

KONDA

Barometer

THEMES

**Competitiveness in Society and
Perception of Competition**
February 2015





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1. EXECUTIVE SUMMARY

The survey which forms the basis of this report was conducted on February 7-8, 2015 by face-to-face interviews with 2722 individuals in 154 neighborhoods and villages of 97 districts including the central districts of 30 provinces.

THEME OF THE MONTH: COMPETITIVENESS IN THE SOCIETY AND PERCEPTION OF COMPETITION

Do people of this country have competitive feelings and approaches? How is competition perceived and defined? In which areas does competitiveness prevail and in which ones is solidarity considered to overcome competitiveness? We chose as the theme of this month “competitiveness in the society and perception of competition” in order to find the answers to these and similar questions. We strived to understand and analyze this matter in 3 dimensions, namely personality, competition-cooperation and society-state-competition.

With regard to the questions in the dimension of competitive personality, 38 percent said “All or nothing is my motto” whereas 41 percent said “I will try anything to get what I want.” 28 percent said “I never take risks” whereas 52 percent found this statement wrong which means that this cluster of the society stated “I always take risks.” These findings show that two fifth of the society have quite competitive personalities.

With regard to the dimension of competition and cooperation, it is observed that the society tends to build relations with competitors. 86 percent of the society considered the statement “Mutual cooperation brings mutual success in both social and business life” right whereas only 22 percent found the statement “I never build friendship with my competitors” right. In other words, 62 percent of the society find it right to build relationships with competitors.

The statements “Successful people are aware that they reached where they are with the help of others” and “Ruthless competition is harmful for everybody” were both found right by 54 percent of the society.

As for the dimension of individual-society-state, 64 percent considered that the statement “People gain a place in the society through competition” right. 70 percent are of the opinion that “Competition enables the society to develop.” 63 percent found it right that “Regulating economic life through laws brings equality.” 38 percent believe that “The state should not interfere with the market” whereas 39 percent are against this opinion.

Concerning daily life, the society considers that “a happy job” is one that provides future guarantee (44 percent) which is followed by “humane working conditions” with a rate of 37 percent. The society considers as the definition of success “happiness/peacefulness” (44 percent) and some financial gain too (24 percent).



If they had to choose, 43 percent of the society would choose for a strong state, 35 percent a developing economy and 22 percent a competitive society.

Answers given to some of the questions in the personality dimension reveal that the society is halfway through the path of modernization. It is obvious that the interviewees are far from having an awareness of their own qualities and are clueless that there are different alternatives, or they choose or are made to choose this way of thinking.

It is observed that traditional socialization means are still effective in the society and a contemporary concept of competition has not yet settled.

The interviewees show a conflicting understanding of equality and development. This attitude rather reflects intra-group attitudes leading to a preference for cooperation rather than competition for reaching common aims. These attitudes in fact show the traces of a traditional structure. Yet, the fact that two third of the society are tended to build friendship with competitors may be considered as the indication of a transition from tradition to modernity.

In conclusion;

- ✓ The subjects have developed from a traditional (old) to a contemporary (modern) concept of competitiveness with regard to certain questions in certain dimensions of the subject of competition;
- ✓ However, it is observed that they are under the influence of or have a perception towards a traditional structure and understanding with respect to individual, social and competition-cooperation dimensions.

In reality, this attitude will hinder the development of a competitive, egalitarian and pluralistic economic, social and political structure. In other words, the development of centralist-decentralist, statist-private entrepreneurship, liberal-limiting political structures is affected by this attitude.





2. COMPETITIVENESS IN SOCIETY AND PERCEPTION OF COMPETITION

“Competition refers to the set of activities carried out with the aim to gain superiority over others or opponents. This term is widely used in many fields, including but not limited to business management, economics, ecology, sports and art. Competition can occur between individuals as well as different demographic, social, cultural or economic groups.

Competition can lead to various consequences including internal or external outcomes. Competition in certain spheres (and its consequences) can directly affect the struggle of society to survive or their chances of survival (for example, acquisition of resources or land). Competition in other spheres such as business and politics (and its consequences) is an outcome of certain historical and social values, and it primarily influences the quality of individual and social life.”¹

The definition above, which is available on Wikipedia, can be as an idealized definition of competition. However, it would be meaningful and necessary to ask whether competition or cooperation will lead to more desired consequences for society.

Do the individuals in Turkey have competitive feelings and attitudes? What is their perception of competition and how do they define competition? In which spheres does competition exist? In which spheres do individuals think that cooperation instead of competition is required?

With the purpose of providing responses to such questions in this month's report, we focused on the theme of “perception of competitiveness and competition in society” under the guidance of Prof. Dr. Ömer Faruk Gençkaya of Marmara University.

2.1. Competitiveness in Society

For the purposes of this research, we asked the respondents 16 questions listed on the table on the next page, which are also used for measuring the global competitiveness index. We considered the difference between how citizens in Turkey describe “good, correct, and beautiful” and their “daily life practices,” and we formulated three additional questions.

When formulating the questions, four different spheres (or dimensions) were taken into account: We tried to use questions that would enable us to reveal patterns with respect to competitiveness as a personal characteristic; opinions and values in the spheres that are competition and cooperation oriented; competition in the relationship between individuals, society and the state (i.e. in the public realm); and the perception of competition in daily life practices.

¹ <http://tr.wikipedia.org/wiki/Rekabet>



Personality	All or nothing is my philosophy of life.
	I would do everything to achieve what I want.
	I would like to be in a better position in life than most others.
	I never take any risks.
	A person who is concerned about the end cannot become a hero.
Competition and cooperation	Cutthroat competition is damaging for everyone.
	I help my friends only after I complete my own work.
	Cooperation leads to shared success in business and social life.
	Successful individuals acknowledge the contribution of others to their success.
	I never become friends with my rivals.
Individuals-society-state	Regulation of business life by laws leads to equality.
	The state should not intervene in the market.
	In international competitions, I support teams from Turkey without exception.
	Financial activities of individuals can be audited for the sake of social prosperity.
	Individuals secure their position in society through competition.
	Competition enables social development.
Daily life practices	Except the salary, which of the below is the most important factor with regard to the job you would enjoy doing?
	What does the word 'success' mean to you?
	If you had to make a choice, which of the below would you say is the most important? (Growing economy / Competitive society / Powerful state)

When we performed the factor analysis on the data, the most significant results are generated by 7 questions and 3 dimensions. The three dimensions and the questions in each dimension are the same as those defined when designing the survey. Therefore, these three dimensions are taken as the basis for analyses.



Questions	Dimensions			
	1	2	3	
Individuals secure their position in society through competition.	0.707 ²	-0.503	-0.011	Society and state dimension
Competition enables social development.	671	-0.534	-0.046	
All or nothing is my philosophy of life.	0.527	0.621	-0.231	Personality dimension
I would do everything to achieve what I want.	544	612	-0.234	
Cutthroat competition is damaging for everyone.	012	186	707	Competition and cooperation dimension
Cooperation leads to shared success in business and social life.	189	179	575	
Successful individuals acknowledge the contribution of others to their success.	378	048	453	

2.2. Is the Competitive Personality Prevalent in Society?

We can divide society in Turkey roughly into three in terms of competitive personality characteristics. Although there are slight differences between the response rates to the five questions, it is possible to state that two fifths of the respondents are positioned on one pole and two fifths are positioned on the other. The remainder one fifth of the respondents are clustered in the center.

38 percent of the respondents express that “*all or nothing is their philosophy of life,*” while 39 percent do not agree with this statement.

41 percent of the respondents express that “*they would do everything to achieve what they want,*” while 39 percent do not agree with this statement.

37 percent of the respondents express that “*they would like to be in a better position in life than most others,*” while 42 percent do not agree with this statement.

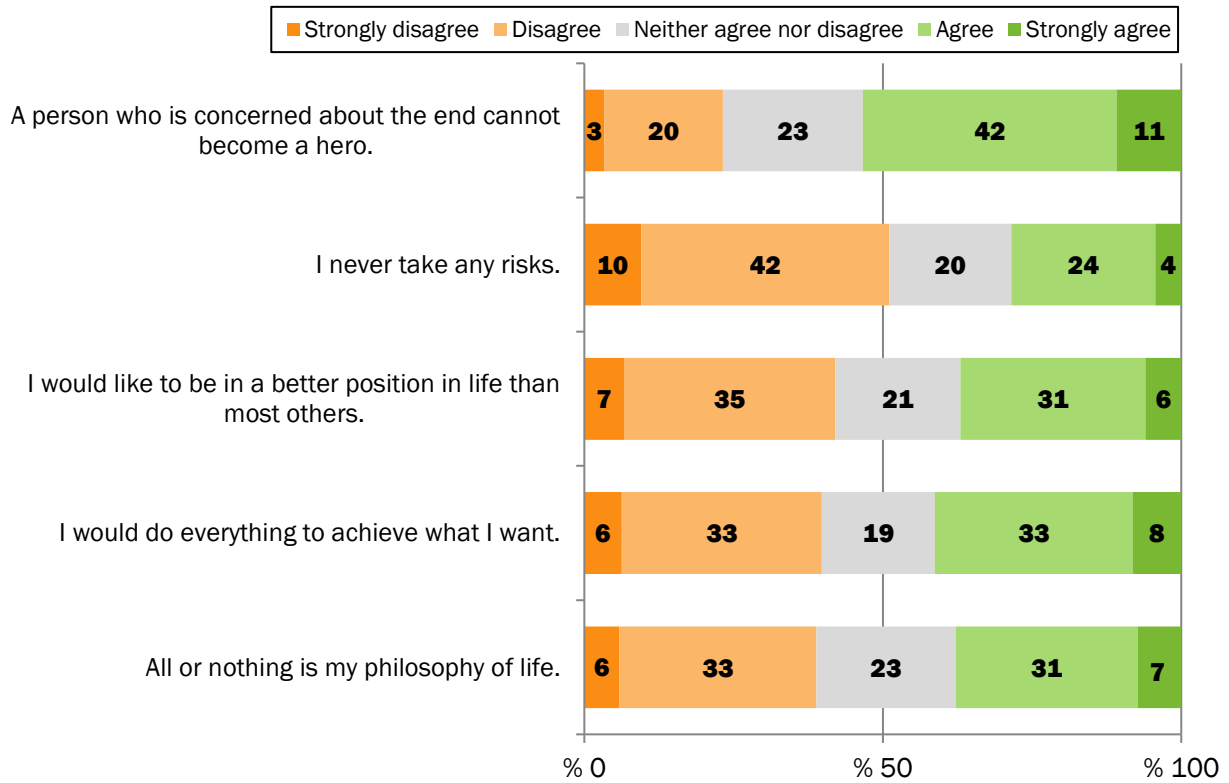
28 percent of the respondents express that “*they never take any risks,*” while 52 percent do not agree with this statement other words, 52 percent of the respondents imply that “*they always take risks.*”

53 percent of the respondents agree that “*a person who is concerned about the end cannot become a hero,*” while 23 percent do not agree with this statement.

² The closer the values are to 1, the better the explanatory power of the question.

