



The status of the German language in Israel

September 2021

Objective

The purpose of the study is to learn about the willingness to learn the German language in Israel in general and at the Goethe Institute in particular.

Sample

Representative national sample of 1,000 men and women, aged 16+ including Israeli Arabs.

Methodology

Online survey using a representative sample .

Field Work

September 2021

Sampling error

$\pm 3.1\%$

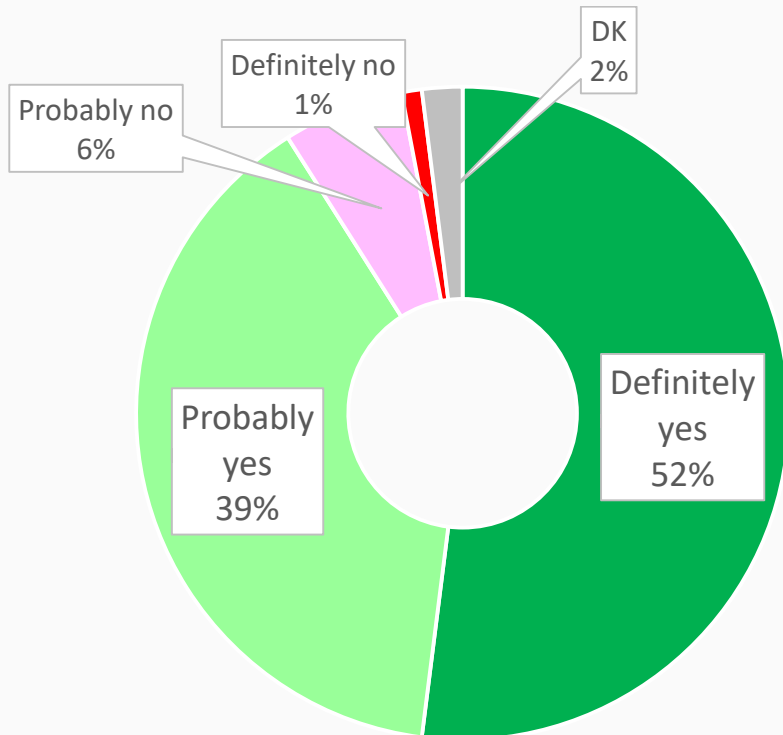
1. Attitudes towards learning

German

Willingness to learn foreign language

Q: To what extent would you like to learn more foreign languages

- ❑ Very high willingness to learn foreign languages: overall 91% reported positive intentions and 52% reported that they “definitely” intend to do that.
- ❑ The rate of those who “definitely” would like to learn more languages is higher among 16-34 y.o. and lower among 55+ y. o. and Jewish Religious.



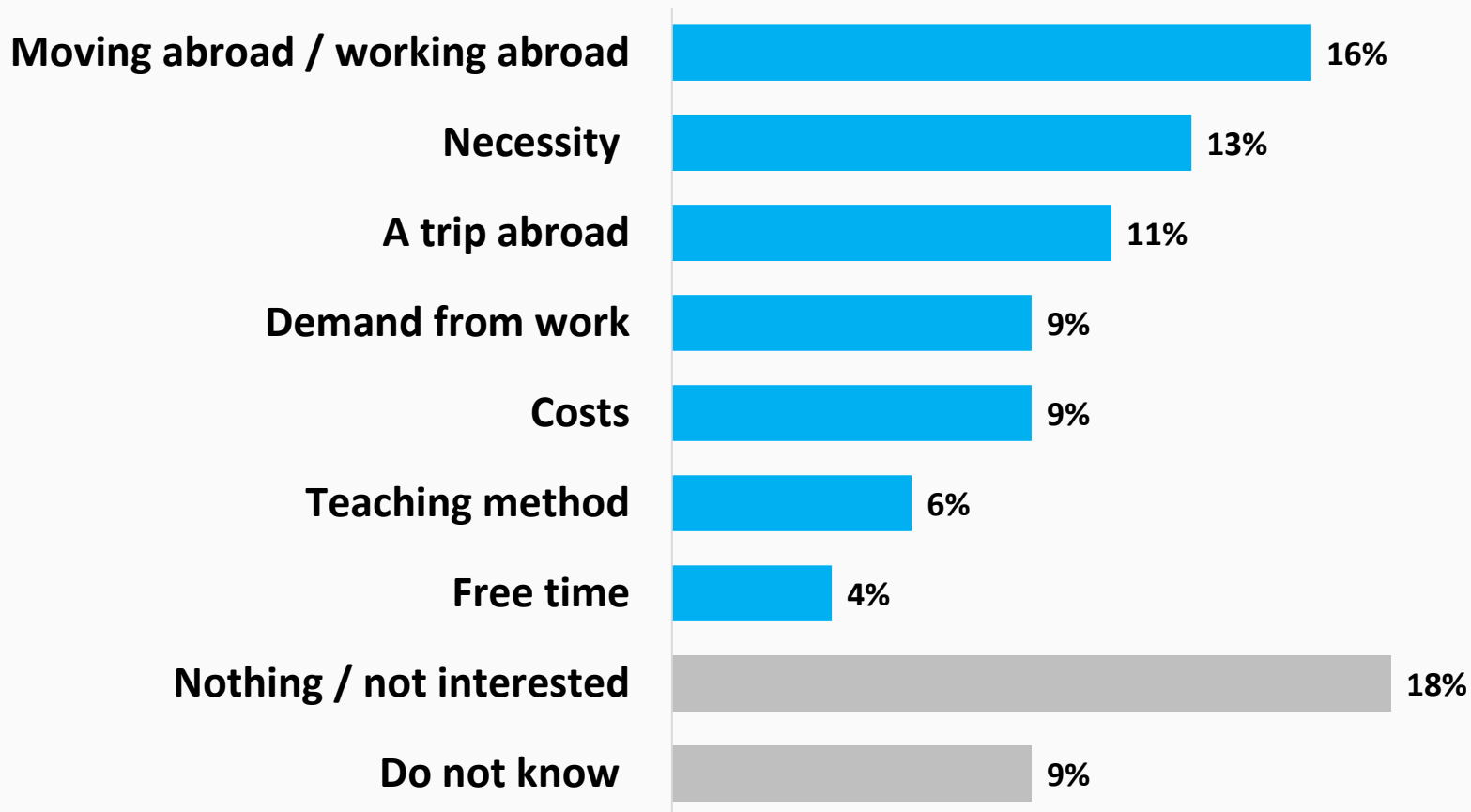
Popul ation	Jewish	53%
	Arab	47%
Gen der	Male	52%
	Female	52%
Age	16-24	57%
	25-34	59%
	35-44	53%
	45-54	55%
	55+	36%
Religiosity (Jews)	Secular	54%
	Traditional	58%
	Religious	41%
Educ ation	Not academic	50%
	Academic	54%
Income	Below the average	51%
	Similar to the average	54%
	Above the average	52%

What will encourage learning languages?

Q: What would have encouraged you to learn a language (other than English)?

Open-end question among those who don't have intentions to learn foreign language (N=92).

❑ “Moving abroad”, “necessity” and “a trip abroad” will encourage most to learn foreign language.



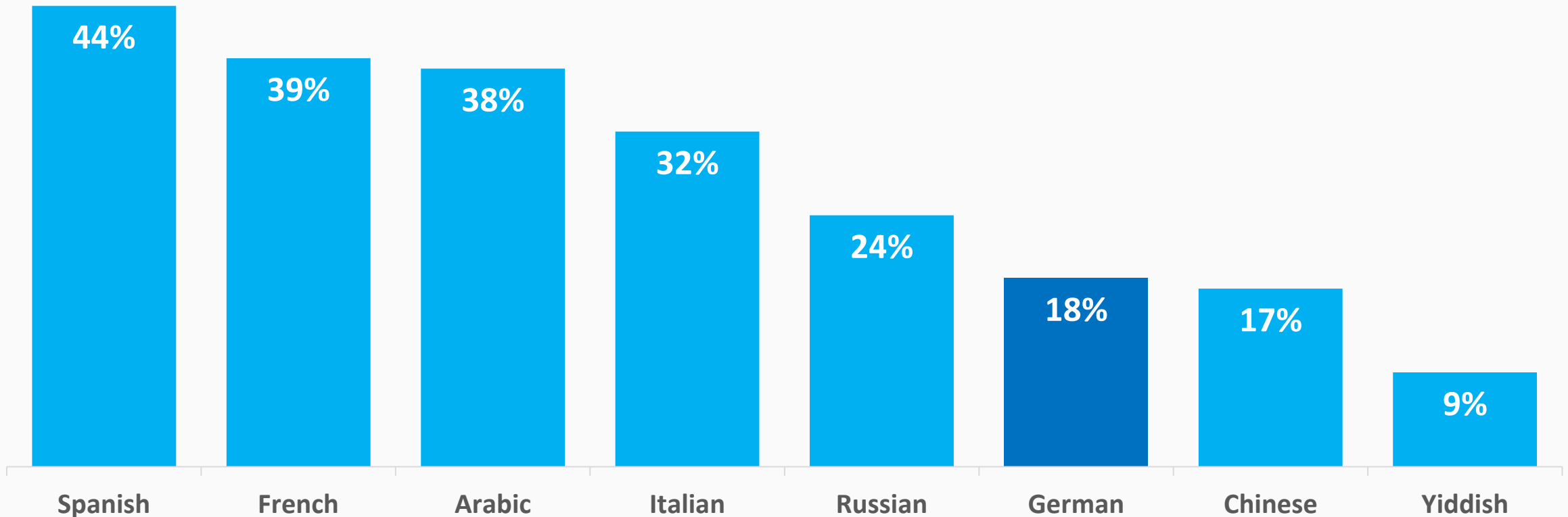
The consideration set: which language will consider to learn



Q: Which languages would you like to learn?

