

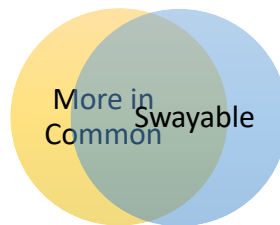
**Segmentation of German Population on attitudes to Migration/Integration & Islam/Muslims**  
*Research and Evaluation Hub, Strategic Comms Incubator, ICPA*

Jan 2021

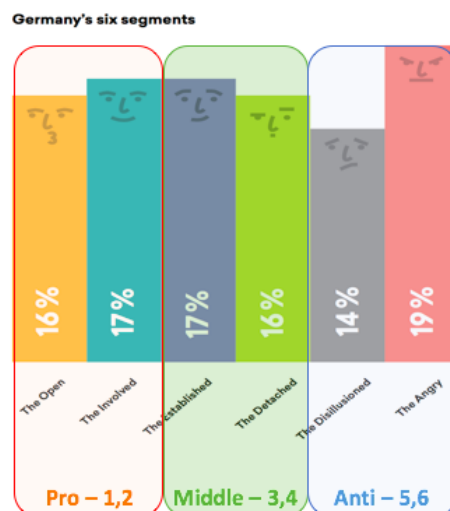
These profiles represent different segments of Germany society based on their attitudes towards Migration/Integration and Islam/Muslim communities. They were put together based on two sources:

1. More in Common Study (2019) *Fault Lines: Germany's Invisible Divides / Die Andere Deutsche Teilung*. URL: <https://www.dieandereiteilung.de>
2. Polling data on German public attitudes to Migration, Muslims and Islam from a Swayable test<sup>1</sup> of JUMA campaign materials (commissioned as part of ICPA's Narrative Change Lab in 2019). Segmentation analysis of this data that inform these profiles was conducted by Dr. James Dennison (Migration Policy Centre) for ICPA in 2020.

While the studies both have sample sizes of around 4000 and were conducted in 2019 (although six months apart), they differ in focus and methods used: More in Common focuses on a broad range of issues (from migration to the environment) to understand the *political/psychological predispositions* of the German population. The Swayable data focuses on *specific attitudes towards migration, Muslims and Islam*. Layering the two studies makes the segments more functional for the purpose of RESET, with Swayable complementing More in Common's broader analysis. While this is certainly not gold standard from a research perspective, Dr James Dennison tested if the layering was methodologically sound enough and confirmed there was significant overlap. To be clear, we don't see them as a perfect fit, but as represented in the circles:



The original segment names from More in Common's study are used. To follow a pattern that has been helpful in our work to date, we have grouped and colour coded as follows:



*Colour coding for RESET segments overlaying segments from More in Common 2019*

<sup>1</sup> The message testing is described on this page - <https://www.swayable.com>

# 1) The Open

Cosmopolitan, politically-active, Left-leaning, higher education/income, younger

Top issues: Environmental protection; affordable homes; provision for the elderly/pensions



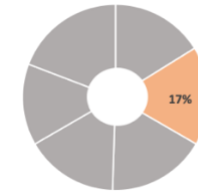
Migration attitudes		Anxieties & demographics	
<b>Economy</b> <ul style="list-style-type: none"> <li>Strongly agree migration is good for the economy</li> <li>Mostly agree it has benefits for employers</li> <li>But divided on whether it will strengthen the social system</li> <li>Mostly agree it will lead housing market competition</li> <li>Think 2<sup>nd</sup> &amp; 3<sup>rd</sup> generation migrants contribute equally</li> </ul>	<b>Culture</b> <ul style="list-style-type: none"> <li>Strongly agree migration is good for cultural life</li> <li>Strongly agree people with different background &amp; beliefs live well together</li> </ul>	<b>Trust &amp; anxieties</b> <ul style="list-style-type: none"> <li>Feel valued</li> <li>Don't feel like second-class citizens</li> <li>But divided over whether they feel economically marginalized</li> <li>Feel society must constantly adapt</li> <li>Feel in control of their future</li> </ul>	<ul style="list-style-type: none"> <li>Tend to be satisfied with democracy</li> <li>Tend not to trust national politicians, but split on local ones</li> <li>Divided over their frustration with political correctness</li> <li>Deeply worried about right-wing extremism</li> </ul>
<b>Islam/Muslims</b> <ul style="list-style-type: none"> <li>On balance, agree Islam &amp; Germany society are compatible</li> <li>Strongly agree Muslims are part of the community</li> <li>Agree Muslims hold similar values to them</li> <li>Worried about the rejection of Muslims in society</li> </ul>	<b>Other</b> <ul style="list-style-type: none"> <li>Strongly agree migrants try to integrate</li> <li>Think well-integrated guest workers can stay</li> <li>Tend to think refugees deserve asylum</li> </ul>	<b>Demographics</b> <ul style="list-style-type: none"> <li>Younger</li> <li>More female (58%)</li> <li>Some have migration background</li> <li>More urban</li> <li>More with no religious affiliation</li> <li>Green, SPD &amp; Linke voters, some don't know</li> <li>Higher education &amp; income</li> </ul>	

