



Impact of Filming on Cultural Affinity & Tourism

Made in United States (US) Content Viewers



INTELLIGENT INSIGHTS. BOLD DECISIONS.

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REPORT BY 2CV
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Official poster for Succession (© 2018–2023 HBO / HBO Entertainment).
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Official image from the Once Upon a Time... in Hollywood (© 2019 Visiona Romantica / Heyday Films / Columbia Pictures Industries, Inc. / Sony Pictures Entertainment). Used for editorial and research purposes.

The impact of 'Made in US' content on affinity with the US

This research explored whether the filming of movies and TV series in the US increases affinity for the country, among viewers of the content.

We surveyed UK and Japan viewers who were either:

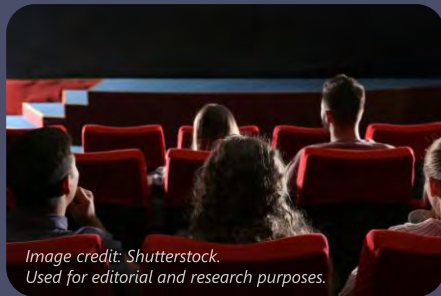
- Viewers of 'Made in US' content
- Non-viewers of 'Made in US' content

We asked them about their attitudes towards US culture, language, food, history, arts, products and tourism.

By comparing the attitudes of viewer and non-viewer groups, we can demonstrate the impact 'Made in US' content has on viewers' affinity with United States culture across these dimensions.

We compared 'Made in US' viewer groups to non-viewers

VIEWER GROUPS



Content Viewers:

Watch 'Made in US' content



Streaming Content Viewers:

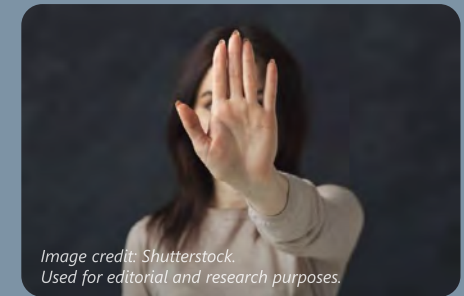
Watch 'Made in US' content on global streaming services



Title Viewers:

Watch specific 'Made in US' titles

NON-VIEWER GROUP



Content Non-Viewers:

Do not watch 'Made in US' content

DEFINITIONS

Content Viewers: indicated they watch TV or movies from the country, and/or indicated they had watched one of the 15 popular TV/movie titles from the country presented in the survey

Streaming Content Viewers: content viewers who indicated they mostly watch the country's content through global streaming services

Title Viewers: respondents who indicated they had watched one of the 15 popular TV/movie titles from the country presented in the survey

Content Non-Viewers: indicated they do not watch TV or movies from the country, nor had watched one of the 15 popular TV/movie titles from the country presented in the survey

‘Made in US’ content boosts cultural affinity for the US, especially their interest in travel, history and products. This positive association is most evident among global streaming viewers.

‘Made in US’ content reinforces international profile of the US especially across their tourism, history and products.

These content plays a role in driving the US economy, with their results solidified when distributed through global streaming services that reach audiences internationally.

Our results highlight the strategic advantage of producing content within the US, as it serves to boost the country’s reputation and promote wider cultural & commercial benefits.

HIGHLIGHTS

Streaming content viewers show the highest levels of cultural engagement compared to non-viewers:

1.9x

more interested to learn about US history

1.8x

more likely to buy US products

1.8x

more interested in travelling to the US in the future

'Made in US' content inspires a stronger interest in travelling to the US



Image credit: stock.adobe.com. Used for editorial and research purposes.

Watching 'Made in US' content elevates
interest in visiting the country.

Viewers show stronger travel intent
to the US than non-viewers.

This highlights the role of authentic local
storytelling on how it can stimulate tourism
and contribute to economic growth.

“After watching US movies and reality television, I have
always wanted to visit America, it's on my bucket list.”