Closed question among those who have positive intentions to learn foreign language (N=917).

- ☐ When respondents are presented with a list of several possible languages, about 20% report a willingness to learn German.

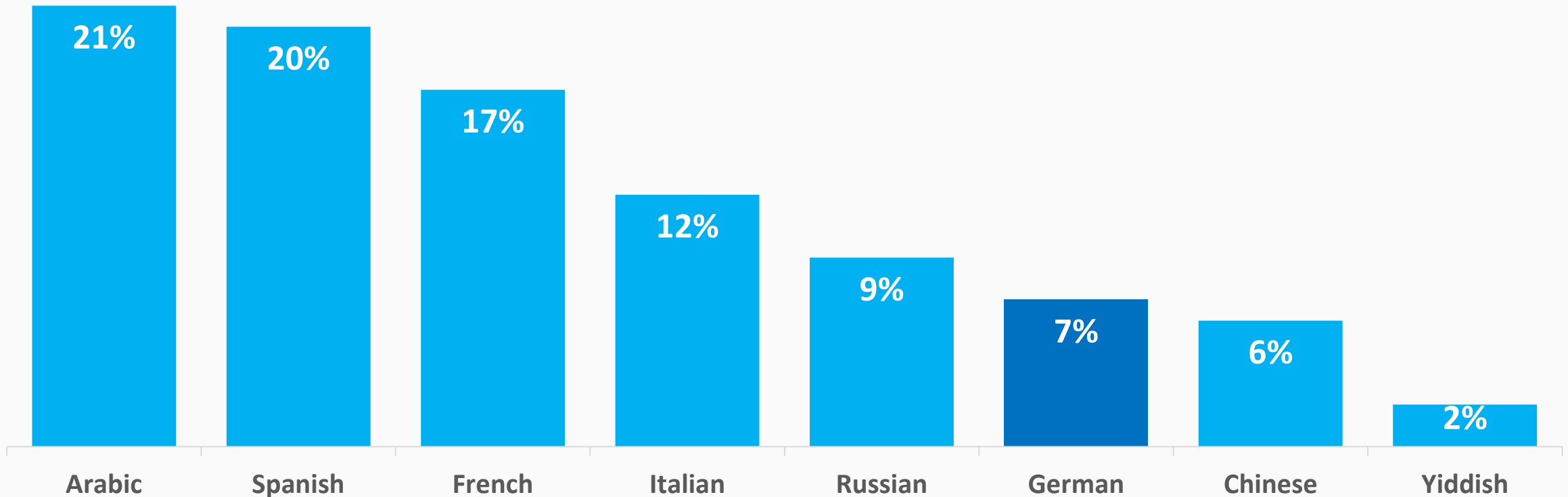


The preferred language to learn

Q: Which languages would you like to learn?

Closed question among those who have positive intentions to learn foreign language (N=917).

- ❑ Among the languages tested by the survey, 7% reported preference to learn German.
- ❑ The preferred languages to learn are Arabic, Spanish and French.

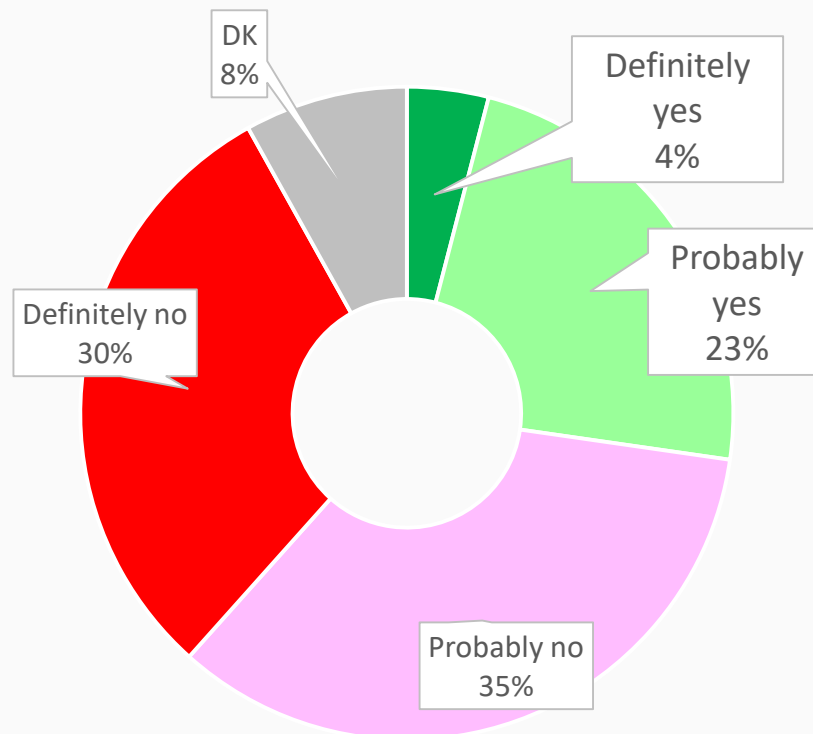


Willingness to learn German

Q: To what extent would you like to learn German?

Among those who not reported intentions to learn German in the previous questions (N=838).

- ❑ **27% of those who German wasn't in their consideration set, express a positive willingness to consider to learn German (they represent 23% of the total sample).**



Segments - Proximity circles

- ❑ The potential for learning German based in the three circles is 40% of the sample.

The closest circle

German is their preferred language to learn

The second circle

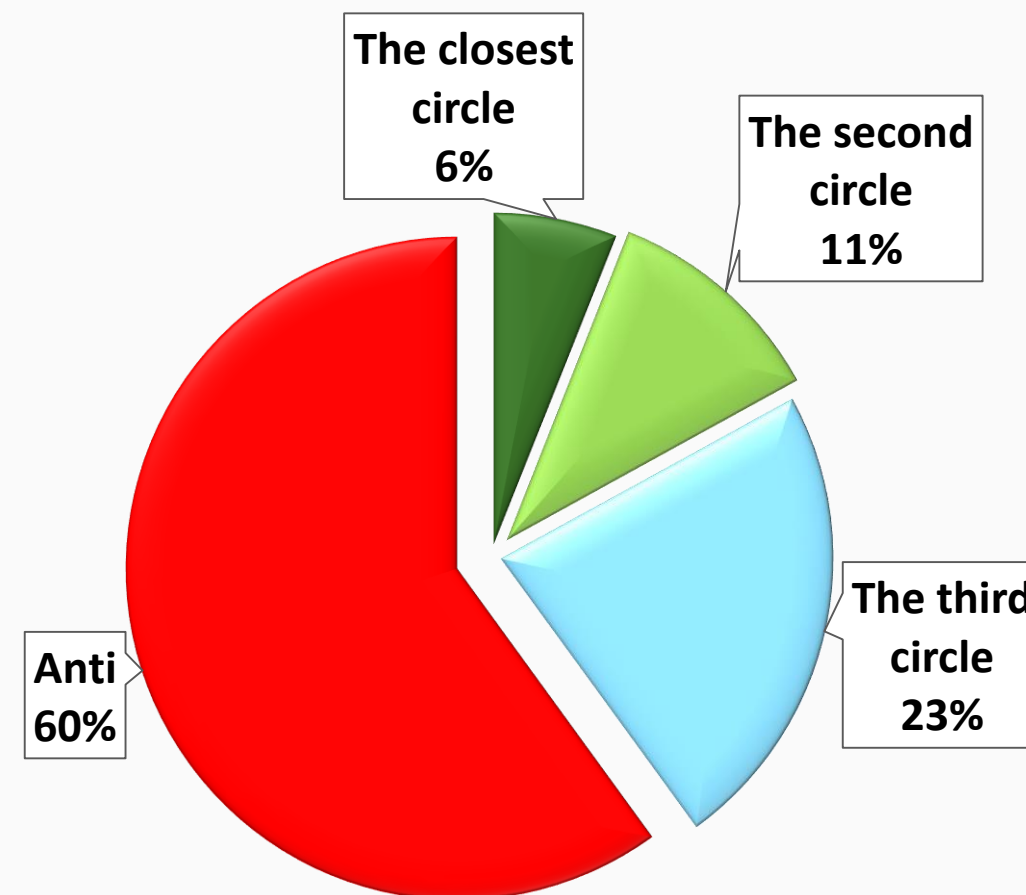
German isn't their preferred language, but German is in their consideration set.

The third circle

German isn't in their consideration set but they express a positive willingness to learn the language.

Anti

Those who express negative willingness to learn German.



