



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

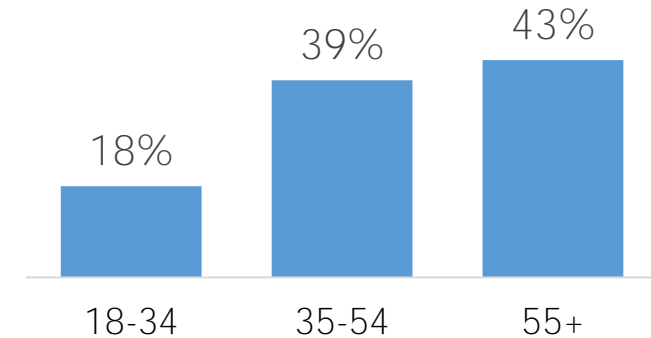


- ▶ **606** interviews in Germany
- ▶ Residents with **Russian migration background** (including countries of former USSR)
- ▶ **18+** years old

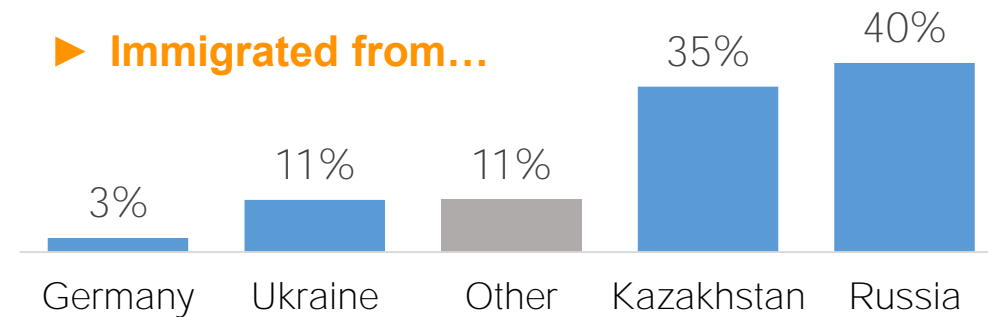
SAMPLE CHARACTERISTICS



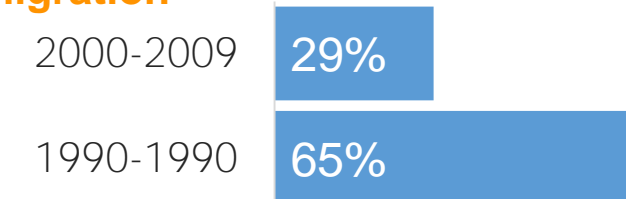
42% 58%



▶ Immigrated from...

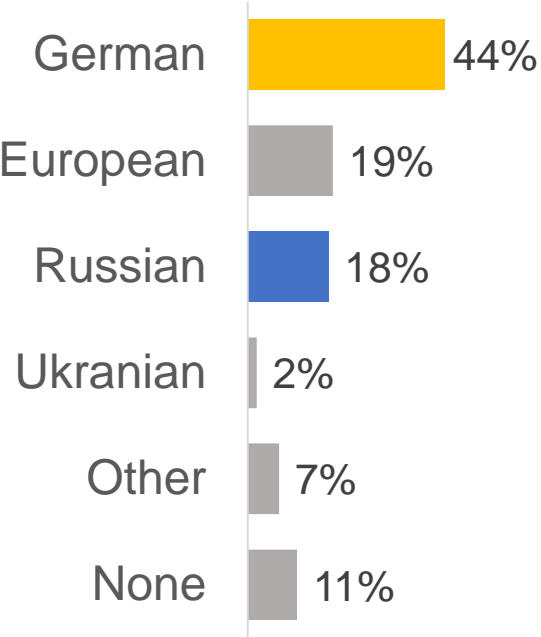


▶ Year of Immigration

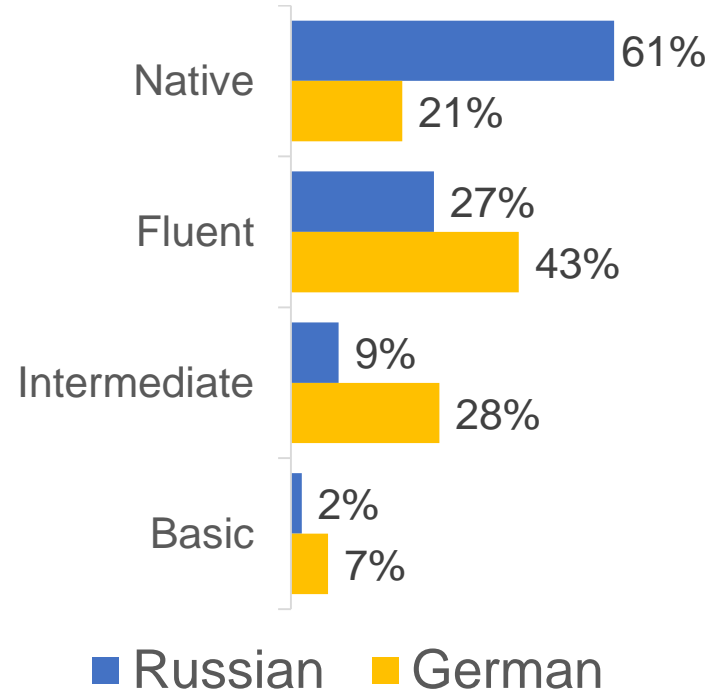


Self-identity. Language skills. Home language

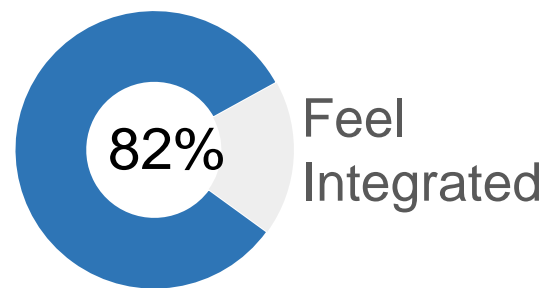
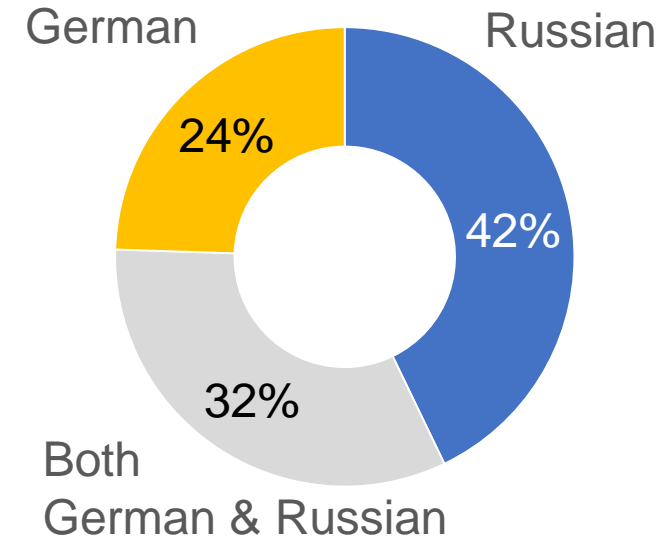
Personal identity



Language skills



Language spoken at home

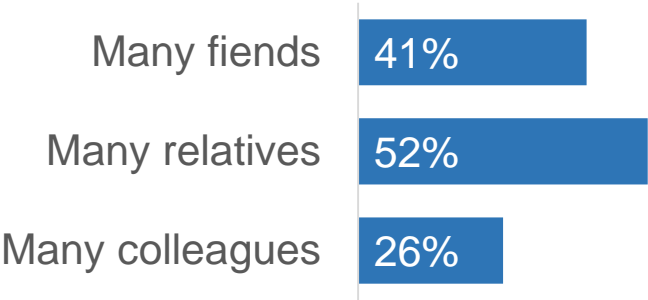


Most Russia-speaking immigrants identify themselves as of German, 19% - Europeans.
But often they speak Russian at home

