

2023 ANNUAL AMS SURVEY

Commissioned by
ASSOCIATION OF
**MARSHALL
SCHOLARS**



Conducted by

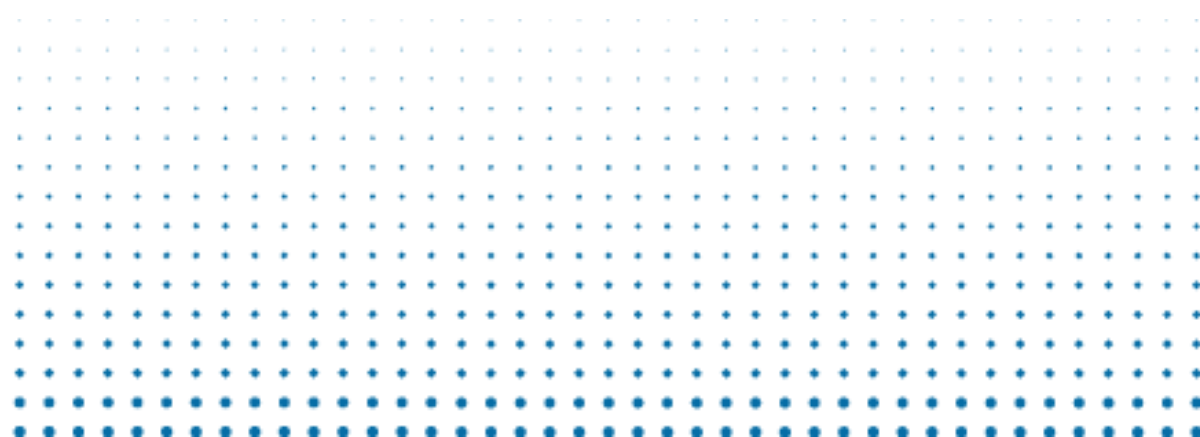
Emerson College
P O L L I N G



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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=1,000 (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 a consumer list of emails and residents via an online panel. Data was collected between October 21-22, 2023.

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.

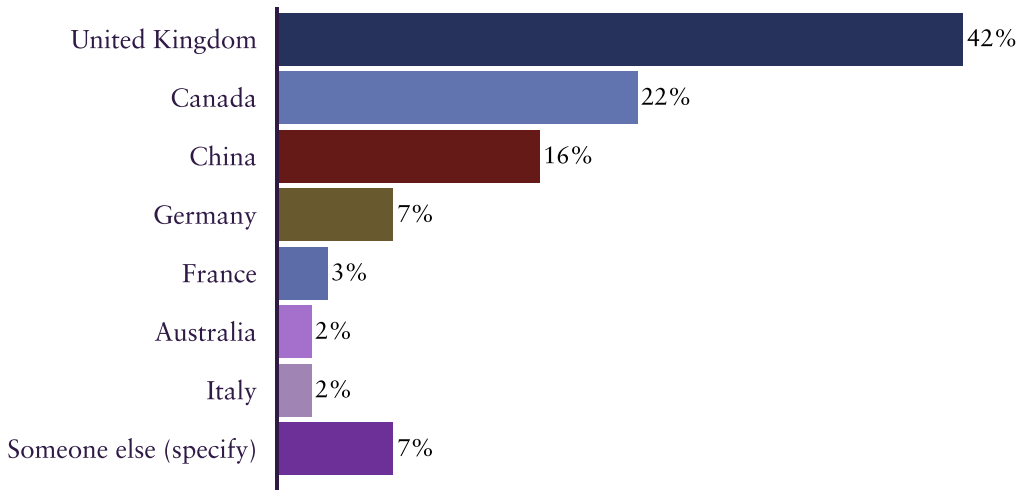
A chi-square test is used in cases where comparisons are made for categorical variables. A t-test is used in cases where comparisons are made for measurement variables. A Z-test is used in cases where comparisons are made between independent population percentages.

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.

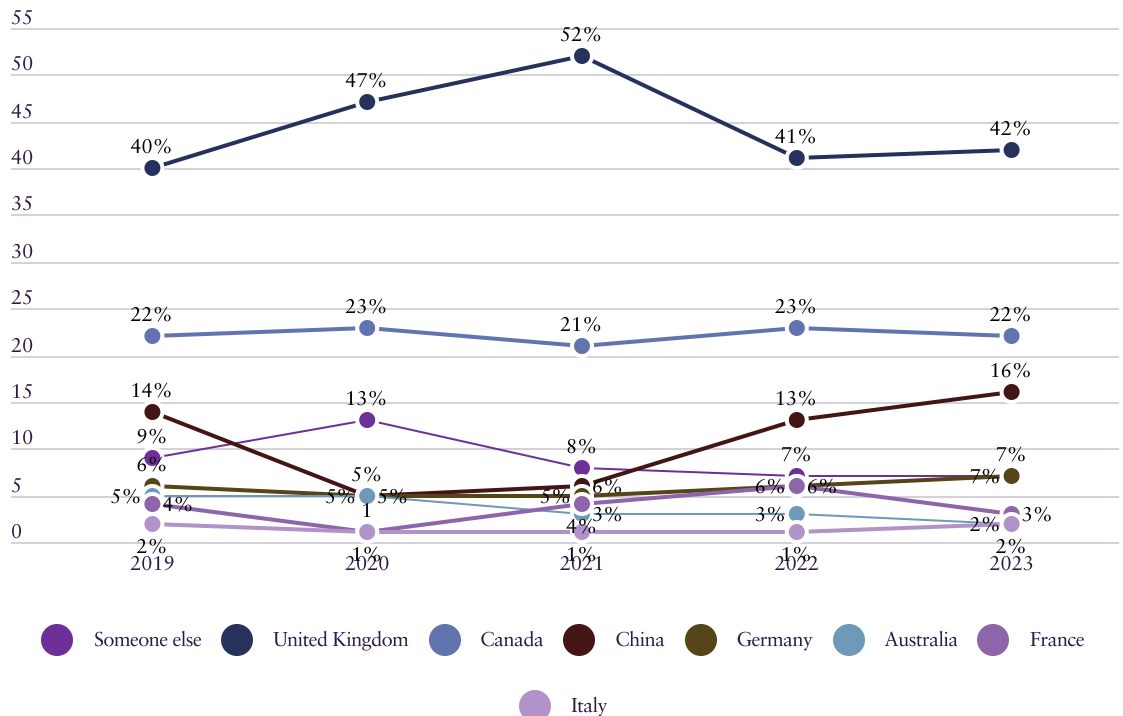
A chi-square significance level of .05 indicates significance at the 95 percent level. In other words, it is 95 percent likely that the results are due to a real difference between comparison groups. A chi-square significance level of .01 indicates significance at the 99 percent level. When a t-test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