Segments - Demographic profile

		The closest circle	The second circle	The third circle	Anti
	Total sample	6%	11%	23%	60%
Population	Jews	4%	11%	21%	64%
	Arabs	14%	10%	34%	41%
Gender	Male	6%	13%	25%	56%
	Female	6%	9%	21%	64%
Age	16-24	8%	13%	22%	57%
	25-34	7%	14%	22%	57%
	35-44	5%	14%	21%	60%
	45-54	2%	8%	26%	63%
	+55	7%	5%	25%	63%
Religiosity (Jews)	Secular	6%	12%	28%	54%
	Traditional	1%	11%	16%	72%
	Religious	2%	7%	10%	81%
Education	Not academic	6%	10%	23%	61%
	Academic	5%	12%	23%	59%
Income	Below average	7%	11%	25%	57%
	Average	7%	10%	23%	61%
	Above average	4%	10%	22%	64%

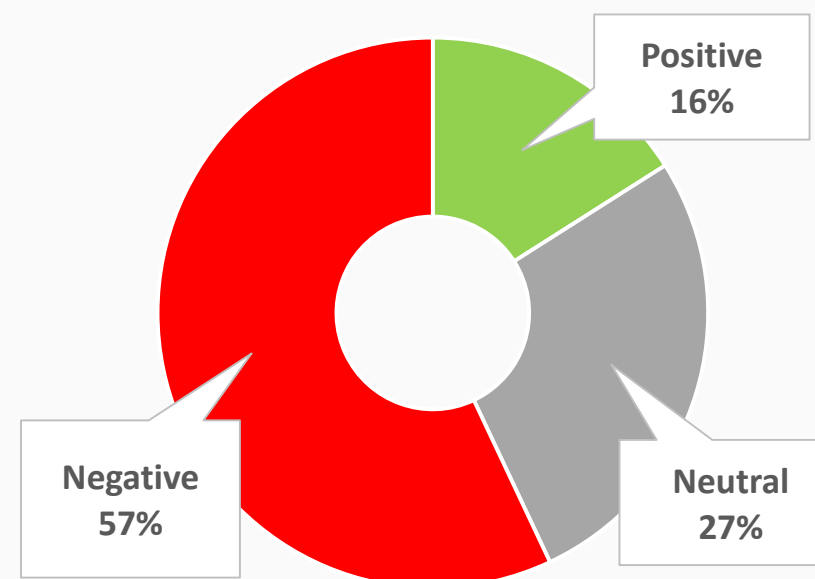
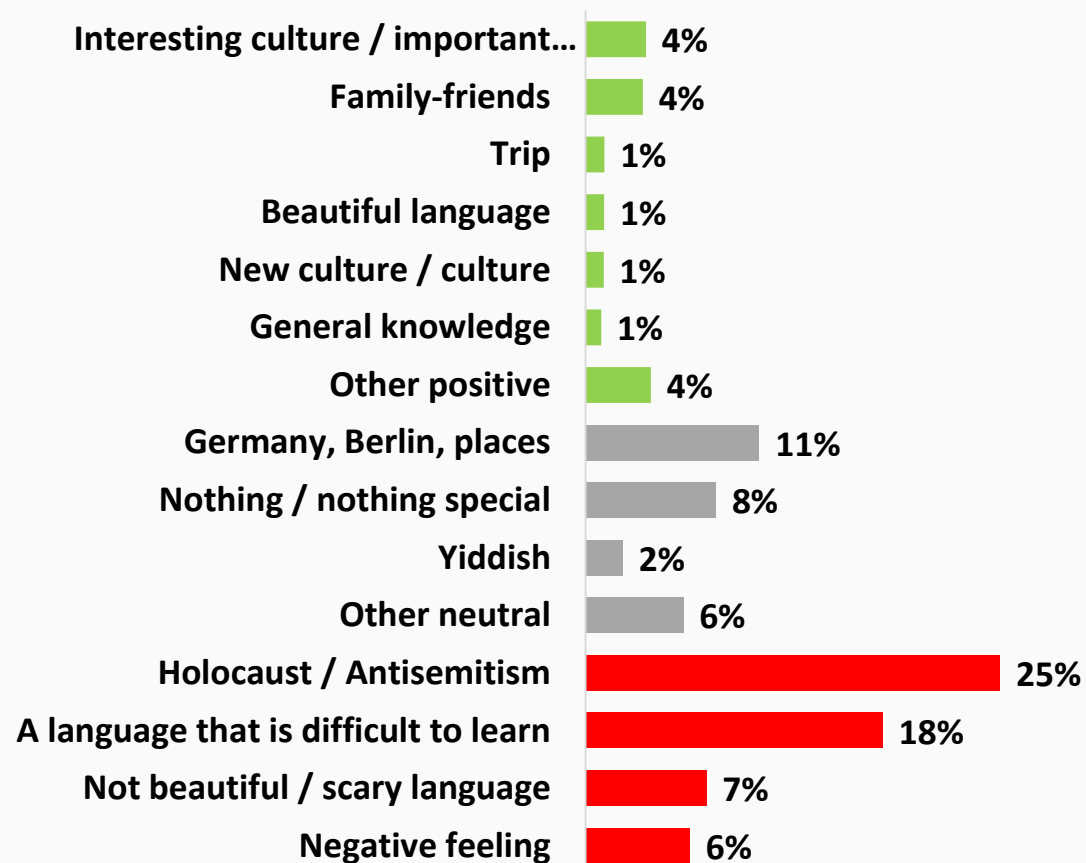
- ❑ Among the “The closest circle” group, there is a higher proportion of Arabs and secular Jews.
- ❑ Among the “The second circle” group, there is a higher proportion of males and 16-44 y.o.
- ❑ Among the “The third circle” group, there is a higher proportion of Arabs and secular Jews.
- ❑ Among the “The Anti” group, there is a higher proportion of Jews (in relation to Arabs) and Non-secular Jews (in comparison to Secular Jews).

Associations to German language

Q: What is the first thing that comes to mind when you think of the German language?

Open-end question

- 43% have positive or neutral associations to German language against 57% that have negative associations, the most prominent negatives are “Holocaust/anti-Semitism” and “A language difficult to learn”.



Associations to German language by segments

Q: What is the first thing that comes to mind when you think of the German language?

Open-end question

- ❑ As expected, there is a high correlation between the likelihood to German and associations to it.
- ❑ The biggest differences between “the closest circle” and “the anti” groups are “Family/friends” in the positive associations and “Holocaust/anti-Semitism” in the negative associations.

	The closest circle	The second circle	The third circle	Anti
Interesting culture / important language	11%	6%	5%	2%
Family-friends	12%	6%	6%	1%
Trip	2%	4%	2%	0%
Beautiful language	2%	3%	2%	0%
New culture / culture	6%	2%	2%	0%
General knowledge	4%	2%	1%	0%
Holocaust / Antisemitism	3%	16%	14%	34%
A language that is difficult to learn	20%	17%	19%	18%
Not beautiful / scary language	0%	5%	3%	10%
Negative feeling	2%	3%	2%	9%

	The closest circle	The second circle	The third circle	Anti
Positive associations	43%	31%	28%	6%
Neutral associations	33%	28%	34%	23%
Negative associations	24%	40%	38%	71%

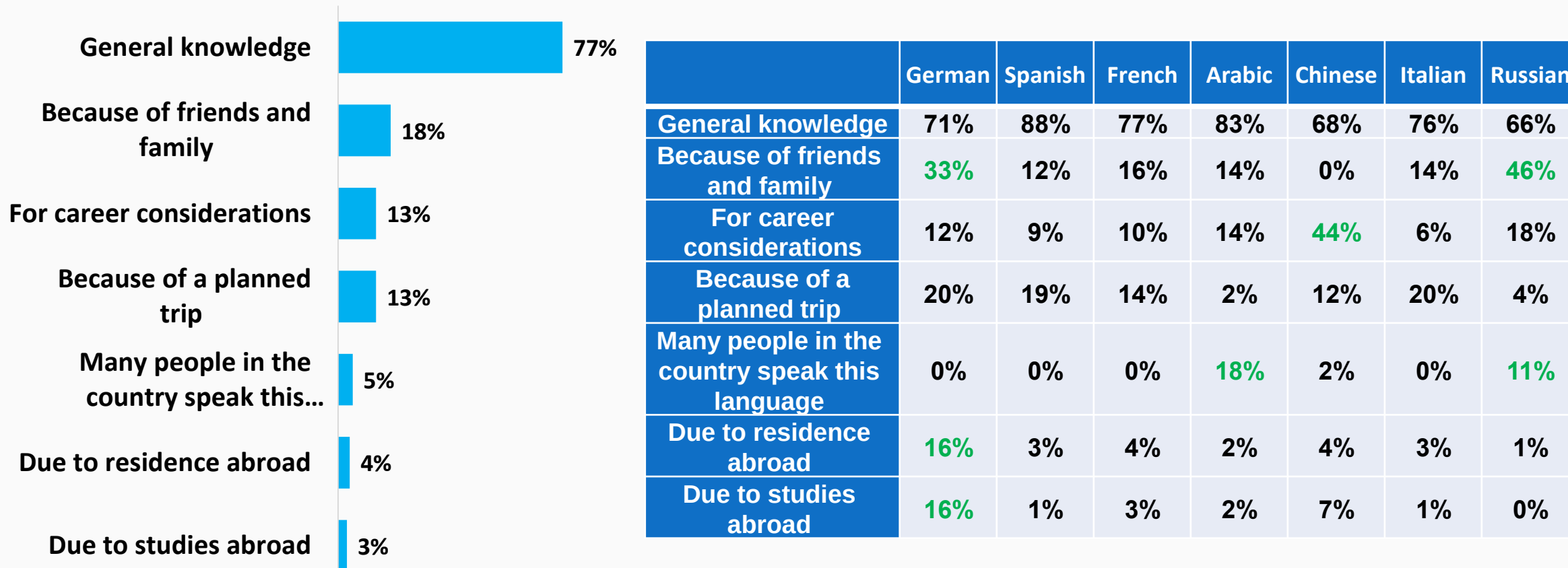
2. Motivations and preferred ways to learn foreign languages

Motivations for learning foreign languages

Q: Why would you like to learn _____?

Closed question among those who have positive intentions to learn foreign language (N=917).

- ☐ General knowledge is the main reason to prefer to learn the language.
- ☐ Those who prefer to learn German reports more than others: “Because of friends and family”, “Due to residence abroad” and “Due to studies abroad”.



