

The background of the entire page is a reproduction of the Mona Lisa painting. The woman's face and upper body are the central focus, with the hazy, mountainous landscape in the background.

What

Women

Want?

DECEMBER 2009

parts of Istanbul during 07-12 November 2009.



"I've been working on human for 30 years but could not discover what women want"¹

With this third issue of DoraPulse "What Women Want," Dora Research tries to find the answer to this question which no exact answer has been discovered by men or women themselves.

What do urban women think about their own lives? What makes them happy and what makes them unhappy? What are their "wishes" and expectations? Who do they desire to be like or follow and why?

The fieldwork of the study is completed through CATI (Computer Aided Telephone Interviews) with 300 women living in urban

FAMILY, EDUCATION AND CAREER TAKES FIRST PLACE FOR TURKISH WOMEN

Majority of women interviewed told that their husband/family /children's happiness is the most important (93%) and they're ready to sacrifice for their family's happiness (81%).

In addition, most of the women believe that it's important for a woman to be able to earn her own money (89%). They supported it by stating that one of their main wishes is "being able to continue their education". It is mostly mentioned by 40-45 y.o. women with primary education, in C1 and C2 SES group, married, and have children. In addition, women add that they wish "to be able to stand on their own feet".

Moreover, more than half of all women mentioned that marriage is not an obstacle for reaching their objectives in life.

Working women, significantly higher than housewives, mentioned that they would prefer working even if their husbands do not want them to work. University and higher level educated women think similar to working women in terms of career in comparison to lower educated women.

Women in A/B SES group, who are single and do not have any children, mentioned that

¹ FREUD, Sigmund. "Life and Work" by Ernest Jones, 1953

sacrificing their career for their families is a problem for them.

SOCIAL LIFE AND THEIR LOOK IS IMPORTANT FOR TURKISH WOMEN



Only very few women mentioned that they travel

frequently (28%). The percentage of women who said that they frequently visit spas or beauty centers is 11%.

In relation, it's important to state that only 10% of the women mentioned that they wish to have a more attractive physical appearance. Women aged 20-29 y.o. stated that they care about their weight, visit hairdressers, spas, beauty centers, go to the movies and shows, and socialize with their friends more when compared to women aged more than 29 y.o. Conclusive to this finding, it's possible to say that personal care and pleasure is more important in younger age group than the older ones. Having children also has an effect on social life and activities.

Majority of women stated that they take care about their health. When the reasons of losing weight are asked most of the women claimed "to be able to wear my old clothes" as the main reason. In contrast, only women aged 20-29 y.o. said that "to have an attractive

physical look to get men's attention" is the main reason to lose weight.

LOVE IS SECONDARY TO HAPINESS OF THEIR CHILDREN AND FREEDOM FOR TURKISH WOMEN



Majority of women believes that the greatest source of happiness is children.

It is strongly mentioned by women aged 30-45 y.o. who are married and have children.

The second main source of happiness is freedom for most of the women and this is mostly stated by women aged 20-29 y.o. One of their main wishes is "to be able to have more freedom" in their relationships/marriage and family life. For this age group, the main source of happiness is "love" and is followed by "happiness of children" and "freedom".

FINANCIAL PROBLEMS TAKES FIRST PLACE

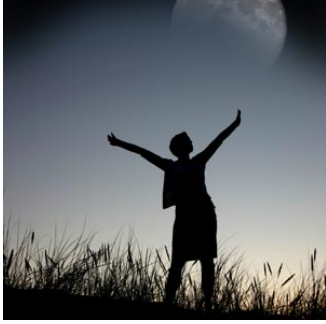
Financial and business related problems are the main sources of unhappiness for Turkish women and they're followed by



problems related to their families and close friends/environment. 54% of women mentioned their financial problems when their

wishes are asked by saying “I wish I had more money”.

WISHES AND REGRETS OF TURKISH WOMEN



Majority of women believes that they're good wives, good mothers, and good daughters. They stated that they are also successful at their jobs as well.

Only a very few women regret being married. However, women believe that others should be more sensitive to their demands and desires. This is mostly stated by women in C2 SES group, who have children, are housewives and have primary education.

On the other hand, while women who have primary education stated “I wish I had married later” more among their main wishes, women aged 20-29 y.o. said “I wish I had children later” as their most common wish.

WHO DO THEY DESIRE TO BE LIKE?



Women mostly desire to be like Sibel Can, Gülben Ergen and Hülya Avşar. However, it's a fact that majority of women are really satisfied with themselves.

In general, their family takes the first place in women's life and personal care and social life comes secondary. On the contrary, in comparison to 30 year olds and more, own happiness is the primary one for women aged 20-29 y.o.

ABOUT DORAPULSE AND DORA RESEARCH

Starting from June 2009, Dora Research publishes syndicated reports quarterly on different topics. Please visit www.doraresearch.com or contact info@doraresearch.com to have the full and detailed report of this research.

Being a full service research agency, Dora Research renders value added research services to many clients with its experienced and dedicated team.

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