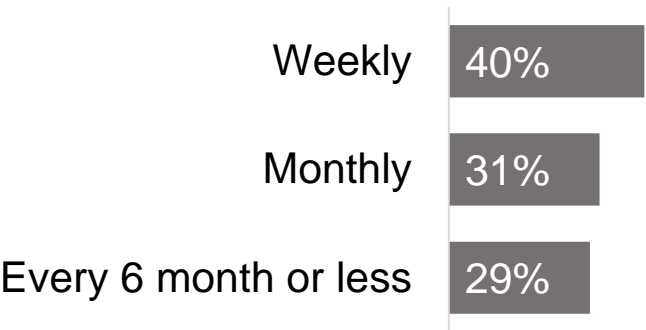
Strong Home Country Connections

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

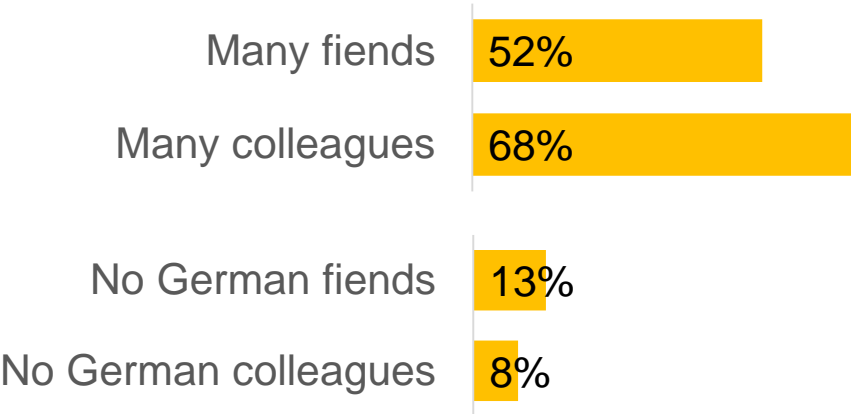
Home (Russian) Network



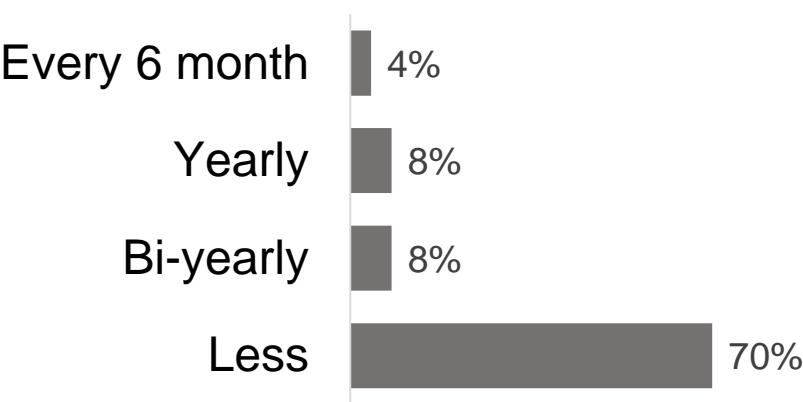
Frequency of contacts



German Network



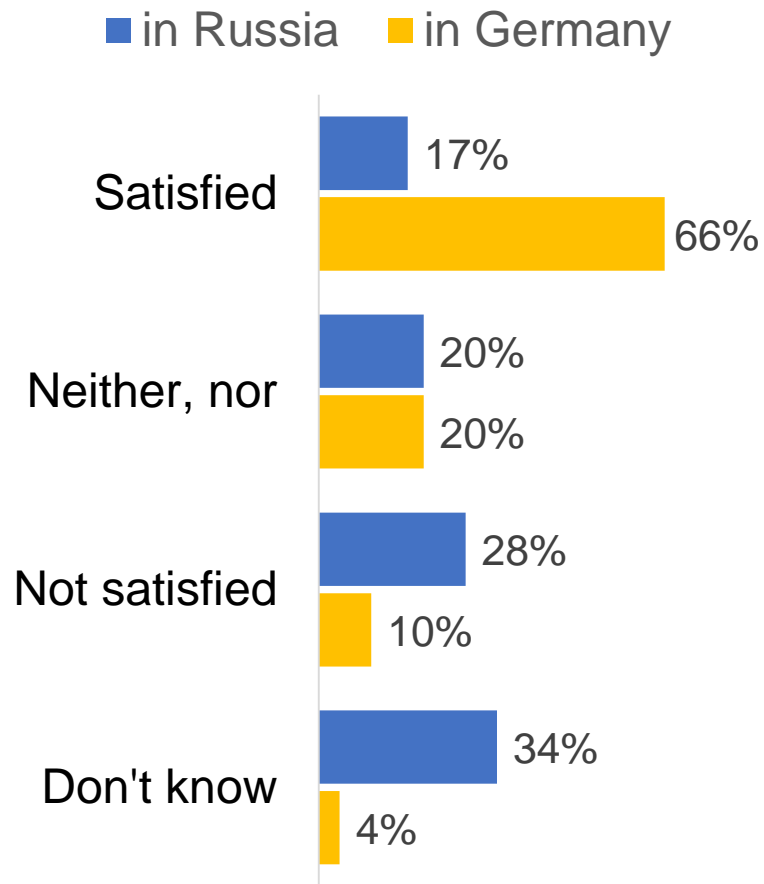
Frequency of visits



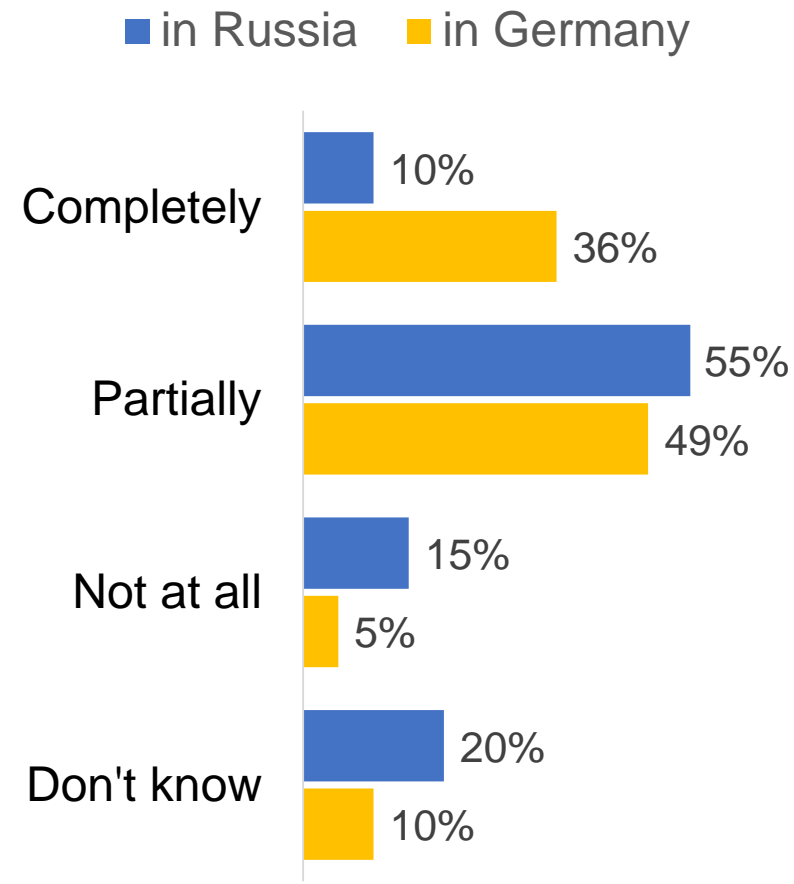
Milder political climate in Germany

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

Democracy level satisfaction



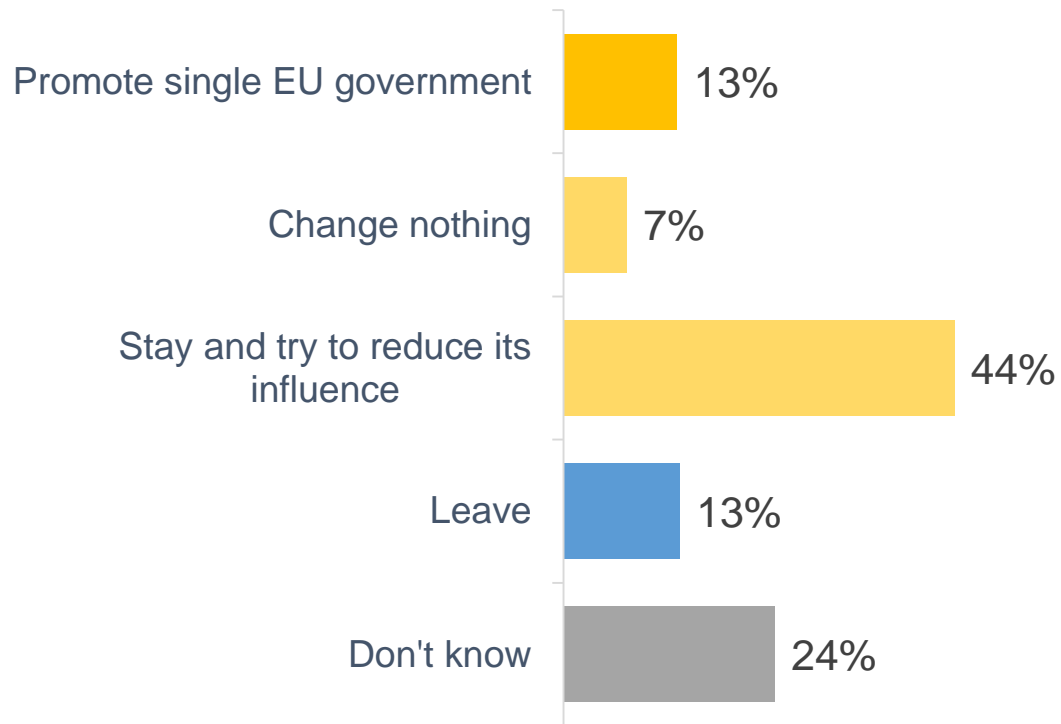
Human rights are followed



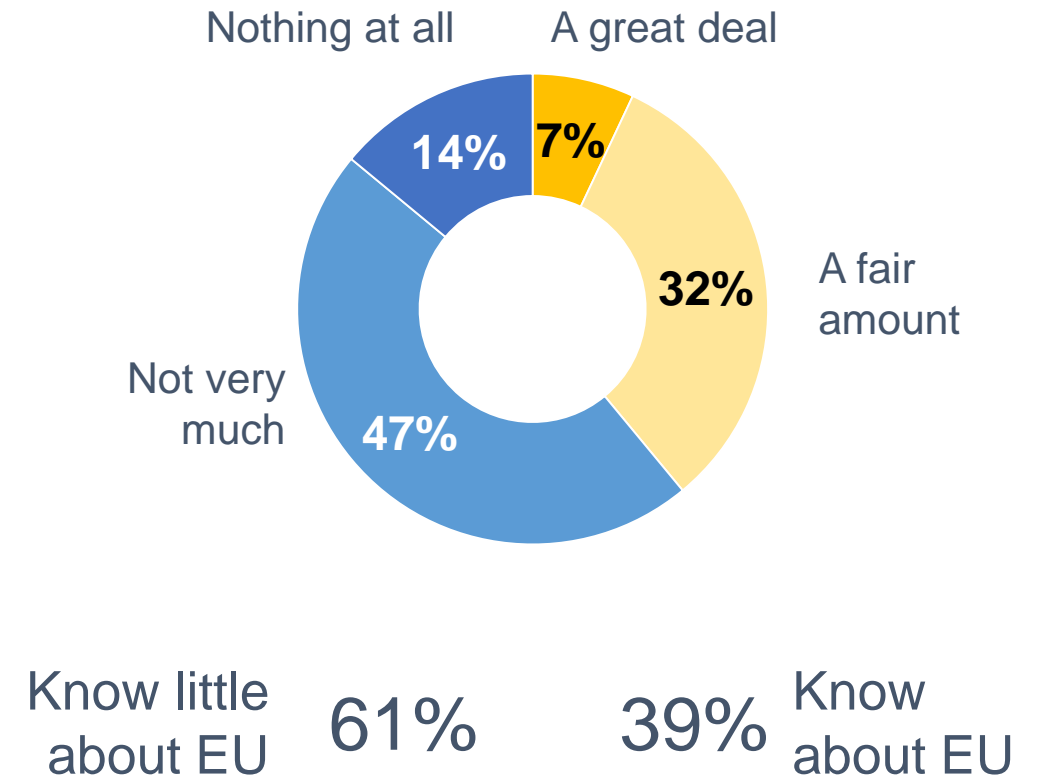
European Union: Knowledge and Wishes

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

Germany in EU should...



Knowledge about EU

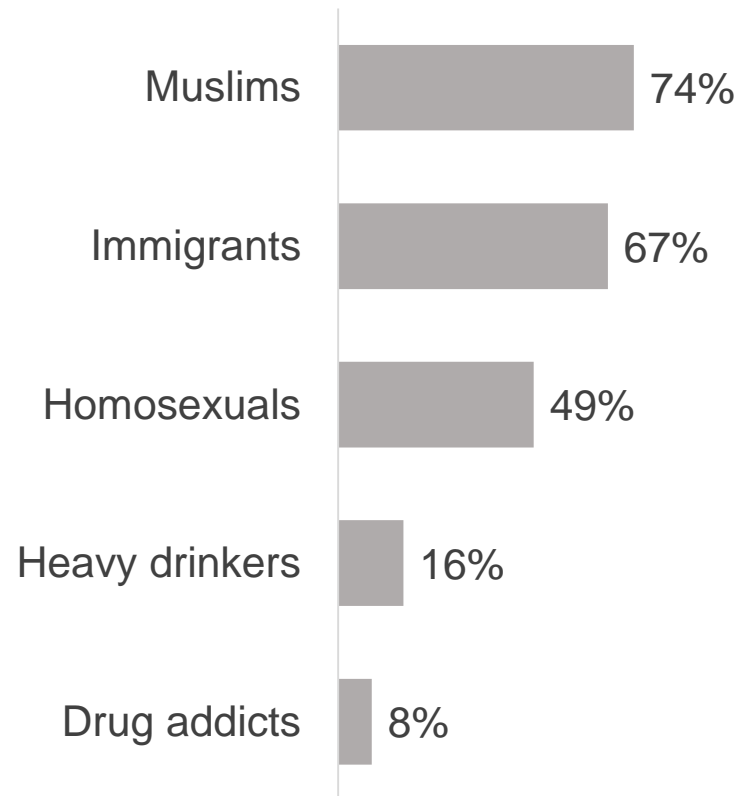


Tolerance and worries towards immigrants

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

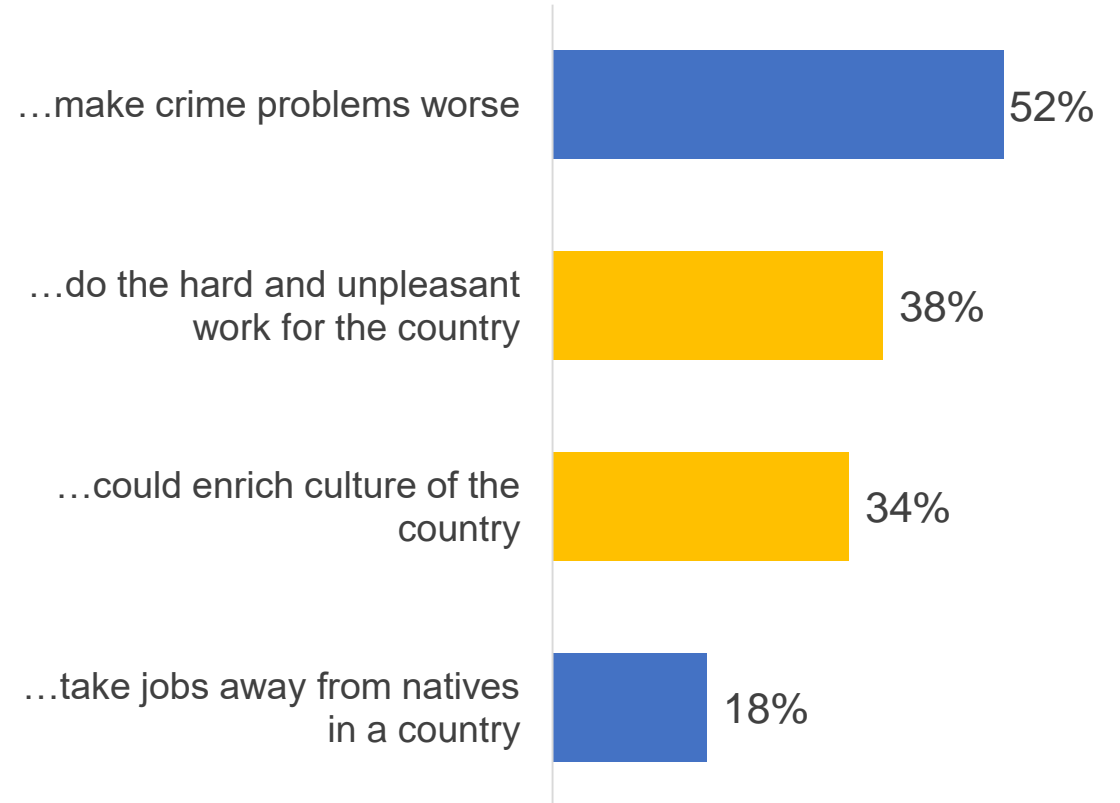
Attitude to minorities

Acceptable to live next to...



Attitude to immigrants

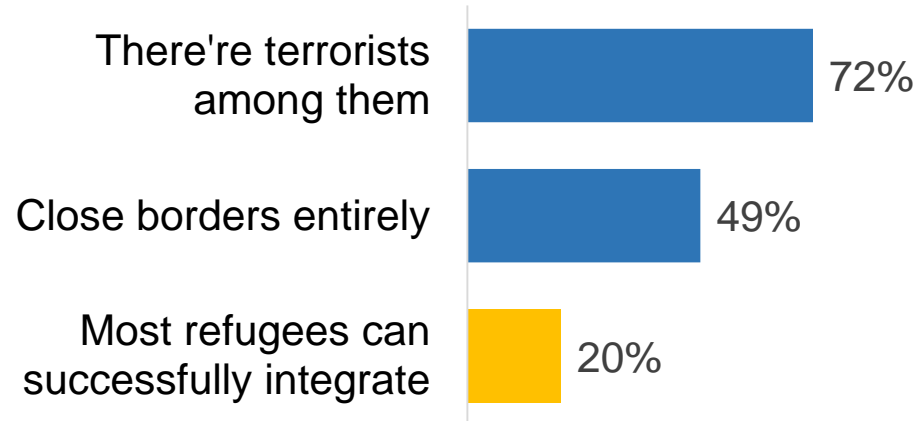
*Agree that **immigrants**...*



Worries about refugees and terrorism

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.

