



Survey on knowledge, attitudes and practices of youth regarding human trafficking in four regions of Albania

Second Wave

**Summary of findings for Tirana, Dibër, Kukës and
Shkodër Regions**

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September 2022

TABLE OF CONTENTS

1. INTRODUCTION	4
2. AIM AND OBJECTIVES.....	5
3. METHODOLOGY	6
4. FINDINGS: PART A	9
5. FINDINGS: PART B	22
6. CONCLUSIONS.....	26

1. INTRODUCTION

Albania is significantly affected by human trafficking, and continues to develop a range of policies and mechanisms to combat the phenomenon. The country is recognised as a major source for human trafficking, with Albanians mostly trafficked to Italy, Greece, the United Kingdom, Sweden, Germany and Switzerland, often through organized criminal networks. Meanwhile, domestic trafficking has been a significant phenomenon for approximately two decades, with most domestic victims being children and youth. Most Albanian victims come from a background of poverty and unemployment and have a lack of education. For trafficked children and youth, the risk factors mostly emanate from the household and family, and include family breakdown and abandonment. The consequence of these factors is compounded by the absence of protective safety nets.

Despite clear evidence that Albanian youth are vulnerable to human trafficking, there is a dearth of literature on the level of their knowledge of the phenomenon in the country, or on their attitudes and their practices with regard to it. Only one recent study (2016) discusses knowledge and awareness of human trafficking in Albania.¹ From that study, we know that Albanian adults are more aware of sex trafficking than labour trafficking, that more than half of surveyed Albanian adults think human trafficking is a serious problem but that it mostly concerns women and children, and that many people do not know how they can help suspected victims.

As that study did not address specifically the level of knowledge among youth, or their attitudes and practices regarding human trafficking, the present study explores the subject with the aim of filling important knowledge gaps. The results are intended to be useful to government and non-government stakeholders working in the area of prevention of human trafficking.

The present study is a second wave survey of knowledge, attitudes and practices of Albanian youth regarding human trafficking in four regions of the country, and among Roma. It follows on from the first wave survey, the results of which were published in December 2020.² This second wave survey replicates to the extent possible the first wave questions.

The present report focuses on the survey results for all youth surveyed in the four target regions in Albania. It is accompanied by four regional reports and one for the Roma. For further analysis, data collected from the second wave survey are stored and visualised in a dedicated dashboard.³

The report has two purposes: 1) to present findings on the data in order to provide a snapshot of the current situation with regard to knowledge, attitudes and practices of Albanian youth regarding human trafficking in 2022, and 2) to compare important indicators of change in knowledge, attitudes and practices regarding human trafficking as a result of UNICEF communication materials/messages.

It should be noted that only some comparisons are made in this report between the first wave and second wave survey results for the following reasons: (1) Changes in knowledge, attitudes and practices were mostly minimal; (2) minor changes were made to the questionnaire in the second wave survey (this was done to mitigate some of the difficulties encountered when analysing the first wave data); (3) for ease of understanding the data and findings for readers (too much comparison would lead to a lengthy report and one too cumbersome and difficult for readers to easily follow). However, for key questions, comparison of results between the two waves is included under Part B of this report.

¹ USAID, 2016, Gauging public opinion on human trafficking in Moldova and Albania employing survey experimentation to inform effective prevention and awareness programs.

² Davy, D., and Metanj, B., 2020, [First wave study survey on youth knowledge, attitudes and practices with regard to human trafficking, in four regions of Albania. Report on findings](#). UNICEF Albania and IDRA.

³ [Second Wave Survey Dashboard 2022](#)

2. AIM AND OBJECTIVES

The study sets out to understand and explore the level of youth⁴ knowledge, attitudes and practices regarding human trafficking in the regions of Dibër, Kukës, Shkodër and Tirana, as well as among Roma. The regions were selected because they are known source regions for human trafficking in the country, and of Albanians abroad.

The study's objectives (second wave) were to measure the knowledge, attitudes and practices of surveyed youth across the following areas:

Knowledge

- Where human trafficking occurs.
- The forms of exploitation that occur in Albania, and in foreign countries.
- Who is at risk of human trafficking.
- Recruitment methods and human traffickers.
- Ways to report suspected human trafficking cases.
- Support services available for victims

Attitudes

- Level of concern about human trafficking.
- Attitudes towards victims.

Practices

- Interest in learning about human trafficking.
- Interest in getting involved in human trafficking prevention and protection activities.

2.1 Results of UNICEF communications

- Exposure to the human trafficking communication materials/messages over two years.
- Increase in knowledge, attitudes and interest in engaging in anti-human trafficking activities as a result of the exposure.

2.2 Structure of the report

Following this introductory section, the report presents the methodology of the study, followed by the findings on youth knowledge, attitudes and practices regarding human trafficking for the total of 4 regions – Tirana, Shkodër, Kukës and Dibër.

Findings are divided into two sections: Parts A and B. Part A presents the aggregate findings, with disaggregation by sex, age and urbanity of survey respondents. Part B discusses positive shifts in knowledge, attitudes and intention to engage in anti-human trafficking activities of youth surveyed in the four regions. At the end, the report provides conclusions deriving from the findings.

⁴ Of age 15 to 29 years, as defined by the European Commission. See [EUROSTAT, Youth – overview](#)

3. METHODOLOGY

4.1 Approach to the survey

Approximately 1,600 youth were surveyed in the present study (Table 1), including respondents of age 15–29 years living in Dibër, Kukës, Shkodër and Tiranë (350 respondents in each county). The sample included a boost sample of 200 youth from the Roma population living in Kukës, Shkodër and Tiranë. Survey participants were randomly selected. Official data⁵ show that in total there are about 300,000 people of age 15–29 years living in the four regions in which the study was conducted. Thus, a sample size of 1,600 respondents guarantees results representative at the national level with a margin of error of 2.62 per cent and confidence interval of 95 per cent (see the [Second Wave Survey Dashboard 2022](#) for an overview of the methodology). The survey was carried out through face-to-face interviews. Only one person per household in the age range of 15–29 years was invited to participate. Software was used to randomly select households.

Table 1. Number of survey interviews conducted in each target region and with Roma

Region	No.
Tiranë	350
Shkodër	350
Kukës	341
Dibër	346
Total, 4 regions	1,387
Roma	200
Total surveyed (N.)	1,587

The survey was not designed to include the same participants across the two rounds of data collection, and it is unlikely that the youths that participated in the second wave survey were the same as those that had participated in the first. Moreover, for ethical reasons, the personal data of first wave participants were not recorded and thus these individuals could not be directly approached for the second wave. Nevertheless, the two surveys target the same profile of the respondents: namely youths of age 15–29 years. The same sample design and distribution was applied in both surveys, which were conducted in the same regions with a sample representative overall and at the level of the four regions. These elements ensure comparability of the results from the first and second waves.

The data collection was carried out during the period 14 January to 1 March 2022 by trained interviewers employed by IDRA Research and Consulting. Each interview lasted approximately 20 minutes. Some minor changes were made for the second wave questionnaire, reflecting the feedback and lessons learned from the first wave. In some cases, asking about the profile of a trafficker with simple Yes or No answers resulted in limited data for analysis. Such questions in the second wave were transformed into statements with which the respondent had to agree or disagree. A Likert scale was also applied in order to capture as much data as possible for analysis. Some questions that address the level of engagement in anti-human trafficking activities were revised to capture and measure active rather than passive participation in such activities (e.g., watching a movie or reading a book on human trafficking). Moreover, some questions were removed from the second wave survey, such as asking participants about conditions that might lead to human trafficking. Results from the first wave showed that poverty and lack of employment are seen as the main conditions linked to the phenomenon in Albania. Considering that the two surveys are carried out over a two-year period, including a question on the conditions that might lead to trafficking once again in the second wave would be redundant and bring no added value to the research.

Nevertheless, the second wave survey included some specific questions designed to develop some indicators to monitor the effect of the UNICEF communication work carried out after the first wave survey. Such questions are important to gain an understanding not only of the percentages of young respondents that were in contact with such materials/messages but also of the effects that these materials/messages might have had on the knowledge and attitudes of the participants regarding human trafficking.

⁵ Institute of Statistics of Albania: Results from the Census of 2011; Link, last accessed: July 2022: <http://www.instat.gov.al/en/themes/censuses/census-of-population-and-housing/#tab2>

4.2 Data analysis

Data analysis was conducted by IDRA using the statistical software package IBM SPSS 25. Data were weighted in order to be representative for each region and overall. This was done so that the contribution of the respondents from each region was proportional to the regional population figures. Results were disaggregated by main demographic indicators such as gender and age.

4.3 Ethical considerations

The survey questions on human trafficking did not ask youth any challenging or sensitive questions. Nevertheless, an ethics assessment was carried out as data were collected from children of age 15–17 years, as well as older youth (18–29 years). Prior to data collection commencing, the study was given ethical approval by Health Media Lab. Ltd. Ethical Research Board.⁶ For the study, the team complied with the following:

- The Regulation on ‘Ethics of Research and Publishing Activity’, and specifically article 1.1.4, which requires that institutions ‘maintain a climate of cooperation that promotes responsibility and ethics during research’. This guide (regulation) was issued by the Government of Albania to orient ethics-related issues for companies, institutions and consultants undertaking research.
- UNICEF Procedure on Ethical Standards in Research, Evaluation, Data Collection and Analysis (2021).

The research team upheld the following fundamental standards:

- that subjects are not placed at undue risk;
- that participation is voluntary, and subjects are provided with and agree to informed consent prior to their participation; and
- that written protocols are in place to ensure subject confidentiality and anonymity.

During the data collection, the interviewers shared leaflets with survey participants and their families, including information on support services for mental and psychological care, and reporting channels for human trafficking.

4.4 Limitations

There are several limitations to the present study, as discussed below.

Sensitivities around human trafficking and related concepts and terms. The interviewers encountered cases where, once the subject of the survey had been explained to them, a parent or guardian of a female youth objected to their daughter’s participation in the survey. Such reluctance arose because the parent or guardian considered terms such as ‘sexual exploitation’ shameful and embarrassing to discuss. In such instances, the interviewers thanked the individuals and proceeded to the next house.

COVID-19 pandemic. Data collection took place from 14 January to 1 March 2022, when COVID-19 cases were high in Albania, and the interviewers encountered a number of survey refusals due to the pandemic. Some people reportedly were frightened to open their front door or sign the consent form. Interviewers were trained, prior to going into the field, in COVID-19 health and safety measures, wore face masks and kept a safe distance between themselves and the household members at all times. However, despite these precautions, some survey refusals occurred due to people’s fear of contracting the virus. Despite such refusals, the projected number of surveys was still completed.

Lack of young population in specific areas of the study. Due to some difficulties in finding young people in rural areas, the research team was forced to re-arrange and re-distribute some of the planned interviews. In general, young people targeted for the study were not easy to find. In parts of Kamëz (Tiranë) young people were noticeably absent from the community. In Kukes, Has and Tropojë, even the few youth who remained were outside working or in the mountains with the livestock. Where possible, such as in Tropojë, some surveys foreseen for rural areas were instead conducted in urban areas.

⁶ See <https://www.healthmedialabirb.com/>

Leading questions. While every effort was made to avoid asking leading questions of the surveyed youth, this was, in some instances, unavoidable. Simply by developing multiple-response option questions, Likert-scale questions and questions with true or false answers, the options presented to the youth might have acted as prompts that might influence their responses to the other questions. The survey was designed to progressively test knowledge, and thus even if some questions were potentially leading, the data collected still allowed the research team to consider changes or shifts in knowledge, attitudes and practices across the two surveys.

