

SURVEY OF KNOWLEDGE, ATTITUDES, AND PRACTICES REGARDING HUMAN TRAFFICKING IN FOUR REGIONS IN ALBANIA

THIRD WAVE

SUMMARY OF FINDINGS FOR TIRANA, DIBËR, KUKËS AND SHKODËR REGIONS

February 2025

Authors:

Blerina Metanj, Nisma për Ndryshim Shoqëror ARSIS

Ana Majko, Nisma për Ndryshim Shoqëror ARSIS

Study Manager:

Ornela Palushaj, Monitoring and Evaluation Officer, UNICEF Albania

This document was prepared in the framework of the programme “Transforming National Response to Human Trafficking in and from Albania”, implemented by UNICEF Albania. The programme is funded by the government of the United Kingdom (UK).

The views expressed in the report do not necessarily reflect the UNICEF or UK government official positions.

Readers are encouraged to use material from this report for their own publications, on condition that the source is indicated.

Suggested Citation of the Report:

Metanji, B. & Majko.A (2024) *“Survey on knowledge, attitudes, and practices of youth regarding human trafficking in four regions of Albania: Third Wave. Summary of findings for Tirana, Dibër, Kukës and Shkodër Regions”* UNICEF Albania and Nisma për Ndryshim Shoqëror ARSIS

For any comments corrections and suggestions please write to tirana@unicef.org

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

Third Wave

Summary of Findings for Tirana, Dibër, Kukës and Shkodër Regions

February 2025



TABLE OF CONTENTS

LIST OF FIGURES.....	5
LIST OF TABLES.....	6
LIST OF ACRONYMS.....	7
1. INTRODUCTION	8
2. AIM AND OBJECTIVES	9
2.1 Results of UNICEF communications	9
2.2 Structure of the report	9
3. METHODOLOGY	10
3.1 Approach to the Survey	10
3.2 Data analysis.....	10
3.3 Ethical considerations.....	10
3.4 Limitations	11
4. FINDINGS: PART A.....	12
4.1 Profile of surveyed youth in the four regions	12
4.2 Knowledge of human trafficking	12
4.3 Attitudes to human trafficking	22
4.4 Practices regarding human trafficking.....	24
5. FINDINGS: PART B.....	27
5.1 Exposure to UNICEF communications	27
5.2 Reported knowledge shifts.....	28
5.3 Reported attitude shifts	30
5.4 Reported shifts in engagement or practices	31
6. CONCLUSIONS.....	33

LIST OF FIGURES

Figure 1. Survey respondents, by sex	12
Figure 2. Survey respondents, by age group	12
Figure 3. Knowledge of occurrence of human trafficking of Albanian nationals	12
Figure 4. Knowledge of occurrence of human trafficking of Albanian nationals, by sex	12
Figure 5. Knowledge of occurrence of human trafficking of Albanian nationals, by age group.	13
Figure 6. Knowledge of occurrence of human trafficking of Albanian nationals, by regions.	13
Figure 7. Knowledge of population groups at risk of being trafficked, by sex	15
Figure 8. Knowledge of population groups at risk of being trafficked, by age group	15
Figure 9. Knowledge of recruitment methods and human traffickers, by sex.	17
Figure 10. Knowledge of recruitment methods and human traffickers, by age group.	17
Figure 11. Knowledge of ways to report suspected human trafficking cases.	18
Figure 12. Knowledge of ways to report suspected human trafficking cases by regions.	19
Figure 13. Preferred channels of reporting a suspected case of human trafficking by regions.	20
Figure 14. Knowledge of support available to victims of human trafficking in Albania.	20
Figure 15. Knowledge of support available to victims of human trafficking in Albania, by regions.	21
Figure 16. Level of concern about human trafficking in Albania and in foreign countries.	22
Figure 17. Level of concern about human trafficking in Albania and in foreign countries, by sex.	22
Figure 18. Level of concern about human trafficking in Albania and in foreign countries, by age group.	22
Figure 19. Level of concern about human trafficking in Albania and in foreign countries, by regions.	23
Figure 20. Level of interest in learning about human trafficking.	24
Figure 21. Level of interest in learning about human trafficking, by sex.	24
Figure 22. Level of interest in learning about human trafficking, by regions.	25
Figure 23. Level of interest in engaging in human trafficking prevention and protection activities.	25
Figure 24. Channels of exposure to anti-human trafficking communication materials/messages.	27
Figure 25. Extent of improvement of knowledge of human trafficking after exposure to communication materials/messages.	27
Figure 26. Extent of attitude change after exposure to human trafficking materials/messages.	28
Figure 27. Proportion of surveyed youth that know of at least 7 types of exploitation occur abroad.	28
Figure 28. Proportion of surveyed youth that know at least 7 types of exploitation occur in Albania.	28
Figure 29. Proportion of surveyed youth that know at least 7 types of exploitation occur abroad (exposed and not exposed to human trafficking communication materials/messages; third wave).	29
Figure 30. Proportion of surveyed youth that know at least 7 types of exploitation occur in Albania (exposed and not exposed to human trafficking communication materials/messages; third wave).	29
Figure 31. Proportion of surveyed youth than know at least three ways of reporting a suspected case of human trafficking; first, second and third wave.	29
Figure 32. Proportion of surveyed youth that know at least three ways of reporting a suspected case of human trafficking; (exposed and not exposed to human trafficking communication materials/messages; third wave).	29
Figure 33. Proportion of surveyed youth that know at least three types of support for victims of human trafficking; first, second and third wave.	30
Figure 34. Proportion of youth that know at least three types of support for human trafficking victims; (exposed and not exposed to human trafficking communication materials/messages; third wave)	30
Figure 35. Proportion of surveyed youth extremely or very concerned about human trafficking in Albania (involving Albanians) second and third wave	30
Figure 36. Proportion of surveyed youth extremely or very concerned about human trafficking in foreign countries (involving Albanians) first and third wave.	31

Figure 37. Proportion of surveyed youth concerned about human trafficking of Albanian citizens, in Albania and in foreign countries; (exposed and not exposed to human trafficking communication materials/messages; third wave).	31
Figure 38. Proportion of surveyed youth very or somewhat interested in engaging in at least three activities to counter human trafficking; first, second and third wave.	31
Figure 39. Proportion of surveyed youth interested in at least three activities to counter human trafficking; (exposed and not exposed to human trafficking communication materials/messages; third wave)	32

LIST OF TABLES

Table 1. Number of survey interviews conducted in each target region	10
Table 2. Knowledge of forms of exploitation that occur in Albania (%)	14
Table 3. Knowledge of forms of exploitation that occur abroad (%)	14
Table 4. Knowledge of population groups at risk of being trafficked (%)	15
Table 5. Knowledge of population groups at risk of being trafficked, by regions in %	16
Table 6. Knowledge of recruitment methods and human traffickers in %	16
Table 7. Knowledge of recruitment methods and human traffickers, by regions in %	17
Table 8. Knowledge of ways to report suspected human trafficking cases, by sex, age group (%)	18
Table 9. Preferred channels of reporting a suspected case of human trafficking (%)	19
Table 10. Knowledge of support available to victims of human trafficking in Albania, by sex and age group (%)	21
Table 11. Most significant areas of concern about human trafficking, by sex, age group and regions (%)	23
Table 12. Level of agreement with trafficking victims and those at risk of trafficking being provided with support, by sex, age group and regions (%)	23
Table 13. Level of interest in learning about human trafficking, by age group (%)	24
Table 14. Level of interest in engaging in human trafficking prevention and protection activities, by sex and age group (%)	25
Table 15. Level of interest in engaging in human trafficking prevention and protection activities, by regions (%)	26

LIST OF ACRONYMS

EU	European Union
NGO	Non-Government Organization
SPSS	Statistical Package for the Social Sciences
UK	United Kingdom
UNICEF	United Nations Children's Fund

1. INTRODUCTION

Albania is a country that has been significantly affected by human trafficking and continues to develop a range of policies and mechanisms to combat human trafficking. Numerous historical and structural factors have affected Albania's socio-economic development, which have, in turn, affected the nature and volume of human trafficking in both domestic and in cross-border contexts.

Human trafficking in Albania^{1,2} is driven by a complex interplay of factors including poverty, low education levels, mental health issues, forced marriages, and limited legal migration options³. Additionally, discrimination against minority groups like the Roma exacerbates their exploitation in sexual exploitation rings⁴.

UNICEF Albania with funding from the Home Office, UK Government, has been implementing the Transforming National response to Human Trafficking in and from Albania programme (HT Programme) since December 2019. As part of the program, a KAP survey has been designed and implemented in three waves. The first wave survey, the results of which were published in December 2020⁵ and the second wave survey, the results of which were published in September 2022.⁶

These two reports from the last five years, are the only ones to discuss knowledge and awareness of youth in Albania and better understand how their vulnerabilities to human trafficking are connected to the level of their knowledge attitudes and practices toward the phenomena.

The report has 2 objectives (i) to present a summary of findings and provide a snapshot of the situation at the end of the project of the level of knowledge, attitudes and practices of Albanian youth regarding human trafficking in 2024, and (ii) to compare important indicators of change in knowledge, attitudes and practices regarding human trafficking as a result of UNICEF Albania work and the communication materials/messages.

The report presents the main findings from the third wave in Part A, without making comparisons to other waves 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 and indicators, comparison of results between the last two waves. And when it was possible with first wave⁷, is included under Part B of this report.

¹ United States Department of State, 2023, [Trafficking in persons report 2023](#)

² The [EU Progress Report 2023](#) states that Albania remains a country of origin, transit and destination of trafficking in human beings. Albanian women and children are subject to trafficking mostly for sexual exploitation to neighboring countries and EU Member States, while the second and third purposes for trafficking are forced labor and criminal exploitation.

³ Hynes, P. et al, 2018, 'Vulnerability' to human trafficking: A study of Viet Nam, Albania, Nigeria and the UK, p. 7

⁴ USAID, 2016, Gauging public opinion on human trafficking in Moldova and Albania employing survey experimentation to inform effective prevention and awareness programs, p. 10.

⁵ Davy, D., and Metanji, 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. (Retrieved from: <https://www.unicef.org/albania/media/3616/file/First%20Wave%20Survey%20Study%20on%20Youth%20Knowledge.pdf>)

⁶ Davy, D., and Metanji, B. (2022) "*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 –" UNICEF Albania and IDRA. (Retrieved from: <https://www.unicef.org/albania/media/5441/file/KAP%20Survey%20Second%20Wav%204%20Regions.pdf>)

⁷ Comparison with first wave are not always possible because minor changes were made to the questionnaire in the second wave survey, to mitigate some of the difficulties encountered when analysing the first wave data.

2. AIM AND OBJECTIVES

The study aims to assess and explore the knowledge, attitudes, and practices of youth⁸ regarding human trafficking in the regions of Dibër, Kukës, Shkodër, and Tirana. These regions have been targeted by HT Programme activities in the last five years.

The objectives of the third wave survey were to assess the knowledge, attitudes, and practices of the surveyed youth in 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 in Albania and abroad.
- Attitudes towards victims.

Practices:

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

Results of UNICEF communications:

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

2.1 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, region and age group 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.

⁸ Of age 15 to 29 years, as defined by the European Commission. See EUROSTAT, Youth – overview

3. METHODOLOGY

3.1 Approach to the Survey

The present study surveyed approximately 1,400 youth 15–29 years old (Table 2), from Dibër, Kukës, Shkodër, and Tiranë, with 350 respondents from each county.

Participants were randomly selected. According to official data (Census 2023),⁹ there are about 220,000 youth 15–29 years old living in the four regions where the study was conducted. Therefore, a sample size of 1,400 respondents ensures nationally representative results with a margin of error of $\pm 3\%$ and a 95% confidence interval. The survey was conducted through face-to-face interviews, with one participant per household in the 15–29 age range. The software was used to randomly select households.

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

Region	No.
Tiranë	350
Shkodër	350
Kukës	350
Dibër	350
Total surveyed (N.)	1,400

The survey was not designed to include necessarily the same participants across the three rounds of data collection, and it is unlikely that the youths who participated in the third wave were the same as those in the second or first. Additionally, for ethical reasons, personal data from first and second wave participants were not recorded, preventing direct follow-up for the third wave. However, the three surveys targeted the same demographic: youth 15–29 years old. The same sample design and distribution were applied in all three surveys, which were conducted in the same regions, ensuring that the overall sample and regional representation were consistent. These factors ensure the comparability of the results from the first, second and third waves.

The data collection was carried out during the period 14 September to end of October 2024 by trained interviewers employed by Nisma ARSIS. Each interview lasted approximately 15–30 minutes. Some minor changes were made for the third wave questionnaire, reflecting the feedback and lessons learned from the second and first wave. For instance, the question about concern about human trafficking of Albanians was elaborated more in wave three in understanding the level of concern in the country and abroad¹⁰.

Like the second wave survey, the third wave included specific questions designed to develop indicators for monitoring the impact of UNICEF's communication efforts during the HT Programme implementation. These questions are crucial for understanding not only the percentage of young respondents who encountered these materials/messages but also the effects these materials/messages may have had on the participants' knowledge and attitudes toward human trafficking.

