Perceptions Of Germany And The Germans Among The U.S. Population

December 2013
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Methodology And Sample Details

- Online survey with a nationally representative sample of Americans 18 years and older
  - Sample size: N=1,500
  - Sample is nationally representative in terms of gender, age, and Census regions

- Field period: November 12-20, 2013

- Sample was recruited via email from high quality online research panel

- The margin of error is +/-2.6% at the 95% confidence level
A Note On Sums

- Some sums of the top two responses may at first appear to be incorrect

- In these two numbers from consecutive slides, it appears that there is an error: 11+16=27, not 28
  - However, this is because the original data are rounded to the nearest integer.
  - Here, the actual numbers in the bar graph are 11.3 and 16.3
  - So when we add them, we obtain 27.6, which rounds to 28 – the number reported. Differences do not exceed +/- 1 percentage point.
Sample Demographics – Race And Geography

**RACE**

- Caucasian: 64 (75 in 2011)
- Hispanic/Latino: 17 (8 in 2011)
- African-American: 12 (10 in 2011)
- Asian: 4 (4 in 2011)
- Other: 3 (3 in 2011)

**GEOGRAPHICAL LOCATION**

- 21% (2013: 18% (-5 from 2011))
- 23% (No change from 2011)
- 37% (+3 from 2011)

Sample Demographics – Age And Gender

**AGE**

- 18-34 years: 30
- 35-49 years: 27
- 50-64 years: 27
- 65+ years: 17

**Average age:** 46.5 years (45 in 2011)

**GENDER**

- **Female:** 49%
- **Male:** 51%

**BASE:** Total sample (N=1,517).

52% Female and 48% Male in 2011
Men Outpace Women In Income & Education Levels

- Less than $25K: Male 19, Female 25
- $25K-$50K: Male 23, Female 31
- $50K-$75K: Male 22, Female 18
- $75K-$100K: Male 15, Female 10
- $100K and more: Male 15, Female 9
- Decline to Answer: Male 6, Female 7

What was the last level of school you completed? (Please indicate in which group your combined annual household income falls before taxes.)

- High School or Less: Male 19, Female 23
- Some College/Trade School: Male 32, Female 33
- College Grad or more: Male 49, Female 44

BASE: Total sample.
Sample Demographics - Political Affiliation

Total Sample
- Democrat: 38
- Independent: 26
- Republican: 20
- Tea Party: 2
- Don't know: 6
- Decline to answer: 7

Long Term Residents
- Democrat: 33
- Independent: 29
- Republican: 25
- Tea Party: 3
- Don't know: 6
- Decline to answer: 5

College Students
- Democrat: 32
- Independent: 29
- Republican: 22
- Tea Party: 1
- Don't know: 11
- Decline to answer: 6
IMPRESSION OF GERMANY AND GERMANS AMONG AMERICANS
Americans’ Impression Of Germany Is Highest Yet Recorded

Nearly 60% of Americans have a positive impression of Germany, only 6% (lowest ever) have a negative impression

**BAR CHART**

- **Excellent (5)**
- **4**
- **3**
- **2**
- **Poor (1)**
- **DK/NA**

<table>
<thead>
<tr>
<th>Date</th>
<th>Excellent (5)</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>Poor (1)</th>
<th>DK/NA</th>
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<td>September 2005</td>
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<td>33</td>
<td>46</td>
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<td>February 2007</td>
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<td>45</td>
<td>7</td>
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</tr>
<tr>
<td>September 2008</td>
<td>10</td>
<td>33</td>
<td>45</td>
<td>8</td>
<td>4</td>
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<tr>
<td>December 2009</td>
<td>13</td>
<td>35</td>
<td>41</td>
<td>7</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>December 2011</td>
<td>15</td>
<td>40</td>
<td>39</td>
<td>5</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>November 2013</td>
<td>19</td>
<td>40</td>
<td>36</td>
<td>4</td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>

BASE: Total sample. Q.15: How would you describe your general impression of Germany? NOTE: From 2004 on, online studies did not offer DK/NA option.
Impression of Germany On An Upswing Among Both Genders

While men have historically rated Germany higher than women, the spread has widened since 2011 from 15 to 20 percentage points.
Americans’ Impression Of Germany Is Most Positive Among Past German Residents

Q.15: How would you describe your general impression of Germany? NOTE: From 2004 on, online studies did not offer DK/NA option.

