

KONDA

Barometer

THEMES

Perception Of “Reputation” In Society
October 2013





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1. EXECUTIVE SUMMARY

DEFINITION OF THE SURVEY

The survey which forms the basis for this report was conducted on October 5 - 6, 2013 by face-to-face interviews with 2512 individuals in 150 neighborhoods and villages of 111 districts –including central districts- of 32 provinces.

THEME OF THE MONTH: PERCEPTION OF “REPUTATION” IN THE SOCIETY

Reputation has become a very important matter for corporations lately, although it is a concept that is difficult to measure. In order to understand the meaning of reputation, we questioned in this month’s survey which values the public identifies reputation with and which ones stand out and observed that credibility is distinctively prominent.

More urbanized and educated segments of the society are more tended to identify reputation with abstract concepts such as being uncompromising about principles and support the fact that being unfair to employees may be a reason for loss of reputation, whereas less educated and more deprived segments consider wealth and connections or being influential in an corporation more important. It is particularly striking that more religious segments link reputation with religiousness. Another significant finding is the role of family in reputation: one in every four people thinks of a family member as an example of a reputable person and half of the society rely on the opinions of their family while buying a new product. Therefore, it may be concluded that family, just like religion, is an important reference point for reputation.

In the assessment of the reputation of a corporation, being fair to the employees is as important as the quality of the products. Even though there is an impression that spoiled products effect reputation more negatively than being unfair to the employees, it must be kept in mind that fairness to employees is more closely tied to the concept of credibility.

The findings of the survey indicate that concepts available in the academic literature with regard to reputation may be adapted to Turkey, yet themes such as religion and family should also be taken into consideration.





2. THEME OF THE MONTH: PERCEPTION OF “REPUTATION” IN SOCIETY

2.1. Conceptual Framework

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The concept of “reputation” which is widely used for individuals as well as corporations does not have an accurate definition which is commonly agreed upon. On the other hand, we may state, at least as a start that this concept relates to a subjective opinion rather than a concrete reality.

How do our opinions on the reputation of individuals and corporations form? Is it possible to be aware of an individual’s or corporation’s reputation if we have no experience with this individual or corporation? To what extent do the positive comments of another person about a restaurant which we have never been to affect us? Does that restaurant become more reputable for us if we hear multiple positive comments about it?

When we consider reputation as the entire personal perceptions and judgments of an individual, another question comes to mind: Which individuals’ perceptions and judgments are we talking about? How will negative comments about the restaurant made by other individuals effect us? Will it be necessary for us to visit that restaurant personally in order to form a positive or negative opinion about it?

In a corporate framework, a wide literature is available on the concept of “corporate reputation.” There are ample academic works and sectoral reports on the matter. Today, in almost all fields of specialization and levels of corporate world, consensus has been reached for considering corporate reputation as a valuable “asset” however uncertainties and discussions on the definition of this concept continue. In addition, there are different views and systematic on the components of corporate reputation and how corporate reputation may be calculated.

A closer look at the studies on the definition of the concept of corporate reputation shows concepts such as “corporate identity,” “corporate image” and “corporate reputation capital” most of which are intertwined or sometimes replace each other. The research of Barnett, Jermier and Lafferty (2006) which involves a thorough examination of a vast academic database, determines 49 different corporate reputation definitions as of end of 2003. The researchers classified these definitions into three clusters thereby establishing three basic approaches towards corporate reputation: reputation as an *awareness*, reputation as an *assessment* and reputation as an *asset*.

The approach in the cluster of awareness mostly focuses on the perceptions of corporate stakeholders on a corporation whereas the approach in the cluster of assessment prioritises the judgments of the stakeholders regarding the corporation. As for the cluster of asset, it is emphasized that reputation is an intangible financial or economic asset.



Taking the effect of positive or negative opinions of stakeholders in the formation of reputation (or lack of reputation) into consideration, we may assume that the concept involves a judgment and an assessment. Accordingly, it may be stated that corporate reputation may be shaped negatively or positively based on the assessment of consequences of different effects of the corporation on its stakeholders. On the other hand, different stakeholders of a corporation will focus on different signals and messages about the corporation therefore each stakeholder shall have a different assessment of reputation. Therefore, it is obviously very difficult to talk about a single gross reputation.

Today, relations between corporations and stakeholders have been under constant transformation, therefore not only the signals and messages received by stakeholders from corporations but also their one-to-one relations with corporations differ in a great deal. Mediums that transmit corporate messages, individuals and groups that share their experiences regarding the corporations and negative or positive effects of the sector that the corporation belongs to cause varied perceptions and assessments of reputation. Another very important factor is culture. Inevitably, different cultural codes assess reputation or lack of reputation differently. Cultures of economic or social classes as well as national culture present different views on what reputation and its components are.

As a result, research for finding out which attitudes and behaviors the concepts of “reputation” and “corporate reputation” pair with in different cultures will help avoid generalization of these concepts and losing their meanings. In other words, striving to understand what reputation means and to whom or what it is associated with in Turkey and its culture will open new realms for both corporations and researchers. This way, it will be possible to bring forth specific subjects that might have been overlooked until now within the discussions and pursuits regarding the concept of corporate reputation in Turkey and avoid falling into the trap of generalization.

We asked the interviewees within the present survey questions on the theme of reputation, what they understand from this concept, how important they find certain features with regard to the reputation of an individual or a corporation, how a corporation may gain or lose reputation and whose opinion they rely on when buying a new product. Subsequently, in the light of these assessments, we asked them to name individual and corporations they deem reputable.

The two basic findings of the survey have turned out to be the facts that reputation is evidently identified with the concept of trustability and that there is no common or widely established judgment of the public on who or what is considered as reputable. Other than that, the understanding of reputation mostly changes according to religiousness and education and this fits into the axis that we come across in many Barometer surveys. The present survey also indicated that the role of fairness to employees in corporate reputation is almost as important as product or service quality.



2.2. What is Reputation?

Interviewees had no difficulty in coming up with concepts that they associate with reputation and provided answers at a rate of 91 percent which is a high rate for open-ended questions of this kind. However, there was incredible variation in answers and almost one in every three answers consisted of different concepts that could not be put into a category.

Still, it was concluded that the term reputation is mostly identified with trust and trustability followed by respectability and integrity / honesty. Few people identify reputation with wealth.

