



Embassy  
of the Federal Republic of Germany  
London

# DELTA POLL

**UK Attitudes towards Germany Survey**

## **Executive Summary**

**Deltapoll's survey of attitudes towards Germany, commissioned by the German Embassy in London, shows a positive view of the country among much of the UK population, but also a proportion of people for whom Germany holds less interest.**

Germany is regarded as an important international partner of the United Kingdom. The UK population are divided over precisely how close the relationship between the UK and Germany actually is. However, nearly half of respondents describe the relationship as good; around a third say the relationship is neither good nor bad.

At the same time, a strong majority of nearly seven in ten UK adults have a positive view of Germany, with relatively little difference in numbers between different areas of the UK or different age groups. Not only do more men than women in the UK hold a positive view of Germany, men in the UK are also more likely to say they are interested in and knowledgeable about what goes on in the country. Nonetheless, only slightly more than a third of all UK adults say they are interested in what goes on day-to-day in Germany. In terms of specific interests, German culture, Germany as a travel destination for tourists and Germany's role in the world top the list of interests for the people of the UK.

Overall, a third of respondents believe that the relationship between Germany and the UK has deteriorated since Brexit; about one in seven believe the relationship has improved. When asked to consider changes to various aspects of the relationship between the UK and Germany since the Brexit referendum in 2016, pluralities say that either the relationship has stayed the same or that they don't know. It is in the areas of general political cooperation and trade & investment where the highest net negative results occur (-11 and -13 respectively).

There is strong support for seeing the UK and Germany work more closely together in the future. The areas where UK respondents are most likely to want the UK to work more closely with Germany include trade and investment, defence and international security, taking action on climate change and environmental protection, along with energy security and the move to renewable energy. Similarly, there is strong support for the UK to work more closely with the European Union in many areas.

As part of the survey, many narratives concerning modern Germany were explored. A majority of respondents in the UK agree with statements such as 'People living in Germany generally have a high quality of life', 'Germany, by its actions, is facing up to its responsibility for crimes committed during the Nazi era, including the Holocaust' and 'Generally speaking, Germany is a relatively equal society'. Furthermore, a plurality of UK adults agree that, 'Nowadays Germany is the strongest economic power in Europe', 'Germany is a leading power in the field of environmental protection' and 'Nowadays Germany is the strongest political power in Europe'.

*Deltapoll interviewed 2,064 UK adults online between 1st and 4th September 2023. The data have been weighted to be representative of the UK adult population as a whole.*

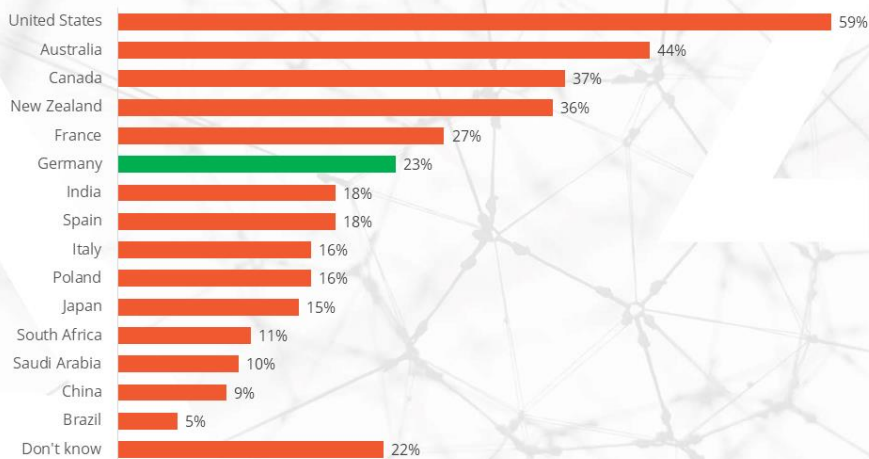
# Results Summary

## UK partners

△ The United States is the country most likely to be named as a partner of the United Kingdom, chosen by almost six in ten (59%) respondents. Australia (44%) and Canada (37%) follow next, along with New Zealand (36%). Germany comes sixth on the list, selected by fewer than a quarter (23%). This places Germany second among non-English speaking countries, behind France which is on 27%.

### Germany comes second only to France in non-English speaking partner countries

Which of the following countries do you think is a partner of the United Kingdom these days?

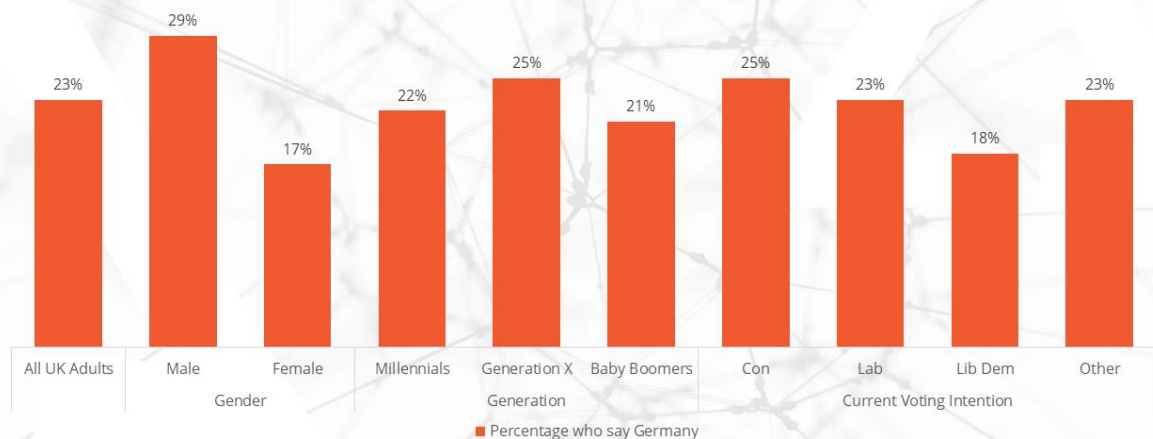


Source: Deltapoll · Fieldwork: 1st to 4th September 2023 · Sample: 2,064 UK Adults

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### Gender shows the greatest differences in attitudes across demographic groups

Which of the following countries do you think is a partner of the United Kingdom these days?