---

**Total Sample**
- Excellent (5): 19
- 4: 40
- 3: 36
- 2: 4
- Poor (1): 2

**Long Term Residents**
- Excellent (5): 44
- 4: 44
- 3: 11
- 2: 1

**College Students**
- Excellent (5): 16
- 4: 53
- 3: 28
- 2: 2

BASE: Total sample. (N=1,500), Long Term Residents (N= 216), Hispanics (N=387), College Students (N=192)
Germany Is Seen As Modern And Forward-Thinking, As Well As Economically And Politically Powerful

<table>
<thead>
<tr>
<th>Statement</th>
<th>Agree (4+5)</th>
<th>Neutral (3)</th>
<th>Disagree (1+2)</th>
<th>DK/NA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany is a modern and forward-thinking society</td>
<td>60</td>
<td></td>
<td>17</td>
<td>5</td>
</tr>
<tr>
<td>Germany is a major economic power</td>
<td>57</td>
<td></td>
<td>19</td>
<td>5</td>
</tr>
<tr>
<td>Germany plays an important role in the United Nations</td>
<td>57</td>
<td></td>
<td>18</td>
<td>4</td>
</tr>
<tr>
<td>Germany is a global leader in research and technology</td>
<td>52</td>
<td></td>
<td>20</td>
<td>6</td>
</tr>
<tr>
<td>Germany is strictly against any kind of political extremism</td>
<td>37</td>
<td>21</td>
<td>9</td>
<td>33</td>
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</tbody>
</table>

BASE: Total Sample (N=1,500). Q.16(A-E): Based on what you know, how much do you agree or disagree with the following statements about modern Germany?
Germany Given Credit For A Strong Role As Global Player, Especially In International Politics

<table>
<thead>
<tr>
<th>Statement</th>
<th>Agree (4+5)</th>
<th>Neutral (3)</th>
<th>Disagree (1+2)</th>
<th>DK/NA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany plays an important role in international politics</td>
<td>57</td>
<td>20</td>
<td>4</td>
<td>19</td>
</tr>
<tr>
<td>Germany promotes democracy and peace in the world</td>
<td>47</td>
<td>22</td>
<td>7</td>
<td>23</td>
</tr>
<tr>
<td>The German government is a champion of free trade and fair competition in a globalized world</td>
<td>44</td>
<td>20</td>
<td>7</td>
<td>29</td>
</tr>
<tr>
<td>Germany is active in global conflict resolution</td>
<td>40</td>
<td>24</td>
<td>8</td>
<td>27</td>
</tr>
</tbody>
</table>

BASE: Total Sample (N=1,500). Q.16(A-E): Based on what you know, how much do you agree or disagree with the following statements about modern Germany?
Almost All Aspects of German Society Are Regarded As Exemplary, most of all Education

- Germany has an exemplary social welfare system: Agree (45), Neutral (19), Disagree (6), DK/NA (40)
- Germany has an outstanding system of vocational training: Agree (45), Neutral (16), Disagree (3), DK/NA (36)
- Germany has a thriving culture and performing arts scene: Agree (52), Neutral (17), Disagree (3), DK/NA (27)
- Germany has an outstanding transportation infrastructure: Agree (52), Neutral (16), Disagree (3), DK/NA (30)
- Germany has an excellent educational system: Agree (54), Neutral (15), Disagree (3), DK/NA (28)
- Germany has an excellent healthcare system: Agree (39), Neutral (17), Disagree (4), DK/NA (39)

BASE: Total Sample (N=1,500). Q. 17(A-J) Based on what you know, how much do you agree or disagree with the following statements regarding Germany?
Compared to 2011, 7% Fewer Americans Think Germans Like The United States And Americans

Do you think that Germans like the United States and Americans?

- 2013
- 2011
- 2009
- 2008

<table>
<thead>
<tr>
<th>Year</th>
<th>Yes</th>
<th>No</th>
<th>Not Sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>50</td>
<td>15</td>
<td>21</td>
</tr>
<tr>
<td>2011</td>
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<td>2009</td>
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<tr>
<td>2008</td>
<td>43</td>
<td>21</td>
<td>36</td>
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</tbody>
</table>

BASE: Total Sample (N=1,500). Q.19: Do you think that Germans like the United States and Americans?
### Perceptions Of The Current Relations Between The U.S. And Germany Slightly Declining

<table>
<thead>
<tr>
<th>Date</th>
<th>Excellent</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>Poor</th>
<th>DK/NA</th>
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<td>September 2001</td>
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<td>3</td>
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<tr>
<td>September 2002</td>
<td>12</td>
<td>29</td>
<td>38</td>
<td>9</td>
<td>4</td>
<td>9</td>
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<tr>
<td>April 2003</td>
<td>4</td>
<td>13</td>
<td>39</td>
<td>22</td>
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<td>9</td>
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<tr>
<td>September 2003</td>
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<td>16</td>
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<td>September 2004</td>
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<td></td>
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<tr>
<td>September 2005</td>
<td>4</td>
<td>26</td>
<td>54</td>
<td>12</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>February 2007</td>
<td>5</td>
<td>34</td>
<td>52</td>
<td>6</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>September 2008</td>
<td>5</td>
<td>29</td>
<td>52</td>
<td>10</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>December 2009</td>
<td>9</td>
<td>32</td>
<td>50</td>
<td>7</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>December 2011</td>
<td>10</td>
<td>40</td>
<td>45</td>
<td>3</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>November 2013</td>
<td>10</td>
<td>32</td>
<td>48</td>
<td>8</td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>