What does the word reputation bring to your mind? Please explain in a few words.	Percentage
Trust/Trustability /Self-confidence	26.8
Respect /respectability	14.9
Integrity / Honesty	13.6
Character / Personality	2.7
Wealth/ Money	2.7
Other	30.2
No answer	9.1
Total	100

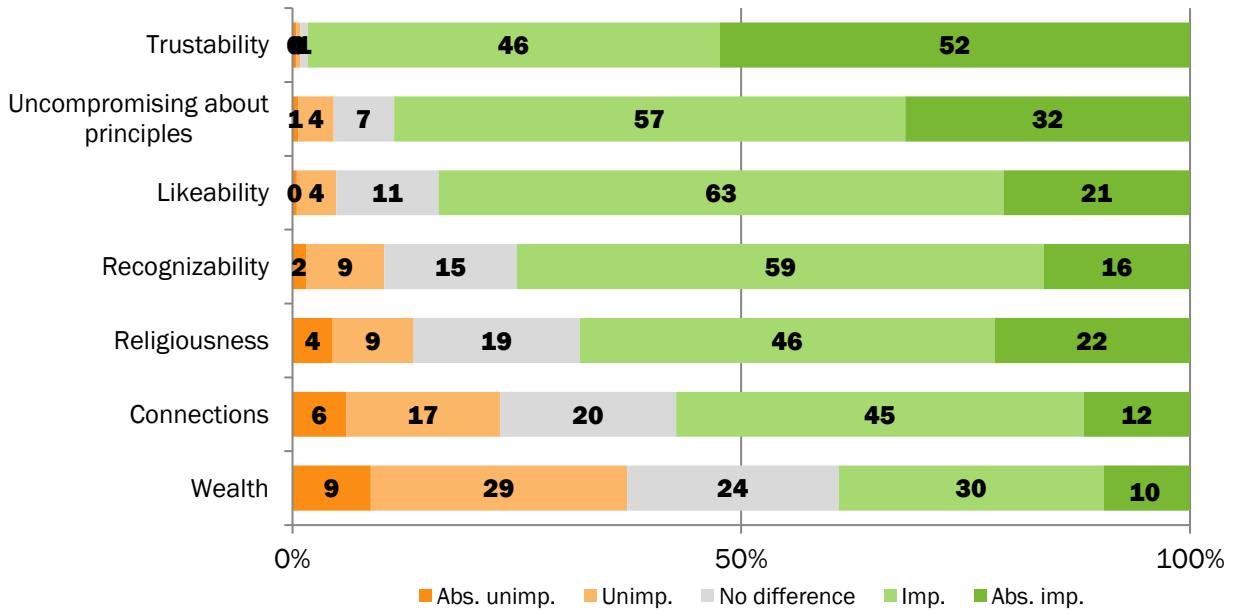
In fact, the answers given to this first question in this month's theme almost automatically specified the issues we were aiming to deal with regarding reputation. This is an indication of the fact that the issues that we thought worth-considering in a conceptual framework in effect correspond to the perception of the society.

2.2.1. Who is a reputable person?

Trustability is considered as an indispensable feature of a reputable person whereas being uncompromising about one's principles, likeability, recognizability and religiousness are considered as important. Only two in every five people regard money as important.

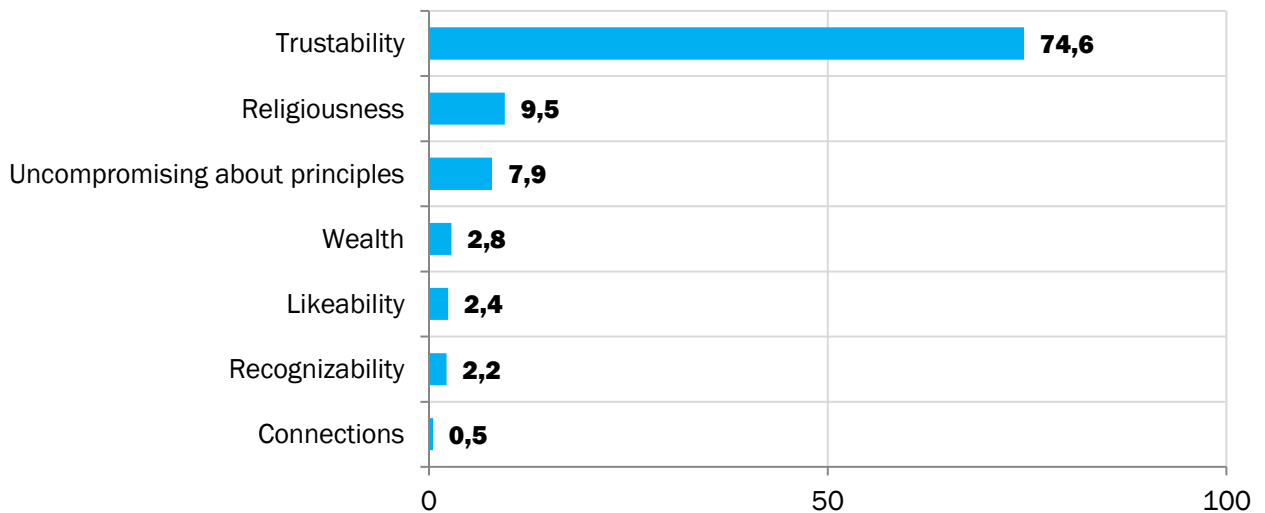


Which is the most important feature for an individual to be reputable?



Trustability again comes first among these features and religiousness comes ahead of the others.

Which is the most important feature for being reputable?



A reputable person that comes to mind first varies enormously. Interviewees not only mentioned people they have close contact with such as a family member, neighbor, boss, friend or mukhtar but also living or dead politicians, businessmen or artists. This is an indication of the fact that there is no consensus or, in another aspect, an established judgment on reputable people in the society.

