

"MORE AND BETTER JOBS FOR WOMEN:  
WOMEN'S EMPOWERMENT THROUGH  
DECENT WORK IN TURKEY" PROJECT

# ANALYSIS OF BURSA LABOUR MARKET FROM A GENDER EQUALITY PERSPECTIVE

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GÜLAY TOKSÖZ

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## FOREWORD

This study has been conducted as a part of the “More and better jobs for women: Women’s empowerment through Decent Work in Turkey”, which is implemented by the ILO and Turkish Employment Agency (İŞKUR) with financial support by Swedish International Development Cooperation Agency (SiDA). One of the objectives of the project is to collect and analyze data to carry out robust provincial labour market analyses from a gender equality perspective and to help İŞKUR and other stakeholders develop evidence-based policy options in the project pilot provinces of Ankara, Bursa, İstanbul and Konya. For this purpose, additional questions were integrated to the İŞKUR’s 2014 1<sup>st</sup> Period Labour Market Survey questionnaire with a view to understanding the gender structure of employment and labour demand as well as exploring whether employers have gender-based preferences with respect to their vacant positions or not. The comprehensive analysis of the responses that were given by employers to those questions intends to help İŞKUR increase the effectiveness of its vocational training and job placement services through evidence-based and gender-sensitive perspectives to ensure placement of more women in vacant positions that also offer decent jobs.

We wish that this study would be useful for policy makers, researchers and all stakeholders.

ILO Office for Turkey

## INTRODUCTION

The study aims to analyze the labour market in the province of Bursa from a gender equality perspective. The first section presents the basic socio-demographic and economic characteristics of the province. The second section consists of a comparative evaluation of the labour force characteristics of men and women in the TR 41 region, which includes Bursa, based on Household Labour Force Survey data for the years 2010 and 2013. The third section analyses the information about the labour market contained in the İŞKUR Statistical Annals and the Bursa Labour Market Demand Analysis for the first period of 2013 and the first period of 2014. This part of the study also looks at İŞKUR activities in the region for 2010 and 2013. The fourth section makes a comparison of the results of the Bursa Labour Market Demand Analysis for the first period of 2013 and for the first period of 2014. When deemed necessary, the most recent raw data from the 2014 survey has been drawn on to look into the job requirements of the vacant positions and to see how far they can be met from a gender perspective. In the concluding section, policy proposals are presented on the basis of these findings.

## I. BASIC SOCIO-DEMOGRAPHIC AND ECONOMIC CHARACTERISTICS OF BURSA PROVINCE

The province of Bursa is located in the Eastern Marmara Region, and is classified, along with the provinces of Eskişehir and Bilecik, in statistical region TR 41 according to the Nomenclature of Territorial Units for Statistics (NUTS). It is the fourth largest province of Turkey in terms of population, with 2,688,171 people in 2012, of whom 89.4% were living in urban areas. The population is distributed equally between the genders. The share of people aged between 0 and 14 in the population is 22.4%, the share of those over 65 is 7.7%, and the share of those of working age is 69.9%. The rate of population growth in Bursa was 13.5‰ in 2012, which was above the national rate of 12.01‰. Bursa was among the provinces that received migration in 2012, with a net migration rate of 2.32‰. However, the net migration rate had been on a downward trend between 2008 and 2012, with migration into Bursa decreasing, while migration out of Bursa increased. In 2012, the three provinces from which Bursa received the most migration were İstanbul, Balıkesir, and Erzurum.<sup>1</sup>

In 2012, the illiteracy rate in the province was 5.7% for women, and 1.1% for men. In the 2012-2013 school year, the net schooling rate in primary education was 98.6%, ranking 48<sup>th</sup> among the 81 provinces. The net schooling rate at high school level was 78.2% - the 29<sup>th</sup> highest in Turkey and well above the national average of 70.1%. The ratio of college graduates (2 years or 4 years) to the population of the respective age group is 10%.<sup>2</sup> The number of students registered in high school in 2012 was 173,540, of whom 52.5% were men and 47.5% women. 43.6% of these students were attending regular high schools, and 56.3% were registered in vocational and technical high schools.<sup>3</sup>

One of Turkey's most industrialized cities, Bursa has a prominent place in the automotive, machinery, textiles and food processing industries. Alongside the industrial sector, trade, tourism, services and agriculture are also well developed in the province. In 2010, the share of services in the gross value added was 54.4%, the share of industry was 39.8%, and the share of agriculture was 5.7%. The share of the industrial sector was well above the national average of 26.4%. While the share of agriculture may seem to be below the national average of 9.5%, Bursa ranks eighth among Turkey's provinces in terms of the value of crops produced. In terms of investment incentives, Bursa ranks fifth among the provinces for the amount of investment received.<sup>4</sup>

The region has an important potential in terms of foreign trade. In 2012, total exports amounted to USD 11,123 million and total imports to USD 10,316 million. These figures were the third and fifth highest in Turkey, respectively. Exports accounted for 7.30% of national exports and imports for 4.36% of national imports. Manufactured products made up 98.3% of the exports. Gross value added per capita was USD 12,983 in 2008, the third highest in the country, and well above the national average of USD 9,384.<sup>5</sup>

<sup>1</sup> İŞKUR (2013) *Bursa Labour Market Analysis Report*, (T. Bingöl, İ. Özfuçucu), pp. 17-20.

<sup>2</sup> Turkstat (2013) *Bursa with selected indicators*, TÜİK Press, Ankara, pp.21-22.

<sup>3</sup> İŞKUR (2013), *Ibid*, pp.22-23.

<sup>4</sup> İŞKUR (2013), *Ibid*, pp.14-15

<sup>5</sup> Turkstat (2013), *Ibid*, , pp.5, 17-18.

Bursa ranks sixth in the 2012 ranking of provinces in terms of socio-economic development.<sup>6</sup> Data on healthcare, one of the leading indicators of socio-economic development, shows that Bursa had 233 hospital beds per 100,000 head of population in 2011, which was below the national average of 252, putting the province in 44<sup>th</sup> place. However, the province ranked fourth with respect to the total number of medical doctors and nurses.<sup>7</sup> According to the Gender Equality Index for the Locals calculated on the basis of municipal assembly representation, the number of women with high school and higher levels of education, adolescent births, maternal mortality and the rate of formal employment, Bursa ranks ninth among the provinces. Thus Bursa's level of development with respect to gender equality lags behind the overall level of socio-economic development.<sup>8</sup> Bursa ranks eighth in terms of women's formal employment, and 18<sup>th</sup> in terms of education. However, it is only 63<sup>rd</sup> when it comes to women's participation in local government. This situation creates a handicap for gender equality in the province, and points to the importance of increased participation of women in political decision-making processes.

Overall, it can be said that Bursa has a great potential for advancing women's employment, given its socio-economic and demographic characteristics.

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6 Ministry of Development (2013) *Socio-economic Development Ranking of Provinces and Regions (SEGE-2011)*, Ankara, p.50

7 Turkstat (2013), *Ibid*, p.19.

8 TEPAV (2014) *Gender Equality Report Card for 81 Provinces*, Ankara (H. Demirdirek, Ü. Şener), p.93.



## II. BASIC LABOUR MARKET CHARACTERISTICS OF BURSA PROVINCE

This labour market analysis of the province of Bursa is based on data from the Turkstat Household Labour Force Survey. According to the basic labour force indicators, the labour force participation rate in the province in 2010 was 48.4%, the employment rate was 43.3%, and the unemployment rate was 10.5%. The 2013 rates were 51.4%, 48%, and 6.6% respectively, indicating an increase in both the participation and employment rates, along with a sharp decrease in unemployment. The data for provinces does not give information about the distribution of employment between the genders; for this purpose, one has to examine the data for statistical regions. In doing so, it is necessary to keep in mind that the regional data for the TR 41 region includes survey data from Bilecik and Eskişehir as well as Bursa.

### 1. Labour Force

TABLE 1: LABOUR FORCE STATUS IN TR 41 (THOUSANDS)\*

TOTAL	2010			2013		
	Total	Men	Women	Total	Men	Women
Population aged over 15	2,694	1,339	1,354	2,956	1,472	1,484
Labour force	1,268	923	345	1,490	1,034	456
Employed	1,140	834	305	1,385	975	410
Unemployed	128	89	39	105	59	46
Labour force participation rate (%)	47.1	68.9	25.5	50.4	70.3	30.7
Unemployment rate (%)	10.1	9.6	11.4	7.0	5.7	10.1
Employment rate (%)	42.3	62.3	22.5	46.9	66.3	27.6
Population outside the labour force	1,426	416	1,010	1,466	438	1,028

\*Numbers may not add up to total due to rounding

Source: Turkstat, Labour Force Statistics, [www.tuik.gov.tr](http://www.tuik.gov.tr), (accessed 11.29.2014)

In 2010, the labour force participation rate in the TR 41 region was 47.1%, the employment rate was 42.3% and the unemployment rate was 10.1%. The corresponding rates in 2013 were 50.4%, 46.9% and 7%. For both the years in question, these regional rates were lower than the corresponding rates for to the province of Bursa alone.

TABLE 2: DISTRIBUTION OF LABOUR FORCE STATUS BY GENDER

	2010				2013			
	TR 41		Turkey		TR 41		Turkey	
	Men	Women	Men	Women	Men	Women	Men	Women
Labour force participation rate (%)	68.9	25.5	70.8	27.6	70.3	30.7	71.5	30.8
Employment rate (%)	62.3	22.5	62.6	24.0	66.3	27.6	65.2	27.1
Unemployment rate (%)	9.6	11.4	11.4	13.0	5.7	10.1	8.7	11.9

Source: Turkstat, Labour Force Statistics, [www.tuik.gov.tr](http://www.tuik.gov.tr)

The disaggregation of these figures by gender shows that for men the labour force participation rate in 2010 was 68.9%, the employment rate was 62.3%, and the unemployment rate was 9.6%. The corresponding rates for women were 25.5%, 22.5%, and 11.4% respectively. The matching ratios for Turkey in general were 70.8%, 62.6%, and 11.4% for men, and 27.6%, 24% and 13% for women. In every case, the national rates are higher than the rates for the TR 41 region. It can be seen immediately that the labour force participation rate is much lower for women than for men, both in the region and in the country as a whole. However, the unemployment rate for women is higher than for men. Nationally in 2013, the above rates were 71.5%, 65.2%, and 8.7%, respectively, for men, and 30.8%, 27.1%, and 11.9% for women. It is well worth noting that the unemployment rate among men in the TR 41 region in 2013 was three points lower than the national rate, at 5.7% compared to 8.7%. Among women, the unemployment rate was also lower than the national rate, by 1.8 points, at 10.1%. Between 2010 and 2013, the number of unemployed males dropped from 89,000 to 59,000, while the number of unemployed women increased from 39,000 to 46,000. This is due to the fact that while female employment increased by 105,000, male employment increased by 141,000.

**TABLE 3: LABOUR FORCE STATUS BY EDUCATION AND AGE GROUP (THOUSANDS, AGED OVER 15)**

	Primary education or lower		High school (regular or vocational)		College (2 years or 4 years)		Total labour force according to age	
<b>2010</b>								
Age	Men	Women	Men	Women	Men	Women	Men	Women
15-19	40	13	6	8	0	1	46	23
20-24	33	13	41	21	12	15	86	49
25-34	153	45	107	29	49	32	309	106
35-54	279	106	87	21	53	22	419	150
55+	54	17	5	0	4	0	63	18
Total	558	194	246	80	119	70	923	345
<b>2013</b>								
15-19	38	16	8	8	0	0	46	24
20-24	30	16	44	26	15	21	90	63
25-34	132	50	123	31	79	57	334	138
35-54	279	127	116	33	76	38	471	197
55+	72	28	9	1	12	3	93	33
Total	551	237	301	98	182	120	1.034	456

*Numbers may not add up to the total due to rounding.*

*Source: Turkstat, Labour Force Statistics database, [www.tuik.gov.tr](http://www.tuik.gov.tr)*

Table 3 presents information on the labour force by age group and educational status. A glance at the age distribution of the labour force in 2010 reveals that the share of young males aged 15 to 24 in the labour force is 14.3%, whereas the corresponding ratio is 20.9% for women. This is in accordance with the traditional social attitude according to which women's participation in the labour force is higher at an early age before they are married. Labour force participation among women aged between 25 and 34 is lower than among men, at 30.7% compared to 33.5%. The participation rates are closer to each other in the 35-54 age group, with 45.4% for men and 43.5% for women. At ages 55 and over, the rate is 6.8% for men, and 5.2% for women.

With respect to level of education, it is remarkable that women with a college degree make up a much larger share of the labour force than men: While the share of college graduates among women in the labour force is 20.3%, the same ratio is only 12.9% for men. The share of women with high school degrees in the labour market is 23.2%, compared to 26.6% for men. Finally, the largest shares are to be found among those with primary schooling or lower levels of education. More than half of the labour force falls into this educational category: 56.2% for women, and 60.5% for men.

Not much seems to have changed between 2010 and 2013 in terms of the distribution of the labour force among the age groups. The shares of the 15-24 age group in the workforce in 2013 are 19.1% for women and 13.2% for men. With respect to level of education, the share of women with college degrees increased by six points to 26.3%. The corresponding share for men also increased, to 17.6%. However, this increase falls short of closing the gap between the genders, which was 7.4 points in 2010 and 8.7 points in 2013. This raises the question of whether this increase was caused by a rise in the level of education of women of working age in the three intervening years.

**TABLE 4: NON-INSTITUTIONAL FEMALE POPULATION BY LEVEL OF EDUCATION (THOUSANDS, AGED OVER 15)**

<b>Educational degree</b>	<b>2010</b>	<b>Ratio</b>	<b>2013</b>	<b>Ratio</b>
Illiterate	149	11.0	145	9.8
Primary education	891	65.8	925	62.3
High school or equivalent	214	15.8	250	16.8
College	101	7.5	164	11.0
Total	1,354	100	1,484	100

Source: Turkstat, Labour Force Statistics, [www.tuik.gov.tr](http://www.tuik.gov.tr)

Among the non-institutional female population aged 15 and over; while the share of those with high school or equivalent degrees increased by one point, the share of college graduates increased by 3.5 points. Given that the share of college graduate women in the labour force increased by 6%, the situation can be interpreted as caused by a decline in the participation of women with lower levels of education, indicating that labour market participation became increasingly difficult for these women.

In 2010, labour market participation among women was 20.6% for those with primary schooling or a lower level of education, 37.4% for high school graduates, and 69.6% for those with a college degree. The ratios increased to 24.1%, 39.5%, and 73.2% respectively in 2013. For men, the corresponding ratios in 2013 were 64.2%, 79% and 84.6%. It is clear that labour force participation is positively correlated to the level of education for both genders. But at the same time the gap between the genders closes as the education level increases, from around 40 points at the primary school and high school levels, to 11 points at the college level.

## 2. Status of Employment in the Region

TABLE 5: DISTRIBUTION OF EMPLOYMENT BY ECONOMIC ACTIVITY (THOUSANDS, AGED 15 AND OVER) \*

	2010			2013		
	Total	Men	Women	Total	Men	Women
Total	1,140	834	305	1,385	975	410
Agriculture	126	67	58	202	115	87
%	11.0	8.1	19.1	14.6	11.8	21.2
Industry**	501	391	110	561	440	120
%	44.0	46.9	36.1	40.5	45.2	29.3
Services	513	376	137	623	420	203
%	45.0	45.1	44.9	45.0	43.0	49.5

\* Numbers may not add up to total due to rounding

\*\* Construction is included in the industrial sector

Source: Turkstat, Labour Force Statistics [www.tuik.gov.tr](http://www.tuik.gov.tr), (accessed 11.30.2014)

Employment in the region is concentrated in the industrial and services sectors, with quite a small share for agriculture. In 2010, 46.9% of males were in the industrial sector, 45.1% in services, and only 8.1% in agriculture. In 2013, the share of agriculture increased to 11.8%, while the shares of the others declined a little. The number of male employees rose by 141,000 between the two years, with the increase more or less equally distributed among the sectors. For women, the shares of services was 44.9% in 2010, and the share of industry 36.1%. The share of agriculture for women was 19.1%, more than double the figure for men in the same year. In 2013, the share of agriculture increased to 21.2%, and the share of services rose to 49.5%. By contrast, the share of industry declined to 29.3%, falling by as much as seven points over the three-year period. Even so, the share of women employed in the industrial sector in the region still remains double the national rate, which is 14.5%. The number of female employees rose by 105,000 during the period in question, from 305 thousand to 410 thousand. The distribution of this 34.4% increase was quite uneven, with the services sector adding 67,000 jobs, while industry and agriculture saw increases of only 10,000 and 29,000 respectively.

