globalwebindex

Turkey

Key digital behaviors and trends over time and across demographics

Internet Penetration*	71%
Projected sample for 2019**	7,000
Sample Q4 2018–Q1 2019	3,415

* GlobalWebIndex's forecasts for 2019 based on 2017 ITU data
* *2019 data includes Q1 2019 research wave only

TURKEY | GLOBAL AVERAGE

Who are they?

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Age

	16-24	25-34	35-44	45-54	55-64
Turkey	31%	29%	22%	13%	5%
Global average	29%	28%	21%	14%	8%

Gender

	Male	Female
Turkey	56%	44%
Global average	54%	46%

Parental Status

	Turkey	Global average
Non-parent	47%	50%
Parent	53%	50%

Education

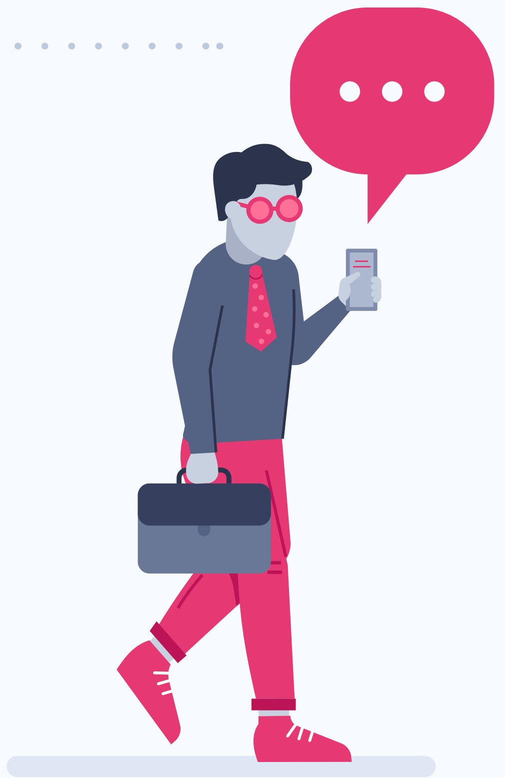
	Turkey	Global average
Secondary or lower	61%	47%
Tertiary	39%	53%

Living Context

Urban 90% | 67%
Suburban 3% | 21%
Rural 7% | 12%

Employment Status

	Turkey	Global average
Full-time worker	47%	52%
Part-time worker	6%	9%
Self-employed	7%	10%
Full-time parent	5%	3%
Student	17%	13%
Unemployed	11%	7%
Retired	4%	3%
Other	3%	3%



Top 5 Interests

% who say they are interested in the following

	Turkey	Global average
Films/cinema	76%	57%
Music	69%	60%
Technology	68%	49%
Food & drink	65%	53%
Television	61%	49%

Top 5 Sports Played

% who say they regularly play the following sports

	Turkey	Global average
Soccer	42%	26%
Swimming	40%	31%
Cycling	28%	24%
Basketball	28%	19%
Volleyball	27%	15%

Travel Behaviors

% who say they typically do the following at least once every 6 months

Domestic vacation 35% | 50%
Vacation abroad 25% | 43%

Exercise

% who say they do the following at least once a week

Go to the gym 29% | 38%
Go running 45% | 52%

What devices do they use?

