

**2021 US National Public Opinion Survey:  
Global Strategic Partnerships and Education Diplomacy**

ASSOCIATION OF  
**MARSHALL  
SCHOLARS**



**Emerson College**  
P O L L I N G

*Commissioned by*

Association of Marshall Scholars, Inc

*Conducted by*

Emerson College Polling

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## **Methodology**

Emerson College Polling is pleased to present the Association of Marshall Scholars with the findings from a survey of American attitudes toward strategic alliances, international partnerships and overseas learning. All respondents interviewed in this study were part of a fully representative sample using an area probabilistic sampling method of N=1,001 (sample size).

Data was weighted by US general population parameters. The margin of error for the sample is +/- 3% in 19 of 20 cases. The survey was administered by contacting landline telephones via IVR, cell phones via text message, and online panel. Data was collected between September 28-October 1, 2021.

The results presented in this report include univariate and bivariate analysis of the data. Frequency distributions for each item included on the questionnaire are shown in the tables. In all cases, cross-tabulation results are also shown. This type of bivariate analysis examines differences between sub-groups of the overall population. In the cases where cross tabulation results are presented, a chi-square test, an independent t- test for means, or a Z-test for independent percentages is shown.

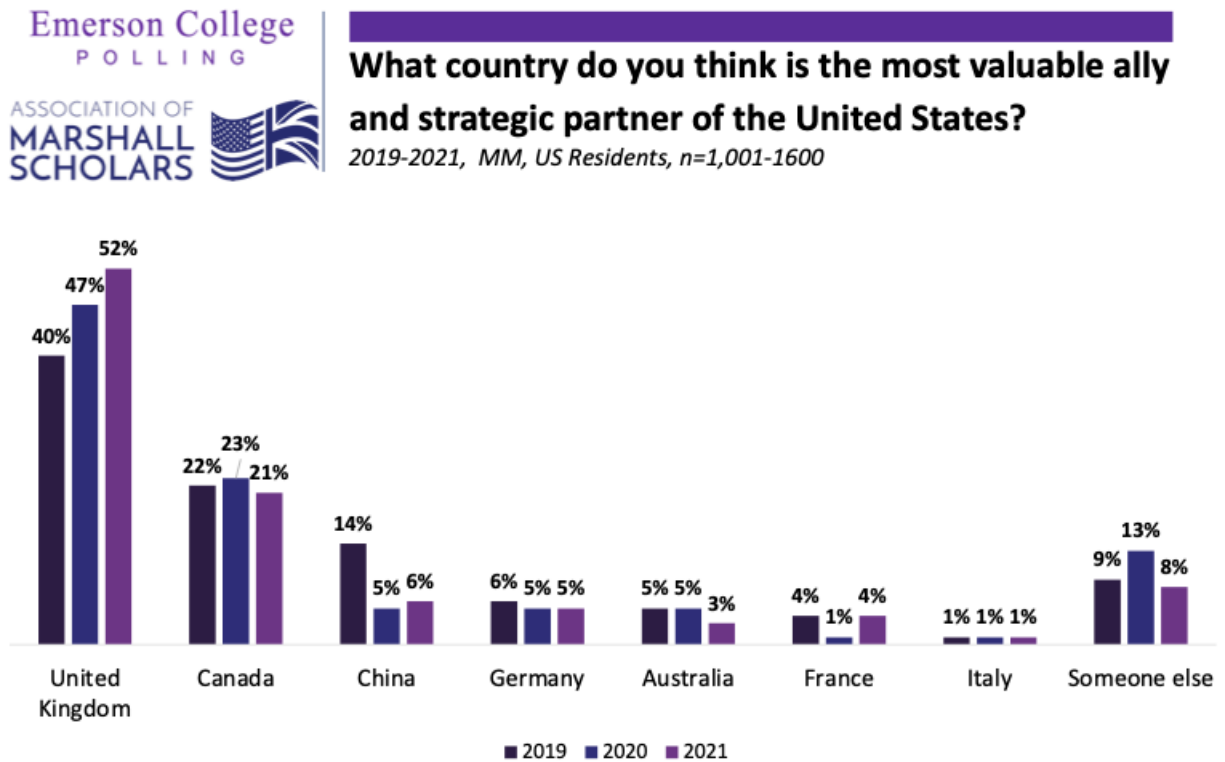
A chi-square test is used in cases where comparisons are made for categorical variables. A t-test is used in cases where comparisons are made for measurement variables. A Z-test is used in cases where comparisons are made between independent population percentages.

The purpose of these statistical tests is to determine whether or not the observed difference between sub-groups in the sample is due to sampling error or whether it is due to a real difference in the population. When the results are statistically significant, it strongly suggests that the observed difference between sub-groups found in the sample is due to a real difference in the population, and not due to sampling error.

A chi-square significance level of .05 indicates significance at the 95 percent level. In other words, it is 95 percent likely that the results are due to a real difference between comparison groups. A chi-square significance level of .01 indicates significance at the 99 percent level. When a t-test or a Z-test is shown, lower- and upper-case letters indicate significance at the 90 and 95 percent levels respectively.

## Results

### What country do you think is the most valuable ally and strategic partner of the United States?



The majority (52%) of respondents think the United Kingdom is the most valuable ally and strategic partner of the United States. Canada is seen as the most valuable ally and strategic partner by 21% of Americans, followed by China (6%), Germany (5%), France (4%), Australia (3%), and Italy (1%). Eight percent of respondents said someone else.