SURVEY RESULTS

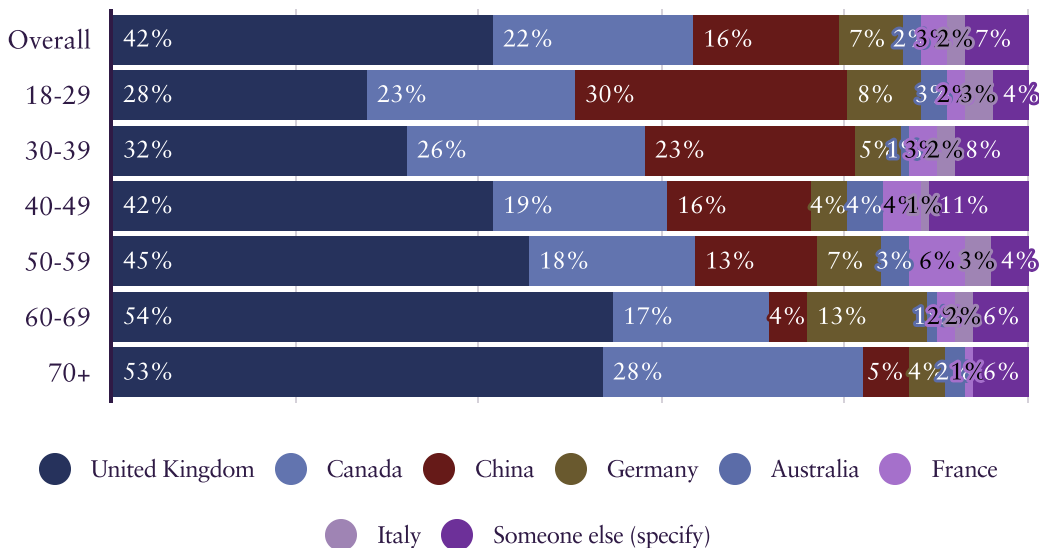
Which of the following countries do you think is the most valuable ally and strategic partner of the United States?



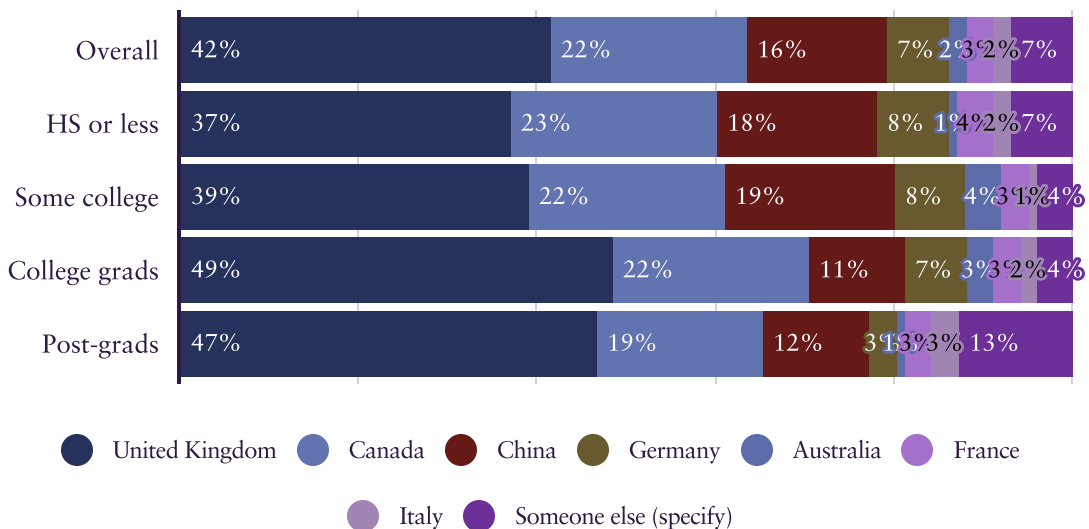
2019-2023



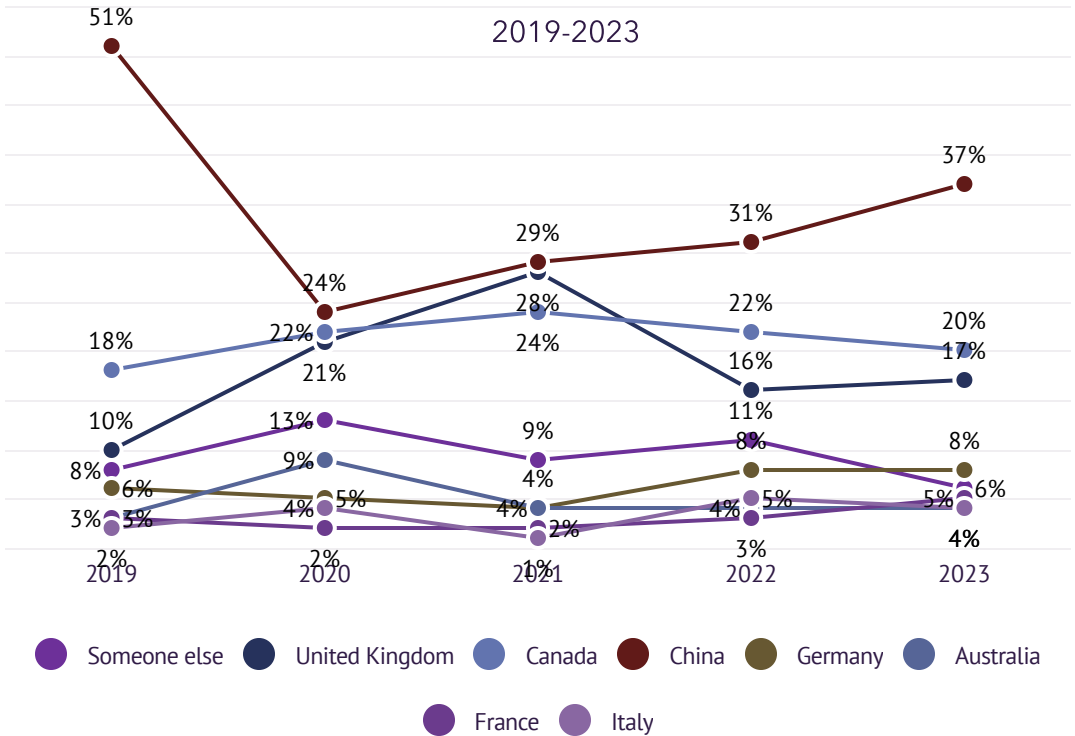
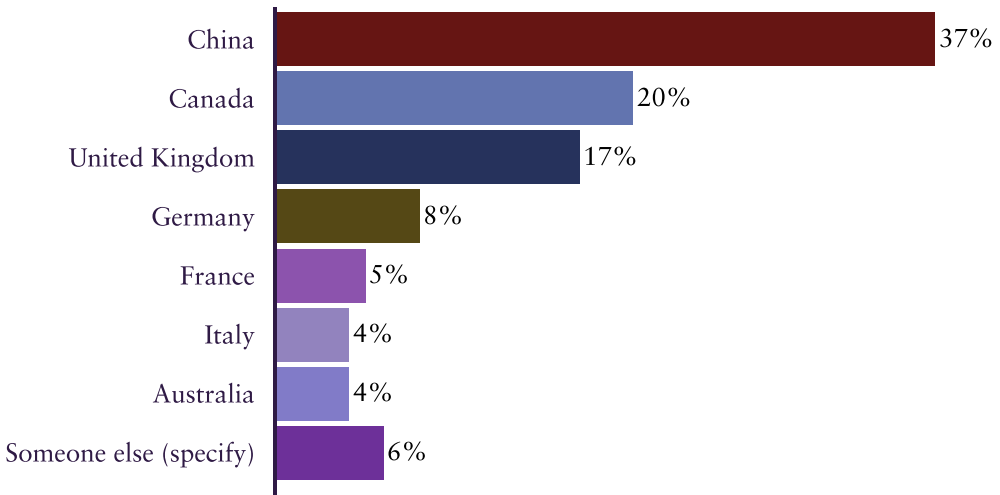
Most valuable ally and strategic partner of the United States by age