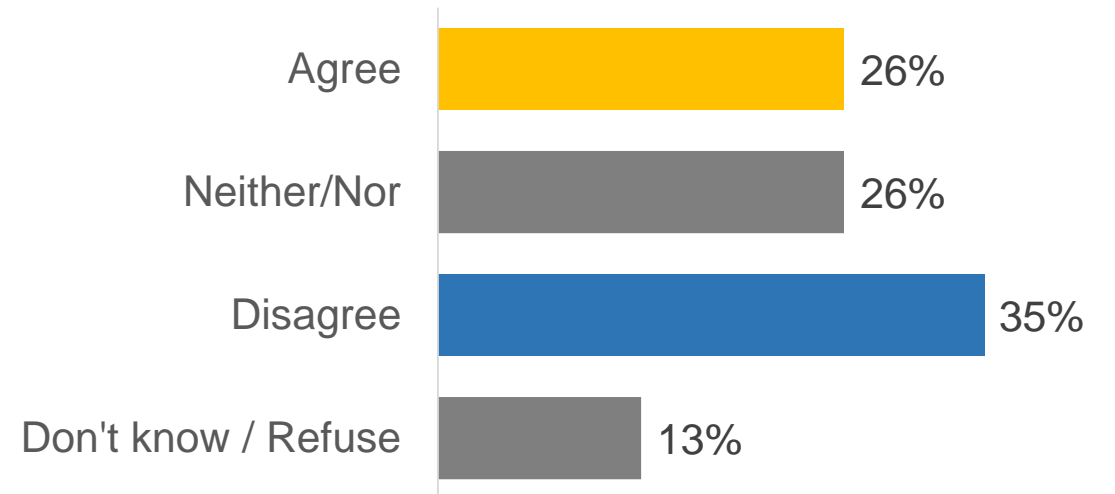
Attitude to refugees



Attitude to terrorism

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

Sufficiency of security measures



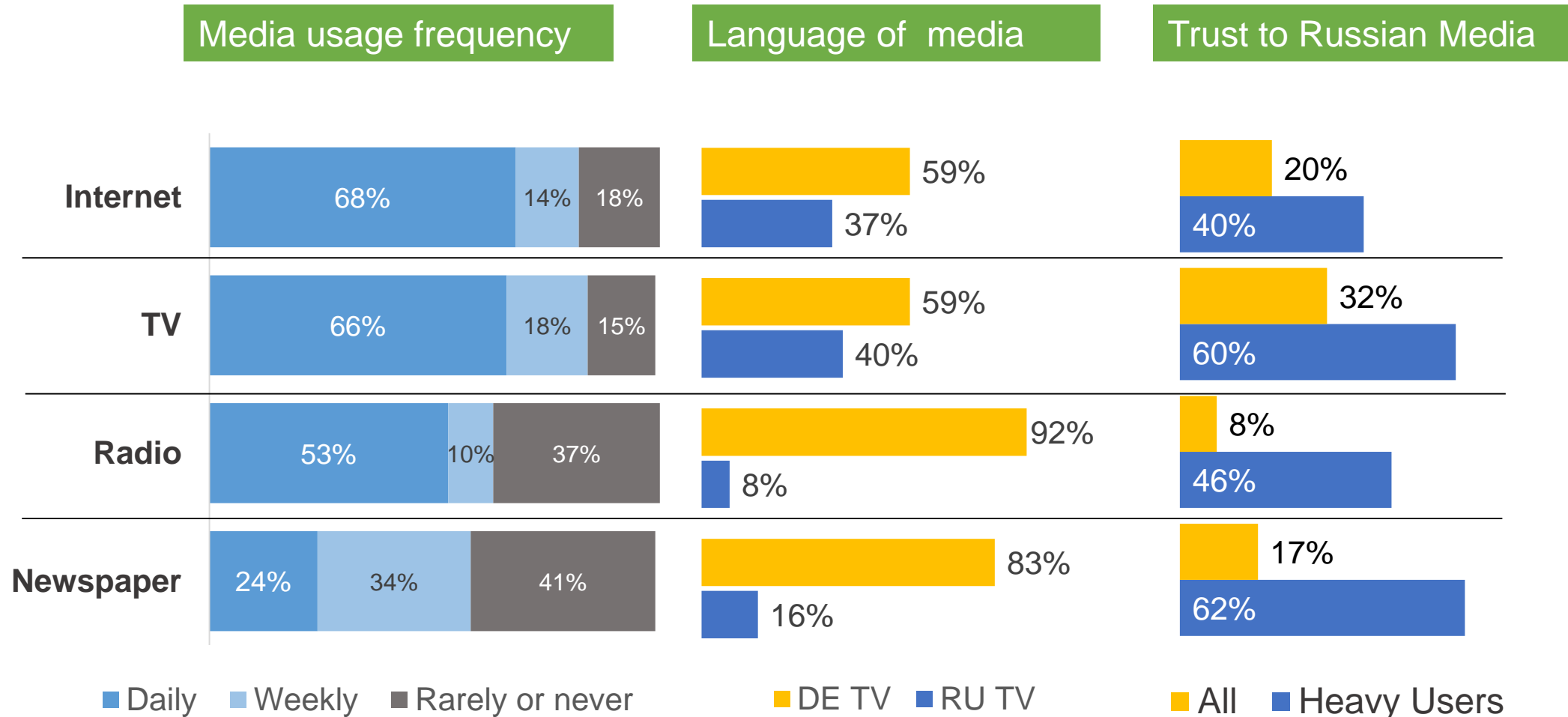


MEDIA CONSUMPTION

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

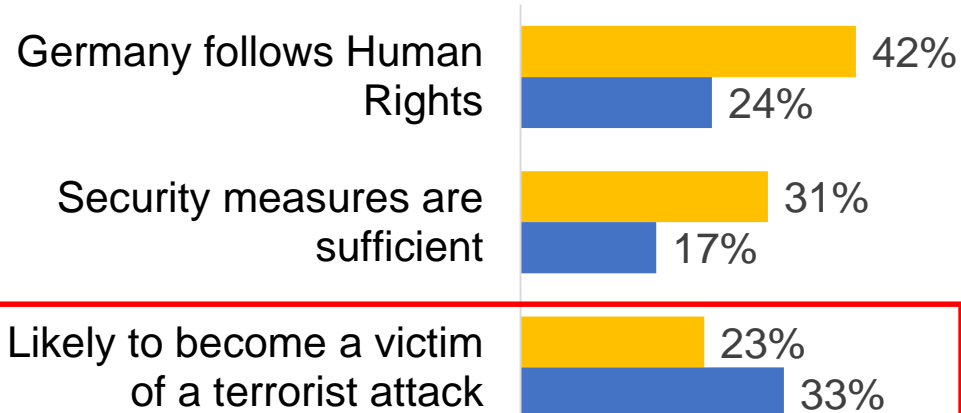


TV and Views

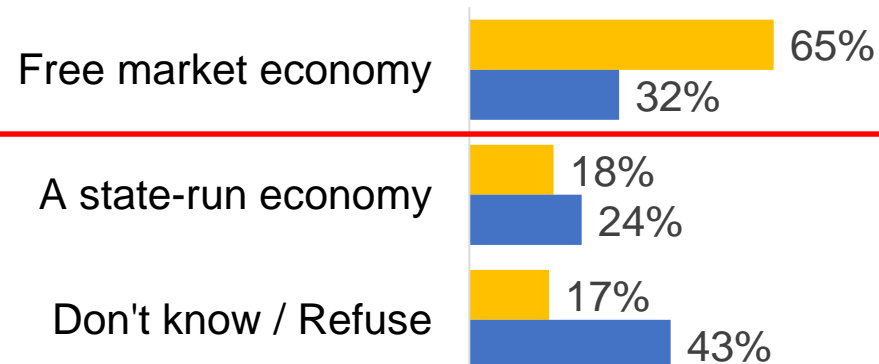
Watch German TV
more than 60%

Watch Russian TV
more than 60%

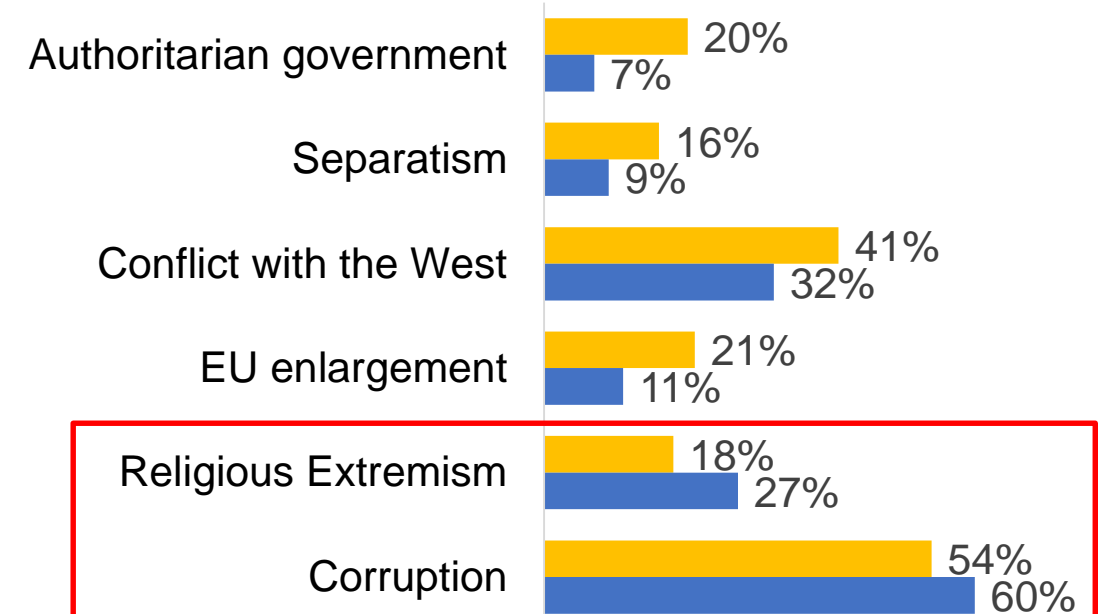
Perception of human rights and security



Opinion on economy model



Threats to Russia



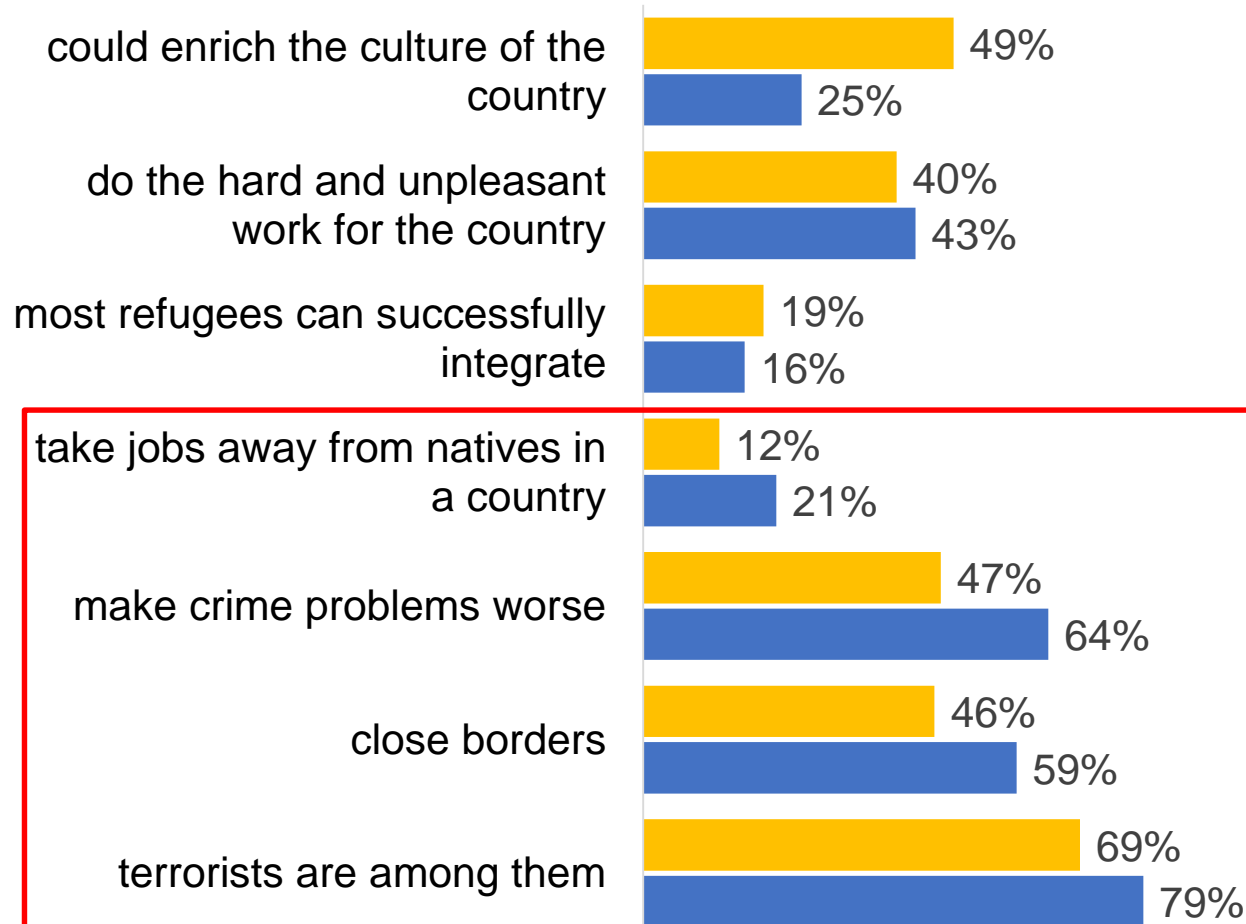
- ▶ Russian TV audience is more politicized
- ▶ German TV audience is more positive in all aspects towards democracy
- ▶ Corruption is distinguished as main threat by both

Different level of fear

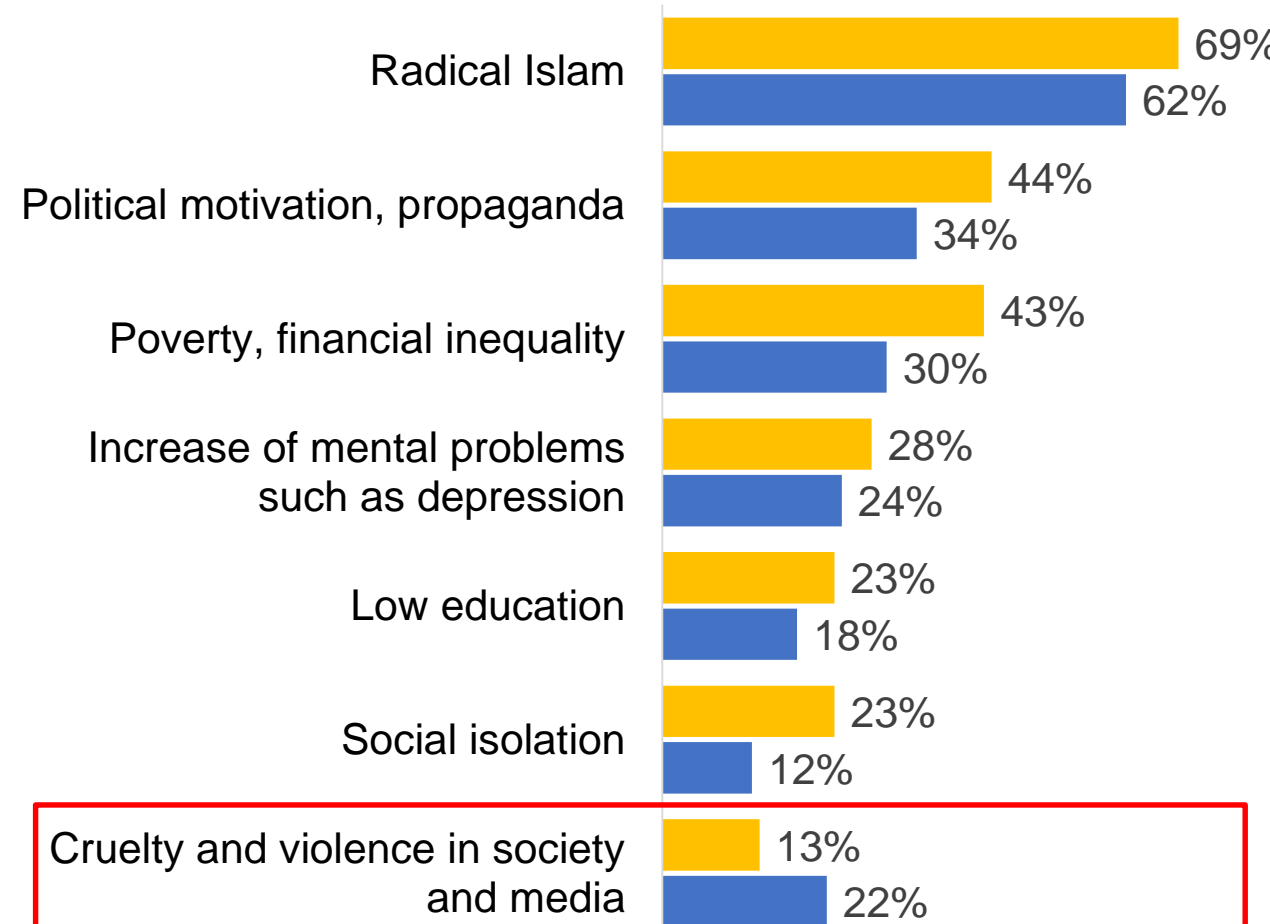
 Watch German TV more than 60%  Watch Russian TV more than 60%

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

Opinions to immigrants and refugees



Source of terrorism





Russian-speaking Germans are very different.

Who are inside the category?

SOCIAL-COMMUNICATION SEGMENTATION

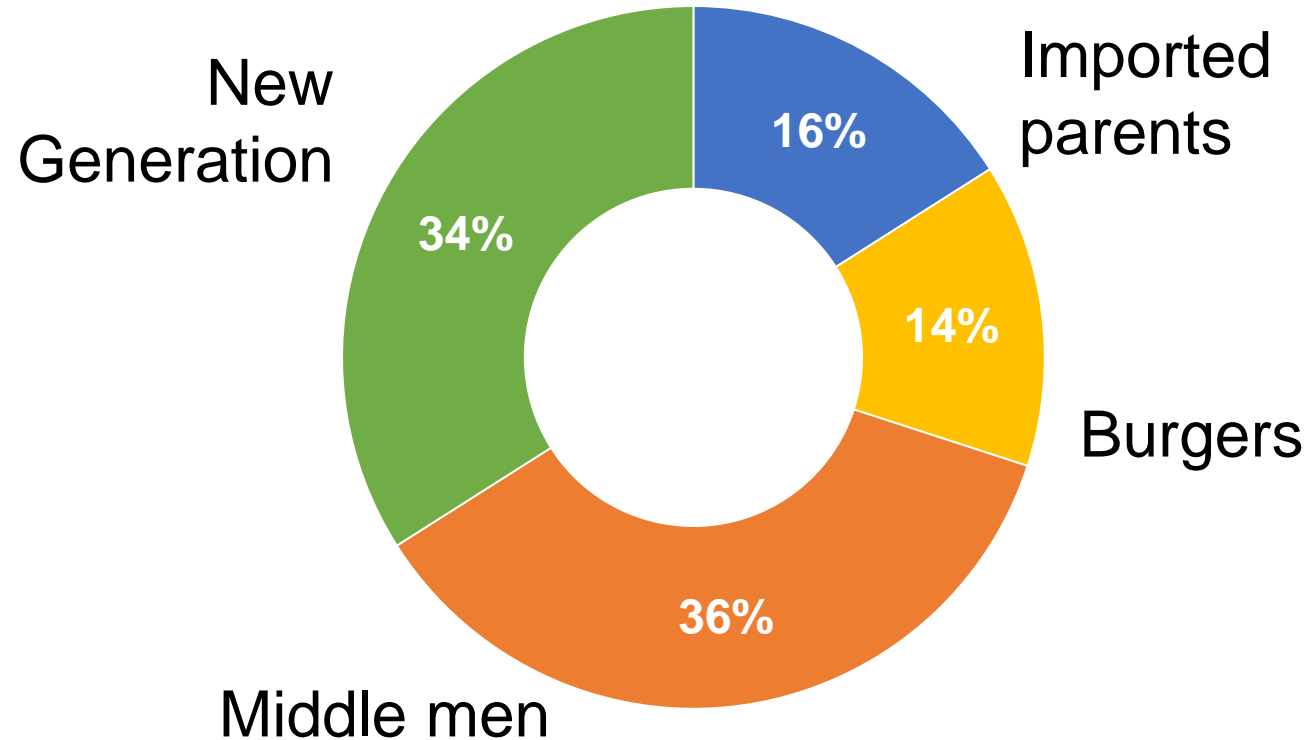
SEGMENTATION: 4 GROUPS

New 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

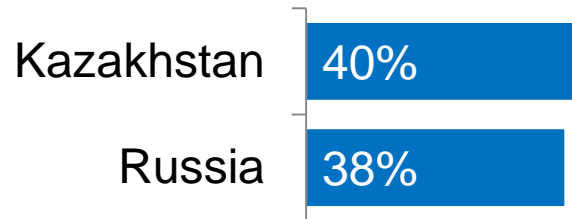
New Generation

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

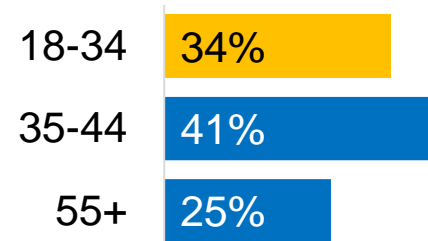
67% Immigrated
in 1990-1999

85% Feel
INTEGRATED

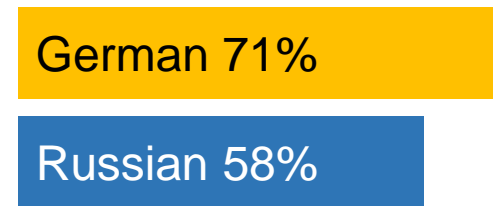
Originally from:



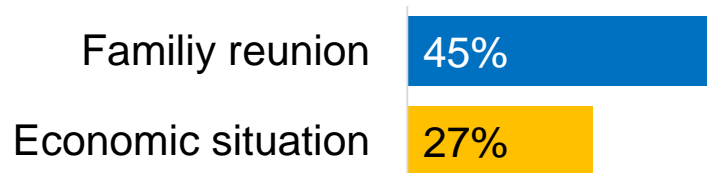
Age group:



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:

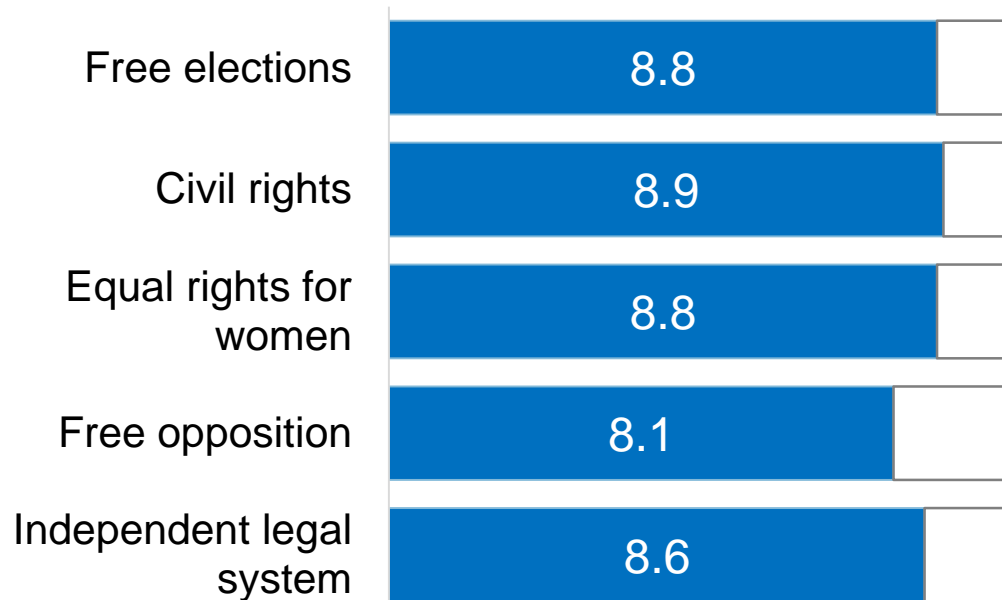
- The biggest share of young people
- Mainly from Russia and Kazakhstan
- Immigrated in 1990s (most probably when they were children)
- Very good integrated, good German
- Have many connections in Germany and few in Russia