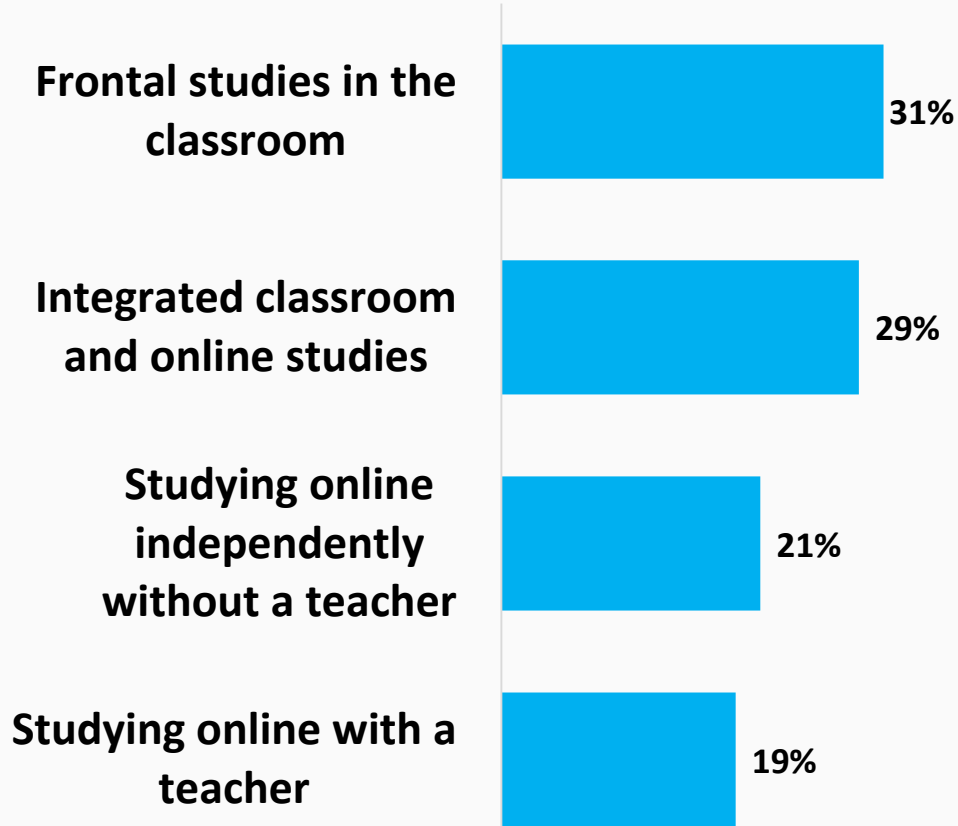
The preferred way to learn foreign languages: frontal vs online



Q: How would you prefer to study _____ ?

Closed question among those who have positive intentions to learn foreign language (N=917).

- ❑ Frontal studies followed by and integrated classroom are the preferred way to learn.
- ❑ Those of who intend to learn German prefer less than others studying online independently without a teacher. No differences found between “the three circles”.



	German	Spanish	French	Arabic	Chinese	Italian	Russian
Frontal studies in the classroom	35%	26%	36%	27%	35%	29%	38%
Integrated classroom and online studies	30%	26%	31%	28%	26%	31%	28%
Studying online independently without a teacher	14%	25%	19%	23%	14%	22%	21%
Studying online with a teacher	21%	22%	14%	21%	26%	18%	13%

The preferred way to learn foreign languages: frontal vs online

Q: How would you prefer to study _____ ? Closed question among those who have positive intentions to learn foreign language (N=917).

		Frontal in classroom	Online with a teacher	Online Independently	Integrated classroom online
	Total sample	31%	19%	21%	29%
Population	Jews	28%	19%	23%	30%
	Arabs	43%	18%	14%	24%
Gender	Male	34%	19%	22%	26%
	Female	28%	20%	21%	31%
Age	16-24	29%	14%	28%	29%
	25-34	27%	22%	19%	32%
	35-44	31%	20%	23%	26%
	45-54	34%	19%	18%	29%
	+55	33%	20%	19%	28%
Religiosity (Jews)	Secular	28%	18%	23%	31%
	Traditional	29%	20%	19%	32%
	Religious	26%	20%	27%	26%
Education	Not academic	33%	17%	23%	27%
	Academic	27%	22%	19%	31%
Income	Below average	31%	19%	24%	25%
	Average	34%	15%	20%	32%
	Above average	29%	20%	19%	32%

- ❑ Among those who preferred frontal studies in classroom, there is a higher proportion of Arabs, males, and Non-academic education.
- ❑ Among those who preferred Online independently without a teacher, there is a higher proportion of Jews and 16-24 y.o.
- ❑ Among those who preferred Integrated classroom, there is a higher proportion of average and above average income levels.

The preferred way to learn foreign languages:

one-on-one vs with other students

Q: How would you prefer to study _____ ?

Closed question among those who have positive intentions to learn foreign language (N=917).

- ☐ The potential students are divided equally between those who prefer one-on-one lessons and those who prefer studying with other students in the same class.
- ☐ No difference found between those who consider to learn German and others.
- ☐ Among those who preferred one-on-one private lessons, there is a higher proportion of 16-44 y.o., and income below average. Among those who preferred with other students in the same class, there is a higher proportion of 55+ y.o., and income similar or higher to average.

In one-on-one private lessons

49%

With other students in the same class

51%

	German	Spanish	French	Arabic	Chinese	Italian	Russian
In one-on-one private lessons	52%	51%	46%	47%	42%	50%	56%
With other students in the same class	48%	49%	54%	53%	58%	50%	44%

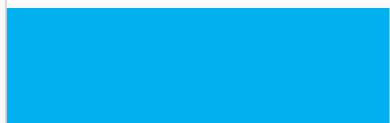
Why they are not learning the language?

Q: Why to this day you have not had the opportunity to study _____ ?

Closed question among those who have positive intentions to learn foreign language (N=917).

- ❑ “Lack of time” is the main reason why they are not learning foreign languages. 25% report that “they didn’t find the proper place to learn”.
- ❑ Without significance difference between those of want to learn German and the others.
- ❑ Low-income earners indicate more financial considerations. Those who indicate lack of time is higher among Jews, and above-average income earners. Those who indicate that don’t find the right place to learn is higher among males.

I did not allocate the time



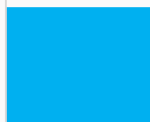
67%

Financial considerations



35%

I did not find the proper place to learn



26%

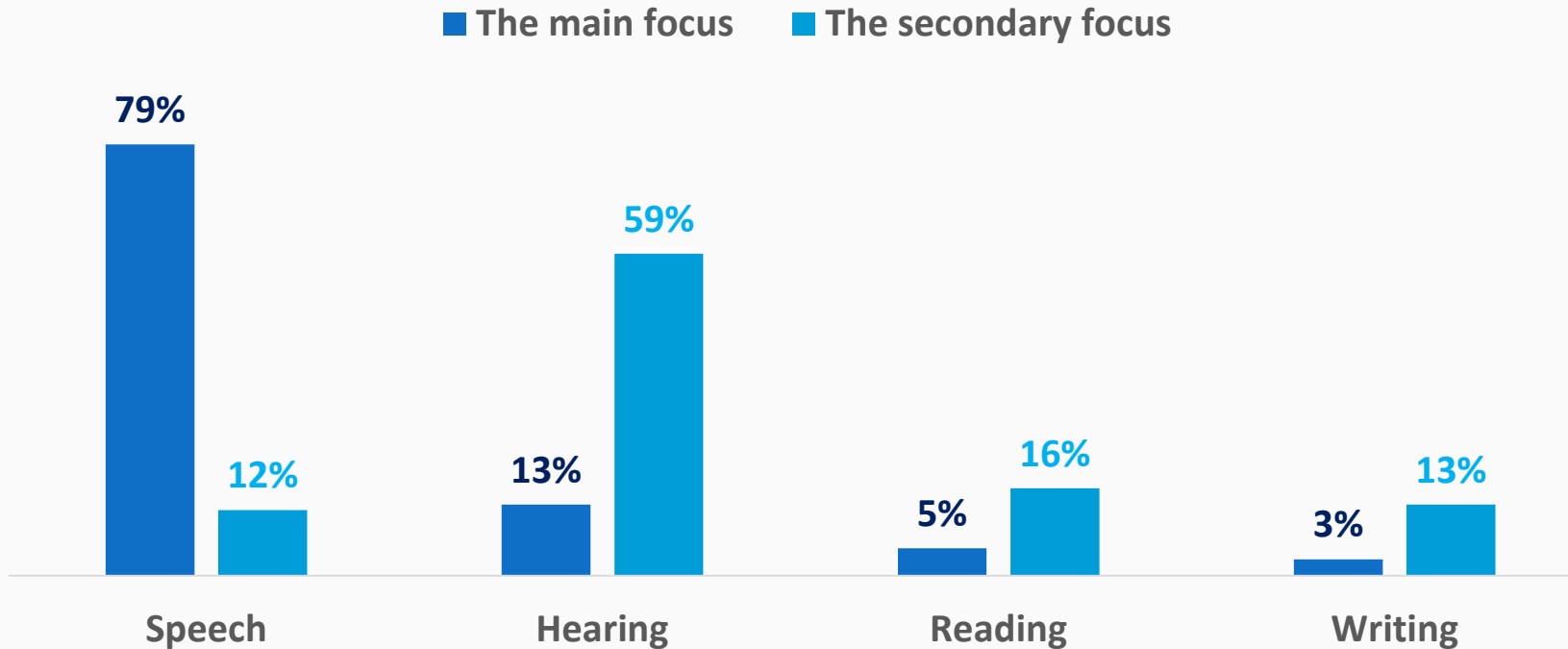
	German	Spanish	French	Arabic	Chinese	Italian	Russian
I did not allocate the time	63%	72%	69%	67%	70%	59%	59%
Financial considerations	45%	34%	38%	33%	42%	29%	34%
I did not find the proper place to learn	28%	21%	20%	31%	24%	27%	27%

Where to focus when studying German

Q: If you would like to learn German, which of the following would you like to focus on?

