According to Turkish Statistical Institute (TUIK) data, Turkey had a 1.04 million water buffaloes in 1980. The water buffalo's inventory dropped to 107,435 head by 2013. The average carcass weight of water buffalo has increased from 112.3 kg in 1980 to 152.3 in 2013, an average of growth of nearly 0.93 percent annually. It is commonly accepted that per-water buffalo milk yields in Turkey have also increased the 1980s, an average of growth of nearly 0.7 percent annually. Despite the increase in carcass and milk yields, the productivity increases have not been sufficient to prevent reductions in output potential caused by declining water buffalo inventories. The prices of meat have been increased due to the failure in red meat production to satisfy the demand. Recently, subsidies in livestock policies of the current government have been introduced to encourage the new entrepreneurs to invest and improve animal production sector especially beef, water buffalo, sheep and goat in the country. The goal of this research was to assess the factors affecting the water buffalo enterprises in Turkey. For this purpose, a survey was conducted with 462 farmers by face to face interviews as a sample of rural areas in Afyonkarahisar, Bitlis, Diyarbakır, Istanbul, Muş, Samsun and Tokat provinces of Turkey. The factor analysis was used for the evaluation of the data. In this study, it was focused on identifying the attitudes towards water buffalo husbandry and the factors that affect these attitudes.