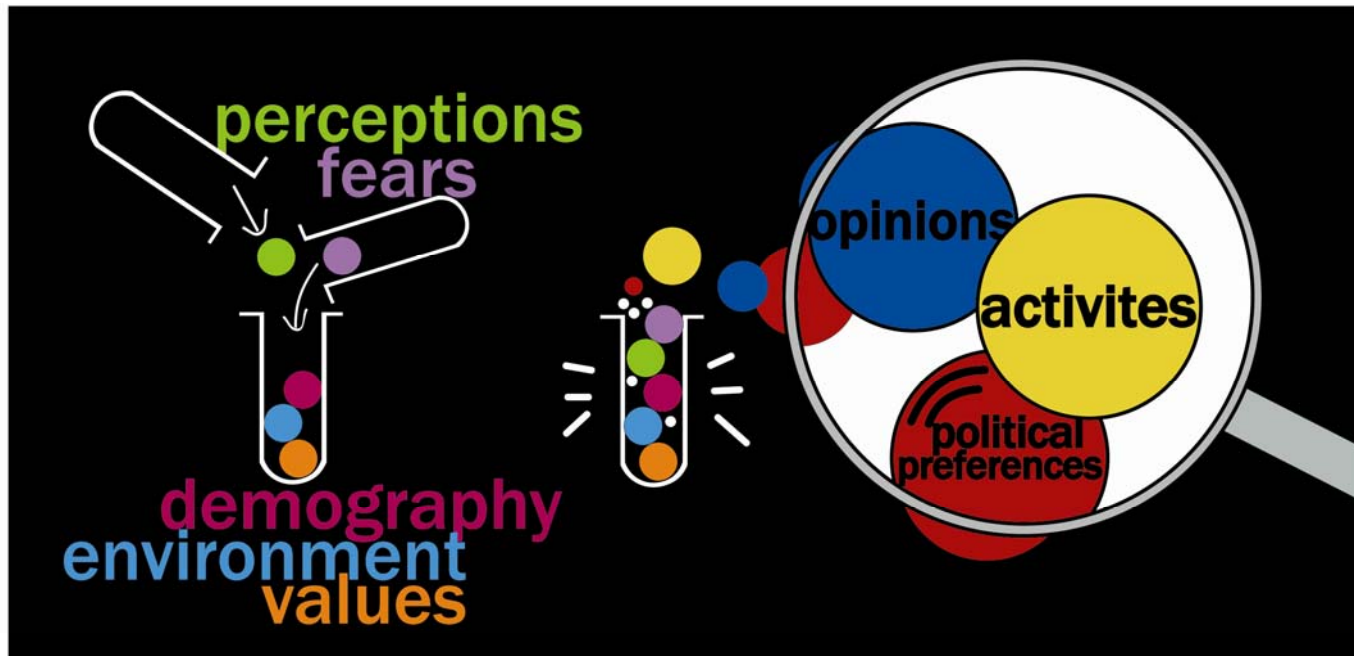


# WHO ARE WE?

*“Who Are We? Life Styles Survey” was conducted on April, 5th-6th, 2008 for Hürriyet daily newspaper. This presentation outlines a summary of the survey findings announced in a meeting organized by Hürriyet on February 20th, 2009.*

# Lifestyles Survey

20 February 2009

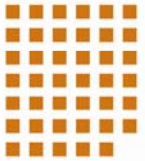


# **Understanding the New Turkey**

From the short-term need to understand elections to  
the long term need to understand Turkey

