



Media consumption in Turkey

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GENERAL MEDIA ENVIRONMENT

Despite the crackdown on opposition media over the past few years, 71.8% of adults in Turkey say they are at least somewhat satisfied with the information provided by the country's media. However, far fewer – 19.5% – are very satisfied with media coverage in the country. Similar results were seen in the Kurdish-speaking sample. College educated Turks are less likely to be satisfied with the information provided by the Turkish media with 56.9% of them saying they are very or somewhat satisfied compared to about three-fourths of those with a primary or secondary education.

DEVELOPMENTS IN TURKEY PRIOR TO THE LAST SURVEY

2007	April	In Ankara, tens of thousands protest Tayyip Erdogan's potential presidential bid because of his Islamist background; Erdogan decides not to run
	July	The Justice and Development Party (abbreviated AKP in Turkish) wins parliamentary elections; Erdogan becomes Prime Minister
	October	Referendum to have president elected by popular vote, rather than parliament
2008	July	Petition to ban AKP for allegedly undermining the secular constitution narrowly fails
2009	October	Turkey and Armenia agree to normalize relations
2011	June	AKP wins parliamentary elections again, PM Erdogan begins third term; Syrian refugees begin to pour in
	August	President Abdullah Gul appoints military leaders after mass resignations
2013	June	Gezi Park and related protests overlapped with the survey fielding
	August	Erdogan wins first popular election for president
2014	March	A court clears hundreds of military officers of involvement in alleged 2003 conspiracy against PM Erdogan
2015	June	Pro-Kurdish party enters elections, depriving AKP of majority
	July	Syrian conflict ramping up against Islamic State, bombings escalate in Turkey
2016	March	Authorities put Turkey's biggest newspaper, <i>Zaman</i> , under state control; suicide car-bomb attack in Ankara kills 37 people
	May	Ahmet Davutoglu resigns as prime minister after falling out with President Erdogan

MEDIA ACCESS AND NEWS CONSUMPTION

The widespread adoption of broadband internet and smartphones in Turkey has made the internet a major source of news for many residents. About two-thirds of Turkish adults (65.0%) currently say they go online for news at least weekly. Among Kurdish speakers, that figure is much higher at 70.8%.

Half of all residents (50.2%) say they use newspapers or magazines for news every week.

While four in five adults (80.5%) say they get news from friends or family members at least weekly.

Almost all households in Turkey (98.0%) have a working TV set, and most have a computer (72.9%) and internet access (83.9%) via computer or mobile device.

The top media/news sources as reported by Turkish adults are private broadcasters ATV (28.9%), Fox TV (27.1%) and Kanal D (23.2%).

Kurdish-speaking adults are far more likely than Turks overall to include pro-Kurdish TV station IMC TV among their most important news sources, at 11.8%. The network was one of 20 closed in the latest purge of opposition media outlets.

About three-fourths of Turkish adults (73.5%) say they are very or somewhat interested in news about the Middle East region, and most express interest in

news about Europe (62.8%) and the rest of the world (61.2%).

Seven in ten (70.5%) college-educated adults express an interest in news about the United States compared to 47.4% of those with a secondary education or less.

TELEVISION

Almost all adults in Turkey (95.9%) say they have watched TV in the past week, and 85.7% say they did so the previous day. About three in four TV owners in Turkey (75.6%) say their TV gets its signal from a satellite.

RADIO

Nearly half of all adults in Turkey (48.0%) report listening to the radio in the past week. That figure rises to two-thirds (67.7%) of adults with at least some college education, and drops to just over one-third (36.0%) of those with a primary education or less.

Kurdish speakers are less likely than average to say they have listened to radio in the past week at 41.8%.

One-third of weekly listeners (34.1%) say they listen to FM stations.

International radio broadcasters are not widely used in Turkey; the top station, BBC in English, garners just 1.9% of adults each week.

Kurdish-speaking adults are no more likely than are others to report listening to international

broadcasters, with the exception of VOA. Two percent of Kurdish speakers in Turkey say they have listened to VOA's Kurdish-language service *Denge Amerika* in the past week.

MOBILE PHONE

Mobile phone ownership continues to rise in Turkey with 87.3% of adults saying they own a mobile phone, and more than two-thirds of Turks overall (68.2%) say they have a mobile phone that connects to the internet. Virtually all mobile phone owners aged 15 to 24 say they have a smartphone, while most of those aged 55 and older say their phone only receives calls and text messages.

INTERNET

Overall, 70.6% of adults in Turkey say they have used the internet in the past week. That figure rises to 77.2% among Kurds in the country.

Internet use has increased significantly among every demographic group, with nearly 40% (38.4%) of Turks aged 55 and older having gone online in the past week.

Mobile phones are the dominant means of accessing the internet for adults in Turkey.

About three in four weekly internet users in Turkey (74.1%) say they have watched a video online in the past week, while 80.1% of Kurdish speakers have done so.

METHODOLOGY

The data is based on a national probability sample of 1,700 adults aged 15 and older living in Turkey, in addition to a parallel sample of 500 Kurdish-speaking adults. The 1,700-sample survey is representative of the views and opinions of 59,432,000 Turkish adults. As there are no officially published census data for the Kurdish population of Turkey, results presented separately for Kurds are unweighted. Fieldwork and quality assurance took place from May 12, 2016 – June 19, 2016, before the coup d'état attempt on July 15, 2016.

For questions or further information on this data, please contact the **Broadcasting Board of Governors** via email publicaffairs@bbg.gov or phone 202-203-4400.

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