



# World Soft Power Index 2022



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## ISSF's World Soft Power Index 2022

### Final Rankings (Evaluation across 10 criteria for maximum of 200 points)

1.  **USA (+164 Points)**
2.  **FRANCE (+139 Points)**
3.  **GERMANY (+133 Points)**
4.  **JAPAN (+ 129 Points)**
5.  **UNITED KINGDOM (+122 Points)**
6.  **SWITZERLAND (+ 106 Points)**
7.  **ITALY (+96 Points)**
8.  **SOUTH KOREA (+89 Points)**
9.  **SPAIN (+88 Points)**
10.  **CHINA (+ 87 Points)**
11.  **INDIA (+82 Points)**
12.  **SWEDEN (+75 Points)**
13.  **CANADA (+65 Points)**
14.  **AUSTRALIA (+64 Points)**
15.  **DENMARK (+ 56 Points)**





# World Soft Power Index 2022

**Economic Criteria**



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## Economic Aid Disbursed

1.  USA
2.  GERMANY
3.  UNITED KINGDOM
4.  JAPAN
5.  CHINA\*
6.  UNITED ARAB EMIRATES
7.  FRANCE
8.  TURKEY
9.  CANADA
10.  SWEDEN



\*Penalised for offering harsh and ambiguous terms

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## ISSF's World Soft Power Index 2022

### Stability of economy and currency

1.  SWITZERLAND
2.  DENMARK
3.  NORWAY
4.  SINGAPORE
5.  SWEDEN
6.  FINLAND
7.  GERMANY
8.  USA
9.  NETHERLANDS
10.  CANADA



## ISSF's World Soft Power Index 2022

### Influence in multilateral institutions

1.  USA
2.  CHINA
3.  FRANCE
4.  UNITED KINGDOM
5.  JAPAN
6.  GERMANY
7.  INDIA
8.  RUSSIA
9.  SAUDI ARABIA
10.  CANADA



# ISSF's World Soft Power Index 2022

## Strength of Passport

1.  JAPAN
2.  SINGAPORE
3.  SOUTH KOREA
4.  GERMANY
5.  SPAIN
6.  FINLAND
7.  ITALY
8.  AUSTRIA
9.  DENMARK
10.  NETHERLANDS



# ISSF's World Soft Power Index 2022

## Political Stability

1.  SWITZERLAND
2.  DENMARK
3.  NORWAY
4.  SINGAPORE
5.  SWEDEN
6.  FINLAND
7.  UAE
8.  USA
9.  FRANCE
10.  AUSTRALIA







# World Soft Power Index 2022

Political and  
Cultural Criteria



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## Entertainment and Media Penetration

1.  USA
2.  JAPAN
3.  INDIA
4.  SOUTH KOREA
5.  UK
6.  FRANCE
7.  TURKEY
8.  CHINA
9.  ITALY
10.  SPAIN



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## Tourism (Infrastructure + Footfall + Receipts + Visitor's satisfaction)

1.  FRANCE
2.  ITALY
3.  USA
4.  SPAIN
5.  THAILAND
6.  SWITZERLAND
7.  TURKEY
8.  CHINA
9.  GERMANY
10.  UNITED KINGDOM



## ISSF's World Soft Power Index 2022

### Linguistic Compatibility (How well does the world understand you?)

1.  CANADA
2.  USA
3.  UK
4.  AUSTRALIA
5.  SPAIN
6.  FRANCE
7.  SWITZERLAND
8.  INDIA
9.  GERMANY
10.  PORTUGAL



## ISSF's World Soft Power Index 2022

### Brand Recognition

1.  USA
2.  JAPAN
3.  GERMANY
4.  SOUTH KOREA
5.  UNITED KINGDOM
6.  FRANCE
7.  ITALY
8.  SWITZERLAND
9.  CHINA
10.  INDIA



## ISSF's World Soft Power Index 2022

### Familiarity with cultural symbols

1.  USA
2.  JAPAN
3.  ITALY
4.  FRANCE
5.  INDIA
6.  UNITED KINGDOM
7.  CHINA
8.  SPAIN
9.  GERMANY
10.  SOUTH KOREA

