

Perception of the  
**UK-US Relations**

**2018**

MARSHALL  
SCHOLARSHIPS



**"A close accord between our two countries is essential to the good of mankind in this turbulent world of today, and that is not possible without an intimate understanding of each other. These scholarships point the way to the continuation and growth of the understanding which found its necessity in the terrible struggle of the war years"**

*- Secretary George C. Marshall*

### ***Marshall Scholarships Established by Britain***

Special to THE NEW YORK TIMES.

LONDON, July 31—Foreign Secretary Anthony Eden announced today in the House of Commons that the British Government would provide twelve scholarships at British universities for United States students as expression of gratitude to the United States for aid received under the "generous and farsighted" European Recovery Program.

He said that General of the Army George C. Marshall had consented to having these awards called the Marshall Scholarships.

The annual competition for the scholarships will be open to both men and women and will be tenable at any British university, Mr. Eden added. The committee representing the heads of British universities has promised full cooperation.

Mr. Eden disclosed that the proposal had originated with the Labor Government.



*George C. Marshall (third from right) talks with Harvard President James Bryant Conant on the steps of Widener Library during Harvard's the war years"*

*- Photo Courtesy of Harvard University Archives.*

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# INTRODUCTION:

*The Association of Marshall Scholars (AMS) is a charitable 501c3 organization, working to strengthen US-UK ties, the Marshall Scholarship program and Marshall community. Its members are recipients of the Marshall Scholarship: a British Scholarship program for Americans established by a 1953 Act of Parliament, in gratitude for the Marshall Plan. The AMS publishes a newsletter, annual report and additional online content that directly relates to its mission and membership.*

*This report summarizes survey research findings from a nationwide public opinion poll conducted by the AMS and Emerson College in November of 2018. The poll surveyed a cross-section of Americans ages 18 and older, about their views of US-UK ties, and more broadly, their perceptions of the Marshall Scholarship and expertise.*

*The main goal of the national poll was to better understand American popular sentiment regarding the historic alliance between the United States and the United Kingdom. The survey begins to probe American perception of the strength of these ties and whether they are driven by shared values such as democratic norms, cultural expression, military, commercial, or educational ties.*

*The research contributes to a body of survey research on the special relationship, including a recent study conducted by the British Council on US-UK cultural ties in 2018 . It aims to contribute to a better understanding of the perceptions, significance and current day value of transatlantic ties more than 70 years since the end of World War II.*



# Headlines from Public Opinion Poll

Conducted by Emerson College (12-16 November 2018)

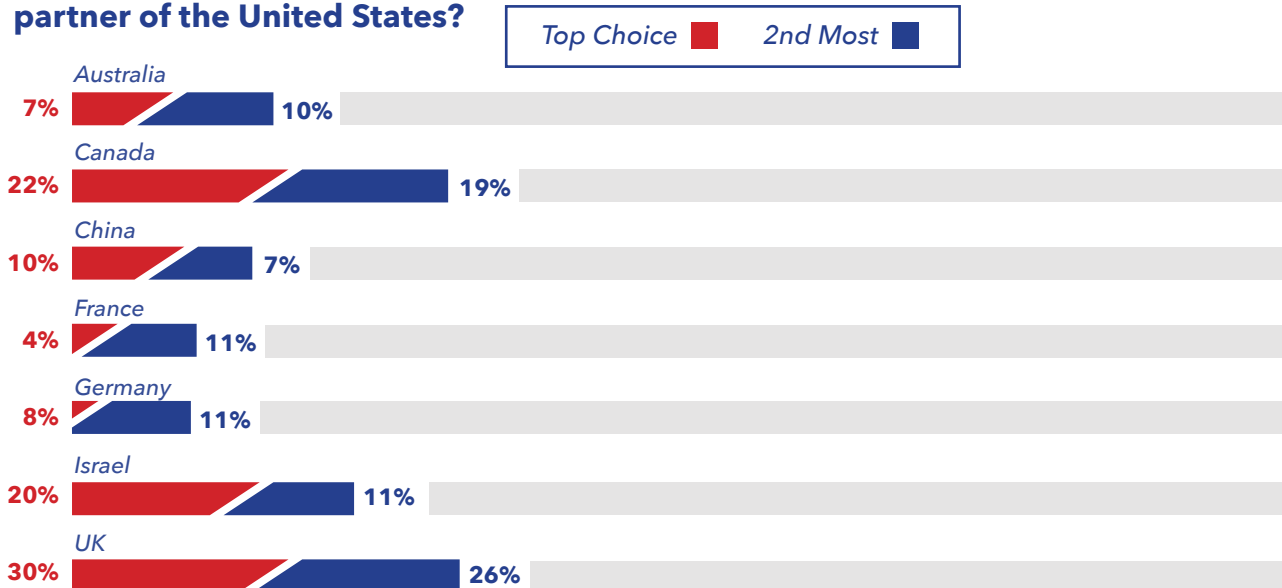
Nearly 2 in 3 Americans say the relationship between the US and the UK is very important. 91% say it is very/somewhat important. 3% say it is somewhat/very not important. 11% of those with an education level of high school or less are unsure, while less than 1% of respondents with postgraduate and higher level of education chose this answer.