**BASE:** Total sample. Q.20: How would you describe the current relations between the U.S. and Germany? **NOTE:** From 2004 on, online studies did not offer DK/NA option.
Positive Perception Of Current Relations Shows A Slight Decrease Among Both Genders

[Graph showing the percentage of positive perceptions over time for both genders, with percentages trending downwards from 2001 to 2013.]
Higher Income Earners More Disposed To Believe That Current Relations Are Good

**Total Sample**
- **Excellent (5)**: 10
- **4**: 32
- **3**: 48
- **2**: 8
- **Poor (1)**: 2

**Less than $50k/year earners**
- **Excellent (5)**: 9
- **4**: 26
- **3**: 53
- **2**: 9
- **Poor (1)**: 4

**Over $75k/year earners**
- **Excellent (5)**: 12
- **4**: 40
- **3**: 41
- **2**: 6
- **Poor (1)**: 1

**Some college or less**
- **Excellent (5)**: 9
- **4**: 30
- **3**: 50
- **2**: 9
- **Poor (1)**: 3

**College graduate or above**
- **Excellent (5)**: 10
- **4**: 34
- **3**: 46
- **2**: 7
- **Poor (1)**: 2

**BASE**: Total sample (N=1500), Earning Less than $50/yr (738), Over $75k/yr (365), Some college or less (747), College grad or above (753). Q.20: How would you describe the current relations between the U.S. and Germany?
## Economic Cooperation Continues To Be Seen As The Most Positive Aspect Of Good U.S.-German Relations

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economic cooperation/trade/finance/import-export/commerce</td>
<td>33</td>
</tr>
<tr>
<td>Good diplomatic relations/on good terms/mutual respect/trust</td>
<td>20</td>
</tr>
<tr>
<td>Political relationship/agreement on foreign policies</td>
<td>10</td>
</tr>
<tr>
<td>All or most aspects are good</td>
<td>8</td>
</tr>
<tr>
<td>NATO allies/U.S. military bases in Germany/defense cooperation</td>
<td>7</td>
</tr>
<tr>
<td>Social/personal relationships/friendly attitude towards Americans</td>
<td>6</td>
</tr>
<tr>
<td>Science/technology products/sharing info/Skills/R&amp;D</td>
<td>5</td>
</tr>
<tr>
<td>Cultural/education exchanges</td>
<td>4</td>
</tr>
<tr>
<td>Tourism/travel</td>
<td>3</td>
</tr>
<tr>
<td>Automotive /German cars being manufactured in the U.S./transport</td>
<td>1</td>
</tr>
<tr>
<td>War on terrorism/support efforts in Iraq/views on terrorism</td>
<td>1</td>
</tr>
<tr>
<td>Humanitarian aid/human rights/environmental protection</td>
<td>1</td>
</tr>
<tr>
<td>Don’t know/nothing/no detailed response</td>
<td>27</td>
</tr>
</tbody>
</table>

Q.21 What aspects of the U.S.-German relations are **good**? (Open-end) BASE: Those who think that the current relations between the U.S. and Germany are good (4+5 rating), N=838.
Over Half Can Not Name Anything Specific That They Dislike About Germany

Q.17.1 What if anything do you dislike about Germany?

- Nothing: 54
- History/Past/WWII/Nazi: 11
- People/Arrogant/Rigid/Rude: 4
- Lifestyle/Poor Food/Expensive: 4
- Politics/Too Socialist: 4
- Location/Too Far Away: 2
- Don’t know/no detailed response: 11
GERMANY AS A U.S. PARTNER
Unaided, Almost A Quarter Of Americans Consider Germany One Of The Most Important International Partners Of The U.S.

BASE: Total Sample (N=1,500).
Q.1 Which countries do you consider the most important international partners of the U.S.? (open-ended). NOTE: Only countries with 5% mentions or more are listed. Numbers in parentheses change compared to 2009 survey.

- Great Britain/England/UK: 54%
- China: 24%
- Germany: 23%
- Canada: 22%
- Japan: 20%
- France: 17%
- Israel: 13%
- Mexico: 9%
- Russia: 7%
Germany Tops List Of Non-English Speaking Countries Which Are The Most Important International Partners of the U.S.