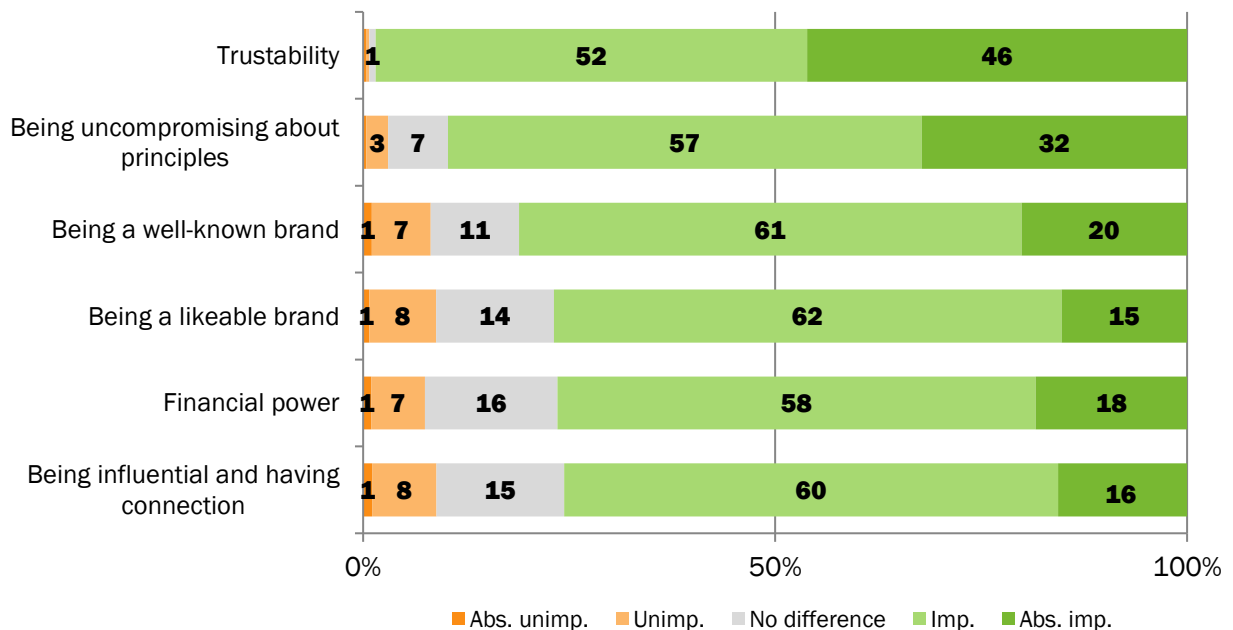


Name a reputable person that comes to your mind first.	Percentage
Family member	24.4
Politician	37.7
Self	1.8
Other	17.0
No answer	18.9
Total	100

2.2.2. What is a reputable corporation?

The public consider trustability as an indispensable feature of reputation for corporations as well. Being uncompromising about principles comes second and being a well-known brand comes third. The public weighs all features that are parallel to those considered important for reputable people also as important for corporations. While having money is not considered as important for individual reputation, financial power is considered as an important feature for corporations.

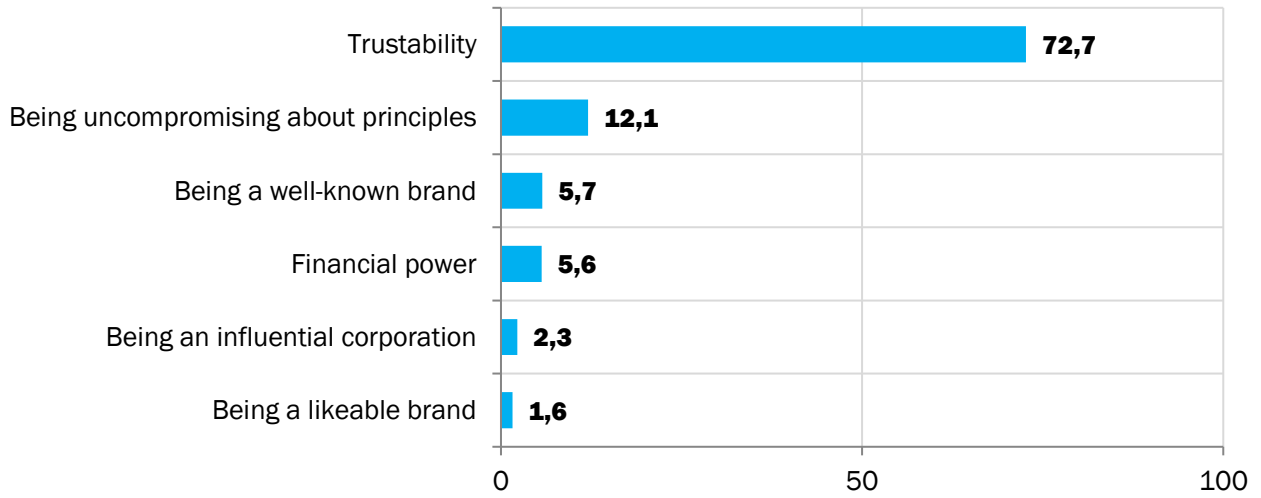
Which features are important for a company to be considered as reputable?



Trustability stands out as the most important feature for a corporation to be reputable. It is significant when people are forced to make a choice, people choose financial power and being influential over being likeable.



Which is the most important feature for being reputable?



Following the above evaluations and definitions on reputable corporations, when the interviewees were asked to name a reputable corporation / company that comes to mind first, 42 percent did not give any answers, in other words found no corporation or company reputable which is a very significant result. Among those companies that are mentioned, there are no companies that outdistance others. The list consists of state corporations, party names such as the Ak Parti and the army as an institution as well as corporations such as Koç, Sabancı and Ülker and specific company names such as Arçelik, Beko and Vestel. Therefore, our above evaluation with regard to reputable people is also valid here: This situation is an indication of the fact that there is no consensus or, in another aspect, an established judgment on reputable corporations in the society.

Name a reputable corporation / company that comes to your mind first.	Percentage
State corporations	8.2
Koç	5.9
Sabancı	5.2
Arçelik	3.6
Ülker	3.0
The army	2.7
Beko	1.5
The Ak Parti	1.4
Vestel	1.3
Other	25.6
No reputable corporation	41.6
Total	100



2.3. Concept of Trustability in the Framework of Reputation

Trustability, as one of the features establishing reputation, is not only the most preferred feature among the choices provided for reputable people or corporations but also is the concept that is identified with reputation at the highest level so much so that it loses its meaning because of the high importance placed upon it. In other words, it may not be useful to further investigate the concept of trustability in order to understand the society's perception of reputation. It is more useful to dwell on finer details and nuances so as to understand the perception of reputation in the society in Turkey.

Yet it is possible to reach several interpretations on trustability by looking at the differentiation of the answers according to demographic clusters and the relationship with other features. For example, modern people identify trustability with reputation less than other clusters but they identify it with respectability at higher levels. They also indicate trustability for reputable people more than other clusters do, yet they also indicate being uncompromising about principles more. Accordingly, we may conclude that modern people identify trustability with being principled. However, as for reputable corporations, modern people indicate that a corporation must be trustable less than other lifestyle clusters do. On the other hand, they indicate that being uncompromising about principles and to some extent financial power are a little more important.

The situation is exactly the opposite for religious conservatives: in the identification of reputation, trustability and honesty come first and although trustability is the first choice, religiousness also gains importance. With respect to corporations, they emphasize trustability most since they do not find being principled much important.

Another example that helps us understand the relationship of trustability with reputation is the relationship between the trustability of a company and securing the rights of employees. The society considers for a newly established firm to gain reputation that product or service quality is just as important as securing the rights of employees. However, securing the rights of employees is more closely related to trustability for the reputation of a corporation. In the last example, it is a significant fact that Alevis weigh more importance than Sunni Muslims on the trustability of both an individual and a corporation when it comes to being reputable.