Lack of qualitative data. The second wave survey followed a quantitative approach and, therefore, this report lacks rich qualitative data on the knowledge, attitudes and practices of youth regarding human trafficking. This limitation was mitigated somewhat through the fact that the second wave survey has been revised, following the first wave survey results, to simplify questions, with additional questions and options added in order to gain a better understanding of certain aspects of the knowledge, attitudes and practices of youth regarding human trafficking.

4. FINDINGS: PART A

4.1 Profile of surveyed youth in the four regions

Of the 1,387 surveyed youth in the four regions, 51 per cent were female, and 49 per cent, male (Figure 1). Most youths surveyed in the four regions (52%) were 18–24 years of age, 20 per cent were 15–17 years and 28 per cent were 25–29 years old (Figure 2).

Figure 1. Survey respondents, by sex

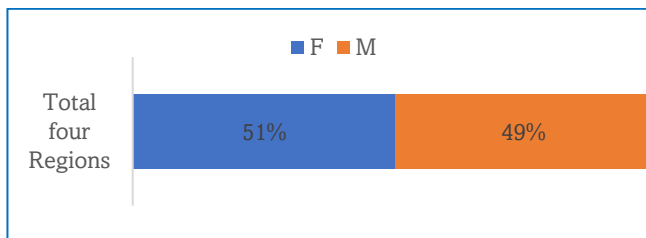
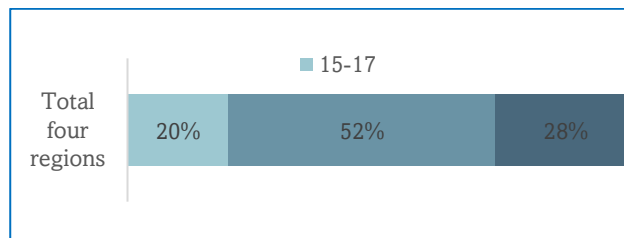
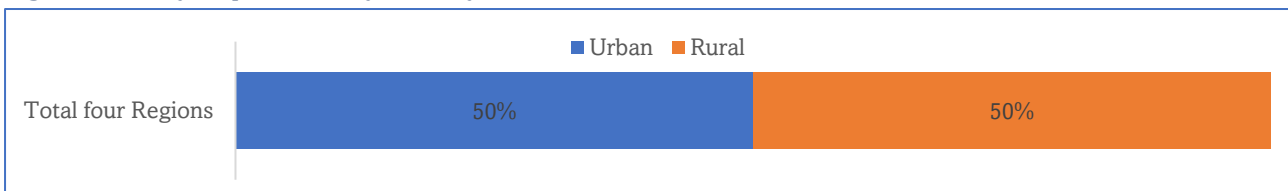


Figure 2. Survey respondents, by age



Half of the youth surveyed in the four regions were living in urban areas, and the other half, in rural areas (Figure 3).

Figure 3. Survey respondents, by urbanity

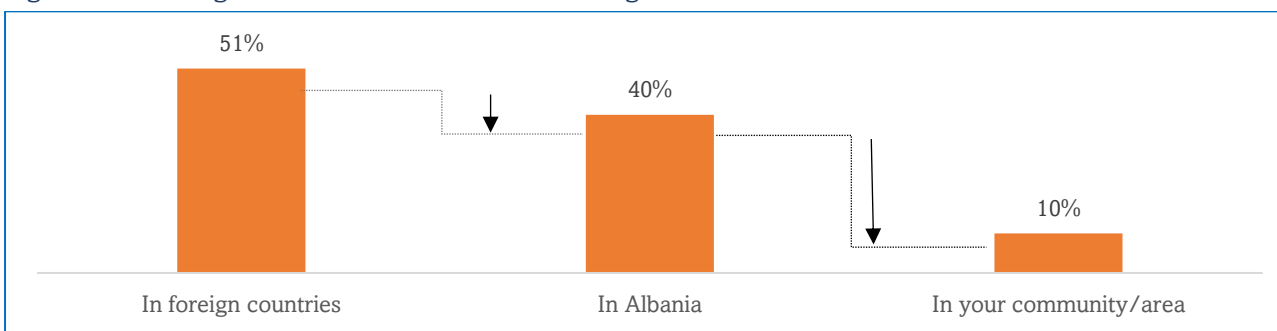


4.2 Knowledge of human trafficking

Where human trafficking occurs

Fewer youth surveyed in the four regions know that trafficking occurs within Albania (40%) compared to foreign countries (51%), and fewer still that it occurs in their community or local area (10%; Figure 4).

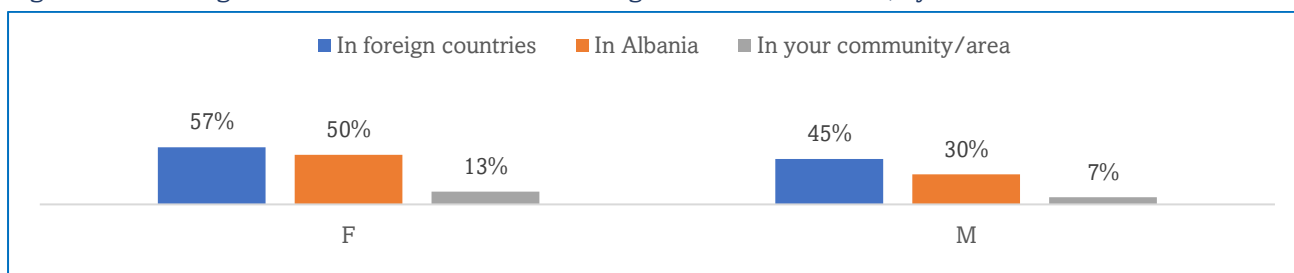
Figure 4. Knowledge of occurrence of human trafficking of Albanian nationals



Survey question: To your knowledge, to what extent does human trafficking (of Albanian nationals) take place to foreign countries, in Albania and in your community or local area? Graph presents percentages only for response options 'to a very large' and 'to a large' extent. **Target population:** Total, 4 regions.

Among youths in the four regions, females have greater knowledge than males regarding where human trafficking occurs (Figure 5). Half of the females surveyed know of the occurrence of human trafficking of Albanian citizens in Albania, compared to only 30 per cent of the males. Meanwhile, 13 per cent of females know of the occurrence of trafficking in their community or local area, compared to only seven per cent of males.

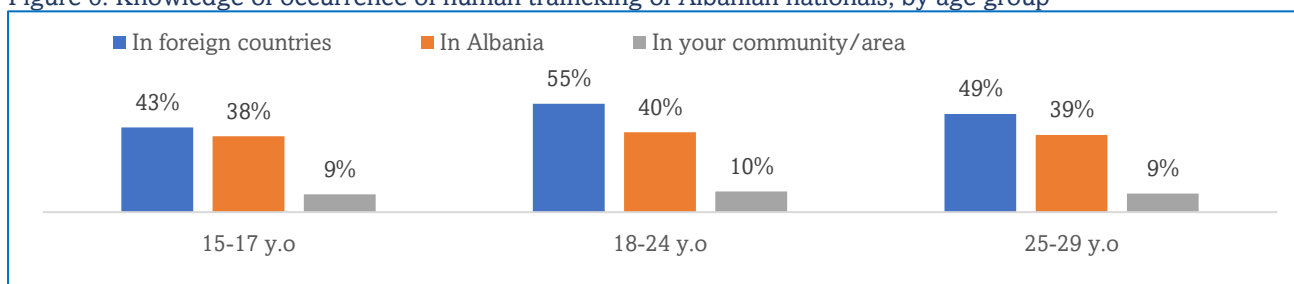
Figure 5. Knowledge of occurrence of human trafficking of Albanian nationals, by sex



Graph presents percentages only for response options 'to a very large' and 'to a large' extent. **Target population:** Total, 4 regions.

Youth of age 18–24 years in the four regions have more knowledge than other youth regarding where human trafficking occurs (Figure 6), with only 43 per cent of 15–17-year-olds thinking that trafficking of Albanian nationals takes place to a very large or a large extent to foreign countries, compared to 55 per cent of 18–24-year-olds and 49 per cent of 25–29-year-olds.

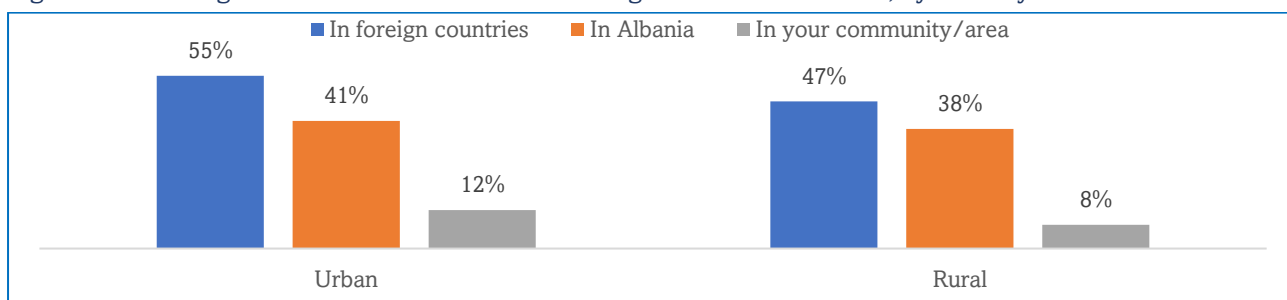
Figure 6. Knowledge of occurrence of human trafficking of Albanian nationals, by age group



Graph presents percentages only for response options 'to a very large' and 'to a large' extent. **Target population:** Total, 4 regions.

Knowledge of human trafficking occurring in Albania and to foreign countries is greater among youth surveyed in urban areas, with 55 per cent and 47 per cent, respectively, thinking that it occurs to a very large or large extent to foreign countries (Figure 7).

Figure 7. Knowledge of occurrence of human trafficking of Albanian nationals, by urbanity



Graph presents percentages only for response options 'to a very large' and 'to a large' extent. **Target population:** Total, 4 regions.

Forms of exploitation of Albanians in Albania and abroad

Exploitation of Albanian nationals in Albania

The youth surveyed in the four regions **know more of the forced begging (93%) and sexual exploitation (87%) of children in Albania than of other forms of exploitation** (Table 2), and **females know more than males**. For example, 92 per cent of females know of the occurrence of forced labour of children, compared to 75 per cent of males. **Meanwhile, 18–24-year-olds have more knowledge than other youths of the occurrence of most forms of exploitation**. For example, 90 per cent of 18–24-year-olds know of the sexual exploitation of children, compared to 82 per cent of 15–17-year-olds and 85 per cent of 25–29-year-olds. **Surveyed youth living in urban areas of the four regions have more knowledge of most of the forms of exploitation that occur in Albania than do youth living in rural areas**. For example, 72 per cent of urban youth know of the occurrence of forced begging of adults in Albania, compared to 61 per cent of rural youth, and 88 per cent of urban youth know of the occurrence of forced criminality of children, compared to 78 per cent of rural youth.