**Graph:**
- Great Britain (UK): 69%
- Canada: 61%
- Germany: 43%
- China: 42%
- Japan: 38%
- France: 33%
- Israel: 27%
- Mexico: 23%
- Australia: 22%
- Russia: 16%
- Italy: 10%

*BASE: Total Sample (N=1,500). Q.2 More specifically, which five countries do you consider the most important international partners of the U.S.? (closed-ended) 10%+ Reported.*
Changes in Country Importance Since 2011
Include A Modest Decrease For Germany

<table>
<thead>
<tr>
<th>Most important international partners of the U.S.</th>
<th>September 2005 (N=1,070)</th>
<th>February 2007 (N=1,023)</th>
<th>September 2008 (N=1,019)</th>
<th>December 2009 (N=1,051)</th>
<th>December 2011 (N=1,517)</th>
<th>November 2013 (N=1,500)</th>
<th>Change compared to previous wave</th>
</tr>
</thead>
<tbody>
<tr>
<td>Great Britain (United Kingdom)*</td>
<td>83%</td>
<td>84%</td>
<td>73%</td>
<td>75%</td>
<td>67%</td>
<td>69%</td>
<td>+2</td>
</tr>
<tr>
<td>Canada</td>
<td>61</td>
<td>67</td>
<td>61</td>
<td>69</td>
<td>63</td>
<td>61</td>
<td>-2</td>
</tr>
<tr>
<td>Japan</td>
<td>47</td>
<td>47</td>
<td>41</td>
<td>44</td>
<td>44</td>
<td>38</td>
<td>-6</td>
</tr>
<tr>
<td>Australia</td>
<td>30</td>
<td>34</td>
<td>28</td>
<td>31</td>
<td>26</td>
<td>22</td>
<td>-4</td>
</tr>
<tr>
<td>Germany</td>
<td>35</td>
<td>38</td>
<td>37</td>
<td>40</td>
<td>46</td>
<td>43</td>
<td>-3</td>
</tr>
<tr>
<td>China</td>
<td>32</td>
<td>30</td>
<td>36</td>
<td>50</td>
<td>43</td>
<td>42</td>
<td>-1</td>
</tr>
<tr>
<td>Israel</td>
<td>27</td>
<td>30</td>
<td>29</td>
<td>22</td>
<td>25</td>
<td>27</td>
<td>+2</td>
</tr>
<tr>
<td>Mexico</td>
<td>32</td>
<td>23</td>
<td>24</td>
<td>28</td>
<td>21</td>
<td>23</td>
<td>+2</td>
</tr>
<tr>
<td>France</td>
<td>21</td>
<td>21</td>
<td>26</td>
<td>29</td>
<td>30</td>
<td>33</td>
<td>+3</td>
</tr>
</tbody>
</table>

* In September 2008, name was changed from “United Kingdom / England” to “Great Britain (United Kingdom)”
Germany Is Ranked Number Four Among Countries That Have The Most Common Values With The U.S. And Is The Highest Ranked Non-English Speaking Country

- Great Britain (UK): 69
- Canada: 66
- Australia: 50
- Germany: 39
- France: 30
- Israel: 23
- Ireland: 21
- Japan: 20
- Mexico: 17
- Italy: 15
- China: 14
Among European Partners Of The U.S., Germany A Close Second Behind Great Britain

Great Britain (UK) 69
Germany 60
France 54
Italy 31
Spain 19
Russia 19
Ireland 16
Switzerland 13
Sweden 10

BASE: Total Sample (N=1,500). Q.3 Which countries do you consider the most important European partners of the U.S.? Select up to five. (closed-ended). 10%+ Reported.
Great Britain, China And Israel Seen As The Three Foreign Countries With The Most Influence On U.S. Politics

- Great Britain (United Kingdom): 50%
- China: 38%
- Israel: 25%
- Canada: 19%
- Germany: 18%
- Russia: 18%
- Japan: 12%
- France: 10%
- Iraq: 9%
- Mexico: 8%
- Iran: 9%
FIGHT AGAINST TERRORISM
Americans Think Germany Is An Important Ally In The Fight Against Terrorism And Want Them To Be More Active

BASE: Total Sample (N=1,500). Q.24(I-M): How much do you agree or disagree with the following statements regarding the relations between the U.S. and Germany as well as Germany’s fight against terrorism?

- Germany should be more active in the fight against terrorism
- Germany is an important ally of the U.S. in the fight against terrorism
- Germany plays an important role in stabilizing Afghanistan

[Bar chart with percentages]
## Trending For Germany’s Role In The Fight Against Terrorism Very Stable, Perception As A U.S. Ally Up Slightly