## How important is a good relationship between the United States and the United Kingdom today?



The UK ranks as the most valuable strategic partner of the US (30%) and as the second most valuable (26%) for a collective score of 56%. 34% and 28% of the respondents of the age 30-44 years old ranked the UK as their first and second choice. Canada ranked second in both categories (22% and 19%) and combined at 41%. Israel rounded out the top three with a combine 31%. No statistical difference found between Australia, China, France, and Germany.

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



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

58% of US respondents say more  
63% of Marshall respondents say more

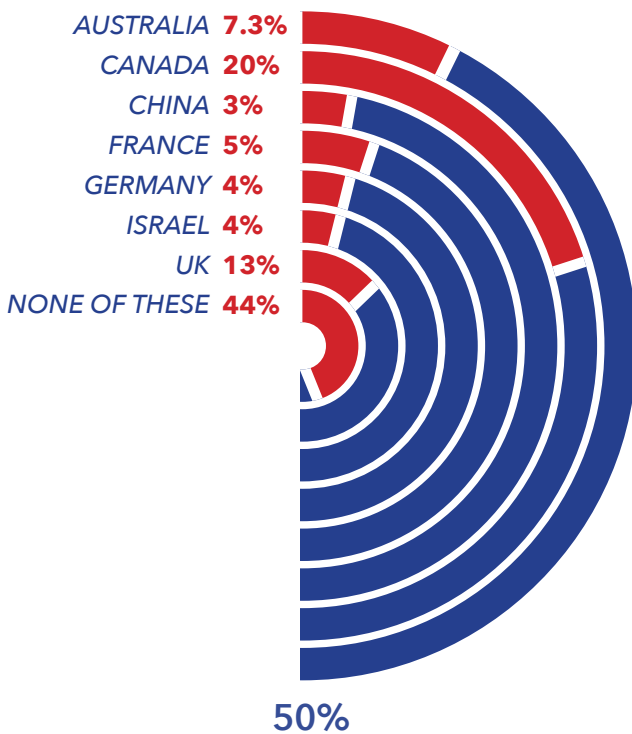
US: **58%**

MARSHALL: **63%**

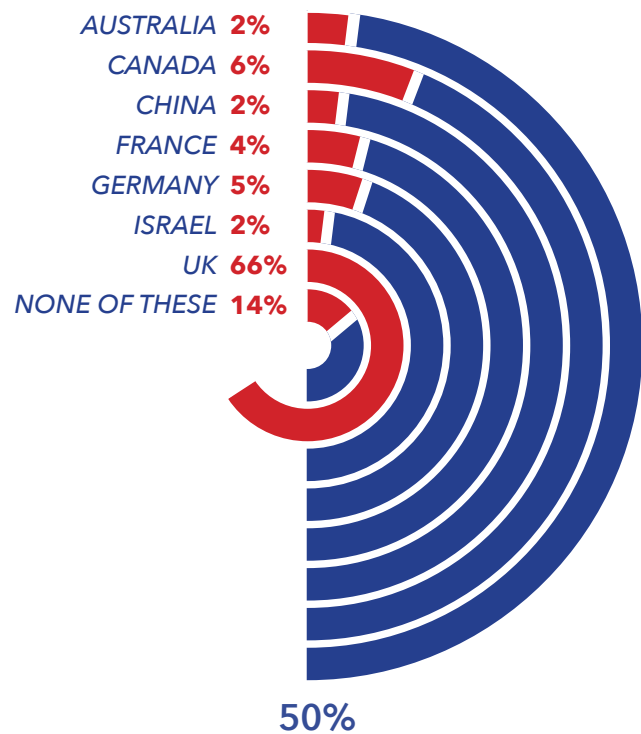
Marshalls are 5% (1.05 times) more likely than the general populations to say the US-UK relationship is more important today than it was five years ago.