In summary, the following evaluation can be made: Trustability is related to being principled in the sense of behaviors such as securing the rights of an employee in concrete circumstances. Sunni Muslims, on the other hand, replace trustability with religious concepts, honesty or religiousness while defining reputation, which will be handled in detail below. In other words, in terms of reputation, trustability and honesty are not considered as the same by the public.



2.4. What is considered as important in evaluating the concept of reputation and by whom?

Trustability is the most important feature for being reputable both as an individual and as a corporation almost in all demographic clusters and it is not possible to arrive at meaningful conclusions from the differences among them. However, it is possible to reach more enlightening findings as to who defines reputation how and what reputation means to the society by looking at other features and other relations. These findings may be summarized as follows:

Lifestyle is effective on the extent to which people look for money, religion and connections in reputation. For more religious and less educated clusters, these three features are indicative and they replace more abstract concepts such as trust and principles.

Those groups in the society that follow TV channels and newspapers that are known to be close to the government, place more importance to being influential and having connections for a corporation to be considered as reputable.

Those groups of the society which define reputation based on wealth, money and financial power, provide very consistent answers however they are a minor group. Accordingly, one cannot arrive at the conclusion that the society relates reputation with wealth.

The political position of a corporation, company or owner of a company does not influence the evaluation on reputation.

Being fair to employees is as important as the quality of the product or service for a company and is equally as influential on losing reputation.

The evaluations above and the findings supporting them are handled in detail below.

2.4.1. Money, religion, connections: Indications of reputation

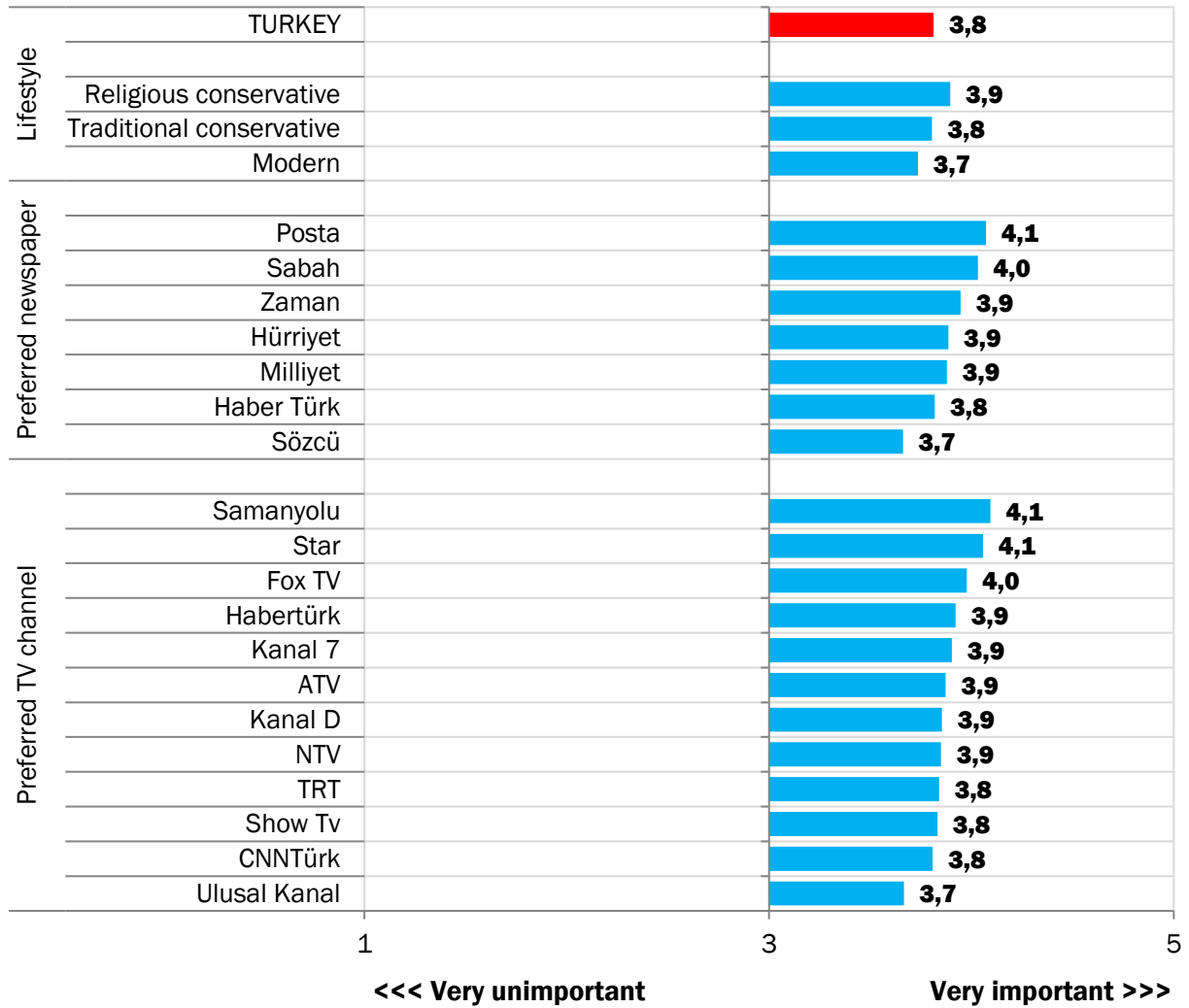
Especially those clusters with lower education and partially more religious and also traditional and religious conservatives find money, religion and connections more important among features listed in relation to the reputation of a corporation. This situation is clearer in the reputation of individuals rather than the reputation of corporations, as shown in the graphs below.

However this does not mean that they do not find values such as being principled and trustable important. Primarily, more religious people consider religion as an indication of principle as clearly shown in the findings of the survey and this is not surprising.

However the differences in demographic clusters of the trio of money, religion and connections point to the fact that these are considered as indications of reputation. In other words, certain clusters of the society evaluate reputation with concrete indications as well as abstract concepts such as principle and trust.



Being influential and having connections for a company





2.4.3. Few regard wealth and money as important

2.7 percent of the interviewees stated that they associate reputation with wealth, 2.8 percent said that the most important feature in one's reputation is having money and 5.6 percent stated that financial power is the most important factor in the reputation of a corporation. Although we have mentioned above that some segments of the society put more importance to money together with religiousness and connections and that money somehow represents a tangible indication, those who consider it as the basis of reputation make up a small portion of the society. Considering that media coverage is secondary for company owners compared to other features, it may be concluded that money is not associated with reputation in this society.