<table>
<thead>
<tr>
<th>Top 2 Box Agreement</th>
<th>September 2004 (N=1,412)</th>
<th>September 2005 (N=1,070)</th>
<th>February 2007 (N=1,023)</th>
<th>September 2008 (N=1,019)</th>
<th>December 2009 (N=1,051)</th>
<th>December 2011 (N=1,517)</th>
<th>November 2013 (N=1,500)</th>
<th>Change compared to previous wave</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany should be more active in the fight against terrorism</td>
<td>59%</td>
<td>57%</td>
<td>57%</td>
<td>49%</td>
<td>47%</td>
<td>48%</td>
<td>48%</td>
<td>-</td>
</tr>
<tr>
<td>Germany is an important ally of the U.S. in the fight against terrorism</td>
<td>37</td>
<td>36</td>
<td>35</td>
<td>35</td>
<td>36</td>
<td>45</td>
<td>47</td>
<td>+2</td>
</tr>
<tr>
<td>Germany plays an important role in stabilizing Afghanistan</td>
<td>n.a.</td>
<td>n.a.</td>
<td>n.a.</td>
<td>n.a.</td>
<td>n.a.</td>
<td>27</td>
<td>27</td>
<td>-</td>
</tr>
</tbody>
</table>
TECHNOLOGY / SCIENTIFIC RESEARCH
Germany Generally Seen As High Tech & Important In The Fields Of Science, Research & Technology

- **Germany is a high-tech country**
  - Agree Completely: 30
  - Agree: 30
  - Partially Agree: 15
  - Partially Disagree: 21
  - Disagree完全: 22

- **Germany produces many important scientific research findings**
  - Agree Completely: 25
  - Agree: 28
  - Partially Agree: 18
  - Partially Disagree: 21
  - Disagree: 26

- **Germany is a global leader in research and technology**
  - Agree Completely: 25
  - Agree: 27
  - Partially Agree: 20
  - Partially Disagree: 4
  - Disagree: 23
## Germany’s Image As A High-Tech Country Remains Strong And Stable

<table>
<thead>
<tr>
<th>Top 2 Box Agreement</th>
<th>September 2004 (N=1,412)</th>
<th>September 2005 (N=1,070)</th>
<th>February 2007 (N=1,023)</th>
<th>September 2008 (N=1,019)</th>
<th>December 2009 (N=1,051)</th>
<th>December 2011 (N=1,517)</th>
<th>November 2013 (N=1,500)</th>
<th>Change compared to previous wave</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany is a high-tech country</td>
<td>56%</td>
<td>54%</td>
<td>52%</td>
<td>51%</td>
<td>48%</td>
<td>58%</td>
<td>60%</td>
<td>+2</td>
</tr>
<tr>
<td>Germany produces many important scientific research findings</td>
<td>48</td>
<td>43</td>
<td>48</td>
<td>47</td>
<td>46</td>
<td>55</td>
<td>53</td>
<td>-2</td>
</tr>
<tr>
<td>Germany is a global leader in research and technology</td>
<td>n.a.</td>
<td>n.a.</td>
<td>n.a.</td>
<td>42</td>
<td>40</td>
<td>54</td>
<td>52</td>
<td>-2</td>
</tr>
</tbody>
</table>
### The U.S. And Japan Are Seen As Most Technologically Advanced Countries

<table>
<thead>
<tr>
<th>Country</th>
<th>Very technologyically advanced</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>Not at all technologically advanced</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japan</td>
<td>73</td>
<td>15</td>
<td>31</td>
<td>8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>U.S.</td>
<td>68</td>
<td>19</td>
<td>11</td>
<td>7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>China</td>
<td>51</td>
<td>24</td>
<td>12</td>
<td>21</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Germany</td>
<td>43</td>
<td>30</td>
<td>11</td>
<td>21</td>
<td>13</td>
<td></td>
</tr>
<tr>
<td>UK</td>
<td>42</td>
<td>33</td>
<td>10</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Canada</td>
<td>34</td>
<td>36</td>
<td>14</td>
<td>21</td>
<td>13</td>
<td></td>
</tr>
<tr>
<td>Russia</td>
<td>23</td>
<td>32</td>
<td>24</td>
<td>5</td>
<td>1</td>
<td>15</td>
</tr>
<tr>
<td>France</td>
<td>23</td>
<td>38</td>
<td>19</td>
<td>3</td>
<td>1</td>
<td>16</td>
</tr>
<tr>
<td>India</td>
<td>16</td>
<td>24</td>
<td>26</td>
<td>14</td>
<td>4</td>
<td>17</td>
</tr>
<tr>
<td>Brazil</td>
<td>8</td>
<td>23</td>
<td>33</td>
<td>13</td>
<td>2</td>
<td>20</td>
</tr>
<tr>
<td>Mexico</td>
<td>5</td>
<td>13</td>
<td>35</td>
<td>25</td>
<td>8</td>
<td>15</td>
</tr>
</tbody>
</table>

**BASE:** Total Sample (N=1,500). Q.5(A-K): For each of the following countries, please indicate how technologically advanced they are.
Germany Is Widely Perceived As A Major Economic Power

**Germany is a major economic power**

- Agree (4+5): 57
- Neutral (3): 19
- Disagree (1+2): 5
- DK/NA: 19

**The economic relationship between Germany and the U.S. drives global economic stability and growth**

- Agree (4+5): 45
- Neutral (3): 21
- Disagree (1+2): 6
- DK/NA: 27

**The U.S. and Germany are global economic competitors**

- Agree (4+5): 41
- Neutral (3): 24
- Disagree (1+2): 6
- DK/NA: 29

BASE: Total Sample (N=1,500)

Q.16A Based on what you know, how much do you agree or disagree with the following statements about modern Germany?