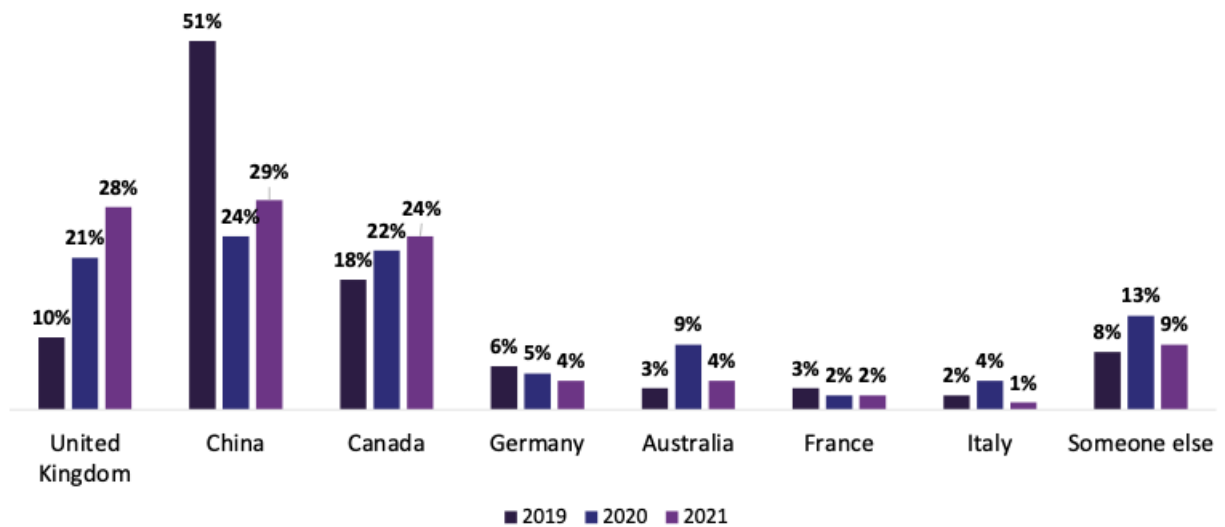
- The share of Americans who see the United Kingdom as their country's most valuable ally and strategic partner has increased yearly since 2018, when the UK received 30%.
- Since last year, the UK has increased its share of support as the most valuable ally and strategic partner by six percent, the largest yearly increase of any nation.
- Within the four main regions of the United States (northeast, south, midwest, and west) rated the UK as the most valuable ally and strategic partner, those in the west (69%) and northeast (55%) fell above the US average, and the south (45%) and midwest (43%) fell below.
- Among racial demographics, the majority of Black respondents (60%), White respondents (52%), and Hispanic or Latino respondents (52%) say the UK is the US's most valuable ally and strategic partner with 60%, while the plurality of Asian American respondents (49%) say Canada is the most valuable ally and strategic partner.

## What country do you think is the most attractive for American business and trade opportunities?



### Which country do you think is the most attractive for American business and trade opportunities?

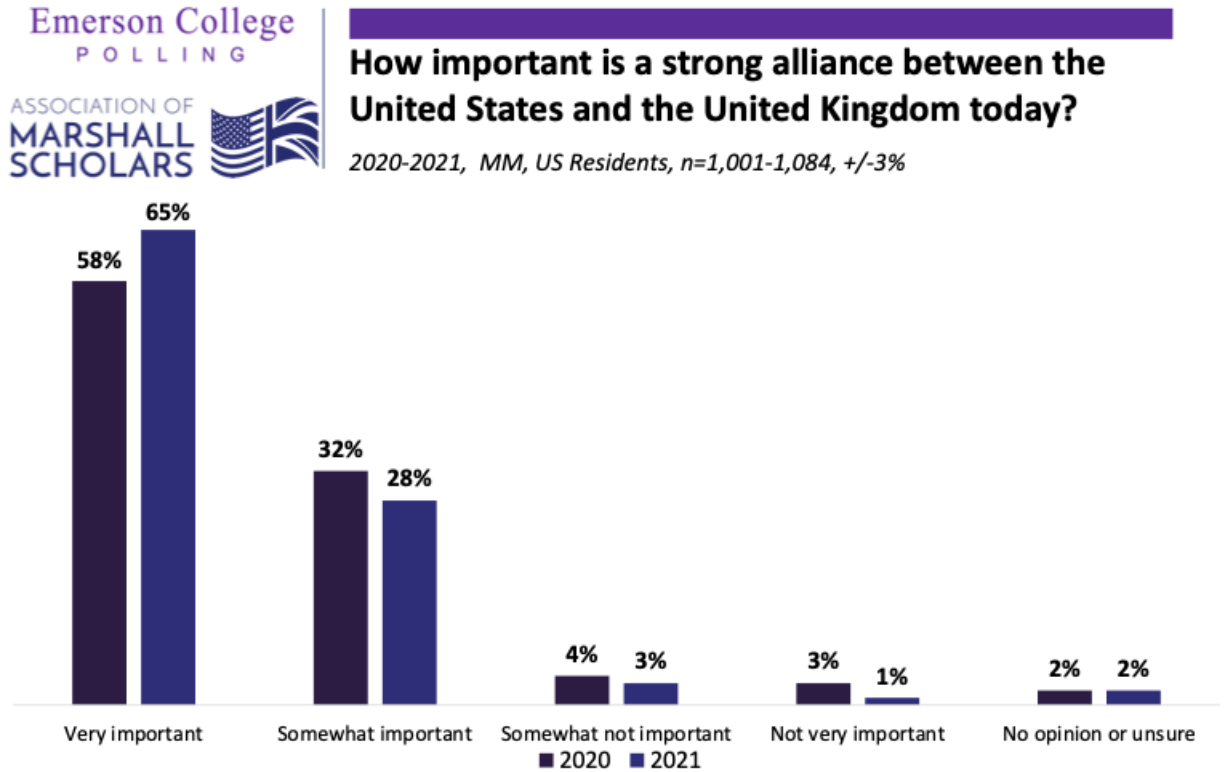
2019-2021, MM, US Residents, n=1,001-1600



Respondents were split between China (29%) and the UK (28%) as the most attractive for American business and trade opportunities. Twenty-four (24%) of respondents say Canada; no other country reaches double digit-support. Four percent (4%) think Germany and Australia are the most attractive for business and trade opportunities, while 2% think France, and one percent say Italy. Nine percent of respondents think someone else is most attractive for American business and trade.

- Education: There is an educational divide regarding which country is seen as most attractive for American business or trade: the plurality (34%) of those without a college degree view China as the most attractive for American business and trade opportunities, whereas the plurality (40%) of those with a college degree view the UK as the most attractive for American business and trade opportunities.
- Region: Those in the northeast are split between China ((28%) and Canada (26%) as the most attractive for business and trade. Respondents in the south are split between China (34%) and the UK (31%), in the Midwest Canada holds the plurality (33%) of support, and in the West, respondents view the UK (34%) as the most attractive for American business and trade opportunities.
- Since October 2020, China has increased its perception as the most attractive for American business and trade opportunities by 5%, the UK has increased by 7%, and Canada by 2%.
- The UK has increased 22 points since the annual poll began in 2018, over a 300% increase.

# How important is a strong alliance between the United States and the United Kingdom today?



A combined 93% of respondents think the strong alliance between the US and UK is very important (65%) or somewhat important (28%).

