



Contemporary Media Use in Turkey

Nationally, Turkish media consumers fall into three basic groups: About half (48.0%) tend to only watch TV news; about one-third (32.0%) mostly watch TV and use the Internet to get news, and two in 10 (20.0%) are “super users” who get news from a variety of media platforms. Super-users are more likely to be male, young, highly educated, and to live in urban areas. Slightly more than half (51.9%) of this super-user group is made up of 15- to 24-year-olds, more than one-third (35.3%) are aged 25 to 34, while 11.0% are aged 35 to 54.

Television

TV ownership is almost universal in Turkey with 99.1% of respondents in the national sample reporting that they have a working TV in their household. TV is also the most prevalent news source in Turkey regardless of a respondent's age, level of education, ethnicity, or urbanicity. Overall, 97.3% of adults in Turkey say they watch TV at least weekly to get news.

The vast majority of TV owners in Turkey receive their signal via an individual or shared satellite dish: 80.7% among the national sample and 87.1% among the Kurdish sample.

Internet

About seven in 10 adults in Turkey say they have a working computer (71.8%) and Internet access at home (67.5%). One in four (25.5%) report having an iPad or a tablet device in their household.

Fewer respondents in the Kurdish sample report having a computer (65.7%) and Internet access (58.2%) at home. Most Kurdish respondents live in the Eastern and Southeastern Anatolia regions, where computer ownership and Internet access are lower than in the more developed Aegean, Marmara, and Central Anatolia regions.

Overall, slightly more than half of both the national and Kurdish samples say they have used the Internet in the past week (55.9% and 55.6%, respectively), and half of adults in Turkey (49.7%) say they use the Internet weekly to get news. Internet use for news soars to 81.3% among 15- to 24-year olds.

Virtually all weekly Internet users in the national sample (99.5%) access Web content in Turkish, though about one-quarter (25.9%) also say they use English content. Relatively few (3.4%) access content in Arabic. Among the Kurdish sample 99.1% of past-week Internet users say they access the Internet in Turkish, 37.3% say they access it in Kurdish and 20.6% in English.

Weekly Internet users in Turkey are most likely to go online to find out about the latest news (71.6%), to listen to online audio (67.4%), and to watch online videos (63.5%). Among the Kurdish sample, the same three activities make it into the top uses of the Internet. Weekly Internet users aged 15 to 24 are more likely than those in other age groups to listen to online audio or to watch online videos.

At the national level, Facebook far outdistances any other online source for news and information, mentioned by three in 10 past-week Internet users (29.8%).

Social Media

About four in 10 respondents from both the national sample (40.6%) and the Kurdish sample (39.7%) have used social networking services in the past seven days. Social networks such as Facebook and Twitter (36.2%) are the third-most common source for weekly news in Turkey.

Weekly Internet users aged 15 to 24 are more likely than their older counterparts to report using social media — i.e., Facebook or Twitter — to get news and information. Among the Kurdish sample, Mynet.com is almost as popular as Facebook (mentioned by 18.1% and 24.6%, respectively).

Almost all past-week social networkers from the national and Kurdish samples (95.8% and 95.7%, respectively) say they have used Facebook; it is also easily the most popular social networking service across age groups. YouTube is the second most popular social network among those listed, used by about two-thirds of past-week social networkers during that time. Twitter ranks third nationwide with 37.1%.

Social networking sites are the most popular method to share news in Turkey. When Turkish adults are asked about six different IT platforms they might use to share news with family or friends, social networking services emerge as the most popular, mentioned by 37.1%. Posting comments online or on someone else's blog was the second most frequently used means of sharing news (23.1%). However, substantial percentages also use online videos via services like YouTube (13.1%), and microblogging services like Twitter (12.3%) and video chat services (9.0%) to share news.

Radio

Nearly half of Turks nationwide (45.7%) and 36.2% among the Kurdish sample say they had last listened to the radio in the past week, but fewer respondents use radio as a news source.

Radio is a more frequently used news platform among city dwellers and those with at least some secondary education.

While 29.5% of 15- to 24-year-olds say they are listening to radio news on a weekly basis, 53.3% say they listen to the radio each week, suggesting that many young adults prefer listening to music or other radio programs rather than listening to news.

Mobile phones

Roughly eight in 10 respondents personally own a mobile phone. Findings are similar among both the national sample (77.7%) and the Kurdish sample (80.8%).

Aside from making voice calls, sending and receiving SMS text messages are the most common activities done on mobile phones.

Methodology

These results are from a nationally representative sample of 2,020 adults, aged 15 or older living in Turkey, including an oversample of 1,001 Kurdish-speaking Kurds. The nationally representative component of the sample consists of 1,255 respondents, including 255 Kurds (defined as persons speaking Kurdish at home or elsewhere). The total population aged 15 and older covered by this survey in Turkey is 57,075,000.

In addition to the nationally representative sample of 1,255 adults, this report includes data reflecting the characteristics and behavior of the Kurdish speaking population alone. These results were derived by combining Kurdish-speaking respondents who fell naturally into the national sample with those Kurdish-speaking respondents recruited via the booster sample for a total of 1,001 cases. All results of the national sample are weighted by age, gender, region, urban/rural, and education. As there are no official demographic targets specifically for the Kurdish population, estimates for that population are based on unweighted data. Interviewing took place from Nov. 11 to Dec. 25, 2013.

Contact

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