TABLE 6: DISTRIBUTION OF EMPLOYMENT BY STATUS AT WORK (THOUSANDS, AGED 15 AND OVER) \*

	2010			2013		
	Total	Men	Women	Total	Men	Women
Daily/Weekly/Monthly wage earner	853	631	221	1.038	741	296
Employer/Self employed	209	179	30	236	200	35
Unpaid family worker	78	24	54	112	34	78
Total	1.140	834	305	1.385	975	410
Agricultural						
Daily/Weekly/Monthly wage earner	17	7	10	26	14	12
Employer/Self employed	56	50	6	89	81	8
Unpaid family worker	53	10	43	88	21	67
Total	126	67	58	202	115	87
Nonagricultural						
Daily/Weekly/Monthly wage earner	836	624	211	1.012	728	284
Employer/Self employed	153	128	25	147	120	27
Unpaid family worker	25	14	11	24	13	11
Total	1.014	767	247	1.183	860	323

\* Numbers may not add up to total due to rounding.

Source: Turkstat, Labour force statistics [www.tuik.gov.tr](http://www.tuik.gov.tr), (accessed 11.30.2014)

In 2010, 75.6% of men were wage workers, 21.5% were employers or self-employed, and 2.9% were unpaid family workers. The ratios did not change much in 2013, with 76%, 20.5%, and 3.4% respectively. In 2013, 70.4% of men in the agricultural sector were self-employed or employers, while 84.6% of men in the non-agricultural sectors were wage workers. In 2010, 70.4% of women were wage workers, 9.8% were employers or self-employed, and 17.7% were unpaid family workers. The corresponding ratios were 72.2%, 8.5%, and 19% in 2013. A decrease of almost one point is observed in the share of women who were self-employed or employers, while the share of unpaid family workers increased by the same amount. In 2013, 77% of women in the agricultural sector were unpaid family workers, while 87.9% of women employed in non-agricultural sectors were wage workers.

TABLE 7: EMPLOYMENT BY EDUCATION AND ECONOMIC ACTIVITY, 2013 (THOUSANDS, AGED 15 AND OVER)\*

	Primary school or lower			High school or equivalent			College			Total		
	T	M	W	T	M	W	T	M	W	T	M	W
Agriculture	181	98	83	15	12	3	7	6	1	202	115	87
Industry	299	230	70	186	153	33	75	58	17	561	440	120
Services	261	192	69	167	118	49	195	110	85	623	420	203
Total	741	518	222	368	283	85	277	174	103	1,385	975	410

\* Numbers may not add up to total due to rounding.

Source: Turkstat, Labour Force Statistics [www.tuik.gov.tr](http://www.tuik.gov.tr) (accessed 11.30.2014)

With respect to level of education, 53.5% of the employees had only primary schooling or a lower level of education in 2013, while 26.6% were high school graduates, and 20% had college degrees. The shares of those with primary schooling or lower were 89% in agriculture, 53.3% in industry, and 41.9% in services. Among women, 58.3% of those employed in industry and 45.7% of those employed in services had only a primary school education or less. The corresponding shares for men are 52.3% and 45.7%. Among employees in industry, 13.2% of men and 14.2% of women had college degrees, compared to 41.9% and 26.2% respectively in services. Without a doubt, this difference points to the fact that women with higher levels of education are usually employed in the services sectors, with some variations depending on the exact nature of the work performed.

**TABLE 8: EMPLOYMENT BY SOCIAL SECURITY COVERAGE AND ECONOMIC ACTIVITY (THOUSANDS, AGED 15 AND OVER)\***

	2010						2013					
	No coverage			Covered			No coverage			Covered		
	T	M	W	T	M	W	T	M	W	T	M	W
Agriculture	94	40	53	32	27	5	152	73	79	50	42	8
Industry	104	68	36	397	323	74	79	50	29	482	391	91
Services	126	89	37	387	287	100	109	70	40	513	350	163
Total	324	197	127	816	637	179	340	192	148	1,045	783	261

\* Numbers may not add up to total due to rounding.

Source: Turkstat, Labour Force Statistics [www.tuik.gov.tr](http://www.tuik.gov.tr) (accessed 11.30.2014)

In 2010, 28.4% of those in employment were working informally and were not covered by the social security system. The rate of informality was 19.4% for men, and 41.5% for women. Among the sectors, 91.4% of women employees in agriculture, 32.7% in industry and 27% in services were employed informally. The corresponding ratios for men were 59.7%, 17.4% and 23.7%. The high rate of informality among women in the agricultural sector is due to their status as unpaid family workers. However, even in industry, one-third of women worked informally, even though they were mostly wage workers, this ratio being almost double the ratio for men. In 2013, the overall informality ratio fell to 24.5%. The ratio remained unchanged at 19.6% for men, while declining by five points to 36.2% for women. Of the 29,000 increase between 2010 and 2013 in women working in agriculture, 26,000 were working informally. The rate of informality for women in the sector did not change. On the other hand, a positive change took place in industry: while the number of women in the sector increased by 10,000 during the period in question, the number of those working informally dropped from 36,000 to 29,000, reducing the ratio of informality to 24.2%. In services, the number of women working informally increased from 37,000 to 40,000, but the large increase in the number of females working in the sector drove the informality ratio down to 19.7%. The informality ratios of males in 2013 were 11.4% in industry and 16.7% in services; displaying a decline in both cases compared to 2010. Despite the fall in the informality ratios, the gap between the genders persists.

### 3. Unemployment

TABLE 9: NUMBER OF UNEMPLOYED PEOPLE BY AGE GROUP (THOUSANDS)

	2010			2013		
	Total	Men	Women	Total	Men	Women
15-19	12	7	4	9	5	3
20-24	26	16	10	25	10	15
25-34	47	30	16	37	22	15
35-54	41	32	8	32	20	12
55+	3	3	0	2	2	0
Total	128	89	39	105	59	46

Source: Turkstat, Labour Force Statistics [www.tuik.gov.tr](http://www.tuik.gov.tr) (accessed 11.30.2014)

In 2010, the total number of unemployed people in the TR 41 region, consisting of the provinces of Bursa, Bilecik and Eskişehir, was 128,000. This number declined to 105,000 in 2013, reflecting a fall in the number of unemployed men from 89,000 to 59,000. On the other hand, the number of unemployed women increased from 39,000 to 46,000, causing the share of women among the unemployed to rise from 30.5% to 43.8%. The situation indicates that unemployment affects women more severely than men, especially as the share of women in the total labour force was only 27.2% in 2010, and 30.6% in 2013. Indeed, the unemployment rate, which was 9.6% for men and 11.4% for women in 2010, decreased by four points to 5.7% in 2013 for men, but fell by only one point in the case of women, to 10.1%.

TABLE 10: UNEMPLOYMENT RATE BY AGE GROUP (%)

Age group	2010			2013		
	Total	Men	Women	Total	Men	Women
15-19	16.8	15.4	19.7	12.3	11.2	14.3
20-24	19.7	18.8	21.3	16.2	11.1	23.4
25-34	11.3	9.9	15.5	7.9	6.5	11.1
35-54	7.1	7.8	5.4	4.7	4.2	6.1
55+	3.5	4.3	0.8	2.0	2.4	0.8

Source: Turkstat, Labour Force Statistics [www.tuik.gov.tr](http://www.tuik.gov.tr) (accessed 11.30.2014)

Unemployment is high among the 15-19 and 20-24 age groups. In 2010, the unemployment rate was highest in the 20-24 age group at 18.8% for men, and 21.3% for women. By 2013, the unemployment rate in the same age group had declined sharply to 11.1% for men, but increased to 23.4% for women. This situation clearly displays the severity of the unemployment problem which young women face.



TABLE 11: UNEMPLOYMENT RATES BY LEVEL OF EDUCATION (%)

	2010			2013		
	Total	Men	Women	Total	Men	Women
Illiterate	7.7	9.8	6.2	3.3	8.7	1.1
Primary education	9.4	9.9	8.0	6.1	5.9	6.8
High school or equivalent	12.2	10.0	19.0	7.8	5.8	14.1
College	9.4	7.5	12.7	8.4	4.9	13.9

Source: Turkstat, Labour force statistics [www.tuik.gov.tr](http://www.tuik.gov.tr), (accessed 11.30.2014)

No significant difference can be detected in the unemployment rates for men across different levels of education. In the case of women, however, unemployment is highest among those with a high school education or equivalent, at 19% in 2010, and 14.1% in 2013. There is also a significantly higher rate of unemployment among women with college degrees compared to their male counterparts. Unemployment among these women was 12.7% in 2010, and 13.9% in 2013. These numbers tell us that unemployment is a serious problem that primarily affects women with a high school education or higher, requiring that these women be selected as a target group in anti-unemployment policies.

TABLE 12: UNEMPLOYED PEOPLE BY DURATION OF JOB SEARCH (THOUSANDS)

	2010			2013		
	Total	Men	Women	Total	Men	Women
Less than a year	93	69	25	81	50	31
More than a year	34	20	14	22	8	14
Total	128	89	39	103	58	45

Source: Turkstat, Labour Force Statistics [www.tuik.gov.tr](http://www.tuik.gov.tr) Labour Force Statistics (accessed 11.30.2014)

Women tend to spend longer seeking employment than men. In 2010, the proportion of unemployed men who had been looking for employment for more than one year was 22.5%, while the same ratio was 35.9% among women. Both of these ratios had fallen by 2013, to 13.8% and 31% respectively. However, the fall was only five points in the case of women, indicating that long-term unemployment is a serious problem for women.



### III. ACTIVITIES OF BURSA İŞKUR (2010-2013)

The comparisons in this section are made using the data on İŞKUR applicants in Bursa Province for the years 2010 and 2013. The findings have been compared to nationwide data where it is meaningful to do so. It has been considered useful to begin by presenting a combined table for the years from 2010 to 2013. A more comprehensive comparison based on the years 2010 and 2013 is provided subsequently. Use has been made of the İŞKUR Statistical Annals and the Bursa Labour Force Analysis (İPA) reports for the first period of 2013 and the first period of 2014.

**TABLE 13: INFORMATION ON İŞKUR APPLICATIONS, VACANT POSITIONS, NUMBER OF REGISTERED UNEMPLOYED PEOPLE, AND JOB PLACEMENT FOR 2010-2013**

		Bursa	Total			Bursa	Total
Applications	2010	41,685	1,217,936	Successful job placements	2010	8,251	205,231
	2011	47,580	1,398,355		2011	18,463	363,672
	2012	87,259	2,296,325		2012	25,310	556,587
	2013	96,112	2,359,304		2013	31,212	671,578
Vacant positions	2010	11,732	368,636	Registered labour force	2010	77,641	1,604,355
	2011	36,962	660,623		2011	70,181	2,192,145
	2012	39,816	991,804		2012	115,152	3,481,725
	2013	49,222	1,481,196		2013	162,459	4,540,488
Presented to employers	2010	99,645	1,092,120	Registered unemployed	2010	66,670	1,414,541
	2011	250,710	2,036,637		2011	55,739	1,844,965
	2012	374,417	3,262,375		2012	76,644	2,372,262
	2013	488,022	5,082,131		2013	87,793	2,610,969

*Annals 2010 pp.107-108, 2013 pp.178, 179*

As can be seen in Table 13, there was an important increase in vacant positions in 2011, to 36,962 from 11,372 in 2010. The number of applicants rose sharply in 2012, to 87,259 from 47,580 the previous year. It is possible that the increased number of vacant positions received by the agency resulted in more people applying for those positions.<sup>9</sup> In 2013, the registered labour force was almost twice the number of registered unemployed persons, indicating that a large number of people were still looking for a new job even though they were employed at the time, due to dissatisfaction with their current work. The number of candidates presented to employers for the vacant positions rose markedly from 2011 onwards. As a result, job placements grew fourfold between 2010 and 2013, from 8,251 to 31,212. A surge in the capacity of the agency is also evident from the increased number of people presented to employers at the national level. However, the pace of increase in job placements is around threefold for Turkey as a whole, lagging behind Bursa.

<sup>9</sup> Another reason behind the rise may be the Social Aid-Employment Link Protocol signed on April 28th 2010 between İŞKUR and SHÇEK (Social Services and Child Protection Agency), as a part of the "Action Plan to Establish an Efficient Link between the Social Aid System and Employment". The protocol aims to ensure that people who are able to work living in households that receive social aid are registered in the İŞKUR database.

TABLE 14: İŞKUR ACTIVITIES IN BURSA PROVINCE AND IN TURKEY IN GENERAL (2010 AND 2013)

		2010				2013			
		Bursa	%	Total	%	Bursa	%	Total	%
Applications	Men	24,156		759,316		58,350		1 496 599	
	Women	17,529		458,620		37,762	39.3	862.605	36.6
	Total	41,685	42.0	1,217,936	37.7	96,112		2.359.304	
Vacant Positions received	Total	11,732		368,636		49,222		1.481.196	
Presentations to employers	Men	79,440		866,567		331,788		3.433.023	
	Women	20,205	20.3	225,553	20,7	156,234	32.0	1.649.108	32.5
	Total	99,645		1,092,120		488,022		5.082.131	
Job Placements	Men	5,966		155,534		21,680		466.155	
	Women	2,285	27.7	49,697	24,2	9,532	30.5	205.423	30.6
	Total	8,251		205,231		31,212		671.578	
Registered labour force	Men	53,138		1,149,625		90,842		2.816.471	
	Women	24,503	31.6	454,730	39,6	71,617	44.1	1.724.017	38.0
	Total	77,641		1,604,355		162,459		4.540.488	
Registered unemployed	Men	45,237		999,569		47,484		1.561.203	
	Women	21,433	32.1	414,972	29,3	40,309	45.9	1.049.766	40.2
	Total	66,670		1,414,541		87,793		2.610.969	

*Annals 2010 pp.5, 6, 2013 pp. 22, 24*

In 2010, there were 21,433 registered unemployed women in Bursa, and 32.1% of the total number of unemployed people were women - a larger share than the national average of 29.3%. The share of women in job placements was also higher than the national share at 27.7%, compared to 24.2% nationally, but this share was still lower than the share of women among the unemployed. Between 2010 and 2013, the number of women registered as unemployed almost doubled, and women came to account for 45.9% of the total unemployed; in other words, almost half of the unemployed people were women. This share is higher than the Turkish national average of 40.2%. Women in Bursa are relatively very willing to make use of the services provided by İŞKUR. However, the share of women in job placements is almost the same as the national rate of 30.5%. A higher proportion of job placements in Bursa need to go to women.