Table 2. Knowledge of forms of exploitation that occur in Albania (%)

Form of exploitation	Total, 4 regions	Sex		Age group (years)			Urbanity	
		F	M	15–17	18–24	25–29	Urban	Rural
sexual exploitation of adults	80	86	74	70	83	81	81	79
sexual exploitation of children	87	93	81	82	90	85	87	87
forced labour of adults	70	74	66	62	71	73	68	71
forced labour of children	83	92	75	79	86	80	83	83
forced marriage	67	75	59	59	67	72	70	64
child marriage	85	88	81	81	86	84	85	85
forced begging of adults	66	71	62	55	67	73	72	61
forced begging of children	93	97	88	90	93	93	94	91
forced criminality of adults	81	84	77	78	81	81	82	80
forced criminality of children	83	90	76	77	85	81	88	78
N.	1,387	704	683	275	728	384	691	696

Survey question: To your knowledge, do the following forms of exploitation involving Albanian nationals occur in Albania? Table reports percentages only for response option 'yes'. **Target population:** Total, 4 regions.

Exploitation of Albanian nationals abroad

The youth surveyed in the four regions **know more of the forced criminality of adults (81%), forced criminality of children (76%), forced begging of children (76%) and sexual exploitation of adults (76%) among Albanians trafficked abroad than they do of other forms of exploitation (Table 3). Among them, females know more than the males regarding the different forms of the exploitation.** For example, 83 per cent of surveyed female youth know about the occurrence of sexual exploitation of children, compared to only 64 per cent of male youth. **More youth of age 18–24 years know of the different forms of exploitation than do other youth.** For example, 78 per cent of 18–24-year-olds know of the sexual exploitation of children, compared to 69 per cent of 15–17-year-olds and 67 per cent of 25–29-year-olds. Overall, **more urban youth than rural youth know about the forms of exploitation that occur abroad.** For example, 64 per cent of urban youth know of the occurrence of forced marriages, compared to only 47 per cent of rural youth.

Table 3. Knowledge of forms of exploitation that occur abroad (%)

Form of exploitation	Total, 4 regions	Sex		Age group (years)			Urbanity	
		F	M	15–17	18–24	25–29	Urban	Rural
sexual exploitation of adults	76	83	68	71	79	72	81	71
sexual exploitation of children	73	83	64	69	78	67	76	71
forced labour of adults	67	69	64	68	66	68	69	65
forced labour of children	70	77	63	73	69	69	70	69
forced marriage	56	59	52	55	56	55	64	47
child marriage	57	62	53	61	58	53	61	54
forced begging of adults	56	60	53	53	57	58	61	52
forced begging of children	76	81	70	77	77	72	79	72
forced criminality of adults	81	83	78	80	83	77	85	77
forced criminality of children	76	80	73	75	79	70	81	72
N.	1,387	704	683	275	728	384	691	696

Survey question: To your knowledge, do the following forms of exploitation involving Albanian nationals occur abroad? Table reports percentages only for response option 'yes'. **Target population:** Total, 4 regions.

Those at risk of human trafficking

Survey results show that there is a gender-biased perception among youth surveyed in the four regions about the groups of people at risk of human trafficking (Table 4). The group they consider most at risk are girls younger than 18 years, with 77 per cent considering this group as being at great or very much at risk of being trafficked. They think that the second-most at-risk group is national minorities, with 47 per cent thinking that national minorities are at great or very much at risk. **Only five per cent of youth in the four regions think that men have a high risk of being trafficked.**

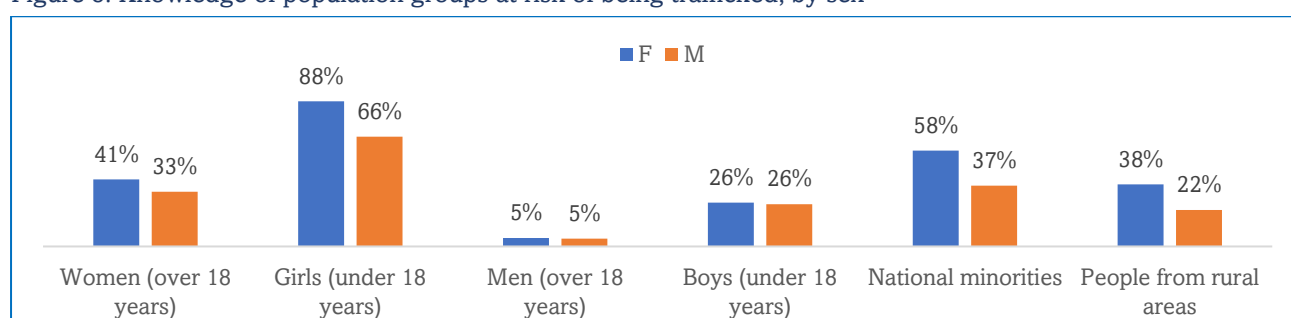
In the four regions, more female youths than male youths know who is at risk of human trafficking (Figure 8). For example, 88 per cent of females know that girls younger than 18 years are at great or very much at risk of being trafficked, compared to 66 per cent of males. There was no difference between females and males in the percentages knowing of the risk of trafficking for men and boys.

Table 4. Knowledge of population groups at risk of being trafficked (%)

Population group	Total, 4 regions
women (18 years and older)	37
girls (under 18 years)	77
men (18 years and older)	5
boys (under 18 years)	26
national minorities	47
people from rural areas	30
N.	1,387

Survey question: To your knowledge, how much do you think each of the following groups are a 'great deal' or 'very much' at risk of being trafficked? Table reports percentages of respondents of the opinion that specific groups are 'a great deal' or 'very much' at risk of being trafficked. **Target population:** Total, 4 regions.

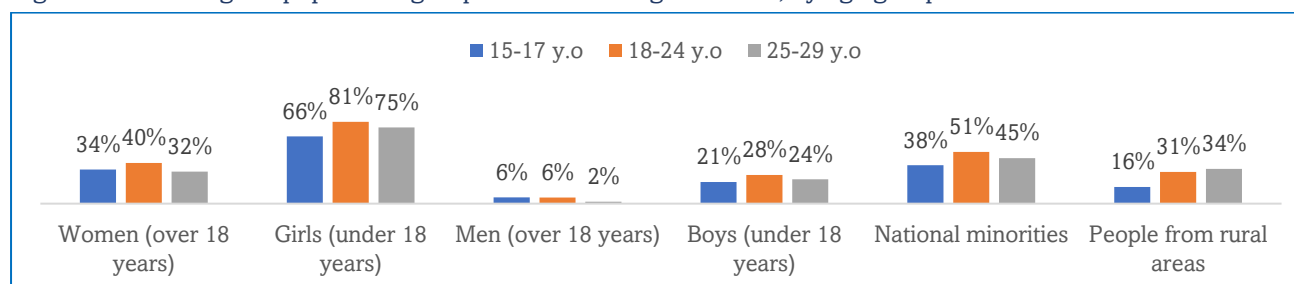
Figure 8. Knowledge of population groups at risk of being trafficked, by sex



Graph presents percentages of respondents of the opinion that specific groups are a 'great deal' or 'very much' at risk of being trafficked. **Target population:** Total, 4 regions.

Youths of age 18–24 years know more than other youths about which population groups are at risk of being trafficked, apart for people from rural areas (Figure 9). For example, 81 per cent of 18–24-year-olds think that girls younger than 18 years are at great or very much at risk of being trafficked, compared to 66 per cent of 15–17-year-olds and 75 per cent of 25–29-year-olds.

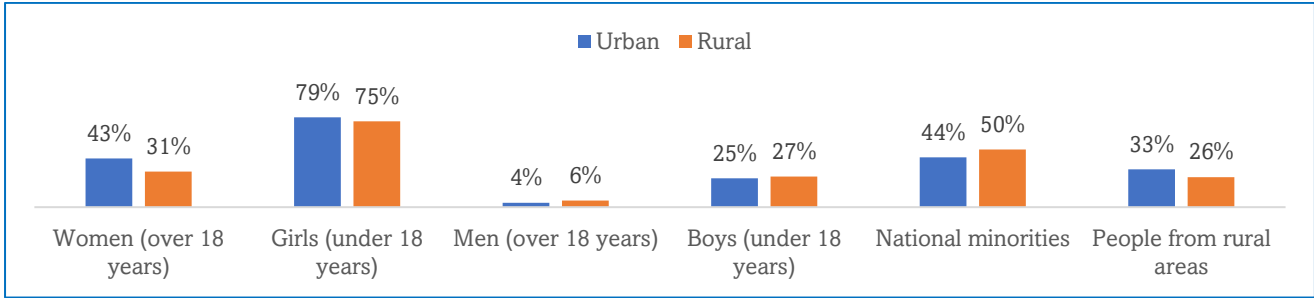
Figure 9. Knowledge of population groups at risk of being trafficked, by age group



Graph presents percentages of respondents of the opinion that specific groups are a 'great deal' or 'very much' at risk of being trafficked. **Target population:** Total, 4 regions.

Youth surveyed in urban areas of the four regions have better knowledge than those in rural areas regarding people from rural areas being at great or very much at risk of being trafficked (Figure 10).

Figure 10. Knowledge of population groups at risk of being trafficked, by urbanity



Graph presents percentages of respondents of the opinion that specific groups are a 'great deal' or 'very much' at risk of being trafficked. **Target population:** Total, 4 regions.

Recruitment methods and human traffickers

In order to assess the knowledge of among youth surveyed in the four regions of methods of recruitment, and who might be a human trafficker, the youths were asked if they agreed with several statements regarding recruitment methods and human traffickers. The results (Table 5) show that the youths do have knowledge of methods of recruitment and of human traffickers, though **relatively few (48%) know that family members can be human traffickers.**

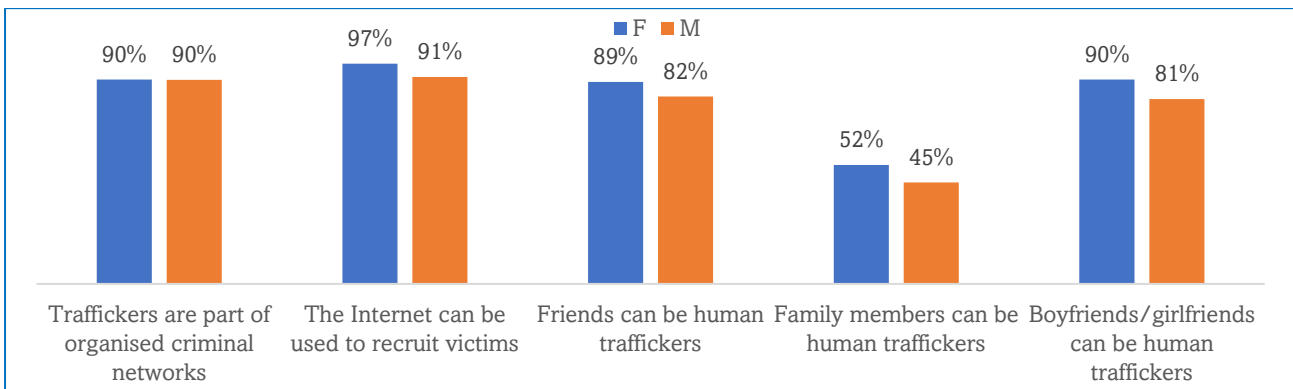
Among youth in the four regions more females than males know of the human trafficking recruitment methods and human traffickers (Figure 11). For example, 52 per cent of females know that family members might be traffickers, compared to 45 per cent of males, and 90 per cent and 81 per cent, respectively, know that boyfriends or girlfriends might be traffickers.