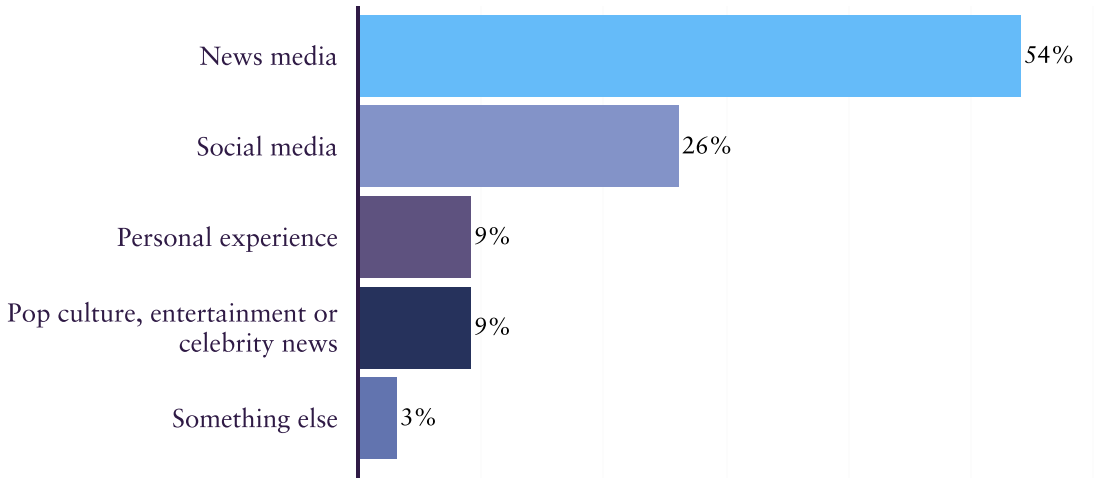
Most valuable ally and strategic partner of the United States by education



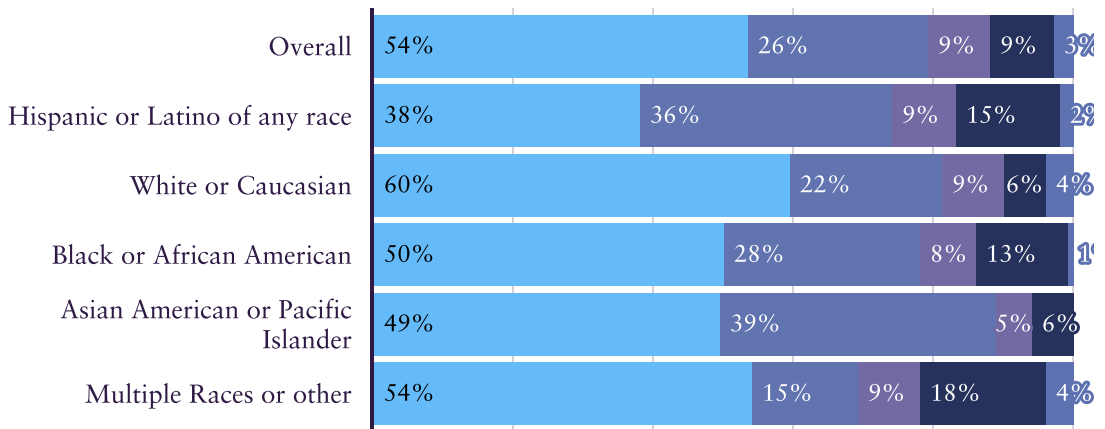
What country do you think is the most attractive for American business and trade opportunities?



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

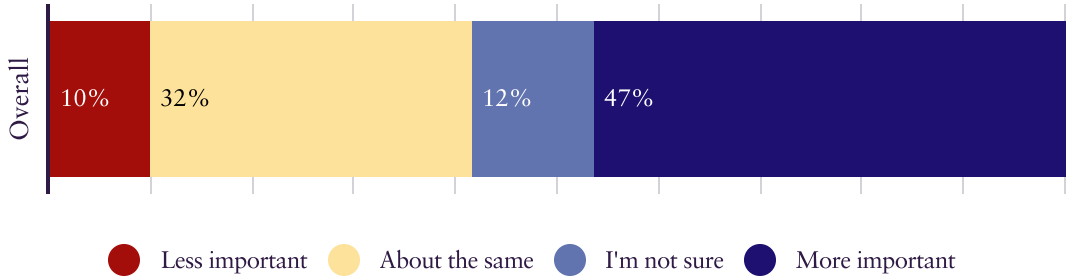


Source of knowledge by race/ethnicity

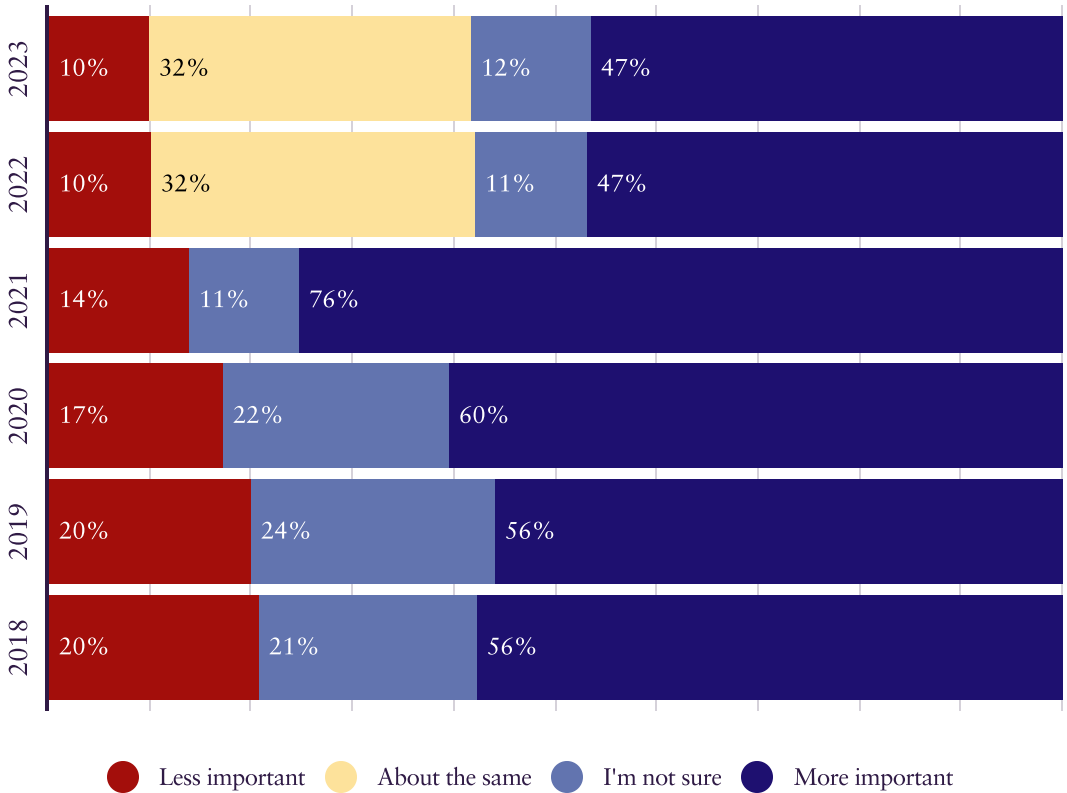


- News media
- Social media
- Personal experience
- Pop culture, entertainment or celebrity news
- Something else

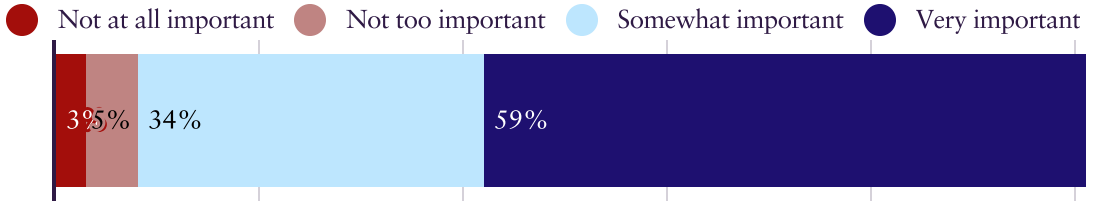
Is the alliance between the United States and the United Kingdom more or less important today than it was five years ago?