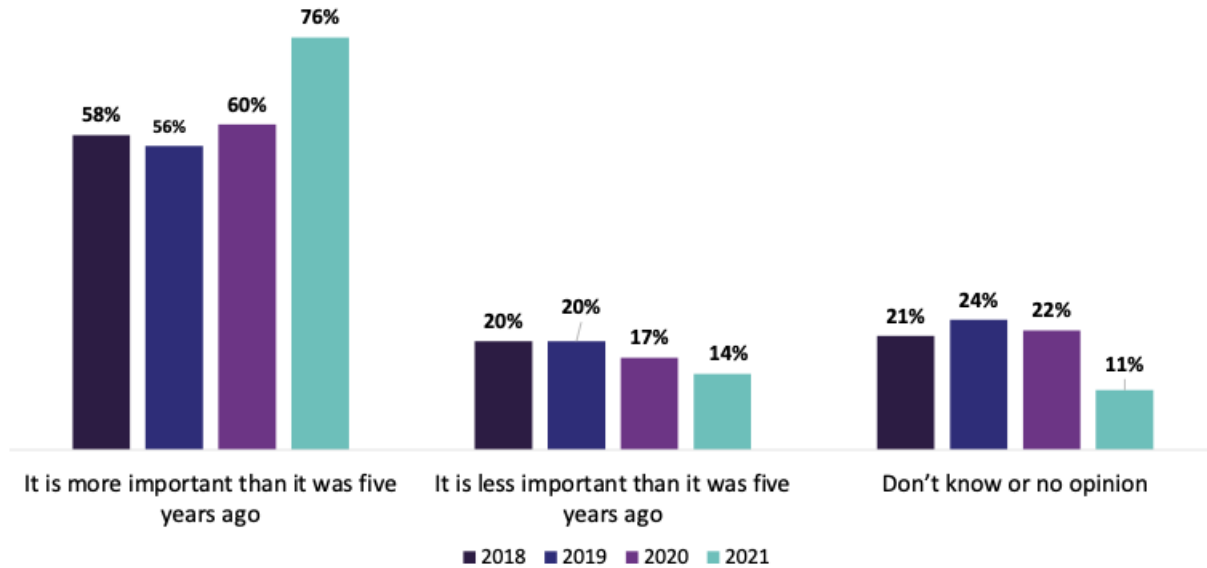
- The intensity at which respondents view the strong alliance’s importance has increased since last year: 58% in 2020 said the alliance was very important in 2020, whereas 65% view it as very important in 2021.
- The share of Americans who view it as very or somewhat important has held steady since 2018: a combined 93% in 2021, 91% in 2020, 89% in 2019, and 91% in 2018.

## Is the US-UK alliance more or less important today than it was five years ago?



### Is the US-UK alliance more or less important today than it was five years ago?

2018-2021, MM, US Residents, n=530-1600



Seventy-six percent (76%) believe the US-UK alliance is more important in 2021 than it was five years ago. Fourteen percent (14%) view it as less important, and 11% were unsure or did not have an opinion.

- This is a 16% increase from 2020, where 60% believed it was more important than it was five years ago.

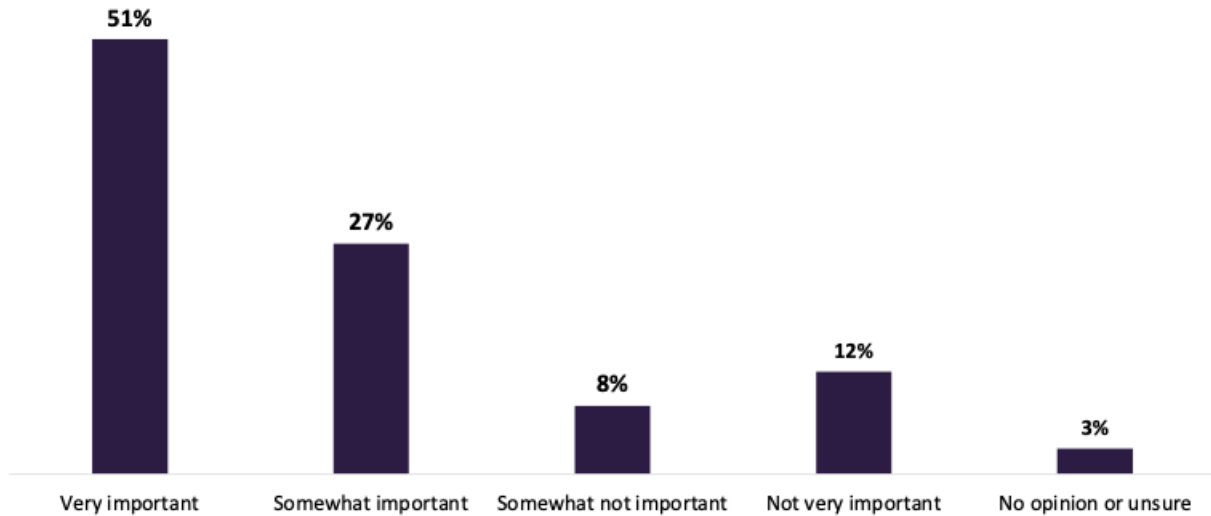


## How important is it for the United States and United Kingdom to collaborate on combating climate change?



### How important is it for the United States and United Kingdom to collaborate on combating climate change?

September 29-October 1, 2021, MM, US Residents, n=1,001, +/-3%



A combined 78% think it is very important (51%) or somewhat important (27%) for the United States and United Kingdom to collaborate on combating climate change. Twenty percent (20%) said it somewhat not important (8%) or not very important (12%).

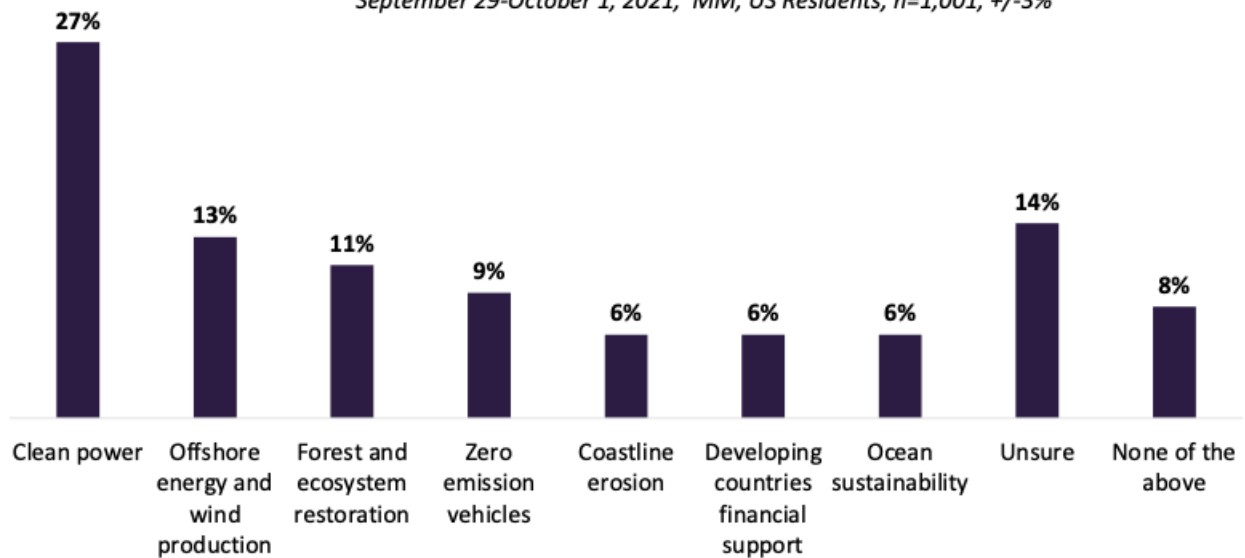
- 55% of female respondents said it was very important whereas 48% of male respondents view it as very important.

