

Report

**Evaluation of the educational campaign-
Human Trafficking Phenomenon – part II**

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magenta
CONSULTING



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EXECUTIVE SUMMARY

In March 2007, Magenta Consulting SRL accomplished a research for determining the awareness level about human trafficking phenomenon. Hereupon, the beneficiary set up an educational campaign targeted both to improve the population acknowledge about traffic and to point out the human trafficking types, the subjects of traffic and other aspects. So as to evaluate the campaign impact it was conducted the second study. Considering the purpose of the project the research was based on the same methodology that was applied in the first part of the project. Thereby, the same characteristics of the sample were kept in order to ensure the correctness of the data. Thus, the study is based on primary data that was collected by means of 400 interviews in different regions of the Republic of Moldova.

A structured questionnaire containing 13 questions was designed. Four teams, of 2 interviewers each, were distributed in regions, as following: North, Center, South and Chisinau municipality. The collected information was analyzed in a quantitative way. Each topic of the questionnaire was analyzed depending on the characteristics of the sample, as following, e.g. territorial aspect, living area, age, sex, occupation.

Considering that the main objective of the educational campaign was to point out that: the trafficking victims are not only young girls, but as well children, men and women; moreover to stress on other forms of trafficking phenomenon (begging, slavery, leaving a person without remuneration after completing the work etc.) – the post-campaign evaluation has proven that the message was well perceived by the target segment.

The results of the research revealed that the majority of the population heard about the concept of human trafficking, but do not know what it represents – 69%, while the rest of participants affirm that they possess extensive knowledge about it. The share of the respondents who declared that they are well informed about the traffic phenomenon had declined. This fact is supported by the idea that after informing better the population about the phenomenon, the local population realised they do not know so much about traffic and all its features.

When defining the concept of human trafficking, still most respondents associate it with prostitution and sexual slavery. These two associations are followed by illegal trafficking of organs and forcing a person to work without remuneration. As the result of the informing campaign it was registered a share increase of 10-24 percentage points to the participants who defined the human trafficking phenomenon as begging, leaving a person without remuneration after completing the work and forcing a person to work without remuneration.

As the result of the educational campaign more respondents assign children, men and women to the category of persons exposed to the risk of being trafficked.

Still, young girls are perceived by the majority of respondents as the category exposed to the highest risk of trafficking – 94%. Next, 68% consider children are in danger of being trafficked. Women are appreciated as persons with a medium risk to be exposed to trafficking, while men are preponderantly attributed to the persons with no risk and medium risk of being subjected to trafficking. Therewith, the share of interviewed persons who consider that children, women and men are characterized by a high risk level to be trafficked increased by 5-7 percentage points.

According to respondents' opinion, the most dangerous departure agreement is working in constructions without a contract – 71%, registering a decrease of 8 percentage points comparing to the previous research. Marriage with a foreigner and working in families without a contract are perceived as a medium risk departure agreement. At the same time, 61% participants consider that there is no risk to leave abroad through Au Pair System. The opinion is divided proportionally when analyzing the risk to be trafficked when leaving to study abroad; by 44% respondents perceive it as a medium and no risk departure agreement.

The main information sources about trafficking of human beings have not changed very much during the campaign period. The majority of respondents got acknowledged about human trafficking phenomenon from advertising on TV (84%). Despite the decrease of 6-16 percentage points, documentary films/TV shows and advertising in press are situated on the second place. Billboards were mentioned mostly by respondents from urban areas. Comparing to the previous research, fewer respondents from rural area found out about trafficking phenomenon from advertising in press and documentary films/TV shows (a

decrease of 14-24 percentage points). At the same time, interviewed persons from villages registered an increase when talking about teachers and other sources (+11-15 percentage points).

From the total number of respondents, 70% (N=281) of persons could remember some recent information or/and TV ads spread via media and other information sources. About each the third participant mentioned TV shows and advertising on TV. Approximately 10% of participants remembered information read in press, documentary films about human trafficking, and news on TV. From the majority printed information the respondents received the message that human trafficking phenomenon is an actual problem and that each person is exposed to the risk to be trafficked. The participants found out about the existence of other types of human trafficking than prostitution from TV shows and advertising on TV. When talking about the HOT LINE ad, there were received such messages as Hot Line helps people to get more information about the phenomenon and about the country they go to, Hot Line help just those persons who were trafficked or are in danger, young girls and women are in a big danger abroad and that people should not leave abroad etc.

The population is well informed about the Hot Line. The share of respondents who appealed to it is insignificant, constituting 2% from 317 participants.

Regarding the situations when appealing Hot Line most frequently people consider they should call the hot line when their relatives are in danger, when they know a person who is/was exploited or before going to work abroad. There was obtained an increase in the share of those stating that people are supposed to call to the hot line when planning a trip abroad or when somebody wants to legalize their stay abroad. About 58% respondents declared they consider the hot line as a phone number to be appealed for reporting cases of violence in the family. In other cases people consider they should call to the hot line when they have financial problems or when they have physical disabilities (41% and 25% respectively).

INTRODUCTION

This Study has been developed by the company Magenta Consulting SRL, according to the provisions of the contract P/11 signed on February 27, 2007 by the International Center "La Strada" and Magenta Consulting SRL. The given report represents the population knowledge on human trafficking phenomenon as the result of the educational campaign unreeled by the beneficiary. The survey was carried out in November 2007.

i.1 Purpose and objectives

The **purpose** of the project is to identify and evaluate the changes of the awareness level of population, of the Republic of Moldova, regarding trafficking of human beings.

Especially, the objectives of this research are:

- Determining the awareness level regarding human trafficking phenomenon;
- Determining if the population understands the complexity of the phenomenon, in terms of categories under risk and departure agreements under risk;
- Identifying the information sources regarding trafficking of human beings;
- Identifying the message received by the audience from the transmitted information;
- Determining the awareness level regarding Hot Line.

Consequently, the beneficiary of this study will be able to use the results of the study as a base for developing the further anti-traffic strategies.

i.2 Methodology applied

Considering the purpose of the project, the method applied for this study corresponds to well known techniques accepted in academia and consulting services. Thus, the study is based on primary data that allows identifying and evaluating the investigation results. The direct research is a method which allows gaining a valid and complete image about the phenomenon under study.

Taking into the account that the beneficiary aims to evaluate the acknowledgment level of the population about human trafficking phenomenon as the result of the unreeled educational campaign, the research was based on the same methodology that was applied in the first part of the project. Thereby, the same characteristics of the sample were kept in order to ensure the correctness of the data. In order to emphasize on the aspects which have registered changes in dynamic there were interviewed the same number of respondents with the same shares of urban and rural area representatives and with the same equal repartition according to the age and sex of the respondents.

i.2.1 Data Collection

The primary data was collected by means of 400 interviews in different regions of the Republic of Moldova. The error margin for this sample equals $\pm 4.9\%$ for a confidence interval of 95%.

i.2.2 Questionnaires

Structured questionnaires represent a quantitative marketing technique, based on series of questions which are addressed to respondents. The main goals of a questionnaire are to track down the information sources, to undertake the information, to filter the relevant information from the insignificant one and to present the useful information in a comprehensive and systematic way.

As a research method, it has several advantages:

- Provides a large and varied set of data, based on the opinion of the respondents;
- Due to the high degree of classification, utilization of statistical methods and generation of numerical data, the conclusions are perceived as scientific, exact and by consequence correct;
- Offers clear answers to the initial issues;
- Due to the fact that it can be completed without the intention (and influence) of the interested parts, it is generally considered being neutral.

This study was based on the same questionnaire as in the previous research. In accordance with the beneficiary, the questionnaire had some small modifications, namely there have been excluded some questions, while others have been filled up (Annex 1).

The questionnaire includes both closed and opened questions and it is divided into 3 parts as following: respondent profile, awareness level about human trafficking and information sources regarding trafficking. It comprises 13 questions.

Interviews were conducted by a team of interviewers that have participated in numerous projects. Four teams of interviewers were established for quantitative data collection, one for Chisinau region, the second for the Northern part of Moldova, the third in Southern part of Moldova and the fourth team for Center part of the country. The interviewers were carefully trained at the beginning of the project regarding the aim of the project. Additionally, each question from the questionnaire was explained. Interviews were conducted in the native language of the respondent.

The sample was established geographically according to the beneficiary requirements. There by, the research was concentrated in the West part of the Republic of Moldova, in the localities situated in the neighborhood of Romanian frontier. Thus, 100 interviews were accomplished in Falesti (North), Ungheni (Central) and Leova (South) regions and 100 interviews in municipality Chisinau.

i.2.3 Data analysis

The collected information was carefully reviewed and analyzed. Interviews were analyzed in a quantitative way. A special database in SPSS was developed for this study. Consequently, each topic of the questionnaire was analyzed depending on the characteristics of the sample (e.g. occupation, living area, age, sex etc.).

The research is focused on a comparative analysis of the results obtained from the pre-campaign study and the post-campaign study. Therefore, each topic of the questionnaire comprises the results from the both studies. During data analysis consultants of Magenta Consulting were focused as well on the qualitative side of the interviews, thus trying to characterize better the results regarding the population knowledge about human trafficking phenomenon. Discussions and brainstorming were initiated within the project team in order to assure the correct understanding and analysis of the acquired information.

i.3 Delimitations

During the process of data collection and analysis, consultants did not meet significant factors that could serve as hardships for the study accomplishment.

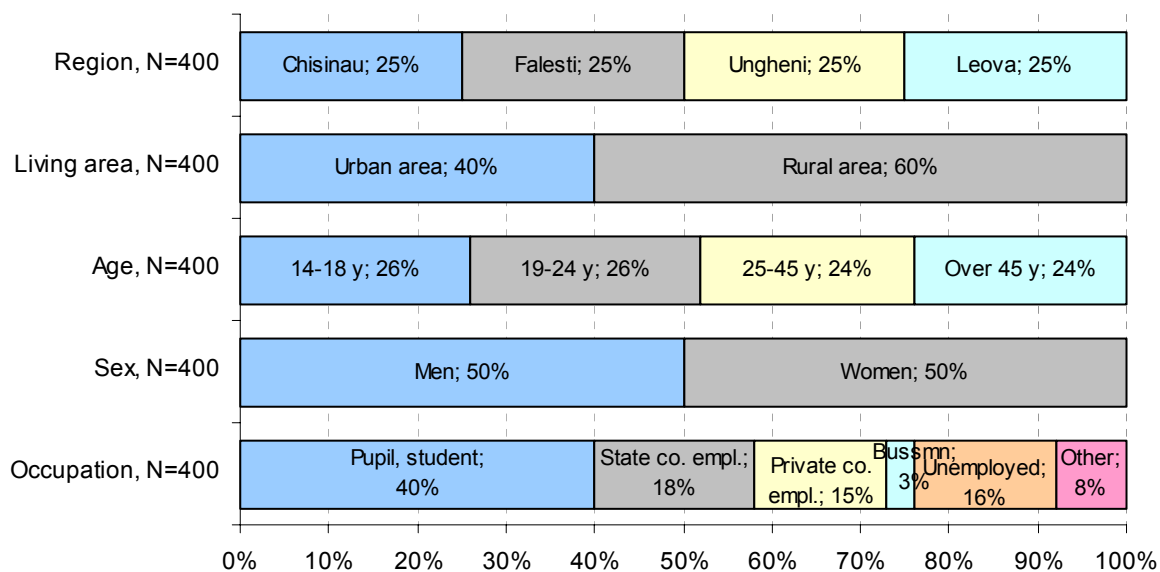
CHAPTER 1: SAMPLE DESCRIPTION

This chapter aims to describe the general sample, depending on different socio-demographic criteria, such as territory aspect, living area, sex, age and social occupation.

The size and the characteristics of the sample were established in accordance with the characteristics of the sample from the previous research. Thus, according to the methodology of the research it is mandatory that the same characteristics of the sample are being kept in order to ensure the correctness of the data and patterns being withdrawn.

The sample comprised 400 respondents, out of which 50% are women. The respondents were equally divided per 4 areas of the republic: Falesti (North of the republic), Ungheni (Center of the republic), Leova (Southern part) and the capital of the republic (Chisinau). The research includes more respondents from the rural area (60% or 240 respondents), comparing with 40% from urban area (160 respondents).

Figure 1.1: Sample segments, N=400



The sample comprises four age categories: from 14 to 18 years, 19 – 24 years, 25 – 45 years and over 45 years old. A slight priority was given to the young segment (up to 24 years old), representing 52% (or 207 respondents) of the total sample.

According to the occupation of the respondents the greatest share of them are students or pupils (40%). This category is being followed by a series of categories almost equally shared among respondents: state company employees (18%), private company employees (15%) and unemployed (16%). It is to underline that those participants who mentioned other activities are pensioners. 3% are businessmen, respondents which either manage or are the owners of companies.

CHAPTER 2: AWARENESS ABOUT PHENOMENON' COMPLEXITY

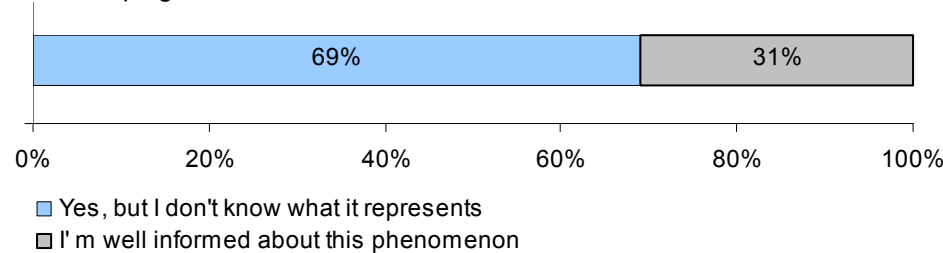
The second chapter is focused on identifying and evaluating the awareness level of the respondents about the human trafficking phenomenon. The considered aspects refer to conceptual definition of trafficking, categories of persons under danger of being trafficked and dangerous departure agreements. According to the beneficiary requirements, respondents that reported lack of knowledge on the concept of human trafficking were excluded from the study, as the beneficiary did not aim to explain what traffic is, but to emphasize that there are other types of human trafficking than prostitution or sexual slavery. Nevertheless, it is to underline that interviewers encountered very few cases of complete ignorance about trafficking.

2.1 Level of awareness about human trafficking phenomenon

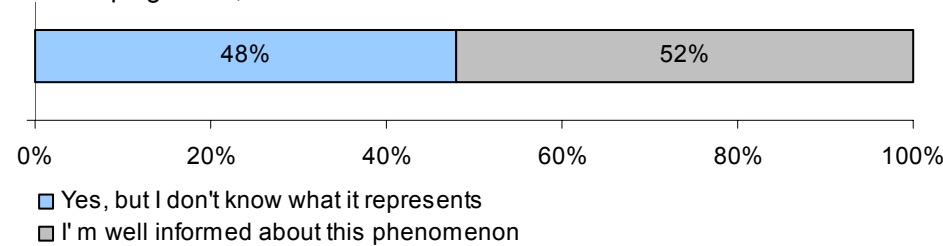
As a result of the advertising campaign the share of the respondents who declared that they are well informed about the traffic phenomenon had declined. This fact is supported by the idea that after informing better the population about the phenomenon, the local population realised they do not know so much about traffic and all its features. Thus, in comparison with the shares withdrawn in the previous research, the shares of the respondents who declared they are informed about the phenomenon but do not have deep knowledge about it has increased by 21 percentage points.

Figure 2.1: Awareness about human trafficking phenomenon

Post-campaign data, N=400



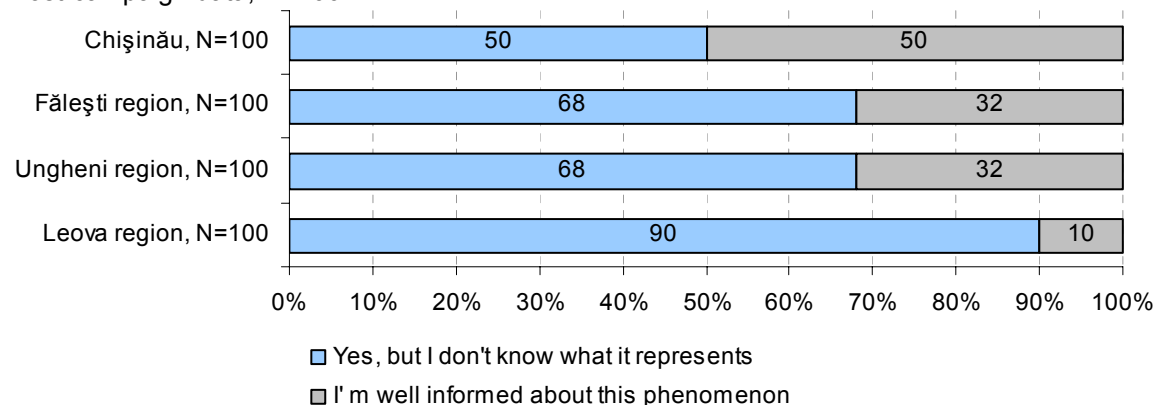
Pre-campaign data, N=400



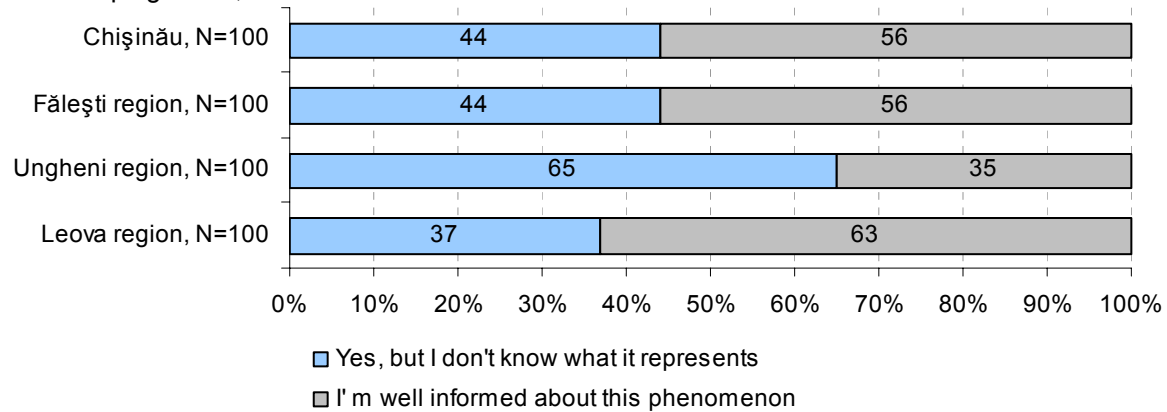
The respondents from the central part of the republic (Chisinau and Ungheni) remained mainly at the same level of knowledge referring to the traffic phenomenon. Still, the share of those who have stated they are well informed about this phenomenon from the Chisinau region has increased by 6 percentage points. A significant change was registered in Leova. Thus, the respondents from this region changed their opinion about the deepness of their knowledge referring to the features of this issue.

Figure 2.2: Awareness about human trafficking phenomenon, in territorial aspect, %

Post-campaign data, N=400



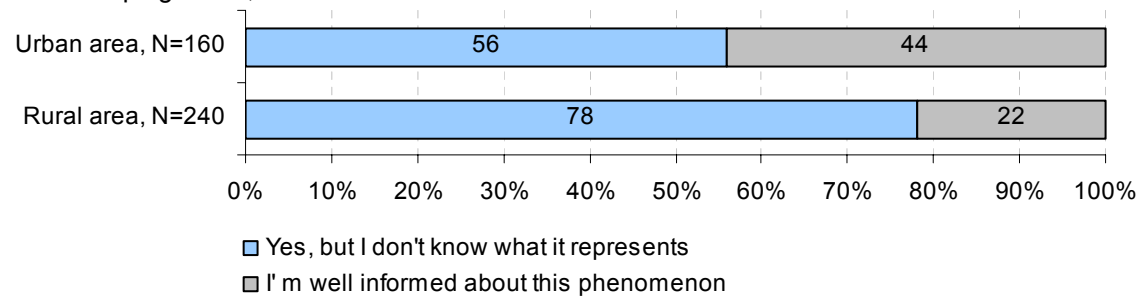
Pre-campaign data, N=400



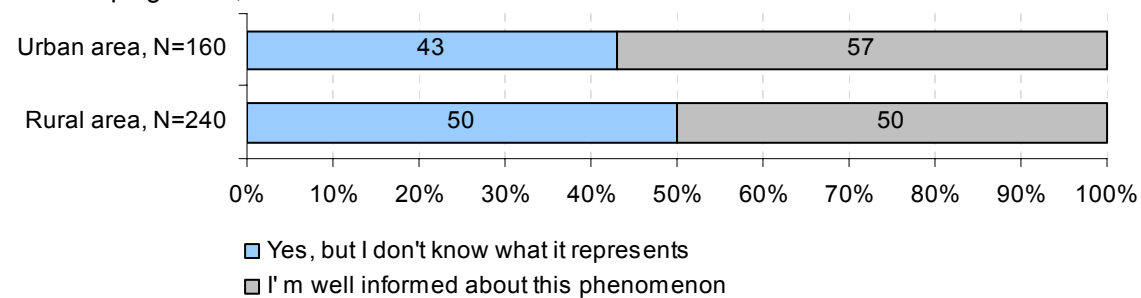
A higher gap between the shares of those informed about the phenomenon was withdrawn among the representatives of the rural area. Thus, if 56% (13 percentage points increase) persons from the urban area realised they are not so well informed about the phenomenon, after an informational campaign was performed. On the other hand, the same share increased by 28 percentage points among the representatives of the rural area.

Figure 2.3: Awareness about human trafficking phenomenon, by living area, %

Post-campaign data, N=400

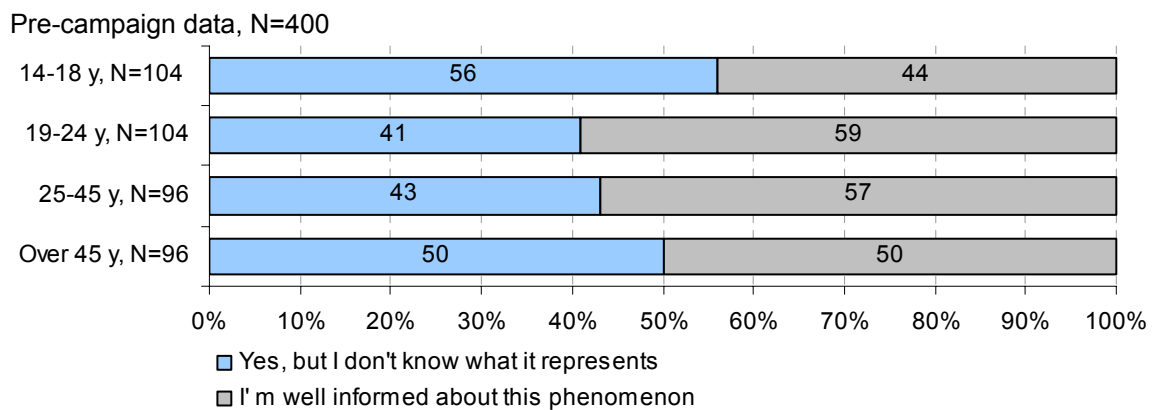
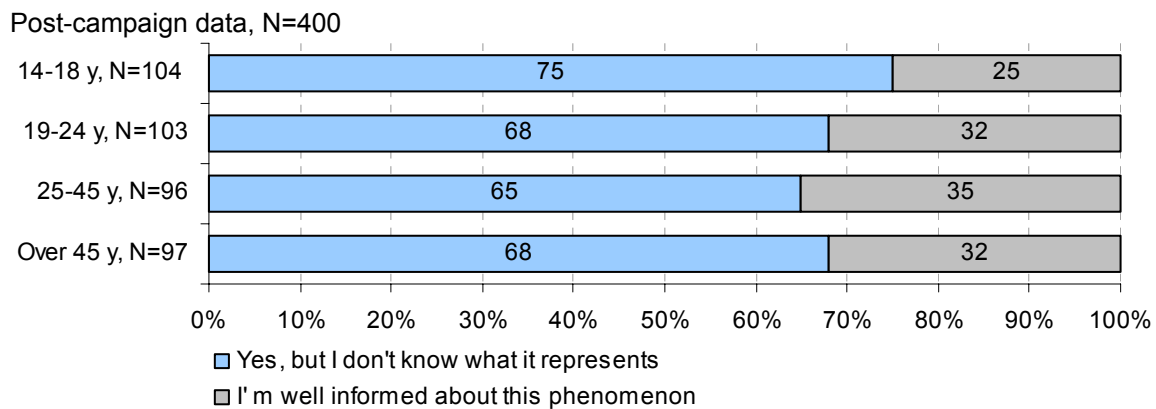


Pre-campaign data, N=400



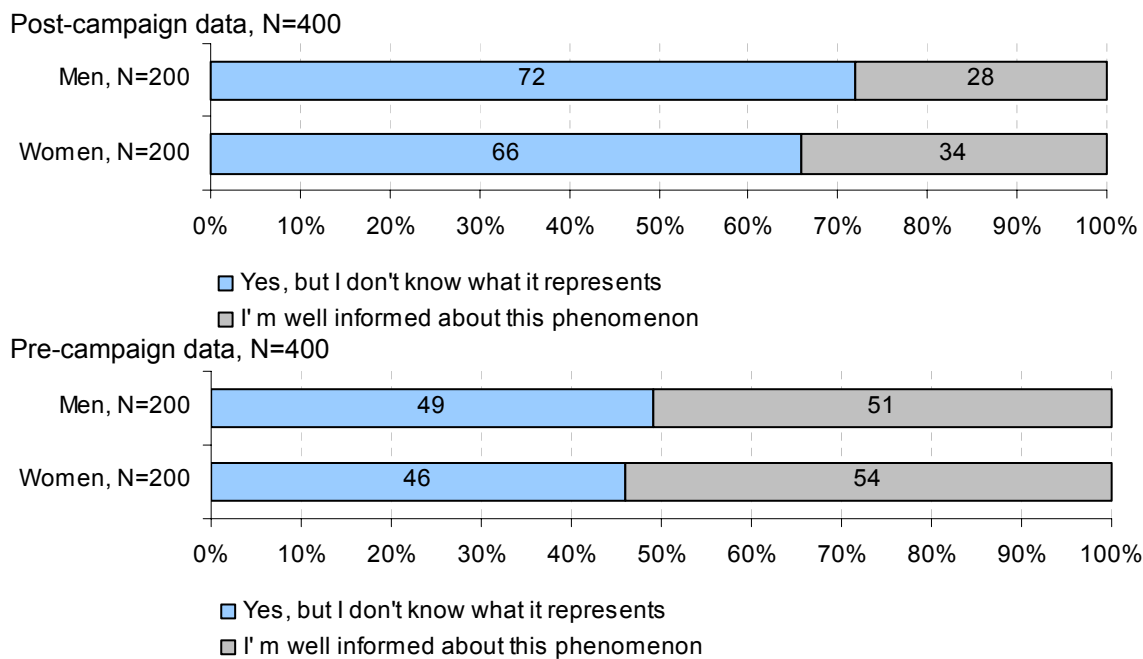
According to the age of the respondents, 65-75% of them stated they are not well informed about the traffic phenomenon. The greatest difference among the respondents lies in the age segment between 19 and 24 years old, where a 27 percentage points difference was revealed. The smallest difference (18-19 percentage points) among the shares of respondents from both researches was withdrawn among those aged under 18 years old and over 45 years old.