## In which country do you have close personal ties/ friendships?

### General Public

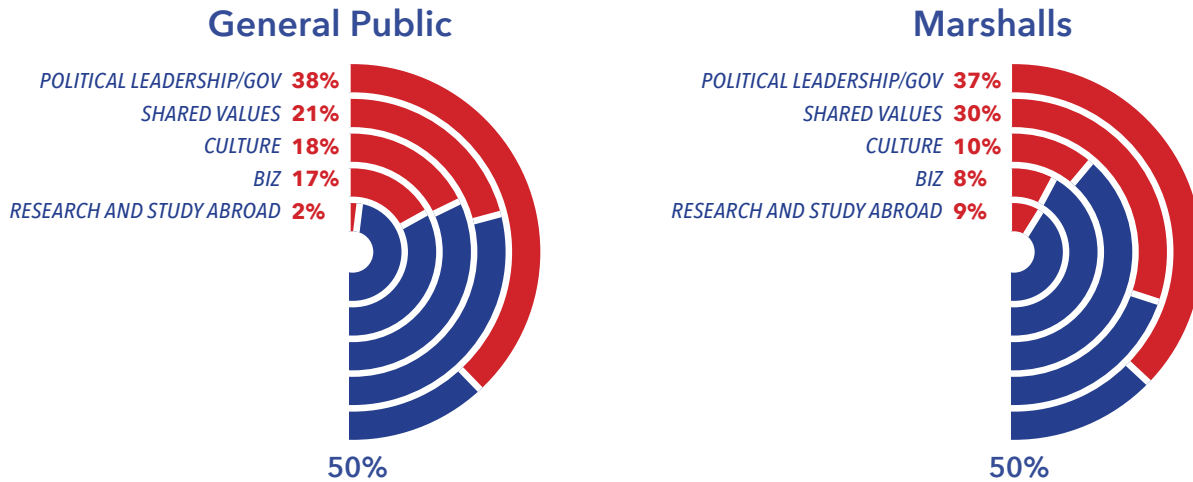


### Marshalls



Marshalls are 1.53 times more likely than the general population to have close ties in the UK.

## What has most impact on strong ties with UK?



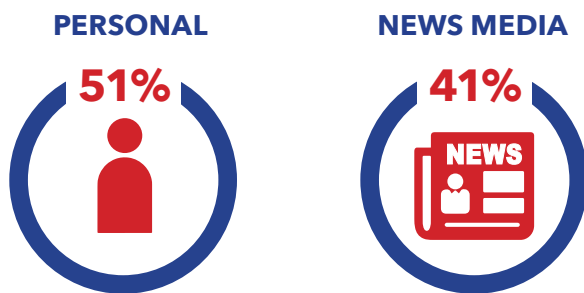
Marshall and the general populations are nearly the same in their views on what has the most impact on strong ties with the UK.