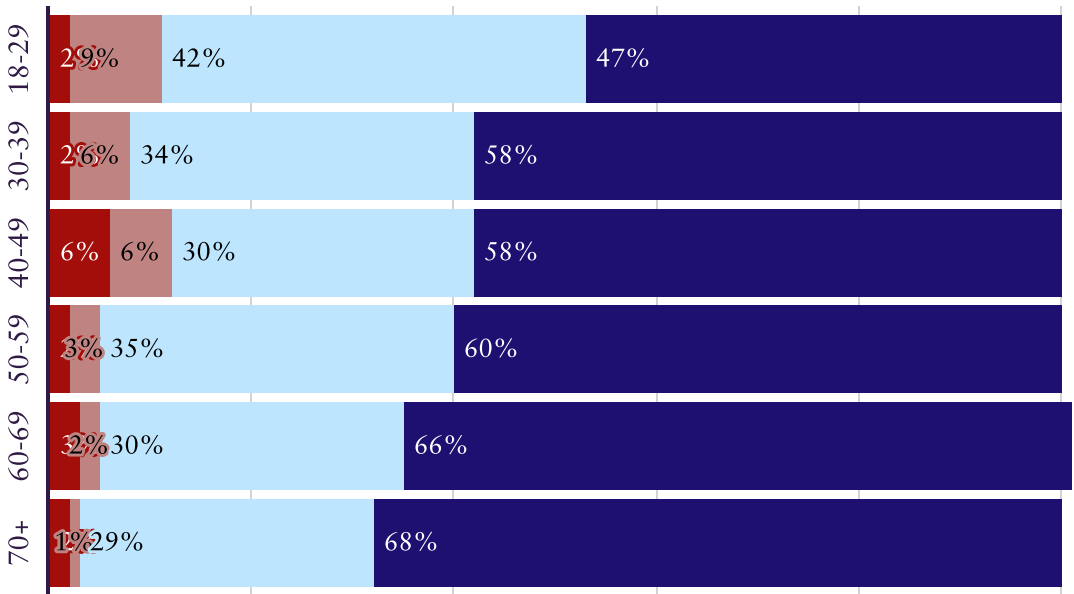
2018-2023



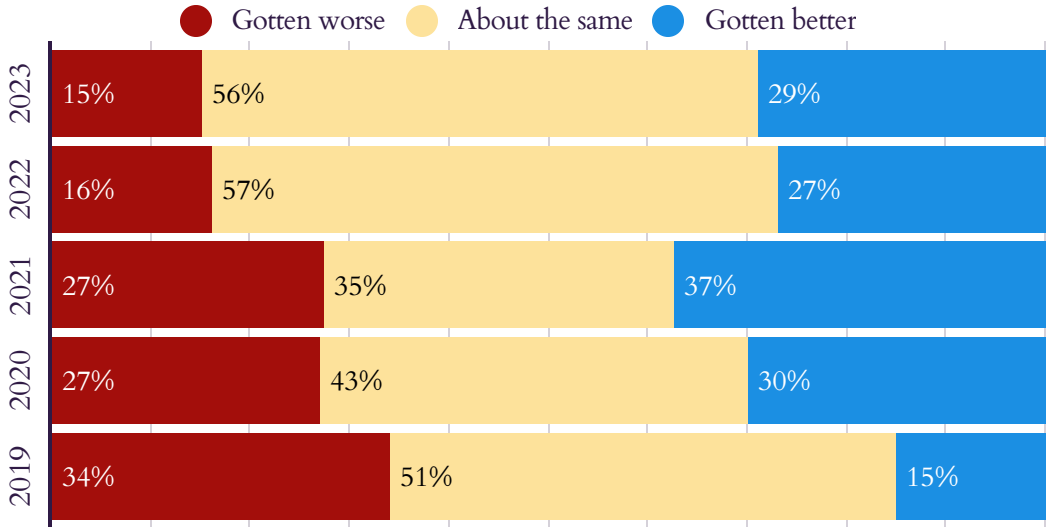
Considering rising tensions between the United States and China, how important do you believe the United States' relationship is with the United Kingdom?



