



# Russian-speaking Germans

Survey Research Results  
Berlin, October 2016

# Research design and background

## METHODOLOGY & SAMPLE DESIGN



- ▶ Computer Assisted **Telephone** Interviewing (CATI)
- ▶ Interviews were conducted in Russian and German
- ▶ **~27 min**
- ▶ Onomastic sample including mobile phones



- ▶ Fieldwork in August – September 2016
- ▶ Executed by Ipsos Germany

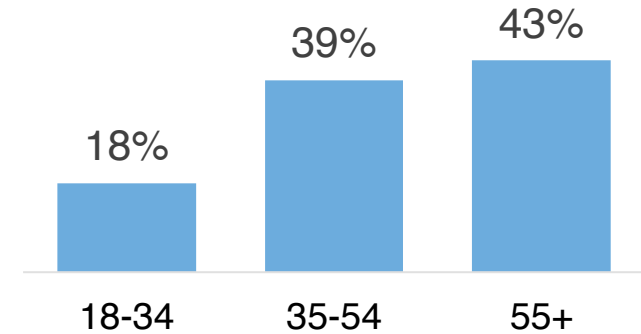


- ▶ **606** interviews in Germany
- ▶ Residents with **Russian migration background** (including countries of former USSR)
- ▶ **18+** years old

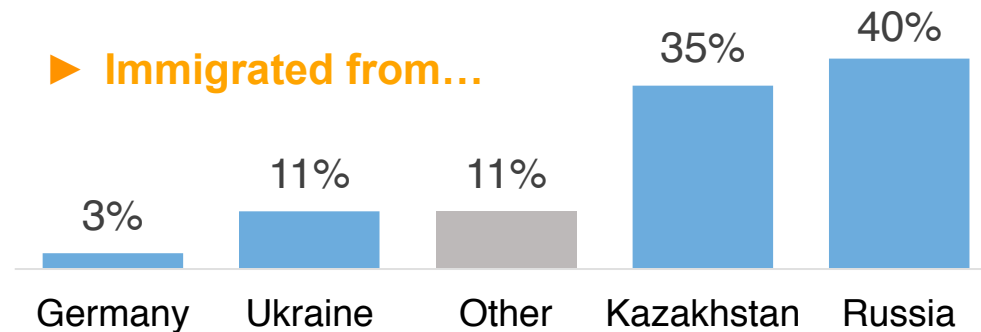
## SAMPLE CHARACTERISTICS



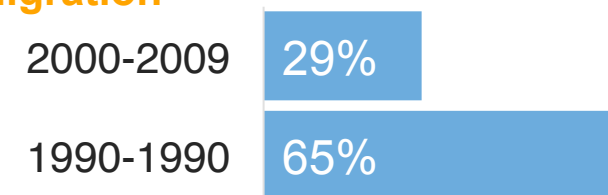
42% 58%



### ▶ Immigrated from...

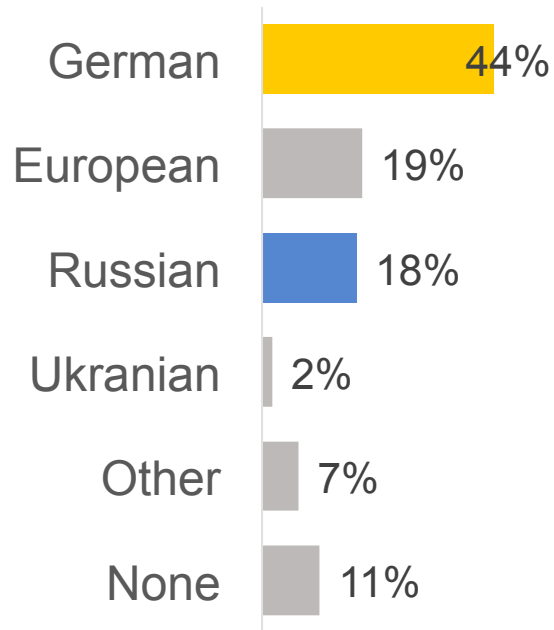


### ▶ Year of Immigration

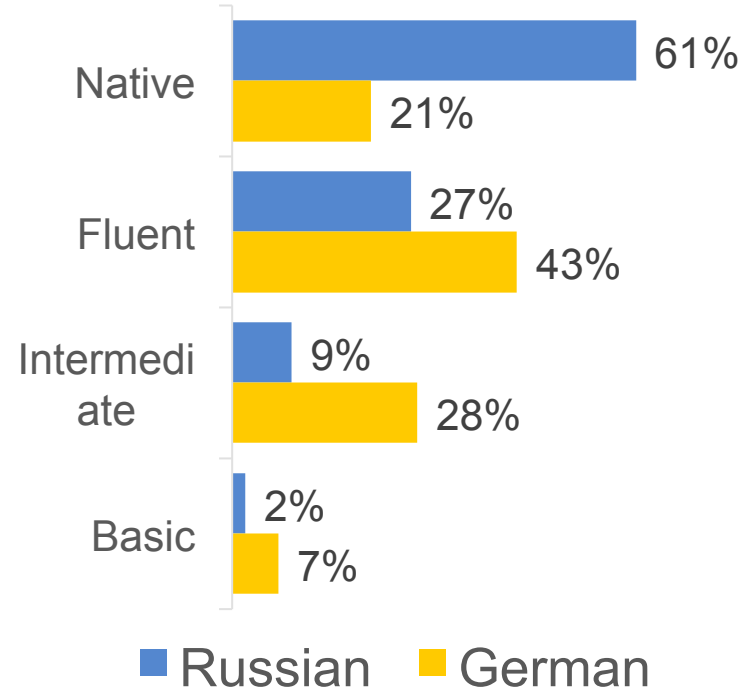


# Self-identity. Language skills. Home language

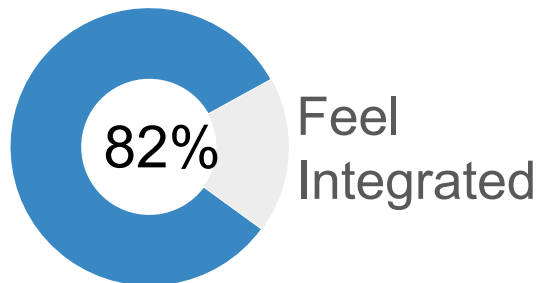
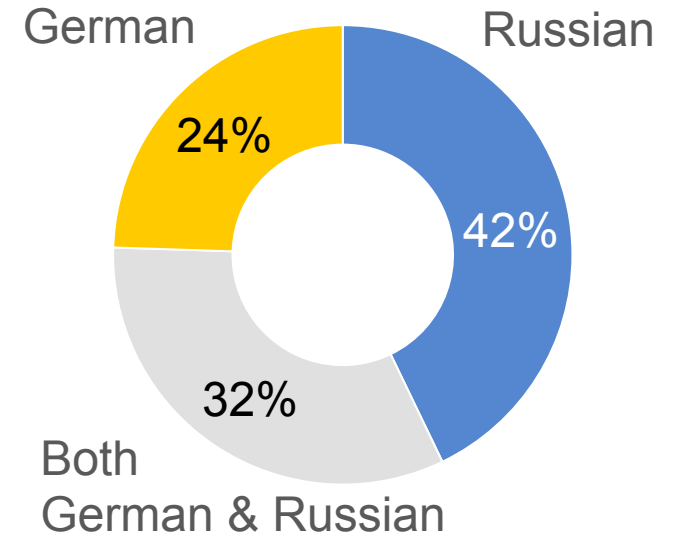
## Personal identity



## Language skills



## Language spoken at home

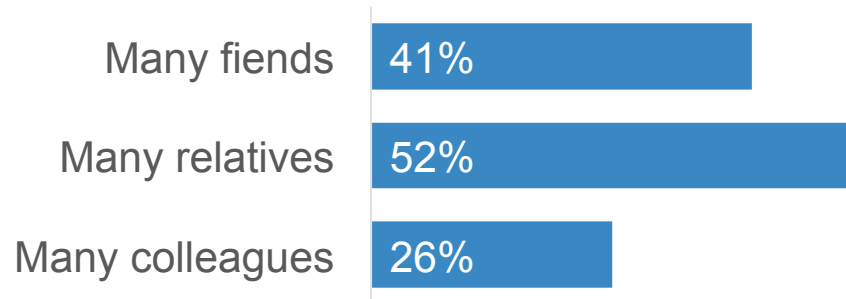


Most Russia-speaking immigrants identify themselves as of German, 19% - Europeans. But often they speak Russian at home

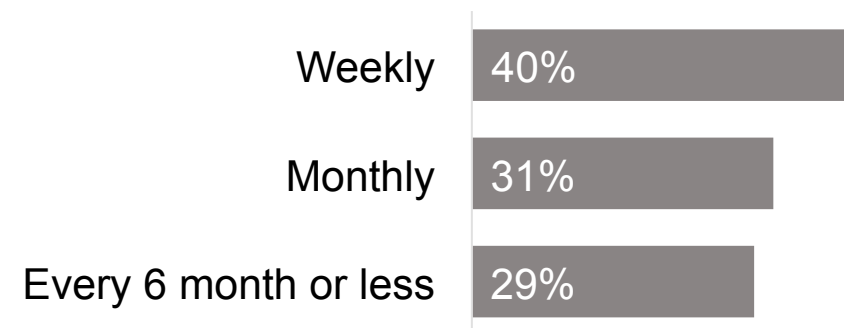
# Strong Home Country Connections

Half of them keep connections with friends, relatives and colleagues at the home country. They visit them rare, but call them often.