New generation

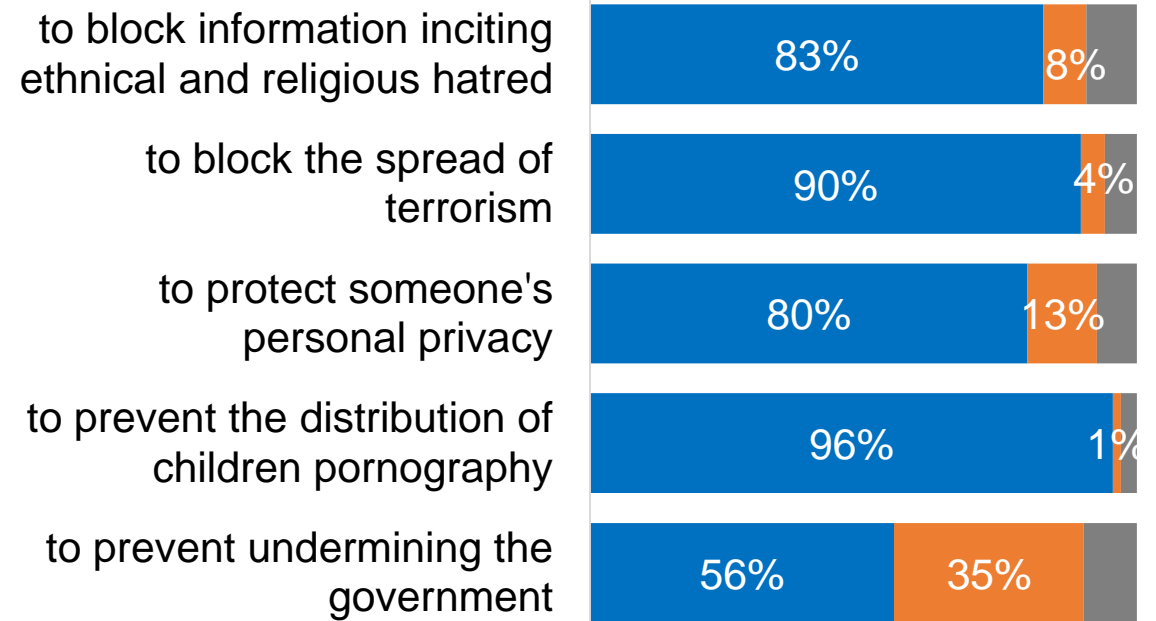
New Generation

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

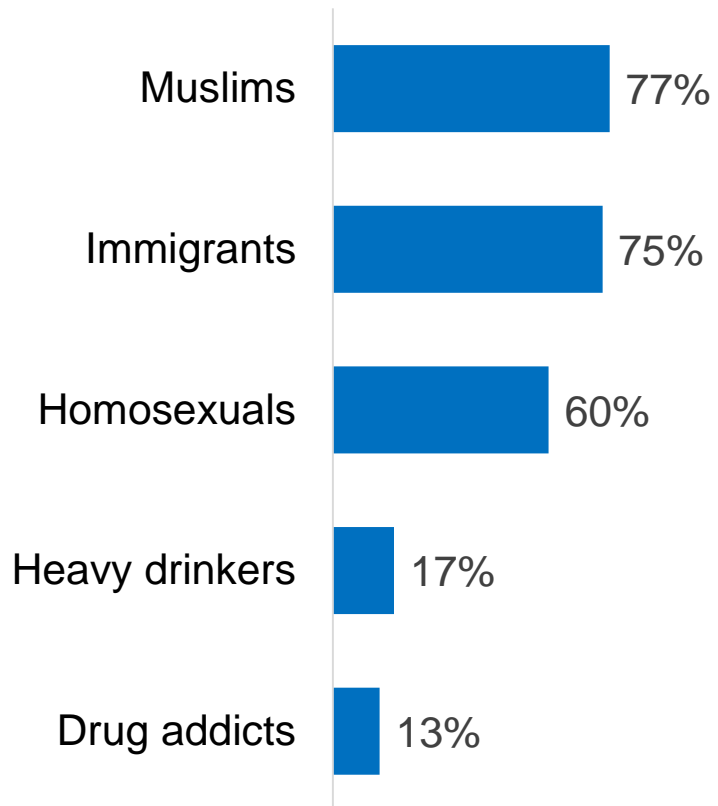
New generation

New Generation

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

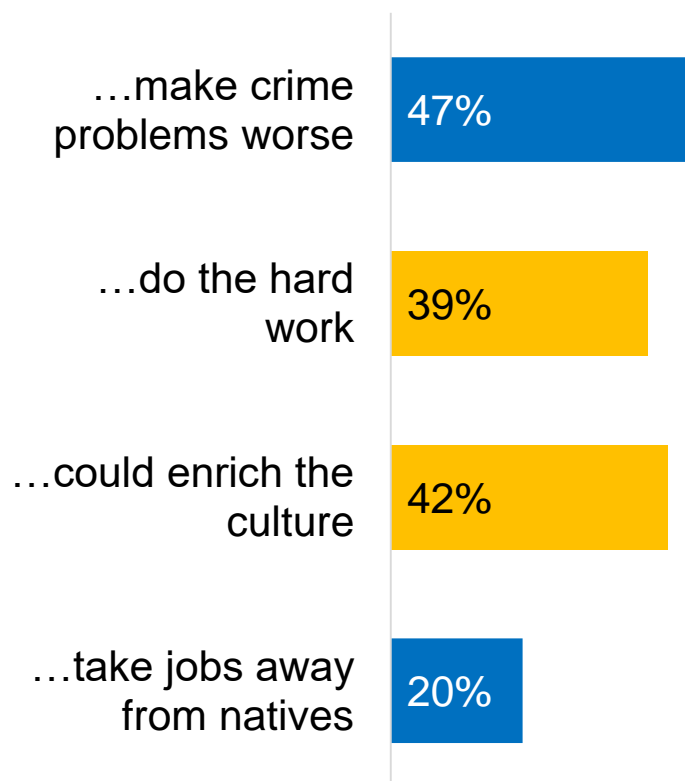
Attitude to minorities

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



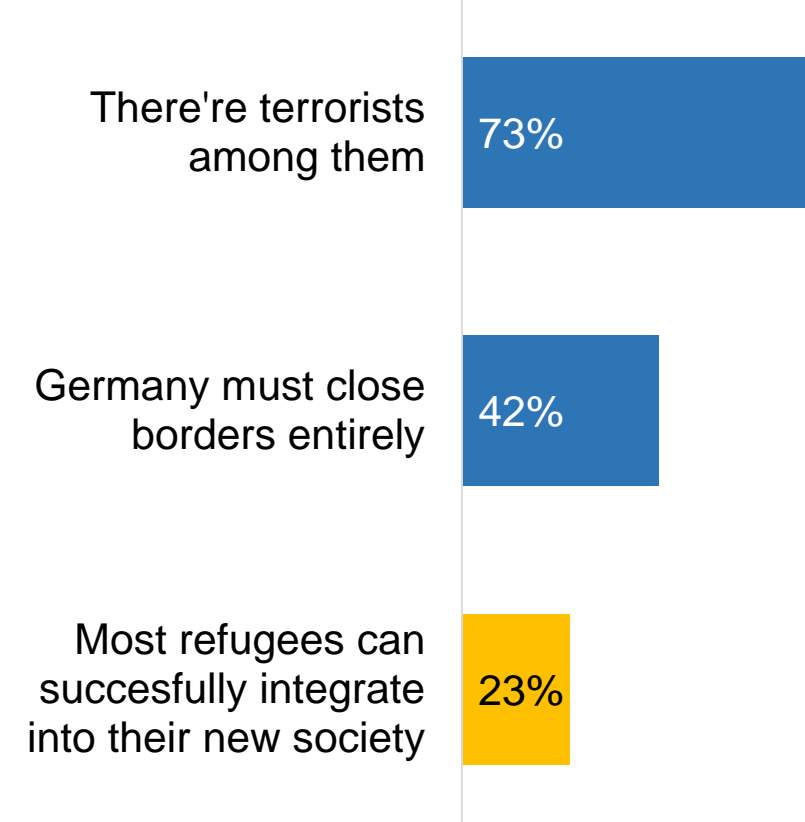
Attitude to immigrants

Agree that **immigrants**...



Attitude to refugees

Agree that ...



Middle men

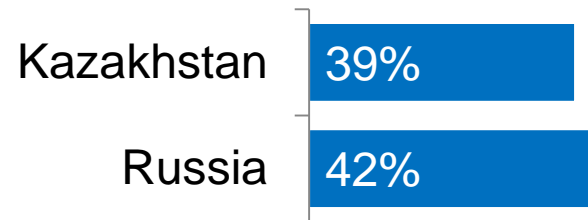
Middle men

Most integrated and socially stable group

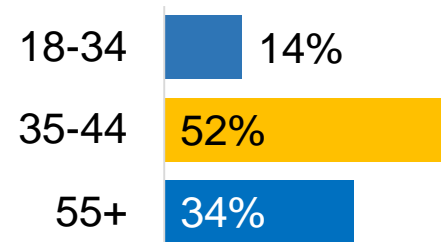
60% Immigrated
in 1990-1999

88% Feel
INTEGRATED

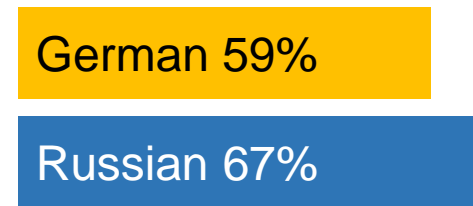
Originally from:



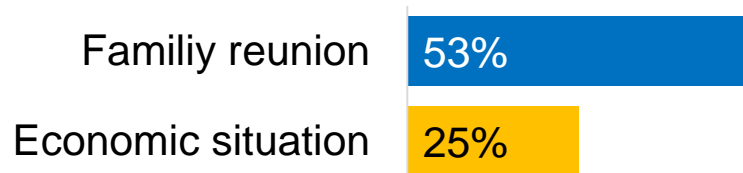
Age group:



Language skills:



Migration reasons:



Network	In Russia	In Germany	
	Friends	50% - few	61% - more than a half
	Colleagues	54% - none	77% - more than a half

Segment main characteristics:

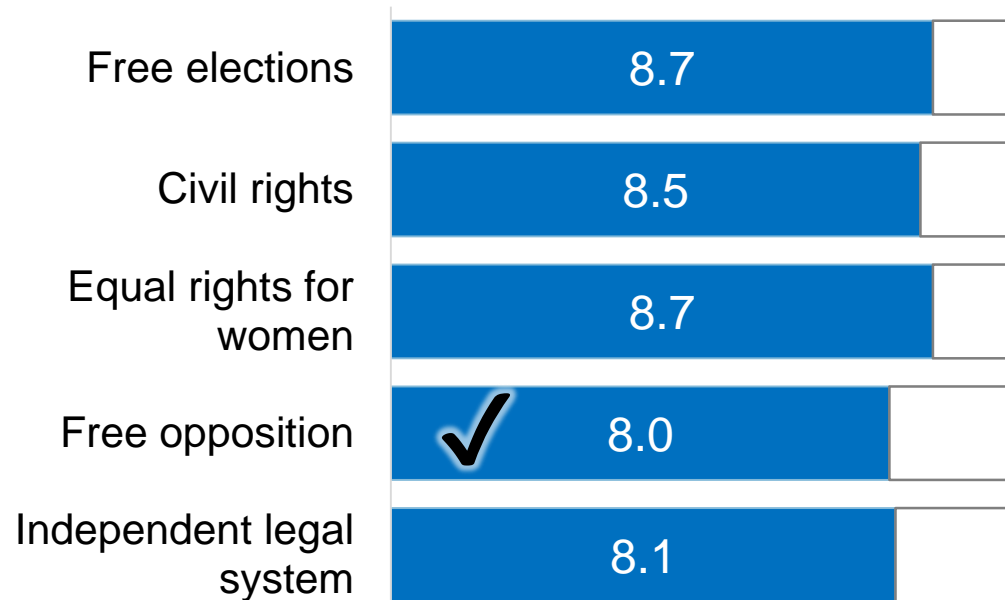
- ▶ The biggest share of middle-aged people
- ▶ Mainly from Russia and Kazakhstan
- ▶ Immigrated in 1990-ees
- ▶ Integrated, good German
- ▶ Have many connections in Germany and few in Russia