Closed question among those who have positive intentions to learn German (N=393).

- ☐ The main focus on studying German is “speech” followed by “hearing”.
- ☐ Without difference between the three circles.

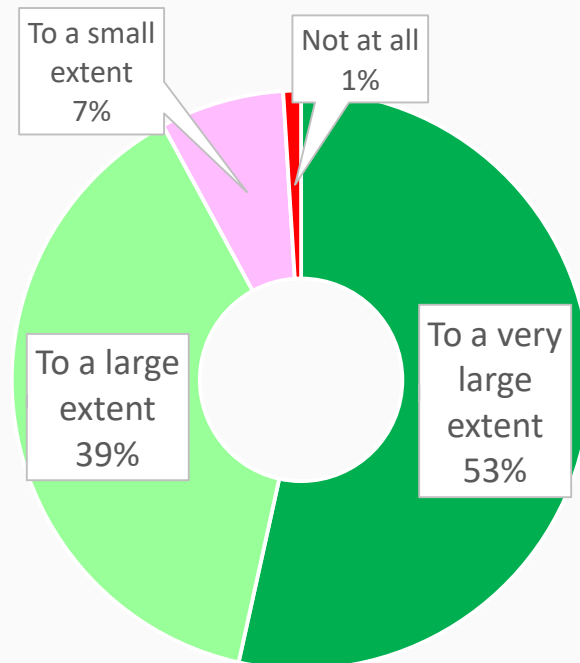


3. General attitudes towards foreign languages

To what extent it is worthwhile to learn foreign languages besides English

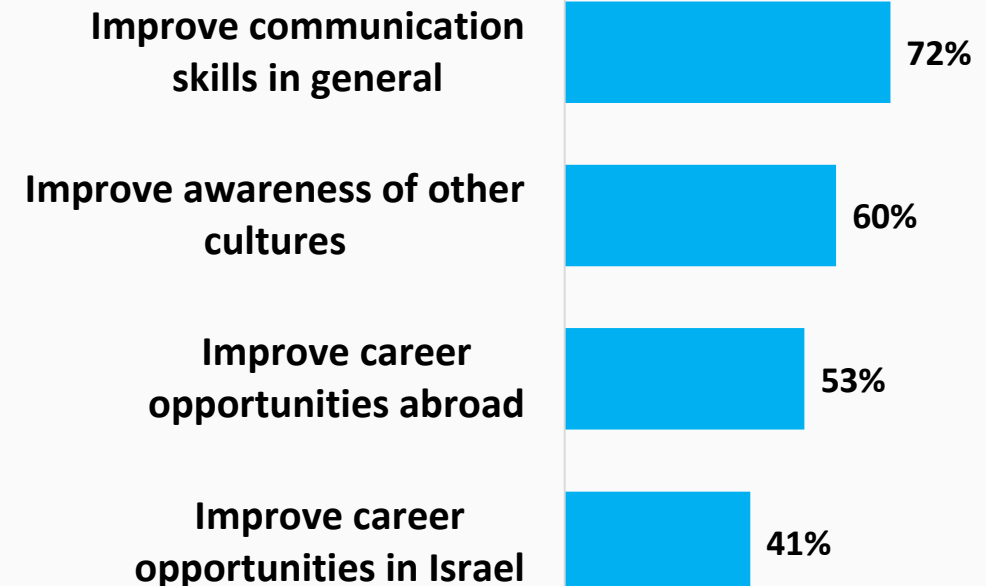
- ❑ There is consensus that it is worthwhile to learn foreign languages besides English.
- ❑ “Improve communications skills” is the main reason why is worthwhile to learn foreign languages followed by “improve awareness of other cultures”.

To what extent do you think it is worthwhile to learn other foreign languages except English



Why do you think it is worthwhile to learn foreign languages other than English

Closed question among those who answer that learn foreign languages beside English is worthwhile (N=934).

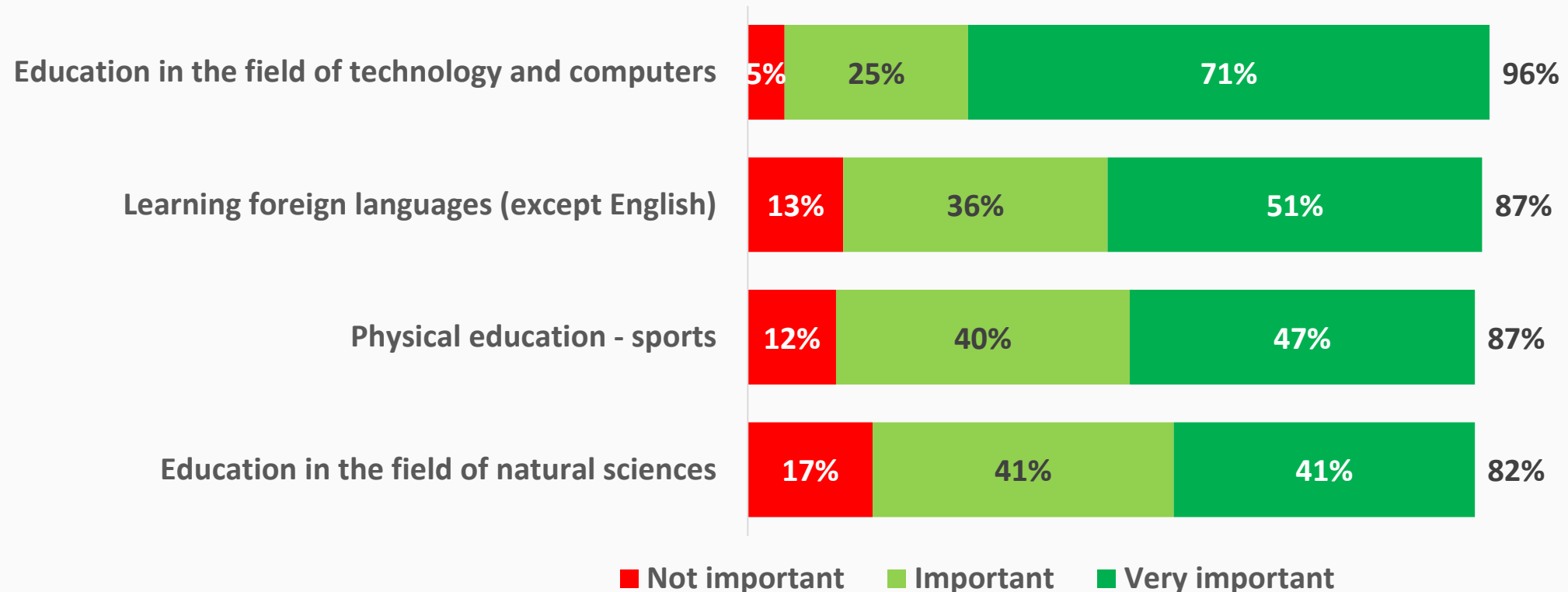


The perceived importance of studying foreign languages in comparison to other areas of knowledge



Q: In your opinion, how important to Israeli society is education in the following areas

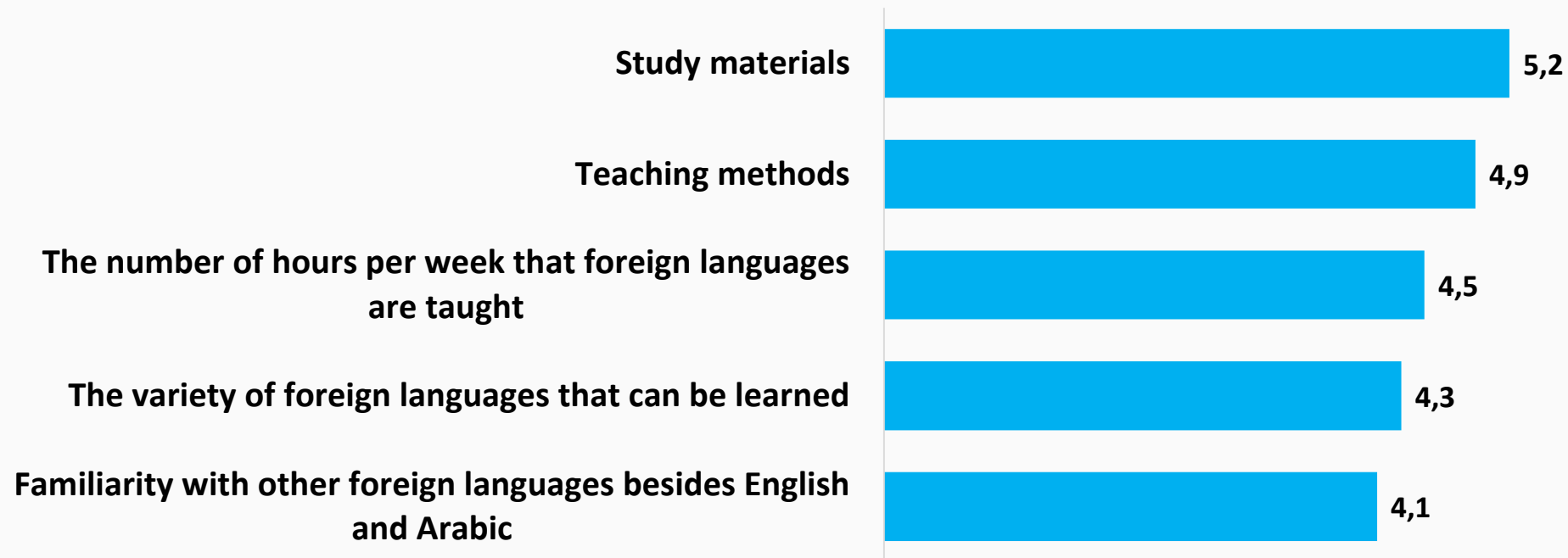
- ❑ “Learning foreign language besides English” is perceived very important, in second place after “Educations in the field of technology and computers”.