Q.24(E,H): How much do you agree or disagree with the following statements regarding the relations between the U.S. and Germany?
China, Japan, UK And Canada Seen As The Most Important Economic Partners Of The U.S.

<table>
<thead>
<tr>
<th>Country</th>
<th>Very important</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>Not at all important</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>58</td>
<td>18</td>
<td>8</td>
<td>21</td>
<td>13</td>
<td></td>
</tr>
<tr>
<td>Japan</td>
<td>51</td>
<td>24</td>
<td>8</td>
<td>11</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td>Great Britain</td>
<td>46</td>
<td>26</td>
<td>10</td>
<td>21</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>(United Kingdom)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Canada</td>
<td>42</td>
<td>27</td>
<td>12</td>
<td>31</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td>Germany</td>
<td>30</td>
<td>29</td>
<td>18</td>
<td>4</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Mexico</td>
<td>24</td>
<td>26</td>
<td>21</td>
<td>9</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>France</td>
<td>20</td>
<td>28</td>
<td>24</td>
<td>7</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>India</td>
<td>20</td>
<td>23</td>
<td>26</td>
<td>9</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Russia</td>
<td>19</td>
<td>25</td>
<td>25</td>
<td>10</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Brazil</td>
<td>13</td>
<td>24</td>
<td>28</td>
<td>11</td>
<td>4</td>
<td></td>
</tr>
</tbody>
</table>

BASE: Total Sample (N=1,517). Q.6(A-J): For each of the following countries, please indicate how important they are to the U.S. as economic partners.
THE EUROPEAN UNION
Most Americans Feel Relatively Uninformed About The EU And European Integration – And That Knowledge Gap Is Increasing

- Very informed
- 4
- 3
- 2
- Not at all informed

<table>
<thead>
<tr>
<th></th>
<th>Very informed</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>Not at all informed</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 2005</td>
<td>4</td>
<td>14</td>
<td>29</td>
<td>28</td>
<td>26</td>
</tr>
<tr>
<td>February 2007</td>
<td>3</td>
<td>12</td>
<td>36</td>
<td>24</td>
<td>26</td>
</tr>
<tr>
<td>September 2008</td>
<td>5</td>
<td>11</td>
<td>32</td>
<td>22</td>
<td>30</td>
</tr>
<tr>
<td>December 2009</td>
<td>4</td>
<td>13</td>
<td>29</td>
<td>21</td>
<td>33</td>
</tr>
<tr>
<td>December 2011</td>
<td>6</td>
<td>16</td>
<td>33</td>
<td>21</td>
<td>24</td>
</tr>
<tr>
<td>November 2013</td>
<td>6</td>
<td>16</td>
<td>30</td>
<td>18</td>
<td>30</td>
</tr>
</tbody>
</table>
A Majority Of Americans Think The European Debt Crisis Has Impacted The U.S. Economy

<table>
<thead>
<tr>
<th>Statement</th>
<th>Completely agree</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>Completely disagree</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>The European debt crisis has repercussions for the U.S. economy</td>
<td>36</td>
<td>24</td>
<td>13</td>
<td>21</td>
<td>25</td>
<td></td>
</tr>
<tr>
<td>It is in the interest of the U.S. that there is a strong European Union</td>
<td>29</td>
<td>25</td>
<td>14</td>
<td>3</td>
<td>2</td>
<td>26</td>
</tr>
<tr>
<td>The European Union is an important political partner of the U.S</td>
<td>28</td>
<td>26</td>
<td>15</td>
<td>3</td>
<td>2</td>
<td>27</td>
</tr>
<tr>
<td>A transatlantic trade and investment partnership (TTIP) is in the best interest of the EU</td>
<td>19</td>
<td>24</td>
<td>16</td>
<td>21</td>
<td>38</td>
<td></td>
</tr>
<tr>
<td>A transatlantic trade and investment partnership (TTIP) is in the best interest of the US</td>
<td>18</td>
<td>24</td>
<td>16</td>
<td>3</td>
<td>3</td>
<td>36</td>
</tr>
<tr>
<td>The European Union does not do its share to tackle global challenges</td>
<td>12</td>
<td>17</td>
<td>21</td>
<td>9</td>
<td>3</td>
<td>38</td>
</tr>
</tbody>
</table>
Germany’s Presence In Europe Seen As Stable & Constructive

- Stable: 51
- Constructive: 41
- Collaborative: 36
- Demanding: 20
- Patronizing: 11
- Trailblazing: 10
- Fickle: 7
- Weak: 6
## Majority of Americans Feel Germany Has A Leading Role In Europe, Which Has Strengthened In The Last Few Years