Middle men

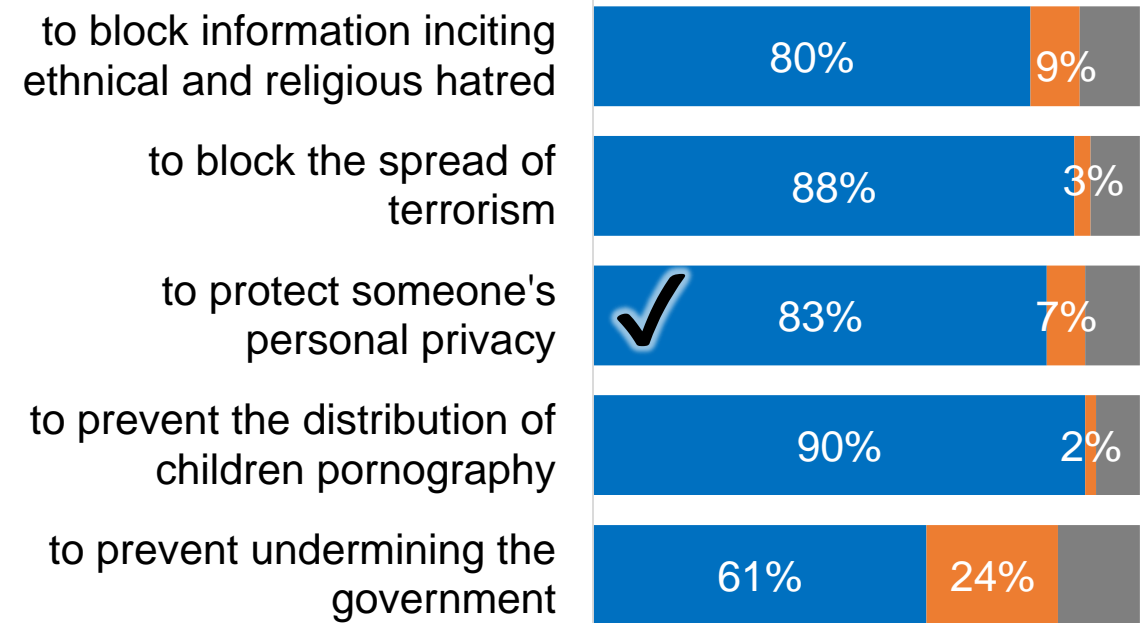
Middle men

Very close to New 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

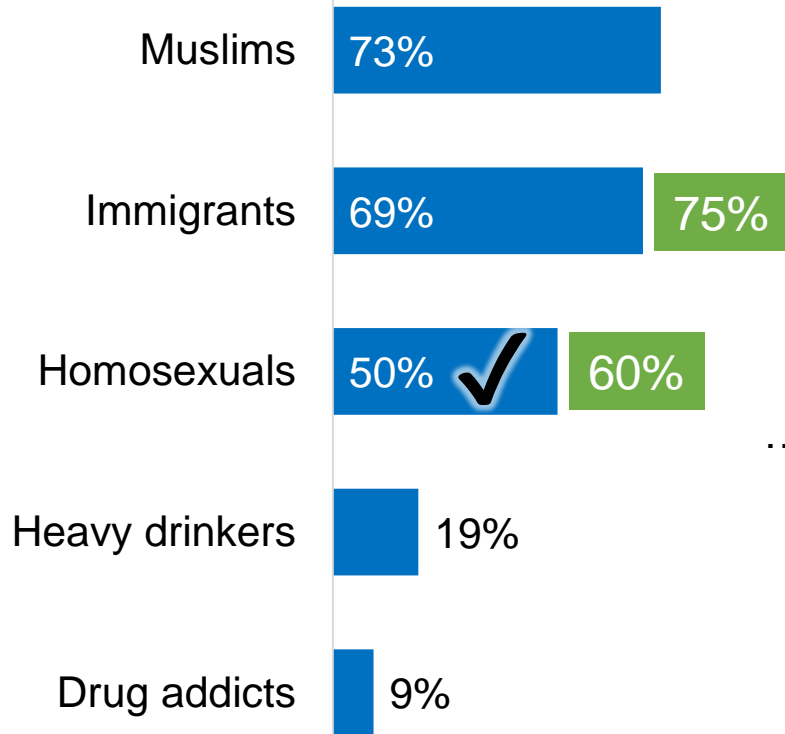
Middle men

Middle men

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

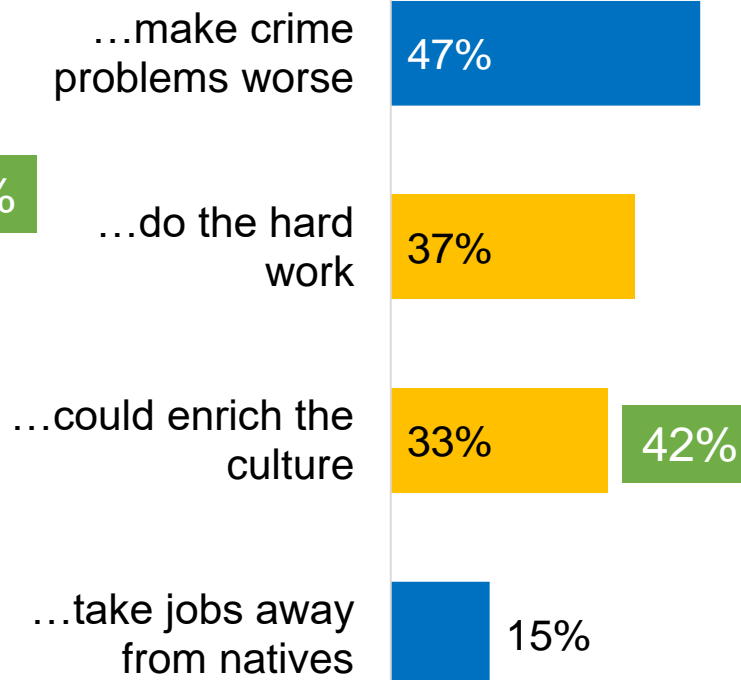
Attitude to minorities

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



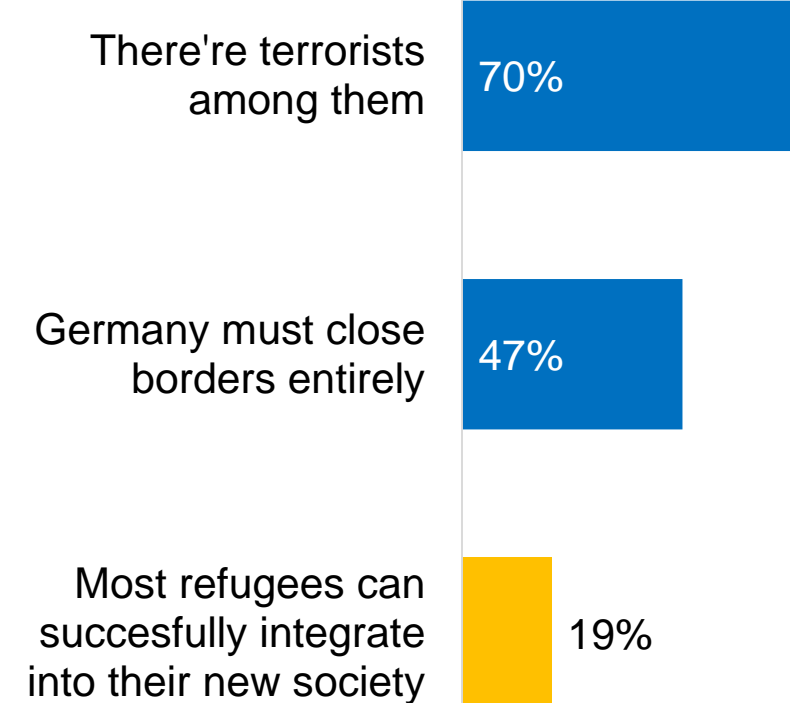
Attitude to immigrants

Agree that **immigrants**...



Attitude to refugees

Agree that ...



Burgers

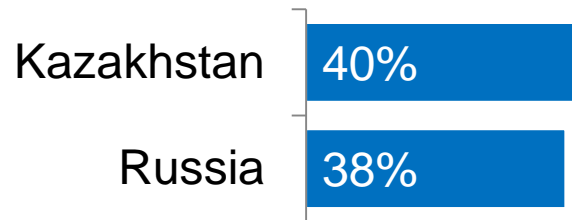
Burgers

Moderate, conservative, skeptical

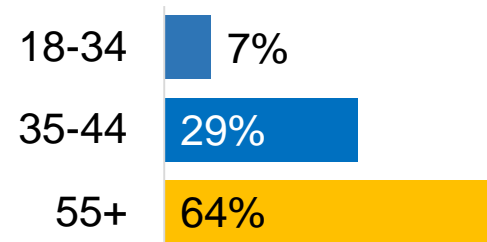
69% Immigrated
in 1990-1999

76% Feel
INTEGRATED

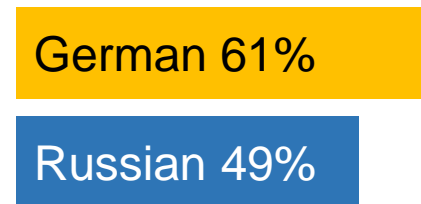
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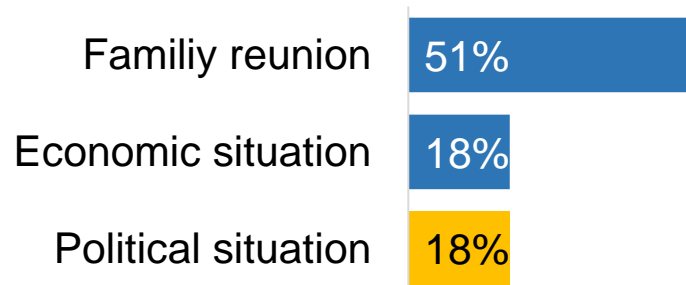
Age group:



Language skills:



Migration reasons:



Network	In Russia	In Germany	
	Friends	79% - few	49% - more than a half
	Colleagues	75% - none	60% - more than a half

Segment main characteristics:

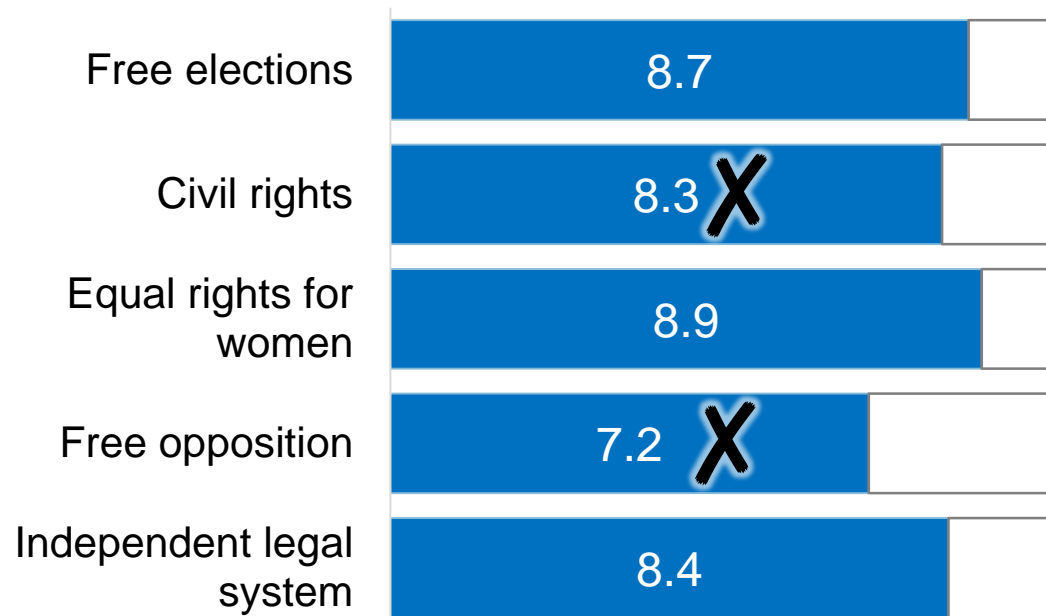
- ▶ Most 55+
- ▶ Half from Russia, half from Kazakhstan
- ▶ Immigrated in 90s
- ▶ Well-integrated
- ▶ Good language skills
- ▶ Most connections are in Germany

Burgers

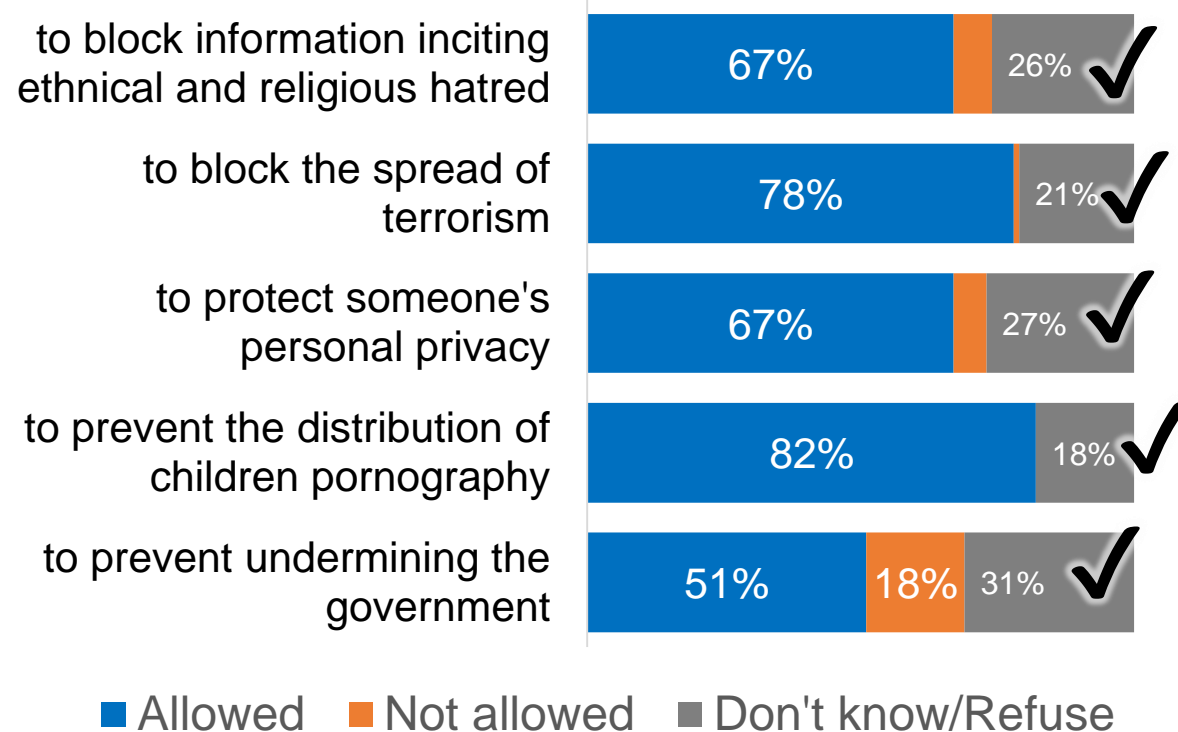
Burgers

More relaxed about freedoms. Less care of censorship.

European values importance (out of 10)



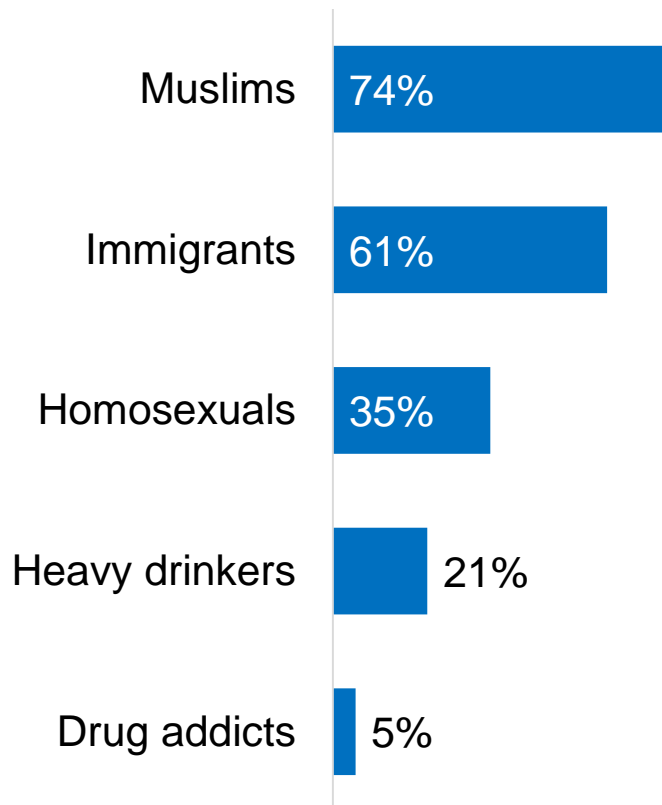
Consider government is allowed to block web sites



More relaxed about immigrants and refugees compared to other groups

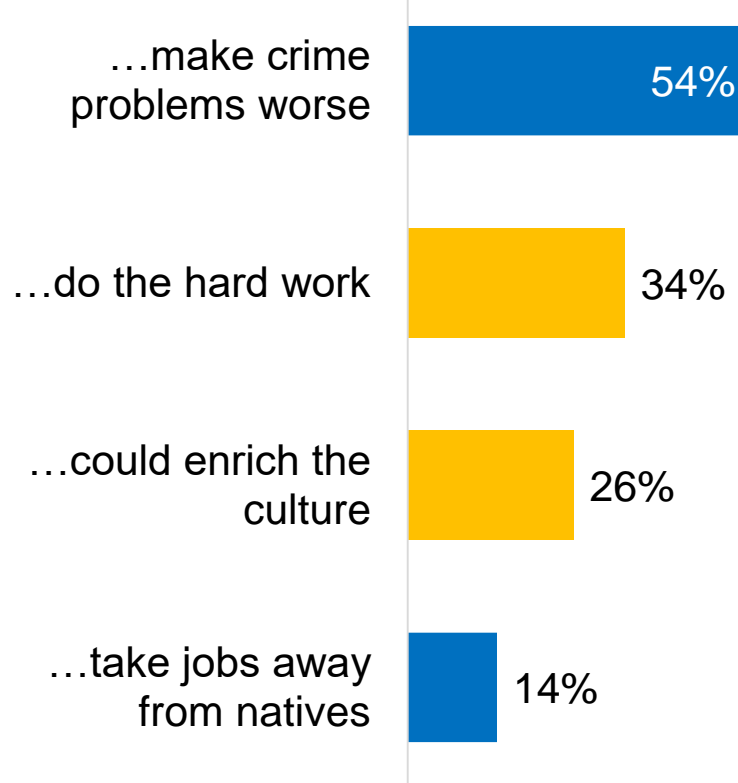
Attitude to minorities

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



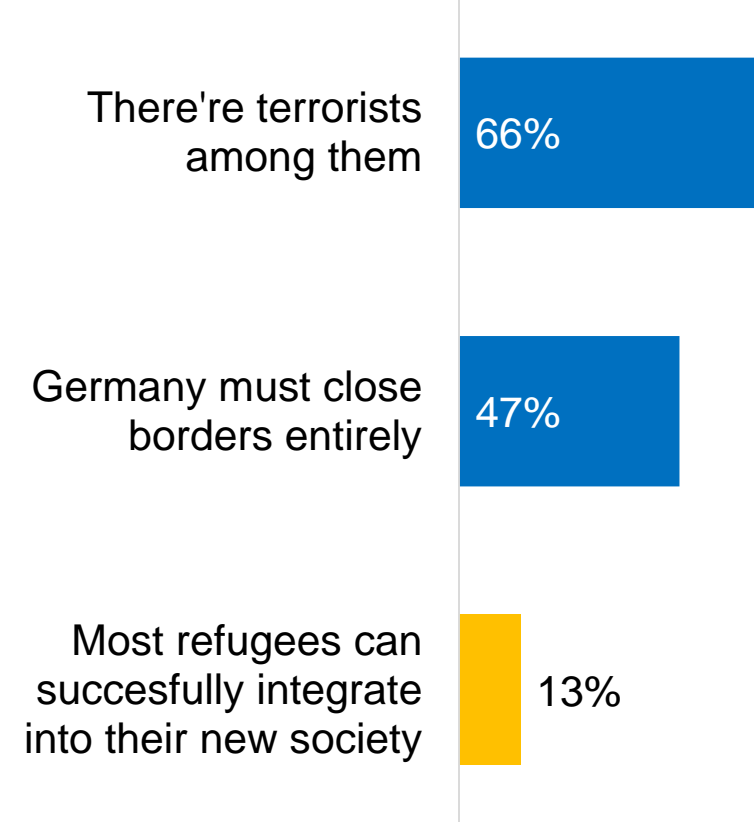
Attitude to immigrants

Agree that **immigrants**...



Attitude to refugees

Agree that ...