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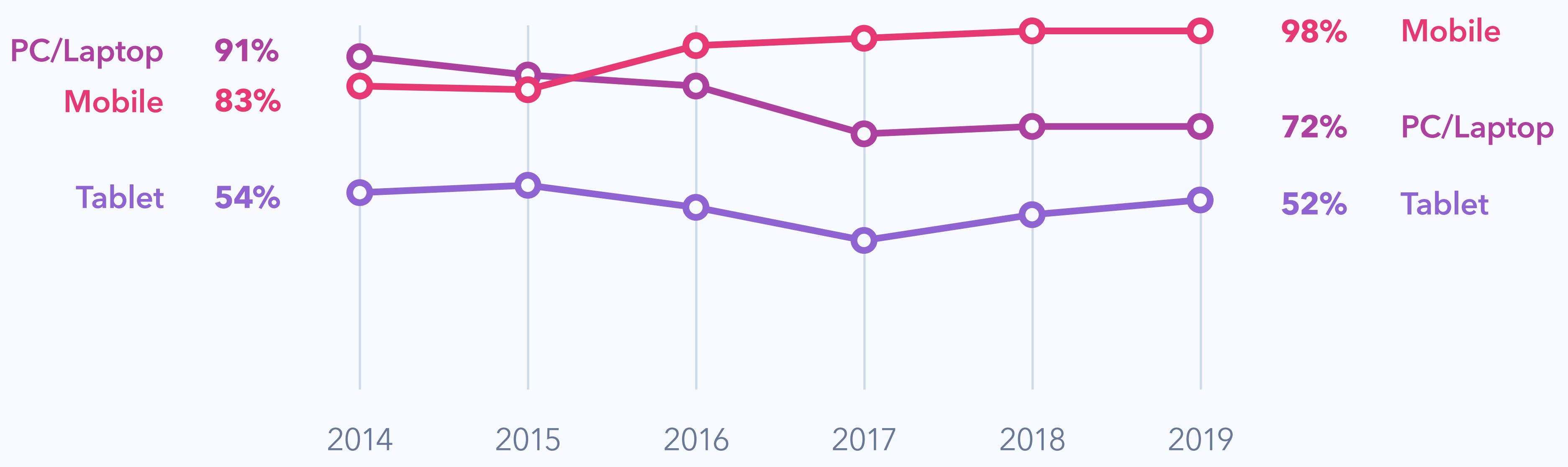
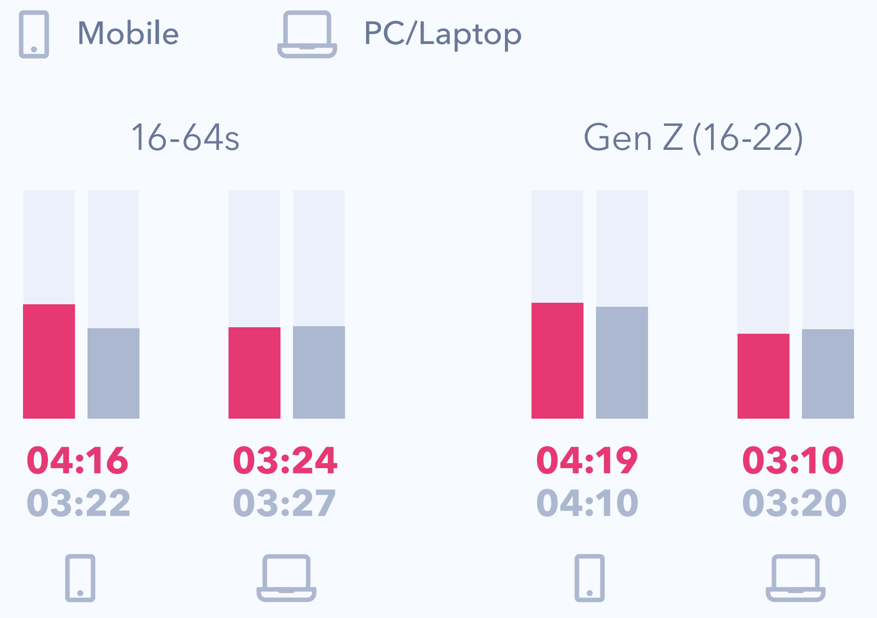
Device Ownership

% who say they own the following devices



Time Spent Online

Average hh:mm per day typically spent online on...

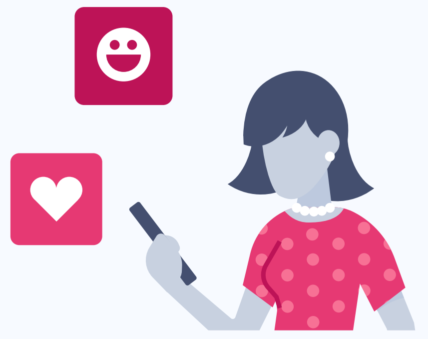


Mobile Actions

% who say they have done the following mobile actions in the last month

	Turkey	Global
Tracked your screen time	23%	23%
Tracked your spending	50%	34%
Used mobile payment	17%	27%
Used/scanned a QR code	34%	38%
Casted content onto TV	31%	29%

Figures in this chart draw from GlobalWebIndex Q1 2019 wave of research.



Top Mobile Payment Services

% who say they have used the following mobile payment service

Figures in this chart draw from GlobalWebIndex Q1 2019 wave of research.

Paypal	Masterpress	BKM Express	Pay U
11%	8%	6%	2%

Top 5 Mobile Handset Brands for Next Purchase

% who say the following brands would be their top choice when they next upgrade or buy a new mobile phone

Samsung	iPhone	Huawei	Xiaomi	LG
55% | 50%	52% | 39%	32% | 15%	14% | 12%	10% | 9%

Note that global figures in this chart exclude China.

