Perceptions Of Germany Among The U.S. Population:
June 2018
Frank N. Magid Associates, Inc. is a leading research-based consulting firm with expertise in media, communications and entertainment. Since our first engagement with a local television station fifty years ago, we have been at the forefront of innovation in the media, entertainment and communications industries.

Magid’s extensive global network of partners gives us the reach and flexibility to conduct research on the ground, on the telephone, in person and online in over 44 countries.
About Magid

Frank N. Magid Associates ignites transformational ideas to create change and make our clients exceptionally profitable.

Since 1957, Magid has successfully leveraged its unparalleled consumer insights, operating best practices, consumer and industry perspectives, and communications expertise to help hundreds of businesses build stronger brands and achieve stronger financial returns.

Today, Magid’s team of 150 people in the US works with leading brands across across a diverse range of industries and countries.
Objectives & Methodology

Nationally representative online survey of N=1,500 Online Users
- Ages 18+
- Sample is nationally representative in terms of gender, age, and Census regions
- Study focus: To better understand the American population’s general knowledge about Germany, the German people, and issues relevant to Germany and its relationship with the United States
- Oversample of n=150 college students ages 18-25
- Data collected May 22 – June 4, 2018
- Study averaged 21 minutes in length (median)
- Respondent recruitment completed via email by a high quality online research panel and data collection firm
- Margin of error = +/-3%
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Impression of Germany Among Americans
Majority Of Americans Continue To View Germany In A Positive Light – Uptick From 2016

Total N=1500. Q11: How would you describe your general impression of Germany? NOTE: From 2004 on, online studies did not offer DK/NA option.
Nearly Half Of Respondents Think Germans Like The U.S. And Americans; But Drop Of -3 to -5% From 2016

Do you think that Germans like the United States and Americans?
(For 2016-2018, question was split up into two questions)

Total N=1500. Q22: Do you think that Germans like the United States? Q23: Do you think that Germans like Americans? NOTE: Before 2016, these two questions were combined to ask about both the US and Americans in one question.
**Majority Of Americans View Germany As Global Power And A Forward Thinking Society**

Based on what you know, how much do you agree or disagree with the following statements about modern Germany? *Germany’s Image*

<table>
<thead>
<tr>
<th>Statement</th>
<th>Agree (4+5)</th>
<th>Neutral (3)</th>
<th>Disagree (1+2)</th>
<th>DK/NA</th>
<th>“Agree” change compared to previous wave</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany is a modern and forward-thinking society</td>
<td>64%</td>
<td></td>
<td>15%</td>
<td>5%</td>
<td>-1%</td>
</tr>
<tr>
<td>Germany is a major economic power</td>
<td>63%</td>
<td></td>
<td>15%</td>
<td>5%</td>
<td>+1%</td>
</tr>
<tr>
<td>Germany plays an important role in the UN</td>
<td>62%</td>
<td></td>
<td>15%</td>
<td>4%</td>
<td>+1%</td>
</tr>
<tr>
<td>Germany is a leading country in science, research and innovation*</td>
<td>58%</td>
<td></td>
<td>16%</td>
<td>5%</td>
<td>-1%</td>
</tr>
<tr>
<td>Germany is a land of regional differences</td>
<td>52%</td>
<td></td>
<td>20%</td>
<td>6%</td>
<td>-4%</td>
</tr>
<tr>
<td>The Apprenticeship system and workforce development are important reasons for Germany’s economic success</td>
<td>52%</td>
<td></td>
<td>16%</td>
<td>3%</td>
<td>N/A</td>
</tr>
<tr>
<td>Germany is against any kind of political extremism</td>
<td>48%</td>
<td></td>
<td>18%</td>
<td>10%</td>
<td>+2%</td>
</tr>
<tr>
<td>Germany is too cautious in adopting digital technologies</td>
<td>27%</td>
<td>19%</td>
<td>23%</td>
<td>30%</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Total N=1500. Q16: Based on what you know, how much do you agree or disagree with the following statements about modern Germany?  
*Slight change in wording from 2016 which was “Germany is a global leader in research and technology”*
Germany As A U.S. Partner
### Perceptions Of Germany-U.S. Relations Have Dropped Significantly From 2016; Lowest Since GW Bush Era

<table>
<thead>
<tr>
<th>Date</th>
<th>Good (4+5)</th>
<th>Neutral (3)</th>
<th>Poor (1+2)</th>
<th>DK/NA</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 2001</td>
<td>65%</td>
<td></td>
<td>26%</td>
<td>4%</td>
</tr>
<tr>
<td>September 2002</td>
<td>41%</td>
<td></td>
<td>38%</td>
<td>13%</td>
</tr>
<tr>
<td>April 2003</td>
<td>17%</td>
<td>39%</td>
<td>35%</td>
<td>9%</td>
</tr>
<tr>
<td>September 2003</td>
<td>27%</td>
<td>41%</td>
<td>22%</td>
<td>10%</td>
</tr>
<tr>
<td>September 2004</td>
<td>35%</td>
<td>43%</td>
<td>23%</td>
<td></td>
</tr>
<tr>
<td>September 2005</td>
<td>30%</td>
<td>54%</td>
<td>16%</td>
<td></td>
</tr>
<tr>
<td>February 2007</td>
<td>39%</td>
<td>52%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>September 2008</td>
<td>34%</td>
<td>52%</td>
<td>14%</td>
<td></td>
</tr>
<tr>
<td>December 2009</td>
<td>41%</td>
<td>50%</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>December 2011</td>
<td>50%</td>
<td>45%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>November 2013</td>
<td>42%</td>
<td>48%</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>February 2016</td>
<td>48%</td>
<td>45%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>June 2018</td>
<td>38%</td>
<td>48%</td>
<td>15%</td>
<td></td>
</tr>
</tbody>
</table>

Total N=1500. Q24: 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.
Do you approve of the way _____ is dealing with U.S.-German relations?

- Yes: 43% (Chancellor Merkel: 43%, President Trump: 30%)
- No: 41% (Chancellor Merkel: 13%, President Trump: 29%)
- Not Sure: 44% (Chancellor Merkel: 44%, President Trump: 29%)

Change compared to previous wave:
- Chancellor Merkel: +2%
- President Trump: -13%*

Total N=1500. Q27: Do you approve of the way Chancellor Merkel is dealing with U.S.-German relations? Q27.1: Do you approve of the way President Trump is dealing with U.S.-German relations?

