

URBAN AGE ISTANBUL CONFERENCE

NOVEMBER 2009

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IPSOS MORI UK and Ireland

Comparing Attitudes in Urban Living

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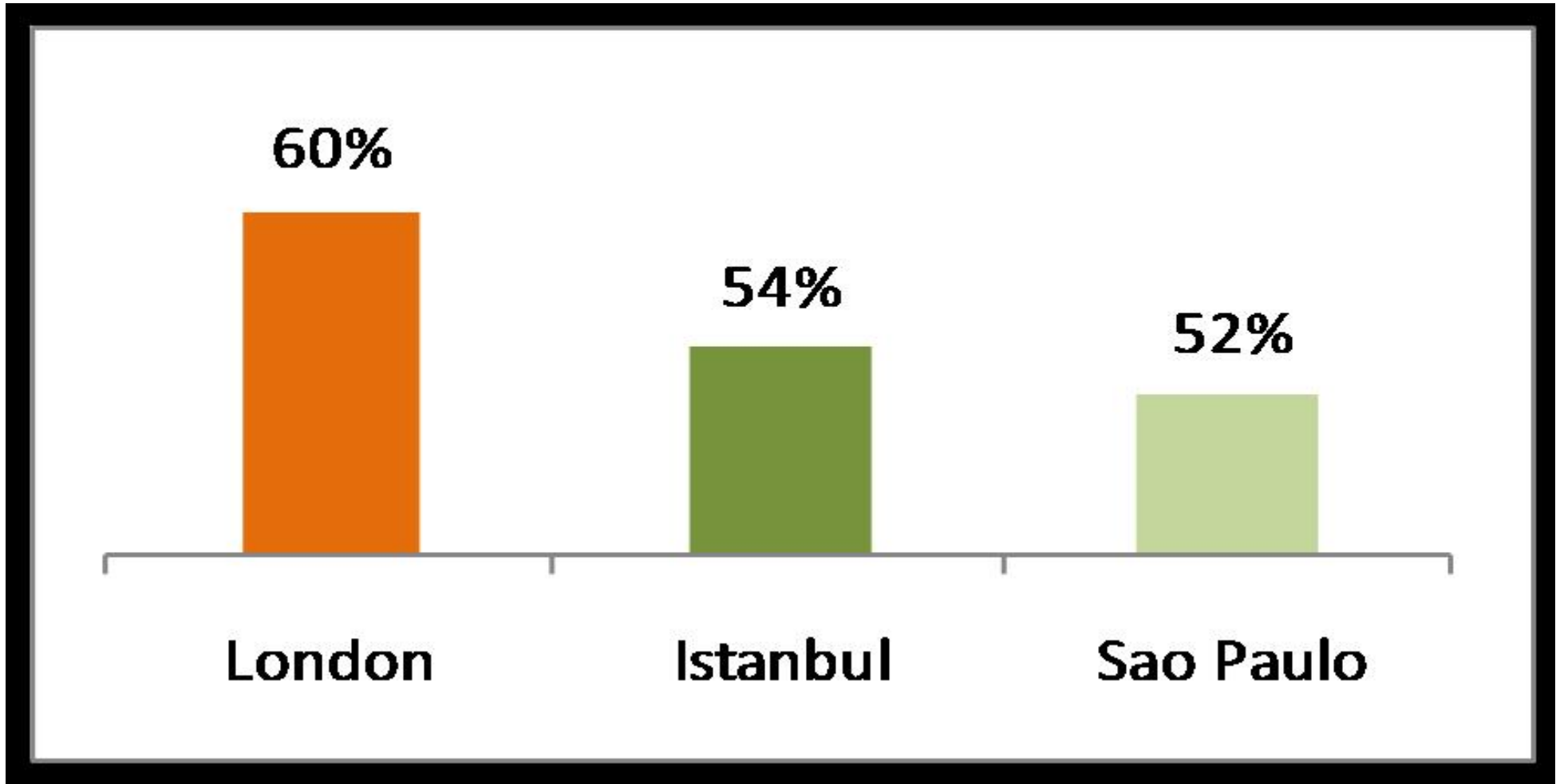
Ipsos KMG

Urban Age Istanbul Survey

Ben Page, Chief Executive, Ipsos MORI

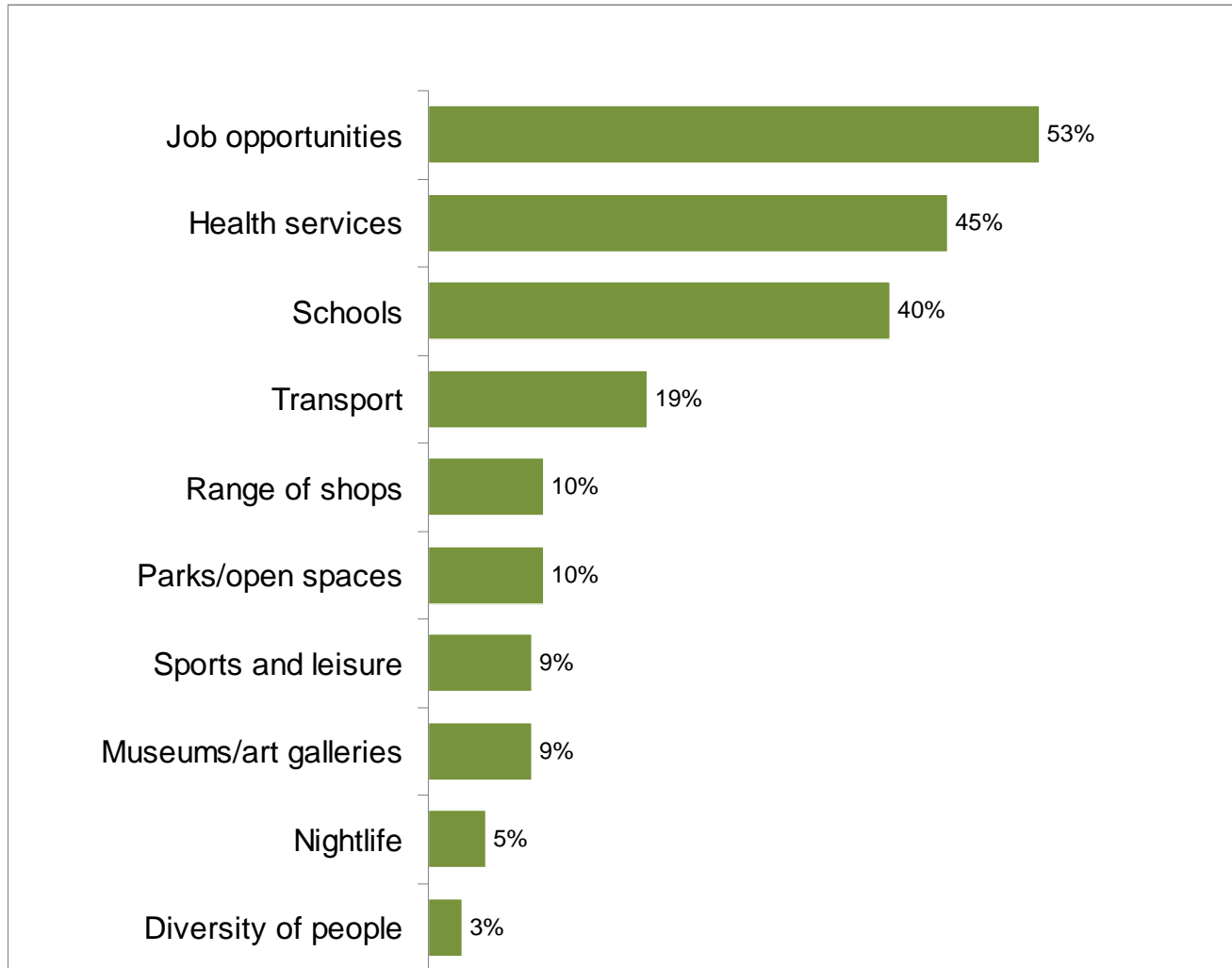


Ratings of quality of life



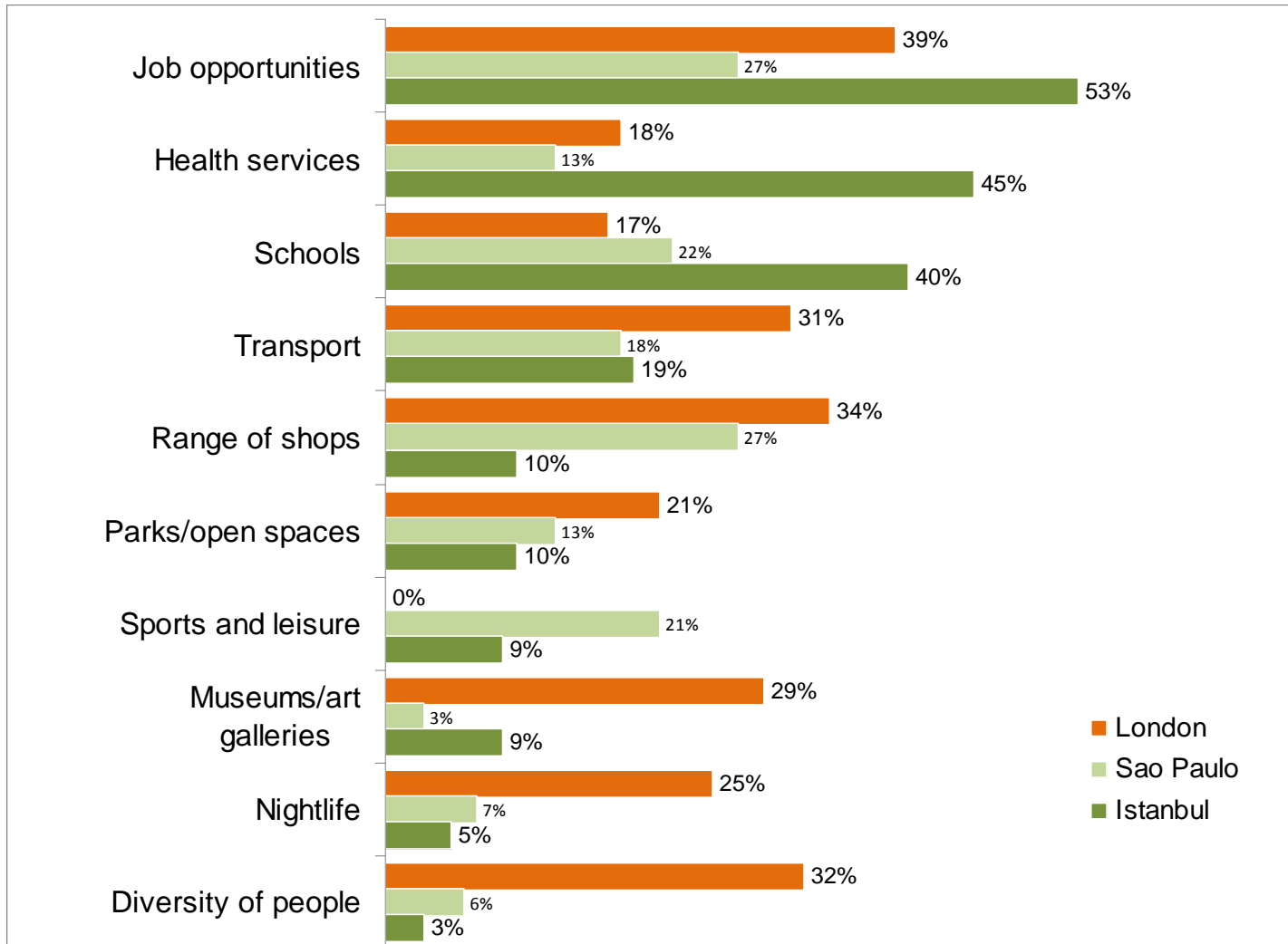
% satisfied with quality of life

Best things about living in Istanbul?