Figure 2.4: Awareness about human trafficking phenomenon, by age group, %



As the research revealed, women are better informed about the traffic phenomenon than men are. The share of respondents stating they do not know for sure what the phenomenon represents has increased by 20-23 percentage points.

Figure 2.5: Awareness about human trafficking phenomenon, by sex, %

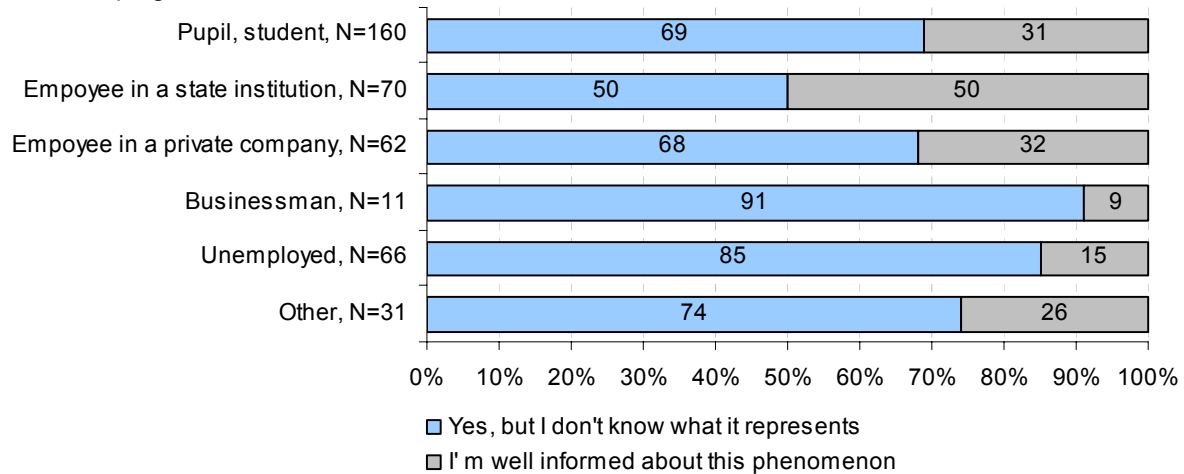


Businessmen and unemployed persons have registered the highest shares of persons who stated they are not well informed about the phenomenon. Among these categories were also revealed and the most significant changes in comparison with the previous research. The smallest difference was withdrawn

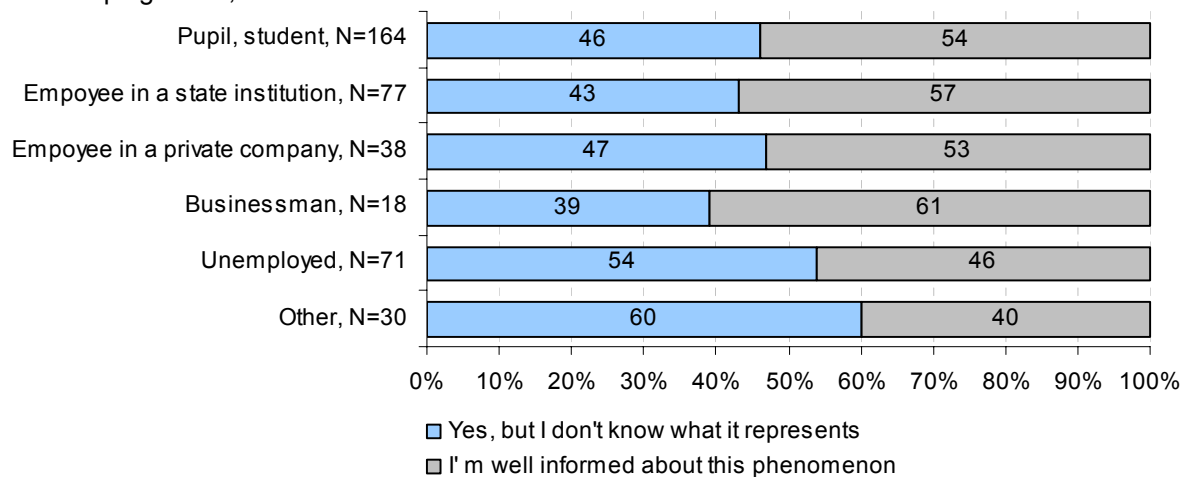
among state companies' employees (7 percentage points); while in other categories the gap registered 14-23 percentage points values.

Figure 2.6: Awareness about human trafficking phenomenon, by occupation, %

Post-campaign data, N=400



Pre-campaign data, N=398



Conclusively, more public realized that they are not extremely acknowledged about human trafficking phenomenon. Therefore, the educational campaign emphasized that traffic is not only prostitution and sexual slavery, but it can appear in other forms then the public could imagine. Nevertheless, the campaign message was not so explicit to make the public understand what traffic is.

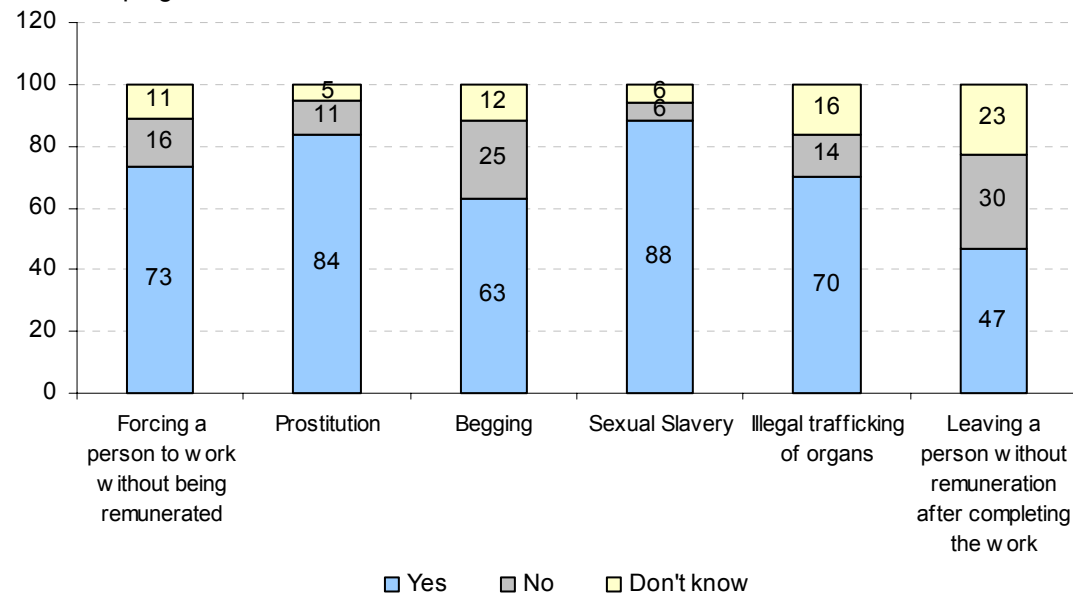
2.2 Perception of human trafficking concept

An increase registered when comparing these two researches is referred to the act of begging, as the share of those attributing this fact to traffic increased by 24 percentage points. The same size of the gap was registered among the respondents stating that leaving a person without remuneration represents traffic. The share of those who consider that forcing a person to work without being remunerated represents traffic has increased by 10 percentage points.

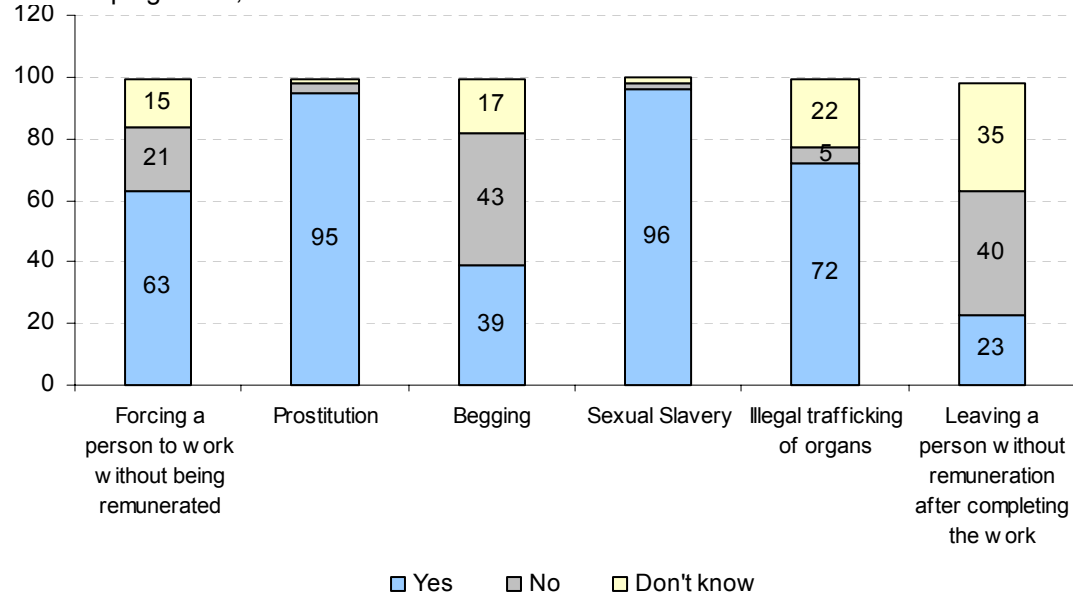
In other categories, the shares of respondents considering prostitution, sexual slavery, illegal trafficking of organs as part of human trafficking, has decreased. The size of the difference has the values from 2 to 11 percentage points.

Figure 2.7: Perception of human trafficking concept, %

Post-campaign data, N=400



Pre-campaign data, N=400

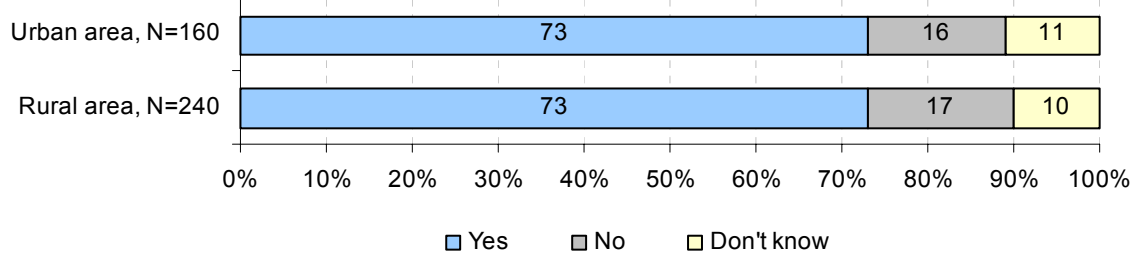


2.2.1 Human Trafficking - Forcing a person to work without remuneration

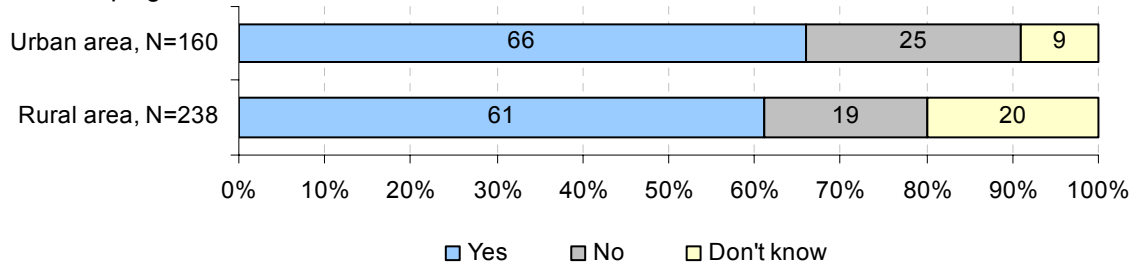
As the current research revealed, there were no differences in the opinions taking in to consideration the area of living. Still, a greater share of persons has stated that forcing a person to work without remuneration is part of the traffic phenomenon.

Figure 2.8: Forcing a person to work without remuneration traffic by living area, %

Post-campaign data, N=400



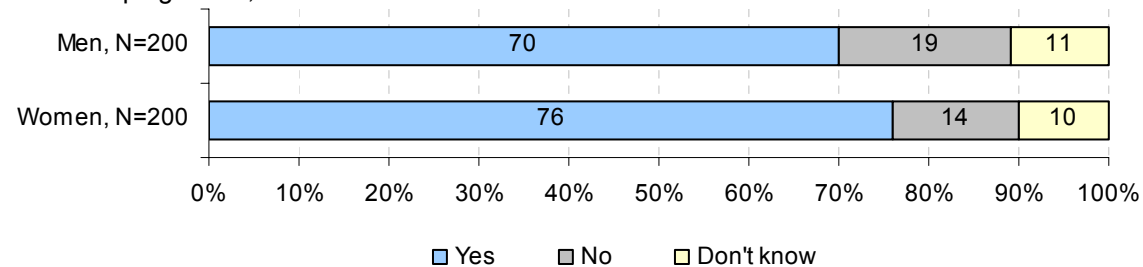
Pre-campaign data, N=398



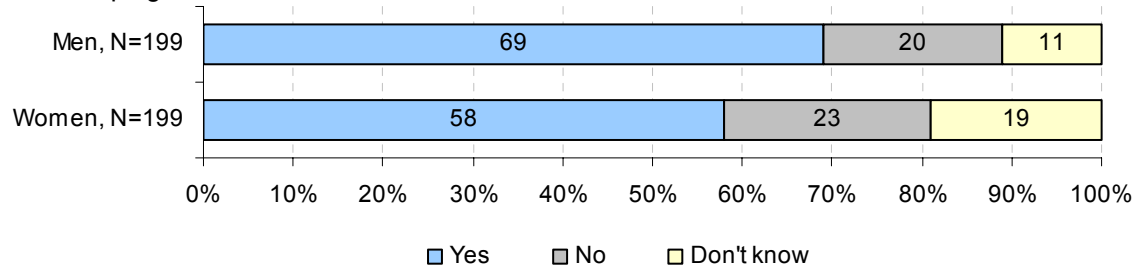
Women are characterized by a higher share of those stating that the analyzed aspect represent human traffic. Comparing with the results of the previous research, the share of women who have attributed it to traffic has increased by 18 percentage points.

Figure 2.9: Forcing a person to work without remuneration traffic, by sex, %

Post-campaign data, N=400



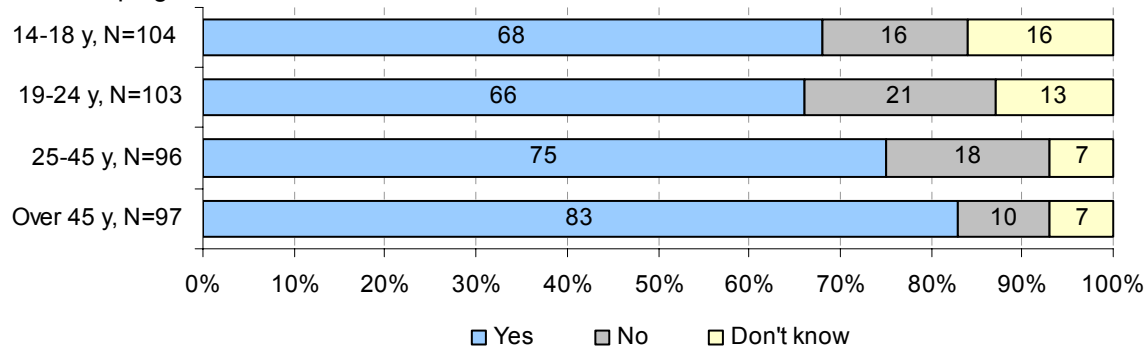
Pre-campaign data, N=398



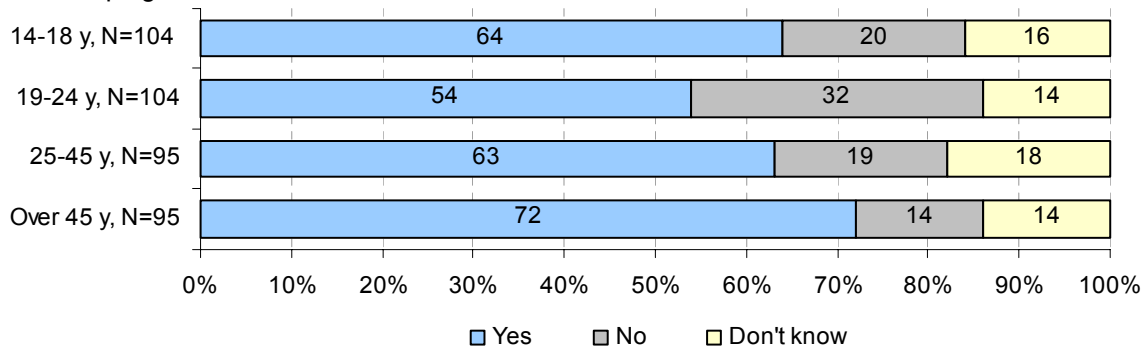
Young persons' opinion (aged between 14 and 18 years old) about the analyzed fact has not changed, comparing both researches. Still, more respondents aged over 19 years old have attributed the fact of working without remuneration to human trafficking, the share growing on average by 11-12 percentage points.

Figure 2.10: Forcing a person to work without remuneration traffic, by age, %

Post-campaign data, N=400



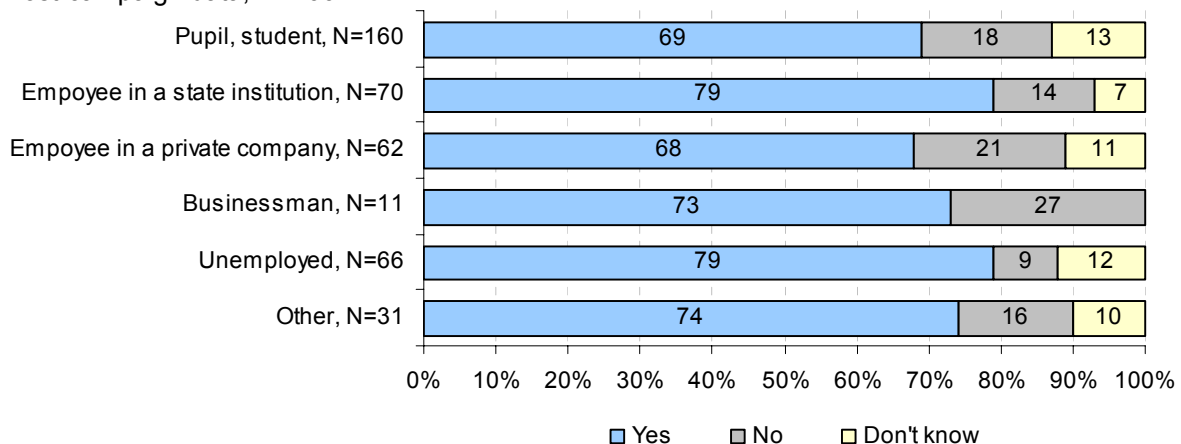
Pre-campaign data, N=398



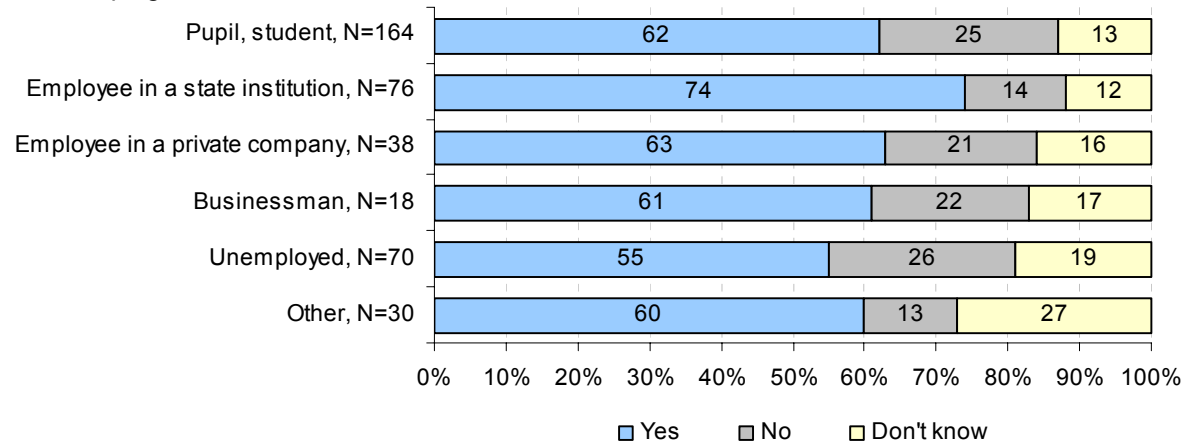
The share of respondents considering work without payment as a part of human trafficking has grown in all the categories. Still, the rate of growth can be divided per two groups. Thus, among pupils, students and the employees of state and private companies the share has grown by 5-7 percentage points. On the other hand are located businessmen, unemployed persons and other categories of persons whose share has grown by 12-14 percentage points. The highest shares of respondents considering that working without remuneration is traffic are among state companies employees, unemployed persons, businessmen and other categories than those mentioned in the graph below.

Figure 2.11: Forcing a person to work without remuneration traffic, by occupation, %

Post-campaign data, N=400



Pre-campaign data, N=396

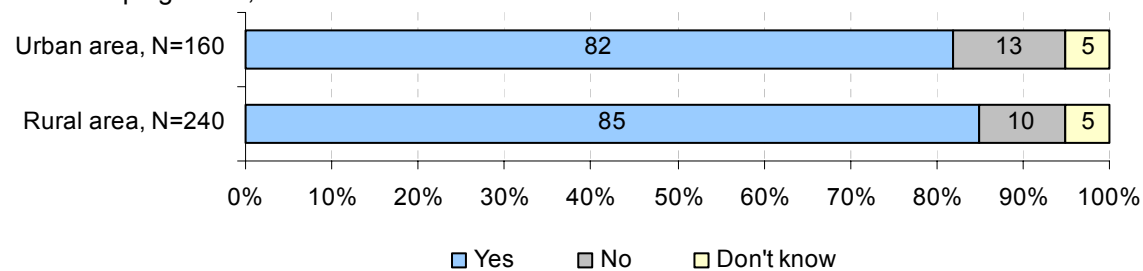


2.2.2 Human Trafficking - Prostitution

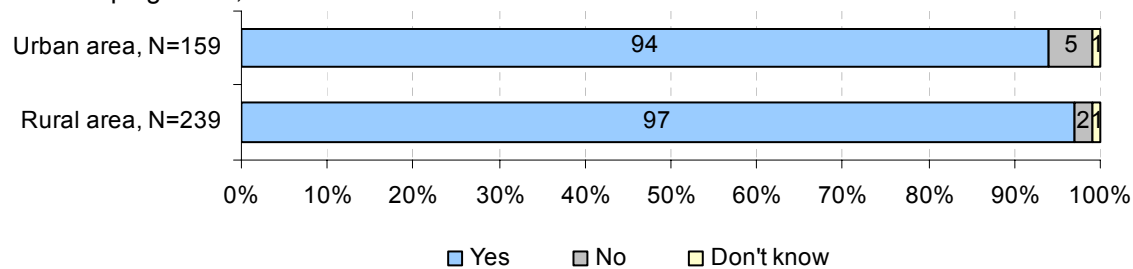
According to the living area, the opinion about prostitution as an act of human trafficking, registers slight differences. Still, when comparing with the results of the previous research, one may withdraw the fact that less respondents consider that prostitution represents human trafficking (less by 12 percentage points).

Figure 2.12: Prostitution viewed as traffic, by living area, %

Post-campaign data, N=400



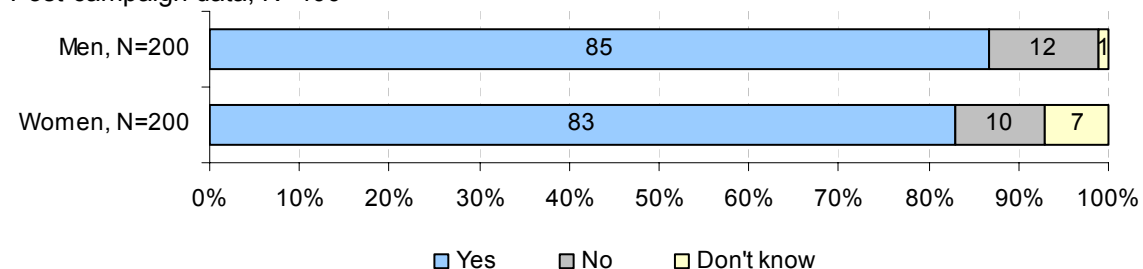
Pre-campaign data, N=398



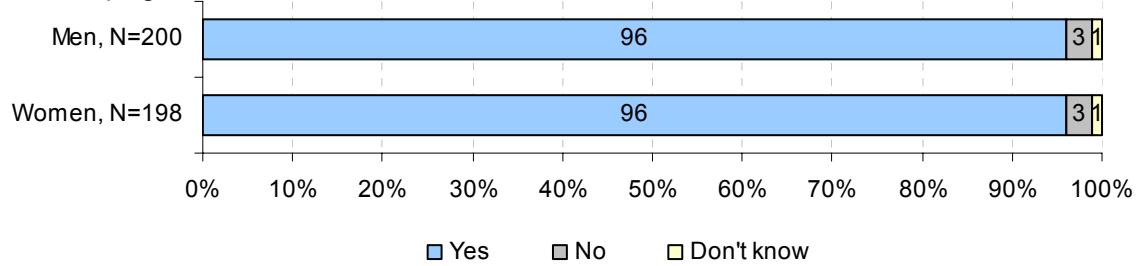
The average shares detained by men and women are very close to each other, that is why almost no difference was withdrawn. The same features were revealed during the previous research, while the shares of those stating that prostitution represents human traffic has diminished.

Figure 2.13: Prostitution viewed as traffic, by sex, %

Post-campaign data, N=400



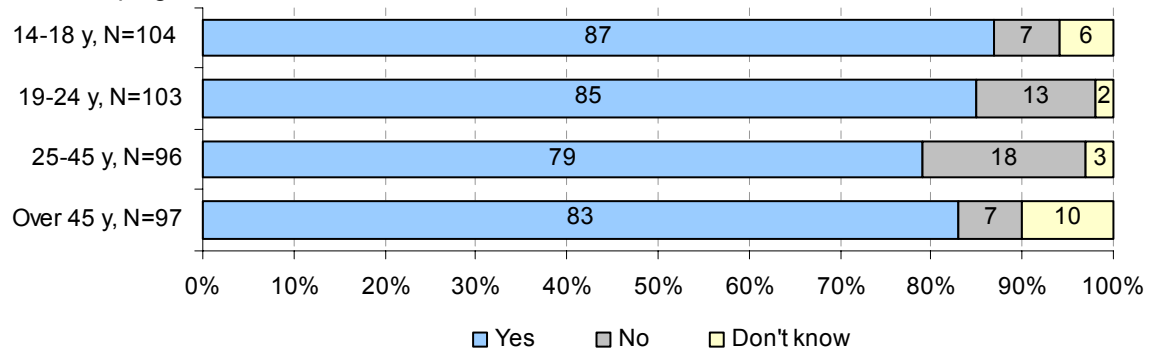
Pre-campaign data, N=398



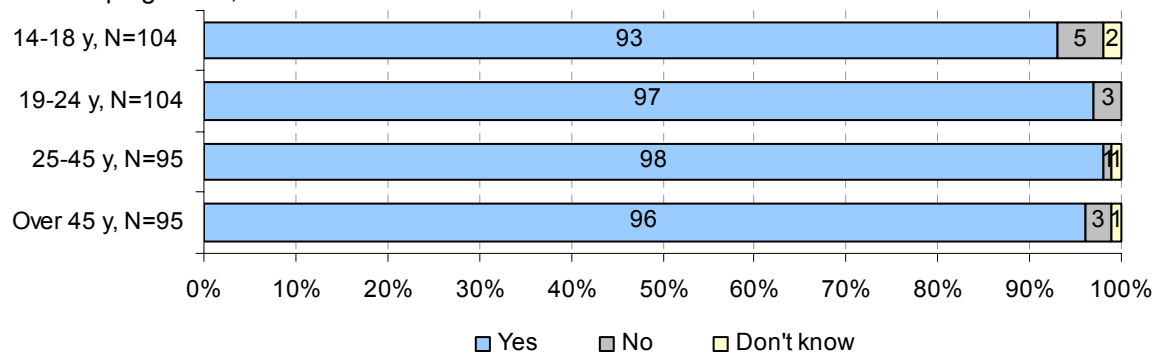
Fewer persons from each age group consider that prostitution is an act characterizing human trafficking. The smallest gap (6 percentage points) was registered in the youngest category of respondents, while the biggest gap was among the respondents aged between 25 and 45 years old, as their share decreased by 19 percentage points. In the other two age segments, the change constituted 12-13 percentage points.