The perceived level of teaching foreign languages in Israeli education system

Q: On a scale of 1-10, to what extent would you rate the study of foreign languages in the Israeli education system

- ❑ **Very low scores to Israeli education system regarding all aspects of teaching foreign languages, especially the variety and familiarity with other foreign languages besides English and Arabic.**



4. Goethe Institute:

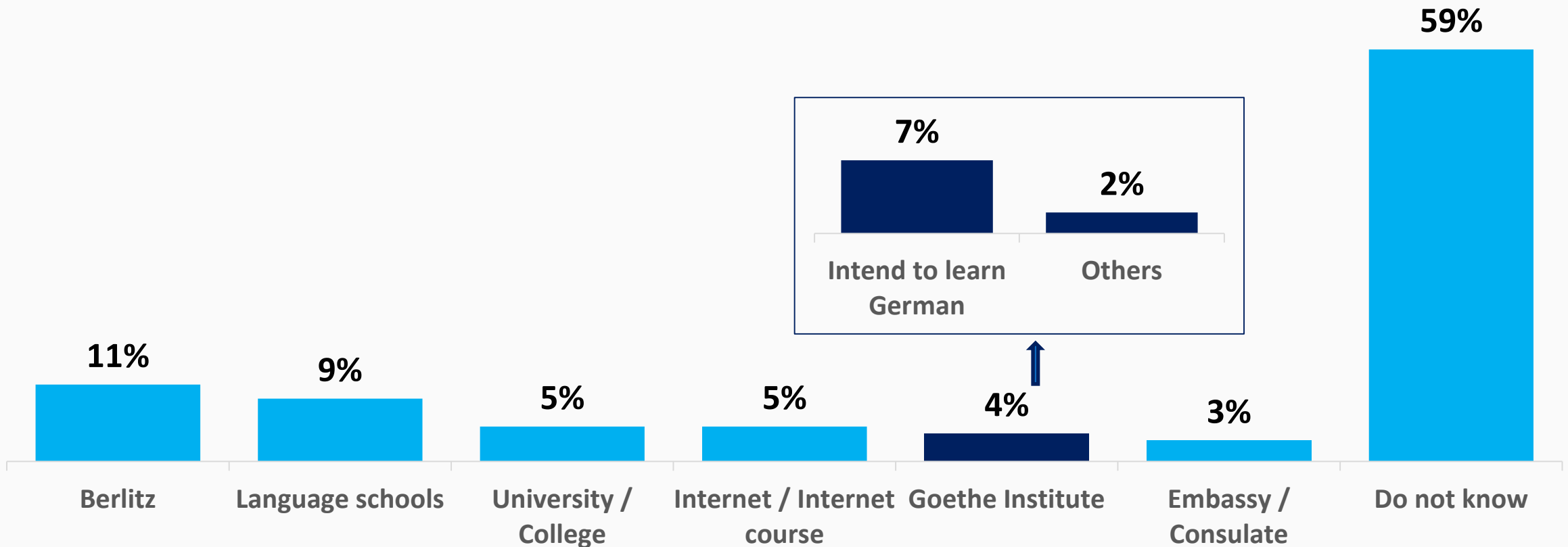
Awareness and willingness to study

German at the Goethe-Institute

Unaided awareness to Goethe Institute

Q: From what you know, where can you learn German in Israel?

- ❑ Only 4% has mentioned unaidedly that they can learn German in Goethe Institute.
- ❑ The unaided awareness is low also among those who intend to learn German.

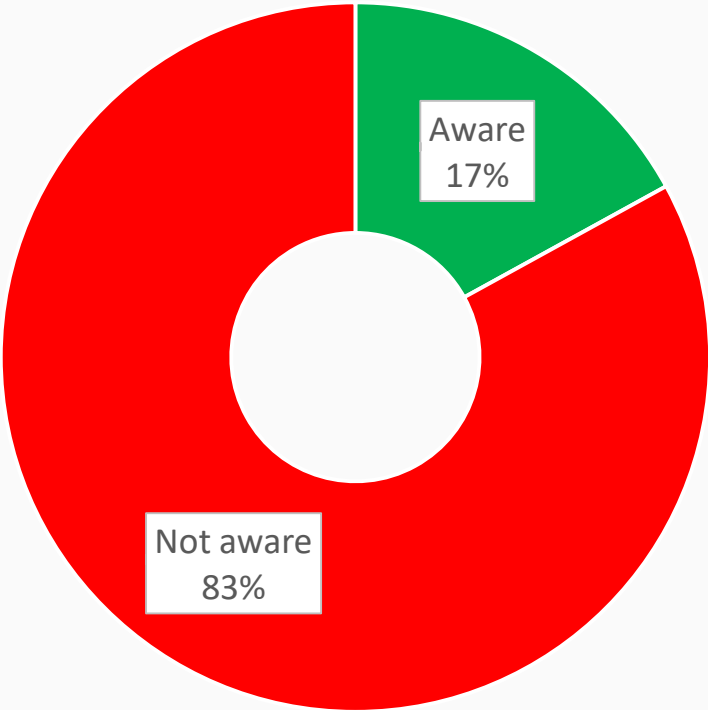


Aided awareness to Goethe Institute



Q: From what you know, where can you learn German in Israel?

- ☐ Low awareness to Goethe Institute : 17%.
- ☐ Without difference between the three circles.
- ☐ The Goethe Institute awareness is higher among 55+ y.o., secular Jews and those with an academic education. The awareness is low among 16-34 y.o.



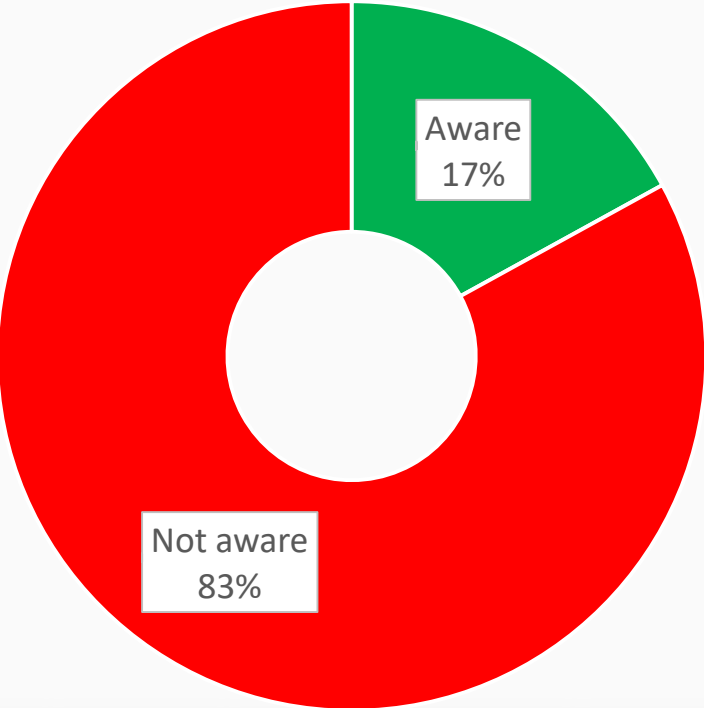
Popul ation	Jewish	17%
	Arab	14%
Gen der	Male	16%
	Female	17%
Age	16-24	9%
	25-34	10%
	35-44	17%
	45-54	20%
	55+	28%
Religiosity (Jews)	Secular	22%
	Traditional	13%
	Religious	16%
Educ ation	Not academic	12%
	Academic	22%
Income	Below the average	15%
	Similar to the average	16%
	Above the average	18%

Aided awareness to Goethe Institute



Q: From what you know, where can you learn German in Israel?

- ❑ Low awareness to Goethe Institute : 17%.
- ❑ Without difference between the three circles.
- ❑ The Goethe Institute awareness is higher among 55+ y.o., secular Jews , those with an academic education and in Jerusalem area. The awareness is low among 16-34 y.o.