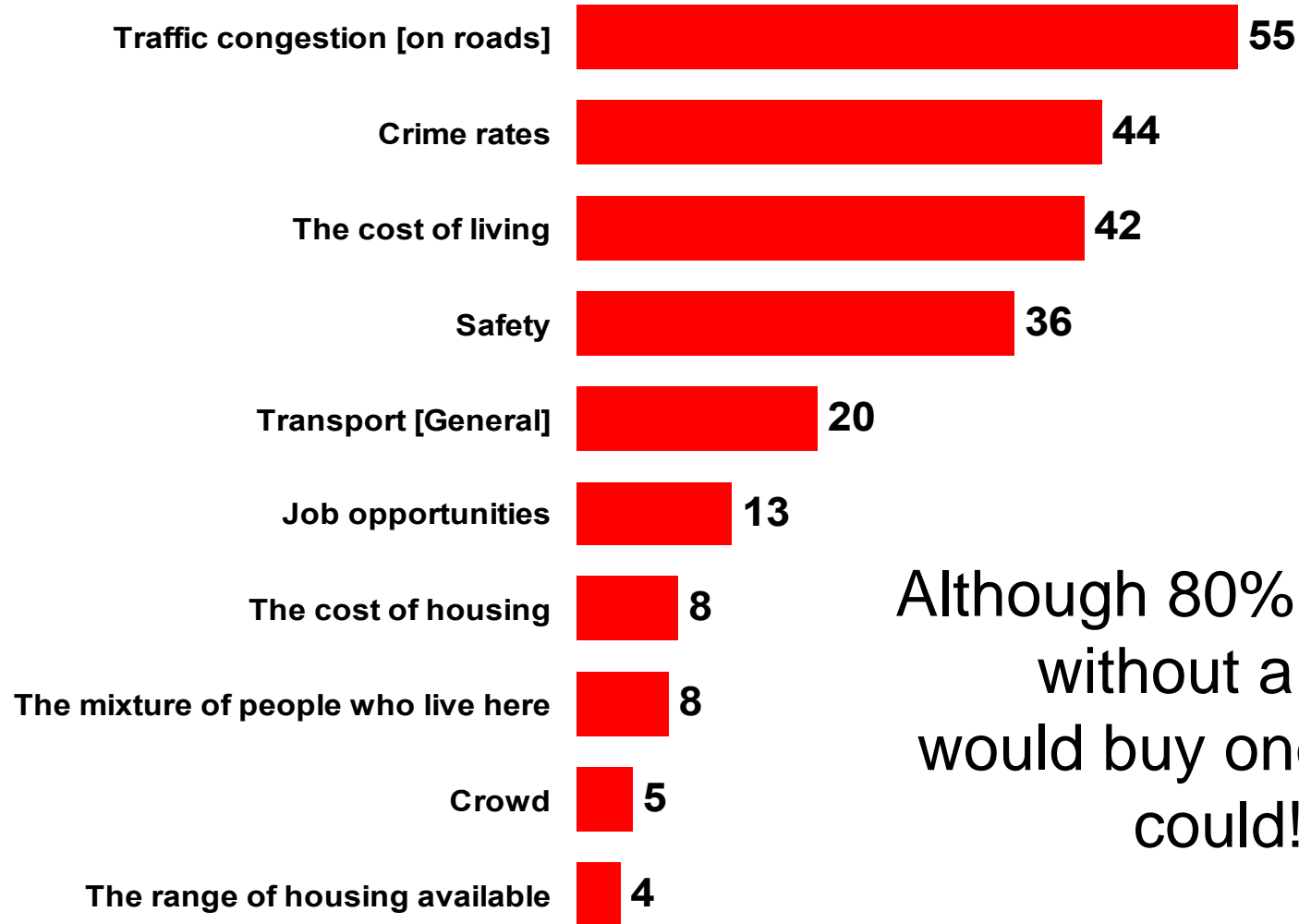
Source: Ipsos/Urban Age Istanbul survey 1,013 interviews face to face Summer 2009

Much more likely to mention health and education than elsewhere



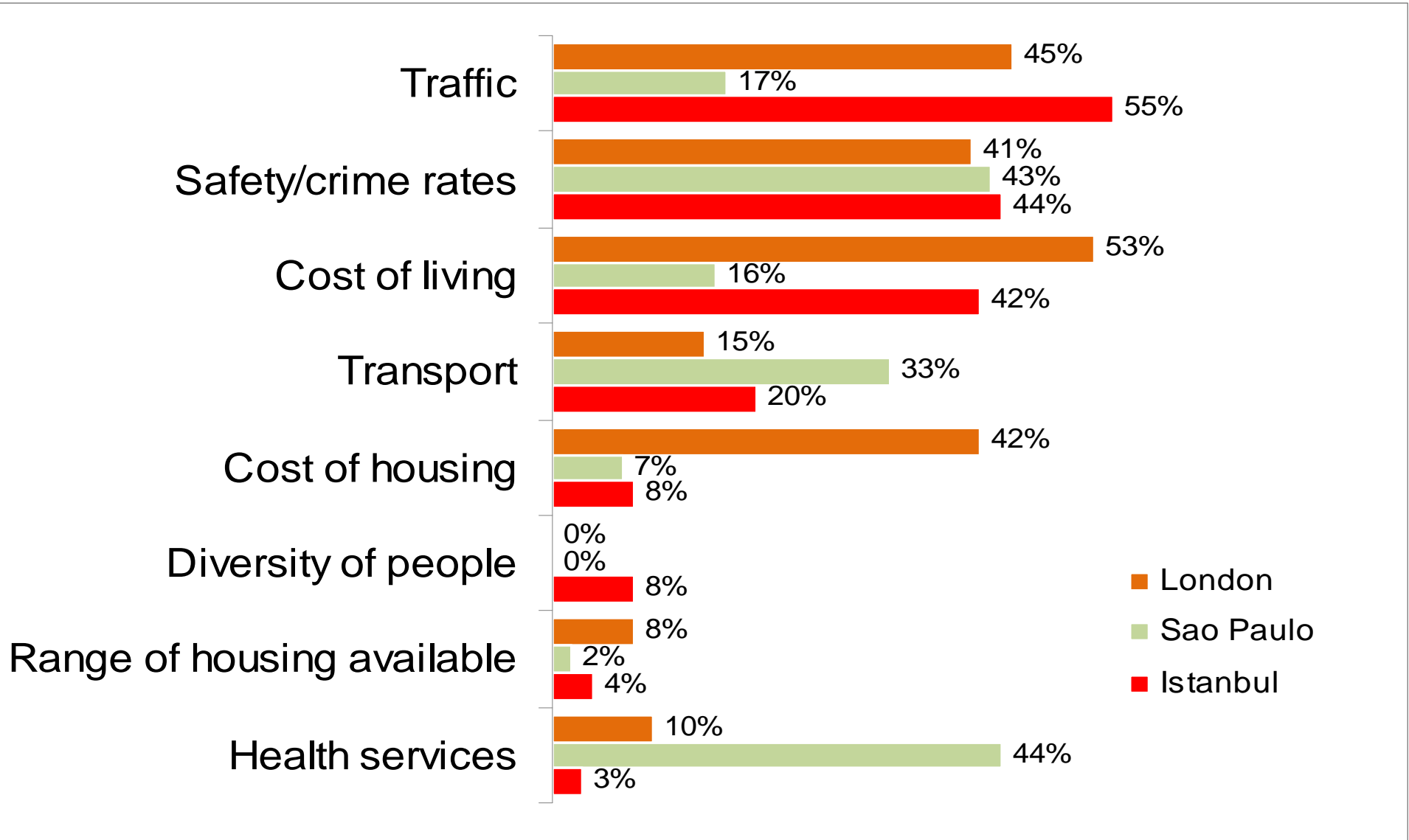
Source: Ipsos/Urban Age Istanbul survey 1,013 interviews face to face Summer 2009

Worst things about Istanbul??