Imported parents

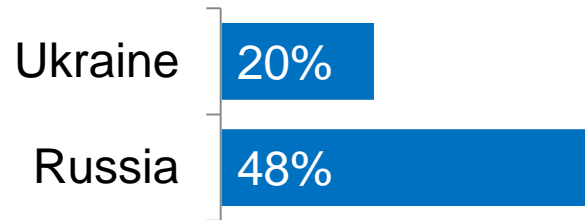
Imported parents

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

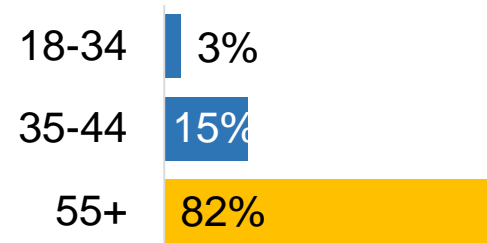
43% Immigrated
in 2000-2009

57% Feel
INTEGRATED

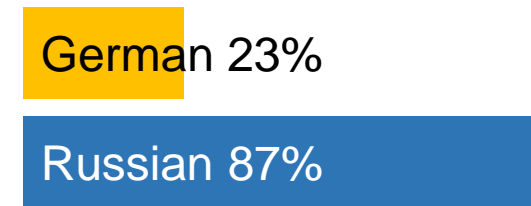
Originally from:



Age group:



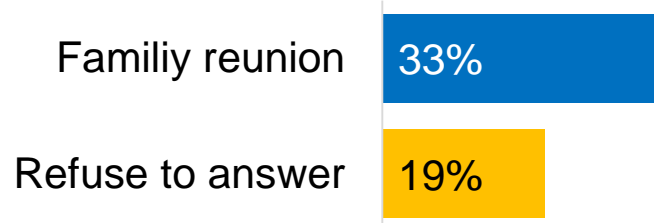
Language skills:



Segment main characteristics:

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

Migration reasons:



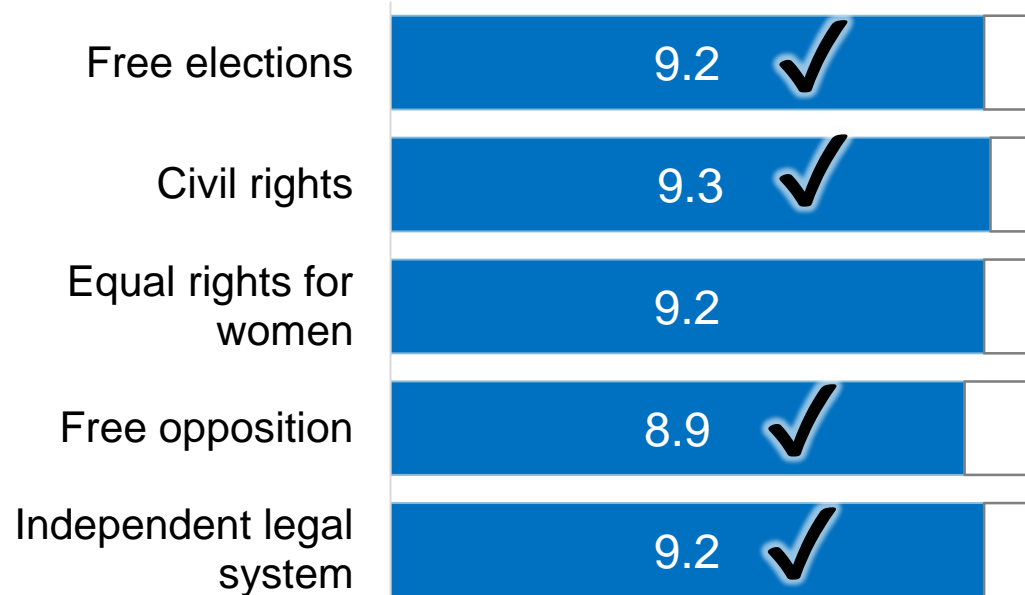
Network	In Russia	In Germany	
	Friends	63% - a lot	42% - none
	Colleagues	50% - a lot	40% - none

Imported parents

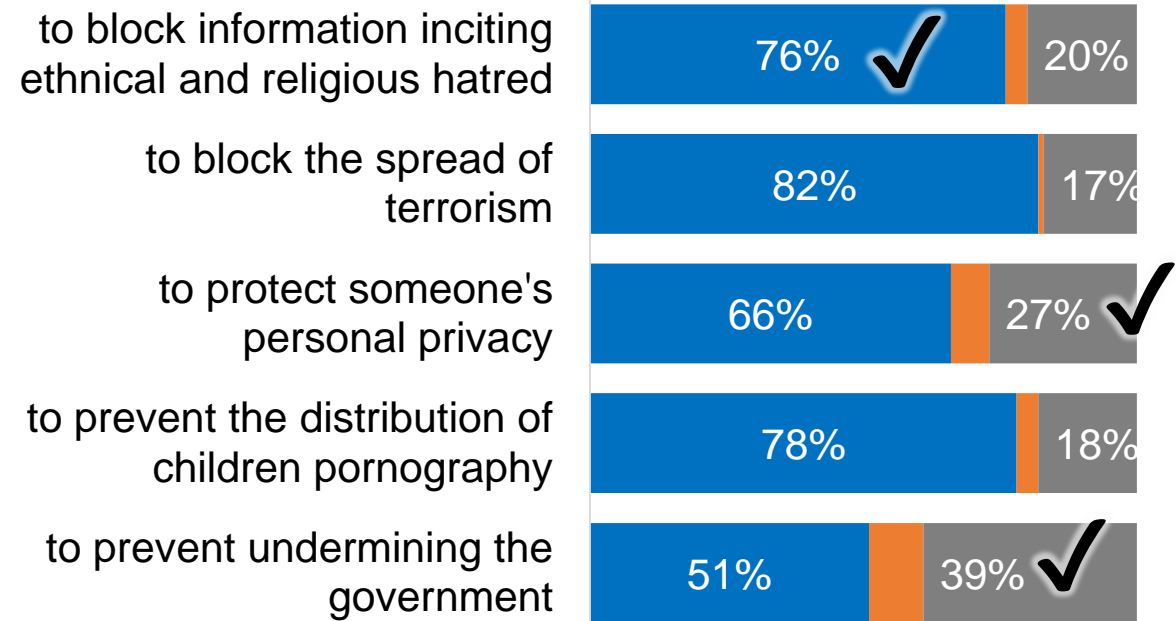
Imported parents

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

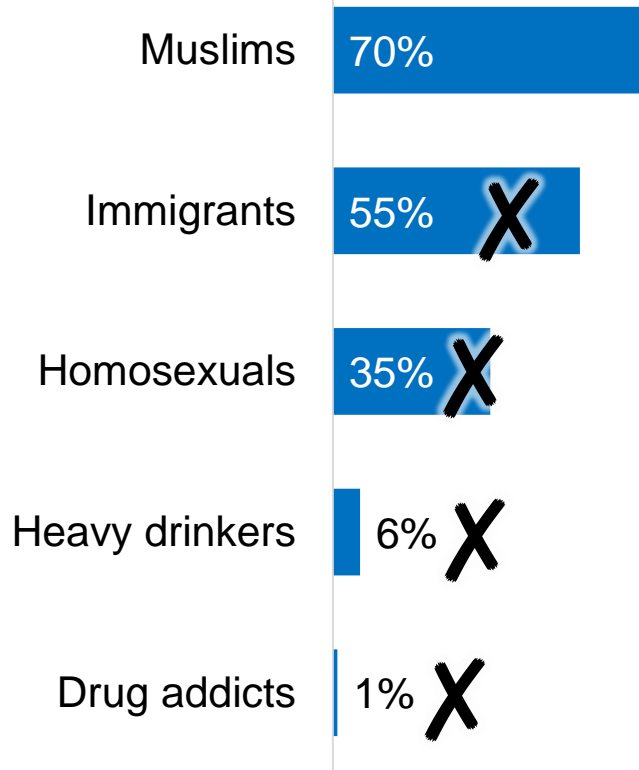
Imported parents

Imported parents

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

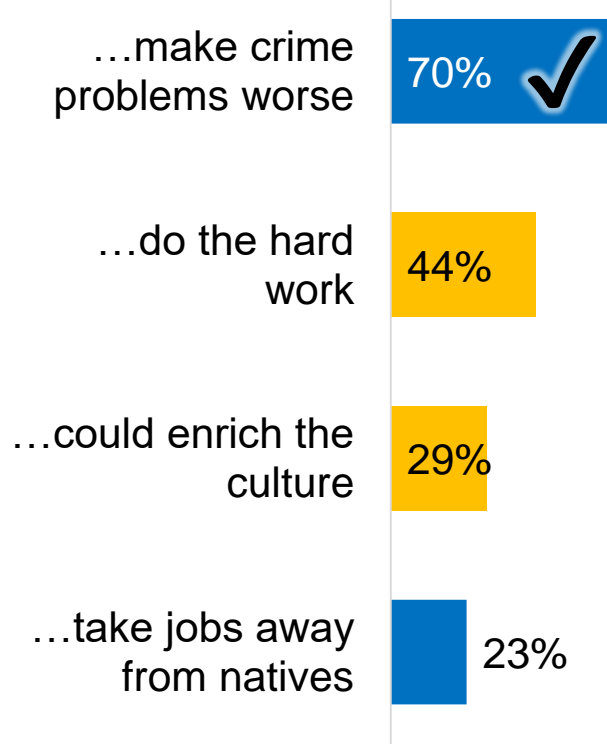
Attitude to minorities

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



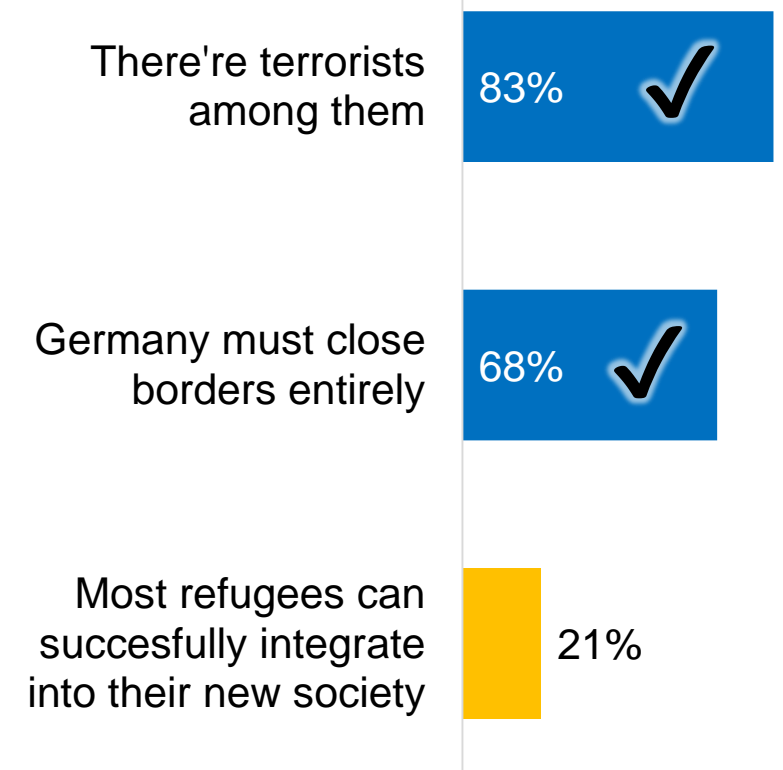
Attitude to immigrants

Agree that **immigrants**...



Attitude to refugees

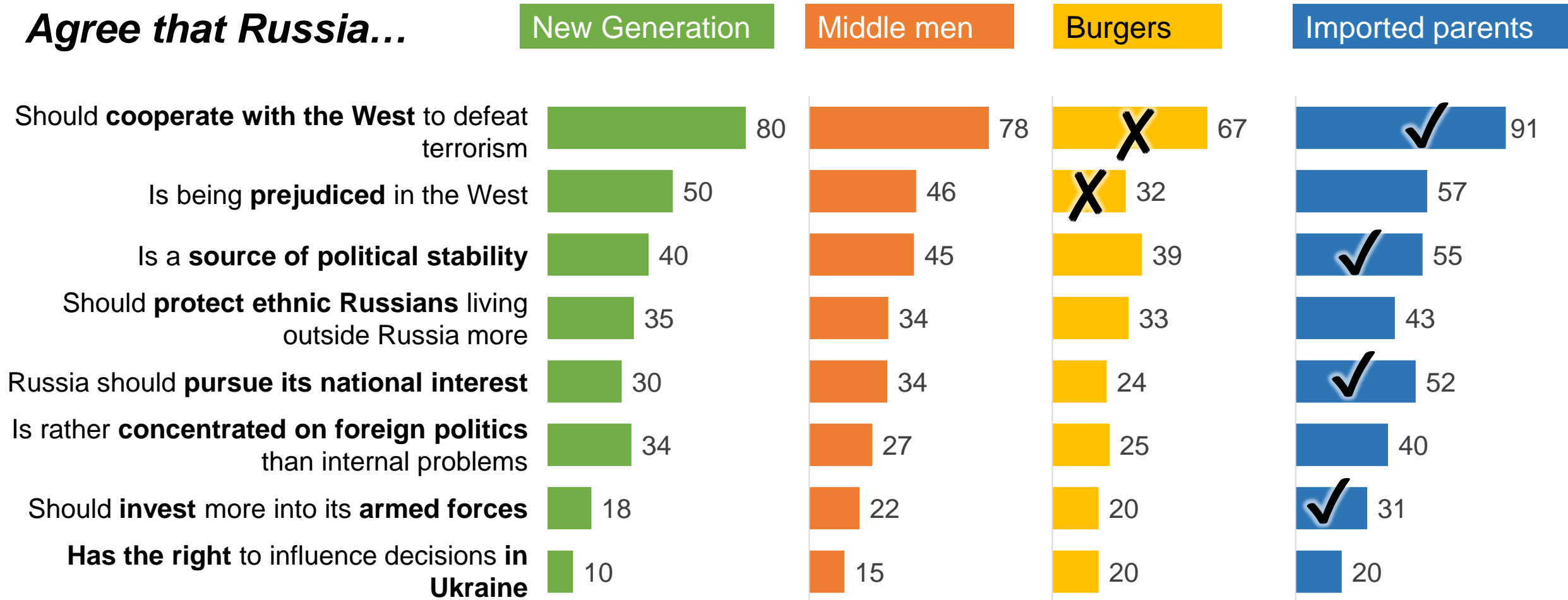
Agree that ...



Attitudes towards Russian foreign policy

Comparative analysis of the segments

Agree that Russia...





OTHER WAYS OF GROUPING

Russian (Soviet) Jews

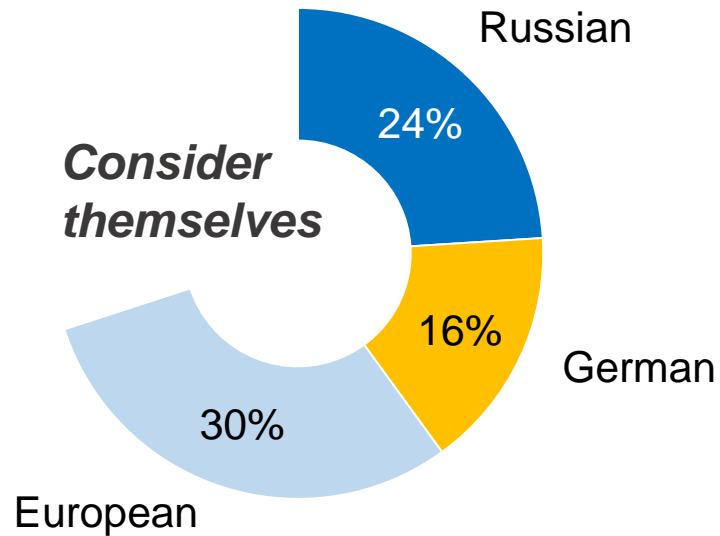
People used Jewish refugees quota for immigration

90% of German
Jewish population
Based on demographics statistics

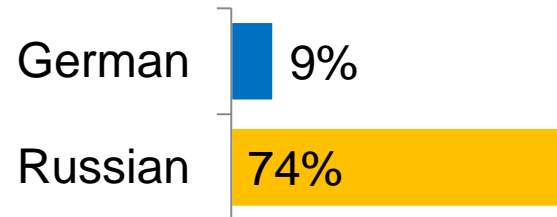
13% of Russian
in Germany

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:

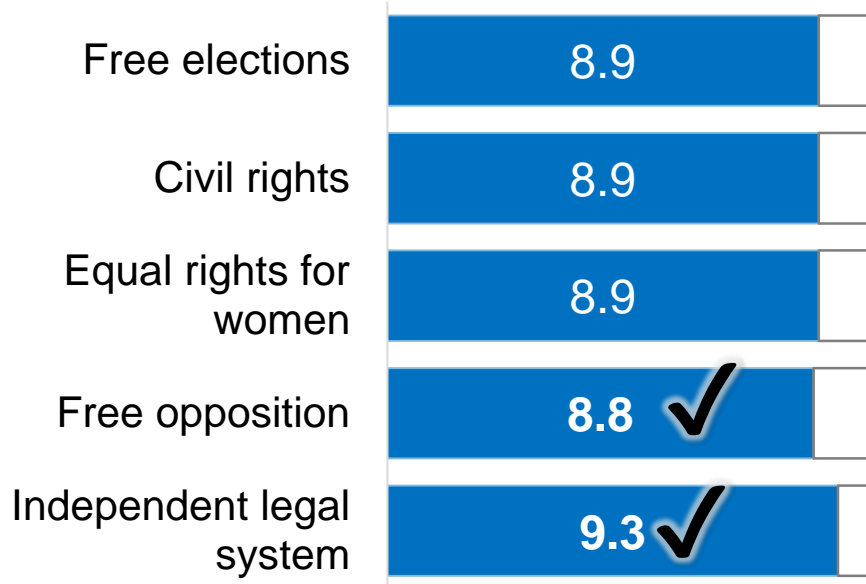


Russian (Soviet) Jews

More tolerance to Immigrants and Homosexuals.