3.2 Data analysis

Data analysis was conducted by Nisma ARSIS using the statistical software package IBM SPSS 25. Data were weighted 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 groups.

3.3 Ethical considerations

The studies (all three waves) are not considered sensitive, in that questions about human trafficking do not collect personal information from survey respondents. However, an ethics assessment has been conducted of the initial inception report developed in 2020, as data collection involves minors (persons aged 15 to 17 years). The methodology explained in the 2020's inception report, including the various annexes has been reviewed by Health Media Lab Ltd¹¹. The same methodology was described and used in the third wave inception report, where data collection followed the same instructions as agreed in the initial inception report for waves one and two.

⁹ Institute of Statistics of Albania: [Cens 2023](#);

¹⁰ The improvements made in the questionnaire, especially in the questionnaire of the second wave, do not allow to fully compare all the indicators across the three surveys.

¹¹ See <https://www.healthmedialabirb.com/>

Also for the third wave survey, the data collection and analysis phases followed the principles and procedures defined in UNICEF Procedures for ethical standards in research, evaluation, data collection and analysis (hereinafter ‘the ethical standards’):

- Regulation on ‘Ethics of The 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’. The Guide has been issued by the Government of Albania to orient on ethical related issues companies/institutions/consultants undertaking research.
- UNICEF Procedure for Ethical Standards in Research, Evaluation, Data Collection and Analysis (2015)
- UNICEF Guidance Document of the Protection of Human Subjects’ Safety
- UNICEF Guidance Document for Protection of Research Data.

It upholds and commits to applying in practice the fundamental standards:

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

3.4 Limitations

There are several limitations to the present survey, as following:

Cultural sensitivities and participation barriers. The sensitive nature of human trafficking and related terms like ‘sexual exploitation’ led to some participation barriers. Some parents or guardians found these topics too uncomfortable or inappropriate for discussion, particularly for female youth, and refused to allow their daughters to participate. This hesitation, while respected by interviewers, resulted in the exclusion of certain perspectives, potentially impacting the diversity and depth of the data collected.

Difficulty accessing youth in specific areas. Reaching the target youth population in some areas proved challenging. In areas like Kamëz (Tiranë), young people were notably absent from the community, while in Kukës, Has, and Tropojë, many youths were occupied with work or livestock duties in remote locations. To adapt, the research team conducted some surveys in areas adjacent to those originally planned in the methodology.

Risk of response bias from question design. Although careful attention was given to crafting unbiased questions, the survey’s structure included some that could be perceived as leading. Multiple-choice, Likert scale, and true/false formats may have unintentionally prompted certain responses. Despite this, the survey’s sequential design to test knowledge and understanding enabled the identification of trends and shifts in attitudes across the waves, partially mitigating this limitation.

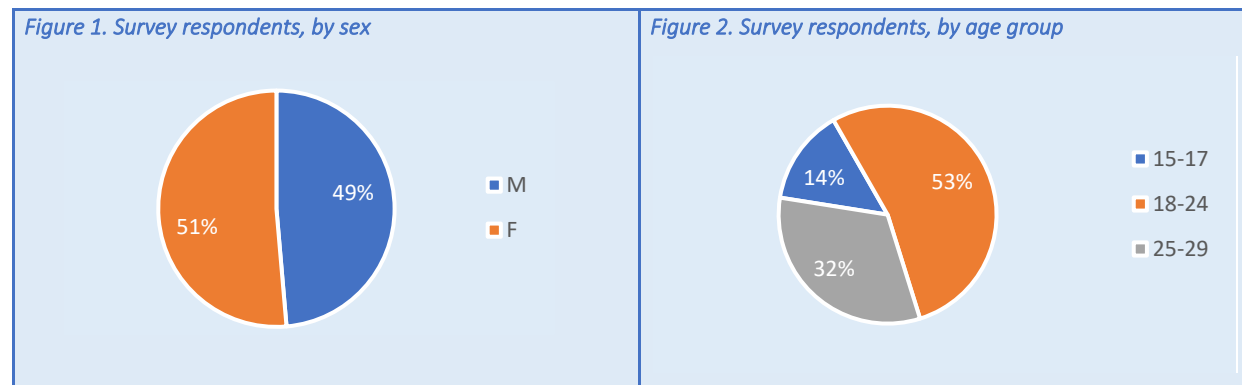
Limited qualitative data. Adopting a predominantly quantitative approach, the third wave survey lacked the rich, contextual data that qualitative methods could have provided. As a result, deeper insights into the lived experiences and nuanced views of youth were not captured. To address this, the survey incorporated revisions based on the first and second wave, such as refining questions and adding options for greater clarity. While these changes improved some aspects, the absence of qualitative data remains a significant gap in understanding the full spectrum of youth perspectives.

Lack of full comparability of response data over time. While the three KAP waves aimed to measure knowledge, attitudes, and practices (KAP) across different time points in the Programme, the ability to compare all the data over time is limited. Although the questionnaires used in each study wave were designed to be similar, incremental improvements and modifications were made to each subsequent wave. These changes, while enhancing the quality and relevance of the data collected, introduce variability that hinders direct comparison of some responses across the different time points.

4. FINDINGS: PART A

4.1 Profile of surveyed youth in the four regions

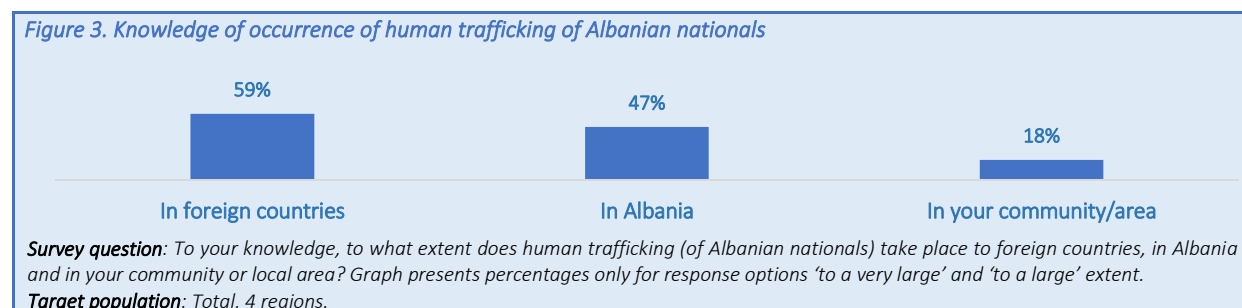
Among the 1,400-youth surveyed across the four regions, 51 percent were female, and 49 percent were male (Figure1). Most participants (53%) were 18–24 age group, with 14 percent 15–17, and 28 percent in the 25–29 age group (Figure 2).



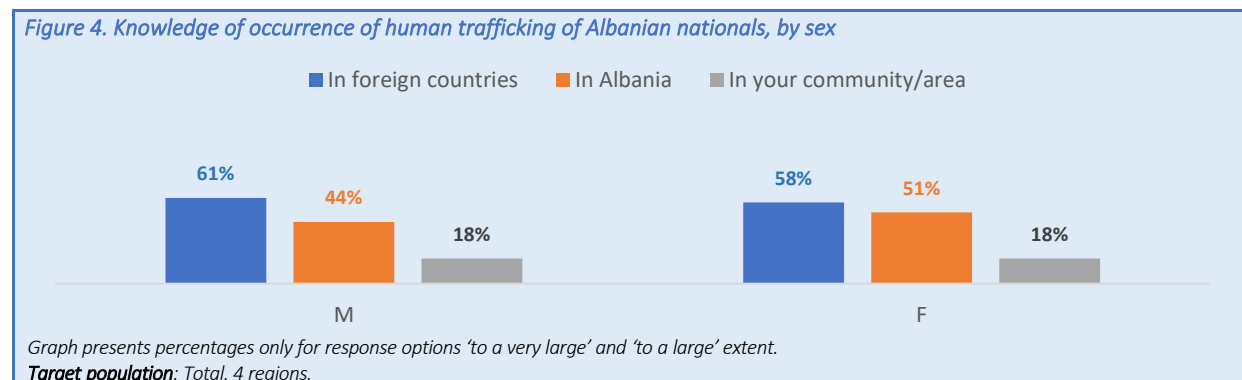
4.2 Knowledge of human trafficking

4.2.1 Where human trafficking occurs

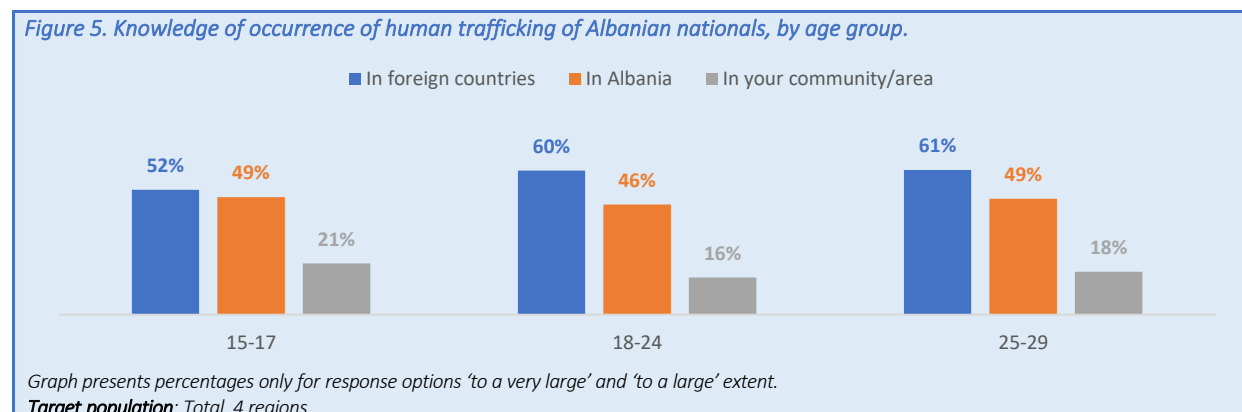
Figure 3 provides insights into the knowledge of human trafficking involving Albanian citizens. **Most surveyed youth (59%) know that human trafficking involving Albanians occurs "to a very large" or "to a large" extent in foreign countries.** Fewer respondents (47%) know it happens also within Albania. Only 18 percent view trafficking as a major issue in their local area or community. This data suggests that trafficking is perceived as a more significant problem abroad than domestically or locally.



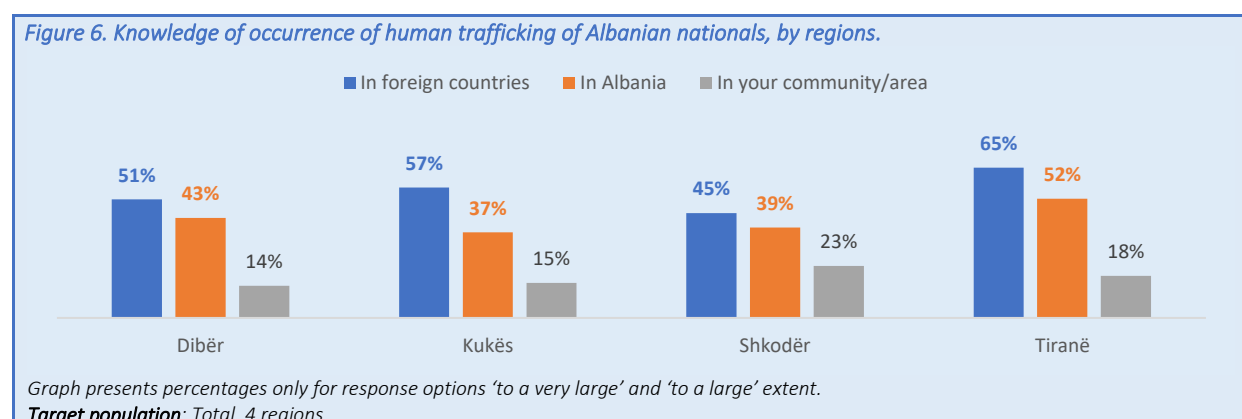
In the four regions, both females and males show similar knowledge levels regarding the occurrence of human trafficking of Albanians in foreign countries and within their communities (Figure 4). **However, females know more than males on human trafficking involving Albanians in Albania, (51 % and 44% respectively).**



Youth part of 25–29 age group, in the four regions know more than other age groups about where human trafficking occurs (Figure 5). While 52 percent of 15–17 age group know that trafficking of Albanians takes place to a very large or large extent in foreign countries, this rises to 60 percent among 18–24 age group and 61 percent among 25–29 age group.



Tirana reports the highest levels of knowledge for both international and domestic trafficking, (65% and 52% respectively) (Figure 6). Kukës has relatively high knowledge of trafficking abroad (57%) but lower knowledge of domestic trafficking (37%). Shkodër stands out for its higher knowledge of trafficking within local communities (23%). Dibër has the lowest knowledge of trafficking occurrences, both internationally and locally (51% and 14% respectively).