## Sample

**41**  
provinces



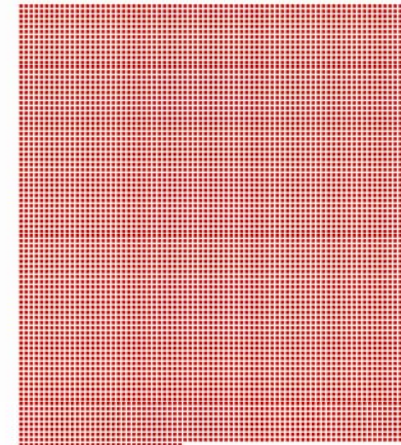
**328**  
districts



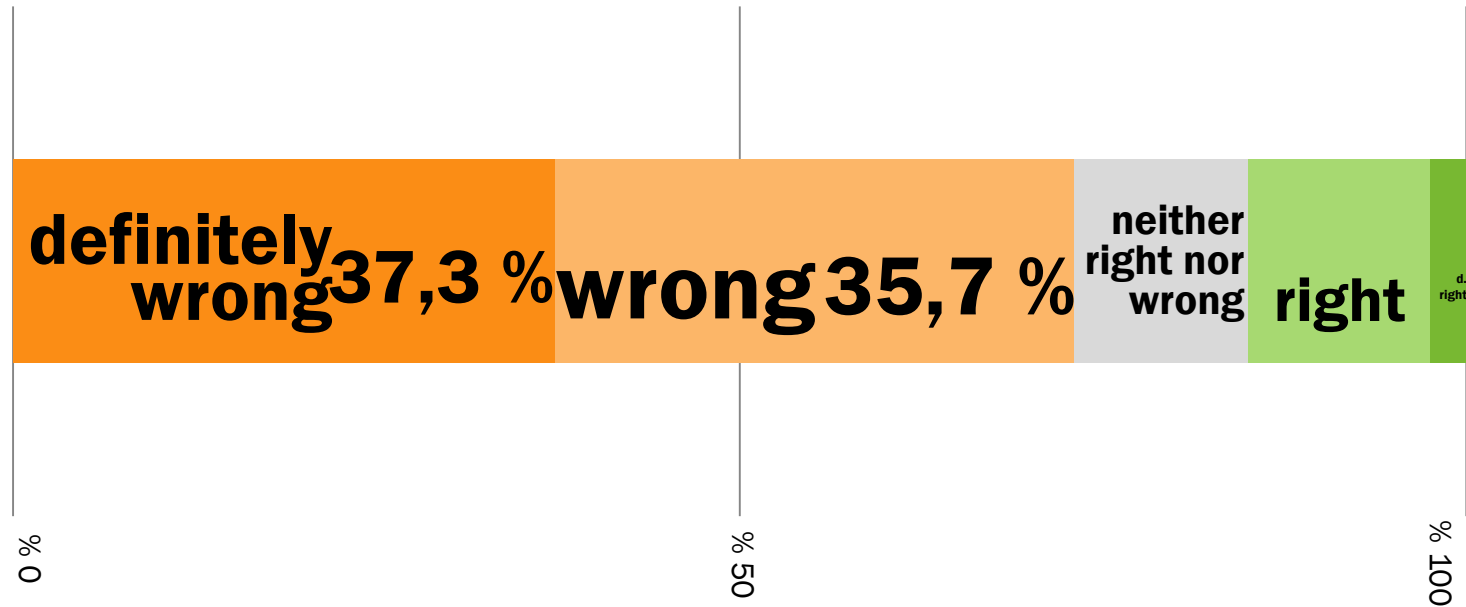
**1116**  
counties,  
villages



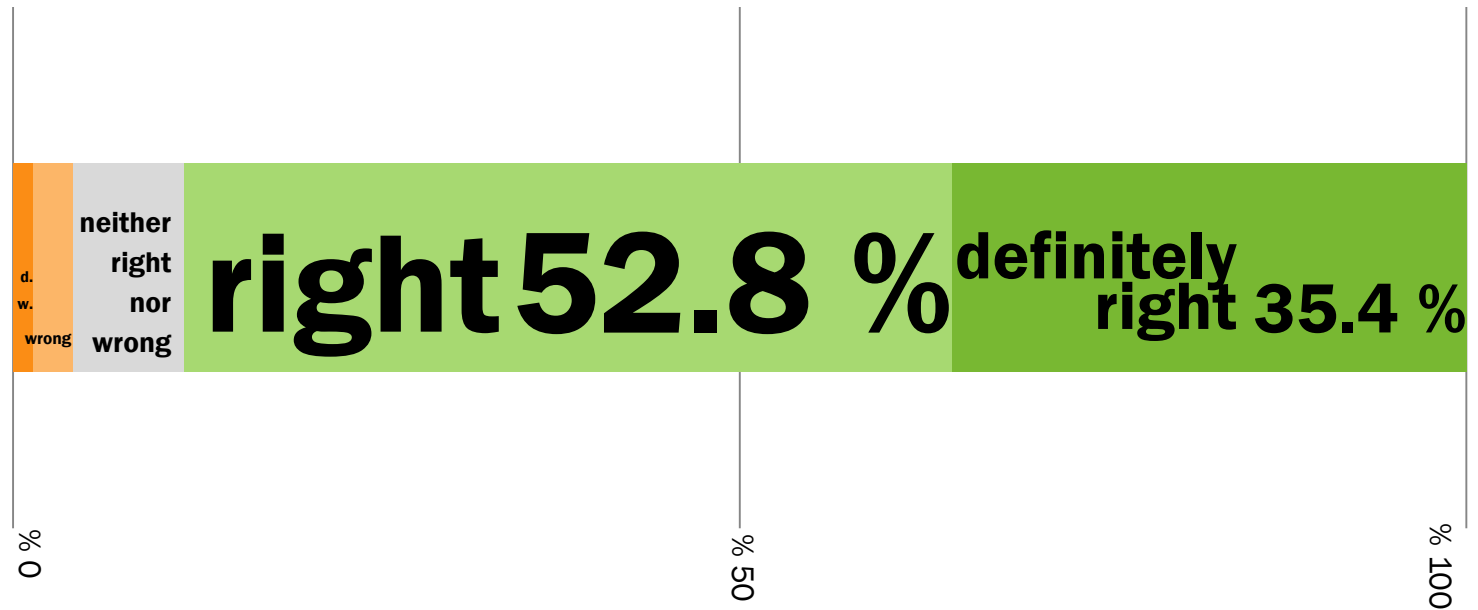
**6482**  
interviews



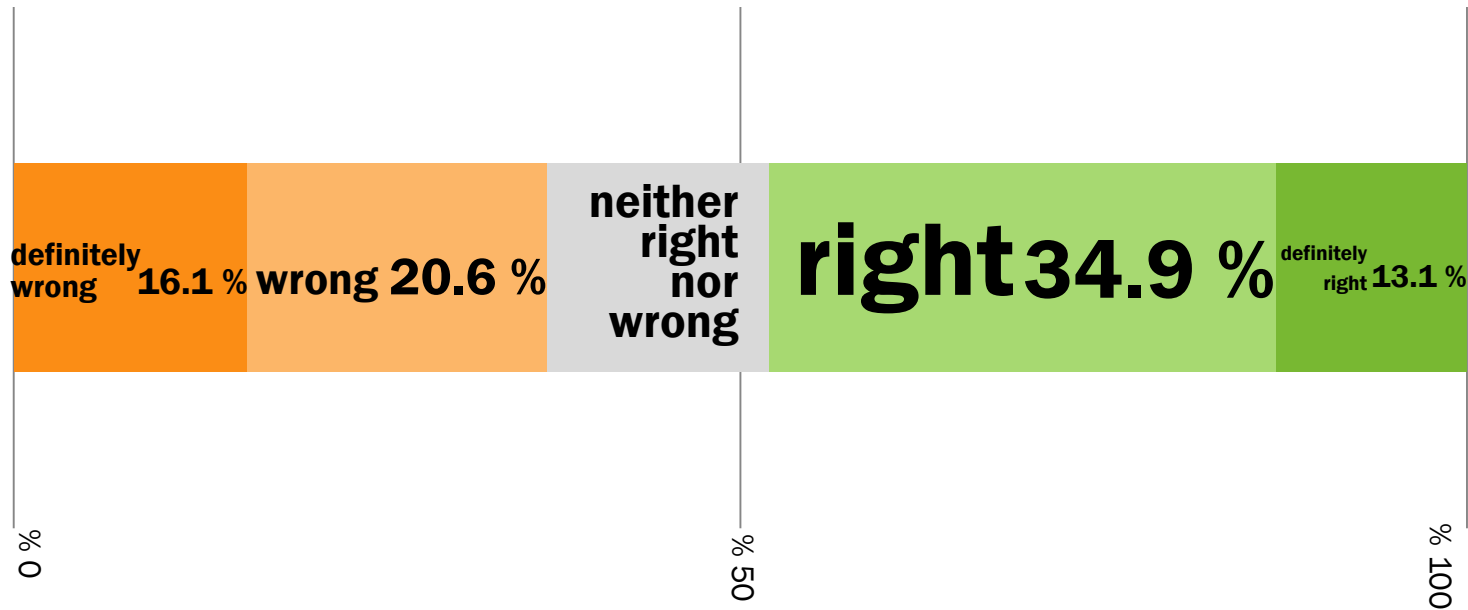
## “Foreigners should be able to buy land and property.”



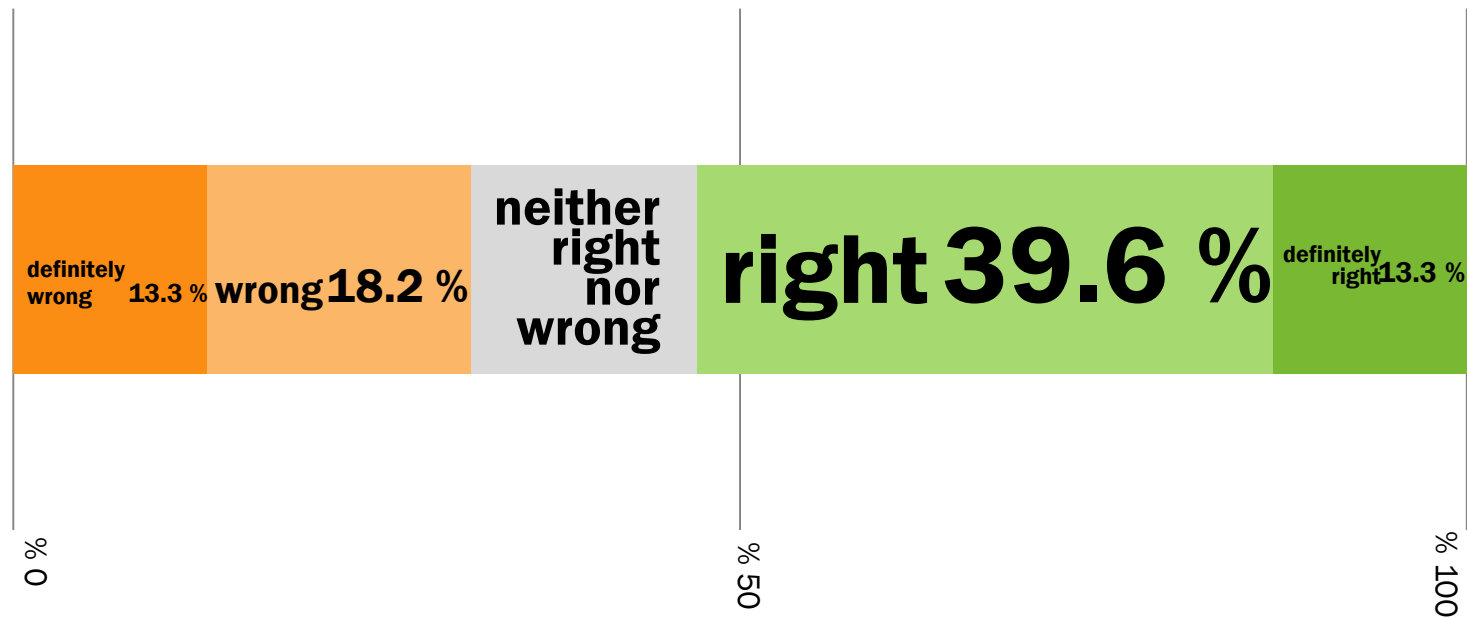
**“The country should be ruled democratically no matter what.”**