*2016 referred to President Obama
Americans Think That Germany And The US Have Close Bond, But Could Political Relationship Could Be Stronger

How much do you agree or disagree with the following statements regarding the relations between the U.S. and Germany?

<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>The U.S. and Germany should work together more closely to fight climate change</td>
<td>63%</td>
<td>13%</td>
<td>8%</td>
<td>15%</td>
</tr>
<tr>
<td>Germany is a key ally of the U.S.</td>
<td>61%</td>
<td>17%</td>
<td>5%</td>
<td>17%</td>
</tr>
<tr>
<td>Germany and the U.S. share fundamental interests and values</td>
<td>59%</td>
<td>19%</td>
<td>5%</td>
<td>17%</td>
</tr>
<tr>
<td>The political relationship between Germany and the U.S. is not as strong as it should be</td>
<td>59%</td>
<td>17%</td>
<td>6%</td>
<td>18%</td>
</tr>
<tr>
<td>There are strong historical bonds between Germany and the U.S.</td>
<td>57%</td>
<td>19%</td>
<td>8%</td>
<td>15%</td>
</tr>
<tr>
<td>Germany is committed to a strong security relationship with the U.S.</td>
<td>54%</td>
<td>20%</td>
<td>5%</td>
<td>21%</td>
</tr>
<tr>
<td>Germany is a committed partner of the US in confronting today's challenges</td>
<td>53%</td>
<td>20%</td>
<td>7%</td>
<td>20%</td>
</tr>
</tbody>
</table>

Total N=1500. Q28: How much do you agree or disagree with the following statements regarding the relations between the U.S. and Germany?
Germany Is Considered A Top Five International Partner Of The U.S.; And An Increasingly Important Partner

More specifically, which five countries do you consider the most important international partners of the U.S.?

- Canada: 69% (+10%)
- Great Britain (United Kingdom): 66% (+5%)
- France: 45% (+7%)
- Germany: 43% (+4%)
- China: 42% (+7%)
- Japan: 39% (+3%)
- Mexico: 30% (+8%)
- Israel: 26% (-3%)
- Australia: 16% (-5%)
- South Korea: 13% (-1%)
- Italy: 10% (+1%)
- Russia: 9% (-2%)

Total N=1500. Q2: More specifically, which five countries do you consider the most important international partners of the U.S.? Select five. NOTE: Only those with 10% or more shown.
Which three foreign countries have the most influence on U.S. politics?

- Great Britain (United Kingdom): 39% (+2%)
- China: 37% (-4%)
- Russia: 29% (+5%)
- Canada: 22% (+6%)
- Israel: 20% (-4%)
- France: 17% (+2%)
- Germany: 16% (-1%)
- Mexico: 12% (-2%)

Total N=1500. Q4: Please indicate which three foreign countries you think have the most influence on U.S. politics? Select up to three.
Americans Believe Germany Is One Of The Top Countries In The World With Common Values

Which **five** countries do you think have the most **common values** with the U.S.?

- **Canada**: 70% (+5%)
- **Great Britain (United Kingdom)**: 65% (+4%)
- **France**: 46% (+11%)
- **Germany**: 41% (+5%)
- **Australia**: 38% (-4%)
- **Israel**: 24% (+3%)
- **Japan**: 23% (+9%)
- **Ireland**: 19% (+2%)
- **Italy**: 16% (+4%)
- **Mexico**: 15% (+2%)
- **China**: 13% (+2%)

Total N=1500. Q4.2: And which **five** countries do you think have the most **common values** with the U.S.? Select five. NOTE: Only those with 10% or more shown.
**Majority Believe Germany Is An Important Ally In The Fight Against Terrorism, But Could Be More Active**

How much do you agree or disagree with the following statements regarding Germany’s fight against terrorism?

<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 should be more active in the fight against terrorism</td>
<td>59%</td>
<td>18%</td>
<td>4%</td>
<td>19%</td>
</tr>
<tr>
<td>Germany should play a more active military role in the fight against terrorism</td>
<td>58%</td>
<td>18%</td>
<td>5%</td>
<td>20%</td>
</tr>
<tr>
<td>Germany is an important ally of the US in the fight against terrorism</td>
<td>57%</td>
<td>19%</td>
<td>6%</td>
<td>18%</td>
</tr>
</tbody>
</table>

Total N=1500. Q28.2: How much do you agree or disagree with the following statements regarding Germany’s fight against terrorism?
Economic Relationship
Germany is a major economic power

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

German companies create jobs in the U.S.

The U.S. and Germany are global economic competitors
Germany Is Seen As A Strong Economic Partner With The US, But Remains Behind Top Tier Of Partners

For each of the following countries, please indicate how important they are to the U.S. as economic partners.

(4+5 shown)

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Great Britain (United Kingdom)</td>
<td>77%</td>
<td>+3%</td>
</tr>
<tr>
<td>China</td>
<td>77%</td>
<td>+2%</td>
</tr>
<tr>
<td>Japan</td>
<td>74%</td>
<td>+2%</td>
</tr>
<tr>
<td>Canada</td>
<td>74%</td>
<td>+3%</td>
</tr>
<tr>
<td>European Union (EU)</td>
<td>70%</td>
<td></td>
</tr>
<tr>
<td>Germany</td>
<td>65%</td>
<td>+1%</td>
</tr>
<tr>
<td>France</td>
<td>62%</td>
<td>+5%</td>
</tr>
<tr>
<td>Mexico</td>
<td>61%</td>
<td></td>
</tr>
<tr>
<td>South Korea</td>
<td>53%</td>
<td>+5%</td>
</tr>
<tr>
<td>India</td>
<td>43%</td>
<td></td>
</tr>
<tr>
<td>Taiwan</td>
<td>43%</td>
<td>-2%</td>
</tr>
<tr>
<td>Russia</td>
<td>40%</td>
<td>-1%</td>
</tr>
<tr>
<td>Brazil</td>
<td>34%</td>
<td>-2%</td>
</tr>
</tbody>
</table>

Total N=1500. Q4.1: For each of the following countries, please indicate how important they are to the U.S. as economic partners.
American’s Perception Of Germany’s Economic Importance To The US Is Slowly Rising

Total N=1500. Q4.1: For each of the following countries, please indicate how important they are to the U.S. as economic partners. Top 2 shown (4+5)
90%+ Think The Economic Relationship Between Germany And The U.S. Leans Towards Being Fair

Total N=1500. Q28.5 How would you characterize the economic relationship between Germany and U.S.?
Only About 40% Of Americans Feel Informed About The U.S.’s Steel And Aluminum Tariffs

Total N=1500. Q7: As you might know, the U.S. has imposed global tariffs on steel and aluminum; key allies like the European Union (EU), Canada, and Mexico have been temporarily exempted. How informed do you feel about the discussion on steel and aluminum tariffs?
Tariffs such as those on imported steel mostly benefit the U.S.

