

Vodafone Institute Survey

Talking about a
Revolution: Europe's
Young Generation on
Their Opportunities in a
Digitised World




Key Results for Turkey





Study characteristics

- Aim of the study
 - Supplementing the summit “Digitising Europe” conducted by the Vodafone Institute for Society and Communications on 4 December 2014 with insights from the generation of 18 to 30 year olds.
 - To that end, surveying this generation on the topics of education and work in the light of the digital revolution.
- Methodology
 - Online survey of n=1,000 people between 18 and 30 years in Turkey
 - Representative quotas and weights on age, gender, and region
 - Length of interview: 20 minutes
 - Fieldwork: 31 October to 7 November 2014
- Conducted by:  **YouGov**[®]
What the world thinks



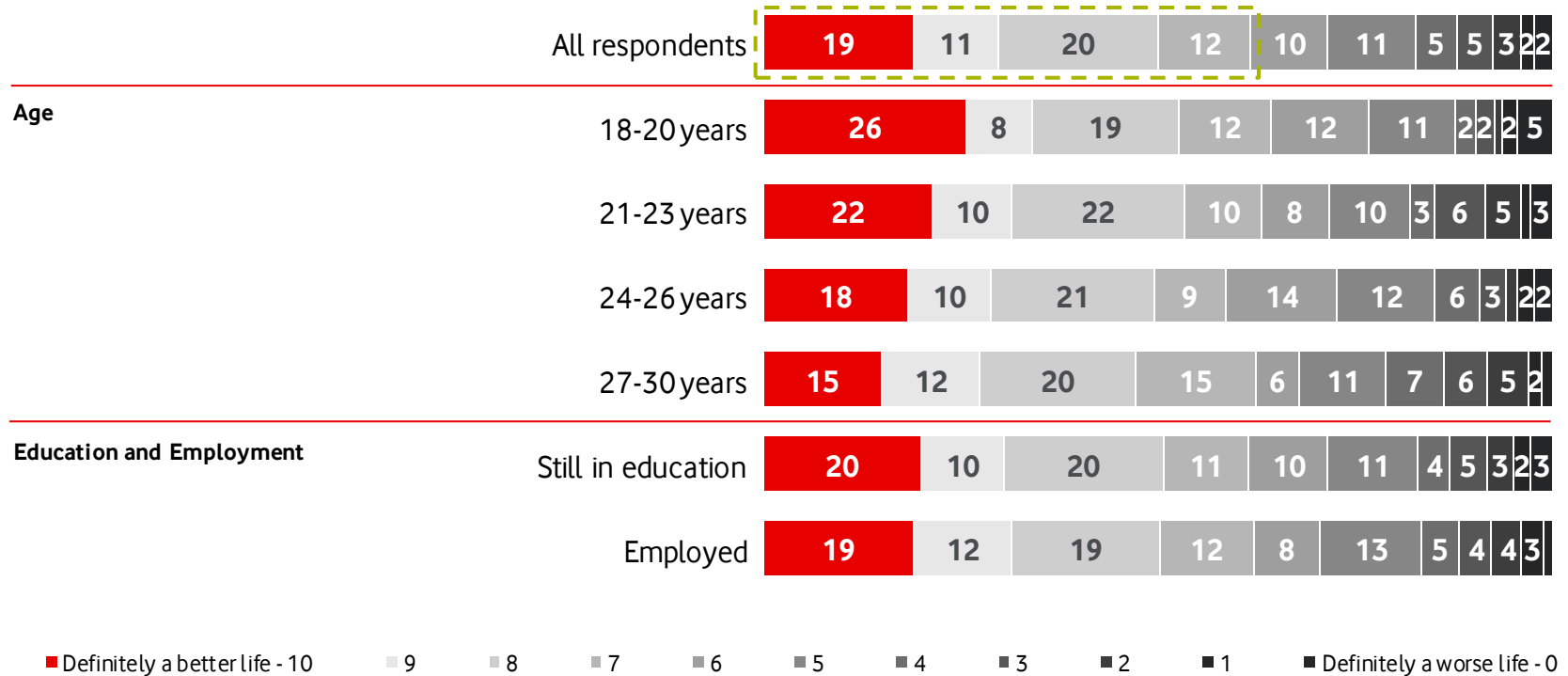


Key Results



Almost two thirds of young people in Turkey expect that they will lead a better life than their parents.