TABLE 15: NUMBER OF APPLICANTS TO İŞKUR BY LEVEL OF EDUCATION (2013)

		Bursa	%	Turkey	%
Illiterate	Men	285	0.01	17,287	0.01
	Women	248	0.01	14,532	0.02
Literacy only	Men	284	0.01	34,791	0.02
	Women	278	0.01	22,332	0.03
Primary Education	Men	29,614	50.8	756,286	50.5
	Women	17,189	45.5	361,791	41.9
High School	Men	18,626	31.9	449,398	30.0
	Women	11,078	29.3	253,674	29.4
College (2 years)	Men	4,336	7.4	116,941	7.8
	Women	4,300	11.4	103,227	12.0
College (4 years)	Men	5,096	8.7	118,023	7.9
	Women	4,543	12.0	102,846	11.9
Master Degree	Men	105	0.0	3,813	0.0
	Women	123	0.0	4,085	0.0
Doctorate Degree	Men	4	0.0	160	0.0
	Women	3	0.0	118	0.0
Total	Men	58,350	100.0	1,496,699	100.0
	Women	37,762	100.0	862,605	100.0

*Annals 2013, pp.41, 43*

The overall level of education of females applying to İŞKUR is higher than for men, both in the province of Bursa and nationwide. 11.4% of female applicants have two-year college degrees, and 12% have four-year-college degrees, giving a total share of 23.4% for women with a college degree of any kind. The corresponding shares are 7.4% and 8.7% for men, making the total 16.1%. Nationally, these proportions are 12% for women with two-year degrees and 11.9% for women with four-year degrees, giving a total of 23.9%. For men, the same proportions are 7.8% and 7.9% respectively, totaling 15.7%. Thus the distribution of applicants in Bursa by level of education is more or less similar to the national distribution.

TABLE 16: VACANT POSITIONS RECEIVED, FILLED, AND CANCELLED (2010 AND 2013)

		2010			2013			
		Bursa	%	Turkey	Bursa	%	Turkey	
Vacant positions received	Public	1,025		60,039	313		66,267	
	Private	10,707		308,597	48,909		1,414,929	
	Total	11,732	3.2	368,636	49,222	3.3	1,481,196	
Positions filled (Job placements)	Public	Men	1,105		36,957	205	46,925	
		Women	379		9,224	76	15,017	
	Private	Men	4,861		118,577	21,475	419,230	
		Women	1,906		40,473	9,456	190,406	
	Total	Men	5,966	3.8	155,534	21,680	4.6	466,155
		Women	2,285	4.6	49,697	9,532	4.6	205,423
	Total	8,251	4.0	205,231	31,212	4.65	671,578	
Vacant positions cancelled		860		15,202	876		58,364	

*Annals 2010 pp.24, 25, 2013 pp.52, 53*

As can be seen in Table 16, labour demand from the public sector has been very limited in Bursa, and diminished further by 2013. Nevertheless, the number of vacant positions received from the private sector grew 4.5 times over between 2010 and 2013. In 2010, the shares of Bursa in the total number of vacant positions received and in the total number of job placements were almost equal, with 3.2% and 3.3% respectively. In 2013, 4% of vacant positions were in Bursa, and 4.6% of job placements took place in the province. This is the result of a 380% rise in the number of people placed in a job between 2010 and 2013, from 8,251 to 31,221. The number of women placed in a job increased fourfold, while the number of men placed grew threefold. This can be regarded as a success.

TABLE 17: PRESENTATIONS TO EMPLOYERS (2010 AND 2013)

	Public			Ratio to the national total %	Private			Ratio to the national total %
	Men	Women	Total		Men	Women	Total	
<b>2010</b>								
Bursa	1,151	381	1,532	2.70	78,389	19,824	98,113	9.5
Turkey	46,539	10,136	56,675	100.0	820,028	215,417	1,035,445	100.0
<b>2013</b>								
Bursa	649	66	715	1.69	331,139	156,168	487,307	9.7
Turkey	35,960	6,432	42,392	100.0	3,397,063	1,642,676	5,039,739	100.0

*Annals 2010 pp.37-38, 2013 pp.68, 69*

In the private sector, the share of Bursa in presentations to employers was 9.5% in 2010 and 9.7% in 2013. The number of presentations increased fivefold between 2010 and 2013. The high number of presentations can be considered the reason for the high share of the province in job placements. During the same period, the number of men presented increased fourfold, and number of women presented increased eightfold; as a result, the number of presentations of female job candidates reached half of the number of presentations of men. This may be viewed as the result of the increase in the efforts made by the agency for women.

TABLE 18: JOB PLACEMENT BY LEVEL OF EDUCATION (2010 AND 2013)

		2010		2013		2013		2013	
		Bursa	%	Turkey	%	Bursa	%	Turkey	%
Illiterate	Men	26	0.4	1,746	1.1	8		2,074	
	Women	16	0.7	768	1.5	6		1,031	
Literacy only	Men	63	1.1	6,601	4.2	104		11,873	2.5
	Women	162	7.1	2,540	5.1	94		5,067	2.5
Primary Education	Men	3,820	64.0	92,558	59.5	12,420	57.3	268,803	57.7
	Women	1,301	56.9	26,347	53.0	5,383	56.5	106,523	51.9
High School	Men	1,765	29.6	45,195	29.1	6,892	31.8	136,121	29.2
	Women	618	27.0	14,772	29.7	2,635	27.6	58,801	28.6
College (2 years)	Men	188	3.2	5,775	3.7	1,253	5.8	28,864	6.2
	Women	124	5.4	3,315	6.7	813	8.5	19,376	9.4
College (4 years)	Men	101	1.7	3,576	2.3	904	4.2	18,060	3.9
	Women	63	2.8	1,898	3.8	592	6.2	14,272	6.9
Total	Men	5,966	100.0	155,534	100.0	21,680	100.0	466,155	100.0
	Women	2,285	100.0	49,697	100.0	9,532	100.0	205,423	100.0

*Annals 2010 pp.57,58, 2013 pp.94,96*

Among women placed in jobs in Bursa, the share of primary school graduates was 56.9% in 2010, higher than the national average of 53%. The corresponding share in 2013 was 56.5%, compared to a national share of 51.9%. This may be related to the industrial characteristics of the region, with the most sought-after occupation being that of sewing machine operator in textiles, for example. The share of women with college degrees among those placed in work was 14.7% in 2013, higher than the corresponding proportion of 10% for men. The Turkish average share of this category is 10.1% for men and 16.3% for women.

However, during the same year, the share of female applicants to İŞKUR who had college degrees was 23.4%, making the job placement success rate in this category quite low given its job placement share of 14.7%. The same can actually be said for men: the share of college graduates among male employees was 16.1%, but their share in job placement was only 10%. Thus there is a problem in job placement for college graduates. For Turkey as a whole, the proportions of college-graduated applicants were 23.9% for women and 15.7% for men, whereas the corresponding shares in job placements were 16.3% and 10.1%. Overall, there seems to be a gap between the level of applications and the job placement ratios of college graduates, and the gap is wider in the case of women.

TABLE 19: NUMBER OF PEOPLE REGISTERED AS UNEMPLOYED BY AGE GROUP (2013)

		Bursa		Turkey	
15-19	Men	1,506	3.2	67,152	4.3
	Women	1,071	2.7	49,513	4.7
20-24	Men	8,744	18.4	309,873	19.8
	Women	8,698	21.6	231,402	22.0
25-29	Men	9,113	19.2	328,826	21.1
	Women	8,585	21.3	225,391	21.5
30-34	Men	8,201	17.3	275,825	17.7
	Women	7,254	18.0	186,284	17.7
35-39	Men	6,482	13.6	207,464	13.3
	Women	5,717	14.2	145,620	13.9
40-44	Men	5,580	11.7	161,364	10.3
	Women	4,409	10.9	107,427	10.2
45-49	Men	4,610	9.7	122,099	7.8
	Women	2,633	6.5	60,789	5.8
50-54	Men	1,830	3.8	51,148	3.3
	Women	1,276	3.2	28,308	2.7
Total	Men	47,484	100.0	1,561,203	100.0
	Women	40,309	100.0	1,049,766	100.0

*Annals 2013, pp.132, 134*

The number of men registered with the agency as unemployed in Bursa is distributed evenly among the age brackets between 20 and 39, which account for 68.5% of all men actively seeking employment. For women, the highest concentration is in the 20-34 age range, with 60.9%. The ratios of women in both the 20-24 and 25-29 age groups are higher than those of men by 2-3 points. At the national level, the age distributions of men and women in registered employment are similar to one another. As an exception, the ratio of women aged 20-24 among the registered unemployed is two points higher than for men, at 22% compared to 19.8%.

TABLE 20: NUMBER OF PEOPLE REGISTERED AS UNEMPLOYED BY LEVEL OF EDUCATION (2013)

		2010			
		Bursa	%	Total	%
Illiterate	Men	432	0.9	24,087	1.5
	Women	434	1.1	24,744	2.4
Literacy only	Men	294	0.6	40,436	2.6
	Women	373	0.9	30,659	2.9
Primary Education	Men	24,046	50.6	800,715	51.3
	Women	17,084	42.4	418,951	39.9
High School	Men	14,169	29.8	443,794	28.4
	Women	11,903	29.5	313,137	29.8
College (2 years)	Men	3,490	7.3	118,630	7.6
	Women	5,078	12.6	129,880	12.4
College (4 years)	Men	4,925	10.4	128,868	8.2
	Women	5,290	13.1	126,646	12.0
Master Degree	Men	121	0.2	4,446	0.3
	Women	145	0.4	5,590	0.5
Doctorate Degree	Men	7	0.0	228	0.0
	Women	2	0.0	159	0.0
Total	Men	47,484	100.0	1,561,203	100.0
	Women	40,309	100.0	1,049,766	100.0

*Annals 2013, pp.135, 137*

The share of women with only a primary education among unemployed women in Bursa is 8.2 points lower than for men, at 42.4%. For high school graduates, the shares are the same for both men and women, at 29%. The share of two-year college graduates among unemployed women is 12.6%, 5.6 points higher than among unemployed men. Four-year-college graduates make up 13.1% of unemployed women, which is 2.7 points higher than the corresponding figure for males. For Turkey in general, the ratio of primary school graduates to total unemployed women is 11.4 points higher than for men, and the ratio of high school graduates to total unemployed women is 1.4 points lower. The ratio for two-year college graduates is 4.8 points higher, and for four-year college graduates 3.8 points higher. More women with only a primary school education are registered as unemployed in Bursa, compared to the national average. This can be linked to expectations of finding employment in the region's relatively developed industrial sector.

TABLE 21: VOCATIONAL ADULT EDUCATION PROGRAMS 2010

	Number of programs	Attendance		Ratio of women attending	Vocational adult education programs * total		Vocational adult education programs * employment guaranteed	
		Men	Women		Number of programs	Attendance	Number of programs	Attendance
<b>Bursa</b>	376	3,449	3,040	46.8	247	4,833	50	974
<b>Turkey</b>	11,821	114,321	97,306	46.0	4,332	89,708	1,916	42,447

Annals 2010, p.113

The 2010 Statistical Annals do not include gender information for specific vocational adult education programs, and only the total numbers of participants are given by gender. In Bursa, 46.8% of participants were women, very close to the national average of 46%.

According to the information presented in the 2014 Bursa Labour Market Demand Survey, a total of 1,048 course programs were opened in 2013, most of them under the Specialized Vocational Education Centers (UMEM) Project and the On-the-job Training Program (İEP). Of the participants, 2,933 were women and 4,270 men, with shares of 40.7% and 59.3% respectively. In the first eight months of 2014, 385 programs were opened, with 1,804 men (50.9%) and 1,741 (49.1%) women attending. More women than men attended general vocational adult education courses (MEK-General), while more men than women attended UMEM/MEK and UMEM/İEP programs (İPA 2014, p.15).

TABLE 22: ACTIVE LABOUR MARKET ADULT EDUCATION PROGRAMS (2013)

	Total number of programs	Total attendance		Vocational adult education programs		Entrepreneurship education programs		On-the-job training programs				
		Men	Women	Number of programs	Attendance		Number of programs	Attendance				
					Men	Women		Men	Women	Men	Women	
<b>Bursa</b>	1,048	4,270	2,933	313	2,767	1,861	46	575	572	689	928	500
<b>%</b>		59.3	40.7		59.8	40.2		50.1	49.9		65.0	35.0
<b>Turkey</b>	31,385	107,001	113,074	6,096	60,561	70,688	910	13,023	12,143	24,379	33,417	30,243
<b>%</b>		48.6	51.4		46.1	53.9		51.7	48.3		52.5	47.5

Annals 2013, pp.187, 189

Since the data for 2013 is presented under different categories, comparisons between 2010 and 2013 are only possible for the total number of participants. Between 2010 and 2013, the number of female participants is observed to have increased at the national level. In Bursa, however, there was



a slight decline. The proportion of women taking part was 40.7% in Bursa, lower than the national average of 51.4%. In the case of vocational adult education programs, the proportion of women among the participants was 53.9% nationwide, but only 40.2% in Bursa. More encouragement might be needed for women to attend these programs in Bursa. In fact, the 50.9% ratio achieved in the first eight months of 2014 is a good sign.

Turning to the data on unemployment insurance, the total number of applicants in Bursa in 2010 was 24,566, of whom 7,273 (29.6%) were women. 76.6% of all applicants received payments. The total number of applicants nationwide in the same year was 426,995, of whom 112,678 (26.4%) were women. The ratio of those who received payments was 76.4% at the national level, very close to the ratio in Bursa.<sup>10</sup>

In 2013, 42,787 applications were made for unemployment insurance in Bursa, 13,676 (32.0%) of them by women. Payments were made to 25,736 people (60.1% of the applicants). At the national level, 732,409 people applied, of whom 139,922 (19.1%) were women. 422,334 received payments (57.7%). The proportion of applicants who received payments declined at both the provincial and national levels. However, the proportion of woman applicants who received payments rose in Bursa in spite of the decrease at the national level.<sup>11</sup> Between January and August 2014, the number of people who received unemployment insurance payments was 11,711, 36% of whom were women.<sup>12</sup>

### Unemployment and job placement data for 2013 and 2014

TABLE 23: 10 OCCUPATIONS WITH THE HIGHEST NUMBERS OF REGISTERED UNEMPLOYED PEOPLE (2013/2014 JANUARY-AUGUST)

2013		2014	
Occupation	Number of registered unemployed	Occupation	Number of registered unemployed
Manual worker (general)	10,406	Manual worker (general)	10,018
Manual worker (cleaning)	3,861	Manual worker (cleaning)	3,192
Office clerk (general)	3,086	Office clerk (general)	2,795
Pre-accounting	2,397	Pre-accounting	2,351
Other manufacturing and related workers (manual)	2,233	Secretary	2,018
Secretary	2,129	Sales consultant	1,951
Sales consultant	1,874	Beverage server	1,693
Beverage server	1,709	Accountant	1,482
Accountant	1,609	Driver-carrier	1,456
Driver-carrier	1,462	Sewing machine operator	1,323
Other	52,027	Other	60,490
Total	87,793	Total	88,769

Bursa İPA 2014, p.11

<sup>10</sup> İŞKUR Annals 2010, p. 119

<sup>11</sup> Gender information on those who applied for and successfully received payments is not given in the tables regarding unemployment insurance. The information given above was calculated using the gender data in age distribution tables (Annals 2013, pp.214-215).

<sup>12</sup> İŞKUR İPA 2014, p.15



The number of unemployed people registered with İŞKUR rose from 87,793 at the end of 2013 to 88,769 by August 2014. 54.7% of the unemployed as of August 2014 were men and 45.3% were women. The proportion of women was 45.9% at the end of 2013. The top ten occupations with the highest number of registered unemployed people did not change much during the period.

The only change that occurred in the list between 2013 and 2014 was the replacement of the “other manufacturing and related workers” category by the “sewing machine operator” category. In 2013, there were 87,793 registered unemployed people and 49,222 vacant positions. The corresponding numbers for 2014 are 86,612 and 32,361. 31,212 people were placed in jobs in 2013, and 12,840 in the first eight months of 2014. The occupation with the highest number of placements was “manual worker (general)” in both years. The occupations “waiter (service personnel)” and “wiring harnessing worker” were replaced in 2014 in the list of the ten occupations with the highest number of job placements by “data input and control operator” and “travel service personnel (steward/stewardess/buses and trains)” (İPA 2014, pp.11,13).