## What is your main source of knowledge of the UK?

### General Public



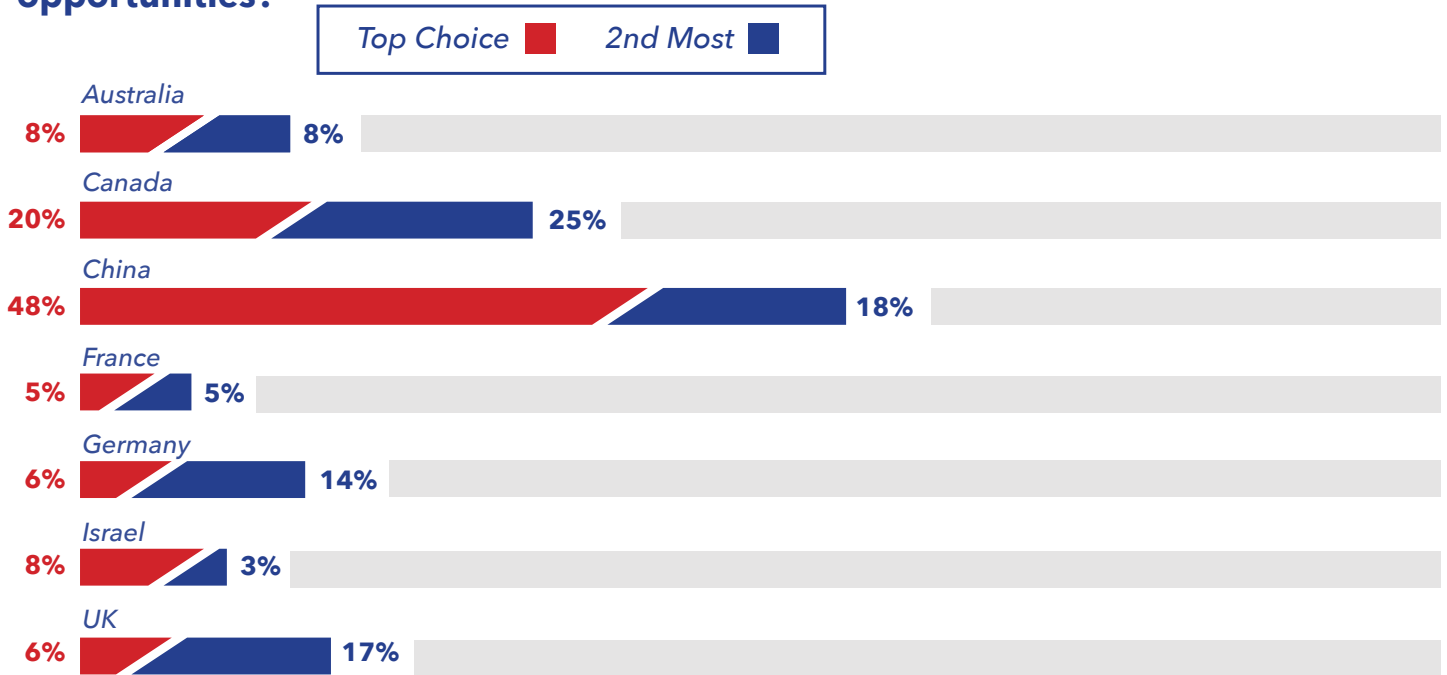
### Marshalls



Marshalls are more likely than the general population to identify personal connections as the main source of their UK knowledge.

China is seen as the most attractive partner for business and trade with a 48% top choice and a combined score of 66%. Canada is seen as second best at 25% and a combined score of 45%. 47% of those who chose Canada have postgraduate or higher degree. The UK is third with a combined score of 23% with Germany at 20% and Australia at 16%.

### Which country is the most, and second most attractive for business/trade opportunities?



Americans think nearly 6:1 that a special trade relationship should exist after Brexit. Men have stronger opinion on this question than women. More than 70% of male respondents agree and 16% do not have an opinion on this issue. Less than 56% of female respondents agree and more than 35% do not have an opinion on this issue.