**On which of the following, if any, would you most like to see the United States and United Kingdom collaborate to address climate change?**



**On which of the following, if any, would you most like to see the US and UK collaborate to address climate change?**

September 29-October 1, 2021, MM, US Residents, n=1,001, +/-3%



Among the options of offshore energy and wind production, clean power, coastline erosion, forest and ecosystem restoration, zero emission vehicles, developing countries financial support, and ocean sustainability, the plurality (27%) of respondents would like to see the US and UK collaborate on clean power initiatives. Thirteen percent (13%) said offshore energy and wind production, 11% said forest and ecosystem restoration, 9% said zero emission vehicles, and 6% said developing countries financial support, ocean sustainability, and coastline restoration, respectively. Fourteen percent (14%) were unsure and 8% said none of the above.

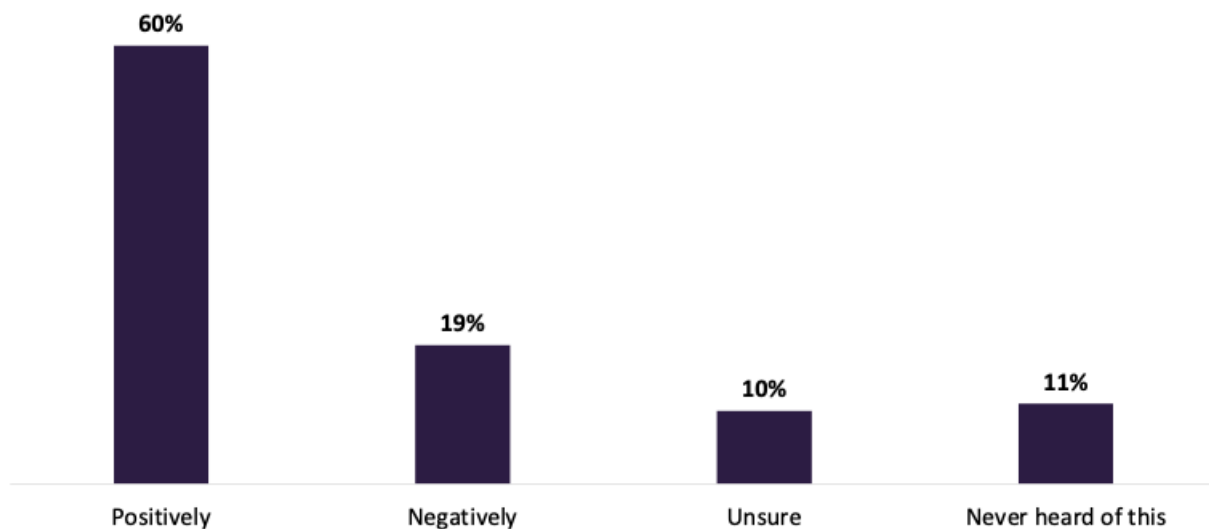
- A plurality (35%) of those in the west said they would like to see the US and UK collaborate on clean power. Those in the northeast (18%) and midwest (16%) were more favorable than the national average of offshore energy and wind production. Southern respondents were more favorable to forest and ecosystem restoration: 15% of southern respondents wanted to see this as a subject of collaboration between the US and UK.

**The United States and United Kingdom recently announced a deal that would allow Australia to deploy nuclear-powered submarines. This ends Australia’s previous deal with France that provided diesel-electric submarines. Do you think the submarine deal will positively or negatively affect global security?**



**Do you think the submarine deal will positively or negatively affect global security?**

*September 29-October 1, 2021, MM, US Residents, n=1,001, +/-3%*



Sixty percent (60%) of respondents think the submarine deal between the US, UK, and Australia will positively affect global security, while 19% think it will negatively affect global security. Ten percent (10%) were unsure and 11% had never heard of this issue.

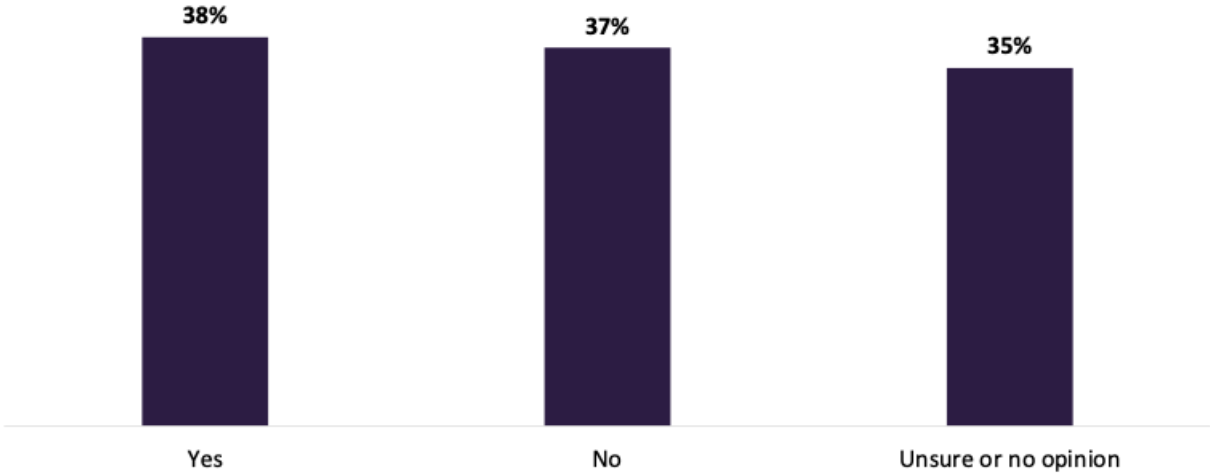
- Among 18-29 year olds, 71% think the deal will positively affect global security, the highest of all age demographics. Of those aged 30-49, 58% think it will positively affect global security, compared to 63% 50-64 year olds, and 51% of those over 65.
- Seventy-four percent of those with a college degree think this deal will positively affect global security, compared to 53% of those without a college degree.