Table 5. Knowledge of recruitment methods and human traffickers

Recruitment method	Total, 4 regions
Traffickers are part of organized criminal networks	90
The Internet can be used to recruit victims	94
Friends can be human traffickers	86
Family members can be human traffickers	48
Boyfriends or girlfriends can be human traffickers	85
N.	1,387

Survey question: To what extent do you agree or disagree with the following? Table reports percentages of respondents who totally agree or somewhat agree with the statements. **Target population:** Total, 4 regions.

Figure 11. Knowledge of recruitment methods and human traffickers, by sex

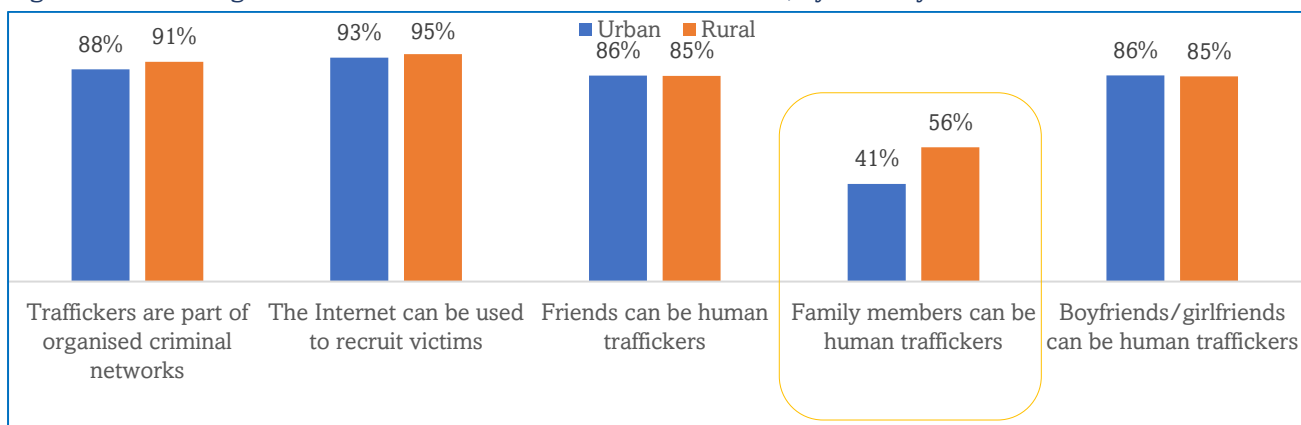


Graph present percentages of respondents who totally agree or somewhat agree with the statements. **Target population:** Total, 4 regions.

There is no significant difference among the different age groups regarding knowledge of recruitment methods and human traffickers.

There was little difference between urban and rural youths of knowledge of recruitment methods and human traffickers (Figure 12), though fewer urban **youths (41%) than rural youths (56%) know that family members might be human traffickers.**

Figure 12. Knowledge of recruitment methods and human traffickers, by urbanity



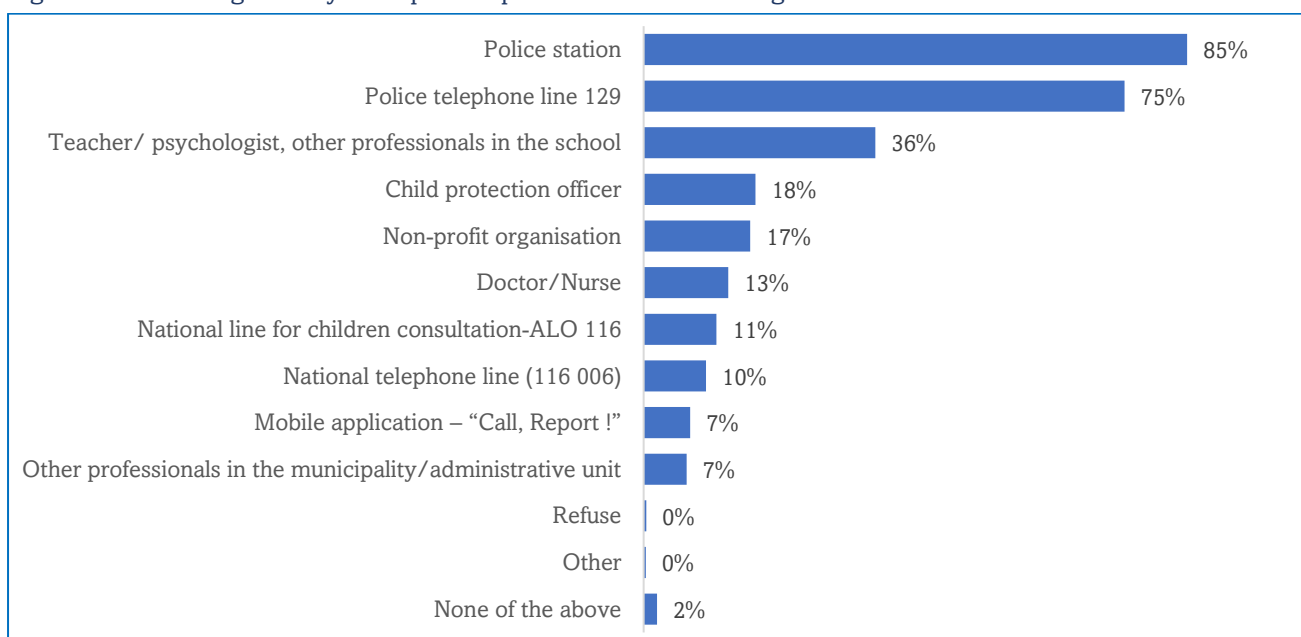
Graph presents percentages of respondents who totally agree or somewhat agree with the statements.

Target population: Total, 4 regions.

Ways to report suspected human trafficking cases

In general, youth in the four regions know well that they can report a suspected case of human trafficking at the police station (85%) and to police telephone line 129 (75%), with lower levels of knowledge for other reporting channels (Figure 13). Only two per cent of surveyed youth in the four regions do not know of any reporting channels.

Figure 13. Knowledge of ways to report suspected human trafficking cases



Survey question: To your knowledge, which of the following channels can be used to report a suspected human trafficking case? Multiple. **Target population:** Total, 4 regions.

Among youth surveyed in the four regions more females than males know most of the ways of reporting suspected cases of human trafficking (Table 6). For example, 41 per cent of females know that they can report a suspected case to a teacher, psychologist or other school professional, compared to 32 per cent of males.

There is little difference among the different age groups in terms of knowledge of ways to report a suspected trafficking case, apart from to a teacher, psychologist or other professional at school (49% of 15–17-year-olds, 35% of 18–24-year-olds and 30% of 25–29-year-olds).

More youth in urban areas than in rural areas (83% and 68%, respectively) know most ways to report a suspected trafficking case, particularly with regard to reporting to police telephone line 129.

Table 6. Knowledge of ways to report suspected human trafficking cases, by sex, age group and urbanity (%)

Where to report trafficking cases	Sex		Age group (years)			Urbanity	
	F	M	15–17	18–24	25–29	Urban	Rural
police station	88	83	85	85	85	88	83
police telephone line 129	75	76	75	74	78	83	68
teacher, psychologist, other professional at school	41	32	49	35	30	41	32
child protection worker	22	14	18	19	13	19	16
non-profit organisation	18	15	10	18	18	17	16
doctor or nurse	13	13	15	12	14	11	15
national line for children consultation ALO 116	14	9	12	12	9	14	9
national telephone line (116 006)	13	7	11	10	9	11	9
mobile application ('Call, Report !')	10	5	6	7	8	10	5
other professional in municipality, administrative unit	8	5	5	7	8	10	3
refuse	0	1	0	1	0	1	0
other	0	0	1	0	0	1	0
none of the above	2	2	2	2	2	1	3
N.	704	683	275	728	384	691	696

Target population: Total, 4 regions.

Face-to-face reporting to law enforcement is the preferred means of reporting a suspected human trafficking case for youth in the four regions, with 72 per cent preferring this method of reporting, followed by 36 per cent for reporting through telephone-based services (Table 7).

Female youth in the four regions have a stronger preference than male youth for all means of reporting a suspected case of trafficking, with only two per cent not preferring any channel, compared to seven per cent of male youth.

There is little difference among the different youth age groups with regard to preferred channel for reporting a human trafficking case, with 15–17-year-olds least likely to report a case to a specialist NGO. **Meanwhile, seven per cent of 25–29-year-olds prefer none of the listed reporting channels, compared to three per cent of 15–17- and of 18–24-year-olds.**

Meanwhile, more rural youth than urban youth (79% and 65%, respectively) prefer reporting face-to-face to the police or the prosecutor's office a suspected case of human trafficking.

Table 7. Preferred channels of reporting a suspected case of human trafficking (%)

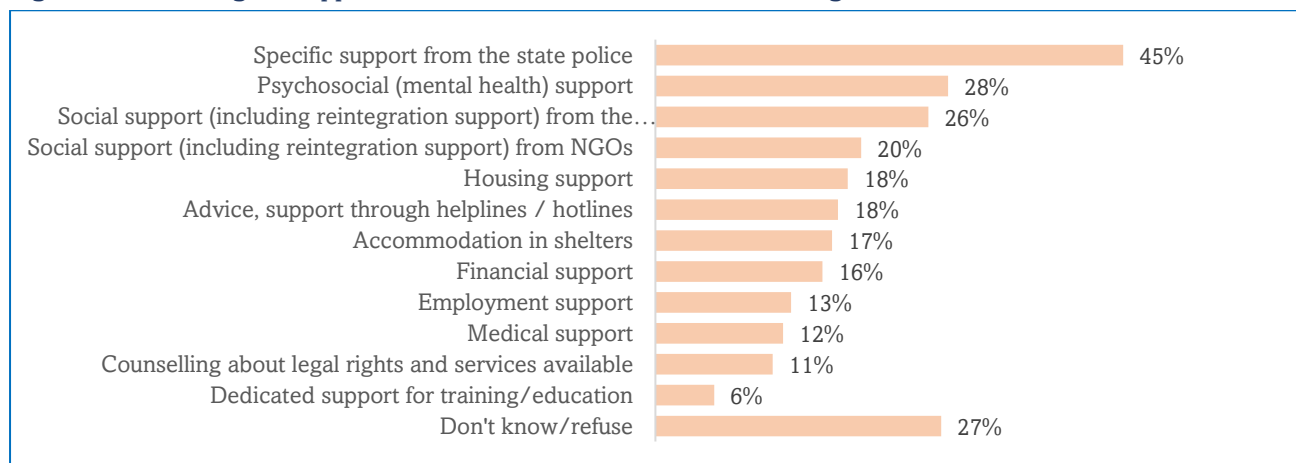
Means of reporting trafficking case	Total, 4 regions	Sex		Age group (years)			Urbanity	
		F	M	15–17	18–24	25–29	Urban	Rural
face-to-face law enforcement (police, prosecutor's office)	72	75	69	68	74	71	65	79
telephone-based services (hotline, helpline)	36	36	36	36	36	34	34	38
face-to-face reporting to non-law enforcement institutions	24	27	21	28	24	21	21	26
NGO specialising in issue	12	13	11	6	13	14	9	15
web-based platform, mobile application	9	11	7	8	9	9	10	7
none of the above	4	2	7	3	3	7	5	4
did not know	1	1	1	0	0	1	1	0
N.	1,387	704	683	275	728	384	691	696

Survey question: Which of the following channels of reporting a case of human trafficking would you consider or prefer to report? Multiple. **Target population:** Total, 4 regions.