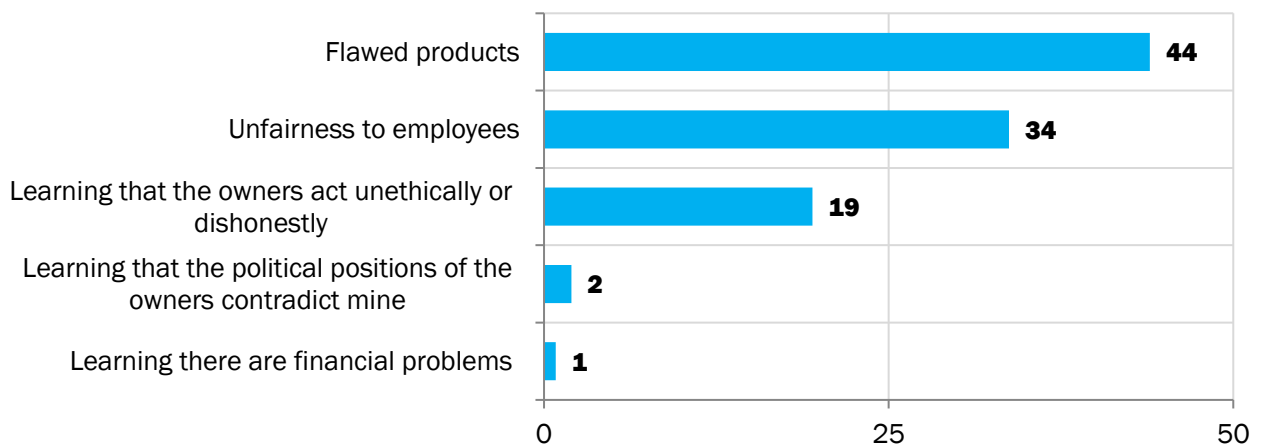
2.4.4. Political position does not affect reputation

One of the striking findings of this survey on reputation has been lack of any significant connection between political preferences and perception of reputation except the effect of lifestyle. Thus, only 2 percent of the interviewees replied the question "What will be the reason for loss of reputation?" as finding out that the political positions of their bosses contradict theirs.

2.4.5. Product quality / employees' rights

When people are asked what will lead to loss of reputation for a corporation, 44 percent replied as flawed products whereas 33.7 percent replied as learning that there is unfairness to the employees within a company. Accordingly, at first sight, it may be considered that product quality will harm the reputation of a corporation more than caring for the rights of employees. However, those who point to the rights of employees find trustability as more important than flawed products for the reputation of a company. In other words, as trustability is crucial for reputation and the relationship of rights of employees with trustability is more important, rights of employees comes out as a very crucial matter that should not be overlooked by corporations.

Which of the following actions will lead to loss of reputation for a company or corporation in your eyes?





2.5. Different Stakeholders' Evaluation on Reputation

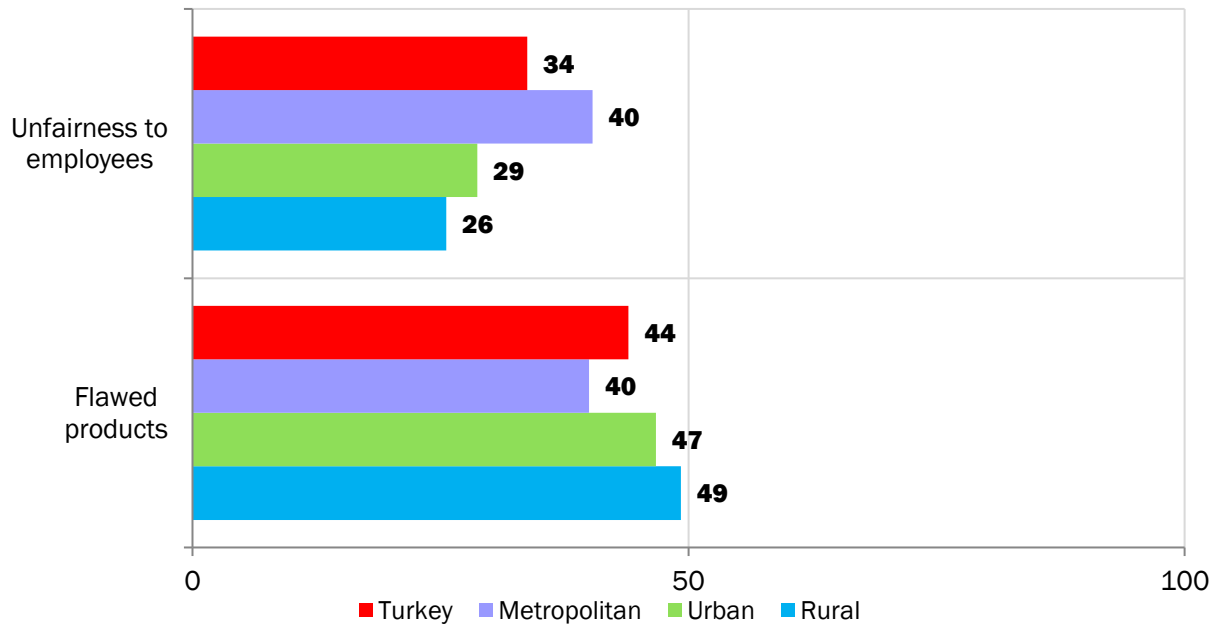
One of the questions in the survey was what a reason would be for loss of reputation for a company as shown in the graph above. It seems that flawed products are the most effective reason for loss of reputation which is followed by learning that there is unfairness to the employees within a company. In addition, these are the very same reasons that are considered as most important for a newly established company to gain reputation.

However, reviewing these two answers together with important features for a corporation to be considered as reputable, it is observed that those who said that the most important feature for an institution to be reputable is being uncompromising about principles indicated being unfair to employees as a reason for loss of reputation 10 points more than the average whereas they indicated flawed products as a reason for loss of reputation 7 points more than the average. Accordingly, it may be concluded that some people tend to evaluate reputation of a corporation in terms of principles whereas others evaluate it in terms of benefits.

Another finding that supports this conclusion is that those living in metropolitan areas indicate rights of employees as a reason for loss of reputation 14 points more than those living in urban areas and especially in rural areas do. This may be due to the fact that working groups other than farmers in metropolitan areas are 10 points more than rural areas. People living in metropolitan areas experience employer-employee relationships with companies at higher rates therefore the fact that some value employee rights and some value products while evaluating reputation may be considered as a matter of self-interest. Of course, the concept of self-interest should not be taken in a negative meaning. However, this evaluation at least helps us see that the working groups in the metropolitan areas and the consumers in the rural areas are different stakeholders. It may be assumed that in stakeholders who have more principle-based relationships with corporations, such one-to-one contact has less effect.