<table>
<thead>
<tr>
<th>Statement</th>
<th>Agree (4+5)</th>
<th>Neutral (3)</th>
<th>Disagree (1+2)</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany’s role in Europe has greatly strengthened over the last few years</td>
<td>53</td>
<td>15</td>
<td>3</td>
<td>29</td>
</tr>
<tr>
<td>Germany wants to assume a leading role in Europe</td>
<td>52</td>
<td>14</td>
<td>2</td>
<td>32</td>
</tr>
<tr>
<td>I expect Germany to assume a leading role in Europe</td>
<td>51</td>
<td>17</td>
<td>5</td>
<td>27</td>
</tr>
<tr>
<td>Germany demonstrates deep commitment to the European Union</td>
<td>42</td>
<td>19</td>
<td>4</td>
<td>35</td>
</tr>
<tr>
<td>Germany assumes a leadership role in enhancing European integration</td>
<td>42</td>
<td>18</td>
<td>4</td>
<td>36</td>
</tr>
</tbody>
</table>

BASE: Total Sample (N=1,500). 18.3 (A-E) Based on what you know, how much do you agree or disagree with the following statements about **Germany and the European Union (EU)**?
Germany Is Seen As The Country Best Suited To Lead Europe Out Of The Current Debt Crisis

- Germany: 27
- Great Britain (United Kingdom): 20
- U.S.: 8
- China: 7
- France: 3
- Japan: 3
- Other: 4
- Don’t know: 28

BASE: Total Sample (N=1,500). Q.18.4: In your opinion, which country is best suited to lead Europe out of the current debt crisis? Select one.
INFORMATION ABOUT GERMANY
Americans Are Slightly Higher In Their Knowledge of Germany And The Germans Than 2011

Pie chart showing the distribution of knowledge levels:
- Comprehensive knowledge: 10%
- 4: 9%
- 3: 19%
- 2: 24%
- No knowledge at all: 38%

Top 2 Box:
- 2011: 32%
- 2009: 28%
- 2008: 25%
## Interest In Receiving Info About Germany Holds Steady From Previous Years

<table>
<thead>
<tr>
<th>Date</th>
<th>Very interested</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>Not at all interested</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 2001</td>
<td>14</td>
<td>36</td>
<td>13</td>
<td>12</td>
<td>23</td>
</tr>
<tr>
<td>September 2004</td>
<td>8</td>
<td>13</td>
<td>29</td>
<td>21</td>
<td>28</td>
</tr>
<tr>
<td>September 2005</td>
<td>10</td>
<td>18</td>
<td>32</td>
<td>18</td>
<td>23</td>
</tr>
<tr>
<td>February 2007</td>
<td>9</td>
<td>15</td>
<td>35</td>
<td>20</td>
<td>22</td>
</tr>
<tr>
<td>September 2008</td>
<td>11</td>
<td>18</td>
<td>29</td>
<td>17</td>
<td>25</td>
</tr>
<tr>
<td>December 2009</td>
<td>14</td>
<td>19</td>
<td>31</td>
<td>15</td>
<td>21</td>
</tr>
<tr>
<td>December 2011</td>
<td>17</td>
<td>27</td>
<td>31</td>
<td>14</td>
<td>12</td>
</tr>
<tr>
<td>November 2013</td>
<td>15</td>
<td>26</td>
<td>30</td>
<td>14</td>
<td>15</td>
</tr>
</tbody>
</table>

**Top 2 Box:** 41%
Interest In Receiving Information Across Segments

Total Sample
- Excellent (5): 15
- Poor (1): 15
- 4: 26
- 3: 30
- 2: 14

Long Term Residents
- Excellent (5): 27
- Poor (1): 11
- 4: 27
- 3: 27
- 2: 8

College Students
- Excellent (5): 10
- Poor (1): 14
- 4: 27
- 3: 28
- 2: 21

BASE: Total sample. (N=1,500), Long Term Residents (N= 216), Hispanics (N=387), College Students (N=192) Q.62: Overall, how interested are you in receiving information about Germany?
Americans Agree The U.S. Media Do Not Provide Enough News About Germany & Disagree They Don’t Need To Be Informed About Germany

- **The U.S. media do not provide enough news about Germany**
  - Agree (4+5): 51
  - Neutral (3): 36
  - Disagree (1+2): 13

- **I don’t need to be informed about Germany**
  - Agree (4+5): 18
  - Neutral (3): 32
  - Disagree (1+2): 50

*BASE: Total Sample (N=1,500). Q.61 (A-B) How much do you agree or disagree with the following statements?
Americans Continue To Be Interested In Receiving Information About Various Aspects Of Germany