Blue: Swayable; Black: More in Common

## 2) The Involved

Pro-diversity, civic-minded, satisfied, educated, older

Top issues: Affordable homes, environmental protection, provision for the elderly/pensions



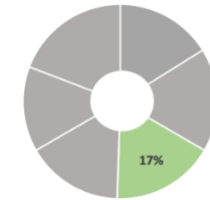
Migration attitudes		Anxieties & demographics	
<b>Economy/contribution/competition</b> <ul style="list-style-type: none"> <li>Agree migration is good for the economy Mostly agree it has benefits for employers</li> <li>But divided over whether it will strengthen the social system</li> <li>Mostly agree it will lead housing market competition</li> <li>Think 2<sup>nd</sup> &amp; 3<sup>rd</sup> generation migrants contribute equally</li> </ul>	<b>Culture</b> <ul style="list-style-type: none"> <li>Agree migration is good for cultural life</li> <li>Disagree it will lead to a loss of “German-ness”</li> <li>Don’t feel like a foreigner in Germany</li> <li>Agree people with different background &amp; beliefs live well together</li> </ul>	<b>Trust &amp; anxieties</b> <ul style="list-style-type: none"> <li>Feel valued</li> <li>Don’t feel like second-class citizens</li> <li>But divided over whether they feel economically marginalized</li> <li>Don’t think the world is becoming more dangerous &amp; feel in control of their future</li> </ul>	<ul style="list-style-type: none"> <li>Mostly satisfied with democracy</li> <li>Trust local politicians – yet divided on whether they trust national ones</li> <li>Tend to feel frustrated with political correctness</li> <li>Worried about right-wing extremism</li> </ul>
<b>Islam/Muslims</b> <ul style="list-style-type: none"> <li>On balance, agree Islam &amp; Germany society are compatible</li> <li>Agree Muslims are part of the community</li> <li>On balance, agree Muslims hold similar values to them</li> <li>Tend to worry about the rejection of Muslims in society</li> </ul>	<b>Other</b> <ul style="list-style-type: none"> <li>Agree migrants try to integrate</li> <li>Think well-integrated guest workers can stay</li> <li>Strongly think refugees deserve asylum</li> </ul>	<b>Demographics</b> <ul style="list-style-type: none"> <li>Older</li> <li>More urban</li> <li>More with no religious affiliation</li> <li>Green, SPD &amp; Union voters, but some don’t know</li> <li>More educated &amp; average incomes</li> </ul>	

**Blue:** Swayable; **Black:** More in Common

### 3) The Established

Quite pro-migration, pro-democracy, rule-following, Centrist, oldest

Top issues: Provision for the elderly/pensions; affordable homes; combatting criminality/violence



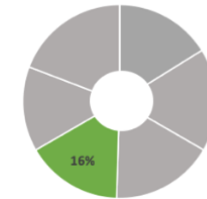
Migration attitudes		Anxieties & demographics	
<b>Economy</b> <ul style="list-style-type: none"> <li>Agree migration is good for the economy</li> <li>Majority agree it has benefits for employers</li> <li>But divided over whether it will strengthen the social system</li> <li>Think it will lead housing market competition</li> <li>Agree 2<sup>nd</sup> &amp; 3<sup>rd</sup> generation migrants contribute equally</li> </ul>	<b>Culture</b> <ul style="list-style-type: none"> <li>Agree migration is good for cultural life</li> <li>Disagree it will lead to a loss of “German-ness”</li> <li>Don’t feel like a foreigner in Germany</li> <li>On balance, agree people with different background &amp; beliefs live well together</li> </ul>	<b>Trust &amp; anxieties</b> <ul style="list-style-type: none"> <li>Feel valued</li> <li>Don’t feel like second-class citizens</li> <li>But tend to feel economically marginalized</li> <li>Tend to think the world is changing too fast &amp; becoming more dangerous</li> <li>Feel in control of their future</li> </ul>	<ul style="list-style-type: none"> <li>Majority satisfied with democracy</li> <li>Trust politicians – especially local ones</li> <li>But frustrated with political correctness</li> <li>Rule-followers</li> <li>Worried about right-wing extremism</li> </ul>
<b>Islam/Muslims</b> <ul style="list-style-type: none"> <li>Unsure if Islam &amp; Germany society are compatible</li> <li>On balance, agree Muslims are part of the community</li> <li>On balance, disagree Muslims hold similar values to them</li> <li>Some worry about the rejection of Muslims in society</li> </ul>	<b>Other</b> <ul style="list-style-type: none"> <li>Agree migrants try to integrate</li> <li>Agree well-integrated guest workers can stay</li> <li>Strongly think refugees deserve asylum</li> </ul>	<b>Demographics</b> <ul style="list-style-type: none"> <li>Oldest (50% 60+)</li> <li>Slightly more male (55%)</li> <li>Urban</li> <li>More protestant</li> <li>Union &amp; SPD voters, some Green</li> <li>Average education &amp; income</li> </ul>	