Source: Deltapoll · Fieldwork: 1st to 4th September 2023 · Sample: 2,064 UK Adults

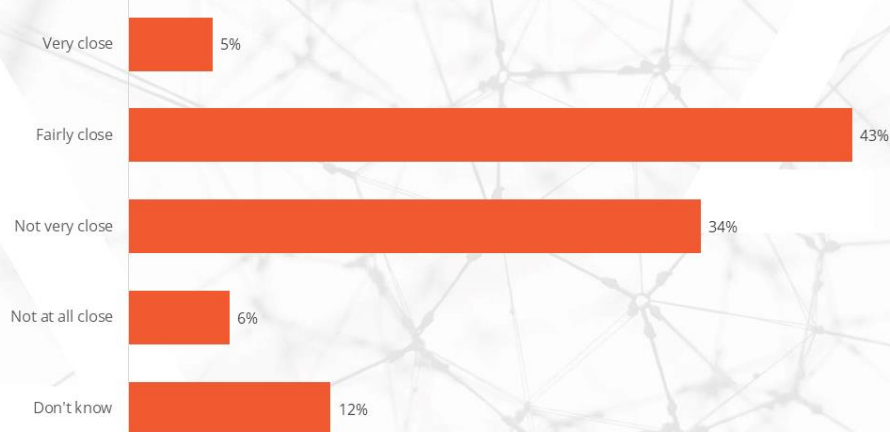
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## UK-German bilateral relations

- △ A narrow plurality of almost half (48%) of respondents consider the relationship between the United Kingdom and Germany to be close, including one in twenty (5%) who consider it to be *very close*. Four in ten (40%) do not consider the relationship between the two countries to be close.

### Nearly half think the partnership between Britain and Germany is close

*Thinking now specifically about the relationship between the United Kingdom and Germany, how close, if at all, do you think the partnership between those two countries is these days?*

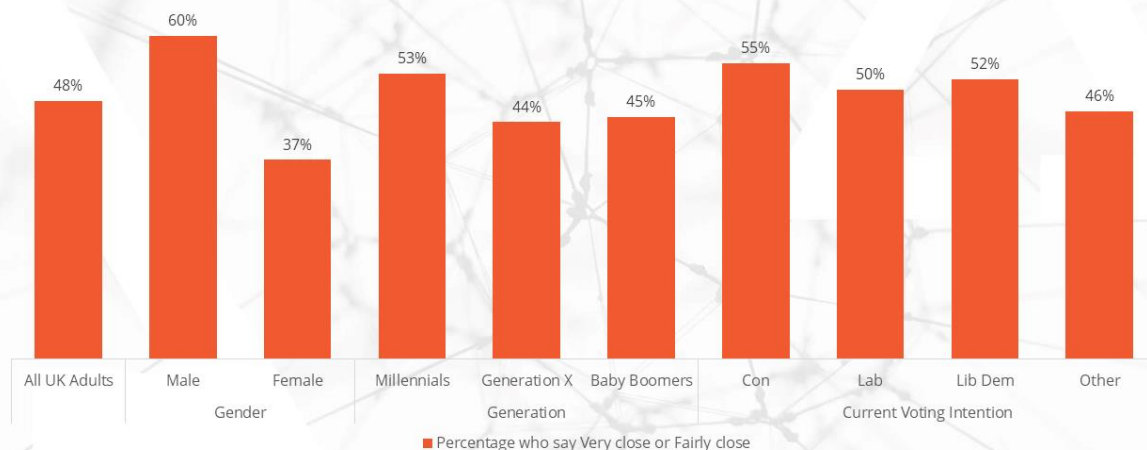


Source: Deltapoll · Fieldwork: 1st to 4th September 2023 · Sample: 2,064 UK Adults

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### Differences between the genders are the greatest, with Millennials also more positive

*Thinking now specifically about the relationship between the United Kingdom and Germany, how close, if at all, do you think the partnership between those two countries is these days?*



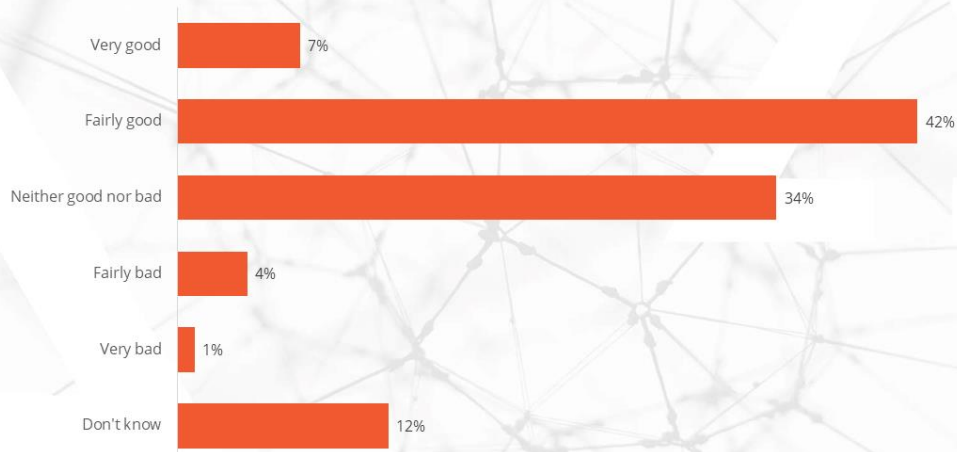
Source: Deltapoll · Fieldwork: 1st to 4th September 2023 · Sample: 2,064 UK Adults

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- △ Nearly half (49%) of respondents would describe the relationship between the United Kingdom and Germany as good, including 7% who would describe it as *very good*. Around a third (34%) say the relationship is neither good nor bad, while one in twenty (5%) consider the two countries to have a bad relationship.

## Nearly half describe the relationship between the UK and Germany as good

From what you know, and taking everything into account, how would you describe the relationship between the United Kingdom and Germany these days?

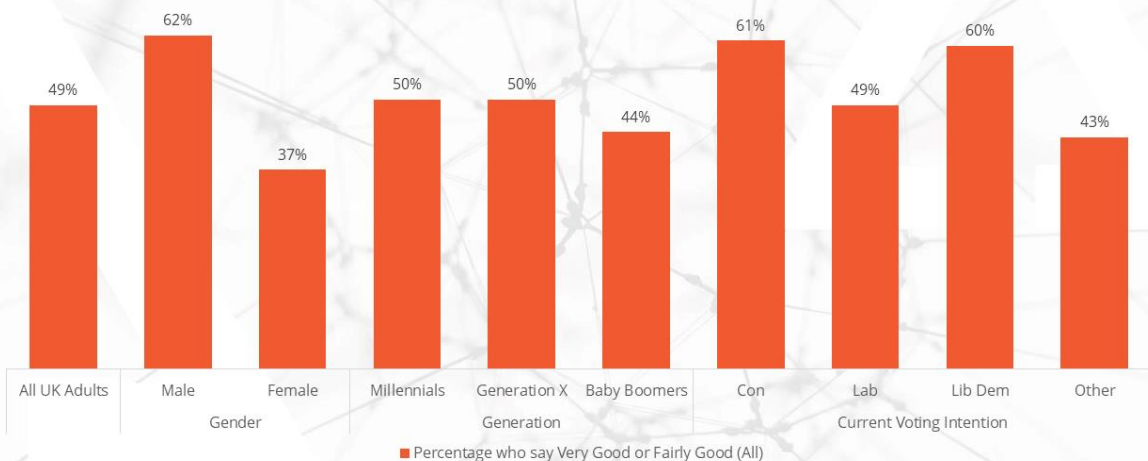


Source: Deltapoll · Fieldwork: 1st to 4th September 2023 · Sample: 2,064 UK Adults

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## Men along with Conservative and Lib Dem supporters are the most likely to say good

From what you know, and taking everything into account, how would you describe the relationship between the United Kingdom and Germany these days?