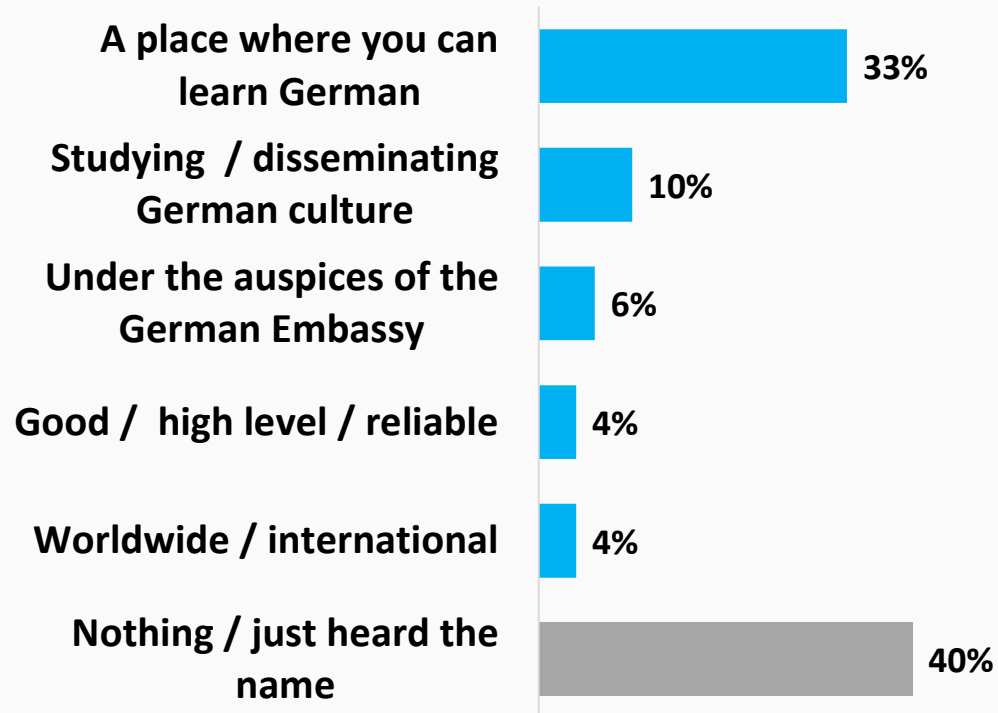
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Religiosit y (Jews)	Secular	22%
	Traditional	13%
	Religious	16%
Educ ation	Not academic	12%
	Academic	22%
Income	Below the average	15%
	Similar to the average	16%
	Above the average	18%
Region	Haifa (04)	15%
	South (08)	14%
	Tel aviv (03)	18%
	Jerusalem (02)	27%
	HaSharon (09)	17%

Familiarity with Goethe Institute

Q: What do you know about Goethe Institute?

Unaided question among those who are aware of Goethe Institute (N=169).

- ☐ 40% of those who are aware of Goethe Institute did not know anything about it.
- ☐ “A place where you can learn German” is the most cited answer.
- ☐ Without difference between the three circles.



	Intend to learn German	Others
A place where you can learn German	35%	28%
Studying / disseminating German culture	8%	13%
Under the auspices of the German Embassy	6%	6%
Good / high level / reliable	6%	3%
Worldwide / international	5%	1%
Nothing / just heard the name	33%	61%

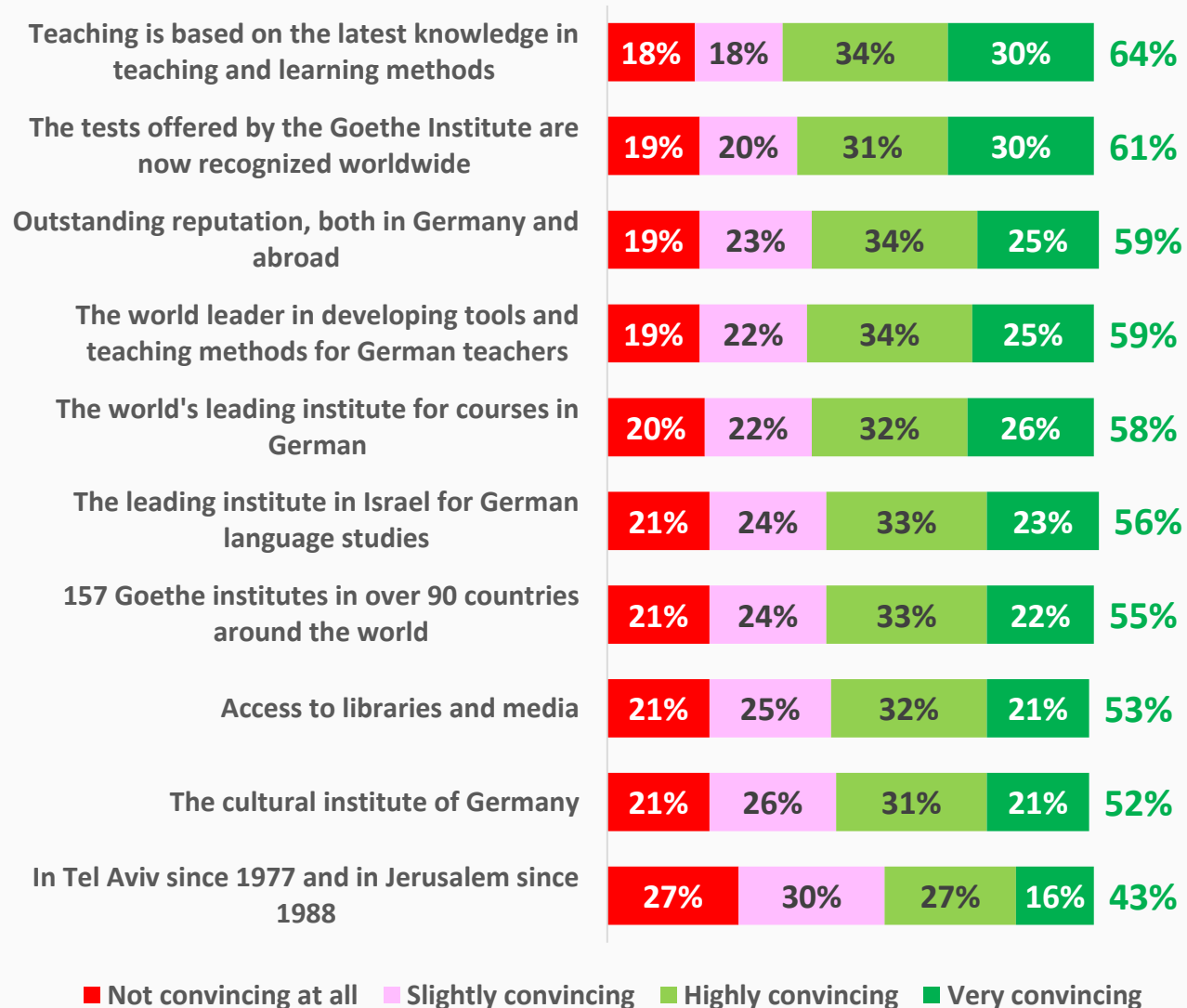
What will persuade to learn German at the Goethe Institute

- ☐ The survey presented 10 statements. For each the respondents were asked in what extent it persuade them to learn German at the Goethe Institute

The cultural institute of Germany	Goethe Institute is the cultural institute of Germany. It is active all over the world and receives institutional funding from the German Foreign Ministry.
157 Goethe institutes in over 90 countries around the world	There are 157 Goethe institutes in over 90 countries around the world that provide information on the culture, language and other general aspects of Germany.
Outstanding reputation, both in Germany and abroad	For over 70 years, the Goethe Institute has enjoyed an outstanding reputation, both in Germany and abroad. The Goethe-Institute serves as a partner for Germany to connect with the world and has a global network of contacts. Goethe Institute has close and long-term cooperation with educational and cultural institutions all over the world
The world's leading institute for courses in German	Goethe Institute is the world's leading institute for courses in German and offers courses in Israel, Germany and on the Internet.
The world leader in developing tools and teaching methods for German teachers	Goethe Institute is the world leader in developing tools and teaching methods for German teachers that are currently accepted as a standard for German studies worldwide.
The tests offered by the Goethe Institute are now recognized worldwide	The tests offered by the Goethe Institute are now recognized worldwide and are accepted as a seal of quality by employers and educational institutes.
Teaching is based on the latest knowledge in teaching and learning methods	Teaching is based on the latest knowledge in teaching and learning methods. Speaking, listening, reading, and writing are practiced in real-life-based situations, using authentic texts.
Access to libraries and media	If you sign up for a German course at the Goethe Institute, you will have access to libraries and media, as well as the ability to attend many cultural events
In Tel Aviv since 1977 and in Jerusalem since 1988	Goethe Institute has existed in Tel Aviv since 1977 and in Jerusalem since 1988
The leading institute in Israel for German language studies	Goethe Institute is the leading institute in Israel for German language studies