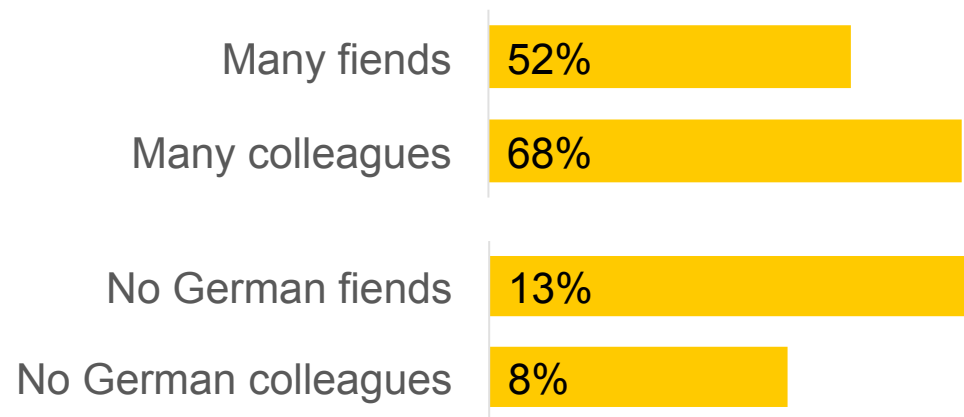
## Home (Russian) Network



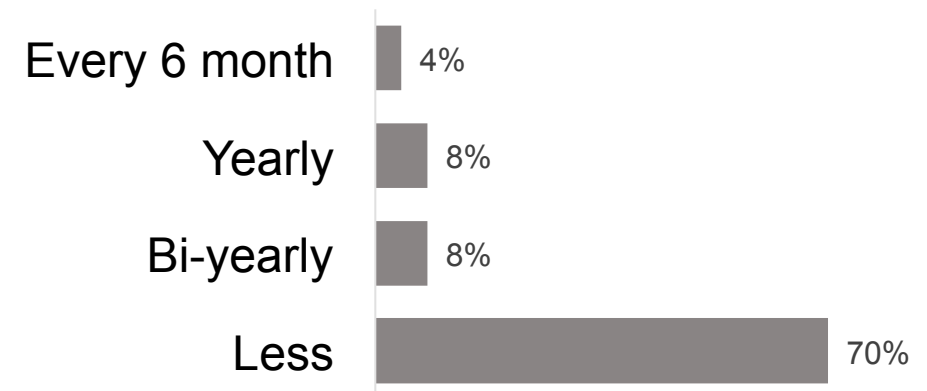
## Frequency of contacts



## German Network

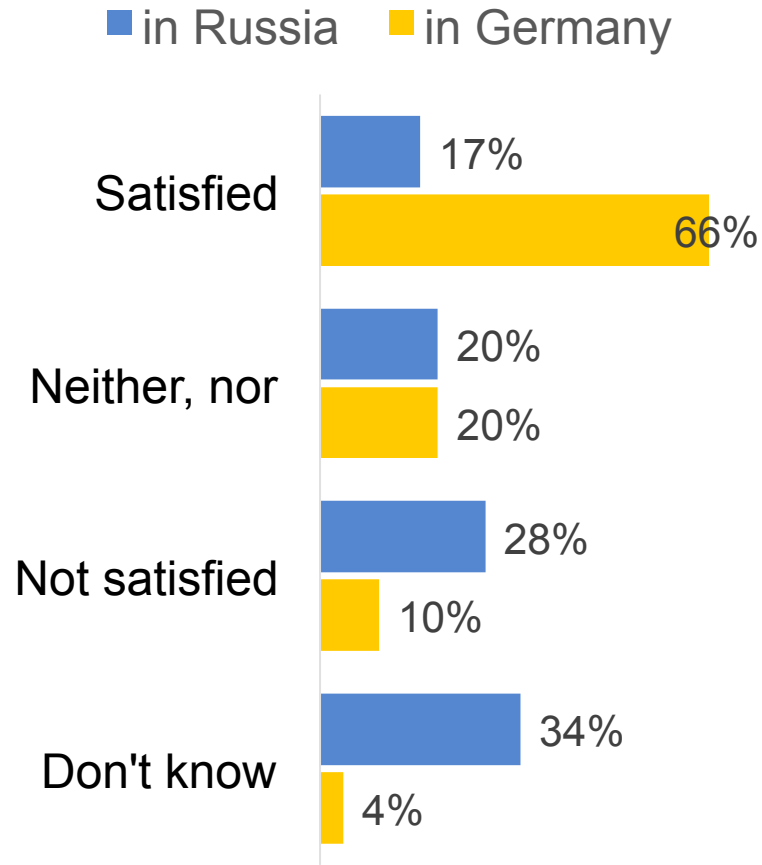


## Frequency of visits

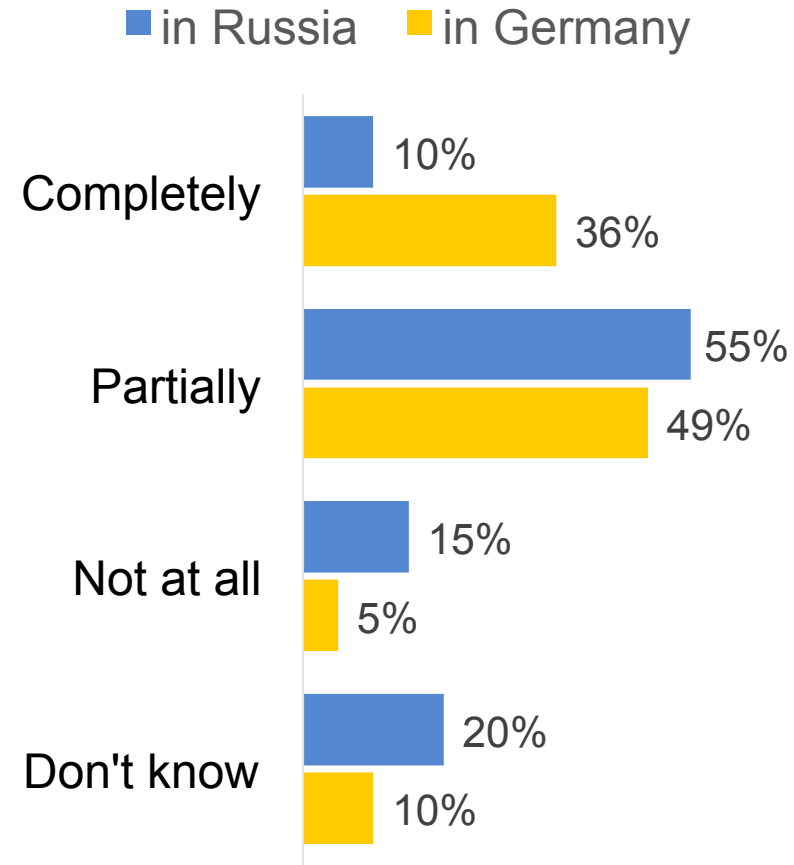


# Milder political climate in Germany

## Democracy level satisfaction



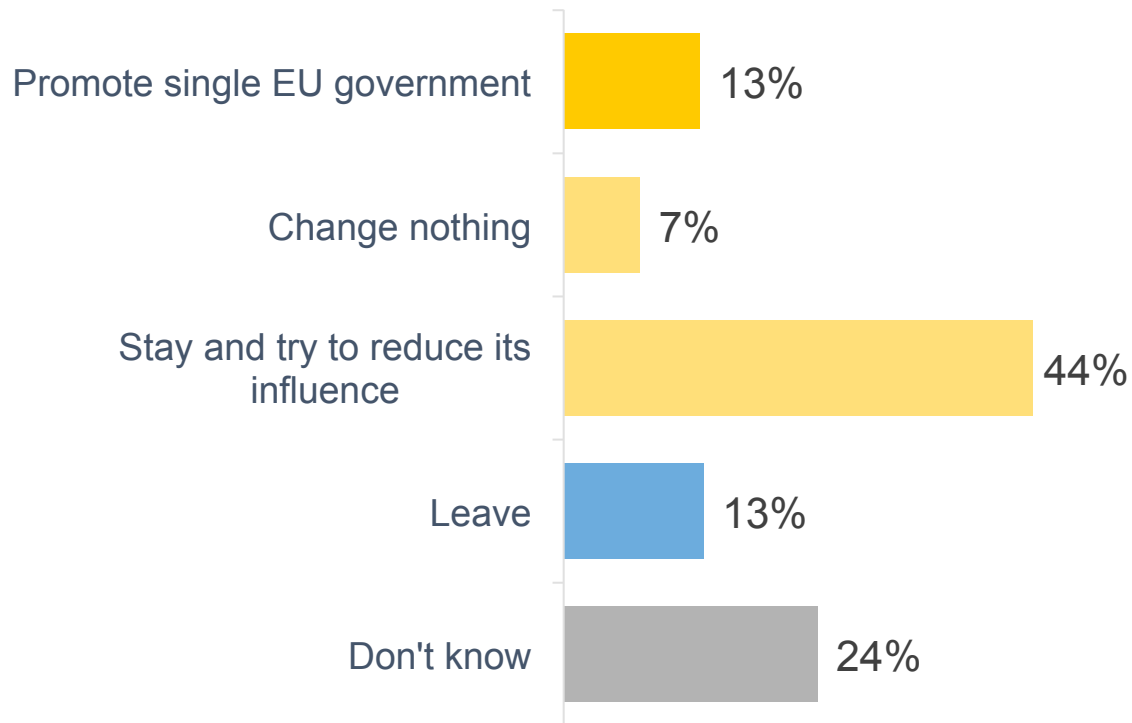
## Human rights are followed



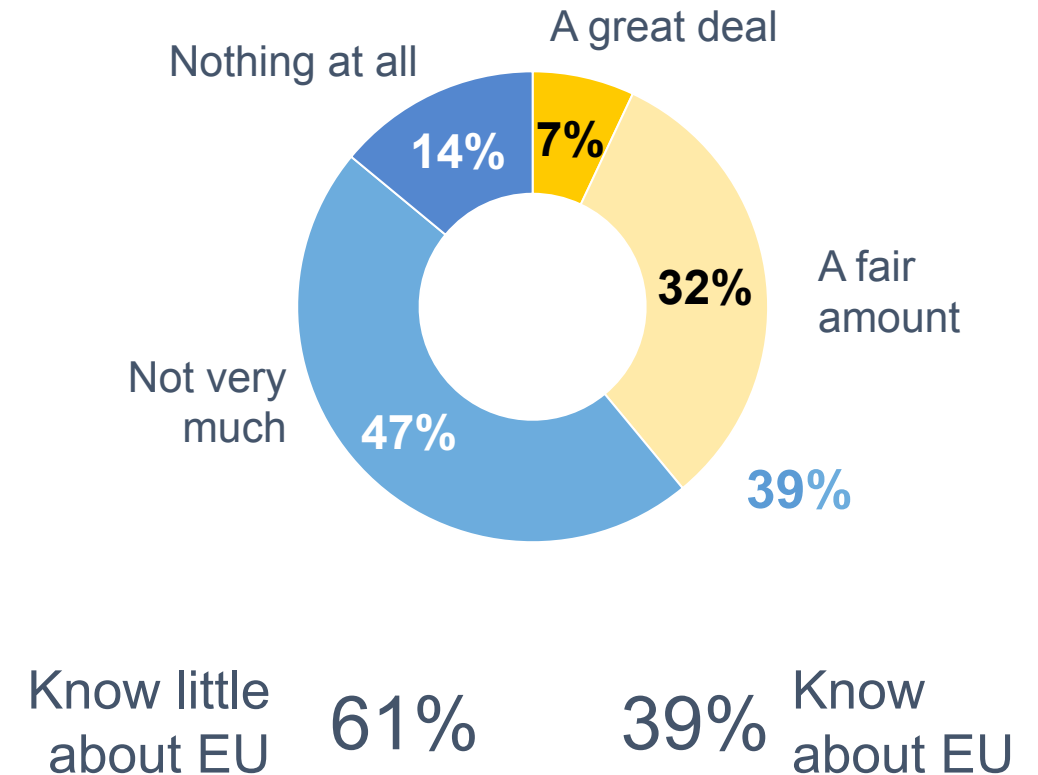
The majority sees Germany as more democratic with human rights better protected than in Russia.

# European Union: Knowledge and Wishes

## Germany in EU should...



## Knowledge about EU

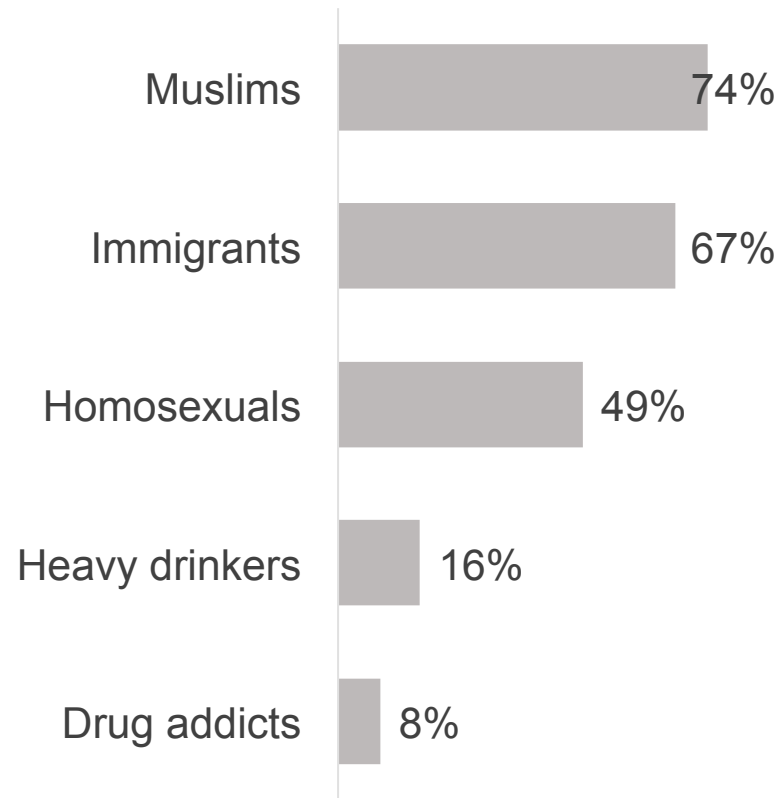


Not many of them are interested in EU, however they think Germany should not leave it

# Tolerance and worries towards immigrants

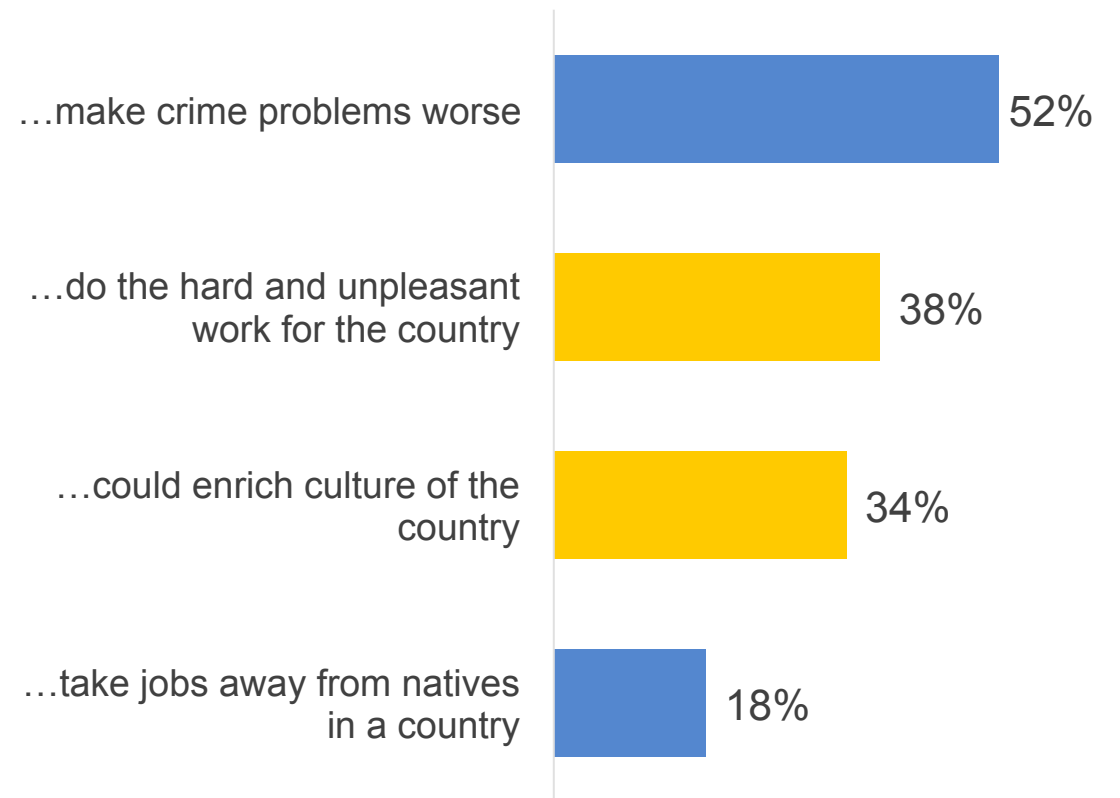
## Attitude to minorities

### *Acceptable to live next to...*



## Attitude to immigrants

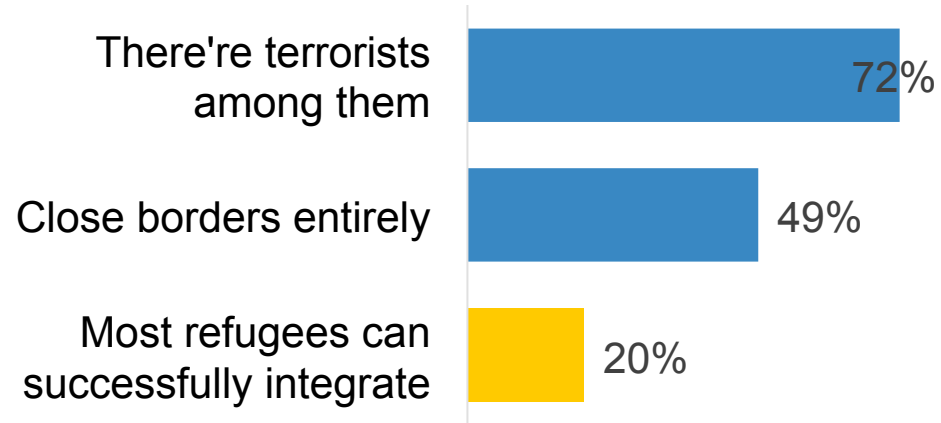
### *Agree that immigrants...*



They are quite tolerant to other immigrants, but agree that they cause crime problems

# Worries about refugees and terrorism

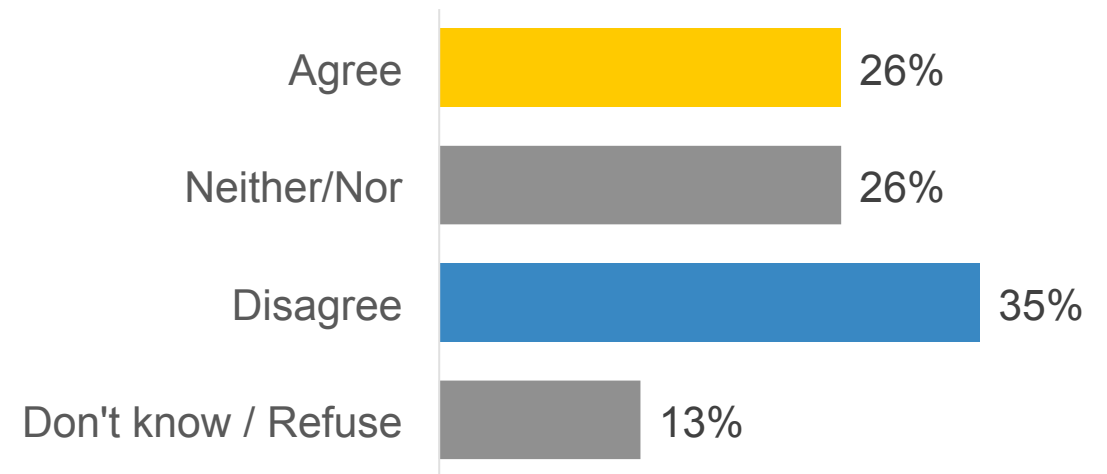
## Attitude to refugees



## Attitude to terrorism

**27%** Consider that they or their relatives or friends can be a victim of a terrorist attack

## Sufficiency of security measures



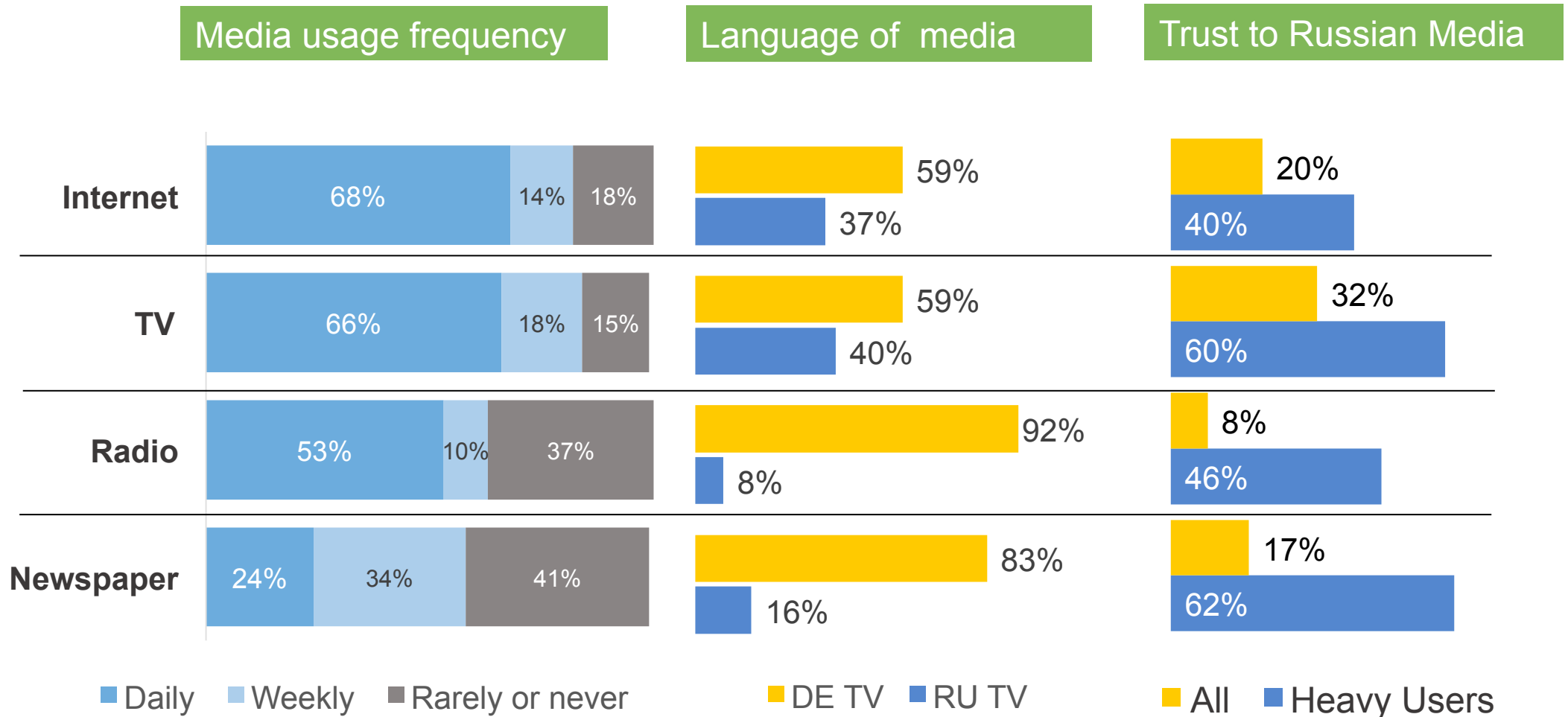
They think that among refugees could be terrorists, half of them vote for closing the borders and not quite sure of sufficiency of security measures.





# MEDIA CONSUMPTION

# Media channels. Trust to Russian media



Trust to Russian media in general is rather low.

