

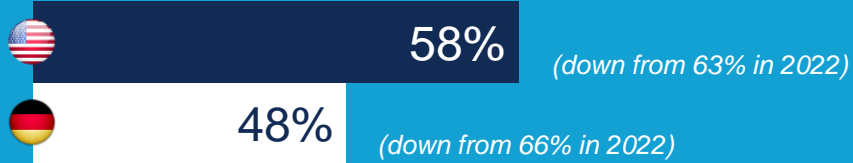


# The State of Trust in the US-German Partnership: A Transatlantic Survey

## Summary Report 2024

## A WAKE-UP CALL

Public trust in the German-American relationship is lower today than it was two years ago - Percentage of Americans / Germans who trust the partnership



Lower trust in the partnership is more evident among Germans...

31%

feel **skeptical** about the partnership  
(up from 19% in 2022)

33%

feel **worried** about the partnership  
(up from 16% in 2022)

Optimism about the partnership's future has waned since 2022...

45%

think the partnership's **best days are ahead**  
(down from 55% in 2022)

20%

think the partnership's **best days are ahead**  
(down from 46% in 2022)

...whilst uncertainty has increased

40%

don't know whether best days are ahead or behind  
(up from 27% in 2022)

27%

don't know whether best days are ahead or behind  
(up from 23% in 2022)

## UNITED BY COMMON CONCERNS

! Germans and Americans share top concerns about...



Violence, socio-economic instability and misinformation drive the growing distrust in each other



Americans' top 4 reasons why they distrust Germany

- 1 The rise of **extremist political parties** (26%)
- 2 The growing **lack of willingness to reach compromise and consensus** (19%)
- 3 **Media misinformation** (18%)
- 4 Germany's **reliance on imported energy** (16%)



Germans' top 4 reasons why they distrust the US

- 1 Incidence of **gun-related violence** (62%)
- 2 **Attack on the Capitol** on January 6, 2021 (50%)
- 3 **Media misinformation** (43%)
- 4 The growing lack of **willingness to reach compromise and consensus** (42%)

## EXPECTATIONS REMAIN HIGH...

Most agree that the partnership is crucial for the world's stability...



...and that the German-American relationship remains strong



## ...AND OPPORTUNITIES AWAIT



**1 in 2**

Germans (46%) and Americans (46%) agree that the partnership addresses issues that are relevant to them



Germans and Americans agree that the following actions would help improve trust in each other's country



**57%**



**60%**

Firm actions to end the war in Ukraine



**63%**



**57%**

Promoting free & fair trade



**57%**

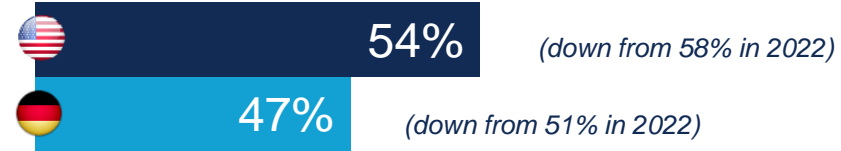


**60%**

Promoting fair regulation

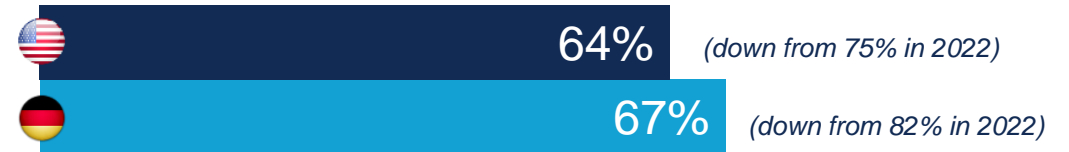
## TRUST IN BUSINESS SETS HIGH STANDARDS TO DO MORE

Business is the most trusted institution across Germany and the US...  
Percentage of Americans / Germans who trust each other's businesses



...and most think the businesses and governments on both sides should drive the relationship

Percentage who agree



Top 2 priorities to build trust in transatlantic businesses and governments

Percentage who agree that German and American business/governments...



### Business

Should **invest in the skills of their employees** and prepare them for the future

(71% US; 72% Germany)

Need to be **more transparent** in how they deal with each other  
(65% US; 67% Germany)



### Government

Need to be **more transparent** in how they deal with each other  
(65% US; 71% Germany)

Should **work together to strengthen military defense and economic security** in democracies  
(68% US; 67% Germany)

# Methodology

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## **METHODOLOGY:**

15-minute online survey

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## **MARKETS:**

US and Germany

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## **FIELDWORK:**

- 2022 Wave 1: May 2022
- 2024 Wave 2: March 2024

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## **SAMPLE DEFINITION AND SIZE:**

Nationally representative samples of the general population in terms of age (18+), gender, and location in the US and Germany

- Total base size in 2022: n=4,003 respondents (n=2,002 in the US and n=2,001 in Germany)
- Total base size in 2024: n=4,000 respondents (n=2,000 in the US and n=2,000 in Germany)