Tariffs such as those on imported steel mostly benefit China

Tariffs such as those on imported steel mostly benefit the E.U.

Tariffs such as those on imported steel are not in the interest of any of the countries involved

Total N=1500. Q8 Which of the following statements do you most agree with regarding steel and aluminum tariffs? Select one.
### 40%+ Americans Have Lost Confidence In Volkswagen Brand After Emissions Scandal; Trust Building Back Slowly

In 2015, the German car manufacturer Volkswagen admitted to cheating on emissions tests in the U.S. How much do you agree or disagree with the following statements?

<table>
<thead>
<tr>
<th>Statement</th>
<th>Agree (4+5)</th>
<th>Neutral (3)</th>
<th>Disagree (1+2)</th>
<th>DK/NA</th>
<th>“Agree” change compared to previous wave</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Volkswagen incident is an isolated case</td>
<td>43%</td>
<td>20%</td>
<td>16%</td>
<td>20%</td>
<td>-2%</td>
</tr>
<tr>
<td>I have lost confidence in the Volkswagen brand</td>
<td>43%</td>
<td>20%</td>
<td>23%</td>
<td>14%</td>
<td>-3%</td>
</tr>
<tr>
<td>The Volkswagen incident will harm the German economy in the long term</td>
<td>37%</td>
<td>24%</td>
<td>22%</td>
<td>18%</td>
<td>-5%</td>
</tr>
<tr>
<td>I have lost confidence in the German automobile industry in general</td>
<td>29%</td>
<td>22%</td>
<td>34%</td>
<td>15%</td>
<td>-1%</td>
</tr>
<tr>
<td>I have lost confidence in the brand “Made in Germany”</td>
<td>26%</td>
<td>21%</td>
<td>37%</td>
<td>15%</td>
<td>-2%</td>
</tr>
</tbody>
</table>

Total N=1500. Q29: In 2015, the German car manufacturer Volkswagen admitted to cheating on emissions tests in the U.S. How much do you agree or disagree with the following statements?
European Union
Only 1 in 3 Americans Feel Informed About EU

How informed do you feel you are about the European Union (EU)?

Total N=1500. Q5: How informed do you feel you are about the European Union (EU)?
Majority Of Americans Agree That The EU Is A Key Partner, And Want The EU To Stay Strong

Based on what you know, how much do you agree or disagree with the following statements about the European Union (EU)?

<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>It is in the interest of the US to expand trade with the European Union</td>
<td>68%</td>
<td>14%</td>
<td>4%</td>
<td>15%</td>
</tr>
<tr>
<td>The European Union is an important political partner of the US</td>
<td>67%</td>
<td>15%</td>
<td>4%</td>
<td>15%</td>
</tr>
<tr>
<td>It is in the interest of the U.S. that there is a strong European Union</td>
<td>67%</td>
<td>13%</td>
<td>5%</td>
<td>15%</td>
</tr>
</tbody>
</table>

Total N=1500. Q6: Based on what you know, how much do you agree or disagree with the following statements about the European Union (EU)?
Germany wants to assume a leading role in Europe

- Agree (4+5): 61%
- Neutral (3): 16%
- Disagree (1+2): 3%
- DK/NA: 20%

I expect Germany to assume a leading role in Europe

- Agree (4+5): 59%
- Neutral (3): 15%
- Disagree (1+2): 7%
- DK/NA: 18%

Germany's role in Europe has strengthened over the last few years

- Agree (4+5): 59%
- Neutral (3): 17%
- Disagree (1+2): 5%
- DK/NA: 20%

Germany is assuming a leading role in Europe

- Agree (4+5): 57%
- Neutral (3): 16%
- Disagree (1+2): 6%
- DK/NA: 20%

Germany demonstrates deep commitment to the European Union

- Agree (4+5): 56%
- Neutral (3): 18%
- Disagree (1+2): 5%
- DK/NA: 21%

Germany is committed to enhancing European integration

- Agree (4+5): 54%
- Neutral (3): 18%
- Disagree (1+2): 5%
- DK/NA: 23%

Total N=1500. Q10: 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 Increasingly Stable, Modern, And Collaborative Force In Europe

What words would you use to characterize the role Germany currently plays within Europe?

- Stable: 44% (+4%)
- Modern: 34% (N/A)
- Collaborative: 33% (+2%)
- Constructive: 30% (-4%)
- Demanding: 15% (-7%)
- Patronizing: 11% (-2%)
- Trailblazing: 10% (-1%)
- Weak: 9% (+1%)
- Fickle: 9% (0%)

Total N=1500. Q9: What words would you use to characterize the role Germany currently plays within Europe? Select all that apply.
The Migrant Situation
Germany Is Thought To Have Responded Better Than The U.S. To The Migrant Situation

<table>
<thead>
<tr>
<th>Country</th>
<th>Excellent (5)</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>Poor (1)</th>
<th>DK/NA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>17%</td>
<td>23%</td>
<td>20%</td>
<td>6%</td>
<td>6%</td>
<td>28%</td>
</tr>
<tr>
<td>United States</td>
<td>15%</td>
<td>17%</td>
<td>21%</td>
<td>14%</td>
<td>18%</td>
<td>14%</td>
</tr>
<tr>
<td>European Union (EU)</td>
<td>13%</td>
<td>26%</td>
<td>23%</td>
<td>7%</td>
<td>6%</td>
<td>26%</td>
</tr>
</tbody>
</table>

Total N=1500. Q18: As you might know, the current situation in Syria, Iraq and Afghanistan (among other countries) has led to a massive exodus of migrants. How well did the following international players respond to this wave of migration?