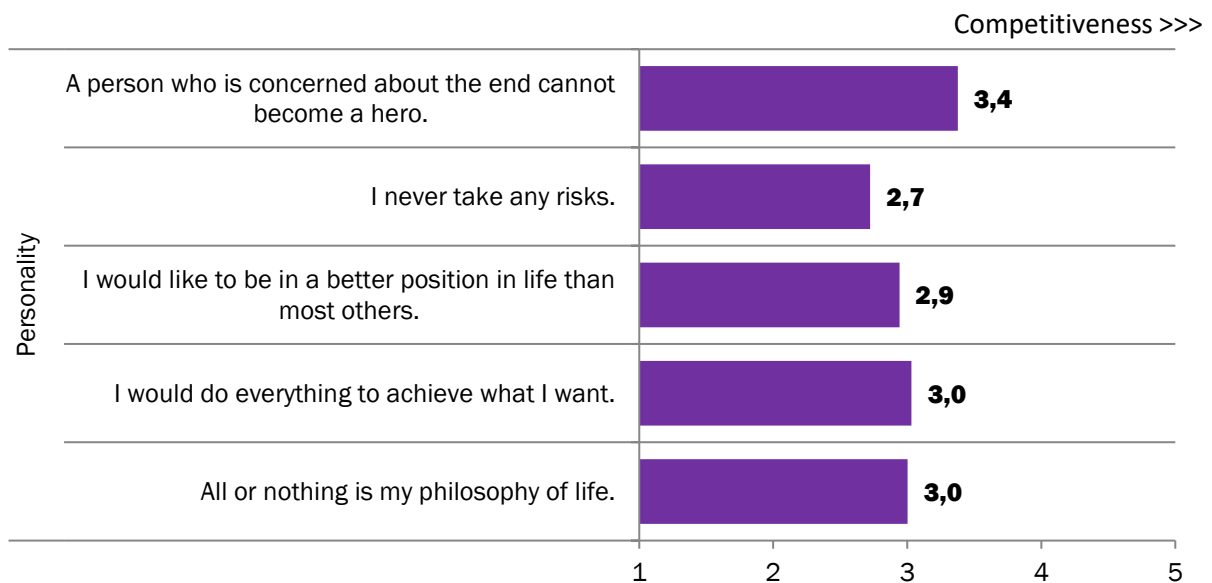


Competitiveness / Personality



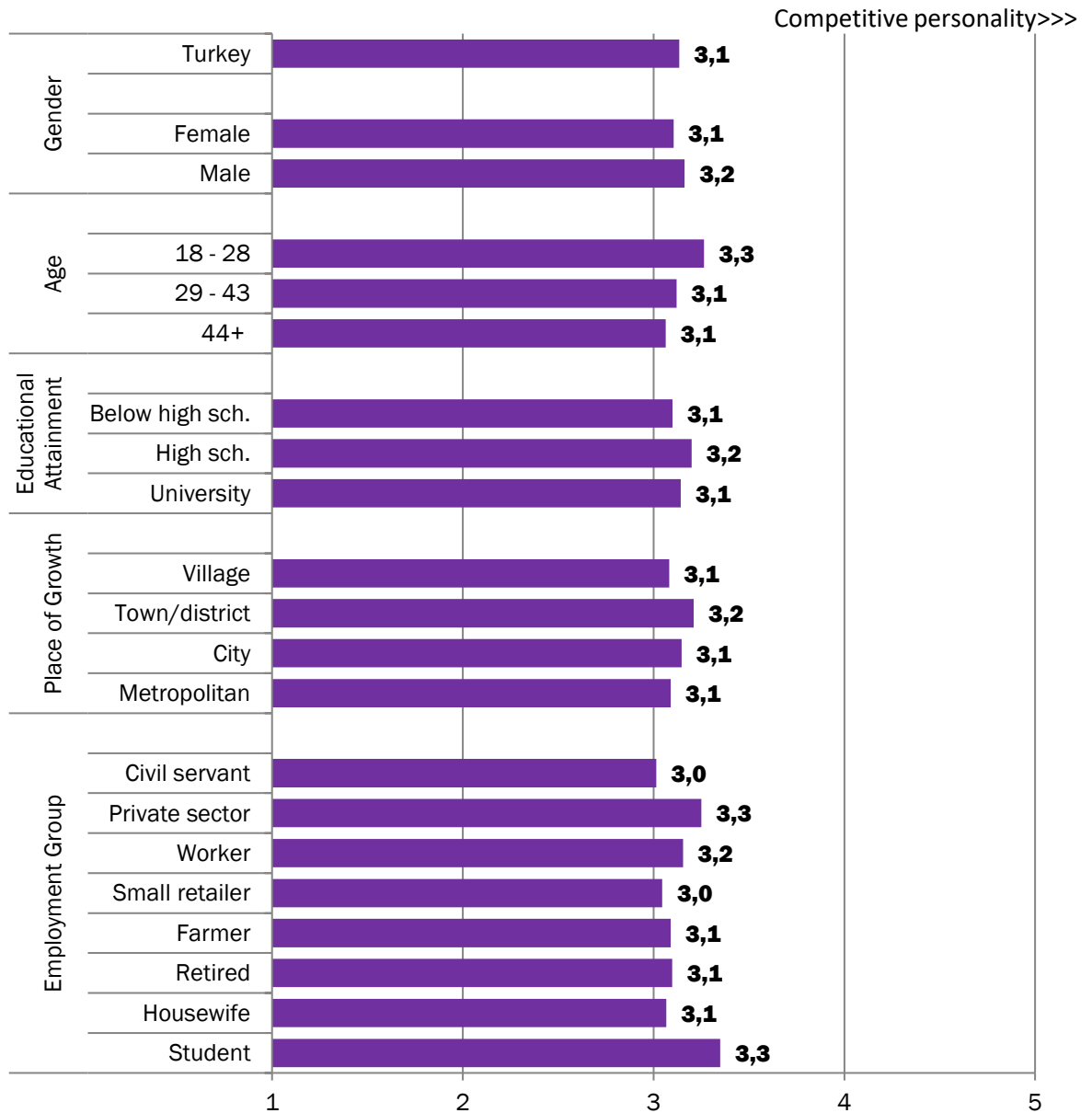
These findings indicate that two thirds of the respondents have competitive personalities. On the other hand, when the responses are averaged (graph below), it is observed the average is positioned close to the mean.

Competitiveness / Personality





Competitiveness / Personality

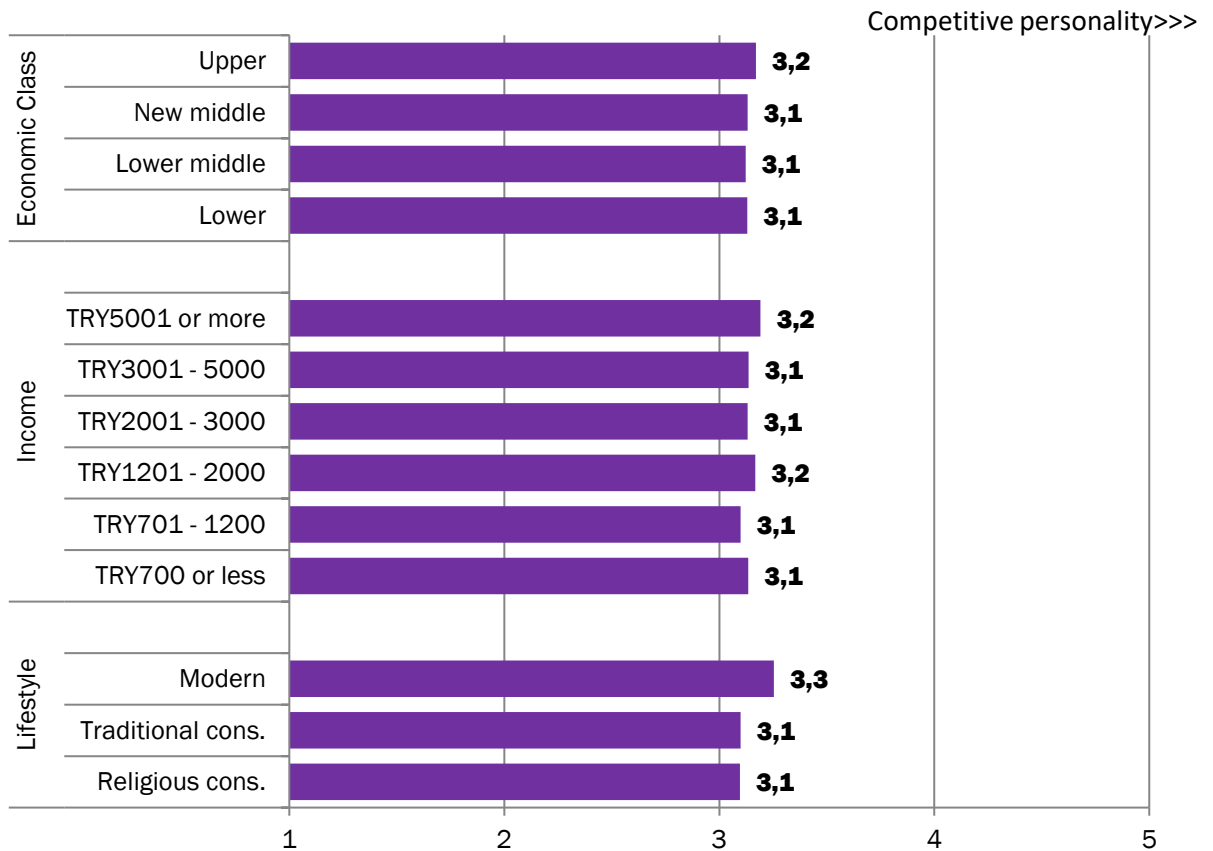


Men in comparison to women and young respondents in comparison to the middle-aged or older respondents are more competitive. However, the difference is not significant. Educational attainment level does not lead to any considerable variance. It appears that students and private sector employees have a slightly more competitive personality than others. It is also striking that the respondents who were brought up in villages are as competitive as the respondents who grew up in metropolitan areas.

While economic classes do not even slightly vary from each other, moderns have a more competitive personality than the respondents in the other lifestyle clusters.



Competitiveness / Personality



2.3. Competition and cooperation

In the competition and cooperation dimension, it is observed that the respondents do not avoid establishing a relationship with their rivals.

86 percent of the respondents agree with the statement, “*cooperation leads to shared success in business and social life.*”

22 percent of the respondents agree with the statement, “*I never become friends my rivals.*” In other words, 62 percent of the respondents who disagree with this statement, deem it appropriate to establish a relationship with their rivals.

54 percent of the respondents agree with the statement “*Successful individuals acknowledge others' contribution to their success.*”

54 percent of the respondents agree with the statement, “*Cutthroat competition is damaging for everyone.*”

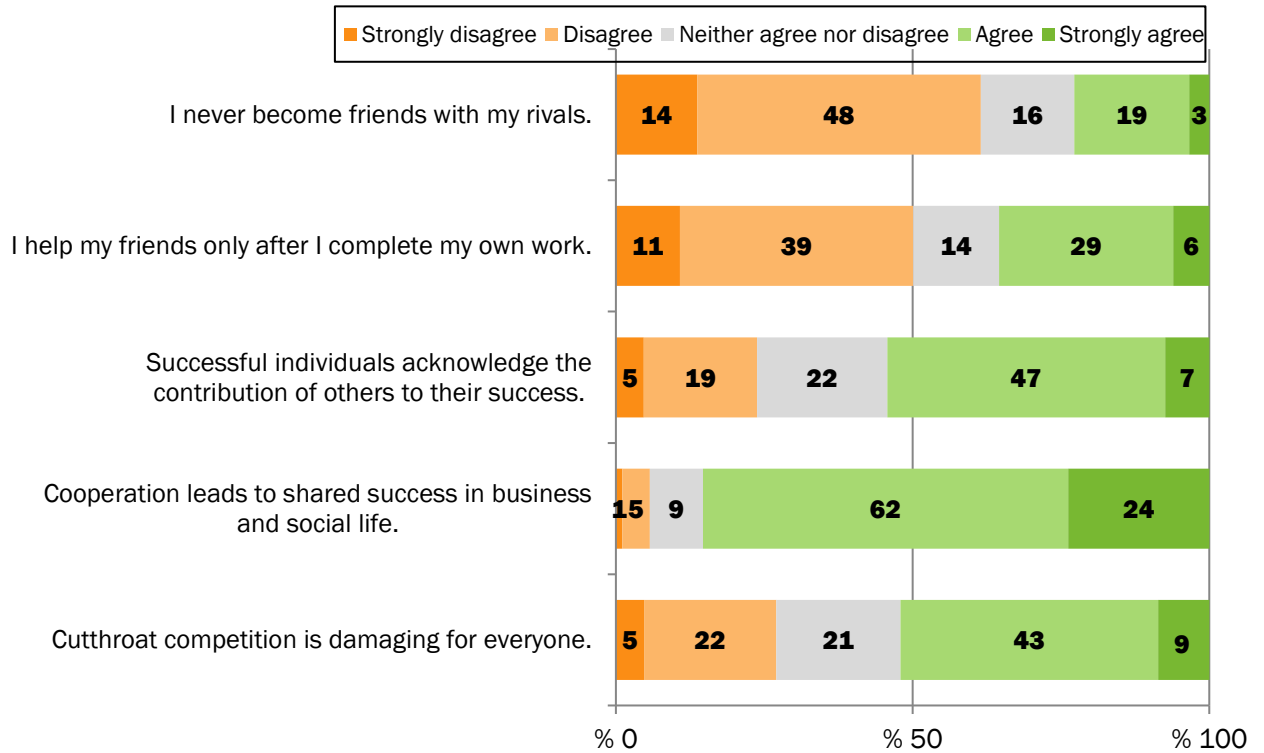
35 percent of the respondents agree with the statement, “*I help my friends only after I complete my own work,*” while 50 percent disagree. In a sense, 50 percent of the



respondents imply that they consider cooperation independently of completing their own work.