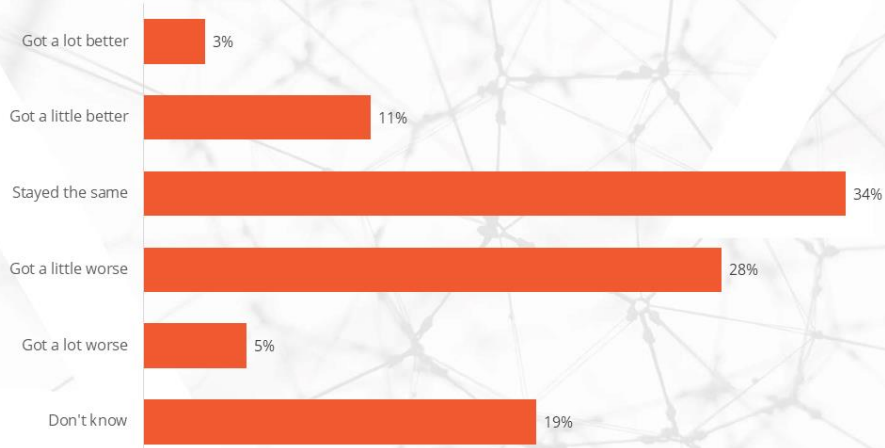
Source: Deltapoll · Fieldwork: 1st to 4th September 2023 · Sample: 2,064 UK Adults

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- ▲ A quarter (25%) of respondents select *technology and innovation* as a way in which German businesses currently contribute to the UK; *food supplies* and *energy supplies* follow thereafter (23% and 21% respectively).
- ▲ A very narrow plurality of 34% think the relationship between the United Kingdom and Germany has stayed the same since the Brexit vote in 2016. A similar proportion of 33% think the relationship has become worse since then, while 14% say the relationship has improved.

### A third say the relationship between UK and Germany has deteriorated post Brexit

And since the Brexit vote in June 2016, would you say that the relationship between the United Kingdom and Germany has got better, got worse or stayed the same?

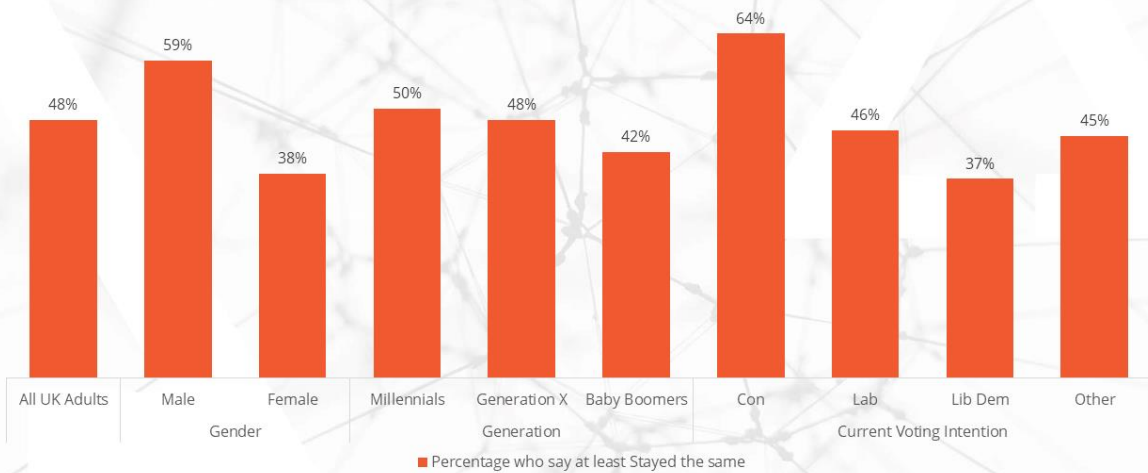


Source: Deltapoll · Fieldwork: 1st to 4th September 2023 · Sample: 2,064 UK Adults

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### Men and Conservative supporters are most positive about the relationship post Brexit

And since the Brexit vote in June 2016, would you say that the relationship between the United Kingdom and Germany has got better, got worse or stayed the same?



Source: Deltapoll · Fieldwork: 1st to 4th September 2023 · Sample: 2,064 UK Adults

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- △ When asked to consider changes to various aspects of the relationship between the United Kingdom and Germany since the Brexit vote, pluralities say that either the relationship has stayed the same or that they don't know in response to every attribute given.

**Summary table: Thinking now about the relationship between the United Kingdom and Germany in many different areas. Please say if you think the relationship between the United Kingdom and Germany has got better, got worse or stayed the same for each of the following areas since the Brexit vote in June 2016?**

	<b>A lot better</b>	<b>A little better</b>	<b>Stayed the same</b>	<b>A little worse</b>	<b>A lot worse</b>	<b>Don't know</b>	<b>Better (All)</b>	<b>Worse (All)</b>	<b>NET</b>
Sporting events and tours	4%	16%	41%	8%	2%	28%	20%	10%	<b>+10</b>
Taking action on climate change and environmental protection	4%	17%	35%	9%	4%	32%	21%	13%	<b>+8</b>
Cultural events and tours	4%	14%	41%	9%	3%	29%	18%	12%	<b>+6</b>
General tourism and visits	5%	17%	41%	13%	3%	22%	22%	16%	<b>+6</b>
Defence and international security	4%	16%	37%	12%	3%	29%	20%	15%	<b>+5</b>
Research and innovation	4%	15%	35%	11%	3%	32%	19%	14%	<b>+5</b>
Teaching skills and abilities required for a particular job or career	3%	14%	34%	10%	3%	36%	17%	13%	<b>+4</b>
Town twinnings	3%	10%	37%	9%	3%	37%	13%	12%	<b>+1</b>
Energy security and the move to renewable energy	4%	13%	31%	13%	5%	34%	17%	18%	<b>-1</b>
Exchange trips for school pupils and other young people	3%	12%	33%	13%	4%	35%	15%	17%	<b>-2</b>
Providing study and internship opportunities in each other's countries	4%	12%	32%	14%	6%	33%	16%	20%	<b>-4</b>
General political cooperation	2%	12%	34%	20%	5%	27%	14%	25%	<b>-11</b>
Trade and investment	4%	12%	29%	22%	7%	27%	16%	29%	<b>-13</b>

▲ More than a third (34%) think that *general political cooperation* between the United Kingdom and Germany has stayed the same since the Brexit vote. A quarter (25%) think it has become worse, and almost three in ten (27%) don't know.

▲ Regarding *defence and international security*, a plurality of almost four in ten (37%) think the relationship has stayed the same since the Brexit vote. A fifth (20%) think the relationship has got better, while 15% think it has deteriorated. Again, almost three in ten (29%) don't know.