"Excellent" change compared to previous wave:
- Germany: -3%
- United States: -2%
- European Union (EU): 0%
Germany’s Response To Migrant Situation Leaves A Net Positive Impression Among Americans

February 2016 - Change in general impression of Germany's handling of the migrant situation

- Yes, it changed for the better: 34%
- No, it did not change: 51%
- Yes it changed for the worse: 15%

NET: +19

June 2018 - Change in general impression of Germany's handling of the migrant situation

- Yes, it changed for the better: 32%
- No, it did not change: 55%
- Yes it changed for the worse: 14%

NET: +18

Total N=1500. Q21.1: Has your general impression of Germany changed as a consequence to Germany's handling of the migrant situation?
Germany’s Standing As A Leader In The Migrant Situation Falling In The Eyes Of Americans

How much do you agree or disagree with the following statements regarding Germany’s handling of the migrant situation?

- Agree (4+5)
- Neutral (3)
- Disagree (1+2)

Germany assumes a leadership role in Europe regarding the migrant situation: Agree 47%, Neutral 42%, Disagree 11% (-8%)
Germany takes responsibility as a global player in the migrant situation: Agree 44%, Neutral 43%, Disagree 12% (-12%)
Chancellor Merkel was right to temporarily suspend European asylum rules when she opened the German borders: Agree 42%, Neutral 42%, Disagree 16% (-7%)
Germany’s response to the migrant situation is appropriate: Agree 41%, Neutral 42%, Disagree 17% (-8%)
Germany is actively addressing the root causes of the refugee crisis: Agree 37%, Neutral 45%, Disagree 18% (-3%)
Germany successfully integrates migrants into its society: Agree 35%, Neutral 45%, Disagree 19% (-5%)

Total N=1500. Q19: As you might know, Germany has (temporarily) opened its borders and has taken in 1.1 million refugees in 2015. How much do you agree or disagree with the following statements regarding Germany’s handling of the migrant situation?
However, Americans Also Believe The Migrant Situation Poses Less Of A Threat To Germany

How much do you agree or disagree with the following statements regarding the consequences of Germany’s migrant policies?

- The hostility to foreigners among Germans will grow
- The influx of migrants poses a security threat for Germany
- The right-wing movement in Germany will gain strength
- The high number of migrants will threaten Germany’s prosperity
- In conclusion: Germany will emerge stronger from this crisis
- The migrants will have a positive effect on the German society
- The migrant influx will have positive effects on the German labor market

Total N=1500. Q20: How much do you agree or disagree with the following statements regarding the consequences of Germany’s migrant policies?
Key Takeaways – Germany’s Image

**Impressions of Germany**

- Strong impression: Majority of Americans continue to view Germany in a positive light, and their impression has risen in the last two years.
- Not necessarily the other way around: Respondents believe Germany’s view of the U.S. and the American people has dropped since 2016.
- A major global power: Germany is increasingly seen as a major global power. While considered economically strong, perception of research/tech remains high as well.

**Germany as a U.S. Partner**

- Diminished relations: Perceptions of Germany-U.S. relations have fallen significantly in the past two years to Pre-Obama era levels. Nevertheless, more Americans want to see the American relationship with Germany improve.
- Merkel getting more credit than Trump: Only 30% approve of the way President Trump is handling German-U.S. relations, compared to 43% approval of Merkel’s handling of the situation.
- German-U.S. relationship can improve: The majority (59%) of Americans believe the political relationship between U.S. and Germany is NOT as strong as it could be.
- Partners beyond language: Germany is considered a top four international partner of the U.S. and an increasingly important partner.
Key Takeaways – Germany’s Image

Economic Relationship

- Economic power and job creator: Germany is widely perceived as a major economic power that drives growth and creates jobs in U.S. The perception of Germany’s economic importance to the U.S. is slowly rising.
- Equal Players: Vast majority of Americans see the economic relationship between the U.S. and Germany as one that leans towards fair/balanced.
- Tariffs: Only a plurality of Americans feel informed about the tariffs the US has imposed on steel, but a plurality also believe that America is benefiting the most from the tariffs.
- VW scandal continues to have lasting effects: The Volkswagen incident remains a significant setback to VW. While the VW incident is widely considered to be an isolated case, 40% of Americans say they have lost confidence in the brand. There is some evidence that trust is building back slowly based on slight change in attitude since 2016.
Key Takeaways – Germany’s Image

European Union
- Uninformed on EU: The majority of Americans do not feel informed about the EU. However, the majority of Americans also feel that the EU is a key partner and want the EU to stay strong.
- Germany leading Europe: Americans see Germany as wanting and having a strong role in Europe. Germany is also viewed as demonstrating a deep commitment to the EU and enhancing European integration.
- German is viewed as increasingly stable, modern and collaborative force in Europe.

Migrant Situation
- Handling migrant situation: Germany is seen as responding better to the migrant situation than the U.S. or EU.
- Leadership and threats from migrant situation have fallen in American’s eyes: Nearly a majority of Americans see Germany taking responsibility / leadership in the migrant situation – Germany’s standing as a leader in the migrant situation has definitely fallen. However, Americans also believe that the migrant situation poses less of a threat to Germany than two years ago.
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Analyst  
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THANK YOU

Cover and chapter photos courtesy of picture-alliance.com
Appendix I: Additional Information
Sample Demographics – Race And Geography

**RACE**

- Caucasian: 61%
- Hispanic / Latino: 18%
- African-American: 12%
- Asian: 6%
- Other: 3%

**GEOGRAPHICAL LOCATION**

- Midwest: 21%
- West: 24%
- Northeast: 17%
- South: 38%

### Sample Demographics – Age And Gender

<table>
<thead>
<tr>
<th>AGE</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-34 years</td>
<td>29%</td>
</tr>
<tr>
<td>35-49 years</td>
<td>25%</td>
</tr>
<tr>
<td>50-64 years</td>
<td>27%</td>
</tr>
<tr>
<td>65+ years</td>
<td>19%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>GENDER</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>48%</td>
</tr>
<tr>
<td>Female</td>
<td>52%</td>
</tr>
</tbody>
</table>

Impression Of Germany Among Americans
The U.S. media do not provide enough news about Germany