Support services available to victims of human trafficking

Among youth surveyed in the four regions, the most well-known type of support available to victims of human trafficking in Albania (Figure 14) is specific support from the state police (45%) followed by psycho-social support (28%), while **27 per cent of youth are unaware of any type of such support.**

Figure 14. Knowledge of support available to victims of human trafficking in Albania



Survey question: To your knowledge, which of the following types of support are available to victims of human trafficking in Albania?
Multiple. Target population: Total, 4 regions.

In the four regions, **female youth have more knowledge than males of the types of support available for victims of human trafficking** (Table 8), particularly with regard to psycho-social support (37% of females and 20% of males). **Only 21 per cent of females are unaware of any type of support, compared to 34 per cent of males.**

There are only slight differences among the different age groups with regard to support for human trafficking victims, with 30 per cent of 15–17-year-olds and 25–29-year-olds unaware of any type of such support, compared to 26 per cent of 18–24-year-olds.

Such small differences are also present between urban and rural youth, with 32 per cent and 24 per cent, respectively, **unaware of any type of support available to victims in Albania.**

Table 8. Knowledge of support available to victims of human trafficking in Albania, by sex, age group and urbanity (%)

Type of support for victims	Sex		Age group (years)			Urbanity	
	F	M	15–17	18–24	25–29	Urban	Rural
specific support from the state police	46	44	53	46	37	42	47
psycho-social (mental health) support	37	20	23	31	25	27	30
social (including reintegration) support from government	27	25	29	24	30	26	26
social (including reintegration) support from NGOs	21	19	16	19	23	20	20
housing support	21	16	16	22	13	19	18
advice, support through helplines or hotlines	21	14	22	16	19	17	18
accommodation in shelters	20	14	17	16	18	20	14
financial support	17	15	20	15	15	17	15
employment support	14	12	14	14	11	13	13
medical support	15	10	11	13	11	10	14
counselling in legal rights and services available	12	10	16	9	12	12	10
dedicated support for training or education	7	4	5	6	5	5	6
did not know or did not answer	21	34	30	26	30	32	24
N	704	683	275	728	384	691	696

Target population: Total, 4 regions.

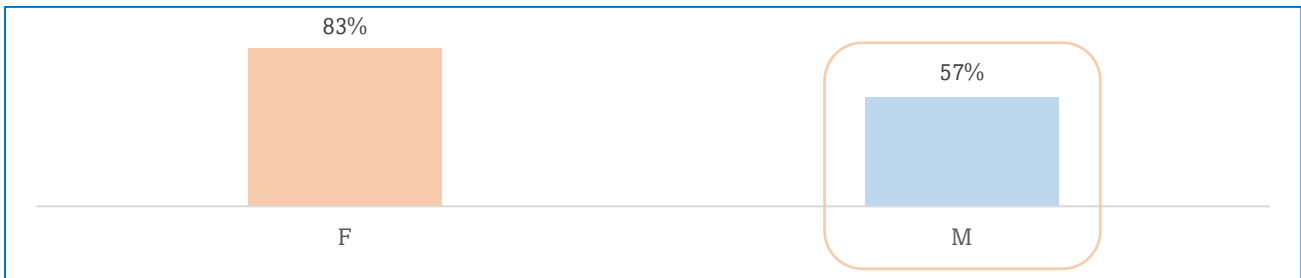
4.3 Attitudes to human trafficking

Levels of concern

Concern for human trafficking in Albania is high among the youth in the four regions surveyed, with more than two-thirds (69%) extremely or very concerned by the phenomenon.

There is a large difference between male and female youth in the level of concern over human trafficking, with 83 per cent of females feeling extremely or very concerned about it, compared to only 57 per cent of males (Figure 15).

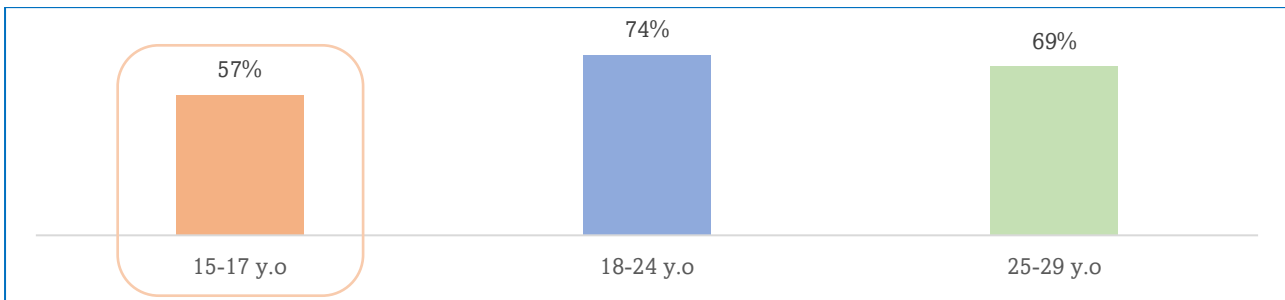
Figure 15. Level of concern about human trafficking in Albania, by sex



Graph presents the percentage of respondents who feel 'extremely' or 'very' concerned. **Target population:** Total, 4 regions.

In the four regions, youth of age 15–17 years are less concerned by the phenomenon than are other age groups (57% of 15–17-year-olds, 74% of 18–24-year-olds and 69% of 25–29-year-olds are extremely or very concerned by trafficking; Figure 16).

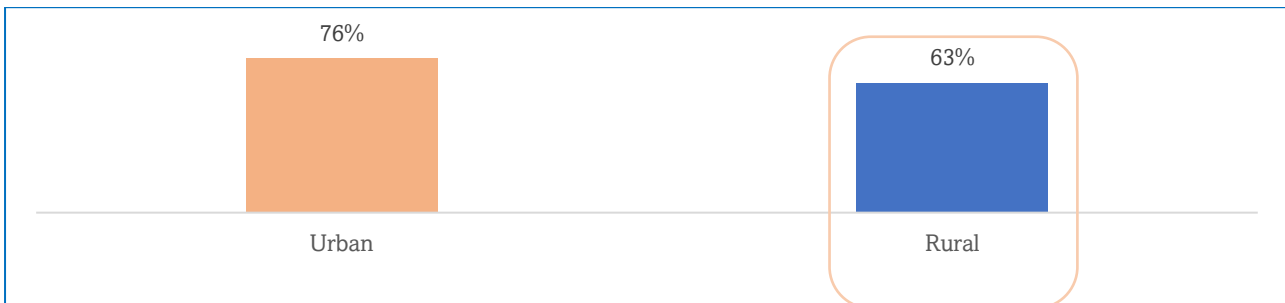
Figure 16. Level of concern about human trafficking in Albania, by age group



Graph presents the percentage of respondents who feel 'extremely' or 'very' concerned. **Target population:** Total, 4 regions.

Urban youth are more concerned than rural youth about human trafficking (76% and 63%, respectively; Figure 17).

Figure 17. Level of concern about human trafficking in Albania, by urbanity



Graph presents the percentage of respondents who feel 'extremely' or 'very' concerned. **Target population:** Total, 4 regions.

In the four regions, youth reported that they are most concerned about lack of law enforcement (72%) and an increase in the trafficking of children or young people (63%), with females slightly more concerned than males by most aspects of human trafficking (Table 9). The oldest youths express slightly more concern for a few of the areas than do other youths, and urban youth are more concerned by the phenomenon than are rural youth.

Table 9. Most significant areas of concern about human trafficking, by sex, age group and urbanity (%)

Area of concern	Total, 4 regions	Sex		Age group (years)			Urbanity	
		F	M	15–17	18–24	25–29	Urban	Rural
lack of law enforcement	72	72	71	73	69	76	73	70
increase in trafficking of youth and children	63	69	57	68	62	61	64	61
increase in trafficking of adults	28	29	27	30	25	34	32	24
low reliability in relevant institutions where such cases are reported	41	41	41	37	38	51	46	36
low level of awareness among population regarding this phenomenon	47	48	45	37	47	52	52	41
insufficient support for victims	34	36	33	33	32	41	38	30
connection between organized crime and human trafficking	28	28	28	33	25	32	30	26
link between illegal migration and human trafficking	17	19	16	15	16	21	18	17
other	0	0	0	0	0	0	0	0
N.	1,387	704	683	275	728	384	691	696

Survey question: What concerns you most? Multiple. **Target population:** Total, 4 regions. Attitudes towards victims

Nearly all (90%) youth in the four regions strongly believe that victims of trafficking should be provided with support.

Female youth have more empathy towards victims of human trafficking than have male youth (Table 10), with 96 per cent and 85 per cent, respectively, agreeing (extremely or very much) with support being provided to victims and those at risk of being trafficked.

Youth of age 18–24 years have slightly more empathy towards victims than have other youth, though the differences are small.

There is less empathy for human trafficking victims in rural areas of the four regions than in urban areas. Ninety-five per cent of urban youth and 86 per cent of rural youth agree (extremely or very much) with support being provided to victims and those at risk of trafficking.

Table 10. Level of agreement with trafficking victims and those at risk of trafficking being provided with support, by sex, age group and urbanity (%)

Level of agreement	Sex		Age group (years)			Urbanity	
	F	M	15–17	18–24	25–29	Urban	Rural
extremely or very much	96	85	86	91	90	95	86
moderately	4	11	8	7	7	4	11
a little or not at all	0	2	3	1	1	0	2
dnk or dna	0	2	3	0	1	0	2
N.	704	683	275	728	384	691	696

Target population: Total, 4 regions; dnk, did not know; dna, did not answer.

4.4 Practices regarding human trafficking

Interest in learning about human trafficking

Youth in the four regions surveyed are most interested in learning where human trafficking victims can go to receive assistance or support (43%), and least interested in learning about the different forms of exploitation (28%; Figure 18).

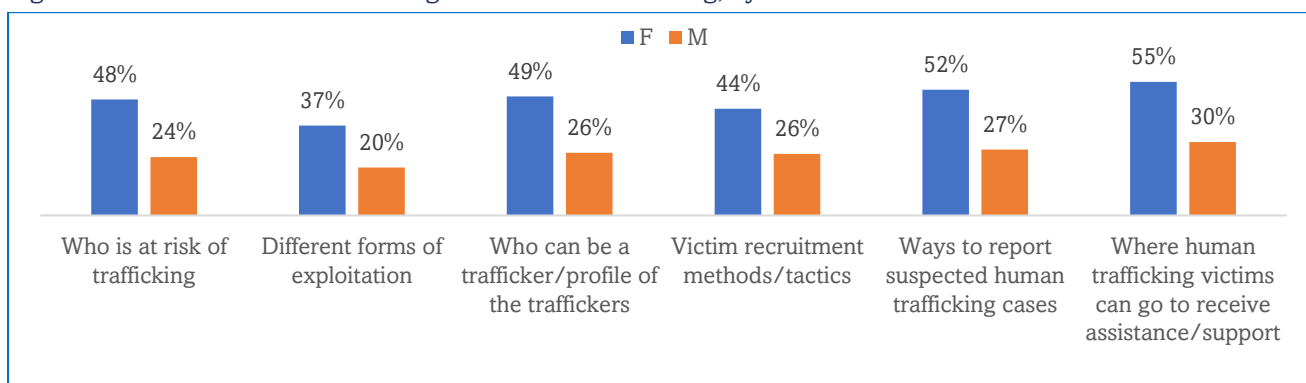
Figure 18. Level of interest in learning about human trafficking



Survey question: To what extent are you interested in knowing about these activities? Graph presents the percentage of respondents that are very interested. **Target population:** Total, 4 regions.