- △ When it comes to *trade and investment*, the same proportions say that the relationship has stayed the same (29%) or has got worse (29%). Around one in six (16%) say it has improved, and almost three in ten (27%) don't know.
- △ Regarding *research and innovation*, more than a third (35%) think the relationship has stayed the same since the Brexit vote. Almost a fifth (19%) think the relationship has got better, while 14% think it has deteriorated. More than three in ten (32%) say they don't know.
- △ When it comes to *taking action on climate change and environmental protection*, a plurality of 35% think the relationship has stayed the same since the Brexit vote. A fifth (21%) think the relationship has improved since then, while fewer than one in seven (13%) think it has deteriorated. Almost a third (32%) don't know.
- △ A plurality (34%) do not know whether the relationship has become better or worse regarding *energy security and the move to renewable energy*. More than three in ten (31%) consider it to have stayed the same, while similar proportions say that it has got better (17%) or got worse (18%).
- △ A plurality (35%) don't know how the relationship regarding *exchange trips for school pupils and other young people* has changed since the Brexit vote. A third (33%) say that it has stayed the same, and similar proportions say that it has got better (15%) and got worse (17%).
- △ When it comes to *teaching skills and abilities required for a particular job or career*, a plurality of 34% think the relationship has stayed the same since the Brexit vote. Around a sixth (17%) think the relationship has improved since then, while fewer than one in seven (13%) think it has deteriorated. More than a third (36%) don't know.
- △ Regarding *providing study and internship opportunities in each other's countries*, around a third (32%) think the relationship has stayed the same since the Brexit vote. A fifth (20%) think the relationship has got worse in this respect, while one in six (16%) think it has improved. A third (33%) say they don't know.
- △ On *town twinnings* almost four in ten (37%) think the relationship has stayed the same since the Brexit vote, and the same proportion say they don't know. Similar proportions say the relationship has got better (13%) or got worse (12%).
- △ When it comes to *cultural events and tours*, a plurality (41%) think the relationship has stayed the same since the Brexit vote. Almost one in five (18%) consider the relationship to have improved since then, whilst fewer than one in seven (12%) think it has deteriorated. Almost three in ten (29%) say they don't know.
- △ The picture is similar regarding *sporting events and tours* – 41% consider the relationship to have stayed the same since the Brexit vote, 20% think it has got

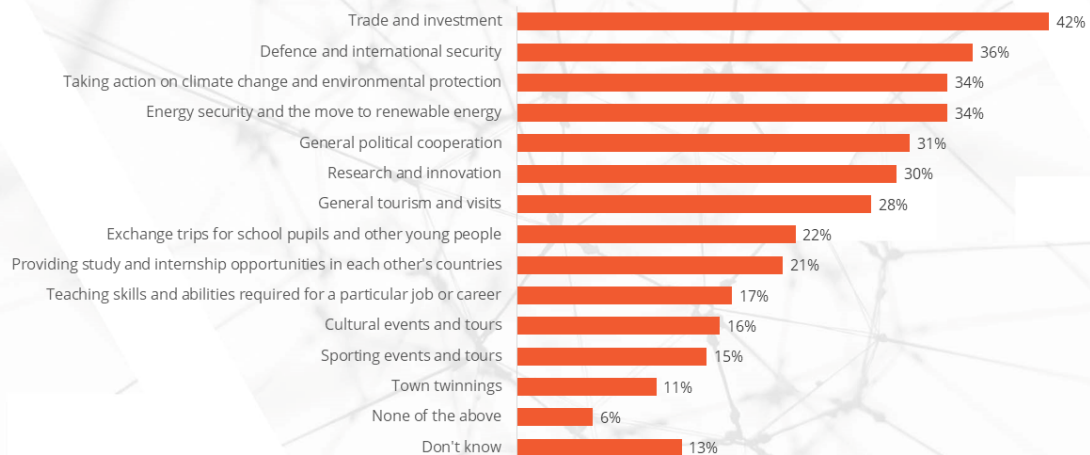


better, and 10% think it has got worse. Again, almost three in ten (28%) say they don't know.

- △ Regarding *general tourism and visits*, more than four in ten (41%) think the relationship has stayed the same since the Brexit vote. More than a fifth (22%) think the relationship has got better, while 16% think it has deteriorated. This time, 22% say they don't know – the lowest proportion of don't know responses of all the aspects given.
- △ More than four in ten (42%) would like to see the United Kingdom and Germany working more closely together on trade and investment in future. Almost four in ten (36%) would like to see the two countries work more closely on defence and international security. More than a third (34%) would like to see closer cooperation on taking action on climate change and environmental protection, and the same proportion (34%) on energy security and the move to renewable energy. Nine of the areas listed had more than a fifth of respondents saying they were an area where United Kingdom and Germany should work more closely together.

### While some areas of cooperation are popular, support varies considerably

And in which of the following areas, if any, would you like to see the United Kingdom and Germany working more closely together in the future?



Source: Deltapoll · Fieldwork: 1st to 4th September 2023 · Sample: 2,064 UK Adults

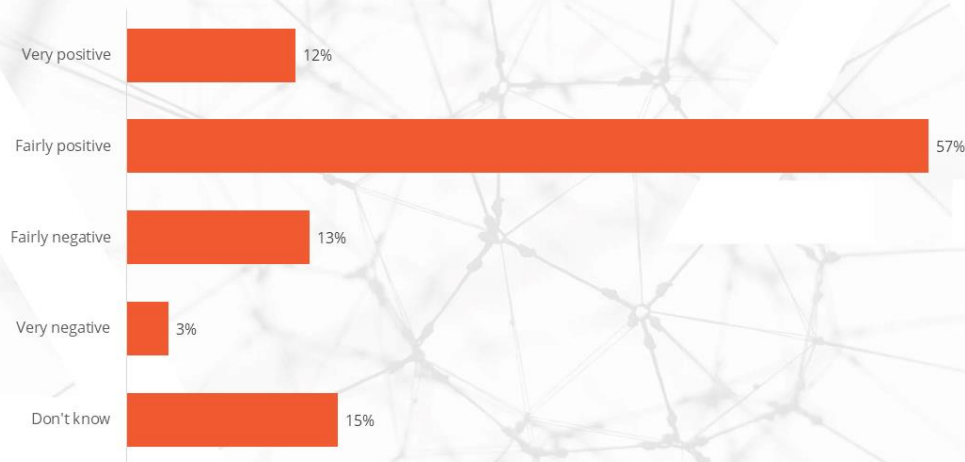
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## Perceptions of and interest in Germany

- △ A strong majority of nearly seven in ten (69%) respondents hold a positive view of Germany. Around one in six (16%) say their view of Germany is negative, while a similar proportion (15%) say they do not know.

### A majority have a positive view of Germany overall

Think about the country of Germany, and taking everything into account, how would you describe your view of Germany overall?