Evaluation of future life



Do you think that, overall, your generation will generally lead a better life or a worse life than your parents' generation in terms of income and standard of living?; All respondents; n=983





The majority of students as well as those already employed are rather confident to find a job in their field of expertise.

How confident are you that you will be able to find a job in your field of education in the future?



How confident are you that you will be able to find a job in your field of occupation in the future?



■ Very confident - 10 ■ 9 ■ 8 ■ 7 ■ 6 ■ 5 ■ 4 ■ 3 ■ 2 ■ 1 ■ Not confident at all - 0

Question 1: Thinking about your current field of education: How confident are you that you will find a job in that area after you finish your studies / vocational training?; Respondents still undergoing education; n=329

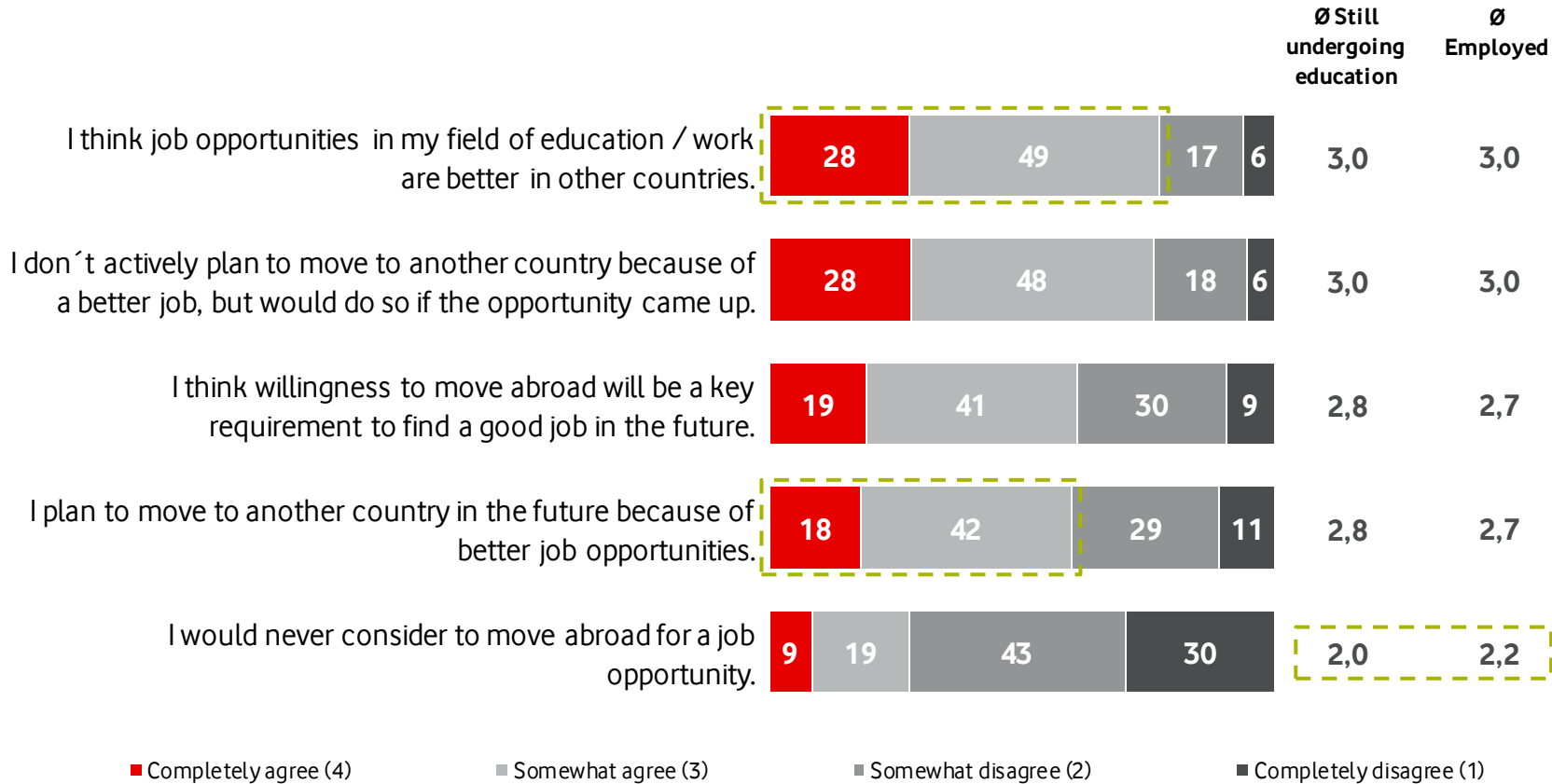
Question 2: Thinking about your current / last field of occupation: How confident are you that you will be able to still find a job in that area in the future?; Respondents who are employed or used to be employed; n=538