# “When necessary, the military should intervene with the government.”

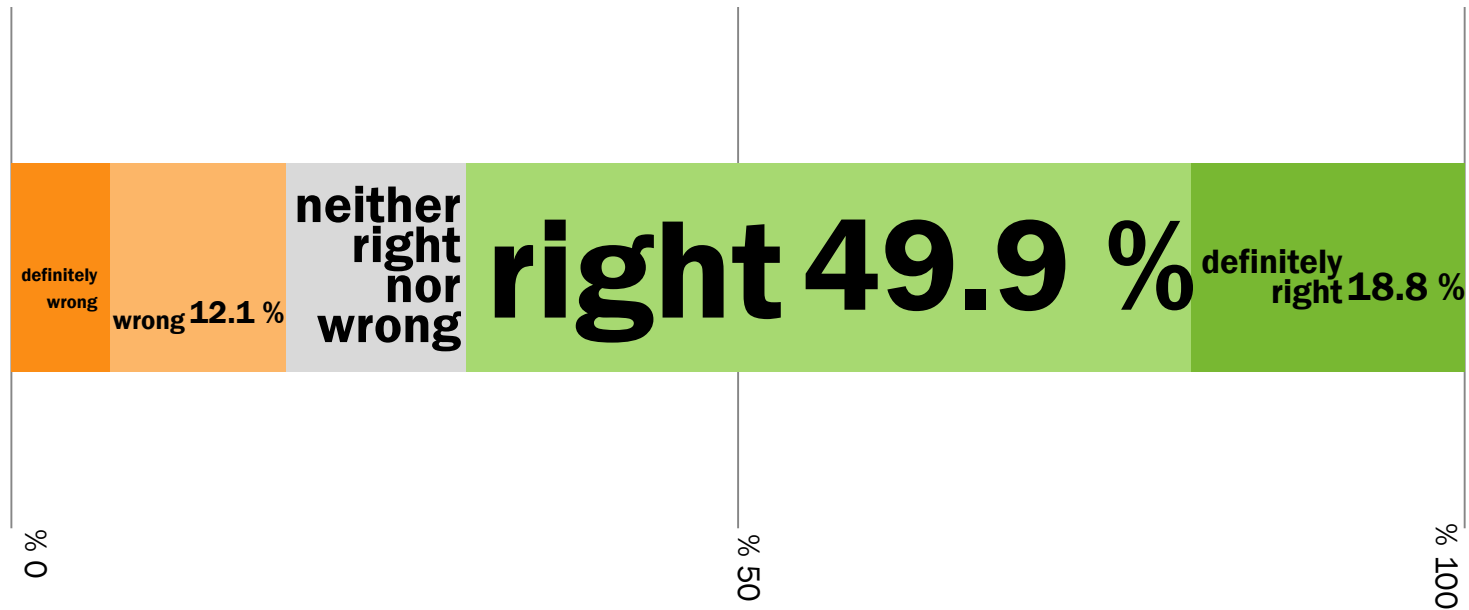


**“Women working as judges, prosecutors, teachers, police officers etc. can cover their heads.”**

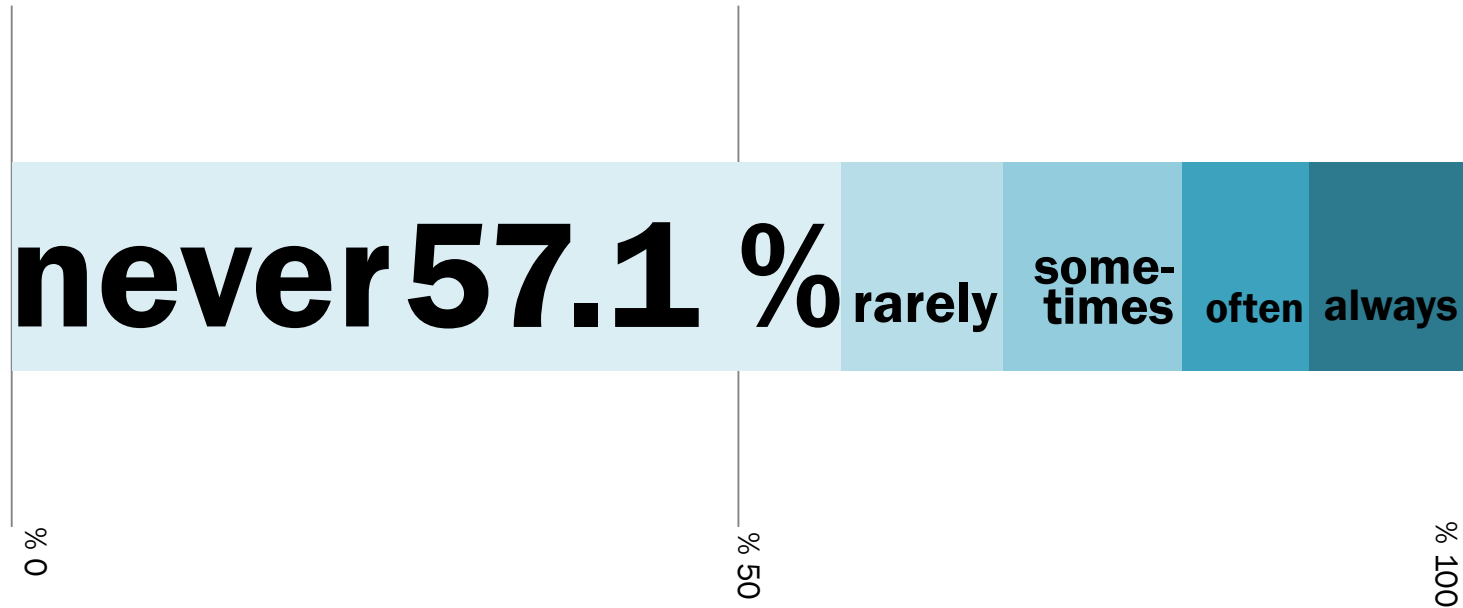




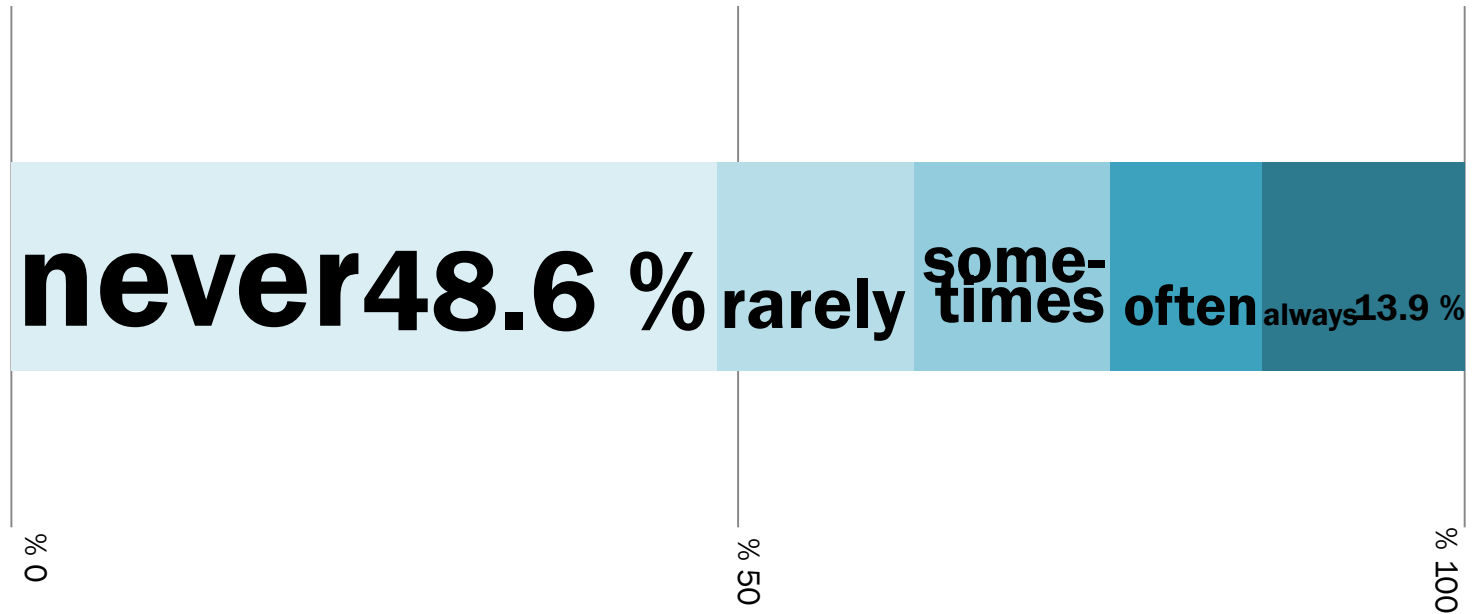
# “A woman needs permission from her husband to be able to work.”



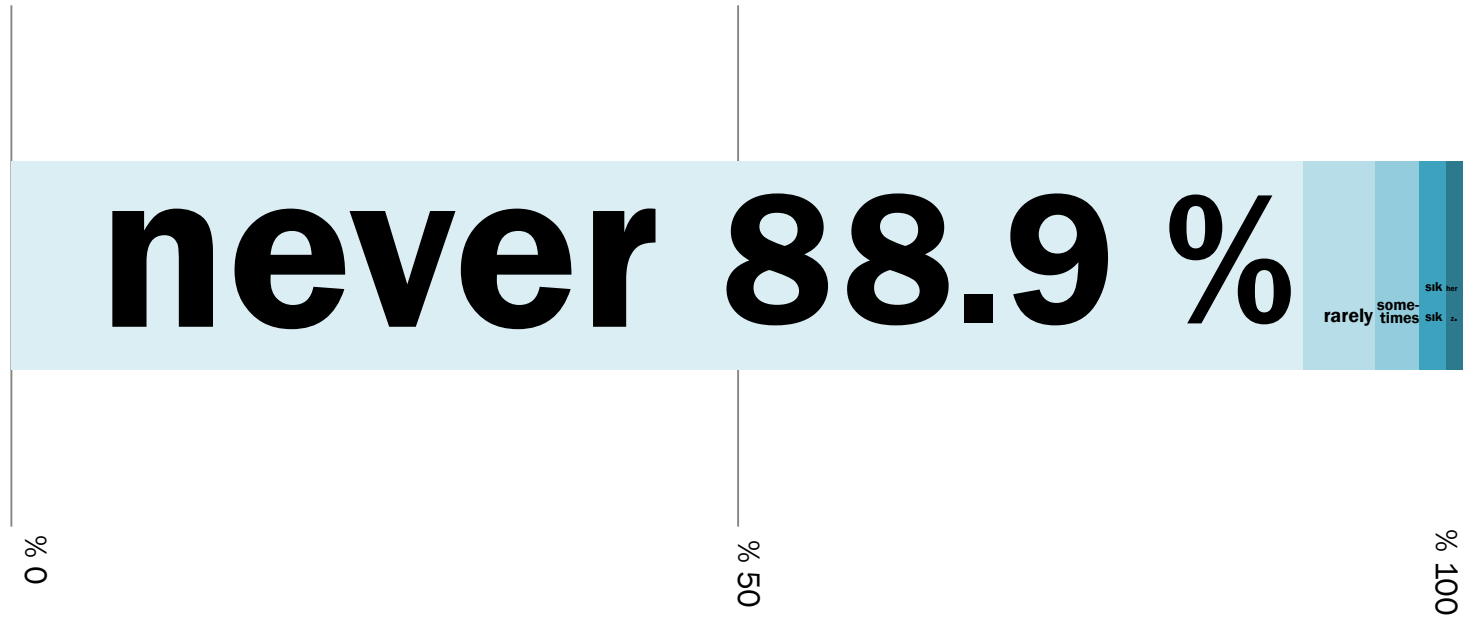
**“Women in this household go out with sleeveless shirts.”**