I don’t need to be informed about Germany

<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>February 2016 (N=1,500)</th>
<th>June 2018 (N=1,500)</th>
<th>Change compared to previous wave</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree (4+5)</td>
<td>37%</td>
<td>44%</td>
<td>46%</td>
<td>51%</td>
<td>50%</td>
<td>56%</td>
<td>51%</td>
<td>55%</td>
<td>52%</td>
<td>-3</td>
</tr>
<tr>
<td>Neutral (3)</td>
<td>31%</td>
<td>31%</td>
<td>31%</td>
<td>31%</td>
<td>31%</td>
<td>31%</td>
<td>31%</td>
<td>31%</td>
<td>31%</td>
<td>+0</td>
</tr>
<tr>
<td>Disagree (1+2)</td>
<td>32%</td>
<td>25%</td>
<td>23%</td>
<td>28%</td>
<td>29%</td>
<td>23%</td>
<td>28%</td>
<td>24%</td>
<td>27%</td>
<td>+1</td>
</tr>
</tbody>
</table>

Total N=1500. Q32: How much do you agree or disagree with the following statements?
American’s Impression Of Germany Still High, And Slightly Risen For Both Men And Women

How would you describe your general impression of Germany?

(4+5 shown)

Women

<table>
<thead>
<tr>
<th>Month</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 2002</td>
<td>28%</td>
<td>38%</td>
</tr>
<tr>
<td>April 2003</td>
<td>32%</td>
<td>44%</td>
</tr>
<tr>
<td>September 2003</td>
<td>35%</td>
<td>51%</td>
</tr>
<tr>
<td>September 2004</td>
<td>42%</td>
<td>49%</td>
</tr>
<tr>
<td>September 2005</td>
<td>37%</td>
<td>49%</td>
</tr>
<tr>
<td>February 2007</td>
<td>41%</td>
<td>54%</td>
</tr>
<tr>
<td>September 2008</td>
<td>32%</td>
<td>53%</td>
</tr>
<tr>
<td>December 2009</td>
<td>63%</td>
<td>48%</td>
</tr>
<tr>
<td>December 2011</td>
<td>69%</td>
<td>49%</td>
</tr>
<tr>
<td>November 2013</td>
<td>63%</td>
<td>49%</td>
</tr>
<tr>
<td>February 2016</td>
<td>67%</td>
<td>49%</td>
</tr>
<tr>
<td>June 2018</td>
<td>67%</td>
<td>49%</td>
</tr>
</tbody>
</table>

Total N=1500. Q11: How would you describe your general impression of Germany? NOTE: From 2004 on, online studies did not offer DK/NA option.
Germany Is Clearly Seen As Important In International Politics, Also Promoting Peace

Based on what you know, how much do you agree or disagree with the following statements about modern Germany? **Global Player**

- Germany plays an important role in international politics: Agree (4+5) 62%, Neutral (3) 17%, Disagree (1+2) 4%, DK/NA 16%
- Germany promotes democracy and peace in the world: Agree (4+5) 54%, Neutral (3) 19%, Disagree (1+2) 7%, DK/NA 19%
- The German government is a champion of free trade and fair competition in a globalized world: Agree (4+5) 52%, Neutral (3) 20%, Disagree (1+2) 6%, DK/NA 23%
- Germany is active in global conflict resolution: Agree (4+5) 48%, Neutral (3) 22%, Disagree (1+2) 9%, DK/NA 21%

Total N=1500. Q16: Based on what you know, how much do you agree or disagree with the following statements about modern Germany?
Majority Think Germany Is Strong On The Environment

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

- **Environment**
  - Germany promotes innovative solutions to preserve our planet for future generations: 51% Agree, 18% Neutral, 6% Disagree, 25% DK/NA. Change: -1%.
  - Germany has exemplary environmental laws and standards: 49% Agree, 18% Neutral, 5% Disagree, 28% DK/NA. Change: +2%.
  - Germany is a leader in renewable energies and energy efficiency: 48% Agree, 18% Neutral, 6% Disagree, 28% DK/NA. Change: -1%.
  - German companies are leaders in renewable energies: 48% Agree, 20% Neutral, 5% Disagree, 28% DK/NA. Change: 0%.

Total N=1500. Q16: Based on what you know, how much do you agree or disagree with the following statements about modern Germany?
Germany is a high tech country
Germany has an excellent educational system
Germany has an outstanding transportation infrastructure
Germany produces many important scientific research findings
Germany has a thriving culture and performing arts scene
Germany has an outstanding system of vocational training
Germany has an excellent healthcare system
Germany has an exemplary social welfare system

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

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

Germany is a high tech country: Agree 61%, Neutral 14%, Disagree 4%, DK/NA 21%
Germany has an excellent educational system: Agree 59%, Neutral 14%, Disagree 3%, DK/NA 25%
Germany has an outstanding transportation infrastructure: Agree 58%, Neutral 14%, Disagree 3%, DK/NA 24%
Germany produces many important scientific research findings: Agree 57%, Neutral 17%, Disagree 3%, DK/NA 23%
Germany has a thriving culture and performing arts scene: Agree 57%, Neutral 16%, Disagree 4%, DK/NA 23%
Germany has an outstanding system of vocational training: Agree 53%, Neutral 14%, Disagree 3%, DK/NA 29%
Germany has an excellent healthcare system: Agree 49%, Neutral 15%, Disagree 4%, DK/NA 32%
Germany has an exemplary social welfare system: Agree 45%, Neutral 16%, Disagree 6%, DK/NA 33%

Total N=1500. Q17: Based on what you know, how much do you agree or disagree with the following statements regarding Germany?
## Majority Of Americans See Germany As Having Several Strong Aspects Of Their Society

Based on what you know, how would you describe **Germany’s**...?

