

YouGov International - American cultural influence

Sample Size: 1739 Adults in GB / 1026 Adults in France / 1999 Adults in Germany / 1020 Adults in Denmark / 1004 Adults in Sweden / 1057 Adults in Spain / 1008 Adults in Italy / 1036 Adults in Australia / 1975 Adults in Singapore
Fieldwork: 9th - 26th June 2022

	Country								
	Britain	France	Germany	Denmark	Sweden	Spain	Italy	Australia	Singapore
Weighted Sample	1739	1026	1999	1020	1004	1057	1008	1036	1975
Unweighted Sample	1739	1026	1999	1020	1004	1057	1008	1036	2012
	%	%	%	%	%	%	%	%	%
	9-10 Jun	14-15 Jun	14-16 Jun	14-16 Jun	14-17 Jun	15-17 Jun	15-23 Jun	21-26 Jun	30 Jun - 6 Jul

How much American cultural influence would you say there is on each of the following things in your country?

TV

A great deal	40	45	26	29	40	29	27	59	23
A moderate amount	37	33	33	40	36	44	46	27	38
TOTAL A GREAT DEAL/ A FAIR AMOUNT	77	78	59	69	76	73	73	85	61
A small amount	14	11	18	18	13	21	16	10	23
None at all	1	5	8	4	1	2	4	1	8
TOTAL A SMALL AMOUNT/ NONE AT ALL	15	16	26	22	14	23	20	11	30
Don't know	8	7	16	9	10	3	7	4	9

Movies

A great deal	55	49	35	37	49	35	36	65	30
A moderate amount	28	29	31	36	33	43	41	24	36
TOTAL A GREAT DEAL/ A FAIR AMOUNT	83	78	66	73	82	78	77	89	66
A small amount	7	10	14	14	8	17	14	6	20
None at all	1	5	6	4	2	3	3	2	7
TOTAL A SMALL AMOUNT/ NONE AT ALL	8	15	20	18	10	20	17	8	27
Don't know	8	7	14	9	8	3	6	3	7

Music

A great deal	21	34	31	31	38	22	26	53	31
A moderate amount	39	36	33	36	38	43	39	33	38
TOTAL A GREAT DEAL/ A FAIR AMOUNT	60	70	64	67	76	65	65	86	68
A small amount	26	16	16	19	13	27	24	9	20
None at all	4	7	7	6	2	4	5	1	5
TOTAL A SMALL AMOUNT/ NONE AT ALL	30	23	23	25	15	31	29	10	25
Don't know	10	7	13	9	9	3	7	3	7

News media

A great deal	12	32	17	14	14	14	18	22	19
A moderate amount	35	33	31	39	44	38	42	42	40
TOTAL A GREAT DEAL/ A FAIR AMOUNT	47	65	48	53	58	52	60	64	59
A small amount	36	19	25	33	28	37	25	29	28
None at all	6	6	8	4	3	5	4	3	6
TOTAL A SMALL AMOUNT/ NONE AT ALL	42	25	33	37	31	42	29	32	34
Don't know	11	10	19	9	10	5	11	5	7

Brands people use/shop with

A great deal	20	33	18	21	30	24	22	29	24
A moderate amount	39	35	34	41	43	45	42	43	42
TOTAL A GREAT DEAL/ A FAIR AMOUNT	59	68	52	62	73	69	64	72	66
A small amount	25	16	24	22	15	23	23	20	22
None at all	4	7	7	4	2	5	3	3	5
TOTAL A SMALL AMOUNT/ NONE AT ALL	29	23	31	26	17	28	26	23	27
Don't know	12	10	17	11	10	4	10	5	7

Language and the way people talk

A great deal	16	20	18	22	29	15	21	20	21
A moderate amount	35	33	32	41	38	36	40	32	39
TOTAL A GREAT DEAL/ A FAIR AMOUNT	51	53	50	63	67	51	61	51	60
A small amount	32	26	26	23	20	35	26	34	28
None at all	9	12	9	5	2	10	6	10	7
TOTAL A SMALL AMOUNT/ NONE AT ALL	41	38	35	28	22	45	32	45	35
Don't know	9	9	15	8	10	4	7	4	5

Sports

A great deal	6	14	7	7	13	10	11	13	12
A moderate amount	22	33	23	22	32	31	31	29	36
TOTAL A GREAT DEAL/ A FAIR AMOUNT	28	47	30	29	45	41	42	43	49
A small amount	42	28	34	42	35	44	37	40	32
None at all	12	13	16	12	4	9	10	11	9
TOTAL A SMALL AMOUNT/ NONE AT ALL	54	41	50	54	39	53	47	51	41
Don't know	19	11	19	17	16	5	12	6	10