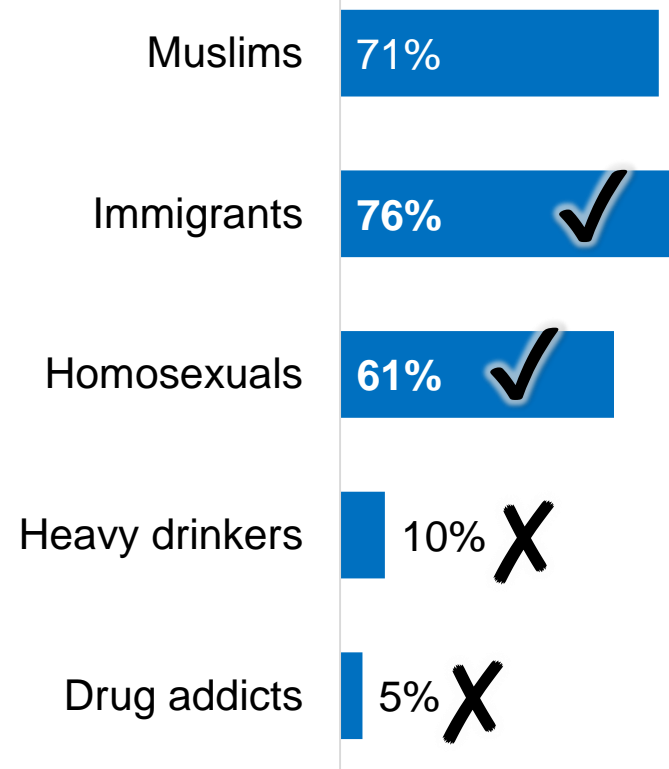
Immigrants are source of troubles but turn Germany into more interesting country.

European values importance (out of 10)



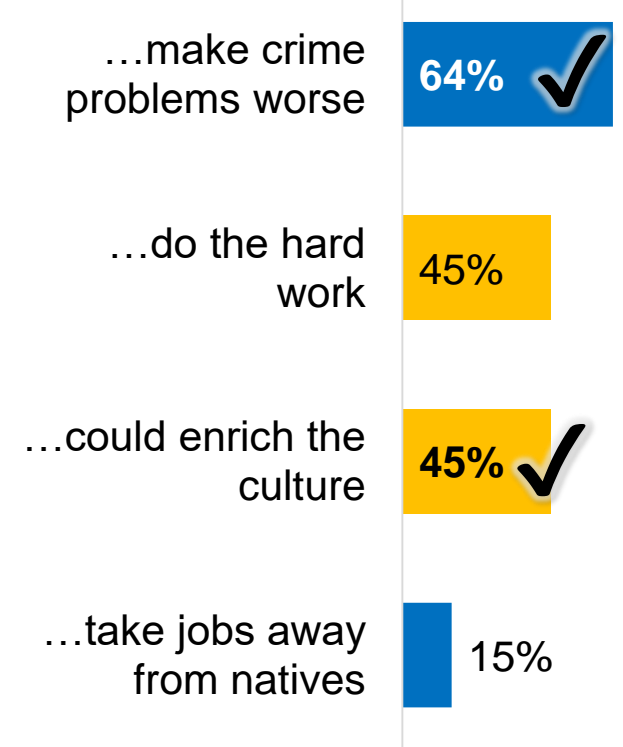
Attitude to minorities

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



Attitude to immigrants

Agree that **immigrants**...

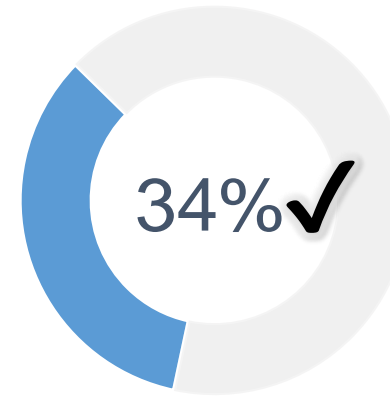
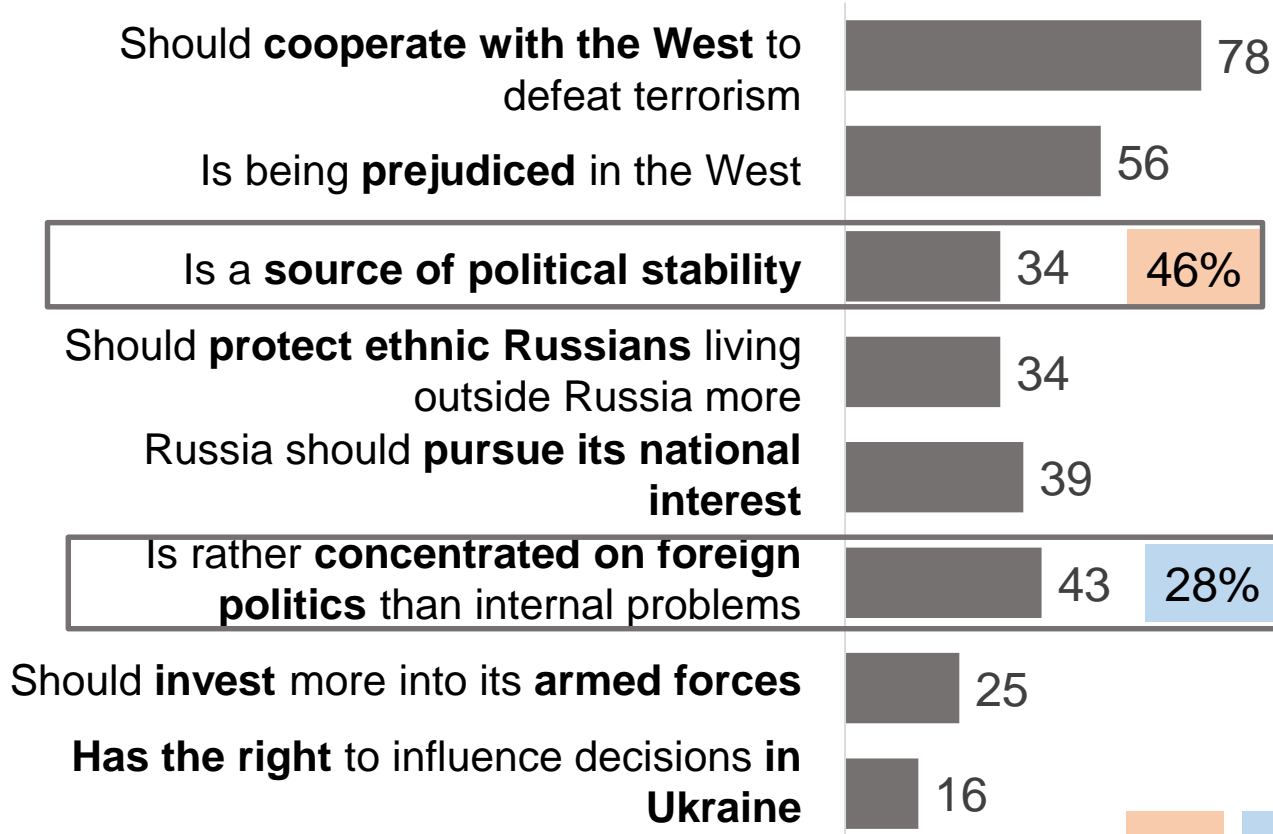


Russian (Soviet) Jews

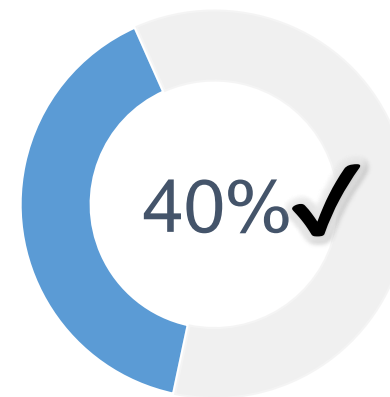
More alarming on terrorism. Worry on Russia's international activity.

Attitude Russian foreign policy

Agree that Russia...



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

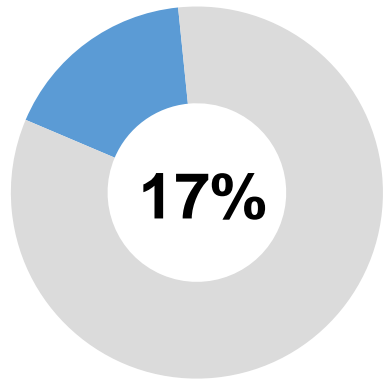


Current **antiterrorist measures** are **insufficient**

  - Indicates significant deviation from others

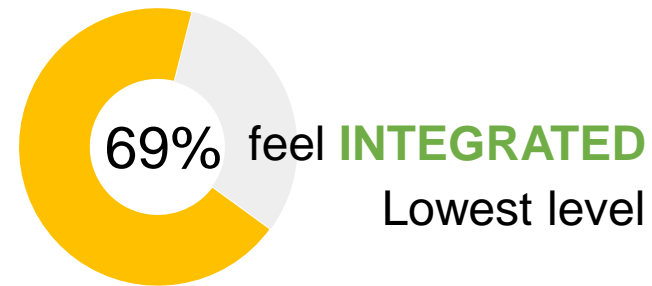
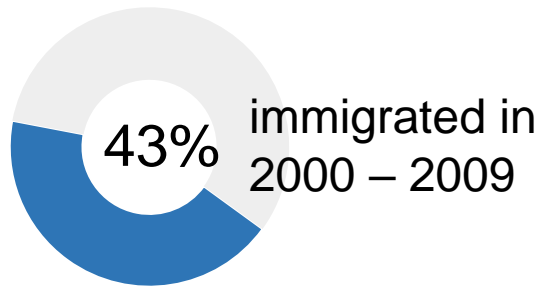
Russia Addicted

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

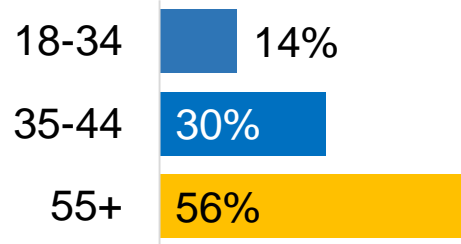


- ▶ Russia should pursue its national interest even if this is in conflict with the interest of other countries
- ▶ Russia is a source of international political stability.
- ▶ Russia should invest more into its armed forces to face current security risk
- ▶ Russia has the right to influence external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

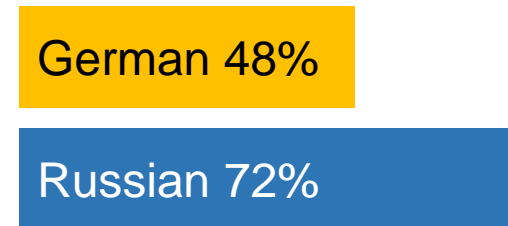
Russia Addicted: key features



Age group:



Language skills:

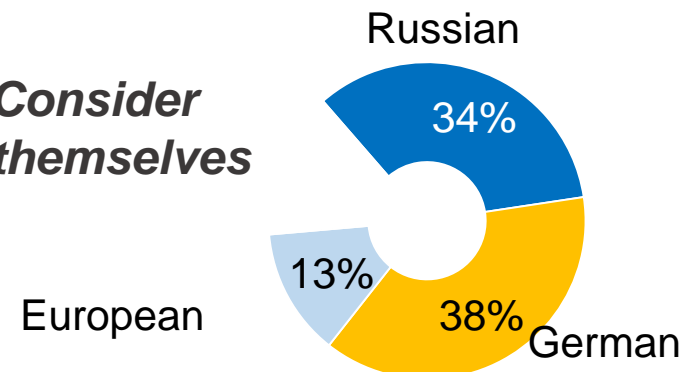


Segment main characteristics:

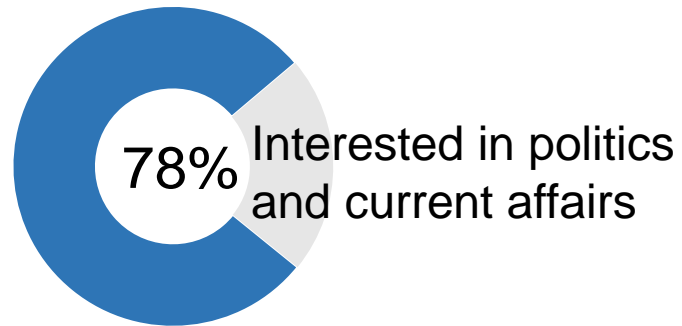
- ▶ The biggest share of “Imported parents”
- ▶ Least Integrated segment
- ▶ Have many connections in Russia and few in Germany
- ▶ Often moving after children



Consider themselves



Russia Addicted: Conformant to Russian Media



To know about current affairs DAILY they



Russian 57 79

67% trust Russian TV



Russian 51 70

28% trust Russian Internet



63



43

47% never listen to the radio

■ Daily ■ in Russian

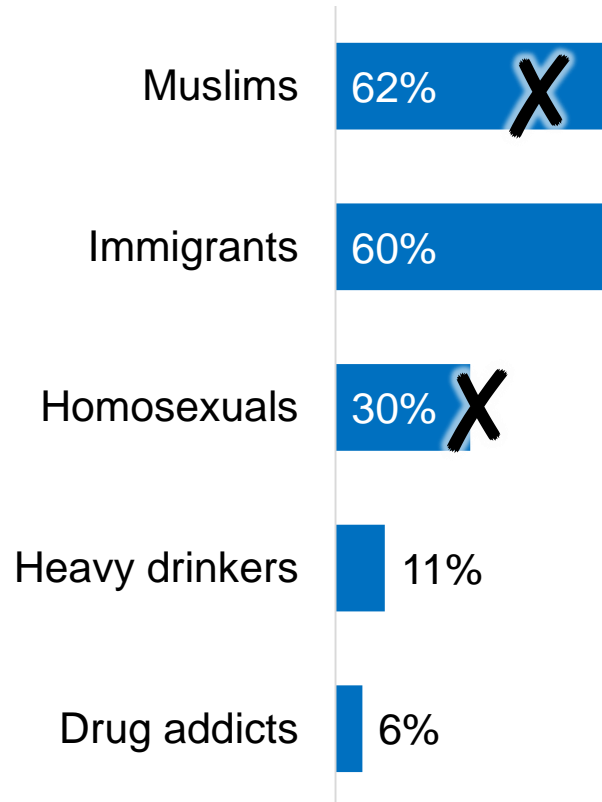
Russia Addicted: Least tolerant segment



Least tolerant and integrated

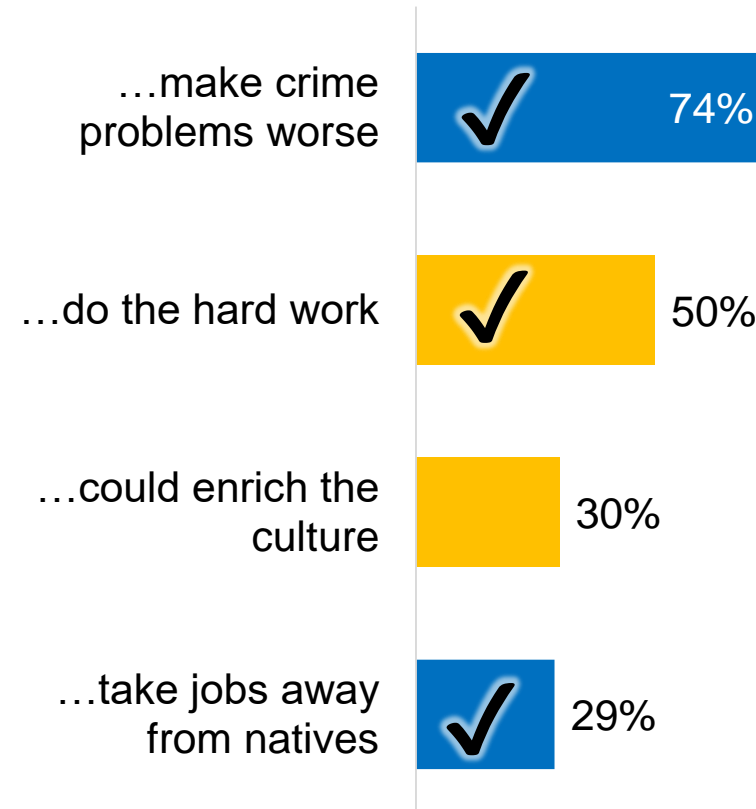
Attitude to minorities

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



Attitude to immigrants

Agree that **immigrants**...