**TABLE 24: TOP 10 OCCUPATIONS BY JOB PLACEMENTS BY GENDER - 2013 (BURSA)**

Women			Men	
Occupation	Ratio	Rank	Occupation	Ratio
Sewing machine operator	7.8	1	Manual worker (general)	3.3
Cleaning staff	5.4	2	Waving machine operator	3.3
Accountant	5.1	3	Press machine operator	3.1
Garment manufacturing worker	4.0	4	Manual worker (construction)	2.6
Sewing machine operator	3.2	5	Driver-carrier	1.9
Manual worker (general)	2.9	6	Shipment attendant	1.5
Secretary	2.4	7	Metal products assembly worker	1.4
Office clerk (general)	2.3	8	Plastic injection manufacturing staff	1.3
Spinning operator	2.1	9	Gas metal arc welder	1.2
Beverage server	2.1	10	Marketing staff	1.2
Total	37.2		Total	20.9

Bursa İPA 2013, p.65

In 2013, the share of the top ten occupations in all work placements was 37.2% for women, compared to 20.9% for men - an indication that women tend to be concentrated in relatively fewer occupations. These occupations are usually related to the textiles and garment manufacturing industries due to the industrial characteristics of the region: sewing machine operator, garment manufacturing worker, spinning operator, etc. For men too, occupations related to manufacturing industry are well represented.

TABLE 25: TOP 10 OCCUPATIONS BY JOB PLACEMENT BY GENDER - 2013 (TURKEY)

Women			Men	
Occupation	Ratio	Rank	Occupation	Ratio
Cleaning staff	7.4	1	Manual worker (general)	3.7
Sewing machine operator	4.7	2	Manual worker (construction)	3.4
Accountant	3.9	3	Cleaning staff	3.1
Secretary	3.5	4	Security staff	2.8
Office clerk (general)	2.7	5	Driver-carrier	2.7
Sales advisor	2.0	6	Sewing machine operator	1.3
Manual worker (general)	1.9	7	Waiter	1.3
Manual worker (cleaning)	1.7	8	Sales advisor	1.2
Cook	1.5	9	Accountant	1.2
Pre-accountant	1.3	10	Marketing staff	1.1
Total	30.8		Total	21.8

Bursa İPA 2013, p.65

At the national level, a lower rate of concentration is evident for women. The highest rank goes to “cleaning staff”, followed by sewing machine operators and accountants, similar to the case of Bursa. The rest of the list consists mostly of service sector occupations.

## IV. BURSA PROVINCE IN THE LIGHT OF İŞKUR LABOUR MARKET RESEARCH (2013-1<sup>ST</sup> PERIOD/2014- 1<sup>ST</sup> PERIOD)

### 1. Workplaces and the Structure of Employment

The Labour Market Demand Survey (İPTA) covers enterprises with ten or more workers in 17 sub-sectors excluding agriculture, the public sector, domestic labour and international institutions/establishments. Data was collected from 7,690 enterprises and interviews were conducted with employers or their representatives in 1,802 enterprises between May 15<sup>th</sup> and June 30<sup>th</sup> 2013.<sup>13</sup> The activities of the most of the enterprises in the region fall under manufacturing, wholesale and retail trade, construction, hospitality and catering services, logistics and storage. 20.6% of the enterprises had 1-9 people working for them, 67.5% had 10-49, and 11.9% had staffs of more than 50.<sup>14</sup>

For the 2014 survey, data was collected from 8,441 enterprises and interviews were conducted with employers or their representatives in 4,973 of those enterprises between May 12<sup>th</sup> and June 27<sup>th</sup> 2014. This time, 26.3% of the enterprises had 1-9 people working for them, 60.1% had 10-49, and 11.7% had staffs of more than 50.<sup>15</sup> Out of the workplaces where interviews were conducted, 2,901 enterprises were receiving İŞKUR services, and 2,560 had requested employees from İŞKUR. 1,789 enterprises were benefiting from government incentives, and 1,153 were receiving both İŞKUR services and government incentives at the same time. The sector utilizing these services most intensively was “administrative and support services” (56% of enterprises), followed by manufacturing (48%).

248 of the firms interviewed had foreign partners. Of these firms, 149 were operating in manufacturing and 44 in wholesale and retail trade. 2,270 of the enterprises produce exports; in manufacturing, 51% of the firms export their products. 76.8% of the firms that produce export goods and services are in the manufacturing sector. 129 of the enterprises have daycare facilities. 4,279 of the workplaces provide transportation for their employees. 8% of the enterprises employ part-time workers. The highest ratio of part-time employment is in the “human health and social services” sector, with 31%, followed by “culture, arts, entertainment, recreation, and sports” with 27%, and “education” with 23%.<sup>16</sup> The sectors with the highest ratios of seasonal workers are “culture, arts, entertainment, recreation, and sports” (19%) and “hospitality and food services” (13%).<sup>17</sup>

The findings of the 2014 survey have been compared with those of the 2013 survey wherever possible. In these comparisons, raw data provided by İŞKUR for 2014 is utilized along with the published reports of Bursa İPA 2013-1<sup>st</sup> Period and 2014-1<sup>st</sup> Period. In 2013, the total number of employees working in the enterprises covered by İPTA was 248,533, 66,078 (26.6%) of

<sup>13</sup> According to the Turkey İPA report, 64,159 enterprises were registered with the Social Security Agency (SGK) in Bursa, of which 54,320 (84.7%) have less than ten people working for them (İŞKUR, Turkish Labour Market Analysis (İPA), 2013-1st Period, p.51)

<sup>14</sup> 1,585 of the workplaces were recorded as having 10 or more workers in the Workplace Records List, but turned out to have 1- 9 in the field. Such workplaces were most commonly found in wholesale and retail trade, followed by the construction sector (Bursa İPA 2013, p.59).

<sup>15</sup> In 2014, 2,219 of enterprises were falsely recorded as having 10 or more employees despite having less than 10 workers. Most of these enterprises were in the construction sector, followed by wholesale and retail trade and manufacturing.

<sup>16</sup> Bursa İPA 2014, p.26.

<sup>17</sup> Bursa İPA 2014, p.27.

whom were women and 182,455 (73.4%) men. The total number of employees rose to 339,120 in 2014, of whom 95,149 (28.1%) were women and 243,971 (71.9%) men. The ratio of women in total employees increased by 1.5 points.

The distribution of the employees by sector is shown in Table 26 below.

**TABLE 26: EMPLOYEES BY SECTOR**

Sector	2013				2014			
	Men		Women		Men		Women	
	Number	%	Number	%	Number	%	Number	%
Mining and quarrying	1,260	0.7	80	0.1	2,448	1.0	251	0.2
Manufacturing	100,272	55.0	36,703	55.5	139,258	54.6	54,282	57.0
Electricity, gas, steam etc.	1,745	0.9	1,643	2.5	737	0.3	149	0.1
Water, sewage etc.	222	0.1	113	0.2	750	0.3	177	0.1
Construction	21,578	11.8	1,964	3.0	22,668	8.9	2,528	2.7
Wholesale and retail trade	24,007	13.2	10,101	15.3	33,365	13.1	16,898	17.8
Transportation and storage	8,585	4.7	960	1.5	8,601	3.4	1,389	1.5
Hospitality etc.	4,845	2.7	1,992	3.0	5,806	2.3	2,994	3.1
Information, communication	957	0.5	416	0.6	982	0.4	369	0.4
Finance and insurance	2,798	1.5	558	0.8	595	0.2	421	0.4
Real estate	961	0.5	215	0.3	1,255	0.5	302	0.3
Professional, scientific and technical activities	2,545	1.4	1,402	2.1	2,711	1.1	1,488	1.6
Administrative and support services	7,670	4.2	3,815	5.8	16,378	6.4	4,398	4.6
Education	1,493	0.8	2,304	3.5	2,658	1.0	3,698	3.9
Human health and social services	1,251	0.7	2,757	4.2	2,127	0.8	4,001	4.2
Culture, arts, entertainment etc.	809	0.4	302	0.5	802	0.3	226	0.2
Other services	1,457	0.8	756	1.1	2,819	1.1	1,571	1.6
Total	182,455	100	66,078	100	243,971	100	95,149	100

Bursa İPA 2013, p.60, 2014 p.31

Manufacturing industry has a very important place in terms of employment in the province of Bursa. In both years, more than half of the employees covered by the survey – men and women alike - were working in this sector. Wholesale and retail trade comes in second place for both men and women. The third place goes to construction for men, and administrative and support service activities for women. For women, the fourth and fifth sectors are human health and social services, and education. In the case of men, administrative and support services is the fourth most important sector and transportation and storage the fifth.

TABLE 27: EMPLOYEES IN THE SECTORS BY GENDER (%)

Sector	2013		2014	
	Men	Women	Men	Women
Mining and quarrying	94.0	6.0	90.7	9.3
Manufacturing	73.2	26.8	72.0	28.0
Electricity, gas, steam etc.	51.5	48.5	83.2	16.8
Water, sewage etc.	66.0	34.0	80.9	19.1
Construction	91.7	8.3	90.0	10.0
Wholesale and retail trade	70.4	29.6	66.4	33.6
Transportation and storage	89.9	10.1	86.1	13.9
Hospitality etc.	70.9	29.1	66.0	34.0
Information, communication	69.7	30.3	72.7	27.3
Finance and insurance	83.4	16.6	58.6	41.3
Real estate	81.7	18.3	80.6	19.4
Professional, scientific and technical activities	64.5	35.3	64.6	35.4
Administrative and support services	66.8	33.2	78.8	21.2
Education	39.3	60.7	41.8	58.2
Human health and social services	31.2	68.8	34.7	65.3
Culture, arts, entertainment etc.	72.8	27.2	78.0	22.0
Other services	65.8	34.2	64.2	35.8

Bursa İPA 2013, p.62, İPTA 2014 raw data

In 2013, women made up 26.6% of all the working people in Bursa, which is higher than the Turkish average of 23%. In 2014, this ratio was 28.1% - still higher than the national average which is 26%. The determining factor here is manufacturing industry. This is the sector with the highest number of female employees: women make up 28% of those employed in the sector. The sectors with the highest ratios of females in employment are human health (65.3%) and education (58.2%), but the shares of these sectors in the total number of female employees is quite low at 7.7% in 2013 and 8.1% in 2014. In all the other sectors, women accounted for less than 50% of working people, and the shares of these sectors in total employment were limited.

TABLE 28: NUMBER OF PERSONS WORKING BY MAIN OCCUPATIONAL GROUPS AND GENDER

Occupational group	2013				2014			
	Men	%	Women	%	Men	%	Women	%
Administrators	7,330	4.0	1,516	2.3	6,754	2.8	1,560	1.6
Professionals	9,362	5.1	8,779	13.3	14,477	5.9	11,590	12.2
Technicians and Assistant Professionals	17,785	9.7	5,392	8.2	20,884	8.6	5,330	5.6
Office services staff	8,801	4.8	7,377	11.2	16,040	6.6	10,031	10.5
Services and sales staff	12,042	6.6	2,741	4.1	20,608	8.4	7,579	8.0
Qualified agricultural, forestry, and aquacultural staff	268	0.1	16	0.0	324	0.1	353	0.4
Artisans and related occupations	54,304	29.8	8,925	13.5	62,947	25.8	15,053	15.8
Plant and machinery operators and assemblers	48,216	26.4	20,269	30.7	67,509	27.7	25,299	26.6
Occupations requiring no qualifications	24,347	13.3	11,064	16.7	34,428	14.1	18,355	19.3
Total	182,455	100	66,078	100	243,971	100	95,149	100

Bursa İPA 2013, p.63, 2014 p.32

A total of 1,896 different occupations were declared in Bursa. The largest occupational group among women was “plant and machinery operators and assemblers” with 30.7% in 2013 and 26.6% in 2014. This fits in with the high share of manufacturing industry in employment. In second place came “occupations requiring no qualifications”, and in third place “artisans and related occupations”. Professional occupations come fourth. For men, the top occupation changed between the two years. In 2013, it was “artisans and related occupations” with 29.8%, but in 2014 this occupational group took second place with 25.8%, behind “plant and machinery operators and assemblers” with 27.7%.

**TABLE 29: TOP OCCUPATIONS IN TERMS OF NUMBER OF PERSONS WORKING BY GENDER, 2014**

<b>Bursa</b>					
<b>Total</b>	<b>%</b>	<b>Men</b>	<b>%</b>	<b>Women</b>	<b>%</b>
Manual worker (general)	4.0	Manual worker (general)	4.9	Sewing machine operator	11.5
Sewing machine operator	2.3	Weaving machine operator/weaver	3.7	Cleaning staff	4.2
Weaving machine operator/weaver	1.6	Security staff	3.4	Accountant	3.8
Security staff	4.6	Driver, carrier	2.7	Manual worker (general)	3.7
Cleaning staff	1.7	Manual worker (construction)	2.2	Manual worker (cleaning)	2.9
Driver, transporter	1.5	Shipment staff	1.7	Office staff (general)	2.5
Dairy worker	1.8	Dairy worker	1.7	Dairy worker	2.2
Manual worker (cleaning)	3.3	Cleaning staff	1.5	Weaving machine operator/weaver	2.1
Accountant	0.7	Other Manufacturing and related workers	1.5	Packaging (manual)	2.0
Manual worker (construction)	0.6	Manual worker (cleaning)	1.2	Secretary	1.9
<b>Turkey</b>					
<b>Total</b>		<b>Men</b>		<b>Women</b>	
Cleaning staff	3.7	Manual worker (general)	4.0	Cleaning staff	6.8
Manual worker (general)	3.5	Driver, carrier	2.7	Sewing machine operator	4.4
Sewing machine operator	2.2	Cleaning staff	2.6	Accountant	3.3
Driver, transporter	2.0	Manual worker (construction)	2.5	Banking staff	3.0
Manual worker (construction)	1.9	Security staff	2.3	Steward	2.6
Sales consultant	1.8	Waiter	2.0	Secretary	2.6
Waiter	1.8	Sales consultant	1.6	Sales consultant	2.5
Security staff	1.8	Sewing machine operator	1.4	Office clerk	2.4
Accountant	1.7	Accountant	1.1	Manual worker (general)	2.2
Banking staff	1.6	Office clerk	1.1	Cook	1.4

Bursa İPA 2014, p.35, İPTA 2014 raw data.

Six of the top ten occupations for women in Bursa are also among the top ten occupations for women nationally, although the order is different. These are: manual workers (general), cleaning staff, sewing machine operators, accountants, office clerks and secretaries. The other prominent occupations in the region are weaving machine operators/weavers, packaging workers (manual) - both of which are related to the textile and garment industries - and dairy workers.

## 2. Vacant Positions

Employers surveyed were also asked questions about the jobs available. In 2013, 2,400 out of 7,690 enterprises had vacant positions - a ratio of 31.2%, which is higher than the national average (28.7%). The total number of vacant positions was 10,736. Manufacturing industry had the most available jobs: 55.6% of all workplaces with vacant positions belonged to this sector. The share of manufacturing in total vacant positions was 61.1%, followed by wholesale and retail trade (18.9%), and construction (5%). The available positions in these three sectors made up 85% of all vacant positions in the region. For Turkey in general, the ranking is the same, but the percentages are different. At the national level, manufacturing accounts for 43.8% of the total vacant positions, wholesale and retail trade for 17.4%, and the construction sector for 8.8%, and 70% of all available jobs are in these three sectors.<sup>18</sup>

In 2014, 2,431 out of 8,441 workplaces that were visited had jobs available. The number of available positions was 3.9% higher than a year earlier, at 11,171. Of the workplaces with available positions, 22.5% had 1-4 people working for them, 21.1% had 5-9, 17.4% had 10-14, 15.3% had 15-19, 10% had 20-24 and 13.5% had more than 25. Thus 86.5% of the businesses with available positions were small or very small-scale enterprises. Of the available jobs, 73.9% were in small or very small-scale enterprises, while 26.1% were in workplaces with a staff of 25 or more.

66.6% of the available jobs in 2014 were in manufacturing, 15.8% in wholesale and retail trade, and 4.4% in construction, bringing the total share of these three sectors to 86.8%. The vacant position ratio (vacant positions/current number of employees) in Bursa was 4.1% in 2013, and 3.2% in 2014. The decline in the ratio can be interpreted as an indicator that vacant positions are usually filled. The vacant position ratio was calculated as 1.3% for women and 2.1% for men, suggesting that more men than women were needed to fill these positions.<sup>19</sup>

In 2014, a question was added to the questionnaire concerning the employers' gender preferences for the vacant positions, if any. The responses showed that out of the total 11,171 vacant positions, women were preferred for 1,264 (11.3%), and men for 5,350 (47.9%). For the remaining 4,557 positions (40.8%) no preference was declared. In other words, the number of jobs for which men were favored was more than four times the number of jobs for which women were preferred.