4.2.2 Forms of exploitation of Albanians in Albania and abroad

Exploitation of Albanian nationals in Albania

Sexual exploitation of children and forced labor of children (95% both) are the forms of exploitation known the most by youth, followed closely by forced begging of children (92%) (Table 22).

Females tend to know more than males across almost all forms of exploitation. For example, 92 percent of females know of child marriage, compared to 82 percent of males.

Older age groups (25–29) report the highest knowledge levels across various exploitation forms. For example, 97 percent of 25–29 age group knows about sexual exploitation of children, which is higher than the 93 percent for 15–17 age group, and 95 percent for 18–24 age group. This could reflect more experience, or broader exposure to the issue as people get older.

Tirana respondents know more across most forms of exploitation, especially in areas like sexual exploitation of children (96%) and forced begging of children (93%). **On the other hand, Kukës reports the lowest knowledge for certain forms of exploitation, particularly forced marriage (62%) and forced criminality of children (65%).**

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

Form of exploitation	Total, 4 regions	Sex		Age group			Regions			
		M	F	15–17	18–24	25–29	DI	KU	SH	TI
Sexual exploitation of adults	87	83	90	79	88	88	73	76	99	87
Sexual exploitation of children	95	94	97	93	95	97	92	86	97	96
Forced labour of adults	73	69	76	68	73	74	68	59	81	72
Forced labour of children	95	93	96	92	95	95	93	88	97	95
Forced marriage	70	69	70	70	69	71	69	62	50	76
Child marriage	87	82	92	82	88	88	76	69	88	90
Forced begging of adults	75	71	79	68	77	75	65	60	85	75
Forced begging of children	92	88	95	88	92	92	85	75	94	93
Forced criminality of adults	81	81	81	75	82	81	76	70	85	81
Forced criminality of children	82	77	87	75	83	83	74	65	86	84
N.	1,400	705	695	212	703	485	350	350	350	350

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

Sexual exploitation of adults (86%) and sexual exploitation of children (81%) are the most widely known forms of exploitation abroad (Table 3).

Forced begging of children (83%) also stands out as a form of exploitation abroad that many respondents know. **Like the domestic data, females tend to report higher knowledge of exploitation forms abroad than males.** For instance, 88 percent of females know of sexual exploitation of adults, compared to 84 percent of males. **However, the gender gap is not as noted abroad as it was for domestic knowledge,** showing more similarity in responses between males and females.

The 25–29 age group consistently reports the highest knowledge of exploitation abroad, just like the trend observed domestically. Also, 85 percent of the 25–29 age group knows of forced criminality used for adults abroad, higher than the 76 percent of the 15–17 age group. **Knowledge of forced labour of children is also highest among the 25–29 age group (76%), compared to younger age groups.**

Tirana region continues to show the highest level of knowledge on various forms of exploitation abroad, such as child marriage (81%) and forced marriage (78%). Shkodër youth know less on forced marriage (49%) and Dibër youth about child marriage (67%), **like the trend observed in the domestic data.** Region of Shkodër and Dibër report lower knowledge of sexual exploitation of children abroad (69% and 72%, respectively).

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

Form of exploitation	Total, 4 regions	Sex		Age group			Regions			
		M	F	15–17	18–24	25–29	DI	KU	SH	TI
Sexual exploitation of adults	86	84	88	76	88	87	76	79	95	87
Sexual exploitation of children	81	80	83	74	85	79	72	69	90	82
Forced labour of adults	81	82	79	70	84	79	71	75	81	83
Forced labour of children	77	74	80	72	79	76	65	67	81	79
Forced marriage	71	73	68	65	71	71	66	71	49	78
Child marriage	79	77	81	70	81	79	67	71	82	81
Forced begging of adults	75	74	76	68	78	74	64	65	81	77
Forced begging of children	83	83	84	83	84	82	72	73	83	86
Forced criminality of adults	82	81	83	76	83	85	72	78	85	84
Forced criminality of children	81	78	83	75	82	80	70	75	82	83
N.	1,400	705	695	212	703	485	350	350	350	350

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.

4.2.3 Those at risk of human trafficking

The data suggests that **women and girls are more vulnerable to trafficking**, while men and boys are perceived to be less at risk (Table 4). Girls are mostly known to be at-risk of trafficking (81%), followed by women (18 years and older) at 56 percent. Men (18 years and older) have the lowest perceived risk of trafficking, with only 10 percent of respondents identifying them as at-risk. Boys (under 18 years) are also seen as less at risk compared to girls (29% and 81%). National minorities are seen as somewhat at risk (39%) and people from rural areas (23%) are less commonly viewed as at-risk.

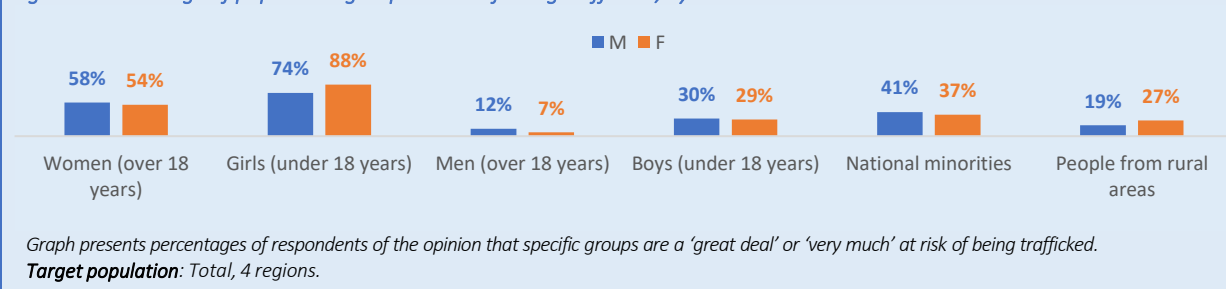
In all four regions, girls under 18 years are the most known at-risk group, with both sexes showing high levels of knowledge, particularly among females (88%). Adult men is the least known risk group, with both males and females showing low levels of knowledge, 12 percent and 7 percent respectively. There is a slightly higher knowledge among males regarding the risk to women over 18 years and national minorities, whereas females show higher levels of knowledge about people from rural areas (Figure 9).

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

Population group	Total, 4 regions
Women (18 years and older)	56
Girls (under 18 years)	81
Men (18 years and older)	10
Boys (under 18 years)	29
National minorities	39
People from rural areas	23
N.	1,400

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.

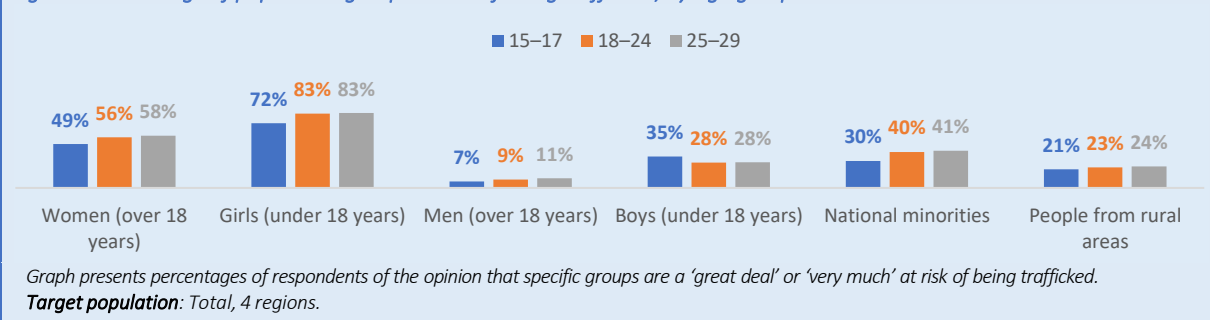
Figure 7. Knowledge of population groups at risk of being trafficked, by sex



The knowledge that women over 18 years are at risk of trafficking is relatively consistent across all age groups, with the highest knowledge in the 25–29 age group (58%), followed by 18–24 age group (56%), and 15–17 age group (49%).

Girls under 18 years old being at risks to trafficking, have higher knowledge levels in the 18–24 and 25–29 age groups (83% both) than the 15–17 age group (72%). Men over 18 years are the **least recognized group at risk of trafficking**, particularly among younger age groups. Respondents have moderate levels of knowledge about national minorities and people from rural areas being at risk of trafficking, with 25–29 age group knowing more, (Figure 8).

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



The highest percentage of respondents across all regions believe that **girls under 18 are more at-risk of trafficking**, with Shkodër region reporting the highest percentage (98%). The knowledge that women over 18 years old are at-risk of trafficking is relatively moderate across the regions, with percentages ranging from 52 percent in Dibër to 59 percent in Kukës.

The knowledge that boys are at risk of trafficking is notably lower than that of girls. However, Shkodër region has a higher percentage (52%) compared to other regions. **The knowledge of the trafficking risk for adult men is very low across all regions**, with percentages ranging from 8 percent in Dibër to 13 percent in Shkodër.

There is moderate level of knowledge of the risks to trafficking for national minorities, with data ranging from 26 percent in Kukës region to 41 percent in Tiranë. **This suggests some regional differences in knowledge, with Tiranë having a slightly higher level of knowledge about this vulnerability (Table 5).**

Table 5. Knowledge of population groups at risk of being trafficked, by regions in %.

Vulnerable groups	Dibër	Kukës	Shkodër	Tiranë
Women (over 18 years)	52	59	58	56
Girls (under 18 years)	69	71	98	80
Men (over 18 years)	8	11	13	9
Boys (under 18 years)	26	27	52	30
National minorities	38	26	38	41
People from rural areas	26	21	33	21
N.	350	350	350	350
<i>The table 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.</i>				

4.2.4 Recruitment methods and human traffickers

Overall, the data demonstrates a strong understanding of trafficking methods, particularly in relation to organized crime and social relationships. However, **knowledge about familiar involvement is comparatively low** (Table 6).

The majority of respondents (89%) know that the Internet can be used to recruit victims, emphasizing knowledge of online exploitation and digital recruitment tactics. **A large percentage (88%) know that traffickers are often part of organized criminal networks**, reflecting knowledge of the scale and complexity of human trafficking operations.

Many respondents (83%) know that friends can be involved in trafficking, highlighting the social dynamics of trafficking recruitment methods. Additionally, **a significant portion (79%) know that romantic partners can also be perpetrators**, suggesting increased knowledge of how traffickers may exploit personal relationships to manipulate victims. However, **65 percent of the respondents know that family members can be involved in trafficking**, suggesting that youth may be less likely to suspect family members as potential traffickers.

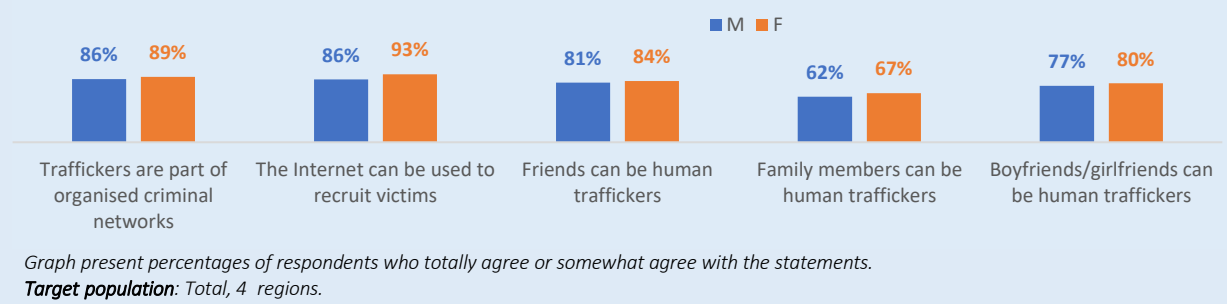
Female respondents know more than males across all the factors listed, particularly regarding the internet's role in recruitment and the involvement of friends and family members in trafficking (Figure 9). **Both males and females know that traffickers are often part of organized criminal networks, with strong knowledge levels on the issue across both groups (86% and 89% respectively).**

The knowledge about boyfriends/girlfriends and family members being involved in trafficking is relatively high for both sex groups, suggesting same level of understanding of the emotional and personal manipulation used by traffickers.

Table 6. Knowledge of recruitment methods and human traffickers in %

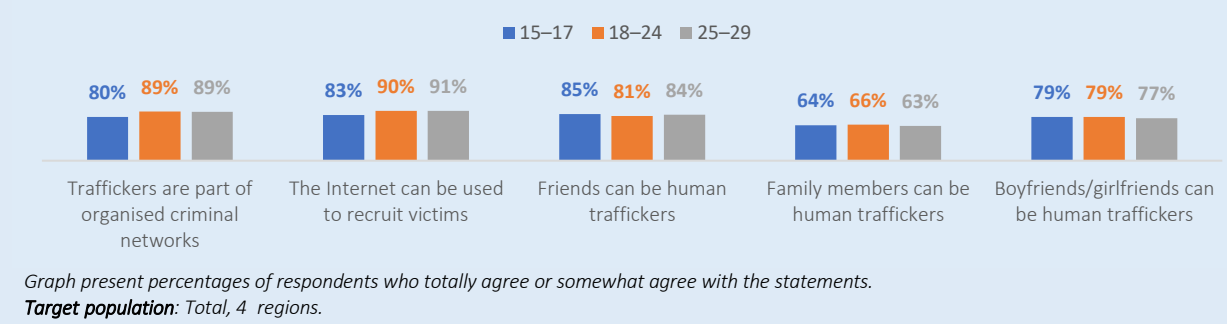
Recruitment method	Total, 4 regions
Traffickers are part of organized criminal networks	88
The Internet can be used to recruit victims	89
Friends can be human traffickers	83
Family members can be human traffickers	65
Boyfriends or girlfriends can be human traffickers	79
N.	1,400
<i>Survey question: To what extent do you agree or disagree with following? Table reports percentages of respondents who totally agree somewhat agree with the statements. Target population: Total 4 regions</i>	

Figure 9. Knowledge of recruitment methods and human traffickers, by sex.