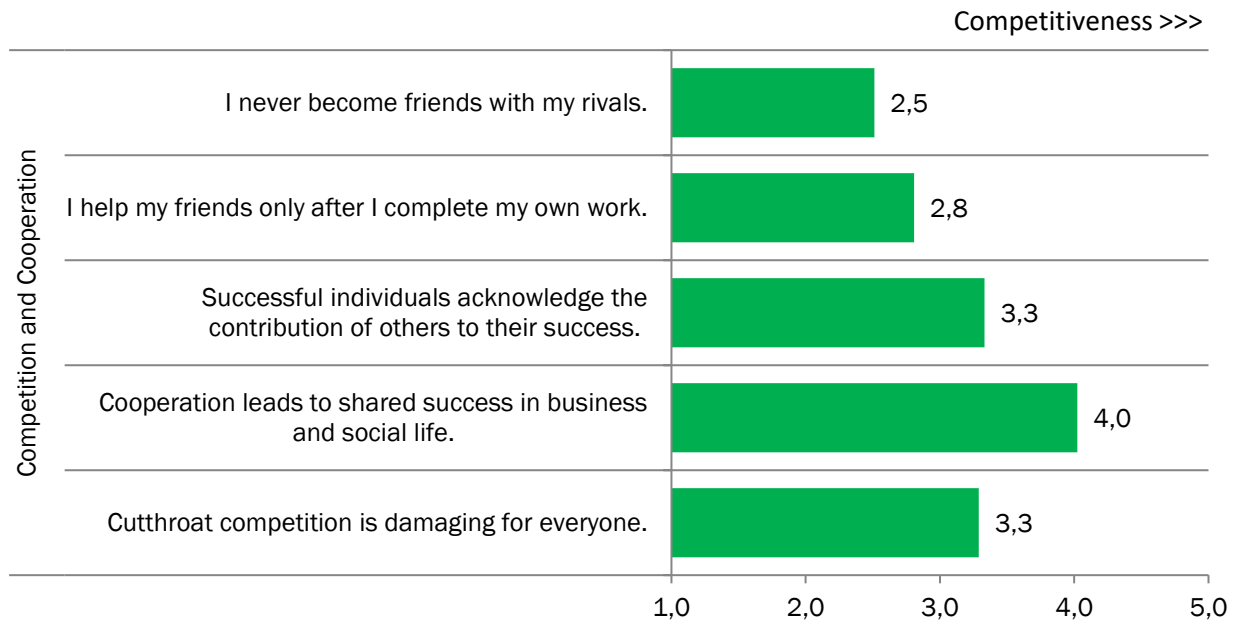
The average responses imply that society in general is more inclined towards cooperation than competition.

Competition and cooperation





Competition and cooperation



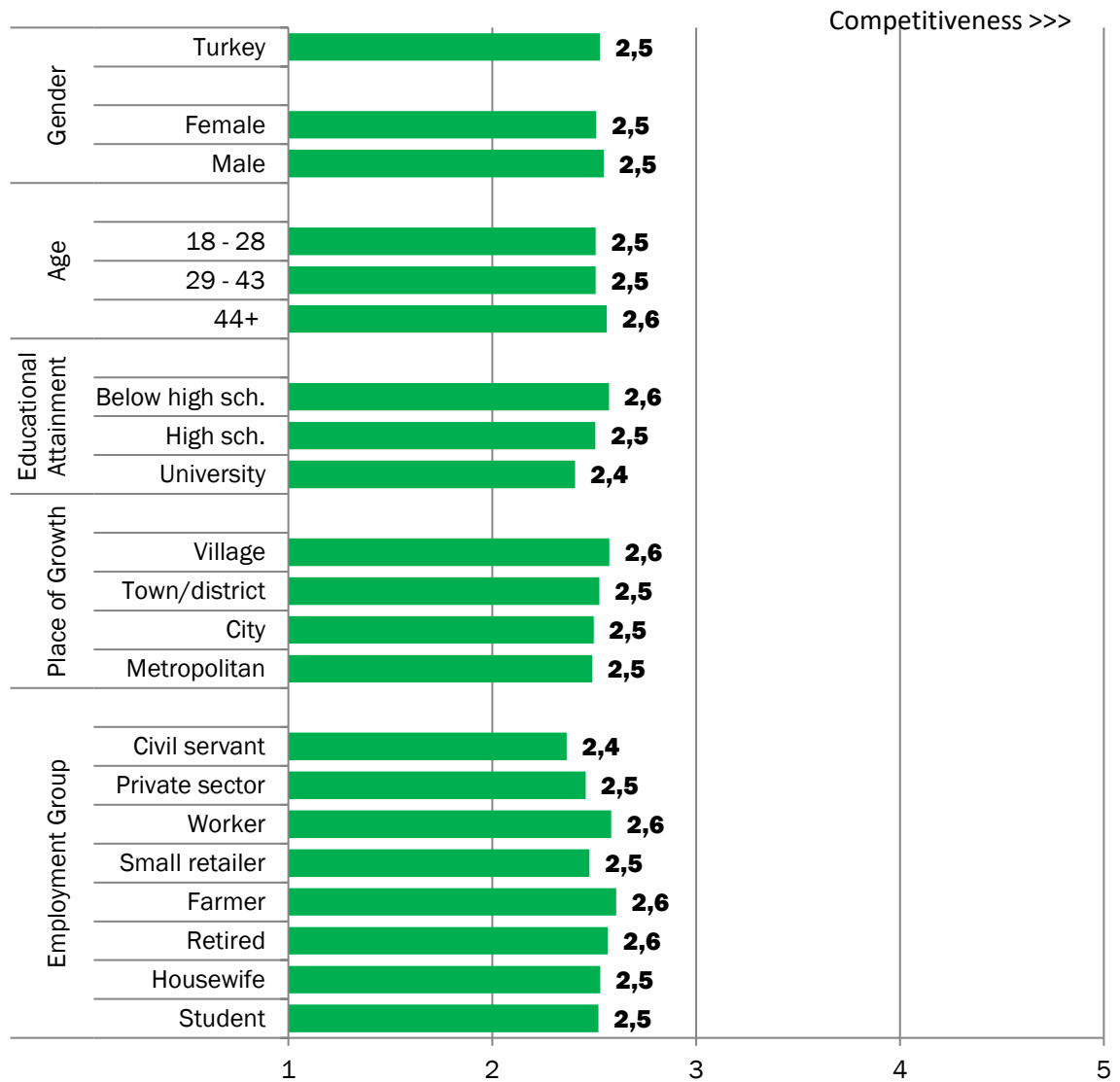
The response rates to the questions on competition and cooperation were inverted (so as to inquire about competition rather than cooperation) to calculate the overall average of the responses.

The average responses reveal that factors such as gender, age, educational attainment level and employment status do not have any influence on how competitive the respondents are, and all groups appear to be more likely to cooperate than to compete.

Similarly, all of the economic classes and social groups are more likely to cooperate than to compete.



Competition and Cooperation





2.4. Individuals-Society-State and Competitiveness

With the purpose to understand the respondents' opinions on the role of competitiveness in the organization of social life, 6 questions were directed to the respondents.

64 percent of the respondents agree that “*individuals secure their position in society through competition.*”

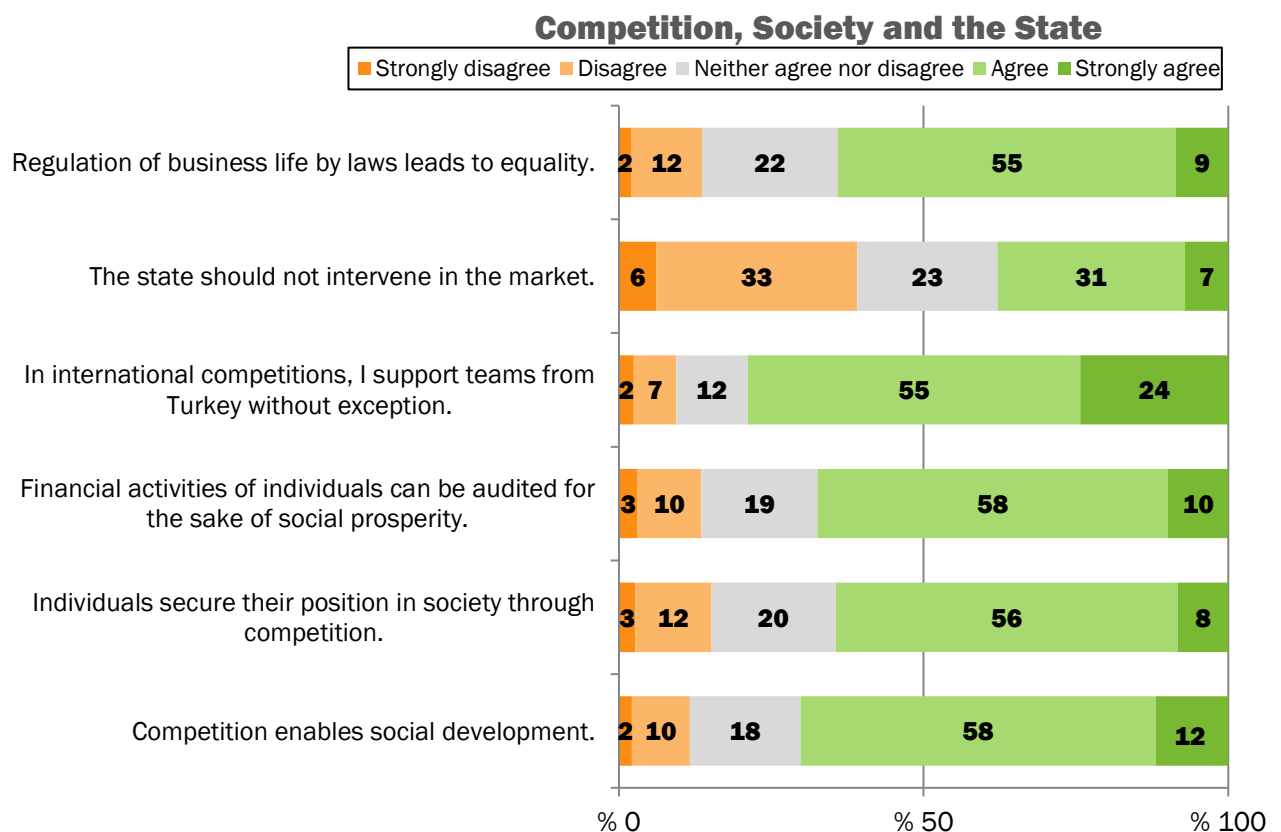
70 percent of the respondents agree that “*competition enables social development.*”

63 percent of the respondents agree that “*regulation of business life by laws leads to equality.*”

38 percent of the respondents agree that “*the state should not intervene in the market,*” while 39 percent disagree with this statement.

79 percent of the respondents state that “*they support teams from Turkey without exception in international competitions.*”

68 percent of the respondents agree that “*financial activities of individuals can be audited for the sake of social prosperity.*”



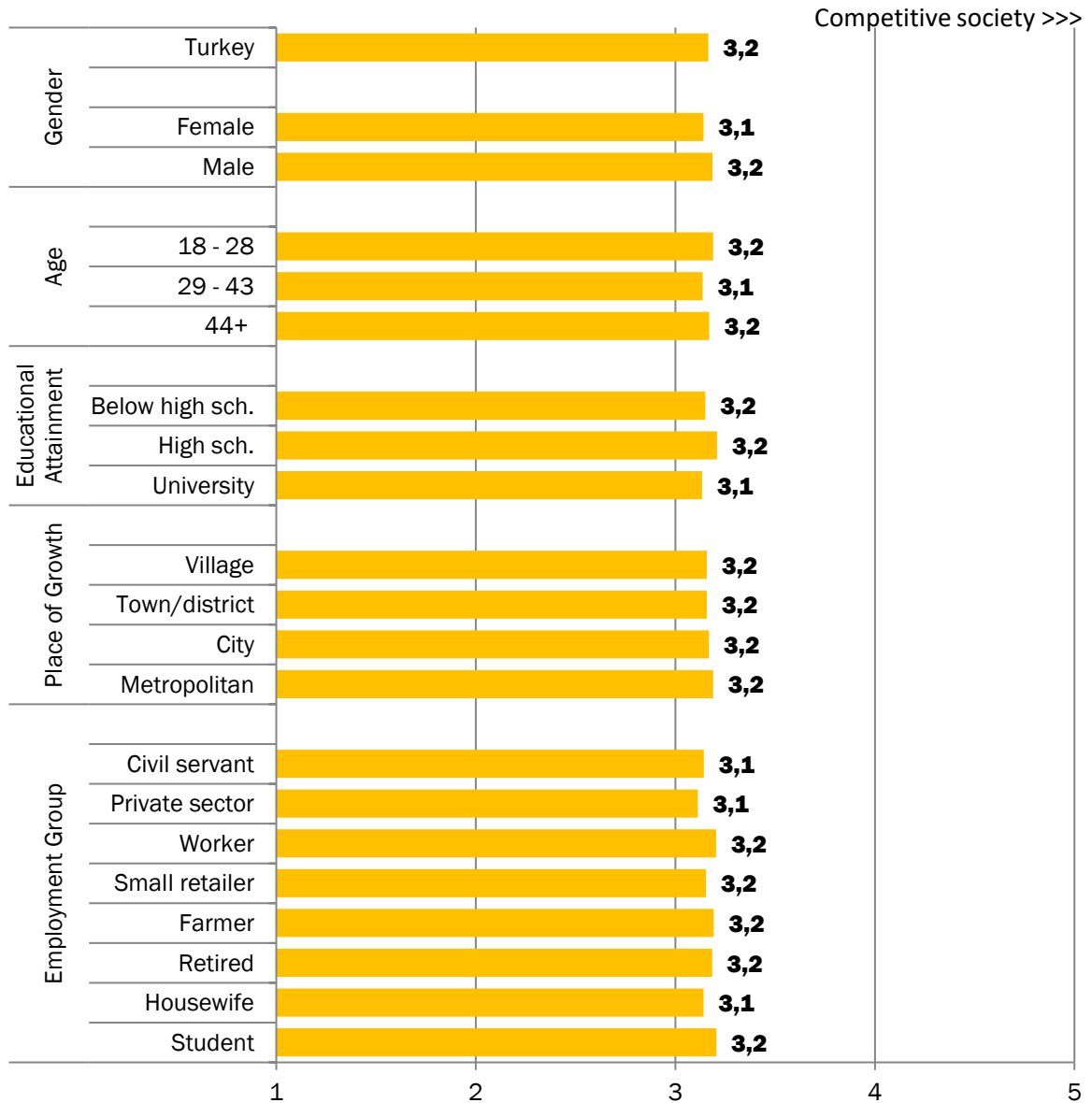
Although it is generally accepted that competition enables social development and that individuals secure their positions in society through competition, two thirds of society does not approve of competition in social and economic life, and support the state



regulation on account of reasons such as prosperity, equality and chauvinistic feelings.