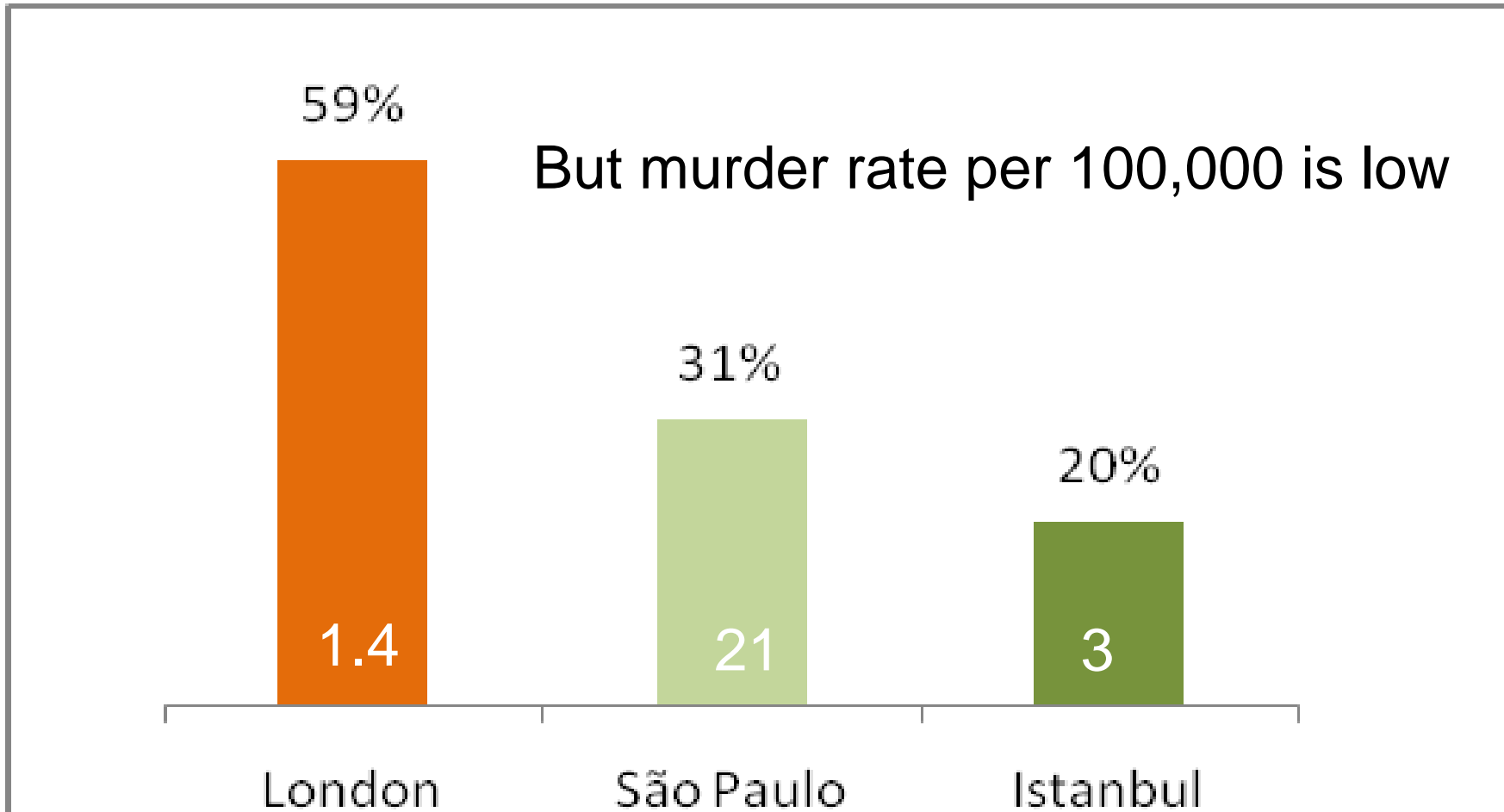


Although 80% of those without a car would buy one if they could!

Problems seem more similar to London than Sao Paulo....

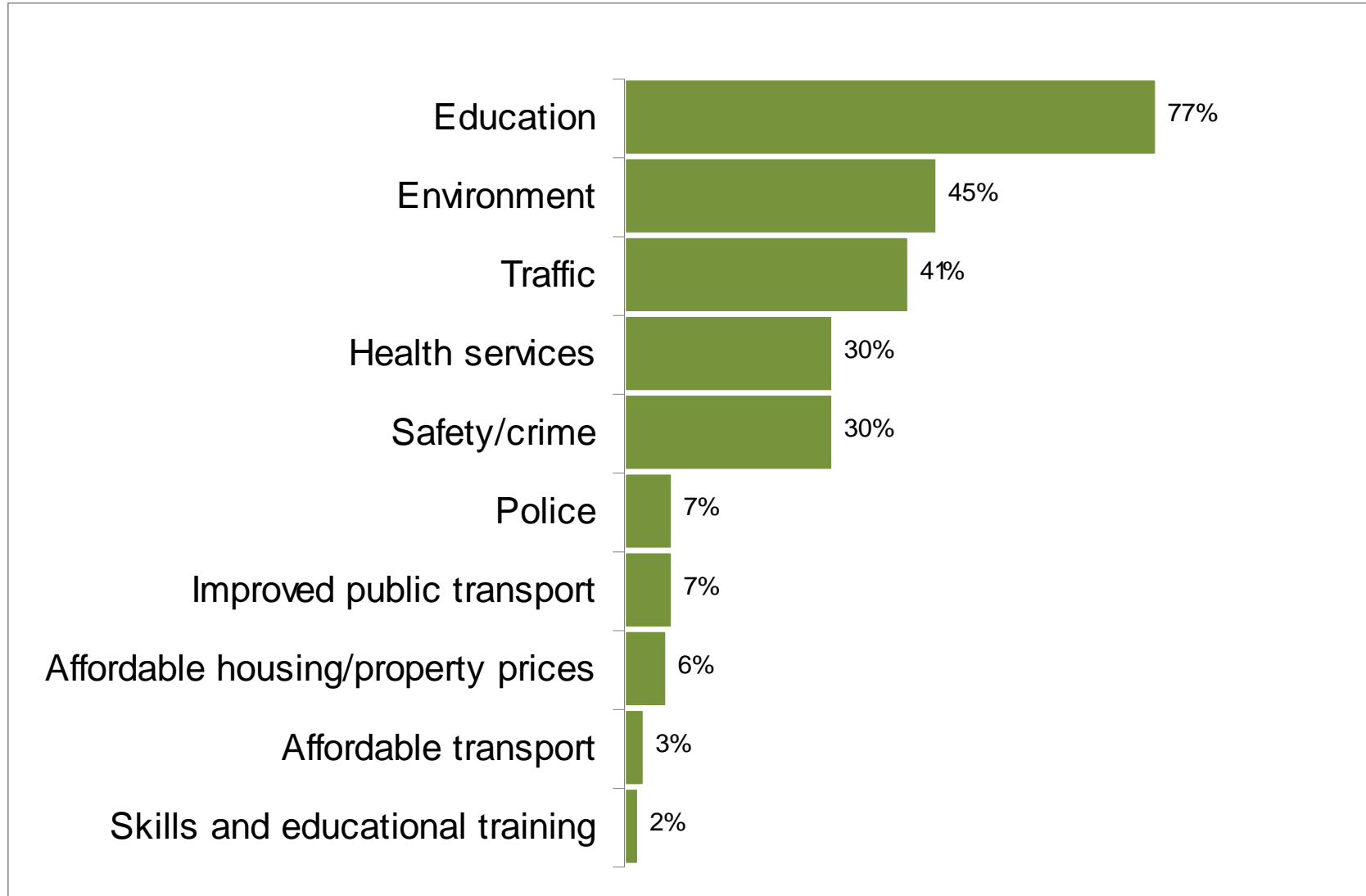


Safety may be more of a problem than crime?