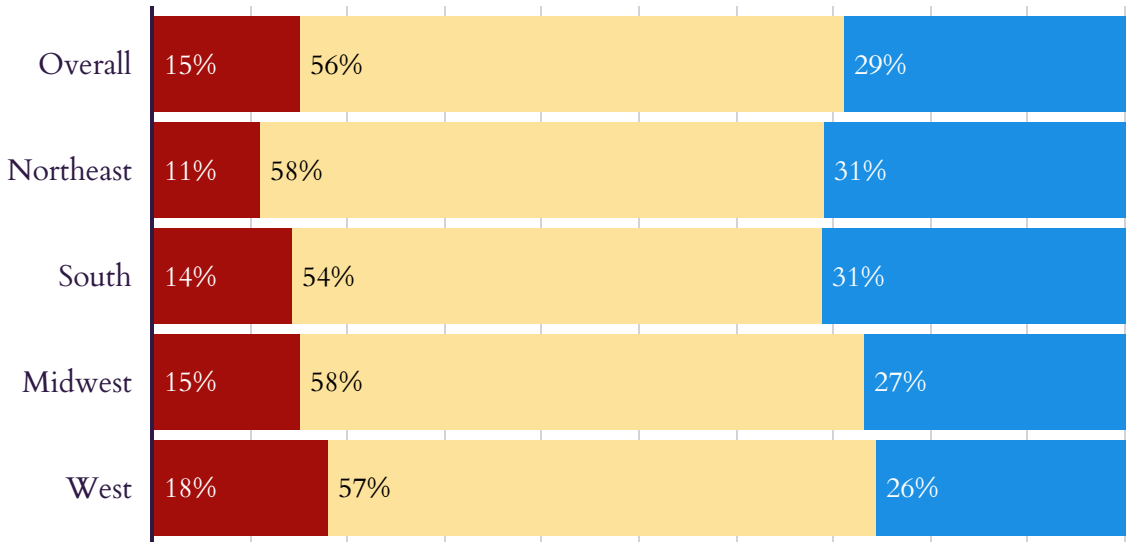
Importance by age



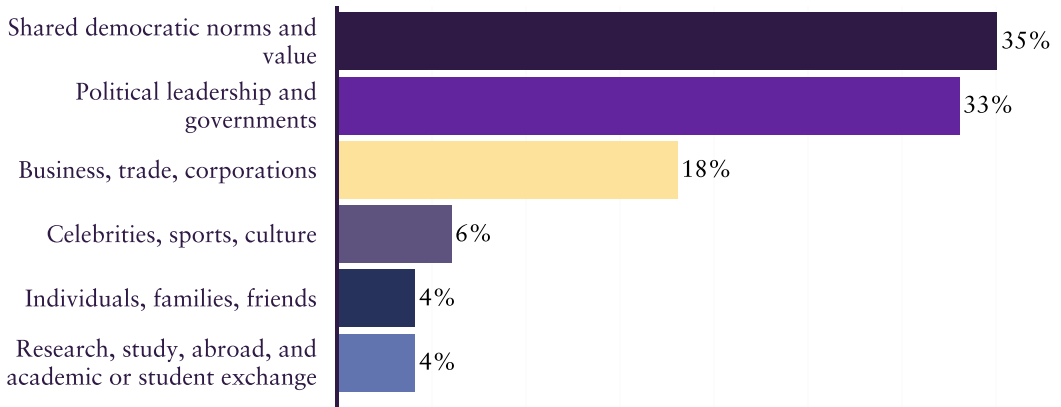
In the last year, do you think that relations between the United States and the United Kingdom have gotten better, gotten worse, or stayed about the same?



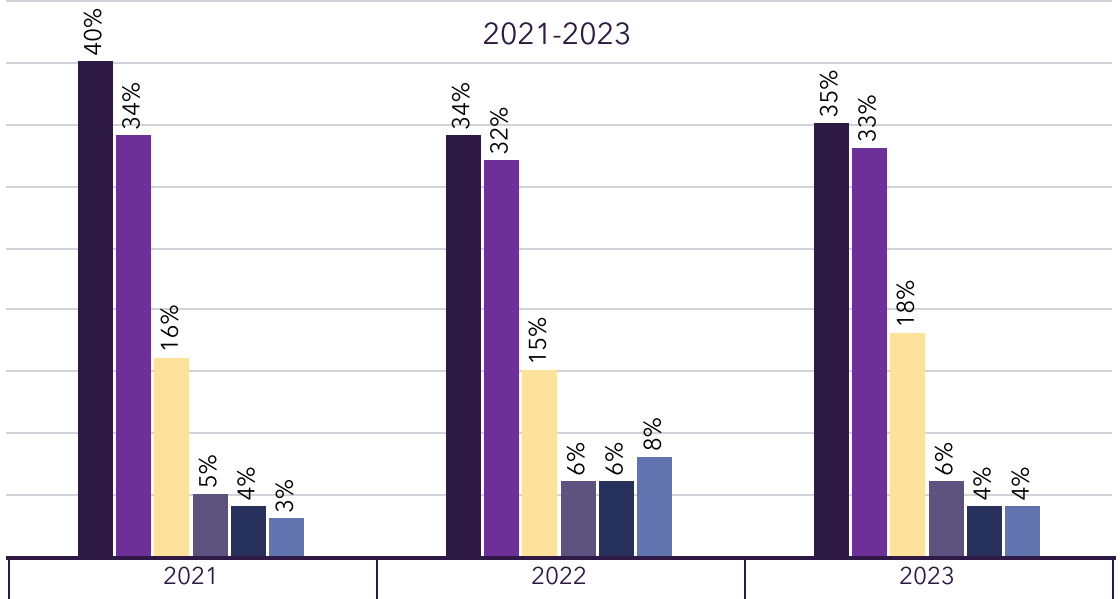
Relation perception by region



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



2021-2023

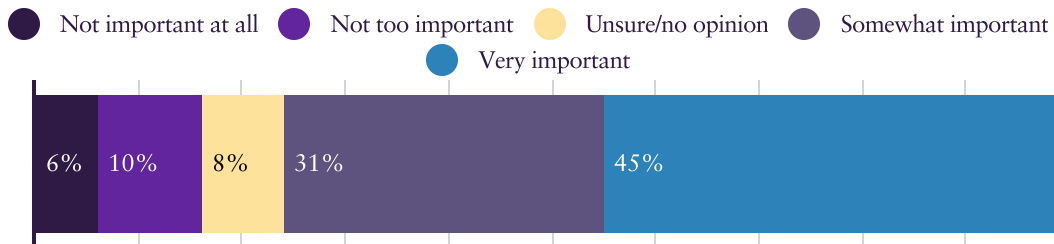


● Shared democratic norms and value ● Political leadership and governments

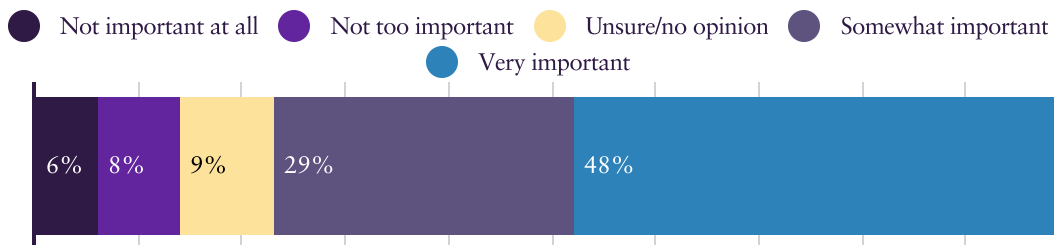
● Business, trade, corporations ● Celebrities, sports, culture ● Individuals, families, friends

● Research, study, abroad, and academic or student exchange

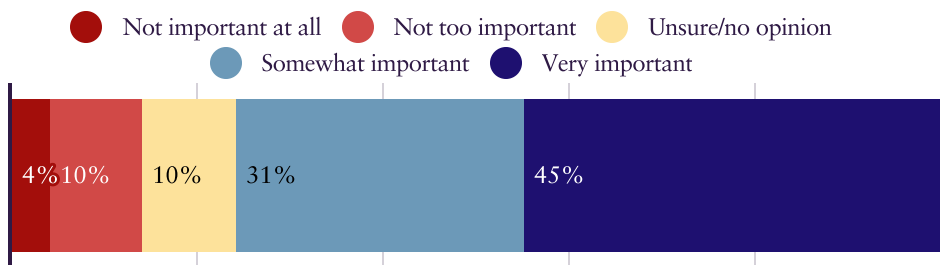
How important is it to global security and democracy, that NATO member countries like the United States and the United Kingdom continue providing support to Ukraine?