In the dimension of competitiveness in state and society, opinions of demographic and social groups barely vary from each other.

Competition, Society and State



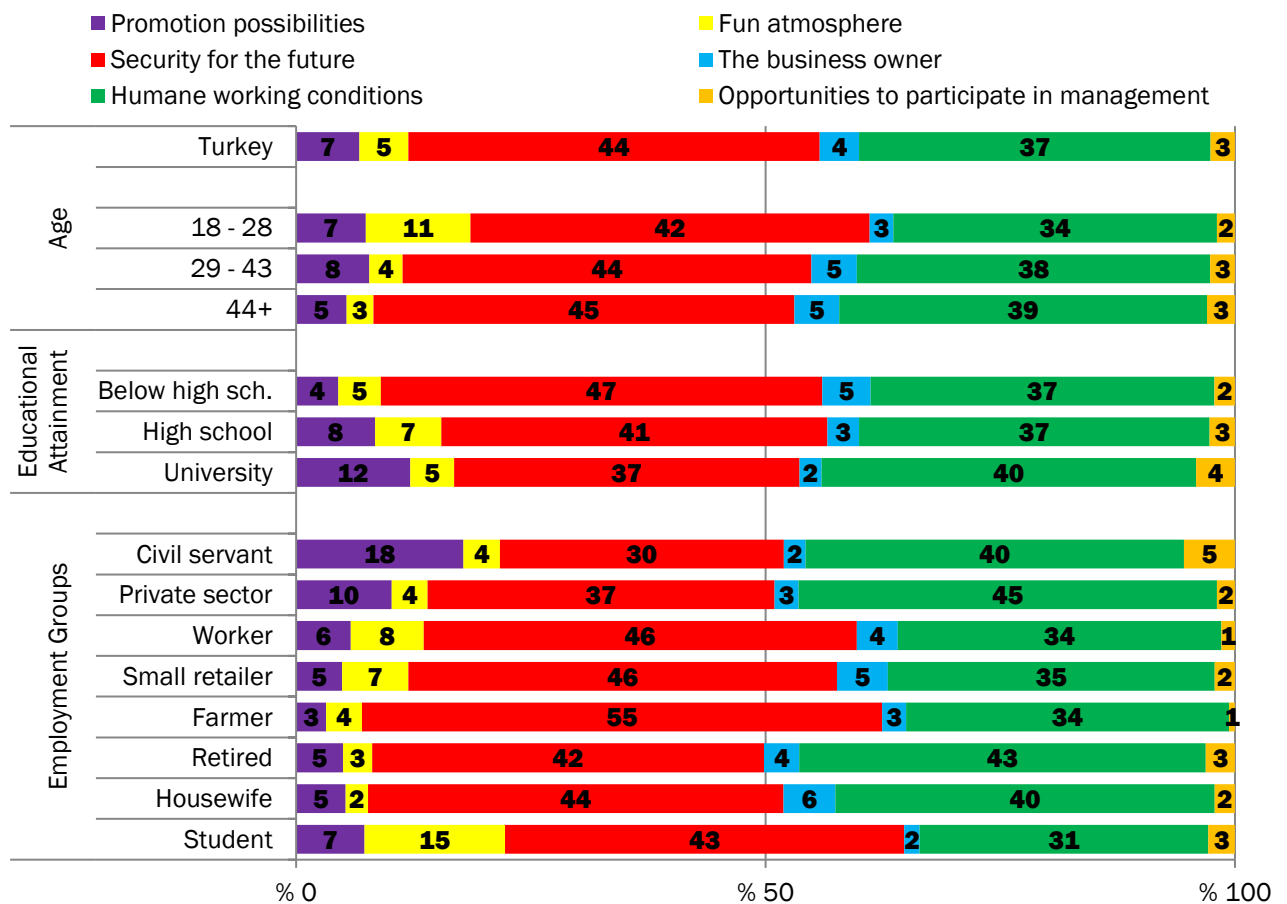


2.5. Daily Life Practices and Competitiveness

2.5.1. Job the respondents would enjoy doing

The majority of the respondents express that the job they would enjoy doing is one that secures their future in the first place (44 percent). Preferred by 37 percent of the respondents, “humane working conditions” is the second most popular response. Promotion possibilities (7 percent), fun atmosphere (5 percent), the business owner (4 percent) and opportunities to participate in management (3 percent) play a less important role.

Except the salary, which of the below is the most important factor with regard to the job you would enjoy doing?



As it is quite evident in the response rates, respondents define the job that they would enjoy doing based on basic factors such as concern for the future and humane working conditions, rather than factors such as competition, career, participation in management, etc.

The popularity of responses does not vary between women and men. Among younger respondents, an enjoyable atmosphere (11 percent) is preferred strikingly higher

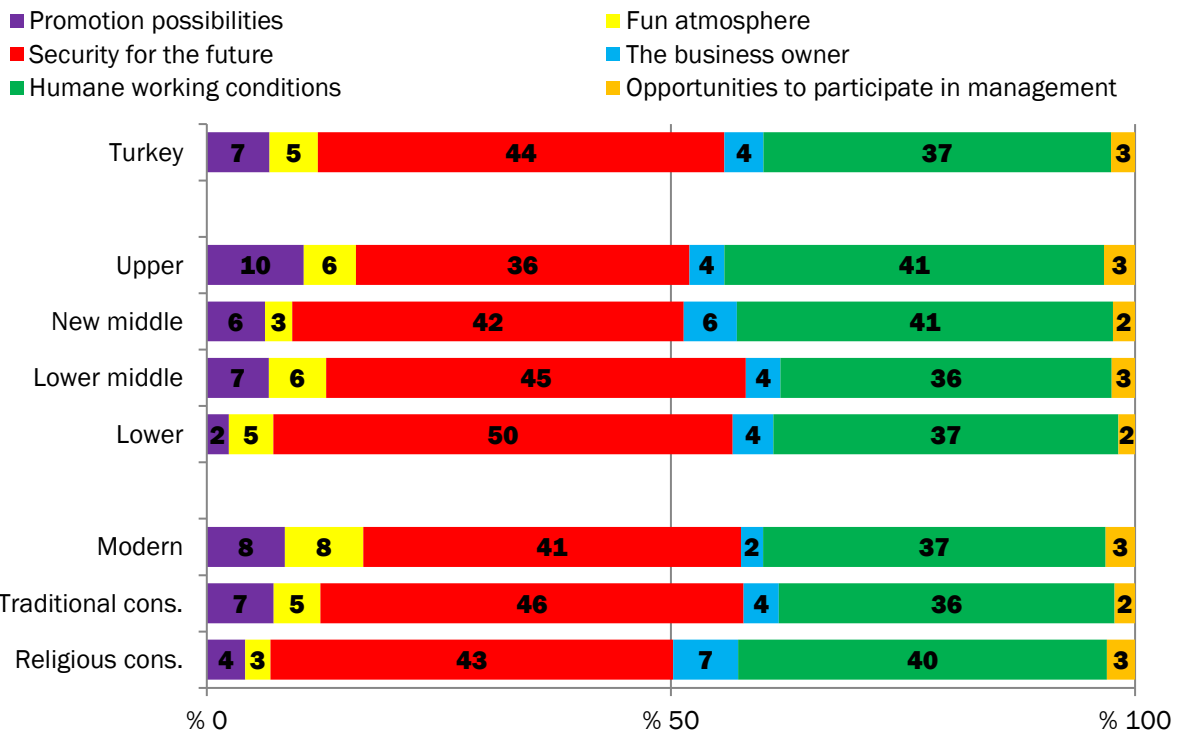


than the overall average. Nevertheless, despite slight differences, the ranking of the response options is the same as the overall ranking.

As educational attainment level decreases, expectation for “a secure future” becomes more dominant and promotion possibilities are prioritized. However, the rate of the respondents who state that they look for participation in the management does not change.

Civil servants prioritize promotion possibilities, while students look for an enjoyable atmosphere.

Except the salary, which of the below is the most important factor with regard to the job you would enjoy doing?



When we analyze the responses by economic classes, it appears that the respondents with a low income are more concerned about securing their future, while respondents with a high income prioritize promotion possibilities at a higher rate. A similar trend is observed in the lifestyle clusters. Moderns attach more importance to promotion possibilities than securing their future.

However, the differences are very small, and security for the future and humane working conditions are preferred in all demographic, social and economic groups at remarkable rates.

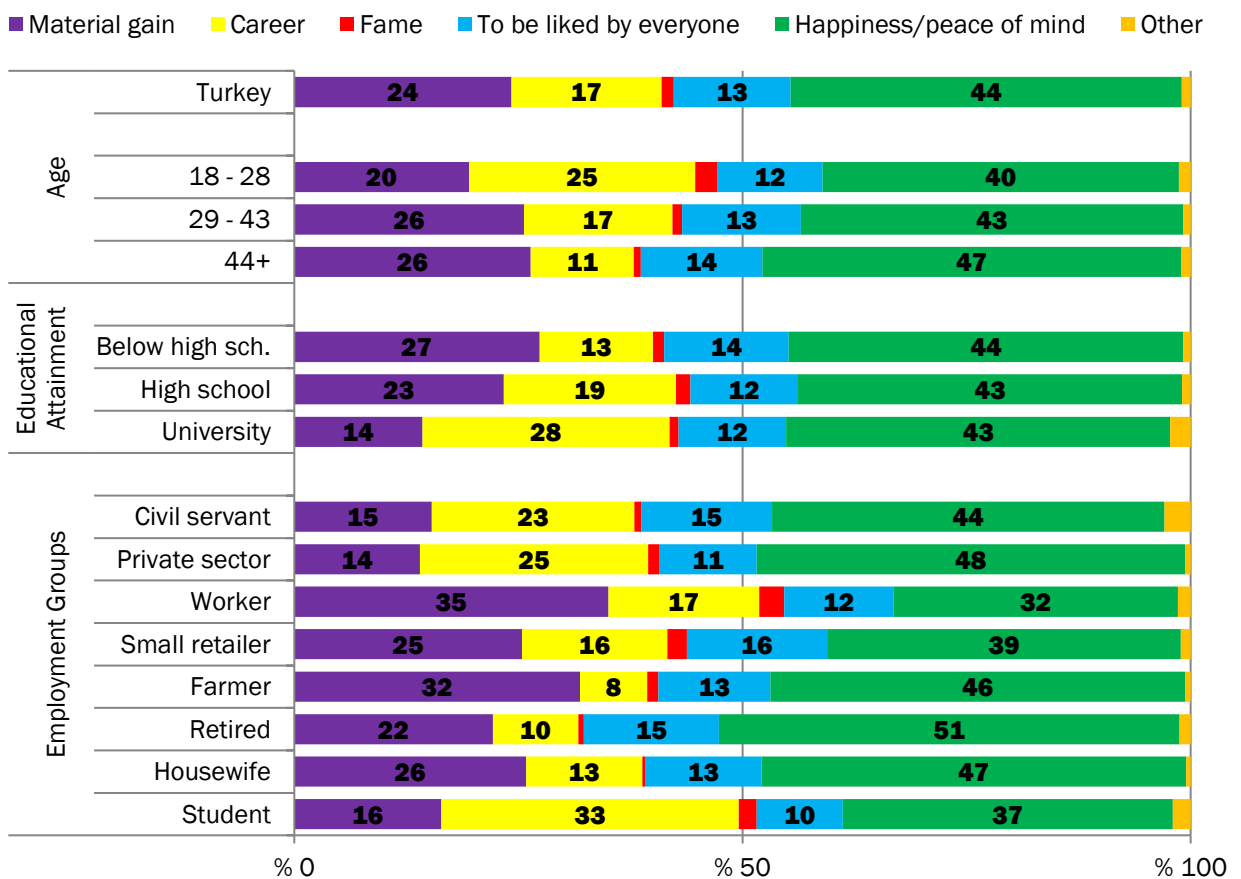


2.5.2. Description of success

The respondents define success as “happiness/peace of mind” (44 percent) and as material gain (24 percent). Following these definitions are career (17 percent), being a person everyone likes (13 percent) and reputation/fame.