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<sup>18</sup> Bursa İPA 2013, p.68.

<sup>19</sup> Bursa İPA 2014, pp.38-39.



TABLE 30: VACANT POSITIONS BY SECTORS AND GENDER

Sector	2013		2014		Men		Wom-en		No prefer-ence	
	Total	%	Total	%		%		%		%
Mining and quarrying	44	0.4	58	0.5	49	84.5	7	10.3	2	3.4
Manufacturing	6,555	61.1	7,442	66.6	3,397	45.6	878	11.8	3,68	42.6
Electricity, gas, steam etc.	55	0.5	7	0.0	2				5	
Water, sewage etc.	31	0.3	21	0.2	15				5	
Construction	533	5.0	490	4.4	449	91.6	8	1.6	33	6.7
Wholesale and retail trade	2,025	18.9	1,770	15.8	982	55.4	201	11.3	588	33.2
Transportation and storage	155	1.4	90	0.8	61	66.7	13	13.3	17	18.9
Hospitality etc.	216	2.0	346	3.1	164	47.4	56	16.2	127	36.4
Information, communi-cation	53	0.5	79	0.7	14	16.5	4	3.8	62	78.5
Finance and insurance	29	0.3	7	0.0					7	
Real estate	15	0.1	25	0.2	25		-	-	1	
Professional, scientific and technical activities	137	1.3	103	0.9	33	32.0	-	-	70	68.0
Administrative and sup-port services.	410	3.8	345	3.1	108	31.0	6	1.5	233	67.2
Education	138	1.3	112	1.0	-	-	15	13.4	97	86.6
Human health and social services	141	1.3	152	1.4	12	7.2	49	31.6	92	60.5
Culture, arts, entertain-ment etc.	29	0.3	19	0.2	1	-	-		19	
Other services	168	1.6	94	0.8	38	40.4	27	28.7	29	30.8
Total	10,736	100	11,170	100	5,350	47.9	1,264	11.3	4,557	40.8

Bursa İPA 2013, p.68, 2014 p.44

The sectors in which men were mostly preferred were sectors like mining and quarrying, construction, and transportation and storage. In wholesale and retail trade, men were preferred for more than half of the positions, and in manufacturing men were preferred for nearly half of them. There was no sector in which women were mostly preferred, although human health and social services comes close with women preferred for one-third of the available positions. The jobs for which employers were most likely to state no preference were occupations that require certain qualifications. In education, information and communications, professional, scientific and technical activities, administrative and support services, and human health and social services, no preference was stated for more than 60% of the available posts. This percentage was as high as 86.6% in education. This finding indicates that it is very difficult to change the preferences of employers in sectors segregated by gender, and will be more meaningful to try to ensure that women are selected more frequently in the sectors of no gender preference.



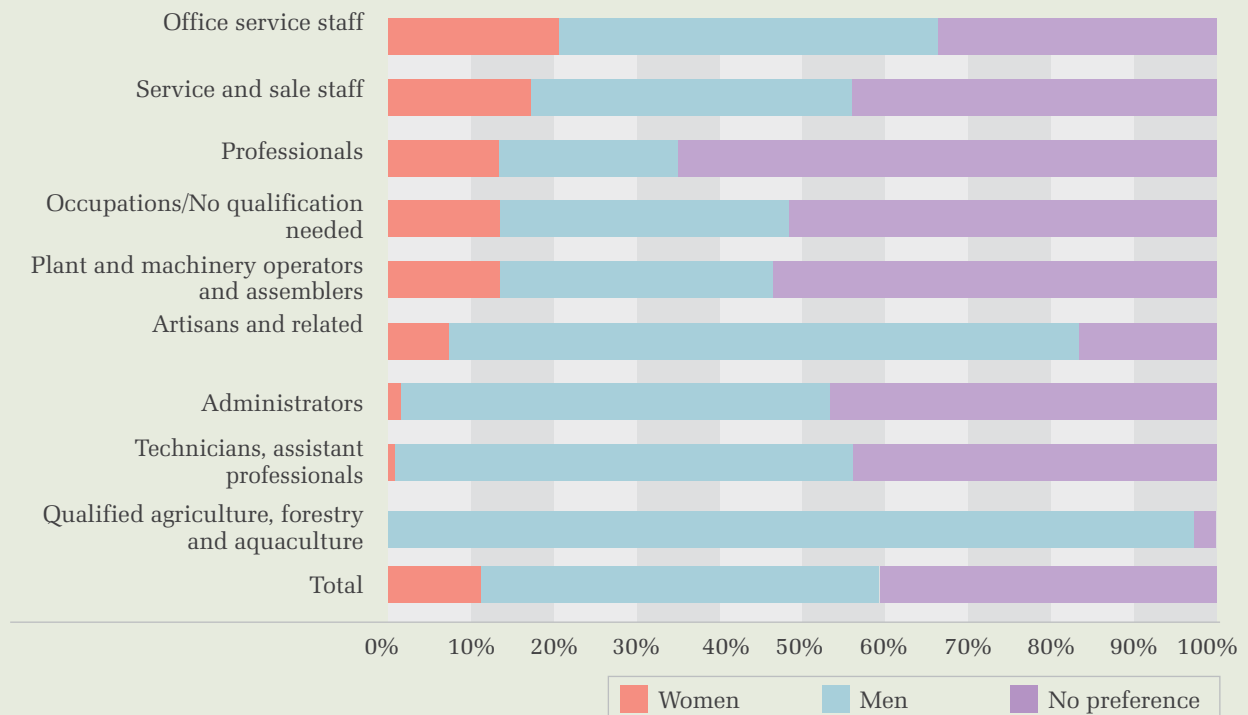
TABLE 31: VACANT POSITIONS BY MAIN OCCUPATIONAL GROUPS, GENDER AND PREFERENCE

Occupational group	2013		2014		Men		Women		No preference	
	Total	%	Total	%	Men	%	Women	%	No preference	%
Office services staff	289	2.7	427	3.8	197	46.1	88	20.6	142	33.3
Service and sales staff	527	4.9	875	7.8	335	38.3	151	17.1	389	44.6
Occupations with no qualifications required	972	9.0	1,576	14.1	544	34.5	213	13.5	819	52.0
Qualified agriculture, forestry, and aquaculture workers	13	0.1	390	3.5	379	96.9	-	-	11	2.8
Professionals	517	4.8	590	5.3	125	21.2	81	13.6	384	65.1
Artisans and related occupations	3,574	33.3	2,848	25.5	2,158	75.8	212	7.4	478	16.7
Technicians and assistant professionals	713	6.6	548	4.9	301	54.9	6	0.9	241	44.0
Plant and machinery operators and assemblers	4,119	38.4	3,837	34.3	1,270	33.1	512	13.3	2,056	53.6
Administrators	12	0.1	76	0.7	39	51.3	1	1.3	36	46.1
Total	10,736	100	11,171	100	5,350	47.9	1,264	11.3	4,557	40.8

Bursa İPA 2013, p.70, 2014 p.46

In the distribution of vacant positions by main occupations, the first rank belongs to plant and machinery operators and assemblers with 38.4% in 2013, and 34.3% in 2014. This is in accordance with the dominant role of manufacturing industry in employment and the fact that this occupational group has the highest number of workers in the region. The same can be said of artisans and related occupations, which accounted for 33.3% of vacant positions in 2013, and 25.5% in 2014. This group remained the second most important source of vacant positions in spite of the fall in its share of the total. Employers also declared a preference for men for 33.1% of the vacant positions in the plant and machinery operators and assemblers group. Women were preferred for 13.3% of these positions, while no gender preference was stated for the remaining 53.6% of vacant positions. For most positions in the categories of qualified agriculture, forestry and aquaculture workers, technicians and assistant professionals, and artisans and related occupations, there was also a tendency to prefer men. In none of the occupational groups were women more likely to be preferred than men. However, the employers concerned stated that they had no gender preference for more than 50% of the vacant positions for professionals, plant and machinery operators and assemblers, and service and sales staff. As in the case of economic sectors, gender preferences in occupations which are highly segregated by gender are also very resistant to change, and it will be more meaningful to try to ensure that women are selected more frequently in the sectors of no gender preference.

FIGURE 1. VACANT POSITIONS BY MAIN OCCUPATIONAL GROUPS, GENDER AND PREFERENCE



In order to generate policy suggestions, It may be more meaningful to look in more detail at specific occupations rather than occupational groups.

TABLE 34: 20 OCCUPATIONS WITH THE HIGHEST NUMBER OF VACANT POSITIONS BY GENDER PREFERENCE 2014

Occupations	Vacant positions	Women	%	Men	%	No preference	%
Manual worker (general)	925	48	5.2	345	37.3	532	57.5
Textile finishing worker	739	-	-	123	16.6	616	83.4
Sewing machine operator	736	330	44.8	-	-	406	55.2
Weaving machine operator/weaver	422	15	3.6	62	14.7	346	82.0
Waiter	243	40	16.5	126	51.8	77	31.7
Furniture assembly worker	203	14	6.9	144	70.9	46	22.7
Sales consultant	186	44	23.7	42	22.6	100	53.8
Furniture upholstery worker	170	-	-	170	100	-	-
Gas metal arc welder	164	5	3.0	152	92.7	6	3.7
Cleaning staff	132	29	22.0	31	23.5	72	54.5
Furniture varnisher (spray)	129	14	10.8	87	67.4	28	21.7
Manual worker (cleaning)	128	6	4.7	7	5.5	116	90.6
Other manufacturing and related	125	-	-	47	37.6	77	62.4
Pre-accountant	119	35	29.4	34	28.6	50	42.0
Quality controller	119	9	7.6	17	14.3	93	78.2
Winder spinning and doubling machine op.	116	74	63.8	42	36.2	-	-
Accountant	103	30	29.1	10	9.7	62	60.2
Sweeper	100	-	-	49	49.0	51	51.0
Plastic injection and production worker	96	-	-	94	97.9	2	2.1
CNC milling machine operator	86	8	9.3	72	83.7	6	7.0
Coil transfer worker	85	80	94.1	-	-	5	5.9
Marketing staff	82	1	1.2	32	39.0	49	59.8
Total	5,208	782	15.0	1,686	32.4	2,740	52.6

In 2014, the total share of the top 20 occupations in vacant positions was 46.6%, with 31.5% for men, and 61.9% for women. Vacant positions for which no gender preference was stated accounted for 60.1% of the total. This is an indication of higher occupational diversity for men compared to women. The occupation for which women were most frequently preferred is “sewing machine operator”. However, the percentage of positions in this occupation for which no preference was stated was still higher than the percentage for which women were preferred. Employers were most likely to state no gender preference for vacant positions as textile finishing worker, weaving machine operator and manual worker (cleaning). Among these occupations, textile finishing worker did not made the list in 2013, whereas it accounted for 15.7% of total vacant positions in 2014. Since no gender preference is generally stated for this occupation, this can be seen as a window of opportunity for women’s employment. In other occupations in which no gender preference is generally stated, a significant increase can be achieved in the number of women placed in vacant positions if women are selected more frequently, in line with the ratios of women currently employed in those occupations.

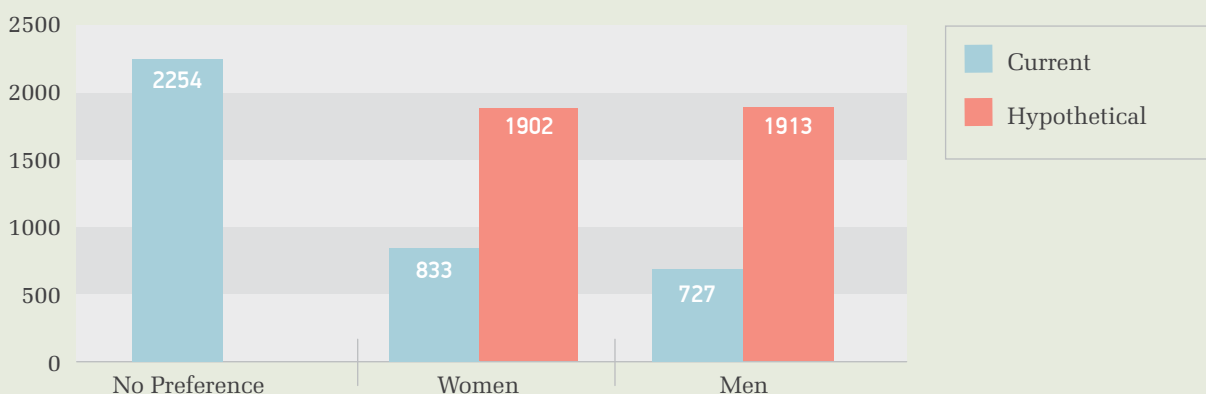
Table 35 below lists the top 20 occupations in the order in which women are most likely to be preferred. The table also includes hypothetical calculations for vacant positions for which no gender preferences was stated, redistributing these posts in line with the ratio of women who are currently employed in the corresponding occupation.

**TABLE 35: GENDER PREFERENCES FOR VACANT POSITIONS IN THE TOP 20 OCCUPATIONS WITH THE MOST VACANT POSITIONS FOR WHICH WOMEN ARE PREFERRED AND POTENTIAL DEMAND FOR EMPLOYEES WHEN POSITIONS FOR WHICH NO GENDER PREFERENCE IS STATED ARE FILLED ACCORDING TO THE GENDER DISTRIBUTION OF CURRENT EMPLOYEES**

Occupations	Women	Men	No preference	Based on redistribution of vacant positions for which no gender preference is stated by current gender distribution of employees		Total
				Potential demand for female workers	Potential demand for male workers	
Sewing machine operator	330		406	654	83	736
Manual worker	48	345	532	168	756	925
Coil transfer worker	80		5	84	1	85
Sales consultant	44	42	100	82	104	186
Weaving machine operator/weaver	15	62	346	76	346	422
Winder spinning and doubling machine op.	74	42		74	42	116
Pre-accountant	35	34	50	72	47	119
Accountant	30	10	62	71	31	103
Embroidery machine operator/embroider	31		43	67	7	74
Cleaning staff	29	31	72	66	66	132
Manual worker (cleaning)	6	6	116	61	67	128
Overlock stitch machine operator/overlock stitcher	10		50	60	0	60
Waiter	40	126	77	59	185	243
Cover stitcher	10		48	57	0	57
Led illumination equipment assembler			74	50	24	74
Retail sales staff (food)			74	46	28	74
Wooden surface layer processor			46	43	3	46
Garment manufacturing worker	38			38	0	38
Quality controller (textile)	5	14	57	37	39	76
Quality controller	9	17	93	36	83	119
Top 20 Total	833	727	2,254	1,902	1,913	3,814

In the top 20 occupations that have the most vacant positions for women, the number of workers required by employers with a preference for women is 833, and the number of workers required by employers with a preference for men is 727. If the number of workers required by employers with no gender preference is redistributed among male and female workers, the demand for women will increase to 1,902, and the demand for men will rise to 1,913. In the redistribution, the minimum assumption is that employers with no preference for the posts they have available select women for a proportion of those posts that is consistent with the ratio of women currently employed in the profession. This would more than double the demand for female employees. Of course, if women are selected more frequently than this minimum assumption, this would contribute to a higher rate of increase in the employment of women.