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Good (4+5)</th>
<th>Neutral (3)</th>
<th>Poor (1+2)</th>
<th>DK/NA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Culture scene</td>
<td>62%</td>
<td>14%</td>
<td>3%</td>
<td>21%</td>
</tr>
<tr>
<td>Transportation infrastructure</td>
<td>60%</td>
<td>14%</td>
<td>2%</td>
<td>24%</td>
</tr>
<tr>
<td>Educational system</td>
<td>60%</td>
<td>13%</td>
<td>2%</td>
<td>25%</td>
</tr>
<tr>
<td>Vocational training</td>
<td>54%</td>
<td>15%</td>
<td>2%</td>
<td>29%</td>
</tr>
<tr>
<td>Healthcare system</td>
<td>51%</td>
<td>16%</td>
<td>3%</td>
<td>30%</td>
</tr>
<tr>
<td>Social welfare system</td>
<td>48%</td>
<td>16%</td>
<td>5%</td>
<td>31%</td>
</tr>
</tbody>
</table>

Total N=1500. Q17.1 Based on what you know, how would you describe Germany’s...?
Germany As A U.S. Partner
# Overall, Most Countries Increased in Importance Selection; Germany Modest Increase

<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>February 2016 (N=1,500)</th>
<th>June 2018 (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>61%</td>
<td>66%</td>
<td>+5</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>59</td>
<td>69</td>
<td>+10</td>
</tr>
<tr>
<td>Japan</td>
<td>47</td>
<td>47</td>
<td>41</td>
<td>44</td>
<td>38</td>
<td>36</td>
<td>36</td>
<td>39</td>
<td>+3</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>21</td>
<td>16</td>
<td>-5</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>39</td>
<td>43</td>
<td>+4</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>35</td>
<td>42</td>
<td>+7</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>29</td>
<td>26</td>
<td>-3</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>22</td>
<td>30</td>
<td>+8</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>38</td>
<td>45</td>
<td>+7</td>
</tr>
</tbody>
</table>

Total N=1500. Q2: More specifically, which five countries do you consider the most important international partners of the U.S.? Select five. NOTE: In September 2008, name was changed from “United Kingdom / England” to “Great Britain (United Kingdom)”
The Impression Of German-American Relations Has Decreased For Both Men And Women

How would you describe the current relations between the U.S. and Germany? (4+5 shown)

Women
Men

Total N=1500. Q24: 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.
France Remains In Second Over Germany, But Germany Still Close To The Top Still

Which countries do you consider the most important European partners of the U.S.?

<table>
<thead>
<tr>
<th>Country</th>
<th>%</th>
<th>Change compared to previous wave</th>
</tr>
</thead>
<tbody>
<tr>
<td>Great Britain (United Kingdom)</td>
<td>67%</td>
<td>+2%</td>
</tr>
<tr>
<td>France</td>
<td>67%</td>
<td>+9%</td>
</tr>
<tr>
<td>Germany</td>
<td>64%</td>
<td>+7%</td>
</tr>
<tr>
<td>Italy</td>
<td>31%</td>
<td>+3%</td>
</tr>
<tr>
<td>Spain</td>
<td>20%</td>
<td>+2%</td>
</tr>
<tr>
<td>Russia</td>
<td>14%</td>
<td>-5%</td>
</tr>
<tr>
<td>Ireland</td>
<td>12%</td>
<td>+2%</td>
</tr>
<tr>
<td>Sweden</td>
<td>9%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Total N=1500. Q3: Which countries do you consider the most important European partners of the U.S.? Select up to five. NOTE: Top 8 Shown.
Israel And The Jewish Community
Americans Are Positive About Germany And Jewish/Israeli Issues; ~1/3 Don’t Know About It

Based on what you know, how much do you agree or disagree with the following statements about Germany and the Jewish Community?

- Germany has taken responsibility for what it did to Jews in the past: Agree (50%) Neutral (16%) Disagree (9%) DK/NA (24%)
- Germany is a strong and reliable ally of Israel: Agree (38%) Neutral (18%) Disagree (9%) DK/NA (35%)
- There is a current revival of the German-Jewish community in Germany: Agree (38%) Neutral (18%) Disagree (7%) DK/NA (38%)

Total N=1500. Q17.2: Based on what you know, how much do you agree or disagree with the following statements about Germany and the Jewish Community?
American’s Perceptions Of German-Jewish/Israeli Relations Stagnating

<table>
<thead>
<tr>
<th>Top 2 Box Agreement</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>February 2016 (N=1,500)</th>
<th>June 2018 (N=1,500)</th>
<th>Change compared to previous wave</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany has taken responsibility for what it did to Jews in the past</td>
<td>37%</td>
<td>33%</td>
<td>29%</td>
<td>33%</td>
<td>44%</td>
<td>43%</td>
<td>49%</td>
<td>50%</td>
<td>+1</td>
</tr>
<tr>
<td>There is a current revival of the German-Jewish community in Germany</td>
<td>n.a.</td>
<td>23</td>
<td>21</td>
<td>20</td>
<td>31</td>
<td>29</td>
<td>39</td>
<td>38</td>
<td>-1</td>
</tr>
<tr>
<td>Germany is a strong and reliable ally of Israel</td>
<td>n.a.</td>
<td>13</td>
<td>15</td>
<td>15</td>
<td>28</td>
<td>30</td>
<td>37</td>
<td>38</td>
<td>+1</td>
</tr>
</tbody>
</table>

Total N=1500. Q17.2: Based on what you know, how much do you agree or disagree with the following statements about Germany and the Jewish Community?
Germany As An Economic Partner
# Germany Is Seen As An Important Economic Partner To The US, But Just Behind Top Tier