Figure 2.14: Prostitution viewed as traffic, by age, %

Post-campaign data, N=400

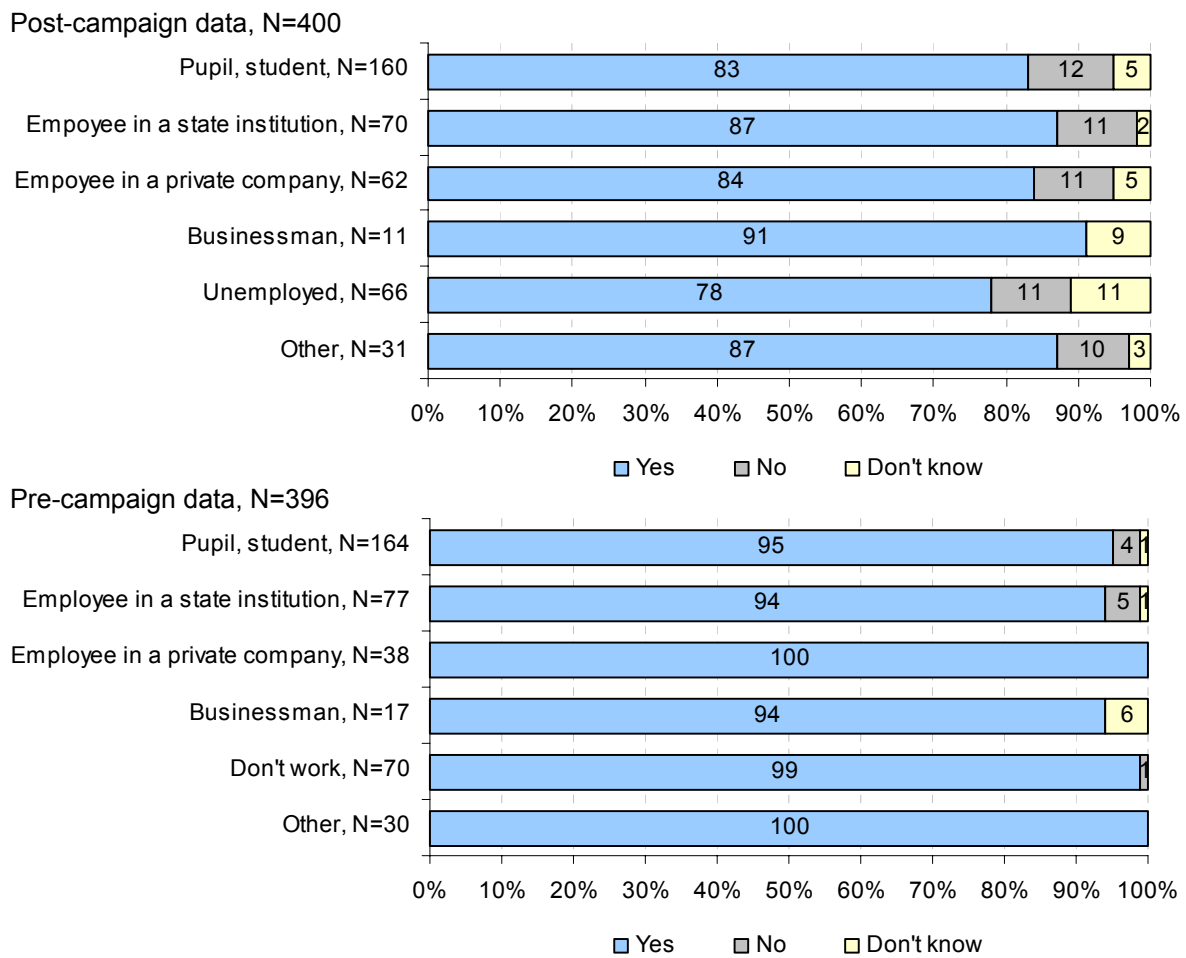


Pre-campaign data, N=398



When analyzing the traffic phenomenon concept by occupation, it is to underline that the largest gap was registered among the unemployed persons, whose share decreased by 21 percentage points, being followed by private companies' employees (16 percentage points), pupils and students (from 95% to 83%) and among people having other occupations than those mentioned below (13 percentage points difference).

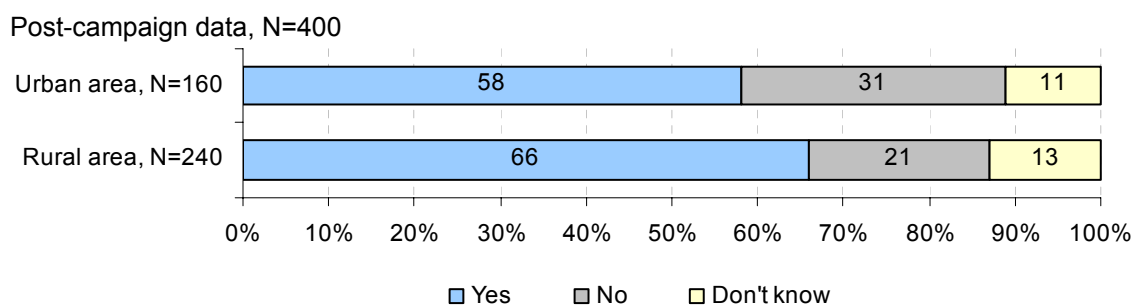
Figure 2.15: Prostitution viewed as traffic, by occupation, %



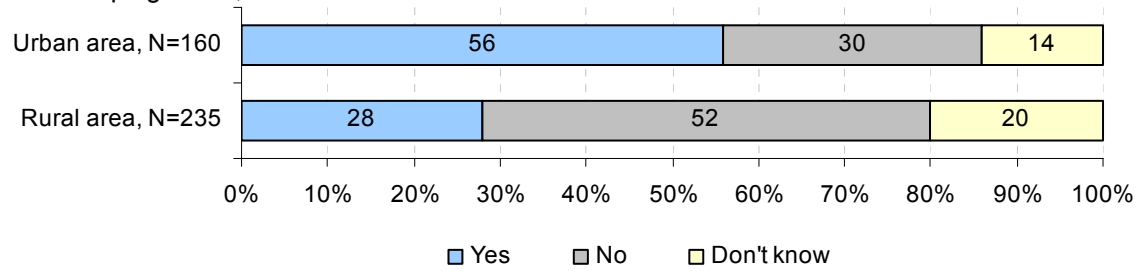
2.2.3 Human Trafficking – Begging

Comparing the opinions of the respondents from the urban area and those from the rural one, more persons who live in cities consider that begging does not represent human trafficking. In comparison with the results of the previous research, the data referring to the urban area representatives has not changed. A significant difference was registered between the features revealed in the rural area. Here, the share of persons stating that begging is human traffic has grown from 28% to 66%, while the share of those stating that begging is not a part of traffic has declined from 52% to 21%.

Figure 2.16: Begging viewed as traffic, by living area, %



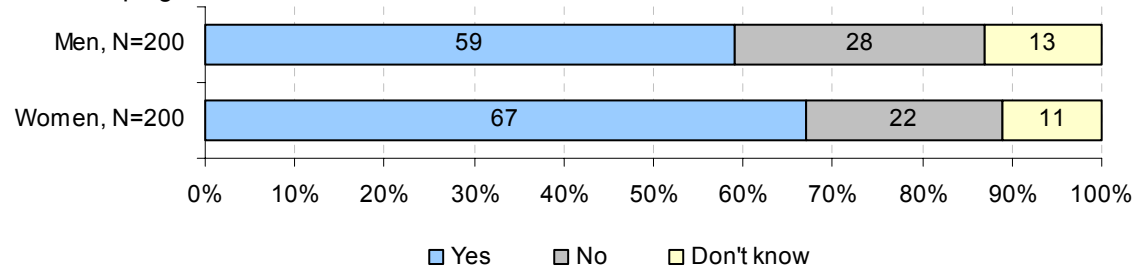
Pre-campaign data, N=395



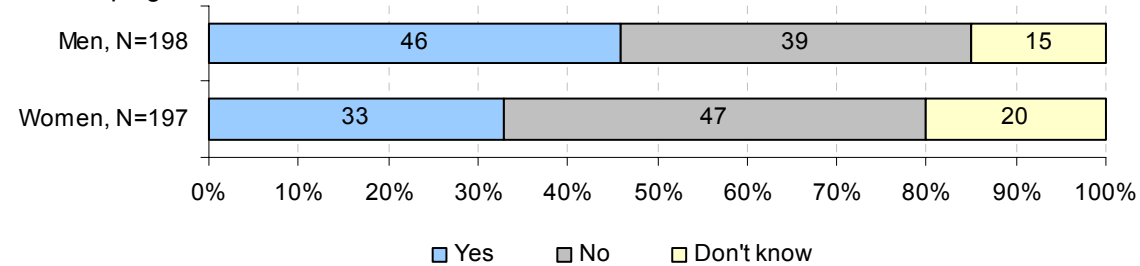
Both men's and women's opinion have changed about traffic, as both shares of those declaring that begging is a part of the human trafficking have grown. Still, the shares have increased in different proportions, as men's share has increased from 46% to 59%, while women's share has doubled from 33% to 67%.

Figure 2.17: Begging viewed as traffic, by sex, %

Post-campaign data, N=400



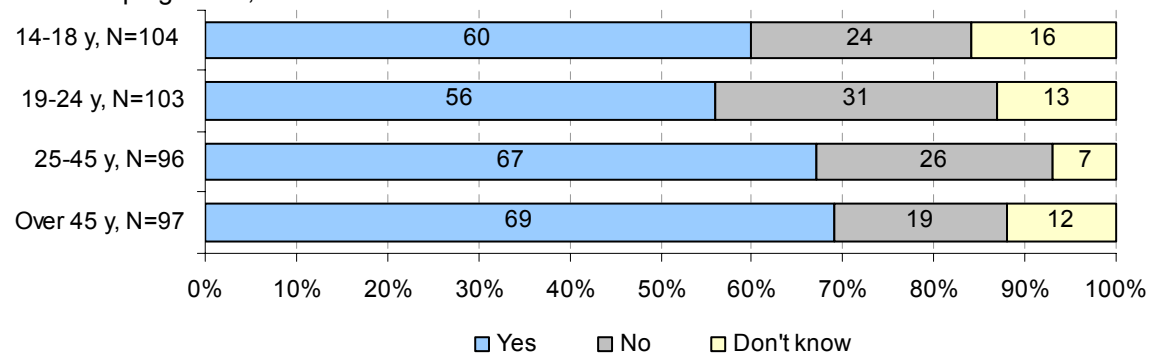
Pre-campaign data, N=395



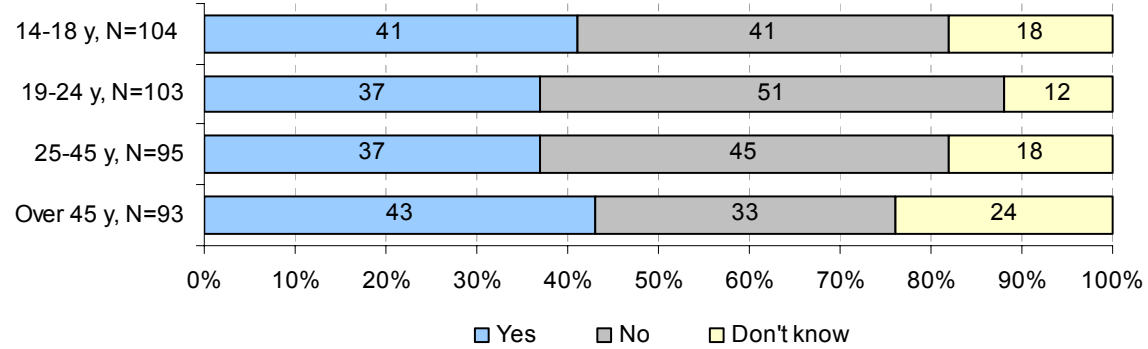
According to the age repartition of the interviewed sample, more respondents from the older generation consider begging as part of traffic. Thus, the gap between the shares of persons stating that begging is a part of traffic have grown by a larger amount among the older generations (26-30 percentage points), when comparing the results of both researches. The growth rate among the younger generation (14-25 years old) has registered a 19 percentage points.

Figure 2.18: Begging viewed as traffic, by age, %

Post-campaign data, N=400



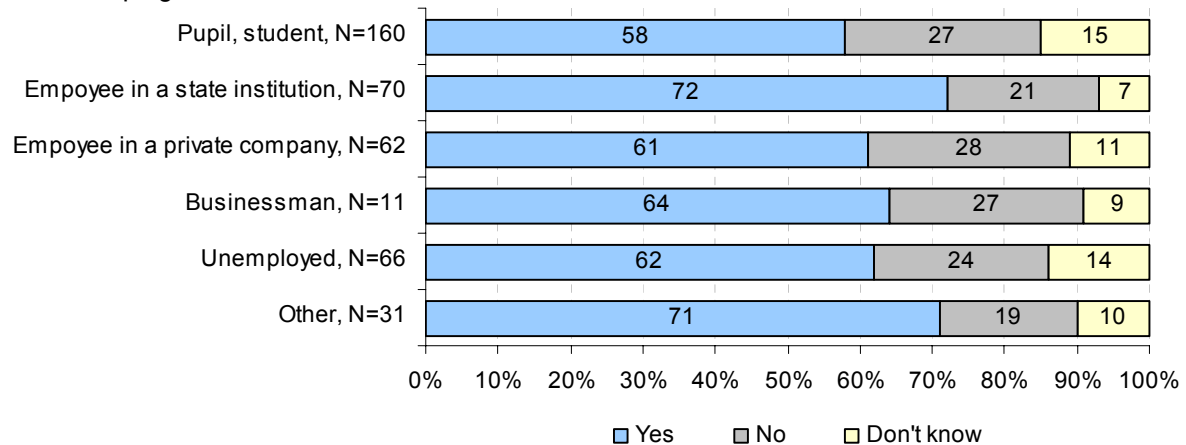
Pre-campaign data, N=395



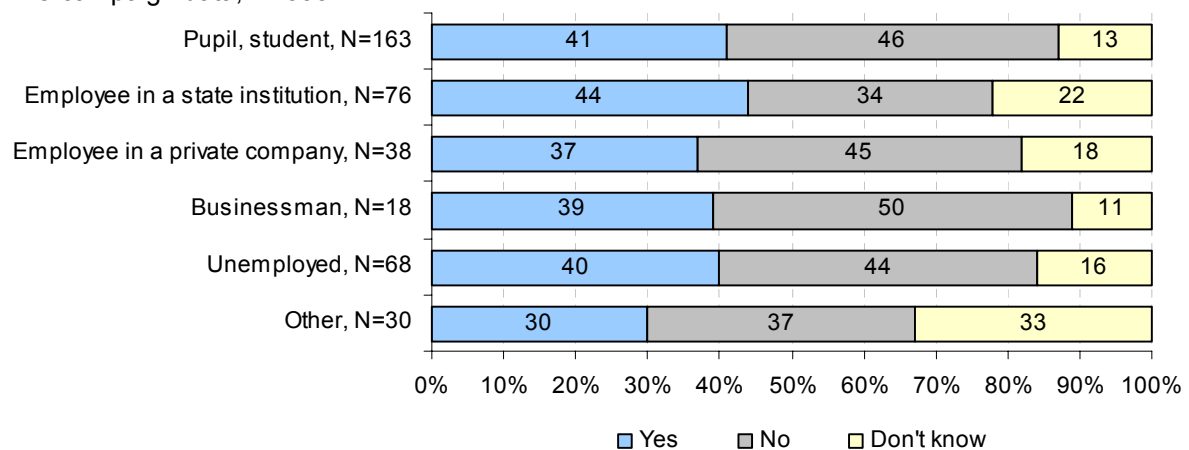
The share of respondents considering begging as human traffic has grown among all the occupation representatives. Still, the largest increase (41 percentage points) was registered among the persons who have another occupation (pensioners). They are followed by the state companies' employees; the share of those stating that begging represents human traffic has grown by 28 percentage points. The smallest rate of growth was registered among pupils and students (17 percentage points difference).

Figure 2.19: Begging viewed as traffic, by occupation, %

Post-campaign data, N=400



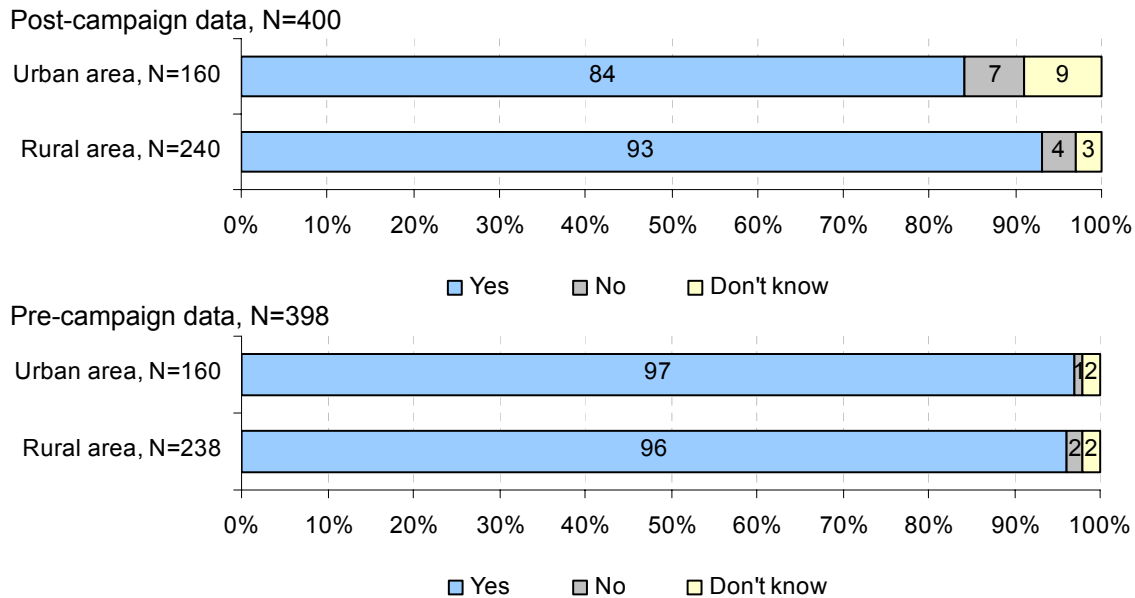
Pre-campaign data, N=393



2.2.4 Human Trafficking – Sexual slavery

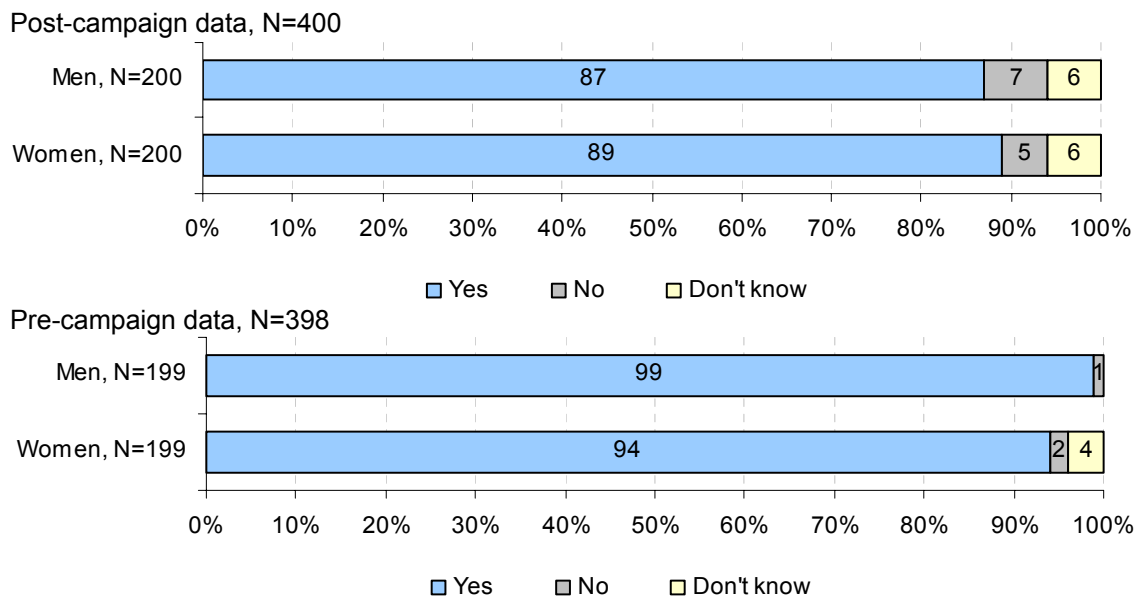
Urban area representatives think slightly different than those from the rural area, as fewer of them consider that sexual slavery represents human trafficking. Comparing with the results of the previous research, the share has decreased by 13 percentage points. On the other hand, the share of the respondents from the rural area has not suffered any significant changes.

Figure 2.20: Sexual slavery viewed as traffic, by living area, %



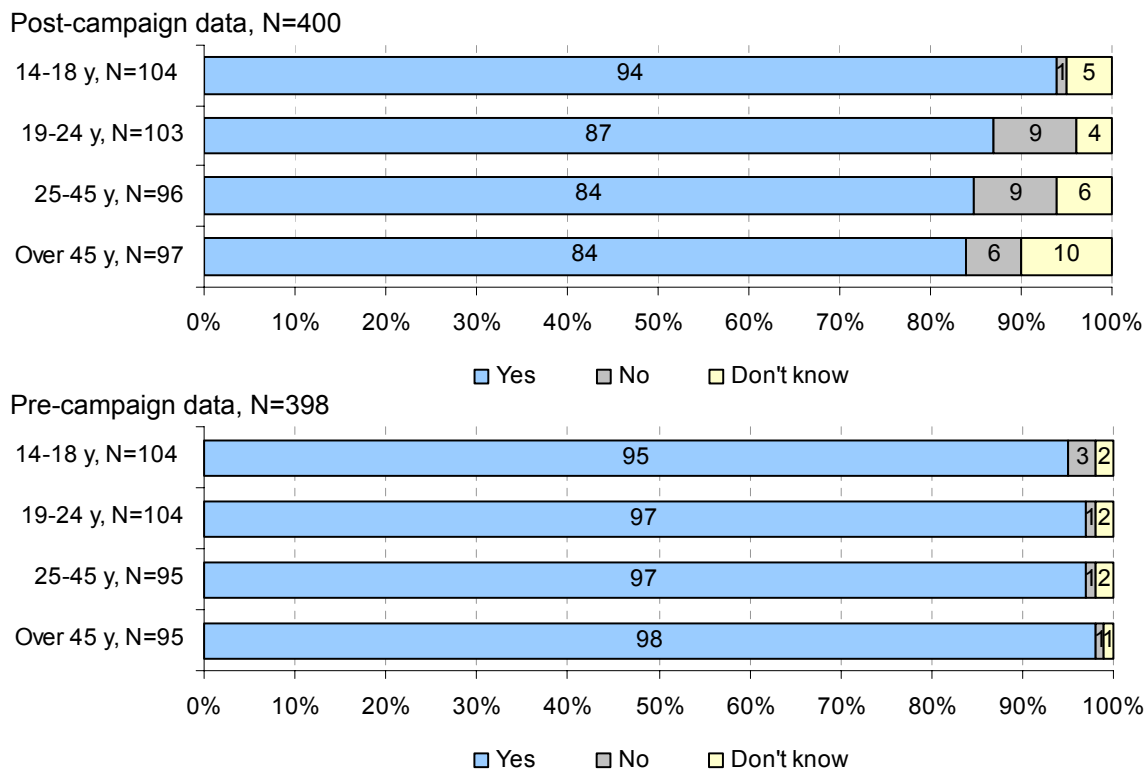
The opinion about sexual slavery is similar among both genders. Still, when comparing with the results of the previous research, the share declined by 12 percentage points among men and by 5 percentage points among women.

Figure 2.21: Sexual slavery viewed as traffic, by sex, %



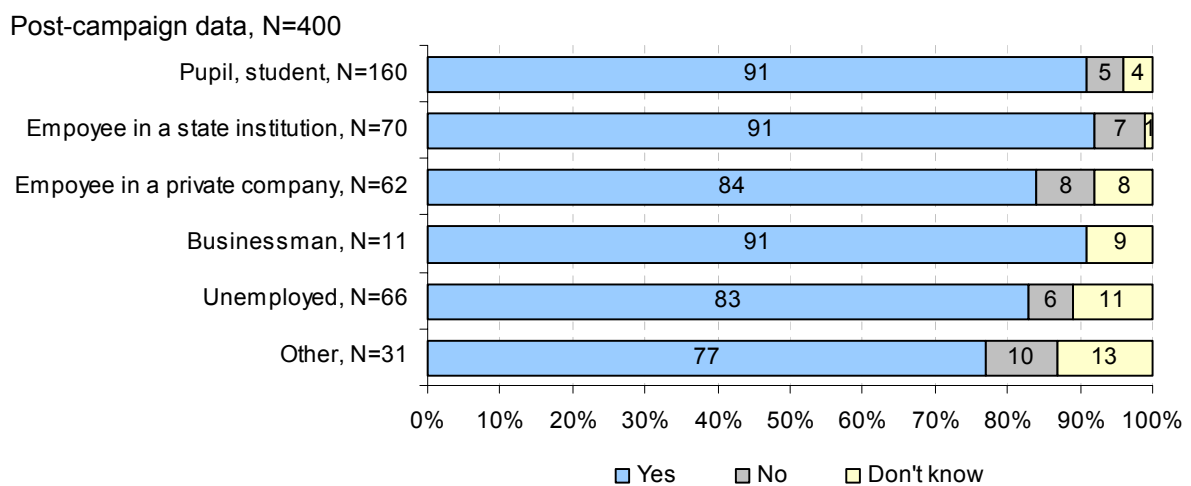
The opinion about the phenomenon has not changed among the youngest category of respondents (14-18 years old) when comparing the features revealed in both researches. In all the other categories, the shares of those considering sexual slavery as a part of the human trafficking have declined by 10-14 percentage points.