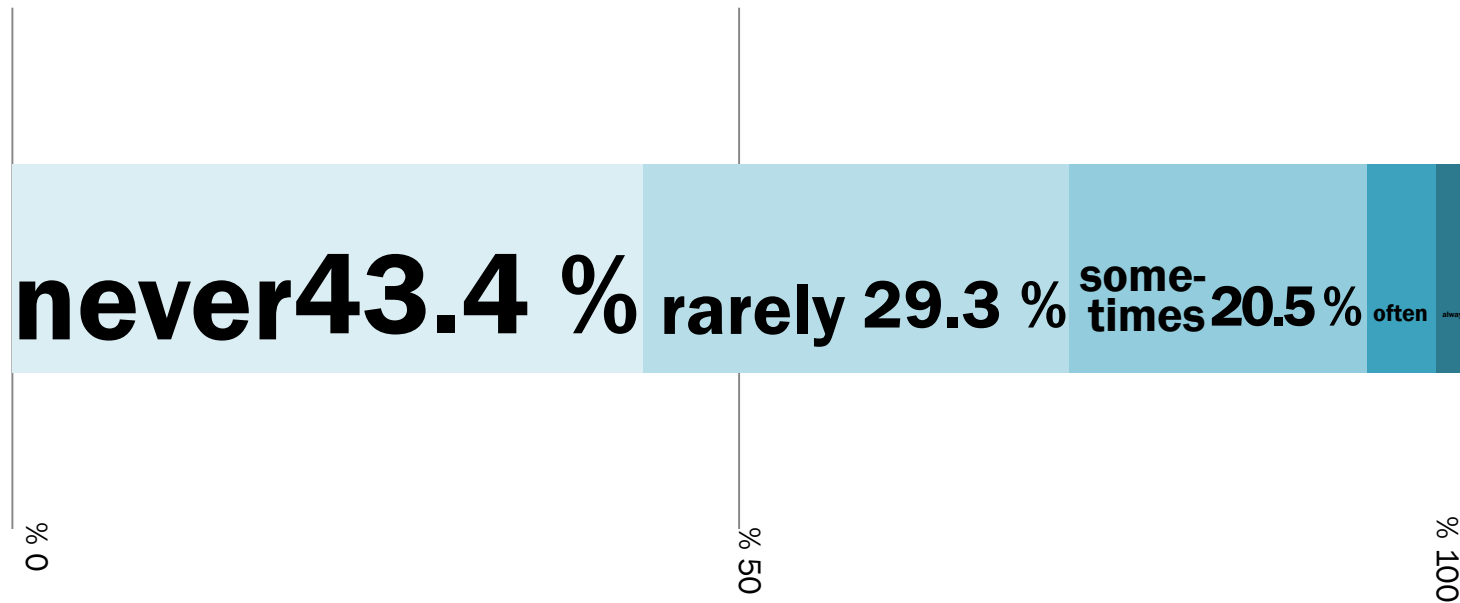
**“We celebrate new year’s eve.”**



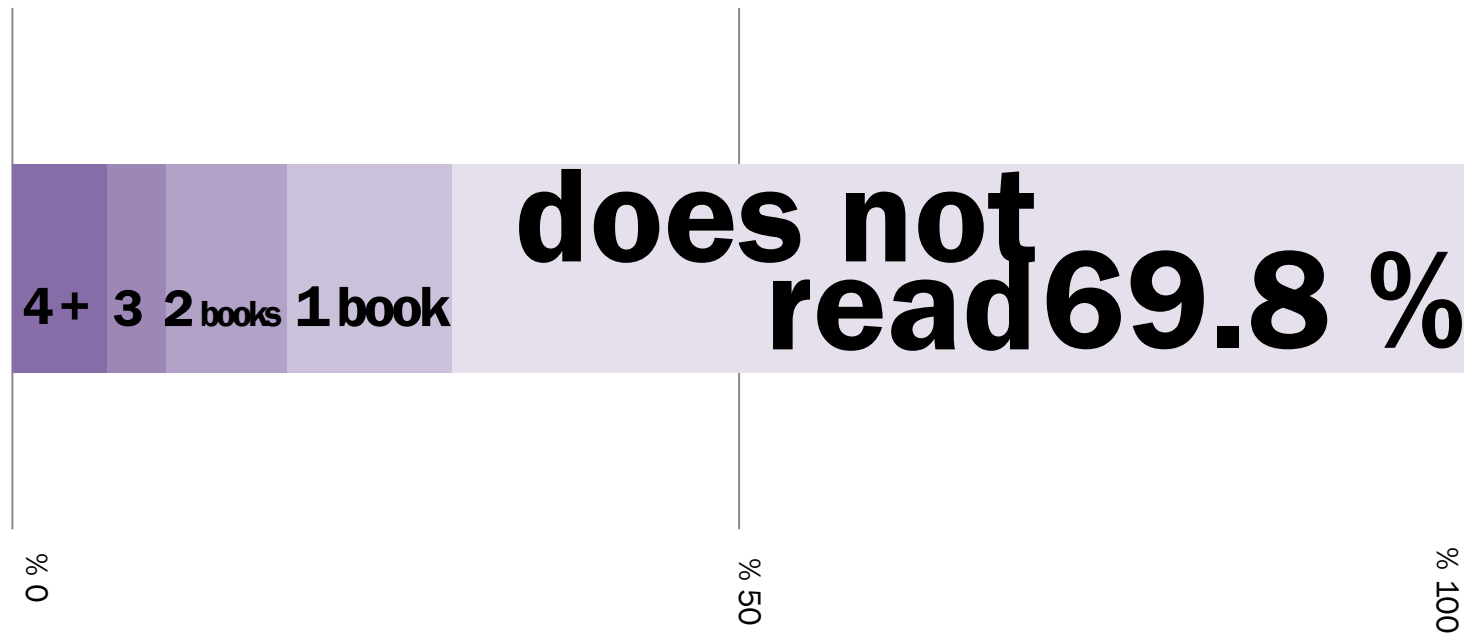
**“I go abroad for vacation.”**



**“I buy technological products as soon as marketed.”**



# How many books have you read in the past 3 months?



## **Aim of Survey**

- The Turkey we think we know and the real Turkey – are they the same?
- How well do we know our country, our society?

## **General Framework**

- Turkey today is a very different society from what it was 20 or even 10 years ago. The behaviour patterns, ways of thinking and demands of society have evolved and diversified. Given the changing rhythm of daily life, given the changes in the people of Turkey, it is no longer possible to explain the complexity and development of society with a single phrase, actor, dimension or reason.
- It is necessary to analyze how the evolvment of external phenomena are reflected on the cultural dynamics of society and on the daily lives and consumption patterns of individuals. Research shows that rapid changes in surrounding dynamics do not bring along as rapid a change in cultural dynamics, i.e. in values, traditions, beliefs.