There is no notable difference in the knowledge of recruitment methods and human traffickers across the various age groups (Figure 10).

Figure 10. Knowledge of recruitment methods and human traffickers, by age group.



There is a high level of knowledge that traffickers are part of organized criminal networks across all regions, with values ranging from 87 percent to 90 percent (Table 7).

Most respondents (ranging from 84% to 90%) know that the internet can be used to recruit victims. **The slightly lower percentage in Kukës (84%) suggests a minor regional difference**, but overall, respondents are highly aware of online recruitment tactics.

The knowledge that friends can be traffickers is high in Dibër and Kukës regions (89% for both), but significantly lower in Shkodër (60%). Knowledge that family members can be traffickers is notably lower in Dibër (51%) and Kukës (51%), but higher in Tiranë (70%).

The youth know very well that partners can be traffickers in Dibër (82%), Kukës (82%), and Tiranë (85%). However, they know less in Shkodër (55%), suggesting that youth in Shkodër region may be less likely to recognize the potential for trafficking within romantic relationships.

Table 7. Knowledge of recruitment methods and human traffickers, by regions in %

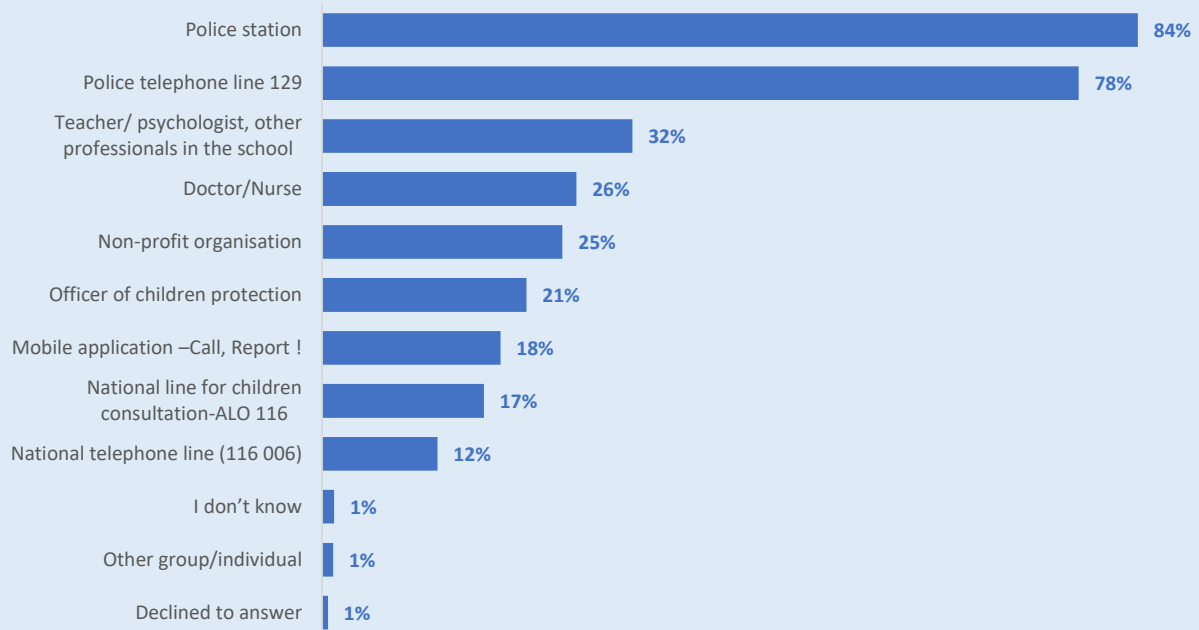
Recruitment method	Dibër	Kukës	Shkodër	Tiranë
Traffickers are part of organised criminal networks	87	87	90	87
The Internet can be used to recruit victims	89	84	90	89
Friends can be human traffickers	89	89	60	87
Family members can be human traffickers	51	51	55	70
Boyfriends/girlfriends can be human traffickers	82	82	55	85
N	350	350	350	350

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

4.2.5 Ways to report suspected human trafficking cases

Overall, youth in the four regions know well that they can report a suspected case of human trafficking at the police station (84%) or through the police telephone line 129 (78%). About one third know that they can report to a teacher or other professionals at school, (Figure 11). **Only 1 percent of the surveyed youth don't know** of any reporting options.

Figure 11. 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.

Police stations and the police telephone line 129 are the most known reporting channels, with high percentages of respondents across all sex and age groups. **Teacher/psychologist or other school professionals are more known among males (38%) and younger age groups (50% in 15–17 age group).** This suggests that youth are more likely to think of school professionals as a reporting option.

Non-profit organizations are more widely known by males (30%) and older age groups (26% and 27% respectively).

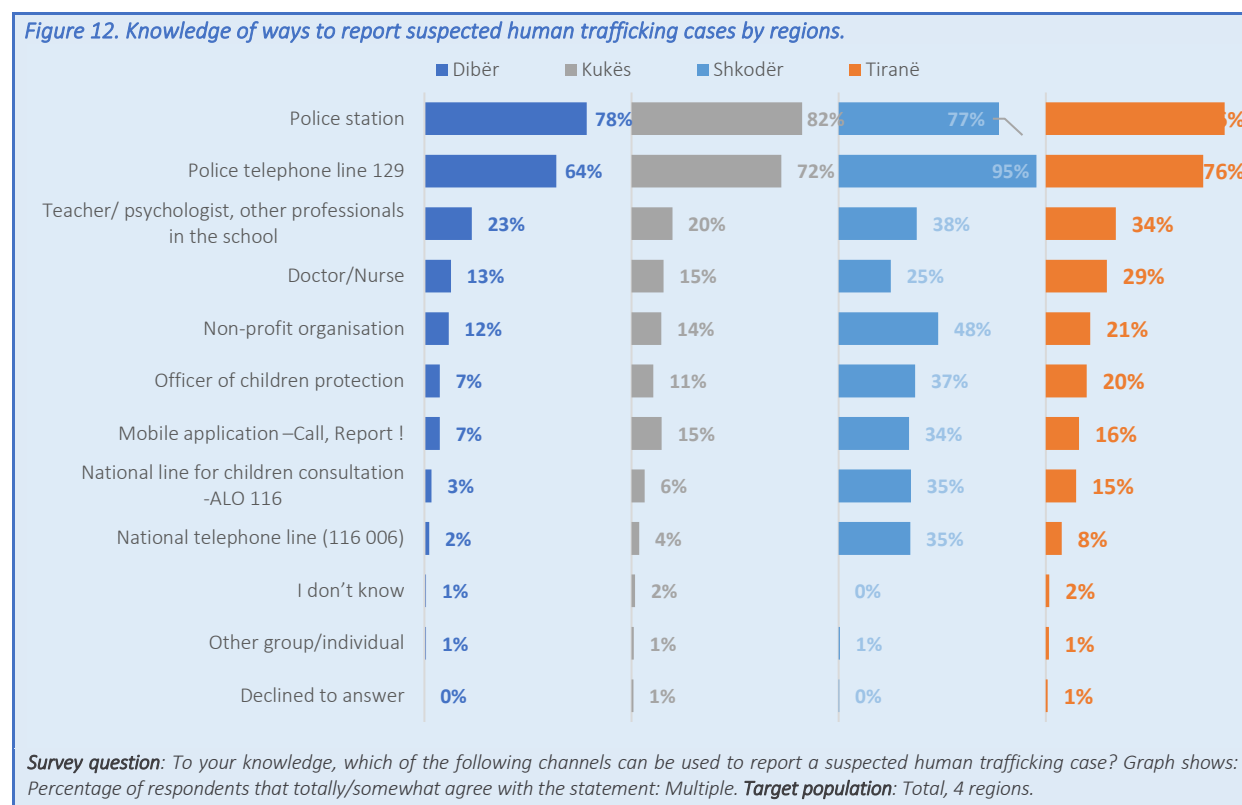
Table 8. Knowledge of ways to report suspected human trafficking cases, by sex, age group (%)

Where to report trafficking cases	Sex		Age group		
	F	M	15–17	18–24	25–29
Police station	85	82	84	82	86
Police telephone line 129	78	77	72	77	81
Teacher/ psychologist, other professionals in the school	25	38	50	31	26
Doctor/Nurse	24	29	24	27	26
Non-profit organization	19	30	14	26	27
Mobile application –Call, Report!	17	20	16	21	15
Officer of children protection	16	26	23	21	21
National line for children consultation-ALO 116	16	17	19	18	13
National telephone line (116 006)	10	13	8	12	14
I don't know	1	2	1	2	1
Other group/individual	1	2	3	1	0
Declined to answer	1	0	1	1	0
N.	704	683	275	728	384

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

Police stations and the police telephone line (129) are the most known channels also across all regions, with values above 64 percent. Non-profit organizations are very well known in Shkodër (48%) compared to other regions. National telephone line (116 006) is better known in Shkodër (35%) than elsewhere.



Face-to-Face with Law Enforcement is the preferred method by 74–77 percent across all groups. This reflects trust in law enforcement as the primary channel for addressing such cases (Table 9). Face-to-face reporting to non-law enforcement institutions such as NGOs or schools is more favored by male respondents (23%). Telephone-based services (Hotline/Helpline) are the second most preferred option, with 34 percent of respondents choosing this method. There is a **slightly higher preference among females (36%) and those in the 25–29 age group (41%)**.

Web-based platforms or mobile applications for reporting are the least preferred method overall, with only 12 percent of respondents selecting it. There is slightly more interest in this method among those 18–24 age group (13%) compared to other age groups.

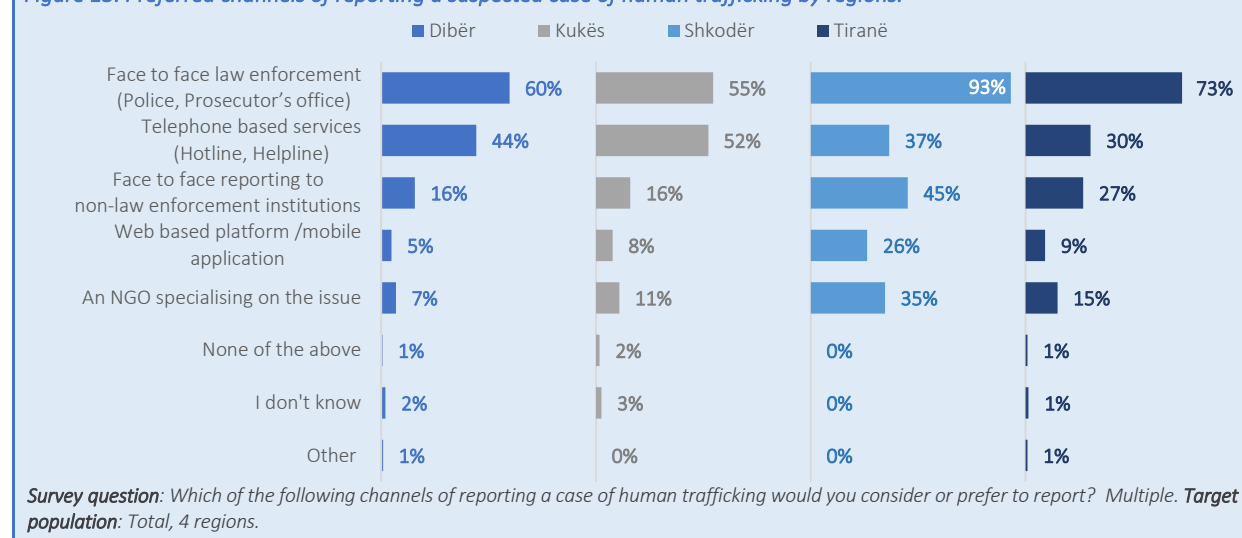
Table 9. Preferred channels of reporting a suspected case of human trafficking (%)

Means of reporting trafficking case	Total, 4 regions	Sex		Age group		
		F	M	15–17	18–24	25–29
Face to face law enforcement (Police, Prosecutor's office)	74	75	74	65	75	77
Telephone based services (Hotline, Helpline)	34	36	33	32	31	41
Face to face reporting to non-law enforcement institutions	28	22	33	27	29	26
Web based platform /mobile application	12	12	12	8	13	12
An NGO specializing on the issue	17	11	23	9	19	19
None of the above	1	1	1	2	1	0
I don't know	1	2	1	3	1	2
Other	1	1	0	0	1	0
N.	1,400	704	683	275	728	384

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.