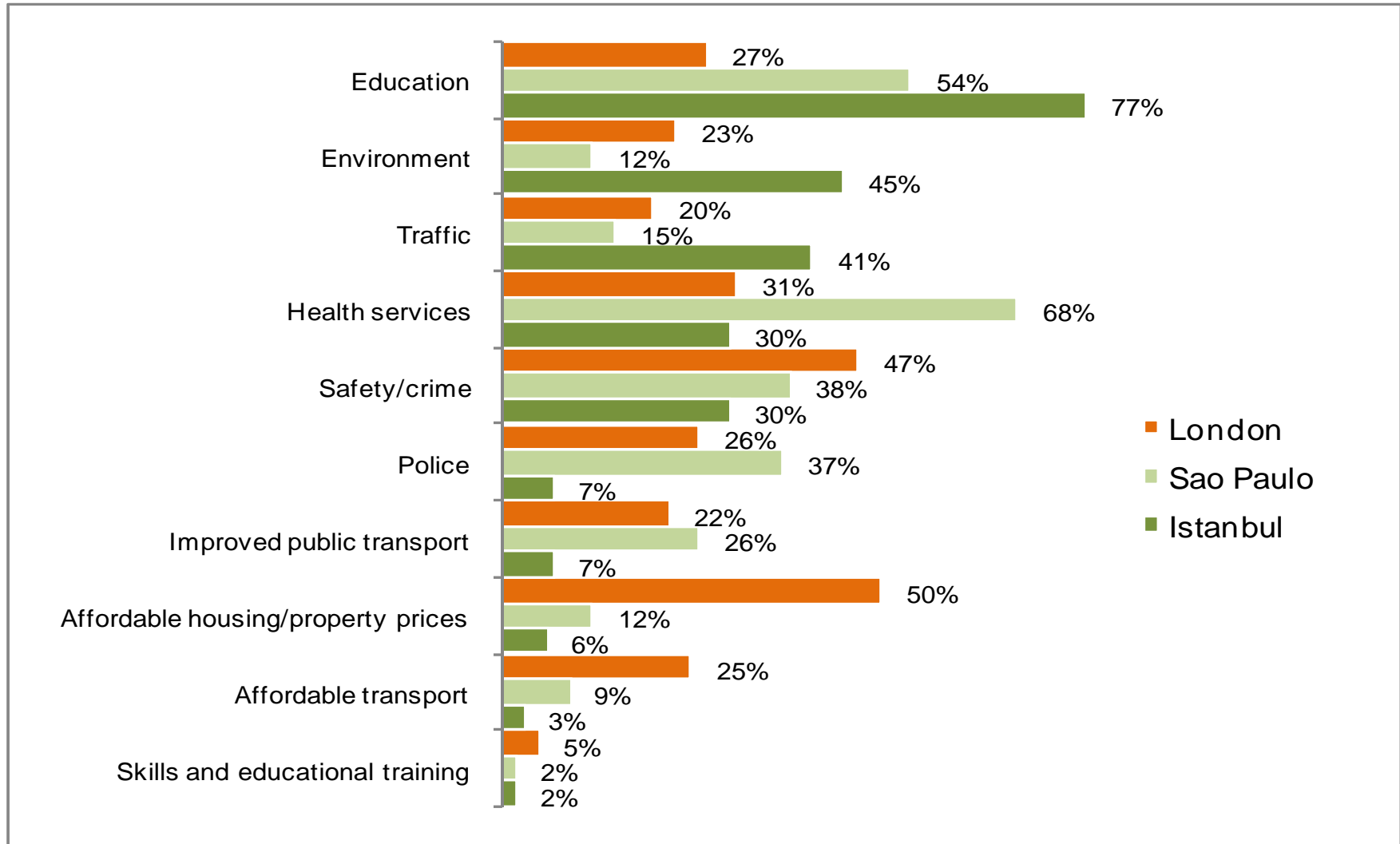


% who feel safe outside after dark

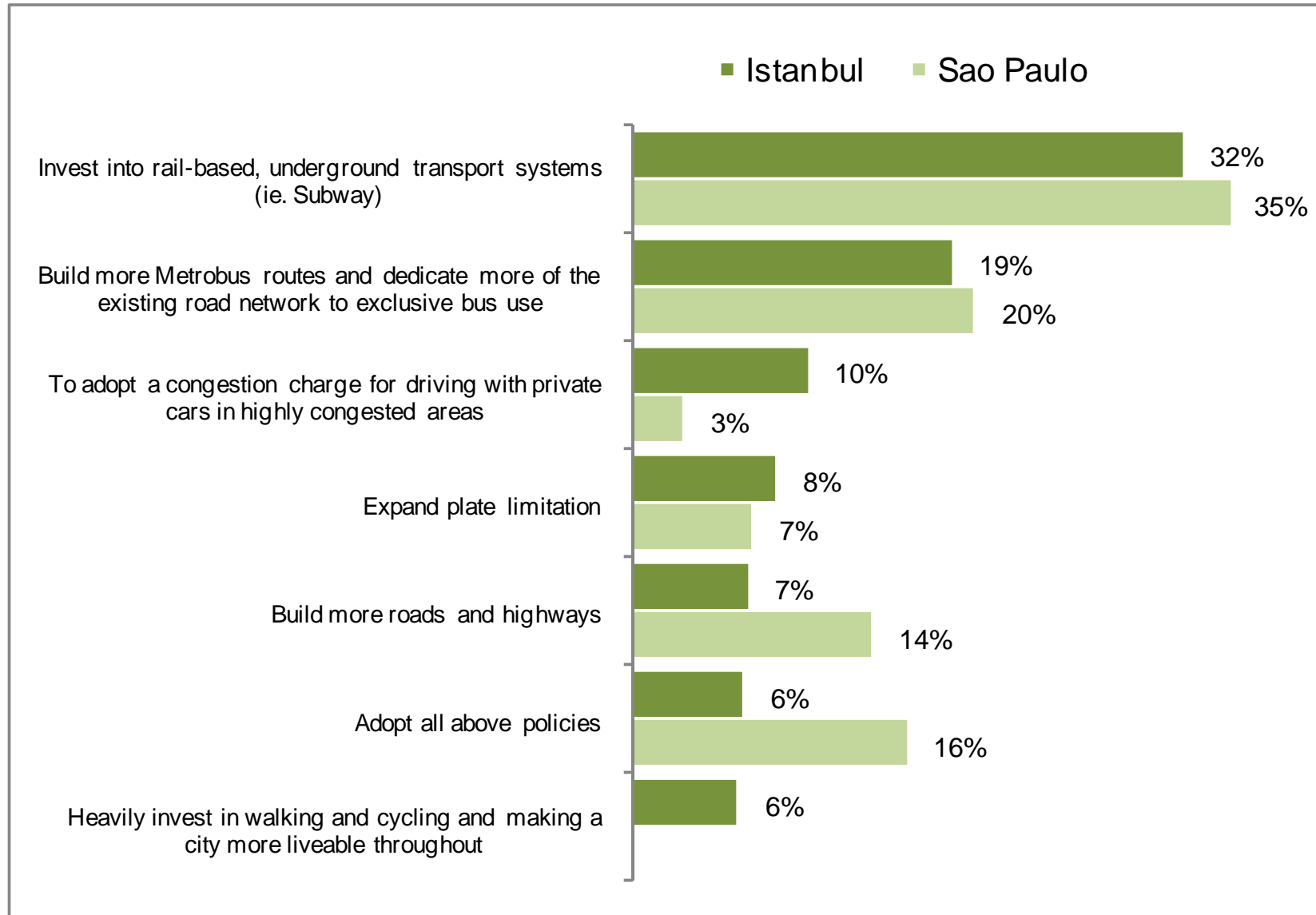
What most needs improving....



Compared to elsewhere....

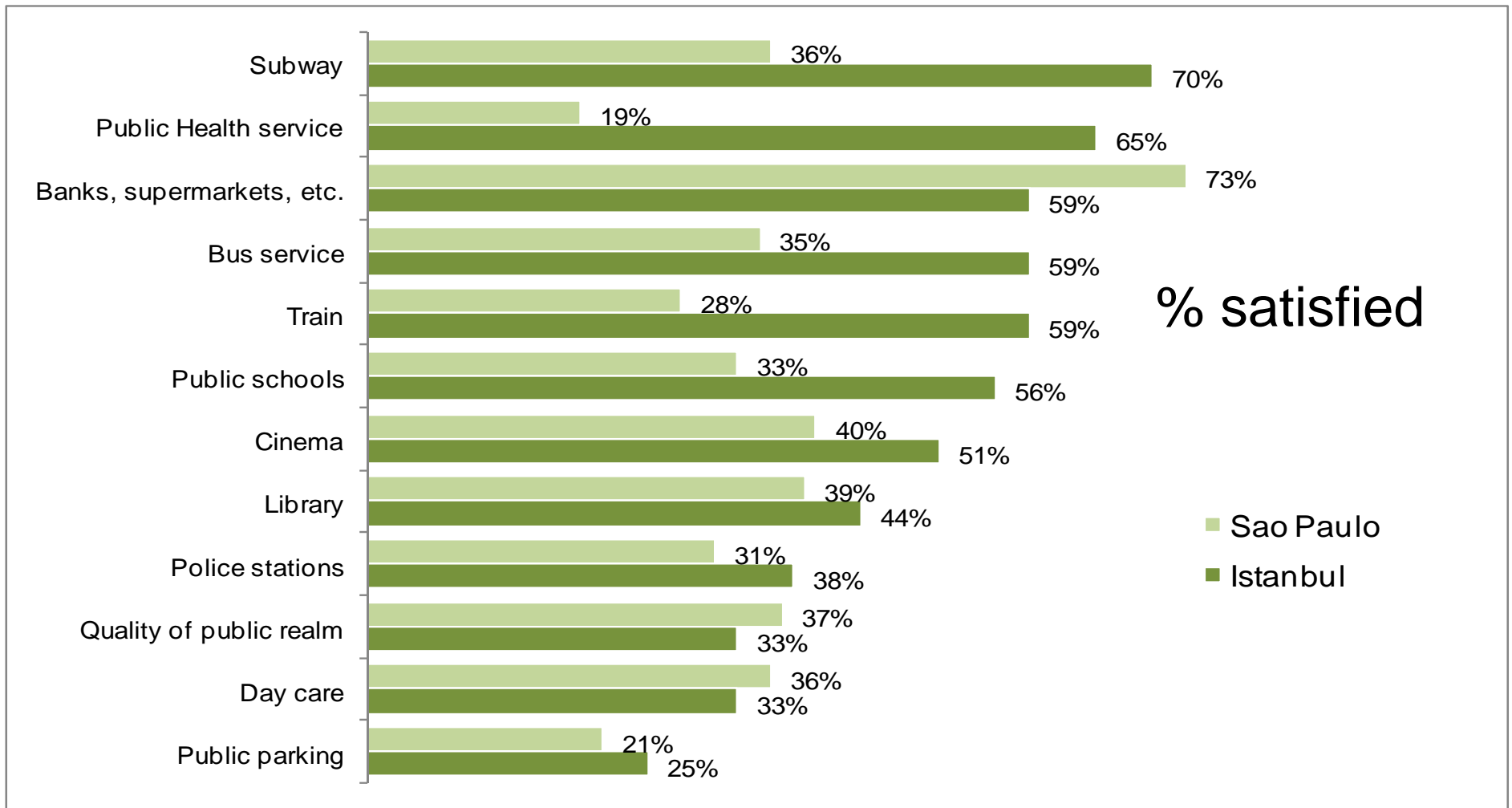


Preferred transport solutions.....



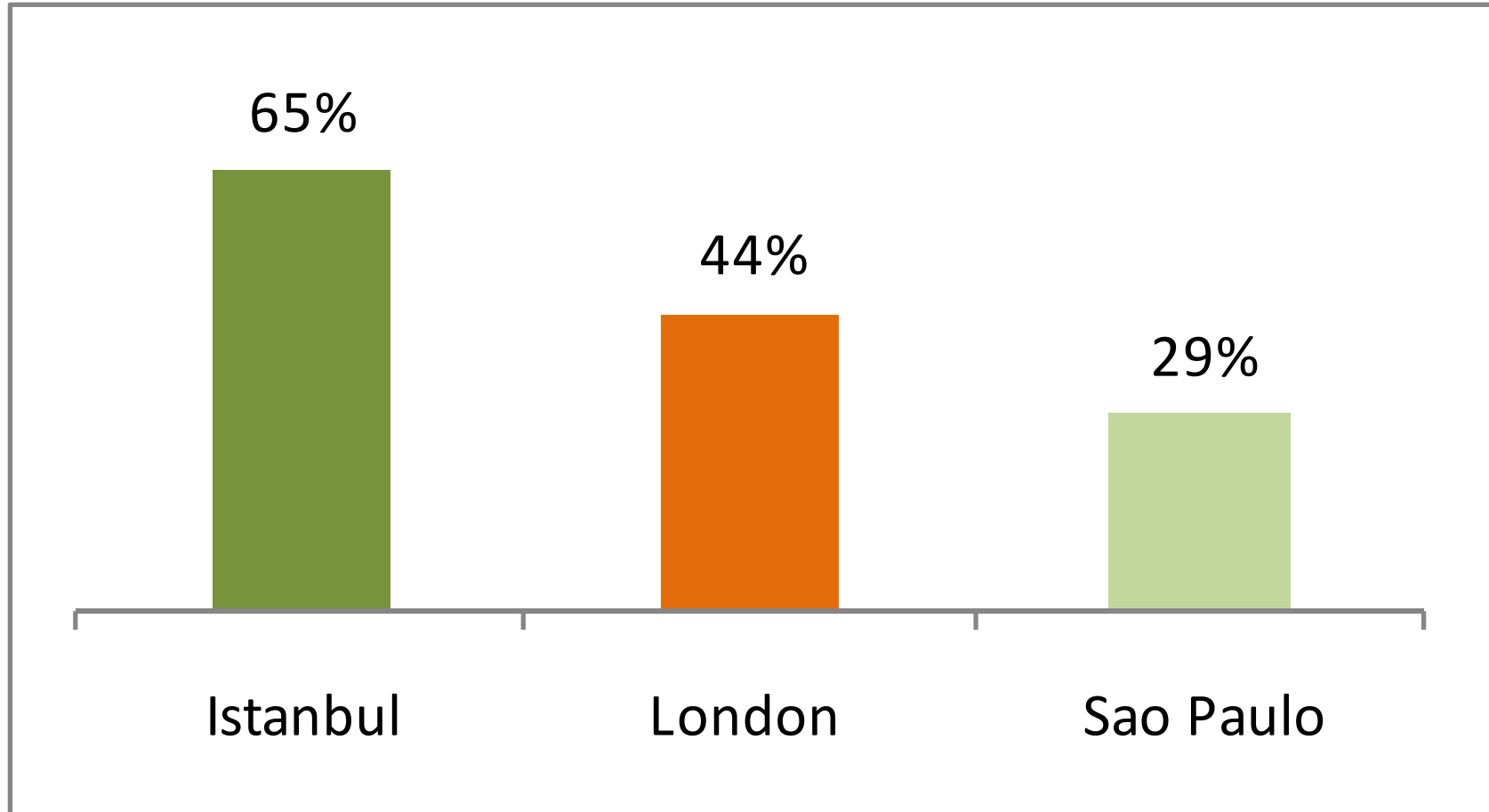
Ratings of public services...