**FIGURE 2: POTENTIAL DEMAND FOR EMPLOYEES AFTER THE REDISTRIBUTION OF “NO PREFERENCE” POSITIONS**



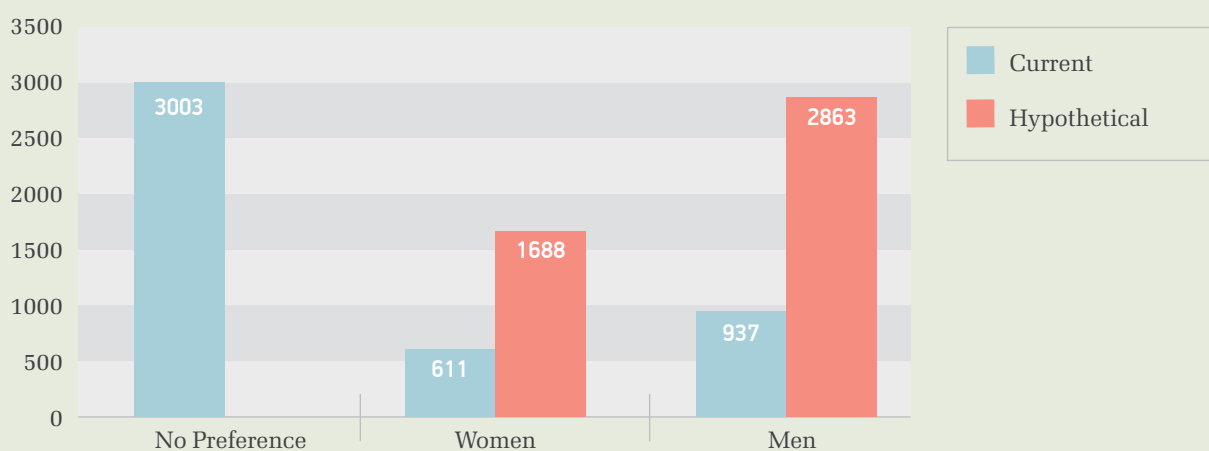
The same kind of calculations can be applied to the 20 occupations with the highest number of vacant positions for which employers have expressed no gender preference.

**TABLE 36: GENDER PREFERENCES FOR VACANT POSITIONS IN THE TOP 20 OCCUPATIONS WITH THE MOST VACANT POSITIONS FOR WHICH NO GENDER PREFERENCE IS STATED AND POTENTIAL DEMAND FOR EMPLOYEES WHEN POSITIONS FOR WHICH NO GENDER PREFERENCE IS STATED ARE FILLED ACCORDING TO THE GENDER DISTRIBUTION OF CURRENT EMPLOYEES**

Occupations	Women	Men	No preference	Based on redistribution of vacant positions for which no gender preference is stated by current gender distribution of employees		Total
				Potential demand for female employees	Potential demand for male employees	
Textile finishing worker		123	616	24	715	739
Manual worker (general)	48	345	532	168	757	925
Sewing machine operator	330		406	654	82	736
Weaving machine operator/weaver	15	62	346	77	346	423
Manual worker (cleaning)	6	6	116	61	67	128
Sales representative	44	42	100	82	104	186
Quality control	9	17	93	36	83	119
Other manufacturing and related (mechanized)		47	77	14	110	124
Waiter	40	126	77	58	185	243
Retail sales staff (food)			74	46	28	74
Led illumination equipment assembler			74	50	24	74
Cleaning staff	29	31	72	67	65	132
Accountant	30	10	62	71	31	102
Quality control (textiles)	5	14	57	37	39	76
Sweeper		49	51	12	88	100
Pre-accountant	35	34	50	71	48	119
Overlock stitch machine operators/overlock stitcher	10		50	60	0	60
Spinner operator (Ring/Vater/Sharper)			50	32	18	50
Marketing Staff	1	32	49	11	71	82
Cover stitcher/Cover stitch machine operator	10		48	58	0	58
<b>Top 20 Total</b>	<b>611</b>	<b>937</b>	<b>3,003</b>	<b>1,688</b>	<b>2,863</b>	<b>4,551</b>

In the 20 occupations with the most vacant positions for which no gender preference is stated, employers prefer women for 611 of the vacant positions and men for 937. When the positions for which no gender preference was stated are redistributed among men and women, the demand for female employees reaches 1,688 and the demand for male employees 2,863. In the redistribution, the minimum assumption is once again that employers with no preference for the posts they have available select women for a proportion of those posts that is consistent with the ratio of women currently employed in the profession. This would result in an increase of more than 250% in labour demand for women. Naturally, if women are selected more frequently than this minimum assumption, the increase in women's employment would be higher.

**FIGURE 3: POTENTIAL DEMAND FOR EMPLOYEES BY GENDER AFTER THE REDISTRIBUTION OF "NO PREFERENCE" POSITIONS**



### 3. Qualifications Required for the Vacant Positions

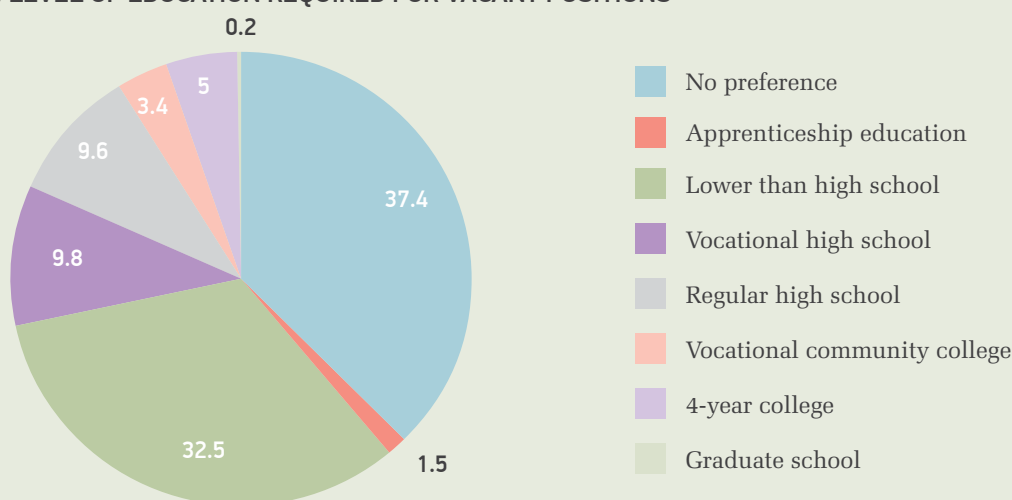
**TABLE 37: LEVEL OF EDUCATION REQUIRED FOR VACANT POSITIONS**

Level of education	2013		2014		Men		Wom-en		No prefer-ence	
	%	Total	%	Total	%	Total	%	Total	%	Total
No preference	34.6	4,177	37.4	4,556	47.3	2,533	45.1	2,073	23.6	1,073
Apprenticeship education	-	168	1.5	168	1.8	99	1.4	50	1.1	50
Lower than high school	25.4	3,633	32.5	3,633	21.5	1,152	25.5	2,158	47.4	2,158
Vocational high school	16.8	1,093	9.8	1,093	14.7	785	8.0	206	4.5	206
Regular high school	11.9	1,071	9.6	1,071	9.3	500	8.8	458	10.0	458
Vocational college (2 years)	3.5	375	3.4	375	2.7	147	2.4	196	4.3	196
4-year college	7.7	564	5.0	564	2.2	121	4.7	383	8.4	383
Postgraduate	0.1	18	0.2	18	-	-	-	18	0.4	18
Total	100	11,170	100	11,170	100	5,349	100	4,556	100	4,556

Bursa İPA 2013, p.72, İPTA 2014 raw data.

In 2013, no preference was declared regarding the level of education of the candidates for 34.6% of the total vacant positions, and for 25.4% a level of education lower than high school was enough. In other words, for 60% of these positions the candidates' level of education was of no importance. Both of these percentages increased in 2014, reaching 37.4% and 32.5% respectively. This increase in demand for employees with primary schooling or lower is quite significant. In total, 69.9% - or seven out of ten - of the vacant positions declared to İŞKUR did not require any specific level of education. The combined share of the two educational categories adds up to 68.8% for posts for which men are preferred, and 70.6% for women. For positions for which no gender preference was stated, the ratio is little different at 71%. Most vacant positions in Bursa do not require educational qualifications.

FIGURE 4: LEVEL OF EDUCATION REQUIRED FOR VACANT POSITIONS



This situation is closely related to the characteristics of the vacant positions. In 2013, the occupations of sewing machine operator, furniture assembly worker, manual worker (general) and cleaning staff were among the main sources of vacant positions, and for these occupations the level of education required is either “primary school or lower” or “no preference”. This is due to the fact that employers are generally more concerned about occupational know-how than about general education. For vacant positions as CNC milling machine operators and gas metal arc welders, employers prefer technical/vocational high school graduates. More positions require a vocational high school degree than a two-year vocational college degree. Preferences for vocational high school or two-year college degrees are most common for vacant positions in the occupations of technician, CNC milling machine operator, quality control, welder, accountant, machine maintenance staff and lab technician. Naturally, college graduates are preferred for occupations that require at least a four-year college degree such as engineers, teachers and architects (Bursa İPA 2013,p.72).

TABLE 38: SKILLS REQUIRED FOR VACANT POSITIONS

	2013		2014		%	Wom- en	%	No prefer- ence	%
	%	Total	%	Men					
Physical aptitude	75	8,160	73.1	4,105	76.7	834	66.0	3,220	70.1
Occupational know-how	72	6,831	61.1	3,183	59.5	617	48.8	3,029	66.5
Team work	68	6,155	55.1	2,519	47.1	567	44.9	3,067	67.3
Communication skills	45	5,287	47.3	1,884	35.2	532	42.1	2,870	63.0
Calculation skills	32	2,427	-	1,148	21.5	197	15.6	1,082	23.7
Problem solving	31	2,821	25.2	1,652	30.9	273	21.6	896	19.7
Computer literacy	21	1,425	12.8	556	10.4	150	11.9	717	15.7
Project based working skills	15	1,437	12.9	893	16.7	54	4.3	489	10.7
Sales and marketing skills	7	817	7.3	282	5.3	112	8.9	422	9.3
Foreign language	4	384	3.4	84	1.6	8	0.6	291	6.4
Working overtime	-	4,805	43.0	1,919	35.9	251	19.9	2,633	57.8
Work ethics	-	7,981	71.4	3,398	63.5	750	59.4	3,831	84.1
Ability to travel	-	787	7.0	501	9.4	12	1.0	274	6.0

Bursa İPA 2013, p. 73, İPTA 2014 raw data

In 2013, the two qualifications most commonly required by employers for vacant positions were physical aptitude and occupational know-how. It is understandable that no formal schooling requirements were declared for occupations that are typically learned on-the-job. For example, for sewing machine operators, the occupation with the most number of positions available; physical aptitude was demanded for 89% of the jobs available, occupational know-how for 74%, and team work for 63%. In 2014, physical aptitude was still the most common requirement, followed by work ethics, a category that was included in the questionnaire for the first time. Third place went to occupational know-how. The order is not effected by gender. For positions for which no gender preference was stated, work ethics was the most common requirement, followed by physical aptitude and team work. Working overtime was also added to the questionnaire for the first time in 2014, and was required for 43% of the positions for which men were preferred, and for 19.9% of those for which women were preferred. This ratio is much higher for positions for which no gender preference was stated, at 57.8%. Ability to travel, another recent addition, was not a common requirement, but was significantly more likely to be required for positions for which men were preferred, with 7% compared to just 1% for women. **The requirements that are more commonly expected of women than of men were communication skills and sales and marketing skills.**

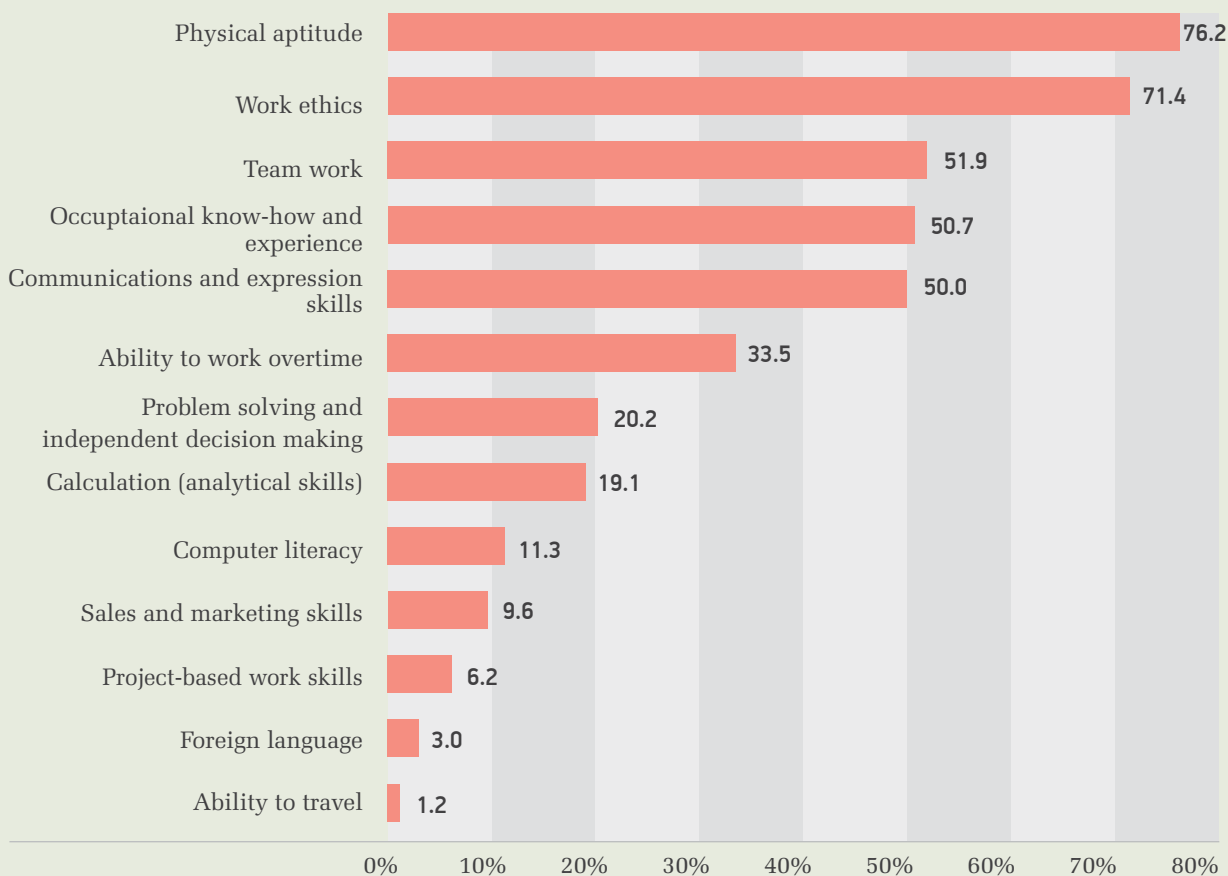


**TABLE 39: SKILLS REQUIRED FOR VACANT POSITIONS IN THE 20 OCCUPATIONS FOR WHICH WOMEN WERE MOST COMMONLY PREFERRED (%)**

	Number of preferences	%
Physical aptitude	2,299	76.2
Work ethics	2,157	71.4
Team work	1,567	51.9
Occupational know-how and experience	1,530	50.7
Communication skills	1,508	50.0
Ability to work overtime	1,012	33.5
Problem solving and independent decision making	611	20.2
Calculation (analytical skills)	575	19.1
Computer literacy	340	11.3
Sales and marketing skills	290	9.6
Project-based-work skills	186	6.2
Foreign language	90	3.0
Ability to travel	38	1.2

*IPTA, 2014 raw data*

**FIGURE 5: SKILLS REQUIRED FOR VACANT POSITIONS IN THE 20 OCCUPATIONS FOR WHICH WOMEN WERE MOST COMMONLY PREFERRED (%)**



In the 20 occupations for which a preference for female employees was most commonly stated, the four skills most commonly required were the same as in all occupations - namely, physical aptitude, work ethics, team work, and occupational know-how. Communication skills came fifth. It would therefore seem meaningful to include in vocational training courses more components that help develop communication skills and the ability to express oneself.

