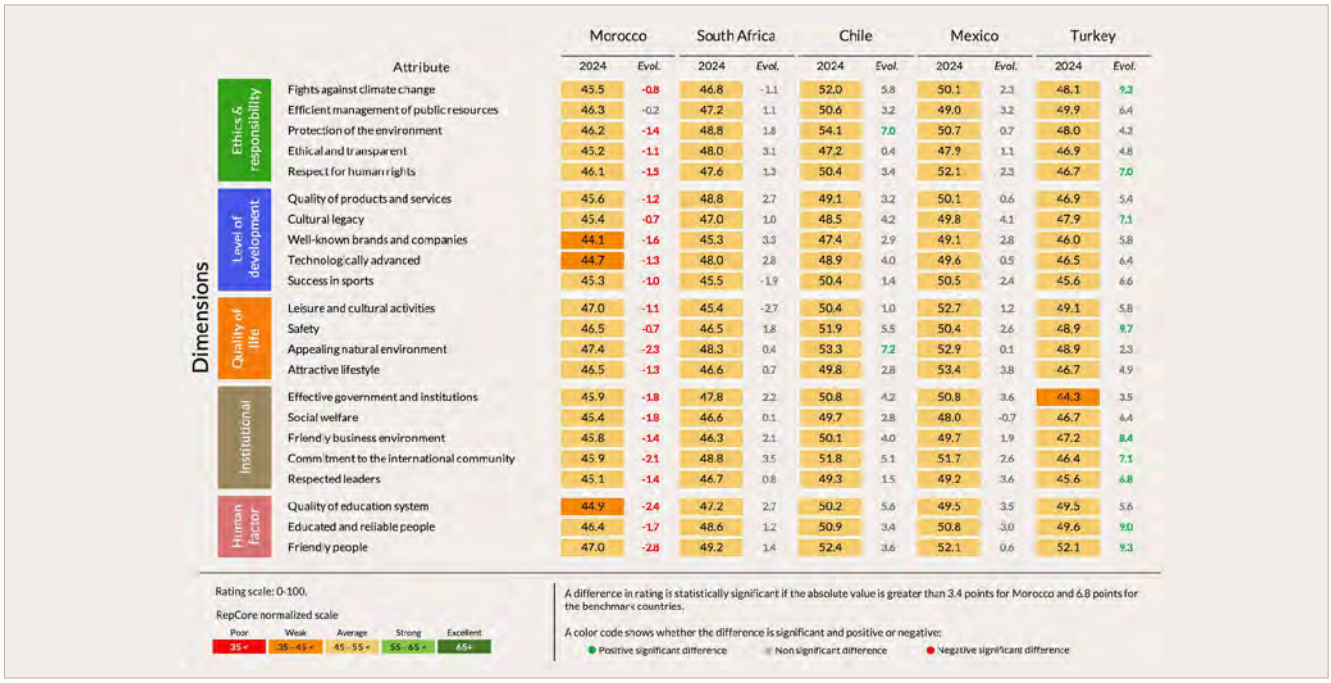
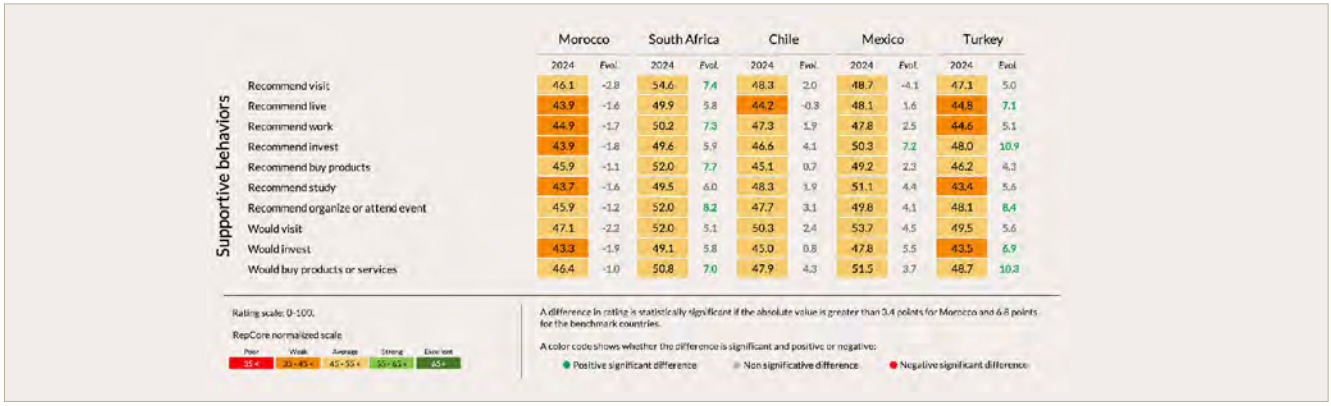