**Do you think the United Kingdom was adequately consulted before the United States withdrew from Afghanistan last month?**



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*September 29-October 1, 2021, MM, US Residents, n=1,001, +/-3%*



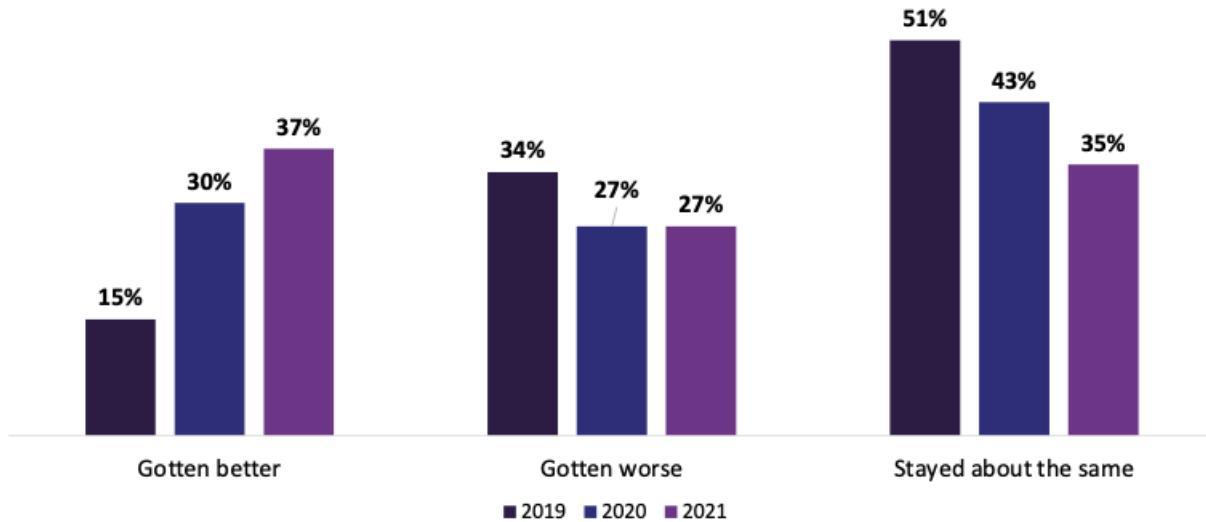
Thirty-eight percent (38%) of Americans think the United Kingdom was adequately consulted before the United States withdrew from Afghanistan last month, whereas 37% think they were not adequately consulted. A quarter (25%) of respondents were unsure or did not have an opinion.

**In the last year, do you think relations with the United States and United Kingdom have gotten better, gotten worse, or stayed about the same?**



**In the last year, do you think relations with the United Kingdom and the United States have gotten better, gotten worse or stayed about the same?**

2019-2021, MM, US Residents, n=1,001-1600



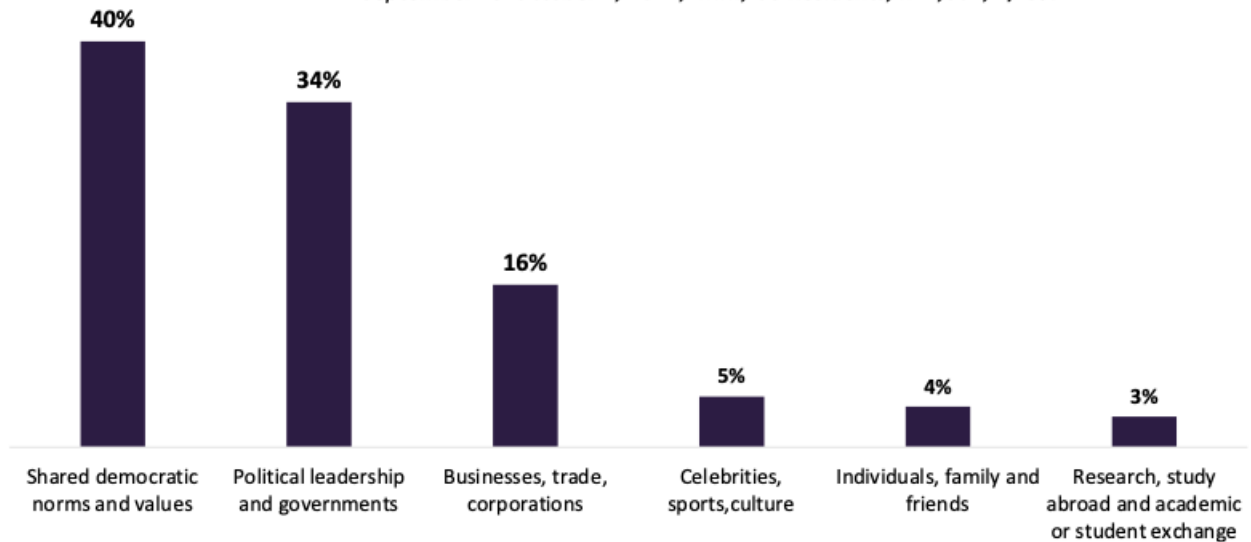
The plurality of respondents (37%) think relations with the United States and United Kingdom have gotten better, while 35% think they have stayed about the same, and 27% think they have gotten worse. Since 2019, the percentage of respondents that think things have gotten better in the last year has steadily increased, from 15% to 30% to 37%.