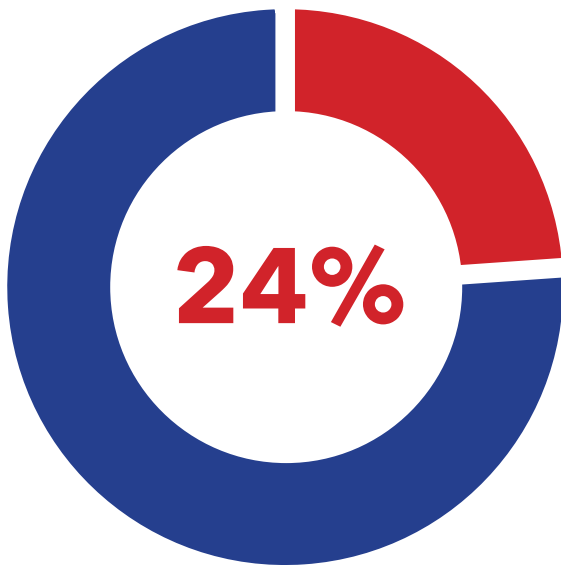
### The United Kingdom is leaving the European Union in March 2019 ("Brexit"), should the US develop a special trade relationship with the UK once that happens?



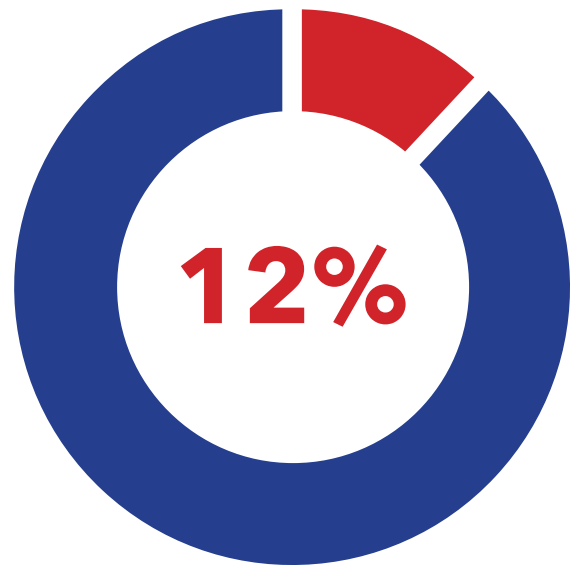


## Will Europe or the United Kingdom be a closer military ally after the United Kingdom leaves the European Union in March 2019?