The description of success mostly based on emotions, similar to the definition of the job that the respondents would enjoy doing. On the other hand, how definition of success varies to a greater extent among different groups.

What does the word 'success' mean to you?



Young respondents associate success with career, whereas the rate of respondents who define success as happiness/peace of mind increases among older respondents. Although success is defined as peace of mind around the same rates at different educational attainment levels, the respondents who have less than high school degree associate it with material gain and the respondents with a university degree prioritize career.

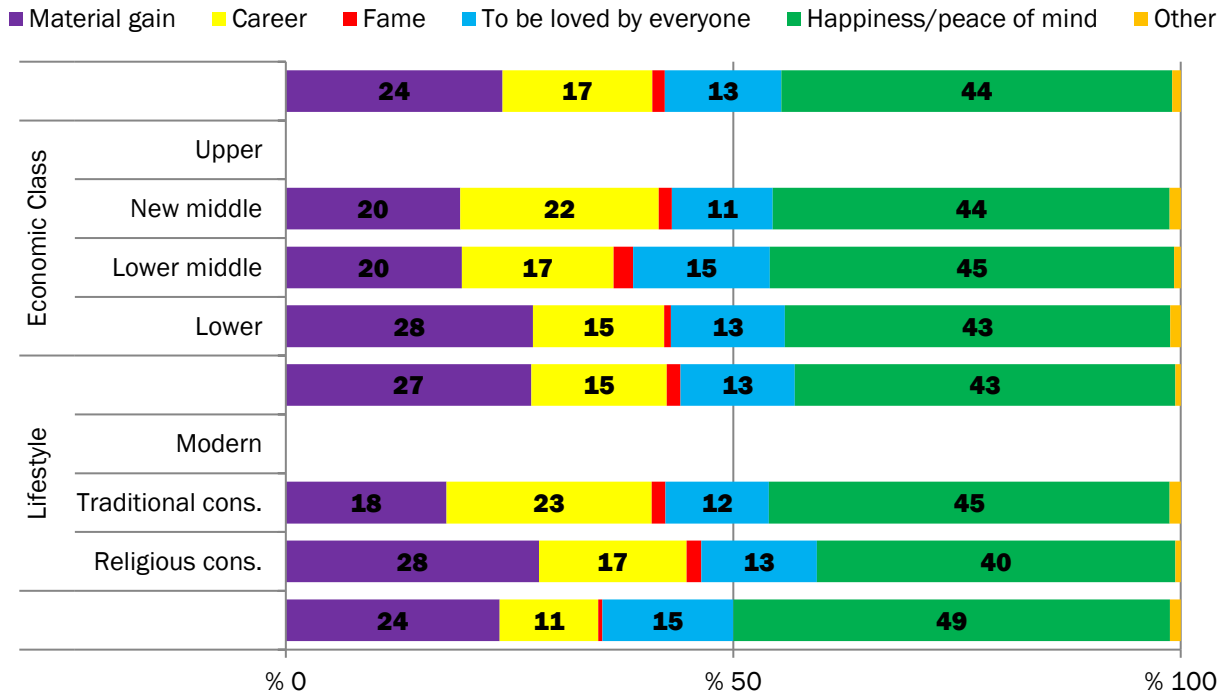
Worker and farmers define success as material gain, while students, private sector employees and civil servants define it as career.



Success is associated with career to a greater extent in higher economic classes, while the definition of material gain is preferred at higher rates in lower classes. Similarly, among moderns, career and among conservatives material gain is more prevalent.

It is evident that society is quite realistic on this issue. Each group ranks the definitions by carefully taking into account their specific conditions and requirements.

What does the word 'success' mean to you?



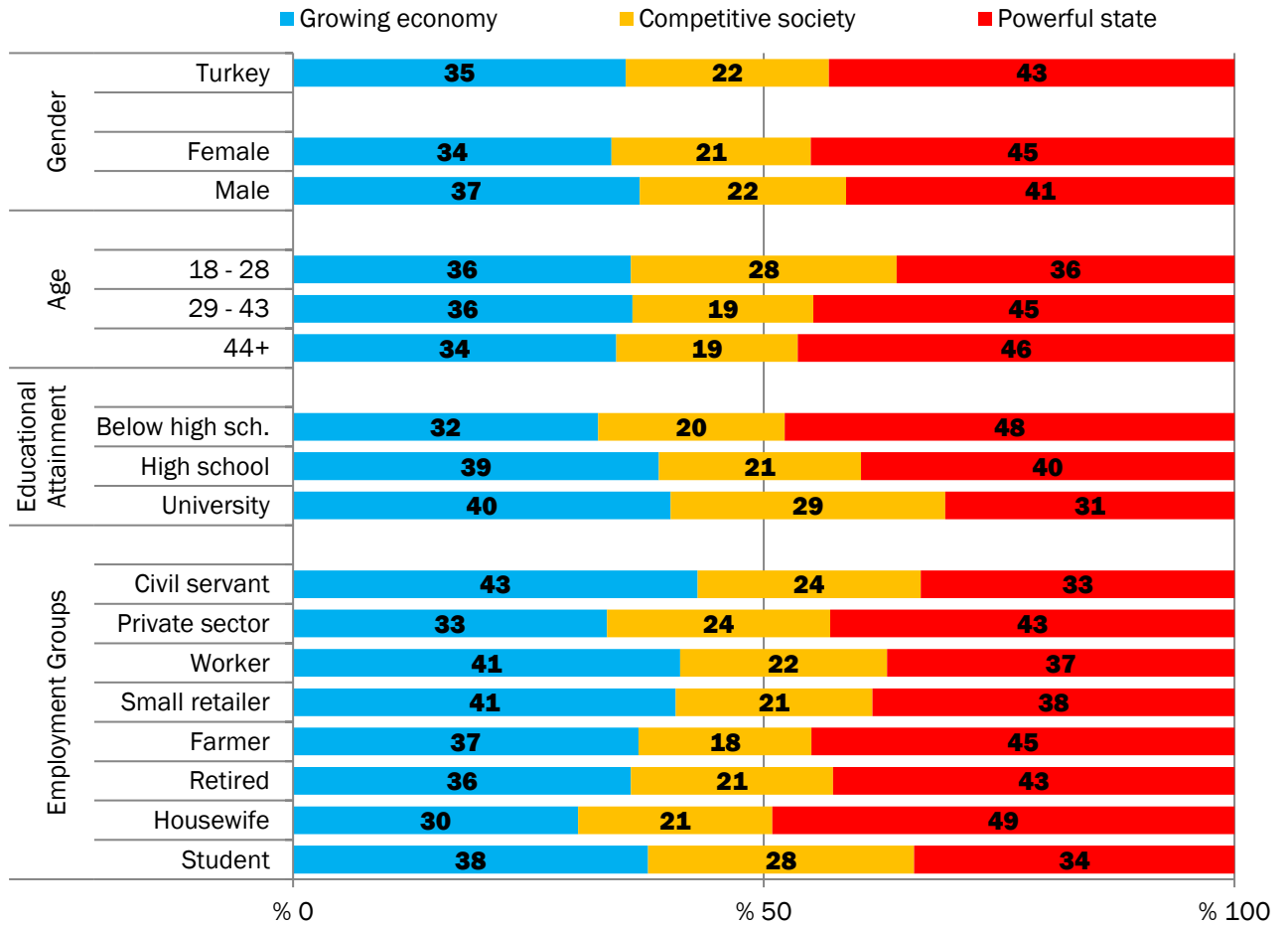
2.5.3. Is competitive society more important than a powerful state or a growing economy?

If they had to make a choice, 43 percent of the respondents say that a powerful state, 35 percent express that a growing economy and 22 percent state that a competitive society is more important.

At this point, we should mention that a question we had asked before inspired us to direct this question to the respondents. A similar question was directed in the “Definitions and Expectations Regarding the New Constitution” research we conducted in 2012, and the respondents were asked to choose from the options of powerful state, growing economy and a humanist society. Back then, 40 percent of the respondents preferred the option “a powerful state”, 39.7 percent chose “a stabilized economy”, and 20.3 percent chose “a humanist society”.



If you had to make a choice, which of the below would you say is the most important?



Younger respondents attach more importance to a competitive society, and middle-aged and older respondents attach more importance to a powerful state. Increased educational attainment level results in a higher emphasis on a powerful state. Students and private sector employees choose a competitive society at a higher rate, while housewives prioritized a powerful state.

It appears that the higher income group attaches more importance to competitiveness, and no difference can be observed between other groups.

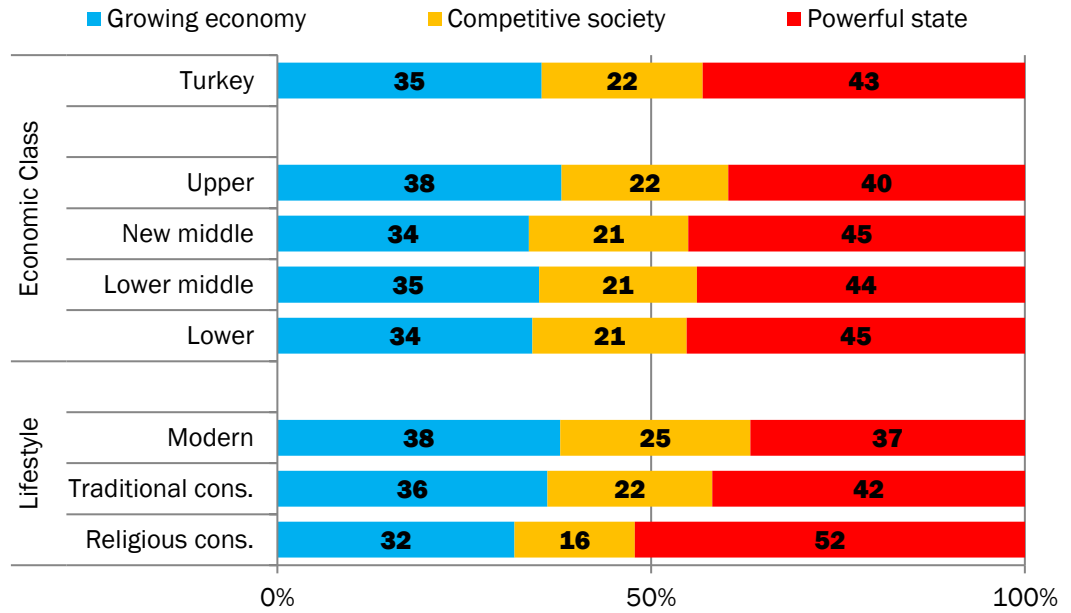
Respondents who are modern pronounce growing economy and competitive society at a higher rate, while among the conservatives the preference for a powerful state increases.

We can claim that groups which possess less power attach more importance to a powerful state.

Ultimately, competitive society is not the response option of highest preference; however, it is prioritized among students, university graduates and moderns above average.



If you had to make a choice, which of the below would you say is the most important?



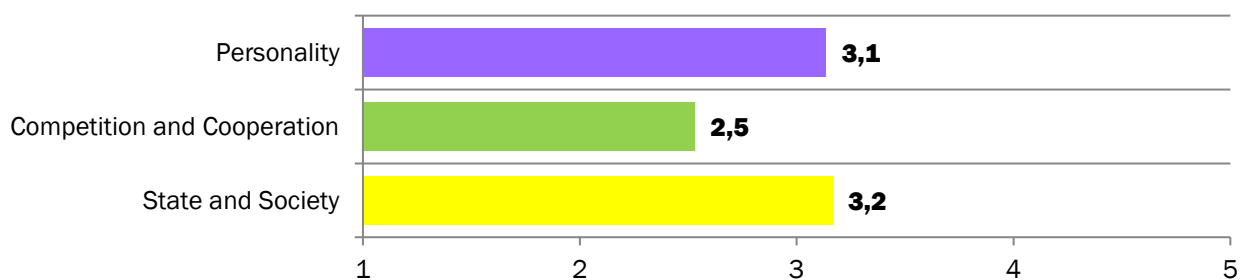


2.6. Differentiation and Clustering In Society In Terms of Competitiveness

When the responses to questions on the dimensions of competitiveness in society, we can see that society has a fundamentally competitive character.