Three in four young Turks think that job chances are better abroad. 60% rather plan to move for this reason.

Working and living abroad: Please indicate how much you agree with the following statements.



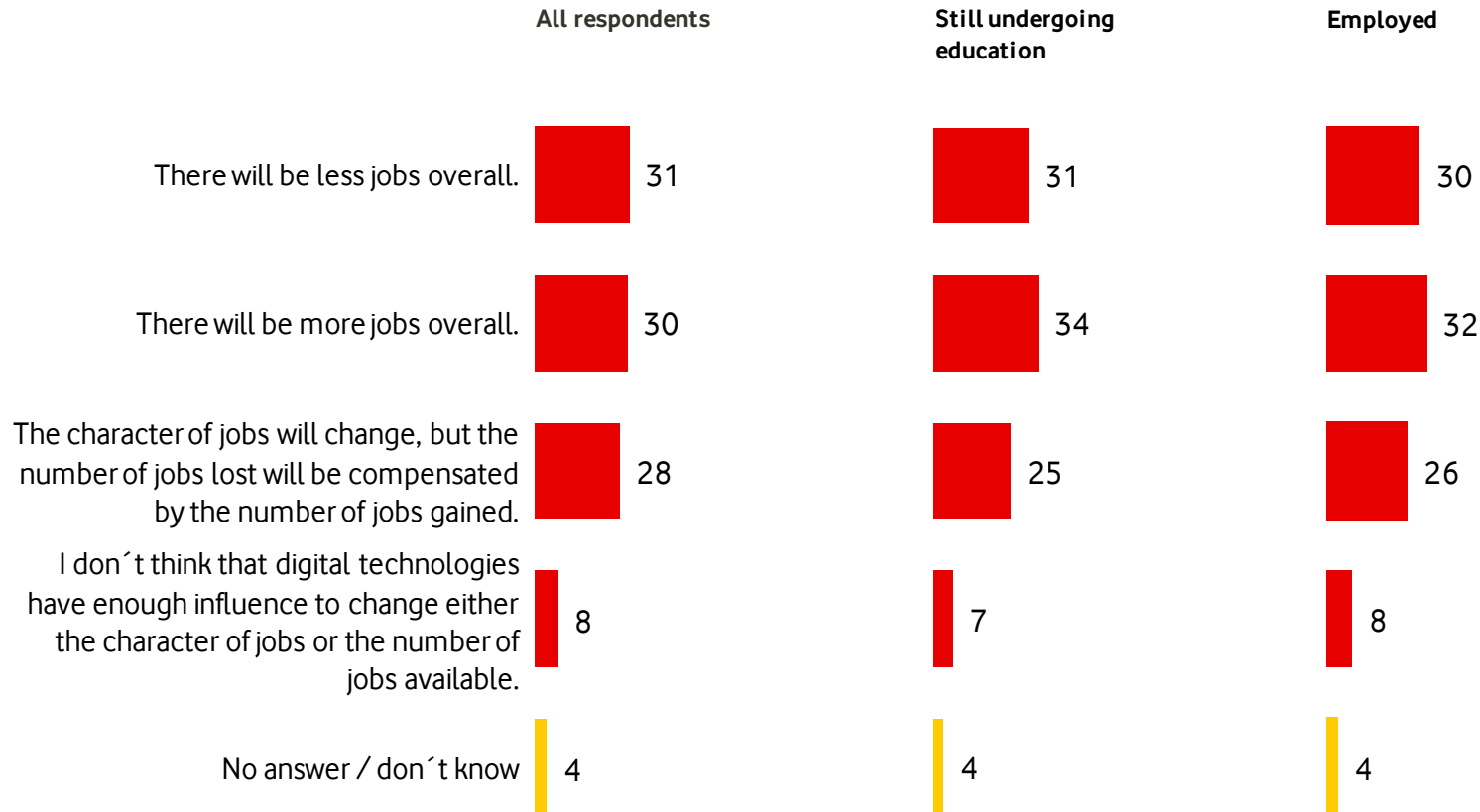
Please indicate how much you agree with the following statements relating to working and living abroad.; All respondents; n = 922-968





Young Turks are optimistic about effects of the digital revolution: about one third expects an increase in jobs.