Which of the following actions will lead to loss of reputation for a company in your eyes?



2.6. Different Reference Points in Reputation

The fact that the expectation for a reputable person to be religious increases as the religiousness increases, shows that strongly religious people take religion as a reference point at higher levels. The survey of this month shows that another reference point is family. One in every four people mention a family member as a reputable person and half of the society rely on the opinions of a family member while buying a new product and these results are not coincidental.

However, one of the most important findings of the survey is that as religiousness decreases and modernization increases according to conventional indications such as urbanization and higher levels of education, the rate of taking religion and family as reference points decreases and other reference points replace them. For example, the rate of those who rely on the opinion of a previous, more experienced user before buying a new product is 10 points higher among moderns than religious conservatives. Similarly, university graduates are tended to rely on the opinion of an experienced person 13 points more than those with an educational level below high school and the highest income cluster 24 points more than the lowest income cluster.



2.7. Evaluation of the Theme of Reputation

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Reputation, in general terms, is a perception regarding character and at the same time indicates an expectation from an individual, a group or a corporation. In other words, it includes both impressions from past behavior and expectations for possible future behavior. Reputation comes close to the concepts of “respectability” and “trustability” mostly for individuals whereas in terms of corporations, it emphasizes conceptual perceptions caused by various behaviors presented in the relationships of the corporation with its environment. On the other hand, regardless of the direction of behaviors of individuals or corporations, the individual identities of those who make the assessment as well as their reference points and social discourses that are dominant and valid on the date of the assessment are also effective in the formation of reputation assessments.

October’13 KONDA Barometer report provides valuable information as to how the concept of reputation is shaped within the society of Turkey. Evaluating this information in the light of international scientific/academic studies and reports that focus on the definition and measurement of reputation may serve as a starting point for authentic studies that may be done for assessing the reputation of certain corporations or sectors in Turkey.

Upon evaluation of the results of many studies conducted on how the concept of “reputation” is shaped (or should be shaped) we observe that it is used as a synonym for concepts of “identity,” “image,” “respectability,” “trustability,” “prestige” and “status” or it is closely linked to these concepts (Wartick, 2002). Bromley (2000), in a study for clarifying the concept of reputation and distinguishing it from other concepts, stated that “corporate identity” is an in-company conceptualization, “corporate image” is a presentation to the outer world and “corporate reputation” is conceptualization made by the stakeholders of the corporation. In the study of Weigelt and Camerer (1998), three different types of reputation are indicated, which are “corporate reputation” (mostly financial performance), “product reputation” (quality of products and/or services) and “corporate cultural reputation” (how the corporation is internally and externally perceived) and this is helpful for obtaining a better understanding for focal points of different research and measurements on reputation. A general look at the answers given to the questions of the KONDA Barometer survey shows that reputation is mostly associated with “trustability” in terms of the reputation of both individuals and corporations whereas the primary reason for loss of reputation for a corporation is problems regarding “product/service quality.”

The research that forms the basis for the annual listing “Fortune 500” effected by Fortune Magazine (AMAC, GMAC) connects reputation mostly with financial performance. Although this listing is criticized by many researchers due to its content of “financial prejudice” and failure to reflect the perceptions of complete range of stakeholders, it must be admitted that the Fortune listing is significant for highlighting the link between reputation and profitability. Assessing the results of the Barometer survey



in this angle reveals that the third most important factor in corporate reputation is stated as “financial power.”

The Reputation Quotient (RQ) model developed by Fombrun et al. (2000) is found more satisfactory for conceptualization of reputation by researchers due to the fact that it includes the element of “emotional appeal.” The “emotional appeal” element of the RQ model involves dimensions such as “trust,” “admiration” and “respectability” and again it bears parallelism to the perception of reputation of the interviewees of the KONDA Barometer survey. The Barometer interviewees regarded “likeable brand” as one of the factors necessary for a corporation to be reputable. Further, the results of the Barometer survey show that emotional appeal is associated with individual reputation rather corporate reputation.

Davies et al. (2003) continued the research tradition that involves reaching an understanding of corporations and brands by resembling them to people in terms of reputation and aimed to identify the opinions of both internal and external stakeholders by using the metaphor of “personalization.” The participants of this research which focused on emotional bond between stakeholders and corporations, assessed institutions in terms of 7 basic character factors as well as 14 different features and 51 elements of these features. A comparison of conceptualization of personal and corporate reputation in the results of KONDA Barometer survey reveals that the most important element is “trustability” for both individuals and corporations. The second most important element in the perception of reputation of individuals and corporations is “being uncompromising about principles” and this element corresponds to “integrity” which is one of the character features mentioned above.

Different studies were also conducted by Fombrun et al. (2000) based on RQ elements in order to understand as to whether the shaping of corporate reputation differentiates according to different countries / different cultures and if corporate reputation is conceptualized merely as an extension of personal reputation. In focus group studies conducted in Australia, Belgium, the Netherlands, UK, Italy and Greece, it was revealed that reputation was linked with concepts such as “recognizability,” “prestige,” “status,” “financial performance,” “trust,” “positive relations with employees,” “integrity/honesty” and “admiration.” It is observed through the results of KONDA Barometer survey that the society in Turkey also shapes the understanding of reputation similarly.

As a result, the shaping of corporate reputation in the society of Turkey corresponds generally to US and Europe originated factors, features and elements on which the research and assessments on reputation are based. The feature of “religiousness” which surfaced at a non-ignorable rate in the shaping of personal reputation is culturally significant and understandable. The fact that the concept of a “reputable person” is mostly associated with a family member and that purchasing decisions are made primarily on the basis of recommendations of family/spouse, brings to mind the concept of “a person like me” as seen in different trust barometers.



The information provided in the KONDA Barometer survey will hopefully lead to a series of other research on matters such as how corporate reputation is conceptualized by certain stakeholders in Turkey, how the conceptualizations of these stakeholders affect other stakeholder groups, how the relationship between sectoral reputation and corporate reputation is shaped in Turkey, interaction between information sources including the media and perception of reputation and how digital technologies affect perception of reputation.

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3. METHOD OF THE SURVEY

3.1. General Definition of the Survey

The survey on which this report is founded was conducted by KONDA Araştırma ve Danışmanlık Ltd. Şti. for KONDA Barometer subscribers.

The field survey was conducted on October 5 - 6, 2013. This report reflects the current political tendencies, preferences and profiles of the adult population above the age of 18 in Turkey.

The survey was designed and applied for the aim of determining and monitoring the tendencies and changes in the preferences of the subjects that represent the adult population above the age of 18 in Turkey.