**In your opinion, which of the following has the most significant influence on a strong alliance between the United States and the United Kingdom?**



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*September 29-October 1, 2021, MM, US Residents, n=1,001, +/-3%*

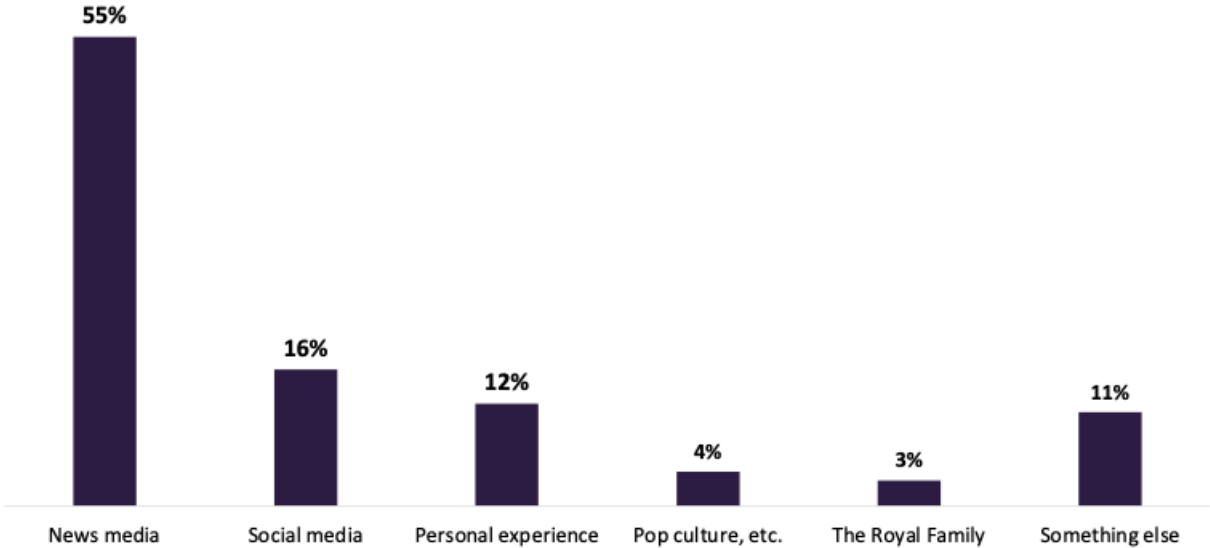


The plurality (40%) of respondents say shared democratic norms and values have the most significant influence on a strong alliance between the United States and the United Kingdom, followed by political leadership and governments with 34%, business, trade and corporations with 16%, celebrities, sports, and culture with 5%, individuals, family and friends with 4%, and research, study abroad and academic or student exchange with 3%.

**Which of the following is your main source of knowledge about the United Kingdom?**



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*September 29-October 1, 2021, MM, US Residents, n=1,001, +/-3%*



The majority (55%) of Americans’ main source of knowledge about the United Kingdom is news media, 16% receive knowledge from social media, 12% from personal experience, 4% from pop culture, entertainment, or celebrity news, 3% from the royal family, and 11% something else.

## Do you have friends or family from the United Kingdom or living in the United Kingdom?



### Do you have friends or family from the United Kingdom or living in the United Kingdom?

September 29-October 1, 2021, MM, US Residents, n=1,001, +/-3%



The majority (59%) of respondents do not have friends or family from or living in the United Kingdom, while 41% do.

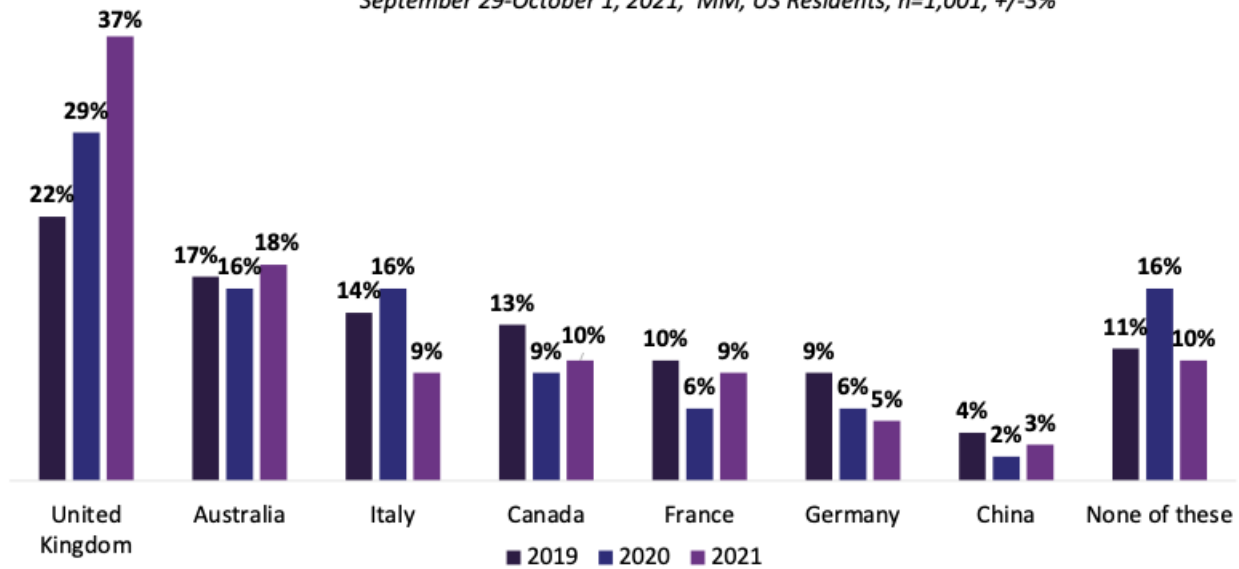


If you had a chance to study outside the United States, which country would you find most attractive as a place to study?



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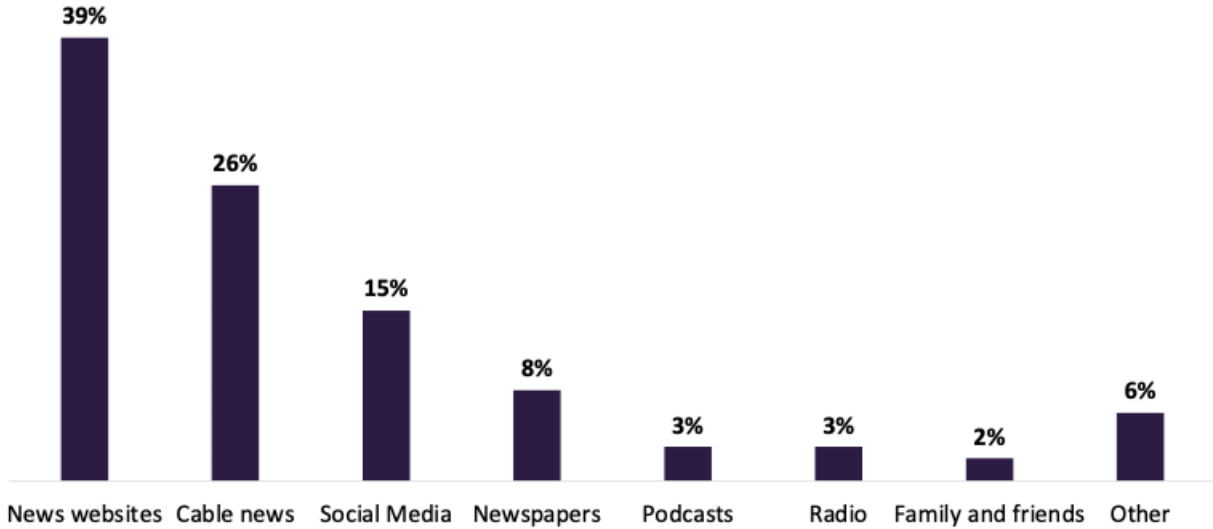
The plurality (37%) of respondents find the United Kingdom to be the most attractive place to study outside the United States, followed by Australia (18%), Canada (10%), France (9%), Italy (9%), Germany (5%), and China (3%). Ten percent (10%) of respondents said none of these countries.