Yet the audience of Russian TV and Internet is significant and trust there is twice higher

# TV and Views

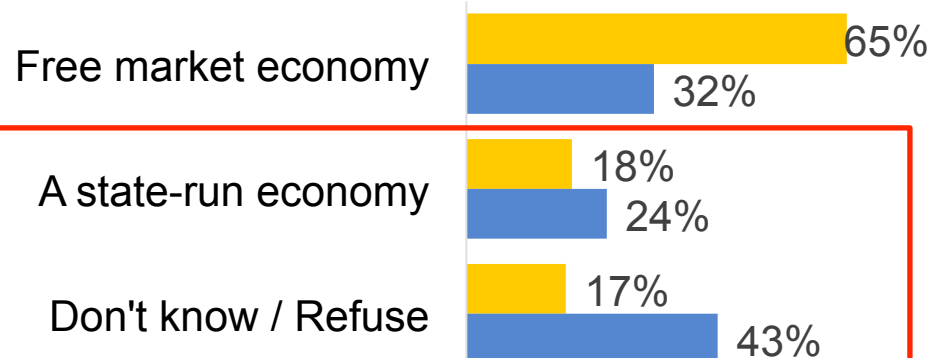
Watch German TV more than 60%

Watch Russian TV more than 60%

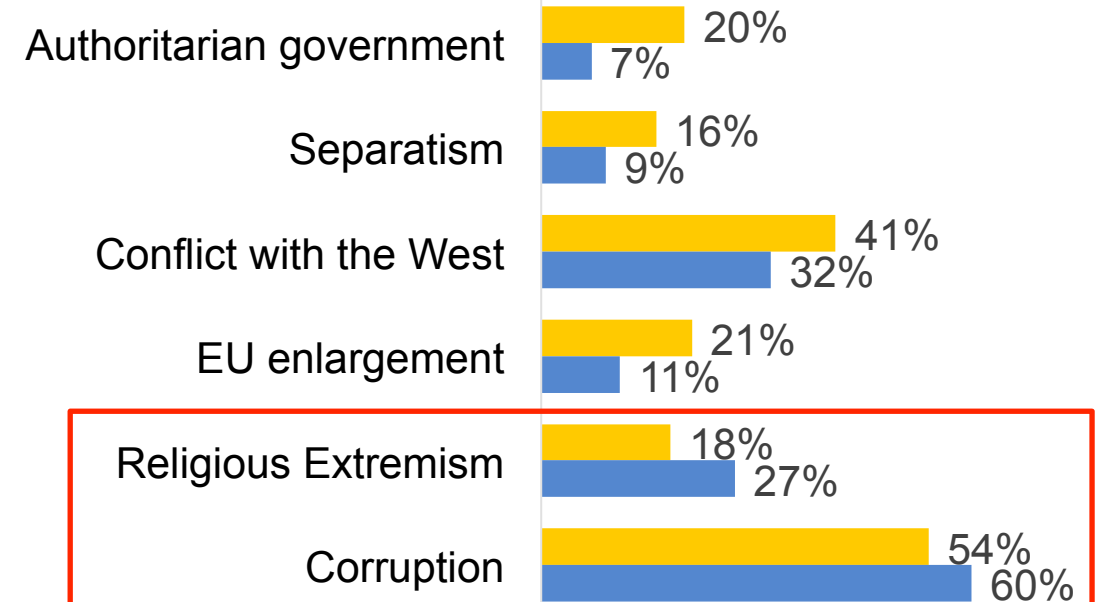
## Perception of human rights and security



## Opinion on economy model



## Threats to Russia



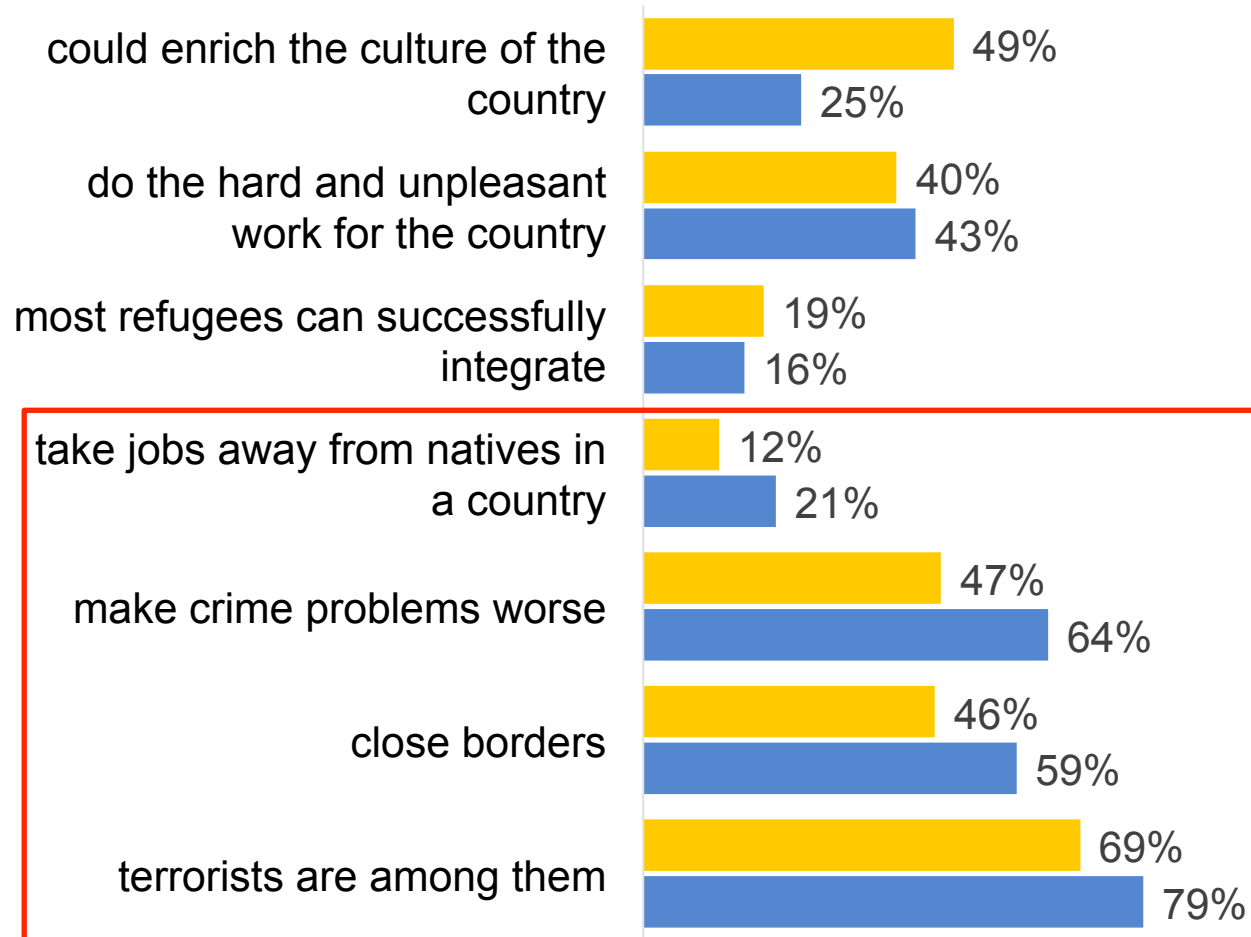
- ▶ Russian TV audience is more politicized
- ▶ German TV audience is more positive in all aspects towards democracy
- ▶ Corruption is distinguished as main threat by both

# Different level of fear

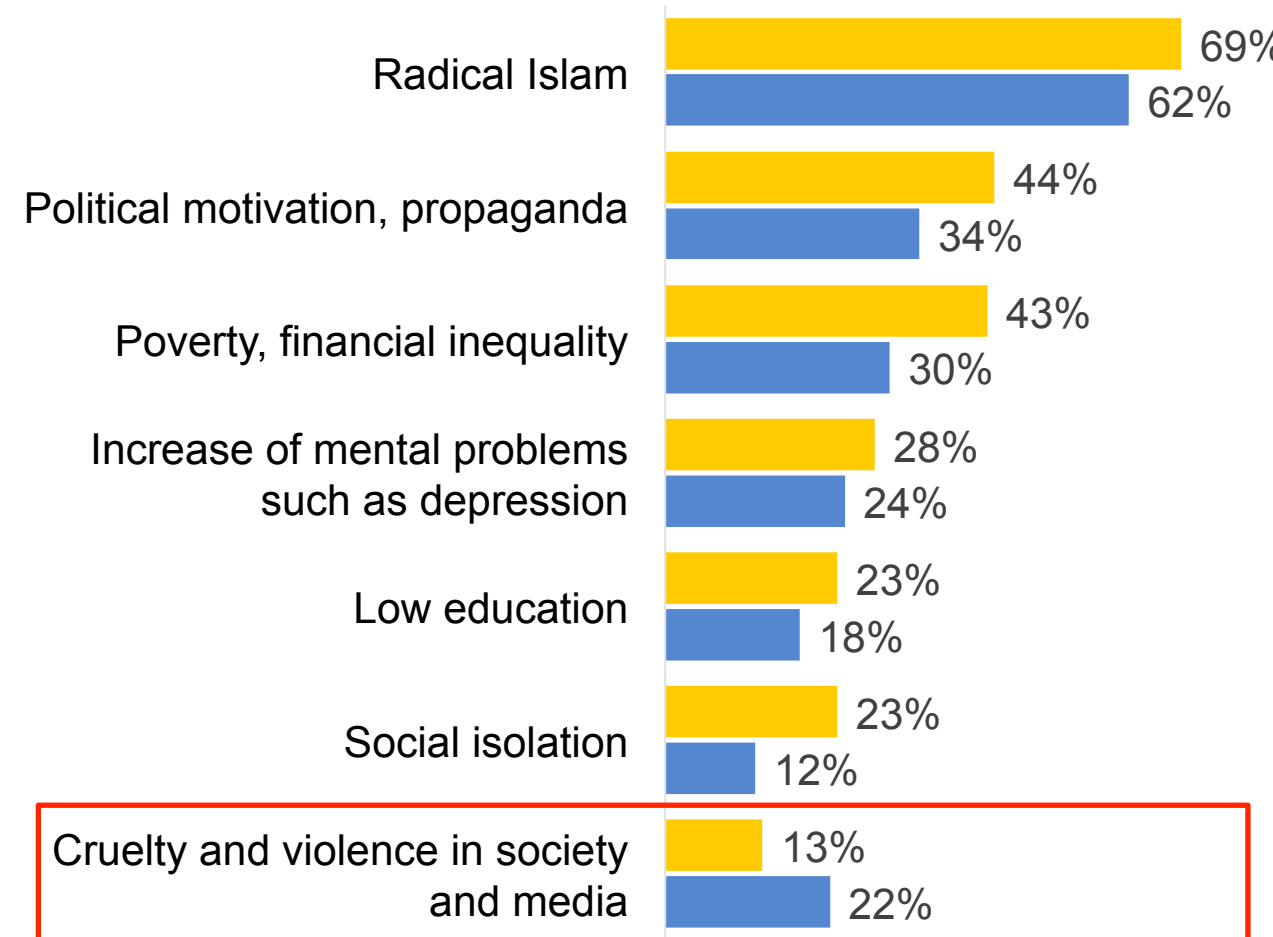
Watch German TV more than 60%

Watch Russian TV more than 60%

## Opinions to immigrants and refugees



## Source of terrorism



Russian TV viewers feel more fear of migrants and refugees, more worry about terrorism threat.



Russian-speaking Germans are very different.

Who are inside the category?

SOCIAL-COMMUNICATION  
SEGMENTATION



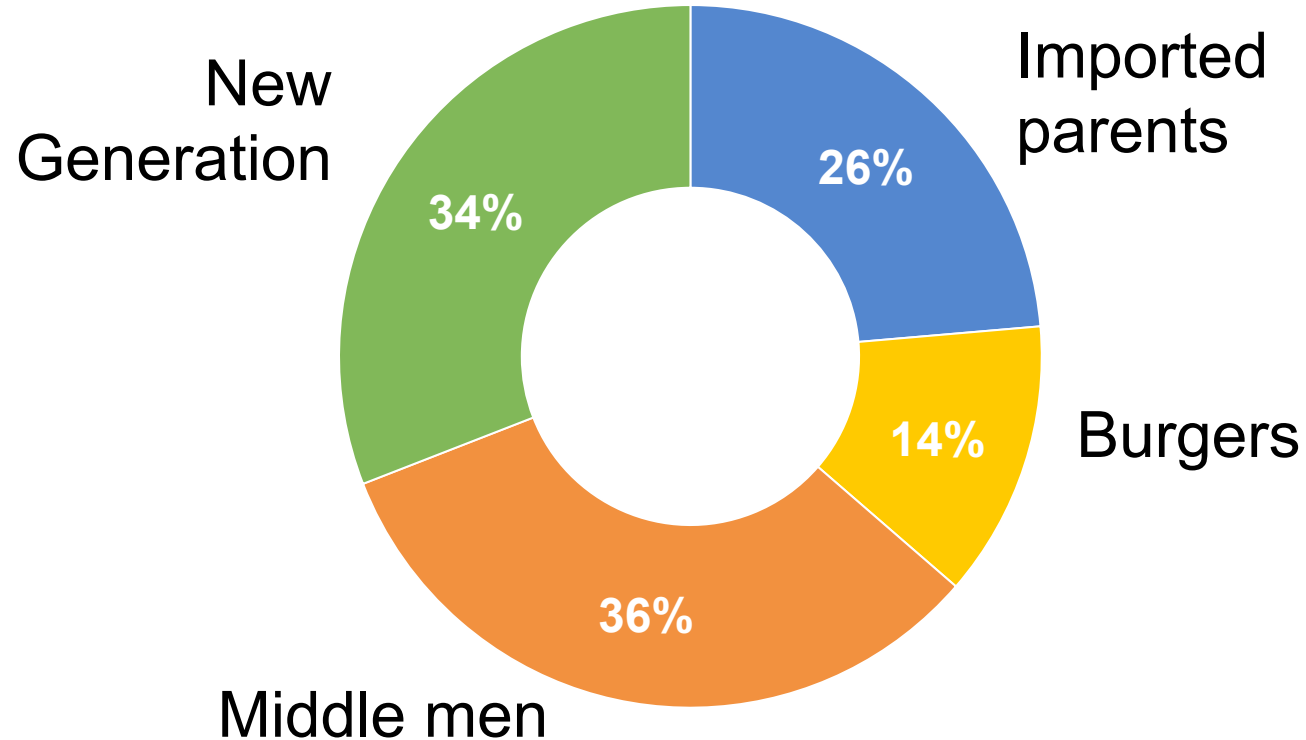
# SEGMENTATION: 4 GROUPS

Next Generation

Middle men

Burgers

Imported parents



## Segmentation is based on

- ▶ Time of immigration
- ▶ Language spoken at home
- ▶ Language skills (Russian and German)
- ▶ Number of connections in the country of origin and contacts with them
- ▶ Connections in Germany
- ▶ Level of Integration
- ▶ Media consumption

Basing on integration level, immigration background and media consumption four different groups have been identified

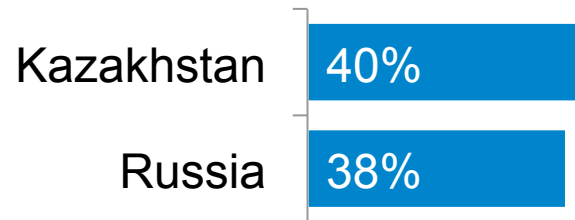
# New generation

New generation is the youngest and one of two best integrated groups

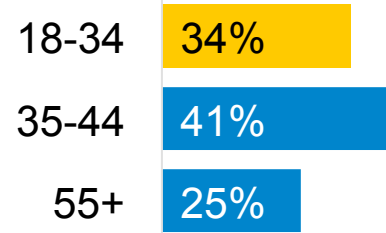
67% Immigrated in 1990-1999

85% Feel INTEGRATED

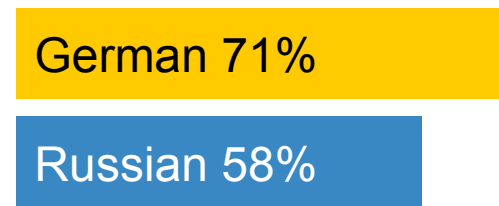
## Originally from:



## Age group:



## Language skills:



## Migration reasons:



Network	In Russia	In Germany
Friends	66% - few	50% - more than a half
Colleagues	72% - none	69% - more than a half

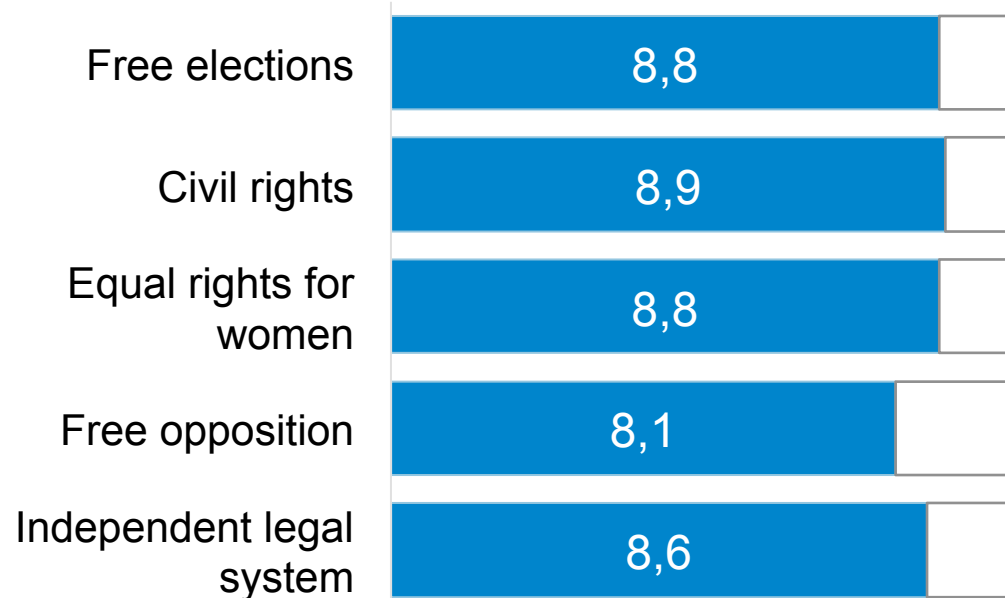
## Segment main characteristics:

- ▶ The biggest share of young people
- ▶ Mainly from Russia and Kazakhstan
- ▶ Immigrated in 1990s (most probably when they were children)
- ▶ Very good integrated, good German
- ▶ Have many connections in Germany and few in Russia