Shkodër region stands out for its high preference with both law enforcement (93%) and non-law enforcement institutions (45%). Kukës has the highest preference for using telephone-based services (52%), suggesting a preference for remote support in that region. Web-based platforms and mobile applications are under preferred across all regions.

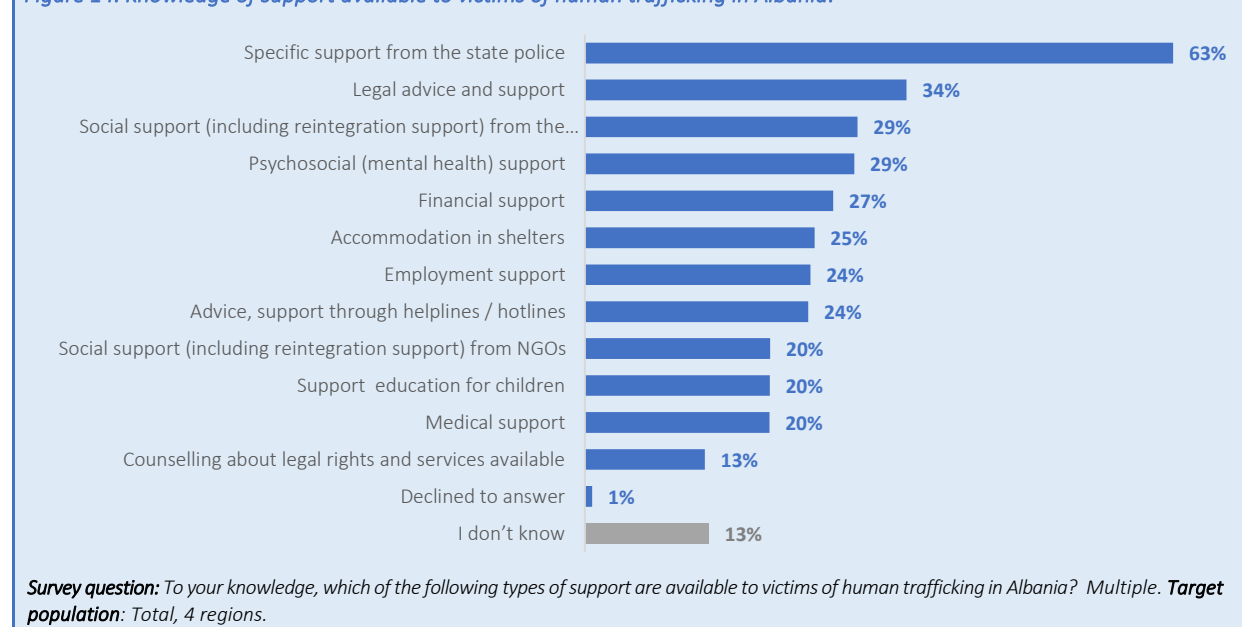
Figure 13. Preferred channels of reporting a suspected case of human trafficking by regions.



4.2.6 Support services available to victims of human trafficking

The data highlights a relatively strong knowledge of key support services for victims of human trafficking, especially regarding state police (63%) and legal advice (34%). **However, there is lower knowledge of services like accommodation in shelters, financial support, and medical services, particularly among younger age groups.**

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



State police support is the most widely known form of support available to human trafficking victims, with 64 percent of females and 61 percent of males aware of this resource. Youth in the age groups 18–24 (65%) and 25–29 (62%) show relatively higher knowledge compared to younger groups (15–17), highlighting the role of law enforcement in victim support (Table 10).

Males know more about legal advice and support (39%) than females (29%), with knowledge increasing slightly with age, particularly among the 25–29 age group (35%). Social support from the government,

including reintegration services, is known to 33 percent of males and 30 percent of 18–24 age group. However, **knowledge is lower in younger age groups (16% for 15–17 years old)**. It shows the need for **interventions that focus on improving understanding and visibility around government-provided social support services**, to bridge the knowledge gap and enhance victim support services.

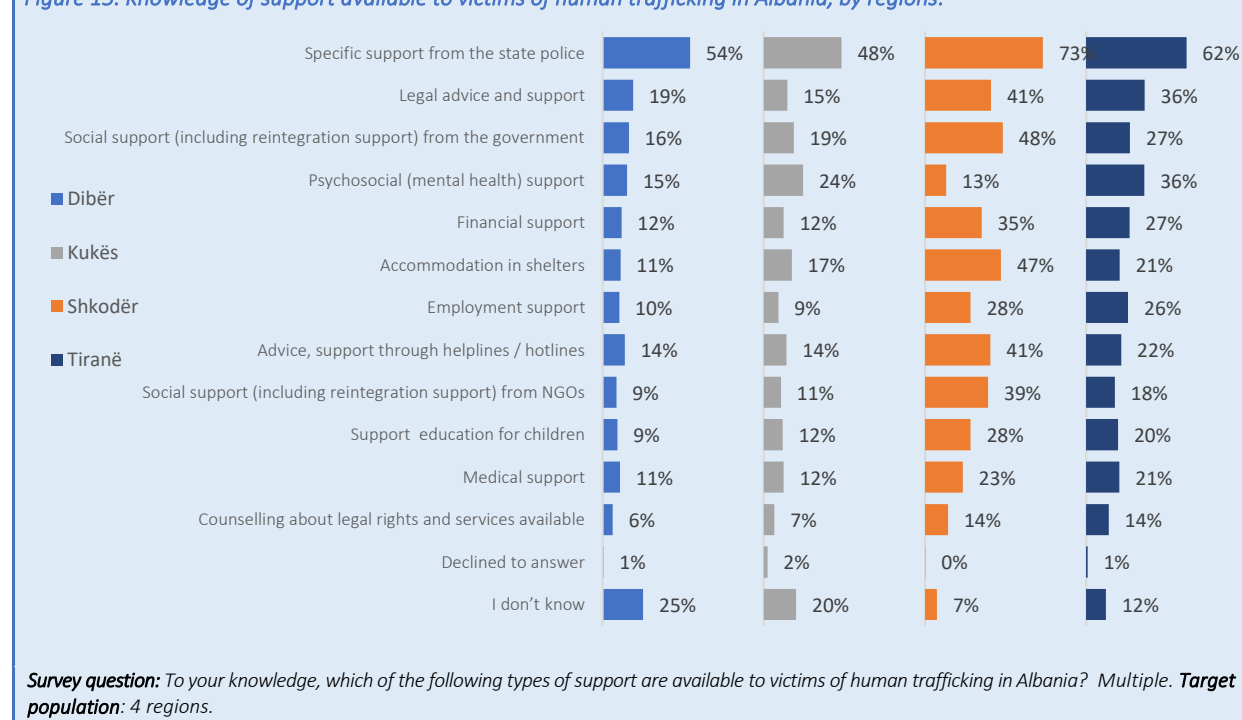
Table 10. Knowledge of support available to victims of human trafficking in Albania, by sex and age group (%)

Type of support for victims	Sex		Age group		
	F	M	15–17	18–24	25–29
Specific support from the state police	64	61	57	65	62
Legal advice and support	29	39	33	34	35
Social support (including reintegration support) from the government	25	33	16	30	33
Psychosocial (mental health) support	26	32	24	31	28
Financial support	25	28	20	24	34
Accommodation in shelters	22	27	17	24	29
Employment support	22	26	24	23	26
Advice, support through helplines / hotlines	22	26	21	25	23
Social support (including reintegration support) from ngos	15	24	16	21	20
Support education for children	16	24	14	20	22
Medical support	18	22	13	21	20
Counselling about legal rights and services available	11	15	12	13	13
Declined to answer	1	1	0	1	0
Did not know	16	10	14	12	14
N.	704	683	275	728	384

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.

Shkodër region has the highest levels of knowledge on support services across all categories, including specific support from the state police (73%) and accommodation in shelters (47%). Kukës and Dibër regions generally have lower support percentages in several categories like financial support (both around 12%).

Figure 15. Knowledge of support available to victims of human trafficking in Albania, by regions.

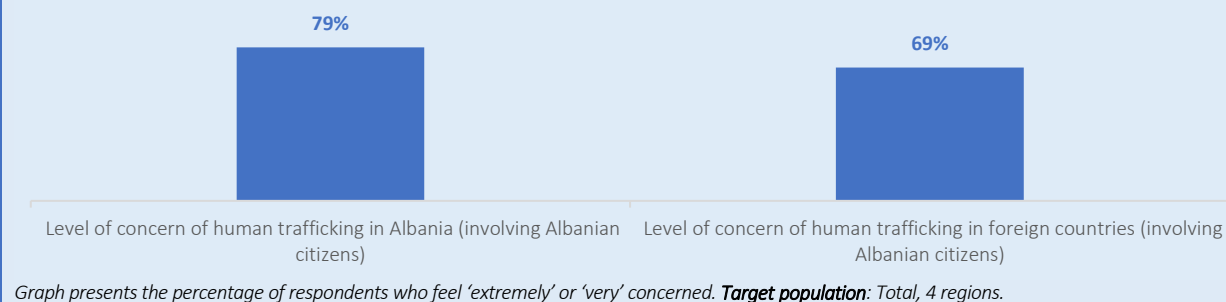


4.3 Attitudes to human trafficking

4.3.1 Levels of concern

Youth are concerned (79% are extremely or very concerned) about human trafficking occurring within Albania, specifically involving Albanian citizens. And **69 percent (extremely or very concerned) of respondents are concerned about human trafficking involving Albanian citizens in foreign countries.** While still a considerable level of concern, this percentage is lower than the concern about trafficking within Albania, indicating that the issue is perceived as a problem within the country than abroad.

Figure 16. Level of concern about human trafficking in Albania and in foreign countries.



Females are slightly more concerned about human trafficking within Albania than males, 78 percent and 69 percent, respectively. The concern about trafficking in foreign countries is equal between males and females, 69 percent, suggesting that the knowledge of Albanian citizens being trafficked abroad is similarly recognized by both sexes.

Figure 17. Level of concern about human trafficking in Albania and in foreign countries, by sex.



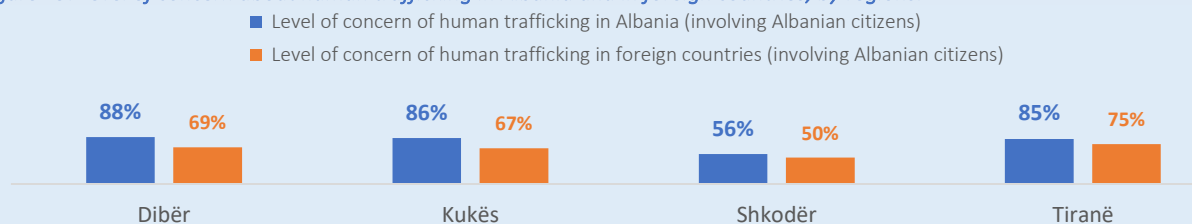
In the four regions, younger individuals (15–17 age group) are slightly less concerned about trafficking of Albanian both domestically and abroad, compared to older groups (Figure 18).

Figure 18. Level of concern about human trafficking in Albania and in foreign countries, by age group.



Dibër, Kukës, and Tiranë regions show consistently high levels of concern about human trafficking both domestically and abroad, suggesting a heightened knowledge of the issue (Figure 19). **Shkodër stands out with much lower levels of concern, especially for trafficking in Albania (56%).**

Figure 19. Level of concern about human trafficking in Albania and in foreign countries, by regions.



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

Lack of law enforcement is a consistent top concern across all demographics (64%). **The highest concern is in Shkodër (75%) and among the 18–24 age group (67%).** The spread of the phenomenon to children/young people (58%) is also a significant concern, particularly among men (64%) compared to women (52%). The low reliability in reporting institutions (46%) is a key issue mentioned as well, especially among youth between 25–29 age group (54%) and those living in Shkodër region (54%). **Dibër region shows the lowest level of concern for most issues, including level of knowledge around human trafficking (19%) and illegal migration (7%).**

Table 11. Most significant areas of concern about human trafficking, by sex, age group and regions (%).

Area of concern	Total, 4 regions	Sex		Age group			Regions			
		F	M	15–17	18–24	25–29	DI	KU	SH	TI
lack of law enforcement	64	64	64	52	67	65	63	64	75	61
spread of the phenomenon to children/young people	58	52	64	62	57	59	45	48	57	61
spread of the phenomenon to adults	16	16	16	10	17	18	11	15	19	17
low reliability in institutions where such cases are reported	46	43	49	27	43	59	34	40	54	46
low level of awareness among the population regarding this phenomenon	29	26	32	21	29	32	19	28	22	33
Insufficient support for victims	32	29	35	27	35	30	25	32	47	30
link between organized crime and human trafficking	24	23	24	20	23	26	25	25	17	25
link between illegal migration and human trafficking	15	16	13	15	13	17	7	15	7	18
other	1	1	0	0	0	1	1	0	0	1
N.	1,400	704	683	275	728	384	350	350	350	350

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

4.3.2 Attitudes toward victims

A large majority (80%) of youth across four regions strongly believe that victims of trafficking should receive support. Men show a slightly stronger agreement, with 82 percent expressing strong support compared to 78 percent of women. The region of Dibër stands out with the highest percentage of youth in favor of providing support to human trafficking victims.