– FEMALE, 33 YEARS OLD, UK
'MADE IN US' CONTENT VIEWER

Interest in travelling to the US in the future:

'Made in US' content viewers –
watch on global streamers

1.8x more interest

64%

All 'Made in US'
content viewers

1.7x more interest

62%

'Made in US'
Non-Viewers

36%

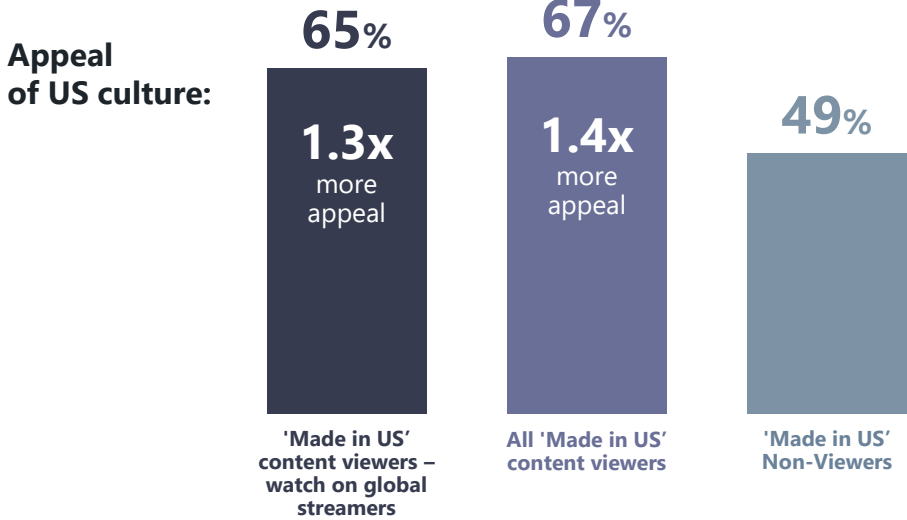


Image credit: Luciano Mortula-LGM - stock.adobe.com. Used for editorial and research purposes.

Watching 'Made in US' content meaningfully strengthens appeal of US culture

Viewing 'Made in US' content drives stronger positivity towards US culture.

Viewers consistently express greater positivity than non-viewers.



Likelihood of buying US products:

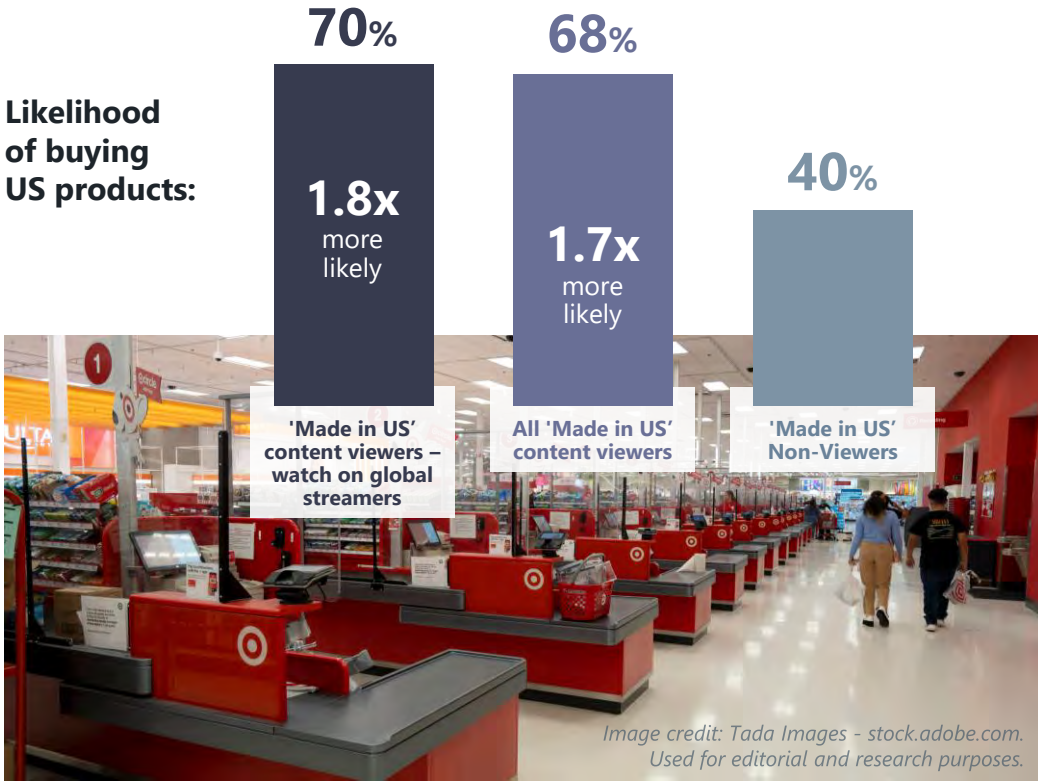


Image credit: Tada Images - stock.adobe.com. Used for editorial and research purposes.

Watching 'Made in US' content is a powerful catalyst for growing consumer interest in US-made products

'Made in US' content strengthens purchase intent for US products.

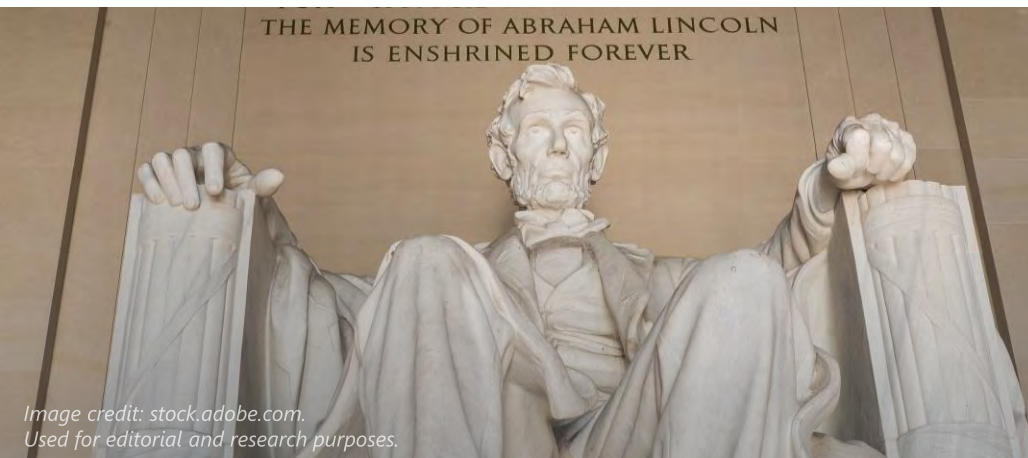
Viewers show stronger future purchase intent for US products than non-viewers.

This demonstrates the power of local content & media in shaping consumer interest and intent.

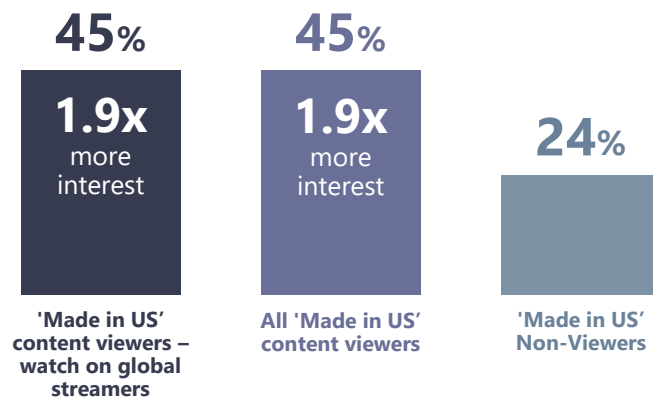
'Made in US' content fosters greater engagement with US' history and heritage

Viewing 'Made in US' content effectively fuels curiosity about US' history.