TABLE 40: SKILLS REQUIRED FOR VACANT POSITIONS BY LEVEL OF EDUCATION 2014 (%)

	Apprentice	Below high school	Regular high school	Vocational high school	2-year vocational college	4-year college	Postgraduate	No preference	Total
Computer literacy	8.9	2.7	34.0	16.7	76.3	60.5	81.5	2.9	12.8
Ability to work overtime	52.3	59.3	34.5	43.1	31.2	37.4	27.7	33.2	43.0
Physical aptitude	70.3	75.2	73.9	57.1	42.7	53.2	81.5	80.4	73.0
Calculation (analytical skills)	34.8	9.8	44.4	28.5	55.4	47.0	81.5	17.6	21.7
Communication skills	61.1	52.5	69.8	43.8	65.7	74.8	100.0	32.4	47.3
Work ethics	74.7	87.2	79.8	66.6	73.8	70.2	100.0	56.1	71.4
Project based work	19.4	4.5	22.0	20.0	37.5	34.7	81.5	10.4	12.9
Sales and marketing skills	3.2	1.7	29.6	6.7	13.3	17.6	81.5	4.7	7.3
Ability to travel	1.3	2.3	10.8	13.8	14.2	32.3	81.5	4.4	7.1
Problem solving and independent decision making	17.7	8.7	24.7	25.3	34.3	56.7	81.5	35.2	25.3
Team work	65.4	70.2	64.6	47.6	59.7	52.5	72.3	41.6	55.1
Foreign language	0.6	0.6	3.9	2.8	17.9	34.7	44.5	0.3	3.4
Occupational know-how and experience	50.8	73.0	52.0	65.8	66.0	76.6	90.8	50.7	61.2

İPA 2014, p.58

Employers seem to place great importance on work ethics, regardless of level of education. For jobs that require primary schooling or a lower level of education, the qualities most frequently demanded were work ethics (87.2%), physical aptitude (75.2%), occupational know-how (73.0%), team work (70.2%), ability to work overtime (59%), and communication skills (52.5%). Similarly, in the case of regular high school graduates, work ethics (79.8%) and physical aptitude (73.9%) came first, followed by communication skills (69.8%). For graduates of vocational high schools, work ethics (66.6%) was the leading requirement ahead of occupational know-how (65.8%). The proportion of positions for which physical aptitude is required falls as the anticipated level of education increases; for four-year college graduates it is only 53.2%. For college graduates, the qualities most sought after were occupational know-how (76.6%), communication skills (74.8%), and computer literacy (60.5%). For positions for which no particular level of education were required, the qualification most in demand was physical aptitude (80.4%).

TABLE 41: METHODS OF FILLING VACANT POSITIONS (%)

	2013	2014
Relatives and friends	55.8	65.7
Newspaper advertisements	52.3	46.0
İŞKUR	35.4	59.5
Websites	19.8	24.9
Private employment agencies	7.7	6.3

Bursa İPA 2014 p.60

More than half of the employers surveyed said that they filled vacant positions through relatives or friends. Half of them in 2013, and nearly half in 2014, also made use of newspaper advertisements. A significant increase occurred between 2013 and 2014 in the proportion of employers finding employees with the help of İŞKUR. This proportion rose from 35.4% to 59.5%, making İŞKUR the second most popular channel for filling vacant positions. This change is attributable to the dialog which the agency has developed with employers in recent years, to the employment and incentives packages provided under Law No. 6111, and to workplace visits and face-to-face interviews. The proportion of enterprises receiving incentives who used İŞKUR as a way of finding suitable employees was 66.9% in 2014. Among enterprises benefiting from İŞKUR services, this proportion was as high as 80.5%.<sup>20</sup>

The most common channels used for finding sewing machine operators, the occupation with the highest number of available positions, were relatives and friends with 62%, İŞKUR with 58%, newspaper advertisements with 47%, and websites with 20%. In the case of manual workers İŞKUR was used in 54% of the cases, newspapers in 49%, relatives and friends in 33%, private employment agencies in 10%, and websites in 6%. For low-qualification jobs, relatives and family, İŞKUR, and newspaper advertisements were the most common ways of recruiting, whereas for positions requiring a college degree or higher private employment agencies and websites gained in importance, with a smaller share for İŞKUR.<sup>21</sup>

The most common channel for filling vacant positions in the 20 occupations for which women are in the highest demand is relatives and friends, with 74%, compared to 65.7% for all vacant positions. However, İŞKUR is also used more than the average for these occupations: 61.2% compared to 59.5%. Websites are also slightly more likely to be used (27.6%), while private employment agencies are less likely at 5.5%.

<sup>20</sup> Bursa İPA 2014, pp.60,62.

<sup>21</sup> Bursa İPA 2014, p.75.

#### 4. Occupations in Short Supply

While 339,119 people were working in the 8,441 workplaces surveyed in Bursa in 2014, 14,429 positions were reported to be hard to fill. Since the number of vacant positions reported in the same year was 11,171, this is an indication of the high level of difficulty in finding employees in the past, even though some of the positions have since been filled. In 2013, the number of hard-to-fill positions was put at 15,324.

The sectors facing the highest level of difficulty in recruitment are – in line with their shares in employment – manufacturing, followed by wholesale and retail trade, and then construction. The order did not change from 2013 to 2014.<sup>22</sup> The sector in which the number of enterprises having difficulties in recruitment is highest relative to the total number of enterprises in the sector is “human health and social services”. Out of 136 firms in this sector, 82 (60.5%) declared facing problems in this regard.<sup>23</sup>

TABLE 42: MAIN OCCUPATION GROUPS IN SHORT SUPPLY 2014

	Number of Employees	%	Number of vacant positions	%
Office services staff	372	2.6	428	3.8
Service and sales staff	1,141	7.9	876	7.8
Occupations with no qualifications required	1,184	8.2	1,576	14.1
Qualified agriculture, forestry, and aquaculture workers	25	0.2	390	3.5
Professionals	869	6.0	590	5.3
Artisans and related occupations	5,144	35.6	2,848	25.5
Technicians and assistant professionals	977	6.8	548	4.9
Plant and machinery operators and assemblers	4,692	32.5	3,838	34.4
Administrators	25	0.2	76	0.7
Total	14,429	100.0	11,171	100.0

Bursa İPA 2014, p.67

Among the main occupational groups, artisans and related occupations is the category in which employees are most likely to be in short supply, with plant and machinery operators and assemblers in second place. These two occupational groups are also the ones with the highest shares in total employment.

Among the 20 individual occupations for which vacant positions are most likely to be hard to fill are occupations which do not require a high level of education or qualifications, and for which training is inexpensive, such as sewing machine operators, textile finishing workers, manual workers (general), weaving machine operators/weavers, and furniture upholstery workers. On the other hand, the fact that occupations for which no qualifications are required comes third among the main occupational groups in terms of difficulty of recruitment may be an indication of poor working conditions for all occupations regardless of qualifications.

<sup>22</sup> Bursa İPA 2014, p.66.

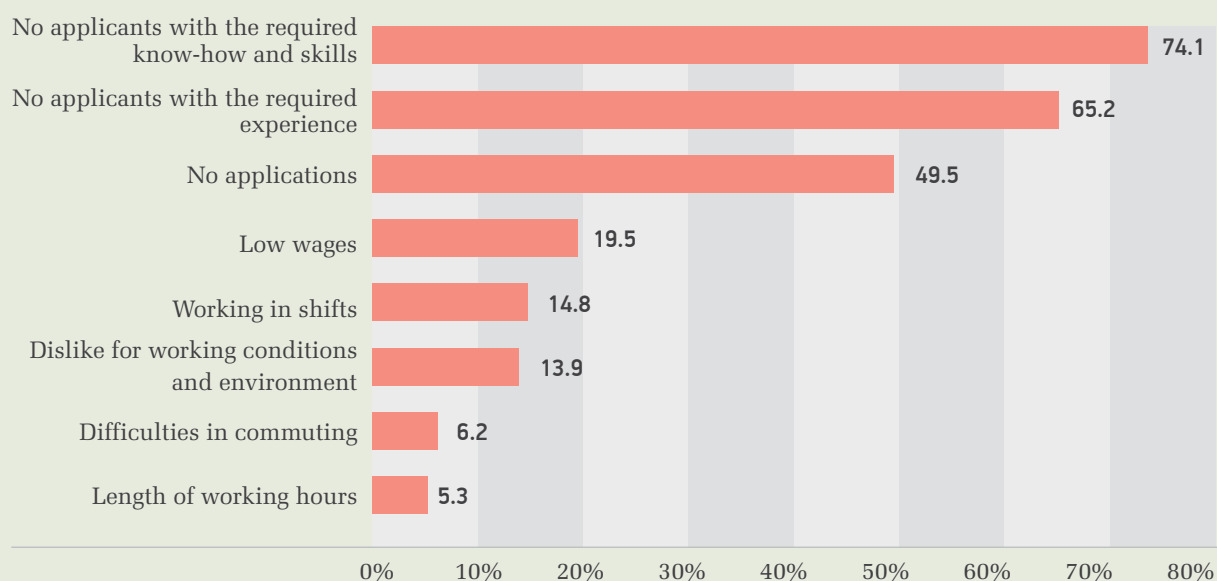
<sup>23</sup> Bursa İPA 2014, p.68.

**TABLE 43: REASONS FOR DIFFICULTIES IN FILLING POSITIONS**

Reasons	2013 (%)	2014	%
No applications	55.0	7,147	49.5
No applicants with the required know-how or skills	69.5	10,689	74.1
No applicants with the required experience	62.0	9,413	65.2
Dislike for working conditions and environment	18.5	2,010	13.9
Low wages	19.4	2,814	19.5
Working in shifts	-	2,132	14.8
Difficulties in commuting	-	888	6.2
Length of working hours	-	771	5.3
Total	-	14,428	-

Bursa IPA 2013, s.80, İPTA 2014 raw data

The three main reasons given for difficulties in recruitment were “shortage of applicants with the required know-how or skills”, “no applicants with the required experience” and “no applications”. Other significant factors were “low wages”, “dislike for working conditions and environment” and “working in shifts”, the last of which was added to the questionnaire in 2014.

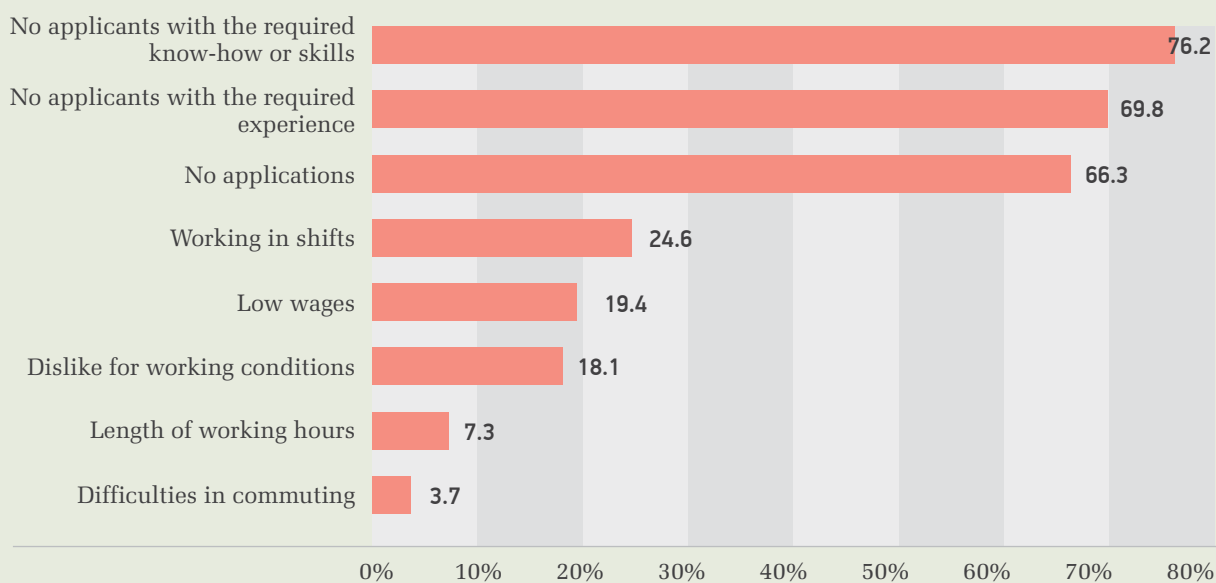
**FIGURE 6: REASONS FOR DIFFICULTIES IN FILLING POSITIONS**

**TABLE 44: REASONS OF HAVING DIFFICULTIES IN FILLING POSITIONS IN 20 OCCUPATIONS WHERE WOMEN ARE EMPLOYED**

Occupations	No applications	No applicants with the required know-how or skills	No applicants with the required experience	Dislike for working conditions and environment	Low wages	Working in shifts	Difficulty in commuting	Length of working hours
Sewing machine operator	79.6	67.1	58.6	29.1	14.0	3.0	0.5	9.4
Manual worker (general)	79.6	73.7	68.6	17.5	19.7	59.1	9.6	4.6
Coil transfer worker	0.0	40.0	40.0	0.0	60.0	40.0	0.0	0.0
Sales representative	23.0	94.6	72.3	19.7	27.2	0.0	0.0	25.6
Weaving machine operator/weaver	69.7	89.0	90.8	7.9	15.7	61.8	5.6	0.0
Winder spinning and doubling machine op.	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0
Pre-accountant	36.1	83.4	61.9	6.9	13.4	0.0	0.0	11.9
Accountant	17.9	74.5	71.8	15.5	9.0	0.0	4.8	7.8
Embroidery machine worker	44.4	100.0	100.0	0.0	0.0	44.4	0.0	0.0
Cleaning staff	86.8	37.5	88.3	27.0	89.5	29.3	4.7	2.6
Manual worker (cleaning)	4.8	21.7	95.2	0.0	87.6	0.0	0.0	0.0
Overlock stitch machine operator	100.0	100.0	100.0	100.0	0.0	0.0	0.0	0.0
Waiter	35.2	88.4	73.8	26.2	13.2	16.4	6.7	21.2
Cover stitch machine operator	100.0	100.0	100.0	100.0	0.0	0.0	0.0	0.0
Led illumination systems assembler	100.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0
Retail sales staff (food)	100.0	100.0	100.0	0.0	0.0	0.0	0.0	0.0
Wooden surface processor	100.0	100.0	100.0	0.0	100.0	0.0	0.0	0.0
Garment manufacturing worker	79.4	100.0	79.4	0.0	79.4	0.0	0.0	0.0
Quality controller (textiles)	100.0	100.0	100.0	0.0	56.2	0.0	43.8	0.0
Quality controller	64.5	97.5	11.3	0.0	0.0	0.0	0.0	0.0
Top 20 occupations - Total	66.3	76.2	69.8	18.1	19.4	24.6	3.7	7.3

Bursa IPTA 2014 raw data

**FIGURE 7: REASONS FOR DIFFICULTIES IN FILLING POSITIONS IN OCCUPATIONS WITH HIGH RATIOS OF FEMALE EMPLOYEES (%)**



An examination of the reasons for difficulties in finding suitable employees in occupations with a relatively high female presence shows that for sewing machine operators, weavers and manual workers the most prominent reasons are, once again, “no applications” and the lack of know-how, skills and/or experience. However, in the case of occupations with high application rates, the reasons are usually linked to working conditions. For both security and marketing staff positions, for example, “dislike for working conditions and environment” and “low wages” are important factors. “Working in shifts” causes difficulties for weavers while for waiters and sales representatives “length of working hours” is a problem.

According to the Labour Market Demand Survey (İPTA) 2014, “(t)he fact that ‘no applications’, ‘no applicants with the required know-how and skills’ and ‘no applicants with the required experience’ have the highest numerical and proportional weight points once again to the importance of and the need for vocational education, both in Bursa Province and in Turkey as a whole”.<sup>24</sup>

## 5. Future Trends in Employment/Predictions of Future Levels of Employment in Various Occupations

As of June 30<sup>th</sup> 2015, 21.4% of enterprises in Turkey reported a net increase in employment while 4.2% reported a net decrease. For the province of Bursa, the corresponding rates were 26.3% and 3.9%. Expectations of growth prevail in workplaces both in Bursa and in Turkey as a whole. In Bursa, as of June 30<sup>th</sup> 2015, the net numerical increase in employment was expected to be 16,043 with a net numerical increase of 17,993 people and a net numerical decrease of 1,951 people. The total number of people working is 339,119. Accordingly, the net change in employment works out at 4.7%.