The average of the responses provided about the dimensions of competitive personality and competitiveness in society and state is located in the center, while the average of the responses about competitiveness and cooperation is closer to cooperation.

Competitiveness Dimensions (averages)

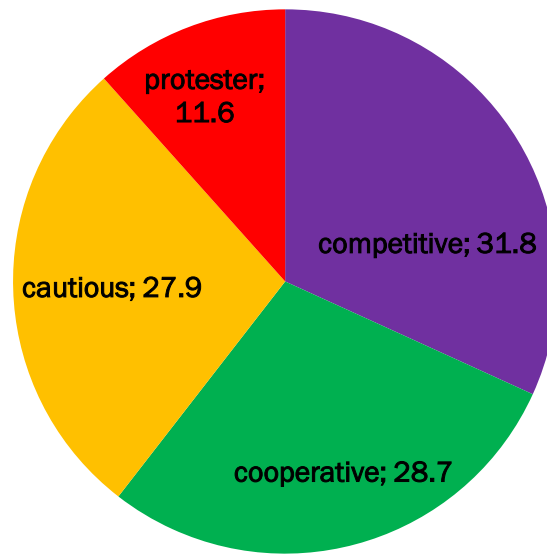


As attested by the findings we analyzed in previous sections, we can observe that none of the clusters is distinguished from the others, with the exclusion of small differences on the basis of individual questions.

However, the *statistical clustering analysis* we perform by consolidating all of the responses together provides us with four different clusters shown in the graph below. We named the four clusters created through the clustering analysis as “competitive”, “cautious”, “cooperative” and “protesters”, in consideration of the responses and the differences between them.



Social clusters in terms of competitiveness



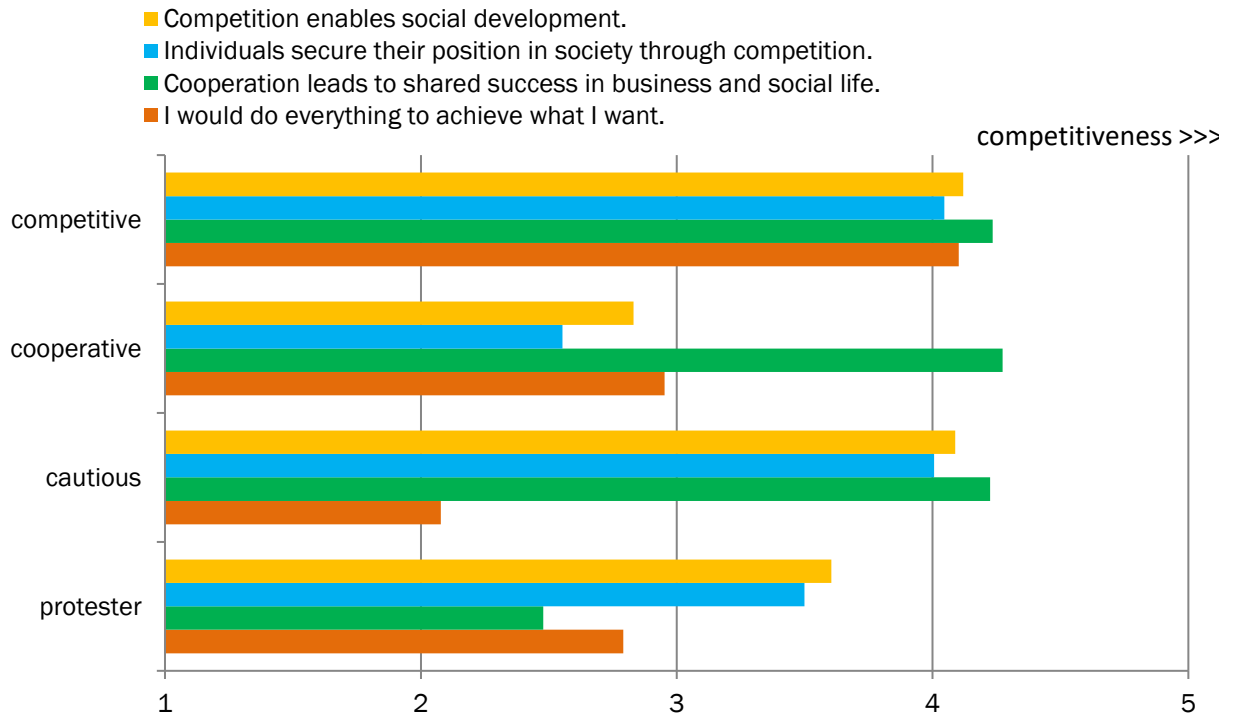
The cluster that contains people with the most competitive character make up 32 percent of society. The cooperative cluster is around 29 percent, while the cluster we can characterize as cautious in terms of competitiveness corresponds to 28 percent. The cluster of protesters, in which both cooperative and competitive tendencies are low, comes out to be 12 percent.

The graph below demonstrates the profiles of these four clusters and the areas they differentiate from each other. Everyone outside the cluster of protesters in society reflects a cooperative character. However, individuals in the competitive cluster not only favor competitiveness, but they also possess a competitive character.

The main difference of the cautious cluster from the competitive cluster is their lack of a competitive character. Individuals in the cooperative cluster are in favor of cooperation, as well as solidarity and regulation in social life.



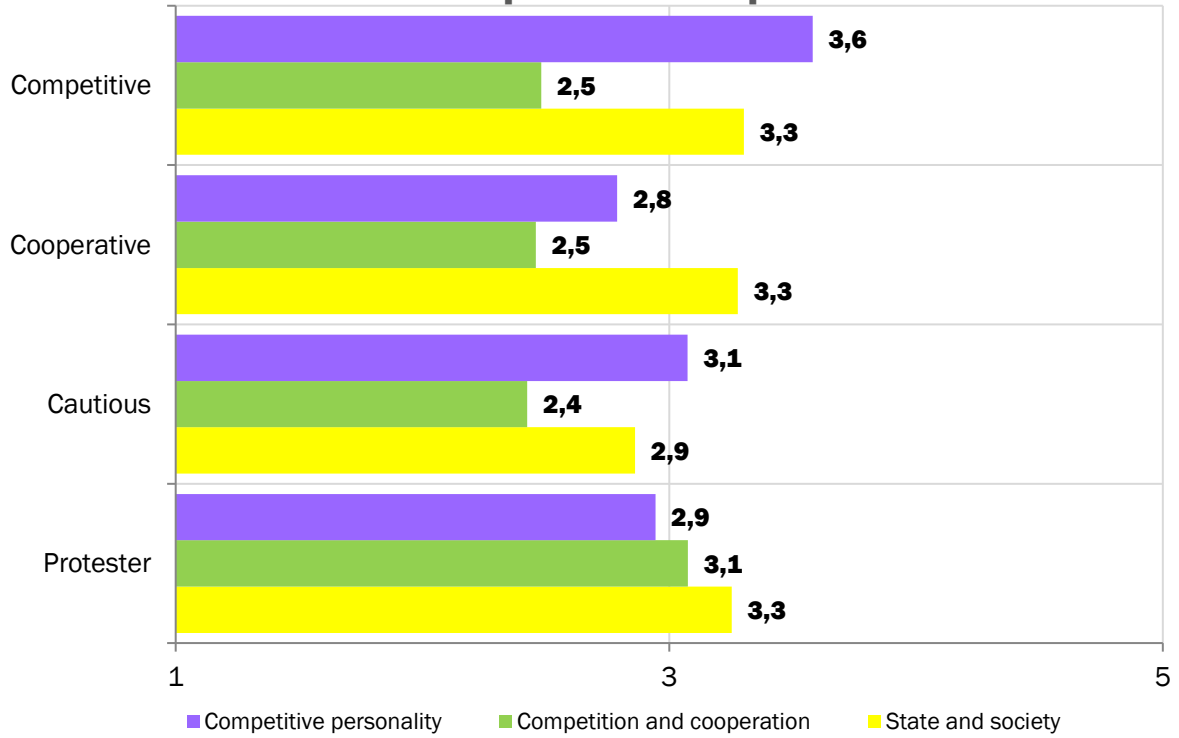
Competitiveness clusters



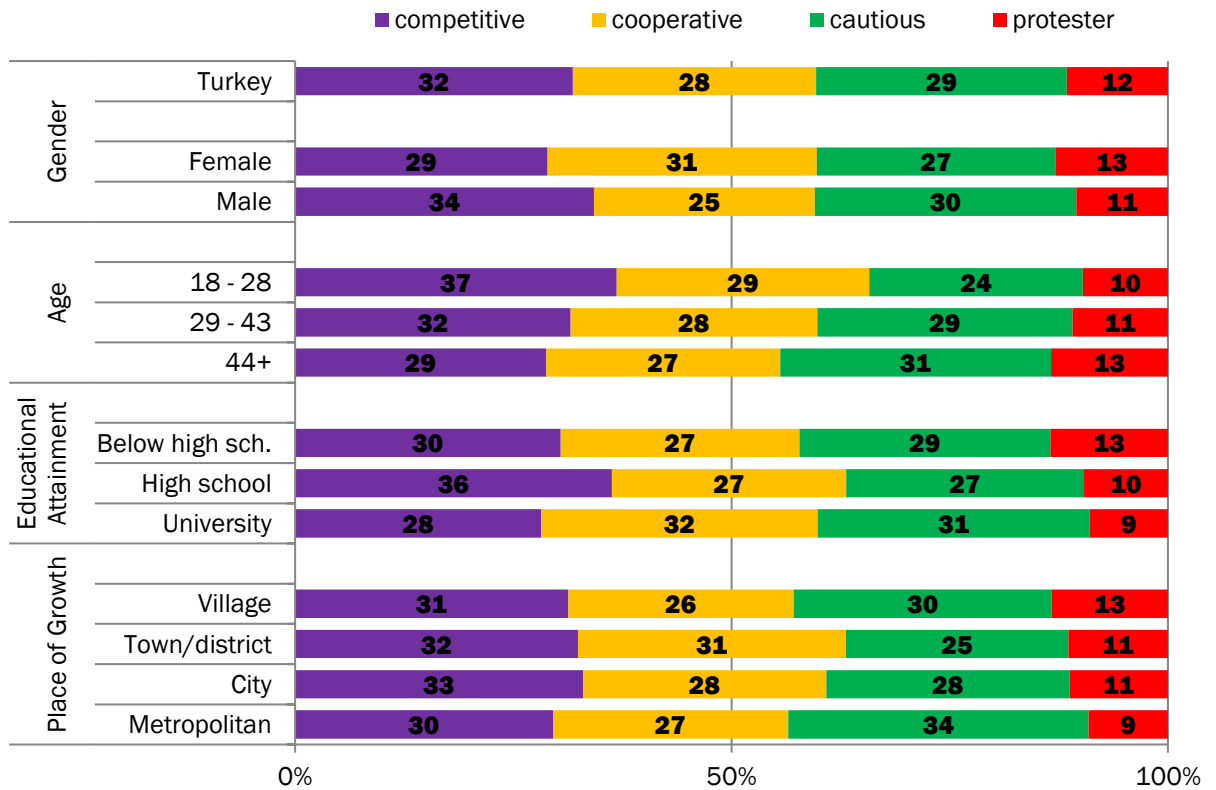
Men appear to be more competitive than women. Younger people are more competitive, and older people are more cautious. High school graduates are more competitive than people with both higher and lower educational attainment levels.