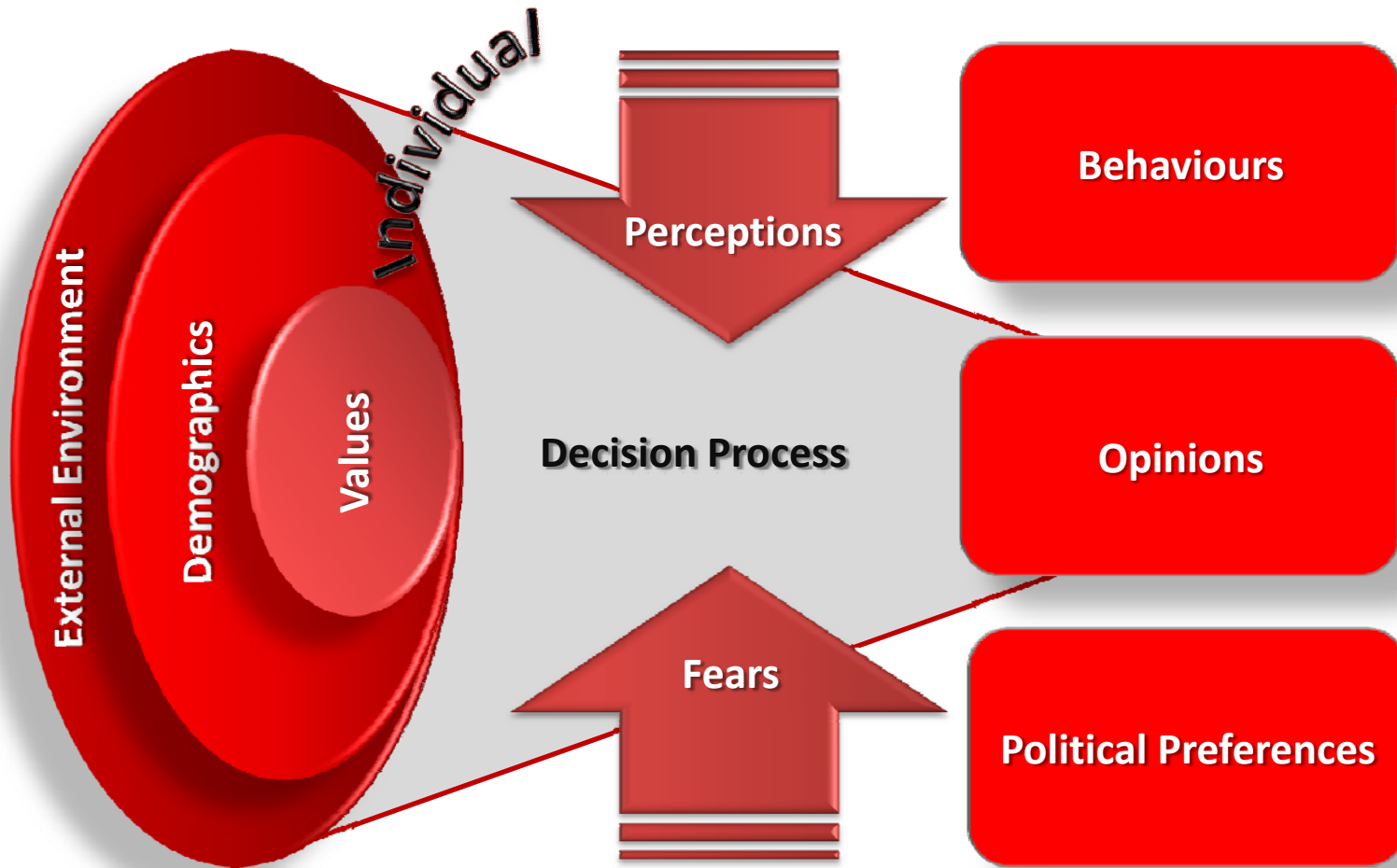
## General Framework

- Having infiltrated into all areas of society, cultural phenomena are resistant to change. However, this resistance does not imply, when reading into the future, that society can be defined as unchanging. In fact even if individuals do not easily change their values, beliefs or traditions, they do change their daily life practices in an effort to adapt to a changing world and its rapid rhythm of life. A friction occurs between speedy lifestyles and resistant cultural phenomena and it becomes crucial to foresee what direction this friction will be pulling society towards. On the one hand, rapid changes intimidate people into further clinging to existing cultural values, becoming conservative and slowing down any transformation even further. On the other hand, people quickly adapt to changes by living a modern lifestyle thus speeding up the cultural evolution. Stated otherwise, they synthesize unchanging cultural phenomena and changing lifestyles in their own way, in a rather instinctive manner.

## General Framework

- This seemingly paradoxical situation could be regarded as a local reaction to the multidimensional change the country is going through, namely to simultaneous changes of development, modernization, globalization and democratization.
- Therefore, it would be appropriate to start by seeking societal clusters as revealed by new lifestyles, choices and habits and then to analyze the political approaches, preferences and expectations of these clusters. Such an approach can provide a broader perspective.
- Expectations, hopes, fears as well as related attitudes and behaviors can be better grasped once this perspective is gained. In this way one would be able to have a proactive gaze on and an opportunity to be prepared for the future.

# Survey Model



## **Groups of Questions**

### **demography**

basic demography / inner circle /  
subsistence / ethnicity / religious belief /  
ownership

### **perceptions, fears and expectations**

### **political preferences and participation**

### **values**

individualistic–communal                      conservative-liberal  
authoritarian–democratic                      secular–non-secular  
local-global    conventional–innovative

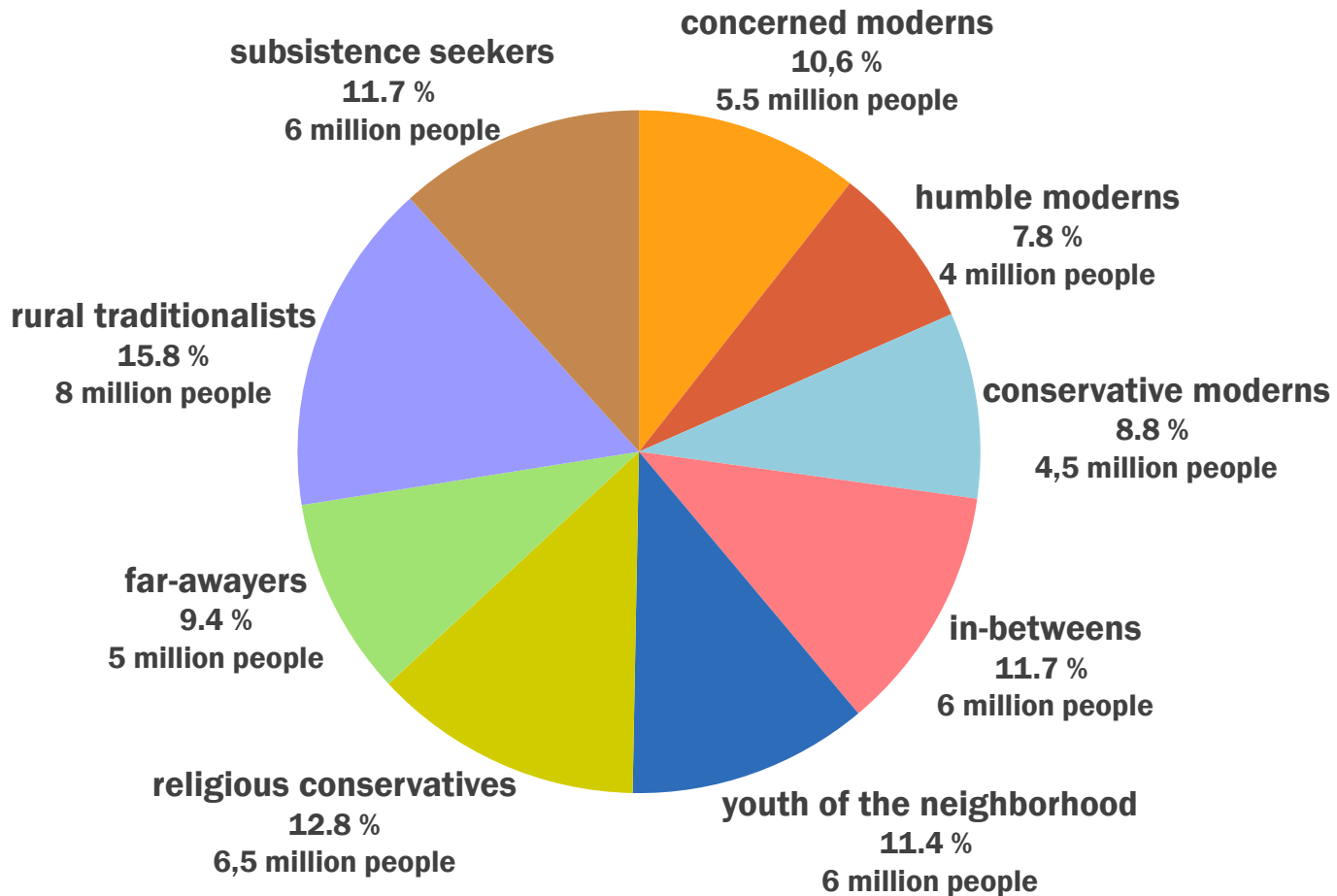
### **daily life**

shopping / attire / banking and savings /  
media / worship / family roles / leisure /  
social life / hobbies and interests

## **Cluster Analysis**

- This is a statistical analysis method.
- The clusters are based on the data itself.
- All questions were used as data for the analysis.
- The analysis revealed 9 different lifestyle clusters.
- Clusters are labeled by KONDA for ease of use.

# Lifestyle Clusters



Adult population over age 15: 51 million people

## Concerned Moderns 10.6 %

Approx. 5.1 million adults

### Average schooling

Turkey 7.2 years  
concerned moderns 13.5 years



### Average household income

Turkey 1125 TL  
concerned moderns 2203 TL



### Reading books

Turkey 30 %  
concerned moderns 68.9 %



### Internet usage

Turkey 28.4 %  
concerned moderns 79.4 %



### Reading newspapers

Turkey 63.3 %  
concerned moderns 93.3 %



### Veiling

Turkey 71.2 %  
concerned moderns 2.1 %



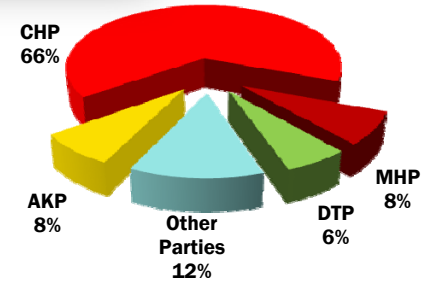
44 % of private sector employees

32 % of public servants

36 % of self-employed professionals



77 % live in metropolitan areas  
72 % live in apartment buildings



Female judges, teachers, etc. can cover their heads.