The error margin of the findings in the survey is +/- 2 in the confidence interval of 95 percent and +/- 2.6 in the confidence interval of 99 percent.

3.2. Sampling

The sample was prepared by stratification of the data on population and educational level of neighborhoods and villages based on Address-Based Population Registration System with the neighborhood and village results of the general elections dated June 12, 2011.

Residential areas were first graded as rural/urban/metropolitan and then the sample was determined based on 12 regions.

Within the scope of the survey, face-to-face interviews were carried out with 2512 individuals in 150 neighborhoods and villages of 111 districts -including central districts- of 32 provinces.

Provinces visited	32
Districts visited	111
Neighborhoods/villages visited	150
Subjects interviewed	2512



Age and gender quotas were applied to 18 surveys conducted in each neighborhood.

Age Groups	Female	Male
Ages 18-28	3 subjects	3 subjects
Ages 29-44	3 subjects	3 subjects
Ages 44 and above	3 subjects	3 subjects

	Level 1 (12 regions)	Provinces visited
1	Istanbul	Istanbul
2	Western Marmara	Balıkesir, Çanakkale, Edirne
3	Aegean	Izmir, Denizli, Kütahya, Uşak
4	Eastern Marmara	Bursa, Eskişehir, Kocaeli
5	Western Anatolia	Ankara, Konya
6	Mediterranean	Antalya, Adana, Hatay, Mersin
7	Central Anatolia	Kayseri, Sivas
8	Western Black Sea	Samsun, Bartın, Tokat
9	Eastern Black Sea	Trabzon
10	Northeastern Anatolia	Kars, Erzurum,
11	Middle Eastern Anatolia	Malatya, Van, Elazığ, Siirt
12	Southeastern Anatolia	Diyarbakır, Gaziantep, Şanlıurfa



The table below shows the distribution of subjects according to regions and residential areas.

	Region of Survey	Rural	Urban	Metropolita n	Total
1	Istanbul			18	18
2	Western Marmara	1.4	3.6		5.1
3	Aegean	3.7	6.4	5.8	16.0
4	Eastern Marmara	1.4	2.9	3.2	7.5
5	Western Anatolia	0.7		10.4	11.1
6	Mediterranean	3.3	2.9	6.4	12.6
7	Central Anatolia	1.4	2.1	1.4	5.0
8	Western Black Sea	2.6	3.5		6.1
9	Eastern Black Sea	1.5	2.1		3.6
10	Northeastern Anatolia	1.5			1.5
11	Middle Eastern Anatolia	1.4	2.1		3.5
12	Southeastern Anatolia	2.1	3.6	4.3	10.0
	Turkey	21.2	29.3	49.5	100.0





4. FREQUENCY TABLES

4.1. Profile of Subjects

Gender	Percentage
Female	47.6
Male	52.4
Total	100.0

Age	Percentage
Ages 18 - 28	28.0
Ages 29 - 43	34.7
Ages 44 and above	37.3
Total	100.0

Educational Status	Percentage
Below high school	57.1
High school	29.0
University	13.9
Total	100.0

Paternal Educational Status	Percentage
Below high school	86.5
High school	9.8
University	3.6
Total	100.0

Birthplace	Percentage
Istanbul	5.8
Western Marmara	5.2
Aegean	14.4
Eastern Marmara	5.7
Western Anatolia	6.9
Mediterranean	12.5
Central Anatolia	8.6
Western Black Sea	9.6



Eastern Black Sea	7.1
Northeastern Anatolia	4.8
Middle Eastern Anatolia	5.7
Southeastern Anatolia	12.1
Abroad	1.6
Total	100.0

Paternal Birthplace	Percentage
Istanbul	1.4
Western Marmara	5.4
Aegean	13.7
Eastern Marmara	5.0
Western Anatolia	5.6
Mediterranean	12.3
Central Anatolia	9.8
Western Black Sea	10.1
Eastern Black Sea	9.2
Northeastern Anatolia	5.6
Middle Eastern Anatolia	6.5
Southeastern Anatolia	12.9
Abroad	2.3
Total	100.0

Work status	Percentage
Public officer	5.6
Private sector	5.7
Worker	11.3
Small retailer	8.7
Industrialist / Businessman	.7
Self-employed	1.9
Farmer, agriculturalist, stock breeder	4.5
Works, Other	5.2
Retired	12.1
Housewife	30.2
Student	8.3
Unemployed, seeking job	4.3



Unemployable	1.6
Total	100.0

Household population	Percentage
1 - 2 persons	17.9
3 - 5 persons	65.7
6 - 8 persons	12.9
9+ persons	3.5
Total	100.0

Lifestyle cluster	Percentage
Modern	22.4
Traditional conservative	50.1
Religious conservative	27.5
Total	100.0

Head covering status	Percentage
No head cover	29.5
Head scarf	48.9
Hijab	7.9
Chador, purdah	.9
Bachelor man	12.8
Total	100.0

Ethnicity	Percentage
Turkish	84.0
Kurdish	11.9
Zaza	1.0
Arab	1.1
Other	2.0
Total	100.0

Religion/Sect	Percentage
Sunni Muslim	93.7
Alevi Muslim	4.9



Other	1.4
Total	100.0

Religiousness	Percentage
Non-believer	2.1
Believer	28.3
Religious	58.3
Devout	11.3
Total	100.0

Monthly household income	Percentage
TRY 300 TL or less	2.3
TRY 301 - 700	7.6
TRY 701 - 1200	35.7
TRY 1201 - 2000	32.4
TRY 2001 - 3000	14.1
TRY 3001 or more	8.0
Total	100.0

Automobile ownership	Percentage
Yes	42.0
No	58.0
Total	100.0

Economic classes	Percentage
Lower income	22.0
Lower middle class	34.4
New middle class	23.7
Upper income	19.9
Total	100

Region of Survey	Percentage
Istanbul	18.0
Western Marmara	5.1
Aegean	16.0
Eastern Marmara	7.5



Western Anatolia	11.1
Mediterranean	12.6
Central Anatolia	5.0
Western Black Sea	6.1
Eastern Black Sea	3.6
Northeastern Anatolia	1.5
Middle Eastern Anatolia	3.5
Southeastern Anatolia	10.0
Total	100

Residential area	Percentage
Rural	21.2
Urban	29.3
Metropolitan	49.5
Total	100

Type of residence	Percentage
Traditional residence	39.6
Slum	7.2
Apartment building	48.8
Luxury residence	4.4
Total	100.0

Which TV channel do you prefer for obtaining the news?	Percentage
ATV	12.1
CNNTürk	1.9
Fox TV	6.8
Habertürk	2.6
Kanal D	15.5
Kanal 7	4.6
NTV	4.0
Roj TV	1.3
Samanyolu	8.3
Show TV	4.3