Dimensions of competition in competitiveness clusters



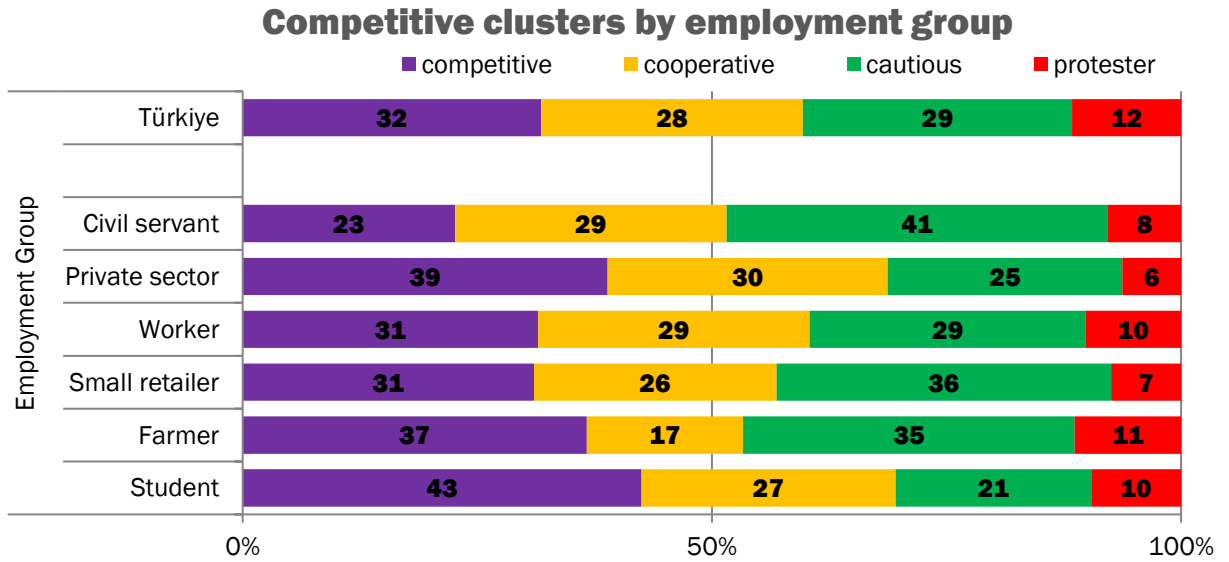
Competitiveness clusters among demographic clusters





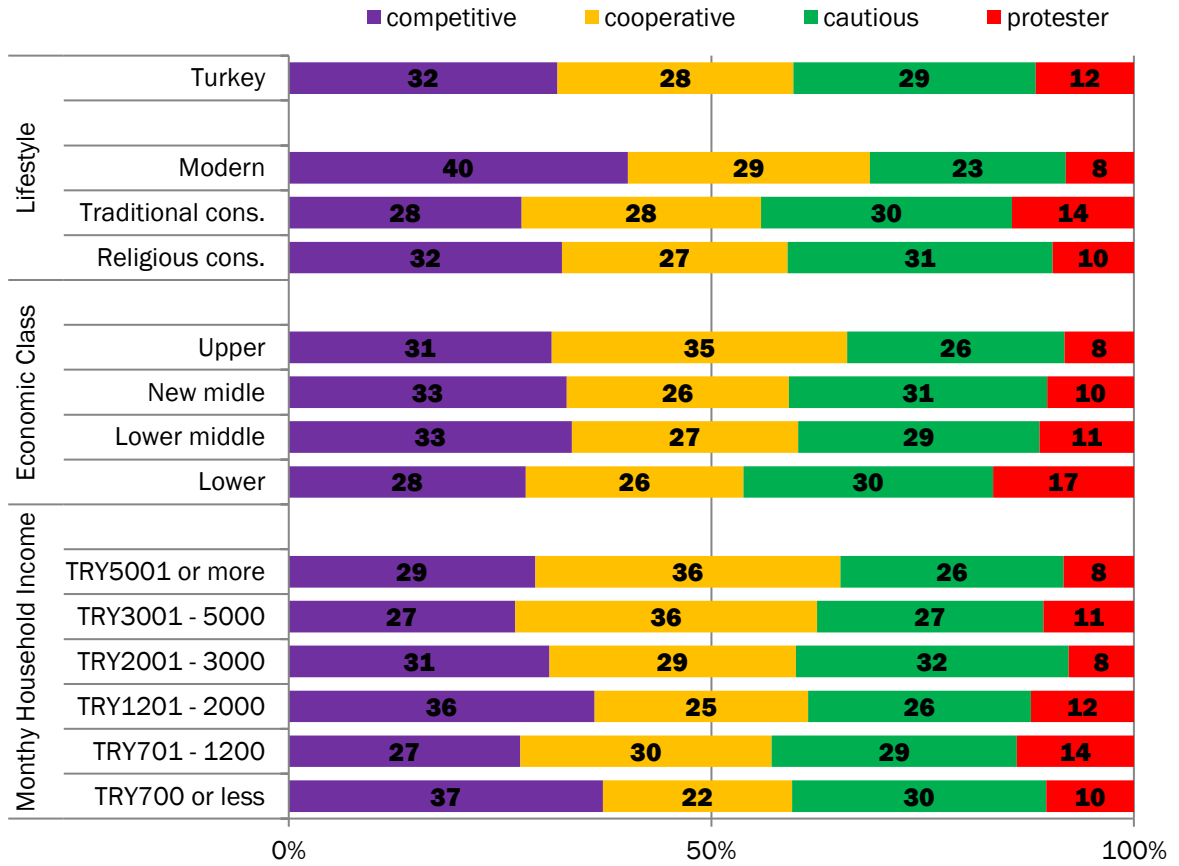
Students are more likely to be included in the competitive cluster. Cautious individuals are more prevalent among farmers, small retailers and civil servants.

Competitive individuals are more pronounced among moderns, as it is case for the cautious among religious conservatives.





Competitive clusters by economic class





2.7. Competition: Traditional and Modern Perceptions

Prof. Ömer Faruk Gençkaya, Ph.D.

It is considered that individual understanding of competition is an important feature in determining the positions of individuals in the social structure. Life as a theatre stage is a process where various roles are distributed to individuals. Life goes on even some actors are given unsuitable roles or some good actors are left out and evil people always win. The changes in the history of humankind is based on the communication and cooperation of individuals, but individuals try to establish a place in life by trial and error, without knowing whether they are fit for the environment they were born into. Without developing presumptions regarding the efficiency or justice that competition will provide as the distributor of social functions, the individuals may make wrong preferences in life and have difficulties in determining the most suitable life alternatives for themselves.

The concept of competition is generally understood as a hostile concept in the society. Yet, individuals shape their lives through certain judgments starting from childhood. Individuals often make preferences in the matter unwittingly (usually others make preferences on behalf of them). Accordingly, an individual may become a competitor in the social process wittingly or unwittingly or may become an opponent consciously. Obviously, institutionalized competition (e.g. political parties) negatively affect intergroup trust. Another element that determines the positions of the individuals in the society is the predetermined and constant genetic element. The function of the individual in the society is decided upon irrespective of personal qualities or without making any comparisons. Social status is a state that hinders competition and maintains it and aims at continuously avoiding the disturbances that social changes might create. Competition is a characteristic of modern life and powerful societies of the ancient world are structurally uncompetitive. Competition intensifies based on the effectiveness of personal liberties, social change and selection (preference) means. In this regard, it is safe to conclude that social conditions determine the intensity of competition.

The concept of competition is handled in the February 2015 field survey of KONDA in three aspects, i.e. personal attitude, individual-society-state relations and the relation between competition and cooperation.

The personal attitude aspect of competition (questions 24 to 27) shows that the subjects are divided into two main categories. On the other hand, when the alternative “neither right nor wrong” is combined with “absolutely right” and “right” we observe that competition is understood as a function that feeds hostile behavior. The answers to questions 24 and 25 indicate that the society is halfway through the path of modernization. It is obvious that the interviewees are far from having an awareness of their own qualities and are clueless that there are different alternatives, or they choose or are made to choose this way of thinking. Then again, through these attitudes (the number of subjects that answered questions 24 and 25 as “right,” “absolutely right” or “neither right nor wrong”) that bring natural environment and hopelessness attitude to mind, they answered the questions 26 and 27 with the



influence of social conditions (change and conservative hegemony). Taking the distribution of the answers to questions 24 and 25 as the basis, it would have been expected that the answers to question 26 would be mostly “right” justifying the upward mobility approach. This result might be explained through the fact that traditional socialization means are still effective. Finally, it seems that the subjects have the tendency to take risks with the influence of the social and economic conditions that the change/transformation process brings about. The distribution of the answers to question 27 verifies both sides of the modern/traditional division that emerged through the answers to questions 24 and 25.

The answers provided for the indicators of individual-society-state relations aspect of competition (questions 34 to 39) are not consistent. 71 percent of the subjects support the idea that competition will develop the society (answers “right” and “absolutely right”). Yet, considering the answers to these questions in combination with the answers to the personal aspect of competition, it might be assumed that competition will not lead to the development of the society. The answers to the question “I wish to be above other people in life” (question 26) create two categories in average whereas they contradict with the answers to the question “people achieve their position in the society through competition” (question 38). In fact, the subjects might have answered this question in reference to others such as leaders, businesspeople, etc rather than themselves. Therefore, in reality, this is an expression of weakness, hopelessness and emulation. The approach towards market economy as a function of competition (question 35) caused the answers of the subjects to gather in two main categories whereas the distribution of the answers to question 34 “regulation of economic life through laws provide equality” and question 37 “economic activities of individuals can be controlled for the welfare of the society” show that a concept of contemporary competition has not yet established. These answers define an inhibiting, protective, restrictive and status quo approach over individuals who would have a power of competition through their personal traits. This situation requires an analysis of the answer to question 39. It is observed that the subjects’ understanding of equality and development are contradictory. In short, the answers to these questions are coherent with the answers to questions 24 and 25 whereas they are incoherent with answers to questions 38 and 39. In fact, the subjects consider competition as a contest. The subjects who show a tendency to support their own teams in international contests without exception (question 36) likewise perceive competition as a function similar to supporting a team unquestioningly rather than knowing oneself and developing one’s qualities by recognizing them.

The answers to the four indicators that measure the aspect of competition and cooperation (questions 28 to 33), ruthless competition is found harmful for everyone (52%, question 28) and therefore, self devotion (question 29), solidarity (question 30), faithfulness (question 32) and commitment (question 31) are express as a clear approach in the relationship between competition and cooperation. These manners rather reflect intragroup approaches and for common goals, cooperation rather than competition is preferred. These approaches indeed carry the traces of a traditional structure. On the other hand, the fact that two third of the subjects reflected a



tendency to be in friendly terms with competitors in response to question 33, may be considered as a sign of transition from tradition to modernity.

According to the results of the rotated factor analysis, there are basically three aspects of the subjects' understanding of competition: personal (aspect 1), individual-society-state relation (aspect 2) and competition-cooperation (aspect 3). According to the factor analysis results, the indicators that constitute aspect 2 (individual-society-state relation) are the most significant sequence that shapes the subjects' understanding/perception of competition. The two strong indicators that define the personal aspect, namely "All or nothing is my motto" and "I will try anything to get what I want" are also the most important indicators of aspect 1. Further, "Successful people are aware that they reached where they are with the help of others" which is one of the most important indicators of aspect 3 has a considerable value in aspect 2. The existence of a traditional understanding of competition is also verified by the factor analysis results of two defining elements in the personality aspect. The factor analysis results of the aspect of competition-cooperation tend to verify the results of the general distribution in the frequency table. Here, intragroup solidarity, cooperation and faithfulness for common goals are defining elements.

In conclusion, both the general frequency tables and the factor analysis results of the field survey for competition reveal that the subjects have developed from a traditional (old) to a contemporary (modern) perception of competition in certain questions of certain sequences, however their perception on competition is directed towards or influenced by a traditional structure and understanding in terms of both personal and social aspects as well as competition-cooperation sequence. In effect, this approach will hinder the development of a competitive, egalitarian and pluralistic economic, social and political structure. In other words, the development of centralist-decentralist, statist-private entrepreneurship, liberal-limiting political structures is affected by this attitude. As a result, an attempt at forming a correlation between the developments in the past years in Turkey with the findings of this survey reveals that an institutionalized perception of competition increases polarization on the one hand and decreases intergroup social trust and boosts conflict rather than cooperation on the other hand.

References:

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3. RESEARCH ID

3.1. Overall Description of the Survey

The survey that this report is based on was conducted by KONDA Research and Consultancy Limited (KONDA Araştırma ve Danışmanlık Ltd. Şti.).

The field survey was conducted on February, 7-8, 2015. This report presents the political trends, preferences and profiles of the adult population above the age of 18 in Turkey, within the dates of the field survey.

The survey is designed and conducted with the purpose to determine and to monitor trends and changes in the preferences of respondents who represent the adult population above the age of 18 in Turkey.

The margin of error of the survey is +/- 2 at 95 percent confidence level and +/- 2.6 at 99 percent confidence level.

3.2. The Sample

The sample was selected through stratification of the data on population and educational attainment level of neighborhoods and villages based on the Address Based Population Registration System (ADNKS), and the results of the 2011 General Elections in neighborhoods and villages.

First, the administrative units were grouped as rural/urban/metropolitan, and then the sample was created based on the 12 regions.

Within the scope of the survey, 2722 respondents were interviewed face-to-face in 154 neighborhoods and villages of 97 districts - including central districts - of 30 provinces.

Provinces visited	30
Districts visited	97
Neighborhoods/villages visited	154
Number of respondents	2722

Among the 18 surveys conducted in each neighborhood, quotas on age and gender were enforced.