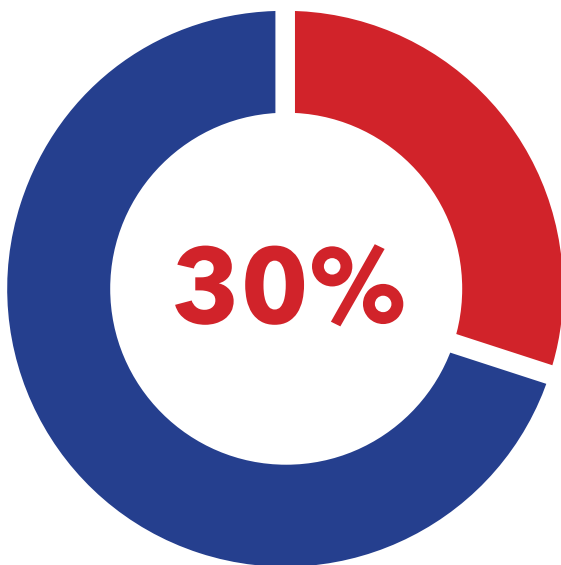
United Kingdom



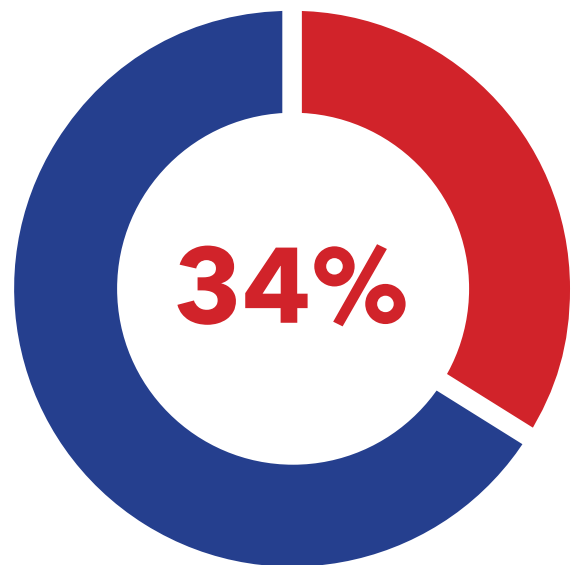
Europe



Both



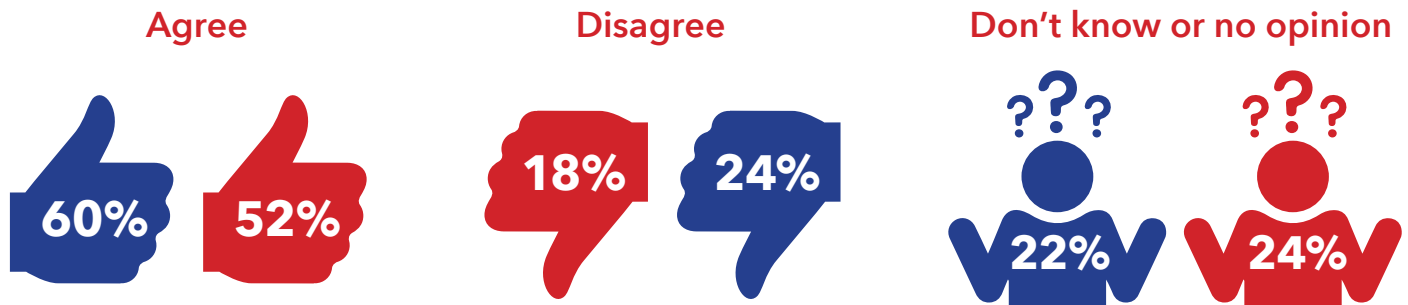
Don't Know



*A plurality of Americans (34%) don't know what is going to happen with relationships between the US, UK, and EU. 40% of women and 27% of men don't have an answer for this question. Americans appear to favor a US-UK alliance (24%) to a US-EU alliance - (12%). 30% said both.*

## I am satisfied with US foreign policy to UK?

- I believe the United States is furthering strong ties with the United Kingdom.
- I am satisfied with current U.S. foreign policy towards the United Kingdom.



Americans think nearly 3:1 that the US is furthering strong ties with the UK (60% to 18%). However, men have stronger opinion on this question. Almost 73% of male respondents agree and 11% do not have an opinion on this issue. 48% of female respondents agree and more than 32% do not have an opinion on this issue.