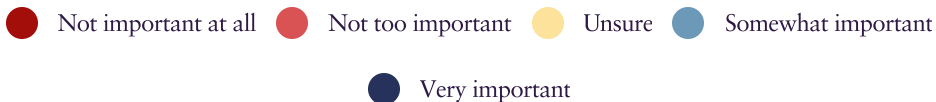
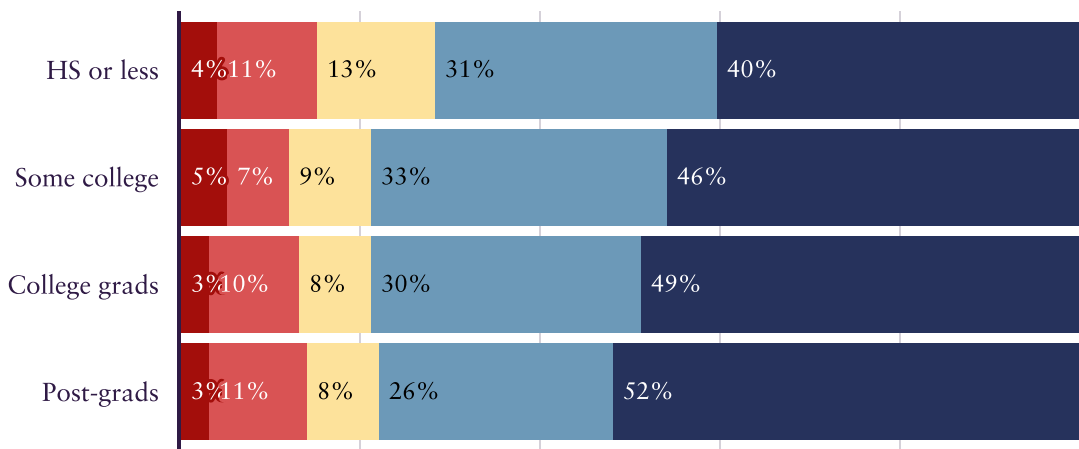
How important is it to global security and democracy, that NATO member countries like the United States and the United Kingdom continue providing support to Israel?



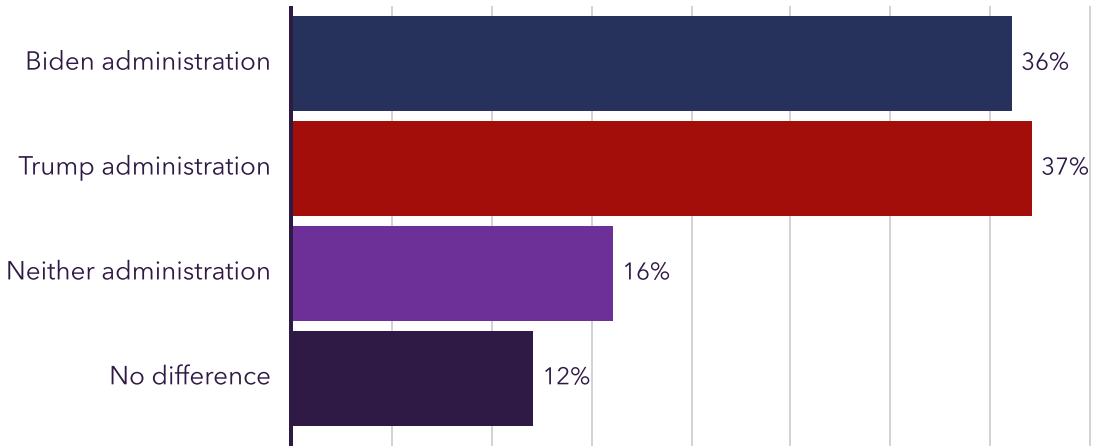
How important is the United States' and United Kingdom's leadership in developing protocols for the safe use of Artificial Intelligence?



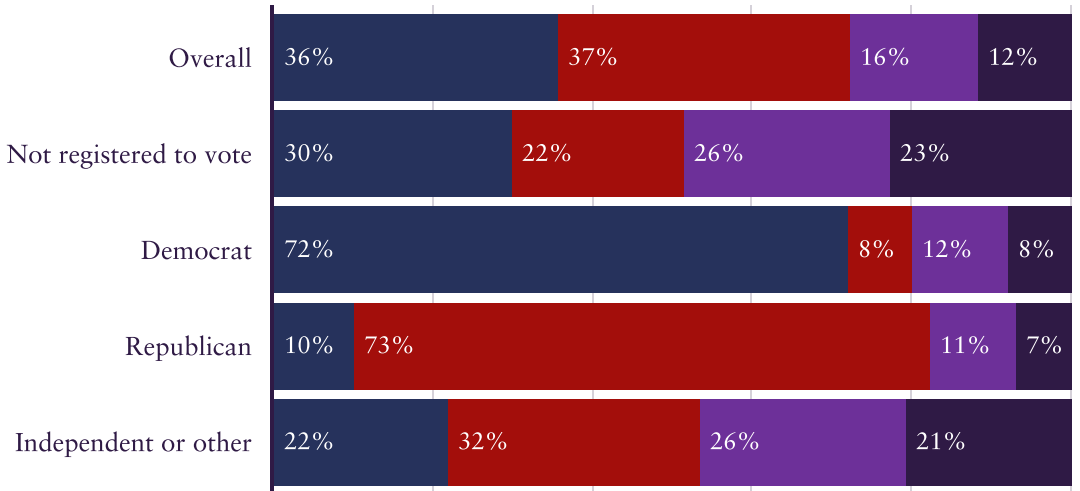
IMPORTANCE BY EDUCATION



Which presidential administration do you think has been better for the US-UK relationship?