Age group	Female	Male
Between 18-28	3 respondents	3 respondents
Between 29-44	3 respondents	3 respondents
44 and above	3 respondents	3 respondents



	Level 1 (12 regions)	Provinces visited
1	İstanbul	İstanbul
2	Western Marmara	Balıkesir, Edirne
3	Aegean	İzmir, Denizli, Manisa
4	Eastern Marmara	Bursa, Eskişehir, Sakarya
5	Western Anatolia	Ankara, Konya
6	Mediterranean	Adana, Antalya, Hatay, Mersin
7	Central Anatolia	Kayseri, Nevşehir, Sivas
8	Western Black Sea	Samsun, Tokat, Zonguldak
9	Eastern Black Sea	Giresun, Trabzon
10	Northeastern Anatolia	Erzurum
11	Middle Eastern Anatolia	Malatya, Van
12	Southeastern Anatolia	Diyarbakır, Gaziantep, Şanlıurfa, Mardin

The distribution of respondents by region and place of residence is shown in the table below.

	Survey location	Rural	Urban	Metropolita n	Total
1	İstanbul			20.7	20.7
2	Western Marmara	2.0	3.3		5.3
3	Aegean	3.7	5.9	5.3	14.9
4	Eastern Marmara	1.3	2.6	5.3	9.2
5	Western Anatolia	0.7		9.8	10.4
6	Mediterranean	3.1	2.7	6.0	11.8
7	Central Anatolia	1.3	2.0	1.3	4.6
8	Western Black Sea	2.6	3.3		6.0
9	Eastern Black Sea	1.3	2.0		3.3
10	Northeastern Anatolia	1.3			1.3
11	Middle Eastern Anatolia	1.2	2.0		3.2
12	Southeastern Anatolia	2.0	3.4	4.0	9.4
	Total	20.6	27.1	52.3	100.0



4. FREQUENCY TABLES

4.1. Profile of the Respondents

Gender	Percentage
Female	49.0
Male	51.0
Total	100.0

Age	Percentage
Between 18-28	25.6
Between 29-43	34.5
44 or above	39.9
Total	100.0

Educational attainment level	Percentage
Illiterate	5.1
Literate without degree	2.9
Primary school degree	35.6
Secondary school degree	13.6
High school degree	27.9
University degree	13.9
Masters/PhD	1.1
Total	100.0



Birthplace (region)	Percentage
İstanbul	9.6
Western Marmara	5.5
Aegean	13.8
Eastern Marmara	6.3
Western Anatolia	6.8
Mediterranean	11.9
Central Anatolia	7.3
Western Black Sea	9.3
Eastern Black Sea	6.6
Northeastern Anatolia	3.9
Middle Eastern Anatolia	5.7
Southeastern Anatolia	11.5
Abroad	1.9
Total	100.0

Where did you grow up?	Percentage
Village	31.6
Town/district	26.0
City	29.4
Metropolitan area	13.1
Total	100.0



Employment status	Percentage
Civil servant, head, manager, etc.	5.1
Private-sector employee, manager, etc.	5.8
Worker	8.1
Small retailer/craftsman/driver	6.9
Merchant/industrialist/businessman	0.9
Doctor, architect, lawyer, etc. (Self-employed)	2.2
Farmer, agriculturist, stock breeder	6.0
Other	5.4
Retired	12.3
Housewife	32.0
Student	9.3
Unemployed, looking for work	5.1
Disabled	0.9
Total	100.0

Lifestyle cluster	Percentage
Modern	24.2
Traditional conservative	50.3
Religious conservative	25.5
Total	100.0

Head cover	Percentage
No head cover	27.6
Headscarf	51.8
Turban	6.6
Chador, purdah	1.1
Single male	12.9
Total	100.0



Ethnicity	Percentage
Turkish	79.9
Kurdish	13.7
Zaza	1.8
Arab	0.9
Other	3.7
Total	100.0

Religion / Sect	Percentage
Sunni (Hanafi or Shafi'i) Muslim	92.0
Alevi Muslim	6.1
Other	1.9
Total	92.9

Piety	Percentage
Non-believer	2.6
Believer	27.5
Religious	59.4
Pious	10.5
Total	100.0



TV channel preferred to watch the news	Percentage
Fox TV	15.5
ATV	14.5
TRT	13.1
Kanal D	13.1
Show TV	6.1
Star	5.8
Samanyolu	3.3
Kanal 7	3.0
NTV	2.9
Habertürk	2.6
Halk TV	2.2
Roj / Nuçe / Sterk	1.7
CNNTürk	1.6
Ulusal	1.0
Kanaltürk	0.7
Local channels	0.7
Other channels	8.1
Does not watch	4.0
Total	100.0

Household size	Percentage
1-2 person(s)	17.9
3-5 people	63.2
6-8 people	16.0
9 or more	2.9
Total	100.0

Monthly household income (grouped)	Percentage
TRY700 or less	7.6
TRY701-1200	29.4
TRY1201-2000	33.6
TRY2001-3000	17.2
TRY3001-5000	9.2
TRY5000 or more	2.9
Total	100.0



Economic class	Percentage
Lower	20.6
Lower middle	37.3
New middle	22.3
Upper	19.7
Total	100.0

Car ownership	Percentage
Yes	42.6
No	57.4
Total	100.0

Type of housing	Percentage
Traditional house	34.1
Squatter	5.2
Apartment flat	53.2
Luxury residence	7.6
Total	100.0

Place of residence	Percentage
Rural	20.6
Urban	27.1
Metropolitan	52.3
Total	100.0



4.2. Perception of Competitiveness

If you had to make a choice, which of the below would you say is the most important?	Percentage
Growing economy	35.3
A competitive society where anyone can achieve everything	21.6
A strong state	43.1
Total	100.0

All or nothing is my philosophy of life.	Percentage
Strongly disagree	5.9
Disagree	33.0
Neither agree nor disagree	23.3
Agree	30.5
Strongly agree	7.3
Total	100.0

I would do everything to achieve what I want.	Percentage
Strongly disagree	6.3
Disagree	33.5
Neither agree nor disagree	19.0
Agree	33.1
Strongly agree	8.1
Total	100.0

I would like to be in a better position in life than most others.	Percentage
Strongly disagree	6.6
Disagree	35.4
Neither agree nor disagree	20.9
Agree	31.0
Strongly agree	6.0
Total	100.0



I never take any risks.	Percentage
Strongly disagree	9.5
Disagree	41.6
Neither agree nor disagree	20.4
Agree	24.1
Strongly agree	4.4
Total	100.0

Cutthroat competition is damaging for everyone.	Percentage
Strongly disagree	4.7
Disagree	22.3
Neither agree nor disagree	20.9
Agree	43.4
Strongly agree	8.6
Total	100.0

I help my friends only after I complete my own work.	Percentage
Strongly disagree	10.8
Disagree	39.3
Neither agree nor disagree	14.4
Agree	29.4
Strongly agree	6.1
Total	100.0

Cooperation leads to shared success in business and social life.	Percentage
Strongly disagree	1.1
Disagree	4.6
Neither agree nor disagree	8.9
Agree	61.6
Strongly agree	23.8
Total	100.0



A person who is concerned about the end cannot become a hero.	Percentage
Strongly disagree	3.3
Disagree	19.9
Neither agree nor disagree	23.5
Agree	42.5
Strongly agree	10.8
Total	100.0

Successful individuals acknowledge the contribution of others to their success.	Percentage
Strongly disagree	4.7
Disagree	19.1
Neither agree nor disagree	21.9
Agree	46.8
Strongly agree	7.4
Total	100.0

I never become friends with my rivals.	Percentage
Strongly disagree	13.7
Disagree	47.8
Neither agree nor disagree	15.8
Agree	19.4
Strongly agree	3.4
Total	100.0

Regulation of business life by laws leads to equality.	Percentage
Strongly disagree	2.1
Disagree	11.6
Neither agree nor disagree	22.3
Agree	55.5
Strongly agree	8.6
Total	100.0



The state should not intervene in the market.	Percentage
Strongly disagree	6.1
Disagree	33.0
Neither agree nor disagree	23.0
Agree	30.8
Strongly agree	7.1
Total	100.0

In international competitions, I support teams from Turkey without exception.	Percentage
Strongly disagree	2.4
Disagree	7.0
Neither agree nor disagree	11.7
Agree	54.6
Strongly agree	24.3
Total	100.0

Financial activities of individuals can be audited for the sake of social prosperity.	Percentage
Strongly disagree	3.1
Disagree	10.4
Neither agree nor disagree	19.1
Agree	57.6
Strongly agree	9.9
Total	100.0

Individuals secure their position in society through competition.	Percentage
Strongly disagree	2.7
Disagree	12.5
Neither agree nor disagree	20.4
Agree	56.1
Strongly agree	8.3
Total	100.0



Competition enables social development.	Percentage
Strongly disagree	2.1
Disagree	9.5
Neither agree nor disagree	18.1
Agree	58.3
Strongly agree	11.9
Total	100.0

Except the salary, which of the below is the most important factor with regard to the job you would enjoy doing?	Percentage
Promotion possibilities	6.7
Fun atmosphere	5.2
Security for the future	43.8
The business owner	4.2
Humane working conditions	37.4
Opportunities to participate in management	2.6
Total	100.0

What does the word 'success' mean to you?	Percentage
Material gain	24.4
Career	16.7
Fame	1.3
To be loved by everyone	13.0
Happiness/peace of mind	43.5
Other	1.0
Total	100.0



5. GLOSSARY of TERMS

All findings in Barometer reports are based on answers to the questions directed to respondents who were interviewed face-to-face in field surveys. Some questions and response options are then used in the rest of the report in short or simplified form. For example, the respondents who respond to the question on how religious they see themselves as “a person who is a believer, but does not fulfill religious requirements” are shortly identified as “believers” in the report. This glossary is prepared for both the readers who receive the report for the first time and the readers who need further clarification on the terms. The first table provides a list of the terms and their explanations, and the following tables list the questions and response options which establish the basis for these terms.

Term	Explanation
Alevi Muslim:	A person who identifies his/her religion/sect as Alevi Muslim
Lower middle class:	Households with an income per capita in the 60 percent segment but which do not own a car
Lower class:	Households whose income per capita is in the lowest 20 percent segment
Arab:	A person who identifies his/her ethnic origin as Arab
Headscarf:	Households with an income per capita in the 60 percent segment but which do not own a car
Chador:	A woman who wears chador or a man whose spouse wears a chador
Religious:	A person who tries to fulfill the requirements of the religion
Religious conservative:	A person who identifies his/her lifestyle as religious conservative
Traditional conservative:	A person who identifies his/her lifestyle as traditional conservative
Ideological:	A person who states a party as the closest to his/her political view
Believer:	A person who believes in the requirements of the religion, but does not fulfill them completely
Non-believer:	A person who does not believe in the requirements of the religion
Urban area:	Settlements with a population of more than 4000 (differs from the official definition)
Rural area:	Settlements with a population of less than 4000 (differs from the official definition)
Kurdish:	A person who identifies his/her ethnic origin as Kurdish
Leader follower:	A person who states that he/she trusts in or favors the leader of a certain party



Metropolitan:	Settlements which are located within the integrated boundaries of the most crowded 15 cities (differs from the official definition)
Modern:	A person who identifies his/her lifestyle as modern
No cover:	A woman who does not cover her head or a man whose spouse does not cover her head
Non-partisan:	A person who states that none of the parties represent him/her
Pious:	A person who fulfills requirements of the religion completely
Late decider:	A person who states that he/she makes a decision based on the election campaigns
Sunni Muslim:	A person who identifies his/her religion/sect as Sunni Muslim
Partisan:	A person who states that he/she/they always vote for that party
Turban:	A woman who wears a turban or a man whose spouse wears a turban
Turkish:	A person who identifies his/her ethnic origin as Turkish
Upper class:	Households whose income per capita is in the highest 20 percent segment
New middle class:	Households whose income per capita is in the 60 percent segment and which own a car
Zaza:	A person who identifies his/her ethnic origin as Zaza

Questions and response options which establish the basis for the terms:

Which of the three lifestyle clusters below do you feel you belong to?
Modern
Traditional conservative
Religious conservative
Do you cover your head or does your spouse cover her head when going out of your home? How do you cover your head?
No head cover
Headscarf
Turban
Chador
Bachelor male



We are all citizens of the Turkish Republic, but we may have different ethnic origins; which identity do you know/feel that you belong to?

Turkish

Kurdish

Zaza

Arab

Other

Which religion or sect do you feel you belong to?

Sunni Muslim

Alevi Muslim

Other

Which of the below describes you in terms of piety?

A person who does not believe in the requirements of the religion

A person who believes in the requirements of the religion, but does not fulfill them completely

A person who tries to fulfill the requirements of the religion

A person who fulfills requirements of the religion completely

Settlement Code (Data obtained from the sample)

Rural

Urban

Metropolitan

Economic classes (determined by using household size, household income and car ownership)

Lower class

Lower middle class

New middle class

Upper class