<table>
<thead>
<tr>
<th>Country</th>
<th>Very Important (5)</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>Not at all important (1)</th>
<th>DK/NA</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>53%</td>
<td></td>
<td></td>
<td>25%</td>
<td></td>
<td>10%</td>
</tr>
<tr>
<td>Great Britain (United...)</td>
<td>47%</td>
<td></td>
<td></td>
<td>30%</td>
<td></td>
<td>10%</td>
</tr>
<tr>
<td>Canada</td>
<td>47%</td>
<td></td>
<td></td>
<td>27%</td>
<td></td>
<td>13%</td>
</tr>
<tr>
<td>Japan</td>
<td>45%</td>
<td></td>
<td></td>
<td>30%</td>
<td></td>
<td>12%</td>
</tr>
<tr>
<td>European Union (EU)</td>
<td>40%</td>
<td></td>
<td></td>
<td>30%</td>
<td></td>
<td>13%</td>
</tr>
<tr>
<td>Germany</td>
<td>33%</td>
<td>32%</td>
<td></td>
<td>18%</td>
<td></td>
<td>4%</td>
</tr>
<tr>
<td>Mexico</td>
<td>32%</td>
<td></td>
<td></td>
<td>20%</td>
<td></td>
<td>5%</td>
</tr>
<tr>
<td>France</td>
<td>28%</td>
<td></td>
<td></td>
<td>20%</td>
<td></td>
<td>4%</td>
</tr>
<tr>
<td>South Korea</td>
<td>24%</td>
<td>29%</td>
<td></td>
<td>23%</td>
<td></td>
<td>7%</td>
</tr>
<tr>
<td>Russia</td>
<td>18%</td>
<td>22%</td>
<td></td>
<td>25%</td>
<td></td>
<td>13%</td>
</tr>
<tr>
<td>Taiwan</td>
<td>16%</td>
<td>27%</td>
<td></td>
<td>27%</td>
<td></td>
<td>9%</td>
</tr>
<tr>
<td>India</td>
<td>16%</td>
<td>28%</td>
<td></td>
<td>28%</td>
<td></td>
<td>9%</td>
</tr>
<tr>
<td>Brazil</td>
<td>12%</td>
<td>22%</td>
<td></td>
<td>31%</td>
<td></td>
<td>13%</td>
</tr>
</tbody>
</table>

Total N=1500. Q4.1: For each of the following countries, please indicate how important they are to the U.S. as [economic partners].
Information About Germany
Over 10% Of Americans Rate Their Knowledge Of Germans And Germany As “Comprehensive”

Total N=1500. Q12: How would you rate your knowledge about Germany? Q13: How would you rate your knowledge about the Germans?

Knowledge about Germany
- Comprehensive knowledge (5): 13%
- 4: 27%
- 3: 34%
- 2: 17%
- No knowledge at all (1): 10%

Knowledge about the Germans
- Comprehensive knowledge (5): 11%
- 4: 28%
- 3: 35%
- 2: 17%
- No knowledge at all (1): 10%

"5+4" change compared to previous wave: +3%
There Has Been An Uptick In Interest For Americans To Receive Info About Germany

Total N=1500. Q33: Overall, how interested are you in receiving information about Germany?

- **Very interested (5)**
- **4**
- **3**
- **2**
- **Not at all interested (1)**

**2018 - June**
- 21%
- 32%
- 32%
- 8%
- 7%

**2016 - February**
- 20%
- 30%
- 34%
- 8%
- 8%

**2013 - November**
- 15%
- 26%
- 30%
- 14%
- 15%

**2011 - December**
- 17%
- 27%
- 31%
- 14%
- 12%

**2009 - December**
- 14%
- 19%
- 31%
- 15%
- 21%

**2008 - September**
- 11%
- 18%
- 29%
- 17%
- 25%

**2007 - February**
- 9%
- 15%
- 35%
- 20%
- 22%

**2005 - September**
- 10%
- 18%
- 32%
- 18%
- 23%

**2004 - September**
- 8%
- 13%
- 29%
- 21%
- 28%

**2001 - September**
- 14%
- 36%
- 13%
- 12%
- 23%
Majority Of Americans Interested In German Culture, Niche Topics Still Hold ~30% Interest

Among those 2-5 interested in receiving information about Germany N=1396. Q34: How interested are you in...?

<table>
<thead>
<tr>
<th>Topic</th>
<th>Interest (%)</th>
<th>Change (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany's science and scientific research</td>
<td>55%</td>
<td>-3%</td>
</tr>
<tr>
<td>Germany's history</td>
<td>55%</td>
<td>-3%</td>
</tr>
<tr>
<td>Modern life in Germany</td>
<td>54%</td>
<td>-1%</td>
</tr>
<tr>
<td>Tourist and travel information</td>
<td>53%</td>
<td>-4%</td>
</tr>
<tr>
<td>Germany's cuisine</td>
<td>48%</td>
<td>-4%</td>
</tr>
<tr>
<td>Germany's economy</td>
<td>47%</td>
<td>-4%</td>
</tr>
<tr>
<td>Germany's politics</td>
<td>45%</td>
<td>-1%</td>
</tr>
<tr>
<td>Germany's cars</td>
<td>43%</td>
<td>-1%</td>
</tr>
<tr>
<td>Germany's beer</td>
<td>41%</td>
<td>-6%</td>
</tr>
<tr>
<td>Germany's literature</td>
<td>34%</td>
<td>-5%</td>
</tr>
<tr>
<td>Germany's music</td>
<td>34%</td>
<td>-3%</td>
</tr>
<tr>
<td>Germany's films</td>
<td>33%</td>
<td>-2%</td>
</tr>
<tr>
<td>Germany's sports</td>
<td>28%</td>
<td>-4%</td>
</tr>
</tbody>
</table>
If Interested, Americans Would Want To Receive Info About Germany On Websites, Social Media, And YouTube

Which of the following sources of information about Germany would you be likely to subscribe to/follow if they were available for free and in the English language?

- Website with current news from Germany: 33% (+3% change)
- Facebook: 32% (-5% change)
- YouTube: 32% (-2% change)
- Instagram: 18% (+3% change)
- Twitter: 18% (-1% change)
- Monthly print magazine: 17% (-3% change)
- Weekly print newspaper: 15% (-1% change)
- German Embassy e-mail newsletter: 13% (-2% change)
- German Embassy Blog: 9% (N/A change)
- Tumblr: 6% (-1% change)
- I'm not interested in receiving information about Germany: 24% (+4% change)

Among those 2-5 interested in receiving information about Germany N=1396. Q35: Which of the following sources of information about Germany would you be likely to subscribe to/follow if they were available for free and in the English language? Select all that apply.
Plurality Of Americans Have Not Used A Source To Find Info On Germany; Wikipedia Leads

Which of the following internet sources have you ever used to find information about Germany?