Will there be more or less jobs in the future due to the digital revolution?



Will there be more or less jobs in the future due to the digital revolution?; All respondents; n=1000

Respondents still undergoing education; n=654

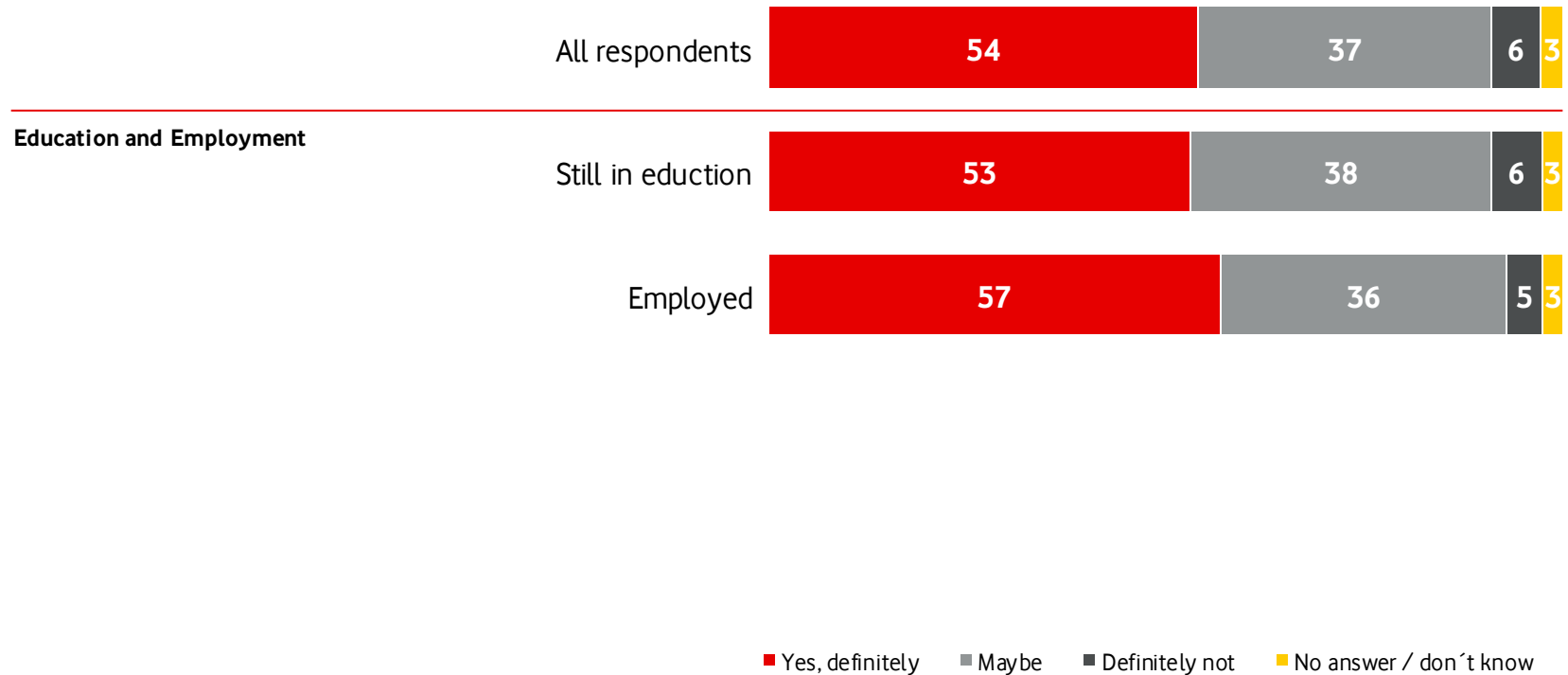
Respondents who are employed; n=541





More than half of young people in Turkey could imagine a career in ICT.