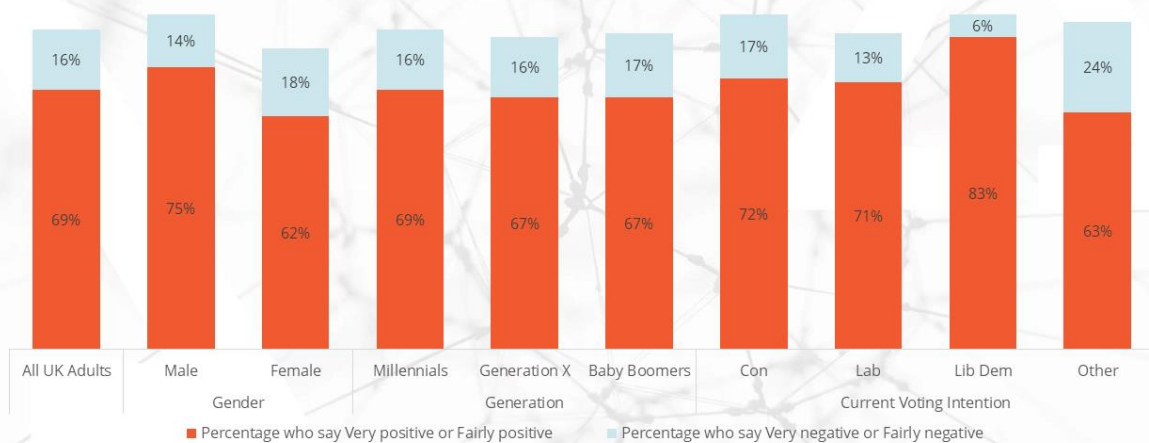


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### The different demographic groups tell the same overall story

Think about the country of Germany, and taking everything into account, how would you describe your view of Germany overall?



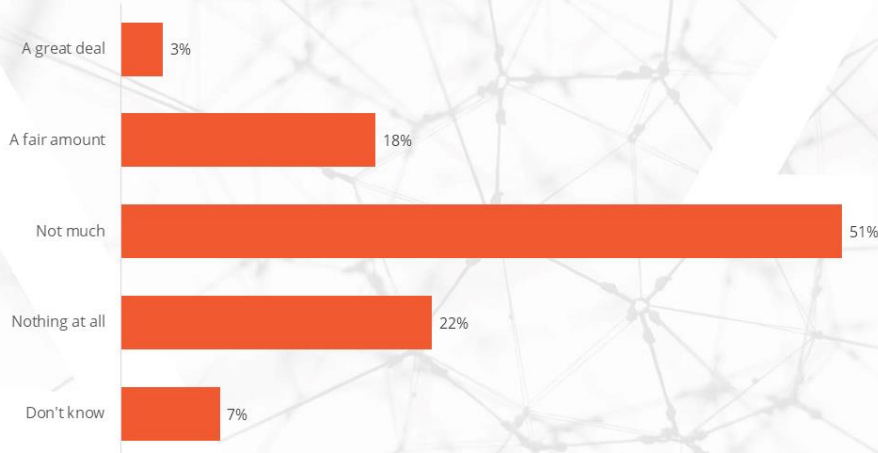
Source: Deltapoll · Fieldwork: 1st to 4th September 2023 · Sample: 2,064 UK Adults

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- △ A narrow majority (51%) of respondents say they do not know much about what goes on day-to-day in Germany nowadays. Just over a fifth (21%) know either a great deal or a fair amount, while a further 22% know nothing at all.

## More than half say they know not much about what goes on in Germany day-to-day

If you had to say, how much do you think you know about what goes on day-to-day in Germany nowadays?

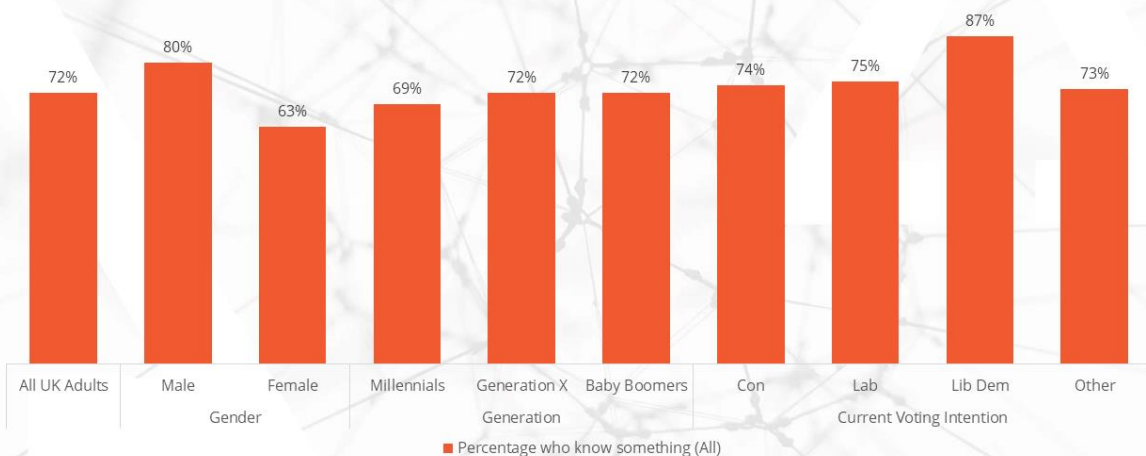


Source: Deltapoll · Fieldwork: 1st to 4th September 2023 · Sample: 2,064 UK Adults

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## Women and Millennials are least likely to know something about day-to-day Germany

If you had to say, how much do you think you know about what goes on day-to-day in Germany nowadays?



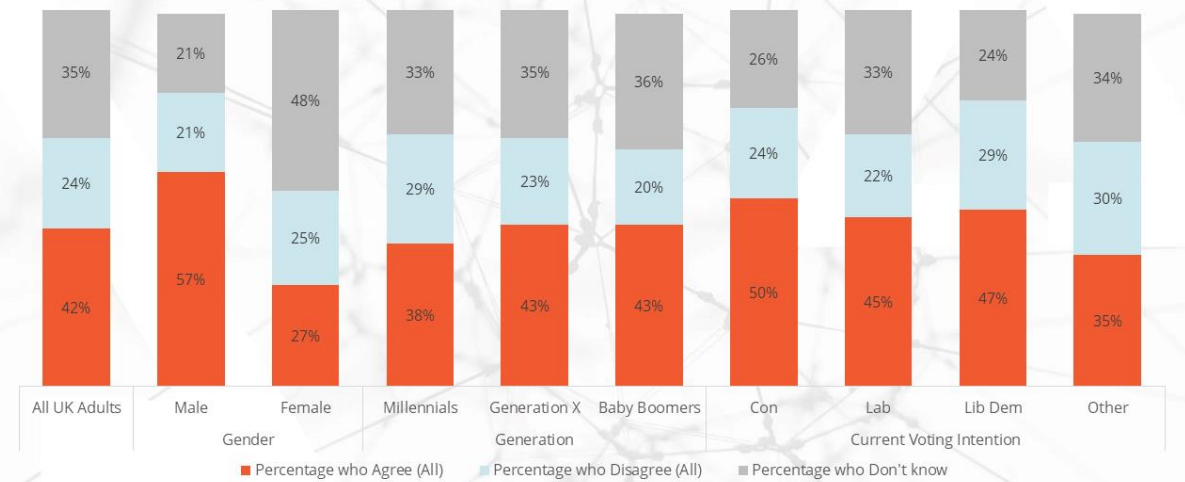
Source: Deltapoll · Fieldwork: 1st to 4th September 2023 · Sample: 2,064 UK Adults