I fear that Turkey will be ruled by Islamic Sharia.



# Humble Moderns 7.8 %

Approx. 4 million adults

## Average schooling

Turkey 7.2 years

humble moderns 7.8 years



## Average household income

Turkey 1125 TL

humble moderns 882 TL



## Reading books

Turkey 30 %

humble moderns 25.4 %



## Internet usage

Turkey 28.4 %

humble moderns 14 %



## Reading newspapers

Turkey 63.3 %

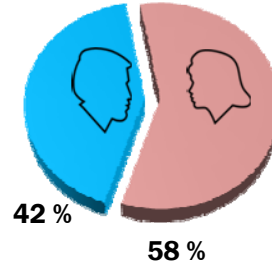
humble moderns 70.4 %



## Veiling

Turkey 71.2 %

humble moderns 25.9 %

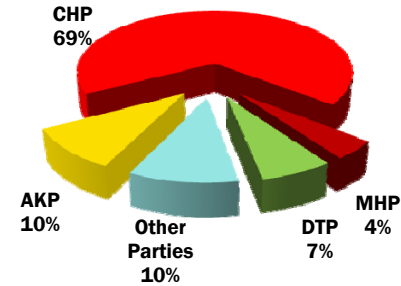


58 % of Alevi Muslims

## Lowest car ownership

Turkey 43.5 %

humble moderns 23,3 %



## Female judges, teachers, etc. can cover their heads.



## In the past 5 years, life in Turkey overall has gone well.





# Conservative Moderns 8.8 %

Approx. 4.5 million adults

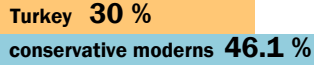
## Average schooling



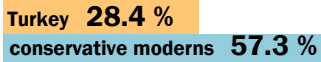
## Average household income



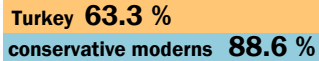
## Reading books



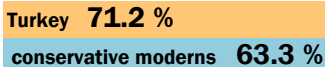
## Internet usage



## Reading newspapers



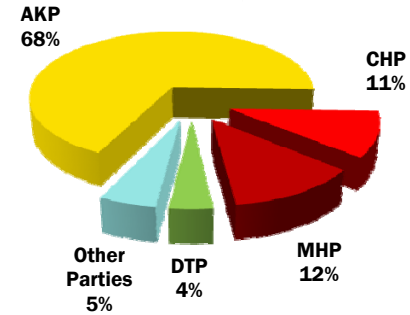
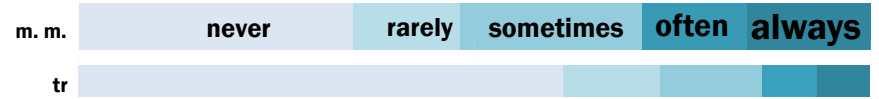
## Veiling



## Highest level of party membership



## Investing the most in real estate



## Female judges, teachers, etc. can cover their heads.



## To live together, a man and woman must have a religious wedding.



## In-betweens 11.7 %

Approx. 6 million adults

### Average schooling

Turkey 7.2 years

in-betweens 8.9 years



### Average household income

Turkey 1125 TL

in-betweens 1137 TL



### Reading books

Turkey 30 %

in-betweens 14.6 %



### Internet usage

Turkey 28.4 %

in-betweens 25.8 %



### Reading newspapers

Turkey 63.3 %

in-betweens 83.9 %



### Veiling

Turkey 71.2 %

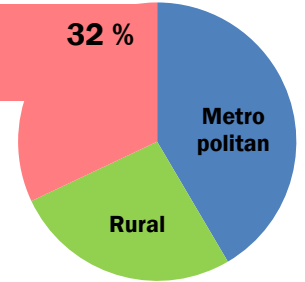
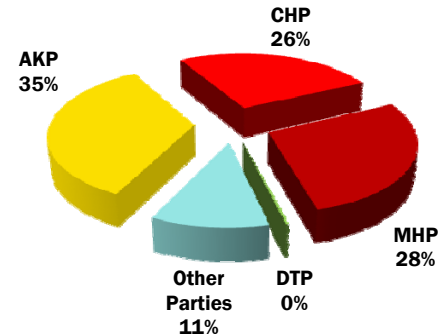
in-betweens 57.7 %



24.4 % of tradesmen and craftsmen

Most populated in smaller towns and districts

32 %



Female judges, teachers, etc. can cover their heads



I fear that my children cannot receive the education I want for them.

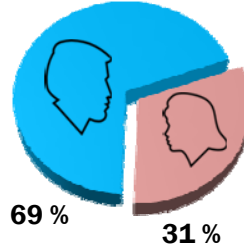


# Youth of the Neighborhood 11.4 %

Approx. 5.8 million adults

## Average schooling

Turkey 7.2 years  
youth of the 'hood 10.6 years



## Average household income

Turkey 1125 TL  
youth of the 'hood 1194 TL



## Reading books

Turkey 30 %  
youth of the 'hood 52.2 %



## Internet usage

Turkey 28.4 %  
youth of the 'hood 66.6 %



## Reading newspapers

Turkey 63.3 %  
youth of the 'hood 81.6 %



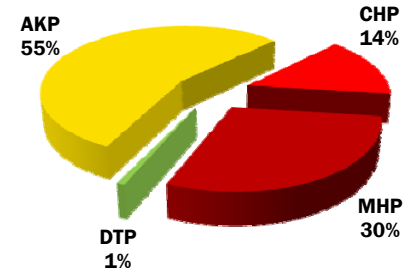
## Veiling

Turkey 71.2 %  
youth of the 'hood 45.1 %



86 % are below the age of 24

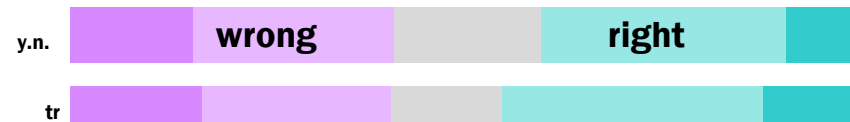
66 % of students



Female judges, teachers, etc. can cover their heads.



Women can have an abortion if they wish so.



# Religious Conservatives 12.8 %

Approx. 6.5 million adults

## Average schooling

Turkey 7.2 years  
religious conservatives 7.7 years



## Average household income

Turkey 1125 TL  
religious conservatives 1039 TL



## Reading books

Turkey 30 %  
religious conservatives 29.7 %



## Internet usage

Turkey 28.4 %  
religious conservatives 13.9 %



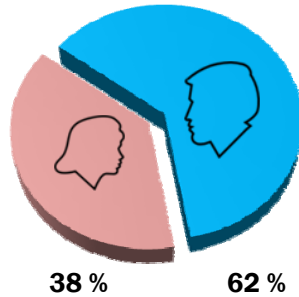
## Reading newspapers

Turkey 63.3 %  
religious conservatives 57.9 %



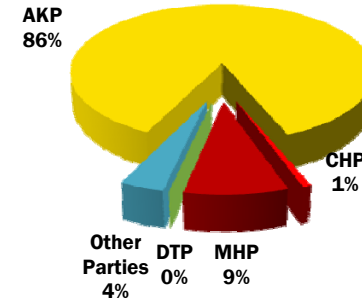
## Veiling

Turkey 71.2 %  
religious conservatives 98 %

34 % of those in “turban” veil

11 % of inhabitants of Istanbul



Female judges, teachers, etc. can cover their heads.



My life conditions have improved in the past 5 years.



## Far-awayers 9.4 %

Approx. 4.8 million adults

### Average schooling

Turkey 7.2 years

far-awayers 5.7 years



### Average household income

Turkey 1125 TL

far-awayers 643 TL



### Reading books

Turkey 30 %

far-awayers 14.6 %



### Internet usage

Turkey 28.4 %

far-awayers 7.2 %



### Reading newspapers

Turkey 63.3 %

far-awayers 38.8 %



### Veiling

Turkey 71.2 %

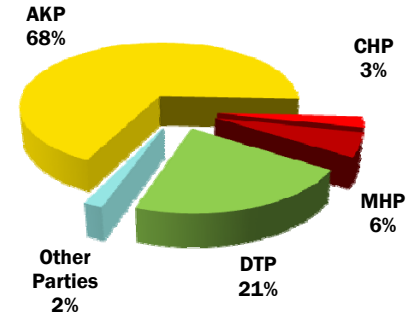
far-awayers 96.3 %



55 % of Kurds

97 % were born in the 3 eastern regions

82 % have illiterate mothers



Female judges, teachers, etc. can cover their heads.