Very positive about most services

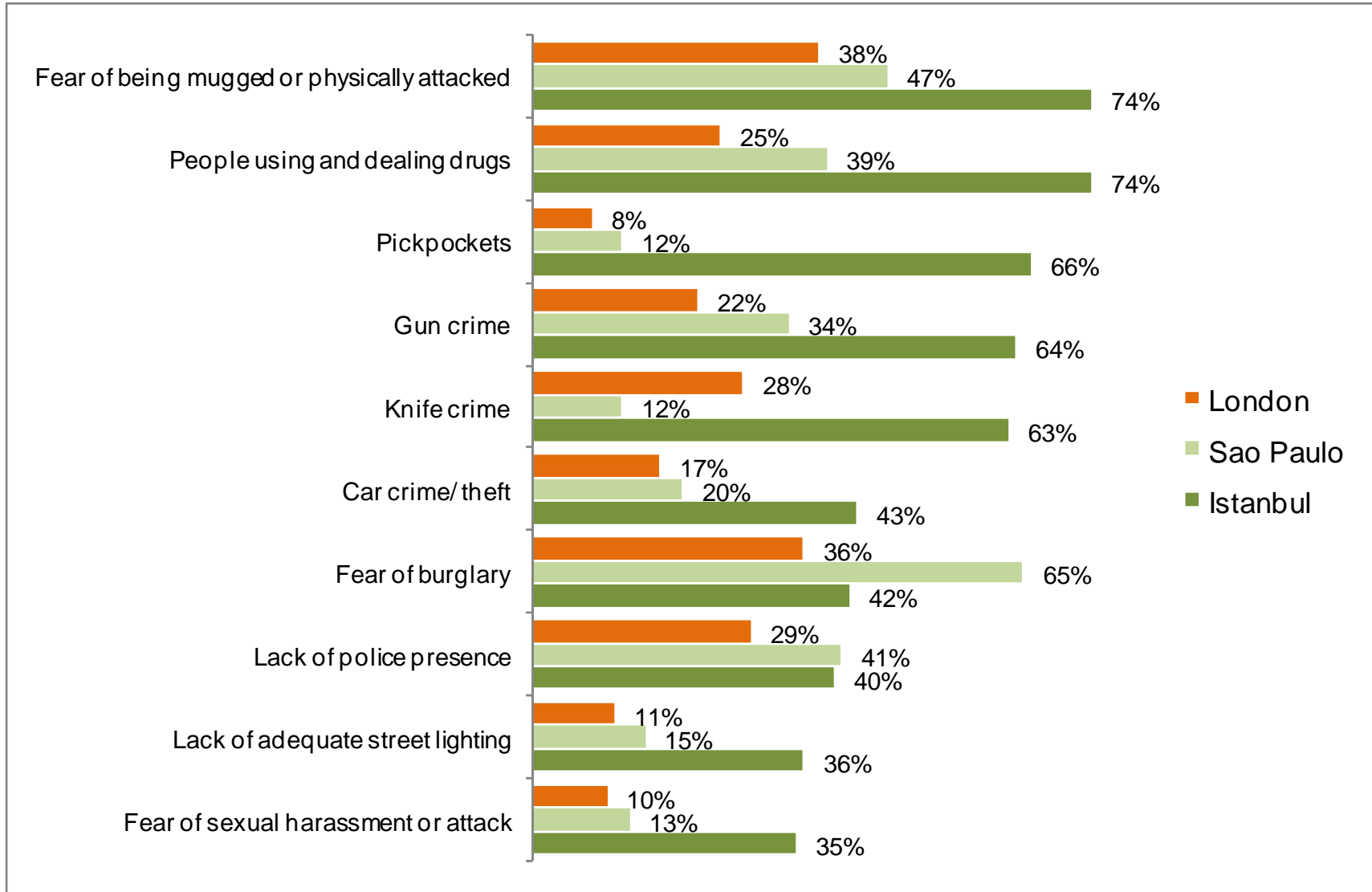


Which may
explain high
levels of
satisfaction with
the Mayor....

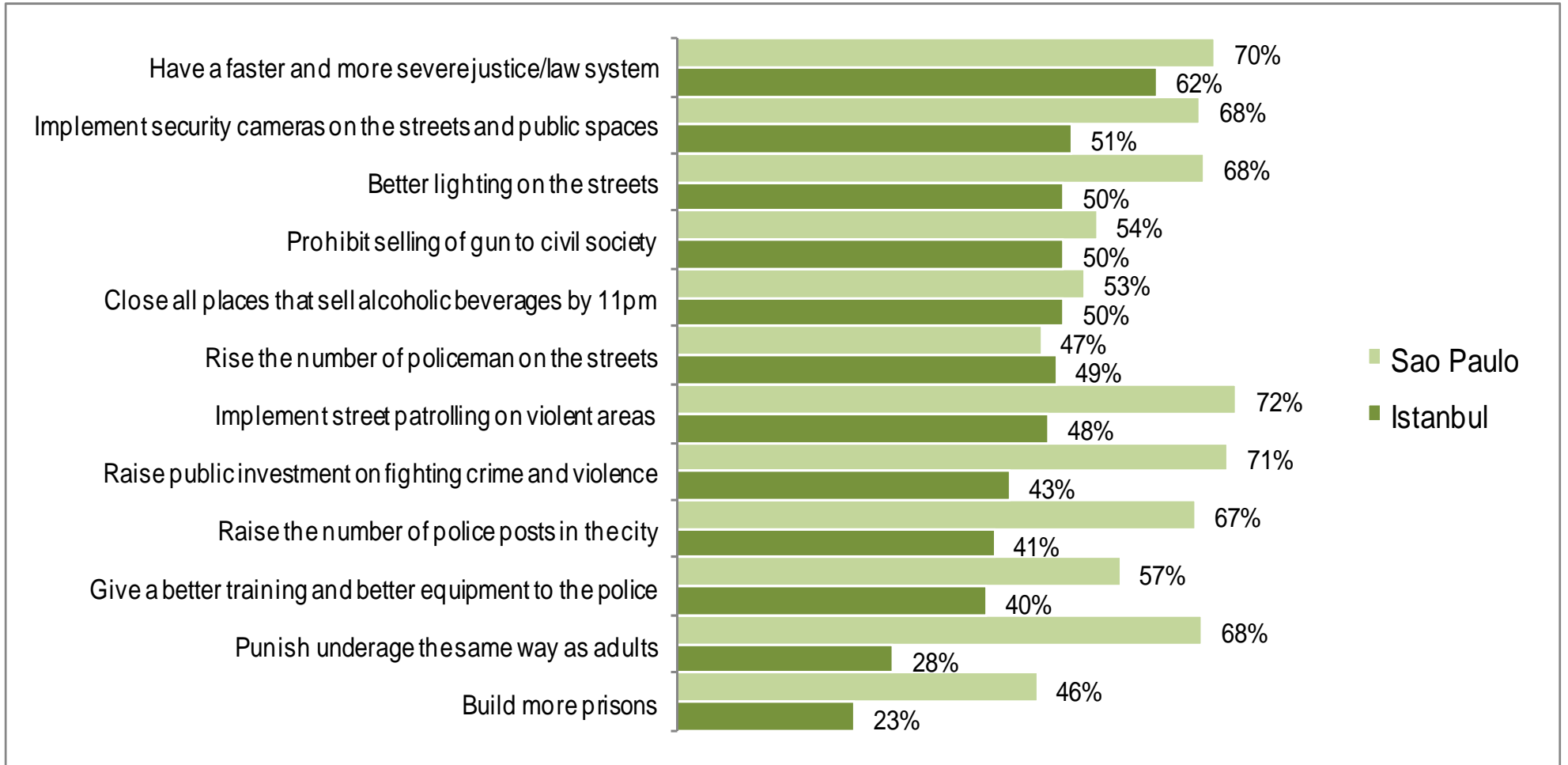
Rating of City governance - the mayor



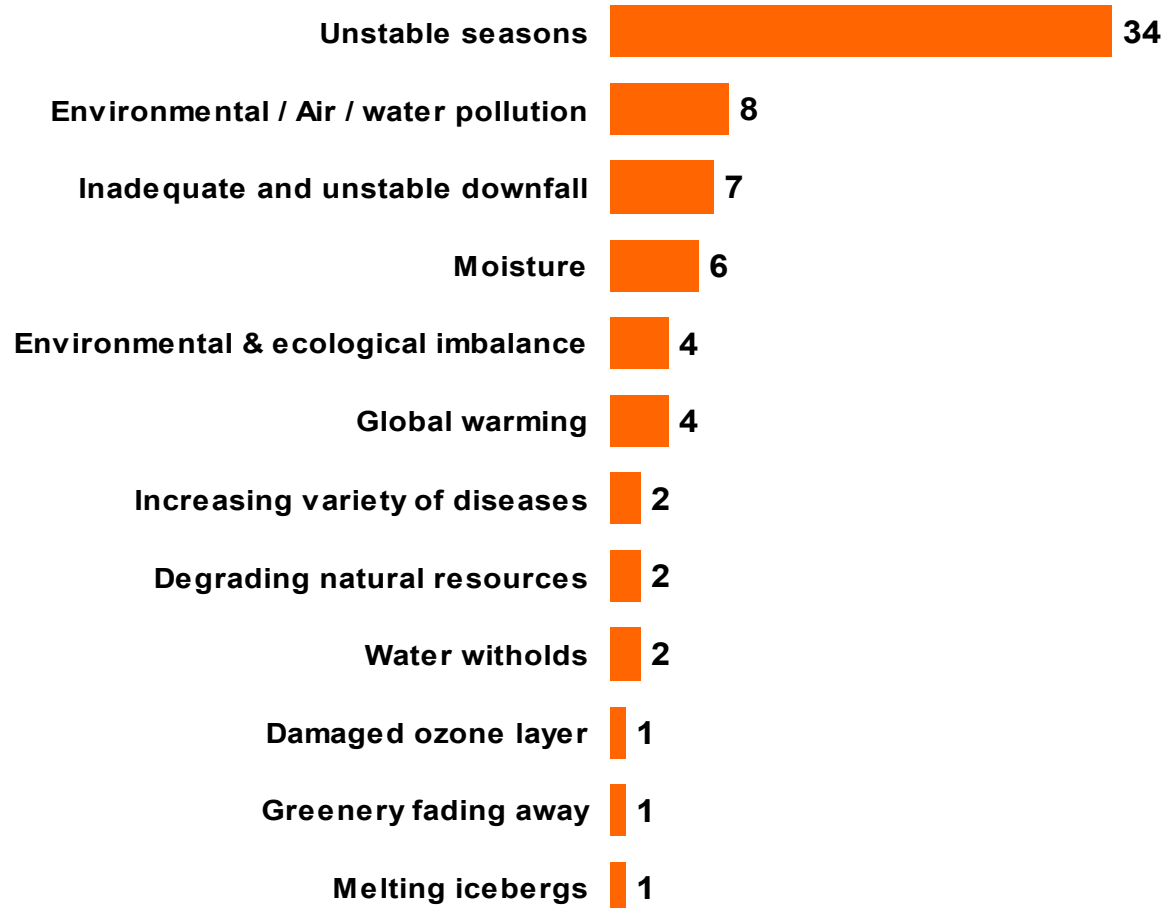
S3 – Reasons of Feeling Unsafe in Istanbul