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- ▲ A plurality (45%) do not know whether *Germany is the strongest military power in Europe* nowadays. A third (33%) disagree with the statement, whereas a fifth (21%) agree.
- ▲ More than four in ten (42%) respondents agree that *nowadays Germany is the strongest economic power in Europe*, including almost one in ten (9%) who *strongly agree*. Around a quarter (24%) disagree, while more than a third (35%) don't know.

## Levels of Don't know are particularly high for women

For each of the following statements please say if you agree or disagree with each one:  
Nowadays Germany is the strongest economic power in Europe



Source: Deltapoll · Fieldwork: 1st to 4th September 2023 · Sample: 2,064 UK Adults

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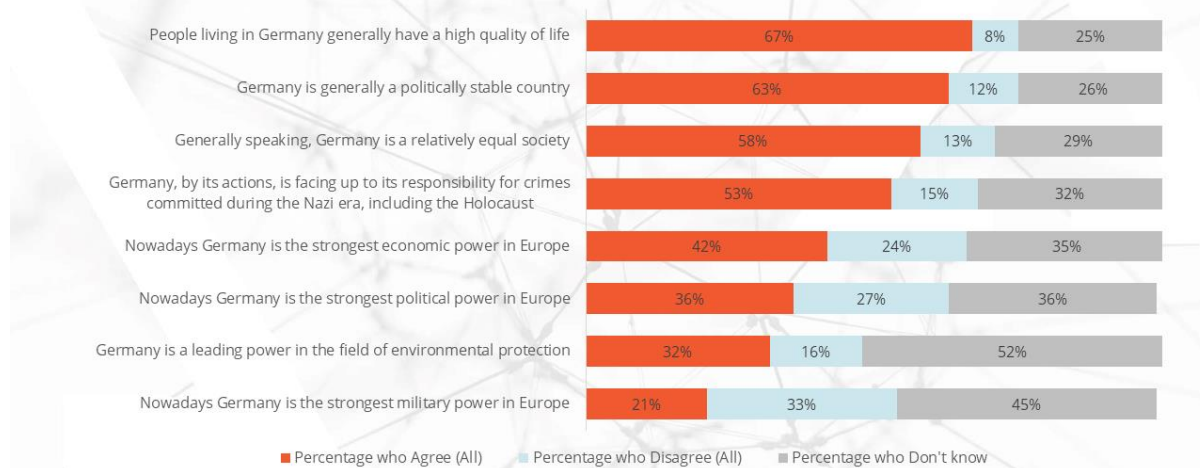
- △ More than a third (36%) of respondents agree that *nowadays Germany is the strongest political power in Europe*, while fewer than three in ten (27%) disagree. Again, a sizeable proportion of 36% say they do not know.
- △ When it comes to people's views on whether *Germany is a leading power in the field of environmental protection*, a majority (52%) say they don't know. Nearly a third (32%) agree with the statement, while around one in six (16%) disagree.
- △ A strong majority of almost seven in ten (67%) think that *people living in Germany generally have a high quality of life*. Fewer than one in ten (8%) disagree, but a further quarter (25%) say they don't know.
- △ Nearly six in ten (58%) agree that *generally speaking, Germany is a relatively equal society*, including almost one in ten (8%) who *strongly agree*. Fewer than one in seven (13%) disagree, but almost three in ten (29%) say they don't know.
- △ Approaching two thirds (63%) of respondents agree that *Germany is generally a politically stable country*, including a tenth (10%) who *strongly agree*. While fewer than one in seven (12%) disagree, more than a quarter (26%) don't know.
- △ A narrow majority of 53% of respondents agree that *Germany, by its actions, is facing up to its responsibility for crimes committed during the Nazi era, including the Holocaust*, while fewer than one in six (15%) disagree. Again, a considerable proportion of 32% say they don't know.

**Summary table: For each of the following statements please say if you agree or disagree with each one:**

	Strongly agree	Agree	Disagree	Strongly disagree	Don't know	Agree (All)	Disagree (All)	NET
People living in Germany generally have a high quality of life	10%	57%	6%	2%	25%	67%	8%	<b>+59</b>
Germany is generally a politically stable country	10%	53%	9%	3%	26%	63%	12%	<b>+51</b>
Generally speaking, Germany is a relatively equal society	8%	50%	10%	3%	29%	58%	13%	<b>+45</b>
Germany, by its actions, is facing up to its responsibility for crimes committed during the Nazi era, including the Holocaust	11%	42%	11%	4%	32%	53%	15%	<b>+38</b>
Nowadays Germany is the strongest economic power in Europe	9%	33%	20%	4%	35%	42%	24%	<b>+18</b>
Germany is a leading power in the field of environmental protection	6%	26%	13%	3%	52%	32%	16%	<b>+16</b>
Nowadays Germany is the strongest political power in Europe	7%	29%	22%	5%	36%	36%	27%	<b>+9</b>
Nowadays Germany is the strongest military power in Europe	4%	17%	25%	8%	45%	21%	33%	<b>-12</b>

**Some narratives about Germany are popular, but levels of Don't know are frequently high**

For each of the following statements please say if you agree or disagree with each one:



Source: Deltapoll · Fieldwork: 1st to 4th September 2023 · Sample: 2,064 UK Adults

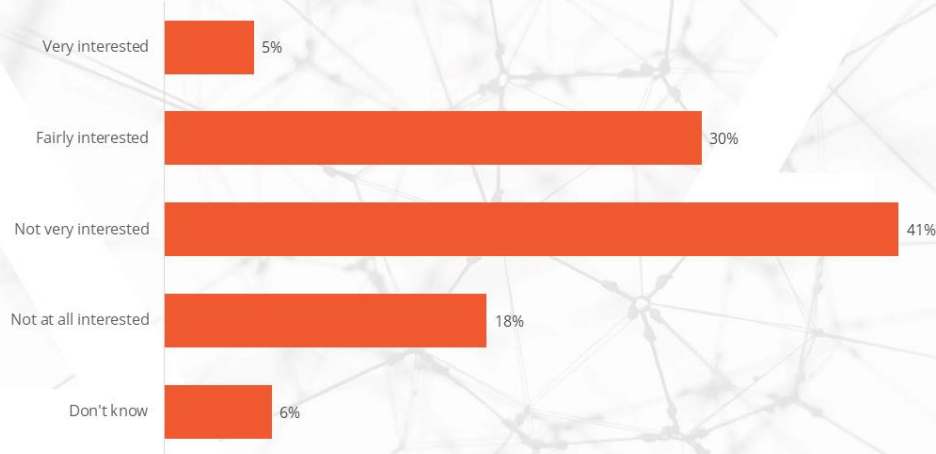
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▲ Of a given list of attributes, *Organised* (33%), *Efficient* (32%), and *Hard working* (30%) are most commonly associated with Germany. At the other end of the spectrum, *Lazy* (1%), *Wasteful* (1%), and *Poor* (1%) are the least commonly associated attributes.