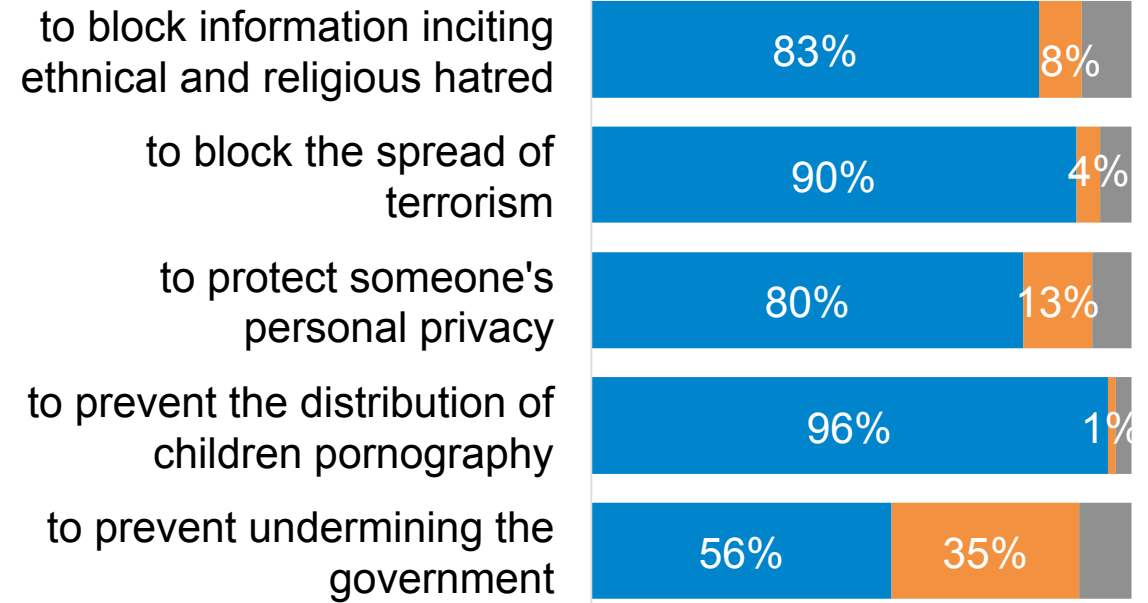
# New generation

European in values. Trustful to German government, yet ready to criticize

## European values importance (out of 10)



## Consider government is allowed to block web sites



■ Allowed ■ Not allowed ■ Don't know/Refuse

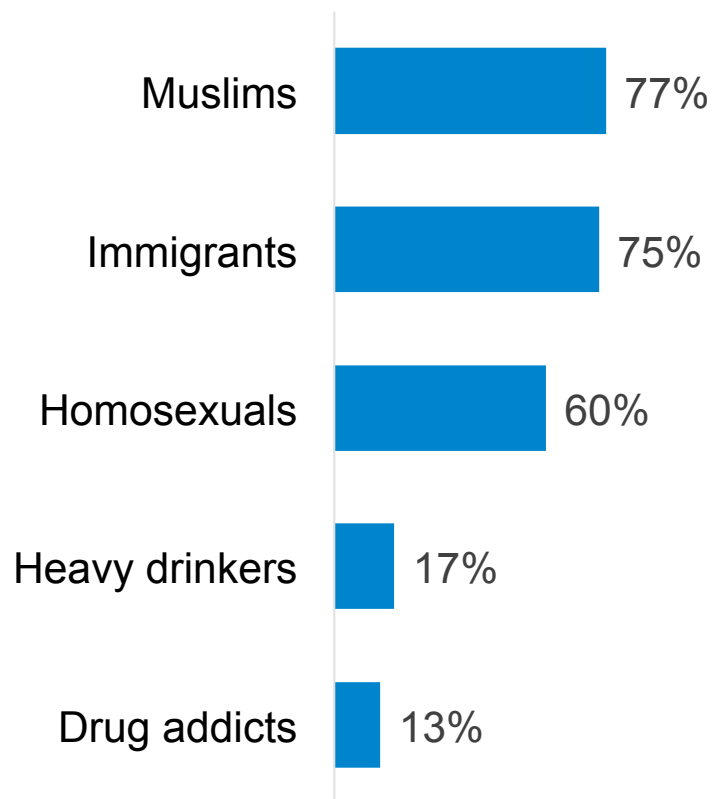


# New generation

Most tolerant, however they are against more refugees coming to Germany

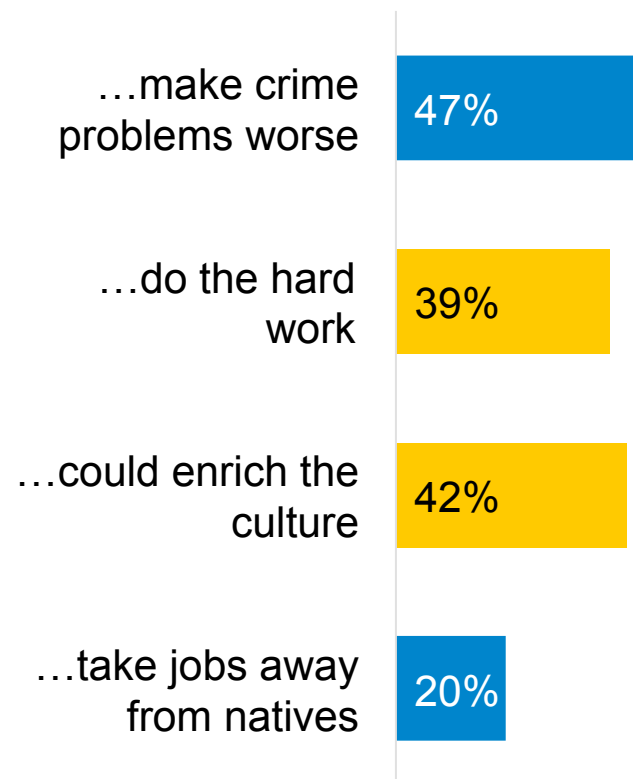
## Attitude to minorities

Consider **acceptable** to live next to...



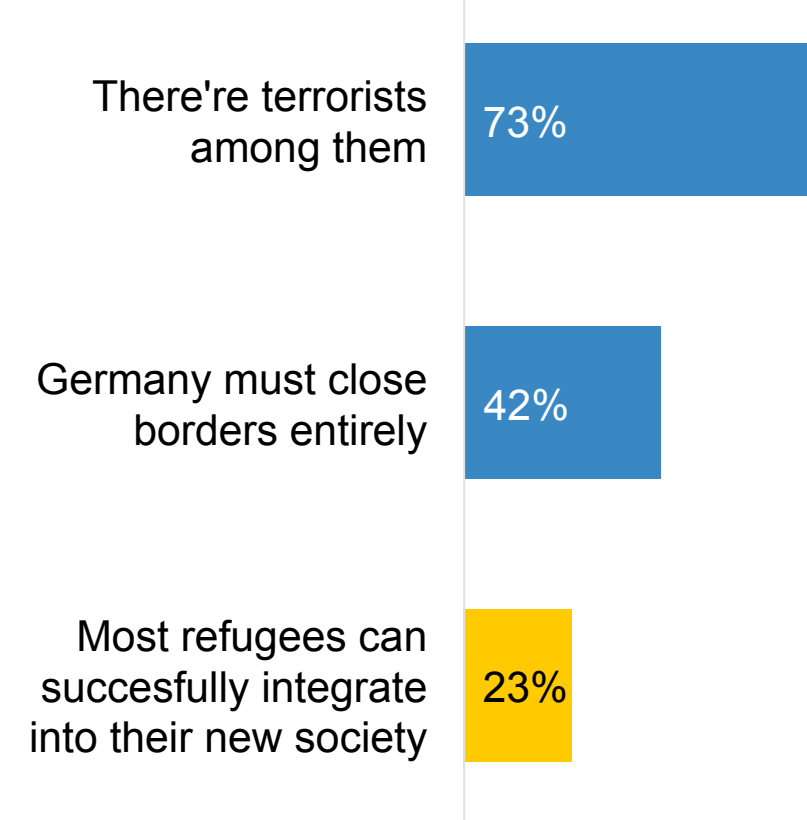
## Attitude to immigrants

Agree that **immigrants**...



## Attitude to refugees

Agree that ...



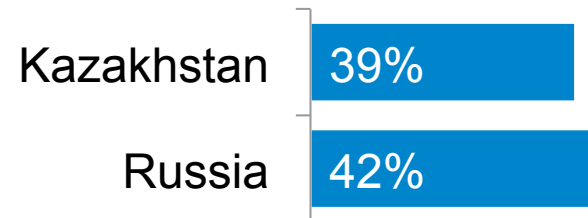
# Middle men

Most integrated and socially stable group

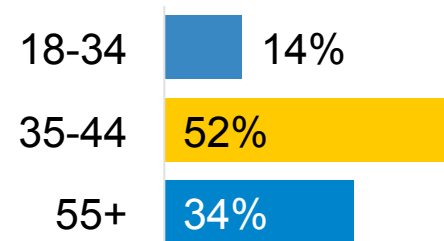
60% Immigrated  
in 1990-1999

88% Feel  
INTEGRATED

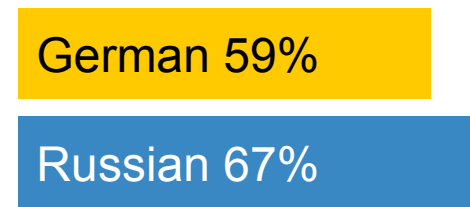
## Originally from:



## Age group:



## Language skills:



## Migration reasons:



Network	In Russia	In Germany
	Friends	50% - few
Colleagues	54% - none	77% - more than a half

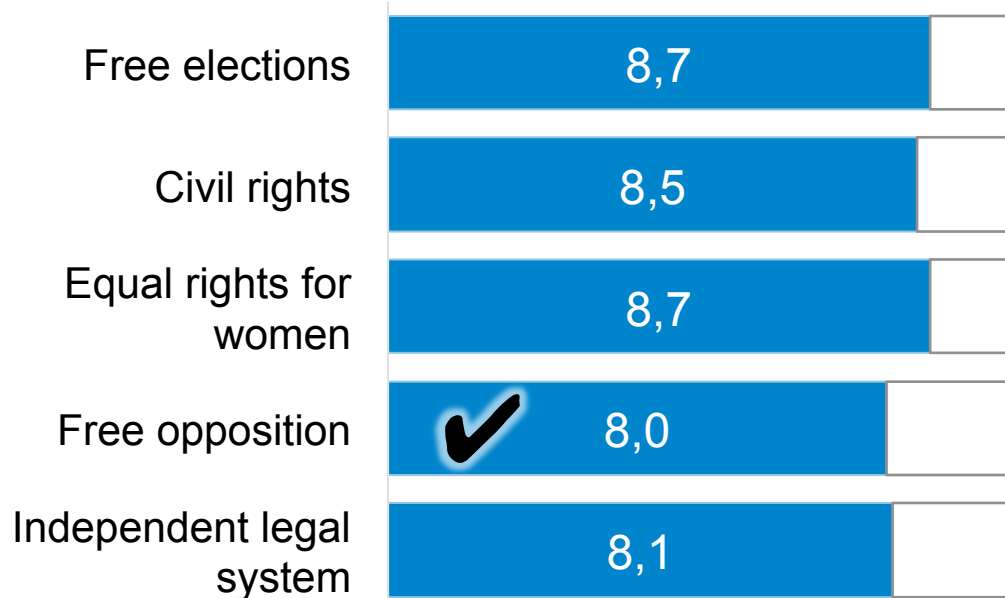
## Segment main characteristics:

- ▶ The biggest share of middle-aged people
- ▶ Mainly from Russia and Kazakhstan
- ▶ Immigrated in 1990-ees
- ▶ Integrated, good German
- ▶ Have many connections in Germany and few in Russia

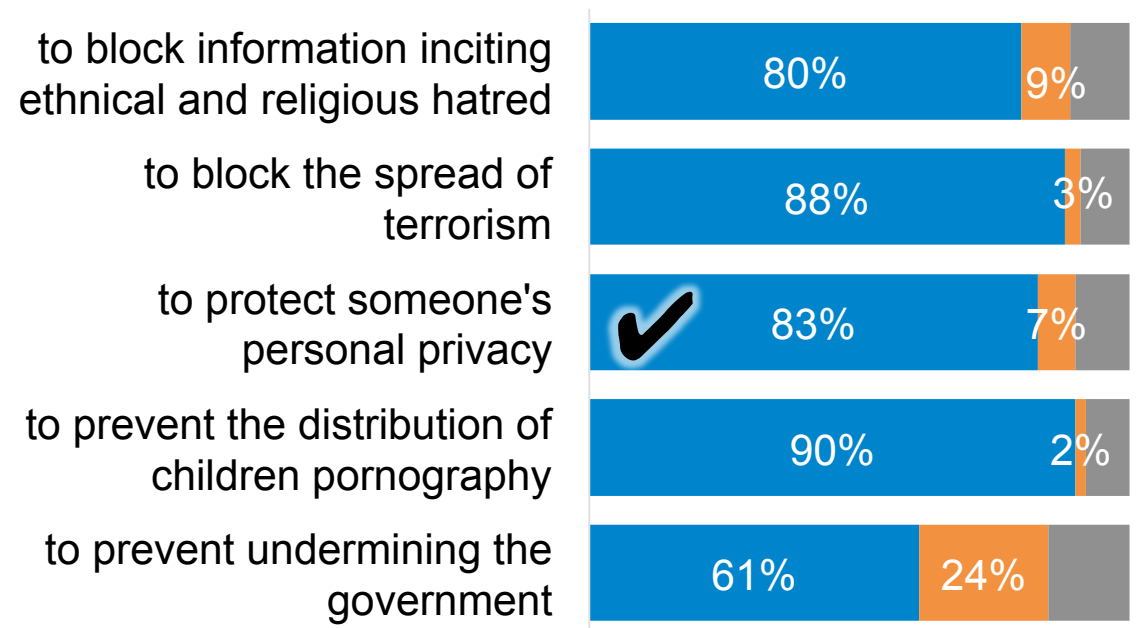
# Middle men

Very close to Next Generation in values but more mature and self confident

## European values importance (out of 10)



## Consider government is allowed to block web sites



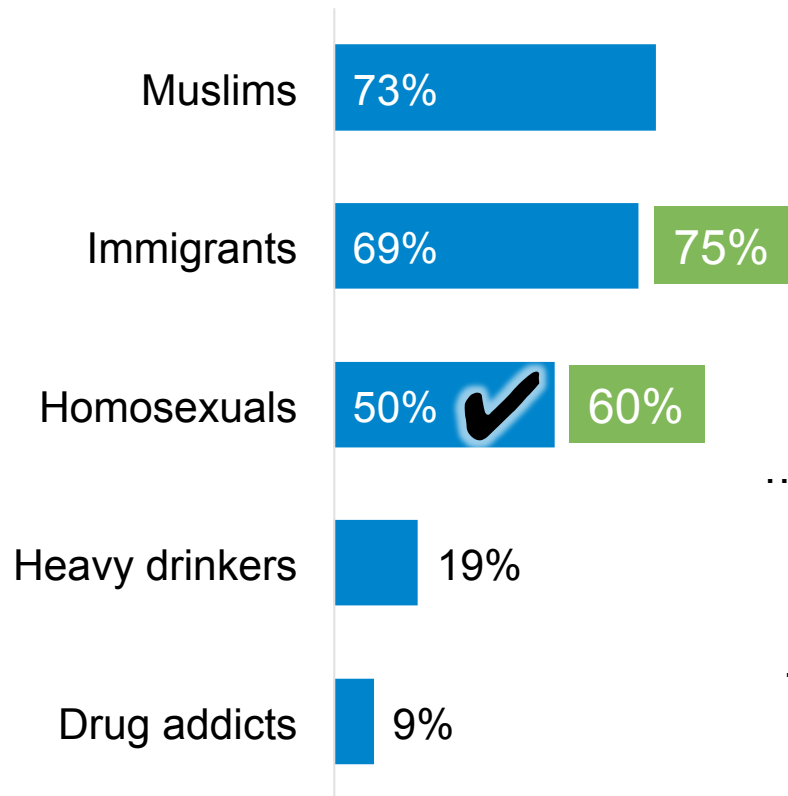
■ Allowed ■ Not allowed ■ Don't know/Refuse

# Middle men

Less tolerant compared to Next Generation. Less friendly to other immigrants and refugees

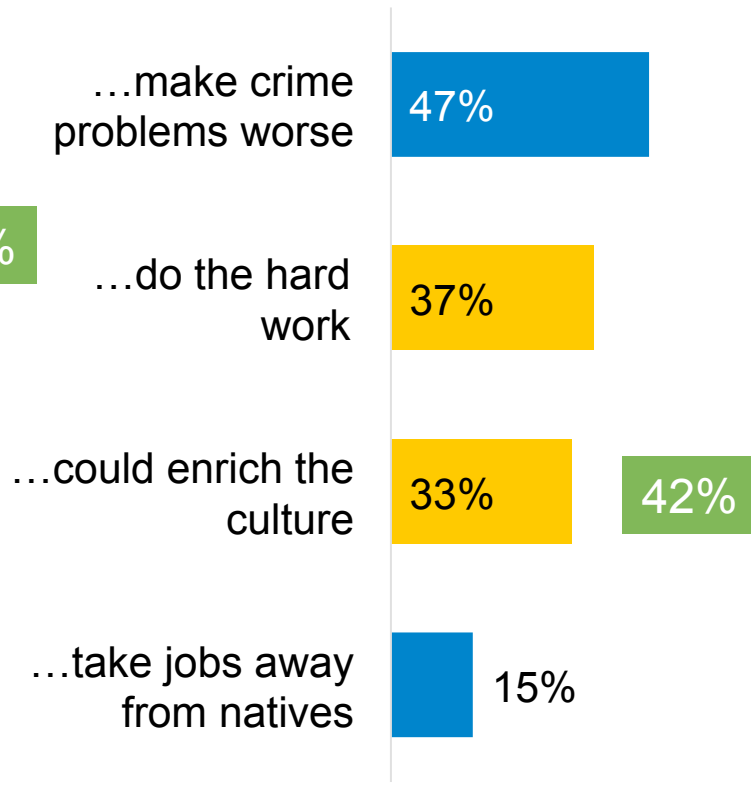
## Attitude to minorities

Consider **acceptable** to live next to...