Voice Tech Adoption

% who have used voice-command tools in the last month

44% 42%

Mobile Purchase Timeframe

% who say they plan to buy a new phone or upgrade in the next 12 months

54% 59%

Privacy Tools

% who have done the following in the last month

Used an ad-blocker
44% | 49%

Used a VPN
36% | 31%

Reasons for Using Ad-Blockers Among Ad-Blocker Users

% of ad-blocker users who cite the following as their main reasons

	Turkey	Global
There are too many ads on the internet	64%	50%
Too many ads are annoying or irrelevant	52%	49%
Ads take up too much screen space	46%	39%
Ads sometimes contain viruses or bugs	43%	39%
Ads are too intrusive	36%	46%

Where do they spend their time?

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Daily Media Time

Average time spent per day on the following in hh:mm

	TURKEY	GLOBAL
Radio	00:43	00:58
Games Consoles	00:52	01:05
Music Streaming	01:25	01:20
Social media	03:06	02:23
Online press	00:53	01:04
Physical press	00:48	00:47
Linear TV	02:23	01:58
Online TV	01:03	01:15

TV Behaviors by Device

% who have watched the following in the last month on each device

	TV	PC/Laptop	Mobile
Broadcast television live	77%	32%	36%
Catch-up/on-demand	34%	22%	19%
Subscription services	24%	29%	23%
TV in any form	91%	63%	65%

Top 3 Second-Screening Behaviors

% who say they do the following online when watching TV

- 77% | 63% Use social media
- 68% | 60% Chat to/message friends
- 59% | 45% Read my emails

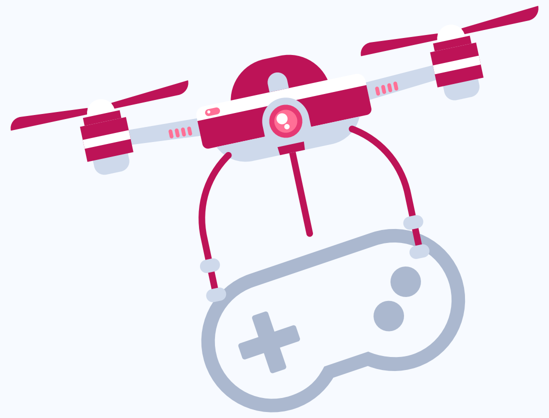
Spectator Gaming Engagement

% who say they have watched an esports tournament recently

	Turkey	Global
Overall	17%	22%
Gen Z (16-22)	26%	32%
Millennials (23-36)	21%	29%

Gaming Devices

% who have used the following to play games



- 78% | 72% Smartphone
- 47% | 46% Personal PC/Laptop
- 27% | 27% Games console

How do they use social media?

**Definitions:
Members – People who say they have an account on the platform in question.
Users – People who say that, within the last month, they have visited or used a social network's website or app via any device.

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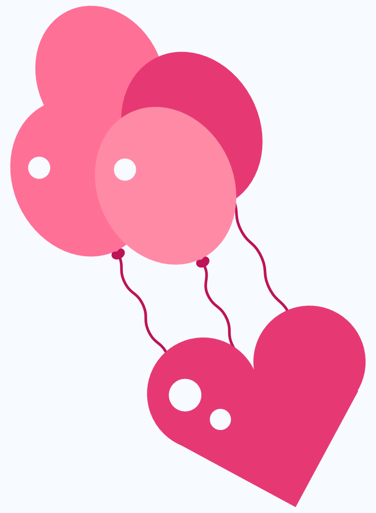
Accounts Followed

% who say they "follow" these accounts on social media

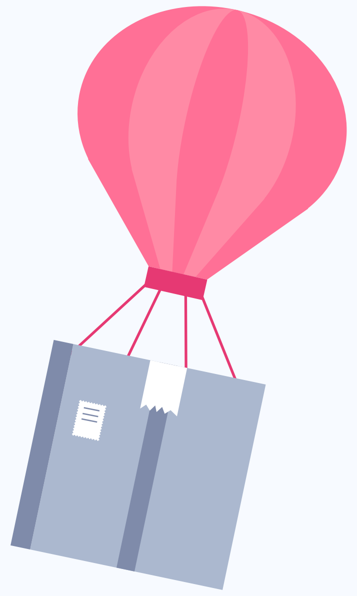


Brands you like

50% 38%

Brands you are thinking of buying something from

33% 27%



Top 10 Social Platforms

% who fall into the following groups**

Note that global figures in this chart exclude China.