- △ Almost six in ten (59%) respondents say they are not interested in what goes on day-to-day in Germany, including almost one in five (18%) who are *not at all interested*. Conversely, more than a third (35%) say they are interested in what goes on.

### A third are interested in what goes on in day-to-day Germany nowadays

Generally speaking, how interested are you, if at all, about what goes on day-to-day in Germany nowadays?

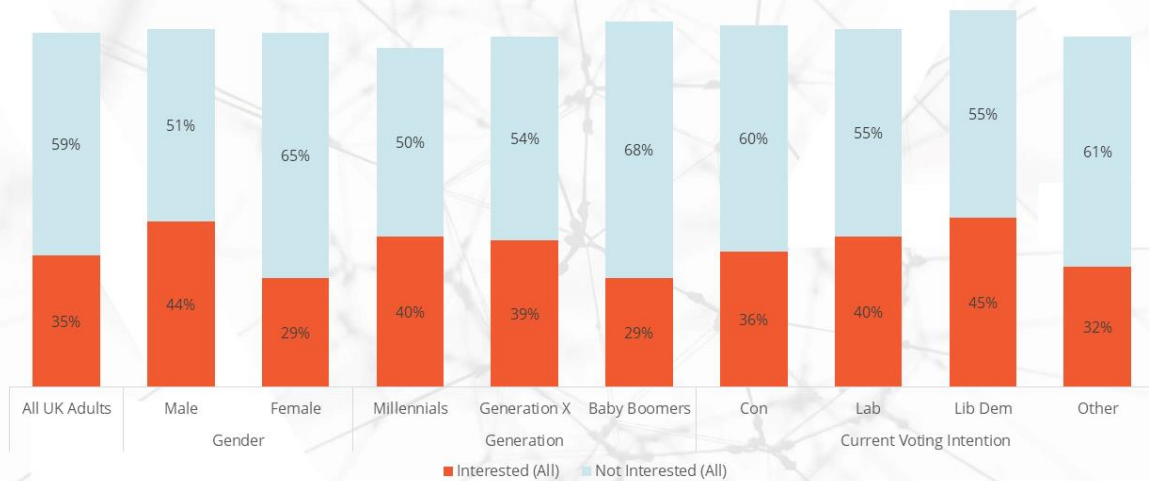


Source: Deltapoll · Fieldwork: 1st to 4th September 2023 · Sample: 2,064 UK Adults

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### Women and Baby Boomers are least interested in what goes on in day-to-day Germany

Generally speaking, how interested are you, if at all, about what goes on day-to-day in Germany nowadays?



Source: Deltapoll · Fieldwork: 1st to 4th September 2023 · Sample: 2,064 UK Adults

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- △ Approaching four in ten (36%) respondents find out news and information about what is going on in Germany from the television. Social media and internet search engines follow as the second and third most popular sources (21% and 17% respectively). At the same time, nearly a third (31%) say they never find out about what is going on in Germany.

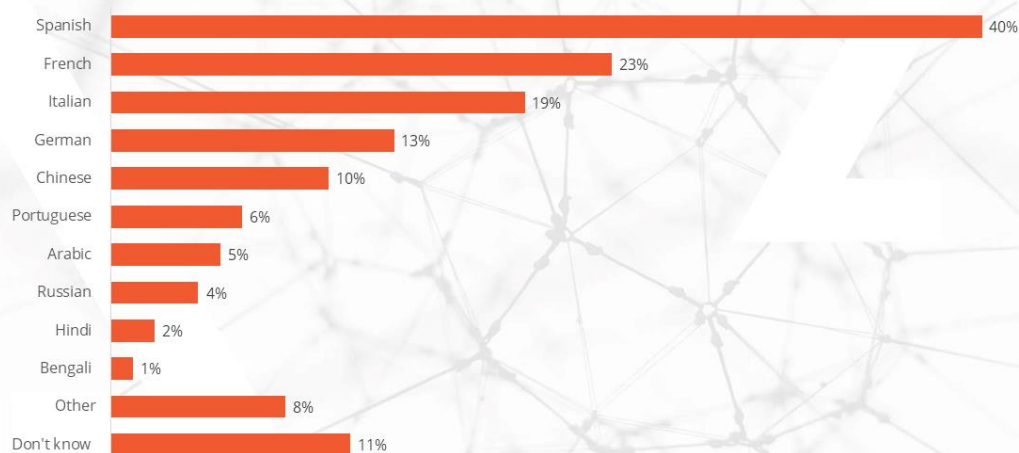
- ▲ Regarding topics about which respondents would like to know more, *German culture*, *Germany as a travel destination for tourists*, and *Germany's role in the world these days* are most popular, each selected by 26%. A narrow plurality of 28%, however, select *none of the above*.

## Culture, tourism and language

- △ When it comes to the most popular foreign languages to learn, given the time and money, Spanish and French are most commonly selected (40% and 23% respectively), followed by Italian (19%). German is the fourth most popular option, selected by 13%.

### The German language is the fourth most popular choice in the UK

Imagine you had the time and money to learn a foreign language. Which one of the following languages would you choose?

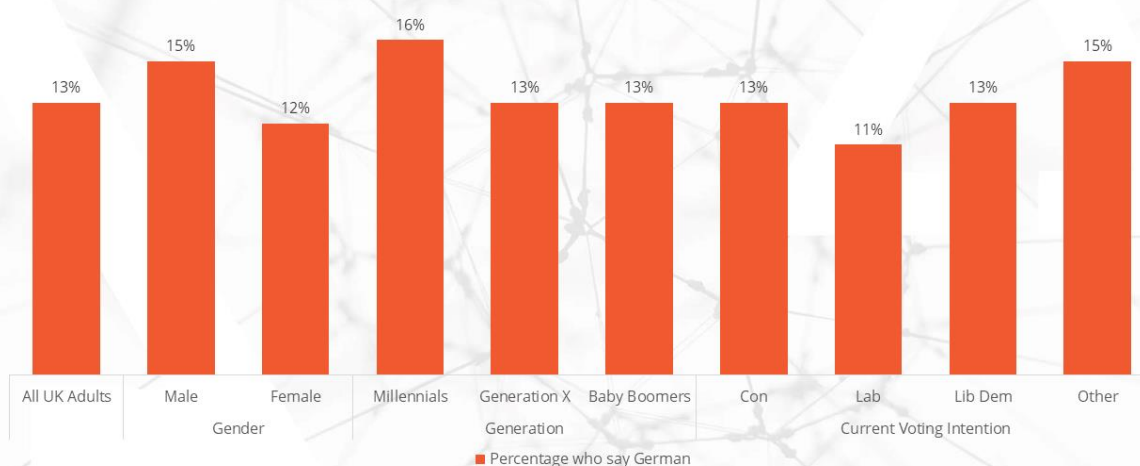


Source: Deltapoll · Fieldwork: 1st to 4th September 2023 · Sample: 2,064 UK Adults

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### There is little difference between different groups when it comes to the popularity of German

Imagine you had the time and money to learn a foreign language. Which one of the following languages would you choose?