Figure 2.22: Sexual slavery viewed as traffic, by age, %

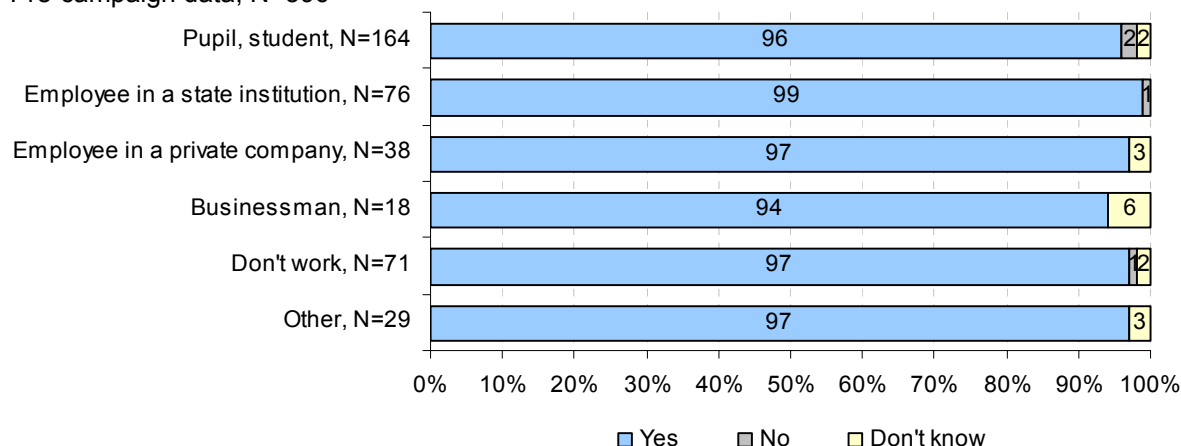


The shares of the respondents stating that sexual slavery represents human traffic have decreased among all the analyzed occupation representatives. Still, among few categories, there was registered a greater gap. These categories are the employees of the private companies (13 percentage points gap), unemployed persons (14 percentage points difference) and other categories (20 percentage difference). The left occupations representatives' shares have declined by 3-8 percentage points.

Figure 2.23: Sexual slavery viewed as traffic, by occupation, %



Pre-campaign data, N=396

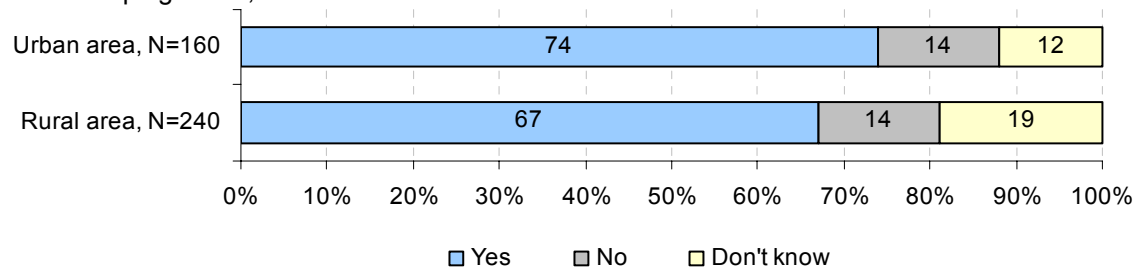


2.2.5 Human Trafficking – Illegally trafficking of organs

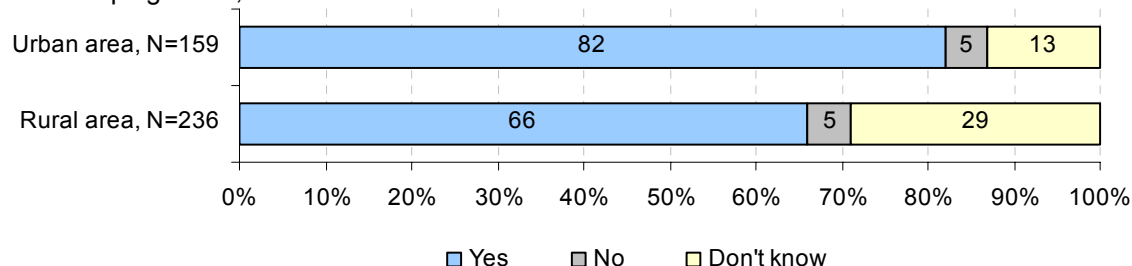
The difference between the shares of respondents, from the urban and rural areas, declaring illegal trafficking of organs as a part of the human trafficking denotes the fact that more persons living in a city consider this phenomenon as a part of human trafficking. The same feature was characteristic to the previous research, while during the current one, the gap between these two areas has diminished (from 16 pp to 7pp). This is due to the fact the share of persons from the urban area stating that has declined from 82% to 74%.

Figure 2.24: Illegally trafficking of organs traffic, by living area, %

Post-campaign data, N=400

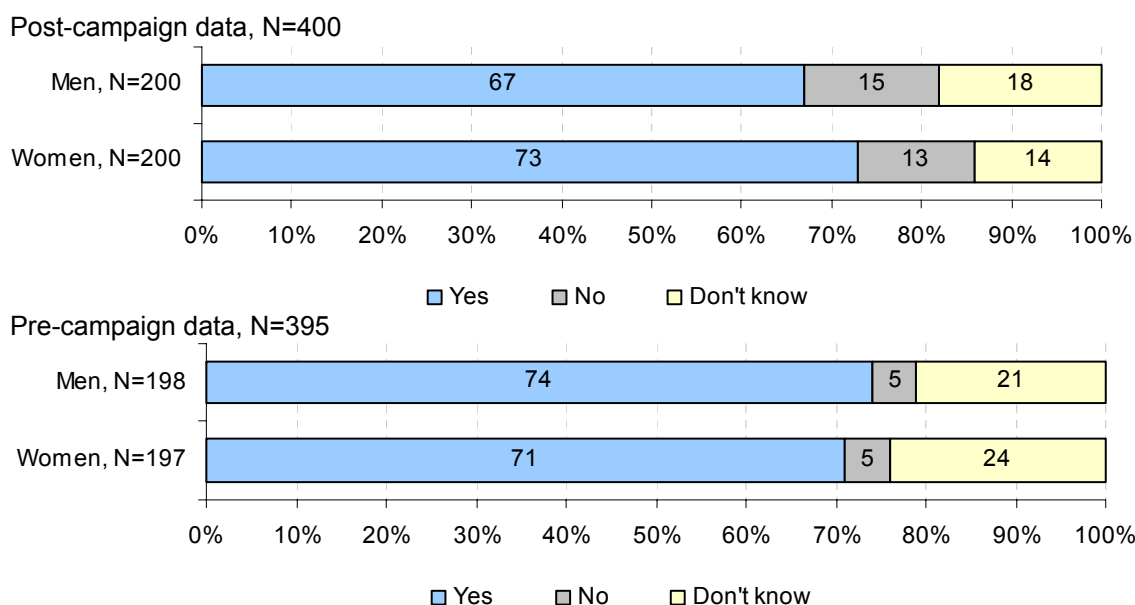


Pre-campaign data, N=395



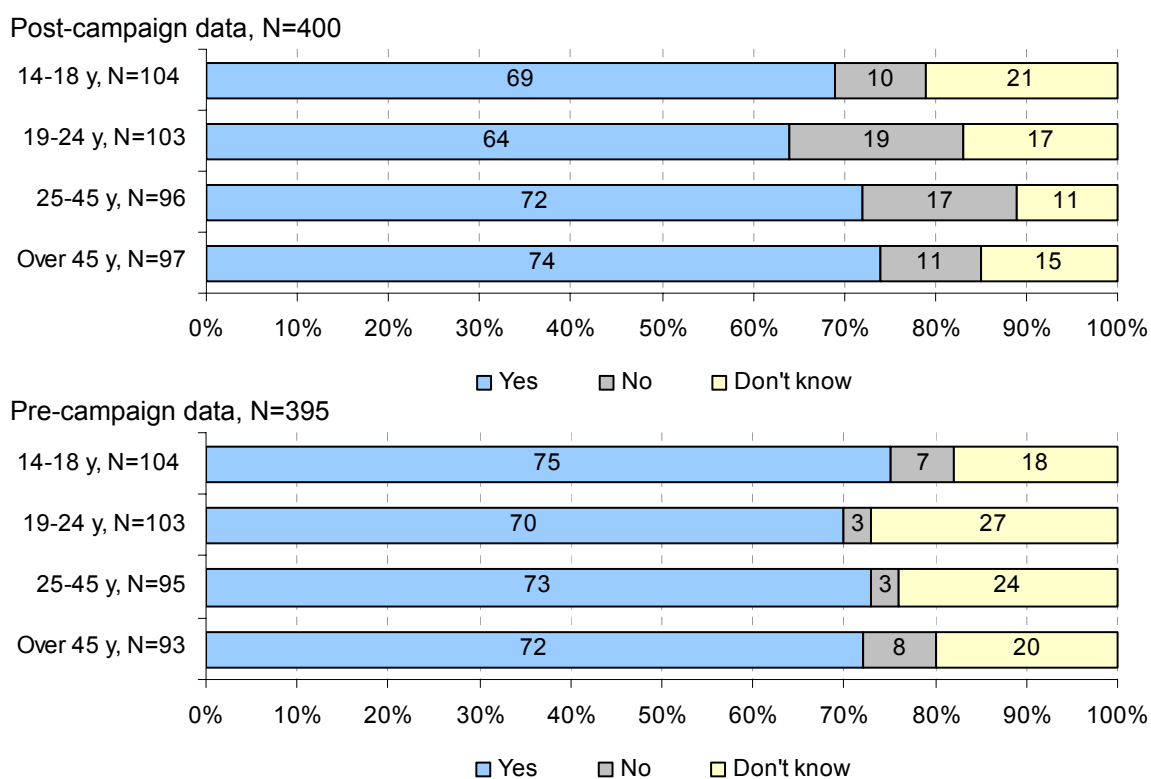
The difference between the results of the two researches does not reveal any big gaps. Still, because of the fact that men's share has declined by 7 percentage points and women's share has increased by 2 percentage points, currently more women consider illegal trafficking of organs as a part of the human trafficking.

Figure 2.25: Illegally trafficking of organs traffic, by sex, %



When comparing the shares registered by the older generations, one may observe that their opinion about the phenomenon almost has not registered any changes. In the younger segments (14-25 years old) the share of those declaring that organs' traffic is a part of human traffic has declined by 6 percentage points.

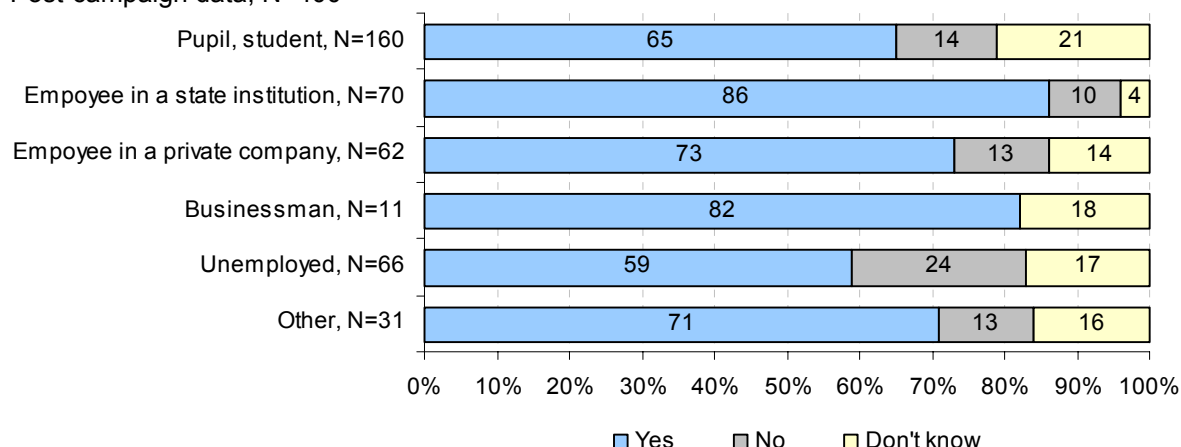
Figure 2.26: Illegally trafficking of organs traffic, by age, %



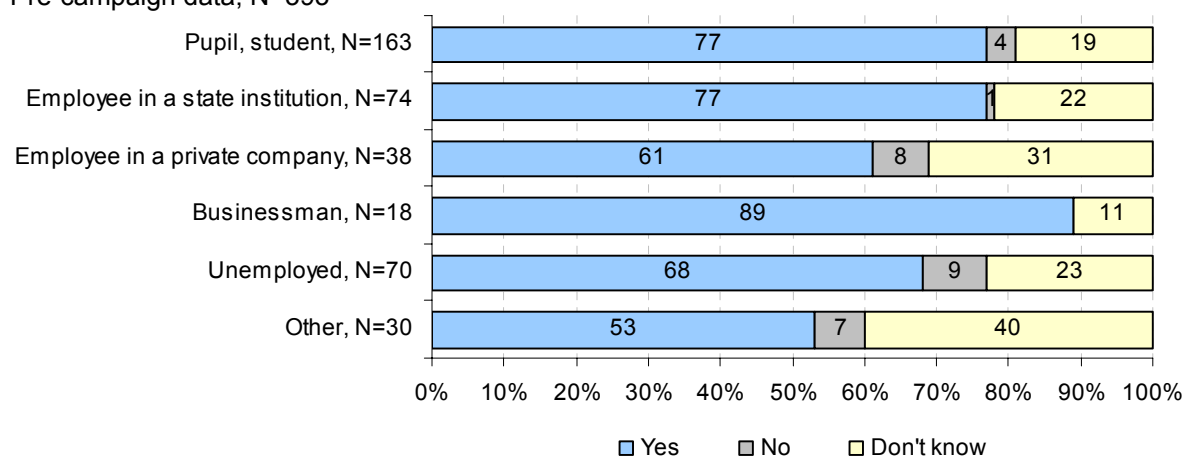
The answers' repartition according to the occupation has revealed two categories, as the share of some occupation representatives have grown, others have declined. Thus, the following shares have diminished: pupils and students (22 percentage points), businessmen (7pp), unemployed persons (9pp) and other categories (18 pp). The shares of the employees from state and private employees have increased.

Figure 2.27: Illegally trafficking of organs traffic, by occupation, %

Post-campaign data, N=400



Pre-campaign data, N=393

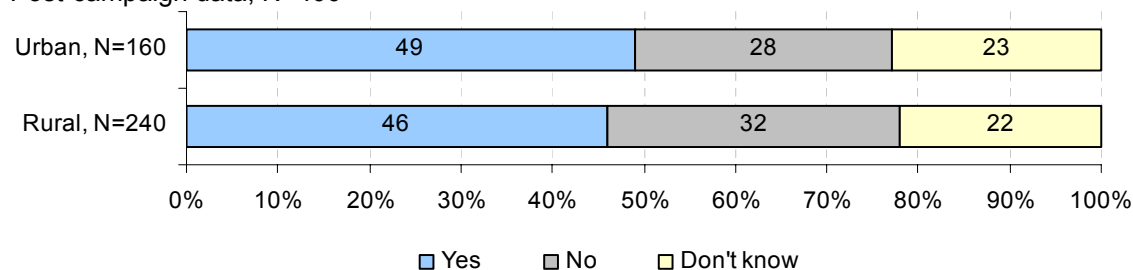


2.2.6 Human Trafficking – Leaving a person without remuneration after completing the work

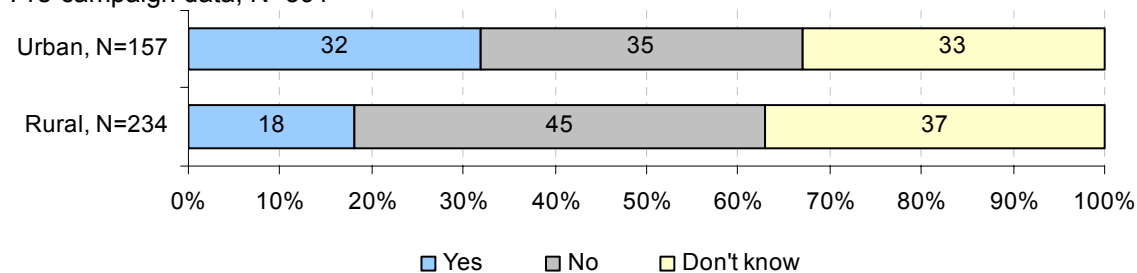
Leaving a person without remuneration after completing the work is perceived as a part of the human traffic by 46-49% persons from the urban and rural living areas. These current shares have significantly grown in comparison with the previous research, as their values were: 32% from the urban area and 18% from the rural one.

Figure 2.28: Leaving a person without remuneration traffic, by living area, %

Post-campaign data, N=400

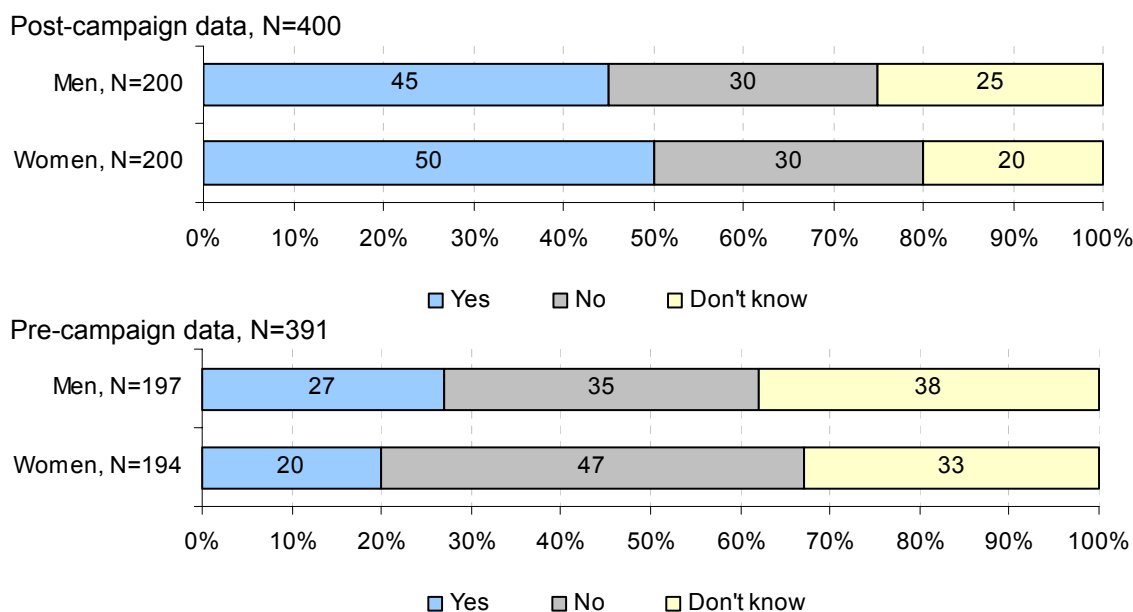


Pre-campaign data, N=391



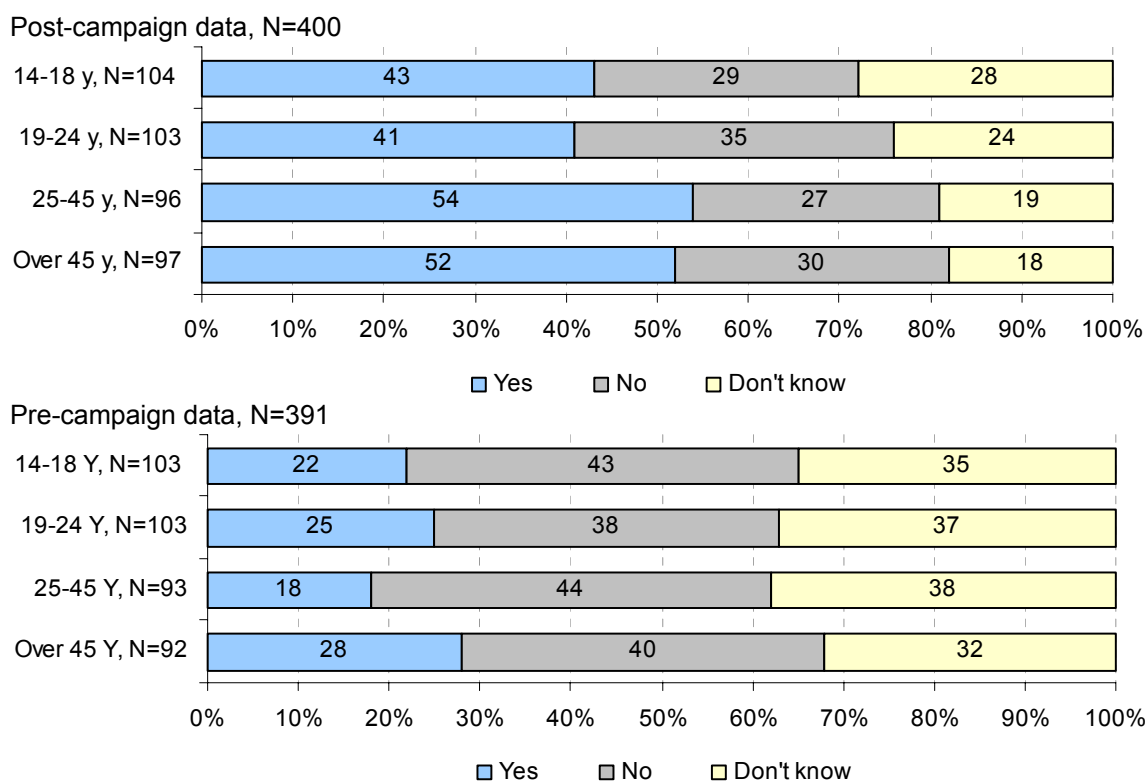
The shares detained by men have increased by 18 percentage points, while women's share has grown by 30 percentage points. With a slight difference, more women consider that leaving a person without remuneration is traffic of human being.

Figure 2.29: Leaving a person without remuneration traffic, by sex, %



According to the age repartition, three age categories have almost doubled comparing the results of both researches. The share of 25-45 years old segment has tripled its values (from 18% to 54%).

Figure 2.30: Leaving a person without remuneration traffic, by age, %

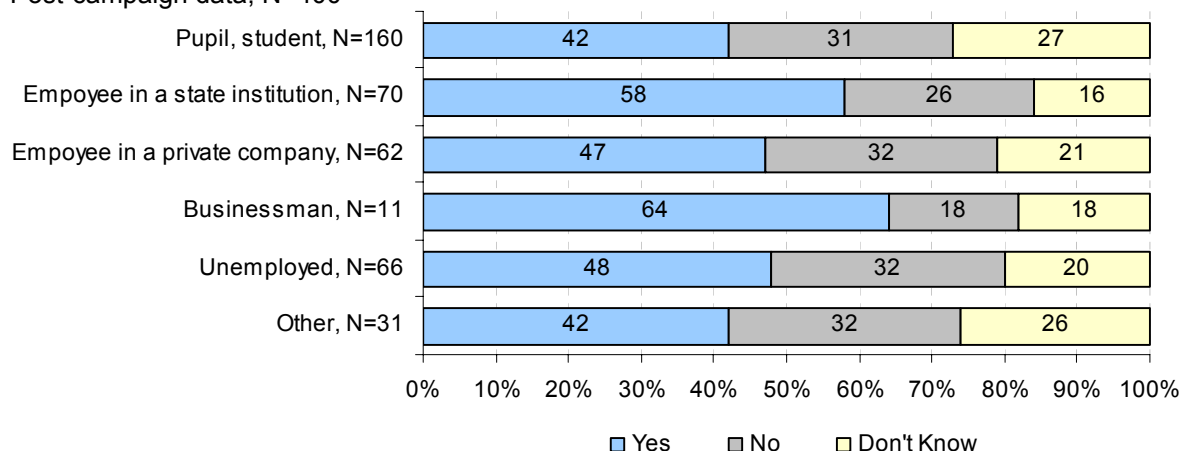


All the categories' shares according to the occupation of the respondents have grown. The smallest difference was registered among pupils, students and employees of private companies (18 percentage

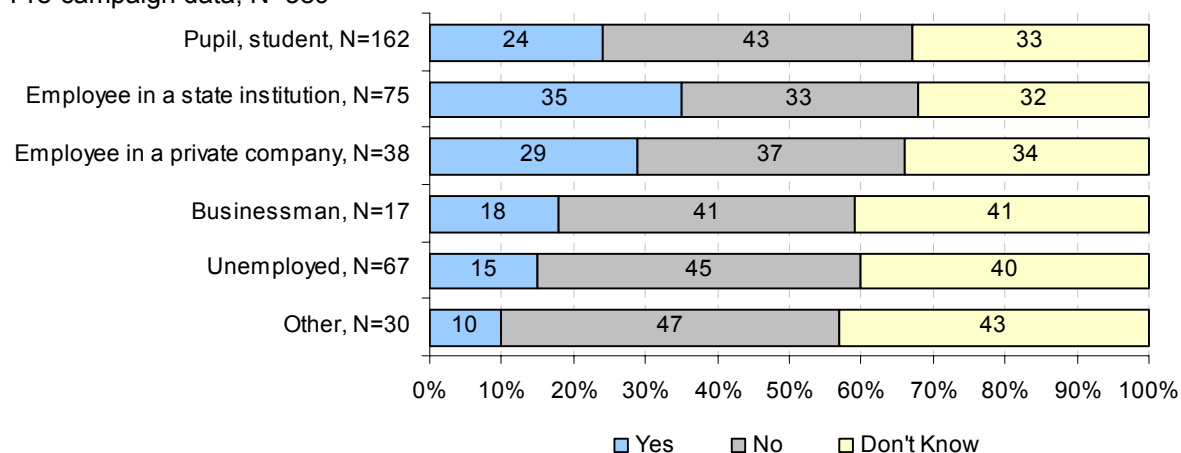
points). The largest gap between the shares of the respondents from both researches was registered among businessmen (46 pp), unemployed persons (33 pp) and other categories (32 pp).

Figure 2.31: Leaving a person without remuneration traffic, by occupation, %

Post-campaign data, N=400



Pre-campaign data, N=389



Further, it is presented the correlation between the level of acknowledgment about the trafficking phenomenon and its concept. Generally, one can observe that the share of those well informed about human trafficking is higher than those who are uncertain about this phenomenon. However, it is to underline that the difference is rather small between both groups; except the last concept from the table (leaving a person without remuneration after completing the work), where the difference of 11 percentage points is observed in favor of those well informed.