<table>
<thead>
<tr>
<th>Topic</th>
<th>Interested (4+5)</th>
<th>Neutral (3)</th>
<th>Not interested (1+2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Modern life in Germany</td>
<td>52</td>
<td>32</td>
<td>16</td>
</tr>
<tr>
<td>German science and scientific research</td>
<td>51</td>
<td>29</td>
<td>20</td>
</tr>
<tr>
<td>German history</td>
<td>50</td>
<td>31</td>
<td>18</td>
</tr>
<tr>
<td>Tourist and travel information</td>
<td>49</td>
<td>27</td>
<td>23</td>
</tr>
<tr>
<td>German cuisine</td>
<td>48</td>
<td>28</td>
<td>23</td>
</tr>
<tr>
<td>German cars</td>
<td>45</td>
<td>27</td>
<td>29</td>
</tr>
</tbody>
</table>
There is steady interest in receiving information about various aspects of Germany.

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Interested (4+5)</th>
<th>Neutral (3)</th>
<th>Not interested (1+2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>German beer</td>
<td>43</td>
<td>21</td>
<td>36</td>
</tr>
<tr>
<td>The German economy</td>
<td>42</td>
<td>33</td>
<td>25</td>
</tr>
<tr>
<td>German politics</td>
<td>33</td>
<td>35</td>
<td>32</td>
</tr>
<tr>
<td>German literature</td>
<td>29</td>
<td>32</td>
<td>39</td>
</tr>
<tr>
<td>German music</td>
<td>29</td>
<td>31</td>
<td>39</td>
</tr>
<tr>
<td>German films</td>
<td>26</td>
<td>31</td>
<td>43</td>
</tr>
<tr>
<td>German sports</td>
<td>21</td>
<td>27</td>
<td>52</td>
</tr>
</tbody>
</table>
GERMANY VISITS
Close To A Quarter Of Americans Have Visited Germany

Ever visited Germany: **26%**
(up from 24% in December 2011)
**Main Reasons For Visits To Germany**

- **Tourism/vacation**: 58
- **Business**: 20
- **Visiting family/relatives**: 20
- **Visiting friends**: 16
- **Studying/college**: 10
- **Other**: 18

BASE: Those who have visited Germany (N=396).
Q.51: What was the main reason / were the main reasons for your visit(s) to Germany? Select all that apply.
## Most Recent Visit To Germany

<table>
<thead>
<tr>
<th>Time Period</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 6 months ago</td>
<td>8</td>
</tr>
<tr>
<td>7-12 months ago</td>
<td>15</td>
</tr>
<tr>
<td>1-2 years ago</td>
<td>16</td>
</tr>
<tr>
<td>3-5 years ago</td>
<td>13</td>
</tr>
<tr>
<td>6-10 years ago</td>
<td>11</td>
</tr>
<tr>
<td>More than 10 years ago</td>
<td>37</td>
</tr>
</tbody>
</table>

Average Visit was **9.7 years ago**
# Top Box Rating For Liking Visit(s) To Germany Higher Than Ever

<table>
<thead>
<tr>
<th>Month</th>
<th>N</th>
<th>Liked a lot (5)</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>Did not like at all (1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 2004</td>
<td>225</td>
<td>61</td>
<td>27</td>
<td>9</td>
<td>21</td>
<td></td>
</tr>
<tr>
<td>September 2005</td>
<td>249</td>
<td>51</td>
<td>27</td>
<td>16</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>February 2007</td>
<td>243</td>
<td>54</td>
<td>28</td>
<td>14</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>September 2008</td>
<td>199</td>
<td>47</td>
<td>30</td>
<td>18</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>December 2009</td>
<td>210</td>
<td>59</td>
<td>27</td>
<td>12</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>December 2011</td>
<td>366</td>
<td>53</td>
<td>33</td>
<td>11</td>
<td>21</td>
<td></td>
</tr>
<tr>
<td>November 2013</td>
<td>396</td>
<td>58</td>
<td>32</td>
<td>8</td>
<td>11</td>
<td></td>
</tr>
</tbody>
</table>

Very High Mean of 4.5 (November 2013)

**BASE:** Total sample. Q.53: Overall, how did you like your visit(s) to Germany? BASE: Those who have visited Germany.
Visits To Germany Have A Highly Positive Impact On The Perception Of Germany And The German People

- Perceive Germany and the Germans more positively: 63%
- Not feel any different towards Germany and the Germans: 32%
- Perceive Germany and the Germans more negatively: 6%

More Positively
- 2013: 63%
- 2011: 58%
- 2009: 51%

BASE: Those who have visited Germany (N=396). Q.54: In general, did your visit(s) to Germany make you...?
Over 40% of Americans With German Ancestry Feel Connected To Germany, Huge Increases Though Smaller Base Than 2011

Top Two Box  
2013: 41%  
2011: 20%

Feel very connected  
4  
3  
2  
Do not feel connected at all

18%  
32%  
14%  
13%  
23%
The Magid Pedigree

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