



The
University
of Sydney

THE UNITED STATES STUDIES CENTRE

new opportunities built on understanding

Australian attitudes towards the United States: Institutions, Society and Culture

**2007 UNITED STATES STUDIES CENTRE
NATIONAL SURVEY RESULTS**

Part 2

**Presentation by
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Survey Details

- **Survey period: Friday 13 July - Sunday 29 July**
- **Fieldwork: Surveys Australia (a subsidiary of ACNielsen)**
- **Sample size: 1,213**
- **Method: Telephone (average time of interview: 29 minutes)**
- **Weighting factors: age, sex, education**

Proportion reporting having travelled to the US, 1986-2007

	1986	2007
Yes	14	35
n	[1504]	[1213]

Have you ever travelled to the United States? (USSC, 2007)

Have you ever been in the united States? (USIS, 1986)

Reasons for travelling to the US, 1986-2007

	1986	2007
For a holiday (2007) / tourism trip (1986)	71	71
To visit friends or relatives	7*	25
For business	21	21
To study or teach	14	6
For some other reason [SPECIFY]	7*	5
n	[1504]	[1213]

For which of the following reasons did you travel [to] the United States? (USSC, 2007)
For which, if any, of these reasons were you in the United States? (USIS, 1986)

*To 'visit friends or relatives' not listed in 1986 but volunteered

Important sources of information about the US, 1986-2007 (percentages)

	1986	2007*
Television news and information programs	74	78
Australian newspapers and magazines	58	68
The internet	na	45
Television entertainment programs	35	39
Friends	24	39
Americans you have met	30	39
American films on television	36	38
American feature films at the movies	24	33
Books, stories by American writers	18	31
School/studies	16	25
Cultural events by American artists	9	25
Your travel or time spent living in the US	10	22
American newspapers	4	14
n	[1504]	[1213]

Which of these has been an important source of information for you about the US? (USSC, 2007)

*Responses from respondents asked early/late in the survey

What respondents like about the US, 2007* (percentages)

People and culture	35
Countryside and sights	24
Economic values and institutions	17
Popular culture	17
Political values and institutions	16
Great and powerful friends	7

Could you tell me something you like about the US?

*Responses from respondents asked early/late in the survey

What respondents dislike about the US, 2007* (percentages)

People and culture	53
Political values and institutions	50
Economic values and institutions	11
Great and powerful friends	9
Popular culture	2
Countryside and sights	0

Could you tell me something you dislike about the US?

*Responses from respondents asked early/late in the survey

What respondents like and dislike about the US, 2007* (percentages)

	Likes	Dislikes
People and culture	35	53
Political values and institutions	16	50
Economic values and institutions	17	11
Great and powerful friends	7	9
Popular culture	17	2
Countryside and sights	24	0

*Responses from respondents asked early/late in the survey

Opinion of various aspects of American society, 2007

[n = 1213]

	Very favourable	Somewhat favourable	Total
American science and technology	49	40	89
American art and literature	22	48	70
Personal freedom in America	22	48	70
Economic opportunity in America	21	46	67
Political freedom in America	18	45	63
America's standard of living	14	45	59
America's system of justice	12	37	49
America's system of government	11	38	49
Religion in American society	6	29	35
Economic equality in America	7	27	34
Race relations in America	4	28	32
Social equality in America	6	26	32
Gun control in America	4	7	11

Based on what you know about the United States, do you have a very favourable, somewhat favourable, somewhat unfavourable, or very unfavourable opinion of the following aspects of American society?

Favourable views of various aspects of American society, 1986-2007

	2007			1986		
	Very favourable	Somewhat favourable	Total	Very favourable	Somewhat favourable	Total
American science and technology	49	40	89	69	22	91
American art and literature	22	48	70	24	46	71
Economic opportunity in America	21	46	67	26	44	70
America's standard of living	14	45	59	14	56	70
America's system of government	11	38	49	13	49	62
n	[1504]			[1213]		

Based on what you know about the United States, do you have a very favourable, somewhat favourable, somewhat unfavourable, or very unfavourable opinion of the following aspects of American society? (USSC, 2007)

Respondents worried about the influence of American culture on Australia, 2007

American ...	[n = 595]	<i>Very worried</i>	<i>Somewhat worried</i>	Total Worried	<i>Not at all worried</i>	DK
Foreign policy		38	39	77	15	8
*Fast food		37	34	71	27	2
Trade subsidies		30	39	69	20	10
Policies on climate change		31	38	69	25	6
Business practices		19	42	61	28	11
*Television		21	36	57	41	2
Workplace practices		20	33	53	29	19
*The language		16	33	49	50	1
*Films		12	37	49	50	2
*Music		8	27	35	63	2
*Clothes		9	20	29	67	4
*Sport		4	14	18	78	4

Some people are worried about the influence of American culture on Australia. Other people are not worried. How worried are you about the influence of ... on Australia?

Respondents pleased about the influence of American culture on Australia, 2007

American ...	[n = 618]	Very pleased	Somewhat pleased	Total Pleased	<i>Not at all pleased</i>	DK
*Fast food		5	24	29	67	4
Trade subsidies		4	21	25	56	19
*The language		7	32	39	52	8
Policies on climate change		6	29	35	52	13
Foreign policy		4	30	34	52	13
*Television		12	43	55	41	4
Workplace practices		3	30	33	39	27
Business practices		7	39	46	38	17
*Clothes		12	48	60	28	14
*Sport		12	44	56	26	16
*Films		18	57	75	21	4
*Music		22	53	75	20	4

Some people are pleased about the influence of American culture on Australia. Other people are not pleased. How do you feel about the influence of ... on Australia?

Confidence in the ability of the US to deal wisely or responsibly with its own social and economic problems, 1986-2007 (percentages)

	A great deal	A fair amount	Total	Not very much	None at all	Total	No opinion	n
2007	7	37	44	37	14	51	5	[1213]
1986	9	47	56	34	4	38	6	[1504]

All things considered, how much confidence do you have in the ability of the United States to deal responsibly with its own social and economic problems? (USSC, 2007)

All things considered, how much confidence do you have in the ability of the United States to deal wisely with its own social and economic problems – a great deal, a fair amount, not very much, or none at all? (USIA, 1986)

Confidence in the ability of various countries to deal responsibly with their own social and economic problems, 2007 (percentages)

[n = 1213]	A great deal	A fair amount	Total	Not very much	None at all	Total	No opinion
UK	17	58	75	13	3	20	4
Japan	18	54	72	16	3	19	9
Australia	20	53	73	22	4	26	2
<i>United States</i>	<i>7</i>	<i>37</i>	<i>44</i>	<i>37</i>	<i>4</i>	<i>51</i>	<i>5</i>
China	7	33	41	36	16	52	8
Indonesia	2	15	17	46	28	74	9

All things considered, how much confidence do you have in the ability of ... to deal responsibly with its own social and economic problems? (USSC, 2007)

Thank you