Table 2.1: Correlation between the awareness level and the perception of human trafficking

	Yes, but I don't know what it represents, N=276, %	I'm well informed about this phenomenon, N=124, %
Forcing a person to work without being remunerated	71	76
Prostitution	83	85
Begging	61	67
Sexual Slavery	84	96
Illegal trafficking of organs	68	74
Leaving a person without remuneration after completing the work	44	55

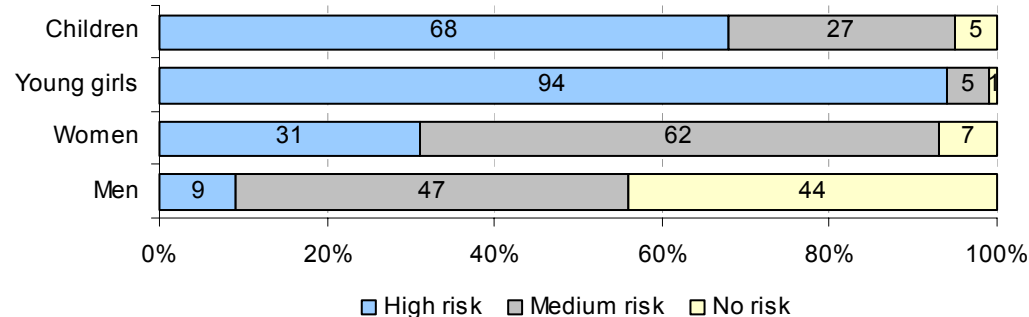
2.3 Categories of people exposed to the risk of being trafficked

Analyzing the graphs which reveal the categories of people exposed more to the risk of being trafficked, one may believe that young girls is the category which is the most exposed to risk. In comparison with the

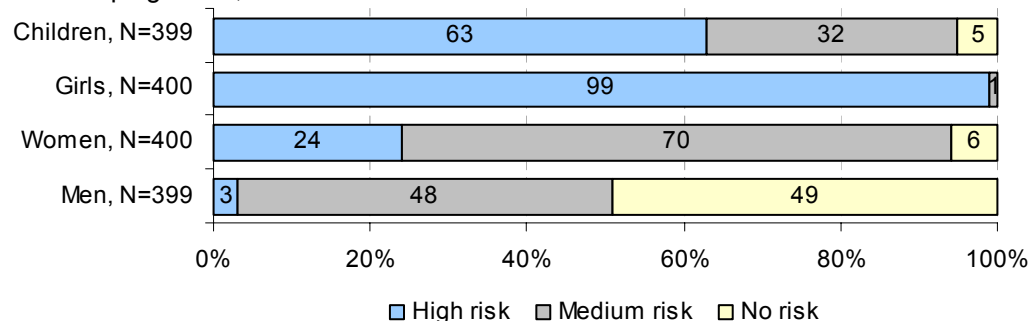
results of the precedent research, the share of persons who declared the analyzed categories as being exposed to high risks has grown with minimum 5 percentage points. After the informing campaign, the respondents realized a larger variety of risks towards which the population is exposed.

Figure 2.32: Categories of people exposed to the risk of being trafficked, N=400, %

Post-campaign data,



Pre-campaign data,



The smallest share of respondents stating that children are exposed to high risks was withdrawn in Falesti district (54%). In other regions, this share is by 21-24 percentage points higher. The sample was characterized almost with the same trends according to the results of the previous research, the largest increase in the awareness about the severity of the risks being registered in Ungheni (from 60% to 75% of persons stating that children are exposed to high risks of being trafficked).

The awareness about the level of risk towards which is exposed young girls has decreased in the greatest proportion among Falesti citizens (13 percentage points).

Fewer respondents from Chisinau and Falesti regions consider women as being exposed to high risks. The difference between them and the respondents from Falesti and Leova ranges from 12 to 21 percentage points. In comparison with the previous research, the only regions whose respondent share did not change the opinion about the phenomenon are from Chisinau. The largest increases in the share of persons who state that women are exposed to high risks are from Ungheni region (30 percentage points increase).

The opinion of the respondents from Ungheni placed them as being the most concerned about the risk towards which are exposed men, as in this regions the share of those stating that men are exposed to high risks is by 7-9 percentage points higher than in other regions. In comparison with the previous research, the shares of those aware about the severity of the phenomenon have grown by 5-12 percentage points depending on the regions.

Table 2.2: Categories of persons exposed of being trafficked, by territorial division, N=400, %

Post-campaign data

Risk level	Children			Young Girls			Women			Men		
	High	Medium	No	High	Medium	No	High	Medium	No	High	Medium	No
Chisinau, N=100	78	24	8	95	5	0	23	67	10	8	52	40
Falesti, N=100	54	40	6	87	11	2	23	73	4	8	46	46
Ungheni, N=100	75	24	1	95	5	0	44	48	8	15	47	38
Leova, N=100	75	20	5	97	1	2	35	59	6	6	41	53

Pre-campaign data

Risk level	Children			Young Girls			Women			Men		
	High	Medium	No	High	Medium	No	High	Medium	No	High	Medium	No
Chisinau, N=100	72	28	0	99	1	0	22	71	7	5	49	46
Falesti, N=100	47	34	19	100	0	0	39	56	5	2	36	62
Ungheni, N=100	60	39	1	100	0	0	14	80	6	3	58	39
Leova, N=100	75	25	0	96	4	0	21	71	8	1	51	48

There was not registered any big differences between urban and rural areas or between researches when speaking about the level of risks towards which are exposed children according to the opinion of the respondents.

Even if between areas of representation there was not revealed any significant differences, the share of persons considering young girls as exposed to high risks has decreased, in comparison with the previous research.

The difference between urban and rural areas registered a 10 percentage points difference, as more of those living in rural areas consider women exposed to high risks. Rural respondents have changed their opinion even in comparison with the previous research, as the gap obtained the value of 13 percentage points.

Rural representatives have changes about the severity of risks towards which are exposed men, the difference between researches revealing a 9 percentage points increase (from 2% to 11%).

Table 2.3: Categories of persons exposed of being trafficked, by living area, N=400, %

Post-campaign data

Risk level	Children			Young Girls			Women			Men		
	High	Medium	No	High	Medium	No	High	Medium	No	High	Medium	No
Urban, N=160	66	27	7	94	5	1	25	66	9	7	51	42
Rural, N=240	69	27	4	93	6	1	35	59	6	11	43	46

Pre-campaign data

Risk level	Children			Young Girls			Women			Men		
	High	Medium	No	High	Medium	No	High	Medium	No	High	Medium	No
Urban, N=160	62	32	6	100	0	0	27	66	7	4	46	50
Rural, N=240	64	32	4	98	2	0	22	72	6	2	50	48

The share of persons considering that children are characterized by a higher risk of being trafficked grows among the older generations. The share among the respondents aged between 14 and 24 years old has not changed; while the share has registered an increase among the persons aged over 25 years old (11-12 percentage points increase).

Analyzing the respondents' opinion about the risk characterizing young girls, there was not revealed any significant patterns as all the age segments registered almost similar values. Still, the values have decreased in comparison with the previous research in all age groups.

The opinion about the risks characterizing women has changed in a greater extent among the persons aged between 19 and 45 years (increasing by 9-12 percentage points). Currently, higher shares of persons considering that women are exposed to high risks are among those aged over 19 years old.

There were registered higher shares of persons who are over 25 years old who consider that men are exposed to high risks. This affirmation is made both in comparison with the respondents who are less than 25 years old and in comparison with the previous research. Thus, these shares are greater than the others by 7-13 percentage points.

Table 2.4: Categories of persons exposed of being trafficked, by age, N=400, %

Post-campaign data

Risk level	Children			Young Girls			Women			Men		
	High	Medium	No	High	Medium	No	High	Medium	No	High	Medium	No
14-18 y, N=104	59	36	5	92	6	2	24	68	8	4	50	46
19-24 y, N=103	64	29	7	96	4	0	33	62	5	7	41	52
25-45 y, N=96	77	20	3	92	6	2	35	55	10	14	50	36
Over 45 y, N=97	73	22	5	94	6	0	33	61	6	13	45	41

Pre-campaign data

Risk level	Children			Young Girls			Women			Men		
	High	Medium	No	High	Medium	No	High	Medium	No	High	Medium	No
14-18 y, N=104	66	27	7	99	1	0	21	69	10	2	40	58
19-24 y, N=104	60	35	5	97	3	0	21	75	4	3	50	47
25-45 y, N=96	66	31	3	99	1	0	26	68	6	1	53	46
Over 45 y, N=96	61	34	5	100	0	0	28	66	6	5	51	44

The opinion about the level of risk of being trafficked characterizing children has registered almost similar values. Still, a higher share of women has declared that children are exposed to risk into a greater extent.

Men's and women's opinion does differ a lot, while their opinion about the level of risk characterizing young girls has declined.

Women's opinion about the level of risk characterizing women has changed, as the share of those stating that women are exposed to high risks of being trafficked has grown by 15 percentage points in comparison with the previous research.

Table 2.5: Categories of persons exposed of being trafficked, by sex, N=400, %

Post-campaign data

Risk level	Children			Young Girls			Women			Men		
	High	Medium	No	High	Medium	No	High	Medium	No	High	Medium	No
Men, N=200	64	30	6	92	7	1	28	64	8	7	46	47
Women, N=200	72	25	3	95	4	1	34	60	6	12	47	41

Pre-campaign data

Risk level	Children			Young Girls			Women			Men		
	High	Medium	No	High	Medium	No	High	Medium	No	High	Medium	No
Men, N=200	62	33	5	99	1	0	30	62	8	3	46	51
Women, N=200	65	30	5	99	1	0	19	76	5	3	50	47

Further, it is presented the correlation between the level of acknowledgment about the trafficking phenomenon and the categories of persons that are exposed to a high risk of being trafficked. It is to emphasize that interviewed persons who affirmed that do not know what traffic is, detain higher shares to each category of persons except young girls. More participants from this group assign children, women and men to subjects of traffic. Meanwhile, with a difference of 4 percentage points, more respondents with extensive knowledge about human trafficking voted young girls as a category of persons exposed to a high risk of being trafficked (96% and 92%).

Table 2.6: Correlation between the awareness level and persons exposed to be trafficked

	Yes, but I don't know what it represents, N=276, %	I'm well informed about this phenomenon, N=124, %
Children	70	63
Young girls	92	96
Women	30	35
Men	10	7

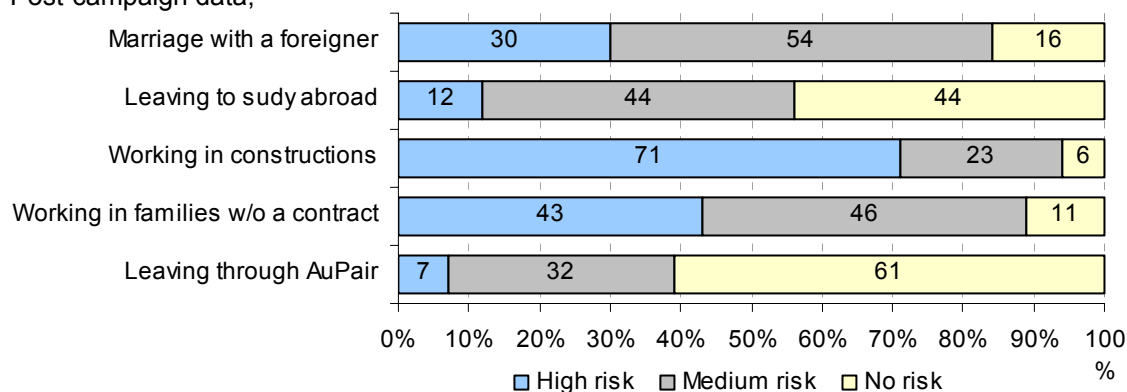
2.4 The most dangerous departure agreements

The majority of respondents consider that the most dangerous departure agreement is working in constructions without a contract – 71%, registering a decrease of 8 percentage points comparing to the previous research. The share of participants who notified that working in families without a contract is a high risk departure agreement diminished from 63% to 43%. Meanwhile, the share of those who do not consider it as a risk to be trafficked increased with 6 percentage points. One of the reasons of these share decreases is the fact that there are persons who do not perceive working without a contract as a risk of human trafficking, because they do not see the negative result of working abroad illegally (without a contract). When evaluating these two departure agreements, 6% and respectively 11% respondents do not associated them with a work which will not be remunerated.

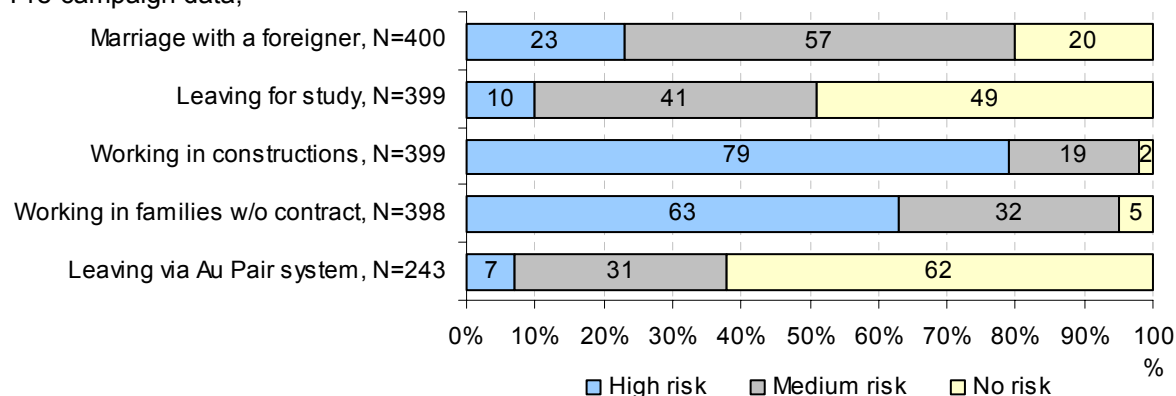
Comparing to the previous study, more participants mentioned that marriage with a foreigner represent a very dangerous department agreement (from 23% to 30%), while leaving through Au Pair and to study abroad did not registered significant changes. Thus, with a difference of about 20 percentage points more interviewed persons consider that there is no risk to be trafficked if a person leaves abroad through Au Pair program than to study (61% and 44%).

Figure 2.33: The most dangerous departure agreement, N=400, %

Post-campaign data,



Pre-campaign data,



Marriage with a foreigner is perceived as being a risky method of leaving abroad in a greater extent by the respondents from the Ungheni and Leova regions, these shares registering the biggest increase in comparison with the results of the previous research. The same districts are more concerned about

leaving to study abroad, the increase being equal to 9-11 percentage points. On the other hand these districts have registered a lost in the shares of those considering working without an official contract as being a highly risk method of leaving abroad. According to all the researched regions, less people consider that working in families without contract detains a high risk. Leaving through AuPair system became less dangerous according to the respondents of Chisinau and Leova districts and more risky according to Falesti and Ungheni respondents, when analyzing the results of the researches.

Table 2.7: The most dangerous departure agreement, in territory aspect, %

Post-campaign data

	Marriage with a foreigner			Leaving to study abroad			Working without an official contract			Working in families w/o a contract			Leaving through AuPair		
	HR	MR	NR	HR	MR	NR	HR	MR	NR	HR	MR	NR	HR	MR	NR
Risk degree															
Chisinau, N=100	25	64	11	11	46	43	70	25	5	32	57	11	8	42	50
Falesti, N=100	25	67	8	7	56	37	65	29	6	43	42	15	5	29	66
Ungheni, N=100	34	48	18	18	43	39	76	19	5	56	35	9	6	24	70
Leova, N=100	37	38	25	13	32	55	74	19	7	39	50	11	11	32	57

Pre-campaign data

	Marriage with a foreigner			Leaving to study abroad			Working without an official contract			Working in families w/o a contract			Leaving through AuPair		
	HR	MR	NR	HR	MR	NR	HR	MR	NR	HR	MR	NR	HR	MR	NR
Risk degree															
Chisinau, N=100	36	52	12	13	42	45	68	27	5	53	37	10	15	24	61
Falesti, N=100	17	56	27	14	32	54	67	30	3	77	16	7	0	31	69
Ungheni, N=100	21	42	37	9	37	54	85	15	0	70	30	0	2	28	70
Leova, N=100	17	77	6	2	55	43	96	4	0	50	47	3	13	56	31

A greater difference between the urban and rural population was withdrawn in the analysis of their opinion about marriage with a foreigner and working in families without contract. Thus, in both of the mentioned categories, more respondents (by 10-11 percentage points) from the rural area consider these methods of leaving abroad very risky.

In comparison with the previous research, less respondents from the urban area consider marriage with a foreigner as a risky action, while in the rural area happened the opposite phenomenon, as the share of those stating this is characterized by a high risk increased by 19 percentage points. More respondents from the rural area consider leaving abroad for studies as characterized by a high risk after the informational campaign was performed. A decrease of 18-22 percentage points was registered in the shares of the respondents' opinion referring to the fact of working in families without a work permit. The opinion about the AuPair system attained its equilibrium in shares, as the number of those from the urban area stating this action carries risk has decreased, while the rural area respondents' number has increased.

Table 2.8: The most dangerous departure agreement, by living area, N=400, %

Post-campaign data

	Marriage with a foreigner			Leaving to study abroad			Working without an official contract			Working in families w/o a contract			Leaving through AuPair		
	HR	MR	NR	HR	MR	NR	HR	MR	NR	HR	MR	NR	HR	MR	NR
Risk degree															
Urban, N=160	24	58	18	11	41	48	71	25	4	36	51	13	8	34	58
Rural, N=240	34	52	14	13	46	41	72	21	7	47	42	11	7	30	63

Pre-campaign data

	Marriage with a foreigner			Leaving to study abroad			Working without an official contract			Working in families w/o a contract			Leaving through AuPair		
	HR	MR	NR	HR	MR	NR	HR	MR	NR	HR	MR	NR	HR	MR	NR
Risk degree															
Urban, N=160	34	51	15	13	38	49	74	23	4	58	35	7	13	26	61
Rural, N=240	15	61	24	7	44	49	83	17	1	65	31	4	2	35	63

Currently the young respondents' segment is characterized by a higher concern referring to the risk carried by the fact of leaving abroad for studies and by a lower risk referring to the marriage with a foreigner. Among other categories no specific patterns can be revealed.

In comparison with the previous research, there was registered an 8-13 percentage points increase in the awareness about the risk of marrying with a foreigner among the respondent aged between 14 and 24 years old. Another change in the respondents' opinion was registered among the oldest age segment (over 45 years old), where the share of those considering working without an official contract was decreased by 20 percentage points. All the analyzed age segments declared a milder opinion referring to the work in families without a contract as all the shares stating it is risky to do that have decreased.

Table 2.9: The most dangerous departure agreement, by age, N=400, %

Post-campaign data

	Marriage with a foreigner			Leaving to study abroad			Working without an official contract			Working in families w/o a contract			Leaving through AuPair		
	HR	MR	NR	HR	MR	NR	HR	MR	NR	HR	MR	NR	HR	MR	NR
Risk degree															
14-18 y, N=104	25	58	17	16	38	46	74	20	6	43	49	8	6	30	64
19-24 y, N=103	29	57	14	15	46	39	68	27	5	38	45	17	10	39	51
25-45 y, N=96	32	51	17	9	51	40	74	23	3	43	48	9	7	30	63
Over 45 y, N=97	35	51	14	7	43	50	69	22	9	46	42	12	7	28	65

Pre-campaign data

	Marriage with a foreigner			Leaving to study abroad			Working without an official contract			Working in families w/o a contract			Leaving through AuPair		
	HR	MR	NR	HR	MR	NR	HR	MR	NR	HR	MR	NR	HR	MR	NR
Risk degree															
14-18 y, N=104	17	63	20	13	32	55	78	22	0	59	36	6	5	34	61
19-24 y, N=104	16	61	23	9	36	56	73	23	4	56	38	6	3	34	63
25-45 y, N=96	25	50	25	7	53	40	76	21	3	63	34	3	8	28	64
Over 45 y, N=96	33	53	14	8	47	45	89	10	1	73	22	5	13	28	60

The largest difference between the opinion registered by men and women obtained the value of 7 percentage points.

Comparing the results of the previous research, one may reveal an increase in the shares of those stating that marriage with a foreigner is risky (6-8 percentage points). The opinion about two other methods have changed on the opposite direction, as less respondents consider working without an official contract (5-10 percentage points less) and working in families (19-21 pp less) as risky.

Table 2.10: The most dangerous departure agreement, by sex, N=400, %

Post-campaign data

	Marriage with a foreigner			Leaving to study abroad			Working without an official contract			Working in families w/o a contract			Leaving through AuPair		
	HR	MR	NR	HR	MR	NR	HR	MR	NR	HR	MR	NR	HR	MR	NR
Risk degree															
Men, N=200	28	55	17	12	45	43	75	20	5	43	46	11	9	30	61
Women N=200	32	54	14	13	43	44	68	26	13	43	45	12	6	33	61

Pre-campaign data

	Marriage with a foreigner			Leaving to study abroad			Working without an official contract			Working in families w/o a contract			Leaving through AuPair		
	HR	MR	NR	HR	MR	NR	HR	MR	NR	HR	MR	NR	HR	MR	NR
Risk degree															
Men, N=200	22	57	21	11	41	4%	80	18	2	62	33	6	7	27	66
Women N=200	24	57	20	8	43	50	78	21	2	64	33	4	6	35	58

When analyzing the correlation between the awareness level and the most dangerous departure agreements it was registered a slight difference between the respondents' answers (a difference of 1-4 percentage points). Despite the fact that 124 participants affirmed that are well informed about trafficking phenomenon, about two thirds of them do not consider that marriage with a foreigner is a high risk departure agreement. With a slight difference, the participants that do not know very much about traffic detain higher shares when talking about working illegally in constructions and in families (1-2 percentage points difference).

Table 2.11: Correlation between the awareness level and the most dangerous departure agreements

	Yes, but I don't know what it represents, N=276	I'm well informed about this phenomenon, N=124
Marriage with a foreigner	29	32
Leaving to study abroad	11	15
Working in constructions w/o an official contract	72	70
Working in families w/o a contract	43	42
Leaving through AuPair	9	5

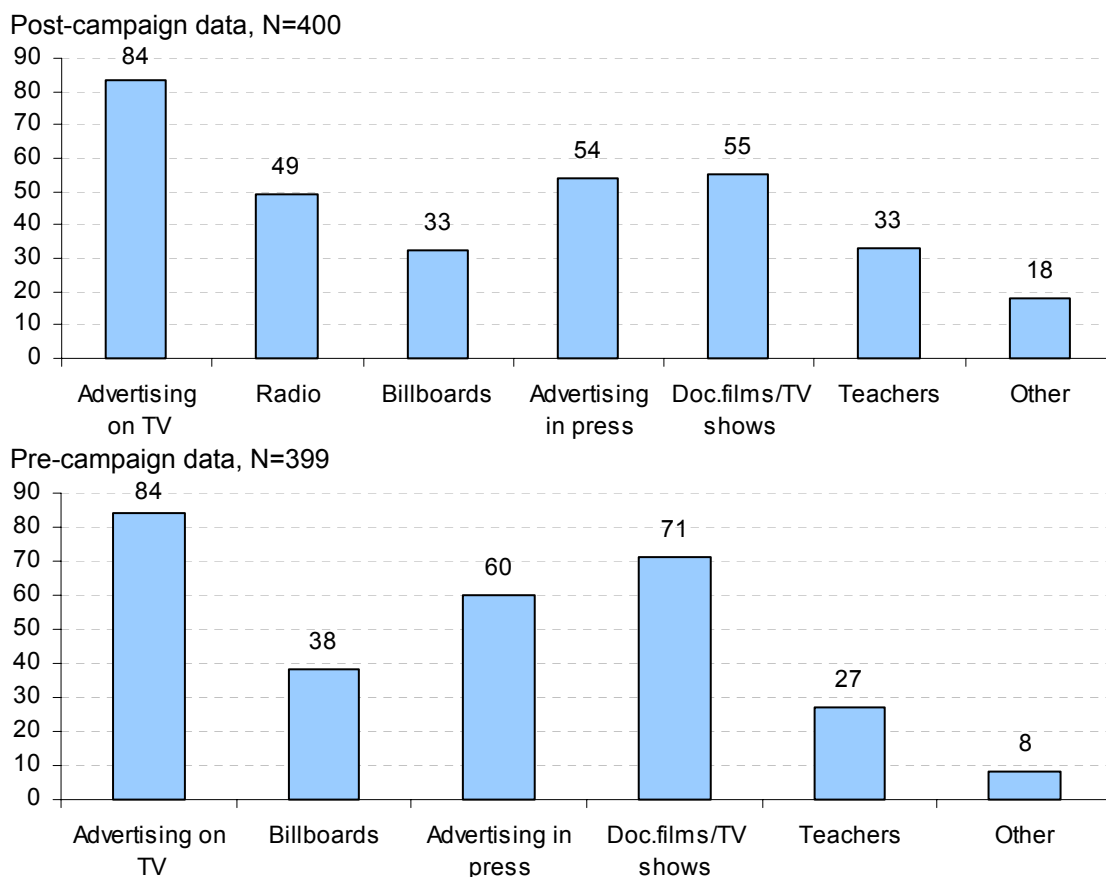
CHAPTER 3: INFORMATION SOURCES ON HUMAN TRAFFICKING

This chapter aims to identify the information sources through which the population found out about human trafficking phenomenon. Further, the recent memorized information/ads and the received messages are analyzed. As well, this chapter is aimed to determine the acknowledgment level about Hot Line, and the situations when appealing to Hot Line.

3.1 Information sources about human trafficking phenomenon

The majority of respondents got acknowledged about human trafficking phenomenon from advertising on TV. The share of interviewed persons who mentioned advertising in press and documentary films/TV shows decreased by 6 and, respectively, 16 percentage points comparing with the previous research. At the same time, teachers were notified by each the third participant, registering an increase of 6 percentage points. As the result of the informing campaign, the share of respondents who indicated other informational sources increased as well, (from 8% to 18%). As other sources served internet, relatives/friends/colleagues, NGO, leaflets, brochures, books.

Figure 3.1: Information sources about human trafficking phenomenon, %



Further, a detailed analysis is proposed in order to understand how the information sources vary depending on different segments of the sample.

When analyzing this pattern according to the location it is to notify that in all regions interviewed persons are mostly informed about trafficking phenomenon from advertising on TV – 78%-87%. With a slight difference, in Chisinau and Ungheni region, the documentary films and TV shows are situated on the second place – 69% and 79. It is to underline that in Ungheni region this information source was market by more participants than in the previous research (+13 percentage points). At the same time it decreased in Leova and Falesti regions by 28 and, respectively, 50 percentage points.

Billboards served as an information source mostly for respondents from Chisinau. On the other hand, fewer participants from Falesti region marked billboards, registering a decrease of 23 percentage points

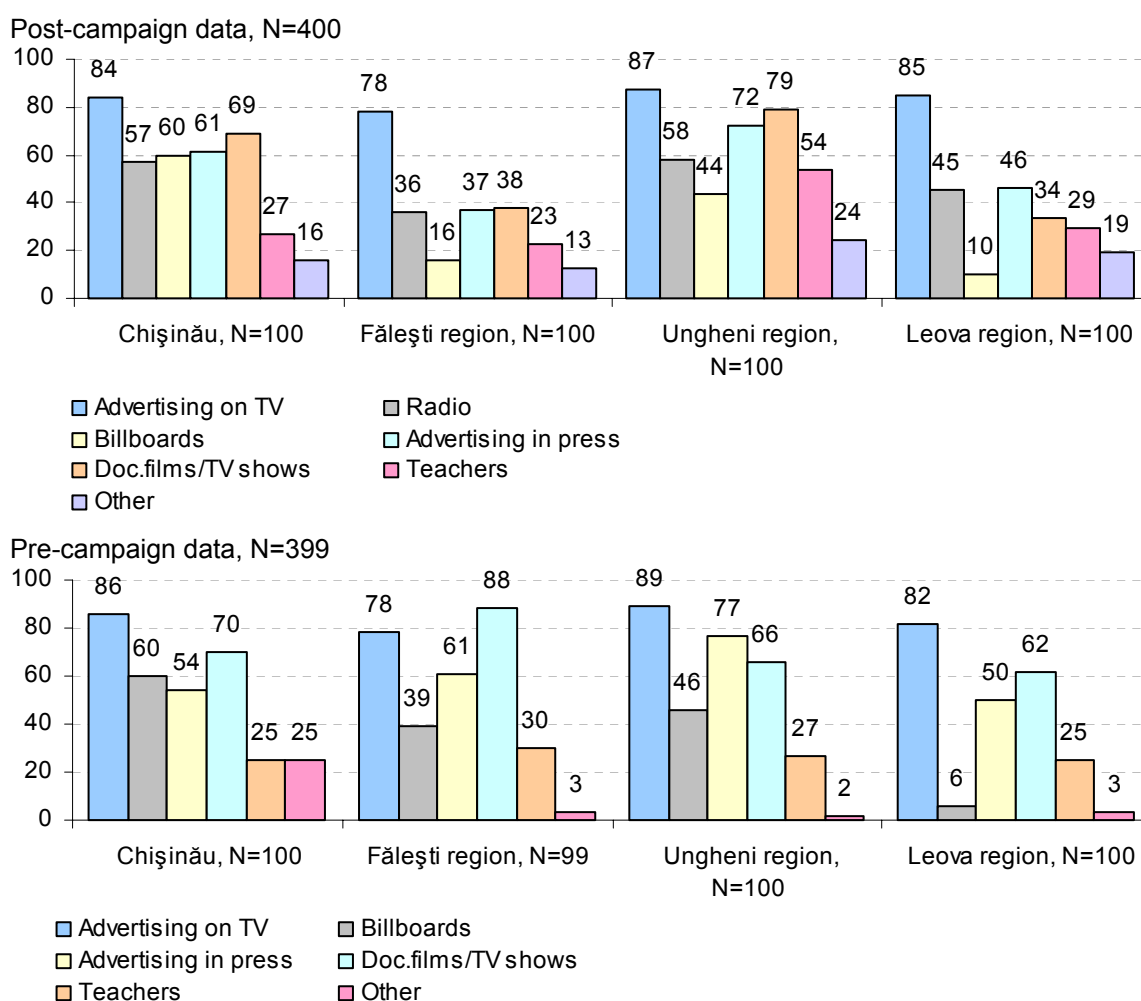
comparing to the previous research. Press was mentioned by more participants from the center part of the country (the capital and Ungheni region). In Chisinau this information source increased with 7 percentage points, while in Falesti region it diminished from 61% to 37%.