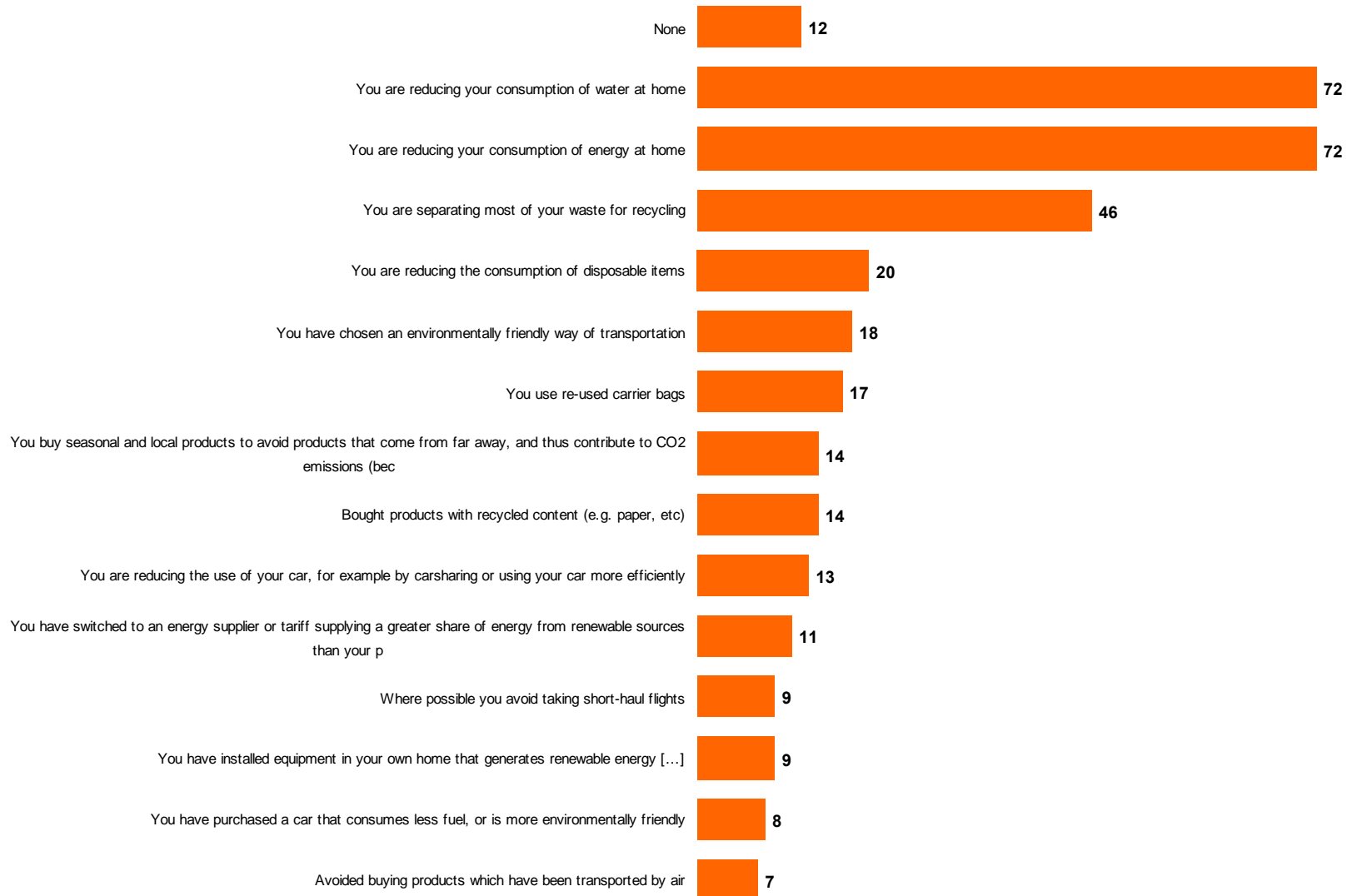
S3 – Reasons of Feeling Unsafe in Istanbul



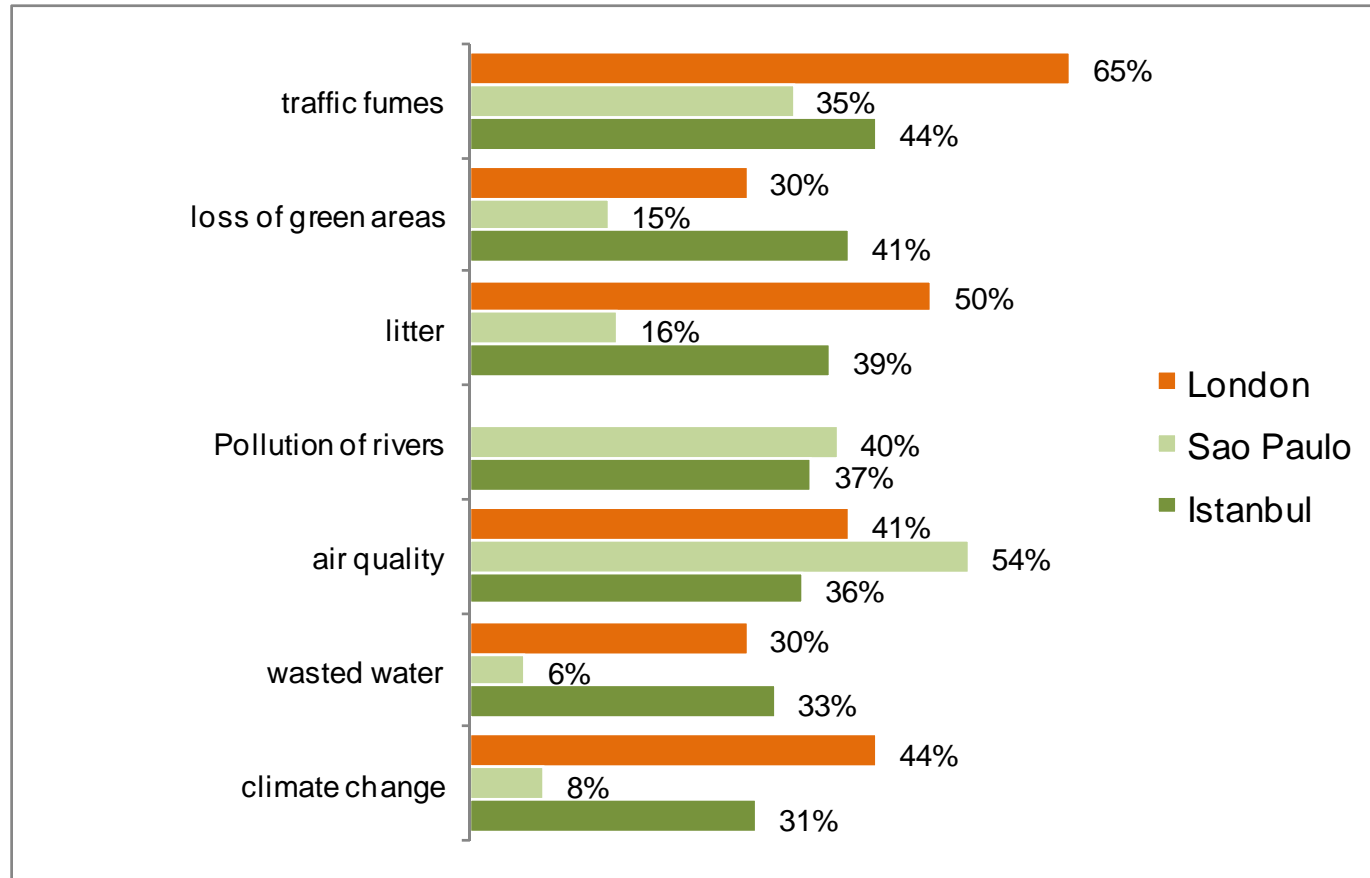
C1- Known Evidences of Climate Change



Personal Efforts Against Climate Change



Most frequent environmental concerns



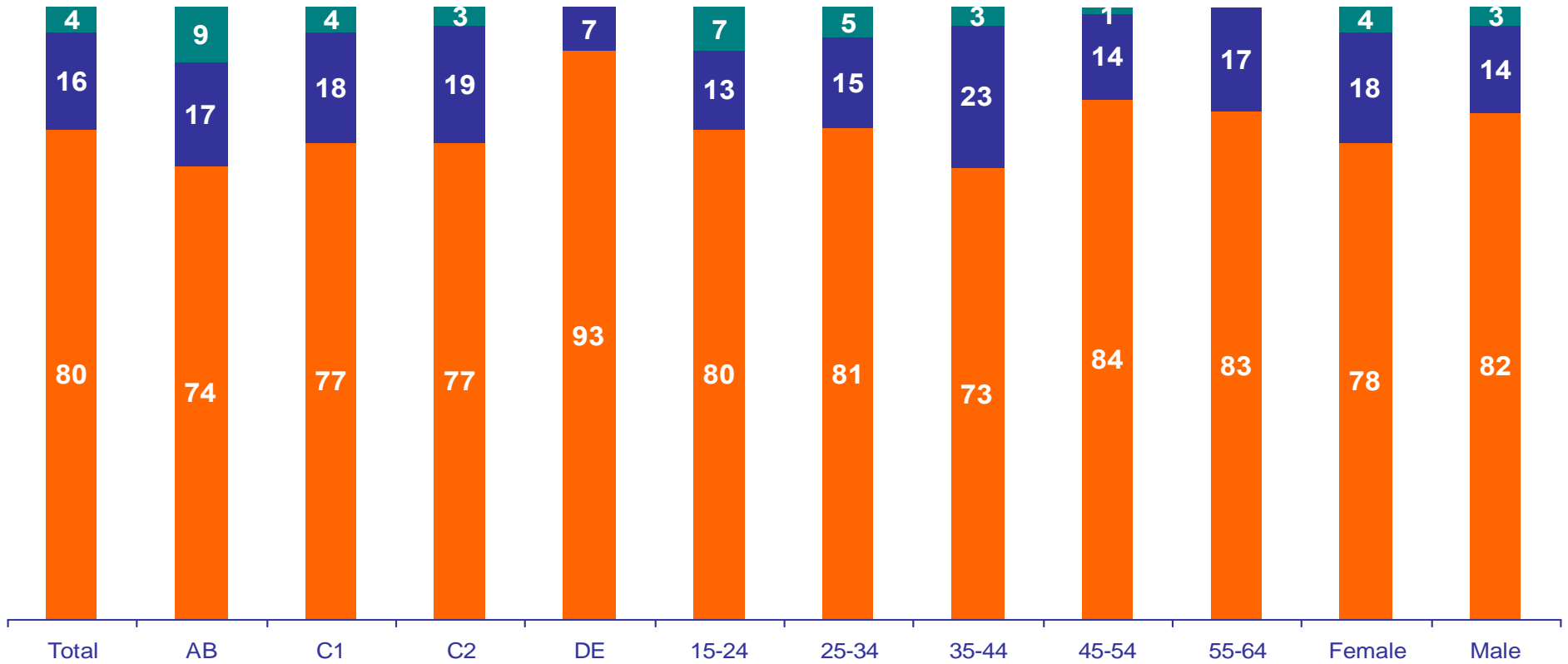
•Duration (mean/ minutes)

