

**Facets of Germany –  
Image Survey Among Americans 2007 –  
German Ambassador Presents Results**

[http://www.germany.info/relaunch/info/press/releases/pr\\_04\\_17\\_07.htm](http://www.germany.info/relaunch/info/press/releases/pr_04_17_07.htm)

The German Embassy released a new public opinion poll today on Americans' attitudes towards Germany. The study shows that Americans continue to have a positive image of Germany - not only as the home of beer and pretzels. Germany is perceived as a modern society, home of high-tech and a major international partner of the US.

German Ambassador Klaus Scharioth comments: "The results of our survey reflect the broad common ground, an interest in modern life in Germany and close relations between Americans and Germans. It also points us to areas where we need to intensify our efforts to bring Germany closer to the US public."

The representative study was conducted online by the research and consulting company Frank N. Magid Associates and surveyed 1,023 Americans aged 18 and older. It was fielded February 21 – February 27, 2007. The margin of error is +/- 3.2 %.

**Findings:**

A plurality of Americans surveyed has a very positive view of bilateral German-US relations: 39 % overall (43 % among men, 37 % among women) describe them as excellent or very good. The positive perception of bilateral US-German relations is back at pre-2003-levels, when it declined after disagreements over the US intervention in Iraq. Negative ratings for the bilateral relations went down by half, compared to September 2005, and stand at 8 %.

A net 23 % of those who identify Angela Merkel as the current German chancellor consider that her Chancellorship has had a positive effect on U.S.-German relations. As the current EU-President, Mrs. Merkel will be in Washington on April 30, 2007 for the EU-US Summit.

Americans view successful economic cooperation as the most positive aspect of the bilateral relations (40 %, plus 9 percentage points compared to September 2005). They also feel that good diplomatic relations, mutual trust and agreement on foreign policies are factors contributing to good bilateral relations. The number of Americans who consider that a perceived lack of German support for the Iraq war is souring German-American relations has gone down by half and now stands at 13 % compared to 27 % in September 2005.

When asked about the most important international partner of the U.S., Americans increasingly mention Germany. Germany is ranked fourth with 38 %, a 7 percentage point increase from 2004. Only Great Britain, Canada, and Japan rank higher than Germany as an international partner. Germany is considered the most important European partner of the U.S. after Great Britain.

Germany's image with Americans continues to be on the rise: while only a marginal number of Americans (4 %) have a poor impression of Germany, 44 % have an excellent or very good overall impression of the country. Further, 52 % consider it a modern and forward-looking society. Just as many feel that Germany is a high-tech country (52 %) with a thriving culture and performing arts scene (51 %). Modern life in Germany, German history, and German scientific research are key areas of interest to Americans.

Americans are also increasingly aware of Germany's contribution to the fight against international terrorism in Afghanistan. The survey found that 23 % (up from 19 % in 2004 and 2005) say that Germany plays an important role in the fight against terrorism in Afghanistan. Another 35 % see Germany as an important ally of the U.S. in the fight against terrorism. A stable 57 %, the same percentage as in 2005, would encourage Germany to become more active in the fight against terrorism.

Climate change being high on the agenda of the German EU Presidency, the survey also inquired about Americans' attitudes towards regulatory measures to fight global warming. Fully 67 % think that measures to fight climate change should be taken at both the international and the national level, rather than the national level only. The number of Americans concerned that such measures might have a negative effect on the economy has declined by 5 percentage points since 2005 and

stands at 36 %. About the same number of Americans (33 %) are of the opinion that regulatory measures will not harm the economy.

Ambassador Scharioth: "The German Embassy's mission is to show what modern Germany has to offer to Americans. Together with our General Consulates and Honorary Consuls we reach out to Americans all over the United States to open a window on modern Germany. Our public diplomacy efforts will remain dedicated to that mission. Chancellor Merkel's visit to Washington as President of the EU on April 30, 2007 will highlight the ever closer cooperation between Germany and the U.S. as international partners."