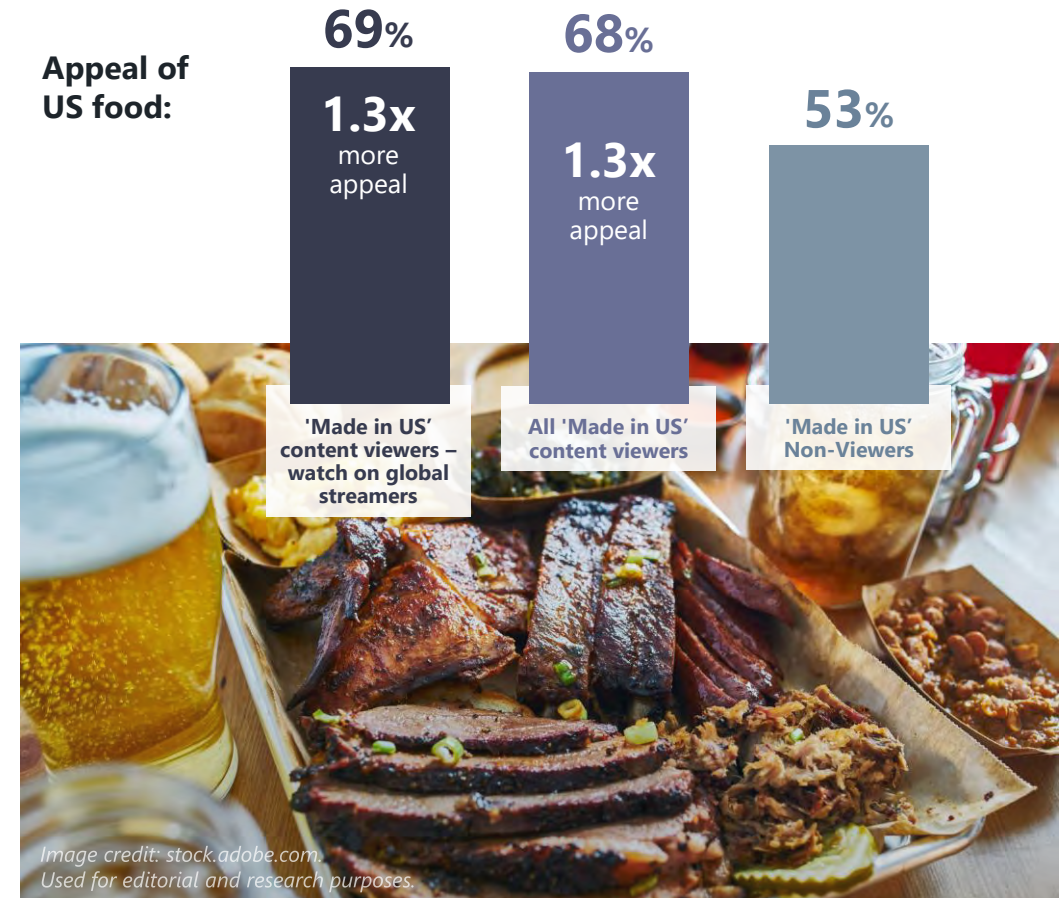
Viewers were more inclined to learn about the country's past and cultural evolution than non-viewers.



Interest in learning about US history:



Appeal of US food:



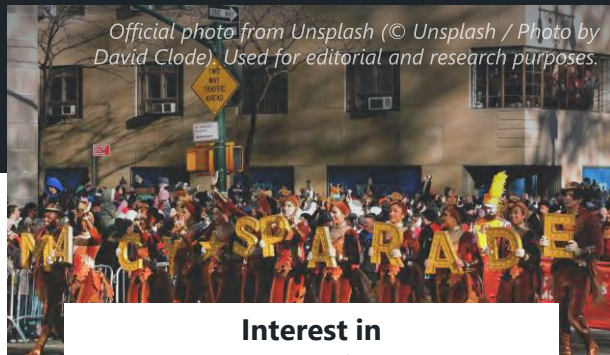
Viewers of 'Made in US' content show a higher appreciation for US food

Exposure to 'Made in US' content enhances perceptions towards US cuisine.