What will persuade to learn German at the Goethe Institute

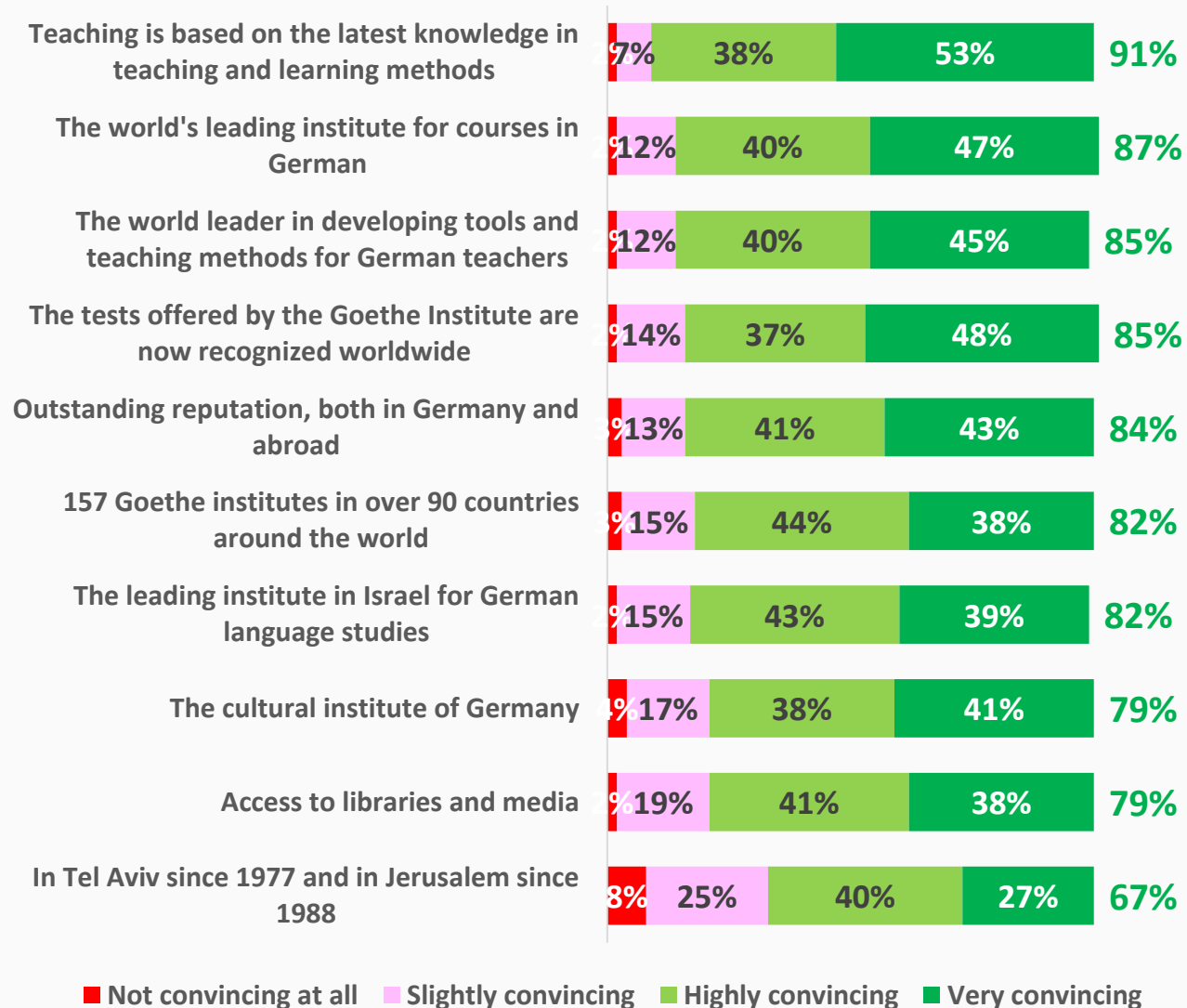
Among total sample



❑ The most persuasive statements are: “teaching is based on the latest knowledge” and “the tests are recognized worldwide”

What will persuade to learn German at the Goethe Institute

Among those who consider to learn German

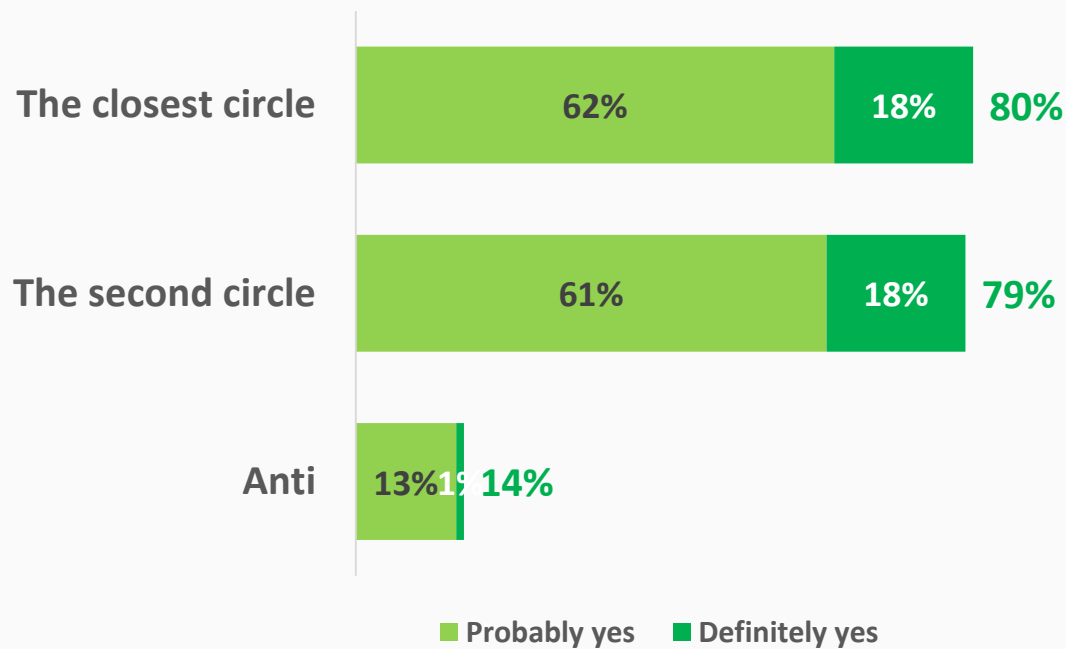
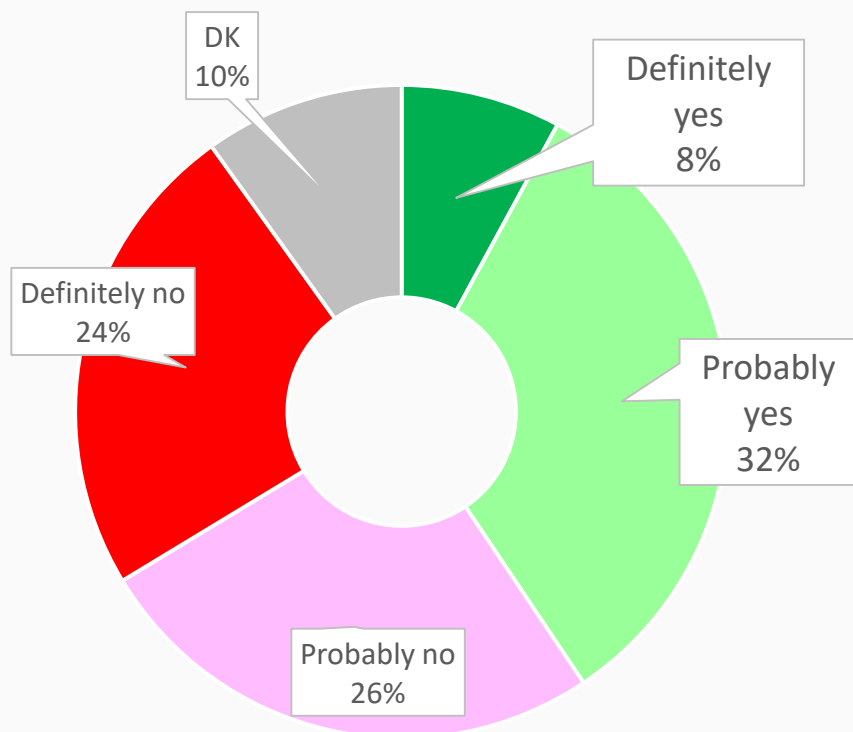


□ Also, among those who consider to learn German, the most persuasive statements are: “teaching is based on the latest knowledge”.

Willingness to learn German at Goethe Institute

Q: To what extent would you like to study German at the Goethe-Institute?

❑ 8% of the total sample say they will definitely consider studying German at the Goethe institute.



Willingness to learn German at Goethe Institute

Demographic profile

Q: To what extent would you like to study German at the Goethe-Institute?

Population	Jewish	35%
	Arab	64%
Gender	Male	43%
	Female	37%
Age	16-24	44%
	25-34	44%
	35-44	39%
	45-54	40%
	55+	35%
Religiosity (Jews)	Secular	41%
	Traditional	32%
	Religious	26%
Education	Not academic	39%
	Academic	42%
Income	Below the average	47%
	Similar to the average	37%
	Above the average	36%

- ❑ The willingness to learn German at the Goethe Institute is higher among Arabs (in comparison to Jews), secular Jews (in comparison to non-secular Jews) and those with incomes below the average.

Summary

- ❑ **Very high willingness to learn foreign languages.**
- ❑ **The maximum potential of those interested in learning German is 40% of the general population, that are divided in three segments according to their relations to German language:**
 - **“The closest circle”: German is their preferred language to learn (6%).**
 - **“The second circle”: German isn’t their preferred language, but German is in their consideration set (11%).**
 - **“The third circle”: German isn’t in their consideration set but they express a positive willingness to learn the language (23%).**
- ❑ **Demographic profile reveals that the willingness to study German is higher among Arabs (in comparison to Jews), in between the Jews the potential is higher among seculars (in comparison to non-secular Jews).**
- ❑ **The main motivations to learn German compared to other languages: “Because of friends and family” and “Due to residence abroad/studies abroad”.**
- ❑ **43% have positive or neutral associations to German language against 57% that have negative associations. The most prominent negatives are “Holocaust/anti-Semitism” and “A language difficult to learn”.**

- ☐ **Frontal studies followed by and integrated classroom are the preferred way to learn german.**
- ☐ **The potential students are divided equally between those who prefer one-on-one lessons and those who prefer studying with other students in the same class**
- ☐ **The main focus on studying German is “Speech” followed by “Hearing”.**
- ☐ **The awareness of Goethe Institute is low: 4% unaided and 17% aided.**
- ☐ **The most persuasive messages that convince to learn German at Goethe Institute are:**
 - “Teaching is based on the latest knowledge in teaching and learning methods. Speaking, listening, reading, and writing are practiced in real-life-based situations, using authentic texts.”
 - “The tests offered by the Goethe Institute are now recognized worldwide and are accepted as a seal of quality by employers and educational institutes.”
- ☐ **8% of the total sample say they will definitely consider studying German at the Goethe institute.**
- ☐ **The willingness to learn German at the Goethe Institute correlates with the demographic profile of those who consider to learn German: higher among Arabs (in comparison to Jews), and higher among secular Jews (in comparison to non-secular Jews).**

Danke schön!