About a half of respondents from Ungheni region (54%) marked teachers as an informational source about trafficking phenomenon, registering an increase of 27 percentage points. Concurrently, in Falesti region this share dwindled with 7 percentage points.

More than a half of participants from Chisinau and Ungheni region notified that they acknowledged about human trafficking from radio. In Falesti and Leova regions this share constitutes 36% and 45%.

It is to underline that the share of interviewed persons who mentioned other sources enhanced with 10-22 percentage points in Falesti, Ungheni and Leova regions, while in the capital it diminished from 25% to 16%.

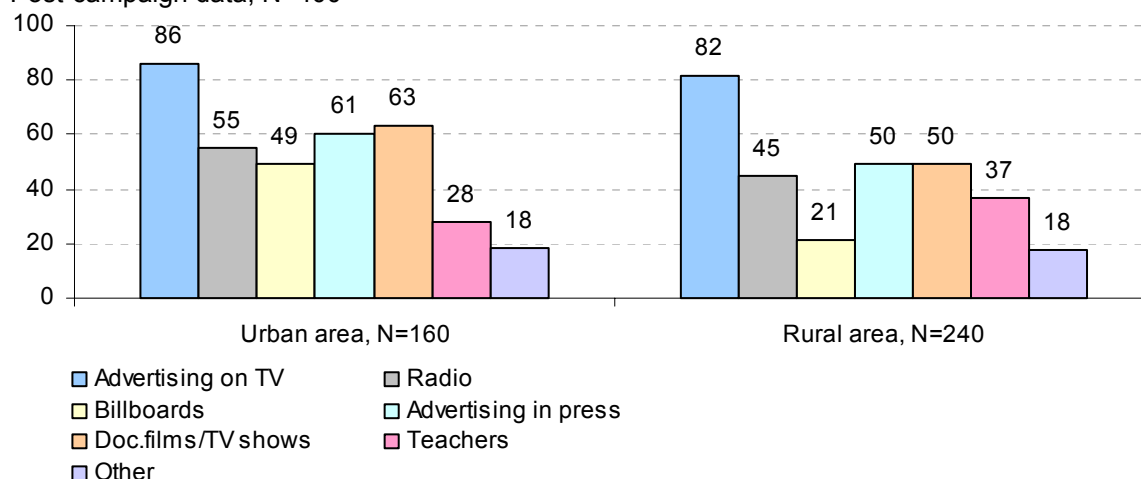
Figure 3.2: Information sources about human trafficking phenomenon, in territory aspect, %



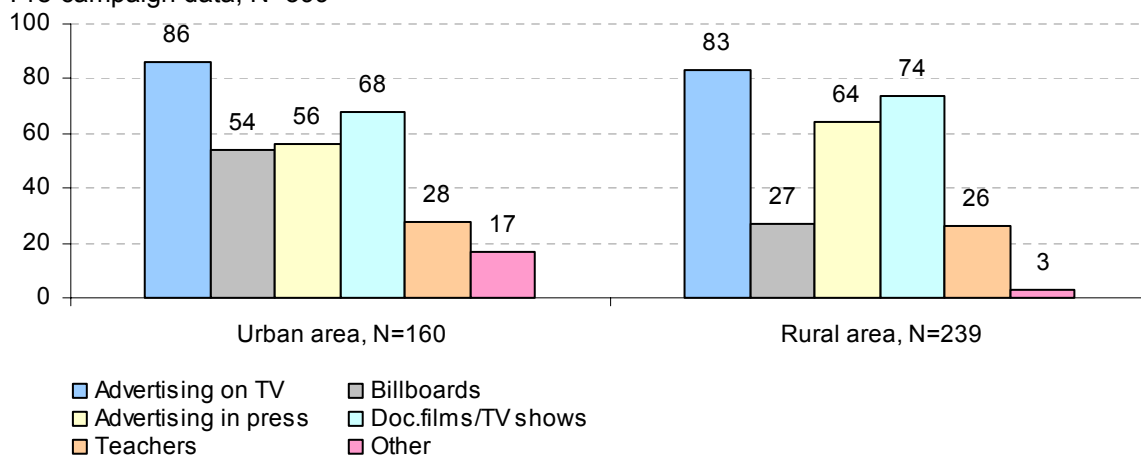
A higher gap between the shares of the information sources was withdrawn among the participants from the rural area. Comparing to the previous research, fewer respondents from this segment found out about trafficking phenomenon from advertising in press and documentary films/TV shows (a decrease of 14-24 percentage points). At the same time, interviewed persons from villages registered an increase when talking about teachers and other sources (+11-15 percentage points).

About a half of respondents from villages and towns marked as an information source the radio. Nevertheless, it is to underline that it retains a slight higher share among participants from the urban area – 55% and 45%.

Figure 3.3: Information sources about human trafficking phenomenon, by living area, %
Post-campaign data, N=400



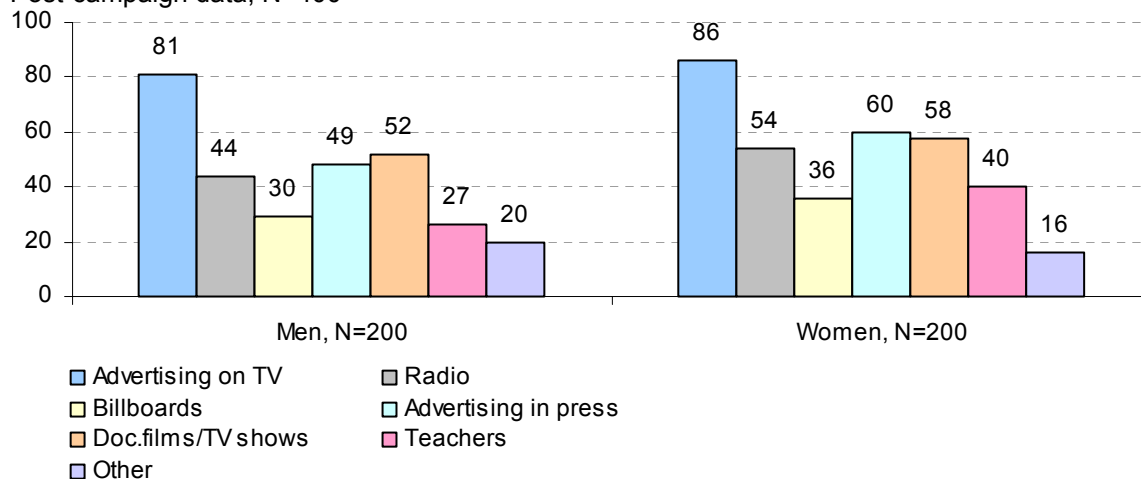
Pre-campaign data, N=399

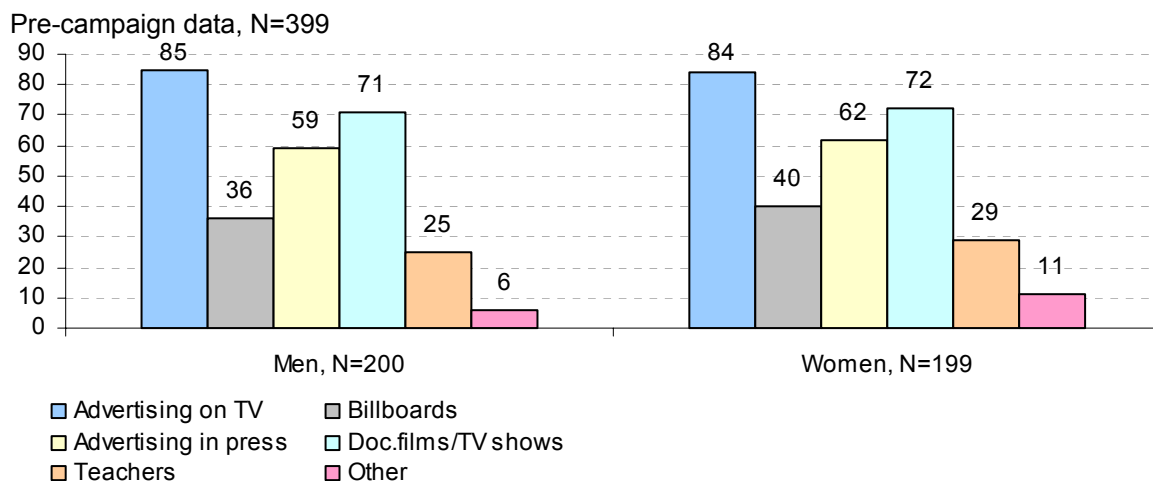


With a difference of about 10 percentage points more women mentioned that they have got acknowledged about the human trafficking phenomenon from radio, advertising in press and teachers.

It is to underline that comparing to the previous research, fewer men and women marked documentary films/TV shows (a decrease of 14-19 percentage points). Moreover, men registered a decrease of 10 percentage points in the share of those who notified press. At the same time, both men and women are characterized by some information sources share growth. More specified, there is an increase of women who found out about the phenomenon from teachers (+11 percentage points), while men registered an increase in other sources (from 6% to 20%).

Figure 3.4: Information sources about human trafficking phenomenon, by sex, %
Post-campaign data, N=400



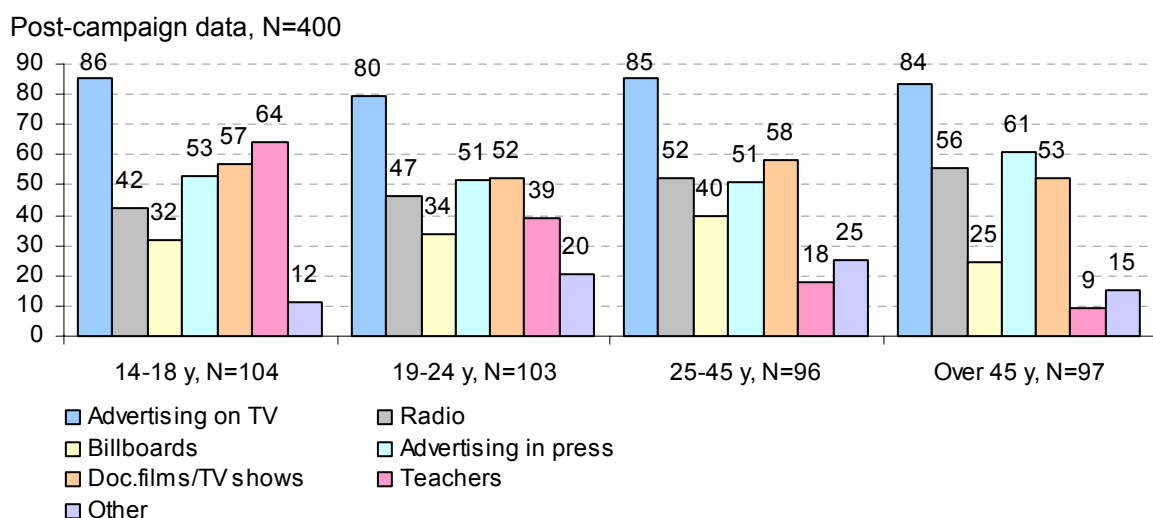


Advertising on TV has been marked by the majority of respondents in all age segments.

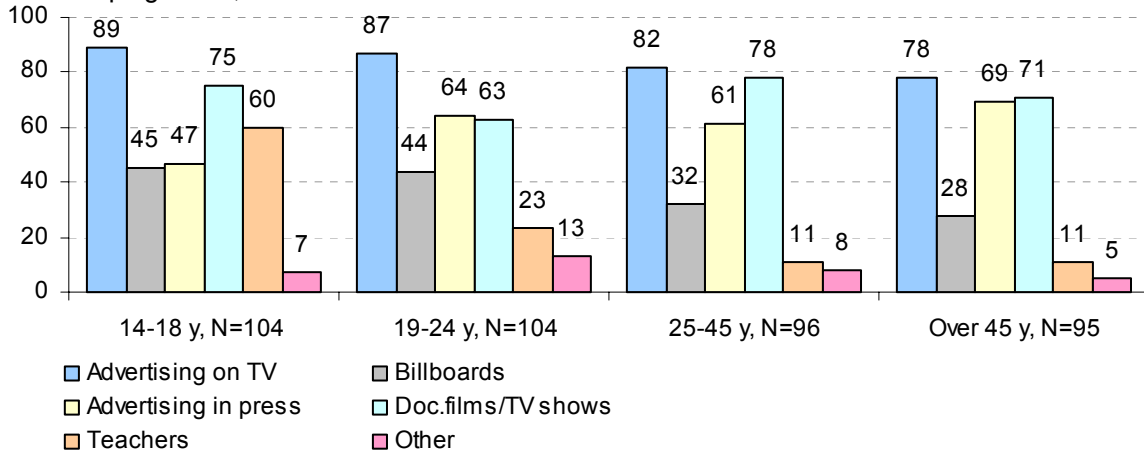
When analyzing this pattern by age it is possible to distinguish four categories of respondents. Firstly, more teenagers are informed from teachers rather from documentary films/TV shows and advertising in press. Secondly, participants aged between 19 and 24 years old are informed about the phenomenon equally from press and documentary films/TV shows. At the third age group (25-45 y) documentary films/TV shows are situated on the second place, while radio and press on the third place. When talking about the oldest age group it is to underline that more frequently was marked press rather than radio and TV shows.

When comparing the results from both researches it is important to relieve the following changes: documentary films/TV shows registered a decrease in all age groups. The share of respondents who marked press increased at the teenagers (+6 percentage points), but it diminished at the rest of participants. With a difference of 8 percentage points, more respondents aged between 25 and 45 years mentioned billboards, while in the younger age segments this information source was specified by fewer persons (10-13 percentage points difference). Therewith, it is to accentuate the share increase of participants older than 19 years who mentioned other sources.

Figure 3.5: Information sources about human trafficking phenomenon, by age, %



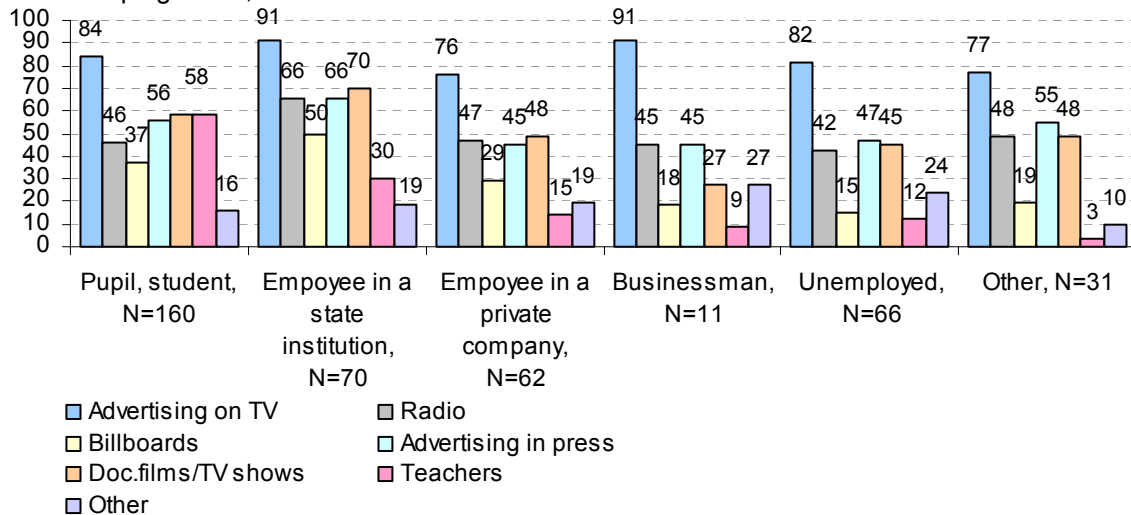
Pre-campaign data, N=399



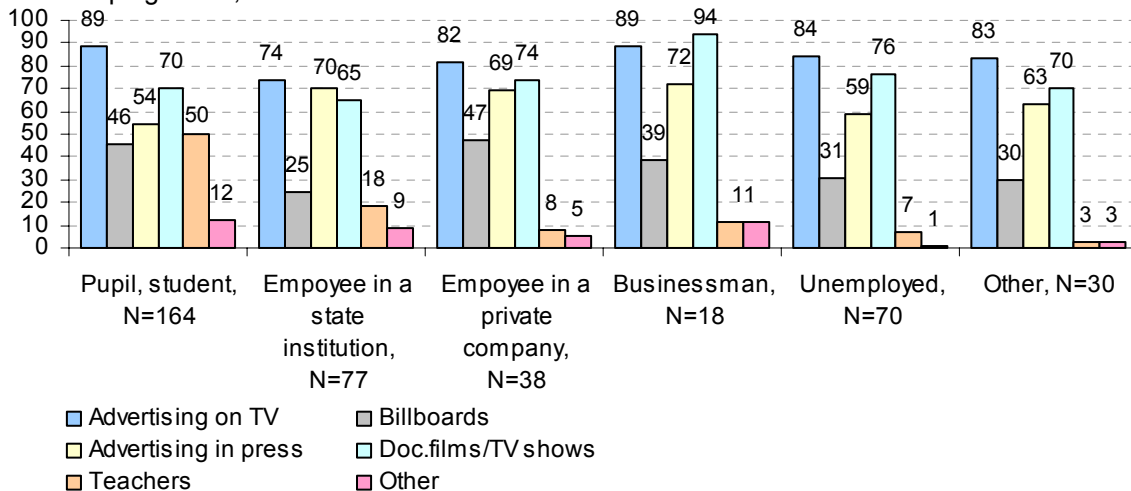
According to the results revealed in the figure below, more than a half of pupils and students are informed about human trafficking from teachers, documentary films/TV shows and press. Meanwhile, employees of private and state companies, unemployed persons and pensioners are informed about the phenomenon almost on the same level from radio, advertising in press and documentary films/TV shows. On the other hand, fewer businessmen mentioned TV shows and films.

Figure 3.6: Information sources about human trafficking phenomenon, by occupation, %

Post-campaign data, N=400



Pre-campaign data, N=397

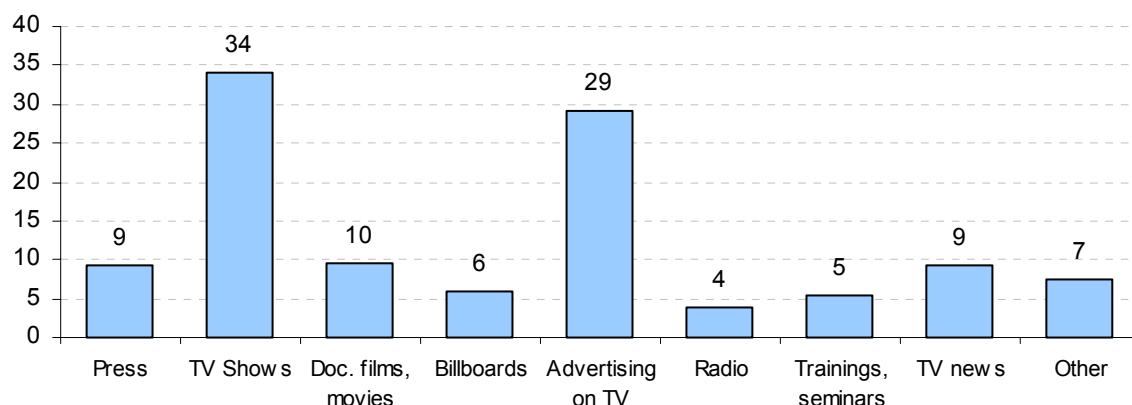


3.2 The recent memorized information/advertising

From the total number of respondents, **70%** (N=281) of persons could remember some recent information or/and TV ads spread via media and other information sources. About each the third participant of those remembering promotion on that topic mentioned TV shows and advertising on TV. Approximately 10% of participants remembered information read in press, documentary films about human trafficking, and news on TV.

Other printed information mentioned by respondents is brochures, leaflets in mini buses, the performance "Oameni ai nimănu", the book "Eu plec peste hotare" and real cases of human trafficking heard from friends, relatives or colleagues.

Figure 3.7: Recent printed information/ads, N=281, %

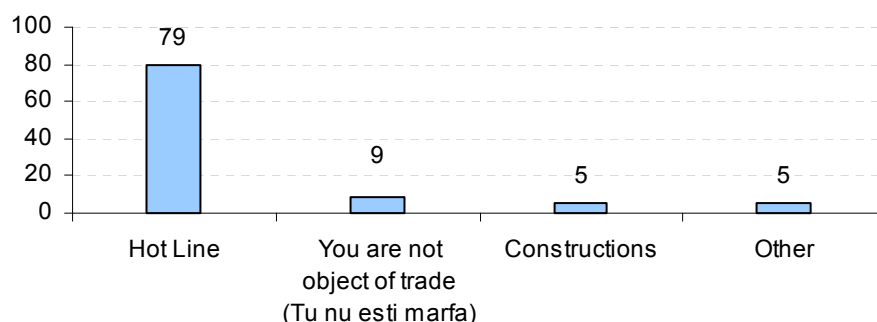


From TV shows were mentioned "Buna seara", "Buna dimineata" on TVM, "Impas" on TVR 1, "Человек и закон", "Час суда", "Федеральное судья", "Криминальное чтение", "Без комплексов" on OPT, "Специальный репортаж" on ТВ-Ц. It is to underline that the "Buna seara" show conducted by Mircea Surdu is very popular among respondents.

Participants who printed information about human trafficking from press notified following newspapers and magazines: "Timpul", "Ioana", "Tropoțel și Tropoțița", "Săptămâna", "Комсомольская правда". The movie "Lilia forever" is still memorized by many participants.

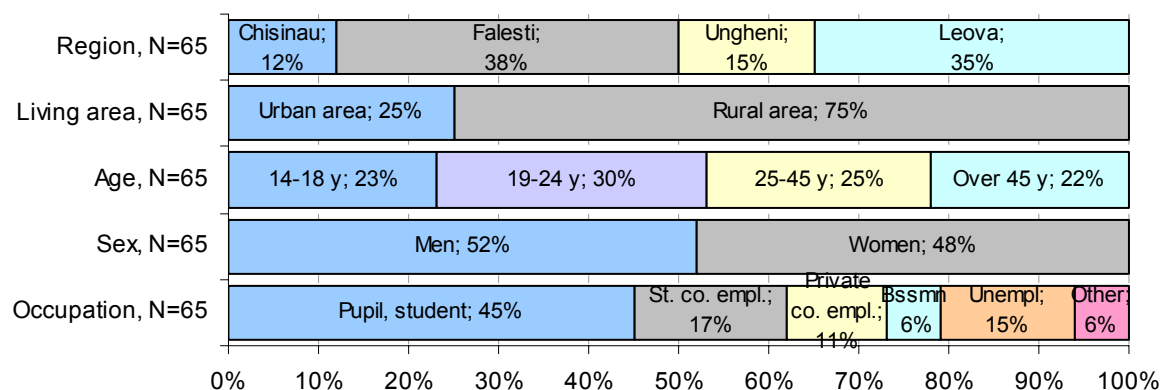
From the total number of participants who mentioned advertising on TV, 79% (N=65) mentioned the informing TV ad about HOT LINE. Hard any person could remember the character of the ad (ex. AurPost-campaign data,. Other 9% of respondents mentioned the ad "You are not trade object" ("Tu nu ești marfă"), and only 5% remembered the TV ad targeted on persons who work abroad in constructions. As well, some participants mentioned other informing TV ads spread via Russian and Romanian channels.

Figure 3.8: Advertising on TV, N=82, %



Further, it is determined the respondent profile who could remember the HOT LINE ad. This ad was printed by more participants from the North and South part of the country (Falesti and LeovPost-campaign data,. Moreover, 75% of participants are from rural area. Considering the respondent age and sex, there were not registered significant variations in segments' answers. However, the Hot Line ad was specified by more persons from the young segments.

Figure 3.9: Respondent profile who remembered Hot Line ad, N=65, %



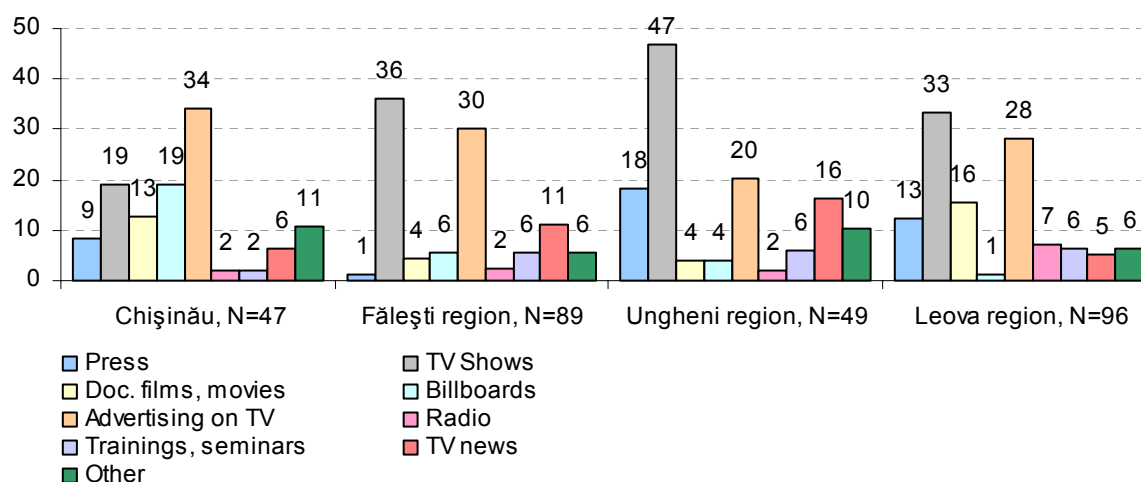
The TV ad focused on constructions was mentioned only by participants from Chisinau. They are distributed equally by age and sex segments. One of participants is student, while the rest of them are state company employees.