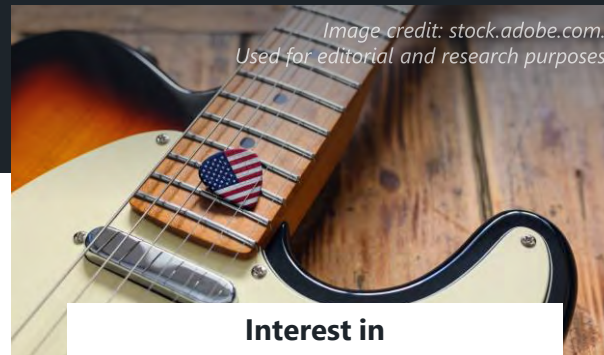
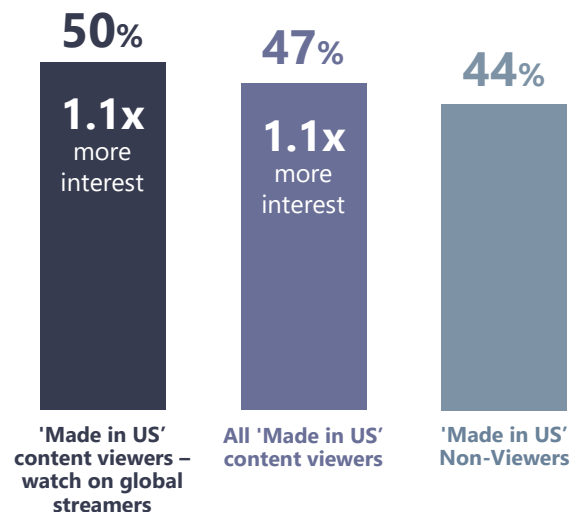
Viewers hold more favorable views towards US dishes than non-viewers.

Watching 'Made in US' content increases recognition & understanding of US arts and cultural creativity

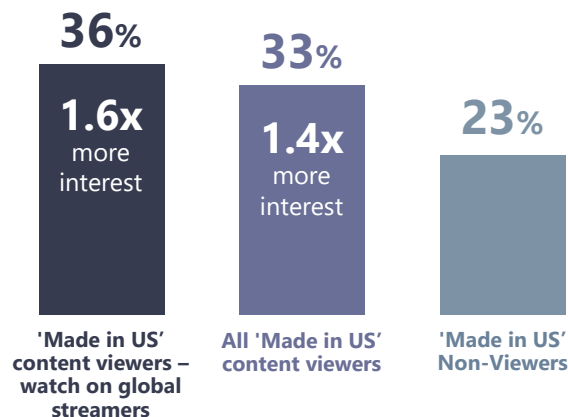
'Made in US' content viewers are more curious towards US arts and cultural activities especially around music and literature.



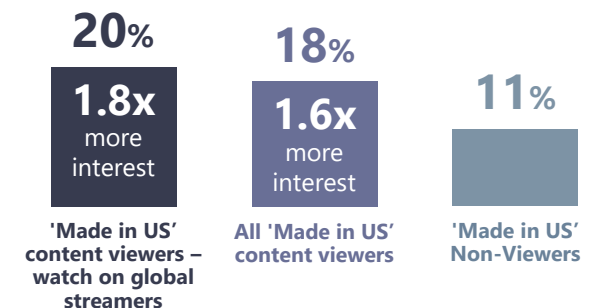
Interest in US cultural festivals:



Interest in US music:



Interest in US literature:



The following 3 titles repeatedly deliver greatest influence on US across different themes

Standout 'Made in US' titles:



Official poster for Winning Time: The Rise of the Lakers Dynasty (© 2022 HBO / SpringHill Company). Used for editorial and research purposes.



Official poster for Atlanta (© 2016–2022 FX /Floyd County Productions/ MG /Gary Sanchez Productions). Used for editorial and research purposes.



Official poster for Zero Day (© 2025 Netflix / Universal Television). Used for editorial and research purposes.

Out of the 15 titles examined, these three were exceptionally effective in increasing cultural affinity for the US.

This consistent finding suggests that specific content – especially those highlighting authentic US landscapes, cultural aspects and genuine narratives – are powerful advocates for the nation.

US tourism is also boosted by the following titles

Other 'Made in US' titles which help increase tourism into the US:



Official poster for Succession (© 2018–2023 HBO / HBO Entertainment). Used for editorial and research purposes.

"The tour company ExperienceFirst is launching a new walking tour dedicated to the glamor and drama of a day as a Waystar Royco executive.