**TABLE 45: PREDICTIONS OF CHANGE IN EMPLOYMENT BY MAIN OCCUPATIONAL GROUPS**

Occupational group	Net numerical increase	Net numerical decrease	Net change in employment	Net change in employment %
Office services staff	355	55	299	1.1
Services and sales staff	2,014	178	1,836	6.5
Occupations with no qualifications required	4,439	883	3,556	6.7
Qualified agriculture, forestry, and aquaculture workers	13		14	2.0
Professionals	941	187	754	2.9
Artisans and related occupations	4,389	294	4,095	5.2
Technicians and assistant professionals	911	86	824	3.1
Plant and machinery operators and assemblers	4,885	253	4,632	5.0
Administrators	44	11	33	0.4
BURSA	17,993	1,951	16,043	4.7

*Bursa İPA 2014, p.79, and İPTA 2014 raw data*

An increase in employment is expected for all the main occupational groups. The anticipated increase is highest in the categories of plant and machinery operators and assemblers, artisans and related occupations, occupations with no qualifications required, and services and sales staff, which is in accordance with their shares in total employment.



**TABLE 46: 20 OCCUPATIONS WITH THE HIGHEST EXPECTED INCREASE/DECREASE IN EMPLOYMENT, 2014/2015**

Expected net increase		Expected net decrease	
June 30 <sup>th</sup> , 2014	June 30 <sup>th</sup> , 2015	June 30 <sup>th</sup> , 2014	June 30 <sup>th</sup> , 2015
Cleaning staff	Manual worker (general)	Travel service staff (steward/stewardess/bus and train)	Manual worker (cleaning)
Sewing machine operator	Manual worker (construction)	Steel fixer	Manual worker (construction)
Manual worker (general)	Sewing machine operator	Construction equipment molder (manual)	Sales consultant
Storage porter	Cleaning staff	Shoemaker (upper)	Teaching assistant
Metal assembly worker	Security staff	Montager (editing)	Other construction painter
Gas metal arc welder	Textile finishing worker	Embroider (machine)	Other special education teacher
Wood joiner and finisher	Weaving machine operator/weaver	Iron joiner	Waiter
Manual worker (construction)	Manual worker (cleaning)	Spinner operator (ring/vater/sharper)	Furniture upholsterer
Driver, transporter	Retail sales staff (food)	Construction equipment molder (machine)	Manual worker (general)
Security staff (unarmed)	Sales consultant	Fruit and vegetable cleaner	Weaving machine operator/weaver
Eccentric compression machine operator	Furniture assembler	Mason	Warping operator
Electric arc welder (machine)	Manual worker (building construction)	Driving instructor	Office clerk (general)
CNC milling machine operator	Coil transfer worker	Door assembler	Butcher
Furniture assembler	Furniture upholster	Production manager (manufacturing)	Falseworker (wood)
Hydraulic press operator	Waiter	Paramedic	Security systems technician
Furniture upholsterer	Gas metal arc welder	Milling machine operator	Auto mechanic
Electrician (general)	Marketing staff	Yarn technician	Other yarn workers and winders
Sewing machine operator-fabric	Winder spinning and doubling machine operator	Other construction painter	Construction technology technician
Digital print operator (textiles)	Driver-carrier	Masseur	Patient care staff
Marketing staff	Ferroconcrete ironsmith	High school philosophy group teacher	Construction equipment molder (machine)

Bursa İPA 2014, p.82

According to the table above, both an increase and a decrease are expected simultaneously in future employment in occupations such as manual worker, cleaning staff, weaver etc. In the report, this situation is explained by the magnitude and high number of employees in the manufacturing, construction and administrative/support services sectors.<sup>25</sup>

25 Bursa İPA 2014, p.81

TABLE 47: NET CHANGE IN EMPLOYMENT IN THE TOP 20 OCCUPATIONS BY GENDER PREFERENCE

Women	Net change in employment	Men	Net change in employment	No preference	Net change in employment
Sewing machine operator	841	Manual worker (general)	1,015	Textile finishing worker	677
Coil transfer worker	262	Furniture upholsterer	217	Manual worker (general)	1,015
Winder spinning and doubling machine operator	190	Gas metal arc welder	199	Sewing machine operator	841
Manual worker (general)	1,015	Furniture assembler	363	Weaving machine operator	542
Sales consultant	286	Waiter	206	Manual worker (cleaning)	-32
Waiter	206	Textile finishing worker	677	Sales consultant	286
Garment manufacturing worker	38	Plastic injection worker	85	Quality controller	128
Pre-accountant	34	Furniture varnisher (spray)	124	Other	114
Embroidery machine operator	123	CNC milling machine operator	100	Waiter	206
Accountant	80	Plastic products manufacture worker	36	Led illumination equipment assembler	120
Cleaning staff	818	Construction equipment molder (manual)	108	Retail sales staff (food)	372
Secretary	28	Weaving machine operator	542	Cleaning staff	818
Welder	39	Galvanizer (dipping)	-	Accountant	80
Furniture surface processor	14	Other manufacturing workers (manual)	20	Quality controller (textile)	5
Packager (manual)	82	Shipping staff	113	Sweeper	20
Quality control (fabric)	-	Forklift driver	21	Pre-accountant	34
Ornate twister	12	Welder (oxygen and electric)	39	Overlock stitch machine operator	18
Pre-school teacher	20	Stenter machine operator (textiles)	111	Spinner operator (ring/vater/sharper)	142
Beverage server	13	Falsework builder	51	Marketing staff	197
Cashier	22	Driver-transporter	146	Cover stitch machine operator	10
Top 20 occupations total	4,124		4,172		5,593

Bursa IPTA 2014 raw data

## 6. Findings of Small-Scale Workplaces Survey

Enterprises with 2-9 workers were also included in the Labour market Demand Survey (İPTA) conducted in Bursa in 2014. The aim was to shed light on the potential of such workplaces for employment in general, and women's employment in particular. 5,210 workplaces were visited, and data for 37,629 enterprises was acquired by generalizing the data collected. In terms of sectorial distribution, 35% of the enterprises were in wholesale and retail trade and 22% were in manufacturing. Transportation and storage, professional, scientific and technical activities and construction were the other major sectors. 27% of the employees were women, and 73% were men, which is similar to the gender distribution in enterprises employing ten or more people.

Most of the women were working as professionals, followed by office services staff, and services and sales staff. The highest numbers of men in these enterprises belonged to the occupational categories of artisans and related occupations, plant and machine operators and assemblers, and services and sales staff. According to the survey, a higher proportion of women were working in jobs requiring no qualifications by comparison with men. Another interesting finding was that while only 10% of the total number of workers in small enterprises with 2-9 employees held jobs requiring no qualifications, the corresponding ratio for enterprises with ten or more workers was higher, at 15.9%. Those working in small-scale enterprises are found to be more qualified.

Of the small-scale enterprises with 2-9 workers, 4,967 had a total of 11,568 vacant positions in 2014. The vacant position ratio worked out at 7.4%, which is higher than the 3.2% ratio for firms with ten or more employees. The ten occupations in which the most jobs were available were: sewing machine operator; waiter; sales staff; electrician; furniture varnishing worker; manual worker; furniture manufacturer; "furniture upholsterer; accountant, and gas metal arc welder, in that order. Six out of these ten occupations are also in the top ten list for larger enterprises – namely manual worker, sewing machine operator, sales staff, furniture upholsterer, gas metal arc welder and waiter. However, vacant positions in small enterprises are mostly for occupations requiring a higher level of skills and qualifications.

The occupations for which it was hardest to fill vacancies in small enterprises were : sewing machine operator; sales staff; waiter; furniture upholsterer; electrician; furniture varnishing worker; furniture assembler; furniture manufacturer; weaver, and gas metal arc welder, in that order. This is in line with the occupations in which the highest number of vacant positions occur. In all sectors, an increase of 15% was expected in employment, compared to the expected increase of 4.7% in enterprises with staffs of ten or more.<sup>26</sup>

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<sup>26</sup> Bursa İPTA 2014, p.111-112

## CONCLUSIONS AND PROPOSALS

This study has examined the labour market characteristics of Bursa and the activities of İŞKUR in the province, and made detailed comparisons of the situations of men and women. In the light of this assessment, a number of proposals have been developed for increasing the demand for women's labour so as to provide women with decent employment, and for filling the vacant positions mentioned in the Labour Market Demand Survey in such a way as to increase employment among women.

The province of Bursa has a high level of socio-economic development and a dynamic economy in which all sectors are active. The services sector has the greatest share in total employment, but industry has significant weight in the economy and accounts for the highest share of employment for men, and the second highest share for women. While more than half of all employees have only a primary school education or lower, women employed in the services sector have significantly higher levels of education than men employed in the same sector. Great progress has been made in the last three years in terms of preventing informal labour and broadening the coverage of the social security system. Nevertheless, informal labour remains a serious problem. One quarter of women working in industry, and one fifth of women working in services are not registered in the social security system. The corresponding ratios for men are lower.

Although the unemployment rate in the TR 41 region that includes Bursa is lower than the national average, women's unemployment in the region is still significantly higher than men's, as it is in the country as a whole. Between 2010 and 2013, the number of unemployed men in the region declined whereas the number of unemployed women increased. Unemployment affects younger women and those with higher levels of education most severely. Long-term unemployment is also a more critical problem for women.

Between 2010 and 2013, the activities of İŞKUR increased notably, both in the province and at the national level. This is evident from the figures for applications made, vacant positions received, presentations of candidates to employers and successful job placements. The performance of Bursa İŞKUR has been well above the national average in many respects. The share of women in the total number of applicants to the agency has soared rapidly, reaching 45.9% in 2013, which is quite high compared to the national average. The services provided by the agency are in high demand among women in the province. However, women still only account for 30.5% of those who are successfully placed in a job, which is very close to the national average. The increased interaction between İŞKUR and women in Bursa still needs to be reflected in a corresponding increase in women's share in job placements.

The ratio of college graduates among female applicants to İŞKUR is 23.4% - seven points higher than the corresponding ratio of 16.1% for men. However, women with college degrees make up only 14.7% of those placed in jobs. The source of the problem here is the low level of education required for vacant positions. In 2013, 60% of employers with vacant positions were either looking for persons with only a primary education or lower, or had no preference regarding the level of education of job applicants. Consequently, 65% of the women placed in vacant positions in the same year had a level of education lower than high school. In 2014, the proportion of employers with vacant positions who either stated no preference for educated staff or were seeking persons with only a primary schooling or lower increased to 70%. Special efforts need to be made to increase demand for employees with higher education.

Meanwhile, the number of people successfully placed in a job increased 3.8 times between 2010 and 2013 - fourfold for women, threefold for men. The gender differential is due to the fact that the number of female job candidates presented to employers increased by 800% in the same period, whereas the number of men increased by 400%. This is an expression of the increased efforts of the agency on behalf of women and may be interpreted as a success story from women's point of view. However, more still needs to be done. In 2013, women made up 40.7% of all applicants for active labour market programs in Bursa, whereas nationally women accounted for 51.4%. Similarly, women made up 53.9% of those attending vocational education courses nationally, but this percentage was only 40.2% in Bursa. Ways need to be found of ensuring the participation of more women in vocational education courses and on-the-job training programs in the province.

According to the outcomes of the İPTA surveys for 2013-1<sup>st</sup> Period and 2014-1<sup>st</sup> Period, the occupations in which women's employment is highest are headed by occupations related to manufacturing industry, followed by occupations for which no qualifications are required and then artisans and related occupations. The top ten occupations for women are sewing machine operator, cleaning staff, accountant, manual worker (general), manual worker (cleaning), office clerk (general), dairy worker, weaving machine operator, packager (manual), and secretary, in that order.

In view of the importance of manufacturing industry in the province, and in particular - from the point of view of women - of textiles and garment manufacturing, as well as the large share of manufacturing industry in vacant positions, it would seem appropriate to conduct training activities for occupations related to textiles and garment manufacturing (such as sewing machine operator, coil transfer worker or quality controller). In these occupations, employers tend to attach more importance to occupational know-how and experience rather than formal education, so skills acquisition courses could be organized, possibly with guarantees of employment. The target audience here would be women with only a primary school education.

At the same time, training programs are also needed for occupations that are in demand in the services sector. Considering the high proportion of women with a two-year or four-year college education, educational programs that fulfil employers' specific requirements for accountants, sales consultants, secretaries and office clerks may be beneficial.

The questions recently added to the questionnaire concerning the gender preferences of employers for vacant positions reveal that preferences for women are much less common (11.3%) than for men (47.9%) in the main occupational groups and sectors. However, a large proportion of employers have no specific gender preference (40.3%). This situation indicates that while it is very difficult to alter preferences in those occupations and sectors which are segregated on the basis of gender, the sectors and occupations in which most employers do not state a preference for either women or men are valid candidates for an improvement in female employment. Calculations reveal that, for the top 20 occupations with the highest number of vacant positions, if the employers who declared no preference are persuaded to employ women in a proportion that is equal to the share of women currently working in that particular occupation, the demand for female workers will increase by a factor of more than two-and-a-half. Undoubtedly it would be beneficial to go further by presenting more woman candidates for vacant positions to employers who have no gender preference. At the same time, further information should be provided to employers regarding the recent incentive programs encouraging the employment of women.

Most of the requirements for vacant positions in general and for vacant positions for which women are specifically preferred are the same: physical aptitude, work ethics, team work, and occupational know-how. For women, communication skills come next. It would therefore be meaningful to include in vocational training courses components that increase participants' communications skills and ability to express themselves. A point to be underlined here is the need to inform women about their rights and to include components related to women's basic human rights in vocational adult education programs, as required by the Memorandum for Increasing Employment of Women and for Equal Opportunity in Employment published by the Office of the Prime Minister on May 25<sup>th</sup>, 2010.

The study shows that the number of positions that are difficult to fill surpasses the number of vacant positions. This may indicate that even though a position is currently filled, there have been difficulties in finding a suitable employee. Occupations for which suitable employees are hard to find are mostly to be found in manufacturing industry, which is in accordance with the structure of employment in the province. Among the top 20 of these occupations, there are some which require little formal education and qualifications, and where occupational training costs are low, such as sewing machine operators, textile finishing workers, manual workers (general), weavers and furniture upholsterers. The main reason given for difficulties in finding suitable employees is a lack of applicants with the know-how and skills required for these occupations. İŞKUR's training programs are therefore critical in closing this gap. The fact that positions in occupations characterized by a high level of female employment, such as sewing machine operators and weavers, can be difficult to fill due to a lack of applicants with the required know-how or experience suggests that the problem may be easy to solve through vocational training. Pilot research could be conducted in selected enterprises to determine the specific shortcoming of candidates presented to employers and the training required to overcome these shortcomings. However, difficulties in filling positions for which no qualifications are needed, such as cleaning staff or manual workers in cleaning, are more likely to be due to the poor working conditions and low wages that characterize such positions.

Employers interviewed in 2014 declared that they expected significant increases in employment for the upcoming year. If these expectations held true, the number of vacant positions in Bursa would increase by 43.6% in one year. In order to ensure that unemployed women benefit more from this increase, a special effort should be made in order to encourage employers with no particular gender preference for the vacant positions in their firms to employ more women. It is also worth keeping in mind the significant potential of small enterprises, relative to larger firms, for increasing employment. İŞKUR services should be made more accessible to such enterprises.

The labour market in Turkey has a long way to go in terms of gender equality, given the very low rate of participation among women, in spite of the upward trend of recent years, and the high rate of unemployment which women face. Under current conditions, it is of great importance that a conscious effort is made to conduct activities to ensure that women benefit much more from the services provided by İŞKUR.