Would you generally be willing to pursue a career in the area of ICT?



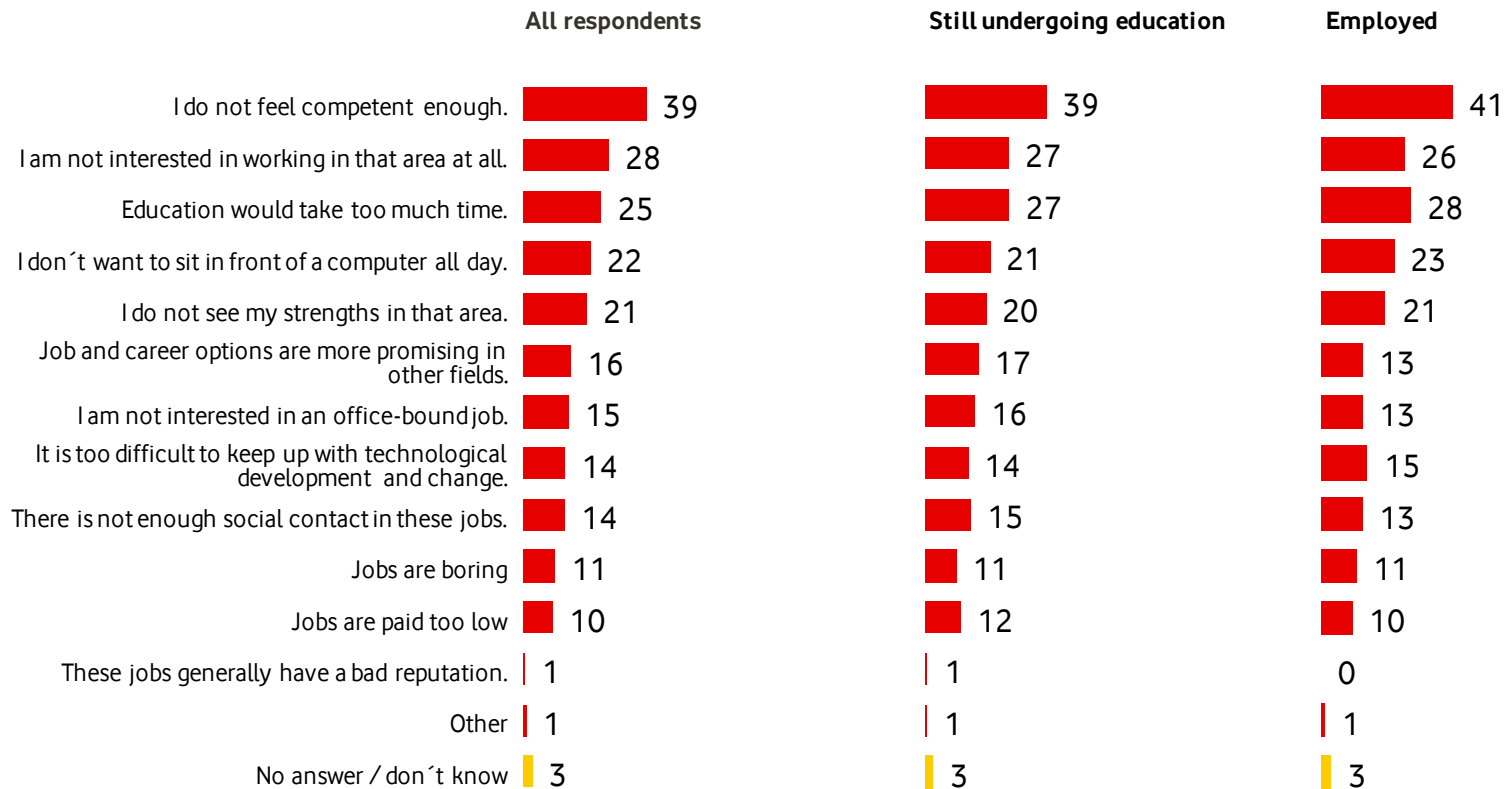
Would you generally be willing to pursue a career in the area of digital information and communication technologies (ICT, e.g. software or network engineering, programming, IT service, ICT training)?; All respondents; n=936





Main reasons against a career in ICT are lacking competence and interest – and expecting education to be time-consuming.

Why would you not consider a career in ICT?