The new Unofficial Succession Tour in New York City will follow the steps of the Roy family. It is the first Succession-themed tour in NYC, and will feature filming locations and real-life stories that helped make the show feel so realistic. The two-hour tour around downtown NYC will include homes, offices and meeting places that were the backdrop throughout the show."

– [THRILLIST](#) (US, 2023)



Official poster for Top Gun: Maverick (© 2022 Paramount Pictures / Skydance / Jerry Bruckheimer Films). Used for editorial and research purposes.

"From its shots of the clear skies over Naval Air Station Miramar to the breathtaking ocean views at Point Loma to the city's beachside Craftsman houses, the original movie's portrayal of San Diego reflected California's status as a global icon. The city was youthful, brash, optimistic, and thoroughly American—a testament to the nation's late-Cold War confidence. Thirty-six years later, Maverick again hits the sand, races his Kawasaki motorcycle down the coast, and gets the girl. The sequel features a richer plot and more mature characters than did its predecessor, but San Diego remains just as romantic as the first time around. Director Joseph Kosinski set out to depict "the perfect version" of California, he told the press, replacing the orange haze of the original movie with Pacific Ocean blues and Torrey Pines greens. While the aesthetic has evolved, the city's patriotism, celebration of martial competence, and positive spirit persist."

– [SAN DIEGO METRO](#) (2023)



Official poster for Bosch (© 2014–2021 Amazon Prime Video / Fabrik Entertainment). Used for editorial and research purposes.

"This commitment to authenticity runs throughout Bosch; its appeal in part hinges on an unusually faithful rendering of the streets the show's LA-based fans navigate every day."

– [CURBED LOS ANGELES](#) (US, 2019)



Official poster for Spider-Man: No Way Home (© 2021 Columbia Pictures / Marvel Studios). Used for editorial and research purposes.

"The franchise has significantly impacted the city's tourism, street art, and cultural events. Local artists frequently incorporate Spider-Man themes into their work, while numerous NYC galleries have hosted exhibitions celebrating the web-slinger's impact on popular culture and urban art."

– [NEW YORK ART LIFE](#) (2024)



Official poster for Licorice Pizza (© 2021 Columbia Pictures / A24). Used for editorial and research purposes.

"Epic in the most suburban sense of the world, the San Fernando Valley carries a dreamlike promise and spirited ambition with Anderson composing a magical charm no matter where he deposits the camera. With much of the filming taking place just short of the Hollywood hotspot, Anderson tiptoes around the backstreets and sights of Sherman Oaks, Encino and Van Nuys whilst adventuring to the fringes of the suburbs in Tarzana, Canoga Park and Chatsworth to capture the true breadth of the area's identity."

– [FAR OUT](#) (2022)

US tourism is also boosted by the following titles

Other 'Made in US' titles which help increase tourism into the US:



Official poster for *La La Land* (© 2016 Summit Entertainment / Marc Platt Productions / Impostor Pictures / Gilbert Films). Used for editorial and research purposes.

"One (survey), conducted by the Los Angeles tourism and Convention Board, found that among people across the country who had seen the movie, an overwhelming 86 percent said they were either 'more likely' or 'much more likely' to visit L.A. Another, conducted by movie ticket seller Fandango, found in a sample of 1,000 millennials who had seen *La La Land*, 64 percent said the movie itself make them want to visit, the L.A. times reports."

– [TIME OUT](#) (Mar 30, 2017)



Official poster for *The Walking Dead* (© 2010 AMC Network / Skydance Television / Circle of Confusion). Used for editorial and research purposes.

"Senoia has experienced significant transformation since *The Walking Dead* relocated production to the town, particularly regarding the economic revitalization of the local economy and main street. A resident and business owner interviewed in the context of this study reported that before *The Walking Dead* was shot in Senoia, the main street had five businesses, only servicing the local community. Now, driven by the number of tourists and wealth generated by the show, there are more than 150 businesses, and all properties on the main street are leased."