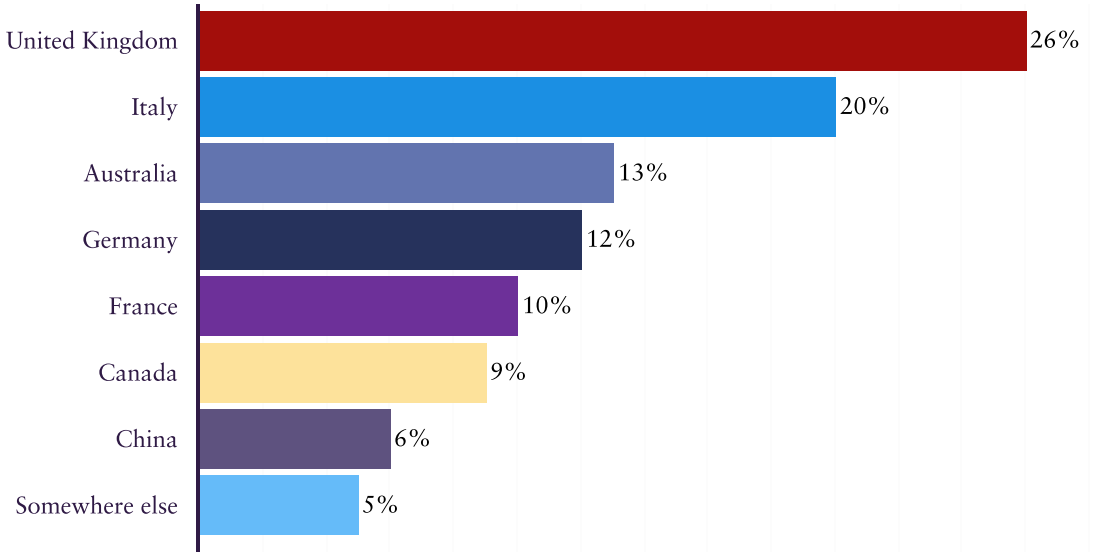


BY PARTY

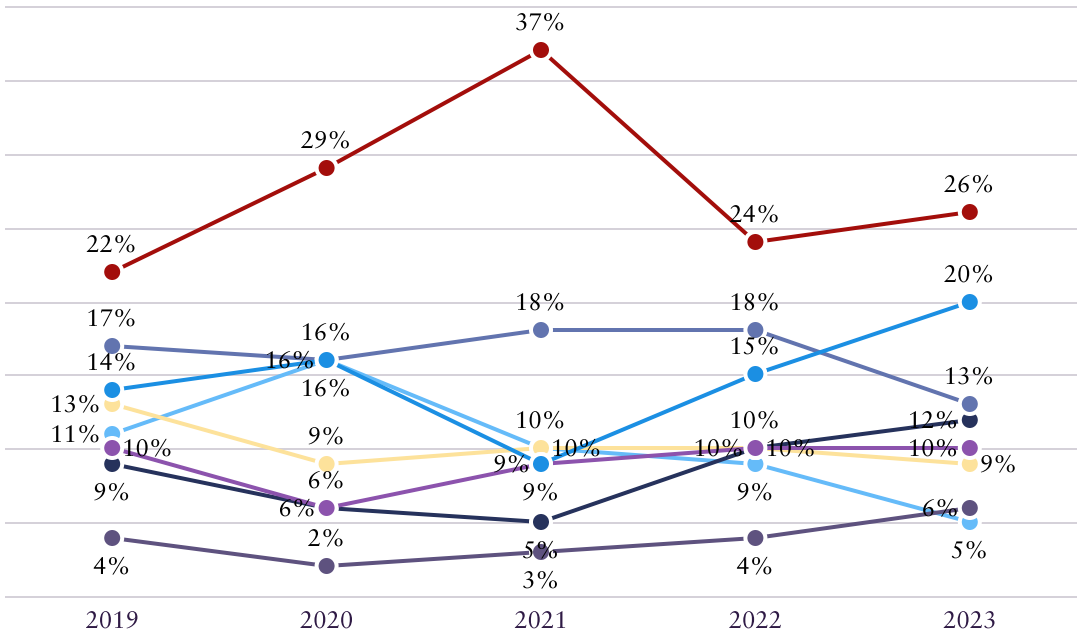


● Biden administration
 ● Trump administration
 ● Neither administration
 ● No difference

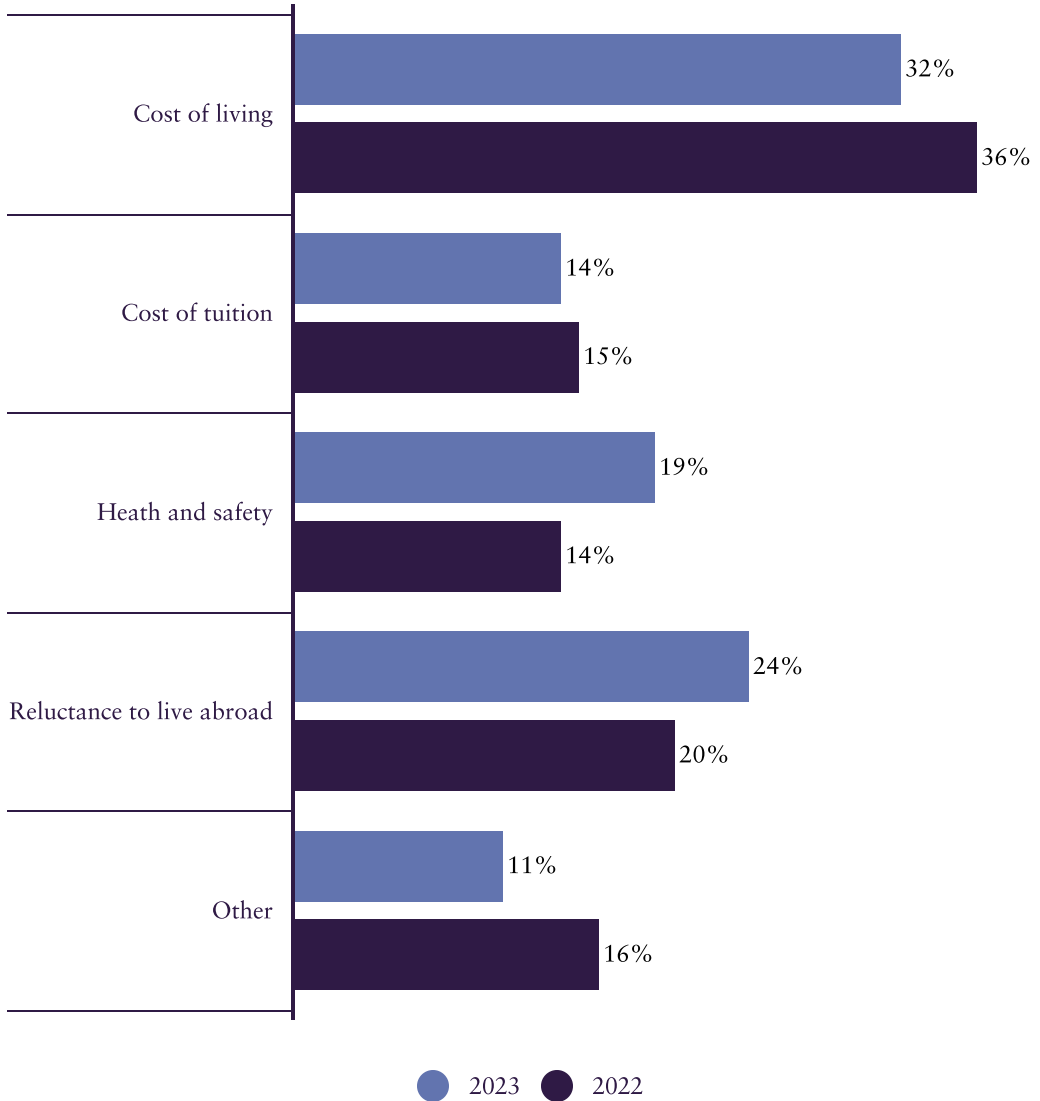
If you ever had the chance to study outside the United States, which country would you find the most attractive as a place to study?



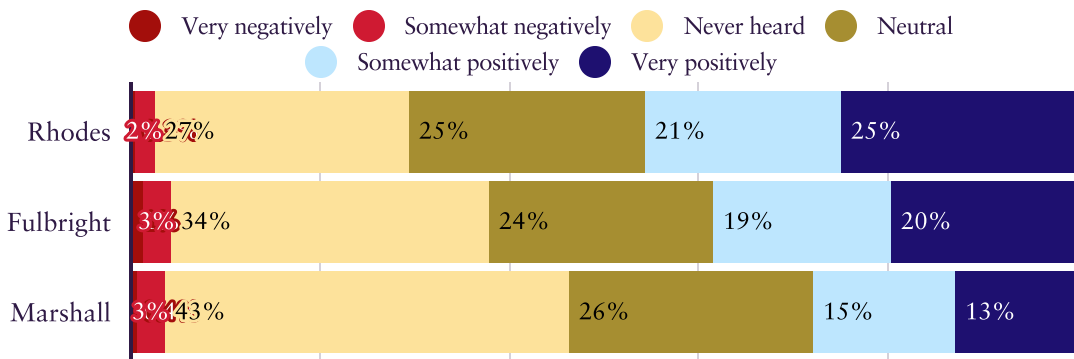
Legend: Somewhere else (light blue), United Kingdom (dark red), Canada (yellow), China (dark purple), Germany (dark blue), Australia (medium blue), France (purple), Italy (bright blue)