Source: Deltapoll · Fieldwork: 1st to 4th September 2023 · Sample: 2,064 UK Adults

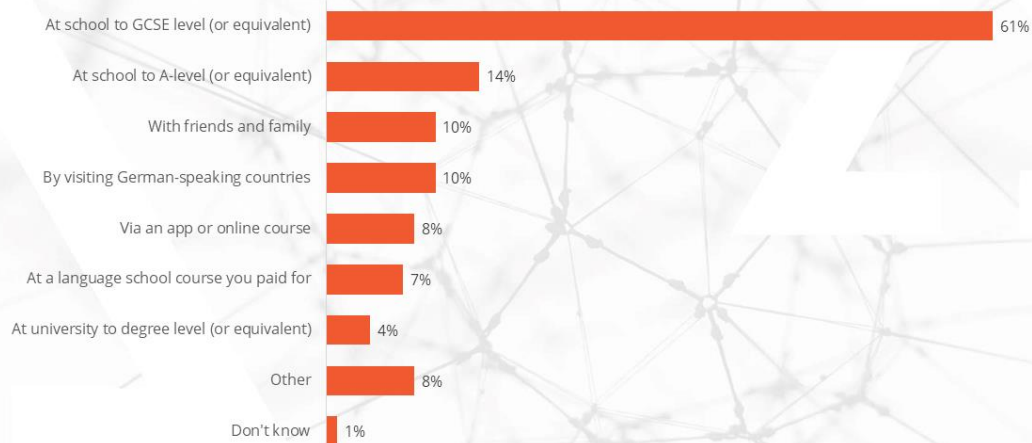
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- △ Nearly three in ten (29%) say they have studied or learned to speak the German language. Of these respondents, a majority (61%) learned German at school to GCSE level or equivalent. Almost four in ten (39%) respondents say they have visited Germany.



## School remains overwhelmingly the most popular place for the UK to learn German

Where or how did you learn the German language?



Source: Deltapoll · Fieldwork: 1st to 4th September 2023 · Sample: 2,064 UK Adults

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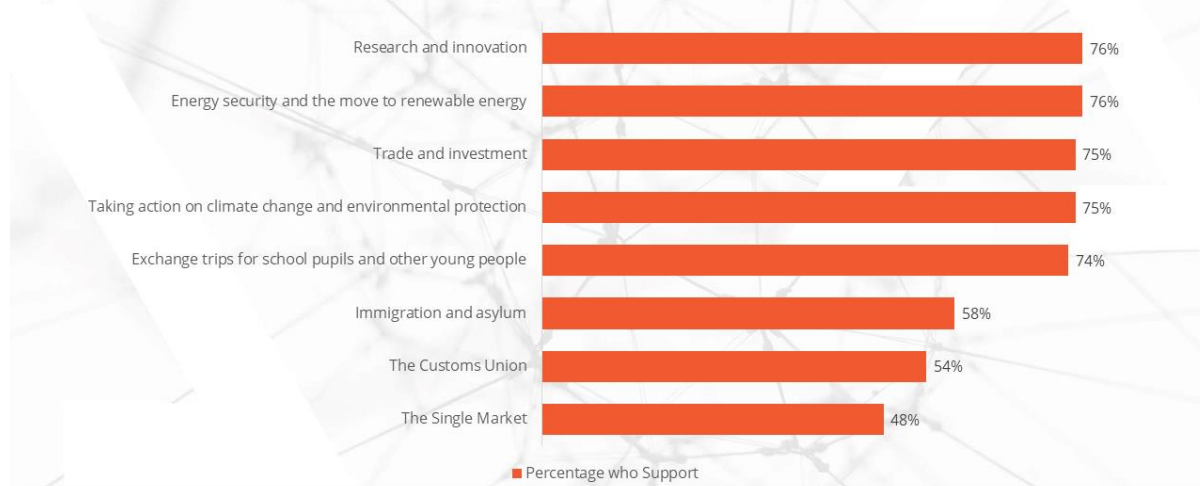
- ▲ Tourism is the most popular reason to have visited Germany, selected by a majority (54%) of respondents who have visited. Trips to see friends/family and school/youth exchange programmes are the second and third most popular reasons, chosen by 21% and 13% respectively.

## UK-EU relations

- △ Strong majorities support the idea of the United Kingdom and the European Union working more closely on *trade and investment* (75%), *research and innovation* (76%), *taking action on climate change and environmental protection* (75%), *energy security and the move to renewable energy* (76%), and *exchange trips for school pupils and other young people* (74%). Majorities, albeit smaller ones, also support closer collaboration regarding *the Customs Union* (54%) and *immigration and asylum* (58%). A plurality of 48% support a closer working relationship regarding *the Single Market*.
- △ Around a third say they do not know whether they support or oppose the idea of the United Kingdom and the European Union working more closely on *the Customs Union* (32%) and *the Single Market* (34%).

### There is strong support for the UK working more closely with the EU in many areas

Thinking more generally about the relationship between the United Kingdom and the European Union, would you generally support or generally oppose the idea of the United Kingdom working more closely with the European Union in each of the following areas?



Source: Deltapoll · Fieldwork: 1st to 4th September 2023 · Sample: 2,064 UK Adults

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**Summary Table: Thinking more generally about the relationship between the United Kingdom and the European Union, would you generally support or generally oppose the idea of the United Kingdom working more closely with the European Union in each of the following areas?**

	<b>Support</b>	<b>Oppose</b>	<b>Don't know</b>	<b>NET</b>
Trade and investment	75%	7%	17%	<b>+68</b>
Research and innovation	76%	9%	16%	<b>+67</b>
Energy security and the move to renewable energy	76%	9%	16%	<b>+67</b>
Taking action on climate change and environmental protection	75%	9%	16%	<b>+66</b>
Exchange trips for school pupils and other young people	74%	8%	18%	<b>+66</b>
The Customs Union	54%	14%	32%	<b>+40</b>
Immigration and asylum	58%	18%	24%	<b>+40</b>
The Single Market	48%	18%	34%	<b>+30</b>