# Where do you get your news and current events information?



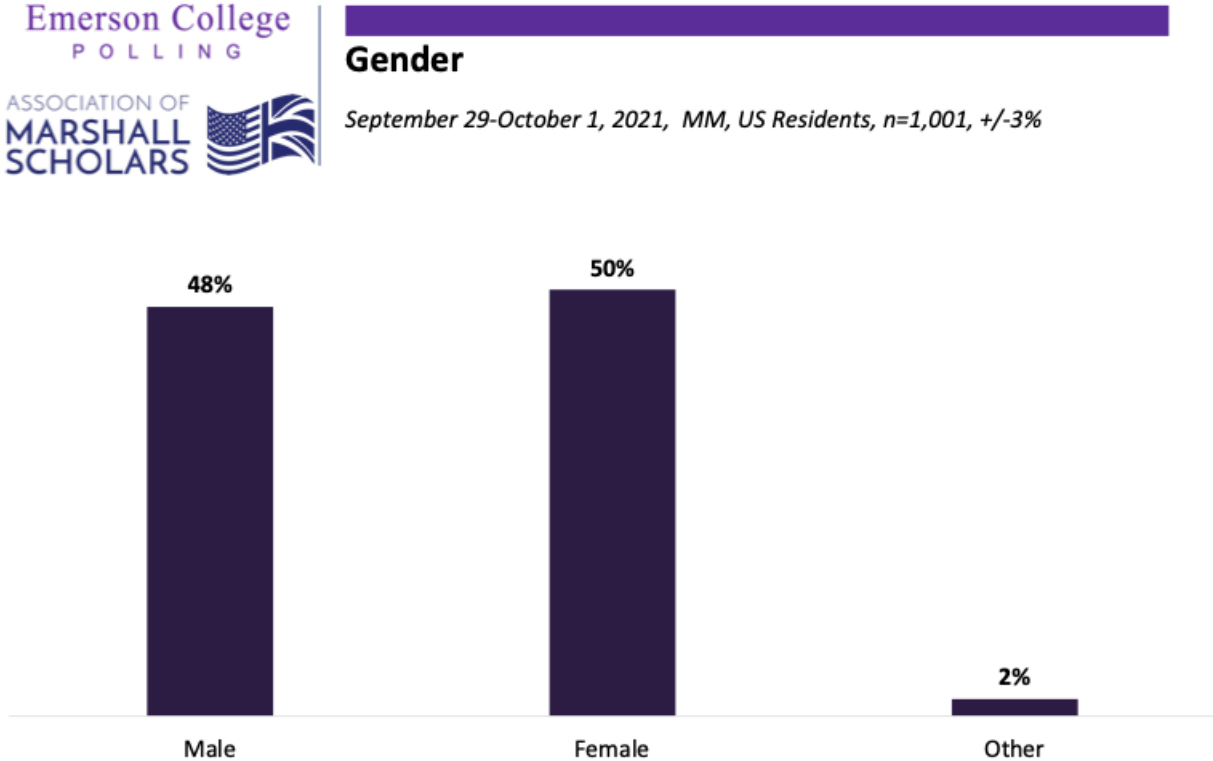
## Where do you get your news and current events information?