Table 12. Level of agreement with trafficking victims and those at-risk of trafficking being provided with support, by sex, age group and regions (%)

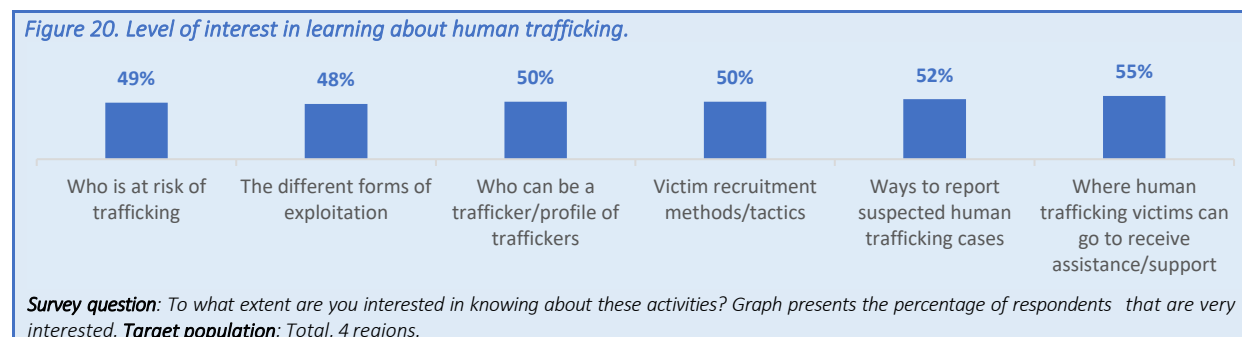
Level of agreement	Sex		Age group			Regions			
	F	M	15–17	18–24	25–29	Dibër	Kukës	Shkodër	Tiranë
Extremely or very much	78	82	78	80	82	86	80	66	83
Moderately	18	15	16	17	17	12	15	33	13
A little or not at all	3	2	4	3	1	2	3	0	3
Don't know	1	0	1	1	1	0	2	0	1
N.	704	683	275	728	384	350	350	350	350

Survey question: How much do you support the fact that special support should be provided to victims of trafficking or at risk of trafficking? **Target population:** Total, 4 regions;

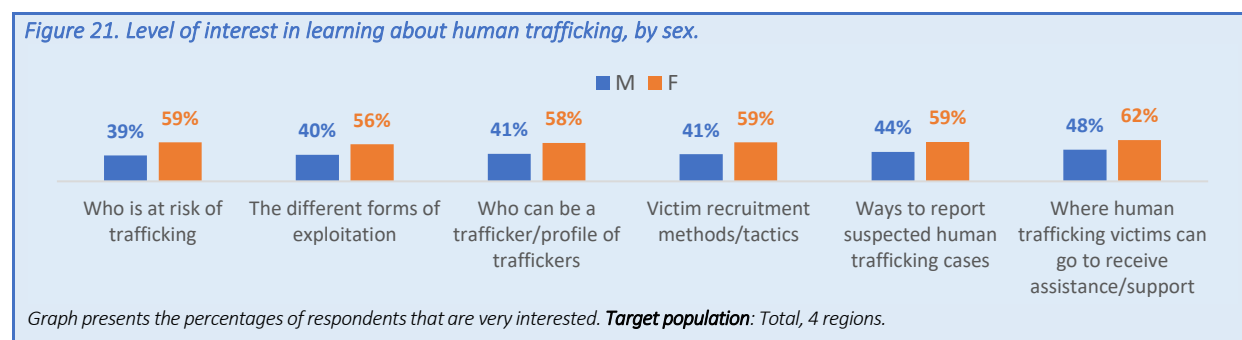
4.4 Practices regarding human trafficking

4.4.1 Interest in learning about human trafficking

The data suggests a moderate level of interest among the respondents in learning about human trafficking (Figure 20). **The interest in learning of where victims can seek support (55%) is the highest among youth**, and the different forms of exploitation is the least (48%).



Female youth in the four regions show more interest than male youth in learning about human trafficking (Figure 21), particularly with regard to learning about who is at risk of trafficking (59% and 39%, respectively), and victim recruitment methods/tactics (59% and 41%, respectively).



The data reveals (Table 13) that the youngest group (15–17 years old) generally has the highest interest in learning about human trafficking issues, including groups at risks, forms of exploitation, recruitment methods, reporting mechanisms, and support services. Interest decreases in older age groups (18–24 and 25–29), with the 25–29 age group showing the lowest levels of interest in learning in most categories.

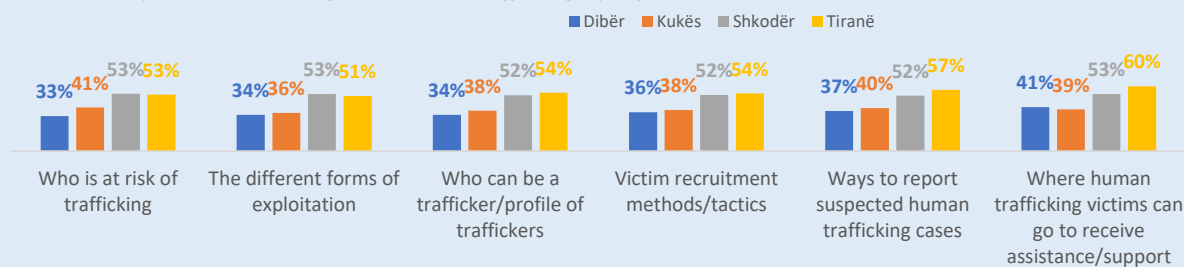
Table 13. Level of interest in learning about human trafficking, by age group (%)

Human trafficking issue	Age group (years)		
	15–17	18–24	25–29
Who is at risk of trafficking	55	49	47
Different forms of exploitation	61	48	43
Who can be a trafficker or profile of the traffickers	51	52	45
Victim recruitment methods or tactics	53	52	45
Ways to report suspected human trafficking cases	56	54	47
Where human trafficking victims can go to receive assistance or support	62	55	51
N.	275	728	384

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

Surveyed youth in **Tiranë and Shkodër regions consistently show higher levels of interest in learning across all aspects of human trafficking** compared to Dibër and Kukës, which have the lowest interest in learning in nearly all categories (Figure 22).

Figure 22. Level of interest in learning about human trafficking, by regions.

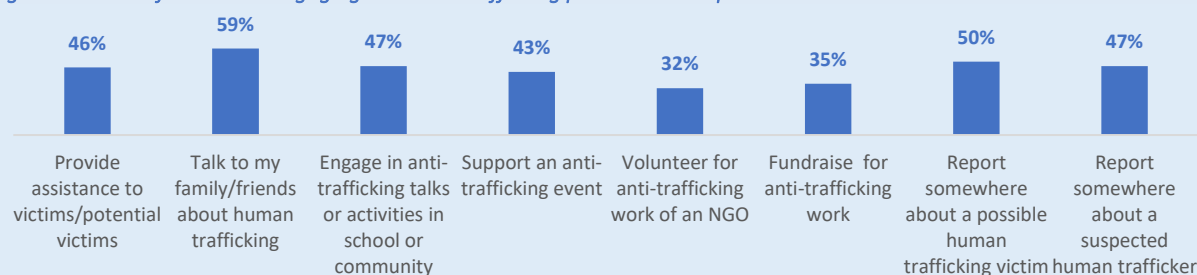


Graph presents the percentages of respondents that are very interested. **Target population:** Total, 4 regions.

4.4.2 Interest in becoming involved in human trafficking prevention and protection

Youth in the four regions are more interested in activities like discussing human trafficking with family or friends (59%) and reporting suspected traffickers (50%). On the other hand, around one-third show interest in activities such as fundraising for anti-trafficking initiatives (35%) or volunteering for NGOs (32%), which have the lowest levels of involvement (Figure 23).

Figure 23. Level of interest in engaging in human trafficking prevention and protection activities.



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.

Males generally show higher levels of interest in engaging in most activities compared to females, particularly in providing assistance or support to victims (54% and 38%, respectively), talking to family and friends about human trafficking (66% and 52% respectively), and engage in anti-trafficking talk or activities in schools or communities (54% and 39%) (Table 14).

The 15–17 age group tends to show the most interest in getting involved, especially in discussions about human trafficking with family and friends (59%). In contrast, the 18–24 25–29 and age groups demonstrate slightly lower interest, although they remain highly interested in activities like reporting trafficking cases and supporting events.

Table 14. Level of interest in engaging in human trafficking prevention and protection activities, by sex and age group (%)

Type of support for victims	Sex		Age group		
	F	M	15–17	18–24	25–29
Provide assistance or support to victims or potential victims of trafficking	38	54	46	52	48
Talk to my family/friends about human trafficking	52	66	59	60	60
Engage in anti-trafficking talks or activities in school or community	39	54	47	52	51
Support an anti-trafficking event	35	50	43	37	47
Volunteer for anti-trafficking work of an NGO	25	38	32	29	36
Fundraise for anti-trafficking work	31	39	35	33	39
Report somewhere about a possible human trafficking victim	46	54	50	49	55
Report somewhere about a suspected human trafficker	45	49	47	44	51
N	704	683	275	728	384

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

Tiranë region consistently shows the highest interest in most activities, leading in anti-trafficking talks or activities in schools or communities (51%). Kukës and Dibër generally display lower levels of interest, except in areas like discussing human trafficking with family or friends (55% in each) and reporting traffickers.

Table 15. Level of interest in engaging in human trafficking prevention and protection activities, by regions (%)

Level of agreement	Regions			
	Dibër	Kukës	Shkodër	Tiranë
Provide assistance or support to victims or potential victims of trafficking	39	39	43	49
Talk to my family/friends about human trafficking	55	55	43	65
Engage in anti-trafficking talks or activities in school or community	39	35	43	51
Support an anti-trafficking event	37	36	43	45
Volunteer for anti-trafficking work of an NGO	28	29	39	32
Fundraise for anti-trafficking work	35	31	38	35
Report somewhere about a possible human trafficking victim	43	39	36	57
Report somewhere about a suspected human trafficker	43	37	37	51
N.	350	350	350	350
<i>Table reports the percentages of respondents that are 'very' or 'somewhat' interested. Target population: 4 regions.</i>				

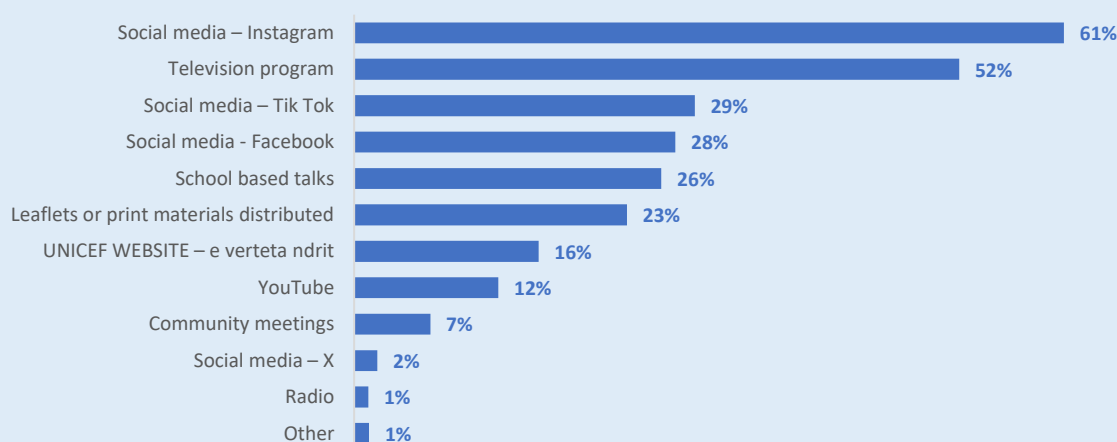
5. FINDINGS: PART B

This section reports on the exposure of surveyed youth to UNICEF communications and outreach efforts and highlights the indicators showing positive changes in their knowledge, attitudes, and practices (intention to engage) across the four regions, following the dissemination of human trafficking communication materials and messages through national communication campaigns and community outreach work.

5.1 Exposure to UNICEF communications

Around 58 percent of surveyed youth in the four regions reported having been exposed to human trafficking communication materials/messages over the past four years.¹² Among them, 61 percent were exposed to the materials on Instagram, 52 percent through television, 26 percent via school-based talks, 28 percent on Facebook, and 23 percent through leaflets or print materials/messages (Figure 24).

Figure 24. Channels of exposure to anti-human trafficking communication materials/messages.