Why would you not consider / What makes you cautious to consider a career in digital information and communication technologies (ICT)? Please tick all reasons that apply.; All respondents; n=421

Respondents still undergoing education; n=284

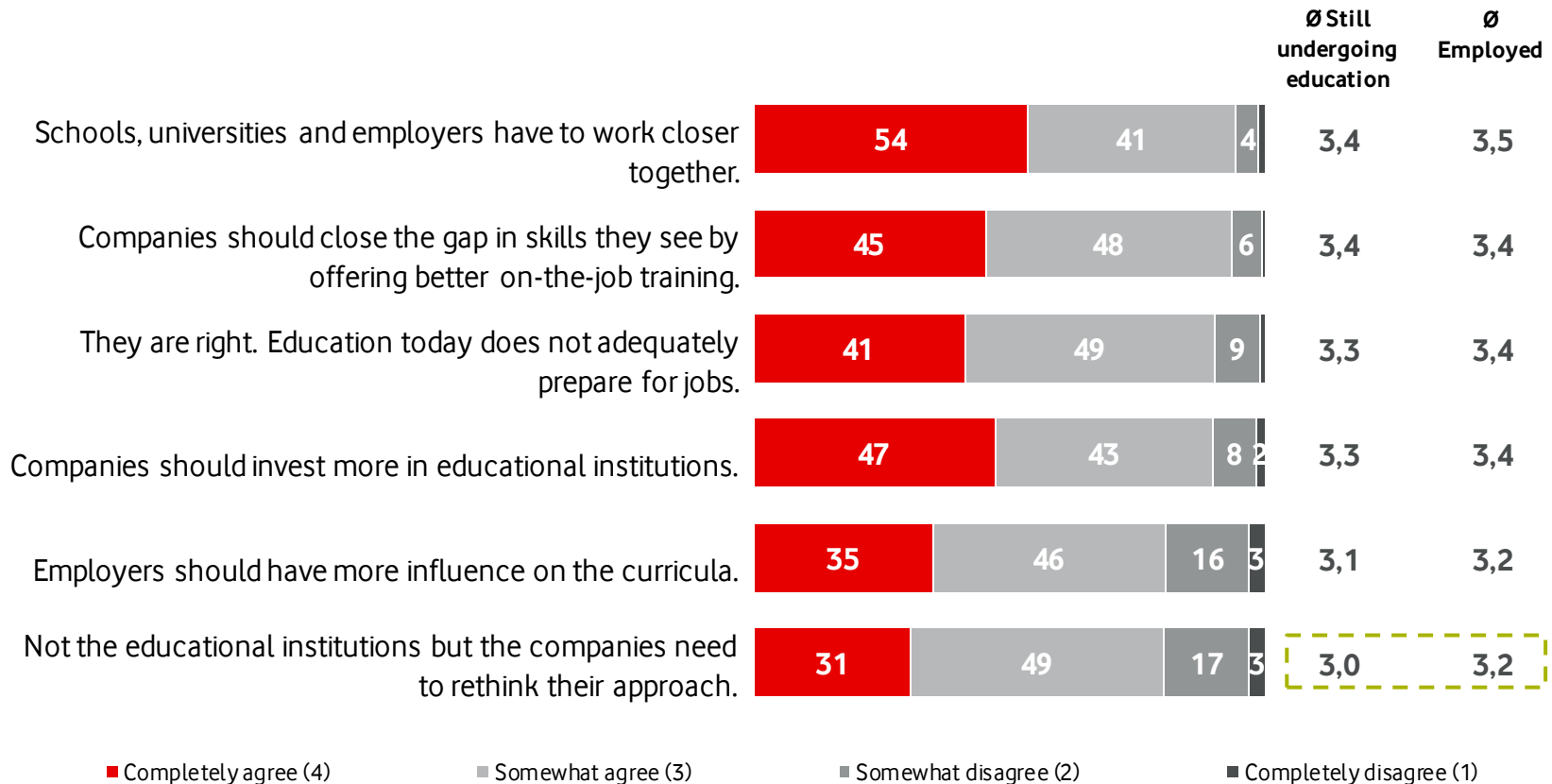
Respondents who are employed; n=200





95% think that educators and companies should intensify cooperation.

Companies' stance on skill gap: In how far do you agree with the following statements?