When analyzing the memorized information according to the location it is to notify that interviewed persons from Falesti, Ungheni and Leova regions mostly printed information about trafficking phenomenon from TV shows rather from advertising on TV. An opposite situation is observed in Chisinau, where more respondents mentioned TV ads. Billboards were specified by more respondents from Chisinau – 19%, while press is used more often in Ungheni and Leova regions.

Documentary films detain a higher share in Leova region and in the capital – 16% and 13%. At the same time in Ungheni region and Chisinau it was registered the highest share of interviewed persons who specified other information sources – 10% and 11%.

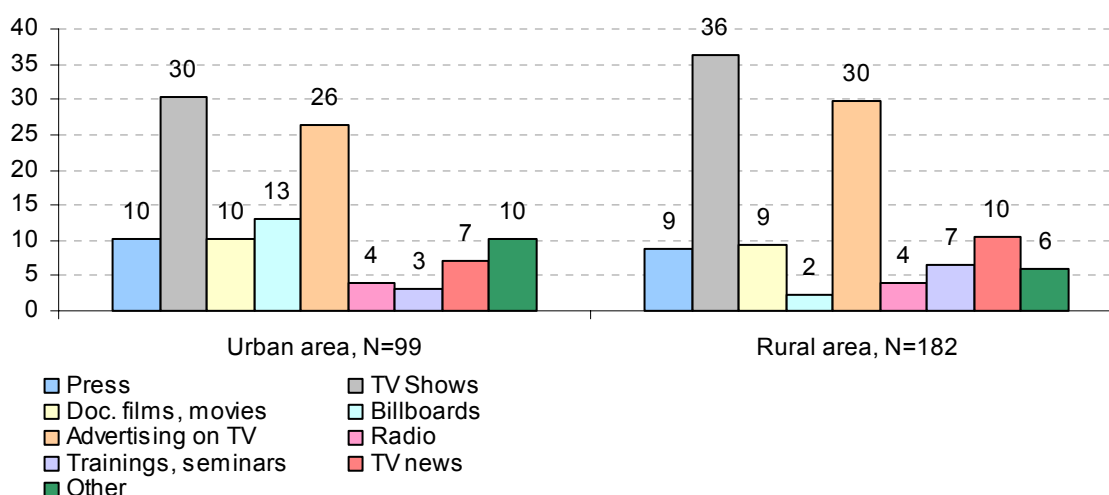
It is to underline that more participants from Falesti and Ungheni regions memorized the information spread via TV news, registering a percentage of 11% and 16%, while in the capital and in Leova this information was mentioned by approximately 5% of participants.

Figure 3.10: Recent printed information/ads, in territorial division, N=281, %



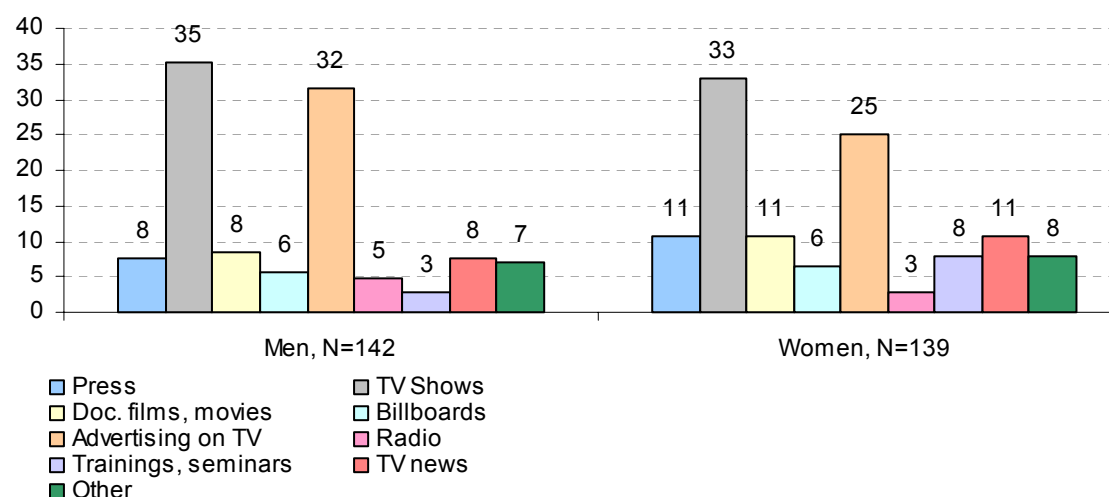
According to the figure below, the share of respondents from rural area who mentioned TV shows and advertising on TV is slightly higher than of those who live in an urban area. Meanwhile, the share of interviewed persons from urban area that mentioned billboards is with 11 percentage points higher than of persons that live in villages.

Figure 3.11: Recent printed ads, by living area, N=281, %



When analyzing this pattern according to the respondent's sex, it was not observed significant digression between the information sources mentioned by men and women. One may notice that more men printed the ads spread via TV – 32% and 25%, while more women memorized trainings and seminars that they assisted.

Figure 3.12: Recent printed ad, by sex, N=281, %



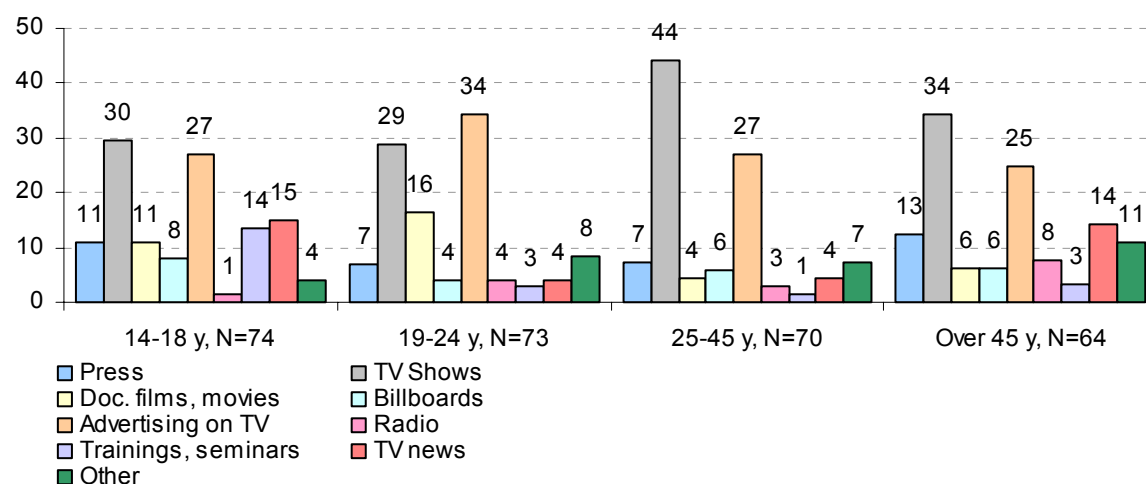
Following the same pattern, the memorized information is analyzed below according to the age.

Respondents from 19 to 24 years detain the highest percentage of persons who memorized TV ads. Contrary, the rest age segments register a higher share of those who mentioned TV shows.

Trainings and seminars were mentioned especially by the youngest segment of participants – 14%, while in the rest age segments this share is insignificant – 1%-3%. At the same time, respondents over 45 years old could remember more information about traffic phenomenon spread via radio Moldova or heard different real cases from friends/relatives/colleagues.

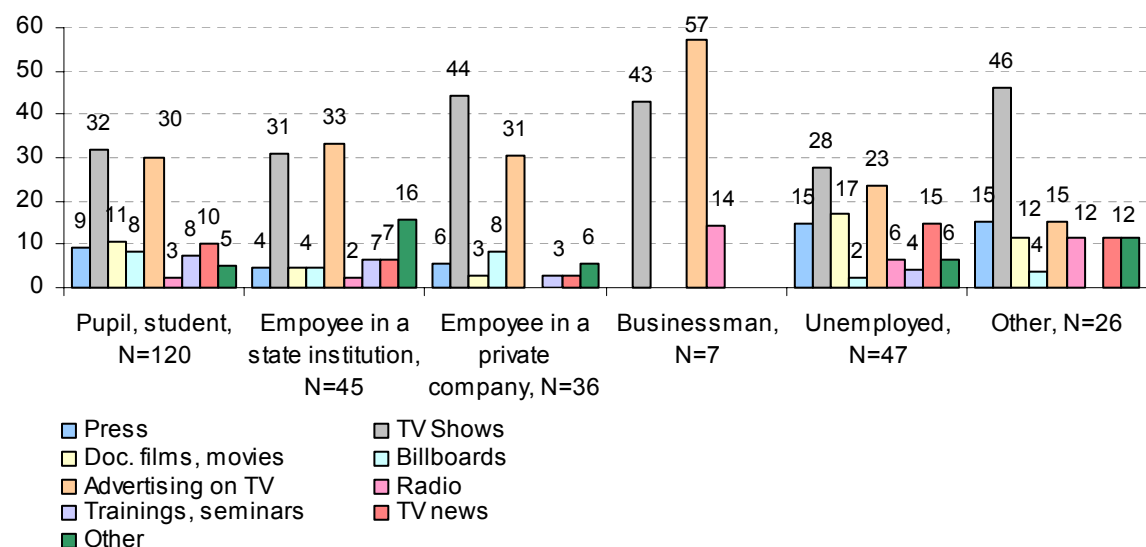
TV news and press were mentioned especially by interviewed persons aged between 14 and 18 years and over 45 years. Therewith, more participants from the younger age segments mentioned that they recently watched a documentary film or a movie on this topic.

Figure 3.13: Recent printed ad, by age, N=281, %



As it is reflected in the figure below, about each the third pupil/student and employee in a state institution remembered almost on the same level the information from TV shows and advertising on TV. Contrary, private company employees and pensioners printed most TV shows.

Figure 3.14: Recent printed ad, by occupation, N=281, %



3.3 The received message from the memorized information/advertising

The interviewed persons were asked, as well, about the message they have received from the recent memorized information or advertising about human trafficking phenomenon.

The received messages vary depending on the information source. As well, the same information could be interpreted different from one participant to another.

Further, a detailed presentation of the received messages is reflected in the following table.

Table 3.1: Received message by information source

Message \ Information source	Press, N=26	TV Shows, N= 96	Doc. films, movies, N=27	Billboards, N=17	Advertising on TV			Radio, N=11	Trainings, N=15	TV news, N=26	Other, N=7
					HL, N=65	You are not object of traffic, N=7	Construction, N=4				
There is risk to be trafficked, people must be prudent	x	x	x	x	x	x	x	x	x	x	x
Trading with human organs is traffic (poor children are sold for their organs)		x									
Sexual slavery is traffic		x									
Begging is traffic		x	x								
Leaving a person without remuneration after completing the work is traffic							x				
The Hot Line help people		x			x						
In case of traffic people must appeal to the police				x				x		x	x
Before leaving abroad people must inform themselves (appeal to the HOT LINE)	x	x	x	x	x			x	x	x	x
People must not leave abroad	x	x	x		x					x	
It is dangerous to walk on dark streets									x		
Young girls and women are in danger abroad					x						x
Persons who live near the frontier are more exposed to be trafficked		x	x						x		
The state bodies must involve in combating human trafficking		x									
The persons who were trafficked should appeal to the HOT LINE							x				
Men should not get married with women that are going to leave abroad			x								
Children must be staked out		x									x
People must be careful not to contact a trafficker;	x	x	x		x					x	
People must not trust strangers		x	x					x	x	x	
People must appeal to HOT LINE when they are in danger		x			x		x				
People should leave abroad legally	x	x			x				x	x	
Each person must respect himself				x		x					
People must be informed	x	x	x		x					x	x
People are not object of traffic	x	x		x	x	x					
Human trafficking is an actual problem	x	x	x	x	x			x	x	x	

As it can be observed, the respondents received more information from TV shows rather from advertising on TV and documentary films/movies.

From the majority printed information the respondents received the message that human trafficking phenomenon is an actual problem and that each person is exposed to the risk to be trafficked. Thus, everyone must be prudent. The participants found out about the existence of other types of human trafficking than prostitution (such as begging, illegal trafficking of organs and leaving a person without remuneration after completing the work) from TV shows and advertising on TV.

When talking about the HOT LINE ad, some participants mentioned that it helps people to get more information about the phenomenon and about the country they go to. Others notified that the Hot Line help just those persons who were trafficked or are in danger. Some respondents mentioned that this ad pointed that young girls and women are in a big danger abroad and that people should not leave abroad.

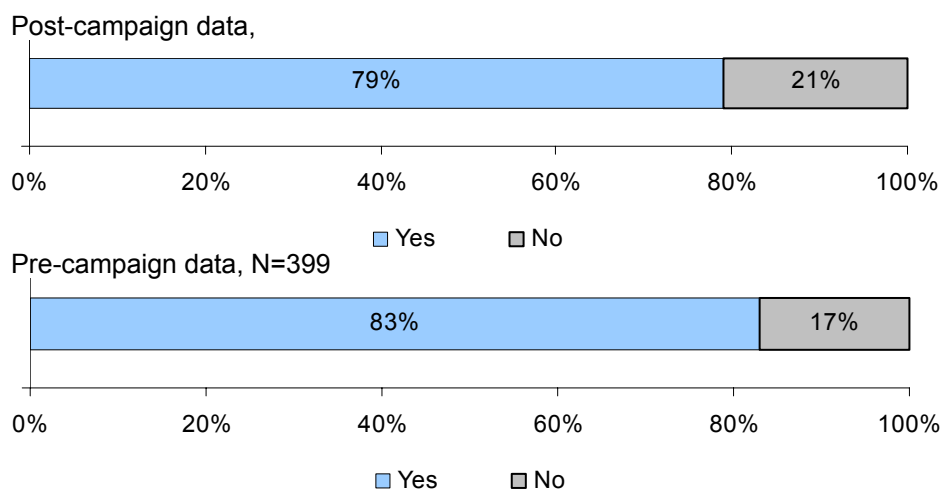
Through press, TV shows, advertising on TV, trainings/seminars and TV news some participants concluded that for their safeness, the population must leave abroad legally, namely working on a contract base. Several respondents emphasized that the TV shows and the documentary films/movies they have watched transmitted the idea that the persons who live near frontier are more exposed to be trafficked

3.4 Level of awareness about HOT LINE

The majority of population is well informed about Hot Line. Thereby, 79% of respondents notified that they know about the existence of Hot Line (4 percentage points less comparing to the previous research), while the rest of participants never heard about it. Some interviewed persons underlined that they are aware about Hot Line but they do not remember the phone number. Other respondents mentioned that they called Hot Line but nobody answered them.

A woman that is very well informed about the Hot Line emphasized that in Romania this system is more developed than in the Republic of Moldova. Therefore, she suggested improving the Hot Line continuously and to line out its benefits.

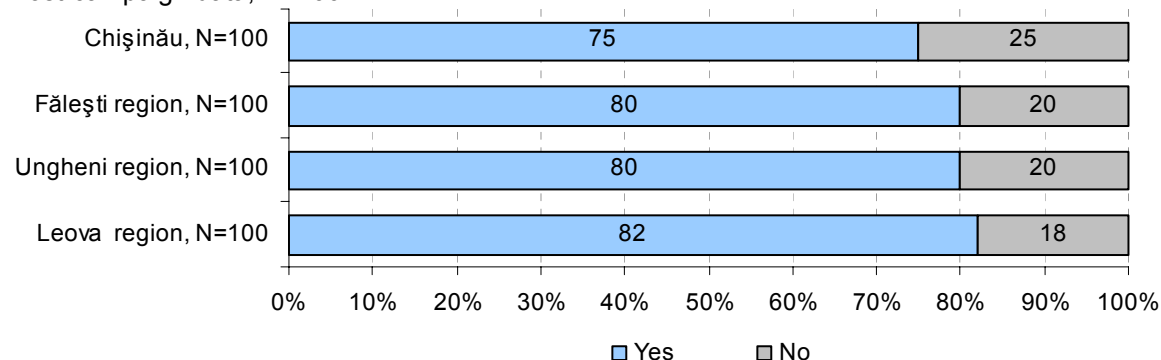
Figure 3.15: Level of awareness about HOT LINE, N=400



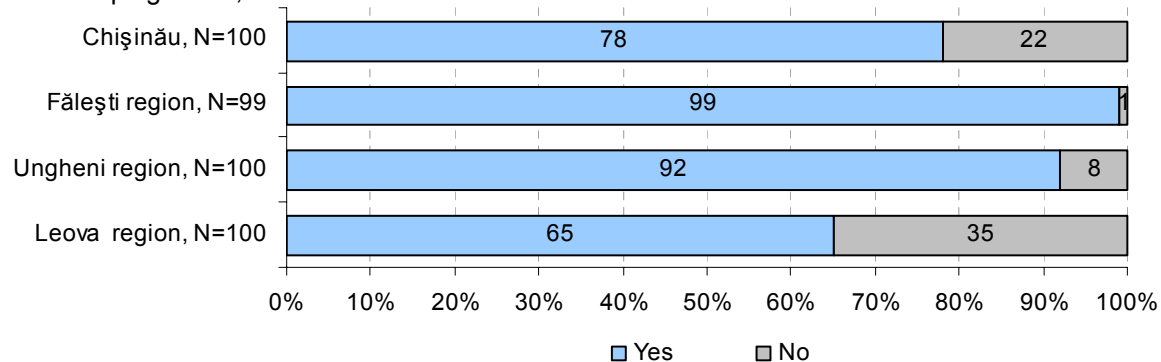
The respondents from the capital remained mainly at the same level of knowledge referring to Hot Line. A significant change in the share of respondents declaring that know about Hot Line is among the participants from Leova, Ungheni and Falesti regions. Thus, the interviewed persons share from Leova region that are aware about Hot Line is higher with 17 percentage points comparing with the previous research. Contrary, in Ungheni and Falesti regions this share decreased with 12 and respectively 19 percentage points. One of the reasons of this decrease may be the population careless on the promoted campaign.

Figure 3.16: Level of awareness about HOT LINE, by territorial division, %

Post-campaign data, N=400



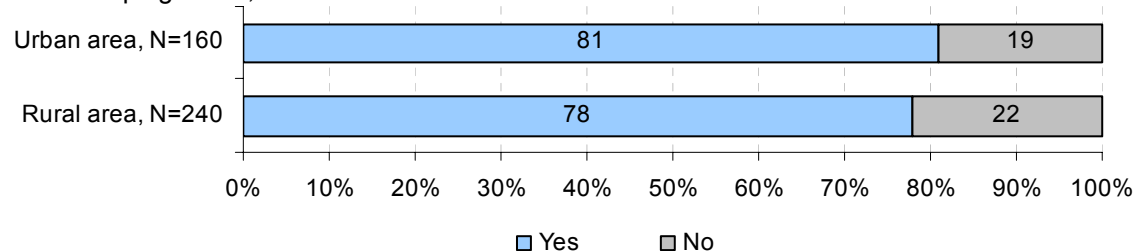
Pre-campaign data, N=399



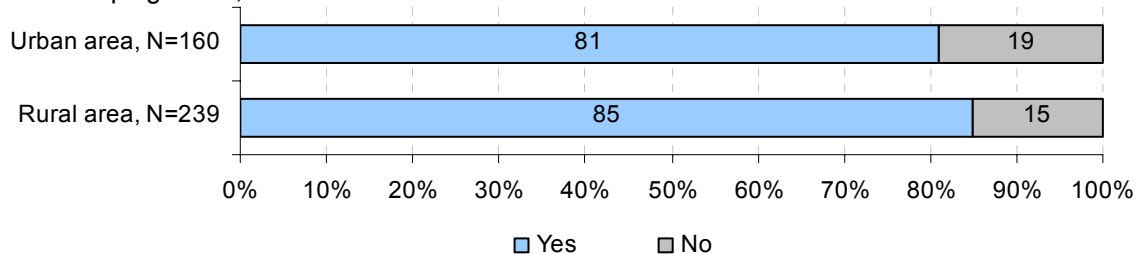
After the informational campaign, the awareness level about Hot Line remained the same in the urban area. Contrary, in villages this share decreased with 7 percentage points.

Figure 3.17: Level of awareness about HOT LINE, by living area, %

Post-campaign data, N=400



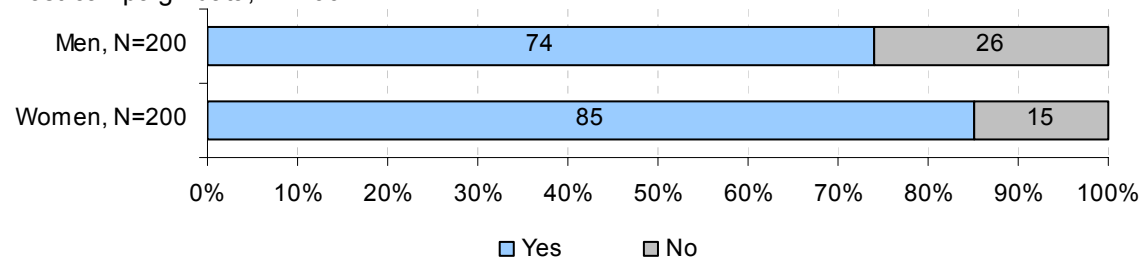
Pre-campaign data, N=399



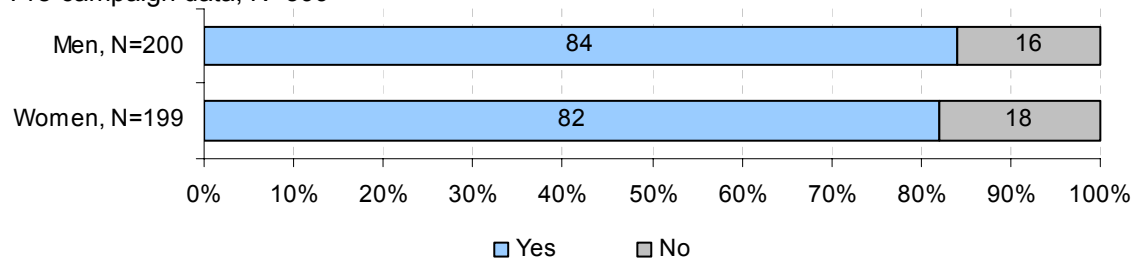
Men represent the segment that got to be less informed about the existence of Hot Line. As it is reflected in the following figures, their share is less with 10 percentage points. On the other hand, women are characterised with approximately the same level of awareness.

Figure 3.18: Level of awareness about HOT LINE, by sex, %

Post-campaign data, N=400



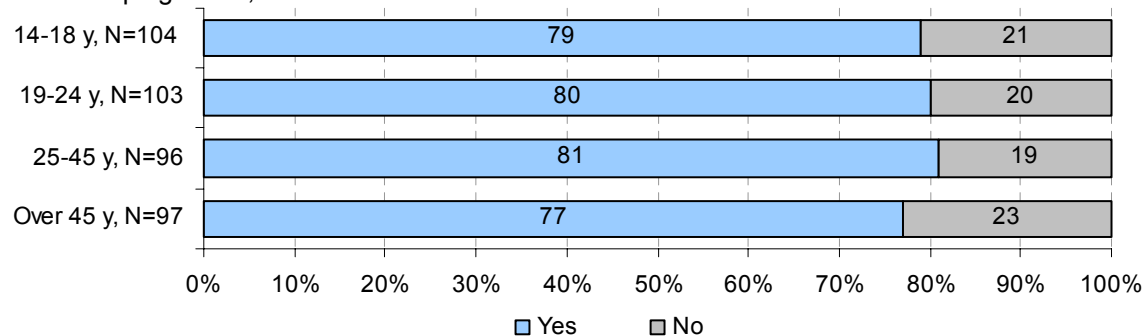
Pre-campaign data, N=399



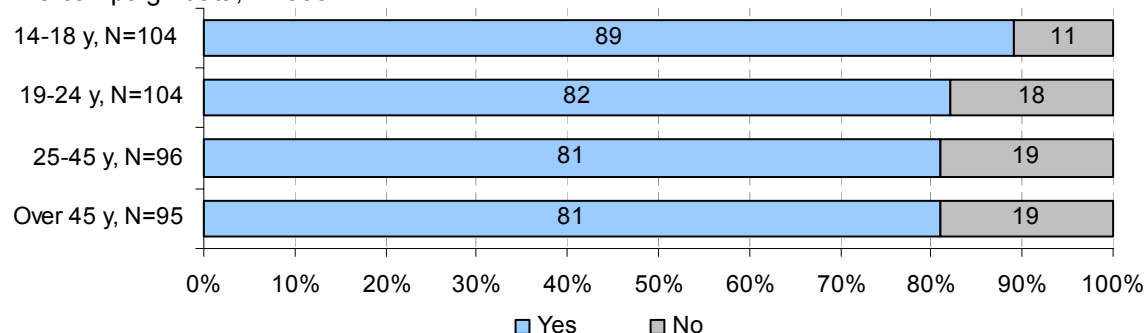
When analysing this pattern by age it is to underline the changes in the level of awareness about Hot Line at the youngest age group. With a difference of 10 percentage points fewer teenagers notified that know about the Hot Line existence.

Figure 3.19: Level of awareness about HOT LINE, by age, %

Post-campaign data, N=400



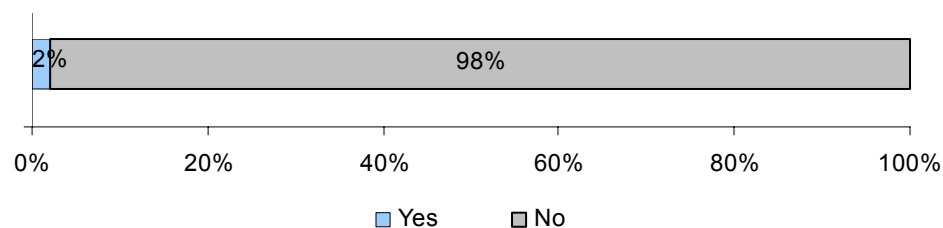
Pre-campaign data, N=399



3.5 Ringing HOT LINE

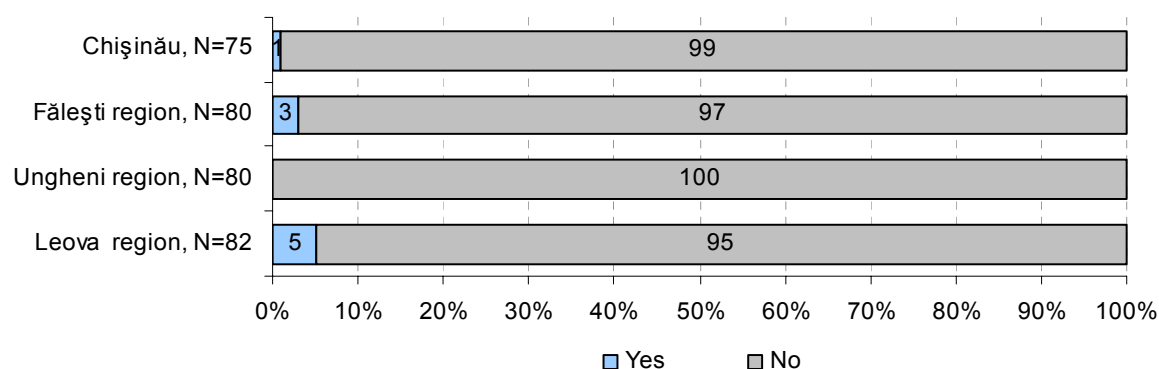
From the total number of respondents that are aware about the Hot Line, only 2% (N=6) of persons called it. This phenomenon may be explained by the fact that some interviewed persons do not find the necessity to appeal for the Hot Line. At the same time, it is not developed the culture to ring such "Lines" or the population do not trust such institutions yet.