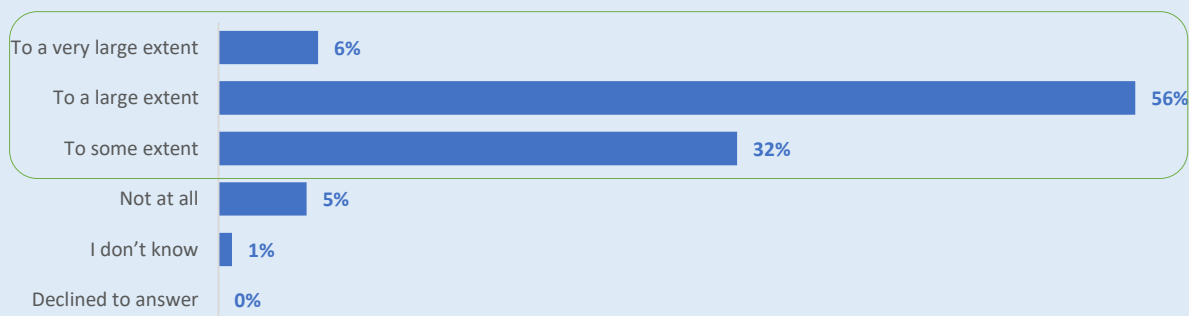


Survey question: Through which of the following communication channels did you hear about the events, messages or communication materials on the subject of human trafficking? Multiple.

Target population: Surveyed youth that have been exposed during the last four years to any events, messages or communication materials on the subject of human trafficking; Total, 4 regions.

Out of the youth who reported being exposed to human trafficking materials/messages over the past two years, **94 percent reported that their knowledge regarding human trafficking had increased as a result of the exposure** (6% to a very large extent, 56% to a large extent and 32% to some extent) (Figure 25).

Figure 25. Extent of improvement of knowledge of human trafficking after exposure to communication materials/messages.

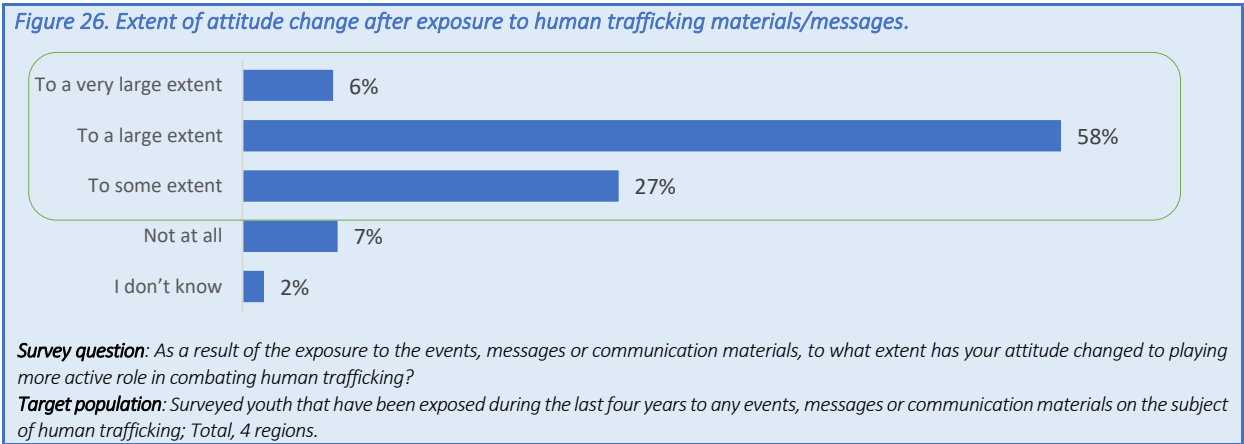


Survey question: As a result of the exposure to the events, messages or communication materials, to what extent has your knowledge around human trafficking improved?

Target population: Surveyed youth that have been exposed during the last four years to any events, messages or communication materials on the subject of human trafficking; Total, 4 regions.

¹² This refers to the outreach activities, communication campaign and information sessions 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.”

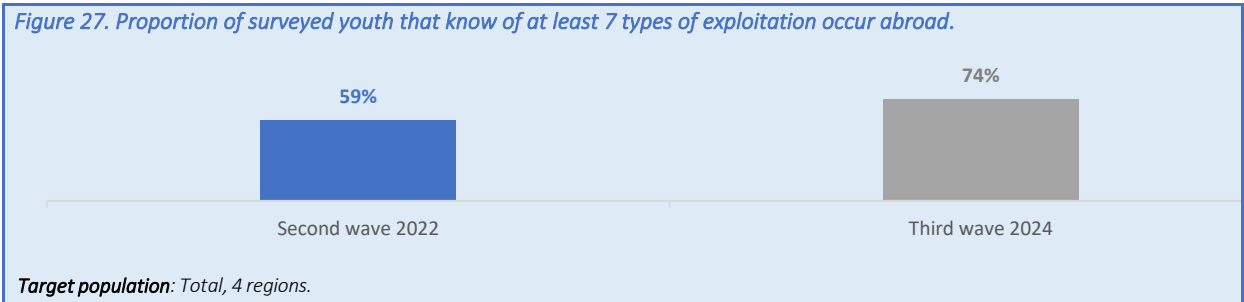
Furthermore, 91 percent of those who were exposed to human trafficking materials/messages in the last four years reported a change in their attitudes toward human trafficking. They expressed a greater interest in taking a more active role in addressing the issue, with 6 percent stating they were motivated to a very large extent, 58 percent to a large extent, and 27 percent to some extent, (Figure 26).



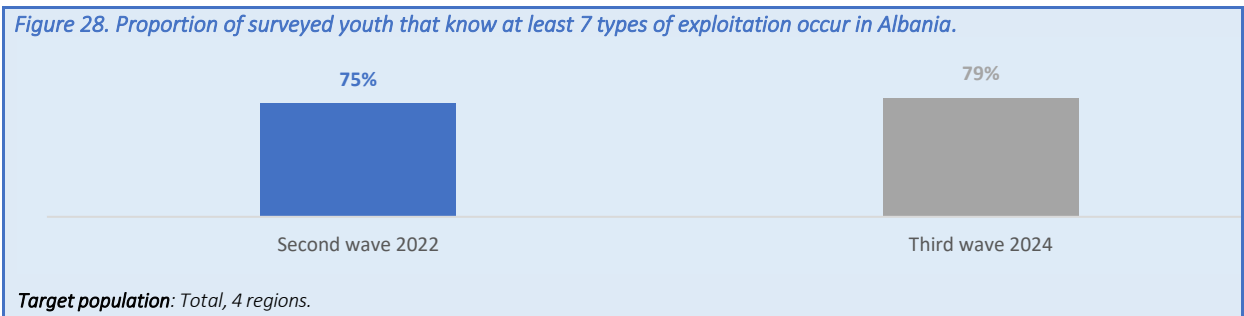
5.2 Reported knowledge shifts

Knowledge of at least seven types of exploitations abroad and in Albania¹³

The data indicates a positive trend in knowledge among surveyed youth about at least seven types of exploitation occurring abroad. Around seven out of ten youth surveyed (74%) are aware of at least seven types of exploitations compared to five out of ten in wave two (59%).



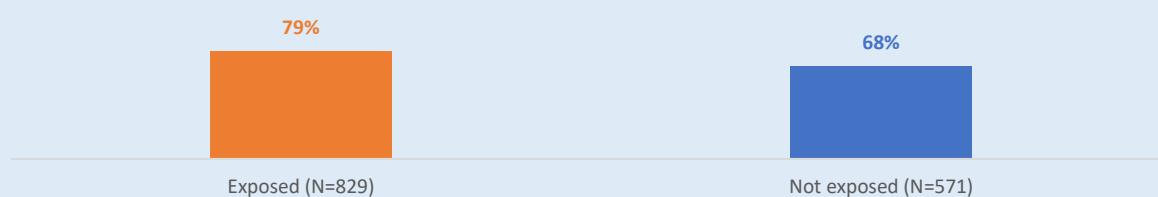
The knowledge about types of exploitation of Albanians in Albania data show a slight increase, from 75 percent in wave two to 79 percent in wave three.



Youth exposed to human trafficking communication materials/messages show significantly higher knowledge levels of at least 7 types of exploitation abroad (79%) compared to those not exposed (68%). This suggests that communication efforts play an important role in raising knowledge and awareness about exploitation abroad (Figure 29).

¹³ Comparison is made only with wave 2, as the list of types of exploitation was improved in wave 2, and comparison with wave one is not possible.

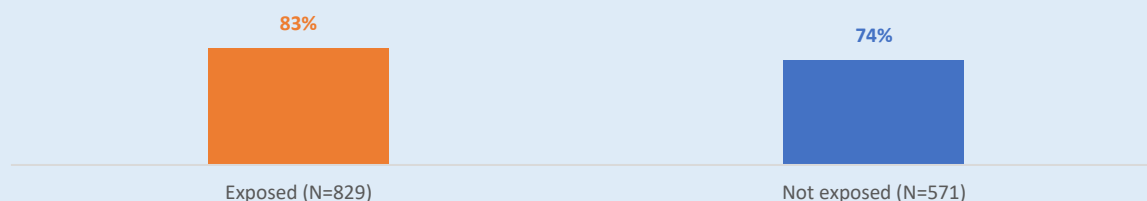
Figure 29. Proportion of surveyed youth that know at least 7 types of exploitation occur abroad (exposed and not exposed to human trafficking communication materials/messages; third wave).



Target population: Total, 4 regions.

The same trend is seen for types of exploitations of Albanians in Albania. Youth exposed to human trafficking communication materials/messages show higher knowledge on types of exploitation (83%) compared to those not exposed (74%), **indicating again that the communication strategy is important in increasing community-level awareness around human trafficking.**

Figure 30. Proportion of surveyed youth that know at least 7 types of exploitation occur in Albania (exposed and not exposed to human trafficking communication materials/messages; third wave).

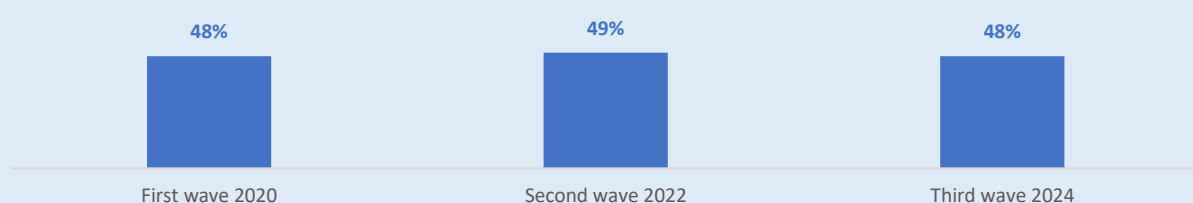


Target population: Total, 4 regions.

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

Results among three waves 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 (Figure 31).

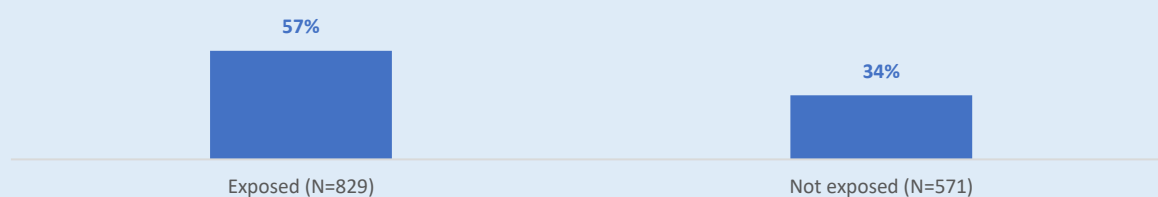
Figure 31. Proportion of surveyed youth than know at least three ways of reporting a suspected case of human trafficking; first, second and third wave.



Target population: Total, 4 regions.

In the third wave, 57 percent of youth in the four regions exposed to human trafficking communication materials over the past four years reported knowing at least three ways to report such cases, compared to only 34 percent of youth without such exposure (**Error! Reference source not found. 32**).

Figure 32. Proportion of surveyed youth that know at least three ways of reporting a suspected case of human trafficking; (exposed and not exposed to human trafficking communication materials/messages; third wave).

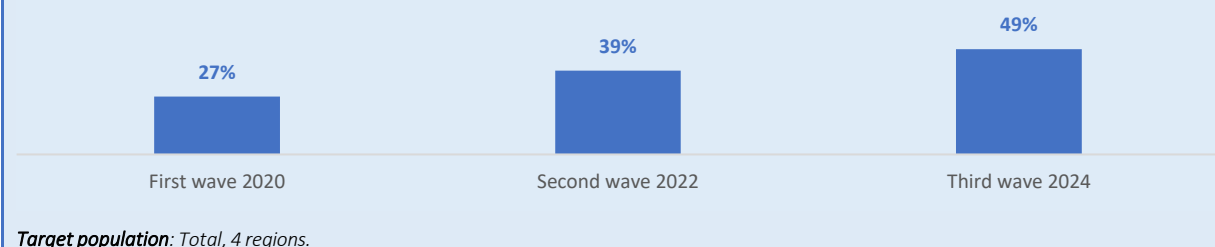


Target population: Total, 4 regions.