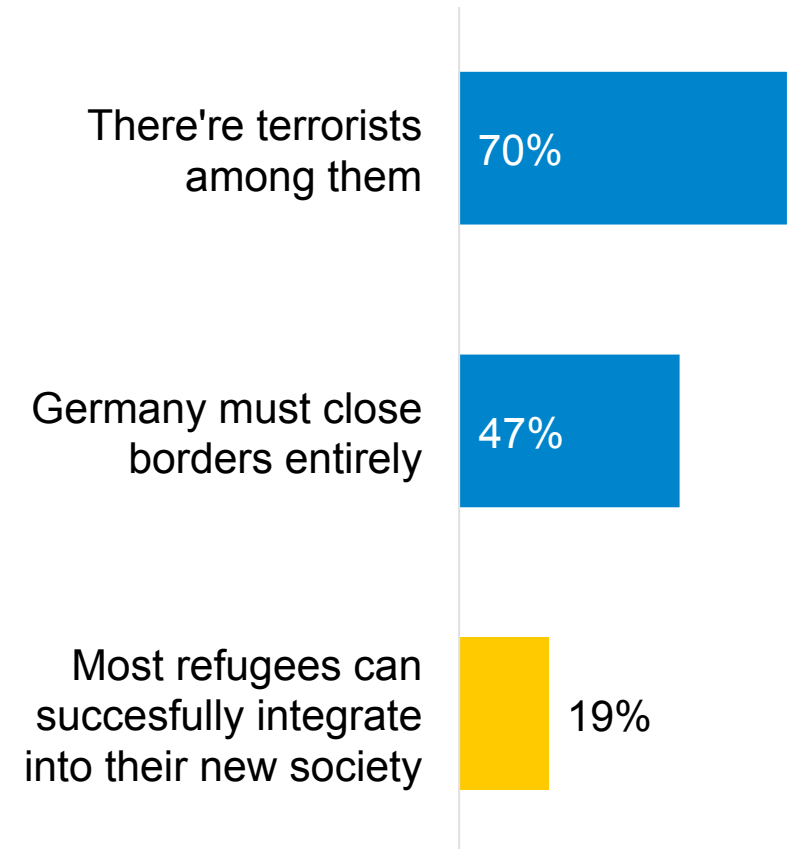
## Attitude to immigrants

Agree that **immigrants**...



## Attitude to refugees

Agree that ...



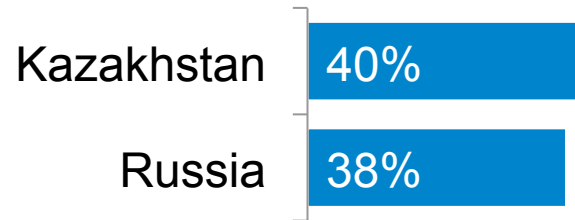
# Burgers

Moderate, conservative, skeptical

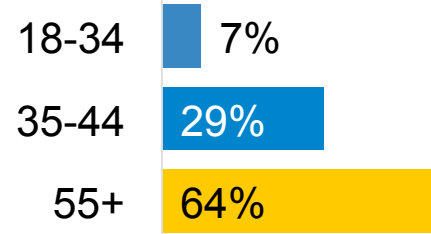
69% Immigrated in 1990-1999

76% Feel INTEGRATED

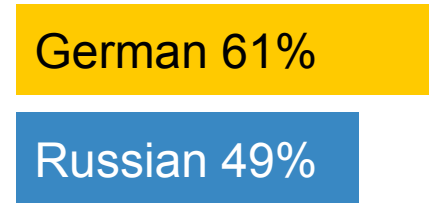
### Originally from:



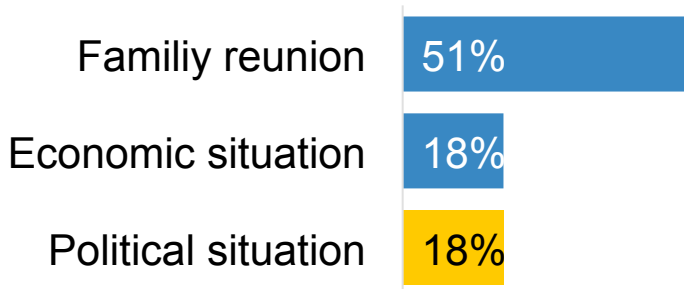
### Age group:



### Language skills:



### Migration reasons:



Network	In Russia	In Germany
	Friends	79% - few
Colleagues	75% - none	60% - more than a half

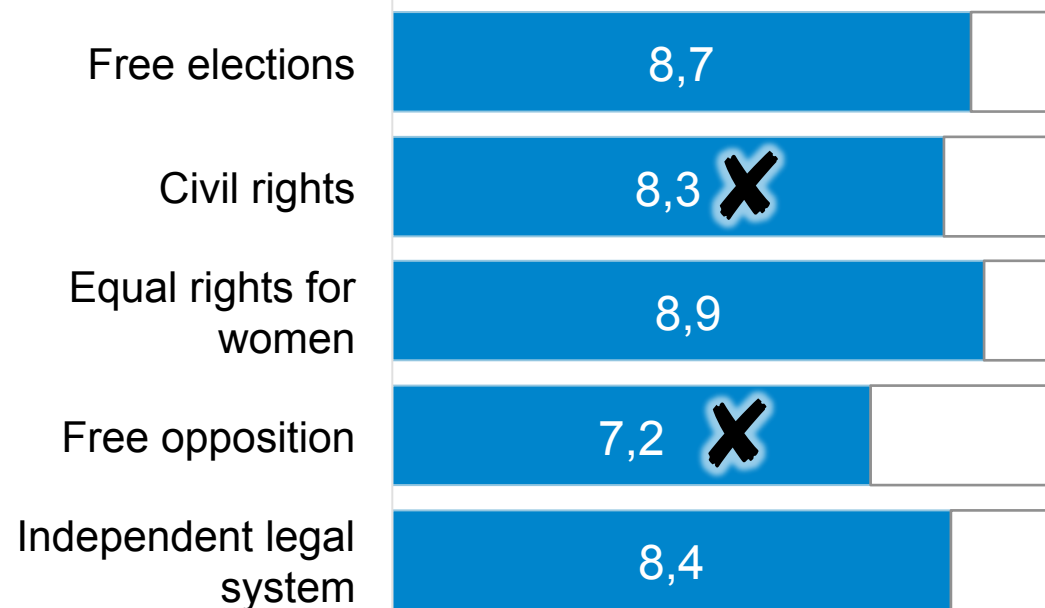
### Segment main characteristics:

- ▶ Most 55+
- ▶ Half from Russia, half from Kazakhstan
- ▶ Immigrated in 90s
- ▶ Well-integrated
- ▶ Good language skills
- ▶ Most connections are in Germany

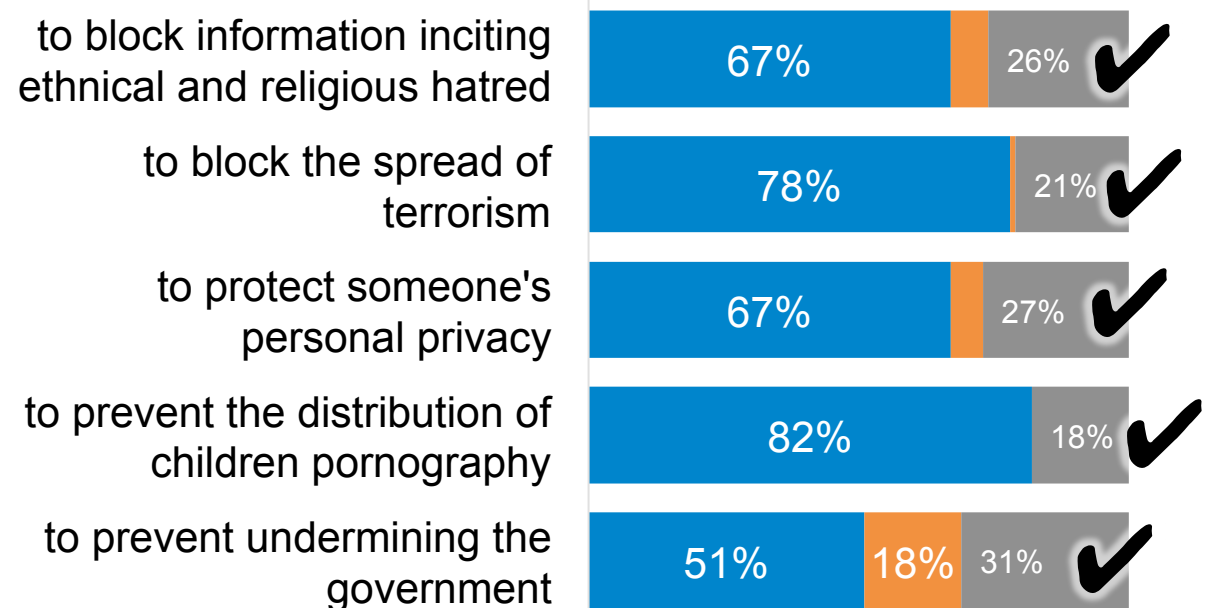
# Burgers

More relaxed about freedoms. Less care of censorship.

## European values importance (out of 10)



## Consider government is allowed to block web sites



■ Allowed ■ Not allowed ■ Don't know/Refuse

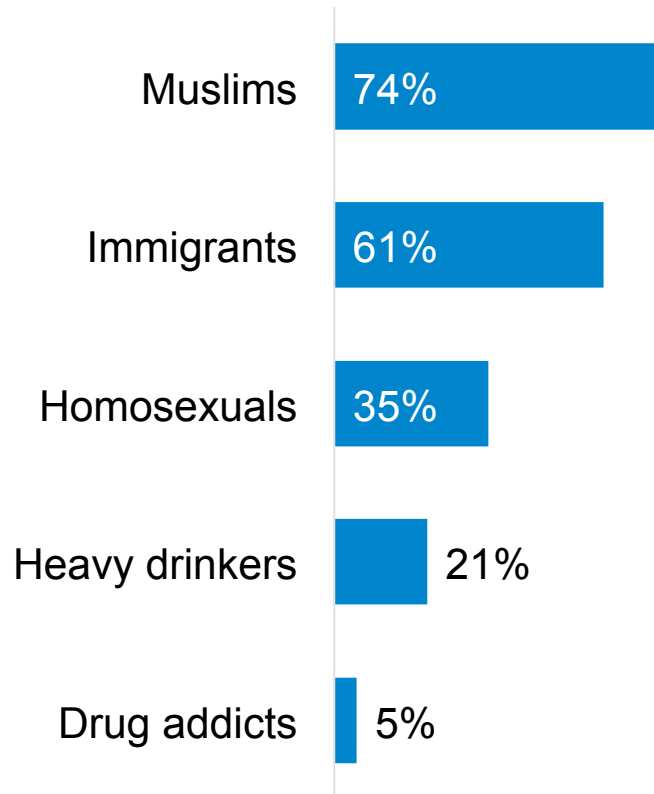
# Burgers

Burgers

More relaxed about immigrants and refugees compared to other groups

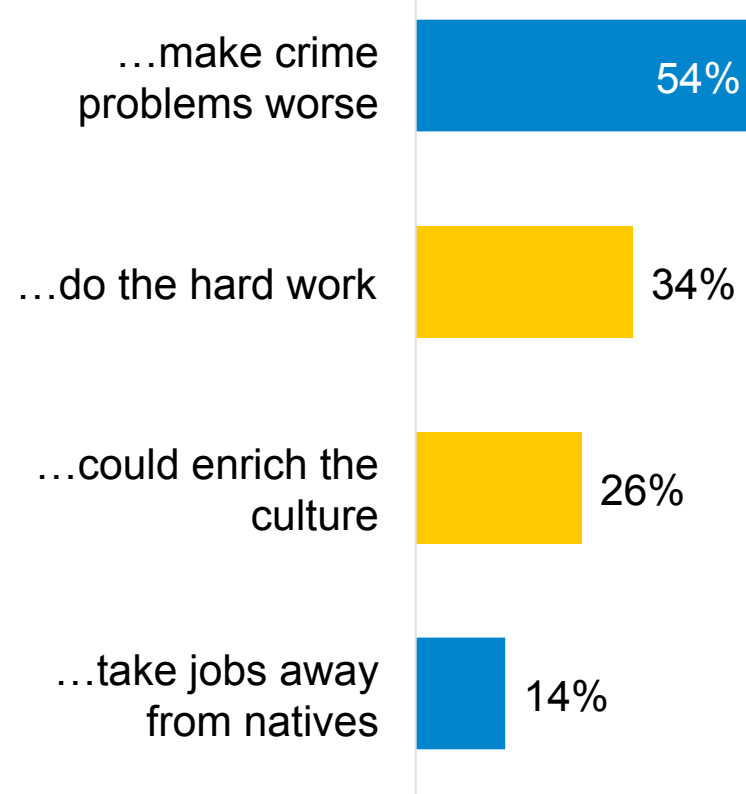
## Attitude to minorities

Consider **acceptable** to live next to...



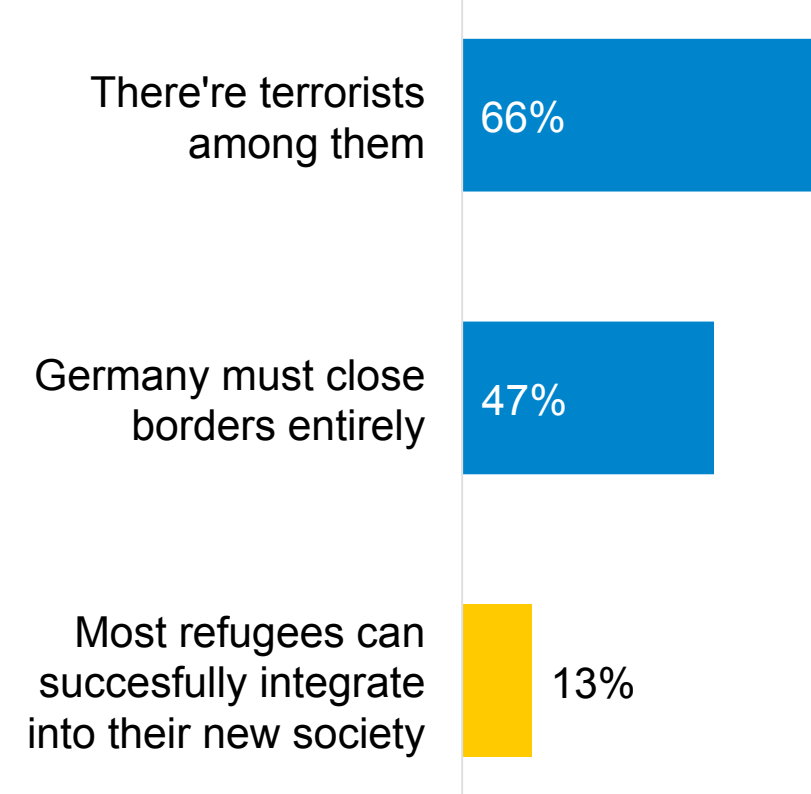
## Attitude to immigrants

Agree that **immigrants**...



## Attitude to refugees

Agree that ...



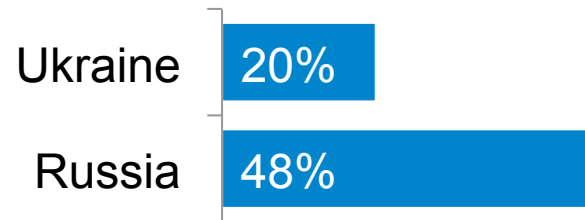
# Imported parents

Often the second circle of Immigration. Least integrated. Most connections in Russia.

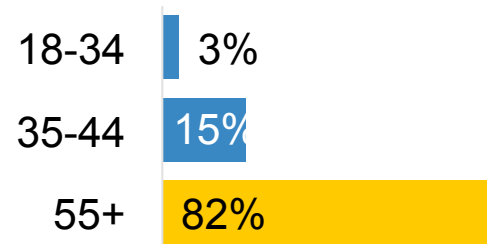
43% Immigrated in 2000-2009

57% Feel INTEGRATED

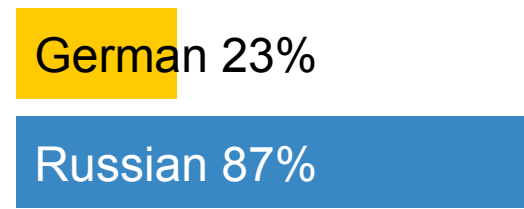
### Originally from:



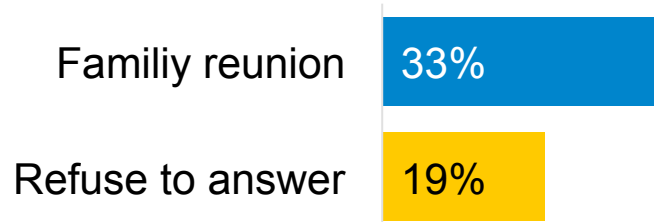
### Age group:



### Language skills:



### Migration reasons:



Network	In Russia	In Germany
	Friends	63% - a lot
Colleagues	50% - a lot	40% - none

### Segment main characteristics:

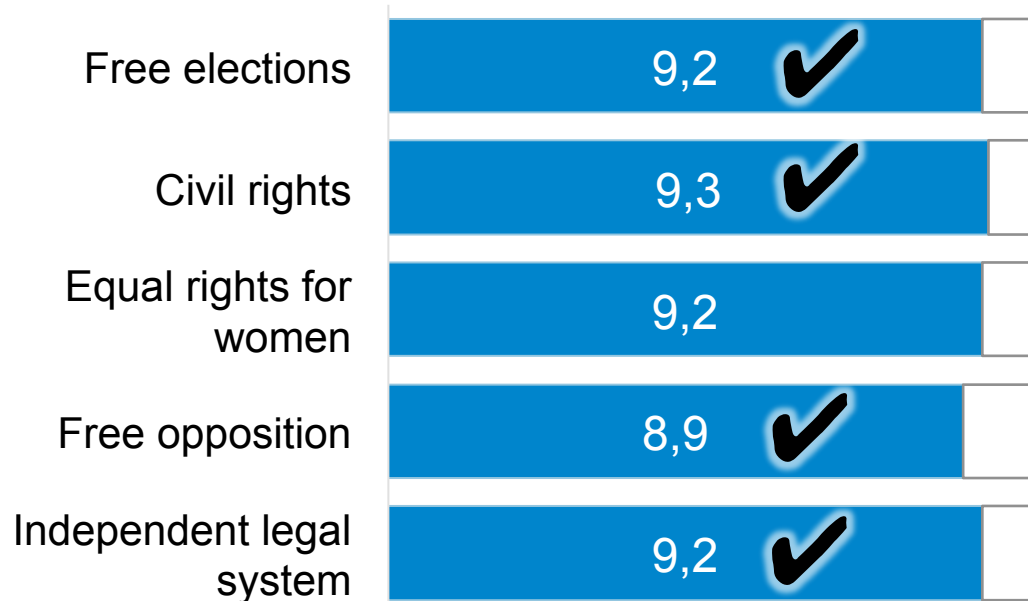
- ▶ Most 55+
- ▶ Most active Russian TV viewers
- ▶ Mainly from Russia and Ukraine
- ▶ Weak language skills
- ▶ Frequently refuse to answer questions