Blue: Swayable; Black: More in Common

## 4) The Detached

Migration/Islam-suspicious, unsure, pragmatic, non-political, young

Top issues: Fair wages; provision for the elderly/pensions; affordable homes



Migration attitudes		Anxieties & demographics	
<b>Economy</b> <ul style="list-style-type: none"> <li>Unsure if migration is good for the economy</li> <li>Some think it has benefits for employers</li> <li>Tend to think it won't strengthen the social system</li> <li>But agree 2<sup>nd</sup> &amp; 3<sup>rd</sup> generation migrants contribute equally</li> </ul>	<b>Culture</b> <ul style="list-style-type: none"> <li>Unsure whether migration is good for cultural life</li> <li>Divided over whether it will lead to a loss of "German-ness"</li> <li>Sometimes feel like a foreigner in Germany</li> <li>Unsure if people with different background &amp; beliefs live well together</li> </ul>	<b>Trust &amp; anxieties</b> <ul style="list-style-type: none"> <li>Quite distrustful</li> <li>Tend to feel valued</li> <li>Feel somewhat economically marginalized</li> <li>But unsure whether they feel like second-class citizens</li> <li>Tend to think the world is changing too fast</li> <li>Tend to feel in control of their future</li> </ul>	<ul style="list-style-type: none"> <li>Divided over their satisfaction with democracy</li> <li>Tend not to trust politicians</li> <li>Frustrated with political correctness</li> <li>On balance, worried about right-wing extremism</li> </ul>
<b>Islam/Muslims</b> <ul style="list-style-type: none"> <li>On balance, think Islam &amp; Germany society are incompatible</li> <li>Unsure if Muslims are part of the community</li> <li>Disagree Muslims hold similar values to them</li> <li>But some worry about the rejection of Muslims in society</li> </ul>	<b>Other</b> <ul style="list-style-type: none"> <li>Unsure if migrants try to integrate</li> <li>Tend to agree well-integrated guest workers can stay</li> <li>Tend to think migration will lead to increasing criminality but split on if it will lead to loss of state control</li> <li>Tend to agree refugees deserve asylum</li> </ul>	<b>Demographics</b> <ul style="list-style-type: none"> <li>Youngest (56% 18-39)</li> <li>Highest proportion with migration background (1 in 5)</li> <li>More suburban</li> <li>More Catholic</li> <li>Unsure who to vote for, but some Union, SPD &amp; AfD supporters</li> <li>Average education &amp; income</li> </ul>	

**Blue:** Swayable; **Black:** More in Common

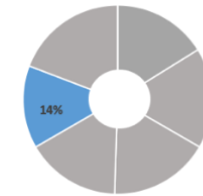
Developed by the Research & Evaluation Hub of ICPA's Strategic Communications Incubator.

Profiles are based on 2 sources: 1) Segmentation data from More in Common 2019 Study - <https://www.dieandereteilung.de> & 2) Segmentation of polling data on German public attitudes to Migration, Muslims and Islam from a Swayable test of campaign materials in done 2019, with analysis commissioned from Dr. James Dennison (Migration Policy Centre) by ICPA in 2020.