	Turkey Members	Global Members	Turkey Users	Global Users
WhatsApp	90%	67%	85%	60%
YouTube	88%	80%	93%	85%
Facebook	87%	84%	82%	78%
Instagram	85%	64%	85%	59%
FB Messenger	78%	73%	58%	54%
Twitter	71%	56%	60%	43%
Snapchat	48%	35%	32%	24%
LinkedIn	42%	40%	32%	28%
Pinterest	39%	35%	32%	28%
Skype	29%	33%	33%	27%

Social Media Behaviors

*Average number of accounts is calculated based on analysis of 45 named networks + "Other". Of the 45 individual platforms, 25 are global and 20 are specific to certain countries or regions

9.0 8.1
Average number of social media accounts*

99% 98%
have visited/used a social network in the last month

91% 87%
have contributed to at least one social network in the last month

Top Motivations for Using Social Media

% who say the following are main reasons for using social media

Reason	Turkey	Global
To stay up-to-date with news and current events	59%	40%
To stay in touch with what my friends are doing	52%	40%
To find funny or entertaining content	51%	38%
To research/find products to buy	48%	31%
To fill up spare time	46%	37%

How do they engage with brands?

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Online Purchasing
% who have bought a product online in the last month via...

	Turkey	Global Average
Any device	65%	76%
PC/Laptop	34%	40%
Mobile	49%	55%

Online Reviewing
% who have posted a review of a product online in the last month via...

	Turkey	Global Average
Any device	31%	47%
PC/Laptop	15%	22%
Mobile	21%	32%

Brand/Product Discovery
% who say they discover brands/products via the following sources

	Turkey	Global Average
Search engines	49%	37%
Ads seen on TV	46%	36%
Ads seen on social media	41%	28%
Ads seen on mobile or tablet apps	41%	23%
Brand/product websites	39%	27%

Brand/Product Research
% who say they use the following when looking for more information about a brand/product

	Turkey	Global Average
Search engines	66%	53%
Social networks	58%	43%
Product/brand sites	43%	33%
Consumer reviews	41%	36%
Mobile apps	40%	28%

Online Purchase Drivers
% who say the following would make them more likely to purchase a product online

	Turkey	Global Average
Free delivery	64%	57%
Easy returns policy	50%	34%
Coupons and discounts	46%	44%
Reviews from other customers	40%	36%
Next-day delivery	39%	30%

Brand Advocacy
% who say the following would motivate them to advocate a brand online

	Turkey	Global Average
High-quality products	52%	49%
Rewards (e.g. discounts, free gifts, etc)	47%	42%
Love for the brand	44%	33%
When something is relevant to my own interests	38%	32%
When I've received great customer service	38%	33%

Notes on Methodology

All figures in this report are drawn from GlobalWebIndex's online research among internet users aged 16-64. Please note that we only interview respondents aged 16-64 and our figures are representative of the online populations of each market, not its total population.

For an in-depth explanation of GlobalWebIndex's research and methodology, including information on our country coverage, internet penetration rates, our sample structures, and much more, please click here.

OUR QUOTAS

To ensure that our research is reflective of the online population in each market, we set appropriate quotas on age, gender and education – meaning that we interview representative numbers of men vs women, of 16-24s, 25-34s, 35-44s, 45-54s and 55-64s, and of people with secondary vs tertiary education. To do this, we conduct research across a range of international and national sources, including the World Bank, the ITU, the International Labour Organization, the CIA Factbook, Eurostat, the US Bureau of Labor Statistics as well as a range of national statistics sources, government departments and other credible and robust third-party sources. This research is also used to calculate the "weight" of each respondent; that is, approximately how many people (of the same gender, age and educational attainment) are represented by their responses.

OUR RESEARCH

Each year, GlobalWebIndex interviews over 575,000 internet users aged 16-64. Respondents complete an online questionnaire that asks them a wide range of questions about their lives, lifestyles and digital behaviors. We source these respondents in partnership with a number of industry-leading panel providers. Each respondent who takes a GlobalWebIndex survey is assigned a unique and persistent identifier regardless of the site/panel to which they belong and no respondent can participate in our survey more than once a year (with the exception of internet users in Egypt, Saudi Arabia and the UAE, where respondents are allowed to complete the survey at 6-month intervals).

MOBILE SURVEY RESPONDENTS

From Q1 2017 on, GlobalWebIndex has offered our Core survey on mobile. This allows us to survey internet users who prefer using a mobile or are mobile-only (who use a mobile to get online but do not use or own any other device). Mobile respondents complete a shorter version of our Core survey, answering 50 questions, all carefully adapted to be compatible with mobile screens.

Please note that the sample sizes presented in the charts throughout this report may differ as some will include both mobile and PC/laptop/ tablet respondents and others will include only respondents who completed GlobalWebIndex's Core survey via PC/laptop/tablet. For more details on our methodology for mobile surveys and the questions asked to mobile respondents, please click here.