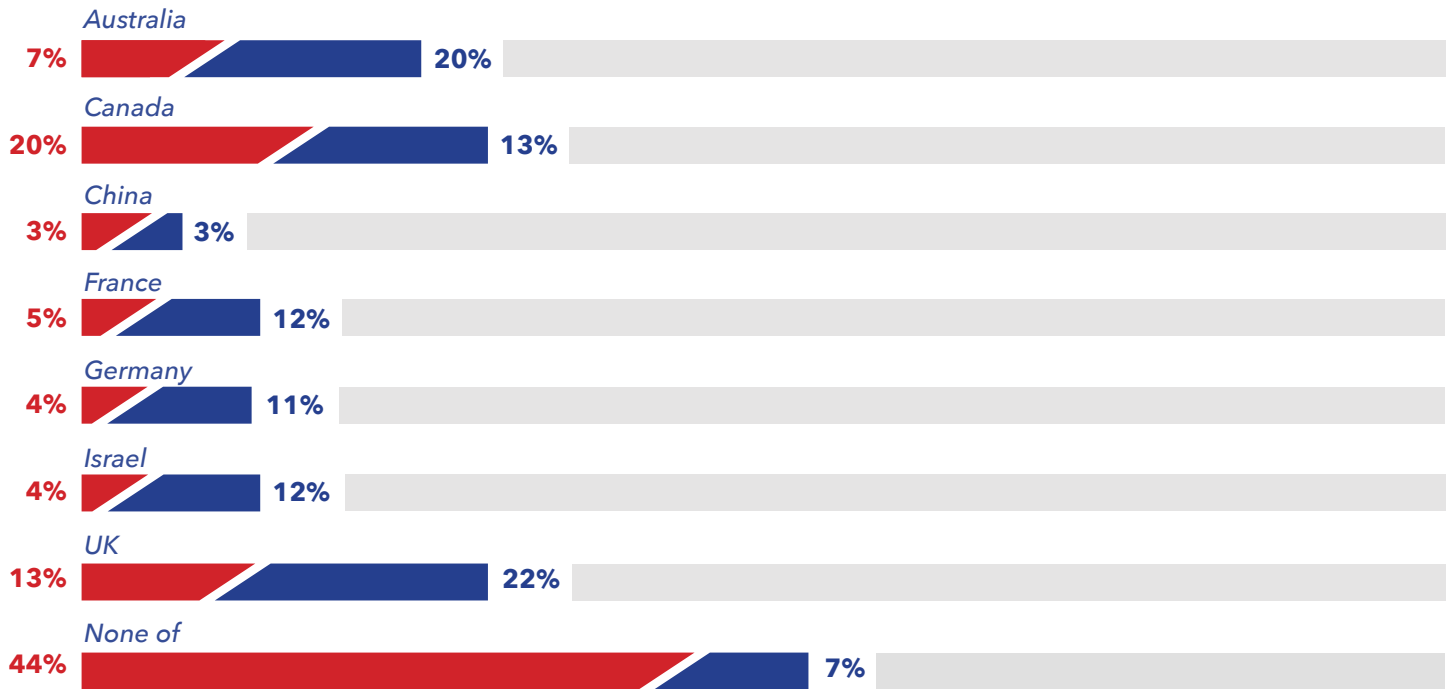
Americans are slightly less satisfied with the current foreign policy toward the UK with 52% agreeing with the statement and 24% disagreeing (nearly 2:1). Approximately 60% of male respondents agree and less than 14% do not have an opinion on this issue. 44% of female respondents agree and more than 33% do not have an opinion on this issue.

Nearly one-third of Americans have a family or friend from/living in the UK. Only 13% of Americans who have never traveled outside the US positively answered this question.

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



- *If you had a chance to study outside the US, which country would you find most attractive as a place to study?*
- *In which country do you have the greatest number of close friendships?*

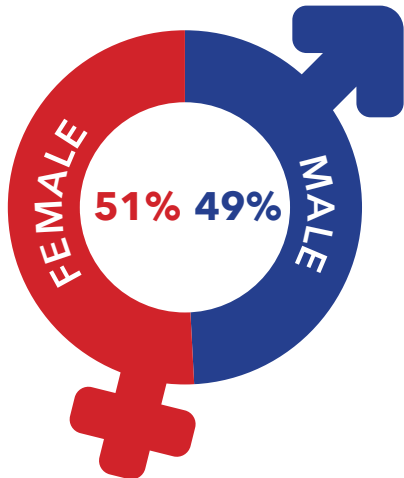


A plurality of people (44%) has no close friends in any of the seven countries. Canada (20%) and the UK (13%) were the only two countries above 7%. However, there is a significant difference between those who have traveled outside the US and who have not, i.e. among those who have traveled outside the US, 10 more percent of respondents have friends in UK (16%).

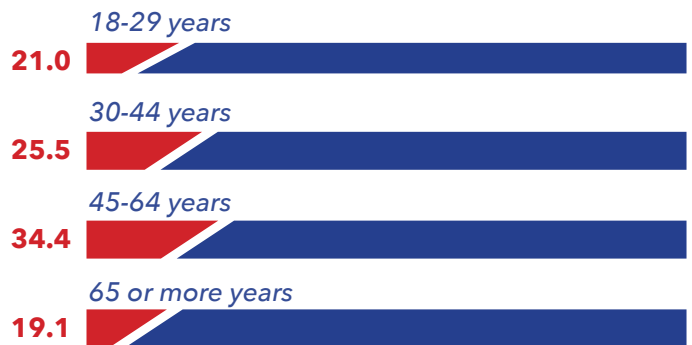
It appears the UK (22%) and Australia (20%) are the top two destinations for a place to study. Americans appear to have the lowest interest in both friendships with China and in Americans' interest in studying in China.