– [GEORGIA SCREEN ENTERTAINMENT COALITION](#), (USA, Nov 21, 2023)



Official poster for *The Marvelous Mrs. Maisel* (© 2017–2023 Amazon Prime Video / Amazon MGM Studios). Used for editorial and research purposes.

"Television is powerful. *Stranger Things* and *Game of Throne* tours have become internationally popular. Interest in shows like HBO's *Sex and the City* and now Amazon's *The Marvelous Mrs. Maisel* is driving fans to New York as well."

– [FORBES](#), (USA, June 9, 2022)



Official poster for *Only Murders in the Building* (© 2021–2025 Hulu / 20th Television). Used for editorial and research purposes.

"Hulu is bringing an *Only Murders in the Building* murder mystery interactive investigation to New York City. Fans who have been keeping up with season three will recognize the immersive space at the United Palace Theater, which features at the center of this season's murder mystery."

– [VARIETY](#), (USA, Sept 18, 2023)



Official poster for *Stranger Things* (© 2016–2025 Netflix / 21 Laps Entertainment / Monkey Massacre Productions / Upside Down Pictures). Used for editorial and research purposes.

"Tourism jobs have multiplied, with roles for tour guides, shop owners, and escape room managers becoming essential to the town's growth. Restaurants, cafes, and boutiques have never been busier. Fans of the show have not only brought excitement but also opportunities for residents to connect with visitors from around the globe, exchanging stories and a shared love for *Stranger Things*."

– [TRAVEL AND TOUR WORLD](#) (SEPT. 24. 2024)

'Made in US' title viewers are more likely to purchase US products

Viewers of 'Made in US' titles are more likely (*extremely or somewhat likely*) to purchase US products as compared to non-viewers.

Winning Time



88%
(2.2x)

Official poster for Winning Time: The Rise of the Lakers Dynasty (© 2022 HBO / SpringHill Company). Used for editorial and research purposes.

Atlanta



81%
(2.0x)

Official poster for Atlanta (© 2016–2022 FX / Floyd County Productions / MGZ / Gary Sanchez Productions). Used for editorial and research purposes.

Zero Day



80%
(2.0x)

Official poster for Zero Day (© 2025 Netflix / Universal Television). Used for editorial and research purposes.

'MADE IN US' NON-VIEWERS: **40%**

Winning Time



55%
(1.5x)

Official poster for Winning Time: The Rise of the Lakers Dynasty (© 2022 HBO / SpringHill Company). Used for editorial and research purposes.

Zero Day



52%
(1.4x)

Official poster for Zero Day (© 2025 Netflix / Universal Television). Used for editorial and research purposes.

Atlanta



51%
(1.4x)

Official poster for Atlanta (© 2016–2022 FX / Floyd County Productions / MGZ / Gary Sanchez Productions). Used for editorial and research purposes.

'MADE IN US' NON-VIEWERS: **36%**

US travel & tourism are positively perceived by 'Made in US' title viewers

Viewing 'Made in US' titles increases interest (*extremely or very interested*) to visit US in the future as compared to non-viewership.



Image credit: stock.adobe.com. Used for editorial and research purposes.

Winning Time



72%
(3.0x)

Official poster for Winning Time:
The Rise of the Lakers Dynasty
(© 2022 HBO / SpringHill
Company). Used for editorial
and research purposes.

Atlanta



66%
(2.8x)

Official poster for Atlanta
(© 2016–2022 FX / Floyd County
Productions / MGZ / Gary
Sanchez Productions). Used for
editorial and research purposes.

Zero Day



61%
(2.5x)

Official poster for Zero Day
(© 2025 Netflix / Universal
Television). Used for editorial
and research purposes.

'Made in US' title viewers are more interested to learn about US history

Viewers of 'Made in US'
titles are more interested
(*extremely or very
interested*) to learn about
US history as compared to
non-viewers.

'MADE IN US'
NON-VIEWERS: **24%**



US culture has higher appeal among 'Made in US' title viewers

Viewing 'Made in US' titles
is more likely to increase
appeal (*highly/somewhat
appealing*) of US culture as
compared to non-viewership.