Figure 3.20: Calling HOT LINE, N=317, %



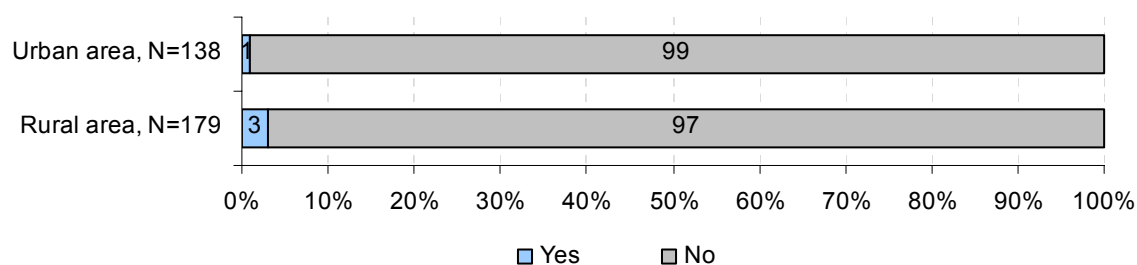
When considering the territorial division it is to underline that in Leova it was registered a higher share of respondents who rang the Hot Line, followed by participants from Falesti region. No participants From Ungheni region appealed to it.

Figure 3.21: Calling HOT LINE, in territorial division, N=317, %



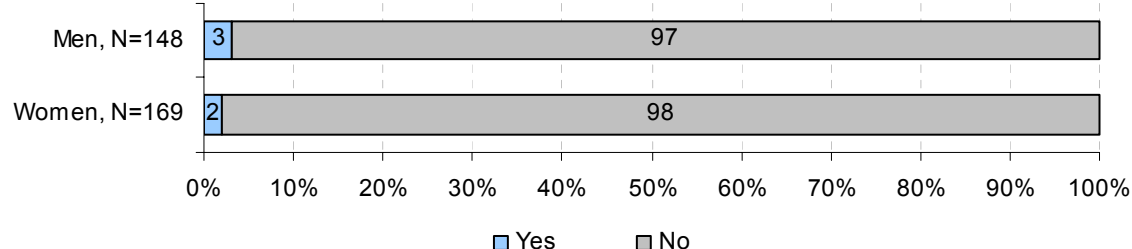
More interviewed persons who rang the Hot Line live in villages, their share constitute 3%, while in the urban area -1%.

Figure 3.22: Calling HOT LINE, by living area, N=317, %



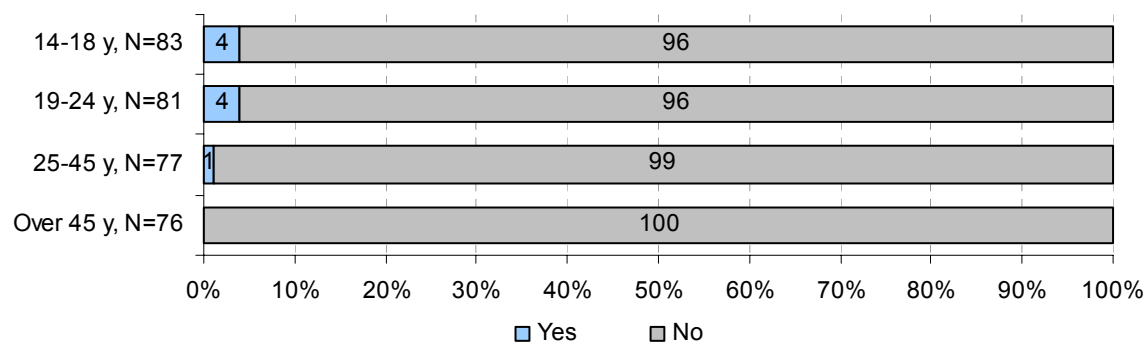
Depending on the respondent gender, it was not registered significant variations in answers. Both men and women appealed equally to the Hot Line.

Figure 3.23: Calling HOT LINE, by sex, N=317, %



According to the figure bellow, younger segments of participants tend to ring the Hot Line. No respondents over 45 years old mentioned that he/she appealed it.

Figure 3.24: Calling HOT LINE, by age, N=317, %

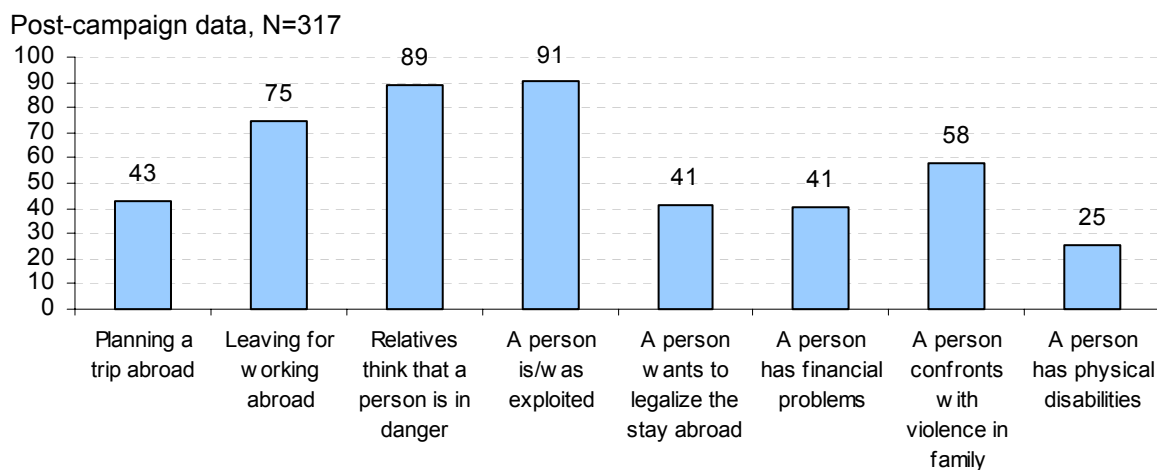


3.6 Situations when appealing to Hot Line

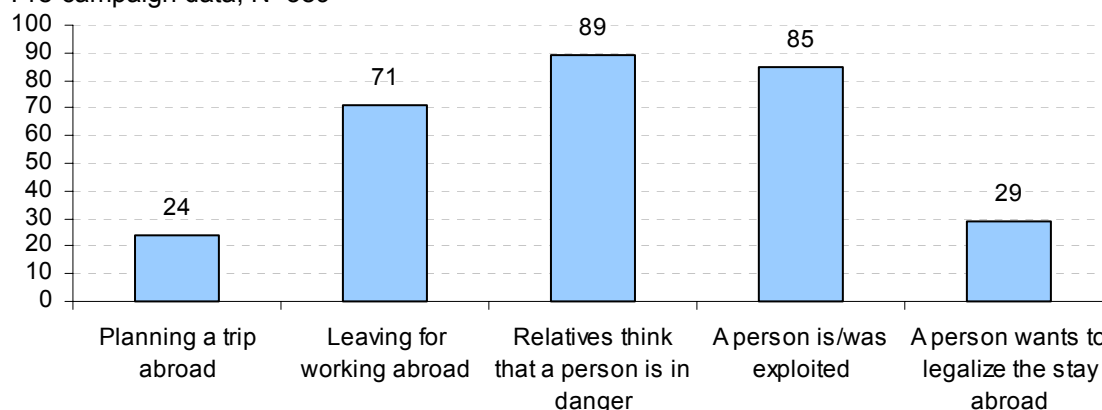
According to the results of the current research, the most frequently met answers remained the same. Thus, as the previous study revealed, most frequently people consider they should call the hot line when their relatives are in danger, when they know a person who is/was exploited or before going to work abroad. There was obtained an increase in the share of those stating that people are supposed to call to the hot line when planning a trip abroad or when somebody wants to legalize their stay abroad. About 58% respondents declared they consider the hot line as a phone number to be appealed for reporting cases of violence in the family. In other cases people consider they should call to the hot line when they have financial problems or when they have physical disabilities (41% and 25% respectively).

In comparison with the previous research, in the current one there were introduced three new answer options (for reasons of calling to the hot line) such as: a person has financial problems, a person confronts with violence in his/her family and a person has physical disabilities.

Figure 3.25: Situations when appealing to hot line, %



Pre-campaign data, N=389



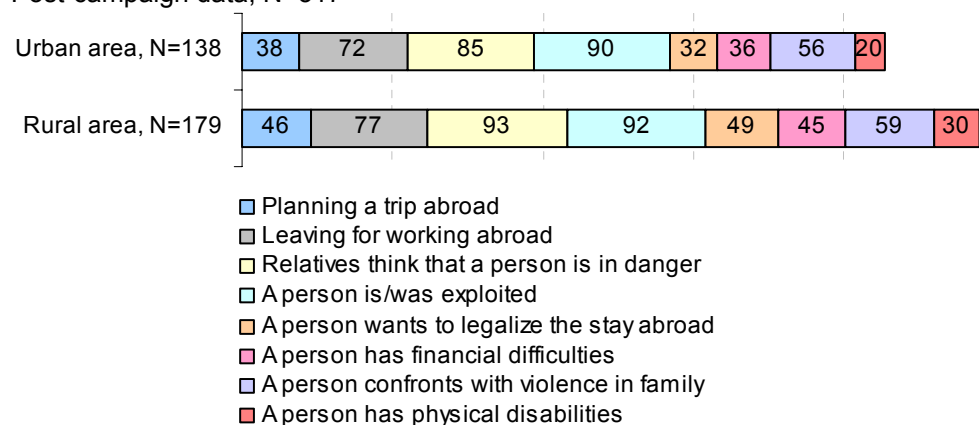
Taking into consideration that the shares of respondents from the rural area are larger than those from the urban area, one may withdraw the conclusion that people from villages would call to the hot line more often and in more cases. On the other hand, people from the urban area are more reserved. Still, the difference between these two living areas is not very large, that is why the specific of each area is not very pronounced.

The biggest difference between the shares detained by the respondents from these regions lies in their opinion about calling when somebody wants to legalize his/her status abroad. Thus, more persons (more by 17 percentage points) from the rural area would call to the hot line for receiving more information about this process. Other important differences were revealed in the respondents call decisions referring to the handicap of some people (10 percentage points difference), financial difficulties (9 percentage points), planning a trip abroad and when relatives think a person is in danger (8 percentage points difference) etc.

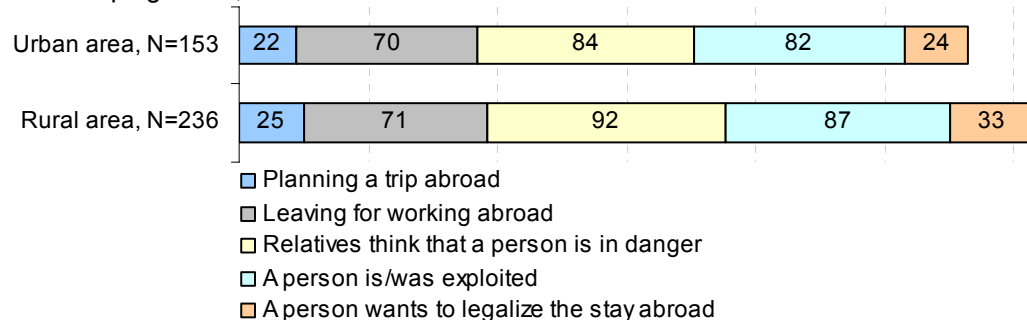
Comparing the two researches, the share of people who would call to the hot line per each cause have increased. Still, the largest increases were registered for calling when planning a trip (16-21 percentage points) and when somebody wants to legalize their status abroad (6-16 percentage points).

Figure 3.26: Situations when appealing to hot line, by living area, %

Post-campaign data, N=317



Pre-campaign data, N=389

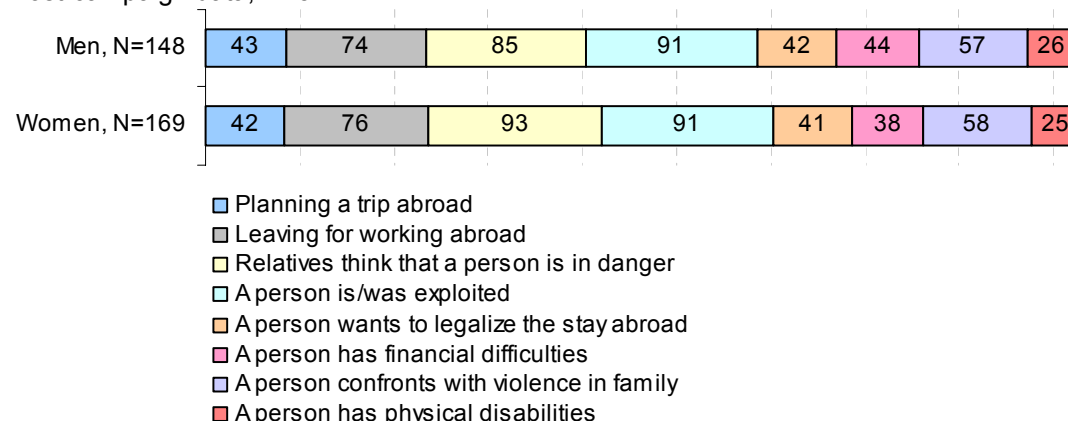


The difference between men’s and women’s answers does not register high variances. More women would call to the hot line when one of their relatives is in danger, this being the largest share difference (8 percentage points).

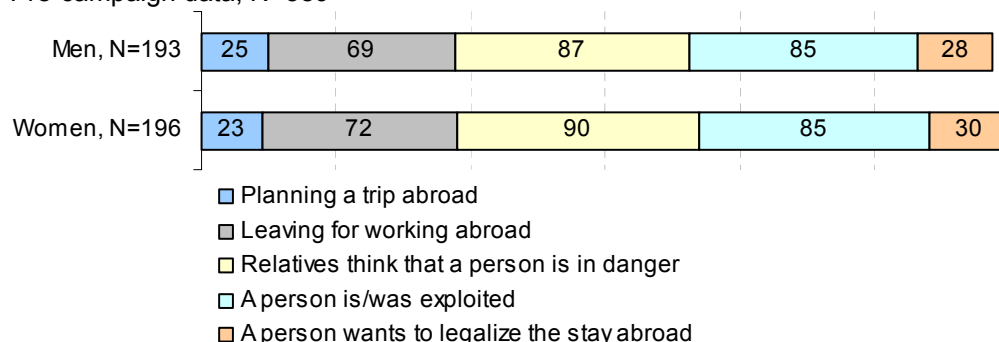
Analyzing the differences between the results of the two researches, one may reveal the fact that currently, more respondents would call to the hot line when planning a trip abroad (18-19 percentage points increase) and when desiring to legalize their stay abroad (11-14 percentage points). Almost in all the other categories there were registered increases.

Figure 3.27: Situations when appealing to hot line, by sex, %

Post-campaign data, N=317



Pre-campaign data, N=389



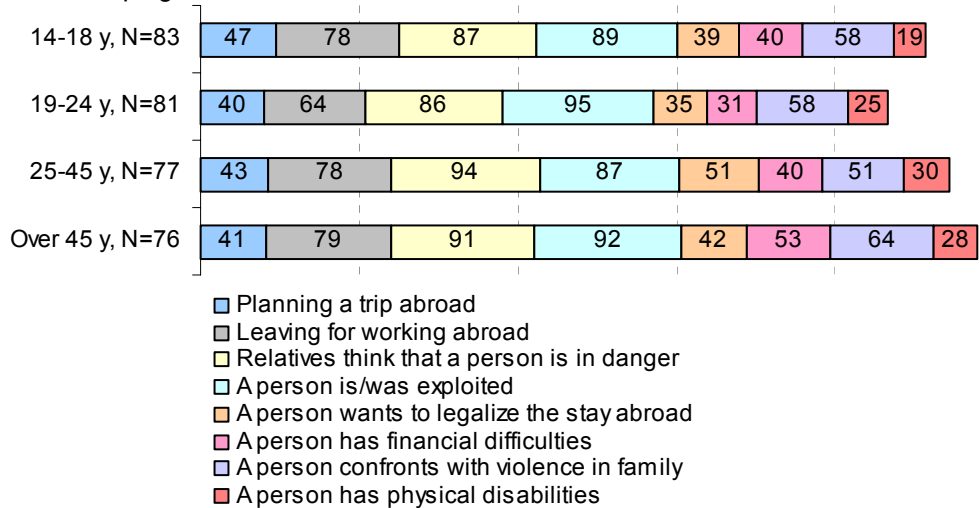
The most frequently met reasons for calling to the hot line remained the same according to the age repartition.

There were registered certain changes in comparison with the results of the previous study. All the age categories have registered an increase when speaking about calling the hot line when planning a trip abroad. An increased was observed in the over 25 years old category as more people would call when leaving for working abroad. The category of under 25 years old persons reacted differently towards the

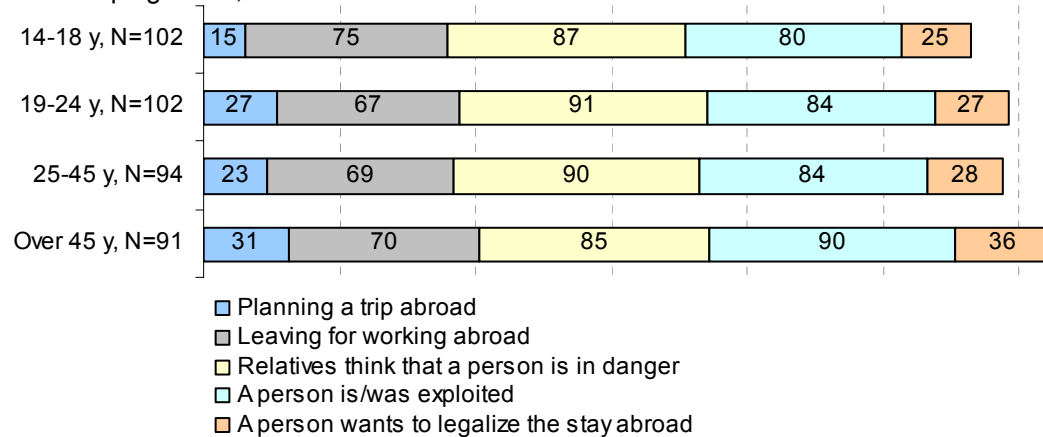
situation when a person is/was exploited, as currently more people (by 9-11 percentage points) would report this case. Also a higher share (by 13-14 pp) of persons who would call to the hot line for finding out more information about the legalizing process are aged between 14-18 years old and between 25-45 years old.

Figure 3.28: Situations when appealing to hot line, by age, %

Post-campaign data, N=317



Pre-campaign data, N=389



CONCLUSIONS AND RECOMMENDATIONS

General conclusions

According to the results of the research, respondents heard about the concept of human trafficking, but do not know what it represents. In Falesti region it was registered the largest share of respondents that do not know about the meaning of this phenomenon. Women proved to have better knowledge on human trafficking phenomenon than men.

Trafficking of human beings is associated by the majority of respondents with prostitution and sexual slavery, trafficking of organs and forcing a person to work without remuneration. Respondents who affirmed that are well informed about this phenomenon detain higher shares in all definitions of the concept. Nevertheless, about one half of them do not associate leaving a person without remuneration after completing the work with traffic, while one third participants from this category say that begging is not human trafficking.

Respondents consider that the categories of persons exposed to a high risk of being trafficked are especially young girls and children. Women are considered to be submitted to a medium risk, while the opinion about men are divided between those who situate them to a medium risk and those who do not see this category of persons as subjects of traffic. Interviewed persons who affirmed that do not know what traffic is, detain higher shares to each category of persons except young girls. Thus, more respondents with extensive knowledge about human trafficking voted this group of persons.

Working in constructions without a contract is considered to be the most dangerous departure agreement. Marriage with a foreigner and working in families without a contract are perceived as a medium risk departure agreement, while the majority of participants consider that there is no risk to leave abroad through Au Pair System or to study abroad. When analyzing the correlation between the awareness level and the most dangerous departure agreements it was registered a slight difference between the respondents' answers. Despite the fact that 124 participants affirmed that are well informed about trafficking phenomenon, about two thirds of them do not consider that marriage with a foreigner is a high risk departure agreement. With a slight difference, the participants that do not know very much about traffic detain higher shares when talking about working illegally in constructions and in families.

The main information sources are TV and press advertisements, documentary films and TV shows. Billboards are the information source preferred by respondents from towns. Teachers were mentioned by more interviewed persons from villages.

More than one half of interviewed persons could remember some recent information or/and TV ads spread via media and other information sources. TV shows and advertising on TV are printed more frequently. The main received messages about this phenomenon are the following: human trafficking phenomenon is an actual problem; each person is exposed to the risk to be trafficked. The participants found out about the existence of other types of human trafficking from TV shows and advertising on TV.

According to the respondent opinion, the HOT LINE ad was pointed to announce the population that it helps people to get more information about the phenomenon and about the country they go to, that Hot Line helps just those persons who were trafficked or are in danger, that young girls and women are in a big danger abroad and that people should not leave abroad etc.

The majority of the population is well informed about Hot Line. Still, it was hard for some of respondents to remember the hot line phone number. Very few participants appealed to the Hot Line. The most frequently considered cases to call the hot line are the situations when a relative from abroad is in danger or he/she is exploited and when somebody is leaving to work abroad.

Changes on the awareness level on human trafficking as the result of the educational campaign

As a result of the advertising campaign more public realized that they are not extremely acknowledged about human trafficking phenomenon. This fact is supported by the idea that after informing better the public about the phenomenon, the local population realised they do not know so much about traffic and all its features. Nevertheless, the campaign message was not so explicit to make the public understand what traffic is. A significant change was registered in Leova where the respondents changed their opinion about the deepness of their knowledge referring to the features of this issue.

An increase registered when comparing these two researches is referred to the act of begging, forcing a person to work without being remunerated and leaving a person without remuneration after completing the work, as the share of those attributing these facts to traffic increased. In other categories, the shares of respondents considering prostitution, sexual slavery, illegal trafficking of organs as part of human trafficking has decreased. A significant difference was registered between the features revealed in the rural area. Here, the share of persons stating that begging is human traffic has grown significantly. Urban area representatives think slightly different than those from villages, as fewer of them consider that sexual slavery represents human trafficking.

After the informing campaign, the respondents realized a larger variety of risks towards which the population is exposed. In comparison with the results of the precedent research, the share of persons who declared children, women and men as being exposed to high risks of being trafficked has increased.

Comparing to the previous study, more participants mentioned that marriage with a foreigner represent a very dangerous department agreement. Meanwhile, the share of participants who do not consider working illegally in constructions and in families as a dangerous department agreement increased. One of the reasons of these share increases is the fact that there are persons who do not perceive working without a contract as a risk of human trafficking, because they do not associated them with a work which will not be remunerated.

The information sources about trafficking of human beings have slightly changed during the campaign period. Comparing to the previous research, fewer respondents from rural area found out about trafficking phenomenon from advertising in press and documentary films/TV shows. At the same time, interviewed persons from villages registered an increase when talking about teachers and other sources.

When analyzing the situations when appealing to the Hot Line the most frequently met answers remained the same. There was obtained an increase in the share of those stating that people are supposed to call to the hot line when planning a trip abroad or when somebody wants to legalize their stay abroad. In comparison with the previous research, in the current one there were introduced three new answer options (for reasons of calling to the hot line) such as: a person has financial problems, a person confronts with violence in his/her family and a person has physical disabilities. Thus, over one half of participants consider the hot line as a phone number to be appealed for reporting cases of violence in the family. In other cases people consider they should call to the hot line when they have financial problems or when they have physical disabilities.

Recommendations

Therefore, as the study shows, people do not know what human trafficking represents. They are confused when defining the phenomenon. A considerable part of population still tends to interpret trafficking as prostitution. Accordingly, one of the main recommendations of the study is to enhance messages that will help the public to distinguish these two concepts.

Further, as only young girls are still perceived as highly submitted to the danger of being trafficked, the educational campaign must underline other categories under risk of human trafficking.

Not all risky departure agreements are perceived as being dangerous (e.g. marriage with a foreigner or working via au pair system) and this should be taken in account when designing the further strategy for the educational campaign. As well, it is necessary to emphasize on the fact that working without an official contract is a risk to be trafficked, as the employees may not be remunerated.

It is recommended to spread more information about the situations when appealing Hot Line, as there are persons who do not distinguish the Hot Line assistance and the one that it is attributed to persons with physical disabilities, to persons who confront with violence in family or to those that have financial problems.

The information about human trafficking is suggested to be spread, as well, via internet, namely make the population acknowledged about the “La strada” organization web site, place where everyone can find answers to every question about trafficking of human beings and Hot Line. The web site may be pointed out during the informing and preventing campaign on billboards, during unreeling advertising on TV, in press etc.

The information spread via TV shows represent the most frequently memorized one. So, it is relevant to organize more TV shows on this topic. For instance, “Buna seara” show is very popular among population both from urban and rural areas, fact that will permit to transmit the necessary information to a wider public.

Annex 1: The Questionnaire

Place of Interview _____

1. Respondent profile

1.1. Age

14-18	1
19-24	2
25-45	3
Over 45 years old	4

1.2. Sex

Man	1
Woman	2

1.3. Occupation

Pupil, student	1
Employee in a state institution	2
Employee in a private company	3
Businessman, entrepreneur	4
Currently unemployed	5
Other, please specify	6

2. Level of acknowledgement about the problem

2.1. Have you ever heard about „human trafficking“?

No (stop the interview)	1
Yes, I heard about it, but I do not know what it represents	2
I am well informed about this phenomenon	3

2.2. In your opinion, what is human trafficking?

Category	Yes	No	I do not know
Forcing a person to work without remuneration (constructions, agriculture works, housekeeping etc)			
Prostitution			
Begging			
Sexual exploitation			
Illegal trafficking of organs			
Partial remuneration upon completing the work			

2.3. In your opinion, what groups of persons are more exposed to the risk of being trafficked?

Category	High risk	Medium risk	No risk
Children			
Girls			
Women			
Men			

2.4. In your opinion, what are the most risky ways for leaving abroad?

Category	High risk	Medium risk	No risk
Marriage with a foreigner			
Leaving for studies			
Constructions works without a contract			
Working in families (take care of children, old people) without contract			
Work through the „Au Pair“ system			
Other, specify...			

3. Information sources from which they found out about this phenomenon

3.1. How did you learn about this phenomenon? (several answers are possible)

Spots on TV	1
Radio	2
Billboards	3
Press	4
Documentary movies / TV shows	5
Professors/teachers	6
Other, specify...	7

3.2. What information source/publicity do you recall lately on this subject? Please specify.....

3.3. What message did you learn from this spot/article etc?

3.4. Post-campaign data, Have you heard about the Hot Line 0 800 77777?

No	1
Yes	2

Pre-campaign data, If yes, have you ever called the 0 800 77777 Hot Line?

No	1
Yes	2

3.5. In what situations do you think a person should call the Hot Line? (several answers are possible)

When planning a tourist trip abroad	1	
When somebody is preparing to leave abroad for work	2	
When the relatives of the person think that he is in danger	3	
When a person has been/is exploited (is trafficked)	4	
When a person wants to obtain a legal resident status abroad	5	
When a person lives in poverty	6	
When there is violence in the family	7	
When the person has physical disabilities (blind, handicap, etc)	8	

Thank you for participation!