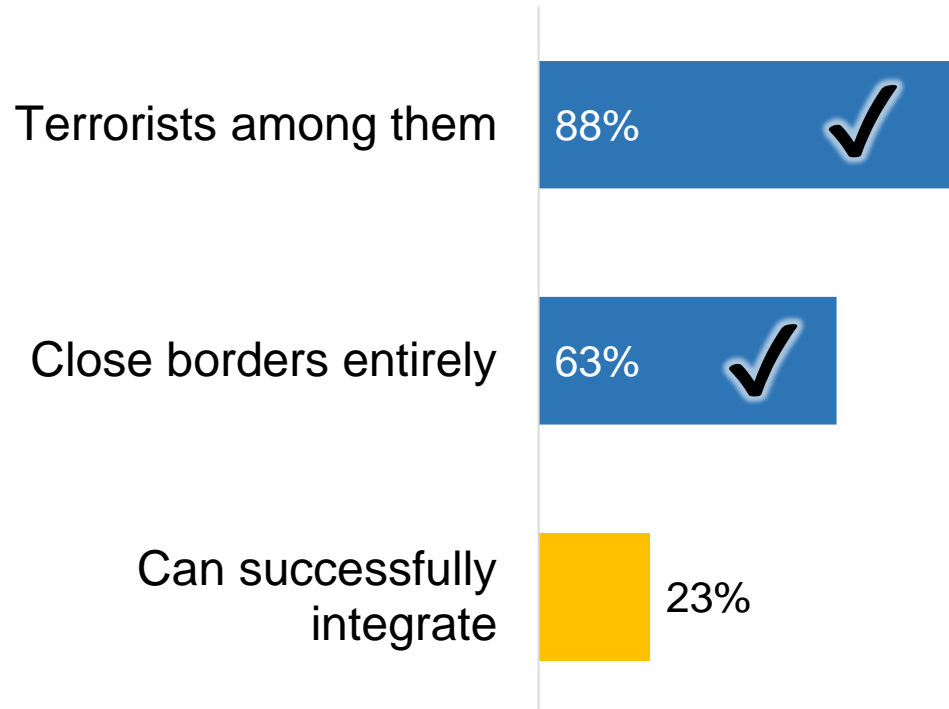
Russia Addicted



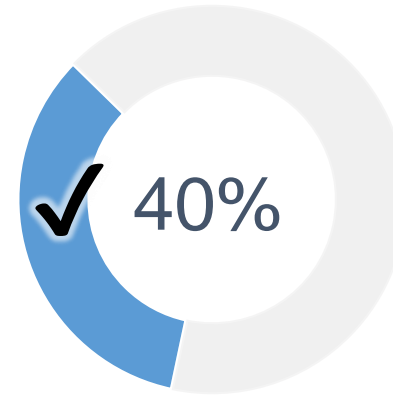
Most stressed by the topic of refugees and terrorism

Attitude to refugees

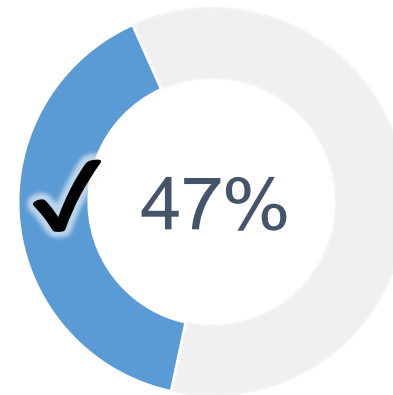
Agree that ...



Attitude to terrorism

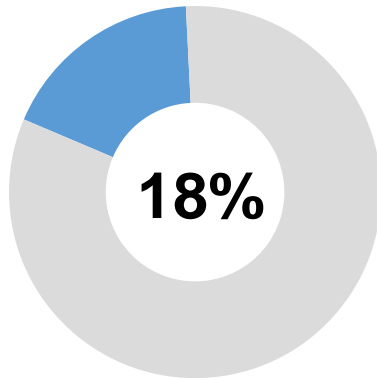


Are **likely to become** a **victim** of an attack



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

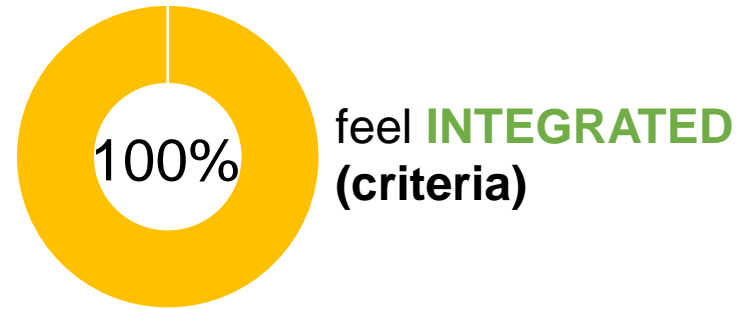
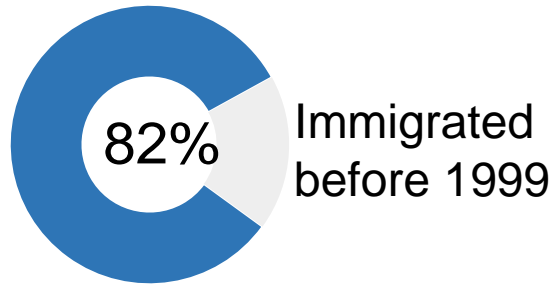
Backbone of Germany



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

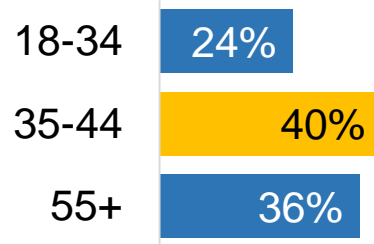
Backbone of Germany: key features



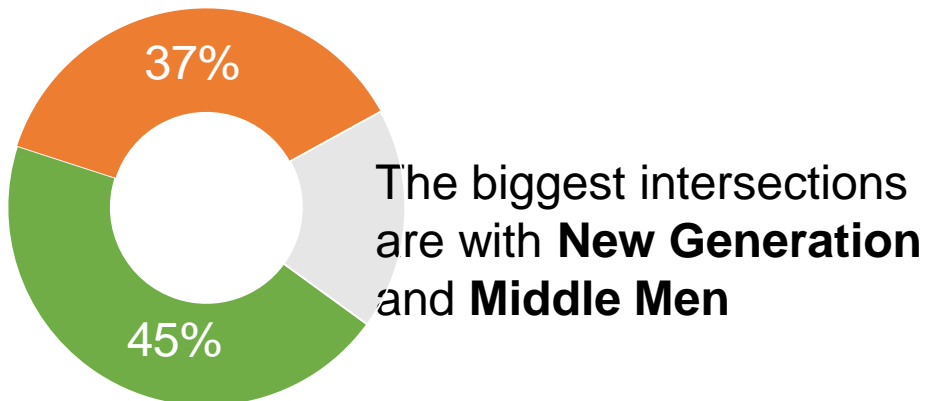
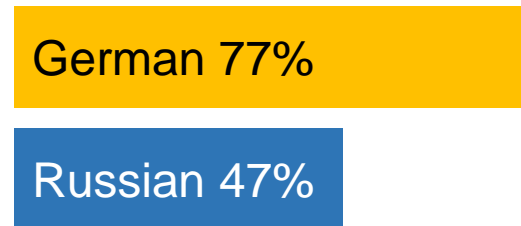
Segment main characteristics:

- ▶ 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:



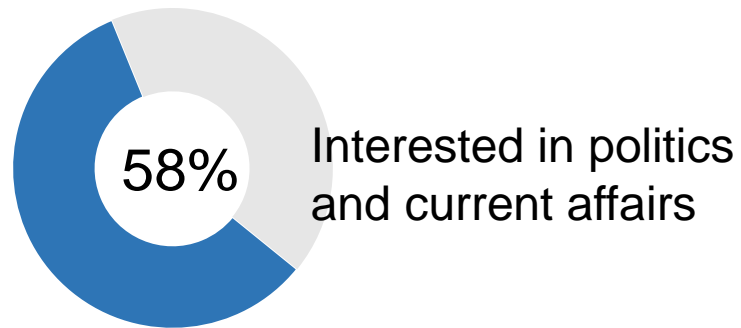
Language skills:



Backbone of Germany



To know about current affairs DAILY they



German

58

74

17% trust Russian TV



German

42

64

17% trust Russian Internet



63



57

■ Daily ■ in German

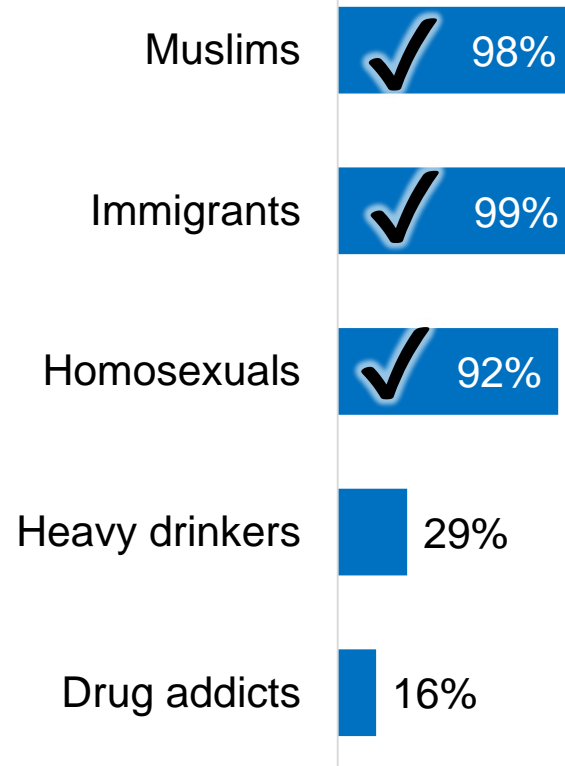
Backbone of Germany



Tolerance is probably the thing that distinguishes European people and European values

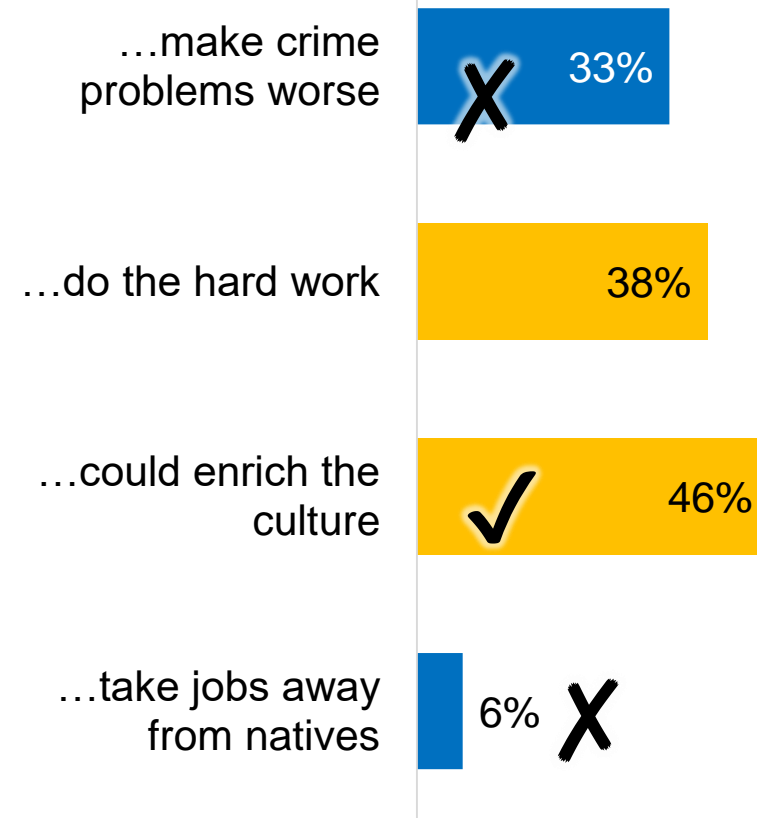
Attitude to minorities

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



Attitude to immigrants

Agree that **immigrants**...



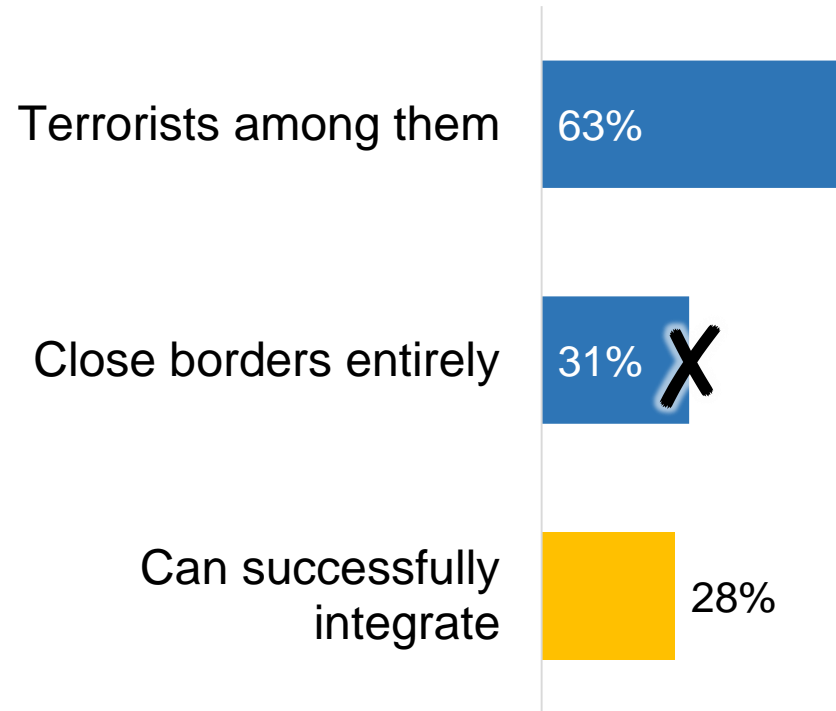
Backbone of Germany



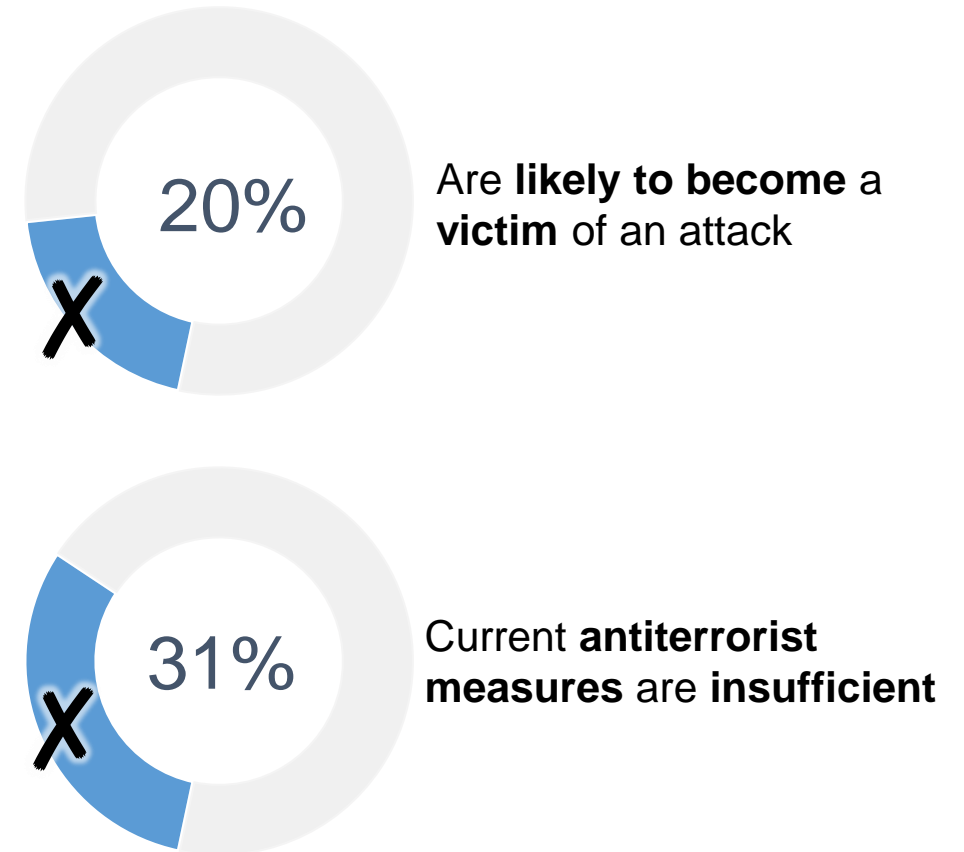
Most open to the world and resilient to terrorism

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

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