Female youth in the four regions have significantly more interest than male youth in learning about human trafficking (Figure 19), particularly with regard to learning about ways to report suspected trafficking cases (52% and 27%, respectively), and where victims can go to receive assistance or support (55% and 30%, respectively).

Figure 19. Level of interest in learning about human trafficking, by sex



Graph presents the percentages of respondents that are very interested. **Target population:** Total, 4 regions.

Older youths (25–29-year-olds) are less interested in learning about human trafficking than are other age groups, particularly with regard to learning where human trafficking victims can go to receive assistance or support (Table 11).

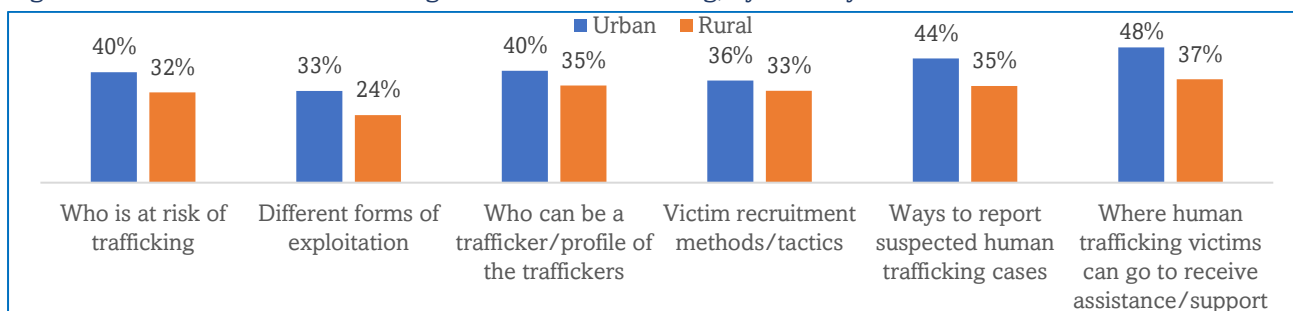
Table 11. Level of interest in learning about human trafficking, by age group (%)

Human trafficking issue	Age group (years)		
	15–17	18–24	25–29
Who is at risk of trafficking	35	38	31
Different forms of exploitation	35	29	23
Who can be a trafficker or profile of the traffickers	41	40	31
Victim recruitment methods or tactics	35	37	29
Ways to report suspected human trafficking cases	37	42	35
Where human trafficking victims can go to receive assistance or support	42	47	34
N.	275	728	384

Table reports the percentages of respondents that are very interested. **Target population:** Total, 4 regions.

Surveyed youth in urban areas are more interested in learning about human trafficking than are youth in rural areas (Figure 20). For example, 48 per cent of urban youth are interested in learning where human trafficking victims can go to receive assistance or support, compared to 37 per cent of rural youth.

Figure 20. Level of interest in learning about human trafficking, by urbanity



Graph presents the percentages of respondents that are very interested. **Target population:** Total, 4 regions.

Interest in becoming involved in human trafficking prevention and protection

Youth in the four regions are most interested in informing their family and friends about human trafficking issues (61%; Table 12), and least interested in volunteering for the anti-trafficking work of an NGO (39%) or in supporting fundraising for anti-trafficking programmes (40%).

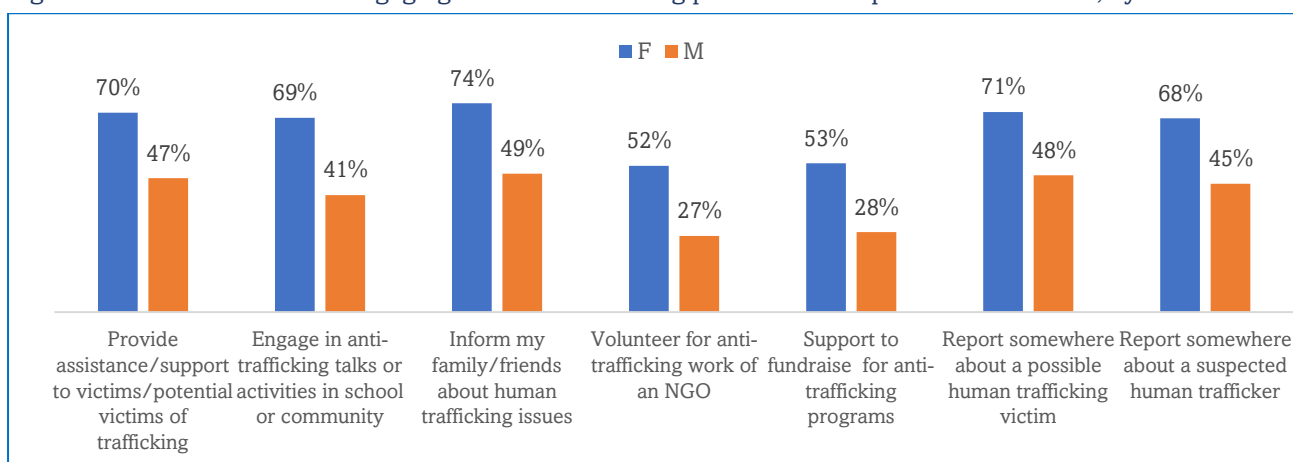
Table 12. Level of interest in engaging in human trafficking prevention and protection activities (%)

Human trafficking prevention and protection activity	Total, 4 regions
Provide assistance or support to victims or potential victims of trafficking	59
Engage in anti-trafficking talks or activities in school or community	55
Inform my family or friends about human trafficking issues	61
Volunteer for anti-trafficking work of an NGO	39
Support to fundraise for anti-trafficking programmes	40
Report somewhere about a possible human trafficking victim	59
Report somewhere about a suspected human trafficker	57
N.	1,387

Survey question: How interested would you be in doing the following? Table reports the percentage of respondents that are 'very' or 'somewhat' interested. **Target population:** Total, 4 regions.

Among youth in the four regions females are significantly more interested in engaging in human trafficking prevention and protection activities than are male youth (Figure 21). This is most pronounced with regard to engaging in anti-trafficking talks or activities in school or the community (69% and 41%, respectively).

Figure 21. Level of interest in engaging in human trafficking prevention and protection activities, by sex



Graph presents the percentages of respondents that are 'very' or 'somewhat' interested. **Target population:** Total, 4 regions.

For all activities related to the **prevention of human trafficking and protection of victims, 18–24-year-olds are more interested than other age groups** (Table 13). This is most pronounced with regard to reporting somewhere about a possible human trafficking victim.

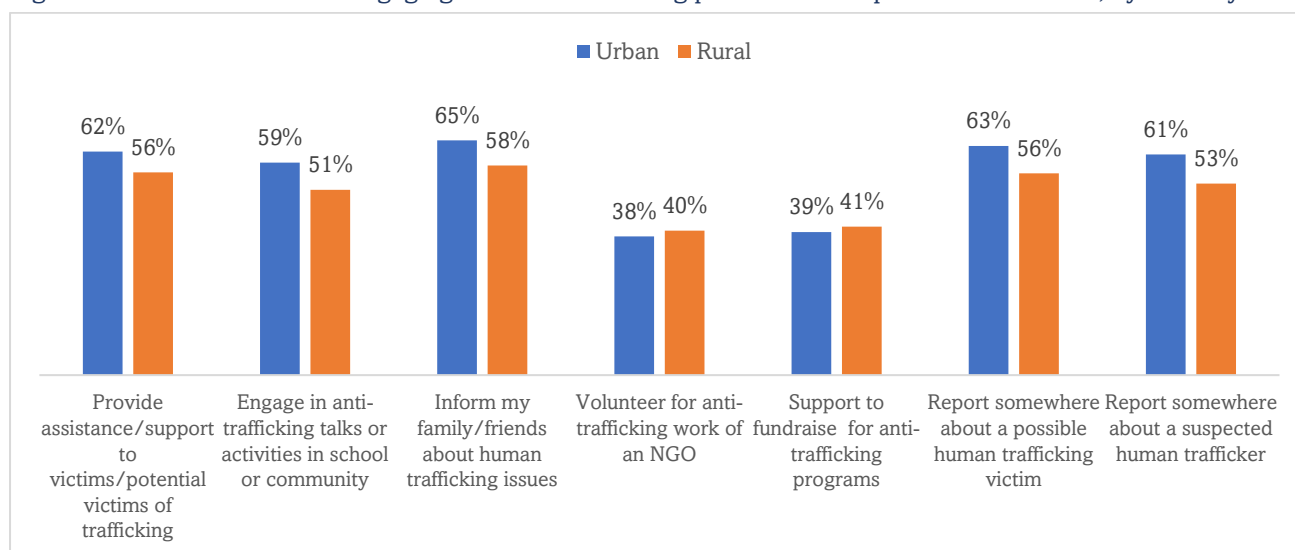
Table 13. Level of interest in engaging in human trafficking prevention and protection activities, by age group (%)

Human trafficking prevention and protection activity	Age group (years)		
	15–17	18–24	25–29
Provide assistance or support to victims or potential victims of trafficking	51	64	52
Engage in anti-trafficking talks or activities in school or community	51	59	48
Inform my family or friends about human trafficking issues	56	65	57
Volunteer for anti-trafficking work of an NGO	41	43	31
Support to fundraise for anti-trafficking programmes	42	43	34
Report somewhere about a possible human trafficking victim	47	67	51
Report somewhere about a suspected human trafficker	46	63	51
N.	275	728	384

Table reports the percentages of respondents that are ‘very’ or ‘somewhat’ interested. **Target population:** Total, 4 regions.

Youth in urban areas of the four regions are more interested in getting involved in most of the human trafficking activities listed below (Figure 22) than are rural youth. For example, 65 per cent of urban youth are very or somewhat interested in informing their family or friends about human trafficking issues, compared to 58 per cent of rural youth.

Figure 22. Level of interest in engaging in human trafficking prevention and protection activities, by urbanity



Graph presents the percentages of respondents that are ‘very’ or ‘somewhat’ interested. **Target population:** Total, 4 regions.