Winning Time



85%
(1.7x)

Official poster for Winning Time:
The Rise of the Lakers Dynasty
(© 2022 HBO / SpringHill
Company). Used for editorial
and research purposes.

Zero Day



77%
(1.6x)

Official poster for Zero Day
(© 2025 Netflix / Universal
Television). Used for editorial
and research purposes.

Atlanta



73%
(1.5x)

Official poster for Atlanta
(© 2016–2022 FX / Floyd County
Productions / MGZ / Gary
Sanchez Productions). Used for
editorial and research purposes.

'MADE IN US'
NON-VIEWERS: **49%**



'Made in US' title viewers are more likely to find US food appealing

Viewers of 'Made in US'
titles are more likely to
find US food appealing
(*highly/somewhat*) as
compared to non-viewers.

Winning Time



84%
(1.6x)

Official poster for Winning Time:
The Rise of the Lakers Dynasty
(© 2022 HBO / SpringHill
Company). Used for editorial
and research purposes.

Atlanta



78%
(1.5x)

Official poster for Atlanta
(© 2016–2022 FX / Floyd County
Productions / MGZ / Gary
Sanchez Productions). Used for
editorial and research purposes.

Zero Day



75%
(1.4x)

Official poster for Zero Day
(© 2025 Netflix / Universal
Television). Used for editorial
and research purposes.

'MADE IN US'
NON-VIEWERS: **53%**

The Color Purple



42%
(1.6x)

Official poster for The Color Purple
(© 2023 Warner Bros. Pictures /
Jeymes Samuel Productions / Will
Packer Productions / Scott Sanders
Productions). Used for editorial and
research purposes.

Licorice Pizza



42%
(1.6x)

Official poster for Licorice Pizza (©
2021 Columbia Pictures / A24). Used
for editorial and research purposes.

Succession



40%
(1.5x)

Official poster for Succession
(© 2018–2023 HBO / HBO
Entertainment). Used for editorial
and research purposes.

'MADE IN US'
NON-VIEWERS: **26%**

Viewing 'Made in US' titles sparks higher interest in US arts (cultural festivals, music & literature)

Viewing 'Made in US'
titles increases interest
in US arts as compared
to non-viewership.



Official photo from Unsplash (© Unsplash / Photo by Yohan Kim).
Used for editorial and research purposes.

Appendix: Methodology

Method:

- Online surveys with TV/movie viewers across UK and Japan
- Number of surveys: 2,838
 - 'Made in US' content viewers: 2,000
 - 'Made in US' non-viewers: 838

Qualification criteria:

- Ages 18-65
- Watch TV shows and/or movies regularly and watches a minimum 2 hours per week

Questions asked:

- **Culture:** 'How appealing do you find the US culture?' (5-point scale – 'Highly appealing' to 'Highly unappealing')
- **Travel:** 'If taking time off work/finding the time was not a problem and money was no issue, how interested would you be in visiting US in the future?' (5-point scale – 'Extremely interested' to 'Not at all interested')
- **Products:** 'How likely are you to purchase US clothing brands and products (e.g., fashion, electronics, beauty etc.) in the next 12 months? (5-point scale – 'Extremely likely' to 'Extremely unlikely')
- **History:** 'How interested are you in learning (more) about the history of US?' (5-point scale – 'Extremely interested' to 'Not at all interested')
- **Food:** 'How appealing do you find US food?' (5-point scale – 'Highly appealing' to 'Highly unappealing')
- **Arts:** 'Which of the following elements of each culture are you interested in?' (Cultural events, music, literature)

Appendix: Methodology

Full list of 'Made in US' titles analyzed:

- Winning Time:
The Rise of the Lakers Dynasty
- Bosch
- Succession
- The Marvelous Mrs Maisel
- Only Murders in the Building
- Zero Day
- The Walking Dead
- Stranger Things
- Atlanta
- Once Upon a Time in Hollywood
- Top Gun: Maverick
- Licorice Pizza
- La La Land
- Spider-Man: No Way Home
- The Color Purple

'Made in US' content includes local American productions and international productions filmed in the US.

Both highlight the impact of viewership on various categories (i.e., themes mentioned in previous slide) related to the US.