Political parties should be banned if necessary.



# Rural Traditionalists 15.8 %

Approx. 8 million adults

## Average schooling

Turkey 7.2 years

rural traditionalists 6.1 years



## Average household income

Turkey 1125 TL

rural traditionalists 656 TL



## Reading books

Turkey 30 %

rural traditionalists 10 %



## Internet usage

Turkey 28.4 %

rural traditionalists 2.1 %



## Reading newspapers

Turkey 63.3 %

rural traditionalists 44.5 %



## Veiling

Turkey 71.2 %

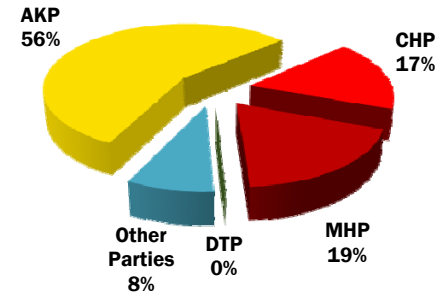
rural traditionalists 96.6 %



49 % of farmers



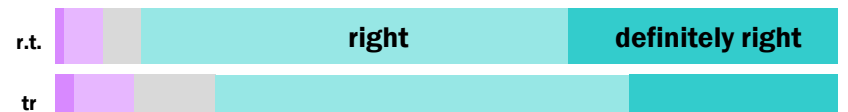
71.5 % live in rural areas



Female judges, teachers, etc. can cover their heads.



I fear that traditions will be abandoned in Turkey.



# Subsistence Seekers 11.7 %

Approx. 6 million adults

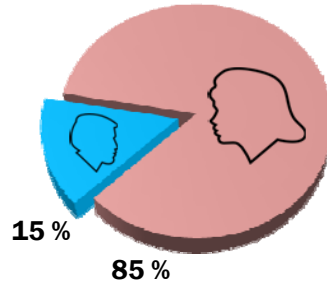
## Average schooling

Turkey 7.2 years  
subsistence seekers 5 years



## Average household income

Turkey 1125 TL  
subsistence seekers 770 TL



## Reading books

Turkey 30 %  
subsistence seekers 10.2 %



## Internet usage

Turkey 28.4 %  
subsistence seekers 1 @ %



## Reading newspapers

Turkey 63.3 %  
subsistence seekers 26.9 %



## Veiling

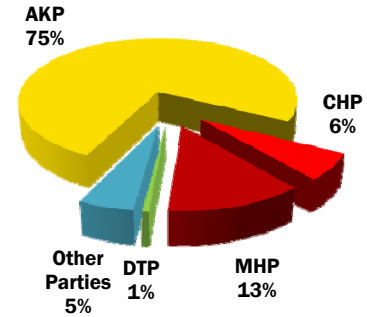
Turkey 71.2 %  
subsistence seekers 94.7 %



78,8 % are housewives

74.4 % are in arranged or forced marriages

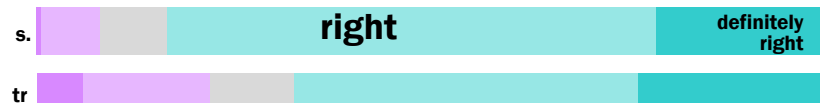
87.4 % never go to cultural activities



Female judges, teachers, etc. can cover their heads.



I fear about my personal safety.