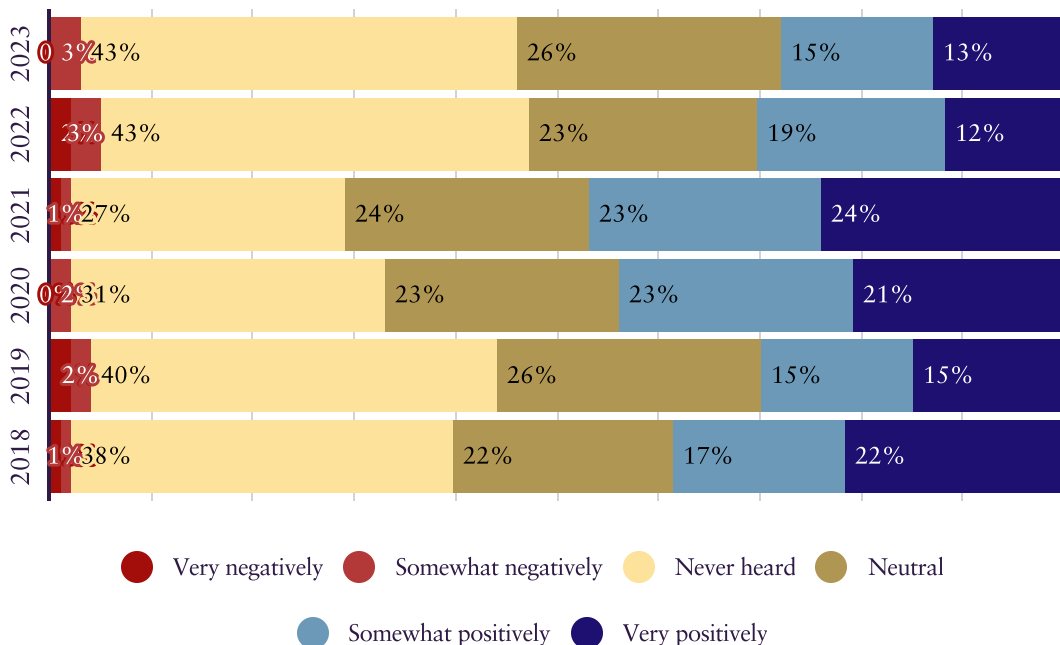
If you ever had the opportunity to study in the United Kingdom, which of the following do you think would be most likely to prevent you from going?



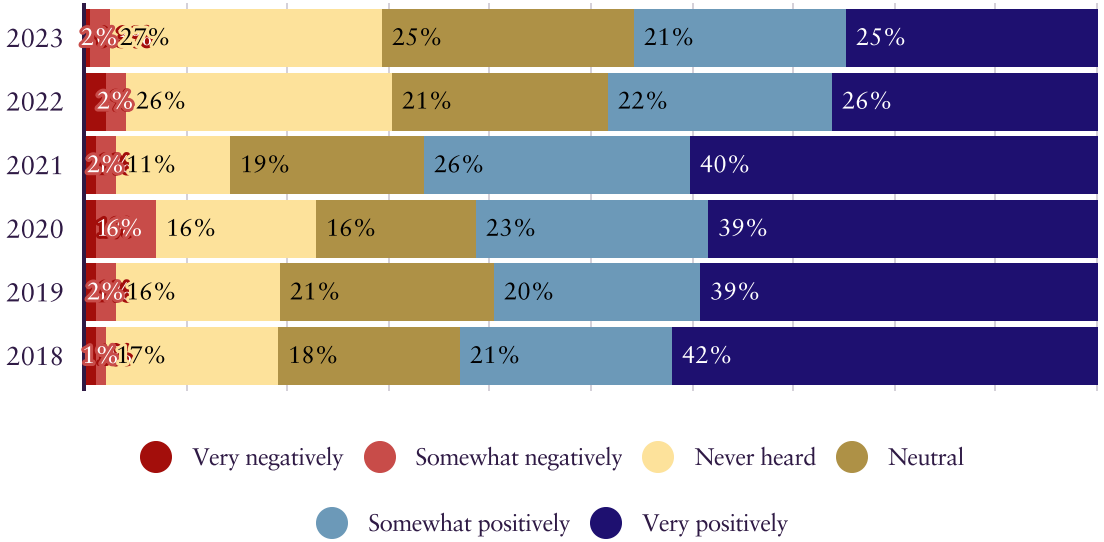
Scholarship Favorability Comparison



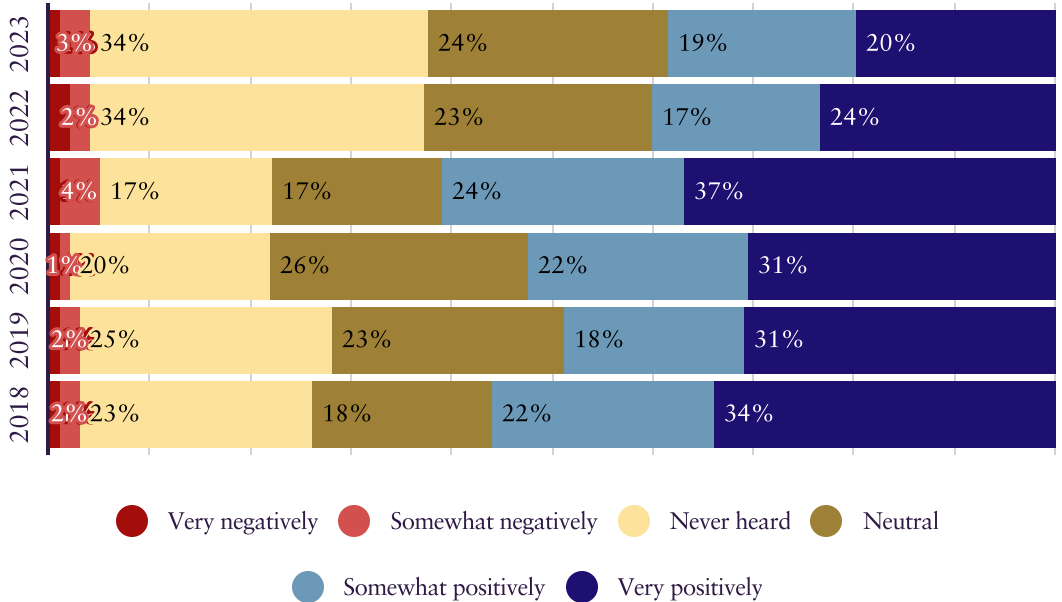
Marshall Scholarship Favorability 2018-2023



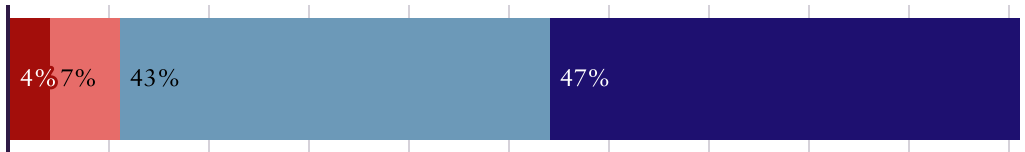
Rhodes Scholarship Favorability 2018-2023



Fulbright Scholarship Favorability 2018-2023



In appreciation for the Marshall Plan, an American economic assistance package that helped restore the economy of post-war Europe, the British Government funded up to 50 annual Marshall scholarships for American citizens to study at any university in the United Kingdom. How beneficial do you think this program is to both countries?



● Not at all beneficial ● Not too beneficial ● Somewhat beneficial ● Very beneficial

Rishi Sunak, the Prime Minister of the United Kingdom, studied at Stanford University as a Fulbright Scholar. How beneficial would you say it is that a global leader studied in the United States?



● Not at all beneficial ● Not too beneficial ● Somewhat beneficial ● Very beneficial

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