# Demographics

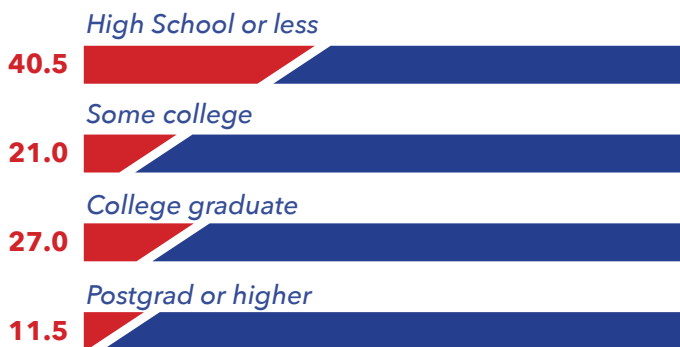
## Gender



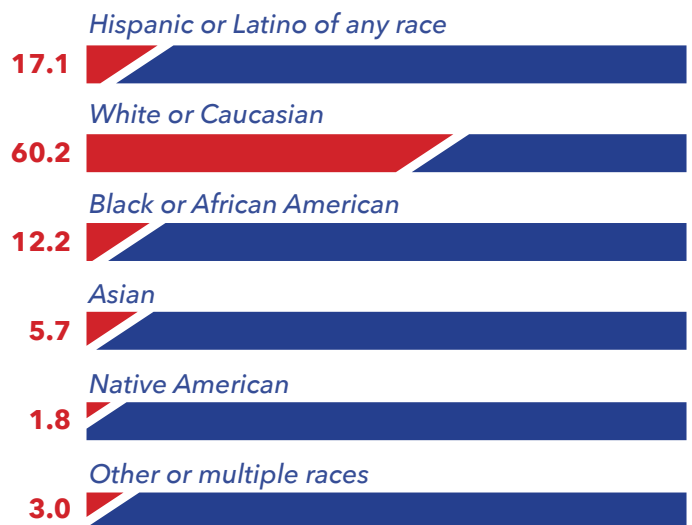
## Age Range



## Educational Attainment



## Race/Ethnicity



## Region of US



# Conclusion

*Nearly 2 in 3 Americans say the US-UK relationship is very important, according to this poll by Emerson College (commissioned by the Association of Marshall Scholars). Furthermore, a majority of Americans believe the relationship is even more important today than it was five years ago, and, they would like to see a special trade deal created with the UK upon its predicted departure from the European Union in March 2019.*

*Exchange between our two countries runs thick. The survey research suggests connective tissue much deeper than a single set of policies or individual administration. Young people see culture, sports, and celebrities as the most significant influence on US-UK ties. Older respondents see political leadership, governments and shared democratic values as the most important factors bringing the two countries together. For Americans who have traveled outside the United States, business and corporate ties are perceived as the second most significant influence on the transatlantic relationship. These multitudinous ties persist. They should be capitalized on by the British Government to "reach out to those parts of American society which share our views and values," as was urged by the House of Lords in late 2018.*

*An overwhelming majority of Americans recognize the strength of the US-UK alliance, support its continued growth and strong trade between our countries. Seventy years after the Marshall Plan, Americans still see close governments and core democratic principles - such as equality, liberty, free speech, human rights, and the rule of law - as binding forces.*

*The United Kingdom is entering a new and perhaps fragile era. While Americans do not know what will happen to their ally, the survey research across all age groups suggests that Americans continue to care. In a period of deep uncertainty for the British public, they should know that Americans see the ties that bind us as increasingly important, and they support new opportunities to further this relationship, "here now."*

**Dr. Nell Breyer**  
Executive Director  
Association of Marshall Scholars  
2019



# Methodology

*All respondents interviewed in this study were part of a fully representative sample using an area probabilistic sampling method of N= 530 (sample size) likely and somewhat likely online footwear shoppers. Data was weighted by US parameters. The margin of error for the sample is +/- 4.2% in 19 of 20 cases.*

*The survey was administered using both landline, cellphones and online via Survey Sampling International (SSI) and IVR, and was conducted between November 12-16, 2018.*

*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.*



EMERSON COLLEGE