Knowledge of at least three types of support for trafficking victims

The third survey results reveal a consistent rise in knowledge of the support available for trafficking victims. In the third wave, 49 percent of youth knew at least three types of support, compared to 39 percent in the second wave and 27 percent in the first wave in Albania (Figure 2833).

Figure 33. Proportion of surveyed youth that know at least three types of support for victims of human trafficking; first, second and third wave.



The third wave survey results confirm the positive impact of exposure to human trafficking materials/messages on increasing knowledge among youth population. 58 percent of the youth exposed to the materials/messages, know at least three types of support for victims of trafficking in Albania (

Figure 29. Proportion of surveyed youth that know at least 7 types of exploitation occur abroad (exposed and not exposed to human trafficking communication materials/messages; third wave).

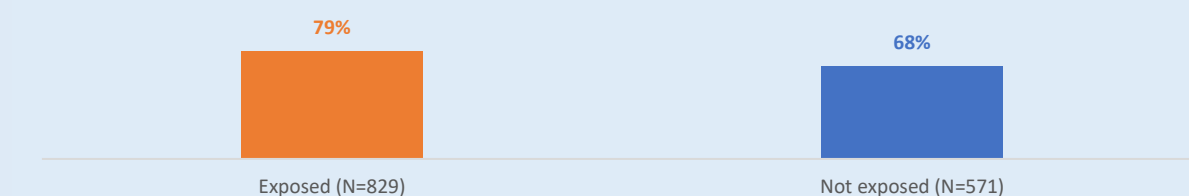
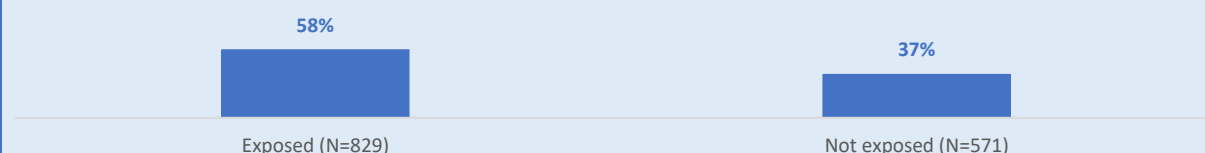


Figure 34. Proportion of youth that know at least three types of support for human trafficking victims; (exposed and not exposed to human trafficking communication materials/messages; third wave)



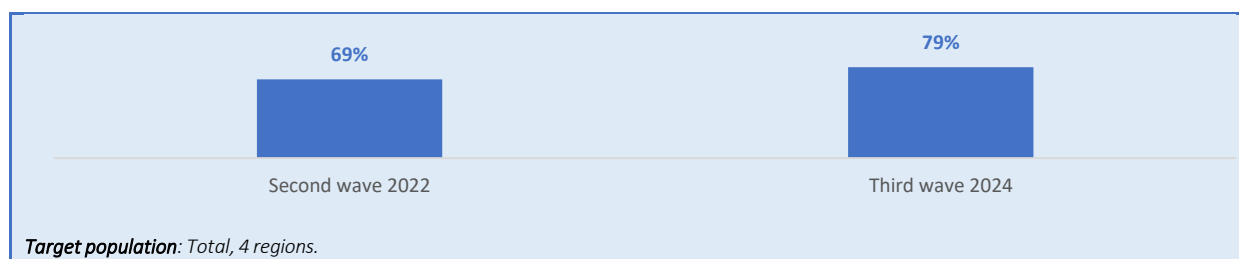
5.3 Reported attitude shifts

Level of concern about human trafficking¹⁴

The level of concern about trafficking of Albanians in Albania appears to have risen among surveyed youth in the four regions between the second and third wave surveys (Figure 305). **According to the third wave survey, about 79 percent of youth expressed being extremely or very concerned about human trafficking in Albania**, compared to 69 percent in the second wave.

Figure 35. Proportion of surveyed youth extremely or very concerned about human trafficking in Albania (involving Albanians) second and third wave

¹⁴ For this indicator comparison is possible only with the second wave for trafficking of Albanians in the country and with the first wave for trafficking of Albanians abroad.



The same trend is seen for the concern youth have about human trafficking of Albanians in foreign countries. The proportion of surveyed youth extremely or very concerned about human trafficking in foreign countries (involving Albanians) **increased from 56 percent in the first wave (2020) to 69 percent in the third wave (2024).**



The levels of concern about trafficking of Albanian citizens in Albania or in foreign countries, are generally higher among the "exposed" group compared to the "not exposed" group, indicating that exposure and knowledge have increased concern. **Among the exposed group, concern about human trafficking is slightly higher for cases occurring within Albania (80%) compared to those happening in foreign countries (70%).** Among those not exposed, there is a similar trend where concern is higher for trafficking within Albania compared to foreign countries.

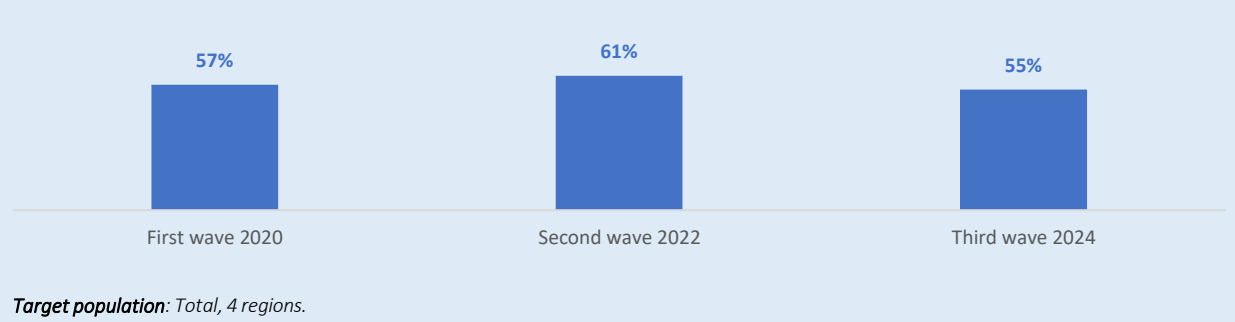


5.4 Reported shifts in engagement or practices

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

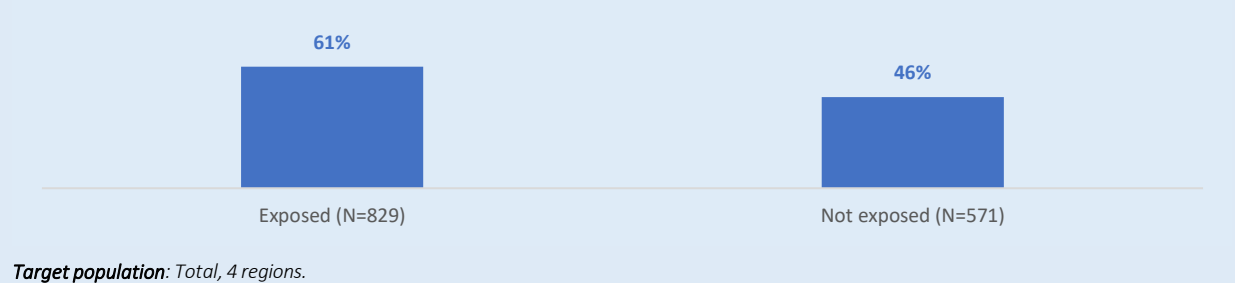
The data shows a slight increase in the surveyed youth interested in participating in activities related to human trafficking across the three waves. **Interest rose from 57 percent in the first wave (2020) to 61 percent in the second wave (2022), indicating a positive trend.** However, in the third wave (2024), it fell to 55 percent, slightly below the first wave. This may be attributed to higher interest on the topics initially or received greater media attention due to awareness campaigns, but over time, the issue may have become less prominent or interested in some.

Figure 38. Proportion of surveyed youth very or somewhat interested in engaging in at least three activities to counter human trafficking; first, second and third wave.



The human trafficking communication materials/messages appear to have had a very positive impact on motivating youth to participate in anti-human trafficking activities (Figure 39). **Nearly six in ten surveyed youth (61%) who were exposed to the materials/messages expressed interest in engaging in at least three anti-human trafficking activities, compared to only 46 percent of those who were not exposed.**

Figure 39. Proportion of surveyed youth interested in at least three activities to counter human trafficking; (exposed and not exposed to human trafficking communication materials/messages; third wave)



6. CONCLUSIONS

This report highlights key findings from the third wave survey and compares them with data from the second and first waves, providing valuable insights into the knowledge, attitudes, and practices of youth surveyed across four regions of Albania (Dibër, Kukës, Shkodër, and Tiranë). These insights are particularly relevant for anti-trafficking national and international organizations focused on prevention and victim protection efforts in Albania.

The survey data reported in Section A, show that trafficking involving Albanian citizens is perceived as more prevalent abroad (59%) than within Albania (47%) or at the local level (18%). Knowledge varies across regions, age groups, and genders, with Tirana showing the highest overall levels. Knowledge on child-related exploitation, such as sexual exploitation and forced labor, is notably high at 95 percent. Females and older age groups demonstrate greater knowledge compared to males and younger groups. For example, 92 percent of females are aware of forced child marriage, compared to 82 percent of males, while knowledge of sexual exploitation of children stands at 97 percent for females and 94 percent for males. These results show that the government and other partners working in human trafficking should continue and expand awareness campaigns, particularly targeting regions with lower levels of knowledge like Kukës and Dibër. Utilize social media and television, which have proven effective in reaching youth.

Girls under 18 are widely perceived as the most vulnerable group (81%), whereas men over 18 are the least recognized as being at risk (10%). Regional differences highlight Shkodër as having the highest knowledge of boys being at risk. Respondents show strong knowledge of organized criminal networks (88%) and online recruitment methods (89%), though familial involvement in trafficking is less recognized (65%). Females are more likely than males to identify personal relationships—such as family, friends, and romantic partners—as recruitment methods. The data testimonies that the knowledge and perceptions about vulnerability and trafficking methods are shaped by societal norms, awareness campaigns, regional contexts, and personal experiences. Traditionally girls are perceived as more naïve or more vulnerable compared to boys. Moreover, accepting familial involvement to human trafficking can be uncomfortable or counter to cultural values, leading to lower knowledge. Future programing should continue working to address gender norms as an integral part of the human trafficking prevention efforts.

Police stations and the 129 hotline are the most commonly recognized reporting channels (84% and 78%, respectively), while knowledge of alternatives like NGOs and mobile apps is lower, particularly among younger respondents. State police support is the most widely recognized service (63%), but knowledge of other resources, such as financial assistance and shelter accommodation, remains limited, especially among younger individuals. We can say that police stations and hotlines are long-standing, well-established channels for reporting, making them more widely recognized. In that perspective people might trust police and hotlines more than NGOs or apps for handling serious cases. In the future more should be done to educate younger individuals about all available support systems, ensuring a holistic understanding of the national human trafficking response.

Data about knowledge of available support to victims of trafficking highlight the need to increase knowledge of such services. Enhancing their visibility, accessibility, and public understanding can help close the knowledge gap and strengthen support for victims. There is low level of knowledge about services such as shelter accommodation, financial assistance, and medical support remains low, particularly among younger age groups. Information about these services should be more readily available or visible in the digital spaces where young people are most active, such as social media or mobile apps. Schools as well may include comprehensive information about available social support services in their curriculums.

The majority of respondents (79%) express significant concern about human trafficking within Albania, slightly more than the concern for trafficking abroad (69%). Respondents may be more concerned about issues that are directly affecting their own country. Since human trafficking within Albania would be a more immediate and visible problem, it tends to evoke stronger concern among young population. These concerns vary across regions and demographic groups. Females show slightly higher concern about

trafficking within Albania (78%) compared to males (69%), while concern about trafficking abroad is equally shared between genders (69%).

Tirana consistently exhibits higher knowledge and interest to get involved, while regions like Kukës and Dibër display lower levels of interest. Males show greater interest in specific activities such as supporting events (50% for males vs. 35% for females) and volunteering for NGOs (35% for males vs. 28% for females). Conversely, females lead in activities like discussing human trafficking with family and friends, with 52 percent of females expressing interest compared to 39 percent of males.

The survey data in Part B highlights notable shifts in knowledge, attitudes, and practices since the first and second surveys. Anti-trafficking materials have proven effective in significantly enhancing knowledge, concern, and engagement, with social media and television emerging as the most impactful channels. Youth exposed to anti-trafficking materials over the past four years report substantially higher knowledge of exploitation forms, reporting methods, and victim support services. Among them, 61% expressed interest in participating in anti-trafficking activities, such as reporting traffickers or supporting victims, compared to 46% of non-exposed youth.

Communication campaigns have consistently increased knowledge and concern of youth in the four regions. Knowledge of at least seven forms of exploitation abroad rose from 59 percent in earlier surveys to 74 percent in the most recent wave, while concern about trafficking within Albania increased from 69 percent to 79 percent during the same period.