Mode of Transport	Total	GENDER		AGE					SES			
		Female	Male	15-24	25-34	35-44	45-54	55-64	AB	C1	C2	DE
Walk	27	27	26	29	29	29	30	15	30	39	29	10
Bicycle	56	56			29	80			29		80	
Bus	97	112	86	89	101	125	97	67	70	112	110	42
Metrobus	92	84	100	82	97	62	114		84	81	107	
Subway/Light metro	68	74	65	67	62	90	73		96	63	75	35
Tram	66	101	57	116	58	47	46		49	112	42	
Train	79	68	83	63	109		101	65	92	92	70	
Ferry/Seabus	104	144	94	95	235	121	112	84	90	108	121	
Dolmus	58	53	64	69	71	74	66	17	28	80	72	21
Cab	60	54	89	79	62	31	18	59	37	60	99	
Motorcycle	31		31	42		39	23		39	38	12	
Car	47	44	49	56	43	61	43	26	38	62	45	27
Carpooling	54	31	80	32	112	42	92		65	89	116	8
Service Vehicle	75	66	80	64	81	88	43		100	74	60	22

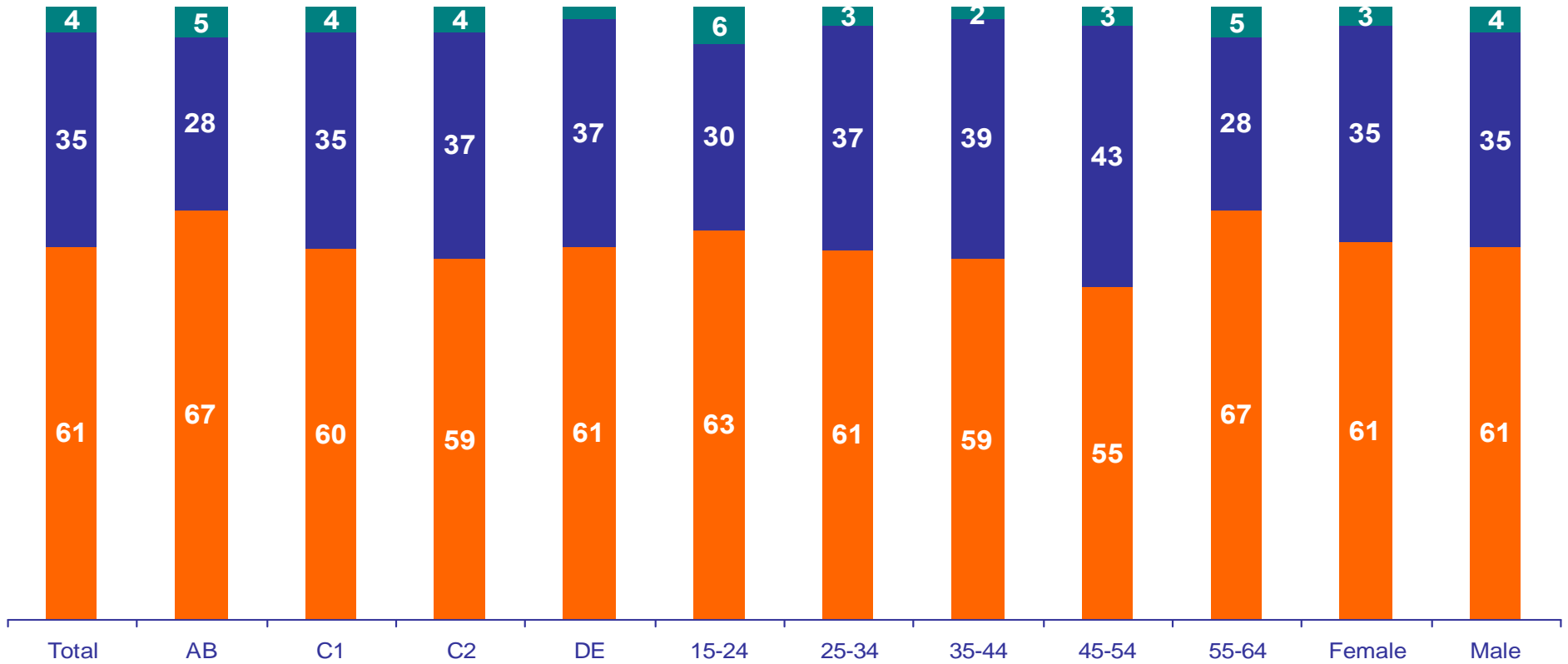
T9 – In order to solve the traffic problem...

	Total	AB	C1	C2	DE	15-	25-	35-	45-	55-	Femal	Mal
Invest into rail-based, underground transport systems	32	35	33	33	25	34	35	27	39	24	29	35
Build more and expand the network of Metrobus routes	19	18	16	18	25	16	15	19	23	25	16	21
To adopt a congestion charge	10	10	9	6	21	8	10	15	5	13	13	8
Expand plate limitation	8	7	8	10	8	7	7	8	9	11	8	9
Build more roads and highways	7	7	10	5	5	7	7	10	4	5	7	6
Adopt all above policies	6	8	7	8	1	7	7	6	5	6	8	5
Heavily invest in walking and cycling	6	9	8	6	1	7	7	5	5	7	6	6
None	4	4	5	5	3	5	5	4	5	4	4	5
DK/DA	4	1	3	5	5	2	4	3	4	5	6	2
Build 3rd motor bridge over Bosphorus	3	1	2	4	7	7	3	4	1		4	3

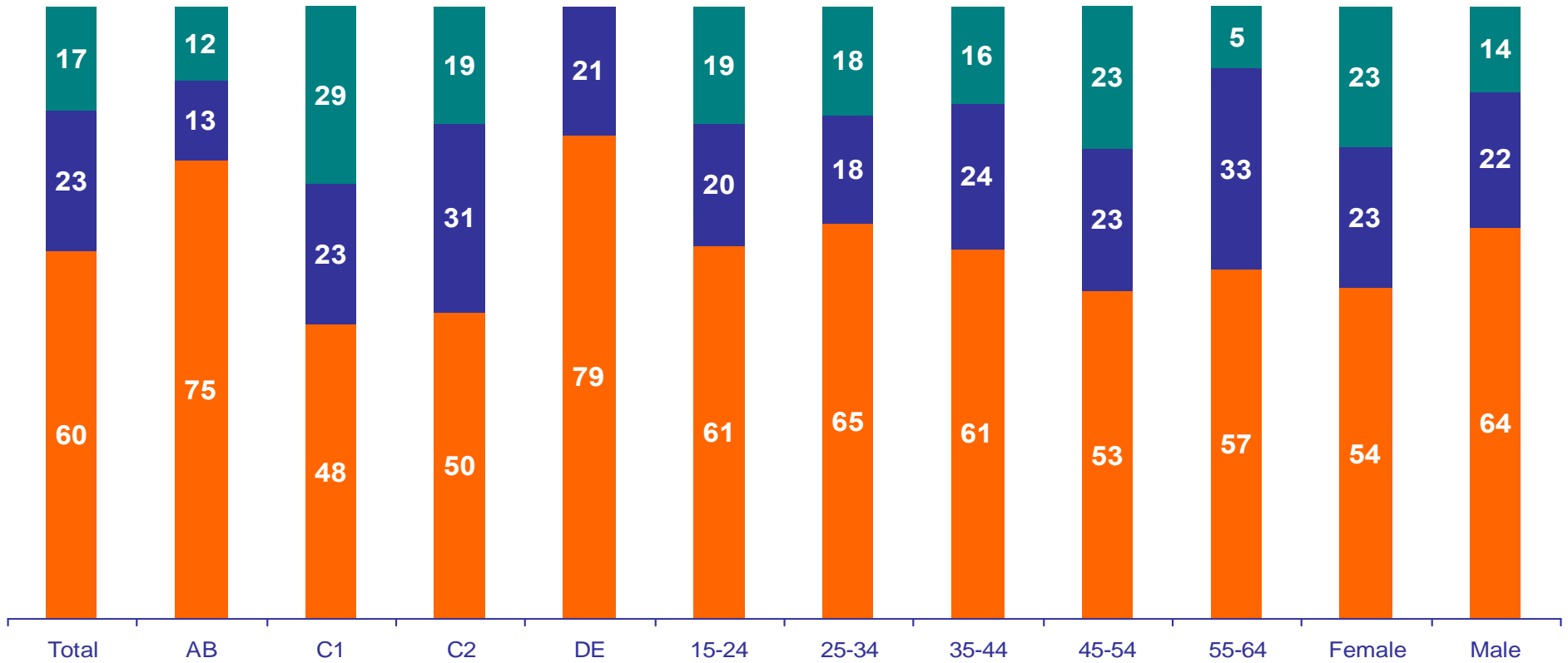
T04 – Would you buy a car if you could afford it?



T04a – Would it become your main mode of transport?