## 5) The Disillusioned

Migration/Islam-skeptical, distrustful, marginalized, lower education/income, middle-aged

Top issues: Provision for the elderly/pensions, limiting migration/refugee admission, affordable homes



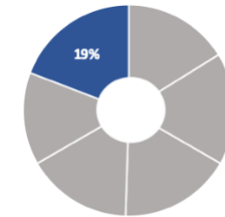
Migration attitudes		Anxieties & demographics	
<b>Economy</b> <ul style="list-style-type: none"> <li>On balance, disagree migration is good for the economy</li> <li>Tend to disagree it has benefits for employers</li> <li>Think it will be a burden on social system</li> <li>But agree 2<sup>nd</sup> &amp; 3<sup>rd</sup> generation migrants contribute equally</li> </ul>	<b>Culture</b> <ul style="list-style-type: none"> <li>Don't think migration is good for cultural life</li> <li>Think it will lead to a loss of "German-ness"</li> <li>Feel like a foreigner in Germany</li> <li>On balance, disagree people with different background &amp; beliefs live well together</li> </ul>	<b>Trust &amp; anxieties</b> <ul style="list-style-type: none"> <li>Distrustful</li> <li>Feel undervalued</li> <li>Feel economically marginalized</li> <li>Feel like second-class citizens</li> <li>Think the world changing too fast &amp; becoming more dangerous</li> <li>Some feel in control of their future</li> </ul>	<ul style="list-style-type: none"> <li>Not satisfied with democracy</li> <li>Don't trust politicians – especially national ones</li> <li>Really frustrated with political correctness</li> <li>Some authoritarian tendencies</li> <li>But some worried about right-wing extremism</li> </ul>
<b>Islam/Muslims</b> <ul style="list-style-type: none"> <li>Think Islam &amp; Germany society are incompatible</li> <li>Don't think Muslims are part of the community</li> <li>Disagree Muslims hold similar values to them</li> <li>Most don't worry about the rejection of Muslims in society</li> </ul>	<b>Other</b> <ul style="list-style-type: none"> <li>On balance, disagree migrants try to integrate</li> <li>But agree well-integrated guest workers can stay</li> <li>Think migration will lead to increasing criminality &amp; loss of state control</li> <li>Think refugees deserve asylum</li> </ul>	<b>Demographics</b> <ul style="list-style-type: none"> <li>Middle-aged</li> <li>Slightly more female (56%)</li> <li>More rural</li> <li>More with no religious affiliation</li> <li>Non-voting or don't know, some AfD &amp; Linke</li> <li>Lower income &amp; education</li> </ul>	

Blue: Swayable; Black: More in Common

## 6) The Angry

Anti-migration/Islam/Muslims, resentful, cynical, lower education/income, older

Top issues: Limiting migration/refugee admission; provision for the elderly/pensions; affordable homes



Migration attitudes		Anxieties & demographics	
<b>Economy</b> <ul style="list-style-type: none"> <li>Strongly disagree migration is good for the economy</li> <li>Tend to disagree it has benefits for employers</li> <li>Especially worried about its impact on the housing market &amp; social system</li> <li>But agree 2<sup>nd</sup> &amp; 3<sup>rd</sup> generation migrants contribute equally</li> </ul>	<b>Culture</b> <ul style="list-style-type: none"> <li>Think migration is not at all good for cultural life</li> <li>will lead to a loss of “German-ness”</li> <li>Often feel like foreigners in Germany</li> <li>Disagree people with different background &amp; beliefs live well together</li> </ul>	<b>Trust &amp; anxieties</b> <ul style="list-style-type: none"> <li>Distrustful</li> <li>Feel economically marginalized</li> <li>Feel like second-class citizens</li> <li>But tend to feel valued &amp; know exactly where they belong</li> <li>Think the world becoming more dangerous &amp; changing too fast</li> <li>But tend to feel in control of their future</li> </ul>	<ul style="list-style-type: none"> <li>Not satisfied with democracy</li> <li>Don't trust politicians – especially national ones</li> <li>Really frustrated with political correctness</li> <li>Have authoritarian tendencies</li> <li>Not worried about right-wing extremism</li> </ul>
<b>Islam/Muslims</b> <ul style="list-style-type: none"> <li>Strongly think Islam &amp; Germany society are incompatible</li> <li>Don't think Muslims are part of the community</li> <li>Strongly disagree Muslims hold similar values to them</li> <li>Majority not worried about the rejection of Muslims in society</li> </ul>	<b>Other</b> <ul style="list-style-type: none"> <li>Strongly disagree migrants try to integrate</li> <li>But agree well-integrated guest workers can stay</li> <li>Think migration will definitely lead to increasing criminality &amp; loss of state control</li> <li>Mostly agree refugees deserve asylum</li> </ul>	<b>Demographics</b> <ul style="list-style-type: none"> <li>Middle-aged &amp; older</li> <li>More rural</li> <li>Mix of no religious affiliation, Catholic &amp; Protestant</li> <li>AfD voters but many don't know</li> <li>Slightly lower income &amp; lower education</li> </ul>	

Blue: Swayable; Black: More in Common