Figure 167: *Evolution between 2023 and 2024 of the scores of the attributes for Morocco and benchmark countries*



Dimensions	Attribute	Morocco 2024	Morocco Evol.	South Africa 2024	South Africa Evol.	Chile 2024	Chile Evol.	Mexico 2024	Mexico Evol.	Turkey 2024	Turkey Evol.
Ethics & responsibility	Fights against climate change	45.5	-0.8	46.8	-1.1	52.0	5.8	50.1	2.3	48.1	9.3
	Efficient management of public resources	46.3	-0.2	47.2	1.1	50.6	3.2	49.0	3.2	49.9	6.4
	Protection of the environment	46.2	-1.4	48.8	1.8	54.1	7.0	50.7	0.7	48.0	4.3
	Ethical and transparent	45.2	-1.1	48.0	3.1	47.2	0.4	47.9	1.1	46.9	4.8
	Respect for human rights	46.1	-1.5	47.6	1.3	50.4	3.4	52.1	2.3	46.7	7.0
Level of development	Quality of products and services	45.6	-1.2	48.8	2.7	49.1	3.2	50.1	0.6	46.9	5.4
	Cultural legacy	45.4	-0.7	47.0	1.0	48.5	4.2	49.8	4.1	47.9	7.1
	Well-known brands and companies	44.1	-1.6	45.3	3.3	47.4	2.9	49.1	2.8	46.0	5.8
	Technologically advanced	44.7	-1.3	48.0	2.8	48.9	4.0	49.6	0.5	46.5	6.4
	Success in sports	45.3	-1.0	45.5	-1.9	50.4	1.4	50.5	2.4	45.6	6.6
Quality of life	Leisure and cultural activities	47.0	-1.1	45.4	-2.7	50.4	1.0	52.7	1.2	49.1	5.8
	Safety	46.5	-0.7	46.5	1.8	51.9	5.5	50.4	2.6	48.9	9.7
	Appealing natural environment	47.4	-2.3	48.3	0.4	53.3	7.2	52.9	0.1	48.9	2.3
	Attractive lifestyle	46.5	-1.3	46.6	0.7	49.8	2.8	53.4	3.8	46.7	4.9
Institutional	Effective government and institutions	45.9	-1.8	47.8	2.2	50.8	4.2	50.8	3.6	44.3	3.5
	Social welfare	45.4	-1.8	46.6	0.1	49.7	2.8	48.0	-0.7	46.7	6.4
	Friendly business environment	45.8	-1.4	46.3	2.1	50.1	4.0	49.7	1.9	47.2	8.4
	Commitment to the international community	45.9	-2.1	48.8	3.5	51.8	5.1	51.7	2.6	46.4	7.1
	Respected leaders	45.1	-1.4	46.7	0.8	49.3	1.5	49.2	3.6	45.6	6.8
Human factor	Quality of education system	44.9	-2.4	47.2	2.7	50.2	5.6	49.5	3.5	49.5	5.6
	Educated and reliable people	46.4	-1.7	48.6	1.2	50.9	3.4	50.8	3.0	49.6	9.0
	Friendly people	47.0	-2.8	49.2	1.4	52.4	3.6	52.1	0.6	52.1	9.3

Figure 168: *Evolution of supportive attitudes towards Morocco and the benchmark countries between 2023 and 2024*



Supportive behaviors	Morocco 2024	Morocco Evol.	South Africa 2024	South Africa Evol.	Chile 2024	Chile Evol.	Mexico 2024	Mexico Evol.	Turkey 2024	Turkey Evol.
Recommend visit	46.1	-2.8	54.6	7.4	48.3	2.0	48.7	-4.1	47.1	5.0
Recommend live	43.9	-1.6	49.9	5.8	44.2	-0.3	48.1	1.6	44.8	7.1
Recommend work	44.9	-1.7	50.2	7.3	47.3	1.9	47.8	2.5	44.6	5.1
Recommend invest	43.9	-1.8	49.6	5.9	46.6	4.1	50.3	7.2	48.0	10.9
Recommend buy products	45.9	-1.1	52.0	7.7	45.1	0.7	49.2	2.3	46.2	4.3
Recommend study	43.7	-1.6	49.5	6.0	48.3	3.9	51.1	4.4	43.4	5.6
Recommend organize or attend event	45.9	-1.2	52.0	8.2	47.7	3.1	49.8	4.1	48.1	8.4
Would visit	47.1	-2.2	52.0	5.1	50.3	2.4	53.7	4.5	49.5	5.6
Would invest	43.3	-1.9	49.1	5.8	45.0	0.8	47.8	5.5	43.5	6.9
Would buy products or services	46.4	-1.0	50.8	7.0	47.9	4.3	51.5	3.7	48.7	10.3

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