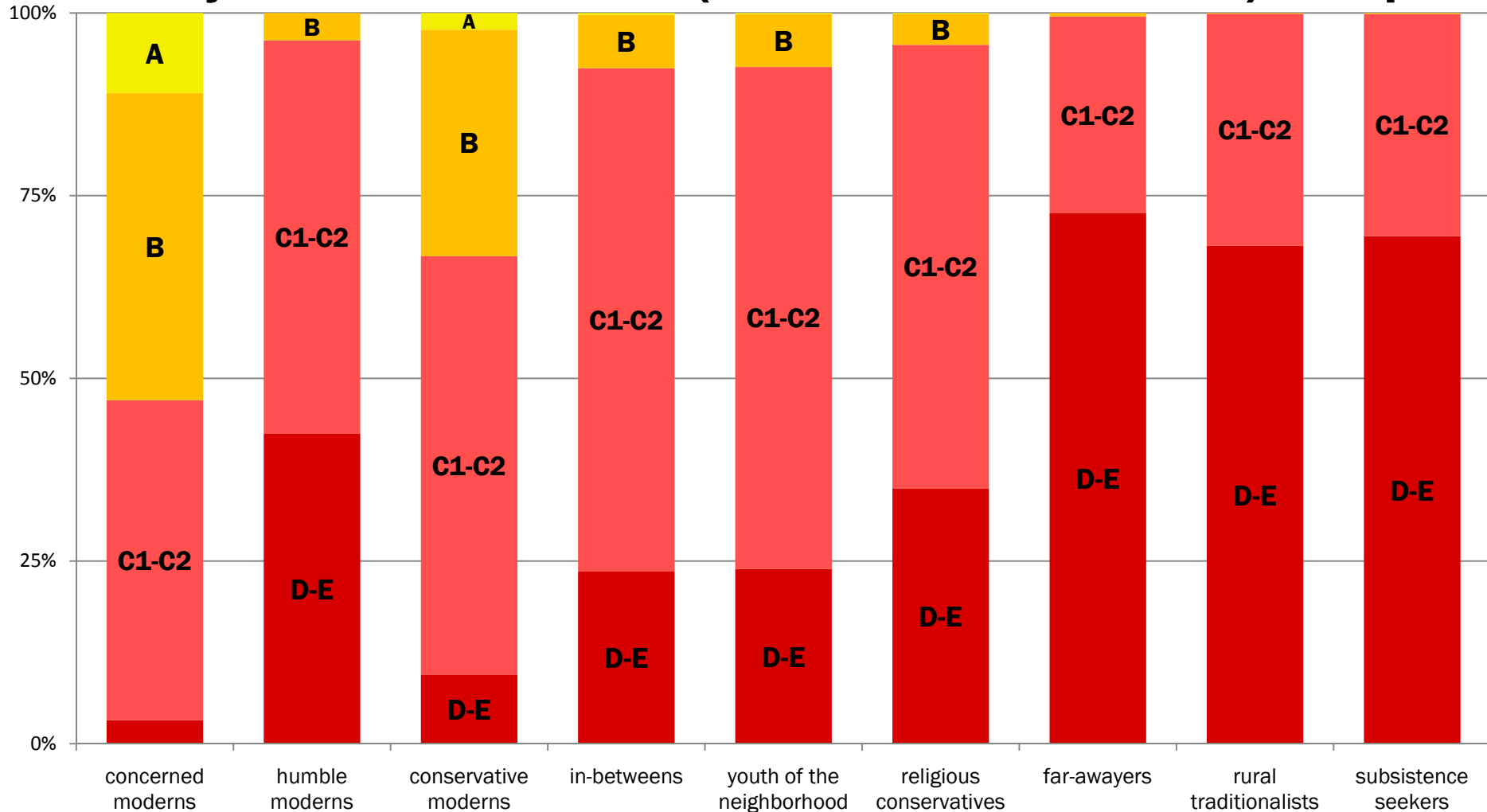


## **Scope of Survey**

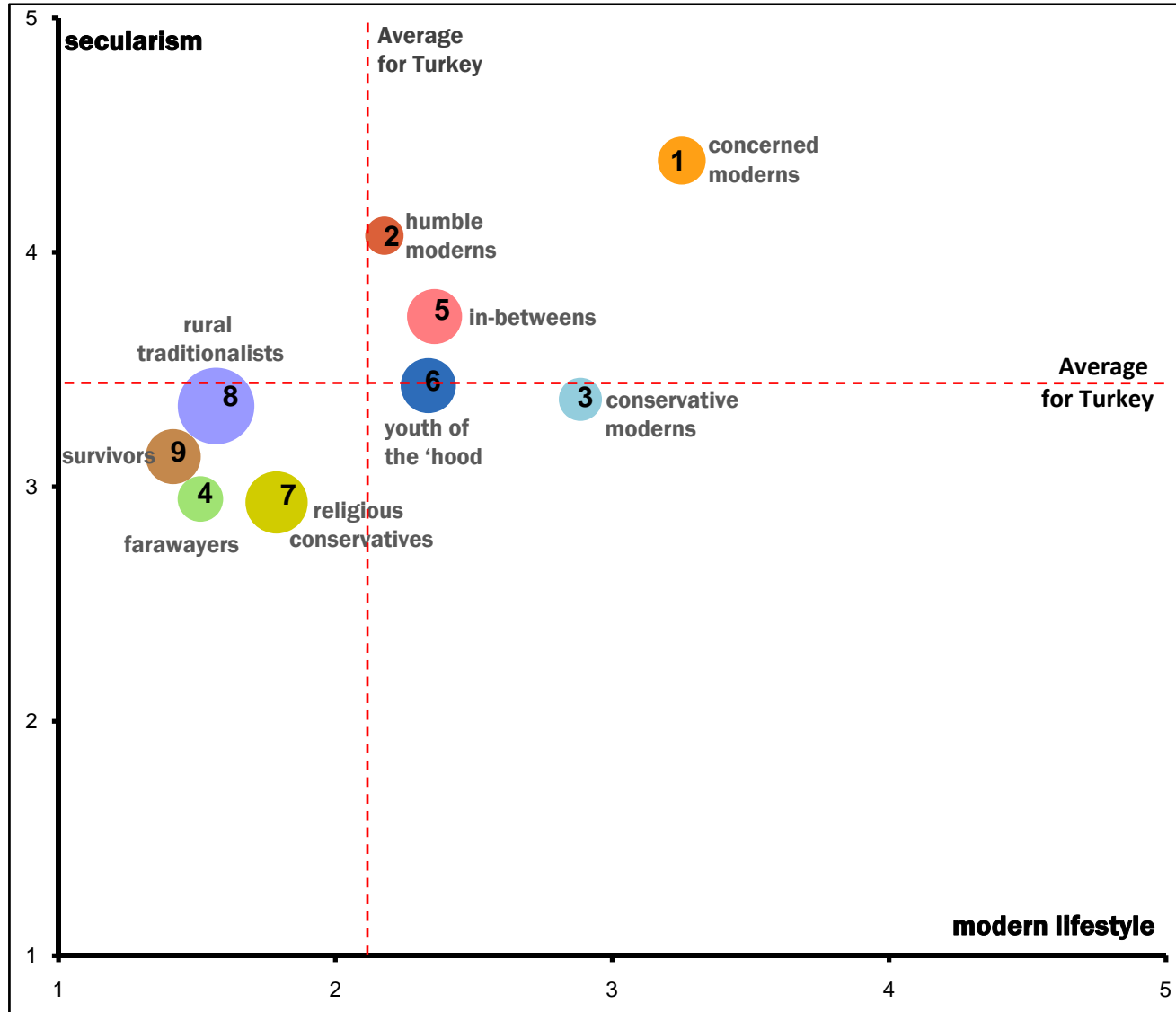
- This presentation shows the tip of the iceberg.
- The survey will be published.
- How can this research be useful to you?



# Lifestyle Clusters and SES (Socio-Economic Status) Groups



# Lifestyle Clusters on Secularism and Modern Life Axes



## Interpreting the Findings

- Given the complexity and rhythm of daily life nowadays, one needs more information, different models and new multidisciplinary, multidimensional scientific approaches in order to understand the people living in Turkey.
- The “*Who Are We?*” *Cultural, Economic and Social Lifestyles Survey* aims to create this information with a new model and a new approach.
- The speed with which values change is rather different from the speed with which daily life practices change. Also, the social and political climate of the country has begun to lean towards polarization. Lastly, the notion of modernity is understood quite differently in politics than it is in daily life.
- Changes in scientific theories of the last 20 years show only 10 % of an individual’s perceptions and choices are based on conscious decision processes. Subconscious decisions make up the remaining 90 %.
- For example in our country, political identifications influence many decisions and preferences, be it a newspaper or a soda brand. Considered along with polarization, these examples can obviously be multiplied.

# Interpreting the Findings - Values

## INDIVIDUALISTIC- COMMUNAL

- Examining the finding along the axis of individualistic vs. communal, society turns out to have a generally positive attitude. For people in Turkey, family is most important. Following family come the country and then people's own interest. People attribute less importance to "neighbors" and "fellow countrymen." This ranking makes it obvious that relationships based on being fellow countrymen, which was an upheld value traditionally, are disintegrating with the advent of migration.

## CONVENTIONAL - PROGRESSIVE

- Contrary to popular opinion, society leans towards being progressive when asked about their own lives. The society believes new ideas, new technologies and new products contribute positively to their lives. As for the life of the country, people's responses are all positive and more or less equal on emotional, cognitive and behavioral levels.

## LOCAL- GLOBAL

- Studied in terms of local vs. global, one observes that people's political viewpoints directly influence their values. People agree most on the necessity of taking a stance on real, material problems of the world such as the environment. Opening up the economy to the global market even further is also supported extensively. However, the idea of foreigners buying real estate in our country does not find nearly as much support from the people.

## SECULAR - ANTI-SECULAR

- The statement "The state should be secular" is viewed more positively than the statement "State and religious affairs should be kept separate." While people are a little bit more in favour of female public officers covering their heads than they are of school-age girls doing so, their general stance on religion having more of a role in the legal system is on the negative side.
- As a general finding of this survey, one can state that there is no clear consensus on the definition of secularism.
- Another significant finding is revealed as a result of factor analysis. Factor analysis brings together similar questions, that is, questions which basically measure the same thing. This analysis reveals that questions on secularism and on women are closely related. The fact that these two issues are so closely related with one another is yet another significant finding.

# Interpreting the Findings - Values

## AUTHORITARIAN– DEMOCRATIC

- Questions on authoritarianism and democracy were asked for two different areas. Respondents who have a rather democratic attitude about their own lives seem to have quite the opposite attitude about the country and vice versa. This result alone constitutes one of the most striking findings of the survey. In the following interpretations, values and attitudes about people’s personal lives and those about the life of the country have been examined separately as conservative vs. liberal and authoritarian vs. democratic respectively.

### Conservative - Liberal

- “It does not matter whether my daughter-in-law covers her head or not”: Most people in society agree with this statement. As for a daughter-in-law or son-in-law from a different ethnic background or religious/sect, while the society is a little more tolerant towards different ethnic background than different religions/sects, it is still mainly against both. The society strictly opposes the idea of one’s own child having a different sexual orientation and is obviously not ready for such tolerance.

### Authoritarian – Democratic

- On questions regarding authoritarianism and democracy, the society has a clear-cut and positive attitude about the principle of democracy. There is however a similar affinity to the possibilities of military intervention and banning of political parties.
- While responses to the statement “The country should be ruled democratically at all times” does not differentiate among groups, AKP and DTP partisans respond differently to the statement “The military should intervene when necessary”: 47 % of AKP partisans and 55 % of DTP partisans oppose this proposition. As lawsuits for ban of either party were ongoing at the time of the survey, these figures could also be interpreted as demands or expectations, not simply attitudes vis-a-vis this issue.
- Another interesting point is that while people who have a rather liberal approach in their personal, daily lives become authoritarian on state issues, people who are conservative and oppressive in their personal lives, take on a democratic when it comes to state issues.

# Interpreting the Findings

## PERCEPTIONS, EXPECTATIONS

- Men have more optimistic perceptions and expectations than women. Also, people in the 15-24 and 25-34 age groups are more optimistic than others.

## FEARS

### Fears About the Country

- Regarding the country, people most fear “problems such as draught and pollution.” Following that is the fear that “the economy will go bad.” After that are “abandonment of traditions”, “separation of country” and “rule of Islamic Sharia.” What people fear the least is “exclusion by the EU.”
- While women have more fears than men, this fear lessens with age, meaning that younger people are more fearsome in general. The 25-34 age group is an exception to this rule, being the group with the lowest level of fears.

### Fears About Oneself

- The biggest fear for individuals is that they will not be able to receive the education they wish for themselves or for their family members. This fear is another way of expressing that educational attainment is viewed as the the key to surmounting distresses in life. Following this are the fears of becoming penniless and dependent on others and of not having or losing social security.

# Interpreting the Findings - Opinions

## THE KURDISH ISSUE, MINORITIES, DEATH PENALTY

- Asked about the causes of the Kurdish problem, people view agitation by foreigners as the primary cause. About 80 % of society point to foreign states on the Kurdish issue. Other causes include Kurds' demand for independence and, to a lesser extent, the state's discriminatory attitude towards the Kurds.
- While the percentage of those who believe the cause to be the state's discriminatory attitude has remained the same (33 %) as two years ago, those seeing the cause as agitation by foreign states and as Kurds' demands for independence have gone down from 87 % to 80 % and from 75 % to 66 % respectively. No significant change is evident on the society's view on the Kurdish issue.

## VIEW ON INTERNATIONAL ALLIANCES

- As part of the opinions they held, respondents were asked about what they think of possible alliances with the European Union, with other Muslim states and other Turkic states. While all the three alternatives are welcomed, the idea of membership to the European Union and alliance with Turkic states are viewed more positively than that of Muslim countries.
- However, delving deeper into the different demographic groups and societal clusters, differences in opinion become clearer. For example, men and women view the European Union positively on an equal level while men are more open towards Muslim states and Turkic states than are women.
- As a much debated issue, membership to the EU shows striking figures. 63.5 % of the society is in favour of membership.

## VIEW ON THE PRESS

- There is societal consensus about the function and definition of the press. The majority of society claim "it is a prerequisite, a sine non qua of democracy that newspapers publish the wrong-doings, the mistakes of the government."
- However, again, the majority of society believes that newspapers intentionally manipulate the public, giving out false news for their own interest."
- People are neutral, undecided as to whether newspapers are all the same as one another; they neither agree nor disagree.