September 29-October 1, 2021, MM, US Residents, n=1,001, +/-3%



# Demographic Charts

## Gender

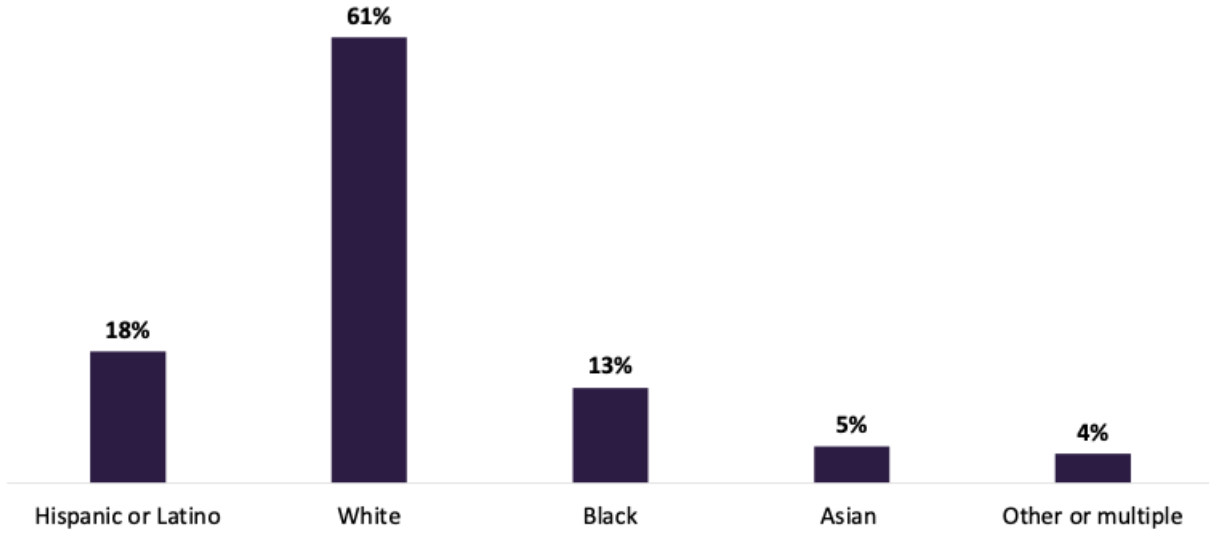


# Ethnicity



## Race/Ethnicity

September 29-October 1, 2021, MM, US Residents, n=1,001, +/-3%

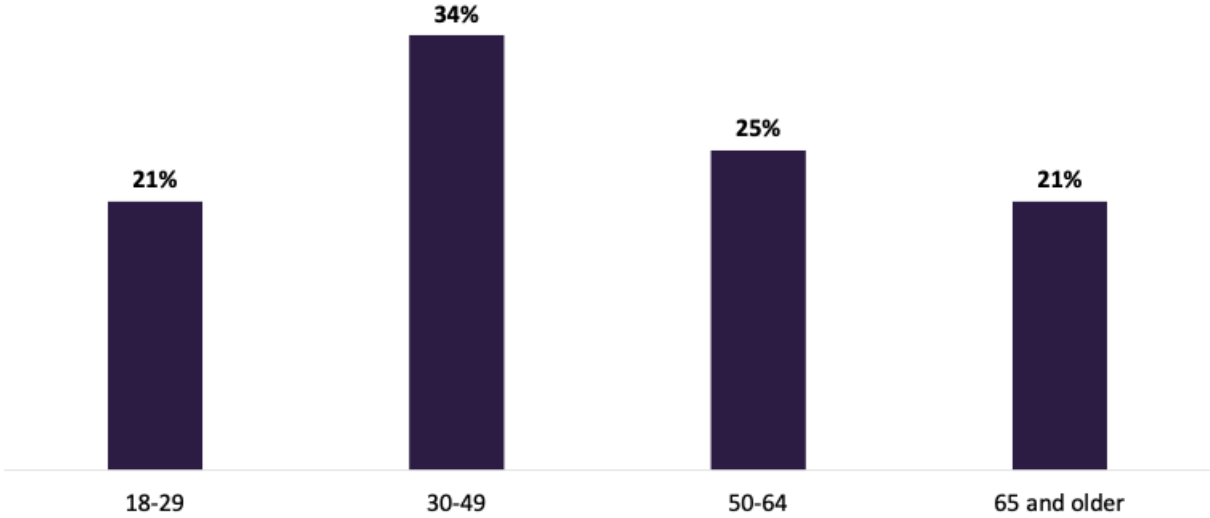


Age range



**Age Range**

*September 29-October 1, 2021, MM, US Residents, n=1,001, +/-3%*

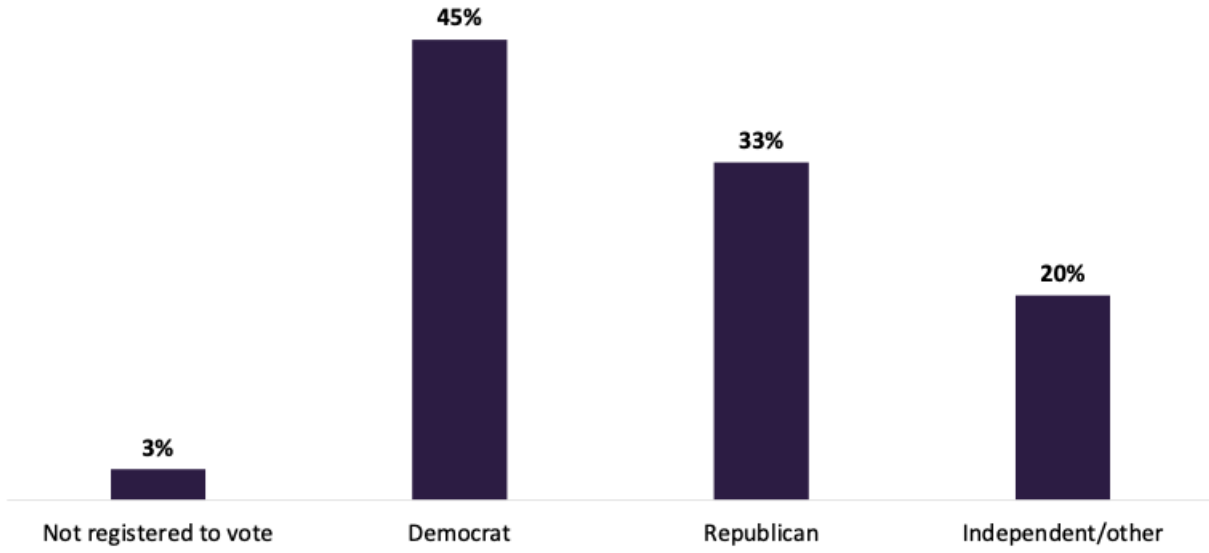


## Party affiliation



### Party Affiliation

September 29-October 1, 2021, MM, US Residents, n=1,001, +/-3%

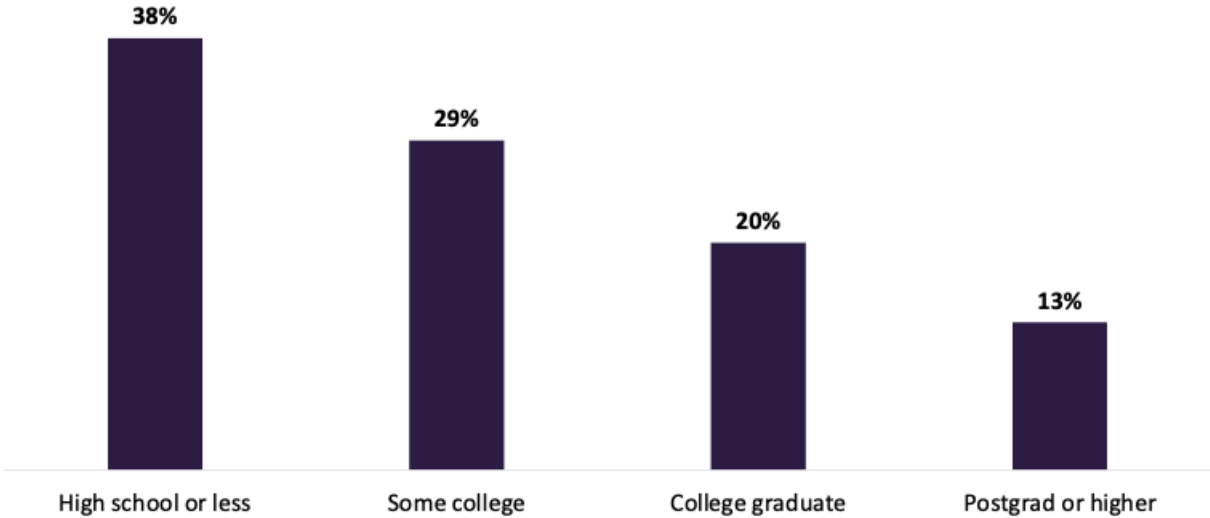


**Educational attainment**



**Educational Attainment**

September 29-October 1, 2021, MM, US Residents, n=1,001, +/-3%



# Region



## Region

September 29-October 1, 2021, MM, US Residents, n=1,001, +/-3%

