



# DORAPULSE



## “WHEN BUSINESS WAS A KID ”

April 2010

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## When **Business** was a kid...

The cartoon characters we loved the most when we were kids, the games we played the most, the classes we attended, the courses we liked and hated, the teachers that changed our future, our ideas of a dream job as a kid and our satisfaction about our current job... “When Business was a kid”, the 4th issue of **DoraPulse** builds a bridge between our childhood and today and offers a delightful journey back to the childhood periods of business professionals.

### Details of the research



The fieldwork of this research was conducted through online surveys with 234 respondents. The study took place between 5th and 25th of March 2010.



When the profile of the participants are examined %22 are between the ages of 22-29, %50 are between the ages of 30-39 and %28 of the respondents belong to the age group of 40 years old and older.

%35 of the respondents are male and the remaining %65 are female. Also %85 of the participants are graduates of bachelor’s, master’s and PhD degrees.

### Loved Games and Cartoon Characters

When the games that we play in our childhood are examined, the games that are played the most are hide and seek (%92), name&city (%90) and dodge ball (%89)

In the list of games we enjoyed the most while playing, dodge ball took the first place (%19),

riding a bike came second (%17) and football was the third most enjoyed game (%10). Dodge ball had a share of %27 in women while football had a share of %26 in men.



In the list of most loved cartoon characters, Lucky Luke came first (%54). Tom&Jerry took the second place and followed Lucky Luke closely (%51). Heidi and Pink Panther were other cartoon characters that were listed a step ahead of other cartoon characters (Heidi (%47), Pink Panther (%45)). “Lucky Luke” is loved mostly by men (%64) while cartoon characters like Tom&Jerry, The Smurfs and Candy are loved by women.



### Childhood Period

When asked about the oldest friend who has been seen for the longest time, **the average age for acquaintance is 10** and **%29 of the time the acquaintance took place in the neighborhood in which both of them grew up.**



The average age of having a **first girlfriend/boyfriend** for the respondents have been stated as the **age of 16**.

%88 of the participants state growing up in the neighborhood, %87 describe their selves as creative and %86 state that they are social. Only %25 of the respondents said that they were working out/participating in a sports event regularly.

When the top2box statements of “completely agree” and “agree” are summed up, the ratio of the respondents who said “They had a happy childhood” is found as %78. This share ratio goes up to **%83 in respondents who went to kindergarten and increases by an average of %4.09 in participants who got their educations in a boardingschools.**

#### **School Period and Classes**

The amount of going to any sort of class when we were kids is observed to be high (%79). Quran classes came first (%28) followed by basketball courses/training /%21).

In high school, the most loved course is found to be Mathematics (%30) followed by literature and foreign language courses as second and third (each %16).



When differences in gender are examined, it is found that women loved foreign language courses more than men (%5 difference) with a total of %22. On the other hand, men liked History courses more than women (%2 difference) with a total of %12.

Amongst the respondents, the most hated courses were found to be science courses. Physics took first place with %20, Chemistry was second with %17 and following them Mathematics became 3rd with %14. Physics came up as the most hated course for women with %25 while the same percentage was applicable for Chemistry as the most hated class for men.

%53 of the participants stated that there was a teacher who has changed the course of their future. %47 of these life changing teachers were met in high school while %37 of them were met in secondary/intermediate school.

#### **Current Job Satisfaction and Childhood Dreams**

Amongst the participants, the satisfaction level with their current job is found to be %65. When looked into details, the difference can be seen that for ages 40 and older (40&40+) the satisfaction percentage seems to be %68 and for the age group of 20-29, the satisfaction with their current job is %48. This leads to the conclusion that older age groups are more satisfied with their current jobs.

%70 of the respondents stated that they would like to work another job instead of their current job. When looked into the age breakdown, the age group of 20-29 would like to work at another job in comparison to their current job, more than the older age group of 40 and older (40&40+), with %79 (20-29) vs. %62 (40&40+). So it can be seen that, the younger business people are more willing to work at another job than their current job in comparison to the older business people.

When these statements are compared between the respondents who stated they had a happy childhood (%66) and who didn't have a happy childhood (%82), it is found that the ones who didn't have a happy childhood are more likely and willing to work at another

job than the respondents who had a happy childhood.

The first choice of job/employment amongst the respondents who would like to work at another job than their current job is to establish their own business (%37). This preference is followed closely by the desire to start working at another job (%35).

%17 of the participants state that they are now working at the dream job of their childhood. %29 of the respondents state their desire to have chosen another career than their current profession.



### **Cigarette and Alcohol Consumption**

The rate of smoking amongst the respondents is %35 and %86 of these smoker participants state that they have started smoking when they were 24 years old and younger. %66 of the respondents are alcoholic beverage consumers and the age of starting drinking is very close to the smoking age (%87 – 24 years old and younger).

#### **ABOUT DORAPULSE AND DORA RESEARCH**

Starting from June 2009, Dora Research publishes syndicated reports quarterly on different topics. Please visit [www.doraresearch.com](http://www.doraresearch.com) or contact [info@doraresearch.com](mailto: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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