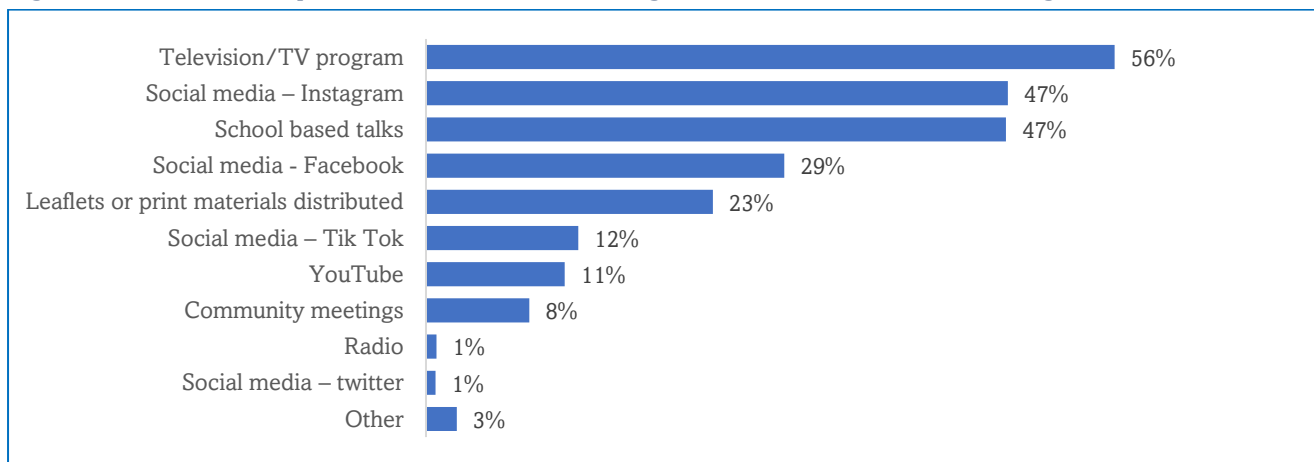
5. FINDINGS: PART B

This section of the report reports on the exposure of surveyed youth to UNICEF communications and the indicators showing positive shifts in the knowledge, attitudes and practices (intention to engage) of youth in the four regions since the first wave survey and following the dissemination of human trafficking communication materials/messages.

5.1 Exposure to UNICEF communications

Approximately 26 per cent of surveyed youth in the four regions reported being exposed to human trafficking communication materials/messages during the last two years (Figure 23).⁷ Of these youth, 56 per cent were exposed to the material through television, 47 per cent through Instagram, 47 per cent through school-based talks, 29 per cent through Facebook and 23 per cent through leaflets or print materials/messages.

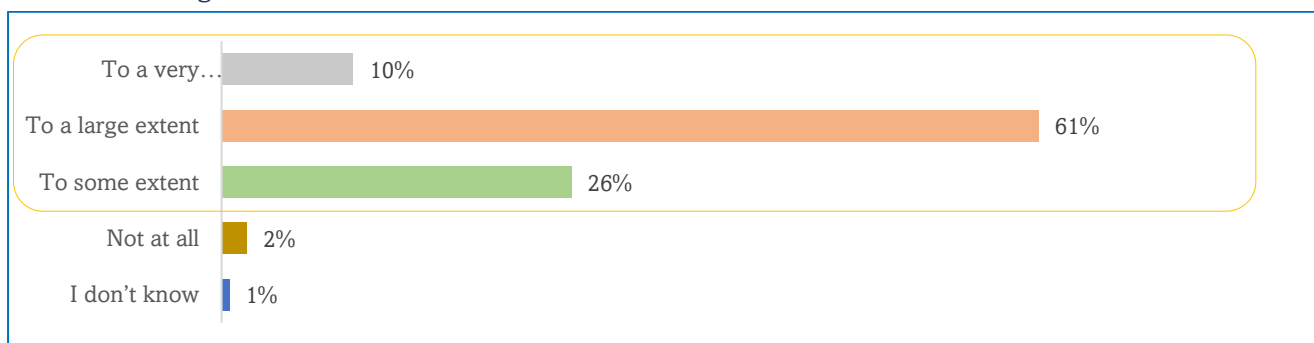
Figure 23. Channels of exposure to anti-human trafficking communication materials/messages



Survey question: Through which of the following communication channels did you hear about the events, messages or communication materials on the subject of human trafficking? Multiple. **Target population:** Surveyed youth that have been exposed during the last two years to any events, messages or communication materials on the subject of human trafficking; Total, 4 regions.

Of the youth who reported being exposed to human trafficking materials/messages over the past two years, **97 per cent reported that their knowledge regarding human trafficking had increased as a result of the exposure** (10% to a very large extent, 61% to a large extent and 26% to some extent; Figure 24).

Figure 24. Extent of improvement of knowledge of human trafficking after exposure to communication materials/messages

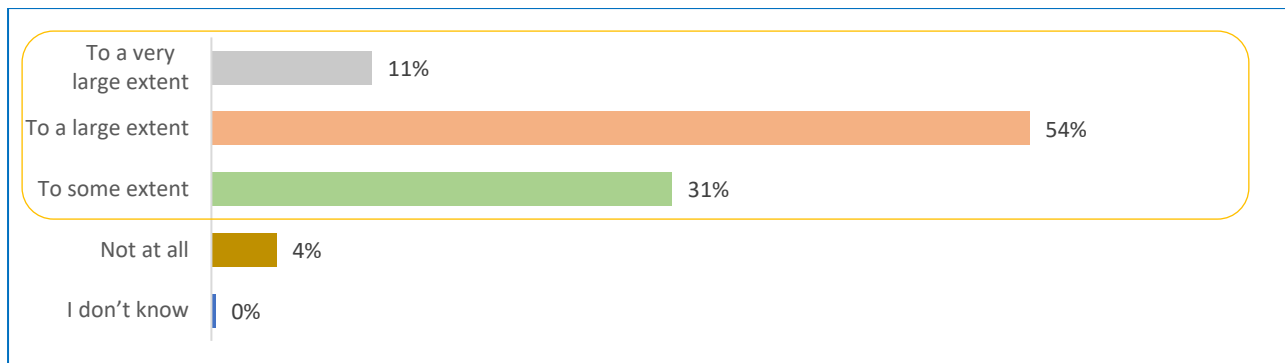


Survey question: As a result of the exposure to the events, messages or communication materials, to what extent has your knowledge around human trafficking improved? **Target population:** Surveyed youth that have been exposed during the last two years to any events, messages or communication materials on the subject of human trafficking; Total, 4 regions.

⁷ This refers to the work undertaken by UNICEF Albania and its partners from April 2020 to the time of the survey interview, under the framework of the Programme “Transforming National Response to Human Trafficking in and from Albania.

Moreover, 96 per cent of those that were exposed to human trafficking materials/messages during the last two years declared that they have changed their attitudes to human trafficking, and are now interested in playing a more active role in combating the phenomenon (11% to a very large extent, 54% to a large extent and 31% to some extent; Figure 25).

Figure 25. Extent of attitude change after exposure to human trafficking materials/messages



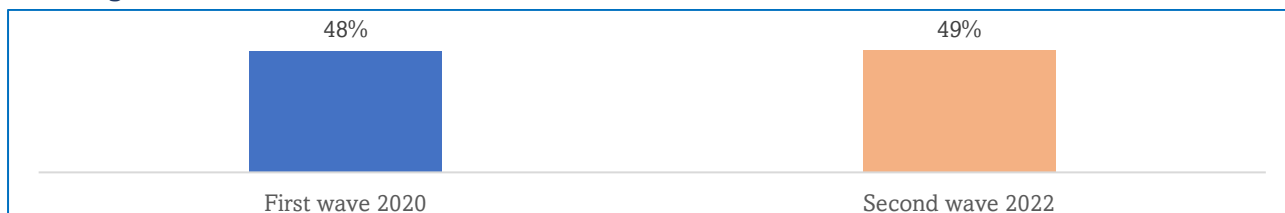
Survey question: As a result of the exposure to the events, messages or communication materials, to what extent has your attitude changed to playing more active role in combating human trafficking? **Target population:** Surveyed youth that have been exposed during the last two years to any events, messages or communication materials on the subject of human trafficking; Total, 4 regions.

5.2 Reported knowledge shifts

Knowledge of at least three ways of reporting suspected human trafficking cases

Results from the first and second wave surveys show very similar levels of knowledge among the youth surveyed in the four regions of at least three ways of reporting suspected cases of human trafficking (48% and 49%, respectively; Figure 26).

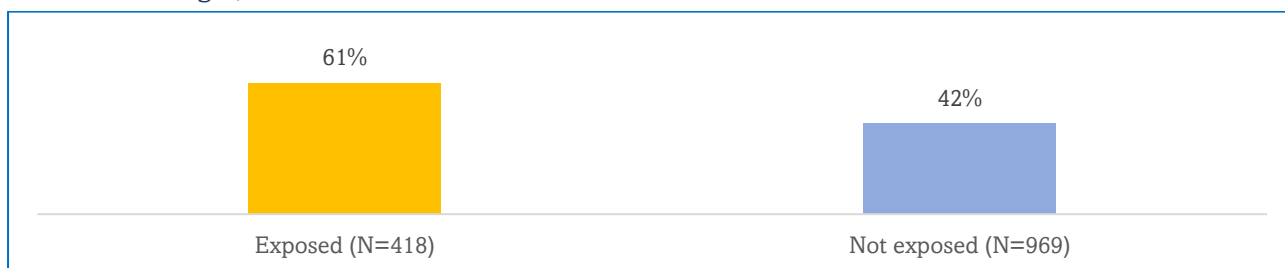
Figure 26. Proportion of surveyed youth aware of at least three ways of reporting a suspected case of human trafficking; first and second wave



Target population: Total, 4 regions.

In the second survey, 61 per cent of youth in the four regions that have been exposed to human trafficking communication materials/messages in the last two years declared that they are aware of at least three ways of reporting cases of human trafficking, compared to only 42 per cent surveyed youth that have not been so exposed (Figure 27). These results indicate that exposure to the materials/messages has improved their knowledge on reporting cases of human trafficking.

Figure 27. Proportion of surveyed youth aware of at least three ways of reporting a suspected case of human trafficking; those who had and those who had not been exposed to human trafficking communication materials/messages; second wave

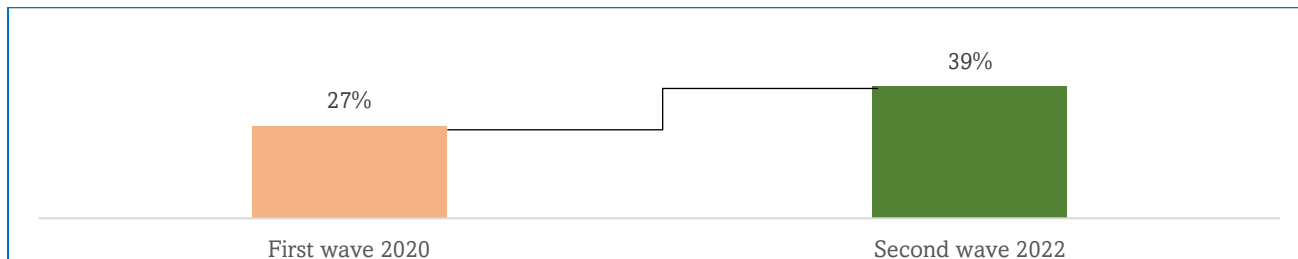


Target population: Total, 4 regions

Knowledge of at least three types of support for trafficking victims

Results from the second survey show an increase in the level of knowledge of the support available for victims of trafficking, with 39 per cent of youth in the second wave and 27 per cent of those in the first wave aware of at least three types of such support in Albania (Figure 28).

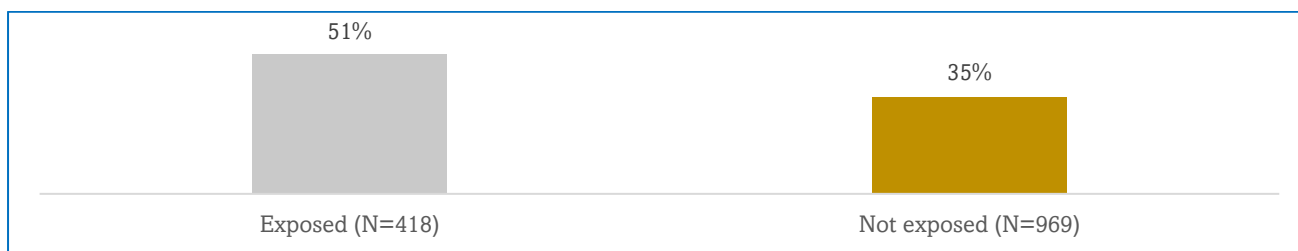
Figure 28. Proportion of surveyed youth aware of at least three types of support for victims of human trafficking; first and second wave



Target population: Total, 4 regions.