- Wikipedia: 23% (-3%)
- YouTube: 22% (-1%)
- Facebook: 17% (-5%)
- Online newspaper / magazines: 16% (-1%)
- Other online sources: 13% (0%)
- Online video / TV: 13% (+2%)
- Twitter: 11% (0%)
- Instagram: 9% (+1%)
- Website of an official German organization: 8% (-2%)
- Blogs: 7% (-1%)
- www.germany.info: 5% (-1%)
- Online radio: 4% (-1%)
- Other social networks: 3% (0%)
- Tumblr: 2% (-2%)
- None: 42% (+3%)

Total N=1500. Q36: Which of the following internet sources have you ever used to find information about Germany?
Majority Of Americans Who Have Visited The Website Find It Very Useful And User-Friendly

Usefulness of www.germany.info

- Very useful: 60%
- 4: 30%
- 3: 7%
- 2: 0%
- Not at all useful: 0%

Top Box is up from 44% in 2016

Whether www.germany.info is user-friendly

- Very user friendly: 57%
- 4: 37%
- 3: 3%
- 2: 0%
- Not at all user friendly: 0%

Top Box is up from 39% in 2016

Those who have visited www.Germany.info in the last 3 months  N=30. Q36.1: You indicated that you have visited the web site www.Germany.info. How useful was the web site in providing the information you were looking for? Q36.2: How user-friendly did you find the web site www.Germany.info?
Germany Visits Ang German Language
About 25% of respondents have visited Germany; rate of visits steady.

How many times have you visited Germany?

Among those who made at least one visit to Germany, the majority (59%) lasted 2 weeks or less.
Tourism / Vacations Is Leading Reason For Americans To Visit; Visiting Someone 2nd

What were the main reasons for your visits to Germany?

- **Tourism / vacation**: 59% (−2%)
- **Business**: 23% (−1%)
- **Visiting friends**: 18% (−4%)
- **Visiting family / relatives**: 18% (−2%)
- **Military**: 15% (N/A)
- **Studying / college**: 8% (+4%)
- **Other**: 4% (−6%)

Among those that have visited Germany N=369. Q40: What ____ (CHECK Q38: IF FOIL 1, INSERT “was the main reason for your visit”, IF FOILS 2-4, INSERT “were the main reasons for your visits”) to Germany? Select all that apply.
~45% Of Visits To Germany By Americans Took Place 6+ Years Ago

When was your most recent visit to Germany?

- Less than 6 months ago: 7% (Change: +1%)
- 7-12 months ago: 13% (Change: 0%)
- 1-2 years ago: 19% (Change: +1%)
- 3-5 years ago: 15% (Change: -1%)
- 6-10 years ago: 12% (Change: -2%)
- 11-20 years ago: 13% (Change: +3%)
- More than 20 years ago: 19% (Change: -3%)

Among those that have visited Germany N=369. Q41: When was your most recent visit to Germany?
Among those that have visited Germany N=369. Q42: Overall, how did you like your visit(s) to Germany?

- Majority Of Americans Liked Their Visit To Germany

- 2018 - June: Liked a lot (5) 58%, 4 30%, 3 10%, 2 1%, Did not like at all (1) 1%
- 2016 - February: Liked a lot (5) 55%, 4 33%, 3 10%, 2 1%, Did not like at all (1) 1%
- 2013 - November: Liked a lot (5) 58%, 4 32%, 3 8%, 2 1%, Did not like at all (1) 1%
- 2011 - December: Liked a lot (5) 53%, 4 33%, 3 11%, 2 2%, Did not like at all (1) 1%
- 2009 - December: Liked a lot (5) 59%, 4 27%, 3 12%, 2 1%, Did not like at all (1) 2%
- 2008 - September: Liked a lot (5) 47%, 4 30%, 3 18%, 2 4%, Did not like at all (1) 2%
- 2007 - February: Liked a lot (5) 54%, 4 28%, 3 14%, 2 2%, Did not like at all (1) 3%
- 2005 - September: Liked a lot (5) 51%, 4 27%, 3 16%, 2 3%, Did not like at all (1) 2%
- 2004 - September: Liked a lot (5) 61%, 4 27%, 3 9%, 2 2%, Did not like at all (1) 1%
Visit(s)’s Impact On Perceptions Of Germany Seem To Be Overwhelmingly Positive

Among those that have visited Germany N=369. Q43: In general, did your visit(s) to Germany make you...

- Perceive Germany more positively (67%)
- Not feel any different towards Germany (7%)
- Perceive Germany more negatively (26%)

More Positively*
- 2016: 62%
- 2013: 63%
- 2011: 58%
- 2009: 51%

*NB: In previous years, this question was asked about Germany and the Germans together

Among those that have visited Germany N=369. Q43: In general, did your visit(s) to Germany make you...?
Visit(s)’s Impact On Perceptions Of The Germans Seem To Be Overwhelmingly Positive

Among those that have visited Germany N=369. Q44: In general, did your visit(s) to Germany make you...

*NB: In previous years, this question was asked about Germany and the Germans together
Over 1/3 Of Americans With German Ancestry Feel Connected To Germany / Their Ancestry

Among those with German ancestry N=294. Q45: You mentioned earlier that you are of German ancestry or ethnic origin. How connected do you feel to Germany and your German ancestry?

Top Two Box
2018: 36%
2016: 32%
2013: 41%
2011: 20%
German Speaking Ability Is Slowly On The Rise; 11% Speak Some German In 2018

Total N=1500. Q46: How well do you speak German?
There Has Been A Slight Increase In Interest In Learning German Among Americans

Total N=1500. Q47: How interested are you in learning German?
A Little Over 1/4 Are More Likely To Be Interested In Learning German Now – Slight Net Positive

- More likely to be interested in learning German today compared to five years ago: 28%
- Less likely to be interested in learning German today compared to five years ago: 21%
- Equally likely to be interested in learning German today compared to five years ago: 51%

Total N=1500. Q48: Compared to five years ago, are you more likely, less likely or equally as interested in learning German today?
Nearly Half Of Respondents Think Germans Like The U.S. And Americans, -3 to -5% From 2016

Do you think that Germans like the United States and Americans?
(For 2016-2018, question was split up into two questions)

Total N=1500. Q22: Do you think that Germans like the United States? Q23: Do you think that Germans like Americans? NOTE: Before 2016, these two questions were combined to ask about both the US and Americans in one question.
Privacy Issues Remain – Majority Of Americans Are Not OK With How The U.S. Gathers Info On Foreign Citizens

Do you approve of the way the U.S. gathers information on citizens of other countries?

- Yes: 35% (35% - 5% change)
- No: 24% (24% - 1% change)
- Not Sure: 40% (40% + 4% change)

Total N=1500. Q28B: Do you approve of the way the U.S. gathers information on citizens of other countries?