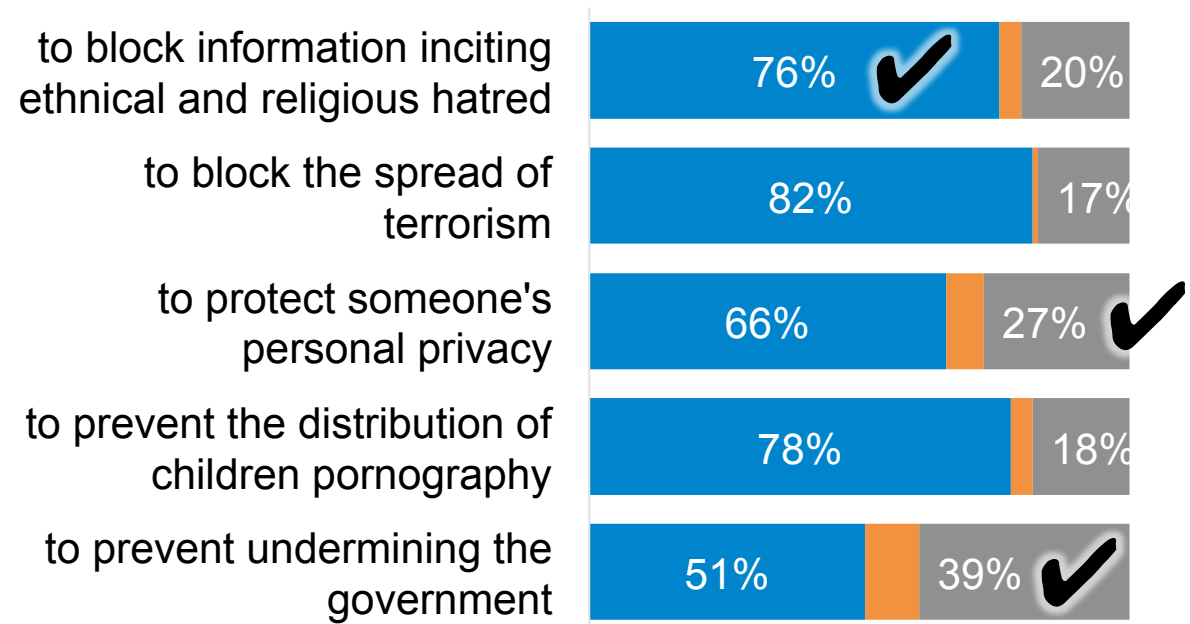
# Imported parents

Most declared European values. Post-Russia syndrome: higher sensitivity to freedoms. Another reason: rationalization of their departure. Most subjected to Russian TV.

## European values importance (out of 10)



## Consider government is allowed to block web sites



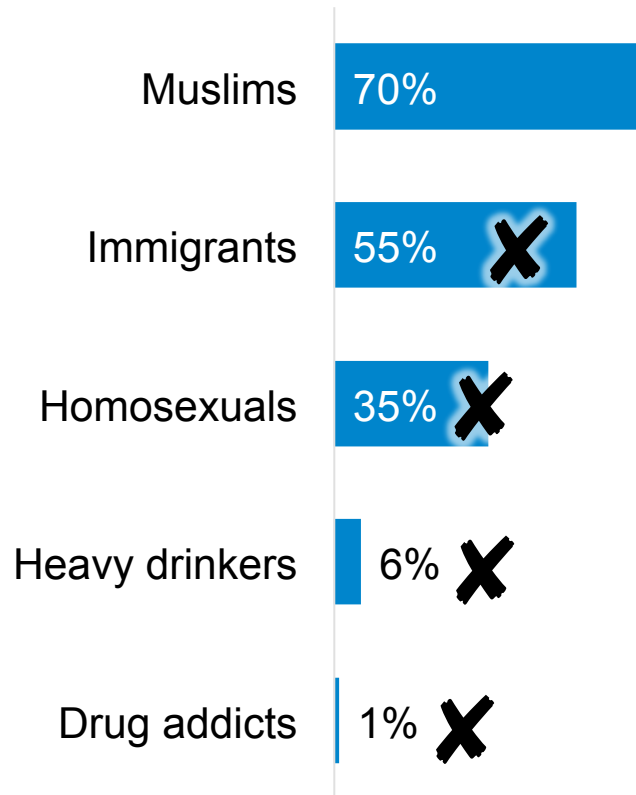
■ Allowed ■ Not allowed ■ Don't know/Refuse

# Imported parents

Heavy Russian TV viewers: least tolerant in general and most worrying about terrorism threat

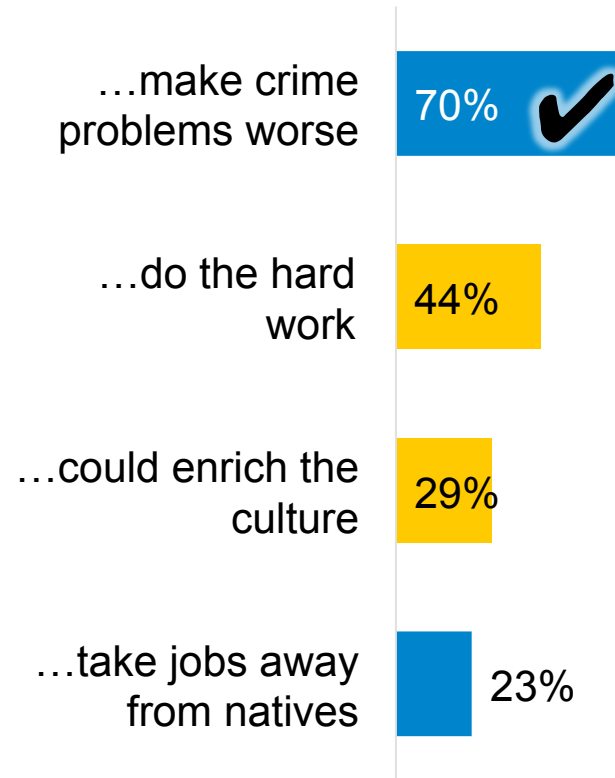
## Attitude to minorities

Consider **acceptable** to live next to...



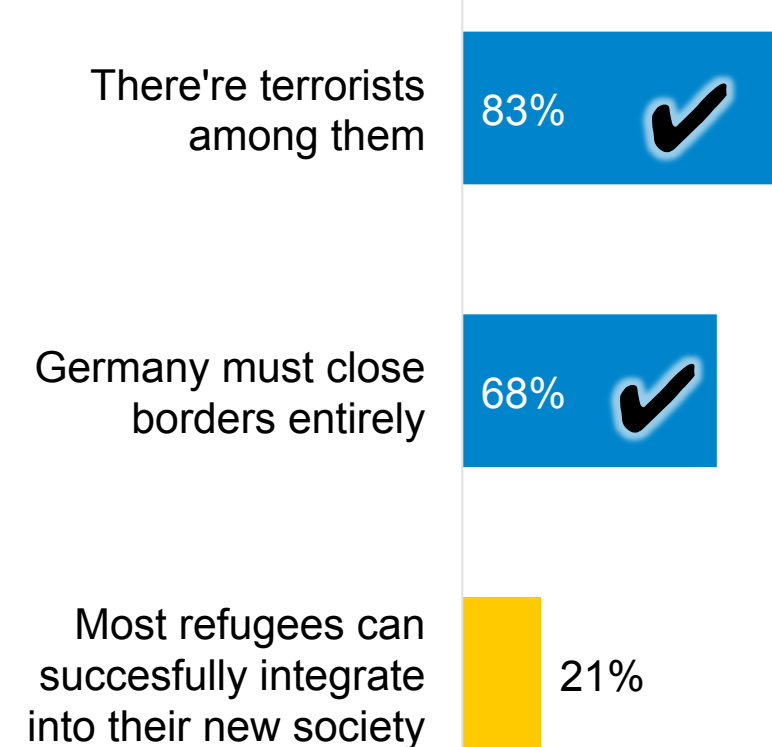
## Attitude to immigrants

Agree that **immigrants**...



## Attitude to refugees

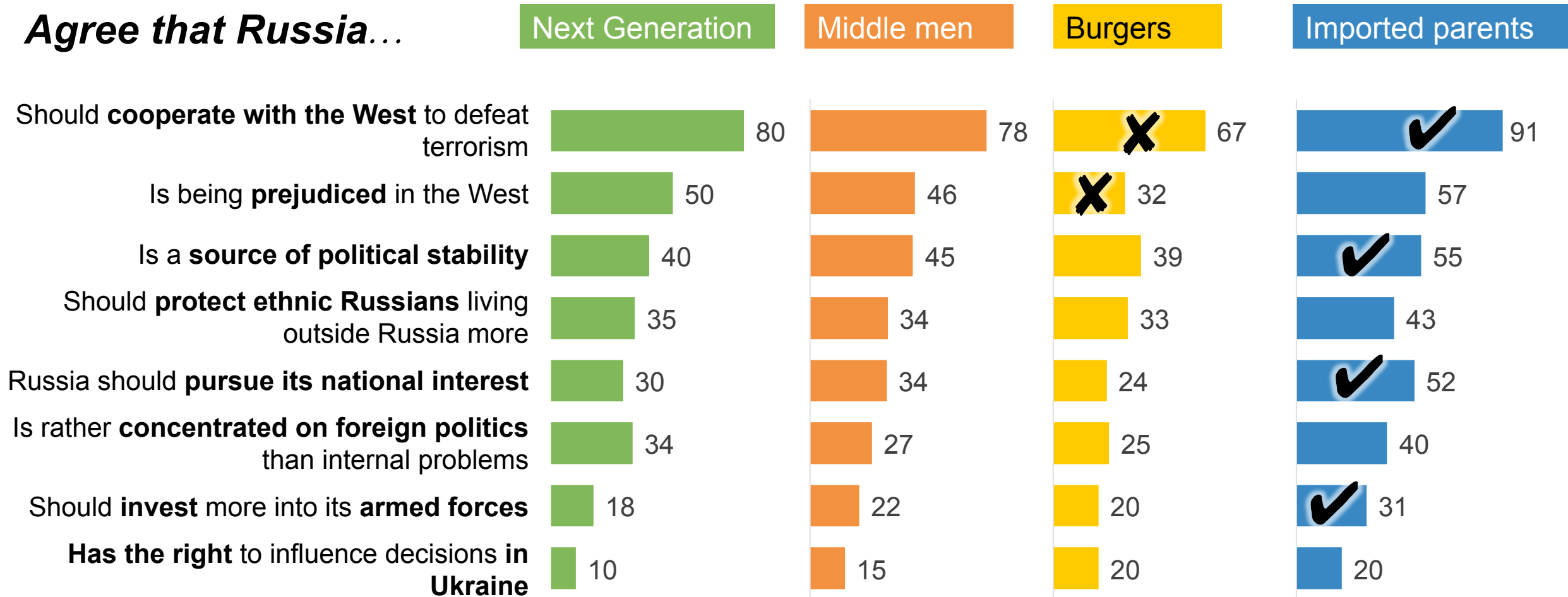
Agree that ...



# Attitudes towards Russian foreign policy

Comparative analysis of the segments

**Agree that Russia...**





OTHER WAYS OF GROUPING

# Russian (Soviet) Jews

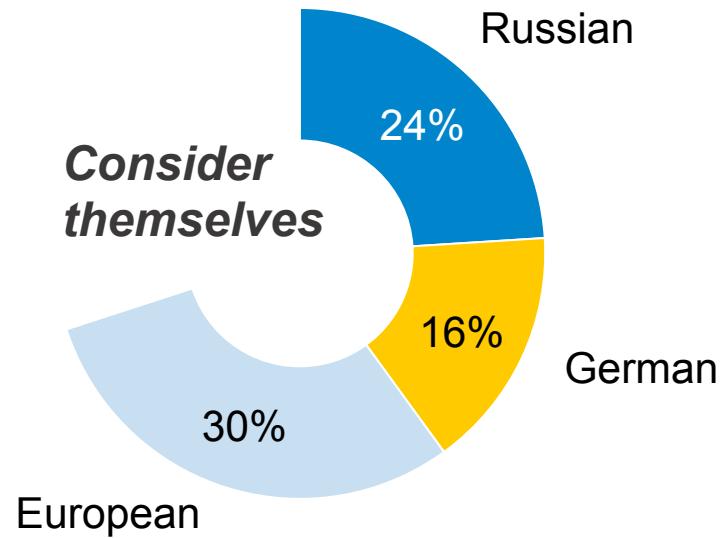
People used Jewish refugees quota for immigration

**90%** of German Jewish population  
Based on demographics statistics

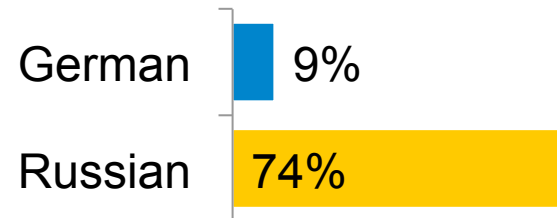
**13%** of Russian in Germany

**69%** Highly educated

**84%** Interested in politics and current affairs



## Speak at home:



▶ **75%** watch TV

▶ 50% of it in Russian

▶ 39% do not trust what they watch

▶ 43% agree that western Media are more trustworthy

## Immigrated because of:

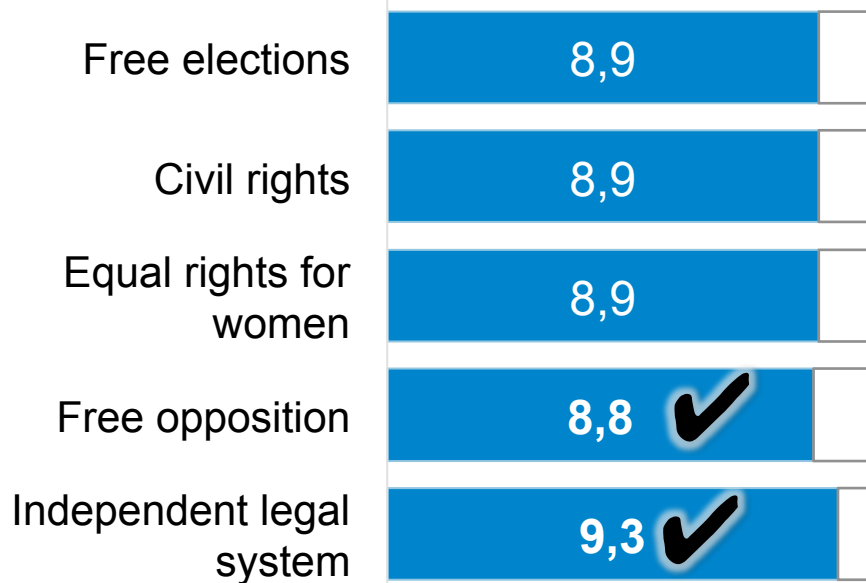


# Russian (Soviet) Jews

More tolerance to Immigrants and Homosexuals.

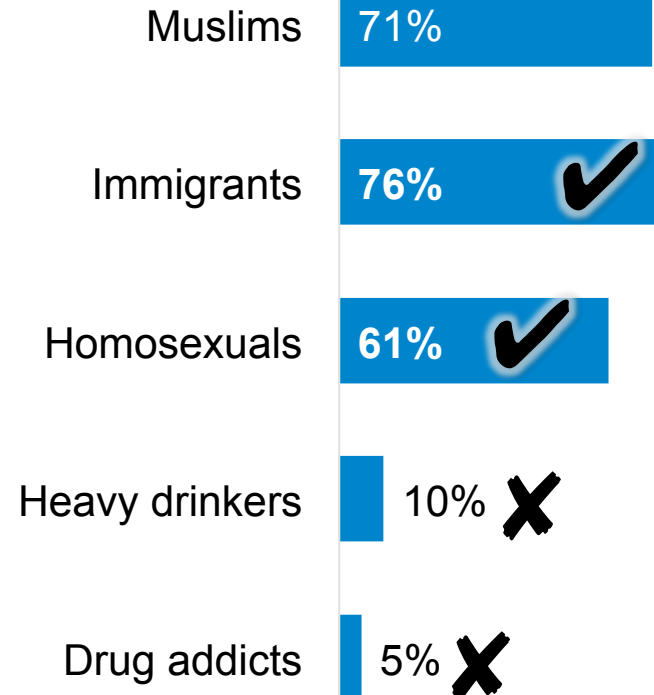
Immigrants are source of troubles but turn Germany into more interesting country.