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Unweighted Sample	1739	1026	1999	1020	1004	1057	1008	1036	2012
	%	%	%	%	%	%	%	%	%
Food									
A great deal	14	7	9	8	11	11	10	14	15
A moderate amount	33	22	31	25	34	38	28	36	39
TOTAL A GREAT DEAL/ A FAIR AMOUNT	47	29	40	33	45	49	38	50	55
A small amount	37	29	30	45	39	36	40	37	33
None at all	8	35	15	14	7	12	16	9	8
TOTAL A SMALL AMOUNT/ NONE AT ALL	45	64	45	59	46	48	56	46	40
Don't know	8	7	15	9	10	2	7	4	5
Political culture									
A great deal	7	14	9	9	10	10	12	15	10
A moderate amount	24	28	23	25	31	26	25	29	30
TOTAL A GREAT DEAL/ A FAIR AMOUNT	31	42	32	34	41	36	37	44	40
A small amount	37	29	30	40	37	42	37	36	36
None at all	15	18	18	12	6	16	12	13	12
TOTAL A SMALL AMOUNT/ NONE AT ALL	52	47	48	52	43	58	49	49	49
Don't know	17	11	20	14	16	6	13	8	11
Christmas									
A great deal	16	14	10	4	13	20	13	20	26
A moderate amount	29	24	20	15	31	40	29	32	38
TOTAL A GREAT DEAL/ A FAIR AMOUNT	45	38	30	19	44	60	42	52	64
A small amount	30	22	28	36	34	25	32	28	25
None at all	14	28	24	35	10	10	15	13	6
TOTAL A SMALL AMOUNT/ NONE AT ALL	44	50	52	71	44	35	47	41	31
Don't know	11	12	17	10	12	4	11	7	6
Fashion and the way people dress									
A great deal	10	19	10	9	15	14	11	22	18
A moderate amount	29	29	27	28	36	36	30	39	39
TOTAL A GREAT DEAL/ A FAIR AMOUNT	39	48	37	37	51	50	41	61	57
A small amount	33	25	31	36	31	35	34	26	28
None at all	14	17	14	13	5	9	14	7	8
TOTAL A SMALL AMOUNT/ NONE AT ALL	47	42	45	49	36	44	48	34	36
Don't know	14	9	18	13	13	5	10	6	7
And would you say there is too much, too little, or an acceptable amount of American cultural influence on each of the following things in your country?									
TV									
Too much American influence on culture in your country	34	37	26	21	21	36	29	47	23
An acceptable level of American influence on culture in your country	51	42	52	62	63	51	51	46	59
Not enough American influence on culture in your country	1	6	4	3	2	7	6	1	5
Don't know	14	15	19	14	15	6	14	6	13
Movies									
Too much American influence on culture in your country	35	37	26	20	21	47	28	42	24
An acceptable level of American influence on culture in your country	50	44	50	61	62	43	53	50	60
Not enough American influence on culture in your country	2	6	5	5	4	5	8	2	5
Don't know	13	13	18	14	13	5	12	5	11
Music									
Too much American influence on culture in your country	18	25	18	14	13	25	17	32	22
An acceptable level of American influence on culture in your country	62	54	58	67	69	59	59	59	62
Not enough American influence on culture in your country	2	8	6	4	4	10	12	3	5
Don't know	17	13	18	15	14	7	12	6	11

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	%	%	%	%	%	%	%	%	%
News media									
Too much American influence on culture in your country	30	31	23	24	15	21	25	38	20
An acceptable level of American influence on culture in your country	48	43	46	55	62	51	43	48	58
Not enough American influence on culture in your country	3	9	6	4	6	17	15	3	9
Don't know	19	16	25	17	17	11	17	10	13
Brands people use/shop with									
Too much American influence on culture in your country	23	28	18	19	18	32	20	30	18
An acceptable level of American influence on culture in your country	55	47	53	58	62	49	52	57	64
Not enough American influence on culture in your country	2	10	5	3	4	11	14	4	6
Don't know	20	16	23	20	17	8	14	9	12
Language and the way people talk									
Too much American influence on culture in your country	35	22	27	29	20	27	25	30	18
An acceptable level of American influence on culture in your country	45	46	45	51	60	46	45	55	62
Not enough American influence on culture in your country	2	13	6	5	5	19	16	4	10
Don't know	18	18	22	16	16	8	13	11	11
Sports									
Too much American influence on culture in your country	15	14	10	10	10	16	11	20	11
An acceptable level of American influence on culture in your country	54	52	54	58	62	54	46	62	61
Not enough American influence on culture in your country	3	14	8	7	7	20	23	4	11
Don't know	27	20	28	25	22	10	20	13	17
Food									
Too much American influence on culture in your country	24	14	23	14	12	28	17	21	12
An acceptable level of American influence on culture in your country	56	48	47	61	65	45	42	63	67
Not enough American influence on culture in your country	4	21	7	7	8	20	27	6	10
Don't know	15	18	22	19	16	6	13	10	10
Political culture									
Too much American influence on culture in your country	29	24	18	25	21	17	24	38	17
An acceptable level of American influence on culture in your country	43	42	48	48	50	46	37	43	51
Not enough American influence on culture in your country	3	14	7	5	7	25	20	4	13
Don't know	26	20	27	22	22	12	19	14	19
Christmas									
Too much American influence on culture in your country	30	14	17	12	14	36	16	27	23
An acceptable level of American influence on culture in your country	49	49	50	59	59	43	45	56	60
Not enough American influence on culture in your country	3	15	7	7	7	14	22	4	8
Don't know	18	23	25	22	19	7	18	13	10
Fashion and the way people dress									
Too much American influence on culture in your country	15	20	14	12	11	23	16	25	16
An acceptable level of American influence on culture in your country	57	49	56	61	64	51	47	60	64
Not enough American influence on culture in your country	3	12	6	5	7	16	21	4	9
Don't know	25	19	24	22	19	9	16	11	11