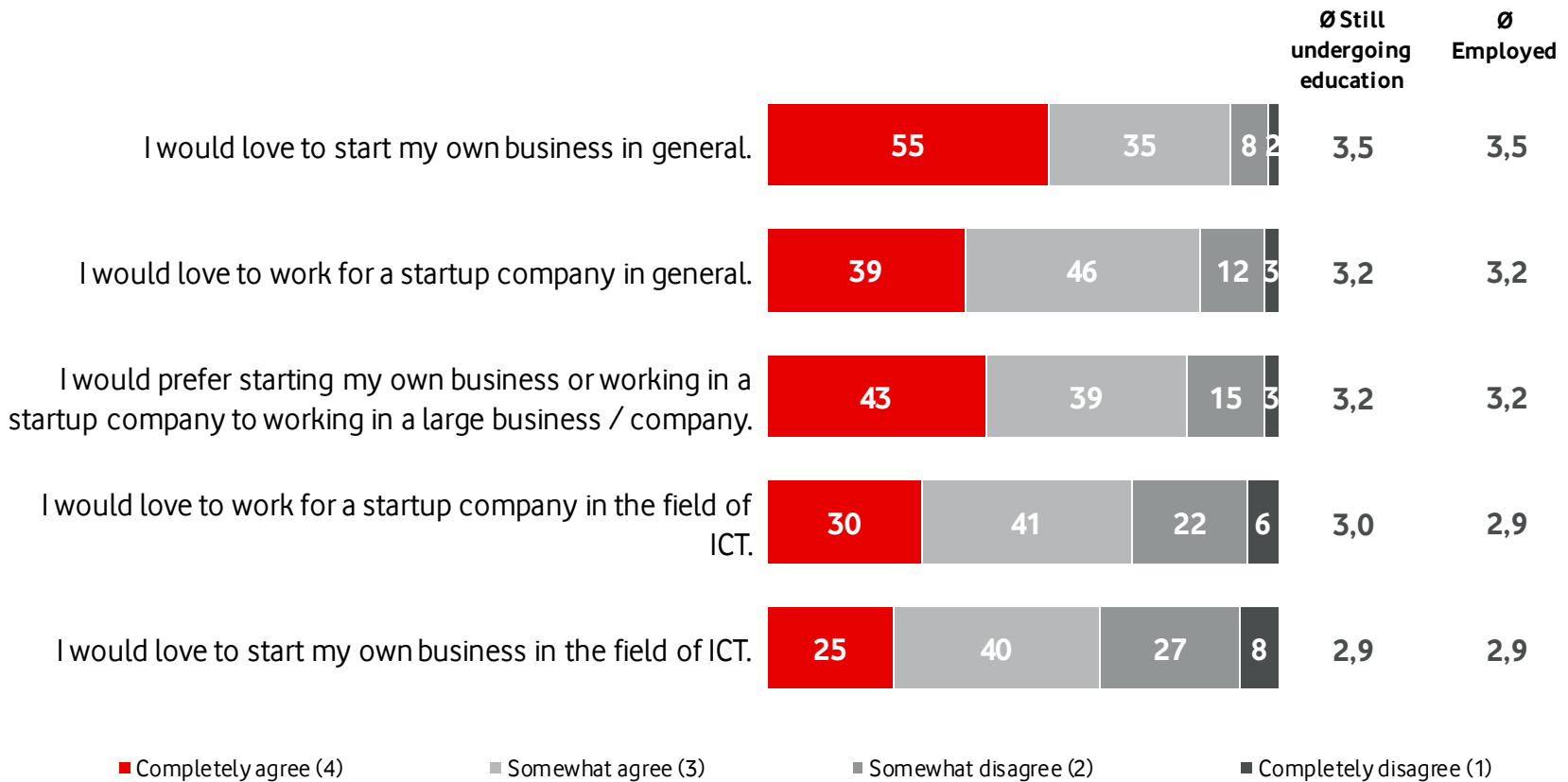
Many companies state repeatedly, that they have difficulties finding employees who possess the right skill sets for their job. What is your opinion on this? Do you agree with the following statements? All respondents; n =967-981





90% of young Turks show some interest in starting their own business. 65% would consider ICT.

Entrepreneurship: In how far do you agree with the following statements?



In how far do you agree with the following statements?; All respondents; n =894-929





Thank you