Star	5.0
TRT	11.0
TRT6 (Şeş)	.1
Ulusal Kanal	2.0
Local Channels	.8
Other Channels	11.2
No answer	8.7
Total	100.0

Which newspaper do you prefer?	Percentage
Cumhuriyet	2.1
Haber Türk	4.1
Hürriyet	9.5
Milliyet	3.6
Posta	9.6
Sabah	5.1
Sözcü	5.1
Zaman	11.1
Other	16.6
Doesn't read newspaper	33.2
Total	100

4.2. Theme of the month: Perception of “reputation” in the society

What does the word reputation bring to your mind?	Percentage
Trust/Trustability /Self-confidence	26.8
Respect /respectability	14.9
Integrity / Honesty	13.6
Character / Personality	2.7
Wealth/ Money	2.7
Other	30.2
No answer	9.1
Total	100.0



Trustability (for a person to be considered as reputable)	Percentage
Absolutely unimportant	.4
Unimportant	.5
It doesn't make a difference	.8
Important	45.7
Absolutely important	52.1
No answer	.5
Total	100.0

Recognizability (for a person to be considered as reputable)	Percentage
Absolutely unimportant	1.5
Unimportant	8.6
It doesn't make a difference	14.7
Important	58.2
Absolutely important	16.2
No answer	.8
Total	100.0

Likeability (for a person to be considered as reputable)	Percentage
Absolutely unimportant	.5
Unimportant	4.3
It doesn't make a difference	11.3
Important	62.4
Absolutely important	20.6
No answer	.8
Total	100.0



Wealth (for a person to be considered as reputable)	Percentage
Absolutely unimportant	8.6
Unimportant	28.2
It doesn't make a difference	23.3
Important	29.2
Absolutely important	9.5
No answer	1.1
Total	100.0

Connections (for a person to be considered as reputable)	Percentage
Absolutely unimportant	5.9
Unimportant	16.9
It doesn't make a difference	19.4
Important	44.9
Absolutely important	11.7
No answer	1.2
Total	100.0

Being uncompromising about principles (for a person to be considered as reputable)	Percentage
Absolutely unimportant	.6
Unimportant	3.9
It doesn't make a difference	6.6
Important	56.1
Absolutely important	31.3
No answer	1.5
Total	100.0

Religiousness (for a person to be considered as reputable)	Percentage
Absolutely unimportant	4.5
Unimportant	8.9
It doesn't make a difference	18.4
Important	45.9
Absolutely important	21.6
No answer	.8
Total	100.0



Which is the most important feature for being reputable?	Percentage
Trustability	74.0
Recognizability	2.2
Likeability	2.4
Wealth	2.8
Connections	.5
Being uncompromising about principles	7.8
Religiousness	9.4
No answer	.8
Total	100.0

Trustability (for a corporation to be considered as reputable)	Percentage
Absolutely unimportant	.4
Unimportant	.4
It doesn't make a difference	.8
Important	51.7
Absolutely important	45.5
No answer	1.3
Total	.4

Being a well-known brand (for a corporation to be considered as reputable)	Percentage
Absolutely unimportant	1.0
Unimportant	7.0
It doesn't make a difference	10.6
Important	60.1
Absolutely important	19.8
No answer	1.4
Total	100.0



Being a likeable brand (for a corporation to be considered as reputable)	Percentage
Absolutely unimportant	.7
Unimportant	8.0
It doesn't make a difference	14.1
Important	60.8
Absolutely important	15.0
No answer	1.3
Total	100.0

Financial power (for a corporation to be considered as reputable)	Percentage
Absolutely unimportant	1.0
Unimportant	6.4
It doesn't make a difference	15.8
Important	57.2
Absolutely important	18.1
No answer	1.5
Total	100.0

Being influential and having connections (for a corporation to be considered as reputable)	Percentage
Absolutely unimportant	1.1
Unimportant	7.7
It doesn't make a difference	15.2
Important	59.0
Absolutely important	15.4
No answer	1.6
Total	100.0



Being uncompromising about principles (for a corporation to be considered as reputable)	Percentage
Absolutely unimportant	.4
Unimportant	2.6
It doesn't make a difference	7.1
Important	56.4
Absolutely important	31.6
No answer	1.8
Total	100.0

Which is the most important feature for a company to be considered as reputable?	Percentage
Trustability	71.2
Being a well-known brand	5.6
Being a likeable brand	1.6
Financial power	5.5
Being influential	2.2
Being uncompromising about principles	11.8
No answer	2.0
Total	100.0

Advertising (for a new company to gain reputation)	Percentage
Absolutely unimportant	.6
Unimportant	7.4
It doesn't make a difference	9.8
Important	54.8
Absolutely important	25.6
No answer	1.8
Total	100.0



Product / service quality (for a new company to gain reputation)	Percentage
Absolutely unimportant	.1
Unimportant	.6
It doesn't make a difference	1.7
Important	50.2
Absolutely important	45.8
No answer	1.6
Total	100.0

Securing the rights of employees (for a new company to gain reputation)	Percentage
Absolutely unimportant	.3
Unimportant	.7
It doesn't make a difference	2.9
Important	50.0
Absolutely important	44.4
No answer	1.6
Total	100.0

Media coverage of the owner of the company (for a new company to gain reputation)	Percentage
Absolutely unimportant	8.2
Unimportant	28.4
It doesn't make a difference	30.0
Important	25.1
Absolutely important	6.2
No answer	2.1
Total	100.0



Which of the following actions will lead to loss of reputation for a company or corporation in your eyes?	Percentage
Flawed products	43.0
Learning that the owners act unethically or dishonestly	19.0
Learning there are financial problems	.8
Learning that there is unfairness to employees	33.0
Learning that the political positions of the owners contradict mine	2.0
No answer	2.3
Total	100.0

Before making the last decision for purchasing an electronic device or domestic appliance, whose word would you rely on?	Percentage
Family, spouse	49.1
A person who knows this stuff although I don't know him/her well	7.8
Friend, neighbor	9.8
A previous user	31.4
No answer	1.8
Total	100.0

Name a reputable person that comes to your mind first.	Percentage
Family member	24.4
Politician	37.7
Self	1.8
Other	17.0
No answer	18.9
Total	100.0



Name a reputable corporation / company that comes to your mind first.	Percentage
State corporations	8.2
Koç	5.9
Sabancı	5.2
Arçelik	3.6
Ülker	3.0
The army	2.7
Beko	1.5
The Ak Parti	1.4
Vestel	1.3
Other	25.6
No reputable corporation	41.6
Total	100.0