The positive impact of exposure to human trafficking materials/messages in increasing knowledge of human trafficking is confirmed from the results of the second wave survey, where 51 per cent of youth exposed to the materials/messages are aware of at least three types of support for human trafficking victims in Albania (Figure 29), compared to 35 per cent who have not been exposed.

Figure 29. Proportion of youth aware of at least three types of support for human trafficking victims; first and second wave



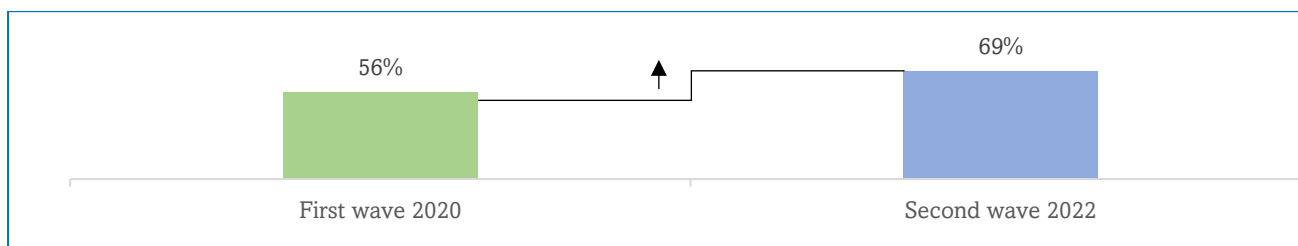
Target population: Total, 4 regions.

5.3 Reported attitude shifts

Level of concern about human trafficking

The level of concern about human trafficking seems to have increased among surveyed youth in the four regions between the first and second wave surveys (Figure 30). Results from the second wave survey show that approximately 69 per cent of surveyed youth are extremely or very concerned about human trafficking, compared to 56 per cent of youth surveyed in the first wave.

Figure 30. Proportion of surveyed youth extremely or very concerned about human trafficking; first and second wave



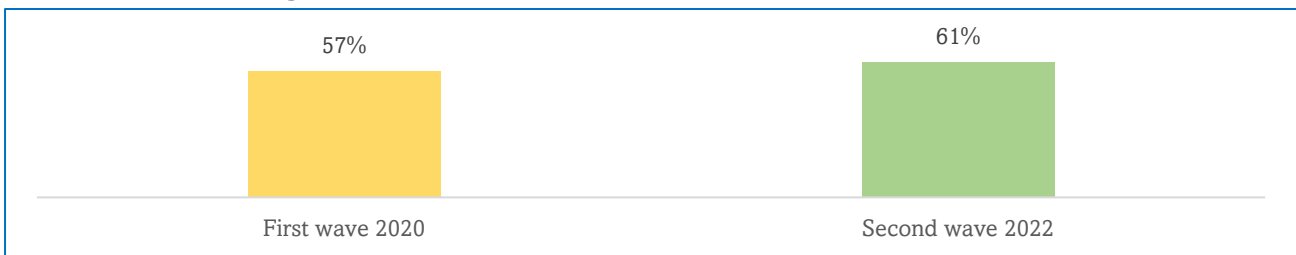
Target population: Total, 4 regions.

5.4 Reported shifts in engagement or practices

Interest in engaging in at least three anti-human trafficking activities

More youth from the four regions reported being interested in engaging in anti-human trafficking activities in the second wave survey than in the first (61% and 57%, respectively, were very or somewhat interested in engaging in at least three such activities; Figure 31). However, caution should be exercised when considering these figures as the lists of activities in the two surveys were not exactly the same (first wave included activities such as watching a movie or reading a book on human trafficking, while the second wave included activities such as reporting a victim or suspected trafficking case and other more active measures).

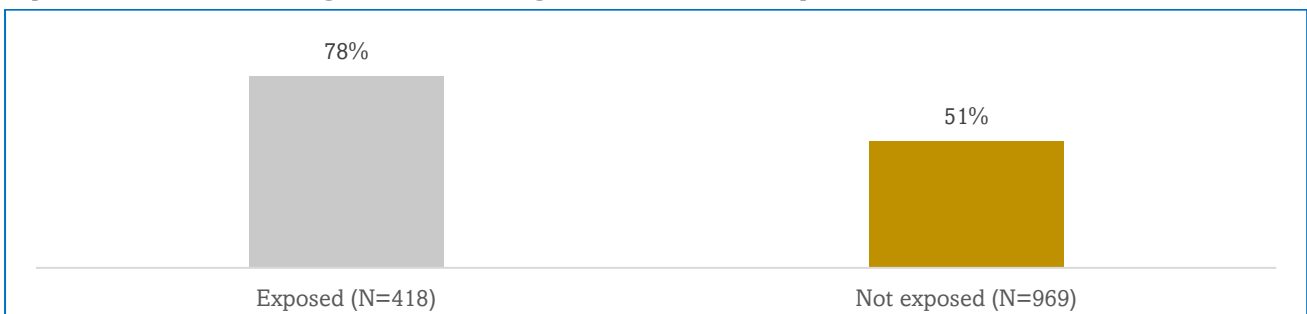
Figure 31. Proportion of surveyed youth very or somewhat interested in engaging in at least three activities to counter human trafficking; first and second wave



Target population: Total, 4 regions.

The effects of the human trafficking communication materials/messages seem to have been very positive in terms of motivating youth to engage in anti-human trafficking activities (Figure 32). Nearly eight in ten surveyed youth (78%) who were exposed to the materials/messages reported being interested in engaging in at least three anti-human trafficking activities, compared to only half (51%) of those that were not exposed.

Figure 32. Proportion of surveyed youth interested in at least three activities to counter human trafficking; those exposed to human trafficking materials/messages and those not so exposed; second wave



Target population: Total, 4 regions.

6. CONCLUSIONS

This report, which presents key findings from the second wave survey, and makes some comparisons with data from the first, provides valuable insights into the knowledge, attitudes and practices of surveyed youth in four regions of Albania (aggregated for Dibër, Kukës, Shkodër and Tiranë) regarding human trafficking. These findings will be of interest to anti-trafficking entities working in the area of human trafficking prevention, as well as victim protection.

The survey data reported in Part A show that, in 2022, female youth know more and have a more understanding attitude with regard to human trafficking, and more interest in engaging in anti-trafficking activities than have male youth. Female youth in the four regions know more than males with regard to where human trafficking occurs, the different forms of exploitation that can occur in Albania and abroad, who is at risk of trafficking, the recruitment methods and the human traffickers, the ways to report suspected cases, and of support services available to victims. Female youth also have more concern than male youth with regard to the phenomenon, as well as more empathy towards the victims and feel more strongly that they should be provided with support. Also, females show more interest in learning about human trafficking than do males. These results suggest that future programmes in Albania should target male youth, to improve their knowledge and change their attitudes towards human trafficking, and increase their interest in learning more about the phenomenon and engaging in anti-trafficking activities.

The results show that, in 2022, youth of age 18–24 years have more knowledge and a more understanding attitude towards human trafficking, as well as more interest in engaging in anti-human trafficking activities, than have other age groups. For example, 18–24-year-olds have more knowledge of where trafficking occurs, the forms of exploitation that occur in Albania and abroad, and who is at risk. They also have more empathy towards victims and feel more strongly than other age groups that victims should be provided with support, and are also more interested in getting involved in human trafficking prevention and protection activities. However, it should be noted that there is little difference among the age groups with regard to some indicators. For example, there is no significant difference between them in levels of knowledge of recruitment methods and of human traffickers, of ways to report suspected cases, and of support services available to victims. These findings suggest that, while future programmes to improve the knowledge and attitudes of youth regarding human trafficking and to increase their interest in learning more about the phenomenon and in engaging in anti-trafficking activities should target the youngest youth (15–17 years) and oldest youth (25–29 years), programmes should also focus on 18–24-year-olds.

The survey found slight differences between urban and rural youth with regard to knowledge and attitudes towards human trafficking, and interest in learning more about the phenomenon and engaging in anti-trafficking activities. For example, urban youth know more than rural youth about where human trafficking occurs, the forms of exploitation that occur in Albania and abroad, and of ways of reporting suspected human trafficking cases. Attitudes of urban youth are also more empathetic than those of rural youth. For example, concern about human trafficking is greater among urban youth, who also have more empathy for the victims and feel more strongly that they should be provided with support. Interest in learning about human trafficking and getting involved in its prevention and related protection activities is also greater among urban youth. The variation in the knowledge of youth means that no conclusive comments can be made regarding which of urban or rural youth have higher levels of knowledge of the groups of population at risk of trafficking, the recruitment methods and human traffickers, and the support services available to victims in Albania. Nevertheless, while future programmes should target both urban and rural youth to improve their knowledge and attitudes regarding human trafficking, and their interest in learning more about the phenomenon and engaging in anti-trafficking activities, there should be more focus on reaching youth in rural areas of the country.

The survey data reported in Part B highlight shifts in knowledge, attitudes and practices since the first survey. The section highlights that more youth that were exposed to communication materials/messages in the last two years declared that they are aware of at least three ways of reporting suspected cases of human trafficking than are those who were not exposed to the materials/messages. Furthermore, there is in the second wave an increase in the level of knowledge among youth of the support available for

victims of trafficking compared to the first wave (39% and 27%, respectively, are aware of at least three types of support in the country).

Meanwhile, levels of concern about human trafficking has increased between the two surveys (from 56% in the first survey to nearly 70% in the second survey). Also, more youth reported being interested in engaging in anti-human trafficking activities in the second wave survey than in the first, and the human trafficking communication materials/messages seem to have played a role in this change, motivating them to play a more active role in combating human trafficking. Approximately eight in ten of those exposed to the materials/messages reported being interested in engaging in at least three anti-human trafficking activities, compared to only half of those not exposed to the materials/messages.

The results reported above suggest that anti-trafficking entities should focus their efforts on improving the knowledge, attitudes and practices regarding human trafficking among male youth, of all age groups, and youth in rural areas of the four regions. Attention should be paid to strengthening the knowledge of the presence of human trafficking in Albania, and in the local area or community; that men, boys and youth in rural areas are at risk of human trafficking; that family members might be human traffickers; highlighting ways of reporting suspected human trafficking cases to entities other than the police; and of the support services that are available to human trafficking victims. Prevention programmes may also target improving youth attitudes regarding human trafficking, while future education programmes may utilise communication methods that are popular among surveyed youth in the four regions: namely television, social media, school-based talks and printed materials/messages.

Finally, future studies will contribute to the knowledge base on knowledge, attitudes and practices of Albanian youth regarding human trafficking. Such studies may utilise mixed methods approaches in order to gather both quantitative and qualitative data from youth on their knowledge, attitudes and practices regarding human trafficking. Such studies may also address regions and municipalities other than those targeted in the current report. They may also adopt robust research and evaluation methods to assess the impacts of anti-human trafficking communication campaigns on Albanian youth.