## European values importance (out of 10)



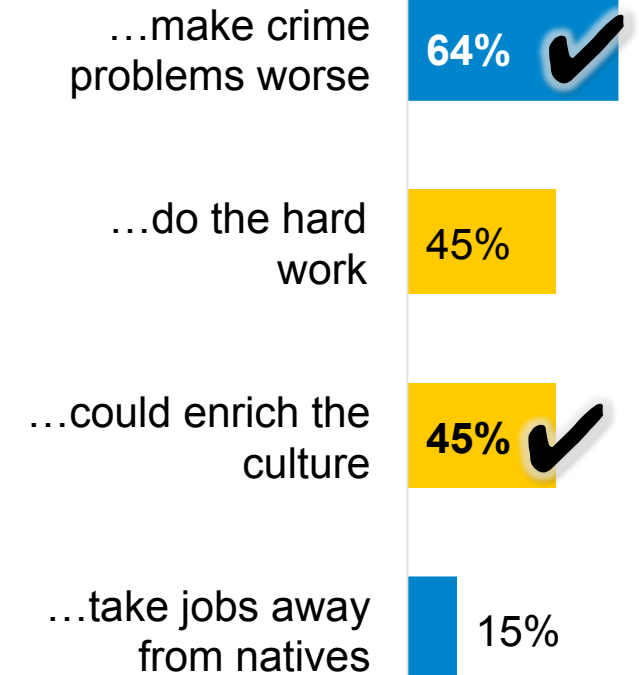
## Attitude to minorities

Consider **acceptable** to live next to...



## Attitude to immigrants

Agree that **immigrants**...

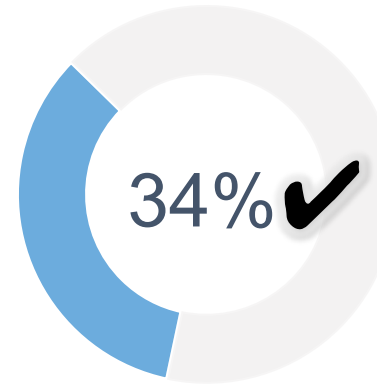
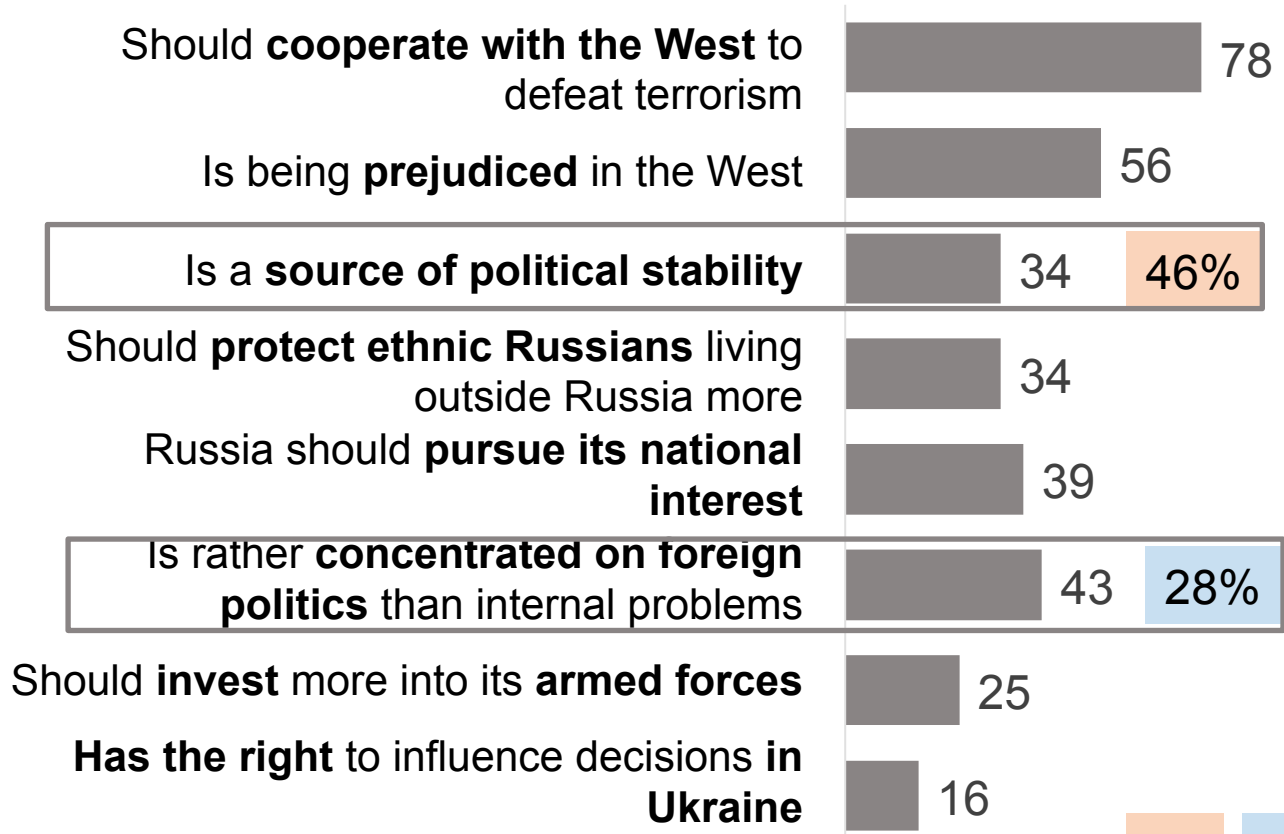


# Russian (Soviet) Jews

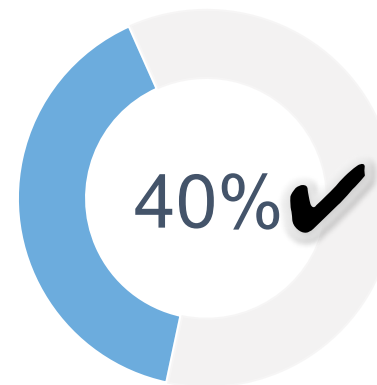
More alarming on terrorism. Worry on Russia's international activity.

## Attitude Russian foreign policy

### Agree that Russia...



Are likely to become a victim of an attack

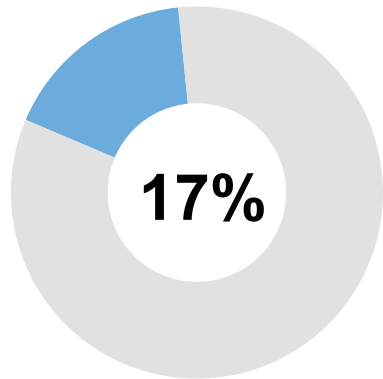


Current antiterrorist measures are insufficient

  - Indicates significant deviation from others

# Russia Addicted

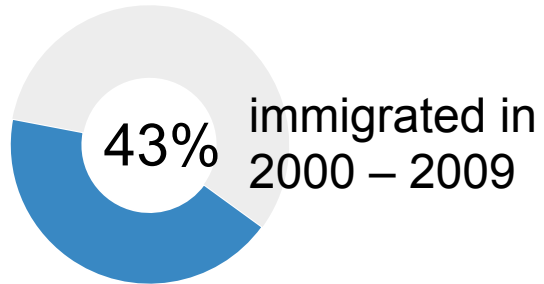
Criteria: Totally agree to at least 2 out of 4 statements



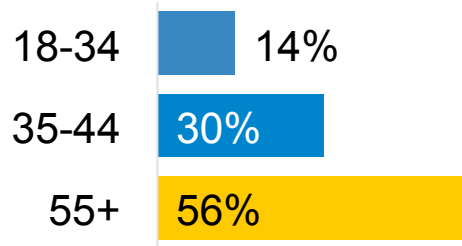
- ▶ Russia should pursue its national interest even if this is in conflict with the interest of other countries
- ▶ Russia is a source of international political stability.
- ▶ Russia should invest more into its armed forces to face current security risk
- ▶ Russia has the right to influence external and internal decisions in Ukraine.



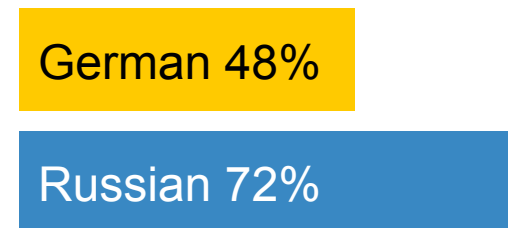
# Russia Addicted: key features



## Age group:

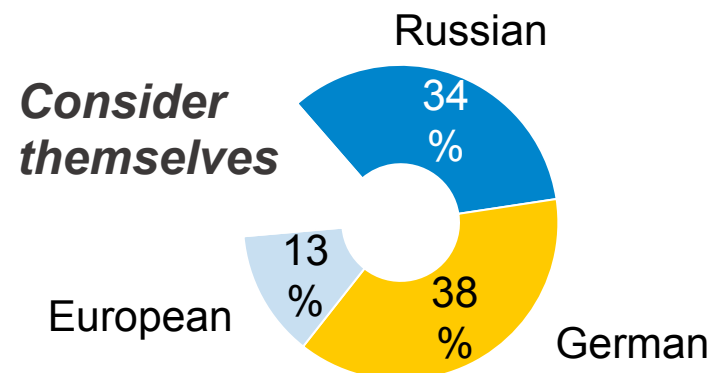


## Language skills:

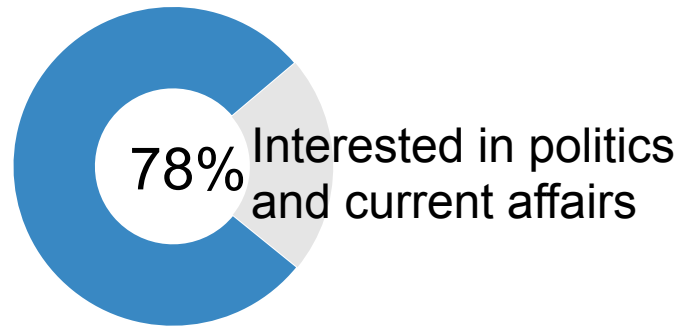


## Segment main characteristics:

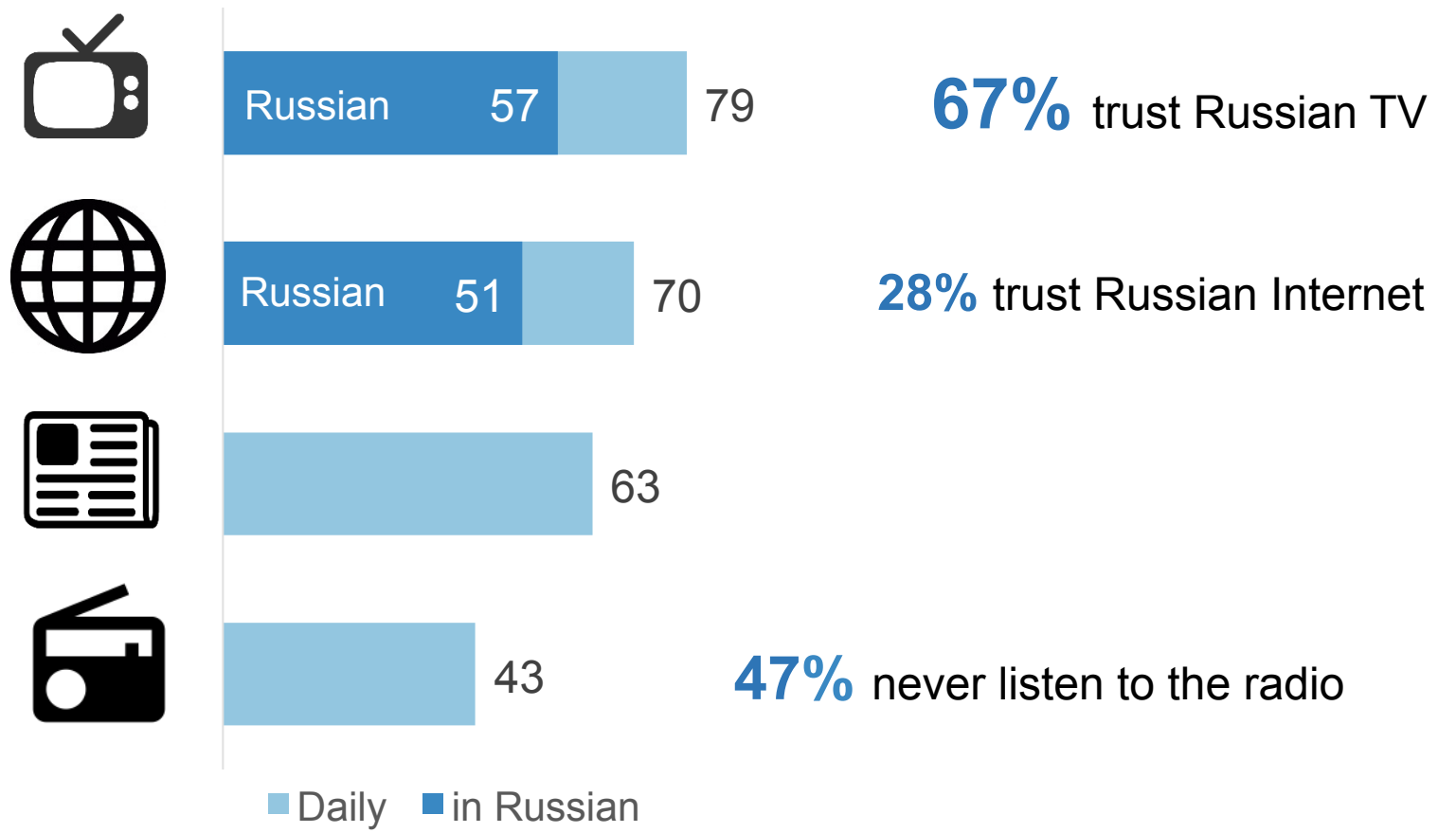
- ▶ The biggest share of “Imported parents”
- ▶ Least Integrated segment
- ▶ Have many connections in Germany and few in Russia
- ▶ Often moving after children



# Russia Addicted: Conformant to Russian Media



To know about current affairs DAILY they



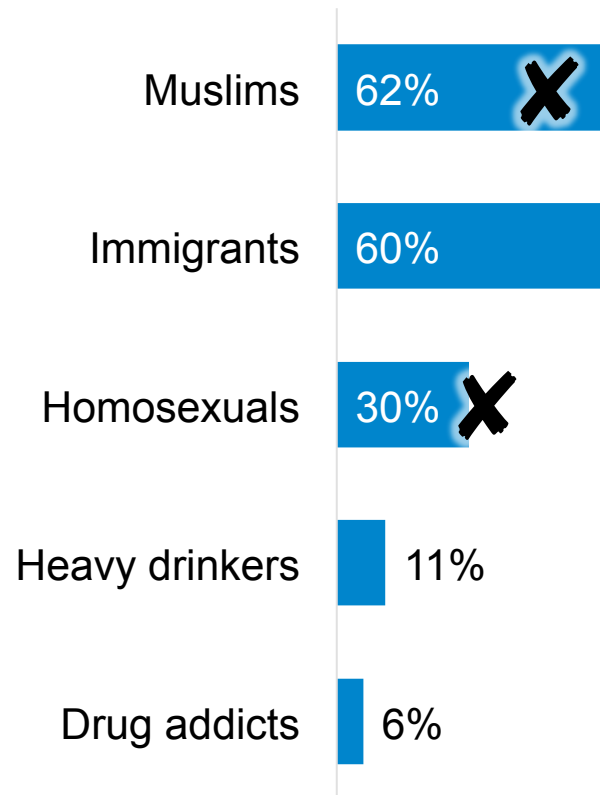
# Russia Addicted: Least tolerant segment



Least tolerant and integrated

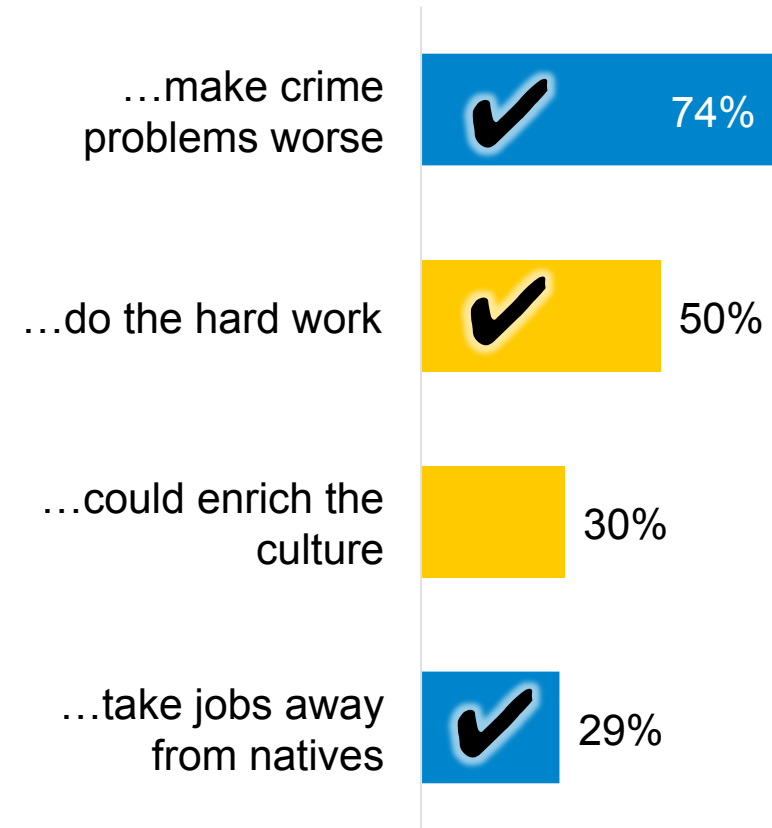
## Attitude to minorities

Consider **acceptable** to live next to...



## Attitude to immigrants

Agree that **immigrants**...