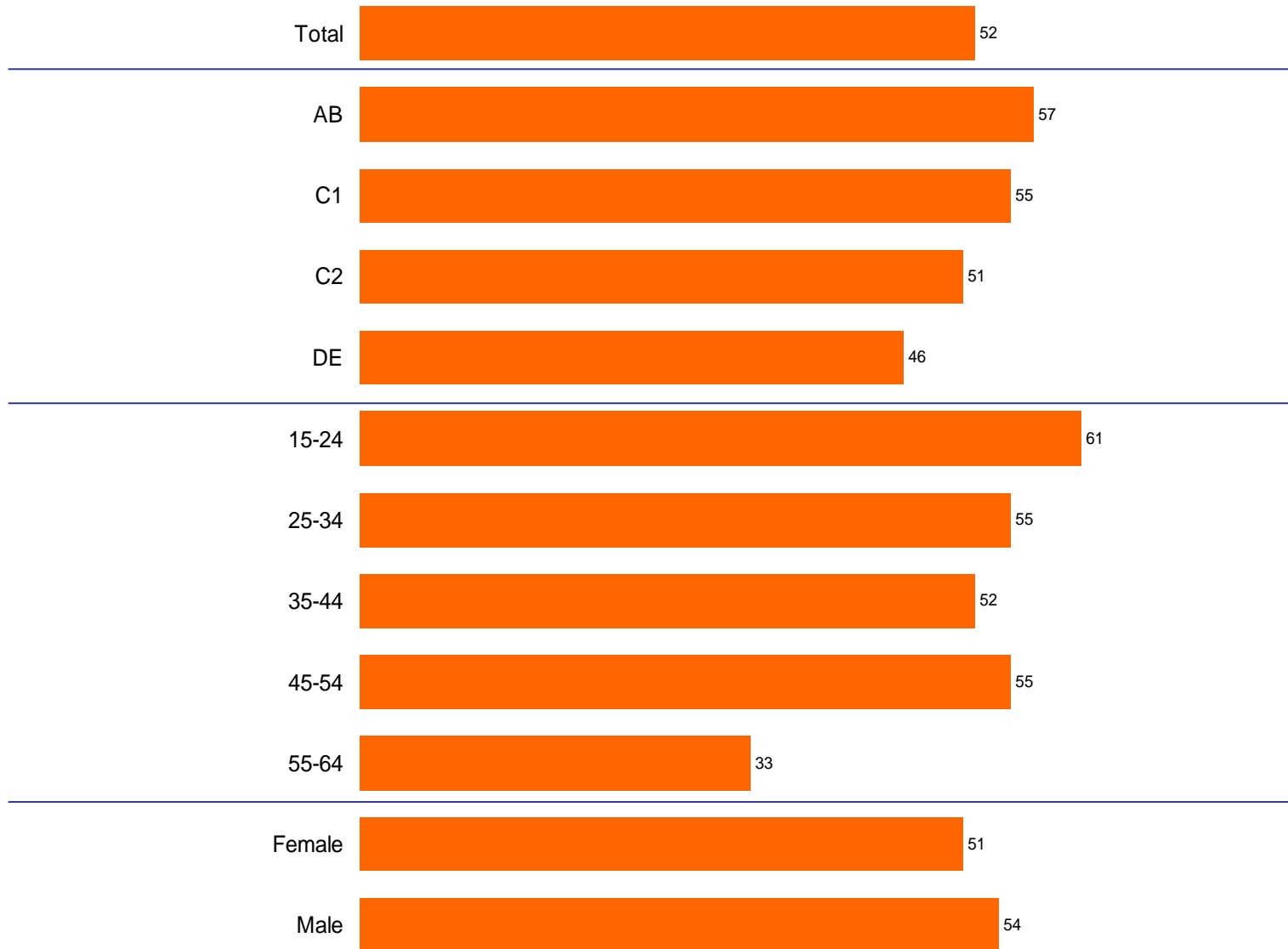
T06 – Would you be willing to cycle?



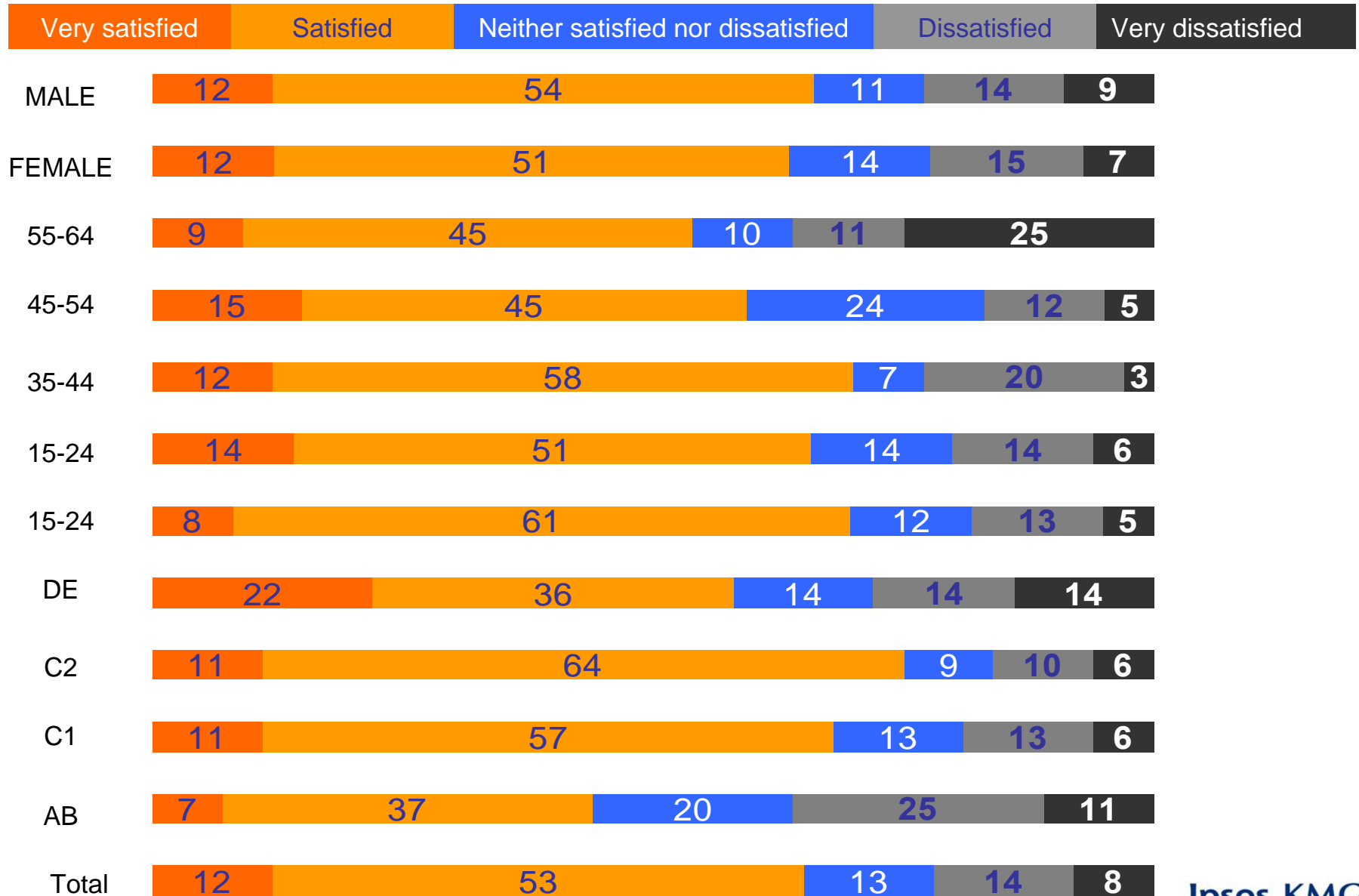
P13 – Living Time in Istanbul

	All my life/born in İstanbul	20 years +	15-19 years	10-14 years	5-9 years	2-4 years	1-2 years	Up to 1 year
Total	40	24	11	10	8	5	2	1
AB	44	17	11	6	7	9	2	1
C1	49	23	8	8	9	3		1
C2	35	26	11	12	7	4	2	1
DE	29	27	15	12	8	2	8	
15-24	59	3	9	9	8	8	2	2
25-34	42	10	10	15	13	7	3	
35-44	32	27	17	7	8	3	4	1
45-54	32	41	12	7	4	2	1	1
55-64	24	56	5	9		1		
Female	38	25	10	10	9	4	2	1
Male	41	23	11	10	7	5	3	1

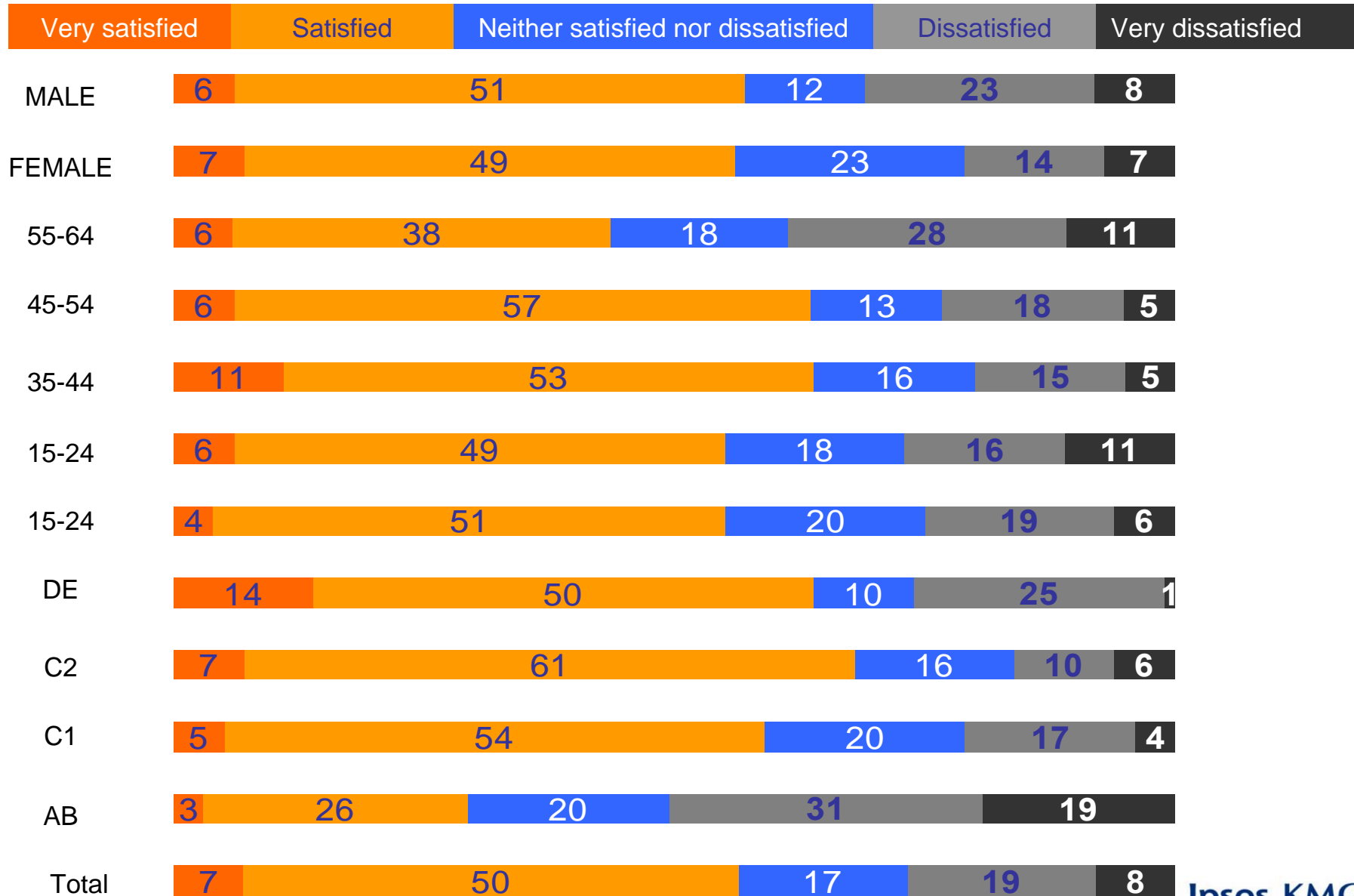
G2 – Identification with Istanbul



Y2 - Satisfaction with Mayor



Y2 - Satisfaction with Governor



C1 - Awareness of Climate Change