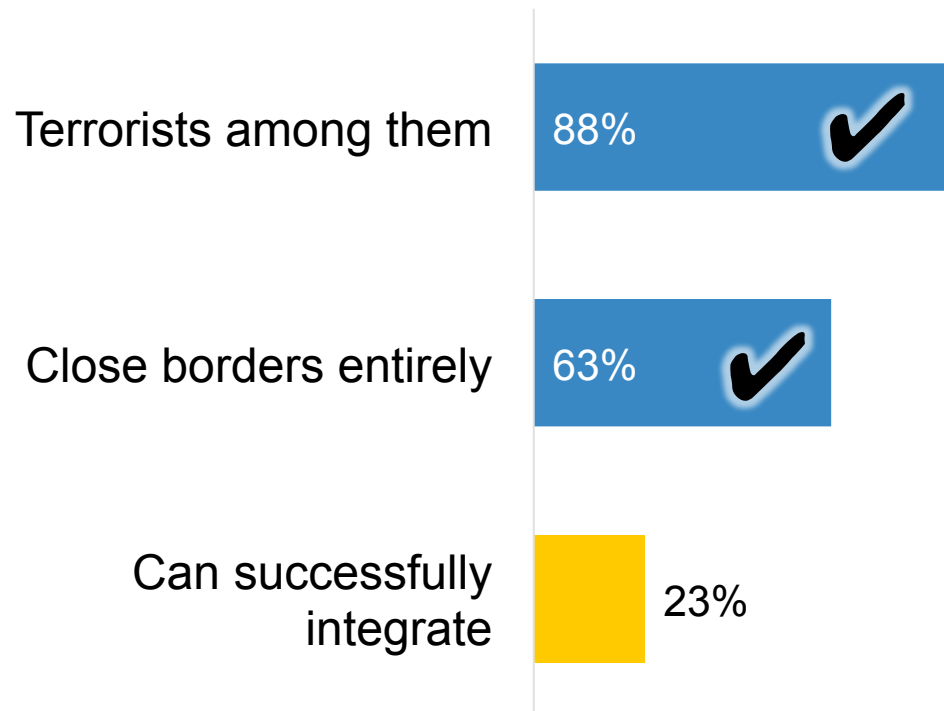
# Russia Addicted



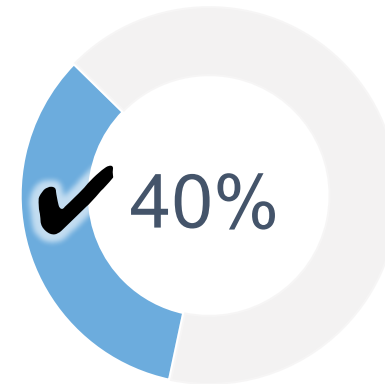
Most stressed by the topic of refugees and terrorism

## Attitude to refugees

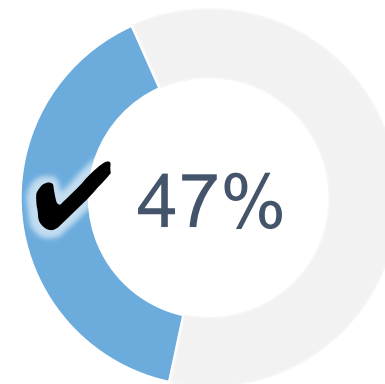
*Agree that ...*



## Attitude to terrorism

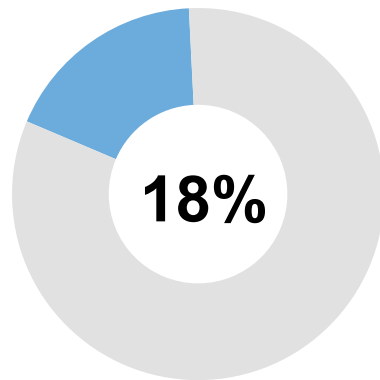


Are **likely to become a victim** of an attack



Current **antiterrorist measures** are **insufficient**

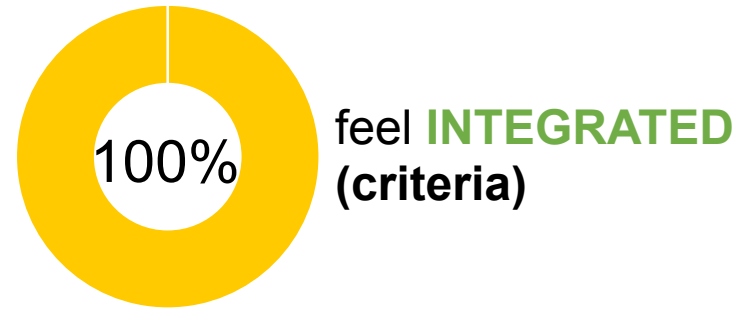
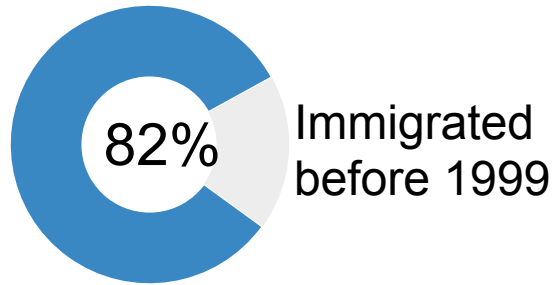
# Backbone of Germany



## Segment criteria

- ▶ Consider themselves integrated
- ▶ Consider themselves German
- ▶ Tolerant to minorities (*accept at least 3 out of 5*)
- ▶ Think it is important to live in a democratic state (*7-10 out of 10*)
- ▶ Consider human rights to be followed in Germany

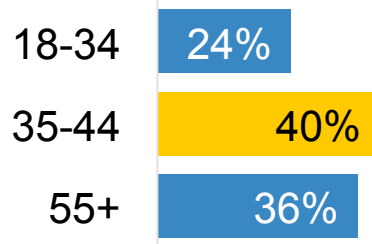
# Backbone of Germany: key features



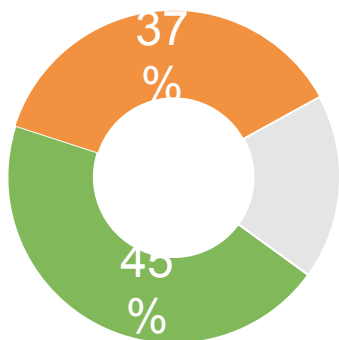
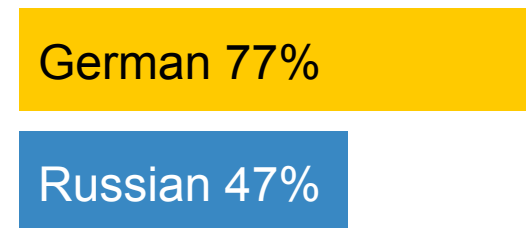
## Segment main characteristics:

- ▶ The biggest share of middle-aged people
- ▶ Mainly from Russia and Kazakhstan
- ▶ Immigrated in 1990-ees
- ▶ Integrated, good German
- ▶ Have many connections in Germany and few in Russia

## Age group:



## Language skills:



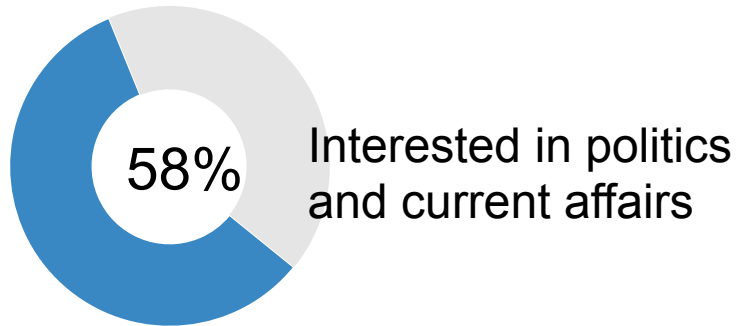
The biggest intersections are with **New Generation** and **Middle Men**



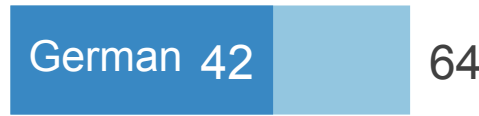
# Backbone of Germany



To know about current affairs DAILY they



17% trust Russian TV



17% trust Russian Internet



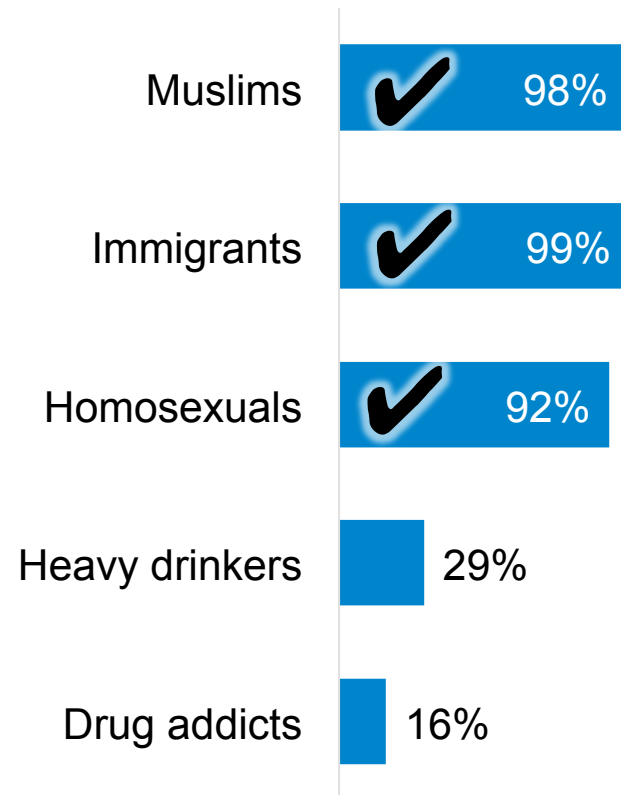
■ in Russian ■ Daily

# Backbone of Germany



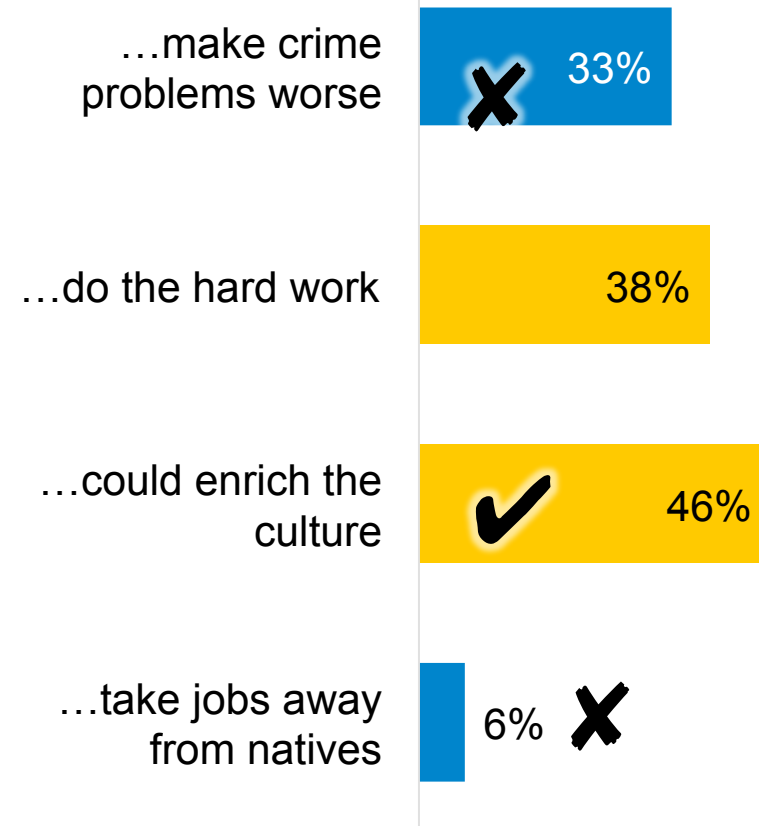
## Attitude to minorities

Consider **acceptable** to live next to...



## Attitude to immigrants

Agree that **immigrants**...





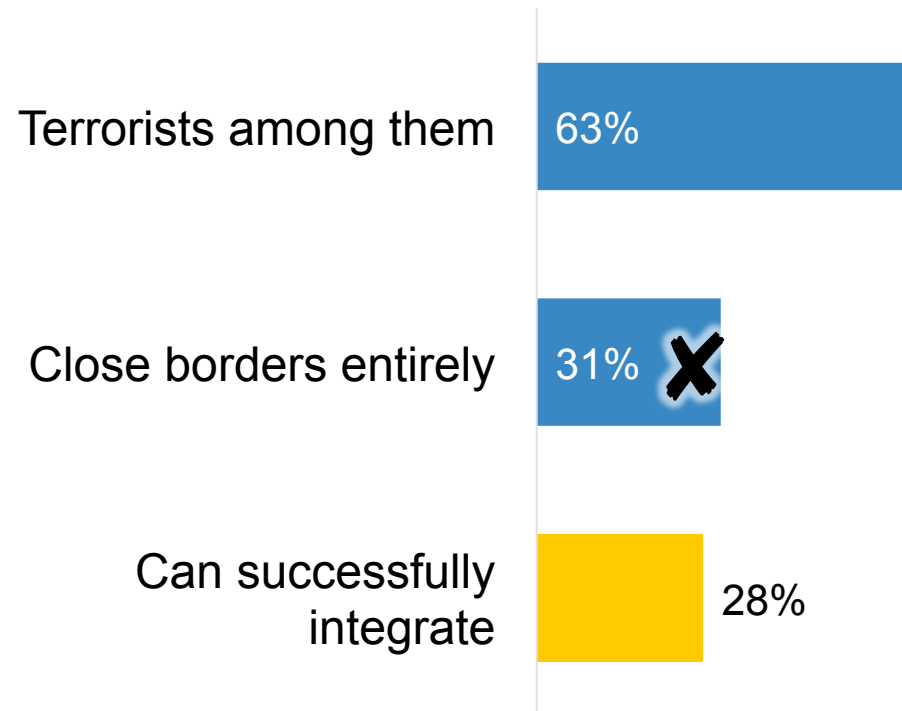
# Backbone of Germany



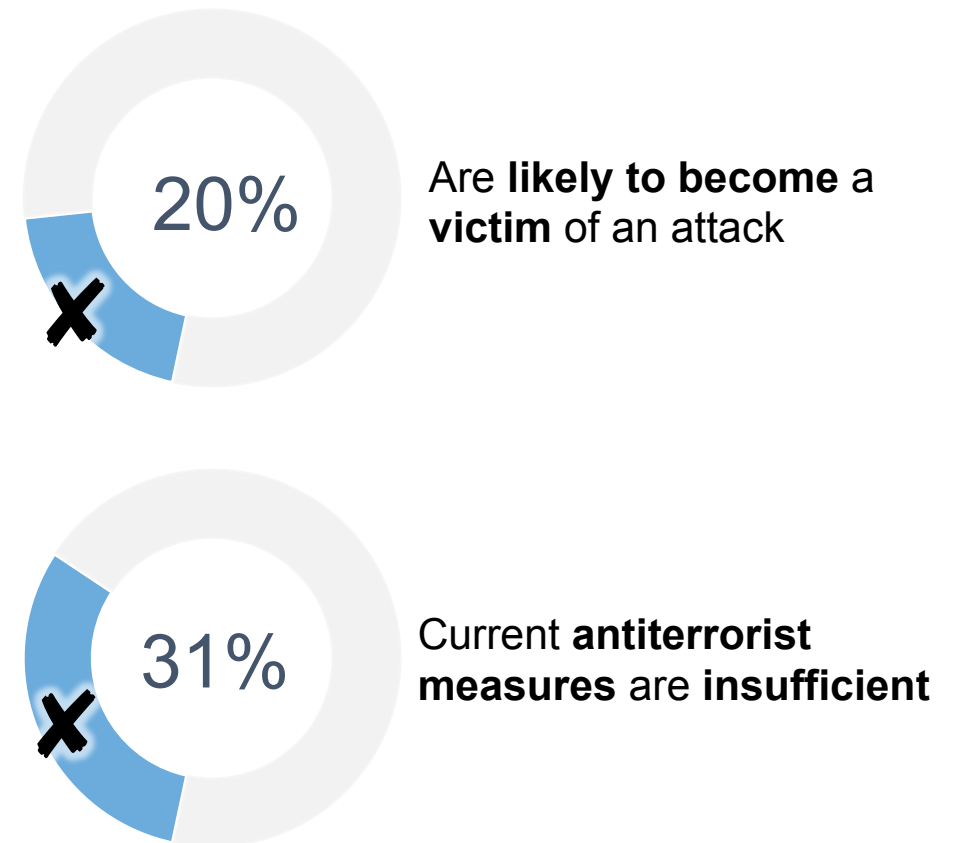
Most open to the world and resilient to terrorism

## Attitude to refugees

*Agree that ...*



## Attitude to terrorism



# Multiverse of Russian-speaking Germans

Thoughts based on research findings

The heterogeneous group of Russian speaking population in Germany. Most of them are ethnic Germans and in fact they are repatriates not immigrants, but Russian-speaking Jews (used refugees quota) and immigrants from former USSR are usually considered to be in the same category.

One united group or phenomena of Russians-speaking Germans does not exist. We found in our research that not only origin of people but other criteria for segmentations do work.

Therefore we have to analyze them as multiverse.

# Come back to German roots

Thoughts based on research findings

The productive and happy integration of them into the society in countries of their residence in Europe requires to harmonise their identity.

Need to differentiate the approach is obvious.

For many of surveyed people the process looks as integration with identity substitution.

We believe that in the European multicultural environment it has to take the Russian past as source of enriching their identity.

# New Russian multi-identity. Mass-media factor

Thoughts based on research findings

For others new identification should be fully based on respect for the Russian cultural, linguistic and historical roots. And finally the second group will become

**Russian Germans (Europeans), but not Russians in Germany**

A fundamental tool for the formation of a new identity should be German (European) Russian-language channels of mass communication, primarily television and the Internet.

It should be strategic non-politicized proactive media.

# Russian-speaking Germans

## Contacts

Elena Koneva

[elena.koneva@datatile.eu](mailto:elena.koneva@datatile.eu)

Olga Tikhomirova

[olga.tikhomirova@datatile.eu](mailto:olga.tikhomirova@datatile.eu)